



CHEROKEE

Counties : Cherokee County

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Executive Demographic Report

Population

The current year population in this selected geography is 167,024. The 2000 Census revealed a population of 141,903, and in 1990 it was 90,206 representing a 57.31% change. It is estimated that the population in this area will be 205,658 in 2008, representing a change of 23.13% from 2003. The current population is 50.16% male and 49.84% female. In 2003, the median age of the population in this area was 35.5, compared to the US median age which was 36.1. The population density in your area is 384.4 people per square mile.

Households

There are currently 58,473 households in this selected geography. The Census revealed household counts of 49,495 in 2000, up from 31,309 in 1990, representing a change of 86.76%. It is estimated that the number of households in this area will be 72,383 in 2008, representing a change of 23.79% from the current year. For the current year, the average household size in this area is 2.86 persons.

In 2003, the median number of years in residence in this geography's population is 4.02. The average household size in this geography was 2.84 people and the average family size was 3.16 people. The average number of vehicles per household in this geography was 2.1.

Income

In 2003, the median household income in this selected geography was \$64,569, compared to the US median which was \$45,128. The Census revealed median household incomes of \$60,977 in 2000 and \$39,116 in 1990 representing a change of 65.07%. It is estimated that the median household income in this area will be \$73,044 in 2008, which would represent a change of 13.13% from the current year.

In 2003, the per capita income in this area was \$26,436, compared to the US per capita, which was \$23,201. The 2003 average household income for this area was \$75,148, compared to the US average which was \$60,600.

Race Ethnicity

In 2003, the racial makeup of this selected area was as follows: 91.57% White; 3.28% Black; 0.38% Native American; 0.84% Asian/Pacific Islander; and 2.61% Other. Compare these to the US racial makeup which was: 75.06% White, 12.30% Black, 0.88% Native American, 3.66% Asian/Pacific Islander and 5.52% Other.

People of Hispanic ethnicity are counted independently of race. People of Hispanic origin make up 6.73% of the current year population in this selected area. Compare this to the US makeup of 13.79%. Changes in the population within each race and ethnicity category from the 1990 Census to the 2000 Census are as follows: 112.7% American Indian, Eskimo, Aleut Population; 282.8% Asian, Pacific Islander; 108.2% Black; 626.6% Hispanic Ethnicity; 1,318.4% Other; White 49.5%.

Housing

The median housing value in this area was \$86,051 in 1990, compare this to the US median of \$78,382 for the same year. The 2000 Census median housing value was \$129,442, which is a 50.4% change from 1990. In 1990, there were 25,826 owner occupied housing units in this area vs. 49,495 in 2000. Also in 1990, there were 5,481 renter occupied housing units in this area vs. 7,993 in 2000. The average rent in 1990 was \$415 vs. \$628 in 2000.

Employment

In 2003, there were 125,941 people over the age of 16 in the labor force in your geography. Of these 70.95% were employed, 2.03% were unemployed, 26.89% were not in the labor force and 0.12% were in the armed forces. In 1990, unemployment in this area was 2.87% and in 2000 it was 1.99%.

In 2003, there were 44,182 employees in this selected area (daytime population) and there were 5,742 establishments.

For this area in 1990, 59.01% of employees were employed in white-collar occupations and 40.98% were employed in blue-collar occupations. In 2000, white collar workers made up 65.79% of the population, and those employed in blue collar occupations made up 34.21%. In 1990, the average time traveled to work was 22 minutes and in 2000 it was 32 minutes.

Consumer Expenditure Report

Cherokee County

2003 Consumer Expenditures (Average Household Annual Expenditures)

Total Households	58,473
Median Household Income	\$64,569
Average Household Income	\$75,148
Total Average Household Expenditure	\$56,828
Airline Fares	\$391.94
Alcoholic Beverages	\$539.75
Alimony And Child Support	\$172.98
Apparel	\$3,081.35
Apparel Services And Accessories	\$401.03
Audio Equipment	\$89.23
Babysitting And Elderly Care	\$315.90
Books	\$103.32
Books And Supplies	\$152.24
Boys Apparel	\$166.64
Cellular Phone Service	\$92.81
Cigarettes	\$476.35
Computer Hardware	\$445.68
Computer Information Services	\$45.82
Computer Software	\$58.62
Contributions	\$1,686.75
Coolant And Other Fluids	\$13.26
Cosmetics and Perfume	\$123.43
Deodorants and Other Personal Care Products	\$41.27
Education	\$957.40
Electricity	\$1,746.39
Entertainment	\$2,965.14
Fees And Admissions	\$737.98
Finance Charges Excluding Mortgage And Vehicle	\$250.31
Floor Coverings	\$88.53
Food And Beverages	\$9,258.63
Food At Home	\$5,496.78
Food Away From Home	\$3,222.10
Footwear	\$569.68
Fuel Oil And Other Fuels	\$110.85
Funeral And Cemetery	\$129.14
Furniture	\$566.18
Gasoline And Oil	\$2,057.28
Gifts	\$1,695.28
Girls Apparel	\$203.61
Hair Care	\$78.81
Hard Surface Flooring	\$15.90

Health Care	\$3,655.41
Health Care Insurance	\$1,757.20
Health Care Services	\$1,101.06
Health Care Supplies And Equipment	\$797.15
Household Services	\$433.54
Household Supplies	\$912.22
Household Textiles	\$134.18
Housewares And Small Appliances	\$1,202.53
Indoor Plants And Fresh Flowers	\$96.72
Infants Apparel	\$142.52
Jewelry	\$143.36
Legal And Accounting	\$123.37
Magazines	\$63.45
Major Appliances	\$267.05
Mass Transit	\$121.67
Men's Apparel	\$572.20
Mortgage Interest	\$3,316.83
Natural Gas	\$540.30
New Car Purchased	\$1,421.43
New Truck Purchased	\$1,070.17
New Vehicle Purchase	\$2,491.60
Newspapers	\$132.57
Oral Hygeine Products	\$37.07
Other Lodging	\$1,170.81
Other Miscellaneous Expenses	\$127.96
Other Repairs And Maintenance	\$121.93
Other Tobacco Products	\$50.77
Other Transportation Costs	\$936.15
Other Utilities	\$456.10
Paint And Wallpaper	\$57.43
Personal Care Products	\$218.40
Personal Care Services	\$617.03
Personal Insurance	\$651.44
Pet Supplies And Services	\$317.23
Photographic Equipment And Supplies	\$141.96
Plumbing And Heating	\$76.47
Property Taxes	\$640.73
Public Transportation	\$618.33
Records / Tapes / CD Purchases	\$147.66
Recreational Equipment And Supplies	\$1,136.68
Rental Costs	\$4,029.93
Roofing And Siding	\$92.17
Satellite Dishes	\$9.57
Shaving Needs	\$16.63
Shelter	\$10,111.13
Telephone Service Excl Cell Phones	\$1,458.51
Televisions	\$127.58
Transportation	\$11,877.87
Tuition	\$805.16
Used Car Purchase	\$1,692.49
Used Truck Purchase	\$972.04
Used Vehicle Purchase	\$2,664.53

VCRs And Related Equipment	\$56.37
Vehicle Insurance	\$1,333.21
Vehicle Repair	\$1,292.31
Vehicle Repair And Maintenance	\$1,305.57
Video And Audio Equipment	\$1,090.48
Video Game Hardware And Software	\$37.10
Watches	\$28.13
Women's Apparel	\$1,025.67

Cherokee County

2008 Consumer Expenditures (Average Household Annual Expenditures)

Total Households	72,383
Median Household Income	\$73,044
Average Household Income	\$84,997
Total Household Expenditure (\$000's)	\$62,013
Airline Fares	\$428.31
Alcoholic Beverages	\$588.96
Alimony And Child Support	\$188.89
Apparel	\$3,365.86
Apparel Services And Accessories	\$438.72
Audio Equipment	\$97.60
Babysitting And Elderly Care	\$344.59
Books	\$112.82
Books And Supplies	\$165.94
Boys Apparel	\$181.75
Cellular Phone Service	\$101.32
Cigarettes	\$518.89
Computer Hardware	\$486.31
Computer Information Services	\$50.61
Computer Software	\$64.00
Contributions	\$1,841.36
Coolant And Other Fluids	\$14.47
Cosmetics and Perfume	\$134.99
Deodorants and Other Personal Care Products	\$45.00
Education	\$1,043.69
Electricity	\$1,905.58
Entertainment	\$3,237.78
Fees And Admissions	\$806.32
Finance Charges Excluding Mortgage And Vehicle	\$273.21
Floor Coverings	\$96.87
Food And Beverages	\$10,103.39
Food At Home	\$5,994.74
Food Away From Home	\$3,519.69
Footwear	\$622.68
Fuel Oil And Other Fuels	\$120.53

Funeral And Cemetery	\$139.94
Furniture	\$619.81
Gasoline And Oil	\$2,248.79
Gifts	\$1,849.78
Girls Apparel	\$222.00
Hair Care	\$85.95
Hard Surface Flooring	\$17.30
Health Care	\$3,984.00
Health Care Insurance	\$1,914.71
Health Care Services	\$1,199.08
Health Care Supplies And Equipment	\$870.21
Household Services	\$471.51
Household Supplies	\$998.74
Household Textiles	\$146.44
Housewares And Small Appliances	\$1,313.42
Indoor Plants And Fresh Flowers	\$105.35
Infants Apparel	\$155.56
Jewelry	\$156.87
Legal And Accounting	\$134.95
Magazines	\$69.24
Major Appliances	\$292.03
Mass Transit	\$132.98
Men's Apparel	\$624.88
Mortgage Interest	\$3,626.90
Natural Gas	\$588.75
New Car Purchased	\$1,549.77
New Truck Purchased	\$1,167.13
New Vehicle Purchase	\$2,716.90
Newspapers	\$144.56
Oral Hygeine Products	\$40.41
Other Lodging	\$1,267.36
Other Miscellaneous Expenses	\$139.76
Other Repairs And Maintenance	\$132.90
Other Tobacco Products	\$55.38
Other Transportation Costs	\$1,020.88
Other Utilities	\$498.30
Paint And Wallpaper	\$62.72
Personal Care Products	\$238.54
Personal Care Services	\$675.35
Personal Insurance	\$711.87
Pet Supplies And Services	\$345.99
Photographic Equipment And Supplies	\$155.10
Plumbing And Heating	\$83.42
Property Taxes	\$696.11
Public Transportation	\$675.63
Records / Tapes / CD Purchases	\$161.18
Recreational Equipment And Supplies	\$1,240.69
Rental Costs	\$4,382.60
Roofing And Siding	\$100.35
Satellite Dishes	\$10.52
Shaving Needs	\$18.14
Shelter	\$11,012.14

Telephone Service Excl Cell Phones	\$1,594.63
Televisions	\$139.33
Transportation	\$12,973.29
Tuition	\$877.75
Used Car Purchase	\$1,852.75
Used Truck Purchase	\$1,062.34
Used Vehicle Purchase	\$2,915.09
VCRs And Related Equipment	\$61.54
Vehicle Insurance	\$1,457.22
Vehicle Repair	\$1,409.65
Vehicle Repair And Maintenance	\$1,424.12
Video And Audio Equipment	\$1,190.77
Video Game Hardware And Software	\$40.49
Watches	\$30.84
Women's Apparel	\$1,120.27

Consumer Expenditure Categories contain overlapping information and will therefore NOT add up to Total Household Expenditure

Demographic Overview Report

Cherokee County

Population

1990 Census	90,206
2000 Census	141,903
Current Year Estimate	167,024
5 Year Projection	205,658

Households

1990 Census	31,309
2000 Census	49,495
Current Year Estimate	58,473
5 Year Projection	72,383

2003 Population Households

Population by Race

White	91.57%
Black	3.28%
Asian or Pacific Islander	0.84%
American Indian, Eskimo, Aleut	0.38%

Population by Ethnicity

Hispanic Origin	6.73%
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Total Housing Units

Owner-Occupied	80.1%
Renter-Occupied	15.1%
Vacant	4.8%
Average Household Size	2.84

Household Income

Income \$ 0 – \$9,999	4.1%
Income \$ 10,000 – \$19,999	5.5%
Income \$ 20,000 – \$29,999	7.3%
Income \$ 30,000 – \$39,999	8.9%
Income \$ 40,000 – \$49,999	10.0%
Income \$ 50,000 – \$59,999	9.5%
Income \$ 60,000 – \$74,999	14.2%
Income \$ 75,000 – \$99,999	16.9%
Income \$100,000 – \$124,999	10.6%
Income \$125,000 – \$149,999	5.1%
Income \$150,000 +	7.8%

Average Household Income	\$75,148
Median Household Income	\$64,569
Per Capita Income	\$26,436

Population by Sex

Female Population	49.8%
Male Population	50.2%

Marital Status

Age 15 + Population	128,449
Divorced	3.9%
Never Married	20.0%
Now Married	64.2%
Separated	6.5%
Widowed	10.0%

Family Status

Lone Female Householder	9.1%
Lone Male Householder	7.7%
Lone Parent Female No Children	2.7%
Lone Parent Female W/Children	5.7%
Lone Parent Male No Children	1.6%
Lone Parent Male W/Children	2.1%
Married Couple Family No Children	30.5%
Married Couple Family W/Children	35.4%
Non-Family Female Head W/Children	0.1%
Non-Family Male Head W/Children	0.3%

Length of Residence

Stability (% In Res 5+ Yrs)	35.8%
Turnover (% Yearly)	17.6%

Population by Age

Age 0 – 4	7.4%
Age 5 – 13	14.2%
Age 14 – 17	5.8%
Age 18 – 20	4.0%
Age 21 – 24	4.7%
Age 25 – 34	13.1%
Age 35 – 44	18.7%
Age 45 – 54	15.5%
Age 55 – 64	9.3%
Age 65 – 74	4.4%
Age 75 – 84	2.3%
Age 85 +	0.7%

Female Population by Age

Age 0 – 4	7.3%
Age 5 – 13	13.9%
Age 14 – 17	5.7%
Age 18 – 20	3.9%
Age 21 – 24	4.4%
Age 25 – 34	12.9%
Age 35 – 44	18.9%
Age 45 – 54	15.5%
Age 55 – 64	9.3%

Age 65 – 74	4.6%
Age 75 – 84	2.7%
Age 85 +	1.0%

2000 Census Occupation Employment

Occupation Employment

Not in Labor Force	28,159
In Labor Force	77,368
Employed	97.1%
Unemployed	2.7%
In Armed Forces	0.2%

Employment by Industry

Accommodation and food services	4.7%
Administrative, support waste management service	3.9%
Agriculture forestry fishing and hunting	0.7%
Arts entertainment and recreation	1.5%
Construction	11.2%
Educational services	7.5%
Finance and insurance	5.8%
Health care and social assistance	7.5%
Information	4.5%
Management of companies and enterprises	0.2%
Manufacturing	11.3%
Mining	0.1%
Other services (except public administration)	5.2%
Professional scientific and technical services	7.2%
Public administration	3.1%
Real estate and rental and leasing	2.1%
Retail trade	14.3%
Transportation and warehousing	3.3%
Utilities	0.9%
Wholesale trade	5.1%

2000 Census Transportation Housing

Means of Transportation to Work

Bicycle	0.0%
Bus or trolley bus	0.3%
Carpooled	11.8%
Drove alone	81.2%
Ferryboat	0.0%
Motorcycle	0.1%
Other means	1.0%
Railroad	0.0%
Streetcar or trolley car (públi	0.0%

Subway or elevated	0.0%
Taxicab	0.0%
Walked	0.6%
Worked at home	4.9%
Workers Age 16+	75,273

Vehicles Available

0 Vehicles Available	1,456
1 Vehicle Available	10,808
2 Vehicles Available	24,107
3+ Vehicles Available	13,124
Average Vehicles Per Household	2.10
Total Vehicles Available	103,992

Ave Vehicles Per Hhld	2.10
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Educational Attainment

School: Grade K – 9	5.8%
School: 9th to 11th grade no diploma	8.5%
School: High School Graduate	27.3%
College: Associates Degree	6.4%
College: Some College, No Degree	23.7%
College: Bachelor's Degree	19.6%
College: Graduate Degree	7.3%

Owner Occupied Home Value:

\$ 0 – \$24,999	0.2%
\$ 25,000 – \$34,999	0.1%
\$ 35,000 – \$49,999	0.4%
\$ 50,000 – \$79,999	3.0%
\$ 80,000 – \$99,999	9.3%
\$100,000 – \$149,999	29.9%
\$150,000 – \$199,999	15.5%
\$200,000 – \$299,999	11.4%
\$300,000 – \$399,999	3.0%
\$400,000 – \$499,999	0.7%
\$500,000 – \$749,999	0.4%
\$750,000 – \$999,999	0.2%
\$1,000,000 or more	0.2%

Median Home Value	\$129,442
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Monthly Contract Rent:

\$ 0 – \$100	1.3%
\$ 100 – \$199	2.0%
\$ 200 – \$299	3.0%
\$ 300 – \$399	9.0%
\$ 400 – \$499	14.4%
\$ 500 – \$599	13.8%
\$ 600 – \$699	14.2%
\$ 700 – \$799	13.8%
\$ 800 – \$899	9.8%

\$ 900 – \$999	5.9%
\$1,000 – \$1,249	3.9%
\$1,250 – \$1,499	2.1%
\$1,500 – \$1,999	0.3%
\$2,000 or more	0.1%

Average Monthly Contract Rent \$628

Units In Structure:

1, Attached	0.6%
1, Detached	85.4%
2	0.9%
3 – 4	1.0%
5 – 9	1.2%
10 – 19	1.4%
20 – 49	1.1%
50 or more	0.6%
Mobile Home/Trailer	7.8%
Other	0.0%

Year Moved In:

1969 or Earlier	4.1%
1970–1979	5.7%
1980–1989	16.4%
1990–1994	17.1%
1995–1998	32.3%
1999–March 2000	19.8%

Year Structure Built:

Before 1939	2.3%
1940 to 1949	1.7%
1950 to 1959	3.3%
1960 to 1969	5.0%
1970 to 1979	14.7%
1980 to 1989	29.3%
1990 to 1994	16.0%
1995 to 1998	19.8%
1999 to March 2000	8.1%

Demographic Snapshot Report

Cherokee County

2003 Population:

Total Population	167,024
Male Population	50.2%
Female Population	49.8%
Median Age	35.5
Population Density (per sq. mi.)	384.4
Employees	44,182
Establishments	5,742

Income:

Median HH Income	\$64,569
Per Capita Income	\$26,436
Average HH Income	\$75,148

Households:

Total Households	58,473
Average Household Size	2.84
Household Growth 1990 – 2000	58.09%

Housing:

Owner Occupied Housing Units	80.1%
Renter Occupied Housing Units	15.1%
Vacant Housing Units	4.8%

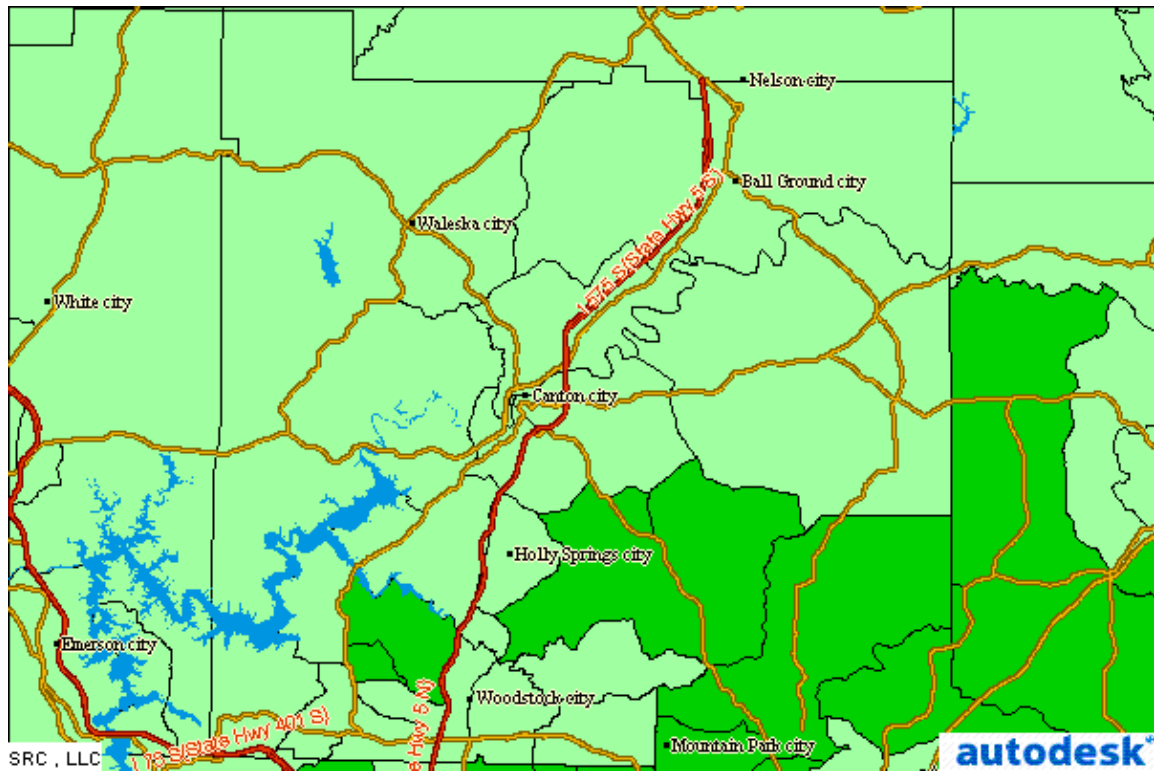
Race:

White	91.6%
Black	3.3%
American Indian, Eskimo, Aleut	0.4%
Asian or Pacific Islander	0.8%
Other	2.6%

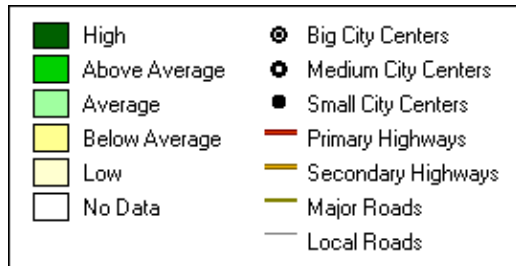
Ethnicity:

Hispanic	6.7%
Non-Hispanic	93.3%

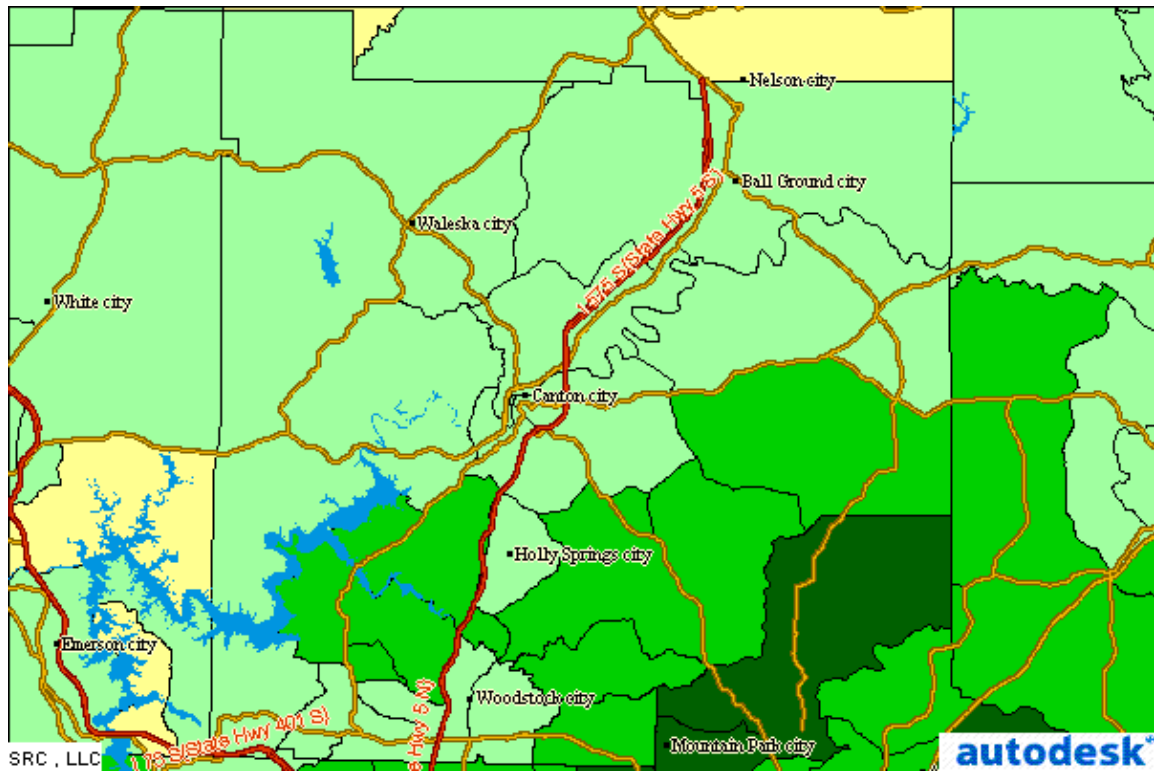
Aggregate Household Net Worth 2003 Map



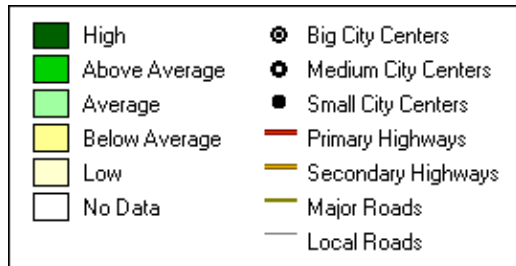
Current Geography View: Zip Codes



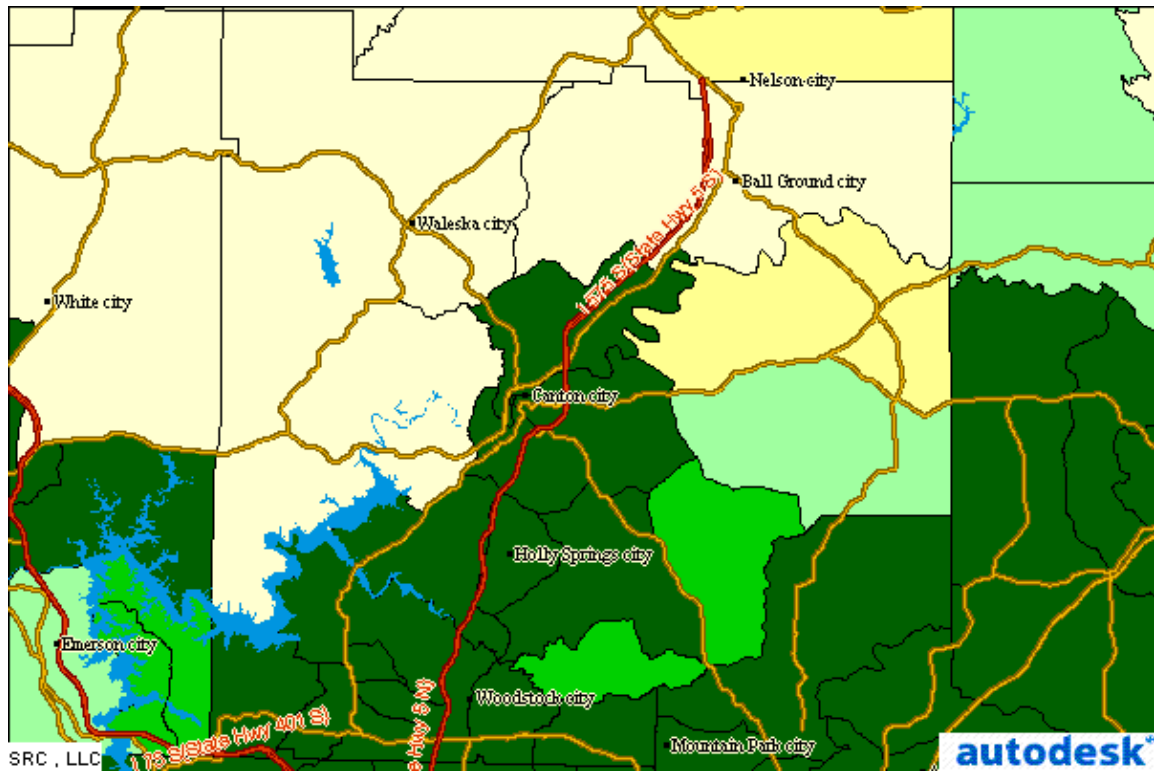
Average Household Income 2008 Map



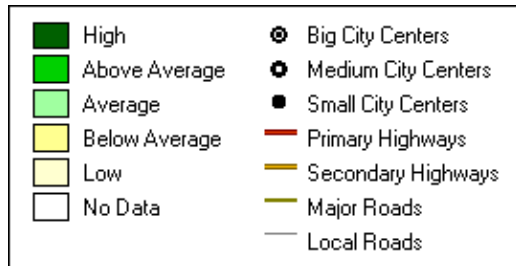
Current Geography View: Zip Codes



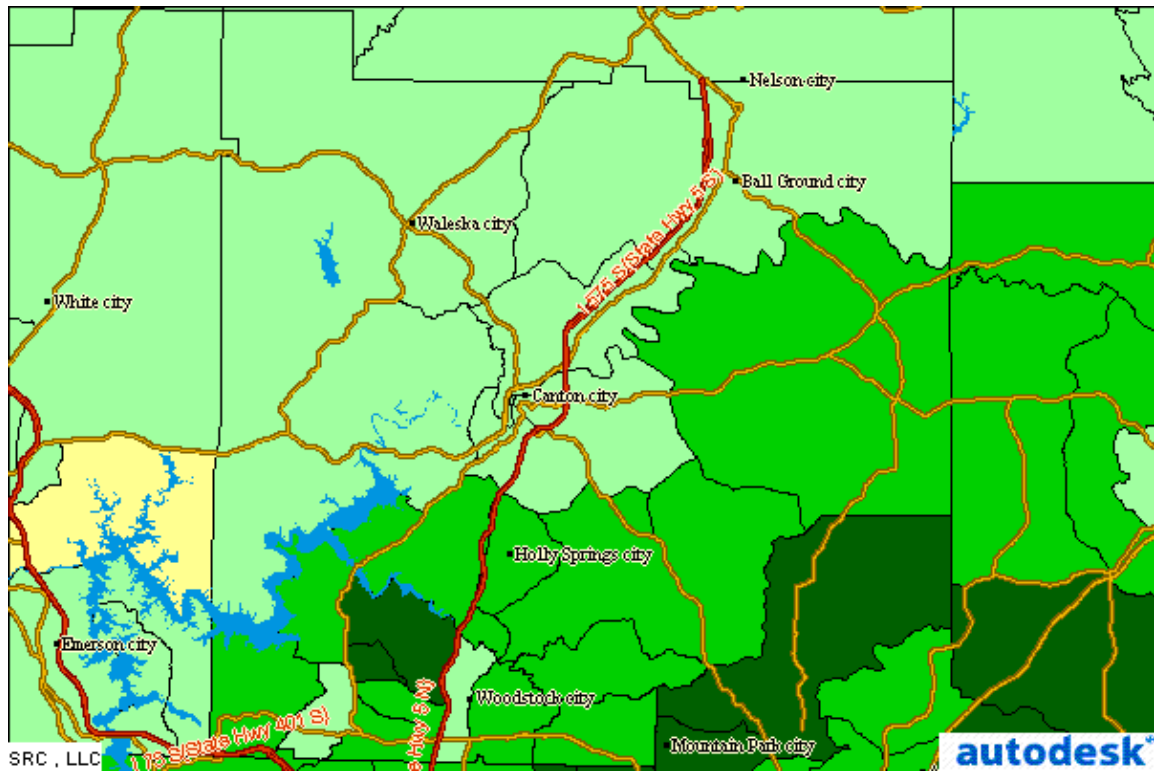
Daytime Population Density 2003 Map



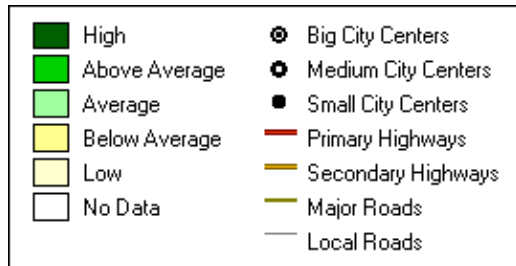
Current Geography View: Zip Codes



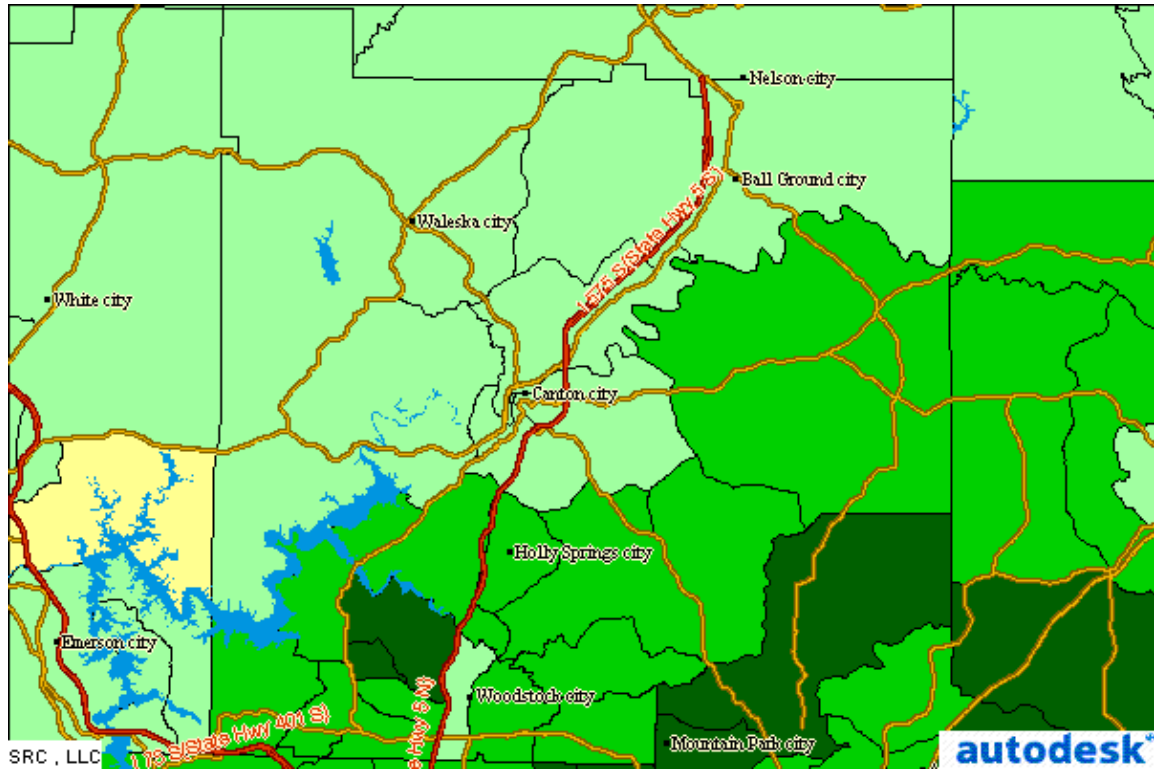
Median Household Income 2003 Map



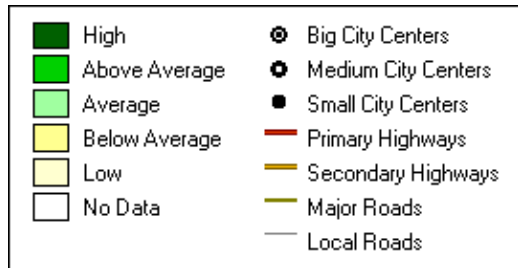
Current Geography View: Zip Codes



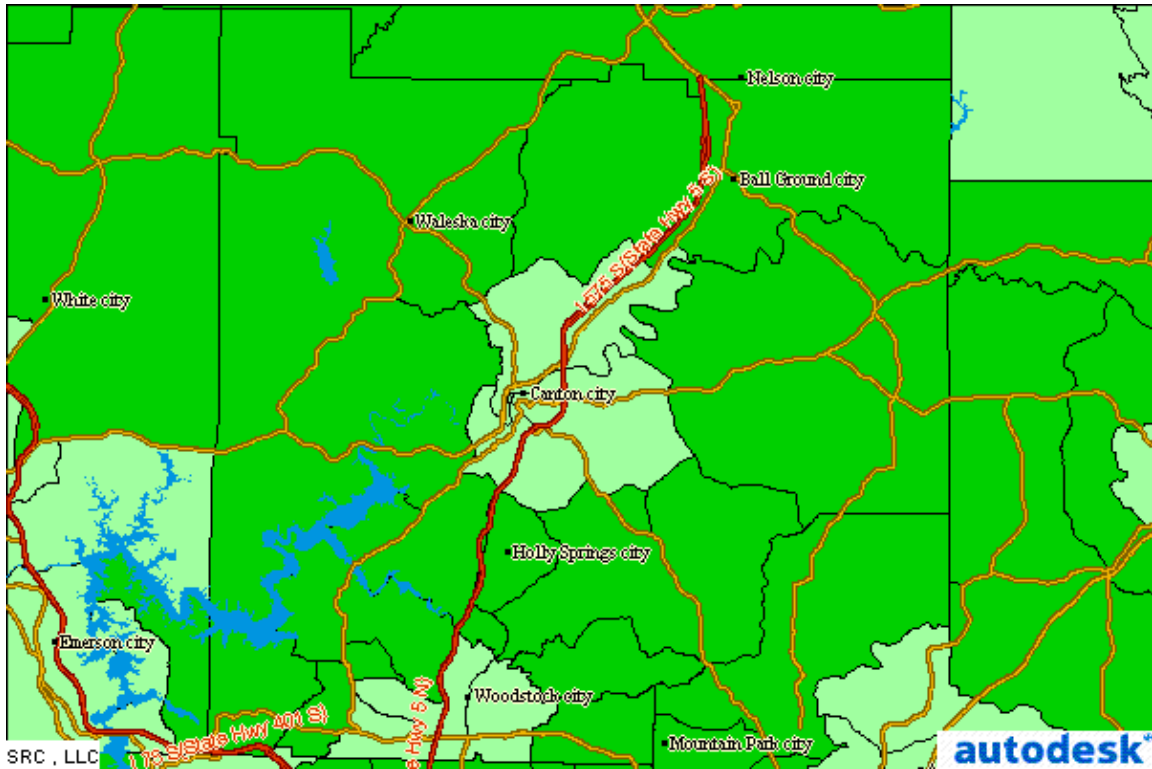
Median Household Income 2008 Map



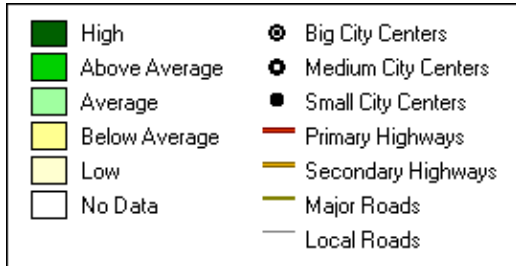
Current Geography View: Zip Codes



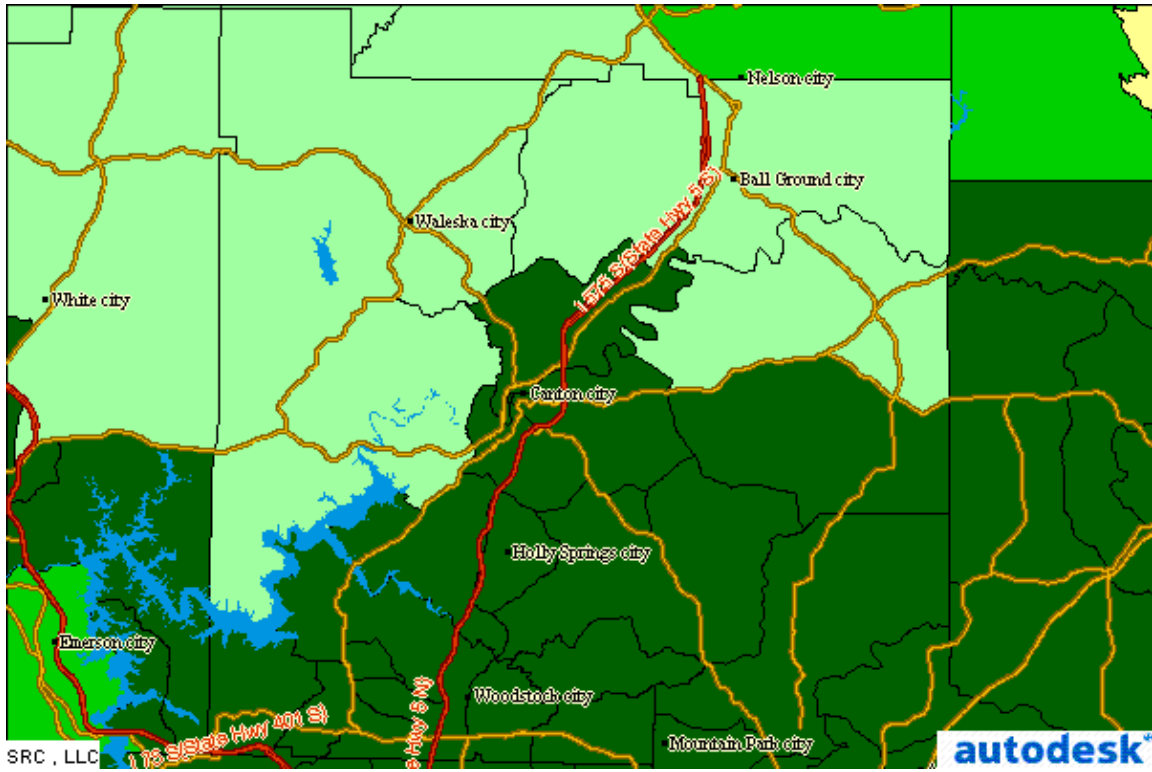
Owner Occupied Units 2003 Map



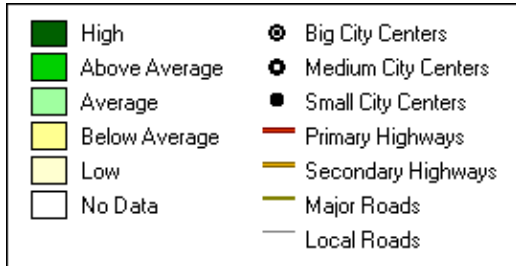
Current Geography View: Zip Codes



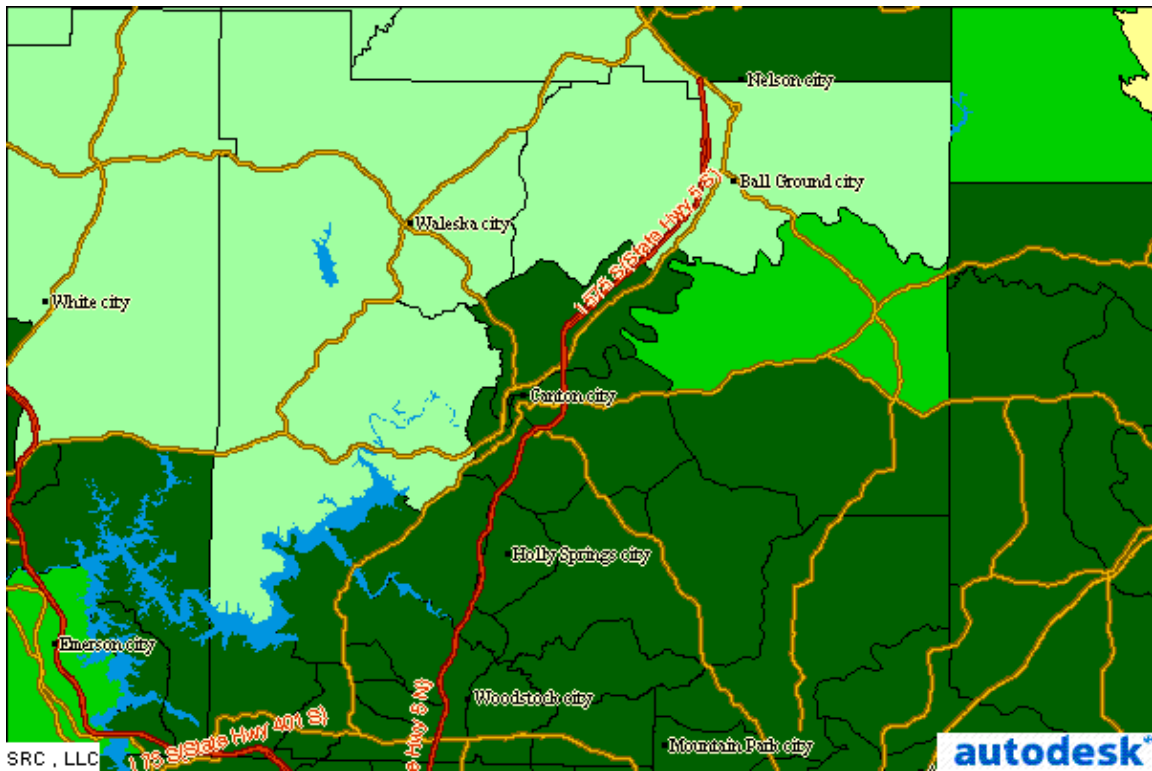
Population Density 2003 Map



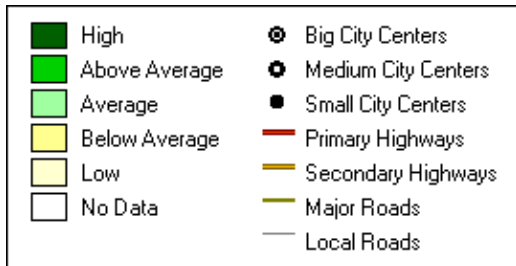
Current Geography View: Zip Codes



Population Density 2008 Map



Current Geography View: Zip Codes



Addendum

Data Methodology

The demographic data used in STDBonline are developed by Experian/Applied Geographic Solutions (AGS) using a variety of source data sets, including, but not limited to information from AGS's household level data file, current year estimates from the Census Bureau and Postal Service, and economic forecasts from private sources. In addition:

- * These are the only US Estimates and Projections based on the most extensive household database available, summarized at the block group level. This is the demographic equivalent to an ongoing national census.
- * This unique bottom-up approach using household data is complemented by a rigorous, standard demographic cohort-component technique at the county level and above. AGS control totals are based on Census Bureau estimates advanced methodically to the current year and projected out five years. AGS takes the position that 10-year projections introduce unacceptable levels of uncertainty.
- * Migration effects, the most difficult to quantify for small area estimates, are taken into account through the Census Bureau's extensive analysis of IRS tax return data (maintaining strict confidentiality of individual records). From this, detailed county-to-county migration trends are established. AGS also takes into account undocumented immigration.
- * AGS methods make use of the current census MARS (modified age, race, sex) tabulation that corrects the current census for errors in age reporting (for example, grouping around age 21 and 65) and reallocates Hispanics from the "other race" category to more specific race groups. Any current analysis of opportunities in emerging ethnic markets should take this into account.
- * AGS list resources, GDT cartographic expertise, and Compusearch's years of demographic modeling experience represent a unique combination of leadership in the fields required for accurate estimates and projections.

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