

Complete Demographic Summary Report



Geography: Spring Hill

Date: November 22, 2013

Population Demographics

	2000		2010		2012A		2017		Percent Change	
	Census		Census		Estimates		Projections		2000 to 2010	2012 to 2017
Total Population	8,777		29,045		30,023		36,655		230.9%	22.1%
Population Density (Pop/Sq Mi)	324.26		568.26		587.39		717.15		75.2%	22.1%
Total Households	3,045		9,856		10,080		12,372		223.7%	22.7%

Population by Gender:

	2000		2010		2012A		2017		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2012 to 2017
Male	4,411	50.3%	14,133	48.7%	14,582	48.6%	17,787	48.5%	220.4%	22.0%
Female	4,370	49.8%	14,912	51.3%	15,440	51.4%	18,867	51.5%	241.2%	22.2%

Population by Race/Ethnicity

	2000		2010		2012A		2017		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2012 to 2017
White	7,850	89.4%	25,971	89.4%	26,823	89.3%	32,754	89.4%	230.9%	22.1%
Black	621	7.1%	1,498	5.2%	1,554	5.2%	1,915	5.2%	141.3%	23.3%
American Indian or Alaska Native	23	0.3%	64	0.7%	69	0.2%	82	0.2%	175.6%	17.8%
Asian/Native Hawaiian/Other Pacific Islander	46	0.5%	502	1.7%	526	1.8%	634	1.7%	9.7%	20.6%
Some Other Race	143	1.6%	447	1.5%	457	1.5%	544	1.5%	213.6%	19.0%
Two or More Races	95	1.1%	563	1.9%	594	2.0%	726	2.0%	492.6%	22.3%
Hispanic Ethnicity	313	3.6%	1,627	5.6%	1,698	5.7%	2,075	5.7%	418.9%	22.2%
Not Hispanic or Latino	8,463	96.4%	27,418	94.4%	28,325	94.3%	34,579	94.3%	224.0%	22.1%

Population by Age

	2000		2010		2012A		2017		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2012 to 2017
0 to 4	878	10.0%	3,006	10.4%	2,854	9.5%	3,277	8.9%	242.5%	14.8%
5 to 14	1,445	16.5%	5,478	18.9%	5,856	19.5%	7,261	19.8%	279.2%	24.0%
15 to 19	552	6.3%	1,814	6.2%	1,995	6.6%	2,612	7.1%	228.3%	31.0%
20 to 24	399	4.5%	984	3.4%	1,164	3.9%	1,484	4.0%	147.0%	27.4%
25 to 34	1,755	20.0%	4,788	16.5%	4,248	14.2%	4,247	11.6%	172.8%	-0.0%
35 to 44	1,717	19.6%	5,468	18.8%	5,722	19.1%	7,129	19.5%	218.5%	24.6%
45 to 54	1,110	12.7%	3,712	12.8%	3,963	13.2%	5,047	13.8%	234.4%	27.3%
55 to 64	466	5.3%	2,246	7.7%	2,501	8.3%	3,247	8.9%	381.7%	29.8%
65 to 74	280	3.2%	1,012	3.5%	1,157	3.9%	1,658	4.5%	261.9%	43.3%
75 to 84	137	1.6%	419	1.4%	437	1.5%	525	1.4%	204.9%	20.2%
85+	43	0.5%	117	0.4%	125	0.4%	167	0.5%	174.2%	33.8%

Median Age:

	2000		2010		2012A		2017		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2012 to 2017
Total Population	31.7		32.0		33.0		34.0			

Households by Income

	2000		2010		2012A		2017		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2012 to 2017
\$0 - \$15,000	198	6.5%	330	3.3%	328	3.3%	308	2.5%	66.6%	-5.9%
\$15,000 - \$24,999	173	5.7%	552	5.6%	538	5.3%	520	4.2%	219.6%	-3.3%
\$25,000 - \$34,999	269	8.9%	660	6.7%	651	6.5%	620	5.0%	145.0%	-4.7%
\$35,000 - \$49,999	491	16.1%	1,298	13.2%	1,284	12.7%	1,290	10.4%	164.6%	0.5%
\$50,000 - \$74,999	956	31.4%	2,028	20.6%	2,025	20.1%	2,209	17.9%	112.2%	9.1%
\$75,000 - \$99,999	607	19.9%	2,128	21.6%	2,082	20.7%	2,229	18.0%	250.6%	7.1%
\$100,000 - \$149,999	275	9.0%	2,157	21.9%	2,384	23.7%	3,628	29.3%	683.0%	52.2%
\$150,000 +	75	2.4%	703	7.1%	789	7.8%	1,567	12.7%	843.6%	98.7%
Average Hhld Income	\$62,578		\$84,672		\$86,917		\$102,335		35.3%	17.7%
Median Hhld Income	\$60,171		\$75,686		\$77,496		\$88,694		25.8%	14.5%
Per Capita Income	\$21,711		\$28,748		\$29,195		\$34,551		32.4%	18.3%

Employment

	2010		2012A		2017		Percent Change	
	Census		Estimates		Projections		2012 to 2017	
Total Population 16+	20,104		20,858		25,498		22.2%	
Popn 16+:Civilian, Employed	13,071	65.0%	13,253	63.5%	16,687	65.5%	25.9%	
Popn 16+:Civilian, Unemployed	1,347	6.7%	1,008	4.8%	981	3.9%	-2.7%	
Popn 16+:In Armed Forces	0	0.0%	0	0.0%	0	0.0%	N/A%	
Popn 16+:Not In Labor Force	5,685	28.3%	6,596	31.6%	7,829	30.7%	18.7%	

Housing Units

	2000		2010		2012A		2017		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2012 to 2017
Total Housing Units	3,266		10,571		10,800		13,254		223.6%	22.7%
Total Occupied Housing Units			9,856	93.2%	10,080	93.3%	12,372	93.3%		22.7%
Owner Occupied: Owned with a mortgage or loan			7,259	73.7%	7,247	71.9%	8,819	71.3%		21.7%
Owner Occupied: Owned free and clear			861	8.7%	918	9.1%	1,143	9.2%		24.6%
Renter Occupied			1,736	17.6%	1,915	19.0%	2,409	19.5%		25.8%
Vacant	222	6.8%	714	6.8%	720	6.7%	882	6.7%	222.5%	22.6%

Vehicles Available

	2000		2010		2012A		2017		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2012 to 2017
0 Vehicles Available	91	3.0%	105	1.1%	105	1.0%	120	1.0%	15.5%	15.1%
1 Vehicle Available	617	20.3%	2,136	21.7%	2,195	21.8%	2,698	21.8%	245.9%	22.9%
2+ Vehicles Available	2,337	76.8%	7,616	77.3%	7,780	77.2%	9,553	77.2%	225.9%	22.8%
Average Vehicles Per Household	1.90		2.05		2.05		2.05		9.3%	-0.1%

Marital Status

	2000		2010		2012A		2017		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2012 to 2017
Married, Spouse Present	4,507	69.8%	14,019	68.2%	14,504	68.1%	17,698	67.8%	211.1%	22.0%
Married, Spouse Absent	102	1.6%	568	2.8%	605	2.8%	790	3.0%	454.9%	30.5%
Divorced	577	8.9%	1,884	9.2%	1,955	9.2%	2,396	9.2%	226.8%	22.6%
Widowed	165	2.6%	412	2.0%	421	2.0%	500	1.9%	149.2%	18.7%
Never Married	1,106	17.1%	3,678	17.9%	3,827	18.0%	4,732	18.1%	232.5%	23.6%
Age 15+ Population	6,459		20,560		21,313		26,116		218.3%	22.5%

Educational Attainment

	2000		2010		2012A		2017		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2012 to 2017
Grade K - 8	200	3.6%	302	1.7%	307	1.7%	363	1.6%	51.0%	18.3%
Grade 9 - 11	424	7.7%	606	3.4%	610	3.4%	712	3.2%	43.0%	16.8%
High School Graduate	1,545	28.1%	4,021	22.6%	4,069	22.4%	4,811	21.9%	160.3%	18.2%
Some College, No Degree	1,443	26.2%	4,310	24.3%	4,386	24.2%	5,268	23.9%	198.8%	20.1%
Associates Degree	425	7.7%	2,108	11.9%	2,179	12.0%	2,712	12.3%	396.3%	24.5%
Bachelor's Degree	1,095	19.9%	4,855	27.3%	4,992	27.5%	6,159	28.0%	343.6%	23.4%
Graduate Degree	356	6.5%	1,529	8.6%	1,579	8.7%	1,957	8.9%	329.4%	24.0%
No Schooling Completed	20	0.4%	31	0.2%	32	0.2%	38	0.2%	53.3%	17.5%
Age 25+ Population	5,507		17,763		18,153		22,020		222.5%	21.3%

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Mosaic Detail with Charts



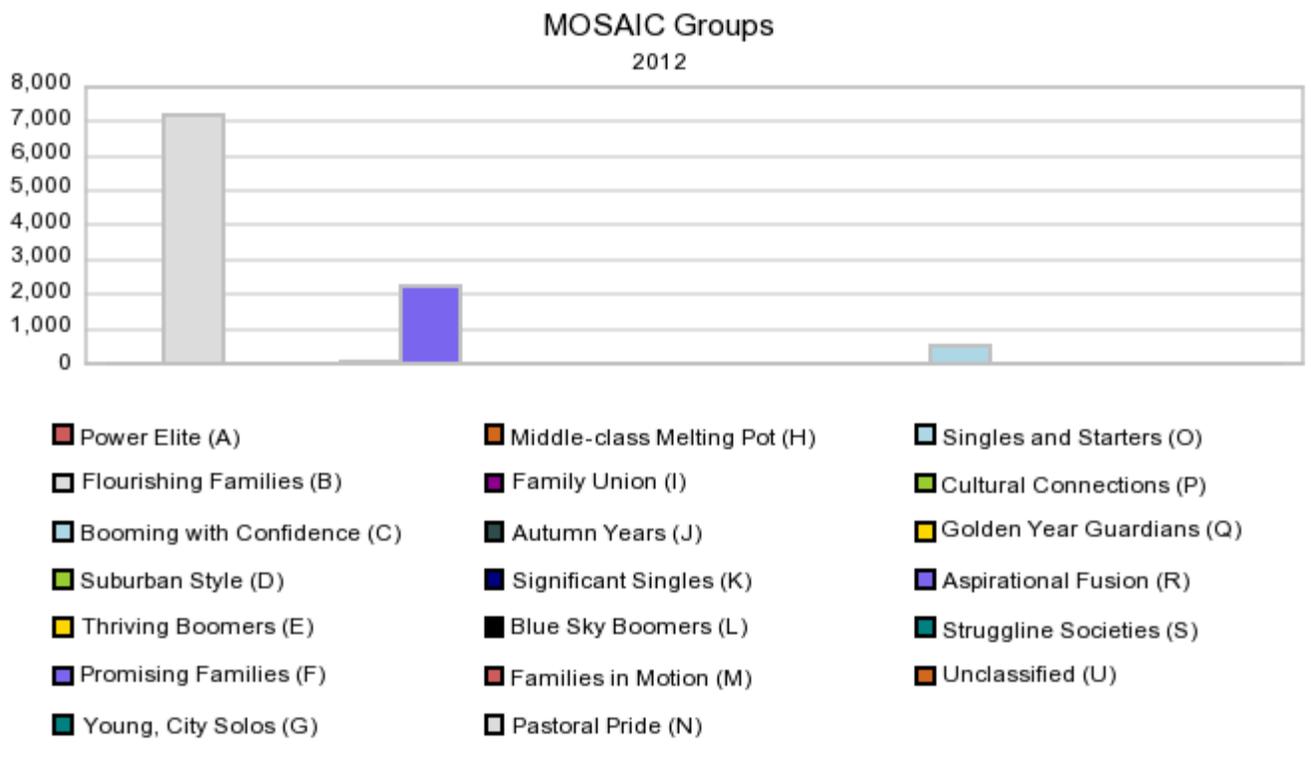
Geography: Spring Hill

Date: November 22, 2013

Demographic Overview (2012B)

Total Population	30,023	Median Income	\$77,496
% Male Population	48.6%	Per Capita Income	\$29,195
% Female Population	51.4%	Average Household Income	\$86,917
Median Age	33.0	Owner Occupied Housing Units	93.3%
Population Density	587.4	Vacant Housing Units	6.7%
Total Households	10,080	Household Growth from 2000 to 2012B	231.0%
Average Household Size	3.0	Household Growth from 2012B to 2017	22.7%

Mosaic Groups



The **Dominant MOSAIC Group** for this geography is Group **Group B Flourishing Families**. The number of Households from this Group is **7,162**, which is approximately **71.1%** of the Total Households.

Sorted By 2012 Mosaic Groups

	Households	%
Group B-Flourishing Families	7,162	71.1%
Group F-Promising Families	2,297	22.8%
Group O-Singles and Starters	545	5.4%
Group E-Thriving Boomers	73	0.7%
Group I-Family Union	2	0.0%
Group U-Unclassified	0	0.0%
Group S-Struggling Societies	0	0.0%
Group R-Aspirational Fusion	0	0.0%

Sorted By 2012 Mosaic Groups	Households	%
Group Q-Golden Year Guardians	0	0.0%
Group P-Cultural Connections	0	0.0%
Group N-Pastoral Pride	0	0.0%
Group M-Families in Motion	0	0.0%
Group L-Blue Sky Boomers	0	0.0%
Group K-Significant Singles	0	0.0%
Group J-Autumn Years	0	0.0%
Group H-Middle-class Melting Pot	0	0.0%
Group G-Young, City Solos	0	0.0%
Group D-Suburban Style	0	0.0%
Group C-Booming with Confidence	0	0.0%
Group A-Power Elite	0	0.0%

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