

Population Summary	
2000 Total Population	23,268
2010 Total Population	23,421
2015 Total Population	24,246
2015 Group Quarters	312
2020 Total Population	25,589
2015-2020 Annual Rate	1.08%
Household Summary	
2000 Households	11,732
2000 Average Household Size	1.98
2010 Households	12,170
2010 Average Household Size	1.90
2015 Households	12,626
2015 Average Household Size	1.90
2020 Households	13,365
2020 Average Household Size	1.89
2015-2020 Annual Rate	1.14%
2010 Families	7,510
2010 Average Family Size	2.30
2015 Families	7,702
2015 Average Family Size	2.31
2020 Families	8,091
2020 Average Family Size	2.32
2015-2020 Annual Rate	0.99%
Housing Unit Summary	
2000 Housing Units	24,375
Owner Occupied Housing Units	40.0%
Renter Occupied Housing Units	8.1%
Vacant Housing Units	51.9%
2010 Housing Units	27,207
Owner Occupied Housing Units	37.1%
Renter Occupied Housing Units	7.7%
Vacant Housing Units	55.3%
2015 Housing Units	28,403
Owner Occupied Housing Units	35.6%
Renter Occupied Housing Units	8.9%
Vacant Housing Units	55.5%
2020 Housing Units	29,950
Owner Occupied Housing Units	35.6%
Renter Occupied Housing Units	9.1%
Vacant Housing Units	55.4%
Median Household Income	
2015	\$54,387
2020	\$64,335
Median Home Value	
2015	\$324,342
2020	\$381,680
Per Capita Income	
2015	\$42,912
2020	\$49,205
Median Age	
2010	62.7
2015	64.7
2020	66.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

2015 Households by Income	
Household Income Base	12,626
<\$15,000	11.2%
\$15,000 - \$24,999	10.7%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	14.4%
\$50,000 - \$74,999	16.1%
\$75,000 - \$99,999	13.4%
\$100,000 - \$149,999	12.4%
\$150,000 - \$199,999	5.5%
\$200,000+	6.4%
Average Household Income	\$82,172
2020 Households by Income	
Household Income Base	13,365
<\$15,000	10.0%
\$15,000 - \$24,999	7.5%
\$25,000 - \$34,999	7.8%
\$35,000 - \$49,999	13.4%
\$50,000 - \$74,999	17.2%
\$75,000 - \$99,999	15.1%
\$100,000 - \$149,999	14.9%
\$150,000 - \$199,999	6.6%
\$200,000+	7.6%
Average Household Income	\$93,983
2015 Owner Occupied Housing Units by Value	
Total	10,101
<\$50,000	2.9%
\$50,000 - \$99,999	7.9%
\$100,000 - \$149,999	9.1%
\$150,000 - \$199,999	9.0%
\$200,000 - \$249,999	9.5%
\$250,000 - \$299,999	8.3%
\$300,000 - \$399,999	13.9%
\$400,000 - \$499,999	10.8%
\$500,000 - \$749,999	15.0%
\$750,000 - \$999,999	5.6%
\$1,000,000 +	8.1%
Average Home Value	\$418,908
2020 Owner Occupied Housing Units by Value	
Total	10,650
<\$50,000	1.2%
\$50,000 - \$99,999	3.4%
\$100,000 - \$149,999	5.4%
\$150,000 - \$199,999	9.1%
\$200,000 - \$249,999	10.1%
\$250,000 - \$299,999	9.4%
\$300,000 - \$399,999	13.9%
\$400,000 - \$499,999	10.8%
\$500,000 - \$749,999	17.0%
\$750,000 - \$999,999	9.4%
\$1,000,000 +	10.2%
Average Home Value	\$488,081

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

2010 Population by Age	
Total	23,420
0 - 4	1.6%
5 - 9	2.1%
10 - 14	2.5%
15 - 24	4.5%
25 - 34	4.4%
35 - 44	6.4%
45 - 54	12.4%
55 - 64	22.0%
65 - 74	26.0%
75 - 84	14.5%
85 +	3.7%
18 +	92.3%
2015 Population by Age	
Total	24,242
0 - 4	1.5%
5 - 9	1.7%
10 - 14	2.2%
15 - 24	4.3%
25 - 34	4.3%
35 - 44	5.3%
45 - 54	9.9%
55 - 64	21.6%
65 - 74	28.6%
75 - 84	15.8%
85 +	4.8%
18 +	93.4%
2020 Population by Age	
Total	25,588
0 - 4	1.4%
5 - 9	1.6%
10 - 14	1.9%
15 - 24	3.7%
25 - 34	4.2%
35 - 44	5.0%
45 - 54	8.0%
55 - 64	19.8%
65 - 74	30.0%
75 - 84	19.0%
85 +	5.4%
18 +	94.0%
2010 Population by Sex	
Males	11,499
Females	11,922
2015 Population by Sex	
Males	11,933
Females	12,313
2020 Population by Sex	
Males	12,603
Females	12,986

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

2010 Population by Race/Ethnicity	
Total	23,420
White Alone	96.4%
Black Alone	1.2%
American Indian Alone	0.2%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.9%
Two or More Races	0.8%
Hispanic Origin	3.9%
Diversity Index	14.1
2015 Population by Race/Ethnicity	
Total	24,245
White Alone	96.0%
Black Alone	1.3%
American Indian Alone	0.2%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.9%
Two or More Races	1.0%
Hispanic Origin	4.3%
Diversity Index	15.5
2020 Population by Race/Ethnicity	
Total	25,589
White Alone	95.4%
Black Alone	1.5%
American Indian Alone	0.2%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.1%
Two or More Races	1.1%
Hispanic Origin	4.8%
Diversity Index	17.3
2010 Population by Relationship and Household Type	
Total	23,421
In Households	98.7%
In Family Households	75.0%
Householder	32.1%
Spouse	29.2%
Child	10.9%
Other relative	1.8%
Nonrelative	1.1%
In Nonfamily Households	23.6%
In Group Quarters	1.3%
Institutionalized Population	0.0%
Noninstitutionalized Population	1.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

2015 Population 25+ by Educational Attainment	
Total	21,898
Less than 9th Grade	0.7%
9th - 12th Grade, No Diploma	4.2%
High School Graduate	22.4%
GED/Alternative Credential	2.9%
Some College, No Degree	22.8%
Associate Degree	7.1%
Bachelor's Degree	23.1%
Graduate/Professional Degree	16.7%
2015 Population 15+ by Marital Status	
Total	22,940
Never Married	14.3%
Married	62.4%
Widowed	9.3%
Divorced	13.9%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	94.9%
Civilian Unemployed	5.1%
2015 Employed Population 16+ by Industry	
Total	8,400
Agriculture/Mining	2.1%
Construction	6.8%
Manufacturing	5.0%
Wholesale Trade	3.2%
Retail Trade	11.9%
Transportation/Utilities	4.2%
Information	1.8%
Finance/Insurance/Real Estate	13.1%
Services	48.9%
Public Administration	3.0%
2015 Employed Population 16+ by Occupation	
Total	8,400
White Collar	66.3%
Management/Business/Financial	19.7%
Professional	17.9%
Sales	16.0%
Administrative Support	12.6%
Services	15.7%
Blue Collar	18.0%
Farming/Forestry/Fishing	2.0%
Construction/Extraction	4.3%
Installation/Maintenance/Repair	4.8%
Production	2.8%
Transportation/Material Moving	4.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	12,170
Households with 1 Person	31.9%
Households with 2+ People	68.1%
Family Households	61.7%
Husband-wife Families	56.1%
With Related Children	5.8%
Other Family (No Spouse Present)	5.6%
Other Family with Male Householder	2.0%
With Related Children	0.8%
Other Family with Female Householder	3.6%
With Related Children	1.8%
Nonfamily Households	6.4%
All Households with Children	8.7%
Multigenerational Households	1.0%
Unmarried Partner Households	5.1%
Male-female	4.3%
Same-sex	0.8%
2010 Households by Size	
Total	12,170
1 Person Household	31.9%
2 Person Household	55.8%
3 Person Household	6.4%
4 Person Household	3.7%
5 Person Household	1.5%
6 Person Household	0.5%
7 + Person Household	0.3%
2010 Households by Tenure and Mortgage Status	
Total	12,170
Owner Occupied	82.9%
Owned with a Mortgage/Loan	36.4%
Owned Free and Clear	46.5%
Renter Occupied	17.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

Top 3 Tapestry Segments

1.	Silver & Gold (9A)
2.	Rural Resort Dwellers (6E)
3.	The Elders (9C)

2015 Consumer Spending

Apparel & Services: Total \$	\$30,307,807
Average Spent	\$2,400.43
Spending Potential Index	104
Computers & Accessories: Total \$	\$3,488,744
Average Spent	\$276.31
Spending Potential Index	109
Education: Total \$	\$16,659,933
Average Spent	\$1,319.49
Spending Potential Index	87
Entertainment/Recreation: Total \$	\$47,123,875
Average Spent	\$3,732.29
Spending Potential Index	113
Food at Home: Total \$	\$72,246,177
Average Spent	\$5,722.02
Spending Potential Index	110
Food Away from Home: Total \$	\$44,086,798
Average Spent	\$3,491.75
Spending Potential Index	106
Health Care: Total \$	\$75,491,311
Average Spent	\$5,979.04
Spending Potential Index	126
HH Furnishings & Equipment: Total \$	\$26,184,650
Average Spent	\$2,073.87
Spending Potential Index	113
Investments: Total \$	\$57,786,585
Average Spent	\$4,576.79
Spending Potential Index	166
Retail Goods: Total \$	\$367,861,691
Average Spent	\$29,135.25
Spending Potential Index	114
Shelter: Total \$	\$216,126,642
Average Spent	\$17,117.59
Spending Potential Index	104
TV/Video/Audio: Total \$	\$18,322,670
Average Spent	\$1,451.19
Spending Potential Index	111
Travel: Total \$	\$28,400,318
Average Spent	\$2,249.35
Spending Potential Index	115
Vehicle Maintenance & Repairs: Total \$	\$15,875,583
Average Spent	\$1,257.37
Spending Potential Index	113

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.