

Population Summary	
2000 Total Population	33,058
2010 Total Population	44,065
2015 Total Population	47,883
2015 Group Quarters	157
2020 Total Population	52,625
2015-2020 Annual Rate	1.91%
Household Summary	
2000 Households	14,776
2000 Average Household Size	2.23
2010 Households	20,097
2010 Average Household Size	2.18
2015 Households	21,769
2015 Average Household Size	2.19
2020 Households	23,883
2020 Average Household Size	2.20
2015-2020 Annual Rate	1.87%
2010 Families	13,161
2010 Average Family Size	2.58
2015 Families	14,110
2015 Average Family Size	2.60
2020 Families	15,373
2020 Average Family Size	2.62
2015-2020 Annual Rate	1.73%
Housing Unit Summary	
2000 Housing Units	23,131
Owner Occupied Housing Units	51.5%
Renter Occupied Housing Units	12.4%
Vacant Housing Units	36.1%
2010 Housing Units	31,939
Owner Occupied Housing Units	48.5%
Renter Occupied Housing Units	14.5%
Vacant Housing Units	37.1%
2015 Housing Units	34,590
Owner Occupied Housing Units	46.3%
Renter Occupied Housing Units	16.6%
Vacant Housing Units	37.1%
2020 Housing Units	37,466
Owner Occupied Housing Units	46.6%
Renter Occupied Housing Units	17.1%
Vacant Housing Units	36.3%
Median Household Income	
2015	\$55,833
2020	\$64,605
Median Home Value	
2015	\$215,253
2020	\$269,081
Per Capita Income	
2015	\$38,907
2020	\$44,118
Median Age	
2010	55.1
2015	56.7
2020	58.3

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	21,769
<\$15,000	9.8%
\$15,000 - \$24,999	8.4%
\$25,000 - \$34,999	11.8%
\$35,000 - \$49,999	14.2%
\$50,000 - \$74,999	18.5%
\$75,000 - \$99,999	11.5%
\$100,000 - \$149,999	13.6%
\$150,000 - \$199,999	4.7%
\$200,000+	7.5%
Average Household Income	\$85,453

2020 Households by Income

Household Income Base	23,883
<\$15,000	8.5%
\$15,000 - \$24,999	5.9%
\$25,000 - \$34,999	9.3%
\$35,000 - \$49,999	13.0%
\$50,000 - \$74,999	19.8%
\$75,000 - \$99,999	13.5%
\$100,000 - \$149,999	15.8%
\$150,000 - \$199,999	5.6%
\$200,000+	8.7%
Average Household Income	\$97,056

2015 Owner Occupied Housing Units by Value

Total	16,013
<\$50,000	2.9%
\$50,000 - \$99,999	11.5%
\$100,000 - \$149,999	15.0%
\$150,000 - \$199,999	16.9%
\$200,000 - \$249,999	12.4%
\$250,000 - \$299,999	8.6%
\$300,000 - \$399,999	10.6%
\$400,000 - \$499,999	6.5%
\$500,000 - \$749,999	7.3%
\$750,000 - \$999,999	3.0%
\$1,000,000 +	5.5%
Average Home Value	\$315,655

2020 Owner Occupied Housing Units by Value

Total	17,460
<\$50,000	1.2%
\$50,000 - \$99,999	5.0%
\$100,000 - \$149,999	8.1%
\$150,000 - \$199,999	16.6%
\$200,000 - \$249,999	14.9%
\$250,000 - \$299,999	10.7%
\$300,000 - \$399,999	12.6%
\$400,000 - \$499,999	9.0%
\$500,000 - \$749,999	9.6%
\$750,000 - \$999,999	4.8%
\$1,000,000 +	7.3%
Average Home Value	\$384,990

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	44,062
0 - 4	4.4%
5 - 9	4.1%
10 - 14	3.3%
15 - 24	7.8%
25 - 34	10.3%
35 - 44	9.0%
45 - 54	11.1%
55 - 64	16.4%
65 - 74	20.1%
75 - 84	10.9%
85 +	2.7%
18 +	86.2%
2015 Population by Age	
Total	47,883
0 - 4	4.1%
5 - 9	4.2%
10 - 14	3.9%
15 - 24	6.2%
25 - 34	10.0%
35 - 44	9.3%
45 - 54	10.0%
55 - 64	15.6%
65 - 74	22.2%
75 - 84	11.3%
85 +	3.1%
18 +	86.0%
2020 Population by Age	
Total	52,626
0 - 4	3.9%
5 - 9	4.0%
10 - 14	4.4%
15 - 24	6.4%
25 - 34	7.8%
35 - 44	10.2%
45 - 54	9.1%
55 - 64	14.9%
65 - 74	22.8%
75 - 84	13.0%
85 +	3.5%
18 +	85.5%
2010 Population by Sex	
Males	22,257
Females	21,808
2015 Population by Sex	
Males	24,178
Females	23,705
2020 Population by Sex	
Males	26,519
Females	26,106

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	44,065
White Alone	88.8%
Black Alone	0.8%
American Indian Alone	0.5%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	7.3%
Two or More Races	1.4%
Hispanic Origin	22.7%
Diversity Index	48.9
2015 Population by Race/Ethnicity	
Total	47,883
White Alone	87.6%
Black Alone	0.9%
American Indian Alone	0.6%
Asian Alone	1.2%
Pacific Islander Alone	0.2%
Some Other Race Alone	7.9%
Two or More Races	1.6%
Hispanic Origin	24.5%
Diversity Index	51.6
2020 Population by Race/Ethnicity	
Total	52,626
White Alone	86.0%
Black Alone	1.0%
American Indian Alone	0.7%
Asian Alone	1.4%
Pacific Islander Alone	0.2%
Some Other Race Alone	8.9%
Two or More Races	1.8%
Hispanic Origin	26.5%
Diversity Index	54.8
2010 Population by Relationship and Household Type	
Total	44,065
In Households	99.6%
In Family Households	79.5%
Householder	29.8%
Spouse	25.8%
Child	17.1%
Other relative	4.3%
Nonrelative	2.4%
In Nonfamily Households	20.2%
In Group Quarters	0.4%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.3%

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	39,030
Less than 9th Grade	8.2%
9th - 12th Grade, No Diploma	6.1%
High School Graduate	22.4%
GED/Alternative Credential	3.0%
Some College, No Degree	19.8%
Associate Degree	8.9%
Bachelor's Degree	19.9%
Graduate/Professional Degree	11.8%

2015 Population 15+ by Marital Status

Total	42,013
Never Married	22.3%
Married	58.8%
Widowed	8.4%
Divorced	10.6%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	93.2%
Civilian Unemployed	6.8%

2015 Employed Population 16+ by Industry

Total	17,420
Agriculture/Mining	1.7%
Construction	9.5%
Manufacturing	3.5%
Wholesale Trade	2.3%
Retail Trade	14.6%
Transportation/Utilities	2.3%
Information	1.1%
Finance/Insurance/Real Estate	9.8%
Services	53.5%
Public Administration	1.8%

2015 Employed Population 16+ by Occupation

Total	17,418
White Collar	54.4%
Management/Business/Financial	13.9%
Professional	13.5%
Sales	15.0%
Administrative Support	12.1%
Services	29.2%
Blue Collar	16.3%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	5.5%
Installation/Maintenance/Repair	3.3%
Production	2.4%
Transportation/Material Moving	4.2%

2010 Households by Type	
Total	20,096
Households with 1 Person	27.0%
Households with 2+ People	73.0%
Family Households	65.5%
Husband-wife Families	56.6%
With Related Children	10.5%
Other Family (No Spouse Present)	8.9%
Other Family with Male Householder	3.6%
With Related Children	1.8%
Other Family with Female Householder	5.3%
With Related Children	3.1%
Nonfamily Households	7.5%
All Households with Children	15.7%
Multigenerational Households	2.1%
Unmarried Partner Households	6.3%
Male-female	5.5%
Same-sex	0.7%
2010 Households by Size	
Total	20,096
1 Person Household	27.0%
2 Person Household	52.2%
3 Person Household	8.5%
4 Person Household	5.9%
5 Person Household	3.4%
6 Person Household	1.6%
7 + Person Household	1.5%
2010 Households by Tenure and Mortgage Status	
Total	20,097
Owner Occupied	77.0%
Owned with a Mortgage/Loan	40.9%
Owned Free and Clear	36.1%
Renter Occupied	23.0%

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. The Elders (9C)
3. Senior Escapes (9D)

2015 Consumer Spending

Apparel & Services: Total \$	\$55,696,451
Average Spent	\$2,558.52
Spending Potential Index	111
Computers & Accessories: Total \$	\$6,340,779
Average Spent	\$291.28
Spending Potential Index	114
Education: Total \$	\$31,149,609
Average Spent	\$1,430.92
Spending Potential Index	94
Entertainment/Recreation: Total \$	\$83,530,096
Average Spent	\$3,837.11
Spending Potential Index	116
Food at Home: Total \$	\$130,771,850
Average Spent	\$6,007.25
Spending Potential Index	115
Food Away from Home: Total \$	\$80,384,114
Average Spent	\$3,692.60
Spending Potential Index	112
Health Care: Total \$	\$130,410,851
Average Spent	\$5,990.67
Spending Potential Index	126
HH Furnishings & Equipment: Total \$	\$46,783,305
Average Spent	\$2,149.08
Spending Potential Index	117
Investments: Total \$	\$93,752,103
Average Spent	\$4,306.68
Spending Potential Index	156
Retail Goods: Total \$	\$654,098,096
Average Spent	\$30,047.23
Spending Potential Index	118
Shelter: Total \$	\$396,476,914
Average Spent	\$18,212.91
Spending Potential Index	111
TV/Video/Audio: Total \$	\$33,056,298
Average Spent	\$1,518.50
Spending Potential Index	116
Travel: Total \$	\$49,742,505
Average Spent	\$2,285.02
Spending Potential Index	117
Vehicle Maintenance & Repairs: Total \$	\$28,444,530
Average Spent	\$1,306.65
Spending Potential Index	117

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.