

<b>Population Summary</b>	
2000 Total Population	10,863
2010 Total Population	28,343
2016 Total Population	33,619
2016 Group Quarters	0
2021 Total Population	38,324
2016-2021 Annual Rate	2.65%
2016 Total Daytime Population	35,804
Workers	13,728
Residents	22,076
<b>Household Summary</b>	
2000 Households	5,238
2000 Average Household Size	2.03
2010 Households	13,681
2010 Average Household Size	2.07
2016 Households	15,834
2016 Average Household Size	2.12
2021 Households	17,911
2021 Average Household Size	2.14
2016-2021 Annual Rate	2.50%
2010 Families	9,307
2010 Average Family Size	2.41
2016 Families	10,667
2016 Average Family Size	2.48
2021 Families	12,004
2021 Average Family Size	2.51
2016-2021 Annual Rate	2.39%
<b>Housing Unit Summary</b>	
2000 Housing Units	8,383
Owner Occupied Housing Units	56.5%
Renter Occupied Housing Units	5.9%
Vacant Housing Units	37.5%
2010 Housing Units	22,013
Owner Occupied Housing Units	51.6%
Renter Occupied Housing Units	10.6%
Vacant Housing Units	37.9%
2016 Housing Units	26,124
Owner Occupied Housing Units	48.0%
Renter Occupied Housing Units	12.6%
Vacant Housing Units	39.4%
2021 Housing Units	29,544
Owner Occupied Housing Units	47.8%
Renter Occupied Housing Units	12.8%
Vacant Housing Units	39.4%
<b>Median Household Income</b>	
2016	\$68,364
2021	\$80,463
<b>Median Home Value</b>	
2016	\$319,304
2021	\$332,767
<b>Per Capita Income</b>	
2016	\$50,896
2021	\$56,886
<b>Median Age</b>	
2010	59.7
2016	60.6
2021	62.5

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

## 2016 Households by Income

Household Income Base	15,834
<\$15,000	6.6%
\$15,000 - \$24,999	6.6%
\$25,000 - \$34,999	9.5%
\$35,000 - \$49,999	12.8%
\$50,000 - \$74,999	18.3%
\$75,000 - \$99,999	11.0%
\$100,000 - \$149,999	15.9%
\$150,000 - \$199,999	7.6%
\$200,000+	11.8%
Average Household Income	\$108,219

## 2021 Households by Income

Household Income Base	17,911
<\$15,000	6.3%
\$15,000 - \$24,999	7.1%
\$25,000 - \$34,999	6.6%
\$35,000 - \$49,999	8.5%
\$50,000 - \$74,999	18.5%
\$75,000 - \$99,999	11.8%
\$100,000 - \$149,999	18.3%
\$150,000 - \$199,999	9.5%
\$200,000+	13.5%
Average Household Income	\$121,918

## 2016 Owner Occupied Housing Units by Value

Total	12,545
<\$50,000	5.0%
\$50,000 - \$99,999	7.8%
\$100,000 - \$149,999	5.9%
\$150,000 - \$199,999	8.9%
\$200,000 - \$249,999	10.6%
\$250,000 - \$299,999	8.1%
\$300,000 - \$399,999	19.8%
\$400,000 - \$499,999	11.3%
\$500,000 - \$749,999	11.4%
\$750,000 - \$999,999	5.5%
\$1,000,000 +	5.8%
Average Home Value	\$388,187

## 2021 Owner Occupied Housing Units by Value

Total	14,119
<\$50,000	2.8%
\$50,000 - \$99,999	5.0%
\$100,000 - \$149,999	3.6%
\$150,000 - \$199,999	7.3%
\$200,000 - \$249,999	13.1%
\$250,000 - \$299,999	11.6%
\$300,000 - \$399,999	19.8%
\$400,000 - \$499,999	12.1%
\$500,000 - \$749,999	12.4%
\$750,000 - \$999,999	6.6%
\$1,000,000 +	5.7%
Average Home Value	\$412,411

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

2010 Population by Age	
Total	28,340
0 - 4	3.7%
5 - 9	3.4%
10 - 14	2.8%
15 - 24	8.0%
25 - 34	7.7%
35 - 44	7.9%
45 - 54	9.7%
55 - 64	19.2%
65 - 74	24.8%
75 - 84	10.9%
85 +	1.9%
18 +	88.5%
2016 Population by Age	
Total	33,617
0 - 4	3.3%
5 - 9	3.4%
10 - 14	3.1%
15 - 24	6.3%
25 - 34	8.6%
35 - 44	7.5%
45 - 54	9.3%
55 - 64	17.4%
65 - 74	26.4%
75 - 84	12.0%
85 +	2.6%
18 +	88.5%
2021 Population by Age	
Total	38,325
0 - 4	3.2%
5 - 9	3.2%
10 - 14	3.3%
15 - 24	6.0%
25 - 34	7.5%
35 - 44	8.1%
45 - 54	8.2%
55 - 64	15.1%
65 - 74	26.9%
75 - 84	15.3%
85 +	3.2%
18 +	88.6%
2010 Population by Sex	
Males	13,614
Females	14,729
2016 Population by Sex	
Males	16,242
Females	17,377
2021 Population by Sex	
Males	18,492
Females	19,832

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

<b>2010 Population by Race/Ethnicity</b>	
Total	28,342
White Alone	94.8%
Black Alone	1.1%
American Indian Alone	0.1%
Asian Alone	1.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.3%
Two or More Races	1.0%
Hispanic Origin	6.1%
Diversity Index	20.3
<b>2016 Population by Race/Ethnicity</b>	
Total	33,618
White Alone	93.6%
Black Alone	1.3%
American Indian Alone	0.1%
Asian Alone	2.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.6%
Two or More Races	1.2%
Hispanic Origin	7.5%
Diversity Index	24.5
<b>2021 Population by Race/Ethnicity</b>	
Total	38,325
White Alone	92.2%
Black Alone	1.5%
American Indian Alone	0.1%
Asian Alone	2.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.0%
Two or More Races	1.5%
Hispanic Origin	8.8%
Diversity Index	28.5
<b>2010 Population by Relationship and Household Type</b>	
Total	28,343
In Households	100.0%
In Family Households	80.1%
Householder	32.8%
Spouse	29.8%
Child	14.5%
Other relative	1.9%
Nonrelative	0.9%
In Nonfamily Households	19.9%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

<b>2016 Population 25+ by Educational Attainment</b>	
Total	28,184
Less than 9th Grade	2.3%
9th - 12th Grade, No Diploma	2.9%
High School Graduate	21.8%
GED/Alternative Credential	1.8%
Some College, No Degree	19.3%
Associate Degree	9.8%
Bachelor's Degree	25.0%
Graduate/Professional Degree	17.1%
<b>2016 Population 15+ by Marital Status</b>	
Total	30,304
Never Married	17.6%
Married	66.5%
Widowed	7.3%
Divorced	8.6%
<b>2016 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	94.9%
Civilian Unemployed	5.1%
<b>2016 Employed Population 16+ by Industry</b>	
Total	11,783
Agriculture/Mining	0.7%
Construction	6.4%
Manufacturing	4.0%
Wholesale Trade	3.2%
Retail Trade	15.5%
Transportation/Utilities	1.6%
Information	1.5%
Finance/Insurance/Real Estate	10.6%
Services	54.6%
Public Administration	1.9%
<b>2016 Employed Population 16+ by Occupation</b>	
Total	11,783
White Collar	70.4%
Management/Business/Financial	20.2%
Professional	21.6%
Sales	16.5%
Administrative Support	12.1%
Services	19.8%
Blue Collar	9.8%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	3.4%
Installation/Maintenance/Repair	1.5%
Production	2.1%
Transportation/Material Moving	2.4%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	28,343
Population Inside Urbanized Area	98.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	2.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

<b>2010 Households by Type</b>	
Total	13,681
Households with 1 Person	24.4%
Households with 2+ People	75.6%
Family Households	68.0%
Husband-wife Families	61.9%
With Related Children	10.2%
Other Family (No Spouse Present)	6.1%
Other Family with Male Householder	1.8%
With Related Children	0.8%
Other Family with Female Householder	4.3%
With Related Children	2.1%
Nonfamily Households	7.6%
All Households with Children	13.4%
Multigenerational Households	1.2%
Unmarried Partner Households	5.2%
Male-female	4.4%
Same-sex	0.8%
<b>2010 Households by Size</b>	
Total	13,680
1 Person Household	24.4%
2 Person Household	57.6%
3 Person Household	8.6%
4 Person Household	6.1%
5 Person Household	2.2%
6 Person Household	0.7%
7 + Person Household	0.3%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	13,681
Owner Occupied	83.0%
Owned with a Mortgage/Loan	46.3%
Owned Free and Clear	36.6%
Renter Occupied	17.0%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	22,013
Housing Units Inside Urbanized Area	97.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	2.9%

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

## Top 3 Tapestry Segments

1. Silver & Gold (9A)
2. In Style (5B)
3. The Elders (9C)

## 2016 Consumer Spending

Apparel & Services: Total \$	\$42,248,007
Average Spent	\$2,668.18
Spending Potential Index	133
Education: Total \$	\$26,586,799
Average Spent	\$1,679.10
Spending Potential Index	119
Entertainment/Recreation: Total \$	\$65,954,089
Average Spent	\$4,165.35
Spending Potential Index	143
Food at Home: Total \$	\$108,676,290
Average Spent	\$6,863.48
Spending Potential Index	138
Food Away from Home: Total \$	\$66,920,454
Average Spent	\$4,226.38
Spending Potential Index	137
Health Care: Total \$	\$131,081,991
Average Spent	\$8,278.51
Spending Potential Index	156
HH Furnishings & Equipment: Total \$	\$39,882,298
Average Spent	\$2,518.78
Spending Potential Index	143
Personal Care Products & Services: Total \$	\$17,350,718
Average Spent	\$1,095.79
Spending Potential Index	150
Shelter: Total \$	\$334,575,449
Average Spent	\$21,130.19
Spending Potential Index	136
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$59,304,423
Average Spent	\$3,745.38
Spending Potential Index	161
Travel: Total \$	\$43,504,171
Average Spent	\$2,747.52
Spending Potential Index	148
Vehicle Maintenance & Repairs: Total \$	\$23,792,487
Average Spent	\$1,502.62
Spending Potential Index	145

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.