

Population Summary	
2000 Total Population	53,735
2010 Total Population	62,302
2015 Total Population	71,027
2015 Group Quarters	3,097
2020 Total Population	79,439
2015-2020 Annual Rate	2.26%
Household Summary	
2000 Households	20,913
2000 Average Household Size	2.45
2010 Households	24,972
2010 Average Household Size	2.37
2015 Households	28,723
2015 Average Household Size	2.37
2020 Households	32,397
2020 Average Household Size	2.36
2015-2020 Annual Rate	2.44%
2010 Families	14,355
2010 Average Family Size	3.02
2015 Families	16,387
2015 Average Family Size	3.02
2020 Families	18,360
2020 Average Family Size	3.01
2015-2020 Annual Rate	2.30%
Housing Unit Summary	
2000 Housing Units	24,036
Owner Occupied Housing Units	36.6%
Renter Occupied Housing Units	50.4%
Vacant Housing Units	13.0%
2010 Housing Units	35,142
Owner Occupied Housing Units	31.3%
Renter Occupied Housing Units	39.8%
Vacant Housing Units	28.9%
2015 Housing Units	40,910
Owner Occupied Housing Units	28.9%
Renter Occupied Housing Units	41.4%
Vacant Housing Units	29.8%
2020 Housing Units	45,969
Owner Occupied Housing Units	28.9%
Renter Occupied Housing Units	41.6%
Vacant Housing Units	29.5%
Median Household Income	
2015	\$36,772
2020	\$42,791
Median Home Value	
2015	\$140,960
2020	\$205,405
Per Capita Income	
2015	\$22,723
2020	\$25,891
Median Age	
2010	35.6
2015	36.7
2020	37.5

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

2015 Households by Income	
Household Income Base	28,723
<\$15,000	18.5%
\$15,000 - \$24,999	15.1%
\$25,000 - \$34,999	14.1%
\$35,000 - \$49,999	14.9%
\$50,000 - \$74,999	15.1%
\$75,000 - \$99,999	10.1%
\$100,000 - \$149,999	6.9%
\$150,000 - \$199,999	2.6%
\$200,000+	2.8%
Average Household Income	\$55,457
2020 Households by Income	
Household Income Base	32,397
<\$15,000	17.7%
\$15,000 - \$24,999	11.5%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	14.7%
\$50,000 - \$74,999	17.4%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	8.1%
\$150,000 - \$199,999	3.3%
\$200,000+	3.2%
Average Household Income	\$63,009
2015 Owner Occupied Housing Units by Value	
Total	11,793
<\$50,000	10.6%
\$50,000 - \$99,999	23.6%
\$100,000 - \$149,999	19.3%
\$150,000 - \$199,999	12.8%
\$200,000 - \$249,999	9.5%
\$250,000 - \$299,999	7.1%
\$300,000 - \$399,999	8.0%
\$400,000 - \$499,999	3.8%
\$500,000 - \$749,999	3.2%
\$750,000 - \$999,999	0.7%
\$1,000,000 +	1.4%
Average Home Value	\$196,547
2020 Owner Occupied Housing Units by Value	
Total	13,279
<\$50,000	7.9%
\$50,000 - \$99,999	15.9%
\$100,000 - \$149,999	12.9%
\$150,000 - \$199,999	12.0%
\$200,000 - \$249,999	12.8%
\$250,000 - \$299,999	10.8%
\$300,000 - \$399,999	11.1%
\$400,000 - \$499,999	6.6%
\$500,000 - \$749,999	6.5%
\$750,000 - \$999,999	1.8%
\$1,000,000 +	1.8%
Average Home Value	\$256,327

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	62,303
0 - 4	7.3%
5 - 9	6.4%
10 - 14	5.8%
15 - 24	14.3%
25 - 34	15.4%
35 - 44	13.1%
45 - 54	13.0%
55 - 64	11.0%
65 - 74	7.3%
75 - 84	4.2%
85 +	2.2%
18 +	76.9%
2015 Population by Age	
Total	71,029
0 - 4	7.0%
5 - 9	6.4%
10 - 14	5.8%
15 - 24	13.1%
25 - 34	15.5%
35 - 44	12.5%
45 - 54	12.0%
55 - 64	11.8%
65 - 74	9.3%
75 - 84	4.4%
85 +	2.3%
18 +	77.6%
2020 Population by Age	
Total	79,441
0 - 4	6.9%
5 - 9	6.3%
10 - 14	6.0%
15 - 24	12.1%
25 - 34	15.4%
35 - 44	12.6%
45 - 54	11.0%
55 - 64	11.9%
65 - 74	10.4%
75 - 84	5.1%
85 +	2.4%
18 +	77.6%
2010 Population by Sex	
Males	31,243
Females	31,059
2015 Population by Sex	
Males	35,431
Females	35,596
2020 Population by Sex	
Males	39,340
Females	40,099

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	62,302
White Alone	55.1%
Black Alone	31.8%
American Indian Alone	0.6%
Asian Alone	1.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	8.0%
Two or More Races	2.8%
Hispanic Origin	20.2%
Diversity Index	72.5
2015 Population by Race/Ethnicity	
Total	71,028
White Alone	54.5%
Black Alone	31.4%
American Indian Alone	0.7%
Asian Alone	2.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	8.3%
Two or More Races	3.1%
Hispanic Origin	21.5%
Diversity Index	73.8
2020 Population by Race/Ethnicity	
Total	79,440
White Alone	52.7%
Black Alone	31.7%
American Indian Alone	0.7%
Asian Alone	2.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	8.9%
Two or More Races	3.5%
Hispanic Origin	22.9%
Diversity Index	75.5
2010 Population by Relationship and Household Type	
Total	62,302
In Households	95.0%
In Family Households	73.0%
Householder	22.8%
Spouse	13.5%
Child	28.1%
Other relative	5.2%
Nonrelative	3.4%
In Nonfamily Households	22.1%
In Group Quarters	5.0%
Institutionalized Population	3.8%
Noninstitutionalized Population	1.1%

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	48,113
Less than 9th Grade	8.3%
9th - 12th Grade, No Diploma	10.6%
High School Graduate	25.2%
GED/Alternative Credential	3.7%
Some College, No Degree	19.9%
Associate Degree	8.6%
Bachelor's Degree	15.1%
Graduate/Professional Degree	8.6%
2015 Population 15+ by Marital Status	
Total	57,412
Never Married	38.3%
Married	40.5%
Widowed	6.7%
Divorced	14.4%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	89.8%
Civilian Unemployed	10.2%
2015 Employed Population 16+ by Industry	
Total	29,583
Agriculture/Mining	1.3%
Construction	10.2%
Manufacturing	3.8%
Wholesale Trade	1.8%
Retail Trade	16.5%
Transportation/Utilities	3.9%
Information	2.0%
Finance/Insurance/Real Estate	6.2%
Services	50.4%
Public Administration	4.1%
2015 Employed Population 16+ by Occupation	
Total	29,584
White Collar	55.5%
Management/Business/Financial	10.0%
Professional	17.5%
Sales	15.0%
Administrative Support	13.1%
Services	24.2%
Blue Collar	20.3%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	7.4%
Installation/Maintenance/Repair	3.5%
Production	2.8%
Transportation/Material Moving	5.9%

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	24,972
Households with 1 Person	32.9%
Households with 2+ People	67.1%
Family Households	57.5%
Husband-wife Families	34.0%
With Related Children	13.3%
Other Family (No Spouse Present)	23.5%
Other Family with Male Householder	5.8%
With Related Children	3.2%
Other Family with Female Householder	17.6%
With Related Children	13.0%
Nonfamily Households	9.6%
All Households with Children	30.1%
Multigenerational Households	4.1%
Unmarried Partner Households	8.9%
Male-female	7.9%
Same-sex	0.9%
2010 Households by Size	
Total	24,972
1 Person Household	32.9%
2 Person Household	33.3%
3 Person Household	14.1%
4 Person Household	10.0%
5 Person Household	5.4%
6 Person Household	2.4%
7 + Person Household	2.0%
2010 Households by Tenure and Mortgage Status	
Total	24,972
Owner Occupied	44.0%
Owned with a Mortgage/Loan	29.7%
Owned Free and Clear	14.3%
Renter Occupied	56.0%

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.	Metro Fusion (11C)
2.	In Style (5B)
3.	Silver & Gold (9A)

2015 Consumer Spending

Apparel & Services: Total \$	\$51,132,565
Average Spent	\$1,780.20
Spending Potential Index	77
Computers & Accessories: Total \$	\$5,688,813
Average Spent	\$198.06
Spending Potential Index	78
Education: Total \$	\$31,530,833
Average Spent	\$1,097.76
Spending Potential Index	72
Entertainment/Recreation: Total \$	\$69,116,250
Average Spent	\$2,406.30
Spending Potential Index	73
Food at Home: Total \$	\$114,992,338
Average Spent	\$4,003.49
Spending Potential Index	77
Food Away from Home: Total \$	\$71,529,015
Average Spent	\$2,490.30
Spending Potential Index	76
Health Care: Total \$	\$98,762,045
Average Spent	\$3,438.43
Spending Potential Index	73
HH Furnishings & Equipment: Total \$	\$39,502,645
Average Spent	\$1,375.30
Spending Potential Index	75
Investments: Total \$	\$49,146,790
Average Spent	\$1,711.06
Spending Potential Index	62
Retail Goods: Total \$	\$544,730,536
Average Spent	\$18,964.96
Spending Potential Index	74
Shelter: Total \$	\$361,120,155
Average Spent	\$12,572.51
Spending Potential Index	76
TV/Video/Audio: Total \$	\$29,141,457
Average Spent	\$1,014.57
Spending Potential Index	78
Travel: Total \$	\$39,315,894
Average Spent	\$1,368.79
Spending Potential Index	70
Vehicle Maintenance & Repairs: Total \$	\$23,995,267
Average Spent	\$835.40
Spending Potential Index	75

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.