

Population Summary	
2000 Total Population	2,558
2010 Total Population	11,285
2016 Total Population	12,368
2016 Group Quarters	2,672
2021 Total Population	13,990
2016-2021 Annual Rate	2.50%
2016 Total Daytime Population	18,873
Workers	11,015
Residents	7,858
Household Summary	
2000 Households	932
2000 Average Household Size	2.72
2010 Households	3,368
2010 Average Household Size	2.56
2016 Households	3,748
2016 Average Household Size	2.59
2021 Households	4,381
2021 Average Household Size	2.58
2016-2021 Annual Rate	3.17%
2010 Families	2,475
2010 Average Family Size	2.90
2016 Families	2,733
2016 Average Family Size	2.94
2021 Families	3,174
2021 Average Family Size	2.95
2016-2021 Annual Rate	3.04%
Housing Unit Summary	
2000 Housing Units	1,074
Owner Occupied Housing Units	78.2%
Renter Occupied Housing Units	8.6%
Vacant Housing Units	13.2%
2010 Housing Units	4,770
Owner Occupied Housing Units	55.8%
Renter Occupied Housing Units	14.8%
Vacant Housing Units	29.4%
2016 Housing Units	5,537
Owner Occupied Housing Units	50.6%
Renter Occupied Housing Units	17.1%
Vacant Housing Units	32.3%
2021 Housing Units	6,479
Owner Occupied Housing Units	50.2%
Renter Occupied Housing Units	17.4%
Vacant Housing Units	32.4%
Median Household Income	
2016	\$79,844
2021	\$88,935
Median Home Value	
2016	\$303,583
2021	\$311,229
Per Capita Income	
2016	\$41,057
2021	\$44,812
Median Age	
2010	29.2
2016	31.4
2021	35.9

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	3,748
<\$15,000	9.7%
\$15,000 - \$24,999	5.8%
\$25,000 - \$34,999	4.5%
\$35,000 - \$49,999	11.6%
\$50,000 - \$74,999	15.6%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	20.9%
\$150,000 - \$199,999	11.3%
\$200,000+	8.8%
Average Household Income	\$104,906

2021 Households by Income

Household Income Base	4,381
<\$15,000	9.2%
\$15,000 - \$24,999	6.1%
\$25,000 - \$34,999	2.8%
\$35,000 - \$49,999	7.8%
\$50,000 - \$74,999	16.0%
\$75,000 - \$99,999	12.9%
\$100,000 - \$149,999	22.1%
\$150,000 - \$199,999	13.0%
\$200,000+	10.0%
Average Household Income	\$116,090

2016 Owner Occupied Housing Units by Value

Total	2,803
<\$50,000	2.6%
\$50,000 - \$99,999	0.5%
\$100,000 - \$149,999	7.3%
\$150,000 - \$199,999	12.4%
\$200,000 - \$249,999	14.7%
\$250,000 - \$299,999	11.7%
\$300,000 - \$399,999	21.4%
\$400,000 - \$499,999	13.5%
\$500,000 - \$749,999	10.5%
\$750,000 - \$999,999	2.6%
\$1,000,000 +	2.7%
Average Home Value	\$355,753

2021 Owner Occupied Housing Units by Value

Total	3,253
<\$50,000	1.1%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	4.2%
\$150,000 - \$199,999	9.6%
\$200,000 - \$249,999	16.7%
\$250,000 - \$299,999	15.9%
\$300,000 - \$399,999	20.3%
\$400,000 - \$499,999	14.3%
\$500,000 - \$749,999	11.5%
\$750,000 - \$999,999	3.4%
\$1,000,000 +	2.9%
Average Home Value	\$376,315

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	11,286
0 - 4	4.1%
5 - 9	4.8%
10 - 14	5.2%
15 - 24	32.8%
25 - 34	7.2%
35 - 44	10.9%
45 - 54	9.6%
55 - 64	12.0%
65 - 74	9.5%
75 - 84	3.2%
85 +	0.6%
18 +	83.2%
2016 Population by Age	
Total	12,369
0 - 4	4.1%
5 - 9	4.5%
10 - 14	4.8%
15 - 24	32.0%
25 - 34	7.2%
35 - 44	9.2%
45 - 54	10.4%
55 - 64	11.6%
65 - 74	11.6%
75 - 84	3.9%
85 +	0.8%
18 +	83.5%
2021 Population by Age	
Total	13,990
0 - 4	3.9%
5 - 9	4.2%
10 - 14	4.6%
15 - 24	28.8%
25 - 34	7.8%
35 - 44	8.7%
45 - 54	10.2%
55 - 64	11.2%
65 - 74	13.9%
75 - 84	5.6%
85 +	1.2%
18 +	84.3%
2010 Population by Sex	
Males	5,395
Females	5,890
2016 Population by Sex	
Males	5,924
Females	6,443
2021 Population by Sex	
Males	6,716
Females	7,274

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 Race/Ethnicity	
Total	11,285
White Alone	89.9%
Black Alone	3.7%
American Indian Alone	0.2%
Asian Alone	2.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.7%
Two or More Races	2.1%
Hispanic Origin	10.0%
Diversity Index	33.6
2016 Population by Race/Ethnicity	
Total	12,367
White Alone	88.0%
Black Alone	4.3%
American Indian Alone	0.2%
Asian Alone	3.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.0%
Two or More Races	2.6%
Hispanic Origin	11.8%
Diversity Index	38.6
2021 Population by Race/Ethnicity	
Total	13,990
White Alone	85.9%
Black Alone	4.9%
American Indian Alone	0.2%
Asian Alone	3.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.3%
Two or More Races	3.0%
Hispanic Origin	13.5%
Diversity Index	43.2
2010 Population by Relationship and Household Type	
Total	11,285
In Households	76.3%
In Family Households	64.4%
Householder	22.4%
Spouse	19.7%
Child	19.8%
Other relative	1.7%
Nonrelative	0.8%
In Nonfamily Households	12.0%
In Group Quarters	23.7%
Institutionalized Population	0.0%
Noninstitutionalized Population	23.7%

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.

2016 Population 25+ by Educational Attainment	
Total	6,755
Less than 9th Grade	0.8%
9th - 12th Grade, No Diploma	2.7%
High School Graduate	22.4%
GED/Alternative Credential	1.0%
Some College, No Degree	21.1%
Associate Degree	11.3%
Bachelor's Degree	26.3%
Graduate/Professional Degree	14.5%
2016 Population 15+ by Marital Status	
Total	10,710
Never Married	49.4%
Married	41.0%
Widowed	5.5%
Divorced	4.1%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	92.8%
Civilian Unemployed	7.2%
2016 Employed Population 16+ by Industry	
Total	4,602
Agriculture/Mining	0.5%
Construction	3.1%
Manufacturing	1.2%
Wholesale Trade	0.9%
Retail Trade	19.5%
Transportation/Utilities	5.2%
Information	1.6%
Finance/Insurance/Real Estate	7.0%
Services	58.8%
Public Administration	2.2%
2016 Employed Population 16+ by Occupation	
Total	4,603
White Collar	74.2%
Management/Business/Financial	14.7%
Professional	21.3%
Sales	24.6%
Administrative Support	13.6%
Services	18.6%
Blue Collar	7.3%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	0.6%
Installation/Maintenance/Repair	0.9%
Production	0.8%
Transportation/Material Moving	4.9%
2010 Population By Urban/ Rural Status	
Total Population	11,285
Population Inside Urbanized Area	95.1%
Population Inside Urbanized Cluster	0.0%
Rural Population	4.9%

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 Households by Type	
Total	3,368
Households with 1 Person	18.5%
Households with 2+ People	81.5%
Family Households	73.5%
Husband-wife Families	64.7%
With Related Children	23.9%
Other Family (No Spouse Present)	8.8%
Other Family with Male Householder	2.6%
With Related Children	1.6%
Other Family with Female Householder	6.2%
With Related Children	4.3%
Nonfamily Households	8.0%
All Households with Children	30.2%
Multigenerational Households	1.9%
Unmarried Partner Households	5.3%
Male-female	4.4%
Same-sex	0.9%
2010 Households by Size	
Total	3,368
1 Person Household	18.5%
2 Person Household	45.0%
3 Person Household	14.3%
4 Person Household	14.4%
5 Person Household	5.8%
6 Person Household	1.3%
7 + Person Household	0.8%
2010 Households by Tenure and Mortgage Status	
Total	3,368
Owner Occupied	79.0%
Owned with a Mortgage/Loan	59.2%
Owned Free and Clear	19.8%
Renter Occupied	21.0%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	4,770
Housing Units Inside Urbanized Area	89.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	10.9%

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. Soccer Moms (4A)
2. Silver & Gold (9A)
3. College Towns (14B)

2016 Consumer Spending

Apparel & Services: Total \$	\$10,103,489
Average Spent	\$2,695.70
Spending Potential Index	134
Education: Total \$	\$7,157,327
Average Spent	\$1,909.64
Spending Potential Index	135
Entertainment/Recreation: Total \$	\$14,886,520
Average Spent	\$3,971.86
Spending Potential Index	136
Food at Home: Total \$	\$24,455,314
Average Spent	\$6,524.90
Spending Potential Index	131
Food Away from Home: Total \$	\$15,741,436
Average Spent	\$4,199.96
Spending Potential Index	136
Health Care: Total \$	\$26,967,301
Average Spent	\$7,195.12
Spending Potential Index	136
HH Furnishings & Equipment: Total \$	\$9,134,070
Average Spent	\$2,437.05
Spending Potential Index	138
Personal Care Products & Services: Total \$	\$3,782,839
Average Spent	\$1,009.30
Spending Potential Index	138
Shelter: Total \$	\$78,375,456
Average Spent	\$20,911.27
Spending Potential Index	134
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,265,014
Average Spent	\$3,272.42
Spending Potential Index	141
Travel: Total \$	\$9,843,994
Average Spent	\$2,626.47
Spending Potential Index	141
Vehicle Maintenance & Repairs: Total \$	\$5,240,254
Average Spent	\$1,398.15
Spending Potential Index	135

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.