

<b>Population Summary</b>	
2000 Total Population	2,558
2010 Total Population	11,285
2015 Total Population	12,162
2015 Group Quarters	2,672
2020 Total Population	13,478
2015-2020 Annual Rate	2.08%
<b>Household Summary</b>	
2000 Households	932
2000 Average Household Size	2.72
2010 Households	3,368
2010 Average Household Size	2.56
2015 Households	3,689
2015 Average Household Size	2.57
2020 Households	4,230
2020 Average Household Size	2.55
2015-2020 Annual Rate	2.77%
2010 Families	2,475
2010 Average Family Size	2.90
2015 Families	2,682
2015 Average Family Size	2.93
2020 Families	3,049
2020 Average Family Size	2.92
2015-2020 Annual Rate	2.60%
<b>Housing Unit Summary</b>	
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%
2015 Housing Units	5,348
Owner Occupied Housing Units	52.0%
Renter Occupied Housing Units	16.9%
Vacant Housing Units	31.0%
2020 Housing Units	6,014
Owner Occupied Housing Units	52.6%
Renter Occupied Housing Units	17.7%
Vacant Housing Units	29.7%
<b>Median Household Income</b>	
2015	\$83,557
2020	\$89,164
<b>Median Home Value</b>	
2015	\$221,589
2020	\$259,603
<b>Per Capita Income</b>	
2015	\$36,708
2020	\$41,138
<b>Median Age</b>	
2010	29.2
2015	31.6
2020	35.7

**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	3,689
<\$15,000	8.6%
\$15,000 - \$24,999	4.5%
\$25,000 - \$34,999	3.7%
\$35,000 - \$49,999	10.2%
\$50,000 - \$74,999	15.2%
\$75,000 - \$99,999	18.4%
\$100,000 - \$149,999	21.8%
\$150,000 - \$199,999	7.9%
\$200,000+	9.7%
Average Household Income	\$105,758

## 2020 Households by Income

Household Income Base	4,230
<\$15,000	7.1%
\$15,000 - \$24,999	3.1%
\$25,000 - \$34,999	2.6%
\$35,000 - \$49,999	8.7%
\$50,000 - \$74,999	15.8%
\$75,000 - \$99,999	19.6%
\$100,000 - \$149,999	22.7%
\$150,000 - \$199,999	9.4%
\$200,000+	10.9%
Average Household Income	\$116,709

## 2015 Owner Occupied Housing Units by Value

Total	2,783
<\$50,000	1.5%
\$50,000 - \$99,999	7.1%
\$100,000 - \$149,999	12.0%
\$150,000 - \$199,999	20.8%
\$200,000 - \$249,999	20.0%
\$250,000 - \$299,999	14.0%
\$300,000 - \$399,999	14.0%
\$400,000 - \$499,999	5.0%
\$500,000 - \$749,999	3.8%
\$750,000 - \$999,999	0.7%
\$1,000,000 +	1.2%
Average Home Value	\$256,706

## 2020 Owner Occupied Housing Units by Value

Total	3,166
<\$50,000	0.5%
\$50,000 - \$99,999	2.1%
\$100,000 - \$149,999	4.4%
\$150,000 - \$199,999	15.4%
\$200,000 - \$249,999	23.9%
\$250,000 - \$299,999	19.1%
\$300,000 - \$399,999	17.1%
\$400,000 - \$499,999	7.7%
\$500,000 - \$749,999	6.9%
\$750,000 - \$999,999	1.7%
\$1,000,000 +	1.2%
Average Home Value	\$307,680

**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	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%
2015 Population by Age	
Total	12,163
0 - 4	4.0%
5 - 9	4.5%
10 - 14	4.7%
15 - 24	32.4%
25 - 34	6.8%
35 - 44	8.9%
45 - 54	10.5%
55 - 64	12.0%
65 - 74	11.7%
75 - 84	3.7%
85 +	0.7%
18 +	83.7%
2020 Population by Age	
Total	13,477
0 - 4	3.8%
5 - 9	4.2%
10 - 14	4.4%
15 - 24	29.5%
25 - 34	7.5%
35 - 44	8.2%
45 - 54	10.3%
55 - 64	12.7%
65 - 74	13.6%
75 - 84	4.9%
85 +	0.9%
18 +	84.6%
2010 Population by Sex	
Males	5,395
Females	5,890
2015 Population by Sex	
Males	5,823
Females	6,339
2020 Population by Sex	
Males	6,471
Females	7,007

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

<b>2010 Population by Race/Ethnicity</b>	
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
<b>2015 Population by Race/Ethnicity</b>	
Total	12,162
White Alone	88.7%
Black Alone	4.1%
American Indian Alone	0.2%
Asian Alone	2.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.8%
Two or More Races	2.4%
Hispanic Origin	10.9%
Diversity Index	36.4
<b>2020 Population by Race/Ethnicity</b>	
Total	13,477
White Alone	86.9%
Black Alone	4.6%
American Indian Alone	0.2%
Asian Alone	3.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.1%
Two or More Races	2.8%
Hispanic Origin	12.1%
Diversity Index	40.3
<b>2010 Population by Relationship and Household Type</b>	
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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

<b>2015 Population 25+ by Educational Attainment</b>	
Total	6,620
Less than 9th Grade	0.4%
9th - 12th Grade, No Diploma	3.9%
High School Graduate	23.2%
GED/Alternative Credential	0.9%
Some College, No Degree	21.5%
Associate Degree	9.4%
Bachelor's Degree	26.6%
Graduate/Professional Degree	14.1%
<b>2015 Population 15+ by Marital Status</b>	
Total	10,558
Never Married	47.5%
Married	43.4%
Widowed	4.2%
Divorced	4.9%
<b>2015 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	93.5%
Civilian Unemployed	6.5%
<b>2015 Employed Population 16+ by Industry</b>	
Total	4,962
Agriculture/Mining	1.8%
Construction	6.0%
Manufacturing	3.3%
Wholesale Trade	1.5%
Retail Trade	17.2%
Transportation/Utilities	3.4%
Information	2.6%
Finance/Insurance/Real Estate	8.6%
Services	52.4%
Public Administration	3.2%
<b>2015 Employed Population 16+ by Occupation</b>	
Total	4,961
White Collar	77.4%
Management/Business/Financial	20.3%
Professional	21.9%
Sales	21.5%
Administrative Support	13.7%
Services	15.4%
Blue Collar	7.2%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	1.8%
Installation/Maintenance/Repair	1.1%
Production	1.1%
Transportation/Material Moving	3.1%

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	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%

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

## 2015 Consumer Spending

Apparel & Services: Total \$	\$11,974,304
Average Spent	\$3,245.95
Spending Potential Index	140
Computers & Accessories: Total \$	\$1,379,471
Average Spent	\$373.94
Spending Potential Index	147
Education: Total \$	\$7,875,865
Average Spent	\$2,134.96
Spending Potential Index	140
Entertainment/Recreation: Total \$	\$17,356,383
Average Spent	\$4,704.90
Spending Potential Index	142
Food at Home: Total \$	\$26,303,673
Average Spent	\$7,130.30
Spending Potential Index	137
Food Away from Home: Total \$	\$17,177,723
Average Spent	\$4,656.47
Spending Potential Index	142
Health Care: Total \$	\$24,905,899
Average Spent	\$6,751.40
Spending Potential Index	142
HH Furnishings & Equipment: Total \$	\$9,830,611
Average Spent	\$2,664.84
Spending Potential Index	145
Investments: Total \$	\$15,474,260
Average Spent	\$4,194.70
Spending Potential Index	152
Retail Goods: Total \$	\$132,507,088
Average Spent	\$35,919.51
Spending Potential Index	141
Shelter: Total \$	\$84,711,861
Average Spent	\$22,963.37
Spending Potential Index	140
TV/Video/Audio: Total \$	\$6,690,189
Average Spent	\$1,813.55
Spending Potential Index	139
Travel: Total \$	\$10,701,094
Average Spent	\$2,900.81
Spending Potential Index	148
Vehicle Maintenance & Repairs: Total \$	\$5,862,520
Average Spent	\$1,589.19
Spending Potential Index	142

**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.