

Population Summary	
2000 Total Population	63,114
2010 Total Population	78,452
2017 Total Population	89,254
2017 Group Quarters	1,064
2022 Total Population	99,020
2017-2022 Annual Rate	2.10%
2017 Total Daytime Population	95,974
Workers	38,852
Residents	57,122
Household Summary	
2000 Households	30,972
2000 Average Household Size	2.00
2010 Households	39,327
2010 Average Household Size	1.97
2017 Households	44,454
2017 Average Household Size	1.98
2022 Households	49,199
2022 Average Household Size	1.99
2017-2022 Annual Rate	2.05%
2010 Families	22,404
2010 Average Family Size	2.49
2017 Families	25,059
2017 Average Family Size	2.51
2022 Families	27,593
2022 Average Family Size	2.52
2017-2022 Annual Rate	1.95%
Housing Unit Summary	
2000 Housing Units	42,621
Owner Occupied Housing Units	55.1%
Renter Occupied Housing Units	17.5%
Vacant Housing Units	27.3%
2010 Housing Units	58,536
Owner Occupied Housing Units	46.6%
Renter Occupied Housing Units	20.6%
Vacant Housing Units	32.8%
2017 Housing Units	65,625
Owner Occupied Housing Units	44.2%
Renter Occupied Housing Units	23.5%
Vacant Housing Units	32.3%
2022 Housing Units	72,568
Owner Occupied Housing Units	44.0%
Renter Occupied Housing Units	23.8%
Vacant Housing Units	32.2%
Median Household Income	
2017	\$52,440
2022	\$59,525
Median Home Value	
2017	\$197,170
2022	\$279,168
Per Capita Income	
2017	\$40,917
2022	\$46,245
Median Age	
2010	56.8
2017	59.3
2022	60.8

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Market Profile

Iona/McGregor
Area: 72.94 square miles

Prepared by Esri

2017 Households by Income

Household Income Base	44,454
<\$15,000	8.5%
\$15,000 - \$24,999	11.2%
\$25,000 - \$34,999	11.4%
\$35,000 - \$49,999	16.4%
\$50,000 - \$74,999	18.1%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	11.3%
\$150,000 - \$199,999	4.4%
\$200,000+	6.7%
Average Household Income	\$81,355

2022 Households by Income

Household Income Base	49,199
<\$15,000	7.9%
\$15,000 - \$24,999	9.9%
\$25,000 - \$34,999	9.7%
\$35,000 - \$49,999	14.0%
\$50,000 - \$74,999	17.8%
\$75,000 - \$99,999	14.5%
\$100,000 - \$149,999	13.5%
\$150,000 - \$199,999	5.3%
\$200,000+	7.4%
Average Household Income	\$92,377

2017 Owner Occupied Housing Units by Value

Total	29,036
<\$50,000	9.4%
\$50,000 - \$99,999	13.8%
\$100,000 - \$149,999	14.3%
\$150,000 - \$199,999	13.2%
\$200,000 - \$249,999	10.0%
\$250,000 - \$299,999	9.0%
\$300,000 - \$399,999	9.8%
\$400,000 - \$499,999	6.7%
\$500,000 - \$749,999	8.1%
\$750,000 - \$999,999	2.7%
\$1,000,000 +	3.0%
Average Home Value	\$276,945

2022 Owner Occupied Housing Units by Value

Total	31,927
<\$50,000	5.6%
\$50,000 - \$99,999	8.9%
\$100,000 - \$149,999	9.4%
\$150,000 - \$199,999	10.1%
\$200,000 - \$249,999	9.2%
\$250,000 - \$299,999	11.5%
\$300,000 - \$399,999	13.6%
\$400,000 - \$499,999	10.2%
\$500,000 - \$749,999	12.2%
\$750,000 - \$999,999	4.5%
\$1,000,000 +	4.7%
Average Home Value	\$357,995

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Market Profile

Iona/McGregor
Area: 72.94 square miles

Prepared by Esri

2010 Population by Age	
Total	78,453
0 - 4	3.5%
5 - 9	3.4%
10 - 14	3.6%
15 - 24	7.4%
25 - 34	8.9%
35 - 44	8.8%
45 - 54	11.8%
55 - 64	15.7%
65 - 74	17.3%
75 - 84	13.3%
85 +	6.2%
18 +	87.3%
2017 Population by Age	
Total	89,252
0 - 4	3.3%
5 - 9	3.3%
10 - 14	3.3%
15 - 24	7.1%
25 - 34	8.8%
35 - 44	8.3%
45 - 54	10.0%
55 - 64	15.3%
65 - 74	19.6%
75 - 84	13.7%
85 +	7.3%
18 +	88.2%
2022 Population by Age	
Total	99,021
0 - 4	3.3%
5 - 9	3.2%
10 - 14	3.3%
15 - 24	6.8%
25 - 34	8.5%
35 - 44	8.4%
45 - 54	9.1%
55 - 64	14.5%
65 - 74	20.3%
75 - 84	15.5%
85 +	7.2%
18 +	88.4%
2010 Population by Sex	
Males	37,055
Females	41,397
2017 Population by Sex	
Males	42,355
Females	46,898
2022 Population by Sex	
Males	46,991
Females	52,030

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

May 09, 2018

2010 Population by Race/Ethnicity

Total	78,452
White Alone	90.9%
Black Alone	2.8%
American Indian Alone	0.2%
Asian Alone	1.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.1%
Two or More Races	1.5%
Hispanic Origin	10.5%
Diversity Index	32.8

2017 Population by Race/Ethnicity

Total	89,254
White Alone	89.2%
Black Alone	3.2%
American Indian Alone	0.2%
Asian Alone	1.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.7%
Two or More Races	1.8%
Hispanic Origin	12.5%
Diversity Index	37.7

2022 Population by Race/Ethnicity

Total	99,021
White Alone	87.7%
Black Alone	3.5%
American Indian Alone	0.2%
Asian Alone	2.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.3%
Two or More Races	2.1%
Hispanic Origin	14.1%
Diversity Index	41.7

2010 Population by Relationship and Household Type

Total	78,452
In Households	98.6%
In Family Households	72.7%
Householder	28.5%
Spouse	23.5%
Child	16.5%
Other relative	2.5%
Nonrelative	1.7%
In Nonfamily Households	25.9%
In Group Quarters	1.4%
Institutionalized Population	1.2%
Noninstitutionalized Population	0.1%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

2017 Population 25+ by Educational Attainment	
Total	74,165
Less than 9th Grade	3.2%
9th - 12th Grade, No Diploma	4.3%
High School Graduate	23.3%
GED/Alternative Credential	2.8%
Some College, No Degree	20.5%
Associate Degree	9.0%
Bachelor's Degree	22.2%
Graduate/Professional Degree	14.6%
2017 Population 15+ by Marital Status	
Total	80,470
Never Married	21.2%
Married	52.9%
Widowed	11.7%
Divorced	14.3%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	94.1%
Civilian Unemployed (Unemployment Rate)	5.9%
2017 Employed Population 16+ by Industry	
Total	32,726
Agriculture/Mining	0.8%
Construction	6.4%
Manufacturing	2.0%
Wholesale Trade	1.6%
Retail Trade	13.8%
Transportation/Utilities	3.5%
Information	1.6%
Finance/Insurance/Real Estate	9.6%
Services	57.6%
Public Administration	3.1%
2017 Employed Population 16+ by Occupation	
Total	32,727
White Collar	62.5%
Management/Business/Financial	15.2%
Professional	20.6%
Sales	14.0%
Administrative Support	12.7%
Services	25.8%
Blue Collar	11.7%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	3.5%
Installation/Maintenance/Repair	2.6%
Production	1.9%
Transportation/Material Moving	3.5%
2010 Population By Urban/ Rural Status	
Total Population	78,452
Population Inside Urbanized Area	99.5%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	39,327
Households with 1 Person	35.6%
Households with 2+ People	64.4%
Family Households	57.0%
Husband-wife Families	46.9%
With Related Children	9.0%
Other Family (No Spouse Present)	10.1%
Other Family with Male Householder	2.9%
With Related Children	1.5%
Other Family with Female Householder	7.1%
With Related Children	4.0%
Nonfamily Households	7.4%
All Households with Children	14.8%
Multigenerational Households	1.4%
Unmarried Partner Households	6.3%
Male-female	5.6%
Same-sex	0.7%
2010 Households by Size	
Total	39,328
1 Person Household	35.6%
2 Person Household	46.4%
3 Person Household	8.9%
4 Person Household	5.6%
5 Person Household	2.2%
6 Person Household	0.9%
7 + Person Household	0.4%
2010 Households by Tenure and Mortgage Status	
Total	39,327
Owner Occupied	69.3%
Owned with a Mortgage/Loan	35.7%
Owned Free and Clear	33.7%
Renter Occupied	30.7%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	58,536
Housing Units Inside Urbanized Area	99.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.6%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Top 3 Tapestry Segments

1. The Elders (9C)
2. Silver & Gold (9A)
3. Senior Escapes (9D)

2017 Consumer Spending

Apparel & Services: Total \$	\$93,112,833
Average Spent	\$2,094.59
Spending Potential Index	97
Education: Total \$	\$57,471,696
Average Spent	\$1,292.84
Spending Potential Index	89
Entertainment/Recreation: Total \$	\$142,204,507
Average Spent	\$3,198.91
Spending Potential Index	103
Food at Home: Total \$	\$227,794,455
Average Spent	\$5,124.27
Spending Potential Index	102
Food Away from Home: Total \$	\$148,811,981
Average Spent	\$3,347.55
Spending Potential Index	100
Health Care: Total \$	\$274,304,414
Average Spent	\$6,170.52
Spending Potential Index	110
HH Furnishings & Equipment: Total \$	\$89,258,337
Average Spent	\$2,007.88
Spending Potential Index	103
Personal Care Products & Services: Total \$	\$37,083,440
Average Spent	\$834.20
Spending Potential Index	105
Shelter: Total \$	\$729,717,285
Average Spent	\$16,415.11
Spending Potential Index	101
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$117,440,363
Average Spent	\$2,641.84
Spending Potential Index	113
Travel: Total \$	\$94,934,180
Average Spent	\$2,135.56
Spending Potential Index	103
Vehicle Maintenance & Repairs: Total \$	\$49,569,814
Average Spent	\$1,115.08
Spending Potential Index	104

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.