

Population Summary	
2000 Total Population	63,114
2010 Total Population	78,452
2015 Total Population	82,357
2015 Group Quarters	1,064
2020 Total Population	87,941
2015-2020 Annual Rate	1.32%
Household Summary	
2000 Households	30,972
2000 Average Household Size	2.00
2010 Households	39,327
2010 Average Household Size	1.97
2015 Households	41,220
2015 Average Household Size	1.97
2020 Households	44,001
2020 Average Household Size	1.97
2015-2020 Annual Rate	1.31%
2010 Families	22,404
2010 Average Family Size	2.49
2015 Families	23,207
2015 Average Family Size	2.50
2020 Families	24,582
2020 Average Family Size	2.52
2015-2020 Annual Rate	1.16%
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%
2015 Housing Units	61,414
Owner Occupied Housing Units	44.2%
Renter Occupied Housing Units	22.9%
Vacant Housing Units	32.9%
2020 Housing Units	64,993
Owner Occupied Housing Units	44.3%
Renter Occupied Housing Units	23.4%
Vacant Housing Units	32.3%
Median Household Income	
2015	\$47,288
2020	\$54,954
Median Home Value	
2015	\$176,143
2020	\$225,038
Per Capita Income	
2015	\$35,437
2020	\$40,199
Median Age	
2010	56.8
2015	58.7
2020	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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

2015 Households by Income	
Household Income Base	41,220
<\$15,000	10.8%
\$15,000 - \$24,999	12.5%
\$25,000 - \$34,999	13.0%
\$35,000 - \$49,999	15.8%
\$50,000 - \$74,999	17.5%
\$75,000 - \$99,999	11.1%
\$100,000 - \$149,999	11.2%
\$150,000 - \$199,999	3.1%
\$200,000+	4.9%
Average Household Income	\$70,715
2020 Households by Income	
Household Income Base	44,001
<\$15,000	9.9%
\$15,000 - \$24,999	9.2%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	14.9%
\$50,000 - \$74,999	19.2%
\$75,000 - \$99,999	13.6%
\$100,000 - \$149,999	12.9%
\$150,000 - \$199,999	3.9%
\$200,000+	5.6%
Average Household Income	\$80,285
2015 Owner Occupied Housing Units by Value	
Total	27,146
<\$50,000	2.8%
\$50,000 - \$99,999	16.2%
\$100,000 - \$149,999	21.7%
\$150,000 - \$199,999	17.7%
\$200,000 - \$249,999	12.1%
\$250,000 - \$299,999	7.8%
\$300,000 - \$399,999	8.6%
\$400,000 - \$499,999	4.6%
\$500,000 - \$749,999	4.7%
\$750,000 - \$999,999	1.5%
\$1,000,000 +	2.2%
Average Home Value	\$241,035
2020 Owner Occupied Housing Units by Value	
Total	28,800
<\$50,000	1.5%
\$50,000 - \$99,999	8.8%
\$100,000 - \$149,999	13.1%
\$150,000 - \$199,999	18.7%
\$200,000 - \$249,999	15.8%
\$250,000 - \$299,999	11.2%
\$300,000 - \$399,999	11.2%
\$400,000 - \$499,999	6.6%
\$500,000 - \$749,999	6.6%
\$750,000 - \$999,999	3.1%
\$1,000,000 +	3.4%
Average Home Value	\$302,082

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	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%
2015 Population by Age	
Total	82,360
0 - 4	3.3%
5 - 9	3.4%
10 - 14	3.3%
15 - 24	7.2%
25 - 34	8.8%
35 - 44	8.3%
45 - 54	10.4%
55 - 64	15.2%
65 - 74	19.3%
75 - 84	13.5%
85 +	7.2%
18 +	88.0%
2020 Population by Age	
Total	87,941
0 - 4	3.2%
5 - 9	3.2%
10 - 14	3.3%
15 - 24	6.8%
25 - 34	8.4%
35 - 44	8.2%
45 - 54	9.1%
55 - 64	14.8%
65 - 74	20.5%
75 - 84	15.2%
85 +	7.3%
18 +	88.4%
2010 Population by Sex	
Males	37,055
Females	41,397
2015 Population by Sex	
Males	38,884
Females	43,474
2020 Population by Sex	
Males	41,379
Females	46,562

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	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

2015 Population by Race/Ethnicity

Total	82,358
White Alone	89.7%
Black Alone	3.1%
American Indian Alone	0.2%
Asian Alone	1.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.5%
Two or More Races	1.7%
Hispanic Origin	11.7%
Diversity Index	36.0

2020 Population by Race/Ethnicity

Total	87,940
White Alone	88.2%
Black Alone	3.5%
American Indian Alone	0.2%
Asian Alone	2.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.0%
Two or More Races	2.0%
Hispanic Origin	13.1%
Diversity Index	39.7

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

2015 Population 25+ by Educational Attainment	
Total	68,192
Less than 9th Grade	3.1%
9th - 12th Grade, No Diploma	4.5%
High School Graduate	23.9%
GED/Alternative Credential	2.4%
Some College, No Degree	21.7%
Associate Degree	8.2%
Bachelor's Degree	22.4%
Graduate/Professional Degree	13.7%
2015 Population 15+ by Marital Status	
Total	74,125
Never Married	20.6%
Married	53.2%
Widowed	12.2%
Divorced	14.0%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	93.1%
Civilian Unemployed	6.9%
2015 Employed Population 16+ by Industry	
Total	31,957
Agriculture/Mining	0.5%
Construction	6.8%
Manufacturing	2.0%
Wholesale Trade	1.8%
Retail Trade	15.9%
Transportation/Utilities	3.6%
Information	2.3%
Finance/Insurance/Real Estate	8.6%
Services	54.9%
Public Administration	3.7%
2015 Employed Population 16+ by Occupation	
Total	31,958
White Collar	62.3%
Management/Business/Financial	14.1%
Professional	19.4%
Sales	15.5%
Administrative Support	13.2%
Services	24.8%
Blue Collar	13.0%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	4.0%
Installation/Maintenance/Repair	3.1%
Production	2.1%
Transportation/Material Moving	3.6%

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	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%

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

2015 Consumer Spending

Apparel & Services: Total \$	\$87,849,596
Average Spent	\$2,131.24
Spending Potential Index	92
Computers & Accessories: Total \$	\$10,021,273
Average Spent	\$243.12
Spending Potential Index	96
Education: Total \$	\$52,384,155
Average Spent	\$1,270.84
Spending Potential Index	83
Entertainment/Recreation: Total \$	\$129,614,129
Average Spent	\$3,144.45
Spending Potential Index	95
Food at Home: Total \$	\$203,768,638
Average Spent	\$4,943.44
Spending Potential Index	95
Food Away from Home: Total \$	\$126,594,380
Average Spent	\$3,071.19
Spending Potential Index	93
Health Care: Total \$	\$200,573,061
Average Spent	\$4,865.92
Spending Potential Index	103
HH Furnishings & Equipment: Total \$	\$72,509,030
Average Spent	\$1,759.07
Spending Potential Index	96
Investments: Total \$	\$131,312,839
Average Spent	\$3,185.66
Spending Potential Index	116
Retail Goods: Total \$	\$1,005,839,097
Average Spent	\$24,401.72
Spending Potential Index	96
Shelter: Total \$	\$639,120,559
Average Spent	\$15,505.11
Spending Potential Index	94
TV/Video/Audio: Total \$	\$51,801,332
Average Spent	\$1,256.70
Spending Potential Index	96
Travel: Total \$	\$77,806,968
Average Spent	\$1,887.60
Spending Potential Index	97
Vehicle Maintenance & Repairs: Total \$	\$44,299,521
Average Spent	\$1,074.71
Spending Potential Index	96

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.