

Population Summary	
2000 Total Population	4,771
2010 Total Population	3,437
2018 Total Population	5,522
2018 Group Quarters	109
2023 Total Population	6,432
2018-2023 Annual Rate	3.10%
2018 Total Daytime Population	5,578
Workers	2,333
Residents	3,245
Household Summary	
2000 Households	1,534
2000 Average Household Size	3.03
2010 Households	1,236
2010 Average Household Size	2.70
2018 Households	1,987
2018 Average Household Size	2.72
2023 Households	2,322
2023 Average Household Size	2.72
2018-2023 Annual Rate	3.17%
2010 Families	724
2010 Average Family Size	3.52
2018 Families	1,117
2018 Average Family Size	3.63
2023 Families	1,294
2023 Average Family Size	3.65
2018-2023 Annual Rate	2.99%
Housing Unit Summary	
2000 Housing Units	1,737
Owner Occupied Housing Units	34.9%
Renter Occupied Housing Units	53.4%
Vacant Housing Units	11.7%
2010 Housing Units	1,490
Owner Occupied Housing Units	37.7%
Renter Occupied Housing Units	45.2%
Vacant Housing Units	17.0%
2018 Housing Units	2,254
Owner Occupied Housing Units	27.1%
Renter Occupied Housing Units	61.0%
Vacant Housing Units	11.8%
2023 Housing Units	2,636
Owner Occupied Housing Units	28.0%
Renter Occupied Housing Units	60.1%
Vacant Housing Units	11.9%
Median Household Income	
2018	\$26,741
2023	\$29,177
Median Home Value	
2018	\$68,552
2023	\$75,448
Per Capita Income	
2018	\$15,071
2023	\$17,031
Median Age	
2010	35.7
2018	36.3
2023	38.0

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

2018 Households by Income

Household Income Base	1,987
<\$15,000	25.4%
\$15,000 - \$24,999	20.5%
\$25,000 - \$34,999	17.7%
\$35,000 - \$49,999	12.7%
\$50,000 - \$74,999	12.4%
\$75,000 - \$99,999	5.3%
\$100,000 - \$149,999	4.1%
\$150,000 - \$199,999	1.2%
\$200,000+	0.8%
Average Household Income	\$38,332

2023 Households by Income

Household Income Base	2,322
<\$15,000	23.6%
\$15,000 - \$24,999	18.0%
\$25,000 - \$34,999	16.8%
\$35,000 - \$49,999	13.3%
\$50,000 - \$74,999	14.1%
\$75,000 - \$99,999	6.6%
\$100,000 - \$149,999	5.4%
\$150,000 - \$199,999	1.4%
\$200,000+	0.9%
Average Household Income	\$43,616

2018 Owner Occupied Housing Units by Value

Total	611
<\$50,000	36.5%
\$50,000 - \$99,999	36.2%
\$100,000 - \$149,999	11.1%
\$150,000 - \$199,999	8.0%
\$200,000 - \$249,999	1.1%
\$250,000 - \$299,999	3.1%
\$300,000 - \$399,999	1.5%
\$400,000 - \$499,999	0.3%
\$500,000 - \$749,999	1.3%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$97,254

2023 Owner Occupied Housing Units by Value

Total	737
<\$50,000	34.6%
\$50,000 - \$99,999	30.3%
\$100,000 - \$149,999	12.3%
\$150,000 - \$199,999	7.6%
\$200,000 - \$249,999	1.8%
\$250,000 - \$299,999	5.3%
\$300,000 - \$399,999	3.3%
\$400,000 - \$499,999	0.9%
\$500,000 - \$749,999	2.8%
\$750,000 - \$999,999	0.7%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$123,100

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

2010 Population by Age	
Total	3,436
0 - 4	8.4%
5 - 9	7.1%
10 - 14	5.8%
15 - 24	14.0%
25 - 34	13.8%
35 - 44	13.5%
45 - 54	14.9%
55 - 64	11.5%
65 - 74	5.5%
75 - 84	4.2%
85 +	1.4%
18 +	75.1%
2018 Population by Age	
Total	5,524
0 - 4	7.6%
5 - 9	7.1%
10 - 14	6.4%
15 - 24	12.8%
25 - 34	14.5%
35 - 44	12.3%
45 - 54	12.8%
55 - 64	12.2%
65 - 74	8.3%
75 - 84	4.4%
85 +	1.6%
18 +	75.2%
2023 Population by Age	
Total	6,432
0 - 4	7.4%
5 - 9	6.8%
10 - 14	6.7%
15 - 24	12.4%
25 - 34	12.8%
35 - 44	13.0%
45 - 54	12.1%
55 - 64	11.8%
65 - 74	9.8%
75 - 84	5.5%
85 +	1.7%
18 +	75.3%
2010 Population by Sex	
Males	1,829
Females	1,608
2018 Population by Sex	
Males	2,857
Females	2,665
2023 Population by Sex	
Males	3,307
Females	3,124

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

2010 Population by Race/Ethnicity

Total	3,436
White Alone	60.8%
Black Alone	8.7%
American Indian Alone	1.4%
Asian Alone	0.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	24.7%
Two or More Races	3.7%
Hispanic Origin	79.3%
Diversity Index	74.7

2018 Population by Race/Ethnicity

Total	5,522
White Alone	60.5%
Black Alone	7.7%
American Indian Alone	1.6%
Asian Alone	0.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	25.5%
Two or More Races	4.0%
Hispanic Origin	81.9%
Diversity Index	73.9

2023 Population by Race/Ethnicity

Total	6,432
White Alone	61.0%
Black Alone	7.6%
American Indian Alone	1.6%
Asian Alone	0.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	24.9%
Two or More Races	4.0%
Hispanic Origin	83.0%
Diversity Index	72.9

2010 Population by Relationship and Household Type

Total	3,437
In Households	97.1%
In Family Households	77.5%
Householder	21.1%
Spouse	11.1%
Child	35.7%
Other relative	6.3%
Nonrelative	3.4%
In Nonfamily Households	19.6%
In Group Quarters	2.9%
Institutionalized Population	2.3%
Noninstitutionalized Population	0.6%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

2018 Population 25+ by Educational Attainment

Total	3,649
Less than 9th Grade	14.9%
9th - 12th Grade, No Diploma	14.8%
High School Graduate	25.0%
GED/Alternative Credential	5.8%
Some College, No Degree	16.6%
Associate Degree	6.7%
Bachelor's Degree	9.0%
Graduate/Professional Degree	7.2%

2018 Population 15+ by Marital Status

Total	4,355
Never Married	47.3%
Married	35.8%
Widowed	7.3%
Divorced	9.6%

2018 Civilian Population 16+ in Labor Force

Civilian Employed	94.7%
Civilian Unemployed (Unemployment Rate)	5.3%

2018 Employed Population 16+ by Industry

Total	2,285
Agriculture/Mining	0.6%
Construction	10.9%
Manufacturing	9.3%
Wholesale Trade	0.8%
Retail Trade	13.8%
Transportation/Utilities	6.7%
Information	0.3%
Finance/Insurance/Real Estate	5.8%
Services	48.8%
Public Administration	3.0%

2018 Employed Population 16+ by Occupation

Total	2,285
White Collar	44.5%
Management/Business/Financial	7.3%
Professional	10.5%
Sales	10.0%
Administrative Support	16.7%
Services	25.8%
Blue Collar	29.7%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	9.7%
Installation/Maintenance/Repair	1.6%
Production	7.6%
Transportation/Material Moving	10.2%

2010 Population By Urban/ Rural Status

Total Population	3,437
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type

Total	1,236
Households with 1 Person	32.4%
Households with 2+ People	67.6%
Family Households	58.6%
Husband-wife Families	30.8%
With Related Children	15.2%
Other Family (No Spouse Present)	27.8%
Other Family with Male Householder	8.7%
With Related Children	4.8%
Other Family with Female Householder	19.1%
With Related Children	11.7%
Nonfamily Households	9.0%

All Households with Children

32.1%

Multigenerational Households

9.2%

Unmarried Partner Households

10.4%

Male-female

9.5%

Same-sex

0.8%

2010 Households by Size

Total	1,235
1 Person Household	32.5%
2 Person Household	27.1%
3 Person Household	13.5%
4 Person Household	10.2%
5 Person Household	8.2%
6 Person Household	4.3%
7 + Person Household	4.2%

2010 Households by Tenure and Mortgage Status

Total	1,236
Owner Occupied	45.5%
Owned with a Mortgage/Loan	18.6%
Owned Free and Clear	26.9%
Renter Occupied	54.5%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	1,490
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

Top 3 Tapestry Segments

1.	Southwestern Families (7F)
2.	Hardscrabble Road (8G)
3.	Top Tier (1A)

2018 Consumer Spending

Apparel & Services: Total \$	\$2,104,340
Average Spent	\$1,059.05
Spending Potential Index	49
Education: Total \$	\$1,165,835
Average Spent	\$586.73
Spending Potential Index	41
Entertainment/Recreation: Total \$	\$2,929,136
Average Spent	\$1,474.15
Spending Potential Index	46
Food at Home: Total \$	\$5,019,851
Average Spent	\$2,526.35
Spending Potential Index	50
Food Away from Home: Total \$	\$3,356,714
Average Spent	\$1,689.34
Spending Potential Index	48
Health Care: Total \$	\$5,374,370
Average Spent	\$2,704.77
Spending Potential Index	47
HH Furnishings & Equipment: Total \$	\$1,958,030
Average Spent	\$985.42
Spending Potential Index	47
Personal Care Products & Services: Total \$	\$768,626
Average Spent	\$386.83
Spending Potential Index	47
Shelter: Total \$	\$15,819,733
Average Spent	\$7,961.62
Spending Potential Index	47
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,179,917
Average Spent	\$1,097.09
Spending Potential Index	44
Travel: Total \$	\$1,804,553
Average Spent	\$908.18
Spending Potential Index	42
Vehicle Maintenance & Repairs: Total \$	\$1,037,223
Average Spent	\$522.00
Spending Potential Index	49

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.