

Population Summary	
2000 Total Population	13,114
2010 Total Population	12,789
2018 Total Population	13,179
2018 Group Quarters	10
2023 Total Population	13,578
2018-2023 Annual Rate	0.60%
2018 Total Daytime Population	9,353
Workers	1,902
Residents	7,451
Household Summary	
2000 Households	4,725
2000 Average Household Size	2.75
2010 Households	4,657
2010 Average Household Size	2.74
2018 Households	4,786
2018 Average Household Size	2.75
2023 Households	4,921
2023 Average Household Size	2.76
2018-2023 Annual Rate	0.56%
2010 Families	3,161
2010 Average Family Size	3.34
2018 Families	3,216
2018 Average Family Size	3.38
2023 Families	3,294
2023 Average Family Size	3.40
2018-2023 Annual Rate	0.48%
Housing Unit Summary	
2000 Housing Units	5,016
Owner Occupied Housing Units	61.7%
Renter Occupied Housing Units	32.5%
Vacant Housing Units	5.8%
2010 Housing Units	5,103
Owner Occupied Housing Units	56.6%
Renter Occupied Housing Units	34.6%
Vacant Housing Units	8.7%
2018 Housing Units	5,125
Owner Occupied Housing Units	54.8%
Renter Occupied Housing Units	38.6%
Vacant Housing Units	6.6%
2023 Housing Units	5,270
Owner Occupied Housing Units	56.2%
Renter Occupied Housing Units	37.2%
Vacant Housing Units	6.6%
Median Household Income	
2018	\$37,856
2023	\$41,578
Median Home Value	
2018	\$82,889
2023	\$87,318
Per Capita Income	
2018	\$17,871
2023	\$20,017
Median Age	
2010	36.5
2018	37.2
2023	38.2

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	4,786
<\$15,000	20.3%
\$15,000 - \$24,999	14.5%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	16.7%
\$50,000 - \$74,999	19.3%
\$75,000 - \$99,999	7.9%
\$100,000 - \$149,999	7.8%
\$150,000 - \$199,999	1.5%
\$200,000+	1.0%
Average Household Income	\$49,184

2023 Households by Income

Household Income Base	4,921
<\$15,000	18.4%
\$15,000 - \$24,999	12.8%
\$25,000 - \$34,999	10.2%
\$35,000 - \$49,999	16.5%
\$50,000 - \$74,999	20.5%
\$75,000 - \$99,999	9.0%
\$100,000 - \$149,999	9.8%
\$150,000 - \$199,999	1.7%
\$200,000+	1.2%
Average Household Income	\$55,212

2018 Owner Occupied Housing Units by Value

Total	2,808
<\$50,000	10.1%
\$50,000 - \$99,999	60.7%
\$100,000 - \$149,999	18.7%
\$150,000 - \$199,999	6.3%
\$200,000 - \$249,999	2.0%
\$250,000 - \$299,999	0.0%
\$300,000 - \$399,999	0.5%
\$400,000 - \$499,999	0.5%
\$500,000 - \$749,999	0.5%
\$750,000 - \$999,999	0.5%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$101,967

2023 Owner Occupied Housing Units by Value

Total	2,960
<\$50,000	8.6%
\$50,000 - \$99,999	55.5%
\$100,000 - \$149,999	19.3%
\$150,000 - \$199,999	7.9%
\$200,000 - \$249,999	3.1%
\$250,000 - \$299,999	0.1%
\$300,000 - \$399,999	1.1%
\$400,000 - \$499,999	1.3%
\$500,000 - \$749,999	1.2%
\$750,000 - \$999,999	1.2%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$126,502

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	12,792
0 - 4	7.3%
5 - 9	7.3%
10 - 14	6.8%
15 - 24	14.5%
25 - 34	12.3%
35 - 44	12.6%
45 - 54	14.3%
55 - 64	12.7%
65 - 74	6.5%
75 - 84	4.0%
85 +	1.7%
18 +	74.0%
2018 Population by Age	
Total	13,180
0 - 4	6.8%
5 - 9	6.8%
10 - 14	6.7%
15 - 24	12.5%
25 - 34	14.6%
35 - 44	11.4%
45 - 54	12.2%
55 - 64	13.1%
65 - 74	9.9%
75 - 84	4.1%
85 +	1.8%
18 +	76.0%
2023 Population by Age	
Total	13,578
0 - 4	6.7%
5 - 9	6.6%
10 - 14	6.7%
15 - 24	12.0%
25 - 34	13.9%
35 - 44	12.1%
45 - 54	11.2%
55 - 64	12.4%
65 - 74	11.4%
75 - 84	5.3%
85 +	1.7%
18 +	76.3%
2010 Population by Sex	
Males	6,202
Females	6,587
2018 Population by Sex	
Males	6,403
Females	6,776
2023 Population by Sex	
Males	6,644
Females	6,933

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	12,788
White Alone	71.8%
Black Alone	3.2%
American Indian Alone	1.2%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	20.3%
Two or More Races	3.1%
Hispanic Origin	85.0%
Diversity Index	61.5

2018 Population by Race/Ethnicity

Total	13,179
White Alone	70.8%
Black Alone	3.3%
American Indian Alone	1.1%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	21.3%
Two or More Races	3.2%
Hispanic Origin	87.2%
Diversity Index	61.0

2023 Population by Race/Ethnicity

Total	13,577
White Alone	71.2%
Black Alone	3.4%
American Indian Alone	1.1%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	20.9%
Two or More Races	3.1%
Hispanic Origin	88.3%
Diversity Index	59.7

2010 Population by Relationship and Household Type

Total	12,789
In Households	99.9%
In Family Households	85.7%
Householder	24.7%
Spouse	14.5%
Child	37.3%
Other relative	6.0%
Nonrelative	3.2%
In Nonfamily Households	14.3%
In Group Quarters	0.1%
Institutionalized Population	0.0%
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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

2018 Population 25+ by Educational Attainment

Total	8,849
Less than 9th Grade	13.5%
9th - 12th Grade, No Diploma	10.4%
High School Graduate	28.2%
GED/Alternative Credential	6.7%
Some College, No Degree	22.2%
Associate Degree	7.8%
Bachelor's Degree	8.1%
Graduate/Professional Degree	3.2%

2018 Population 15+ by Marital Status

Total	10,498
Never Married	40.2%
Married	37.3%
Widowed	6.2%
Divorced	16.2%

2018 Civilian Population 16+ in Labor Force

Civilian Employed	94.9%
Civilian Unemployed (Unemployment Rate)	5.1%

2018 Employed Population 16+ by Industry

Total	5,829
Agriculture/Mining	0.0%
Construction	8.8%
Manufacturing	5.9%
Wholesale Trade	2.4%
Retail Trade	11.4%
Transportation/Utilities	4.6%
Information	0.7%
Finance/Insurance/Real Estate	5.4%
Services	57.2%
Public Administration	3.6%

2018 Employed Population 16+ by Occupation

Total	5,829
White Collar	48.4%
Management/Business/Financial	7.5%
Professional	15.5%
Sales	7.0%
Administrative Support	18.4%
Services	25.9%
Blue Collar	25.7%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	8.9%
Installation/Maintenance/Repair	5.0%
Production	4.5%
Transportation/Material Moving	7.1%

2010 Population By Urban/ Rural Status

Total Population	12,789
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	4,658
Households with 1 Person	26.7%
Households with 2+ People	73.3%
Family Households	67.9%
Husband-wife Families	39.9%
With Related Children	18.3%
Other Family (No Spouse Present)	28.0%
Other Family with Male Householder	7.5%
With Related Children	4.3%
Other Family with Female Householder	20.4%
With Related Children	12.4%
Nonfamily Households	5.4%

All Households with Children	35.5%
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Multigenerational Households	9.0%
Unmarried Partner Households	7.3%
Male-female	6.4%
Same-sex	1.0%

2010 Households by Size

Total	4,659
1 Person Household	26.7%
2 Person Household	28.6%
3 Person Household	16.8%
4 Person Household	12.8%
5 Person Household	7.9%
6 Person Household	3.9%
7 + Person Household	3.3%

2010 Households by Tenure and Mortgage Status

Total	4,657
Owner Occupied	62.1%
Owned with a Mortgage/Loan	38.3%
Owned Free and Clear	23.8%
Renter Occupied	37.9%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	5,103
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.	Rustbelt Traditions (5D)
3.	Small Town Simplicity

2018 Consumer Spending

Apparel & Services: Total \$	\$6,285,161
Average Spent	\$1,313.24
Spending Potential Index	60
Education: Total \$	\$3,754,558
Average Spent	\$784.49
Spending Potential Index	54
Entertainment/Recreation: Total \$	\$9,132,107
Average Spent	\$1,908.09
Spending Potential Index	59
Food at Home: Total \$	\$15,019,152
Average Spent	\$3,138.14
Spending Potential Index	63
Food Away from Home: Total \$	\$10,134,561
Average Spent	\$2,117.54
Spending Potential Index	60
Health Care: Total \$	\$16,731,443
Average Spent	\$3,495.91
Spending Potential Index	61
HH Furnishings & Equipment: Total \$	\$5,989,102
Average Spent	\$1,251.38
Spending Potential Index	60
Personal Care Products & Services: Total \$	\$2,363,182
Average Spent	\$493.77
Spending Potential Index	60
Shelter: Total \$	\$48,235,786
Average Spent	\$10,078.52
Spending Potential Index	60
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,902,492
Average Spent	\$1,442.23
Spending Potential Index	58
Travel: Total \$	\$5,739,633
Average Spent	\$1,199.25
Spending Potential Index	56
Vehicle Maintenance & Repairs: Total \$	\$3,148,010
Average Spent	\$657.75
Spending Potential Index	61

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.