

<b>Population Summary</b>	
2000 Total Population	4,733
2010 Total Population	4,408
2018 Total Population	4,469
2018 Group Quarters	10
2023 Total Population	4,555
2018-2023 Annual Rate	0.38%
2018 Total Daytime Population	7,879
Workers	4,994
Residents	2,885
<b>Household Summary</b>	
2000 Households	1,304
2000 Average Household Size	3.62
2010 Households	1,295
2010 Average Household Size	3.40
2018 Households	1,313
2018 Average Household Size	3.40
2023 Households	1,337
2023 Average Household Size	3.40
2018-2023 Annual Rate	0.36%
2010 Families	1,036
2010 Average Family Size	3.82
2018 Families	1,043
2018 Average Family Size	3.84
2023 Families	1,059
2023 Average Family Size	3.86
2018-2023 Annual Rate	0.30%
<b>Housing Unit Summary</b>	
2000 Housing Units	1,370
Owner Occupied Housing Units	72.2%
Renter Occupied Housing Units	23.0%
Vacant Housing Units	4.8%
2010 Housing Units	1,395
Owner Occupied Housing Units	67.0%
Renter Occupied Housing Units	25.8%
Vacant Housing Units	7.2%
2018 Housing Units	1,395
Owner Occupied Housing Units	64.9%
Renter Occupied Housing Units	29.2%
Vacant Housing Units	5.9%
2023 Housing Units	1,419
Owner Occupied Housing Units	66.5%
Renter Occupied Housing Units	27.8%
Vacant Housing Units	5.8%
<b>Median Household Income</b>	
2018	\$30,872
2023	\$34,011
<b>Median Home Value</b>	
2018	\$61,219
2023	\$65,778
<b>Per Capita Income</b>	
2018	\$12,013
2023	\$13,530
<b>Median Age</b>	
2010	35.3
2018	35.6
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	1,313
<\$15,000	20.9%
\$15,000 - \$24,999	16.8%
\$25,000 - \$34,999	18.4%
\$35,000 - \$49,999	20.1%
\$50,000 - \$74,999	11.3%
\$75,000 - \$99,999	5.8%
\$100,000 - \$149,999	5.8%
\$150,000 - \$199,999	0.7%
\$200,000+	0.2%
Average Household Income	\$40,107

**2023 Households by Income**

Household Income Base	1,337
<\$15,000	19.5%
\$15,000 - \$24,999	14.5%
\$25,000 - \$34,999	17.2%
\$35,000 - \$49,999	20.5%
\$50,000 - \$74,999	12.5%
\$75,000 - \$99,999	7.1%
\$100,000 - \$149,999	7.7%
\$150,000 - \$199,999	0.7%
\$200,000+	0.1%
Average Household Income	\$45,258

**2018 Owner Occupied Housing Units by Value**

Total	905
<\$50,000	38.0%
\$50,000 - \$99,999	53.9%
\$100,000 - \$149,999	2.5%
\$150,000 - \$199,999	0.3%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	1.2%
\$300,000 - \$399,999	0.1%
\$400,000 - \$499,999	0.1%
\$500,000 - \$749,999	3.9%
\$750,000 - \$999,999	0.1%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$82,883

**2023 Owner Occupied Housing Units by Value**

Total	943
<\$50,000	34.9%
\$50,000 - \$99,999	47.7%
\$100,000 - \$149,999	2.5%
\$150,000 - \$199,999	0.4%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	3.5%
\$300,000 - \$399,999	4.2%
\$400,000 - \$499,999	2.7%
\$500,000 - \$749,999	3.7%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$110,005

**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	4,404
0 - 4	7.4%
5 - 9	6.8%
10 - 14	8.6%
15 - 24	15.8%
25 - 34	11.1%
35 - 44	11.9%
45 - 54	14.3%
55 - 64	9.8%
65 - 74	7.2%
75 - 84	5.4%
85 +	1.9%
18 +	71.5%

**2018 Population by Age**

Total	4,466
0 - 4	7.2%
5 - 9	7.0%
10 - 14	7.1%
15 - 24	15.1%
25 - 34	12.9%
35 - 44	10.8%
45 - 54	12.3%
55 - 64	11.4%
65 - 74	8.8%
75 - 84	5.4%
85 +	1.9%
18 +	74.3%

**2023 Population by Age**

Total	4,554
0 - 4	7.0%
5 - 9	6.8%
10 - 14	6.8%
15 - 24	13.3%
25 - 34	12.8%
35 - 44	11.1%
45 - 54	11.1%
55 - 64	12.7%
65 - 74	9.9%
75 - 84	6.1%
85 +	2.3%
18 +	75.3%

**2010 Population by Sex**

Males	2,140
Females	2,268

**2018 Population by Sex**

Males	2,191
Females	2,277

**2023 Population by Sex**

Males	2,243
Females	2,312

## 2010 Population by Race/Ethnicity

Total	4,407
White Alone	72.7%
Black Alone	0.9%
American Indian Alone	1.4%
Asian Alone	0.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	22.0%
Two or More Races	2.7%
Hispanic Origin	97.0%
Diversity Index	50.2

## 2018 Population by Race/Ethnicity

Total	4,469
White Alone	72.3%
Black Alone	1.0%
American Indian Alone	1.4%
Asian Alone	0.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	22.4%
Two or More Races	2.7%
Hispanic Origin	97.3%
Diversity Index	50.5

## 2023 Population by Race/Ethnicity

Total	4,555
White Alone	73.0%
Black Alone	1.0%
American Indian Alone	1.4%
Asian Alone	0.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	21.7%
Two or More Races	2.7%
Hispanic Origin	97.5%
Diversity Index	49.3

## 2010 Population by Relationship and Household Type

Total	4,408
In Households	99.8%
In Family Households	92.6%
Householder	23.8%
Spouse	13.4%
Child	44.6%
Other relative	7.9%
Nonrelative	2.8%
In Nonfamily Households	7.2%
In Group Quarters	0.2%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.2%

**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	2,844
Less than 9th Grade	17.3%
9th - 12th Grade, No Diploma	24.5%
High School Graduate	32.1%
GED/Alternative Credential	8.6%
Some College, No Degree	13.2%
Associate Degree	1.8%
Bachelor's Degree	1.6%
Graduate/Professional Degree	0.9%

## 2018 Population 15+ by Marital Status

Total	3,518
Never Married	39.6%
Married	39.9%
Widowed	9.0%
Divorced	11.6%

## 2018 Civilian Population 16+ in Labor Force

Civilian Employed	93.5%
Civilian Unemployed (Unemployment Rate)	6.5%

## 2018 Employed Population 16+ by Industry

Total	1,612
Agriculture/Mining	0.8%
Construction	15.4%
Manufacturing	9.6%
Wholesale Trade	2.0%
Retail Trade	14.5%
Transportation/Utilities	2.2%
Information	1.7%
Finance/Insurance/Real Estate	3.7%
Services	46.1%
Public Administration	4.0%

## 2018 Employed Population 16+ by Occupation

Total	1,613
White Collar	39.5%
Management/Business/Financial	7.6%
Professional	6.1%
Sales	16.0%
Administrative Support	9.7%
Services	25.9%
Blue Collar	34.7%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	10.8%
Installation/Maintenance/Repair	1.8%
Production	10.4%
Transportation/Material Moving	11.7%

## 2010 Population By Urban/ Rural Status

Total Population	4,408
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

**2010 Households by Type**

Total	1,294
Households with 1 Person	16.6%
Households with 2+ People	83.4%
Family Households	80.1%
Husband-wife Families	45.2%
With Related Children	23.6%
Other Family (No Spouse Present)	34.9%
Other Family with Male Householder	7.3%
With Related Children	3.5%
Other Family with Female Householder	27.5%
With Related Children	16.2%
Nonfamily Households	3.3%

All Households with Children	43.6%
------------------------------	-------

Multigenerational Households	17.2%
Unmarried Partner Households	5.9%
Male-female	5.1%
Same-sex	0.8%

**2010 Households by Size**

Total	1,296
1 Person Household	16.6%
2 Person Household	24.8%
3 Person Household	17.9%
4 Person Household	16.7%
5 Person Household	10.2%
6 Person Household	6.5%
7 + Person Household	7.3%

**2010 Households by Tenure and Mortgage Status**

Total	1,295
Owner Occupied	72.2%
Owned with a Mortgage/Loan	30.4%
Owned Free and Clear	41.8%
Renter Occupied	27.8%

**2010 Housing Units By Urban/ Rural Status**

Total Housing Units	1,395
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. Top Tier (1A)
3. Professional Pride (1B)

## 2018 Consumer Spending

Apparel & Services: Total \$	\$1,461,283
Average Spent	\$1,112.93
Spending Potential Index	51
Education: Total \$	\$778,398
Average Spent	\$592.84
Spending Potential Index	41
Entertainment/Recreation: Total \$	\$2,018,646
Average Spent	\$1,537.43
Spending Potential Index	48
Food at Home: Total \$	\$3,487,102
Average Spent	\$2,655.83
Spending Potential Index	53
Food Away from Home: Total \$	\$2,331,767
Average Spent	\$1,775.91
Spending Potential Index	51
Health Care: Total \$	\$3,726,439
Average Spent	\$2,838.11
Spending Potential Index	50
HH Furnishings & Equipment: Total \$	\$1,360,180
Average Spent	\$1,035.93
Spending Potential Index	50
Personal Care Products & Services: Total \$	\$535,159
Average Spent	\$407.58
Spending Potential Index	49
Shelter: Total \$	\$10,948,049
Average Spent	\$8,338.19
Spending Potential Index	50
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,513,127
Average Spent	\$1,152.42
Spending Potential Index	46
Travel: Total \$	\$1,250,954
Average Spent	\$952.74
Spending Potential Index	44
Vehicle Maintenance & Repairs: Total \$	\$719,962
Average Spent	\$548.33
Spending Potential Index	51

**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.