

Population Summary	
2000 Total Population	5,050
2010 Total Population	4,796
2018 Total Population	5,032
2018 Group Quarters	192
2023 Total Population	5,227
2018-2023 Annual Rate	0.76%
2018 Total Daytime Population	4,522
Workers	1,415
Residents	3,107
Household Summary	
2000 Households	1,651
2000 Average Household Size	2.97
2010 Households	1,640
2010 Average Household Size	2.81
2018 Households	1,724
2018 Average Household Size	2.81
2023 Households	1,793
2023 Average Household Size	2.81
2018-2023 Annual Rate	0.79%
2010 Families	1,073
2010 Average Family Size	3.51
2018 Families	1,111
2018 Average Family Size	3.56
2023 Families	1,150
2023 Average Family Size	3.57
2018-2023 Annual Rate	0.69%
Housing Unit Summary	
2000 Housing Units	1,755
Owner Occupied Housing Units	60.8%
Renter Occupied Housing Units	33.3%
Vacant Housing Units	5.9%
2010 Housing Units	1,833
Owner Occupied Housing Units	50.5%
Renter Occupied Housing Units	39.0%
Vacant Housing Units	10.5%
2018 Housing Units	1,853
Owner Occupied Housing Units	48.8%
Renter Occupied Housing Units	44.3%
Vacant Housing Units	7.0%
2023 Housing Units	1,927
Owner Occupied Housing Units	51.3%
Renter Occupied Housing Units	41.7%
Vacant Housing Units	7.0%
Median Household Income	
2018	\$34,339
2023	\$38,465
Median Home Value	
2018	\$81,442
2023	\$85,081
Per Capita Income	
2018	\$16,395
2023	\$18,231
Median Age	
2010	36.7
2018	37.9
2023	39.5

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	1,724
<\$15,000	20.5%
\$15,000 - \$24,999	15.1%
\$25,000 - \$34,999	15.1%
\$35,000 - \$49,999	15.3%
\$50,000 - \$74,999	20.7%
\$75,000 - \$99,999	7.8%
\$100,000 - \$149,999	4.3%
\$150,000 - \$199,999	0.8%
\$200,000+	0.4%
Average Household Income	\$43,368

2023 Households by Income

Household Income Base	1,793
<\$15,000	18.9%
\$15,000 - \$24,999	12.8%
\$25,000 - \$34,999	13.8%
\$35,000 - \$49,999	15.3%
\$50,000 - \$74,999	22.8%
\$75,000 - \$99,999	9.5%
\$100,000 - \$149,999	5.7%
\$150,000 - \$199,999	0.8%
\$200,000+	0.4%
Average Household Income	\$48,833

2018 Owner Occupied Housing Units by Value

Total	904
<\$50,000	7.1%
\$50,000 - \$99,999	68.3%
\$100,000 - \$149,999	11.2%
\$150,000 - \$199,999	0.4%
\$200,000 - \$249,999	3.0%
\$250,000 - \$299,999	4.5%
\$300,000 - \$399,999	1.0%
\$400,000 - \$499,999	0.8%
\$500,000 - \$749,999	0.2%
\$750,000 - \$999,999	3.3%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.2%
Average Home Value	\$129,259

2023 Owner Occupied Housing Units by Value

Total	989
<\$50,000	6.4%
\$50,000 - \$99,999	62.2%
\$100,000 - \$149,999	10.9%
\$150,000 - \$199,999	0.4%
\$200,000 - \$249,999	3.4%
\$250,000 - \$299,999	9.4%
\$300,000 - \$399,999	2.1%
\$400,000 - \$499,999	1.2%
\$500,000 - \$749,999	0.3%
\$750,000 - \$999,999	3.4%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.2%
Average Home Value	\$145,602

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	4,796
0 - 4	7.0%
5 - 9	7.2%
10 - 14	6.3%
15 - 24	15.1%
25 - 34	12.3%
35 - 44	11.8%
45 - 54	12.3%
55 - 64	10.7%
65 - 74	8.0%
75 - 84	6.1%
85 +	3.0%
18 +	75.0%

2018 Population by Age

Total	5,032
0 - 4	6.5%
5 - 9	6.5%
10 - 14	6.3%
15 - 24	13.5%
25 - 34	13.9%
35 - 44	10.9%
45 - 54	10.8%
55 - 64	11.6%
65 - 74	10.6%
75 - 84	6.2%
85 +	3.3%
18 +	76.8%

2023 Population by Age

Total	5,227
0 - 4	6.5%
5 - 9	6.3%
10 - 14	6.2%
15 - 24	12.7%
25 - 34	12.9%
35 - 44	11.5%
45 - 54	10.5%
55 - 64	11.3%
65 - 74	11.5%
75 - 84	7.3%
85 +	3.3%
18 +	77.3%

2010 Population by Sex

Males	2,368
Females	2,428

2018 Population by Sex

Males	2,486
Females	2,546

2023 Population by Sex

Males	2,589
Females	2,638

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	4,796
White Alone	78.2%
Black Alone	1.0%
American Indian Alone	1.3%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	16.4%
Two or More Races	2.5%
Hispanic Origin	91.6%
Diversity Index	48.3

2018 Population by Race/Ethnicity

Total	5,032
White Alone	77.6%
Black Alone	1.1%
American Indian Alone	1.2%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	17.0%
Two or More Races	2.4%
Hispanic Origin	92.9%
Diversity Index	47.7

2023 Population by Race/Ethnicity

Total	5,227
White Alone	78.1%
Black Alone	1.1%
American Indian Alone	1.2%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	16.5%
Two or More Races	2.4%
Hispanic Origin	93.6%
Diversity Index	46.4

2010 Population by Relationship and Household Type

Total	4,796
In Households	96.1%
In Family Households	81.8%
Householder	22.4%
Spouse	13.2%
Child	36.3%
Other relative	6.6%
Nonrelative	3.3%
In Nonfamily Households	14.3%
In Group Quarters	3.9%
Institutionalized Population	1.3%
Noninstitutionalized Population	2.6%

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	3,383
Less than 9th Grade	13.8%
9th - 12th Grade, No Diploma	19.6%
High School Graduate	26.4%
GED/Alternative Credential	3.8%
Some College, No Degree	18.9%
Associate Degree	6.7%
Bachelor's Degree	4.6%
Graduate/Professional Degree	6.3%

2018 Population 15+ by Marital Status

Total	4,061
Never Married	33.9%
Married	46.5%
Widowed	9.9%
Divorced	9.7%

2018 Civilian Population 16+ in Labor Force

Civilian Employed	96.5%
Civilian Unemployed (Unemployment Rate)	3.5%

2018 Employed Population 16+ by Industry

Total	1,938
Agriculture/Mining	0.4%
Construction	14.0%
Manufacturing	5.4%
Wholesale Trade	2.2%
Retail Trade	8.6%
Transportation/Utilities	3.5%
Information	1.0%
Finance/Insurance/Real Estate	2.8%
Services	61.1%
Public Administration	1.0%

2018 Employed Population 16+ by Occupation

Total	1,938
White Collar	48.7%
Management/Business/Financial	6.9%
Professional	15.5%
Sales	8.5%
Administrative Support	17.8%
Services	24.7%
Blue Collar	26.7%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	9.5%
Installation/Maintenance/Repair	3.3%
Production	5.8%
Transportation/Material Moving	8.0%

2010 Population By Urban/ Rural Status

Total Population	4,796
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	1,640
Households with 1 Person	29.7%
Households with 2+ People	70.3%
Family Households	65.4%
Husband-wife Families	38.7%
With Related Children	19.0%
Other Family (No Spouse Present)	26.7%
Other Family with Male Householder	6.8%
With Related Children	3.4%
Other Family with Female Householder	19.9%
With Related Children	11.9%
Nonfamily Households	4.9%
All Households with Children	34.9%

2010 Households by Size

Multigenerational Households	9.9%
Unmarried Partner Households	7.3%
Male-female	6.5%
Same-sex	0.7%

2010 Households by Size

Total	1,640
1 Person Household	29.7%
2 Person Household	23.8%
3 Person Household	15.6%
4 Person Household	13.9%
5 Person Household	8.4%
6 Person Household	4.3%
7 + Person Household	4.3%

2010 Households by Tenure and Mortgage Status

Total	1,640
Owner Occupied	56.5%
Owned with a Mortgage/Loan	28.6%
Owned Free and Clear	27.9%
Renter Occupied	43.5%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	1,833
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 \$	\$2,071,554
Average Spent	\$1,201.60
Spending Potential Index	55
Education: Total \$	\$1,103,478
Average Spent	\$640.07
Spending Potential Index	44
Entertainment/Recreation: Total \$	\$2,861,685
Average Spent	\$1,659.91
Spending Potential Index	52
Food at Home: Total \$	\$4,943,407
Average Spent	\$2,867.41
Spending Potential Index	57
Food Away from Home: Total \$	\$3,305,573
Average Spent	\$1,917.39
Spending Potential Index	55
Health Care: Total \$	\$5,282,697
Average Spent	\$3,064.21
Spending Potential Index	54
HH Furnishings & Equipment: Total \$	\$1,928,226
Average Spent	\$1,118.46
Spending Potential Index	54
Personal Care Products & Services: Total \$	\$758,655
Average Spent	\$440.06
Spending Potential Index	53
Shelter: Total \$	\$15,520,240
Average Spent	\$9,002.46
Spending Potential Index	54
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,145,049
Average Spent	\$1,244.23
Spending Potential Index	50
Travel: Total \$	\$1,773,385
Average Spent	\$1,028.65
Spending Potential Index	48
Vehicle Maintenance & Repairs: Total \$	\$1,020,637
Average Spent	\$592.02
Spending Potential Index	55

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.