	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	3,466	20,408	42,615
2010 Total Population	4,053	33,740	75,503
2018 Total Population	4,587	41,797	91,569
2018 Group Quarters	0	36	213
2023 Total Population	5,029	46,420	103,402
2018-2023 Annual Rate	1.86%	2.12%	2.46%
2018 Total Daytime Population	5,175	30,711	66,231
Workers	2,810	9,490	20,331
Residents	2,365	21,221	45,900
Household Summary			
2000 Households	1,480	7,508	15,442
2000 Average Household Size	2.34	2.71	2.75
2010 Households	1,839	12,519	27,048
2010 Average Household Size	2.20	2.69	2.78
2018 Households	2,097	15,251	32,267
2018 Average Household Size	2.19	2.74	2.83
2023 Households	2,288	16,827	36,078
2023 Average Household Size	2.20	2.76	2.86
2018-2023 Annual Rate	1.76%	1.99%	2.26%
2010 Families	1,200	9,553	21,137
2010 Average Family Size	2.67	3.06	3.13
2018 Families	1,319	11,452	24,899
2018 Average Family Size	2.66	3.12	3.19
2023 Families	1,418	12,551	27,737
2023 Average Family Size	2.68	3.14	3.22
2018-2023 Annual Rate	1.46%	1.85%	2.18%
Housing Unit Summary			
2000 Housing Units	1,768	8,111	16,500
Owner Occupied Housing Units	74.3%	80.3%	81.4%
Renter Occupied Housing Units	9.4%	12.3%	12.2%
Vacant Housing Units	16.3%	7.4%	6.4%
2010 Housing Units	2,320	13,887	29,830
Owner Occupied Housing Units	58.1%	76.1%	77.3%
Renter Occupied Housing Units	21.2%	14.0%	13.4%
Vacant Housing Units	20.7%	9.9%	9.3%
2018 Housing Units	2,570	16,722	34,976
Owner Occupied Housing Units	57.5%	71.0%	73.7%
Renter Occupied Housing Units	24.0%	20.2%	18.5%
Vacant Housing Units	18.4%	8.8%	7.7%
2023 Housing Units	2,806	18,421	38,896
Owner Occupied Housing Units	59.7%	72.2%	74.9%
Renter Occupied Housing Units	21.9%	19.2%	17.9%
Vacant Housing Units	18.5%	8.7%	7.2%
Median Household Income			
2018	$55,991	$78,378	$80,119
2023	$67,332	$88,894	$89,202
Median Home Value			
2018	$222,267	$251,593	$251,225
2023	$271,250	$281,790	$279,550
Per Capita Income			
2018	$33,509	$36,613	$36,109
2023	$40,535	$42,795	$41,773
Median Age			
2010	45.3	40.8	39.0
2018	47.4	42.6	40.5
2023	48.9	43.4	40.4

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.

December 20, 2018

	1 mile	3 mile	5 mile
2018 Households by Income			
Household Income Base	2,097	15,251	32,267
<$15,000	9.3%	5.9%	5.4%
$15,000 - $24,999	8.3%	6.6%	5.6%
$25,000 - $34,999	11.3%	6.8%	6.4%
$35,000 - $49,999	15.0%	11.3%	10.9%
$50,000 - $74,999	18.6%	16.9%	17.3%
$75,000 - $99,999	11.6%	14.2%	16.3%
$100,000 - $149,999	16.1%	21.8%	21.2%
$150,000 - $199,999	4.3%	8.1%	8.2%
$200,000+	5.3%	8.3%	8.5%
Average Household Income	$79,384	$99,925	$101,982
2023 Households by Income			
Household Income Base	2,288	16,827	36,078
<$15,000	6.9%	4.4%	4.2%
$15,000 - $24,999	6.2%	5.0%	4.3%
$25,000 - $34,999	9.2%	5.6%	5.2%
$35,000 - $49,999	13.5%	10.0%	9.7%
$50,000 - $74,999	18.6%	16.0%	16.3%
$75,000 - $99,999	12.7%	14.5%	16.3%
$100,000 - $149,999	20.1%	24.2%	23.4%
$150,000 - $199,999	5.6%	9.4%	9.5%
$200,000+	7.3%	10.9%	11.2%
Average Household Income	$96,799	$117,594	$119,211
2018 Owner Occupied Housing Units by Value			
Total	1,479	11,868	25,787
<$50,000	5.1%	2.6%	2.2%
$50,000 - $99,999	7.8%	3.5%	2.6%
$100,000 - $149,999	12.3%	9.5%	9.1%
$150,000 - $199,999	17.3%	17.2%	17.8%
$200,000 - $249,999	16.7%	16.7%	17.9%
$250,000 - $299,999	8.2%	14.8%	15.0%
$300,000 - $399,999	22.0%	21.1%	19.5%
$400,000 - $499,999	4.9%	6.6%	7.3%
$500,000 - $749,999	4.3%	5.2%	5.2%
$750,000 - $999,999	0.6%	1.1%	1.7%
$1,000,000 - $1,499,999	0.7%	1.5%	1.3%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.2%	0.4%
Average Home Value	$253,345	$292,096	$299,730
2023 Owner Occupied Housing Units by Value			
Total	1,674	13,295	29,119
<$50,000	2.4%	1.2%	1.0%
$50,000 - $99,999	3.9%	1.7%	1.3%
$100,000 - $149,999	7.4%	5.6%	5.4%
$150,000 - $199,999	14.6%	13.8%	14.3%
$200,000 - $249,999	17.6%	16.8%	17.8%
$250,000 - $299,999	9.6%	17.0%	17.3%
$300,000 - $399,999	29.3%	25.6%	23.3%
$400,000 - $499,999	6.9%	8.1%	8.9%
$500,000 - $749,999	6.4%	6.6%	6.6%
$750,000 - $999,999	0.8%	1.4%	2.1%
$1,000,000 - $1,499,999	1.0%	1.9%	1.5%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.2%	0.4%
Average Home Value	$298,118	$325,243	$331,777

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.

December 20, 2018

	1 mile	3 mile	5 mile
2010 Population by Age			
Total	4,050	33,742	75,503
0 - 4	3.9%	5.7%	6.3%
5 - 9	5.2%	7.1%	7.5%
10 - 14	6.0%	7.5%	7.8%
15 - 24	11.9%	11.4%	11.3%
25 - 34	9.7%	9.6%	10.7%
35 - 44	12.9%	15.8%	16.4%
45 - 54	18.4%	17.6%	16.8%
55 - 64	16.2%	13.8%	12.8%
65 - 74	9.9%	7.5%	6.5%
75 - 84	4.6%	3.2%	2.9%
85 +	1.4%	0.9%	0.9%
18 +	80.8%	75.2%	73.7%
2018 Population by Age			
Total	4,587	41,797	91,569
0 - 4	3.6%	5.1%	5.8%
5 - 9	4.6%	6.2%	6.6%
10 - 14	5.7%	7.1%	7.3%
15 - 24	10.5%	11.1%	11.2%
25 - 34	10.5%	10.8%	11.8%
35 - 44	11.7%	13.0%	13.8%
45 - 54	14.8%	15.5%	15.1%
55 - 64	18.1%	15.3%	14.2%
65 - 74	13.0%	10.5%	9.4%
75 - 84	5.9%	4.3%	3.7%
85 +	1.7%	1.2%	1.1%
18 +	82.7%	77.5%	76.3%
2023 Population by Age			
Total	5,030	46,422	103,401
0 - 4	3.5%	5.0%	5.8%
5 - 9	4.3%	5.8%	6.4%
10 - 14	5.4%	6.8%	7.0%
15 - 24	9.6%	10.3%	10.5%
25 - 34	10.3%	10.9%	12.5%
35 - 44	12.1%	13.3%	14.2%
45 - 54	13.2%	13.9%	13.4%
55 - 64	17.2%	14.8%	13.6%
65 - 74	14.8%	12.0%	10.5%
75 - 84	7.6%	5.7%	4.8%
85 +	2.0%	1.4%	1.3%
18 +	83.3%	78.4%	76.8%
2010 Population by Sex			
Males	1,984	16,650	37,240
Females	2,069	17,090	38,263
2018 Population by Sex			
Males	2,243	20,582	45,018
Females	2,344	21,215	46,551
2023 Population by Sex			
Males	2,465	22,908	50,954
Females	2,564	23,512	52,447

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

December 20, 2018

	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
Total	4,052	33,740	75,503
White Alone	92.1%	87.4%	85.6%
Black Alone	2.9%	4.9%	5.6%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	1.6%	3.0%	3.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.0%	1.9%	2.2%
Two or More Races	2.1%	2.4%	2.7%
Hispanic Origin	11.1%	14.0%	16.0%
Diversity Index	31.8	41.7	46.1
2018 Population by Race/Ethnicity			
Total	4,588	41,796	91,569
White Alone	89.9%	84.5%	82.3%
Black Alone	3.9%	6.2%	6.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.8%	3.5%	4.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.2%	2.5%	2.8%
Two or More Races	2.7%	3.0%	3.4%
Hispanic Origin	14.4%	17.9%	20.2%
Diversity Index	38.9	49.3	53.7
2023 Population by Race/Ethnicity			
Total	5,029	46,419	103,401
White Alone	88.2%	82.2%	79.6%
Black Alone	4.7%	7.1%	8.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.9%	3.7%	4.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.5%	3.0%	3.4%
Two or More Races	3.2%	3.5%	3.9%
Hispanic Origin	16.8%	20.9%	23.7%
Diversity Index	43.8	54.3	59.0
2010 Population by Relationship and Household Type			
Total	4,053	33,740	75,503
In Households	100.0%	99.9%	99.7%
In Family Households	81.2%	88.6%	89.5%
Householder	27.9%	28.3%	28.0%
Spouse	20.9%	23.0%	22.9%
Child	27.0%	31.9%	33.2%
Other relative	3.1%	3.5%	3.5%
Nonrelative	2.3%	2.0%	1.9%
In Nonfamily Households	18.8%	11.3%	10.2%
In Group Quarters	0.0%	0.1%	0.3%
Institutionalized Population	0.0%	0.1%	0.2%
Noninstitutionalized Population	0.0%	0.0%	0.0%

December 20, 2018

	1 mile	3 mile	5 mile
2018 Population 25+ by Educational Attainment			
Total	3,468	29,458	63,305
Less than 9th Grade	4.4%	1.7%	1.4%
9th - 12th Grade, No Diploma	6.5%	5.0%	4.2%
High School Graduate	21.9%	18.4%	18.1%
GED/Alternative Credential	1.8%	3.2%	2.7%
Some College, No Degree	24.3%	21.6%	20.8%
Associate Degree	8.3%	11.5%	12.2%
Bachelor's Degree	17.0%	23.8%	26.1%
Graduate/Professional Degree	15.7%	14.8%	14.5%
2018 Population 15+ by Marital Status			
Total	3,950	34,099	73,603
Never Married	26.8%	25.9%	26.4%
Married	49.8%	56.6%	57.7%
Widowed	6.0%	5.2%	4.6%
Divorced	17.5%	12.2%	11.2%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	96.4%	96.1%	96.9%
Civilian Unemployed (Unemployment Rate)	3.6%	3.9%	3.1%
2018 Employed Population 16+ by Industry			
Total	2,269	20,937	46,474
Agriculture/Mining	0.7%	0.4%	0.3%
Construction	7.7%	5.7%	6.3%
Manufacturing	3.0%	4.7%	5.0%
Wholesale Trade	2.5%	3.0%	2.5%
Retail Trade	15.6%	12.9%	10.9%
Transportation/Utilities	6.6%	4.8%	4.7%
Information	1.3%	2.5%	2.4%
Finance/Insurance/Real Estate	7.4%	11.2%	10.9%
Services	53.0%	51.0%	52.9%
Public Administration	2.2%	3.9%	4.1%
2018 Employed Population 16+ by Occupation			
Total	2,268	20,938	46,472
White Collar	66.9%	70.8%	71.8%
Management/Business/Financial	14.1%	19.0%	19.7%
Professional	25.9%	24.8%	25.9%
Sales	11.2%	13.2%	13.2%
Administrative Support	15.7%	13.9%	13.0%
Services	19.3%	16.3%	15.3%
Blue Collar	13.8%	13.0%	13.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	2.4%	3.6%	4.2%
Installation/Maintenance/Repair	4.1%	3.2%	2.9%
Production	3.3%	2.8%	2.7%
Transportation/Material Moving	4.1%	3.4%	3.1%
2010 Population By Urban/ Rural Status			
Total Population	4,053	33,740	75,503
Population Inside Urbanized Area	100.0%	99.6%	98.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.4%	1.6%

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

December 20, 2018

	1 mile	3 mile	5 mile
2010 Households by Type			
Total	1,839	12,520	27,048
Households with 1 Person	26.7%	18.2%	16.4%
Households with 2+ People	73.3%	81.8%	83.6%
Family Households	65.3%	76.3%	78.1%
Husband-wife Families	49.2%	61.8%	63.9%
With Related Children	16.6%	28.4%	31.2%
Other Family (No Spouse Present)	16.0%	14.5%	14.3%
Other Family with Male Householder	5.4%	4.7%	4.5%
With Related Children	2.9%	2.8%	2.7%
Other Family with Female Householder	10.6%	9.8%	9.8%
With Related Children	6.4%	6.0%	6.3%
Nonfamily Households	8.0%	5.5%	5.4%
All Households with Children	26.2%	37.5%	40.7%
Multigenerational Households	3.1%	3.8%	4.1%
Unmarried Partner Households	7.8%	6.5%	6.4%
Male-female	7.0%	5.8%	5.5%
Same-sex	0.8%	0.8%	0.9%
2010 Households by Size			
Total	1,840	12,518	27,048
1 Person Household	26.7%	18.2%	16.4%
2 Person Household	39.1%	36.0%	34.6%
3 Person Household	16.5%	18.6%	19.2%
4 Person Household	11.5%	17.4%	18.7%
5 Person Household	4.2%	6.9%	7.7%
6 Person Household	1.2%	2.1%	2.4%
7 + Person Household	0.7%	0.9%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	1,839	12,519	27,048
Owner Occupied	73.2%	84.5%	85.3%
Owned with a Mortgage/Loan	47.7%	66.7%	69.2%
Owned Free and Clear	25.6%	17.7%	16.1%
Renter Occupied	26.8%	15.5%	14.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,320	13,887	29,830
Housing Units Inside Urbanized Area	100.0%	99.7%	98.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	1.6%

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.

December 20, 2018

	1 mile	3 mile	5 mile
Top 3 Tapestry Segments			
1.	The Great Outdoors (6C)	Soccer Moms (4A)	Up and Coming Families
2.	Bright Young Professionals	The Great Outdoors (6C)	Soccer Moms (4A)
3.	Comfortable Empty Nesters	Savvy Suburbanites (1D)	Home Improvement (4B)
2018 Consumer Spending			
Apparel & Services: Total $	$4,239,876	$39,220,457	$85,325,734
Average Spent	$2,021.88	$2,571.66	$2,644.37
Spending Potential Index	93	118	122
Education: Total $	$2,692,525	$26,184,038	$56,487,321
Average Spent	$1,283.99	$1,716.87	$1,750.62
Spending Potential Index	89	119	121
Entertainment/Recreation: Total $	$6,546,547	$58,440,520	$125,608,354
Average Spent	$3,121.86	$3,831.91	$3,892.78
Spending Potential Index	97	119	121
Food at Home: Total $	$10,051,562	$87,863,539	$189,051,058
Average Spent	$4,793.31	$5,761.17	$5,858.96
Spending Potential Index	96	115	117
Food Away from Home: Total $	$6,948,725	$63,392,059	$137,740,009
Average Spent	$3,313.65	$4,156.58	$4,268.76
Spending Potential Index	94	118	122
Health Care: Total $	$11,885,220	$103,594,580	$220,746,009
Average Spent	$5,667.73	$6,792.64	$6,841.23
Spending Potential Index	99	119	119
HH Furnishings & Equipment: Total $	$4,224,809	$38,536,586	$83,423,526
Average Spent	$2,014.69	$2,526.82	$2,585.41
Spending Potential Index	96	121	124
Personal Care Products & Services: Total $	$1,662,166	$15,216,252	$32,945,982
Average Spent	$792.64	$997.72	$1,021.04
Spending Potential Index	96	121	123
Shelter: Total $	$32,832,637	$294,827,470	$638,979,273
Average Spent	$15,656.96	$19,331.68	$19,802.87
Spending Potential Index	93	115	118
Support Payments/Cash Contributions/Gifts in Kind: Total $	$5,028,039	$44,792,886	$95,895,037
Average Spent	$2,397.73	$2,937.05	$2,971.92
Spending Potential Index	96	118	120
Travel: Total $	$4,360,227	$40,704,965	$88,029,964
Average Spent	$2,079.27	$2,669.00	$2,728.17
Spending Potential Index	97	124	127
Vehicle Maintenance & Repairs: Total $	$2,197,992	$19,336,602	$41,629,324
Average Spent	$1,048.16	$1,267.89	$1,290.15
Spending Potential Index	97	118	120

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.

December 20, 2018