



<b>Population Summary</b>	
2000 Total Population	37,150
2010 Total Population	38,844
2016 Total Population	39,900
2016 Group Quarters	43
2021 Total Population	40,946
2016-2021 Annual Rate	0.52%
<b>Household Summary</b>	
2000 Households	13,189
2000 Average Household Size	2.81
2010 Households	14,910
2010 Average Household Size	2.60
2016 Households	15,337
2016 Average Household Size	2.60
2021 Households	15,726
2021 Average Household Size	2.60
2016-2021 Annual Rate	0.50%
2010 Families	11,650
2010 Average Family Size	3.00
2016 Families	11,723
2016 Average Family Size	3.02
2021 Families	11,964
2021 Average Family Size	3.03
2016-2021 Annual Rate	0.41%
<b>Housing Unit Summary</b>	
2000 Housing Units	13,676
Owner Occupied Housing Units	83.7%
Renter Occupied Housing Units	12.8%
Vacant Housing Units	3.6%
2010 Housing Units	15,536
Owner Occupied Housing Units	84.4%
Renter Occupied Housing Units	11.6%
Vacant Housing Units	4.0%
2016 Housing Units	16,025
Owner Occupied Housing Units	79.8%
Renter Occupied Housing Units	15.9%
Vacant Housing Units	4.3%
2021 Housing Units	16,449
Owner Occupied Housing Units	79.6%
Renter Occupied Housing Units	16.0%
Vacant Housing Units	4.4%
<b>Median Household Income</b>	
2016	\$111,750
2021	\$117,934
<b>Median Home Value</b>	
2016	\$302,667
2021	\$296,242
<b>Per Capita Income</b>	
2016	\$59,212
2021	\$63,288
<b>Median Age</b>	
2010	45.7
2016	46.7
2021	48.1

**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 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



<b>2016 Households by Income</b>	
Household Income Base	15,339
<\$15,000	3.7%
\$15,000 - \$24,999	2.4%
\$25,000 - \$34,999	3.8%
\$35,000 - \$49,999	7.0%
\$50,000 - \$74,999	13.5%
\$75,000 - \$99,999	11.4%
\$100,000 - \$149,999	24.9%
\$150,000 - \$199,999	13.8%
\$200,000+	19.6%
Average Household Income	\$152,082
<b>2021 Households by Income</b>	
Household Income Base	15,725
<\$15,000	3.1%
\$15,000 - \$24,999	2.5%
\$25,000 - \$34,999	2.3%
\$35,000 - \$49,999	4.0%
\$50,000 - \$74,999	14.0%
\$75,000 - \$99,999	11.1%
\$100,000 - \$149,999	27.4%
\$150,000 - \$199,999	15.5%
\$200,000+	20.2%
Average Household Income	\$162,651
<b>2016 Owner Occupied Housing Units by Value</b>	
Total	12,791
<\$50,000	0.6%
\$50,000 - \$99,999	1.2%
\$100,000 - \$149,999	2.0%
\$150,000 - \$199,999	7.6%
\$200,000 - \$249,999	22.3%
\$250,000 - \$299,999	15.7%
\$300,000 - \$399,999	20.4%
\$400,000 - \$499,999	14.1%
\$500,000 - \$749,999	10.9%
\$750,000 - \$999,999	3.2%
\$1,000,000 +	1.9%
Average Home Value	\$365,493
<b>2021 Owner Occupied Housing Units by Value</b>	
Total	13,094
<\$50,000	0.2%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	0.6%
\$150,000 - \$199,999	5.2%
\$200,000 - \$249,999	25.4%
\$250,000 - \$299,999	19.7%
\$300,000 - \$399,999	19.9%
\$400,000 - \$499,999	12.9%
\$500,000 - \$749,999	10.6%
\$750,000 - \$999,999	3.4%
\$1,000,000 +	1.7%
Average Home Value	\$366,655

**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 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



<b>2010 Population by Age</b>	
Total	38,844
0 - 4	4.9%
5 - 9	6.6%
10 - 14	7.6%
15 - 24	10.6%
25 - 34	7.2%
35 - 44	12.1%
45 - 54	17.5%
55 - 64	17.5%
65 - 74	9.5%
75 - 84	4.8%
85 +	1.8%
18 +	75.9%
<b>2016 Population by Age</b>	
Total	39,900
0 - 4	4.6%
5 - 9	5.9%
10 - 14	7.3%
15 - 24	11.0%
25 - 34	7.7%
35 - 44	11.2%
45 - 54	14.9%
55 - 64	17.0%
65 - 74	12.5%
75 - 84	5.7%
85 +	2.2%
18 +	77.9%
<b>2021 Population by Age</b>	
Total	40,945
0 - 4	4.5%
5 - 9	5.5%
10 - 14	6.6%
15 - 24	10.1%
25 - 34	7.7%
35 - 44	11.4%
45 - 54	13.9%
55 - 64	15.9%
65 - 74	14.5%
75 - 84	7.2%
85 +	2.6%
18 +	79.3%
<b>2010 Population by Sex</b>	
Males	18,800
Females	20,044
<b>2016 Population by Sex</b>	
Males	19,342
Females	20,558
<b>2021 Population by Sex</b>	
Males	19,841
Females	21,104

<b>2010 Population by Race/Ethnicity</b>	
Total	38,844
White Alone	89.5%
Black Alone	3.6%
American Indian Alone	0.2%
Asian Alone	5.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.1%
Hispanic Origin	1.9%
Diversity Index	22.4
<b>2016 Population by Race/Ethnicity</b>	
Total	39,900
White Alone	85.4%
Black Alone	5.8%
American Indian Alone	0.2%
Asian Alone	6.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	1.5%
Hispanic Origin	2.4%
Diversity Index	29.7
<b>2021 Population by Race/Ethnicity</b>	
Total	40,946
White Alone	83.1%
Black Alone	6.6%
American Indian Alone	0.2%
Asian Alone	7.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	1.9%
Hispanic Origin	2.8%
Diversity Index	33.9
<b>2010 Population by Relationship and Household Type</b>	
Total	38,844
In Households	99.9%
In Family Households	90.5%
Householder	30.0%
Spouse	26.7%
Child	31.3%
Other relative	2.0%
Nonrelative	0.6%
In Nonfamily Households	9.4%
In Group Quarters	0.1%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.0%

**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 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



<b>2016 Population 25+ by Educational Attainment</b>	
Total	28,398
Less than 9th Grade	0.8%
9th - 12th Grade, No Diploma	1.0%
High School Graduate	9.3%
GED/Alternative Credential	0.9%
Some College, No Degree	17.5%
Associate Degree	5.2%
Bachelor's Degree	38.0%
Graduate/Professional Degree	27.2%
<b>2016 Population 15+ by Marital Status</b>	
Total	32,790
Never Married	21.9%
Married	64.2%
Widowed	5.7%
Divorced	8.3%
<b>2016 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	97.4%
Civilian Unemployed	2.6%
<b>2016 Employed Population 16+ by Industry</b>	
Total	20,204
Agriculture/Mining	0.2%
Construction	3.1%
Manufacturing	10.3%
Wholesale Trade	3.6%
Retail Trade	10.8%
Transportation/Utilities	8.3%
Information	1.5%
Finance/Insurance/Real Estate	11.1%
Services	48.0%
Public Administration	2.9%
<b>2016 Employed Population 16+ by Occupation</b>	
Total	20,205
White Collar	83.2%
Management/Business/Financial	27.3%
Professional	30.9%
Sales	16.2%
Administrative Support	8.8%
Services	7.7%
Blue Collar	9.0%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	2.0%
Installation/Maintenance/Repair	1.4%
Production	1.6%
Transportation/Material Moving	3.9%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	38,844
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

<b>2010 Households by Type</b>		
Total		14,910
Households with 1 Person		19.7%
Households with 2+ People		80.3%
Family Households		78.1%
Husband-wife Families		69.5%
With Related Children		28.9%
Other Family (No Spouse Present)		8.6%
Other Family with Male Householder		2.2%
With Related Children		1.1%
Other Family with Female Householder		6.4%
With Related Children		3.6%
Nonfamily Households		2.2%
All Households with Children		33.7%
Multigenerational Households		2.3%
Unmarried Partner Households		2.1%
Male-female		1.6%
Same-sex		0.5%
<b>2010 Households by Size</b>		
Total		14,910
1 Person Household		19.7%
2 Person Household		38.5%
3 Person Household		16.6%
4 Person Household		16.2%
5 Person Household		6.5%
6 Person Household		1.9%
7 + Person Household		0.7%
<b>2010 Households by Tenure and Mortgage Status</b>		
Total		14,910
Owner Occupied		87.9%
Owned with a Mortgage/Loan		61.9%
Owned Free and Clear		26.0%
Renter Occupied		12.1%
<b>2010 Housing Units By Urban/ Rural Status</b>		
Total Housing Units		15,536
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 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

## Top 3 Tapestry Segments

1. Exurbanites (1E)
2. Top Tier (1A)
3. Professional Pride (1B)

## 2016 Consumer Spending

Apparel & Services: Total \$	\$57,929,842
Average Spent	\$3,777.13
Spending Potential Index	188
Education: Total \$	\$48,259,815
Average Spent	\$3,146.63
Spending Potential Index	222
Entertainment/Recreation: Total \$	\$85,882,489
Average Spent	\$5,599.69
Spending Potential Index	192
Food at Home: Total \$	\$133,128,269
Average Spent	\$8,680.20
Spending Potential Index	174
Food Away from Home: Total \$	\$87,436,198
Average Spent	\$5,701.00
Spending Potential Index	184
Health Care: Total \$	\$153,120,697
Average Spent	\$9,983.75
Spending Potential Index	188
HH Furnishings & Equipment: Total \$	\$52,707,645
Average Spent	\$3,436.63
Spending Potential Index	195
Personal Care Products & Services: Total \$	\$21,885,159
Average Spent	\$1,426.95
Spending Potential Index	195
Shelter: Total \$	\$458,398,978
Average Spent	\$29,888.44
Spending Potential Index	192
Support Payments/Cash Contributions/Gifts in Kind: Total	\$72,691,784
Average Spent	\$4,739.64
Spending Potential Index	204
Travel: Total \$	\$62,971,376
Average Spent	\$4,105.85
Spending Potential Index	221
Vehicle Maintenance & Repairs: Total \$	\$29,587,728
Average Spent	\$1,929.17
Spending Potential Index	186

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.