



Population Summary	
2000 Total Population	31,741
2010 Total Population	48,982
2016 Total Population	52,703
2016 Group Quarters	263
2021 Total Population	56,153
2016-2021 Annual Rate	1.28%
Household Summary	
2000 Households	12,031
2000 Average Household Size	2.63
2010 Households	17,969
2010 Average Household Size	2.71
2016 Households	19,098
2016 Average Household Size	2.75
2021 Households	20,226
2021 Average Household Size	2.76
2016-2021 Annual Rate	1.15%
2010 Families	13,125
2010 Average Family Size	3.16
2016 Families	13,862
2016 Average Family Size	3.20
2021 Families	14,603
2021 Average Family Size	3.23
2016-2021 Annual Rate	1.05%
Housing Unit Summary	
2000 Housing Units	12,524
Owner Occupied Housing Units	70.4%
Renter Occupied Housing Units	25.6%
Vacant Housing Units	3.9%
2010 Housing Units	19,101
Owner Occupied Housing Units	65.7%
Renter Occupied Housing Units	28.4%
Vacant Housing Units	5.9%
2016 Housing Units	20,307
Owner Occupied Housing Units	64.6%
Renter Occupied Housing Units	29.5%
Vacant Housing Units	6.0%
2021 Housing Units	21,533
Owner Occupied Housing Units	64.7%
Renter Occupied Housing Units	29.2%
Vacant Housing Units	6.1%
Median Household Income	
2016	\$56,187
2021	\$59,948
Median Home Value	
2016	\$148,642
2021	\$167,138
Per Capita Income	
2016	\$24,656
2021	\$26,382
Median Age	
2010	33.7
2016	34.6
2021	34.6

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.



2016 Households by Income	
Household Income Base	19,096
<\$15,000	7.8%
\$15,000 - \$24,999	10.5%
\$25,000 - \$34,999	9.1%
\$35,000 - \$49,999	15.3%
\$50,000 - \$74,999	21.6%
\$75,000 - \$99,999	15.7%
\$100,000 - \$149,999	15.0%
\$150,000 - \$199,999	3.3%
\$200,000+	1.7%
Average Household Income	\$67,878
2021 Households by Income	
Household Income Base	20,227
<\$15,000	7.7%
\$15,000 - \$24,999	11.9%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	12.7%
\$50,000 - \$74,999	21.8%
\$75,000 - \$99,999	15.5%
\$100,000 - \$149,999	17.8%
\$150,000 - \$199,999	4.1%
\$200,000+	1.8%
Average Household Income	\$73,104
2016 Owner Occupied Housing Units by Value	
Total	13,113
<\$50,000	4.7%
\$50,000 - \$99,999	21.6%
\$100,000 - \$149,999	24.3%
\$150,000 - \$199,999	20.0%
\$200,000 - \$249,999	11.9%
\$250,000 - \$299,999	8.2%
\$300,000 - \$399,999	6.9%
\$400,000 - \$499,999	1.4%
\$500,000 - \$749,999	0.4%
\$750,000 - \$999,999	0.4%
\$1,000,000 +	0.0%
Average Home Value	\$169,185
2021 Owner Occupied Housing Units by Value	
Total	13,938
<\$50,000	2.6%
\$50,000 - \$99,999	15.2%
\$100,000 - \$149,999	24.5%
\$150,000 - \$199,999	22.6%
\$200,000 - \$249,999	15.4%
\$250,000 - \$299,999	10.2%
\$300,000 - \$399,999	6.8%
\$400,000 - \$499,999	1.5%
\$500,000 - \$749,999	0.6%
\$750,000 - \$999,999	0.5%
\$1,000,000 +	0.0%
Average Home Value	\$184,392

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.



2010 Population by Age	
Total	48,982
0 - 4	7.7%
5 - 9	7.9%
10 - 14	8.1%
15 - 24	13.1%
25 - 34	15.2%
35 - 44	15.0%
45 - 54	13.0%
55 - 64	9.6%
65 - 74	6.2%
75 - 84	3.2%
85 +	1.0%
18 +	71.8%
2016 Population by Age	
Total	52,704
0 - 4	7.4%
5 - 9	7.3%
10 - 14	7.3%
15 - 24	14.0%
25 - 34	14.6%
35 - 44	14.6%
45 - 54	12.8%
55 - 64	10.3%
65 - 74	7.0%
75 - 84	3.5%
85 +	1.2%
18 +	73.7%
2021 Population by Age	
Total	56,153
0 - 4	7.4%
5 - 9	7.1%
10 - 14	7.1%
15 - 24	13.2%
25 - 34	15.8%
35 - 44	14.0%
45 - 54	12.4%
55 - 64	10.6%
65 - 74	7.3%
75 - 84	3.9%
85 +	1.2%
18 +	74.3%
2010 Population by Sex	
Males	23,570
Females	25,412
2016 Population by Sex	
Males	25,523
Females	27,181
2021 Population by Sex	
Males	27,262
Females	28,891



2010 Population by Race/Ethnicity

Total	48,982
White Alone	71.0%
Black Alone	22.2%
American Indian Alone	0.3%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.0%
Two or More Races	1.7%
Hispanic Origin	5.0%
Diversity Index	49.9

2016 Population by Race/Ethnicity

Total	52,704
White Alone	66.7%
Black Alone	26.2%
American Indian Alone	0.3%
Asian Alone	1.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.0%
Two or More Races	1.9%
Hispanic Origin	5.0%
Diversity Index	53.5

2021 Population by Race/Ethnicity

Total	56,152
White Alone	63.4%
Black Alone	29.3%
American Indian Alone	0.3%
Asian Alone	2.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.9%
Two or More Races	2.0%
Hispanic Origin	5.0%
Diversity Index	55.8

2010 Population by Relationship and Household Type

Total	48,982
In Households	99.5%
In Family Households	87.2%
Householder	26.8%
Spouse	18.7%
Child	35.3%
Other relative	3.9%
Nonrelative	2.6%
In Nonfamily Households	12.3%
In Group Quarters	0.5%
Institutionalized Population	0.5%
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.

2016 Population 25+ by Educational Attainment

Total	33,746
Less than 9th Grade	3.0%
9th - 12th Grade, No Diploma	7.5%
High School Graduate	22.5%
GED/Alternative Credential	5.7%
Some College, No Degree	28.7%
Associate Degree	11.0%
Bachelor's Degree	15.6%
Graduate/Professional Degree	6.0%

2016 Population 15+ by Marital Status

Total	41,118
Never Married	28.3%
Married	52.8%
Widowed	5.3%
Divorced	13.7%

2016 Civilian Population 16+ in Labor Force

Civilian Employed	94.2%
Civilian Unemployed	5.8%

2016 Employed Population 16+ by Industry

Total	28,129
Agriculture/Mining	0.4%
Construction	4.6%
Manufacturing	9.5%
Wholesale Trade	5.5%
Retail Trade	11.4%
Transportation/Utilities	13.1%
Information	0.9%
Finance/Insurance/Real Estate	4.6%
Services	46.3%
Public Administration	3.7%

2016 Employed Population 16+ by Occupation

Total	28,129
White Collar	61.5%
Management/Business/Financial	15.8%
Professional	18.5%
Sales	11.1%
Administrative Support	16.2%
Services	14.1%
Blue Collar	24.3%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	3.4%
Installation/Maintenance/Repair	4.6%
Production	5.7%
Transportation/Material Moving	10.3%

2010 Population By Urban/ Rural Status

Total Population	48,982
Population Inside Urbanized Area	96.4%
Population Inside Urbanized Cluster	0.0%
Rural Population	3.6%



2010 Households by Type	
Total	17,969
Households with 1 Person	21.9%
Households with 2+ People	78.1%
Family Households	73.0%
Husband-wife Families	50.9%
With Related Children	25.9%
Other Family (No Spouse Present)	22.1%
Other Family with Male Householder	5.5%
With Related Children	3.5%
Other Family with Female Householder	16.6%
With Related Children	11.7%
Nonfamily Households	5.0%
All Households with Children	41.6%
Multigenerational Households	5.1%
Unmarried Partner Households	6.1%
Male-female	5.5%
Same-sex	0.6%
2010 Households by Size	
Total	17,969
1 Person Household	21.9%
2 Person Household	31.4%
3 Person Household	19.1%
4 Person Household	15.7%
5 Person Household	7.2%
6 Person Household	2.9%
7 + Person Household	1.6%
2010 Households by Tenure and Mortgage Status	
Total	17,969
Owner Occupied	69.8%
Owned with a Mortgage/Loan	56.4%
Owned Free and Clear	13.4%
Renter Occupied	30.2%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	19,101
Housing Units Inside Urbanized Area	96.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	3.6%

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



Top 3 Tapestry Segments

1. Soccer Moms (4A)
2. Up and Coming Families (7A)
3. Bright Young Professionals (8C)

2016 Consumer Spending

Apparel & Services: Total \$	\$34,143,957
Average Spent	\$1,787.83
Spending Potential Index	89
Education: Total \$	\$22,714,850
Average Spent	\$1,189.38
Spending Potential Index	84
Entertainment/Recreation: Total \$	\$49,188,922
Average Spent	\$2,575.61
Spending Potential Index	88
Food at Home: Total \$	\$84,735,421
Average Spent	\$4,436.87
Spending Potential Index	89
Food Away from Home: Total \$	\$53,214,159
Average Spent	\$2,786.37
Spending Potential Index	90
Health Care: Total \$	\$87,587,211
Average Spent	\$4,586.20
Spending Potential Index	87
HH Furnishings & Equipment: Total \$	\$30,100,911
Average Spent	\$1,576.13
Spending Potential Index	89
Personal Care Products & Services: Total \$	\$12,290,533
Average Spent	\$643.55
Spending Potential Index	88
Shelter: Total \$	\$263,057,053
Average Spent	\$13,774.06
Spending Potential Index	88
Support Payments/Cash Contributions/Gifts in Kind: Total	\$38,712,431
Average Spent	\$2,027.04
Spending Potential Index	87
Travel: Total \$	\$30,789,666
Average Spent	\$1,612.19
Spending Potential Index	87
Vehicle Maintenance & Repairs: Total \$	\$17,499,988
Average Spent	\$916.33
Spending Potential Index	89

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.