	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	12,967	117,731	459,702
2020 Total Population	13,245	122,002	472,103
2020 Group Quarters	174	2,715	6,969
2022 Total Population	13,168	121,365	469,549
2022 Group Quarters	174	2,715	6,969
2027 Total Population	12,918	119,029	461,445
2022-2027 Annual Rate	-0.38%	-0.39%	-0.35%
2022 Total Daytime Population	13,300	125,768	441,629
Workers	5,929	61,127	202,459
Residents	7,371	64,641	239,170
Household Summary			
2010 Households	5,036	45,533	168,503
2010 Average Household Size	2.54	2.53	2.69
2020 Total Households	5,038	46,314	172,686
2020 Average Household Size	2.59	2.58	2.69
2022 Households	4,989	45,990	172,094
2022 Average Household Size	2.60	2.58	2.69
2027 Households	4,896	45,134	169,432
2027 Average Household Size	2.60	2.58	2.68
2022-2027 Annual Rate	-0.38%	-0.38%	-0.31%
2010 Families	3,575	30,531	111,534
2010 Average Family Size	3.07	3.09	3.26
2022 Families	3,535	30,806	114,158
2022 Average Family Size	3.15	3.16	3.26
2027 Families	3,472	30,277	112,601
2027 Average Family Size	3.15	3.16	3.25
2022-2027 Annual Rate	-0.36%	-0.35%	-0.27%
Housing Unit Summary			
2000 Housing Units	5,072	47,645	175,483
Owner Occupied Housing Units	89.2%	77.7%	58.8%
Renter Occupied Housing Units	8.3%	19.0%	38.0%
Vacant Housing Units	2.4%	3.3%	3.2%
2010 Housing Units	5,239	47,900	177,488
Owner Occupied Housing Units	84.3%	75.4%	57.9%
Renter Occupied Housing Units	11.8%	19.7%	37.0%
Vacant Housing Units	3.9%	4.9%	5.1%
2020 Housing Units	5,249	48,269	180,071
Vacant Housing Units	4.0%	4.1%	4.1%
2022 Housing Units	5,213	48,041	179,850
Owner Occupied Housing Units	83.8%	74.6%	57.3%
Renter Occupied Housing Units	11.9%	21.2%	38.3%
Vacant Housing Units	4.3%	4.3%	4.3%
2027 Housing Units	5,218	48,124	180,321
Owner Occupied Housing Units	82.3%	73.0%	56.5%
Renter Occupied Housing Units	11.5%	20.8%	37.5%
Vacant Housing Units	6.2%	6.2%	6.0%
Median Household Income			
2022	$118,591	$111,700	$100,484
2027	$136,528	$133,633	$115,788
Median Home Value			
2022	$902,494	$727,204	$700,561
2027	$924,708	$793,110	$760,739
Per Capita Income			
2022	$68,257	$58,430	$49,521
2027	$77,444	$68,393	$58,638
Median Age			
2010	47.6	44.4	39.1
2022	51.6	47.4	40.9
2027	51.9	47.4	41.4

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 07, 2022

	1 mile	3 mile	5 mile
2022 Households by Income			
Household Income Base	4,989	45,987	172,091
<$15,000	2.5%	4.8%	5.8%
$15,000 - $24,999	4.2%	4.0%	4.5%
$25,000 - $34,999	6.3%	4.9%	4.7%
$35,000 - $49,999	5.5%	6.2%	7.7%
$50,000 - $74,999	10.6%	11.7%	13.6%
$75,000 - $99,999	11.2%	11.9%	13.3%
$100,000 - $149,999	20.4%	20.1%	21.0%
$150,000 - $199,999	12.5%	14.5%	13.1%
$200,000+	26.7%	21.8%	16.1%
Average Household Income	$181,188	$154,433	$134,862
2027 Households by Income			
Household Income Base	4,896	45,131	169,429
<$15,000	1.9%	3.3%	4.0%
$15,000 - $24,999	3.0%	2.9%	3.1%
$25,000 - $34,999	4.4%	3.7%	3.4%
$35,000 - $49,999	3.9%	4.9%	5.7%
$50,000 - $74,999	7.4%	8.9%	11.7%
$75,000 - $99,999	10.3%	9.9%	12.6%
$100,000 - $149,999	23.6%	21.9%	22.6%
$150,000 - $199,999	15.8%	18.7%	16.7%
$200,000+	29.5%	26.0%	20.1%
Average Household Income	$205,492	$180,750	$159,443
2022 Owner Occupied Housing Units by Value			
Total	4,367	35,803	103,113
<$50,000	0.3%	0.6%	0.6%
$50,000 - $99,999	0.4%	0.9%	0.6%
$100,000 - $149,999	0.8%	2.3%	0.9%
$150,000 - $199,999	0.8%	2.8%	1.1%
$200,000 - $249,999	1.2%	1.5%	0.8%
$250,000 - $299,999	1.3%	1.3%	0.8%
$300,000 - $399,999	1.9%	2.7%	2.5%
$400,000 - $499,999	1.8%	3.6%	5.4%
$500,000 - $749,999	10.7%	37.7%	46.5%
$750,000 - $999,999	50.5%	32.9%	25.7%
$1,000,000 - $1,499,999	23.5%	10.3%	9.4%
$1,500,000 - $1,999,999	4.0%	2.1%	2.7%
$2,000,000 +	2.8%	1.3%	3.0%
Average Home Value	$959,620	$759,203	$788,146
2027 Owner Occupied Housing Units by Value			
Total	4,293	35,115	101,826
<$50,000	0.0%	0.2%	0.1%
$50,000 - $99,999	0.0%	0.3%	0.2%
$100,000 - $149,999	0.1%	0.5%	0.2%
$150,000 - $199,999	0.1%	0.5%	0.2%
$200,000 - $249,999	0.1%	0.3%	0.1%
$250,000 - $299,999	0.0%	0.1%	0.0%
$300,000 - $399,999	0.2%	2.5%	1.1%
$400,000 - $499,999	0.7%	3.6%	3.5%
$500,000 - $749,999	9.9%	35.1%	43.2%
$750,000 - $999,999	55.8%	40.4%	33.1%
$1,000,000 - $1,499,999	25.4%	12.3%	11.2%
$1,500,000 - $1,999,999	4.6%	2.6%	3.4%
$2,000,000 +	3.2%	1.8%	3.7%
Average Home Value	$1,024,120	$837,872	$863,556

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 07, 2022

	1 mile	3 mile	5 mile
2010 Population by Age			
Total	12,965	117,733	459,706
0 - 4	3.7%	4.5%	5.4%
5 - 9	5.4%	5.4%	5.7%
10 - 14	7.7%	6.5%	6.3%
15 - 24	12.1%	13.6%	14.2%
25 - 34	5.7%	8.4%	12.7%
35 - 44	11.0%	12.5%	14.3%
45 - 54	17.3%	15.7%	15.4%
55 - 64	13.4%	12.9%	11.8%
65 - 74	9.0%	9.1%	7.3%
75 - 84	9.2%	7.5%	4.8%
85 +	5.5%	3.9%	2.2%
18 +	78.0%	79.4%	78.3%
2022 Population by Age			
Total	13,171	121,366	469,551
0 - 4	3.4%	4.0%	4.8%
5 - 9	4.4%	4.6%	5.1%
10 - 14	5.8%	5.3%	5.5%
15 - 24	11.2%	12.0%	12.4%
25 - 34	8.9%	11.3%	14.7%
35 - 44	8.5%	10.0%	12.3%
45 - 54	12.9%	12.5%	12.9%
55 - 64	15.9%	14.6%	13.4%
65 - 74	13.2%	12.6%	10.3%
75 - 84	9.6%	8.4%	5.9%
85 +	6.2%	4.6%	2.7%
18 +	82.3%	82.8%	81.2%
2027 Population by Age			
Total	12,919	119,029	461,444
0 - 4	3.5%	4.1%	4.9%
5 - 9	4.5%	4.4%	4.8%
10 - 14	5.3%	5.0%	5.2%
15 - 24	8.9%	10.9%	11.4%
25 - 34	9.5%	11.0%	14.3%
35 - 44	11.1%	12.2%	13.9%
45 - 54	10.9%	11.0%	11.9%
55 - 64	14.6%	13.8%	12.8%
65 - 74	14.8%	13.5%	11.1%
75 - 84	10.9%	9.6%	6.9%
85 +	6.0%	4.6%	2.8%
18 +	83.3%	83.5%	82.0%
2010 Population by Sex			
Males	6,052	55,691	222,996
Females	6,916	62,040	236,706
2022 Population by Sex			
Males	6,226	57,848	228,568
Females	6,942	63,517	240,982
2027 Population by Sex			
Males	6,139	57,024	225,362
Females	6,779	62,005	236,083

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
Total	12,967	117,731	459,702
White Alone	83.7%	74.3%	61.8%
Black Alone	0.8%	2.3%	3.9%
American Indian Alone	0.3%	0.4%	0.6%
Asian Alone	8.8%	12.9%	18.6%
Pacific Islander Alone	0.3%	0.3%	0.5%
Some Other Race Alone	2.0%	4.9%	9.6%
Two or More Races	4.2%	4.8%	5.0%
Hispanic Origin	11.4%	17.3%	25.2%
Diversity Index	43.3	59.0	73.2
2020 Population by Race/Ethnicity			
Total	13,245	122,002	472,103
White Alone	67.1%	57.5%	45.7%
Black Alone	1.1%	2.4%	3.9%
American Indian Alone	0.4%	0.6%	0.9%
Asian Alone	14.6%	17.6%	21.8%
Pacific Islander Alone	0.2%	0.4%	0.5%
Some Other Race Alone	3.5%	7.7%	13.4%
Two or More Races	13.1%	13.8%	13.8%
Hispanic Origin	15.1%	21.5%	28.7%
Diversity Index	63.5	74.4	82.6
2022 Population by Race/Ethnicity			
Total	13,168	121,365	469,549
White Alone	66.0%	56.4%	44.7%
Black Alone	1.1%	2.4%	3.9%
American Indian Alone	0.4%	0.7%	1.0%
Asian Alone	15.2%	18.3%	22.5%
Pacific Islander Alone	0.2%	0.4%	0.5%
Some Other Race Alone	3.6%	7.8%	13.5%
Two or More Races	13.5%	14.1%	14.0%
Hispanic Origin	15.3%	21.6%	28.8%
Diversity Index	64.6	75.0	82.9
2027 Population by Race/Ethnicity			
Total	12,918	119,029	461,445
White Alone	63.0%	53.5%	42.1%
Black Alone	1.1%	2.4%	3.7%
American Indian Alone	0.4%	0.7%	1.0%
Asian Alone	17.0%	20.0%	24.1%
Pacific Islander Alone	0.2%	0.4%	0.5%
Some Other Race Alone	3.8%	8.1%	13.9%
Two or More Races	14.5%	14.9%	14.6%
Hispanic Origin	15.5%	21.8%	28.8%
Diversity Index	66.9	76.6	83.6
2010 Population by Relationship and Household Type			
Total	12,968	117,732	459,701
In Households	98.5%	97.8%	98.7%
In Family Households	85.7%	82.1%	82.0%
Householder	27.4%	25.9%	24.3%
Spouse	22.8%	20.3%	17.9%
Child	31.9%	30.1%	31.1%
Other relative	2.5%	4.0%	5.9%
Nonrelative	1.1%	1.9%	2.8%
In Nonfamily Households	12.9%	15.7%	16.7%
In Group Quarters	1.5%	2.2%	1.3%
Institutionalized Population	1.4%	0.4%	0.5%
Noninstitutionalized Population	0.0%	1.8%	0.8%

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 07, 2022

	1 mile	3 mile	5 mile
2022 Population 25+ by Educational Attainment			
Total	9,910	89,925	338,970
Less than 9th Grade	1.3%	2.6%	4.7%
9th - 12th Grade, No Diploma	1.5%	3.2%	4.6%
High School Graduate	13.7%	13.6%	15.7%
GED/Alternative Credential	0.7%	1.1%	1.6%
Some College, No Degree	15.0%	18.8%	19.9%
Associate Degree	7.9%	8.6%	9.1%
Bachelor's Degree	35.5%	32.2%	28.9%
Graduate/Professional Degree	24.3%	19.8%	15.6%
2022 Population 15+ by Marital Status			
Total	11,383	104,544	397,017
Never Married	23.3%	28.1%	34.9%
Married	59.8%	55.5%	50.1%
Widowed	8.2%	7.1%	5.7%
Divorced	8.7%	9.2%	9.3%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,156	60,088	245,756
Population 16+ Employed	95.5%	95.7%	95.4%
Population 16+ Unemployment rate	4.5%	4.3%	4.6%
Population 16-24 Employed	11.1%	10.8%	10.9%
Population 16-24 Unemployment rate	12.2%	10.0%	10.0%
Population 25-54 Employed	56.5%	58.1%	64.5%
Population 25-54 Unemployment rate	2.8%	4.0%	4.1%
Population 55-64 Employed	23.9%	21.5%	17.9%
Population 55-64 Unemployment rate	3.8%	2.8%	3.0%
Population 65+ Employed	8.5%	9.6%	6.7%
Population 65+ Unemployment rate	6.9%	2.8%	3.7%
2022 Employed Population 16+ by Industry			
Total	5,878	57,498	234,488
Agriculture/Mining	0.3%	0.3%	0.4%
Construction	5.1%	5.3%	6.0%
Manufacturing	10.1%	10.0%	10.2%
Wholesale Trade	3.3%	3.3%	3.0%
Retail Trade	6.9%	9.2%	9.8%
Transportation/Utilities	5.8%	5.9%	6.6%
Information	2.1%	1.9%	2.1%
Finance/Insurance/Real Estate	8.0%	7.6%	7.6%
Services	52.3%	51.2%	49.8%
Public Administration	6.2%	5.4%	4.4%
2022 Employed Population 16+ by Occupation			
Total	5,878	57,497	234,489
White Collar	77.7%	76.3%	70.4%
Management/Business/Financial	26.1%	23.5%	21.3%
Professional	31.9%	31.9%	27.9%
Sales	9.6%	9.8%	10.0%
Administrative Support	10.1%	11.1%	11.2%
Services	10.4%	10.3%	12.9%
Blue Collar	11.9%	13.4%	16.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	3.5%	3.4%	4.1%
Installation/Maintenance/Repair	2.2%	2.1%	2.2%
Production	1.3%	3.0%	4.4%
Transportation/Material Moving	4.9%	4.8%	5.9%

July 07, 2022

	1 mile	3 mile	5 mile
2010 Households by Type			
Total	5,036	45,532	168,498
Households with 1 Person	25.7%	27.3%	25.3%
Households with 2+ People	74.3%	72.7%	74.7%
Family Households	71.0%	67.1%	66.2%
Husband-wife Families	59.2%	52.6%	48.8%
With Related Children	25.4%	22.4%	22.8%
Other Family (No Spouse Present)	11.8%	14.4%	17.4%
Other Family with Male Householder	3.1%	4.1%	5.2%
With Related Children	1.5%	1.9%	2.6%
Other Family with Female Householder	8.7%	10.3%	12.2%
With Related Children	4.1%	5.0%	6.5%
Nonfamily Households	3.4%	5.7%	8.5%
All Households with Children	31.2%	29.7%	32.3%
Multigenerational Households	2.8%	4.0%	5.4%
Unmarried Partner Households	2.9%	4.3%	6.3%
Male-female	2.4%	3.3%	5.0%
Same-sex	0.5%	1.0%	1.3%
2010 Households by Size			
Total	5,036	45,533	168,502
1 Person Household	25.7%	27.3%	25.3%
2 Person Household	32.0%	32.5%	31.1%
3 Person Household	15.9%	15.4%	16.3%
4 Person Household	17.1%	15.0%	14.8%
5 Person Household	7.0%	6.3%	7.0%
6 Person Household	1.8%	2.2%	3.0%
7 + Person Household	0.5%	1.3%	2.6%
2010 Households by Tenure and Mortgage Status			
Total	5,036	45,533	168,499
Owner Occupied	87.7%	79.3%	61.0%
Owned with a Mortgage/Loan	54.6%	50.9%	44.5%
Owned Free and Clear	33.1%	28.3%	16.5%
Renter Occupied	12.3%	20.7%	39.0%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	63	73	68
Percent of Income for Mortgage	40.1%	34.3%	36.7%
Wealth Index	238	195	140
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,239	47,900	177,488
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	12,967	117,731	459,702
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 07, 2022

	1 mile	3 mile	5 mile
Top 3 Tapestry Segments			
1.	Top Tier (1A)	Pleasantville (2B)	Pleasantville (2B)
2.	Exurbanites (1E)	Exurbanites (1E)	City Lights (8A)
3.	City Lights (8A)	The Elders (9C)	Trendsetters (3C)
2022 Consumer Spending			
Apparel & Services: Total $	$19,490,519	$155,412,843	$522,964,286
Average Spent	$3,906.70	$3,379.27	$3,038.83
Spending Potential Index	162	140	126
Education: Total $	$19,252,242	$148,708,168	$492,929,155
Average Spent	$3,858.94	$3,233.49	$2,864.30
Spending Potential Index	197	165	146
Entertainment/Recreation: Total $	$30,496,863	$239,789,652	$772,782,373
Average Spent	$6,112.82	$5,213.95	$4,490.47
Spending Potential Index	167	142	122
Food at Home: Total $	$49,571,993	$398,584,547	$1,320,042,341
Average Spent	$9,936.26	$8,666.77	$7,670.47
Spending Potential Index	160	140	124
Food Away from Home: Total $	$34,705,470	$278,419,193	$946,641,117
Average Spent	$6,956.40	$6,053.91	$5,500.72
Spending Potential Index	161	140	128
Health Care: Total $	$58,384,860	$455,595,059	$1,395,438,502
Average Spent	$11,702.72	$9,906.39	$8,108.58
Spending Potential Index	165	140	114
HH Furnishings & Equipment: Total $	$21,793,064	$170,215,456	$542,289,679
Average Spent	$4,368.22	$3,701.14	$3,151.12
Spending Potential Index	170	144	123
Personal Care Products & Services: Total $	$8,645,715	$68,243,737	$220,172,355
Average Spent	$1,732.96	$1,483.88	$1,279.37
Spending Potential Index	170	146	125
Shelter: Total $	$197,867,861	$1,587,779,832	$5,383,133,386
Average Spent	$39,660.83	$34,524.46	$31,280.19
Spending Potential Index	173	151	137
Support Payments/Cash Contributions/Gifts in Kind: Total $	$23,964,521	$179,160,079	$535,872,950
Average Spent	$4,803.47	$3,895.63	$3,113.84
Spending Potential Index	177	143	115
Travel: Total $	$26,466,756	$204,566,817	$650,007,986
Average Spent	$5,305.02	$4,448.07	$3,777.05
Spending Potential Index	185	155	131
Vehicle Maintenance & Repairs: Total $	$9,791,804	$77,285,946	$247,366,726
Average Spent	$1,962.68	$1,680.49	$1,437.39
Spending Potential Index	156	133	114

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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