	1 mile	2 mile
Population Summary		
2010 Total Population	16,358	54,672
2020 Total Population	16,776	56,289
2020 Group Quarters	275	554
2022 Total Population	16,747	55,846
2022 Group Quarters	275	554
2027 Total Population	16,730	55,215
2022-2027 Annual Rate	-0.02%	-0.23%
2022 Total Daytime Population	19,006	51,291
Workers	10,157	23,470
Residents	8,849	27,821
Household Summary		
2010 Households	5,913	20,665
2010 Average Household Size	2.71	2.61
2020 Total Households	6,413	21,926
2020 Average Household Size	2.57	2.54
2022 Households	6,377	21,703
2022 Average Household Size	2.58	2.55
2027 Households	6,366	21,455
2027 Average Household Size	2.58	2.55
2022-2027 Annual Rate	-0.03%	-0.23%
2010 Families	3,801	13,809
2010 Average Family Size	3.25	3.13
2022 Families	4,080	14,383
2022 Average Family Size	3.11	3.07
2027 Families	4,060	14,173
2027 Average Family Size	3.12	3.07
2022-2027 Annual Rate	-0.10%	-0.29%
Housing Unit Summary		
2000 Housing Units	5,699	19,632
Owner Occupied Housing Units	63.1%	66.9%
Renter Occupied Housing Units	35.4%	31.2%
Vacant Housing Units	1.5%	1.9%
2010 Housing Units	6,212	21,654
Owner Occupied Housing Units	55.4%	61.1%
Renter Occupied Housing Units	39.7%	34.3%
Vacant Housing Units	4.8%	4.6%
2020 Housing Units	6,599	22,763
Vacant Housing Units	2.8%	3.7%
2022 Housing Units	6,626	22,755
Owner Occupied Housing Units	57.7%	63.2%
Renter Occupied Housing Units	38.5%	32.1%
Vacant Housing Units	3.8%	4.6%
2027 Housing Units	6,703	22,877
Owner Occupied Housing Units	56.8%	62.0%
Renter Occupied Housing Units	38.2%	31.7%
Vacant Housing Units	5.0%	6.2%
Median Household Income		
2022	$96,619	$107,035
2027	$111,490	$121,898
Median Home Value		
2022	$632,810	$695,583
2027	$655,283	$734,015
Per Capita Income		
2022	$48,316	$55,956
2027	$56,981	$64,495
Median Age		
2010	38.5	40.4
2022	40.0	42.0
2027	40.8	42.5

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: 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	2 mile
2022 Households by Income		
Household Income Base	6,377	21,703
<$15,000	5.3%	4.1%
$15,000 - $24,999	4.5%	3.7%
$25,000 - $34,999	4.4%	4.4%
$35,000 - $49,999	5.7%	6.2%
$50,000 - $74,999	15.6%	12.8%
$75,000 - $99,999	16.1%	14.5%
$100,000 - $149,999	20.8%	21.6%
$150,000 - $199,999	14.3%	14.4%
$200,000+	13.3%	18.5%
Average Household Income	$126,610	$144,066
2027 Households by Income		
Household Income Base	6,366	21,455
<$15,000	3.7%	2.9%
$15,000 - $24,999	3.1%	2.5%
$25,000 - $34,999	2.8%	3.0%
$35,000 - $49,999	3.3%	4.0%
$50,000 - $74,999	14.3%	10.4%
$75,000 - $99,999	15.4%	14.0%
$100,000 - $149,999	22.9%	24.1%
$150,000 - $199,999	17.6%	17.6%
$200,000+	16.8%	21.5%
Average Household Income	$149,334	$166,069
2022 Owner Occupied Housing Units by Value		
Total	3,825	14,389
<$50,000	0.2%	0.3%
$50,000 - $99,999	0.0%	0.6%
$100,000 - $149,999	0.0%	0.8%
$150,000 - $199,999	0.1%	0.6%
$200,000 - $249,999	0.4%	0.6%
$250,000 - $299,999	0.3%	0.3%
$300,000 - $399,999	2.4%	1.2%
$400,000 - $499,999	7.4%	4.1%
$500,000 - $749,999	73.6%	53.0%
$750,000 - $999,999	8.2%	26.7%
$1,000,000 - $1,499,999	4.1%	9.2%
$1,500,000 - $1,999,999	0.2%	1.2%
$2,000,000 +	3.1%	1.3%
Average Home Value	$698,719	$758,804
2027 Owner Occupied Housing Units by Value		
Total	3,805	14,192
<$50,000	0.0%	0.1%
$50,000 - $99,999	0.0%	0.2%
$100,000 - $149,999	0.0%	0.3%
$150,000 - $199,999	0.0%	0.1%
$200,000 - $249,999	0.0%	0.3%
$250,000 - $299,999	0.0%	0.5%
$300,000 - $399,999	0.2%	0.2%
$400,000 - $499,999	3.3%	1.9%
$500,000 - $749,999	74.7%	49.6%
$750,000 - $999,999	12.0%	33.0%
$1,000,000 - $1,499,999	4.9%	10.5%
$1,500,000 - $1,999,999	0.2%	1.5%
$2,000,000 +	4.6%	1.8%
Average Home Value	$755,861	$808,655

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: 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	2 mile
2010 Population by Age		
Total	16,358	54,669
0 - 4	6.1%	5.9%
5 - 9	6.1%	6.5%
10 - 14	5.9%	6.4%
15 - 24	12.9%	12.1%
25 - 34	14.2%	12.0%
35 - 44	14.2%	13.9%
45 - 54	15.2%	16.5%
55 - 64	12.2%	13.5%
65 - 74	7.0%	6.9%
75 - 84	4.2%	4.0%
85 +	2.1%	2.3%
18 +	78.1%	77.2%
2022 Population by Age		
Total	16,745	55,845
0 - 4	5.5%	5.3%
5 - 9	5.6%	5.6%
10 - 14	5.8%	6.1%
15 - 24	11.3%	10.9%
25 - 34	14.2%	12.7%
35 - 44	14.1%	13.2%
45 - 54	12.3%	12.8%
55 - 64	13.0%	14.4%
65 - 74	10.5%	11.2%
75 - 84	5.4%	5.5%
85 +	2.3%	2.3%
18 +	79.8%	79.4%
2027 Population by Age		
Total	16,732	55,214
0 - 4	5.6%	5.3%
5 - 9	5.3%	5.5%
10 - 14	5.4%	5.6%
15 - 24	11.2%	10.6%
25 - 34	13.6%	12.2%
35 - 44	15.0%	14.3%
45 - 54	11.8%	12.2%
55 - 64	12.1%	13.0%
65 - 74	10.8%	11.8%
75 - 84	6.5%	7.0%
85 +	2.5%	2.5%
18 +	80.5%	80.2%
2010 Population by Sex		
Males	8,236	26,890
Females	8,123	27,782
2022 Population by Sex		
Males	8,433	27,550
Females	8,314	28,296
2027 Population by Sex		
Males	8,441	27,315
Females	8,289	27,900

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	2 mile
2010 Population by Race/Ethnicity		
Total	16,358	54,672
White Alone	77.0%	80.5%
Black Alone	1.5%	1.4%
American Indian Alone	0.9%	0.6%
Asian Alone	3.0%	4.3%
Pacific Islander Alone	0.1%	0.2%
Some Other Race Alone	13.1%	8.9%
Two or More Races	4.3%	4.1%
Hispanic Origin	30.4%	21.8%
Diversity Index	64.7	56.5
2020 Population by Race/Ethnicity		
Total	16,776	56,289
White Alone	62.4%	68.0%
Black Alone	1.6%	1.4%
American Indian Alone	2.0%	1.3%
Asian Alone	4.0%	4.6%
Pacific Islander Alone	0.3%	0.3%
Some Other Race Alone	15.4%	11.1%
Two or More Races	14.3%	13.3%
Hispanic Origin	29.3%	23.1%
Diversity Index	74.5	68.1
2022 Population by Race/Ethnicity		
Total	16,747	55,845
White Alone	61.5%	67.2%
Black Alone	1.6%	1.4%
American Indian Alone	2.0%	1.4%
Asian Alone	4.1%	4.7%
Pacific Islander Alone	0.3%	0.3%
Some Other Race Alone	15.8%	11.4%
Two or More Races	14.6%	13.6%
Hispanic Origin	29.7%	23.4%
Diversity Index	75.2	68.9
2027 Population by Race/Ethnicity		
Total	16,731	55,215
White Alone	59.0%	64.8%
Black Alone	1.6%	1.4%
American Indian Alone	2.2%	1.5%
Asian Alone	4.5%	5.2%
Pacific Islander Alone	0.3%	0.3%
Some Other Race Alone	16.7%	12.1%
Two or More Races	15.7%	14.7%
Hispanic Origin	30.7%	24.2%
Diversity Index	76.8	70.9
2010 Population by Relationship and Household Type		
Total	16,358	54,672
In Households	97.8%	98.8%
In Family Households	80.1%	82.3%
Householder	23.3%	25.2%
Spouse	17.0%	19.5%
Child	29.0%	30.0%
Other relative	6.2%	4.3%
Nonrelative	4.6%	3.2%
In Nonfamily Households	17.7%	16.5%
In Group Quarters	2.2%	1.2%
Institutionalized Population	0.5%	0.6%
Noninstitutionalized Population	1.7%	0.6%

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: 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	2 mile
2022 Population 25+ by Educational Attainment		
Total	12,026	40,249
Less than 9th Grade	5.6%	4.0%
9th - 12th Grade, No Diploma	5.9%	4.0%
High School Graduate	17.5%	14.9%
GED/Alternative Credential	2.2%	1.9%
Some College, No Degree	26.9%	22.9%
Associate Degree	7.6%	8.5%
Bachelor's Degree	22.9%	28.4%
Graduate/Professional Degree	11.4%	15.4%
2022 Population 15+ by Marital Status		
Total	13,922	46,346
Never Married	29.7%	28.9%
Married	54.5%	55.3%
Widowed	4.4%	5.3%
Divorced	11.4%	10.6%
2022 Civilian Population 16+ in Labor Force		
Civilian Population 16+	8,319	29,405
Population 16+ Employed	96.4%	96.2%
Population 16+ Unemployment rate	3.6%	3.8%
Population 16-24 Employed	12.1%	11.4%
Population 16-24 Unemployment rate	9.6%	10.9%
Population 25-54 Employed	67.4%	63.2%
Population 25-54 Unemployment rate	2.2%	2.4%
Population 55-64 Employed	15.3%	18.2%
Population 55-64 Unemployment rate	4.5%	4.4%
Population 65+ Employed	5.1%	7.3%
Population 65+ Unemployment rate	4.0%	2.3%
2022 Employed Population 16+ by Industry		
Total	8,022	28,295
Agriculture/Mining	1.4%	1.4%
Construction	9.7%	8.5%
Manufacturing	6.4%	6.1%
Wholesale Trade	2.1%	2.8%
Retail Trade	15.0%	11.3%
Transportation/Utilities	4.6%	5.1%
Information	3.5%	3.1%
Finance/Insurance/Real Estate	7.4%	6.9%
Services	44.4%	49.4%
Public Administration	5.5%	5.3%
2022 Employed Population 16+ by Occupation		
Total	8,023	28,293
White Collar	61.0%	66.3%
Management/Business/Financial	16.9%	20.3%
Professional	23.7%	26.4%
Sales	9.3%	9.0%
Administrative Support	11.1%	10.5%
Services	18.3%	15.5%
Blue Collar	20.7%	18.2%
Farming/Forestry/Fishing	1.0%	0.9%
Construction/Extraction	7.1%	5.7%
Installation/Maintenance/Repair	2.2%	2.2%
Production	3.4%	2.6%
Transportation/Material Moving	7.0%	6.8%

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	2 mile
2010 Households by Type		
Total	5,914	20,665
Households with 1 Person	26.8%	25.3%
Households with 2+ People	73.2%	74.7%
Family Households	64.3%	66.8%
Husband-wife Families	46.9%	51.5%
With Related Children	22.3%	24.5%
Other Family (No Spouse Present)	17.3%	15.3%
Other Family with Male Householder	6.6%	5.0%
With Related Children	3.9%	3.0%
Other Family with Female Householder	10.8%	10.3%
With Related Children	5.9%	5.9%
Nonfamily Households	8.9%	7.8%
All Households with Children	32.6%	33.9%
Multigenerational Households	4.1%	3.2%
Unmarried Partner Households	7.9%	7.1%
Male-female	6.9%	6.2%
Same-sex	0.9%	0.9%
2010 Households by Size		
Total	5,914	20,666
1 Person Household	26.8%	25.3%
2 Person Household	30.4%	31.9%
3 Person Household	16.4%	17.2%
4 Person Household	13.2%	15.0%
5 Person Household	6.7%	6.3%
6 Person Household	3.2%	2.4%
7 + Person Household	3.4%	1.8%
2010 Households by Tenure and Mortgage Status		
Total	5,913	20,666
Owner Occupied	58.2%	64.0%
Owned with a Mortgage/Loan	46.2%	50.2%
Owned Free and Clear	12.1%	13.8%
Renter Occupied	41.8%	36.0%
2022 Affordability, Mortgage and Wealth		
Housing Affordability Index	73	73
Percent of Income for Mortgage	34.5%	34.3%
Wealth Index	115	151
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	6,212	21,654
Housing Units Inside Urbanized Area	100.0%	98.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%
Rural Housing Units	0.0%	1.3%
2010 Population By Urban/ Rural Status		
Total Population	16,358	54,672
Population Inside Urbanized Area	100.0%	98.9%
Population Inside Urbanized Cluster	0.0%	0.0%
Rural Population	0.0%	1.1%

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.

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	1 mile	2 mile
Top 3 Tapestry Segments		
1.	Pleasantville (2B)	Pleasantville (2B)
2.	Diverse Convergence (13A)	City Lights (8A)
3.	Golden Years (9B)	Golden Years (9B)
2022 Consumer Spending		
Apparel & Services: Total $	$18,488,822	$70,273,042
Average Spent	$2,899.30	$3,237.94
Spending Potential Index	120	134
Education: Total $	$16,818,732	$66,076,623
Average Spent	$2,637.41	$3,044.58
Spending Potential Index	134	155
Entertainment/Recreation: Total $	$27,371,680	$105,591,970
Average Spent	$4,292.25	$4,865.32
Spending Potential Index	117	133
Food at Home: Total $	$47,009,499	$177,557,958
Average Spent	$7,371.73	$8,181.26
Spending Potential Index	119	132
Food Away from Home: Total $	$32,900,531	$125,047,292
Average Spent	$5,159.25	$5,761.75
Spending Potential Index	120	134
Health Care: Total $	$50,710,663	$195,222,912
Average Spent	$7,952.12	$8,995.20
Spending Potential Index	112	127
HH Furnishings & Equipment: Total $	$19,198,121	$74,566,846
Average Spent	$3,010.53	$3,435.79
Spending Potential Index	118	134
Personal Care Products & Services: Total $	$7,763,494	$29,779,822
Average Spent	$1,217.42	$1,372.15
Spending Potential Index	119	135
Shelter: Total $	$184,040,867	$703,391,873
Average Spent	$28,860.10	$32,409.89
Spending Potential Index	126	142
Support Payments/Cash Contributions/Gifts in Kind: Total $	$18,870,253	$75,177,215
Average Spent	$2,959.11	$3,463.91
Spending Potential Index	109	128
Travel: Total $	$22,176,294	$87,656,957
Average Spent	$3,477.54	$4,038.93
Spending Potential Index	121	141
Vehicle Maintenance & Repairs: Total $	$8,985,751	$34,273,643
Average Spent	$1,409.09	$1,579.21
Spending Potential Index	112	125

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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