

Population Summary	
2010 Total Population	1,368
2020 Total Population	1,537
2020 Group Quarters	0
2023 Total Population	1,615
2023 Group Quarters	0
2028 Total Population	2,289
2023-2028 Annual Rate	7.22%
2023 Total Daytime Population	2,598
Workers	1,444
Residents	1,154
Household Summary	
2010 Households	534
2010 Average Household Size	2.56
2020 Total Households	617
2020 Average Household Size	2.49
2023 Households	626
2023 Average Household Size	2.58
2028 Households	945
2028 Average Household Size	2.42
2023-2028 Annual Rate	8.59%
2010 Families	378
2010 Average Family Size	2.95
2023 Families	435
2023 Average Family Size	3.00
2028 Families	647
2028 Average Family Size	2.82
2023-2028 Annual Rate	8.26%
Housing Unit Summary	
2000 Housing Units	349
Owner Occupied Housing Units	75.9%
Renter Occupied Housing Units	20.3%
Vacant Housing Units	3.7%
2010 Housing Units	680
Owner Occupied Housing Units	57.9%
Renter Occupied Housing Units	20.6%
Vacant Housing Units	21.5%
2020 Housing Units	706
Vacant Housing Units	12.6%
2023 Housing Units	736
Owner Occupied Housing Units	69.0%
Renter Occupied Housing Units	16.0%
Vacant Housing Units	14.9%
2028 Housing Units	1,060
Owner Occupied Housing Units	77.8%
Renter Occupied Housing Units	11.3%
Vacant Housing Units	10.8%
Median Household Income	
2023	\$54,829
2028	\$59,408
Median Home Value	
2023	\$275,000
2028	\$281,842
Per Capita Income	
2023	\$27,146
2028	\$34,732
Median Age	
2010	51.9
2023	59.0
2028	59.9

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



2023 Households by Income

Household Income Base	626
<\$15,000	11.0%
\$15,000 - \$24,999	13.6%
\$25,000 - \$34,999	7.5%
\$35,000 - \$49,999	11.5%
\$50,000 - \$74,999	23.2%
\$75,000 - \$99,999	18.1%
\$100,000 - \$149,999	11.0%
\$150,000 - \$199,999	3.0%
\$200,000+	1.1%
Average Household Income	\$66,112

2028 Households by Income

Household Income Base	945
<\$15,000	8.1%
\$15,000 - \$24,999	9.0%
\$25,000 - \$34,999	9.5%
\$35,000 - \$49,999	14.8%
\$50,000 - \$74,999	18.2%
\$75,000 - \$99,999	16.6%
\$100,000 - \$149,999	15.2%
\$150,000 - \$199,999	5.4%
\$200,000+	3.2%
Average Household Income	\$82,534

2023 Owner Occupied Housing Units by Value

Total	508
<\$50,000	6.5%
\$50,000 - \$99,999	4.9%
\$100,000 - \$149,999	9.1%
\$150,000 - \$199,999	5.3%
\$200,000 - \$249,999	15.2%
\$250,000 - \$299,999	18.3%
\$300,000 - \$399,999	29.5%
\$400,000 - \$499,999	5.1%
\$500,000 - \$749,999	3.3%
\$750,000 - \$999,999	1.6%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.2%
Average Home Value	\$292,043

2028 Owner Occupied Housing Units by Value

Total	825
<\$50,000	7.2%
\$50,000 - \$99,999	20.7%
\$100,000 - \$149,999	1.0%
\$150,000 - \$199,999	6.5%
\$200,000 - \$249,999	7.3%
\$250,000 - \$299,999	11.5%
\$300,000 - \$399,999	26.9%
\$400,000 - \$499,999	8.0%
\$500,000 - \$749,999	6.5%
\$750,000 - \$999,999	2.4%
\$1,000,000 - \$1,499,999	1.2%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.5%
Average Home Value	\$300,636

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

2010 Population by Age

Total	1,367
0 - 4	5.0%
5 - 9	5.3%
10 - 14	5.0%
15 - 24	10.0%
25 - 34	7.6%
35 - 44	8.0%
45 - 54	13.2%
55 - 64	18.8%
65 - 74	19.5%
75 - 84	6.3%
85 +	1.1%
18 +	81.7%

2023 Population by Age

Total	1,614
0 - 4	3.8%
5 - 9	4.6%
10 - 14	3.9%
15 - 24	8.3%
25 - 34	7.4%
35 - 44	7.6%
45 - 54	8.7%
55 - 64	16.9%
65 - 74	26.1%
75 - 84	11.3%
85 +	1.4%
18 +	85.4%

2028 Population by Age

Total	2,288
0 - 4	3.8%
5 - 9	3.9%
10 - 14	4.6%
15 - 24	7.3%
25 - 34	7.7%
35 - 44	8.2%
45 - 54	8.9%
55 - 64	13.5%
65 - 74	22.4%
75 - 84	16.9%
85 +	2.7%
18 +	85.4%

2010 Population by Sex

Males	667
Females	701

2023 Population by Sex

Males	805
Females	810

2028 Population by Sex

Males	1,134
Females	1,155

2010 Population by Race/Ethnicity

Total	1,369
White Alone	70.2%
Black Alone	0.5%
American Indian Alone	13.9%
Asian Alone	0.7%
Pacific Islander Alone	0.2%
Some Other Race Alone	9.3%
Two or More Races	5.1%
Hispanic Origin	18.3%
Diversity Index	63.3

2020 Population by Race/Ethnicity

Total	1,537
White Alone	66.2%
Black Alone	0.8%
American Indian Alone	18.2%
Asian Alone	0.6%
Pacific Islander Alone	0.5%
Some Other Race Alone	4.2%
Two or More Races	9.6%
Hispanic Origin	14.3%
Diversity Index	63.6

2023 Population by Race/Ethnicity

Total	1,614
White Alone	65.1%
Black Alone	0.8%
American Indian Alone	18.7%
Asian Alone	0.7%
Pacific Islander Alone	0.5%
Some Other Race Alone	4.3%
Two or More Races	9.9%
Hispanic Origin	14.6%
Diversity Index	64.8

2028 Population by Race/Ethnicity

Total	2,289
White Alone	66.2%
Black Alone	0.8%
American Indian Alone	15.4%
Asian Alone	0.7%
Pacific Islander Alone	0.7%
Some Other Race Alone	4.8%
Two or More Races	11.4%
Hispanic Origin	15.9%
Diversity Index	65.0

2010 Population by Relationship and Household Type

Total	1,368
In Households	100.0%
In Family Households	84.6%
Householder	29.2%
Spouse	22.6%
Child	24.3%
Other relative	5.3%
Nonrelative	3.2%
In Nonfamily Households	15.4%
In Group Quarters	0.0%
Institutionalized Population	0.0%
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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

2023 Population 25+ by Educational Attainment

Total	1,282
Less than 9th Grade	2.8%
9th - 12th Grade, No Diploma	10.0%
High School Graduate	28.3%
GED/Alternative Credential	7.3%
Some College, No Degree	22.5%
Associate Degree	8.2%
Bachelor's Degree	14.6%
Graduate/Professional Degree	6.3%

2023 Population 15+ by Marital Status

Total	1,416
Never Married	23.5%
Married	55.1%
Widowed	9.3%
Divorced	12.1%

2023 Civilian Population 16+ in Labor Force

Civilian Population 16+	505
Population 16+ Employed	92.1%
Population 16+ Unemployment rate	7.9%
Population 16-24 Employed	19.1%
Population 16-24 Unemployment rate	0.0%
Population 25-54 Employed	52.5%
Population 25-54 Unemployment rate	11.9%
Population 55-64 Employed	18.1%
Population 55-64 Unemployment rate	5.6%
Population 65+ Employed	10.5%
Population 65+ Unemployment rate	3.9%

2023 Employed Population 16+ by Industry

Total	465
Agriculture/Mining	3.4%
Construction	10.1%
Manufacturing	0.4%
Wholesale Trade	0.9%
Retail Trade	6.9%
Transportation/Utilities	5.6%
Information	0.0%
Finance/Insurance/Real Estate	6.9%
Services	56.3%
Public Administration	9.7%

2023 Employed Population 16+ by Occupation

Total	463
White Collar	50.8%
Management/Business/Financial	7.5%
Professional	26.7%
Sales	6.9%
Administrative Support	9.7%
Services	25.4%
Blue Collar	23.4%
Farming/Forestry/Fishing	3.2%
Construction/Extraction	8.2%
Installation/Maintenance/Repair	4.3%
Production	1.7%
Transportation/Material Moving	6.0%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

2010 Households by Type	
Total	534
Households with 1 Person	23.2%
Households with 2+ People	76.8%
Family Households	70.8%
Husband-wife Families	56.0%
With Related Children	10.3%
Other Family (No Spouse Present)	15.0%
Other Family with Male Householder	4.7%
With Related Children	2.8%
Other Family with Female Householder	10.1%
With Related Children	6.7%
Nonfamily Households	6.0%
All Households with Children	20.4%
Multigenerational Households	3.9%
Unmarried Partner Households	7.5%
Male-female	6.6%
Same-sex	0.9%
2010 Households by Size	
Total	532
1 Person Household	23.5%
2 Person Household	46.8%
3 Person Household	12.8%
4 Person Household	8.5%
5 Person Household	4.9%
6 Person Household	2.4%
7 + Person Household	1.1%
2010 Households by Tenure and Mortgage Status	
Total	534
Owner Occupied	73.8%
Owned with a Mortgage/Loan	40.6%
Owned Free and Clear	33.0%
Renter Occupied	26.2%
2023 Affordability, Mortgage and Wealth	
Housing Affordability Index	84
Percent of Income for Mortgage	30.1%
Wealth Index	58
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	680
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	19.6%
Rural Housing Units	80.3%
2010 Population By Urban/ Rural Status	
Total Population	1,368
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	35.1%
Rural Population	64.9%

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Top 3 Tapestry Segments

1.	Senior Escapes (9D)
2.	Down the Road (10D)
3.	Silver & Gold (9A)

2023 Consumer Spending

Apparel & Services: Total \$	\$802,367
Average Spent	\$1,281.74
Spending Potential Index	58
Education: Total \$	\$574,053
Average Spent	\$917.02
Spending Potential Index	51
Entertainment/Recreation: Total \$	\$1,517,353
Average Spent	\$2,423.89
Spending Potential Index	64
Food at Home: Total \$	\$2,720,016
Average Spent	\$4,345.07
Spending Potential Index	64
Food Away from Home: Total \$	\$1,429,097
Average Spent	\$2,282.90
Spending Potential Index	61
Health Care: Total \$	\$3,154,282
Average Spent	\$5,038.79
Spending Potential Index	68
HH Furnishings & Equipment: Total \$	\$1,173,803
Average Spent	\$1,875.08
Spending Potential Index	63
Personal Care Products & Services: Total \$	\$388,558
Average Spent	\$620.70
Spending Potential Index	65
Shelter: Total \$	\$9,570,175
Average Spent	\$15,287.82
Spending Potential Index	62
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,387,385
Average Spent	\$2,216.27
Spending Potential Index	71
Travel: Total \$	\$876,536
Average Spent	\$1,400.22
Spending Potential Index	62
Vehicle Maintenance & Repairs: Total \$	\$546,577
Average Spent	\$873.13
Spending Potential Index	67

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.