

Population Summary	
2010 Total Population	2,536
2020 Total Population	2,200
2020 Group Quarters	20
2022 Total Population	2,165
2022 Group Quarters	20
2027 Total Population	2,132
2022-2027 Annual Rate	-0.31%
2022 Total Daytime Population	3,625
Workers	2,043
Residents	1,582
Household Summary	
2010 Households	846
2010 Average Household Size	2.94
2020 Total Households	719
2020 Average Household Size	3.03
2022 Households	709
2022 Average Household Size	3.03
2027 Households	698
2027 Average Household Size	3.03
2022-2027 Annual Rate	-0.31%
2010 Families	573
2010 Average Family Size	3.62
2022 Families	475
2022 Average Family Size	3.77
2027 Families	468
2027 Average Family Size	3.76
2022-2027 Annual Rate	-0.30%
Housing Unit Summary	
2000 Housing Units	1,187
Owner Occupied Housing Units	54.8%
Renter Occupied Housing Units	29.1%
Vacant Housing Units	16.1%
2010 Housing Units	1,067
Owner Occupied Housing Units	43.8%
Renter Occupied Housing Units	35.5%
Vacant Housing Units	20.7%
2020 Housing Units	888
Vacant Housing Units	19.0%
2022 Housing Units	877
Owner Occupied Housing Units	39.7%
Renter Occupied Housing Units	41.2%
Vacant Housing Units	19.2%
2027 Housing Units	877
Owner Occupied Housing Units	39.0%
Renter Occupied Housing Units	40.6%
Vacant Housing Units	20.4%
Median Household Income	
2022	\$40,589
2027	\$44,289
Median Home Value	
2022	\$129,386
2027	\$187,931
Per Capita Income	
2022	\$19,910
2027	\$24,844
Median Age	
2010	32.1
2022	32.9
2027	33.9

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

2022 Households by Income

Household Income Base	709
<\$15,000	19.0%
\$15,000 - \$24,999	16.2%
\$25,000 - \$34,999	8.0%
\$35,000 - \$49,999	14.8%
\$50,000 - \$74,999	15.9%
\$75,000 - \$99,999	11.1%
\$100,000 - \$149,999	9.6%
\$150,000 - \$199,999	2.8%
\$200,000+	2.4%
Average Household Income	\$60,675

2027 Households by Income

Household Income Base	698
<\$15,000	15.9%
\$15,000 - \$24,999	12.5%
\$25,000 - \$34,999	12.5%
\$35,000 - \$49,999	13.3%
\$50,000 - \$74,999	10.5%
\$75,000 - \$99,999	11.6%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	4.4%
\$200,000+	4.0%
Average Household Income	\$75,903

2022 Owner Occupied Housing Units by Value

Total	348
<\$50,000	23.6%
\$50,000 - \$99,999	17.0%
\$100,000 - \$149,999	16.4%
\$150,000 - \$199,999	8.6%
\$200,000 - \$249,999	3.4%
\$250,000 - \$299,999	6.3%
\$300,000 - \$399,999	14.7%
\$400,000 - \$499,999	0.3%
\$500,000 - \$749,999	7.8%
\$750,000 - \$999,999	1.7%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.0%
Average Home Value	\$203,510

2027 Owner Occupied Housing Units by Value

Total	342
<\$50,000	28.1%
\$50,000 - \$99,999	9.6%
\$100,000 - \$149,999	5.8%
\$150,000 - \$199,999	8.5%
\$200,000 - \$249,999	1.8%
\$250,000 - \$299,999	5.3%
\$300,000 - \$399,999	26.9%
\$400,000 - \$499,999	0.6%
\$500,000 - \$749,999	1.8%
\$750,000 - \$999,999	10.5%
\$1,000,000 - \$1,499,999	0.9%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.0%
Average Home Value	\$270,760

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.

2010 Population by Age	
Total	2,535
0 - 4	9.3%
5 - 9	9.1%
10 - 14	8.9%
15 - 24	14.7%
25 - 34	11.0%
35 - 44	11.1%
45 - 54	11.2%
55 - 64	11.6%
65 - 74	8.3%
75 - 84	3.9%
85 +	1.0%
18 +	67.6%
2022 Population by Age	
Total	2,165
0 - 4	9.1%
5 - 9	8.5%
10 - 14	7.8%
15 - 24	12.8%
25 - 34	14.3%
35 - 44	10.6%
45 - 54	9.6%
55 - 64	10.3%
65 - 74	10.5%
75 - 84	5.1%
85 +	1.3%
18 +	70.1%
2027 Population by Age	
Total	2,133
0 - 4	8.8%
5 - 9	8.7%
10 - 14	8.3%
15 - 24	13.4%
25 - 34	12.3%
35 - 44	11.0%
45 - 54	9.9%
55 - 64	9.8%
65 - 74	9.8%
75 - 84	6.7%
85 +	1.4%
18 +	69.9%
2010 Population by Sex	
Males	1,232
Females	1,305
2022 Population by Sex	
Males	1,054
Females	1,111
2027 Population by Sex	
Males	1,039
Females	1,092

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

2010 Population by Race/Ethnicity

Total	2,537
White Alone	33.7%
Black Alone	1.7%
American Indian Alone	48.8%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	9.1%
Two or More Races	6.0%
Hispanic Origin	35.8%
Diversity Index	80.3

2020 Population by Race/Ethnicity

Total	2,200
White Alone	15.5%
Black Alone	0.4%
American Indian Alone	56.6%
Asian Alone	0.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	12.0%
Two or More Races	15.1%
Hispanic Origin	31.9%
Diversity Index	78.4

2022 Population by Race/Ethnicity

Total	2,166
White Alone	14.8%
Black Alone	0.4%
American Indian Alone	56.3%
Asian Alone	0.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	12.3%
Two or More Races	15.7%
Hispanic Origin	32.9%
Diversity Index	78.8

2027 Population by Race/Ethnicity

Total	2,132
White Alone	13.4%
Black Alone	0.4%
American Indian Alone	56.0%
Asian Alone	0.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	13.1%
Two or More Races	16.7%
Hispanic Origin	34.8%
Diversity Index	79.4

2010 Population by Relationship and Household Type

Total	2,536
In Households	98.1%
In Family Households	85.3%
Householder	22.8%
Spouse	11.8%
Child	39.1%
Other relative	8.2%
Nonrelative	3.4%
In Nonfamily Households	12.7%
In Group Quarters	1.9%
Institutionalized Population	0.0%
Noninstitutionalized Population	1.9%

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.

2022 Population 25+ by Educational Attainment

Total	1,335
Less than 9th Grade	7.3%
9th - 12th Grade, No Diploma	13.8%
High School Graduate	36.5%
GED/Alternative Credential	4.0%
Some College, No Degree	21.1%
Associate Degree	5.2%
Bachelor's Degree	8.2%
Graduate/Professional Degree	3.8%

2022 Population 15+ by Marital Status

Total	1,615
Never Married	49.2%
Married	33.8%
Widowed	7.0%
Divorced	10.0%

2022 Civilian Population 16+ in Labor Force

Civilian Population 16+	711
Population 16+ Employed	82.1%
Population 16+ Unemployment rate	17.9%
Population 16-24 Employed	14.6%
Population 16-24 Unemployment rate	18.3%
Population 25-54 Employed	59.2%
Population 25-54 Unemployment rate	23.1%
Population 55-64 Employed	16.6%
Population 55-64 Unemployment rate	2.0%
Population 65+ Employed	9.6%
Population 65+ Unemployment rate	1.8%

2022 Employed Population 16+ by Industry

Total	584
Agriculture/Mining	7.7%
Construction	3.6%
Manufacturing	3.8%
Wholesale Trade	2.4%
Retail Trade	4.6%
Transportation/Utilities	3.8%
Information	0.0%
Finance/Insurance/Real Estate	3.3%
Services	52.6%
Public Administration	18.5%

2022 Employed Population 16+ by Occupation

Total	584
White Collar	48.8%
Management/Business/Financial	12.2%
Professional	19.7%
Sales	5.8%
Administrative Support	11.1%
Services	26.7%
Blue Collar	24.5%
Farming/Forestry/Fishing	5.8%
Construction/Extraction	2.6%
Installation/Maintenance/Repair	2.1%
Production	2.1%
Transportation/Material Moving	12.0%

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

2010 Households by Type	
Total	846
Households with 1 Person	27.4%
Households with 2+ People	72.6%
Family Households	67.7%
Husband-wife Families	35.1%
With Related Children	17.1%
Other Family (No Spouse Present)	32.6%
Other Family with Male Householder	9.2%
With Related Children	6.5%
Other Family with Female Householder	23.4%
With Related Children	18.0%
Nonfamily Households	4.8%
All Households with Children	42.0%
Multigenerational Households	10.4%
Unmarried Partner Households	9.3%
Male-female	8.5%
Same-sex	0.8%
2010 Households by Size	
Total	847
1 Person Household	27.4%
2 Person Household	25.0%
3 Person Household	15.9%
4 Person Household	12.2%
5 Person Household	8.7%
6 Person Household	5.8%
7 + Person Household	5.0%
2010 Households by Tenure and Mortgage Status	
Total	846
Owner Occupied	55.2%
Owned with a Mortgage/Loan	7.4%
Owned Free and Clear	47.9%
Renter Occupied	44.8%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	134
Percent of Income for Mortgage	16.8%
Wealth Index	43
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	1,067
Housing Units Inside Urbanized Area	24.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	75.9%
2010 Population By Urban/ Rural Status	
Total Population	2,536
Population Inside Urbanized Area	25.8%
Population Inside Urbanized Cluster	0.0%
Rural Population	74.2%

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.

Top 3 Tapestry Segments

1. Down the Road (10D)
2. Rural Bypasses (10E)
3. Small Town Sincerity (12C)

2022 Consumer Spending

Apparel & Services: Total \$	\$991,825
Average Spent	\$1,398.91
Spending Potential Index	58
Education: Total \$	\$643,193
Average Spent	\$907.18
Spending Potential Index	46
Entertainment/Recreation: Total \$	\$1,619,483
Average Spent	\$2,284.18
Spending Potential Index	62
Food at Home: Total \$	\$2,859,186
Average Spent	\$4,032.70
Spending Potential Index	65
Food Away from Home: Total \$	\$1,852,115
Average Spent	\$2,612.29
Spending Potential Index	61
Health Care: Total \$	\$3,336,602
Average Spent	\$4,706.07
Spending Potential Index	66
HH Furnishings & Equipment: Total \$	\$1,101,427
Average Spent	\$1,553.49
Spending Potential Index	61
Personal Care Products & Services: Total \$	\$417,945
Average Spent	\$589.49
Spending Potential Index	58
Shelter: Total \$	\$8,609,503
Average Spent	\$12,143.16
Spending Potential Index	53
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,241,896
Average Spent	\$1,751.62
Spending Potential Index	64
Travel: Total \$	\$1,079,361
Average Spent	\$1,522.37
Spending Potential Index	53
Vehicle Maintenance & Repairs: Total \$	\$606,165
Average Spent	\$854.96
Spending Potential Index	68

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.