

Population Summary	
2010 Total Population	11,757
2020 Total Population	14,081
2020 Group Quarters	464
2023 Total Population	13,600
2023 Group Quarters	464
2028 Total Population	13,087
2023-2028 Annual Rate	-0.77%
2023 Total Daytime Population	18,321
Workers	8,541
Residents	9,780
Household Summary	
2010 Households	2,991
2010 Average Household Size	3.85
2020 Total Households	3,440
2020 Average Household Size	3.96
2023 Households	3,356
2023 Average Household Size	3.91
2028 Households	3,229
2028 Average Household Size	3.91
2023-2028 Annual Rate	-0.77%
2010 Families	2,394
2010 Average Family Size	4.20
2023 Families	2,649
2023 Average Family Size	4.30
2028 Families	2,553
2028 Average Family Size	4.28
2023-2028 Annual Rate	-0.74%
Housing Unit Summary	
2000 Housing Units	2,913
Owner Occupied Housing Units	59.6%
Renter Occupied Housing Units	33.0%
Vacant Housing Units	7.4%
2010 Housing Units	3,247
Owner Occupied Housing Units	59.2%
Renter Occupied Housing Units	32.9%
Vacant Housing Units	7.9%
2020 Housing Units	3,524
Vacant Housing Units	2.4%
2023 Housing Units	3,414
Owner Occupied Housing Units	43.1%
Renter Occupied Housing Units	55.2%
Vacant Housing Units	1.7%
2028 Housing Units	3,414
Owner Occupied Housing Units	43.6%
Renter Occupied Housing Units	51.0%
Vacant Housing Units	5.4%
Median Household Income	
2023	\$31,504
2028	\$38,062
Median Home Value	
2023	\$144,431
2028	\$166,304
Per Capita Income	
2023	\$13,317
2028	\$15,860
Median Age	
2010	25.3
2023	28.6
2028	29.5

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 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	3,349
<\$15,000	32.0%
\$15,000 - \$24,999	9.7%
\$25,000 - \$34,999	11.6%
\$35,000 - \$49,999	10.6%
\$50,000 - \$74,999	11.3%
\$75,000 - \$99,999	6.5%
\$100,000 - \$149,999	13.9%
\$150,000 - \$199,999	2.7%
\$200,000+	1.5%
Average Household Income	\$53,633

2028 Households by Income

Household Income Base	3,222
<\$15,000	28.1%
\$15,000 - \$24,999	9.6%
\$25,000 - \$34,999	10.1%
\$35,000 - \$49,999	9.1%
\$50,000 - \$74,999	11.1%
\$75,000 - \$99,999	8.2%
\$100,000 - \$149,999	18.6%
\$150,000 - \$199,999	3.5%
\$200,000+	1.8%
Average Household Income	\$63,954

2023 Owner Occupied Housing Units by Value

Total	1,465
<\$50,000	14.7%
\$50,000 - \$99,999	23.0%
\$100,000 - \$149,999	13.8%
\$150,000 - \$199,999	16.4%
\$200,000 - \$249,999	5.7%
\$250,000 - \$299,999	8.7%
\$300,000 - \$399,999	4.1%
\$400,000 - \$499,999	2.9%
\$500,000 - \$749,999	3.9%
\$750,000 - \$999,999	4.5%
\$1,000,000 - \$1,499,999	1.2%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.7%
Average Home Value	\$232,440

2028 Owner Occupied Housing Units by Value

Total	1,479
<\$50,000	14.9%
\$50,000 - \$99,999	23.7%
\$100,000 - \$149,999	2.8%
\$150,000 - \$199,999	26.4%
\$200,000 - \$249,999	9.2%
\$250,000 - \$299,999	5.5%
\$300,000 - \$399,999	3.7%
\$400,000 - \$499,999	3.3%
\$500,000 - \$749,999	2.8%
\$750,000 - \$999,999	3.9%
\$1,000,000 - \$1,499,999	2.2%
\$1,500,000 - \$1,999,999	0.7%
\$2,000,000 +	0.7%
Average Home Value	\$243,999

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	11,757
0 - 4	10.9%
5 - 9	9.7%
10 - 14	9.6%
15 - 24	19.3%
25 - 34	12.8%
35 - 44	12.0%
45 - 54	12.1%
55 - 64	7.7%
65 - 74	3.7%
75 - 84	1.6%
85 +	0.4%
18 +	63.5%

2023 Population by Age

Total	13,600
0 - 4	9.9%
5 - 9	9.8%
10 - 14	8.5%
15 - 24	15.3%
25 - 34	17.0%
35 - 44	11.1%
45 - 54	10.0%
55 - 64	9.5%
65 - 74	6.0%
75 - 84	2.3%
85 +	0.7%
18 +	67.4%

2028 Population by Age

Total	13,087
0 - 4	10.1%
5 - 9	9.3%
10 - 14	8.8%
15 - 24	14.8%
25 - 34	15.5%
35 - 44	12.7%
45 - 54	9.7%
55 - 64	8.8%
65 - 74	6.7%
75 - 84	2.9%
85 +	0.8%
18 +	67.3%

2010 Population by Sex

Males	5,565
Females	6,192

2023 Population by Sex

Males	6,539
Females	7,061

2028 Population by Sex

Males	6,280
Females	6,807

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 Race/Ethnicity

Total	11,757
White Alone	2.1%
Black Alone	0.3%
American Indian Alone	92.2%
Asian Alone	0.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.7%
Two or More Races	3.5%
Hispanic Origin	15.7%
Diversity Index	37.3

2020 Population by Race/Ethnicity

Total	14,081
White Alone	1.2%
Black Alone	0.2%
American Indian Alone	93.3%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.8%
Two or More Races	2.4%
Hispanic Origin	12.2%
Diversity Index	31.5

2023 Population by Race/Ethnicity

Total	13,600
White Alone	1.2%
Black Alone	0.2%
American Indian Alone	93.4%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.9%
Two or More Races	2.4%
Hispanic Origin	12.2%
Diversity Index	31.3

2028 Population by Race/Ethnicity

Total	13,087
White Alone	1.2%
Black Alone	0.2%
American Indian Alone	93.2%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.9%
Two or More Races	2.5%
Hispanic Origin	12.5%
Diversity Index	32.0

2010 Population by Relationship and Household Type

Total	11,757
In Households	98.0%
In Family Households	91.4%
Householder	20.4%
Spouse	6.4%
Child	48.5%
Other relative	10.3%
Nonrelative	5.7%
In Nonfamily Households	6.6%
In Group Quarters	2.0%
Institutionalized Population	1.9%
Noninstitutionalized Population	0.2%

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	7,695
Less than 9th Grade	6.5%
9th - 12th Grade, No Diploma	21.1%
High School Graduate	36.8%
GED/Alternative Credential	7.3%
Some College, No Degree	14.9%
Associate Degree	7.1%
Bachelor's Degree	5.5%
Graduate/Professional Degree	0.8%

2023 Population 15+ by Marital Status

Total	9,773
Never Married	58.9%
Married	26.3%
Widowed	7.0%
Divorced	7.7%

2023 Civilian Population 16+ in Labor Force

Civilian Population 16+	3,955
Population 16+ Employed	92.8%
Population 16+ Unemployment rate	7.2%
Population 16-24 Employed	18.5%
Population 16-24 Unemployment rate	8.2%
Population 25-54 Employed	69.9%
Population 25-54 Unemployment rate	7.5%
Population 55-64 Employed	10.3%
Population 55-64 Unemployment rate	3.3%
Population 65+ Employed	1.3%
Population 65+ Unemployment rate	0.0%

2023 Employed Population 16+ by Industry

Total	3,672
Agriculture/Mining	5.4%
Construction	8.2%
Manufacturing	5.9%
Wholesale Trade	0.0%
Retail Trade	8.6%
Transportation/Utilities	8.6%
Information	2.1%
Finance/Insurance/Real Estate	1.4%
Services	49.4%
Public Administration	10.4%

2023 Employed Population 16+ by Occupation

Total	3,672
White Collar	38.5%
Management/Business/Financial	9.8%
Professional	10.1%
Sales	4.5%
Administrative Support	14.1%
Services	33.6%
Blue Collar	27.9%
Farming/Forestry/Fishing	2.9%
Construction/Extraction	8.6%
Installation/Maintenance/Repair	1.4%
Production	4.7%
Transportation/Material Moving	10.3%

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	2,991
Households with 1 Person	15.5%
Households with 2+ People	84.5%
Family Households	80.0%
Husband-wife Families	25.3%
With Related Children	16.6%
Other Family (No Spouse Present)	54.7%
Other Family with Male Householder	14.0%
With Related Children	9.2%
Other Family with Female Householder	40.7%
With Related Children	30.0%
Nonfamily Households	4.5%
All Households with Children	56.4%
Multigenerational Households	21.3%
Unmarried Partner Households	14.1%
Male-female	13.4%
Same-sex	0.7%
2010 Households by Size	
Total	2,991
1 Person Household	15.5%
2 Person Household	18.9%
3 Person Household	15.5%
4 Person Household	14.6%
5 Person Household	15.6%
6 Person Household	6.9%
7 + Person Household	13.0%
2010 Households by Tenure and Mortgage Status	
Total	2,991
Owner Occupied	64.3%
Owned with a Mortgage/Loan	2.7%
Owned Free and Clear	61.5%
Renter Occupied	35.7%
2023 Affordability, Mortgage and Wealth	
Housing Affordability Index	89
Percent of Income for Mortgage	27.6%
Wealth Index	30
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	3,247
Housing Units Inside Urbanized Area	3.5%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	96.5%
2010 Population By Urban/ Rural Status	
Total Population	11,757
Population Inside Urbanized Area	3.9%
Population Inside Urbanized Cluster	0.0%
Rural Population	96.1%

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

Top 3 Tapestry Segments

1.	City Commons (11E)
2.	Down the Road (10D)
3.	Fresh Ambitions (13D)

2023 Consumer Spending

Apparel & Services: Total \$	\$4,107,545
Average Spent	\$1,223.94
Spending Potential Index	56
Education: Total \$	\$2,835,979
Average Spent	\$845.05
Spending Potential Index	47
Entertainment/Recreation: Total \$	\$6,304,829
Average Spent	\$1,878.67
Spending Potential Index	50
Food at Home: Total \$	\$12,567,894
Average Spent	\$3,744.90
Spending Potential Index	55
Food Away from Home: Total \$	\$6,716,674
Average Spent	\$2,001.39
Spending Potential Index	54
Health Care: Total \$	\$12,544,736
Average Spent	\$3,738.00
Spending Potential Index	51
HH Furnishings & Equipment: Total \$	\$5,065,343
Average Spent	\$1,509.34
Spending Potential Index	51
Personal Care Products & Services: Total \$	\$1,692,713
Average Spent	\$504.38
Spending Potential Index	53
Shelter: Total \$	\$43,158,988
Average Spent	\$12,860.25
Spending Potential Index	52
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,831,920
Average Spent	\$1,439.79
Spending Potential Index	46
Travel: Total \$	\$3,583,263
Average Spent	\$1,067.72
Spending Potential Index	47
Vehicle Maintenance & Repairs: Total \$	\$2,362,359
Average Spent	\$703.92
Spending Potential Index	54

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.