

Population Summary	
2010 Total Population	7,171
2020 Total Population	6,398
2020 Group Quarters	20
2023 Total Population	6,369
2023 Group Quarters	23
2028 Total Population	6,328
2023-2028 Annual Rate	-0.13%
2023 Total Daytime Population	7,422
Workers	3,080
Residents	4,342
Household Summary	
2010 Households	2,081
2010 Average Household Size	3.44
2020 Total Households	1,906
2020 Average Household Size	3.35
2023 Households	1,917
2023 Average Household Size	3.31
2028 Households	1,918
2028 Average Household Size	3.29
2023-2028 Annual Rate	0.01%
2010 Families	1,547
2010 Average Family Size	4.04
2023 Families	1,419
2023 Average Family Size	3.89
2028 Families	1,422
2028 Average Family Size	3.86
2023-2028 Annual Rate	0.04%
Housing Unit Summary	
2000 Housing Units	2,525
Owner Occupied Housing Units	58.6%
Renter Occupied Housing Units	19.4%
Vacant Housing Units	22.0%
2010 Housing Units	2,725
Owner Occupied Housing Units	57.7%
Renter Occupied Housing Units	18.7%
Vacant Housing Units	23.6%
2020 Housing Units	2,522
Vacant Housing Units	24.4%
2023 Housing Units	2,516
Owner Occupied Housing Units	59.2%
Renter Occupied Housing Units	17.0%
Vacant Housing Units	23.8%
2028 Housing Units	2,453
Owner Occupied Housing Units	61.9%
Renter Occupied Housing Units	16.3%
Vacant Housing Units	21.8%
Median Household Income	
2023	\$51,050
2028	\$53,937
Median Home Value	
2023	\$99,486
2028	\$114,915
Per Capita Income	
2023	\$18,898
2028	\$21,298
Median Age	
2010	32.1
2023	34.4
2028	36.4

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 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	1,917
<\$15,000	19.8%
\$15,000 - \$24,999	8.8%
\$25,000 - \$34,999	7.5%
\$35,000 - \$49,999	12.2%
\$50,000 - \$74,999	26.1%
\$75,000 - \$99,999	9.3%
\$100,000 - \$149,999	11.6%
\$150,000 - \$199,999	3.3%
\$200,000+	1.5%
Average Household Income	\$62,499

2028 Households by Income

Household Income Base	1,918
<\$15,000	17.8%
\$15,000 - \$24,999	7.2%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	12.2%
\$50,000 - \$74,999	25.7%
\$75,000 - \$99,999	10.1%
\$100,000 - \$149,999	14.4%
\$150,000 - \$199,999	4.3%
\$200,000+	1.5%
Average Household Income	\$69,890

2023 Owner Occupied Housing Units by Value

Total	1,489
<\$50,000	24.1%
\$50,000 - \$99,999	26.1%
\$100,000 - \$149,999	20.2%
\$150,000 - \$199,999	7.2%
\$200,000 - \$249,999	12.8%
\$250,000 - \$299,999	0.3%
\$300,000 - \$399,999	0.4%
\$400,000 - \$499,999	1.8%
\$500,000 - \$749,999	5.6%
\$750,000 - \$999,999	0.9%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$150,857

2028 Owner Occupied Housing Units by Value

Total	1,518
<\$50,000	19.6%
\$50,000 - \$99,999	24.6%
\$100,000 - \$149,999	19.4%
\$150,000 - \$199,999	8.7%
\$200,000 - \$249,999	15.4%
\$250,000 - \$299,999	0.3%
\$300,000 - \$399,999	0.3%
\$400,000 - \$499,999	1.6%
\$500,000 - \$749,999	8.3%
\$750,000 - \$999,999	1.3%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$176,318

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	7,170
0 - 4	8.9%
5 - 9	8.5%
10 - 14	8.8%
15 - 24	15.5%
25 - 34	11.9%
35 - 44	11.1%
45 - 54	13.6%
55 - 64	10.9%
65 - 74	6.2%
75 - 84	3.5%
85 +	1.3%
18 +	68.3%

2023 Population by Age

Total	6,369
0 - 4	8.0%
5 - 9	8.6%
10 - 14	8.2%
15 - 24	12.0%
25 - 34	14.0%
35 - 44	12.2%
45 - 54	10.3%
55 - 64	12.1%
65 - 74	9.4%
75 - 84	4.1%
85 +	1.1%
18 +	71.2%

2028 Population by Age

Total	6,326
0 - 4	7.9%
5 - 9	7.9%
10 - 14	8.6%
15 - 24	12.9%
25 - 34	10.8%
35 - 44	12.6%
45 - 54	11.8%
55 - 64	10.6%
65 - 74	10.2%
75 - 84	5.5%
85 +	1.3%
18 +	70.9%

2010 Population by Sex

Males	3,491
Females	3,679

2023 Population by Sex

Males	3,142
Females	3,227

2028 Population by Sex

Males	3,121
Females	3,207

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	7,171
White Alone	3.9%
Black Alone	0.2%
American Indian Alone	94.2%
Asian Alone	0.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.2%
Two or More Races	1.0%
Hispanic Origin	2.1%
Diversity Index	14.7

2020 Population by Race/Ethnicity

Total	6,398
White Alone	2.6%
Black Alone	0.2%
American Indian Alone	95.4%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.1%
Hispanic Origin	1.2%
Diversity Index	11.1

2023 Population by Race/Ethnicity

Total	6,368
White Alone	2.2%
Black Alone	0.3%
American Indian Alone	95.7%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.1%
Hispanic Origin	1.2%
Diversity Index	10.6

2028 Population by Race/Ethnicity

Total	6,328
White Alone	2.1%
Black Alone	0.3%
American Indian Alone	95.7%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.1%
Hispanic Origin	1.2%
Diversity Index	10.6

2010 Population by Relationship and Household Type

Total	7,171
In Households	99.8%
In Family Households	91.3%
Householder	21.6%
Spouse	9.7%
Child	46.6%
Other relative	9.4%
Nonrelative	4.0%
In Nonfamily Households	8.5%
In Group Quarters	0.2%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.1%

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	4,026
Less than 9th Grade	2.3%
9th - 12th Grade, No Diploma	8.0%
High School Graduate	42.1%
GED/Alternative Credential	2.0%
Some College, No Degree	22.4%
Associate Degree	14.7%
Bachelor's Degree	4.5%
Graduate/Professional Degree	4.0%

2023 Population 15+ by Marital Status

Total	4,791
Never Married	57.6%
Married	26.6%
Widowed	5.8%
Divorced	10.0%

2023 Civilian Population 16+ in Labor Force

Civilian Population 16+	2,215
Population 16+ Employed	92.2%
Population 16+ Unemployment rate	7.8%
Population 16-24 Employed	5.0%
Population 16-24 Unemployment rate	31.5%
Population 25-54 Employed	68.2%
Population 25-54 Unemployment rate	7.8%
Population 55-64 Employed	22.2%
Population 55-64 Unemployment rate	1.3%
Population 65+ Employed	4.6%
Population 65+ Unemployment rate	0.0%

2023 Employed Population 16+ by Industry

Total	2,043
Agriculture/Mining	1.4%
Construction	7.7%
Manufacturing	6.7%
Wholesale Trade	0.0%
Retail Trade	9.0%
Transportation/Utilities	2.2%
Information	0.0%
Finance/Insurance/Real Estate	1.8%
Services	50.9%
Public Administration	20.5%

2023 Employed Population 16+ by Occupation

Total	2,043
White Collar	58.7%
Management/Business/Financial	12.8%
Professional	29.3%
Sales	6.4%
Administrative Support	10.2%
Services	22.4%
Blue Collar	18.9%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	5.7%
Installation/Maintenance/Repair	1.8%
Production	6.2%
Transportation/Material Moving	4.9%

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	2,080
Households with 1 Person	22.0%
Households with 2+ People	78.0%
Family Households	74.4%
Husband-wife Families	33.4%
With Related Children	19.8%
Other Family (No Spouse Present)	41.0%
Other Family with Male Householder	9.1%
With Related Children	5.6%
Other Family with Female Householder	31.8%
With Related Children	22.2%
Nonfamily Households	3.7%
All Households with Children	47.9%
Multigenerational Households	21.0%
Unmarried Partner Households	13.1%
Male-female	11.8%
Same-sex	1.2%
2010 Households by Size	
Total	2,080
1 Person Household	22.0%
2 Person Household	21.2%
3 Person Household	16.0%
4 Person Household	11.9%
5 Person Household	13.0%
6 Person Household	6.5%
7 + Person Household	9.6%
2010 Households by Tenure and Mortgage Status	
Total	2,080
Owner Occupied	75.5%
Owned with a Mortgage/Loan	8.5%
Owned Free and Clear	67.0%
Renter Occupied	24.5%
2023 Affordability, Mortgage and Wealth	
Housing Affordability Index	228
Percent of Income for Mortgage	11.7%
Wealth Index	45
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	2,725
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	9.9%
Rural Housing Units	90.1%
2010 Population By Urban/ Rural Status	
Total Population	7,171
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	12.1%
Rural Population	87.9%

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. Rural Bypasses (10E)
- 2. Economic BedRock (10C)
- 3. Southwestern Families (7F)

2023 Consumer Spending

Apparel & Services: Total \$	\$2,274,008
Average Spent	\$1,186.23
Spending Potential Index	54
Education: Total \$	\$1,334,300
Average Spent	\$696.04
Spending Potential Index	39
Entertainment/Recreation: Total \$	\$4,622,737
Average Spent	\$2,411.44
Spending Potential Index	64
Food at Home: Total \$	\$8,985,257
Average Spent	\$4,687.15
Spending Potential Index	69
Food Away from Home: Total \$	\$4,291,951
Average Spent	\$2,238.89
Spending Potential Index	60
Health Care: Total \$	\$10,580,071
Average Spent	\$5,519.08
Spending Potential Index	75
HH Furnishings & Equipment: Total \$	\$3,506,537
Average Spent	\$1,829.18
Spending Potential Index	62
Personal Care Products & Services: Total \$	\$1,001,318
Average Spent	\$522.34
Spending Potential Index	55
Shelter: Total \$	\$23,342,180
Average Spent	\$12,176.41
Spending Potential Index	49
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,083,103
Average Spent	\$2,129.94
Spending Potential Index	68
Travel: Total \$	\$2,375,164
Average Spent	\$1,239.00
Spending Potential Index	55
Vehicle Maintenance & Repairs: Total \$	\$1,752,277
Average Spent	\$914.07
Spending Potential Index	70

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.