

Population Summary	
2010 Total Population	8,777
2020 Total Population	8,436
2020 Group Quarters	166
2022 Total Population	8,313
2022 Group Quarters	166
2027 Total Population	8,056
2022-2027 Annual Rate	-0.63%
2022 Total Daytime Population	8,736
Workers	4,130
Residents	4,606
Household Summary	
2010 Households	3,206
2010 Average Household Size	2.64
2020 Total Households	3,037
2020 Average Household Size	2.72
2022 Households	2,956
2022 Average Household Size	2.76
2027 Households	2,875
2027 Average Household Size	2.74
2022-2027 Annual Rate	-0.55%
2010 Families	2,120
2010 Average Family Size	3.20
2022 Families	1,921
2022 Average Family Size	3.36
2027 Families	1,865
2027 Average Family Size	3.35
2022-2027 Annual Rate	-0.59%
Housing Unit Summary	
2000 Housing Units	5,934
Owner Occupied Housing Units	39.9%
Renter Occupied Housing Units	15.5%
Vacant Housing Units	44.6%
2010 Housing Units	5,929
Owner Occupied Housing Units	37.6%
Renter Occupied Housing Units	16.5%
Vacant Housing Units	45.9%
2020 Housing Units	5,308
Vacant Housing Units	42.8%
2022 Housing Units	5,170
Owner Occupied Housing Units	37.5%
Renter Occupied Housing Units	19.6%
Vacant Housing Units	42.8%
2027 Housing Units	5,005
Owner Occupied Housing Units	38.5%
Renter Occupied Housing Units	18.9%
Vacant Housing Units	42.6%
Median Household Income	
2022	\$41,658
2027	\$43,645
Median Home Value	
2022	\$114,392
2027	\$135,199
Per Capita Income	
2022	\$21,326
2027	\$24,705
Median Age	
2010	38.7
2022	40.2
2027	40.7

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	2,956
<\$15,000	12.9%
\$15,000 - \$24,999	14.6%
\$25,000 - \$34,999	13.1%
\$35,000 - \$49,999	17.7%
\$50,000 - \$74,999	19.5%
\$75,000 - \$99,999	8.5%
\$100,000 - \$149,999	10.0%
\$150,000 - \$199,999	1.5%
\$200,000+	2.3%
Average Household Income	\$59,733

2027 Households by Income

Household Income Base	2,875
<\$15,000	11.2%
\$15,000 - \$24,999	14.9%
\$25,000 - \$34,999	13.7%
\$35,000 - \$49,999	15.5%
\$50,000 - \$74,999	16.1%
\$75,000 - \$99,999	8.5%
\$100,000 - \$149,999	14.8%
\$150,000 - \$199,999	2.0%
\$200,000+	3.2%
Average Household Income	\$68,954

2022 Owner Occupied Housing Units by Value

Total	1,941
<\$50,000	26.5%
\$50,000 - \$99,999	18.0%
\$100,000 - \$149,999	19.1%
\$150,000 - \$199,999	11.9%
\$200,000 - \$249,999	5.3%
\$250,000 - \$299,999	11.2%
\$300,000 - \$399,999	4.9%
\$400,000 - \$499,999	0.8%
\$500,000 - \$749,999	1.5%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.2%
Average Home Value	\$149,227

2027 Owner Occupied Housing Units by Value

Total	1,927
<\$50,000	24.6%
\$50,000 - \$99,999	13.4%
\$100,000 - \$149,999	16.9%
\$150,000 - \$199,999	11.8%
\$200,000 - \$249,999	5.6%
\$250,000 - \$299,999	12.3%
\$300,000 - \$399,999	8.0%
\$400,000 - \$499,999	1.2%
\$500,000 - \$749,999	4.3%
\$750,000 - \$999,999	0.5%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	1.0%
\$2,000,000 +	0.3%
Average Home Value	\$193,889

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	8,773
0 - 4	7.5%
5 - 9	7.3%
10 - 14	7.3%
15 - 24	13.2%
25 - 34	11.2%
35 - 44	10.4%
45 - 54	13.6%
55 - 64	12.4%
65 - 74	10.0%
75 - 84	5.9%
85 +	1.3%
18 +	73.5%
2022 Population by Age	
Total	8,315
0 - 4	6.9%
5 - 9	6.8%
10 - 14	6.6%
15 - 24	11.1%
25 - 34	13.0%
35 - 44	10.6%
45 - 54	8.9%
55 - 64	14.3%
65 - 74	12.5%
75 - 84	7.2%
85 +	2.2%
18 +	76.3%
2027 Population by Age	
Total	8,058
0 - 4	6.7%
5 - 9	6.8%
10 - 14	6.8%
15 - 24	10.9%
25 - 34	11.5%
35 - 44	11.8%
45 - 54	9.3%
55 - 64	11.7%
65 - 74	14.0%
75 - 84	8.0%
85 +	2.4%
18 +	75.9%
2010 Population by Sex	
Males	4,479
Females	4,297
2022 Population by Sex	
Males	4,235
Females	4,079
2027 Population by Sex	
Males	4,129
Females	3,928

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	8,777
White Alone	45.3%
Black Alone	0.8%
American Indian Alone	28.1%
Asian Alone	0.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	19.2%
Two or More Races	6.1%
Hispanic Origin	34.6%
Diversity Index	82.2

2020 Population by Race/Ethnicity

Total	8,436
White Alone	38.0%
Black Alone	1.0%
American Indian Alone	33.1%
Asian Alone	0.7%
Pacific Islander Alone	0.2%
Some Other Race Alone	11.2%
Two or More Races	15.8%
Hispanic Origin	33.9%
Diversity Index	83.9

2022 Population by Race/Ethnicity

Total	8,313
White Alone	38.8%
Black Alone	1.0%
American Indian Alone	33.0%
Asian Alone	0.7%
Pacific Islander Alone	0.2%
Some Other Race Alone	10.7%
Two or More Races	15.6%
Hispanic Origin	33.0%
Diversity Index	83.5

2027 Population by Race/Ethnicity

Total	8,056
White Alone	36.9%
Black Alone	1.1%
American Indian Alone	34.7%
Asian Alone	0.7%
Pacific Islander Alone	0.2%
Some Other Race Alone	10.3%
Two or More Races	16.1%
Hispanic Origin	32.8%
Diversity Index	83.6

2010 Population by Relationship and Household Type

Total	8,777
In Households	96.6%
In Family Households	81.0%
Householder	24.2%
Spouse	15.2%
Child	32.5%
Other relative	5.3%
Nonrelative	3.8%
In Nonfamily Households	15.5%
In Group Quarters	3.4%
Institutionalized Population	2.6%
Noninstitutionalized Population	0.8%

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	5,707
Less than 9th Grade	7.2%
9th - 12th Grade, No Diploma	14.5%
High School Graduate	28.6%
GED/Alternative Credential	5.4%
Some College, No Degree	25.3%
Associate Degree	7.2%
Bachelor's Degree	8.6%
Graduate/Professional Degree	3.3%

2022 Population 15+ by Marital Status

Total	6,630
Never Married	33.3%
Married	46.1%
Widowed	8.7%
Divorced	12.0%

2022 Civilian Population 16+ in Labor Force

Civilian Population 16+	3,822
Population 16+ Employed	96.4%
Population 16+ Unemployment rate	3.6%
Population 16-24 Employed	14.1%
Population 16-24 Unemployment rate	3.7%
Population 25-54 Employed	58.1%
Population 25-54 Unemployment rate	3.3%
Population 55-64 Employed	19.1%
Population 55-64 Unemployment rate	5.6%
Population 65+ Employed	8.7%
Population 65+ Unemployment rate	0.9%

2022 Employed Population 16+ by Industry

Total	3,685
Agriculture/Mining	8.4%
Construction	3.9%
Manufacturing	5.2%
Wholesale Trade	0.6%
Retail Trade	10.7%
Transportation/Utilities	4.4%
Information	0.2%
Finance/Insurance/Real Estate	2.5%
Services	48.7%
Public Administration	15.6%

2022 Employed Population 16+ by Occupation

Total	3,683
White Collar	45.2%
Management/Business/Financial	11.6%
Professional	14.7%
Sales	8.4%
Administrative Support	10.5%
Services	29.6%
Blue Collar	25.2%
Farming/Forestry/Fishing	3.5%
Construction/Extraction	5.8%
Installation/Maintenance/Repair	3.1%
Production	5.5%
Transportation/Material Moving	7.3%

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	3,206
Households with 1 Person	27.4%
Households with 2+ People	72.6%
Family Households	66.1%
Husband-wife Families	41.6%
With Related Children	16.6%
Other Family (No Spouse Present)	24.5%
Other Family with Male Householder	7.5%
With Related Children	4.7%
Other Family with Female Householder	17.0%
With Related Children	11.8%
Nonfamily Households	6.5%
All Households with Children	34.0%
Multigenerational Households	6.1%
Unmarried Partner Households	9.6%
Male-female	8.5%
Same-sex	1.1%
2010 Households by Size	
Total	3,206
1 Person Household	27.4%
2 Person Household	32.0%
3 Person Household	15.3%
4 Person Household	10.9%
5 Person Household	8.4%
6 Person Household	3.2%
7 + Person Household	2.7%
2010 Households by Tenure and Mortgage Status	
Total	3,206
Owner Occupied	69.6%
Owned with a Mortgage/Loan	25.6%
Owned Free and Clear	44.0%
Renter Occupied	30.4%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	166
Percent of Income for Mortgage	14.5%
Wealth Index	47
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	5,929
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	35.9%
Rural Housing Units	64.1%
2010 Population By Urban/ Rural Status	
Total Population	8,777
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	54.3%
Rural Population	45.7%

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. Senior Escapes (9D)
- 2. Down the Road (10D)
- 3. The Great Outdoors (6C)

2022 Consumer Spending

Apparel & Services: Total \$	\$3,970,760
Average Spent	\$1,343.29
Spending Potential Index	56
Education: Total \$	\$2,869,382
Average Spent	\$970.70
Spending Potential Index	49
Entertainment/Recreation: Total \$	\$6,266,897
Average Spent	\$2,120.06
Spending Potential Index	58
Food at Home: Total \$	\$10,860,488
Average Spent	\$3,674.05
Spending Potential Index	59
Food Away from Home: Total \$	\$7,353,682
Average Spent	\$2,487.71
Spending Potential Index	58
Health Care: Total \$	\$12,752,659
Average Spent	\$4,314.16
Spending Potential Index	61
HH Furnishings & Equipment: Total \$	\$4,415,848
Average Spent	\$1,493.86
Spending Potential Index	58
Personal Care Products & Services: Total \$	\$1,747,601
Average Spent	\$591.20
Spending Potential Index	58
Shelter: Total \$	\$38,313,772
Average Spent	\$12,961.36
Spending Potential Index	57
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,344,868
Average Spent	\$1,808.14
Spending Potential Index	67
Travel: Total \$	\$4,935,029
Average Spent	\$1,669.50
Spending Potential Index	58
Vehicle Maintenance & Repairs: Total \$	\$2,277,814
Average Spent	\$770.57
Spending Potential Index	61

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.