

Population Summary	
2010 Total Population	171,058
2020 Total Population	162,123
2020 Group Quarters	1,322
2022 Total Population	160,828
2022 Group Quarters	1,322
2027 Total Population	158,223
2022-2027 Annual Rate	-0.33%
2022 Total Daytime Population	147,174
Workers	29,688
Residents	117,486
Household Summary	
2010 Households	49,107
2010 Average Household Size	3.47
2020 Total Households	48,773
2020 Average Household Size	3.30
2022 Households	48,504
2022 Average Household Size	3.29
2027 Households	48,078
2027 Average Household Size	3.26
2022-2027 Annual Rate	-0.18%
2010 Families	37,042
2010 Average Family Size	4.10
2022 Families	35,892
2022 Average Family Size	3.94
2027 Families	35,524
2027 Average Family Size	3.91
2022-2027 Annual Rate	-0.21%
Housing Unit Summary	
2000 Housing Units	67,679
Owner Occupied Housing Units	52.6%
Renter Occupied Housing Units	16.9%
Vacant Housing Units	30.5%
2010 Housing Units	62,851
Owner Occupied Housing Units	59.7%
Renter Occupied Housing Units	18.5%
Vacant Housing Units	21.9%
2020 Housing Units	56,208
Vacant Housing Units	13.2%
2022 Housing Units	55,692
Owner Occupied Housing Units	67.8%
Renter Occupied Housing Units	19.3%
Vacant Housing Units	12.9%
2027 Housing Units	55,313
Owner Occupied Housing Units	68.3%
Renter Occupied Housing Units	18.7%
Vacant Housing Units	13.1%
Median Household Income	
2022	\$32,761
2027	\$36,348
Median Home Value	
2022	\$61,074
2027	\$74,761
Per Capita Income	
2022	\$14,815
2027	\$17,301
Median Age	
2010	29.2
2022	31.9
2027	33.5

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 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	48,503
<\$15,000	25.9%
\$15,000 - \$24,999	13.1%
\$25,000 - \$34,999	13.5%
\$35,000 - \$49,999	14.8%
\$50,000 - \$74,999	15.1%
\$75,000 - \$99,999	6.9%
\$100,000 - \$149,999	7.7%
\$150,000 - \$199,999	2.1%
\$200,000+	1.0%
Average Household Income	\$48,721

2027 Households by Income

Household Income Base	48,077
<\$15,000	22.2%
\$15,000 - \$24,999	12.6%
\$25,000 - \$34,999	13.5%
\$35,000 - \$49,999	13.8%
\$50,000 - \$74,999	16.2%
\$75,000 - \$99,999	7.5%
\$100,000 - \$149,999	9.7%
\$150,000 - \$199,999	3.2%
\$200,000+	1.2%
Average Household Income	\$56,473

2022 Owner Occupied Housing Units by Value

Total	37,780
<\$50,000	44.8%
\$50,000 - \$99,999	23.7%
\$100,000 - \$149,999	9.6%
\$150,000 - \$199,999	8.5%
\$200,000 - \$249,999	3.2%
\$250,000 - \$299,999	3.2%
\$300,000 - \$399,999	3.1%
\$400,000 - \$499,999	1.1%
\$500,000 - \$749,999	1.4%
\$750,000 - \$999,999	0.7%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.2%
Average Home Value	\$114,782

2027 Owner Occupied Housing Units by Value

Total	37,757
<\$50,000	40.0%
\$50,000 - \$99,999	20.2%
\$100,000 - \$149,999	9.4%
\$150,000 - \$199,999	9.3%
\$200,000 - \$249,999	4.8%
\$250,000 - \$299,999	4.8%
\$300,000 - \$399,999	4.7%
\$400,000 - \$499,999	2.0%
\$500,000 - \$749,999	2.7%
\$750,000 - \$999,999	1.2%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.4%
Average Home Value	\$147,730

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	171,058
0 - 4	8.7%
5 - 9	8.8%
10 - 14	9.4%
15 - 24	18.0%
25 - 34	11.7%
35 - 44	11.7%
45 - 54	13.1%
55 - 64	9.1%
65 - 74	5.6%
75 - 84	3.0%
85 +	0.9%
18 +	66.8%

2022 Population by Age

Total	160,830
0 - 4	8.2%
5 - 9	8.4%
10 - 14	7.9%
15 - 24	14.5%
25 - 34	15.4%
35 - 44	11.2%
45 - 54	10.6%
55 - 64	11.0%
65 - 74	7.9%
75 - 84	3.7%
85 +	1.1%
18 +	71.0%

2027 Population by Age

Total	158,224
0 - 4	8.1%
5 - 9	8.1%
10 - 14	8.2%
15 - 24	14.1%
25 - 34	13.6%
35 - 44	12.2%
45 - 54	10.5%
55 - 64	10.5%
65 - 74	8.8%
75 - 84	4.6%
85 +	1.2%
18 +	71.0%

2010 Population by Sex

Males	84,050
Females	87,008

2022 Population by Sex

Males	79,414
Females	81,414

2027 Population by Sex

Males	78,341
Females	79,883

2010 Population by Race/Ethnicity

Total	171,059
White Alone	2.5%
Black Alone	0.1%
American Indian Alone	95.1%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.6%
Hispanic Origin	2.3%
Diversity Index	13.4

2020 Population by Race/Ethnicity

Total	162,123
White Alone	2.1%
Black Alone	0.2%
American Indian Alone	95.0%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.9%
Hispanic Origin	1.9%
Diversity Index	13.1

2022 Population by Race/Ethnicity

Total	160,828
White Alone	2.0%
Black Alone	0.2%
American Indian Alone	95.0%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.9%
Hispanic Origin	1.9%
Diversity Index	12.9

2027 Population by Race/Ethnicity

Total	158,224
White Alone	1.8%
Black Alone	0.2%
American Indian Alone	95.2%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.9%
Hispanic Origin	1.8%
Diversity Index	12.4

2010 Population by Relationship and Household Type

Total	171,058
In Households	99.6%
In Family Households	91.6%
Householder	21.8%
Spouse	11.5%
Child	48.0%
Other relative	7.6%
Nonrelative	2.7%
In Nonfamily Households	8.0%
In Group Quarters	0.4%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.4%

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	98,059
Less than 9th Grade	9.7%
9th - 12th Grade, No Diploma	12.6%
High School Graduate	34.2%
GED/Alternative Credential	3.0%
Some College, No Degree	22.1%
Associate Degree	9.0%
Bachelor's Degree	5.6%
Graduate/Professional Degree	3.8%

2022 Population 15+ by Marital Status

Total	121,449
Never Married	54.8%
Married	32.8%
Widowed	6.4%
Divorced	6.0%

2022 Civilian Population 16+ in Labor Force

Civilian Population 16+	48,058
Population 16+ Employed	90.2%
Population 16+ Unemployment rate	9.8%
Population 16-24 Employed	11.3%
Population 16-24 Unemployment rate	21.7%
Population 25-54 Employed	69.5%
Population 25-54 Unemployment rate	9.2%
Population 55-64 Employed	15.4%
Population 55-64 Unemployment rate	3.6%
Population 65+ Employed	3.8%
Population 65+ Unemployment rate	2.3%

2022 Employed Population 16+ by Industry

Total	43,349
Agriculture/Mining	2.8%
Construction	9.6%
Manufacturing	3.2%
Wholesale Trade	0.8%
Retail Trade	8.7%
Transportation/Utilities	6.2%
Information	0.4%
Finance/Insurance/Real Estate	1.9%
Services	56.0%
Public Administration	10.3%

2022 Employed Population 16+ by Occupation

Total	43,347
White Collar	45.1%
Management/Business/Financial	8.2%
Professional	19.8%
Sales	6.8%
Administrative Support	10.3%
Services	25.4%
Blue Collar	29.6%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	9.7%
Installation/Maintenance/Repair	3.3%
Production	5.6%
Transportation/Material Moving	10.3%

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	49,108
Households with 1 Person	21.9%
Households with 2+ People	78.1%
Family Households	75.4%
Husband-wife Families	39.7%
With Related Children	24.6%
Other Family (No Spouse Present)	35.7%
Other Family with Male Householder	9.6%
With Related Children	6.0%
Other Family with Female Householder	26.2%
With Related Children	17.8%
Nonfamily Households	2.7%
All Households with Children	48.7%
Multigenerational Households	15.1%
Unmarried Partner Households	9.0%
Male-female	8.3%
Same-sex	0.7%
2010 Households by Size	
Total	49,108
1 Person Household	21.9%
2 Person Household	20.5%
3 Person Household	14.7%
4 Person Household	13.8%
5 Person Household	13.0%
6 Person Household	6.8%
7 + Person Household	9.3%
2010 Households by Tenure and Mortgage Status	
Total	49,106
Owner Occupied	76.4%
Owned with a Mortgage/Loan	11.4%
Owned Free and Clear	65.0%
Renter Occupied	23.6%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	257
Percent of Income for Mortgage	9.8%
Wealth Index	34
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	62,851
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	14.8%
Rural Housing Units	85.2%
2010 Population By Urban/ Rural Status	
Total Population	171,058
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	17.4%
Rural Population	82.6%

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

2022 Consumer Spending

Apparel & Services: Total \$	\$54,523,479
Average Spent	\$1,124.10
Spending Potential Index	47
Education: Total \$	\$34,953,949
Average Spent	\$720.64
Spending Potential Index	37
Entertainment/Recreation: Total \$	\$88,654,032
Average Spent	\$1,827.77
Spending Potential Index	50
Food at Home: Total \$	\$160,187,322
Average Spent	\$3,302.56
Spending Potential Index	53
Food Away from Home: Total \$	\$102,894,429
Average Spent	\$2,121.36
Spending Potential Index	49
Health Care: Total \$	\$186,567,722
Average Spent	\$3,846.44
Spending Potential Index	54
HH Furnishings & Equipment: Total \$	\$59,838,049
Average Spent	\$1,233.67
Spending Potential Index	48
Personal Care Products & Services: Total \$	\$22,651,829
Average Spent	\$467.01
Spending Potential Index	46
Shelter: Total \$	\$465,345,187
Average Spent	\$9,593.95
Spending Potential Index	42
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$66,951,608
Average Spent	\$1,380.33
Spending Potential Index	51
Travel: Total \$	\$56,999,802
Average Spent	\$1,175.16
Spending Potential Index	41
Vehicle Maintenance & Repairs: Total \$	\$33,555,131
Average Spent	\$691.80
Spending Potential Index	55

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.