



Demographic & Income Profile

SUMMARY	CENSUS 2010	2017	2021
Population	9,976	11,109	11,675
Households	6,569	7,263	7,674
Families	1,043	1,149	1,209
Average Household Size	1.46	1.47	1.47
Owner Occupied Housing Units	745	731	776
Renter Occupied Housing Units	5,824	6,532	6,898
Median Age	31.5	31.9	32.6

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	1.00%	0.84%	0.84%
Households	1.11%	0.75%	0.79%
Families	1.02%	0.68%	0.72%
Owner HHs	1.20%	0.77%	0.73%
Median Household Income	-1.19%	1.96%	1.89%

HOUSEHOLDS BY INCOME	2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	1,500	20.7%	1,843	24.0%
\$15,000 - \$24,999	668	9.2%	661	8.6%
\$25,000 - \$34,999	668	9.2%	652	8.5%
\$35,000 - \$49,999	1,130	15.6%	1,252	16.3%
\$50,000 - \$74,999	1,324	18.2%	1,010	13.2%
\$75,000 - \$99,999	610	8.4%	651	8.5%
\$100,000 - \$149,999	700	9.6%	789	10.3%

HOUSEHOLDS BY INCOME	2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$150,000 - \$199,999	358	4.9%	440	5.7%
\$200,000+	305	4.2%	377	4.9%
Median Household Income	\$44,481		\$41,891	
Average Household Income	\$63,912		\$67,277	
Per Capita Income	\$43,168		\$45,602	

POPULATION BY AGE	CENSUS 2010		2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	243	2.4%	257	2.3%	274	2.3%
5 - 9	144	1.4%	157	1.4%	166	1.4%
10 - 14	102	1.0%	108	1.0%	118	1.0%
15 - 19	321	3.2%	318	2.9%	299	2.6%
20 - 24	1,633	16.4%	1,717	15.5%	1,452	12.4%
25 - 34	3,458	34.7%	3,955	35.6%	4,404	37.7%
35 - 44	1,190	11.9%	1,289	11.6%	1,458	12.5%
45 - 54	987	9.9%	996	9.0%	937	8.0%
55 - 64	802	8.0%	959	8.6%	993	8.5%
65 - 74	625	6.3%	825	7.4%	944	8.1%
75 - 84	333	3.3%	367	3.3%	460	3.9%
85+	136	1.4%	161	1.4%	172	1.5%

Market Profile

HOUSING UNIT SUMMARY	2010	2017	2021
Housing Units	7,651	7,928	7,996
Owner Occupied Housing Units	9.7%	9.2%	9.7%
Renter Occupied Housing Units	76.1%	82.4%	86.3%
Vacant Housing Units	14.1%	8.4%	4.0%
Median Home Value		\$225,517	\$261,957
Per Capita Income		\$43,168	\$45,602
Median Age	31.5	31.9	32.6
OWNER OCCUPIED HOUSING UNITS BY VALUE	2017	2021	
Total	731	776	
<\$50,000	4.4%	4.0%	
\$50,000 - \$99,999	5.5%	6.2%	
\$100,000 - \$149,999	9.0%	8.6%	
\$150,000 - \$199,999	21.1%	13.9%	
\$200,000 - \$249,999	19.8%	15.1%	
\$250,000 - \$299,999	11.1%	8.9%	
\$300,000 - \$399,999	10.7%	18.2%	
\$400,000 - \$499,999	7.7%	10.1%	
\$500,000 - \$749,999	6.7%	9.5%	
\$750,000 - \$999,999	1.5%	2.1%	
\$1,000,000 +	2.7%	3.4%	
Average Home Value		\$289,139	\$327,935

POPULATION BY SEX	2010	2017	2021
Males	4,888	5,480	5,769
Females	5,088	5,629	5,906

POPULATION 15+ BY MARITAL STATUS 2017

Total	10,587
Never Married	69.0%
Married	19.1%
Widowed	4.4%
Divorced	7.5%

CIVILIAN POPULATION 16+ IN LABOR FORCE 2017

Civilian Employed	95.6%
Civilian Unemployed	4.4%

EMPLOYED POPULATION 16+ BY INDUSTRY 2017

Total	6,967
Agriculture/Mining	0.3%
Construction	1.3%
Manufacturing	3.0%
Wholesale Trade	0.7%
Retail Trade	3.9%
Transportation/Utilities	2.4%
Information	3.2%
Finance/Insurance/Real Estate	3.0%
Services	73.0%
Public Administration	9.2%

EMPLOYED POPULATION 16+ BY OCCUPATION

2017

Total	6,967
White Collar	79.7%
Management/Business/Financial	13.0%
Professional	52.0%
Sales	6.2%
Administrative Support	8.5%
Services	17.4%
Blue Collar	2.9%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	0.2%
Installation/Maintenance/Repair	0.1%
Production	1.3%
Transportation/Material Moving	1.3%

HOUSEHOLDS BY TYPE

Total	6,569	100%
Households with 1 Person	4,365	66.4%
Households with 2+ People	2,204	33.6%
Family Households	1,043	15.9%
Husband-wife Families	619	9.4%
With Own Children	104	1.6%
Other Family (No Spouse Present)	424	6.5%
With Own Children	202	3.1%
Nonfamily Households	1,161	17.7%
All Households with Children	357	5.4%
Multigenerational Households	36	0.5%
Unmarried Partner Households	575	8.7%
Male-female	436	6.6%
Same-sex	139	2.1%

HOUSEHOLDS BY TYPE

Average Household Size

1.46

FAMILY HOUSEHOLDS BY SIZE

Total	6,569
1 Person	66.4%
2 People	26.4%
3 People	4.4%
4 People	1.8%
5 People	0.6%
6 People	0.3%
7+ People	0.1%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	8,550
Less than 9th Grade	2.8%
9th - 12th Grade, No Diploma	5.8%
High School Graduate	9.5%
GED/Alternative Credential	3.3%
Some College, No Degree	13.3%
Associate Degree	3.7%
Bachelor's Degree	29.6%
Graduate/Professional Degree	32.1%

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Metro Renters (3B)	72.0%	Population	11,109	11,675
2. College Towns (14B)	15.1%	Households	7,263	7,674
3. Young and Restless (11B)	8.7%	Families	1,149	1,209
4. City Commons (11E)	4.2%	Median Age	31.9	32.6
5. Exurbanites (1E)	0.0%	Median Household Income	\$44,481	\$41,891

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	92	\$1,859.83	\$13,507,958
Men's	94	\$377.65	\$2,742,891
Women's	90	\$617.14	\$4,482,277
Children's	98	\$315.06	\$2,288,299
Footwear	91	\$391.35	\$2,842,378
Watches & Jewelry	89	\$92.40	\$671,120
Apparel Products and Services (1)	92	\$66.23	\$480,993
Computer			
Computers and Hardware for Home Use	97	\$167.76	\$1,218,465
Portable Memory	97	\$4.57	\$33,189
Computer Software	100	\$12.89	\$93,602
Computer Accessories	81	\$14.33	\$104,053
Entertainment & Recreation	81	\$2,366.54	\$17,188,170
Fees and Admissions	80	\$459.74	\$3,339,100
Membership Fees for Clubs (2)	79	\$151.40	\$1,099,602
Fees for Participant Sports, excl. Trips	74	\$65.84	\$478,167
Tickets to Theatre/Operas/Concerts	81	\$42.94	\$311,896

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	94	\$62.48	\$453,766
Admission to Sporting Events, excl. Trips	90	\$47.72	\$346,615
Fees for Recreational Lessons	72	\$88.28	\$641,200
Dating Services	157	\$1.08	\$7,855
TV/Video/Audio	87	\$1,044.35	\$7,585,110
Cable and Satellite Television Services	84	\$753.10	\$5,469,751
Televisions	93	\$102.40	\$743,719
Satellite Dishes	63	\$0.92	\$6,708
VCRs, Video Cameras, and DVD Players	97	\$7.88	\$57,212
Miscellaneous Video Equipment	93	\$7.17	\$52,093
Video Cassettes and DVDs	100	\$18.40	\$133,638
Video Game Hardware/Accessories	114	\$29.20	\$212,091
Video Game Software	119	\$16.35	\$118,783
Streaming/Downloaded Video	106	\$19.27	\$139,966
Rental of Video Cassettes and DVDs	99	\$16.23	\$117,892
Installation of Televisions	62	\$0.57	\$4,107
Audio (3)	84	\$68.83	\$499,894
Rental of TV/VCR/Radio/Sound Equipment	136	\$1.78	\$12,922
Repair of TV/Radio/Sound Equipment	86	\$2.25	\$16,334
Pets	73	\$393.61	\$2,858,814
Toys/Games/Crafts/Hobbies (4)	87	\$98.95	\$718,703
Recreational Vehicles and Fees (5)	61	\$65.88	\$478,490
Sports/Recreation/Exercise Equipment (6)	83	\$137.05	\$995,367
Photo Equipment and Supplies (7)	88	\$48.63	\$353,226
Reading (8)	77	\$100.83	\$732,345
Live Entertainment for Catered Affairs	61	\$6.53	\$47,459
Rental of Party Supplies for Catered Affairs	73	\$10.95	\$79,556
Food	90	\$7,244.71	\$52,618,323
Food at Home	88	\$4,378.38	\$31,800,190

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	87	\$586.69	\$4,261,100
Meats, Poultry, Fish, and Eggs	88	\$976.59	\$7,092,966
Dairy Products	87	\$459.07	\$3,334,236
Fruits and Vegetables	88	\$844.70	\$6,135,056
Snacks and Other Food at Home (10)	88	\$1,511.34	\$10,976,833
Food Away from Home	93	\$2,866.33	\$20,818,133
Alcoholic Beverages	97	\$495.32	\$3,597,542
Financial			
Value of Stocks/Bonds/Mutual funds	65	\$4,852.97	\$35,247,147
Value of Retirement Plans	52	\$13,573.13	\$98,581,671
Value of Other Financial Assets	82	\$922.96	\$6,703,423
Vehicle Loan Amount excluding Interest	90	\$2,181.68	\$15,845,562
Value of Credit Card Debt	77	\$439.76	\$3,193,976
Health			
Nonprescription Drugs	78	\$96.94	\$704,104
Prescription Drugs	66	\$277.90	\$2,018,382
Eyeglasses and Contact Lenses	73	\$65.10	\$472,789
Home			
Mortgage Payment and Basics (11)	56	\$4,812.82	\$34,955,546
Maintenance and Remodeling Services	52	\$913.68	\$6,636,090
Maintenance and Remodeling Materials (12)	52	\$187.08	\$1,358,748
Utilities, Fuel, and Public Services	80	\$3,891.08	\$28,260,899
Household Furnishings and Equipment			
Household Textiles (13)	84	\$73.47	\$533,595
Furniture	91	\$445.16	\$3,233,210
Rugs	73	\$17.86	\$129,685
Major Appliances (14)	67	\$188.43	\$1,368,567
Housewares (15)	87	\$72.59	\$527,204
Small Appliances	87	\$41.06	\$298,207

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	82	\$7.55	\$54,801
Telephones and Accessories	100	\$71.23	\$517,321
Household Operations			
Child Care	99	\$417.19	\$3,030,060
Lawn and Garden (16)	56	\$228.91	\$1,662,559
Moving/Storage/Freight Express	107	\$67.98	\$493,721
Housekeeping Supplies (17)	82	\$578.63	\$4,202,554
Insurance			
Owners and Renters Insurance	56	\$258.59	\$1,878,122
Vehicle Insurance	83	\$933.89	\$6,782,820
Life/Other Insurance	60	\$249.57	\$1,812,663
Health Insurance	72	\$2,437.60	\$17,704,299
Personal Care Products (18)	88	\$380.77	\$2,765,517
School Books & Supplies for College	111	\$70.08	\$508,955
School Books & Supplies for Elementary/High School	79	\$16.17	\$117,420
School Books & Supplies for Vocational/Technical School	111	\$1.45	\$10,554
School Books & Supplies for Preschool/Other Schools	84	\$2.01	\$14,616
Other School Supplies	83	\$63.42	\$460,606
Smoking Products	92	\$377.57	\$2,742,266
Transportation			
Payments on Vehicles excluding Leases	82	\$1,711.38	\$12,429,753
Gasoline and Motor Oil	84	\$2,588.87	\$18,802,960
Vehicle Maintenance and Repairs	81	\$839.27	\$6,095,637
Travel			
Airline Fares	80	\$364.71	\$2,648,858
Lodging on Trips	70	\$323.81	\$2,351,840
Auto/Truck Rental on Trips	74	\$17.80	\$129,283
Food and Drink on Trips	75	\$327.01	\$2,375,053
Financial			

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Personal Care Products (18)	88	\$380.77	\$2,765,517
School Books & Supplies for College	111	\$70.08	\$508,955
School Books & Supplies for Elementary/High School	79	\$16.17	\$117,420
School Books & Supplies for Vocational/Technical School	111	\$1.45	\$10,554
School Books & Supplies for Preschool/Other Schools	84	\$2.01	\$14,616
Other School Supplies	83	\$63.42	\$460,606
Smoking Products	92	\$377.57	\$2,742,266
Transportation			
Payments on Vehicles excluding Leases	82	\$1,711.38	\$12,429,753
Gasoline and Motor Oil	84	\$2,588.87	\$18,802,960
Vehicle Maintenance and Repairs	81	\$839.27	\$6,095,637
Travel			
Airline Fares	80	\$364.71	\$2,648,858
Lodging on Trips	70	\$323.81	\$2,351,840
Auto/Truck Rental on Trips	74	\$17.80	\$129,283
Food and Drink on Trips	75	\$327.01	\$2,375,053

Source: demographic data provided by esri & business data provided by Infogroup, Inc. All rights reserved.