



Demographic & Income Profile

SUMMARY	CENSUS 2010	2017	2021
Population	5,559	6,170	6,484
Households	2,883	3,233	3,421
Families	738	820	864
Average Household Size	1.68	1.69	1.69
Owner Occupied Housing Units	736	736	789
Renter Occupied Housing Units	2,147	2,497	2,632
Median Age	33.0	33.3	33.8

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	1.00%	0.84%	0.84%
Households	1.14%	0.75%	0.79%
Families	1.05%	0.68%	0.72%
Owner HHs	1.40%	0.77%	0.73%
Median Household Income	-0.68%	1.96%	1.89%

HOUSEHOLDS BY INCOME	2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	1,067	33.0%	1,212	35.4%
\$15,000 - \$24,999	448	13.9%	419	12.3%
\$25,000 - \$34,999	299	9.2%	333	9.7%
\$35,000 - \$49,999	296	9.2%	341	10.0%
\$50,000 - \$74,999	282	8.7%	184	5.4%
\$75,000 - \$99,999	183	5.7%	180	5.3%
\$100,000 - \$149,999	340	10.5%	373	10.9%

HOUSEHOLDS BY INCOME	2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$150,000 - \$199,999	136	4.2%	167	4.9%
\$200,000+	183	5.7%	211	6.2%
Median Household Income	\$27,843		\$26,914	
Average Household Income	\$61,412		\$64,394	
Per Capita Income	\$34,831		\$36,486	

POPULATION BY AGE	CENSUS 2010		2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	191	3.4%	209	3.4%	224	3.5%
5 - 9	152	2.7%	153	2.5%	152	2.3%
10 - 14	126	2.3%	141	2.3%	138	2.1%
15 - 19	685	12.3%	651	10.5%	646	10.0%
20 - 24	953	17.1%	893	14.5%	801	12.4%
25 - 34	804	14.5%	1,194	19.3%	1,429	22.0%
35 - 44	544	9.8%	556	9.0%	612	9.4%
45 - 54	640	11.5%	636	10.3%	579	8.9%
55 - 64	572	10.3%	644	10.4%	662	10.2%
65 - 74	491	8.8%	628	10.2%	710	10.9%
75 - 84	289	5.2%	333	5.4%	385	5.9%
85+	113	2.0%	136	2.2%	147	2.3%

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Social Security Set (9F)	45.1%	Population	6,170	6,484
2. Laptops and Lattes (3A)	24.2%	Households	3,233	3,421
3. Metro Renters (3B)	22.7%	Families	820	864
4. City Commons (11E)	6.8%	Median Age	33.3	33.8
5. Modest Income Homes (12D)	1.1%	Median Household Income	\$27,843	\$26,914

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	85	\$1,715.04	\$5,544,723
Men's	86	\$346.92	\$1,121,577
Women's	84	\$578.37	\$1,869,883
Children's	85	\$273.28	\$883,507
Footwear	85	\$363.61	\$1,175,541
Watches & Jewelry	83	\$85.89	\$277,690
Apparel Products and Services (1)	93	\$66.97	\$216,525
Computer			
Computers and Hardware for Home Use	88	\$153.20	\$495,295
Portable Memory	88	\$4.15	\$13,411
Computer Software	89	\$11.49	\$37,158
Computer Accessories	78	\$13.79	\$44,568
Entertainment & Recreation	78	\$2,267.70	\$7,331,465
Fees and Admissions	77	\$446.16	\$1,442,435
Membership Fees for Clubs (2)	79	\$150.56	\$486,760
Fees for Participant Sports, excl. Trips	70	\$63.02	\$203,759
Tickets to Theatre/Operas/Concerts	82	\$43.16	\$139,552

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	85	\$56.68	\$183,243
Admission to Sporting Events, excl. Trips	83	\$44.35	\$143,396
Fees for Recreational Lessons	71	\$87.30	\$282,252
Dating Services	155	\$1.07	\$3,472
TV/Video/Audio	85	\$1,018.58	\$3,293,082
Cable and Satellite Television Services	84	\$755.33	\$2,441,968
Televisions	85	\$93.71	\$302,972
Satellite Dishes	59	\$0.86	\$2,785
VCRs, Video Cameras, and DVD Players	89	\$7.17	\$23,177
Miscellaneous Video Equipment	86	\$6.65	\$21,508
Video Cassettes and DVDs	91	\$16.78	\$54,251
Video Game Hardware/Accessories	96	\$24.71	\$79,874
Video Game Software	98	\$13.57	\$43,859
Streaming/Downloaded Video	91	\$16.59	\$53,638
Rental of Video Cassettes and DVDs	87	\$14.13	\$45,696
Installation of Televisions	59	\$0.54	\$1,738
Audio (3)	79	\$64.58	\$208,802
Rental of TV/VCR/Radio/Sound Equipment	131	\$1.72	\$5,550
Repair of TV/Radio/Sound Equipment	86	\$2.25	\$7,265
Pets	70	\$374.63	\$1,211,166
Toys/Games/Crafts/Hobbies (4)	79	\$89.84	\$290,465
Recreational Vehicles and Fees (5)	55	\$58.90	\$190,412
Sports/Recreation/Exercise Equipment (6)	72	\$119.14	\$385,179
Photo Equipment and Supplies (7)	79	\$43.67	\$141,194
Reading (8)	76	\$100.02	\$323,366
Live Entertainment for Catered Affairs	58	\$6.21	\$20,093
Rental of Party Supplies for Catered Affairs	70	\$10.54	\$34,073
Food	85	\$6,841.68	\$22,119,164
Food at Home	85	\$4,219.88	\$13,642,862

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	85	\$570.84	\$1,845,523
Meats, Poultry, Fish, and Eggs	85	\$942.11	\$3,045,844
Dairy Products	84	\$447.53	\$1,446,879
Fruits and Vegetables	86	\$824.87	\$2,666,790
Snacks and Other Food at Home (10)	84	\$1,434.53	\$4,637,826
Food Away from Home	85	\$2,621.81	\$8,476,302
Alcoholic Beverages	89	\$455.26	\$1,471,860
Financial			
Value of Stocks/Bonds/Mutual funds	65	\$4,852.13	\$15,686,928
Value of Retirement Plans	57	\$15,054.38	\$48,670,806
Value of Other Financial Assets	74	\$837.52	\$2,707,700
Vehicle Loan Amount excluding Interest	76	\$1,848.59	\$5,976,500
Value of Credit Card Debt	78	\$448.66	\$1,450,531
Health			
Nonprescription Drugs	78	\$96.98	\$313,527
Prescription Drugs	71	\$296.60	\$958,918
Eyeglasses and Contact Lenses	75	\$66.66	\$215,511
Home			
Mortgage Payment and Basics (11)	56	\$4,800.74	\$15,520,782
Maintenance and Remodeling Services	54	\$948.55	\$3,066,647
Maintenance and Remodeling Materials (12)	48	\$173.73	\$561,671
Utilities, Fuel, and Public Services	78	\$3,796.16	\$12,272,994
Household Furnishings and Equipment			
Household Textiles (13)	82	\$71.40	\$230,826
Furniture	84	\$411.09	\$1,329,049
Rugs	73	\$17.92	\$57,927
Major Appliances (14)	64	\$180.46	\$583,421
Housewares (15)	81	\$67.69	\$218,857
Small Appliances	84	\$39.80	\$128,670

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	77	\$7.10	\$22,968
Telephones and Accessories	93	\$66.40	\$214,680
Household Operations			
Child Care	88	\$371.16	\$1,199,947
Lawn and Garden (16)	57	\$232.43	\$751,440
Moving/Storage/Freight Express	100	\$63.61	\$205,656
Housekeeping Supplies (17)	80	\$563.68	\$1,822,386
Insurance			
Owners and Renters Insurance	56	\$261.01	\$843,859
Vehicle Insurance	79	\$883.70	\$2,857,000
Life/Other Insurance	64	\$263.64	\$852,363
Health Insurance	73	\$2,469.00	\$7,982,292
Personal Care Products (18)	84	\$363.77	\$1,176,063
School Books & Supplies for College	96	\$60.64	\$196,054
School Books & Supplies for Elementary/High School	72	\$14.77	\$47,740
School Books & Supplies for Vocational/Technical School	89	\$1.16	\$3,755
School Books & Supplies for Preschool/Other Schools	72	\$1.71	\$5,542
Other School Supplies	75	\$57.16	\$184,809
Smoking Products	90	\$369.45	\$1,194,442
Transportation			
Payments on Vehicles excluding Leases	71	\$1,486.62	\$4,806,230
Gasoline and Motor Oil	76	\$2,344.86	\$7,580,921
Vehicle Maintenance and Repairs	76	\$790.93	\$2,557,091
Travel			
Airline Fares	78	\$358.03	\$1,157,503
Lodging on Trips	69	\$317.90	\$1,027,768
Auto/Truck Rental on Trips	70	\$16.91	\$54,675
Food and Drink on Trips	72	\$314.70	\$1,017,425
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