



Demographic & Income Profile

SUMMARY	CENSUS 2010	2017	2022
Population	8,510	9,792	10,260
Households	5,814	6,709	7,018
Families	753	863	898
Average Household Size	1.40	1.40	1.41
Owner Occupied Housing Units	655	680	711
Renter Occupied Housing Units	5,159	6,029	6,307
Median Age	31.3	32.1	32.9

TRENDS: 2017 - 2022 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.94%	0.76%	0.83%
Households	0.90%	0.68%	0.79%
Families	0.80%	0.62%	0.71%
Owner HHs	0.90%	0.71%	0.72%
Median Household Income	2.81%	1.70%	2.12%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	1,198	17.9%	1,158	16.5%
\$15,000 - \$24,999	572	8.5%	473	6.7%
\$25,000 - \$34,999	595	8.9%	508	7.2%
\$35,000 - \$49,999	912	13.6%	760	10.8%
\$50,000 - \$74,999	1,429	21.3%	1,404	20.0%
\$75,000 - \$99,999	665	9.9%	766	10.9%
\$100,000 - \$149,999	657	9.8%	923	13.2%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
\$150,000 - \$199,999	386	5.8%	604	8.6%
\$200,000+	296	4.4%	423	6.0%
Median Household Income	\$50,873		\$58,445	
Average Household Income	\$68,532		\$84,595	
Per Capita Income	\$47,779		\$58,675	

POPULATION BY AGE	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	131	1.5%	138	1.4%	146	1.4%
5 - 9	62	0.7%	70	0.7%	71	0.7%
10 - 14	32	0.4%	37	0.4%	45	0.4%
15 - 19	220	2.6%	223	2.3%	219	2.1%
20 - 24	1,498	17.6%	1,527	15.6%	1,353	13.2%
25 - 34	3,185	37.4%	3,755	38.4%	3,995	38.9%
35 - 44	1,004	11.8%	1,125	11.5%	1,288	12.6%
45 - 54	776	9.1%	814	8.3%	797	7.8%
55 - 64	628	7.4%	787	8.0%	802	7.8%
65 - 74	541	6.4%	787	8.0%	902	8.8%
75 - 84	311	3.7%	367	3.7%	474	4.6%
85+	122	1.4%	161	1.6%	168	1.6%

Market Profile

HOUSING UNIT SUMMARY	2010	2017	2022
Housing Units	6,796	7,316	7,555
Owner Occupied Housing Units	9.6%	9.3%	9.4%
Renter Occupied Housing Units	75.9%	82.4%	83.5%
Vacant Housing Units	14.4%	8.3%	7.1%
Median Home Value		\$245,155	\$290,000
Per Capita Income		\$47,779	\$58,675
Median Age	31.3	32.1	32.9
OWNER OCCUPIED HOUSING UNITS BY VALUE	2017	2022	
Total	680	711	
<\$50,000	2.1%	0.8%	
\$50,000 - \$99,999	3.1%	1.8%	
\$100,000 - \$149,999	9.1%	7.2%	
\$150,000 - \$199,999	18.7%	15.2%	
\$200,000 - \$249,999	19.0%	15.9%	
\$250,000 - \$299,999	11.5%	11.3%	
\$300,000 - \$399,999	14.0%	17.3%	
\$400,000 - \$499,999	10.1%	13.6%	
\$500,000 - \$749,999	8.8%	12.0%	
\$750,000 - \$999,999	1.0%	1.4%	
\$1,000,000 +	2.8%	3.4%	
Average Home Value	\$314,317	\$355,493	

POPULATION BY SEX	2010	2017	2022
Males	4,256	4,934	5,171
Females	4,254	4,858	5,089

POPULATION 15+ BY MARITAL STATUS 2017

Total	9,547
Never Married	68.6%
Married	22.3%
Widowed	3.6%
Divorced	5.5%

CIVILIAN POPULATION 16+ IN LABOR FORCE 2017

Civilian Employed	95.9%
Civilian Unemployed	4.1%

EMPLOYED POPULATION 16+ BY INDUSTRY 2017

Total	6,513
Agriculture/Mining	0.3%
Construction	1.5%
Manufacturing	3.6%
Wholesale Trade	0.9%
Retail Trade	3.1%
Transportation/Utilities	2.4%
Information	3.2%
Finance/Insurance/Real Estate	2.3%
Services	73.5%
Public Administration	9.2%

EMPLOYED POPULATION 16+ BY OCCUPATION

2017

Total	6,513
White Collar	79.6%
Management/Business/Financial	13.1%
Professional	53.0%
Sales	6.3%
Administrative Support	7.2%
Services	17.9%
Blue Collar	2.5%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	0.2%
Installation/Maintenance/Repair	0.0%
Production	1.3%
Transportation/Material Moving	1.0%

HOUSEHOLDS BY TYPE

Total	5,814	100%
Households with 1 Person	3,981	68.5%
Households with 2+ People	1,833	31.5%
Family Households	753	13.0%
Husband-wife Families	535	9.2%
With Own Children	81	1.4%
Other Family (No Spouse Present)	218	3.7%
With Own Children	67	1.2%
Nonfamily Households	1,080	18.5%
All Households with Children	177	3.0%
Multigenerational Households	10	0.2%
Unmarried Partner Households	520	8.9%
Male-female	390	6.7%
Same-sex	130	2.2%

HOUSEHOLDS BY TYPE

Average Household Size

1.40

FAMILY HOUSEHOLDS BY SIZE

Total	5,814
1 Person	68.5%
2 People	26.2%
3 People	3.6%
4 People	1.3%
5 People	0.3%
6 People	0.1%
7+ People	0.0%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	7,795
Less than 9th Grade	3.5%
9th - 12th Grade, No Diploma	2.8%
High School Graduate	7.2%
GED/Alternative Credential	2.2%
Some College, No Degree	13.5%
Associate Degree	3.7%
Bachelor's Degree	31.2%
Graduate/Professional Degree	35.8%

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2017	2022
1. Metro Renters (3B)	83.6%	Population	9,792	10,260
2. College Towns (14B)	16.4%	Households	6,709	7,018
3. Boomburbs (1C)	0.0%	Families	863	898
4. Savvy Suburbanites (1D)	0.0%	Median Age	32.1	32.9
5. Exurbanites (1E)	0.0%	Median Household Income	\$50,873	\$58,445

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	92	\$1,979.70	\$13,281,786
Men's	93	\$392.33	\$2,632,129
Women's	89	\$661.02	\$4,434,781
Children's	97	\$323.31	\$2,169,056
Footwear	90	\$417.94	\$2,803,967
Watches & Jewelry	94	\$112.09	\$752,039
Apparel Products and Services (1)	89	\$73.01	\$489,815
Computer			
Computers and Hardware for Home Use	96	\$166.54	\$1,117,288
Portable Memory	104	\$5.52	\$37,002
Computer Software	103	\$11.89	\$79,737
Computer Accessories	88	\$15.93	\$106,860
Entertainment & Recreation	83	\$2,586.16	\$17,350,548
Fees and Admissions	82	\$523.97	\$3,515,287
Membership Fees for Clubs (2)	81	\$169.61	\$1,137,909
Fees for Participant Sports, excl. Trips	77	\$76.47	\$513,019
Tickets to Theatre/Operas/Concerts	86	\$50.98	\$342,048

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	96	\$74.25	\$498,158
Admission to Sporting Events, excl. Trips	93	\$51.79	\$347,449
Fees for Recreational Lessons	75	\$99.78	\$669,422
Dating Services	135	\$1.09	\$7,280
TV/Video/Audio	87	\$1,119.37	\$7,509,834
Cable and Satellite Television Services	84	\$800.26	\$5,368,961
Televisions	93	\$111.27	\$746,498
Satellite Dishes	79	\$1.15	\$7,740
VCRs, Video Cameras, and DVD Players	100	\$6.52	\$43,739
Miscellaneous Video Equipment	80	\$7.72	\$51,805
Video Cassettes and DVDs	100	\$15.20	\$101,962
Video Game Hardware/Accessories	113	\$33.05	\$221,744
Video Game Software	123	\$19.02	\$127,605
Streaming/Downloaded Video	110	\$28.23	\$189,365
Rental of Video Cassettes and DVDs	103	\$15.75	\$105,649
Installation of Televisions	62	\$0.55	\$3,678
Audio (3)	85	\$76.00	\$509,914
Rental of TV/VCR/Radio/Sound Equipment	159	\$2.18	\$14,627
Repair of TV/Radio/Sound Equipment	93	\$2.47	\$16,549
Pets	75	\$444.84	\$2,984,407
Toys/Games/Crafts/Hobbies (4)	90	\$108.69	\$729,203
Recreational Vehicles and Fees (5)	61	\$61.87	\$415,107
Sports/Recreation/Exercise Equipment (6)	89	\$151.99	\$1,019,718
Photo Equipment and Supplies (7)	96	\$53.39	\$358,182
Reading (8)	79	\$98.33	\$659,691
Live Entertainment for Catered Affairs	77	\$9.40	\$63,072
Rental of Party Supplies for Catered Affairs	79	\$14.32	\$96,047
Food	90	\$7,551.18	\$50,660,900
Food at Home	88	\$4,414.19	\$29,614,810

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	87	\$574.85	\$3,856,642
Meats, Poultry, Fish, and Eggs	87	\$993.83	\$6,667,627
Dairy Products	87	\$461.50	\$3,096,223
Fruits and Vegetables	88	\$861.76	\$5,781,534
Snacks and Other Food at Home (10)	88	\$1,522.25	\$10,212,783
Food Away from Home	94	\$3,136.99	\$21,046,090
Alcoholic Beverages	98	\$543.12	\$3,643,762
Financial			
Value of Stocks/Bonds/Mutual funds	63	\$3,896.45	\$26,141,294
Value of Retirement Plans	57	\$13,869.79	\$93,052,394
Value of Other Financial Assets	72	\$930.78	\$6,244,587
Vehicle Loan Amount excluding Interest	86	\$2,338.69	\$15,690,279
Value of Credit Card Debt	79	\$461.17	\$3,094,010
Health			
Nonprescription Drugs	78	\$99.22	\$665,667
Prescription Drugs	67	\$260.54	\$1,747,932
Eyeglasses and Contact Lenses	75	\$71.14	\$477,280
Home			
Mortgage Payment and Basics (11)	57	\$4,942.20	\$33,157,215
Maintenance and Remodeling Services	54	\$1,045.79	\$7,016,236
Maintenance and Remodeling Materials (12)	54	\$217.54	\$1,459,469
Utilities, Fuel, and Public Services	80	\$4,035.01	\$27,070,876
Household Furnishings and Equipment			
Household Textiles (13)	88	\$84.07	\$564,000
Furniture	92	\$524.41	\$3,518,249
Rugs	80	\$18.54	\$124,355
Major Appliances (14)	68	\$217.18	\$1,457,051
Housewares (15)	84	\$79.76	\$535,082
Small Appliances	91	\$43.95	\$294,854

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	88	\$10.44	\$70,043
Telephones and Accessories	99	\$68.65	\$460,586
Household Operations			
Child Care	101	\$485.05	\$3,254,216
Lawn and Garden (16)	60	\$250.84	\$1,682,869
Moving/Storage/Freight Express	119	\$76.20	\$511,244
Housekeeping Supplies (17)	82	\$584.53	\$3,921,592
Insurance			
Owners and Renters Insurance	58	\$298.35	\$2,001,609
Vehicle Insurance	85	\$994.79	\$6,674,053
Life/Other Insurance	61	\$262.02	\$1,757,891
Health Insurance	73	\$2,672.11	\$17,927,164
Personal Care Products (18)	89	\$416.65	\$2,795,336
School Books & Supplies for College	120	\$71.24	\$477,981
School Books & Supplies for Elementary/High School	81	\$16.11	\$108,115
School Books & Supplies for Vocational/Technical School	119	\$1.53	\$10,255
School Books & Supplies for Preschool/Other Schools	95	\$2.00	\$13,415
Other School Supplies	84	\$60.35	\$404,864
Smoking Products	92	\$385.00	\$2,582,992
Transportation			
Payments on Vehicles excluding Leases	85	\$1,899.89	\$12,746,351
Gasoline and Motor Oil	85	\$2,359.38	\$15,829,084
Vehicle Maintenance and Repairs	82	\$875.70	\$5,875,065
Travel			
Airline Fares	86	\$437.83	\$2,937,388
Lodging on Trips	76	\$397.00	\$2,663,456
Auto/Truck Rental on Trips	80	\$21.04	\$141,148
Food and Drink on Trips	79	\$389.37	\$2,612,301
Financial			

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Furniture	92	\$524.41	\$3,518,249
Rugs	80	\$18.54	\$124,355
Major Appliances (14)	68	\$217.18	\$1,457,051
Housewares (15)	84	\$79.76	\$535,082
Small Appliances	91	\$43.95	\$294,854
Luggage	88	\$10.44	\$70,043
Telephones and Accessories	99	\$68.65	\$460,586
Household Operations			
Child Care	101	\$485.05	\$3,254,216
Lawn and Garden (16)	60	\$250.84	\$1,682,869
Moving/Storage/Freight Express	119	\$76.20	\$511,244
Housekeeping Supplies (17)	82	\$584.53	\$3,921,592
Insurance			

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Vehicle Insurance	85	\$994.79	\$6,674,053
Life/Other Insurance	61	\$262.02	\$1,757,891
Health Insurance	73	\$2,672.11	\$17,927,164
Personal Care Products (18)	89	\$416.65	\$2,795,336
School Books & Supplies for College	120	\$71.24	\$477,981
School Books & Supplies for Elementary/High School	81	\$16.11	\$108,115
School Books & Supplies for Vocational/Technical School	119	\$1.53	\$10,255
School Books & Supplies for Preschool/Other Schools	95	\$2.00	\$13,415
Other School Supplies	84	\$60.35	\$404,864
Smoking Products	92	\$385.00	\$2,582,992
Transportation			
Payments on Vehicles excluding Leases	85	\$1,899.89	\$12,746,351
Gasoline and Motor Oil	85	\$2,359.38	\$15,829,084
Vehicle Maintenance and Repairs	82	\$875.70	\$5,875,065
Travel			
Airline Fares	86	\$437.83	\$2,937,388
Lodging on Trips	76	\$397.00	\$2,663,456
Auto/Truck Rental on Trips	80	\$21.04	\$141,148
Food and Drink on Trips	79	\$389.37	\$2,612,301

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