	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	24,149	155,823	447,800
2020 Total Population	26,910	169,108	493,717
2020 Group Quarters	211	1,505	4,942
2023 Total Population	26,818	170,416	500,017
2023 Group Quarters	211	1,505	4,942
2028 Total Population	27,346	173,817	512,354
2023-2028 Annual Rate	0.39%	0.40%	0.49%
2023 Total Daytime Population	23,068	153,101	504,792
Workers	11,049	77,018	281,243
Residents	12,019	76,083	223,549
Household Summary			
2010 Households	8,621	56,251	168,984
2010 Average Household Size	2.78	2.75	2.62
2020 Total Households	9,832	60,258	184,026
2020 Average Household Size	2.72	2.78	2.66
2023 Households	9,775	60,743	187,087
2023 Average Household Size	2.72	2.78	2.65
2028 Households	9,996	62,169	193,341
2028 Average Household Size	2.71	2.77	2.62
2023-2028 Annual Rate	0.45%	0.47%	0.66%
2010 Families	5,629	36,759	105,510
2010 Average Family Size	3.36	3.29	3.22
2023 Families	6,158	38,221	111,148
2023 Average Family Size	3.41	3.46	3.38
2028 Families	6,293	39,134	114,244
2028 Average Family Size	3.40	3.45	3.37
2023-2028 Annual Rate	0.43%	0.47%	0.55%
Housing Unit Summary			
2000 Housing Units	7,902	55,965	168,052
Owner Occupied Housing Units	68.3%	66.4%	58.0%
Renter Occupied Housing Units	29.5%	31.0%	38.9%
Vacant Housing Units	2.2%	2.6%	3.2%
2010 Housing Units	9,098	59,313	179,391
Owner Occupied Housing Units	63.5%	62.5%	55.5%
Renter Occupied Housing Units	31.3%	32.3%	38.7%
Vacant Housing Units	5.2%	5.2%	5.8%
2020 Housing Units	10,217	62,739	193,507
Vacant Housing Units	3.8%	4.0%	4.9%
2023 Housing Units	10,145	63,486	197,581
Owner Occupied Housing Units	59.7%	61.2%	53.6%
Renter Occupied Housing Units	36.7%	34.5%	41.1%
Vacant Housing Units	3.6%	4.3%	5.3%
2028 Housing Units	10,426	64,995	203,895
Owner Occupied Housing Units	58.7%	60.4%	52.7%
Renter Occupied Housing Units	37.2%	35.2%	42.1%
Vacant Housing Units	4.1%	4.3%	5.2%
Median Household Income			
2023	$104,679	$112,998	$106,139
2028	$115,555	$126,673	$118,472
Median Home Value			
2023	$490,499	$569,916	$600,338
2028	$515,013	$587,842	$624,065
Per Capita Income			
2023	$50,036	$57,913	$60,957
2028	$56,993	$65,355	$69,087
Median Age			
2010	36.0	37.5	37.5
2023	37.8	39.6	39.5
2028	38.0	40.5	40.3

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 01, 2023

	1 mile	3 mile	5 mile
2023 Households by Income			
Household Income Base	9,771	60,739	187,083
<$15,000	8.3%	5.6%	6.1%
$15,000 - $24,999	3.4%	4.0%	4.3%
$25,000 - $34,999	3.2%	3.6%	4.8%
$35,000 - $49,999	6.4%	6.8%	7.9%
$50,000 - $74,999	11.6%	10.7%	12.1%
$75,000 - $99,999	14.1%	12.8%	11.9%
$100,000 - $149,999	20.9%	18.9%	17.5%
$150,000 - $199,999	15.5%	14.3%	12.1%
$200,000+	16.6%	23.3%	23.4%
Average Household Income	$137,057	$161,991	$162,496
2028 Households by Income			
Household Income Base	9,992	62,165	193,337
<$15,000	7.1%	4.9%	5.3%
$15,000 - $24,999	2.8%	3.3%	3.5%
$25,000 - $34,999	2.6%	2.9%	4.0%
$35,000 - $49,999	5.3%	5.8%	6.9%
$50,000 - $74,999	10.6%	9.5%	11.0%
$75,000 - $99,999	13.2%	11.7%	11.1%
$100,000 - $149,999	20.5%	18.9%	17.6%
$150,000 - $199,999	18.2%	16.2%	13.7%
$200,000+	19.6%	26.8%	26.8%
Average Household Income	$155,572	$182,083	$182,677
2023 Owner Occupied Housing Units by Value			
Total	6,055	38,851	105,866
<$50,000	1.4%	1.0%	1.2%
$50,000 - $99,999	0.6%	0.4%	1.1%
$100,000 - $149,999	0.4%	0.5%	1.0%
$150,000 - $199,999	1.7%	1.1%	1.5%
$200,000 - $249,999	0.9%	1.6%	1.7%
$250,000 - $299,999	1.1%	1.9%	2.1%
$300,000 - $399,999	15.4%	13.0%	11.8%
$400,000 - $499,999	31.5%	19.1%	16.2%
$500,000 - $749,999	35.0%	40.5%	33.3%
$750,000 - $999,999	8.8%	12.4%	14.1%
$1,000,000 - $1,499,999	1.9%	5.4%	10.1%
$1,500,000 - $1,999,999	0.3%	1.6%	3.6%
$2,000,000 +	1.0%	1.4%	2.2%
Average Home Value	$552,329	$632,248	$700,399
2028 Owner Occupied Housing Units by Value			
Total	6,116	39,267	107,476
<$50,000	1.0%	0.8%	1.0%
$50,000 - $99,999	0.2%	0.2%	0.8%
$100,000 - $149,999	0.1%	0.3%	0.6%
$150,000 - $199,999	0.6%	0.5%	0.8%
$200,000 - $249,999	0.4%	1.0%	1.0%
$250,000 - $299,999	0.7%	1.5%	1.6%
$300,000 - $399,999	13.0%	11.4%	10.5%
$400,000 - $499,999	31.8%	19.4%	16.4%
$500,000 - $749,999	38.0%	42.6%	35.1%
$750,000 - $999,999	10.3%	13.0%	14.7%
$1,000,000 - $1,499,999	2.6%	6.0%	11.1%
$1,500,000 - $1,999,999	0.4%	1.9%	4.2%
$2,000,000 +	1.1%	1.5%	2.3%
Average Home Value	$583,554	$656,348	$732,351

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 mile	5 mile
2010 Population by Age			
Total	24,151	155,823	447,799
0 - 4	8.2%	7.1%	6.9%
5 - 9	6.6%	6.3%	6.1%
10 - 14	5.4%	5.8%	5.6%
15 - 24	11.4%	11.5%	11.6%
25 - 34	16.7%	15.4%	16.1%
35 - 44	16.2%	15.0%	14.7%
45 - 54	14.4%	14.5%	14.1%
55 - 64	11.4%	12.1%	11.8%
65 - 74	5.2%	6.3%	6.5%
75 - 84	3.0%	3.9%	4.4%
85 +	1.4%	2.0%	2.3%
18 +	76.2%	77.1%	77.9%
2023 Population by Age			
Total	26,819	170,418	500,017
0 - 4	6.5%	5.8%	5.6%
5 - 9	6.8%	6.3%	6.0%
10 - 14	7.3%	6.9%	6.4%
15 - 24	11.4%	10.9%	11.0%
25 - 34	13.5%	13.3%	14.1%
35 - 44	15.3%	14.7%	14.8%
45 - 54	13.2%	12.7%	12.2%
55 - 64	11.5%	12.3%	11.9%
65 - 74	8.9%	10.1%	10.1%
75 - 84	3.9%	4.9%	5.4%
85 +	1.6%	2.1%	2.5%
18 +	75.7%	77.5%	78.5%
2028 Population by Age			
Total	27,346	173,818	512,353
0 - 4	6.7%	5.8%	5.6%
5 - 9	6.2%	5.8%	5.6%
10 - 14	6.3%	6.1%	5.8%
15 - 24	12.0%	11.5%	11.3%
25 - 34	14.6%	12.8%	13.8%
35 - 44	14.2%	14.5%	14.7%
45 - 54	13.3%	13.1%	12.6%
55 - 64	10.9%	11.4%	11.0%
65 - 74	9.1%	10.3%	10.2%
75 - 84	5.0%	6.2%	6.6%
85 +	1.7%	2.4%	2.8%
18 +	77.1%	78.6%	79.5%
2010 Population by Sex			
Males	11,786	75,399	216,181
Females	12,363	80,425	231,619
2023 Population by Sex			
Males	13,180	83,659	244,511
Females	13,638	86,757	255,506
2028 Population by Sex			
Males	13,404	85,450	250,199
Females	13,942	88,367	262,155

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
Total	24,149	155,823	447,799
White Alone	50.3%	56.1%	52.4%
Black Alone	19.7%	17.5%	21.7%
American Indian Alone	0.8%	0.5%	0.6%
Asian Alone	11.5%	9.5%	9.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	12.8%	11.8%	11.2%
Two or More Races	4.8%	4.5%	4.3%
Hispanic Origin	27.4%	24.8%	23.5%
Diversity Index	80.5	76.8	77.8
2020 Population by Race/Ethnicity			
Total	26,910	169,108	493,717
White Alone	37.2%	42.9%	39.8%
Black Alone	21.1%	18.3%	21.6%
American Indian Alone	1.0%	0.9%	1.0%
Asian Alone	10.7%	9.5%	10.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	16.9%	15.8%	15.4%
Two or More Races	13.0%	12.5%	12.0%
Hispanic Origin	29.6%	27.3%	26.3%
Diversity Index	86.0	83.9	84.5
2023 Population by Race/Ethnicity			
Total	26,818	170,415	500,017
White Alone	35.2%	40.8%	38.4%
Black Alone	21.2%	18.8%	21.8%
American Indian Alone	1.1%	0.9%	1.0%
Asian Alone	10.8%	9.7%	10.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	18.1%	16.7%	16.1%
Two or More Races	13.4%	13.0%	12.3%
Hispanic Origin	31.7%	28.9%	27.6%
Diversity Index	86.9	84.9	85.2
2028 Population by Race/Ethnicity			
Total	27,346	173,817	512,355
White Alone	31.8%	37.5%	35.8%
Black Alone	21.5%	19.5%	22.1%
American Indian Alone	1.3%	1.0%	1.1%
Asian Alone	10.9%	9.9%	10.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	20.4%	18.4%	17.3%
Two or More Races	14.1%	13.7%	13.0%
Hispanic Origin	34.8%	31.4%	29.4%
Diversity Index	87.9	86.3	86.3
2010 Population by Relationship and Household Type			
Total	24,149	155,823	447,800
In Households	99.1%	99.1%	98.8%
In Family Households	82.6%	82.0%	80.0%
Householder	23.3%	23.6%	23.6%
Spouse	17.0%	17.8%	17.3%
Child	29.9%	29.3%	28.2%
Other relative	8.0%	7.0%	6.7%
Nonrelative	4.4%	4.3%	4.2%
In Nonfamily Households	16.5%	17.1%	18.8%
In Group Quarters	0.9%	0.9%	1.2%
Institutionalized Population	0.8%	0.6%	0.7%
Noninstitutionalized Population	0.1%	0.3%	0.5%

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 mile	5 mile
2023 Population 25+ by Educational Attainment			
Total	18,229	119,631	355,091
Less than 9th Grade	3.8%	5.6%	6.9%
9th - 12th Grade, No Diploma	4.8%	4.1%	4.3%
High School Graduate	12.9%	13.2%	12.7%
GED/Alternative Credential	1.0%	1.4%	1.4%
Some College, No Degree	15.4%	11.5%	10.5%
Associate Degree	3.9%	5.2%	5.4%
Bachelor's Degree	27.7%	27.7%	25.9%
Graduate/Professional Degree	30.5%	31.4%	32.9%
2023 Population 15+ by Marital Status			
Total	21,278	138,203	409,999
Never Married	37.7%	34.9%	36.3%
Married	51.1%	52.7%	50.6%
Widowed	3.4%	4.0%	4.8%
Divorced	7.7%	8.4%	8.4%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	15,341	98,254	288,540
Population 16+ Employed	96.2%	96.9%	96.7%
Population 16+ Unemployment rate	3.8%	3.1%	3.3%
Population 16-24 Employed	10.4%	9.5%	9.5%
Population 16-24 Unemployment rate	10.6%	8.8%	8.4%
Population 25-54 Employed	66.5%	64.3%	64.3%
Population 25-54 Unemployment rate	3.1%	2.4%	2.7%
Population 55-64 Employed	14.3%	16.2%	16.2%
Population 55-64 Unemployment rate	1.7%	2.9%	3.4%
Population 65+ Employed	8.8%	10.0%	10.0%
Population 65+ Unemployment rate	3.4%	2.4%	2.4%
2023 Employed Population 16+ by Industry			
Total	14,764	95,175	278,956
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	7.2%	6.6%	7.8%
Manufacturing	2.1%	2.3%	2.2%
Wholesale Trade	1.0%	0.8%	0.8%
Retail Trade	7.6%	6.7%	6.4%
Transportation/Utilities	2.5%	3.7%	3.5%
Information	1.5%	2.6%	2.4%
Finance/Insurance/Real Estate	4.9%	5.4%	5.4%
Services	59.9%	59.3%	59.4%
Public Administration	13.2%	12.6%	11.8%
2023 Employed Population 16+ by Occupation			
Total	14,765	95,175	278,957
White Collar	73.2%	73.9%	71.9%
Management/Business/Financial	21.5%	21.5%	21.6%
Professional	38.2%	38.3%	37.4%
Sales	6.2%	6.1%	5.6%
Administrative Support	7.3%	8.0%	7.3%
Services	16.1%	14.5%	14.8%
Blue Collar	10.6%	11.6%	13.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	5.0%	4.5%	5.6%
Installation/Maintenance/Repair	0.9%	1.6%	1.6%
Production	1.5%	1.5%	1.6%
Transportation/Material Moving	3.2%	4.0%	4.4%

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	1 mile	3 mile	5 mile
2010 Households by Type			
Total	8,620	56,250	168,982
Households with 1 Person	27.0%	26.3%	29.4%
Households with 2+ People	73.0%	73.7%	70.6%
Family Households	65.3%	65.3%	62.4%
Husband-wife Families	47.6%	49.3%	45.8%
With Related Children	25.1%	24.6%	22.3%
Other Family (No Spouse Present)	17.7%	16.0%	16.6%
Other Family with Male Householder	4.7%	4.3%	4.6%
With Related Children	2.5%	2.1%	2.3%
Other Family with Female Householder	13.0%	11.7%	12.0%
With Related Children	7.9%	6.6%	6.9%
Nonfamily Households	7.7%	8.3%	8.2%
All Households with Children	36.0%	33.9%	32.0%
Multigenerational Households	5.1%	4.6%	4.0%
Unmarried Partner Households	5.5%	5.4%	5.5%
Male-female	4.2%	4.2%	4.4%
Same-sex	1.2%	1.2%	1.1%
2010 Households by Size			
Total	8,622	56,250	168,986
1 Person Household	27.0%	26.3%	29.4%
2 Person Household	28.5%	30.1%	29.9%
3 Person Household	16.4%	16.0%	15.3%
4 Person Household	13.3%	13.7%	13.0%
5 Person Household	7.1%	6.9%	6.4%
6 Person Household	3.7%	3.2%	2.9%
7 + Person Household	4.0%	3.7%	3.0%
2010 Households by Tenure and Mortgage Status			
Total	8,621	56,254	168,985
Owner Occupied	67.0%	65.9%	58.9%
Owned with a Mortgage/Loan	54.6%	52.1%	45.5%
Owned Free and Clear	12.5%	13.8%	13.4%
Renter Occupied	33.0%	34.1%	41.1%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	86	80	72
Percent of Income for Mortgage	28.2%	30.3%	34.0%
Wealth Index	123	173	171
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	9,098	59,313	179,391
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	24,149	155,823	447,800
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 mile	5 mile
Top 3 Tapestry Segments			
1.	City Lights (8A)	Pleasantville (2B)	Metro Renters (3B)
2.	Trendsetters (3C)	City Lights (8A)	Pleasantville (2B)
3.	Pleasantville (2B)	Metro Renters (3B)	Top Tier (1A)
2023 Consumer Spending			
Apparel & Services: Total $	$28,081,869	$203,640,608	$639,106,307
Average Spent	$2,872.83	$3,352.50	$3,416.09
Spending Potential Index	131	152	155
Education: Total $	$26,480,736	$191,915,147	$583,893,930
Average Spent	$2,709.03	$3,159.46	$3,120.98
Spending Potential Index	151	176	174
Entertainment/Recreation: Total $	$44,797,752	$331,469,624	$1,024,180,738
Average Spent	$4,582.89	$5,456.92	$5,474.36
Spending Potential Index	121	144	145
Food at Home: Total $	$84,387,236	$611,368,964	$1,908,119,976
Average Spent	$8,632.97	$10,064.85	$10,199.11
Spending Potential Index	127	148	150
Food Away from Home: Total $	$46,227,356	$336,931,250	$1,060,573,958
Average Spent	$4,729.14	$5,546.83	$5,668.88
Spending Potential Index	127	149	152
Health Care: Total $	$79,349,548	$599,578,327	$1,868,600,284
Average Spent	$8,117.60	$9,870.74	$9,987.87
Spending Potential Index	110	134	136
HH Furnishings & Equipment: Total $	$36,084,240	$266,359,283	$827,926,566
Average Spent	$3,691.48	$4,385.02	$4,425.36
Spending Potential Index	125	148	150
Personal Care Products & Services: Total $	$11,866,945	$87,199,240	$273,029,443
Average Spent	$1,214.01	$1,435.54	$1,459.37
Spending Potential Index	127	150	153
Shelter: Total $	$326,051,346	$2,358,034,545	$7,294,740,350
Average Spent	$33,355.64	$38,819.86	$38,991.17
Spending Potential Index	135	157	157
Support Payments/Cash Contributions/Gifts in Kind: Total $	$34,005,216	$262,557,410	$814,237,643
Average Spent	$3,478.79	$4,322.43	$4,352.19
Spending Potential Index	111	138	139
Travel: Total $	$27,747,985	$206,185,458	$634,770,950
Average Spent	$2,838.67	$3,394.39	$3,392.92
Spending Potential Index	126	151	151
Vehicle Maintenance & Repairs: Total $	$14,499,473	$108,639,811	$342,014,759
Average Spent	$1,483.32	$1,788.52	$1,828.11
Spending Potential Index	113	137	140

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