	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	10,900	112,400	214,501
2020 Total Population	11,539	121,348	229,027
2020 Group Quarters	49	1,012	1,798
2023 Total Population	11,671	122,742	232,374
2023 Group Quarters	49	1,027	1,801
2028 Total Population	11,672	124,658	236,960
2023-2028 Annual Rate	0.00%	0.31%	0.39%
2023 Total Daytime Population	9,471	101,325	215,060
Workers	3,936	40,556	102,540
Residents	5,535	60,769	112,520
Household Summary			
2010 Households	3,827	36,424	72,151
2010 Average Household Size	2.83	3.06	2.94
2020 Total Households	3,965	38,736	75,996
2020 Average Household Size	2.90	3.11	2.99
2023 Households	4,036	39,374	77,491
2023 Average Household Size	2.88	3.09	2.98
2028 Households	4,077	40,402	80,014
2028 Average Household Size	2.85	3.06	2.94
2023-2028 Annual Rate	0.20%	0.52%	0.64%
2010 Families	2,754	26,960	54,453
2010 Average Family Size	3.30	3.45	3.35
2023 Families	2,855	28,542	57,332
2023 Average Family Size	3.41	3.54	3.44
2028 Families	2,896	29,276	59,196
2028 Average Family Size	3.36	3.50	3.39
2023-2028 Annual Rate	0.29%	0.51%	0.64%
Housing Unit Summary			
2000 Housing Units	3,671	37,268	71,794
Owner Occupied Housing Units	64.7%	60.3%	70.0%
Renter Occupied Housing Units	33.8%	35.8%	26.9%
Vacant Housing Units	1.5%	3.9%	3.1%
2010 Housing Units	3,983	38,773	75,706
Owner Occupied Housing Units	60.6%	59.1%	67.8%
Renter Occupied Housing Units	35.5%	34.8%	27.5%
Vacant Housing Units	3.9%	6.1%	4.7%
2020 Housing Units	4,054	40,400	79,063
Vacant Housing Units	2.2%	4.1%	3.9%
2023 Housing Units	4,104	40,880	80,458
Owner Occupied Housing Units	60.7%	59.0%	67.1%
Renter Occupied Housing Units	37.6%	37.3%	29.2%
Vacant Housing Units	1.7%	3.7%	3.7%
2028 Housing Units	4,163	42,025	83,146
Owner Occupied Housing Units	61.3%	58.7%	66.2%
Renter Occupied Housing Units	36.6%	37.5%	30.1%
Vacant Housing Units	2.1%	3.9%	3.8%
Median Household Income			
2023	$92,737	$87,558	$107,830
2028	$104,749	$99,103	$116,783
Median Home Value			
2023	$363,900	$408,193	$474,817
2028	$396,949	$452,488	$508,082
Per Capita Income			
2023	$42,990	$40,357	$52,305
2028	$49,005	$45,877	$59,071
Median Age			
2010	37.0	36.0	38.2
2023	39.3	37.8	40.1
2028	40.1	38.8	40.9

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.

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	1 mile	3 mile	5 mile
2023 Households by Income			
Household Income Base	4,036	39,374	77,491
<$15,000	3.8%	7.5%	5.4%
$15,000 - $24,999	5.6%	5.3%	4.0%
$25,000 - $34,999	3.6%	6.0%	4.6%
$35,000 - $49,999	11.7%	9.8%	7.7%
$50,000 - $74,999	16.1%	14.9%	12.1%
$75,000 - $99,999	11.9%	11.7%	11.5%
$100,000 - $149,999	19.9%	19.5%	21.1%
$150,000 - $199,999	13.3%	10.9%	11.6%
$200,000+	13.9%	14.5%	22.0%
Average Household Income	$124,959	$125,766	$156,651
2028 Households by Income			
Household Income Base	4,077	40,402	80,014
<$15,000	3.4%	6.8%	4.8%
$15,000 - $24,999	4.5%	4.3%	3.2%
$25,000 - $34,999	3.4%	5.2%	3.9%
$35,000 - $49,999	10.3%	8.7%	6.7%
$50,000 - $74,999	14.1%	14.0%	11.1%
$75,000 - $99,999	11.3%	11.4%	10.9%
$100,000 - $149,999	21.3%	20.4%	21.4%
$150,000 - $199,999	15.2%	12.4%	12.9%
$200,000+	16.5%	16.9%	25.1%
Average Household Income	$141,127	$141,458	$174,827
2023 Owner Occupied Housing Units by Value			
Total	2,492	24,137	53,963
<$50,000	7.4%	3.5%	2.2%
$50,000 - $99,999	0.4%	0.4%	0.3%
$100,000 - $149,999	2.4%	2.1%	1.0%
$150,000 - $199,999	1.9%	2.6%	1.4%
$200,000 - $249,999	7.1%	4.7%	2.8%
$250,000 - $299,999	10.8%	7.7%	5.1%
$300,000 - $399,999	31.2%	27.6%	22.0%
$400,000 - $499,999	10.6%	17.2%	20.2%
$500,000 - $749,999	16.9%	19.4%	28.6%
$750,000 - $999,999	7.3%	10.4%	11.6%
$1,000,000 - $1,499,999	1.6%	2.0%	2.8%
$1,500,000 - $1,999,999	0.8%	1.3%	1.0%
$2,000,000 +	1.5%	1.1%	0.9%
Average Home Value	$448,856	$498,141	$545,264
2028 Owner Occupied Housing Units by Value			
Total	2,553	24,652	55,008
<$50,000	7.2%	3.1%	1.8%
$50,000 - $99,999	0.3%	0.2%	0.2%
$100,000 - $149,999	1.3%	1.3%	0.6%
$150,000 - $199,999	1.2%	1.7%	0.9%
$200,000 - $249,999	4.9%	3.3%	1.9%
$250,000 - $299,999	7.8%	5.8%	3.7%
$300,000 - $399,999	28.2%	24.6%	19.0%
$400,000 - $499,999	12.6%	18.9%	20.8%
$500,000 - $749,999	22.3%	24.1%	33.3%
$750,000 - $999,999	9.4%	12.2%	13.0%
$1,000,000 - $1,499,999	2.3%	2.2%	3.1%
$1,500,000 - $1,999,999	0.8%	1.5%	1.0%
$2,000,000 +	1.7%	1.0%	0.7%
Average Home Value	$497,014	$533,263	$571,297

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	10,903	112,402	214,498
0 - 4	7.3%	7.1%	6.6%
5 - 9	6.7%	6.8%	6.8%
10 - 14	6.4%	6.9%	7.0%
15 - 24	11.9%	13.6%	12.4%
25 - 34	14.5%	14.2%	12.7%
35 - 44	16.1%	15.0%	14.9%
45 - 54	15.4%	15.3%	16.1%
55 - 64	11.0%	10.6%	11.6%
65 - 74	5.4%	5.8%	6.4%
75 - 84	3.4%	3.4%	3.9%
85 +	1.8%	1.4%	1.8%
18 +	75.6%	74.9%	75.3%
2023 Population by Age			
Total	11,671	122,742	232,371
0 - 4	5.9%	6.0%	5.6%
5 - 9	6.6%	6.5%	6.3%
10 - 14	7.3%	7.0%	7.1%
15 - 24	11.8%	12.5%	11.8%
25 - 34	12.3%	13.9%	12.3%
35 - 44	14.3%	14.1%	13.8%
45 - 54	13.9%	13.0%	13.4%
55 - 64	12.7%	12.3%	13.2%
65 - 74	9.3%	8.7%	9.7%
75 - 84	4.2%	4.3%	4.9%
85 +	1.7%	1.6%	1.9%
18 +	76.2%	76.5%	77.0%
2028 Population by Age			
Total	11,673	124,659	236,959
0 - 4	6.0%	6.2%	5.7%
5 - 9	5.8%	6.1%	6.0%
10 - 14	6.4%	6.4%	6.4%
15 - 24	12.2%	12.1%	11.4%
25 - 34	12.6%	13.6%	12.0%
35 - 44	14.0%	14.7%	14.5%
45 - 54	13.4%	12.8%	13.3%
55 - 64	12.7%	11.9%	12.5%
65 - 74	9.6%	9.2%	10.2%
75 - 84	5.5%	5.3%	6.0%
85 +	1.8%	1.8%	2.1%
18 +	77.9%	77.7%	78.1%
2010 Population by Sex			
Males	5,391	56,129	105,356
Females	5,510	56,271	109,144
2023 Population by Sex			
Males	5,844	61,558	114,878
Females	5,827	61,184	117,496
2028 Population by Sex			
Males	5,859	62,445	117,076
Females	5,813	62,213	119,884

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	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
Total	10,901	112,400	214,499
White Alone	54.6%	48.6%	56.2%
Black Alone	22.8%	26.3%	20.0%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	8.9%	7.3%	11.7%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	9.5%	13.7%	8.5%
Two or More Races	3.7%	3.6%	3.1%
Hispanic Origin	28.3%	31.8%	21.3%
Diversity Index	78.2	81.3	74.9
2020 Population by Race/Ethnicity			
Total	11,539	121,348	229,027
White Alone	33.6%	29.9%	39.5%
Black Alone	23.1%	21.5%	17.3%
American Indian Alone	1.2%	1.2%	0.8%
Asian Alone	7.9%	8.2%	14.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	21.7%	26.6%	17.0%
Two or More Races	12.5%	12.6%	10.7%
Hispanic Origin	36.1%	41.3%	28.3%
Diversity Index	87.3	88.2	85.3
2023 Population by Race/Ethnicity			
Total	11,672	122,741	232,374
White Alone	32.2%	28.8%	38.2%
Black Alone	23.0%	21.3%	17.4%
American Indian Alone	1.3%	1.3%	0.8%
Asian Alone	8.1%	8.5%	15.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	22.5%	27.3%	17.5%
Two or More Races	12.8%	12.8%	11.0%
Hispanic Origin	37.4%	42.4%	29.3%
Diversity Index	87.7	88.4	85.9
2028 Population by Race/Ethnicity			
Total	11,672	124,658	236,961
White Alone	29.6%	26.4%	35.6%
Black Alone	22.6%	20.7%	16.9%
American Indian Alone	1.4%	1.4%	0.9%
Asian Alone	8.5%	8.9%	15.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	24.7%	29.6%	19.1%
Two or More Races	13.2%	13.0%	11.5%
Hispanic Origin	40.1%	45.1%	31.4%
Diversity Index	88.3	88.6	86.9
2010 Population by Relationship and Household Type			
Total	10,900	112,400	214,501
In Households	99.4%	99.1%	99.0%
In Family Households	87.3%	87.8%	88.4%
Householder	25.1%	23.9%	25.4%
Spouse	17.9%	16.2%	18.9%
Child	33.5%	34.2%	34.0%
Other relative	6.9%	8.4%	6.8%
Nonrelative	3.9%	5.0%	3.3%
In Nonfamily Households	12.1%	11.3%	10.6%
In Group Quarters	0.6%	0.9%	1.0%
Institutionalized Population	0.6%	0.5%	0.6%
Noninstitutionalized Population	0.0%	0.4%	0.3%

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	7,991	83,445	160,966
Less than 9th Grade	4.5%	7.7%	5.0%
9th - 12th Grade, No Diploma	6.5%	6.3%	4.5%
High School Graduate	23.4%	26.3%	21.6%
GED/Alternative Credential	2.3%	3.8%	2.9%
Some College, No Degree	18.2%	15.5%	13.7%
Associate Degree	8.8%	8.0%	7.9%
Bachelor's Degree	20.6%	21.0%	26.4%
Graduate/Professional Degree	15.6%	11.5%	18.1%
2023 Population 15+ by Marital Status			
Total	9,365	98,794	188,308
Never Married	44.4%	41.5%	35.1%
Married	44.2%	47.6%	53.9%
Widowed	3.4%	4.2%	4.6%
Divorced	8.0%	6.7%	6.4%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,826	67,174	128,620
Population 16+ Employed	92.0%	94.4%	95.2%
Population 16+ Unemployment rate	8.0%	5.6%	4.8%
Population 16-24 Employed	10.2%	11.9%	10.8%
Population 16-24 Unemployment rate	17.7%	11.2%	10.9%
Population 25-54 Employed	61.2%	64.2%	62.9%
Population 25-54 Unemployment rate	8.6%	5.1%	4.2%
Population 55-64 Employed	19.0%	16.1%	17.8%
Population 55-64 Unemployment rate	3.3%	4.1%	3.3%
Population 65+ Employed	9.6%	7.8%	8.6%
Population 65+ Unemployment rate	1.5%	3.1%	4.1%
2023 Employed Population 16+ by Industry			
Total	6,277	63,430	122,400
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	9.1%	8.8%	7.0%
Manufacturing	9.1%	10.8%	10.3%
Wholesale Trade	2.3%	2.7%	2.6%
Retail Trade	10.8%	11.6%	10.6%
Transportation/Utilities	10.2%	9.4%	7.7%
Information	4.8%	3.1%	3.2%
Finance/Insurance/Real Estate	6.9%	6.9%	9.2%
Services	43.3%	43.3%	45.8%
Public Administration	3.4%	3.3%	3.5%
2023 Employed Population 16+ by Occupation			
Total	6,278	63,428	122,398
White Collar	61.0%	57.0%	66.9%
Management/Business/Financial	18.2%	16.0%	20.5%
Professional	24.0%	20.9%	27.0%
Sales	10.4%	9.3%	9.1%
Administrative Support	8.5%	10.8%	10.4%
Services	12.9%	15.8%	12.9%
Blue Collar	26.0%	27.2%	20.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	7.5%	6.7%	4.9%
Installation/Maintenance/Repair	2.0%	2.3%	1.9%
Production	6.8%	7.9%	5.7%
Transportation/Material Moving	9.7%	10.2%	7.6%

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	1 mile	3 mile	5 mile
2010 Households by Type			
Total	3,826	36,425	72,151
Households with 1 Person	22.8%	20.3%	19.8%
Households with 2+ People	77.2%	79.7%	80.2%
Family Households	72.0%	74.0%	75.5%
Husband-wife Families	51.3%	50.1%	56.3%
With Related Children	26.2%	26.6%	29.1%
Other Family (No Spouse Present)	20.7%	23.9%	19.2%
Other Family with Male Householder	6.6%	7.0%	5.4%
With Related Children	3.6%	3.7%	2.7%
Other Family with Female Householder	14.1%	16.9%	13.8%
With Related Children	8.6%	10.5%	8.1%
Nonfamily Households	5.3%	5.7%	4.8%
All Households with Children	38.8%	41.5%	40.3%
Multigenerational Households	6.6%	7.6%	6.6%
Unmarried Partner Households	7.4%	7.3%	5.7%
Male-female	6.5%	6.3%	4.8%
Same-sex	0.9%	1.0%	0.9%
2010 Households by Size			
Total	3,827	36,422	72,151
1 Person Household	22.8%	20.3%	19.8%
2 Person Household	28.3%	26.1%	27.9%
3 Person Household	18.2%	18.5%	19.1%
4 Person Household	16.1%	16.9%	18.1%
5 Person Household	7.9%	9.1%	8.4%
6 Person Household	3.4%	4.4%	3.6%
7 + Person Household	3.2%	4.8%	3.2%
2010 Households by Tenure and Mortgage Status			
Total	3,826	36,423	72,151
Owner Occupied	63.0%	62.9%	71.2%
Owned with a Mortgage/Loan	49.3%	48.9%	54.0%
Owned Free and Clear	13.7%	14.0%	17.2%
Renter Occupied	37.0%	37.1%	28.8%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	81	71	77
Percent of Income for Mortgage	23.6%	28.0%	26.5%
Wealth Index	131	123	170
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,983	38,773	75,706
Housing Units Inside Urbanized Area	100.0%	99.8%	99.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	0.5%
2010 Population By Urban/ Rural Status			
Total Population	10,900	112,400	214,501
Population Inside Urbanized Area	100.0%	99.9%	99.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	0.5%

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.	Pleasantville (2B)	Pleasantville (2B)	Pleasantville (2B)
2.	Diverse Convergence (13A)	Diverse Convergence (13A)	Top Tier (1A)
3.	Trendsetters (3C)	City Lights (8A)	Diverse Convergence (13A)
2023 Consumer Spending			
Apparel & Services: Total $	$10,579,546	$105,013,318	$250,592,970
Average Spent	$2,621.29	$2,667.07	$3,233.83
Spending Potential Index	119	121	147
Education: Total $	$10,091,531	$96,721,560	$239,952,895
Average Spent	$2,500.38	$2,456.48	$3,096.53
Spending Potential Index	139	137	173
Entertainment/Recreation: Total $	$16,955,092	$166,451,923	$409,443,161
Average Spent	$4,200.96	$4,227.46	$5,283.75
Spending Potential Index	111	112	140
Food at Home: Total $	$31,933,648	$316,974,159	$755,283,603
Average Spent	$7,912.20	$8,050.34	$9,746.73
Spending Potential Index	116	118	143
Food Away from Home: Total $	$17,220,678	$171,392,322	$411,185,263
Average Spent	$4,266.77	$4,352.93	$5,306.23
Spending Potential Index	115	117	143
Health Care: Total $	$30,530,670	$300,878,934	$743,938,936
Average Spent	$7,564.59	$7,641.56	$9,600.33
Spending Potential Index	103	104	130
HH Furnishings & Equipment: Total $	$13,612,056	$133,571,999	$328,215,974
Average Spent	$3,372.66	$3,392.39	$4,235.54
Spending Potential Index	114	115	143
Personal Care Products & Services: Total $	$4,448,886	$43,975,112	$106,584,881
Average Spent	$1,102.30	$1,116.86	$1,375.45
Spending Potential Index	115	117	144
Shelter: Total $	$121,703,253	$1,201,525,619	$2,884,719,550
Average Spent	$30,154.42	$30,515.71	$37,226.51
Spending Potential Index	122	123	150
Support Payments/Cash Contributions/Gifts in Kind: Total $	$13,158,236	$128,569,925	$328,311,027
Average Spent	$3,260.22	$3,265.35	$4,236.76
Spending Potential Index	104	104	135
Travel: Total $	$10,368,996	$101,738,077	$253,518,401
Average Spent	$2,569.13	$2,583.89	$3,271.59
Spending Potential Index	114	115	145
Vehicle Maintenance & Repairs: Total $	$5,506,213	$55,163,535	$133,181,693
Average Spent	$1,364.27	$1,401.01	$1,718.67
Spending Potential Index	104	107	131

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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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