	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	18,247	179,001	487,652
2020 Total Population	19,343	188,470	515,623
2020 Group Quarters	11	3,888	5,761
2023 Total Population	19,523	190,646	518,459
2023 Group Quarters	11	3,886	5,761
2028 Total Population	19,695	192,278	519,787
2023-2028 Annual Rate	0.18%	0.17%	0.05%
2023 Total Daytime Population	26,002	209,202	497,021
Workers	16,815	117,205	243,432
Residents	9,187	91,997	253,589
Household Summary			
2010 Households	7,027	66,420	176,233
2010 Average Household Size	2.60	2.64	2.74
2020 Total Households	7,201	68,535	183,394
2020 Average Household Size	2.68	2.69	2.78
2023 Households	7,270	70,077	186,288
2023 Average Household Size	2.68	2.67	2.75
2028 Households	7,477	71,554	188,922
2028 Average Household Size	2.63	2.63	2.72
2023-2028 Annual Rate	0.56%	0.42%	0.28%
2010 Families	4,891	45,468	125,473
2010 Average Family Size	3.16	3.24	3.28
2023 Families	4,941	46,780	129,800
2023 Average Family Size	3.34	3.33	3.36
2028 Families	5,038	47,611	131,481
2028 Average Family Size	3.29	3.30	3.32
2023-2028 Annual Rate	0.39%	0.35%	0.26%
Housing Unit Summary			
2000 Housing Units	7,209	68,048	179,665
Owner Occupied Housing Units	66.7%	60.0%	60.4%
Renter Occupied Housing Units	31.7%	37.4%	37.1%
Vacant Housing Units	1.6%	2.6%	2.5%
2010 Housing Units	7,287	69,520	184,363
Owner Occupied Housing Units	66.4%	58.9%	58.2%
Renter Occupied Housing Units	30.1%	36.7%	37.4%
Vacant Housing Units	3.6%	4.5%	4.4%
2020 Housing Units	7,426	71,412	191,279
Vacant Housing Units	3.0%	4.0%	4.1%
2023 Housing Units	7,759	73,967	195,144
Owner Occupied Housing Units	65.1%	57.2%	57.8%
Renter Occupied Housing Units	28.6%	37.6%	37.7%
Vacant Housing Units	6.3%	5.3%	4.5%
2028 Housing Units	7,778	74,876	197,567
Owner Occupied Housing Units	65.3%	57.5%	58.2%
Renter Occupied Housing Units	30.8%	38.1%	37.4%
Vacant Housing Units	3.9%	4.4%	4.4%
Median Household Income			
2023	$108,387	$102,645	$100,368
2028	$117,090	$111,945	$109,075
Median Home Value			
2023	$505,704	$508,491	$511,822
2028	$535,965	$539,202	$541,634
Per Capita Income			
2023	$53,938	$51,906	$50,488
2028	$61,139	$59,205	$57,312
Median Age			
2010	41.5	40.1	39.8
2023	43.8	41.9	41.4
2028	44.0	42.6	42.1

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	7,270	70,077	186,288
<$15,000	5.0%	6.8%	6.8%
$15,000 - $24,999	3.5%	4.8%	4.6%
$25,000 - $34,999	4.9%	4.7%	5.6%
$35,000 - $49,999	7.8%	7.6%	7.9%
$50,000 - $74,999	12.4%	13.2%	13.4%
$75,000 - $99,999	11.3%	11.4%	11.4%
$100,000 - $149,999	21.3%	19.6%	19.4%
$150,000 - $199,999	12.7%	12.4%	11.7%
$200,000+	21.1%	19.6%	19.1%
Average Household Income	$144,956	$141,300	$140,291
2028 Households by Income			
Household Income Base	7,477	71,554	188,922
<$15,000	4.4%	5.9%	6.1%
$15,000 - $24,999	2.6%	3.7%	3.6%
$25,000 - $34,999	4.1%	3.9%	4.7%
$35,000 - $49,999	6.8%	6.6%	6.9%
$50,000 - $74,999	11.4%	12.4%	12.6%
$75,000 - $99,999	10.8%	11.0%	11.1%
$100,000 - $149,999	22.2%	20.0%	19.9%
$150,000 - $199,999	13.9%	13.8%	13.2%
$200,000+	23.7%	22.7%	22.0%
Average Household Income	$161,147	$159,239	$157,459
2023 Owner Occupied Housing Units by Value			
Total	5,041	42,258	112,722
<$50,000	0.6%	2.4%	2.4%
$50,000 - $99,999	0.1%	0.5%	0.5%
$100,000 - $149,999	0.8%	1.0%	0.7%
$150,000 - $199,999	1.0%	1.3%	1.1%
$200,000 - $249,999	1.2%	2.1%	1.8%
$250,000 - $299,999	3.0%	2.5%	2.8%
$300,000 - $399,999	13.3%	12.9%	13.4%
$400,000 - $499,999	29.2%	26.0%	25.7%
$500,000 - $749,999	35.6%	37.5%	37.0%
$750,000 - $999,999	13.1%	9.5%	10.0%
$1,000,000 - $1,499,999	1.6%	2.8%	2.9%
$1,500,000 - $1,999,999	0.4%	0.9%	1.0%
$2,000,000 +	0.0%	0.5%	0.8%
Average Home Value	$557,664	$558,656	$568,350
2028 Owner Occupied Housing Units by Value			
Total	5,068	43,007	115,044
<$50,000	0.5%	2.0%	2.0%
$50,000 - $99,999	0.0%	0.3%	0.2%
$100,000 - $149,999	0.5%	0.6%	0.4%
$150,000 - $199,999	0.7%	0.8%	0.6%
$200,000 - $249,999	0.8%	1.5%	1.1%
$250,000 - $299,999	2.1%	1.9%	1.9%
$300,000 - $399,999	10.9%	10.7%	11.2%
$400,000 - $499,999	29.0%	25.7%	25.6%
$500,000 - $749,999	39.4%	42.1%	41.5%
$750,000 - $999,999	14.3%	10.3%	10.9%
$1,000,000 - $1,499,999	1.6%	2.9%	3.0%
$1,500,000 - $1,999,999	0.4%	0.8%	0.9%
$2,000,000 +	0.0%	0.4%	0.6%
Average Home Value	$576,115	$578,405	$586,330

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	18,251	179,002	487,651
0 - 4	5.6%	5.9%	6.0%
5 - 9	6.1%	5.9%	6.3%
10 - 14	6.2%	6.1%	6.6%
15 - 24	10.5%	12.1%	12.1%
25 - 34	11.9%	13.0%	12.6%
35 - 44	15.2%	14.0%	14.2%
45 - 54	16.8%	15.6%	15.6%
55 - 64	13.3%	12.5%	12.3%
65 - 74	6.9%	7.2%	7.1%
75 - 84	5.2%	5.0%	4.8%
85 +	2.3%	2.6%	2.4%
18 +	78.2%	78.1%	77.0%
2023 Population by Age			
Total	19,522	190,646	518,458
0 - 4	4.6%	5.1%	5.2%
5 - 9	5.2%	5.6%	5.7%
10 - 14	6.1%	6.2%	6.3%
15 - 24	11.1%	11.1%	11.6%
25 - 34	11.3%	12.3%	12.5%
35 - 44	13.2%	14.0%	13.6%
45 - 54	14.0%	12.9%	13.0%
55 - 64	14.6%	13.6%	13.5%
65 - 74	11.7%	10.8%	10.7%
75 - 84	5.7%	5.8%	5.7%
85 +	2.5%	2.5%	2.4%
18 +	80.4%	79.6%	79.1%
2028 Population by Age			
Total	19,696	192,278	519,786
0 - 4	4.7%	5.2%	5.2%
5 - 9	4.8%	5.2%	5.3%
10 - 14	5.4%	5.7%	5.7%
15 - 24	10.7%	10.8%	10.9%
25 - 34	12.3%	12.0%	12.6%
35 - 44	13.5%	14.6%	14.2%
45 - 54	13.0%	12.9%	12.8%
55 - 64	13.7%	12.7%	12.7%
65 - 74	12.0%	11.2%	11.1%
75 - 84	7.2%	7.0%	6.8%
85 +	2.7%	2.8%	2.7%
18 +	81.8%	80.5%	80.3%
2010 Population by Sex			
Males	8,797	86,375	234,911
Females	9,451	92,626	252,741
2023 Population by Sex			
Males	9,475	93,078	252,256
Females	10,048	97,568	266,203
2028 Population by Sex			
Males	9,562	93,961	253,066
Females	10,133	98,317	266,720

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	18,248	179,000	487,654
White Alone	66.6%	63.2%	65.1%
Black Alone	8.5%	12.3%	10.5%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	17.6%	13.9%	12.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.2%	7.2%	8.5%
Two or More Races	2.7%	3.1%	3.1%
Hispanic Origin	15.9%	20.5%	23.2%
Diversity Index	64.5	70.3	70.5
2020 Population by Race/Ethnicity			
Total	19,343	188,470	515,623
White Alone	49.7%	47.7%	48.6%
Black Alone	9.4%	11.6%	9.8%
American Indian Alone	0.4%	0.6%	0.7%
Asian Alone	20.6%	15.4%	14.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.2%	13.7%	15.3%
Two or More Races	10.7%	11.1%	11.5%
Hispanic Origin	21.6%	26.8%	29.3%
Diversity Index	78.9	82.0	82.3
2023 Population by Race/Ethnicity			
Total	19,523	190,646	518,459
White Alone	48.1%	46.0%	47.1%
Black Alone	9.5%	11.8%	9.9%
American Indian Alone	0.4%	0.6%	0.7%
Asian Alone	21.3%	15.8%	14.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.5%	14.3%	15.8%
Two or More Races	11.1%	11.5%	11.9%
Hispanic Origin	22.6%	28.0%	30.4%
Diversity Index	80.0	83.1	83.1
2028 Population by Race/Ethnicity			
Total	19,695	192,278	519,788
White Alone	44.6%	42.7%	44.0%
Black Alone	9.9%	12.0%	9.9%
American Indian Alone	0.4%	0.6%	0.7%
Asian Alone	22.4%	16.5%	15.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	10.9%	16.1%	17.4%
Two or More Races	11.8%	12.1%	12.5%
Hispanic Origin	24.3%	30.0%	32.3%
Diversity Index	82.0	84.7	84.6
2010 Population by Relationship and Household Type			
Total	18,247	179,001	487,652
In Households	99.9%	98.0%	98.9%
In Family Households	86.0%	84.1%	86.5%
Householder	26.8%	25.3%	25.7%
Spouse	21.3%	19.3%	19.2%
Child	31.1%	31.8%	33.1%
Other relative	5.4%	5.9%	6.2%
Nonrelative	1.4%	1.9%	2.2%
In Nonfamily Households	13.9%	13.9%	12.4%
In Group Quarters	0.1%	2.0%	1.1%
Institutionalized Population	0.0%	1.3%	0.7%
Noninstitutionalized Population	0.1%	0.7%	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	14,247	137,358	369,669
Less than 9th Grade	3.0%	4.2%	4.4%
9th - 12th Grade, No Diploma	1.7%	3.2%	3.6%
High School Graduate	15.8%	19.7%	21.8%
GED/Alternative Credential	1.5%	2.0%	2.3%
Some College, No Degree	13.2%	13.6%	13.8%
Associate Degree	7.8%	7.3%	7.6%
Bachelor's Degree	36.1%	30.5%	27.9%
Graduate/Professional Degree	20.8%	19.6%	18.6%
2023 Population 15+ by Marital Status			
Total	16,415	158,519	429,805
Never Married	27.9%	34.5%	33.1%
Married	55.6%	51.8%	53.2%
Widowed	7.4%	5.5%	5.6%
Divorced	9.1%	8.2%	8.1%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	10,948	104,138	281,638
Population 16+ Employed	96.7%	96.4%	96.0%
Population 16+ Unemployment rate	3.3%	3.6%	4.0%
Population 16-24 Employed	9.2%	9.7%	10.2%
Population 16-24 Unemployment rate	5.2%	7.9%	8.3%
Population 25-54 Employed	61.8%	61.6%	61.6%
Population 25-54 Unemployment rate	3.3%	3.1%	3.5%
Population 55-64 Employed	21.4%	19.1%	18.8%
Population 55-64 Unemployment rate	3.0%	3.1%	2.9%
Population 65+ Employed	7.6%	9.6%	9.4%
Population 65+ Unemployment rate	1.7%	3.4%	3.7%
2023 Employed Population 16+ by Industry			
Total	10,589	100,342	270,489
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	4.6%	5.5%	5.9%
Manufacturing	9.3%	7.3%	8.4%
Wholesale Trade	3.3%	2.7%	2.6%
Retail Trade	9.5%	11.1%	11.1%
Transportation/Utilities	5.8%	5.3%	6.3%
Information	1.6%	3.4%	3.2%
Finance/Insurance/Real Estate	11.4%	8.5%	8.7%
Services	51.6%	52.9%	50.8%
Public Administration	2.9%	3.3%	3.0%
2023 Employed Population 16+ by Occupation			
Total	10,586	100,341	270,489
White Collar	79.0%	71.7%	69.7%
Management/Business/Financial	25.5%	20.9%	20.6%
Professional	31.4%	30.6%	28.9%
Sales	9.5%	9.2%	9.0%
Administrative Support	12.7%	11.0%	11.2%
Services	9.3%	13.3%	12.9%
Blue Collar	11.7%	15.0%	17.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.0%	3.1%	3.8%
Installation/Maintenance/Repair	3.0%	2.3%	2.2%
Production	2.3%	3.2%	4.2%
Transportation/Material Moving	4.2%	6.4%	7.1%

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	1 mile	3 mile	5 mile
2010 Households by Type			
Total	7,027	66,420	176,234
Households with 1 Person	25.9%	26.8%	24.4%
Households with 2+ People	74.1%	73.2%	75.6%
Family Households	69.6%	68.5%	71.2%
Husband-wife Families	55.4%	52.1%	53.2%
With Related Children	26.6%	24.9%	25.9%
Other Family (No Spouse Present)	14.2%	16.4%	18.0%
Other Family with Male Householder	3.8%	4.3%	4.8%
With Related Children	1.4%	1.8%	2.1%
Other Family with Female Householder	10.4%	12.1%	13.3%
With Related Children	4.9%	6.1%	7.1%
Nonfamily Households	4.5%	4.7%	4.4%
All Households with Children	33.0%	33.0%	35.5%
Multigenerational Households	4.6%	5.2%	5.7%
Unmarried Partner Households	4.1%	4.7%	5.0%
Male-female	3.5%	4.0%	4.3%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	7,027	66,420	176,232
1 Person Household	25.9%	26.8%	24.4%
2 Person Household	30.2%	29.0%	28.3%
3 Person Household	17.8%	17.0%	18.1%
4 Person Household	16.4%	15.1%	16.3%
5 Person Household	6.5%	7.2%	7.7%
6 Person Household	2.0%	3.0%	3.1%
7 + Person Household	1.2%	1.9%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	7,027	66,420	176,233
Owner Occupied	68.8%	61.6%	60.9%
Owned with a Mortgage/Loan	50.0%	44.2%	43.1%
Owned Free and Clear	18.8%	17.4%	17.8%
Renter Occupied	31.2%	38.4%	39.1%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	73	67	66
Percent of Income for Mortgage	28.0%	29.8%	30.6%
Wealth Index	162	146	143
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,287	69,520	184,363
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	18,247	179,001	487,652
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.	Pleasantville (2B)	Pleasantville (2B)	Pleasantville (2B)
2.	City Lights (8A)	City Lights (8A)	City Lights (8A)
3.	Savvy Suburbanites (1D)	Diverse Convergence (13A)	Diverse Convergence (13A)
2023 Consumer Spending			
Apparel & Services: Total $	$21,600,316	$206,529,062	$547,989,302
Average Spent	$2,971.16	$2,947.17	$2,941.62
Spending Potential Index	135	134	134
Education: Total $	$21,456,476	$200,183,284	$524,776,373
Average Spent	$2,951.37	$2,856.62	$2,817.02
Spending Potential Index	165	159	157
Entertainment/Recreation: Total $	$35,472,967	$332,919,521	$878,017,257
Average Spent	$4,879.36	$4,750.77	$4,713.22
Spending Potential Index	129	126	125
Food at Home: Total $	$65,461,333	$623,449,178	$1,652,925,401
Average Spent	$9,004.31	$8,896.63	$8,872.96
Spending Potential Index	132	131	130
Food Away from Home: Total $	$35,249,250	$334,722,894	$887,883,125
Average Spent	$4,848.59	$4,776.50	$4,766.19
Spending Potential Index	130	128	128
Health Care: Total $	$63,993,718	$603,419,127	$1,587,273,094
Average Spent	$8,802.44	$8,610.80	$8,520.53
Spending Potential Index	120	117	116
HH Furnishings & Equipment: Total $	$28,466,634	$267,404,345	$705,744,964
Average Spent	$3,915.63	$3,815.86	$3,788.46
Spending Potential Index	132	129	128
Personal Care Products & Services: Total $	$9,212,537	$87,034,988	$230,113,008
Average Spent	$1,267.20	$1,241.99	$1,235.25
Spending Potential Index	133	130	129
Shelter: Total $	$251,627,324	$2,374,750,661	$6,292,283,493
Average Spent	$34,611.74	$33,887.73	$33,777.18
Spending Potential Index	140	137	136
Support Payments/Cash Contributions/Gifts in Kind: Total $	$28,028,272	$262,186,727	$686,972,349
Average Spent	$3,855.33	$3,741.41	$3,687.69
Spending Potential Index	123	120	118
Travel: Total $	$21,840,288	$203,831,151	$537,289,798
Average Spent	$3,004.17	$2,908.67	$2,884.19
Spending Potential Index	134	129	128
Vehicle Maintenance & Repairs: Total $	$11,276,285	$106,929,955	$283,066,564
Average Spent	$1,551.07	$1,525.89	$1,519.51
Spending Potential Index	118	116	116

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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