Community Profile

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	5,173	91,732	339,271
2020 Total Population	5,645	99,823	362,437
2020 Group Quarters	159	8,613	17,420
2022 Total Population	5,747	100,258	364,918
2022 Group Quarters	159	8,613	17,431
2027 Total Population	5,728	100,069	366,934
2022-2027 Annual Rate	-0.07%	-0.04%	0.11%
2022 Total Daytime Population	13,985	111,950	358,312
Workers	11,203	58,968	168,967
Residents	2,782	52,982	189,345
Household Summary			
2010 Households	1,846	28,699	110,647
2010 Average Household Size	2.71	2.94	2.91
2020 Total Households	2,032	30,737	118,102
2020 Average Household Size	2.70	2.97	2.92
2022 Households	2,039	30,770	119,007
2022 Average Household Size	2.74	2.98	2.92
2027 Households	2,040	30,737	119,878
2027 Average Household Size	2.73	2.98	2.92
2022-2027 Annual Rate	0.01%	-0.02%	0.15%
2010 Families	1,334	22,415	78,650
2010 Average Family Size	3.21	3.33	3.37
2022 Families	1,468	23,626	82,490
2022 Average Family Size	3.27	3.43	3.46
2027 Families	1,468	23,584	82,936
2027 Average Family Size	3.26	3.42	3.45
2022-2027 Annual Rate	0.00%	-0.04%	0.11%
Housing Unit Summary			
2000 Housing Units	1,413	28,875	111,103
Owner Occupied Housing Units	58.7%	66.6%	59.2%
Renter Occupied Housing Units	38.4%	31.3%	37.6%
Vacant Housing Units	2.9%	2.1%	3.3%
2010 Housing Units	1,910	29,808	116,065
Owner Occupied Housing Units	49.5%	65.0%	57.4%
Renter Occupied Housing Units	47.2%	31.3%	38.0%
Vacant Housing Units	3.4%	3.7%	4.7%
2020 Housing Units	2,106	32,070	124,710
Vacant Housing Units	3.5%	4.2%	5.3%
2022 Housing Units	2,119	32,261	126,289
Owner Occupied Housing Units	60.5%	62.2%	54.8%
Renter Occupied Housing Units	35.8%	33.2%	39.4%
Vacant Housing Units	3.8%	4.6%	5.8%
2027 Housing Units	2,133	32,510	128,097
Owner Occupied Housing Units	61.5%	62.5%	55.2%
Renter Occupied Housing Units	34.2%	32.1%	38.4%
Vacant Housing Units	4.4%	5.5%	6.4%
Median Household Income			
2022	$114,270	$111,404	$97,805
2027	$126,870	$122,281	$108,395
Median Home Value			
2022	$410,250	$379,364	$383,570
2027	$439,579	$405,345	$414,116
Per Capita Income			
2022	$54,636	$44,314	$43,591
2027	$61,878	$50,288	$49,702
Median Age			
2010	35.4	34.2	34.0
2022	39.3	36.7	36.3
2027	39.7	37.4	37.3

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 15, 2022

	1 mile	3 mile	5 mile
2022 Households by Income			
Household Income Base	2,039	30,768	119,005
<$15,000	3.0%	4.0%	6.6%
$15,000 - $24,999	1.0%	3.1%	4.6%
$25,000 - $34,999	2.8%	3.5%	5.2%
$35,000 - $49,999	4.0%	6.4%	8.1%
$50,000 - $74,999	11.3%	11.3%	13.7%
$75,000 - $99,999	18.4%	13.8%	12.7%
$100,000 - $149,999	24.0%	24.2%	19.7%
$150,000 - $199,999	14.5%	15.3%	12.7%
$200,000+	20.7%	18.3%	16.8%
Average Household Income	$153,232	$143,495	$133,284
2027 Households by Income			
Household Income Base	2,040	30,735	119,876
<$15,000	2.3%	3.1%	5.3%
$15,000 - $24,999	0.7%	2.2%	3.5%
$25,000 - $34,999	2.2%	2.6%	4.1%
$35,000 - $49,999	2.9%	5.0%	6.8%
$50,000 - $74,999	9.2%	10.3%	13.1%
$75,000 - $99,999	16.9%	13.2%	12.3%
$100,000 - $149,999	24.7%	24.5%	20.8%
$150,000 - $199,999	16.8%	17.4%	14.4%
$200,000+	24.4%	21.7%	19.8%
Average Household Income	$173,272	$162,793	$151,741
2022 Owner Occupied Housing Units by Value			
Total	1,281	20,067	69,196
<$50,000	1.7%	0.8%	0.9%
$50,000 - $99,999	0.0%	0.1%	0.2%
$100,000 - $149,999	0.3%	0.3%	0.6%
$150,000 - $199,999	0.7%	1.4%	2.5%
$200,000 - $249,999	5.3%	6.6%	6.0%
$250,000 - $299,999	7.7%	10.2%	11.2%
$300,000 - $399,999	31.1%	38.7%	34.2%
$400,000 - $499,999	31.2%	20.9%	18.4%
$500,000 - $749,999	20.6%	19.4%	20.9%
$750,000 - $999,999	0.5%	1.2%	3.9%
$1,000,000 - $1,499,999	0.0%	0.1%	0.6%
$1,500,000 - $1,999,999	0.0%	0.1%	0.2%
$2,000,000 +	0.8%	0.2%	0.4%
Average Home Value	$435,781	$415,846	$437,718
2027 Owner Occupied Housing Units by Value			
Total	1,311	20,307	70,644
<$50,000	1.2%	0.6%	0.8%
$50,000 - $99,999	0.0%	0.0%	0.1%
$100,000 - $149,999	0.2%	0.1%	0.3%
$150,000 - $199,999	0.4%	0.8%	1.6%
$200,000 - $249,999	3.3%	4.6%	4.2%
$250,000 - $299,999	5.3%	7.7%	8.7%
$300,000 - $399,999	26.1%	34.9%	31.4%
$400,000 - $499,999	34.4%	23.4%	20.6%
$500,000 - $749,999	28.0%	26.0%	26.3%
$750,000 - $999,999	0.7%	1.5%	4.7%
$1,000,000 - $1,499,999	0.0%	0.1%	0.7%
$1,500,000 - $1,999,999	0.0%	0.1%	0.2%
$2,000,000 +	0.5%	0.2%	0.4%
Average Home Value	$462,109	$443,003	$466,424

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 15, 2022

	1 mile	3 mile	5 mile
2010 Population by Age			
Total	5,174	91,736	339,270
0 - 4	7.5%	6.5%	6.6%
5 - 9	6.1%	6.2%	6.3%
10 - 14	5.1%	5.6%	5.8%
15 - 24	10.2%	17.7%	17.5%
25 - 34	20.4%	15.5%	15.2%
35 - 44	16.0%	14.5%	14.1%
45 - 54	12.2%	13.5%	13.6%
55 - 64	10.9%	10.9%	10.4%
65 - 74	6.1%	5.5%	5.5%
75 - 84	3.2%	3.1%	3.3%
85 +	2.2%	1.2%	1.5%
18 +	78.4%	78.1%	77.6%
2022 Population by Age			
Total	5,747	100,258	364,918
0 - 4	6.0%	5.4%	5.7%
5 - 9	6.4%	5.8%	5.9%
10 - 14	6.7%	6.1%	6.2%
15 - 24	10.6%	17.6%	16.4%
25 - 34	13.4%	12.5%	13.9%
35 - 44	16.3%	14.6%	14.1%
45 - 54	12.9%	12.0%	12.0%
55 - 64	11.2%	11.5%	11.5%
65 - 74	9.0%	8.5%	8.4%
75 - 84	5.2%	4.2%	4.2%
85 +	2.3%	1.6%	1.8%
18 +	77.4%	79.2%	78.6%
2027 Population by Age			
Total	5,730	100,070	366,932
0 - 4	6.0%	5.4%	5.7%
5 - 9	6.0%	5.5%	5.6%
10 - 14	6.0%	5.6%	5.7%
15 - 24	10.6%	17.8%	16.2%
25 - 34	14.3%	12.1%	13.4%
35 - 44	15.0%	14.4%	14.4%
45 - 54	14.2%	12.6%	12.1%
55 - 64	10.2%	10.8%	10.9%
65 - 74	8.9%	9.0%	8.9%
75 - 84	6.2%	5.1%	5.2%
85 +	2.6%	1.7%	1.9%
18 +	78.4%	80.2%	79.6%
2010 Population by Sex			
Males	2,525	45,483	168,568
Females	2,648	46,249	170,702
2022 Population by Sex			
Males	2,762	48,820	180,646
Females	2,985	51,438	184,272
2027 Population by Sex			
Males	2,737	48,756	181,598
Females	2,991	51,313	185,336

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 15, 2022

	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
Total	5,172	91,731	339,270
White Alone	29.3%	42.0%	48.5%
Black Alone	21.3%	14.9%	16.4%
American Indian Alone	0.5%	0.3%	0.4%
Asian Alone	42.6%	35.5%	22.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.9%	3.9%	9.3%
Two or More Races	3.4%	3.4%	3.4%
Hispanic Origin	9.3%	11.1%	21.4%
Diversity Index	73.9	73.7	78.7
2020 Population by Race/Ethnicity			
Total	5,645	99,823	362,437
White Alone	20.0%	28.4%	31.9%
Black Alone	19.3%	14.3%	14.8%
American Indian Alone	0.4%	0.4%	0.8%
Asian Alone	48.9%	42.9%	27.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	5.0%	7.0%	16.0%
Two or More Races	6.3%	6.9%	9.2%
Hispanic Origin	10.5%	13.6%	26.2%
Diversity Index	73.8	77.4	85.8
2022 Population by Race/Ethnicity			
Total	5,746	100,257	364,919
White Alone	19.6%	27.6%	31.1%
Black Alone	19.1%	14.2%	14.7%
American Indian Alone	0.4%	0.4%	0.8%
Asian Alone	49.2%	43.3%	27.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	5.3%	7.3%	16.4%
Two or More Races	6.4%	7.0%	9.4%
Hispanic Origin	10.7%	13.9%	26.6%
Diversity Index	73.8	77.6	86.0
2027 Population by Race/Ethnicity			
Total	5,729	100,069	366,935
White Alone	17.8%	25.6%	28.9%
Black Alone	18.6%	14.0%	14.5%
American Indian Alone	0.5%	0.5%	0.9%
Asian Alone	50.7%	44.3%	28.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	5.8%	8.2%	17.8%
Two or More Races	6.5%	7.3%	9.8%
Hispanic Origin	11.0%	14.6%	27.8%
Diversity Index	73.4	78.0	86.5
2010 Population by Relationship and Household Type			
Total	5,172	91,732	339,271
In Households	96.6%	91.9%	95.0%
In Family Households	84.2%	83.0%	81.4%
Householder	25.7%	24.4%	23.2%
Spouse	20.1%	19.6%	17.3%
Child	29.4%	30.9%	30.4%
Other relative	7.6%	6.4%	7.2%
Nonrelative	1.3%	1.6%	3.3%
In Nonfamily Households	12.4%	8.8%	13.6%
In Group Quarters	3.4%	8.1%	5.0%
Institutionalized Population	3.2%	0.5%	0.6%
Noninstitutionalized Population	0.2%	7.6%	4.4%

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 15, 2022

	1 mile	3 mile	5 mile
2022 Population 25+ by Educational Attainment			
Total	4,039	65,150	240,272
Less than 9th Grade	2.3%	2.8%	5.6%
9th - 12th Grade, No Diploma	2.4%	3.3%	4.3%
High School Graduate	17.7%	20.0%	21.8%
GED/Alternative Credential	2.1%	2.1%	1.9%
Some College, No Degree	11.4%	12.5%	12.7%
Associate Degree	8.1%	5.9%	6.1%
Bachelor's Degree	31.0%	31.0%	26.6%
Graduate/Professional Degree	25.1%	22.6%	20.9%
2022 Population 15+ by Marital Status			
Total	4,648	82,827	299,954
Never Married	31.8%	35.9%	39.2%
Married	58.3%	54.8%	50.5%
Widowed	4.8%	4.1%	4.4%
Divorced	5.1%	5.2%	6.0%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,181	50,758	188,102
Population 16+ Employed	94.8%	94.7%	95.0%
Population 16+ Unemployment rate	5.3%	5.3%	5.0%
Population 16-24 Employed	9.9%	11.4%	12.7%
Population 16-24 Unemployment rate	18.2%	12.9%	10.0%
Population 25-54 Employed	68.6%	65.5%	65.0%
Population 25-54 Unemployment rate	4.2%	4.5%	4.3%
Population 55-64 Employed	15.7%	17.0%	16.1%
Population 55-64 Unemployment rate	1.9%	3.4%	4.0%
Population 65+ Employed	5.9%	6.2%	6.2%
Population 65+ Unemployment rate	1.1%	3.7%	4.2%
2022 Employed Population 16+ by Industry			
Total	3,014	48,056	178,640
Agriculture/Mining	0.2%	0.1%	0.2%
Construction	5.2%	4.5%	5.4%
Manufacturing	12.3%	10.3%	10.0%
Wholesale Trade	2.7%	3.2%	3.6%
Retail Trade	6.9%	8.0%	9.1%
Transportation/Utilities	5.8%	6.8%	7.7%
Information	2.6%	2.9%	2.7%
Finance/Insurance/Real Estate	8.8%	9.2%	8.4%
Services	50.7%	51.6%	50.0%
Public Administration	4.8%	3.5%	2.9%
2022 Employed Population 16+ by Occupation			
Total	3,015	48,055	178,639
White Collar	78.2%	74.0%	66.9%
Management/Business/Financial	21.7%	21.2%	19.5%
Professional	38.4%	35.4%	29.6%
Sales	4.8%	7.3%	7.3%
Administrative Support	13.4%	10.1%	10.5%
Services	8.2%	10.1%	13.3%
Blue Collar	13.6%	15.9%	19.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.8%	2.9%	3.9%
Installation/Maintenance/Repair	2.0%	2.2%	2.2%
Production	3.4%	5.0%	5.0%
Transportation/Material Moving	5.5%	5.6%	8.5%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 15, 2022

	1 mile	3 mile	5 mile
2010 Households by Type			
Total	1,845	28,700	110,643
Households with 1 Person	21.2%	17.3%	21.7%
Households with 2+ People	78.8%	82.7%	78.3%
Family Households	72.3%	78.1%	71.1%
Husband-wife Families	56.7%	62.6%	53.1%
With Related Children	30.5%	33.1%	27.6%
Other Family (No Spouse Present)	15.6%	15.5%	18.0%
Other Family with Male Householder	4.9%	4.3%	5.3%
With Related Children	1.8%	1.8%	2.6%
Other Family with Female Householder	10.7%	11.2%	12.7%
With Related Children	5.6%	5.8%	7.3%
Nonfamily Households	6.4%	4.6%	7.2%
All Households with Children	38.0%	41.0%	37.9%
Multigenerational Households	8.2%	7.1%	6.3%
Unmarried Partner Households	4.7%	4.2%	5.6%
Male-female	4.0%	3.5%	4.7%
Same-sex	0.7%	0.7%	0.8%
2010 Households by Size			
Total	1,846	28,700	110,650
1 Person Household	21.2%	17.3%	21.7%
2 Person Household	30.2%	27.7%	27.4%
3 Person Household	22.5%	21.9%	19.0%
4 Person Household	15.4%	19.8%	17.0%
5 Person Household	6.3%	7.7%	7.8%
6 Person Household	2.2%	3.2%	3.6%
7 + Person Household	2.1%	2.2%	3.6%
2010 Households by Tenure and Mortgage Status			
Total	1,847	28,699	110,653
Owner Occupied	51.2%	67.5%	60.2%
Owned with a Mortgage/Loan	40.4%	51.6%	45.4%
Owned Free and Clear	10.7%	15.9%	14.8%
Renter Occupied	48.8%	32.5%	39.8%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	112	112	94
Percent of Income for Mortgage	18.9%	17.9%	20.7%
Wealth Index	157	148	134
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,910	29,808	116,065
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	5,173	91,732	339,271
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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 15, 2022

	1 mile	3 mile	5 mile
Top 3 Tapestry Segments			
1.	Enterprising Professionals (2D)	Enterprising Professionals (2D)	Pleasantville (2B)
2.	Savvy Suburbanites (1D)	Pleasantville (2B)	Enterprising Professionals (2D)
3.	Pacific Heights (2C)	Savvy Suburbanites (1D)	City Lights (8A)
2022 Consumer Spending			
Apparel & Services: Total $	$7,028,409	$97,871,208	$364,605,782
Average Spent	$3,446.99	$3,180.73	$3,063.73
Spending Potential Index	143	132	127
Education: Total $	$6,334,806	$94,014,871	$341,937,355
Average Spent	$3,106.82	$3,055.41	$2,873.25
Spending Potential Index	158	156	147
Entertainment/Recreation: Total $	$10,407,075	$147,151,837	$528,239,213
Average Spent	$5,104.01	$4,782.32	$4,438.72
Spending Potential Index	139	130	121
Food at Home: Total $	$17,482,078	$245,618,879	$909,184,117
Average Spent	$8,573.85	$7,982.41	$7,639.75
Spending Potential Index	138	129	123
Food Away from Home: Total $	$12,835,592	$176,713,069	$653,232,587
Average Spent	$6,295.04	$5,743.03	$5,489.03
Spending Potential Index	146	133	127
Health Care: Total $	$18,573,258	$264,456,008	$948,646,294
Average Spent	$9,109.00	$8,594.61	$7,971.35
Spending Potential Index	129	121	112
HH Furnishings & Equipment: Total $	$7,313,520	$103,662,054	$372,112,214
Average Spent	$3,586.82	$3,368.93	$3,126.81
Spending Potential Index	140	131	122
Personal Care Products & Services: Total $	$2,952,035	$41,391,432	$151,071,754
Average Spent	$1,447.79	$1,345.19	$1,269.44
Spending Potential Index	142	132	124
Shelter: Total $	$70,653,162	$999,177,216	$3,653,319,297
Average Spent	$34,650.89	$32,472.45	$30,698.36
Spending Potential Index	151	142	134
Support Payments/Cash Contributions/Gifts in Kind: Total $	$7,262,895	$101,488,085	$358,282,509
Average Spent	$3,561.99	$3,298.28	$3,010.60
Spending Potential Index	131	121	111
Travel: Total $	$8,916,548	$125,948,064	$438,412,967
Average Spent	$4,373.00	$4,093.21	$3,683.93
Spending Potential Index	152	143	128
Vehicle Maintenance & Repairs: Total $	$3,363,945	$46,780,289	$171,307,873
Average Spent	$1,649.80	$1,520.32	$1,439.48
Spending Potential Index	131	121	114

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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