	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	27,910	175,216	420,645
2020 Total Population	28,713	181,497	437,956
2020 Group Quarters	395	1,275	7,814
2022 Total Population	28,806	180,366	435,335
2022 Group Quarters	395	1,275	7,814
2027 Total Population	29,177	179,702	433,816
2022-2027 Annual Rate	0.26%	-0.07%	-0.07%
2022 Total Daytime Population	27,579	146,365	369,417
Workers	12,340	53,386	143,763
Residents	15,239	92,979	225,654
Household Summary			
2010 Households	8,197	55,552	134,593
2010 Average Household Size	3.36	3.14	3.07
2020 Total Households	8,397	56,132	137,074
2020 Average Household Size	3.37	3.21	3.14
2022 Households	8,484	55,796	136,208
2022 Average Household Size	3.35	3.21	3.14
2027 Households	8,556	55,413	135,273
2027 Average Household Size	3.36	3.22	3.15
2022-2027 Annual Rate	0.17%	-0.14%	-0.14%
2010 Families	5,990	43,783	103,215
2010 Average Family Size	3.80	3.48	3.46
2022 Families	6,064	43,178	102,147
2022 Average Family Size	3.83	3.60	3.58
2027 Families	6,103	42,786	101,238
2027 Average Family Size	3.85	3.61	3.60
2022-2027 Annual Rate	0.13%	-0.18%	-0.18%
Housing Unit Summary			
2000 Housing Units	8,524	56,929	137,621
Owner Occupied Housing Units	51.1%	80.5%	77.1%
Renter Occupied Housing Units	46.6%	17.7%	20.9%
Vacant Housing Units	2.3%	1.8%	2.0%
2010 Housing Units	8,546	57,500	139,675
Owner Occupied Housing Units	52.4%	78.9%	75.2%
Renter Occupied Housing Units	43.6%	17.7%	21.1%
Vacant Housing Units	4.1%	3.4%	3.6%
2020 Housing Units	8,768	58,190	142,154
Vacant Housing Units	4.2%	3.5%	3.6%
2022 Housing Units	8,880	58,167	142,261
Owner Occupied Housing Units	52.5%	79.1%	74.8%
Renter Occupied Housing Units	43.0%	16.8%	21.0%
Vacant Housing Units	4.5%	4.1%	4.3%
2027 Housing Units	8,953	58,147	142,065
Owner Occupied Housing Units	53.2%	78.9%	74.7%
Renter Occupied Housing Units	42.4%	16.4%	20.5%
Vacant Housing Units	4.4%	4.7%	4.8%
Median Household Income			
2022	$75,355	$123,818	$118,989
2027	$91,574	$145,907	$141,180
Median Home Value			
2022	$442,847	$553,090	$563,855
2027	$482,786	$605,222	$611,280
Per Capita Income			
2022	$30,636	$50,574	$49,727
2027	$36,415	$57,636	$57,030
Median Age			
2010	35.2	39.3	39.2
2022	36.8	40.9	40.7
2027	38.3	41.7	41.6

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	8,484	55,796	136,208
<$15,000	10.1%	4.7%	4.9%
$15,000 - $24,999	10.2%	4.6%	5.0%
$25,000 - $34,999	6.8%	3.3%	3.9%
$35,000 - $49,999	8.1%	5.6%	6.0%
$50,000 - $74,999	14.5%	10.3%	10.8%
$75,000 - $99,999	12.5%	10.2%	10.3%
$100,000 - $149,999	18.0%	19.7%	18.9%
$150,000 - $199,999	9.9%	16.8%	16.1%
$200,000+	9.8%	24.8%	24.0%
Average Household Income	$102,270	$163,604	$158,486
2027 Households by Income			
Household Income Base	8,556	55,413	135,273
<$15,000	8.3%	3.5%	3.7%
$15,000 - $24,999	8.1%	3.3%	3.6%
$25,000 - $34,999	4.5%	2.4%	2.9%
$35,000 - $49,999	6.6%	4.1%	4.7%
$50,000 - $74,999	13.8%	8.6%	9.0%
$75,000 - $99,999	12.2%	9.0%	9.1%
$100,000 - $149,999	20.8%	20.4%	19.5%
$150,000 - $199,999	13.3%	20.2%	19.4%
$200,000+	12.5%	28.7%	28.1%
Average Household Income	$122,169	$187,064	$182,492
2022 Owner Occupied Housing Units by Value			
Total	4,666	46,002	106,393
<$50,000	1.4%	0.4%	0.3%
$50,000 - $99,999	0.5%	0.1%	0.1%
$100,000 - $149,999	4.1%	0.6%	0.4%
$150,000 - $199,999	3.6%	0.9%	0.8%
$200,000 - $249,999	2.8%	2.1%	1.5%
$250,000 - $299,999	6.1%	2.5%	2.1%
$300,000 - $399,999	18.7%	10.3%	9.5%
$400,000 - $499,999	29.8%	23.7%	23.5%
$500,000 - $749,999	23.4%	44.1%	46.5%
$750,000 - $999,999	5.8%	11.5%	11.5%
$1,000,000 - $1,499,999	2.2%	1.7%	2.0%
$1,500,000 - $1,999,999	0.9%	0.5%	0.6%
$2,000,000 +	0.6%	1.5%	1.3%
Average Home Value	$489,820	$597,665	$605,808
2027 Owner Occupied Housing Units by Value			
Total	4,762	45,902	106,139
<$50,000	0.7%	0.2%	0.1%
$50,000 - $99,999	0.2%	0.0%	0.0%
$100,000 - $149,999	1.8%	0.3%	0.2%
$150,000 - $199,999	2.0%	0.4%	0.4%
$200,000 - $249,999	1.7%	1.3%	0.9%
$250,000 - $299,999	4.0%	1.5%	1.2%
$300,000 - $399,999	14.1%	6.8%	6.0%
$400,000 - $499,999	30.7%	20.0%	19.3%
$500,000 - $749,999	27.0%	46.4%	49.2%
$750,000 - $999,999	10.2%	16.7%	16.2%
$1,000,000 - $1,499,999	4.1%	3.1%	3.3%
$1,500,000 - $1,999,999	2.2%	1.0%	1.1%
$2,000,000 +	1.2%	2.3%	2.2%
Average Home Value	$582,898	$666,511	$671,669

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.

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	1 mile	3 mile	5 mile
2010 Population by Age			
Total	27,908	175,215	420,643
0 - 4	6.8%	6.1%	6.0%
5 - 9	6.4%	6.6%	6.4%
10 - 14	6.9%	7.2%	7.0%
15 - 24	15.3%	13.2%	13.7%
25 - 34	14.3%	11.4%	11.6%
35 - 44	14.6%	14.0%	13.6%
45 - 54	14.8%	16.2%	15.9%
55 - 64	10.4%	12.5%	12.3%
65 - 74	5.9%	6.8%	6.8%
75 - 84	3.4%	4.3%	4.6%
85 +	1.2%	1.7%	2.1%
18 +	75.2%	75.5%	76.1%
2022 Population by Age			
Total	28,804	180,367	435,335
0 - 4	6.0%	5.3%	5.3%
5 - 9	6.3%	6.0%	5.9%
10 - 14	6.7%	6.8%	6.6%
15 - 24	13.0%	11.6%	12.0%
25 - 34	15.5%	12.6%	12.6%
35 - 44	13.8%	12.9%	12.8%
45 - 54	12.6%	13.1%	12.8%
55 - 64	11.9%	13.9%	13.7%
65 - 74	8.4%	10.3%	10.2%
75 - 84	4.3%	5.4%	5.5%
85 +	1.5%	2.2%	2.6%
18 +	77.2%	78.0%	78.2%
2027 Population by Age			
Total	29,177	179,702	433,816
0 - 4	5.9%	5.3%	5.4%
5 - 9	5.7%	5.6%	5.5%
10 - 14	6.4%	6.3%	6.1%
15 - 24	12.4%	11.1%	11.5%
25 - 34	14.2%	11.6%	11.6%
35 - 44	15.1%	14.7%	14.6%
45 - 54	12.6%	12.7%	12.4%
55 - 64	11.6%	13.0%	12.9%
65 - 74	9.1%	10.9%	10.8%
75 - 84	5.3%	6.5%	6.6%
85 +	1.7%	2.2%	2.6%
18 +	78.1%	79.0%	79.3%
2010 Population by Sex			
Males	13,720	84,692	203,049
Females	14,190	90,524	217,596
2022 Population by Sex			
Males	14,254	87,613	210,878
Females	14,552	92,753	224,457
2027 Population by Sex			
Males	14,512	87,749	211,060
Females	14,665	91,953	222,756

	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
Total	27,910	175,216	420,646
White Alone	38.1%	60.8%	64.5%
Black Alone	31.5%	23.6%	20.2%
American Indian Alone	1.0%	0.4%	0.3%
Asian Alone	1.6%	2.7%	3.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	22.5%	9.3%	8.8%
Two or More Races	5.2%	3.1%	2.8%
Hispanic Origin	48.7%	21.6%	20.3%
Diversity Index	85.1	71.2	68.4
2020 Population by Race/Ethnicity			
Total	28,713	181,497	437,956
White Alone	19.4%	46.2%	50.7%
Black Alone	26.6%	23.3%	19.3%
American Indian Alone	1.2%	0.6%	0.6%
Asian Alone	1.9%	3.5%	4.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	36.5%	16.3%	15.2%
Two or More Races	14.4%	10.1%	9.6%
Hispanic Origin	55.2%	27.3%	25.7%
Diversity Index	86.7	81.5	79.7
2022 Population by Race/Ethnicity			
Total	28,806	180,367	435,336
White Alone	18.9%	45.8%	50.1%
Black Alone	26.2%	23.1%	19.2%
American Indian Alone	1.2%	0.6%	0.6%
Asian Alone	1.9%	3.5%	4.7%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	37.1%	16.6%	15.5%
Two or More Races	14.7%	10.3%	9.8%
Hispanic Origin	55.7%	27.5%	26.0%
Diversity Index	86.6	81.8	80.1
2027 Population by Race/Ethnicity			
Total	29,177	179,701	433,815
White Alone	17.2%	43.8%	48.1%
Black Alone	25.2%	22.8%	18.9%
American Indian Alone	1.3%	0.7%	0.7%
Asian Alone	2.0%	3.9%	5.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	39.4%	18.0%	16.8%
Two or More Races	14.7%	10.8%	10.3%
Hispanic Origin	57.2%	28.7%	27.1%
Diversity Index	86.2	82.9	81.4
2010 Population by Relationship and Household Type			
Total	27,911	175,216	420,645
In Households	98.7%	99.5%	98.2%
In Family Households	88.1%	90.9%	88.8%
Householder	21.7%	25.0%	24.5%
Spouse	12.5%	18.4%	18.1%
Child	35.9%	35.7%	34.7%
Other relative	11.5%	8.0%	7.5%
Nonrelative	6.5%	3.9%	3.9%
In Nonfamily Households	10.6%	8.6%	9.5%
In Group Quarters	1.3%	0.5%	1.8%
Institutionalized Population	0.6%	0.2%	0.6%
Noninstitutionalized Population	0.7%	0.3%	1.1%

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.

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	1 mile	3 mile	5 mile
2022 Population 25+ by Educational Attainment			
Total	19,598	126,825	305,474
Less than 9th Grade	12.0%	5.1%	5.3%
9th - 12th Grade, No Diploma	7.4%	3.7%	4.2%
High School Graduate	30.2%	21.9%	22.2%
GED/Alternative Credential	3.0%	2.4%	2.6%
Some College, No Degree	14.7%	13.6%	13.8%
Associate Degree	8.2%	9.4%	9.3%
Bachelor's Degree	15.5%	24.7%	24.0%
Graduate/Professional Degree	8.9%	19.2%	18.6%
2022 Population 15+ by Marital Status			
Total	23,335	147,789	357,731
Never Married	46.0%	34.5%	35.4%
Married	39.3%	53.0%	51.8%
Widowed	6.1%	5.5%	6.0%
Divorced	8.6%	7.1%	6.8%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	14,510	92,126	220,797
Population 16+ Employed	96.0%	96.6%	96.8%
Population 16+ Unemployment rate	4.0%	3.4%	3.2%
Population 16-24 Employed	10.3%	9.7%	10.7%
Population 16-24 Unemployment rate	10.2%	8.6%	8.4%
Population 25-54 Employed	69.6%	64.4%	62.9%
Population 25-54 Unemployment rate	3.3%	2.7%	2.5%
Population 55-64 Employed	14.6%	18.2%	18.5%
Population 55-64 Unemployment rate	2.3%	2.0%	2.1%
Population 65+ Employed	5.5%	7.6%	7.9%
Population 65+ Unemployment rate	5.9%	4.9%	4.3%
2022 Employed Population 16+ by Industry			
Total	13,925	89,022	213,660
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	6.8%	5.5%	6.7%
Manufacturing	6.0%	4.1%	3.7%
Wholesale Trade	2.1%	2.6%	2.8%
Retail Trade	12.0%	9.8%	9.5%
Transportation/Utilities	7.4%	7.5%	7.0%
Information	2.6%	2.9%	3.0%
Finance/Insurance/Real Estate	7.6%	8.8%	8.7%
Services	52.0%	53.5%	52.8%
Public Administration	3.7%	5.3%	5.7%
2022 Employed Population 16+ by Occupation			
Total	13,925	89,021	213,660
White Collar	50.1%	66.9%	65.5%
Management/Business/Financial	10.3%	18.3%	18.3%
Professional	19.4%	28.5%	26.7%
Sales	9.9%	9.2%	9.2%
Administrative Support	10.6%	11.0%	11.3%
Services	26.6%	16.5%	17.8%
Blue Collar	23.3%	16.5%	16.7%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	4.6%	4.3%	5.2%
Installation/Maintenance/Repair	4.1%	2.3%	2.2%
Production	5.5%	2.8%	2.6%
Transportation/Material Moving	8.8%	7.1%	6.6%

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	8,196	55,553	134,593
Households with 1 Person	21.9%	17.2%	19.2%
Households with 2+ People	78.1%	82.8%	80.8%
Family Households	73.1%	78.8%	76.7%
Husband-wife Families	41.8%	58.0%	56.8%
With Related Children	23.2%	29.3%	28.3%
Other Family (No Spouse Present)	31.2%	20.8%	19.9%
Other Family with Male Householder	8.2%	5.4%	5.2%
With Related Children	4.7%	2.7%	2.5%
Other Family with Female Householder	23.1%	15.4%	14.8%
With Related Children	14.9%	8.5%	8.1%
Nonfamily Households	5.0%	4.0%	4.1%
All Households with Children	43.6%	41.1%	39.4%
Multigenerational Households	11.9%	8.4%	7.5%
Unmarried Partner Households	8.0%	5.1%	4.8%
Male-female	7.1%	4.3%	4.1%
Same-sex	0.9%	0.7%	0.7%
2010 Households by Size			
Total	8,197	55,553	134,592
1 Person Household	21.9%	17.2%	19.2%
2 Person Household	21.2%	26.3%	26.5%
3 Person Household	16.7%	19.0%	18.4%
4 Person Household	16.0%	19.1%	18.1%
5 Person Household	10.2%	9.7%	9.5%
6 Person Household	5.9%	4.1%	4.1%
7 + Person Household	8.0%	4.5%	4.2%
2010 Households by Tenure and Mortgage Status			
Total	8,197	55,552	134,592
Owner Occupied	54.6%	81.6%	78.1%
Owned with a Mortgage/Loan	42.9%	60.1%	56.0%
Owned Free and Clear	11.7%	21.6%	22.1%
Renter Occupied	45.4%	18.4%	21.9%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	60	84	79
Percent of Income for Mortgage	31.0%	23.5%	25.0%
Wealth Index	94	199	190
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	8,546	57,500	139,675
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	27,910	175,216	420,645
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.

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	1 mile	3 mile	5 mile
Top 3 Tapestry Segments			
1.	Diverse Convergence (13A)	Pleasantville (2B)	Pleasantville (2B)
2.	Urban Villages (7B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
3.	Pleasantville (2B)	Urban Villages (7B)	Urban Villages (7B)
2022 Consumer Spending			
Apparel & Services: Total $	$20,358,382	$202,123,825	$480,320,397
Average Spent	$2,399.62	$3,622.55	$3,526.37
Spending Potential Index	100	150	146
Education: Total $	$17,898,520	$203,546,857	$480,832,050
Average Spent	$2,109.68	$3,648.05	$3,530.13
Spending Potential Index	108	186	180
Entertainment/Recreation: Total $	$28,571,860	$304,050,995	$720,257,426
Average Spent	$3,367.73	$5,449.33	$5,287.92
Spending Potential Index	92	148	144
Food at Home: Total $	$51,531,121	$509,632,398	$1,213,162,801
Average Spent	$6,073.92	$9,133.85	$8,906.69
Spending Potential Index	98	148	144
Food Away from Home: Total $	$36,936,308	$357,748,947	$848,874,725
Average Spent	$4,353.64	$6,411.73	$6,232.19
Spending Potential Index	101	149	144
Health Care: Total $	$51,330,668	$554,054,236	$1,317,371,451
Average Spent	$6,050.29	$9,930.00	$9,671.76
Spending Potential Index	85	140	136
HH Furnishings & Equipment: Total $	$20,101,333	$215,795,741	$510,271,563
Average Spent	$2,369.32	$3,867.58	$3,746.27
Spending Potential Index	92	151	146
Personal Care Products & Services: Total $	$8,263,811	$85,314,010	$203,082,684
Average Spent	$974.05	$1,529.03	$1,490.97
Spending Potential Index	96	150	146
Shelter: Total $	$207,516,861	$2,062,173,386	$4,892,789,912
Average Spent	$24,459.79	$36,959.16	$35,921.46
Spending Potential Index	107	161	157
Support Payments/Cash Contributions/Gifts in Kind: Total $	$18,719,993	$207,245,222	$490,773,134
Average Spent	$2,206.51	$3,714.34	$3,603.12
Spending Potential Index	81	137	133
Travel: Total $	$23,419,494	$257,910,933	$607,927,479
Average Spent	$2,760.43	$4,622.39	$4,463.23
Spending Potential Index	96	161	155
Vehicle Maintenance & Repairs: Total $	$9,315,158	$95,627,806	$227,097,030
Average Spent	$1,097.97	$1,713.88	$1,667.28
Spending Potential Index	87	136	132

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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