



Market Profile

Prepared by Esri

Area: 4.7 square miles

Population Summary	
2000 Total Population	6,020
2010 Total Population	7,282
2017 Total Population	7,491
2017 Group Quarters	174
2022 Total Population	7,665
2017-2022 Annual Rate	0.46%
2017 Total Daytime Population	23,738
Workers	19,472
Residents	4,266
Household Summary	
2000 Households	2,130
2000 Average Household Size	2.75
2010 Households	3,020
2010 Average Household Size	2.34
2017 Households	3,182
2017 Average Household Size	2.30
2022 Households	3,275
2022 Average Household Size	2.29
2017-2022 Annual Rate	0.58%
2010 Families	2,090
2010 Average Family Size	2.91
2017 Families	2,167
2017 Average Family Size	2.88
2022 Families	2,215
2022 Average Family Size	2.88
2017-2022 Annual Rate	0.44%
Housing Unit Summary	
2000 Housing Units	2,191
Owner Occupied Housing Units	93.2%
Renter Occupied Housing Units	4.1%
Vacant Housing Units	2.8%
2010 Housing Units	3,402
Owner Occupied Housing Units	68.6%
Renter Occupied Housing Units	20.1%
Vacant Housing Units	11.2%
2017 Housing Units	3,555
Owner Occupied Housing Units	66.8%
Renter Occupied Housing Units	22.8%
Vacant Housing Units	10.5%
2022 Housing Units	3,639
Owner Occupied Housing Units	66.6%
Renter Occupied Housing Units	23.4%
Vacant Housing Units	10.0%
Median Household Income	
2017	\$132,839
2022	\$140,681
Median Home Value	
2017	\$577,767
2022	\$618,636
Per Capita Income	
2017	\$84,841
2022	\$91,788
Median Age	
2010	49.8
2017	52.7
2022	54.2

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

August 17, 2017



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2017 Households by Income	
Household Income Base	3,182
<\$15,000	4.2%
\$15,000 - \$24,999	4.0%
\$25,000 - \$34,999	5.4%
\$35,000 - \$49,999	5.7%
\$50,000 - \$74,999	10.5%
\$75,000 - \$99,999	11.0%
\$100,000 - \$149,999	12.7%
\$150,000 - \$199,999	13.0%
\$200,000+	33.5%
Average Household Income	\$197,464
2022 Households by Income	
Household Income Base	3,275
<\$15,000	4.4%
\$15,000 - \$24,999	3.8%
\$25,000 - \$34,999	4.9%
\$35,000 - \$49,999	5.0%
\$50,000 - \$74,999	9.1%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	13.8%
\$150,000 - \$199,999	13.4%
\$200,000+	34.7%
Average Household Income	\$212,632
2017 Owner Occupied Housing Units by Value	
Total	2,374
<\$50,000	1.4%
\$50,000 - \$99,999	1.6%
\$100,000 - \$149,999	1.2%
\$150,000 - \$199,999	1.1%
\$200,000 - \$249,999	2.9%
\$250,000 - \$299,999	2.9%
\$300,000 - \$399,999	9.5%
\$400,000 - \$499,999	16.2%
\$500,000 - \$749,999	42.2%
\$750,000 - \$999,999	10.5%
\$1,000,000 +	10.4%
Average Home Value	\$611,605
2022 Owner Occupied Housing Units by Value	
Total	2,425
<\$50,000	0.4%
\$50,000 - \$99,999	0.5%
\$100,000 - \$149,999	0.5%
\$150,000 - \$199,999	0.5%
\$200,000 - \$249,999	1.5%
\$250,000 - \$299,999	1.9%
\$300,000 - \$399,999	7.5%
\$400,000 - \$499,999	15.8%
\$500,000 - \$749,999	45.4%
\$750,000 - \$999,999	12.4%
\$1,000,000 +	13.8%
Average Home Value	\$671,775

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age	
Total	7,282
0 - 4	3.7%
5 - 9	6.4%
10 - 14	7.5%
15 - 24	9.2%
25 - 34	3.7%
35 - 44	11.4%
45 - 54	16.6%
55 - 64	14.2%
65 - 74	10.2%
75 - 84	10.9%
85 +	6.2%
18 +	77.1%
2017 Population by Age	
Total	7,489
0 - 4	3.4%
5 - 9	5.3%
10 - 14	7.1%
15 - 24	9.6%
25 - 34	4.6%
35 - 44	8.9%
45 - 54	14.6%
55 - 64	15.0%
65 - 74	13.6%
75 - 84	11.2%
85 +	6.7%
18 +	79.2%
2022 Population by Age	
Total	7,667
0 - 4	3.4%
5 - 9	4.8%
10 - 14	6.5%
15 - 24	9.0%
25 - 34	5.3%
35 - 44	8.9%
45 - 54	13.3%
55 - 64	14.7%
65 - 74	14.9%
75 - 84	12.8%
85 +	6.5%
18 +	80.7%
2010 Population by Sex	
Males	3,479
Females	3,803
2017 Population by Sex	
Males	3,619
Females	3,872
2022 Population by Sex	
Males	3,715
Females	3,950

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Area: 4.7 square miles

2010 Population by Race/Ethnicity	
Total	7,282
White Alone	87.8%
Black Alone	0.9%
American Indian Alone	0.0%
Asian Alone	9.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.1%
Hispanic Origin	2.7%
Diversity Index	26.0
2017 Population by Race/Ethnicity	
Total	7,492
White Alone	84.9%
Black Alone	1.0%
American Indian Alone	0.0%
Asian Alone	12.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	1.3%
Hispanic Origin	3.2%
Diversity Index	31.0
2022 Population by Race/Ethnicity	
Total	7,665
White Alone	82.4%
Black Alone	1.1%
American Indian Alone	0.0%
Asian Alone	14.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	1.5%
Hispanic Origin	3.8%
Diversity Index	35.2
2010 Population by Relationship and Household Type	
Total	7,282
In Households	97.2%
In Family Households	84.1%
Householder	28.3%
Spouse	26.0%
Child	27.8%
Other relative	1.5%
Nonrelative	0.5%
In Nonfamily Households	13.1%
In Group Quarters	2.8%
Institutionalized Population	1.8%
Noninstitutionalized Population	1.0%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment	
Total	5,585
Less than 9th Grade	1.4%
9th - 12th Grade, No Diploma	1.5%
High School Graduate	9.2%
GED/Alternative Credential	0.2%
Some College, No Degree	13.1%
Associate Degree	3.9%
Bachelor's Degree	35.7%
Graduate/Professional Degree	35.1%
2017 Population 15+ by Marital Status	
Total	6,306
Never Married	20.8%
Married	60.7%
Widowed	11.5%
Divorced	7.0%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	96.5%
Civilian Unemployed (Unemployment Rate)	3.5%
2017 Employed Population 16+ by Industry	
Total	3,278
Agriculture/Mining	1.0%
Construction	3.6%
Manufacturing	11.9%
Wholesale Trade	6.4%
Retail Trade	7.8%
Transportation/Utilities	1.3%
Information	1.0%
Finance/Insurance/Real Estate	15.6%
Services	51.0%
Public Administration	0.3%
2017 Employed Population 16+ by Occupation	
Total	3,276
White Collar	86.7%
Management/Business/Financial	32.3%
Professional	28.5%
Sales	16.5%
Administrative Support	9.5%
Services	8.2%
Blue Collar	5.0%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	1.6%
Installation/Maintenance/Repair	0.4%
Production	1.5%
Transportation/Material Moving	0.7%
2010 Population By Urban/ Rural Status	
Total Population	7,282
Population Inside Urbanized Area	96.7%
Population Inside Urbanized Cluster	0.0%
Rural Population	3.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type	
Total	3,020
Households with 1 Person	28.2%
Households with 2+ People	71.8%
Family Households	69.2%
Husband-wife Families	63.6%
With Related Children	25.9%
Other Family (No Spouse Present)	5.6%
Other Family with Male Householder	1.5%
With Related Children	0.8%
Other Family with Female Householder	4.1%
With Related Children	2.3%
Nonfamily Households	2.6%
All Households with Children	29.0%
Multigenerational Households	1.5%
Unmarried Partner Households	2.4%
Male-female	1.6%
Same-sex	0.7%
2010 Households by Size	
Total	3,020
1 Person Household	28.2%
2 Person Household	37.6%
3 Person Household	11.3%
4 Person Household	15.5%
5 Person Household	5.5%
6 Person Household	1.4%
7 + Person Household	0.4%
2010 Households by Tenure and Mortgage Status	
Total	3,020
Owner Occupied	77.3%
Owned with a Mortgage/Loan	51.8%
Owned Free and Clear	25.6%
Renter Occupied	22.7%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	3,402
Housing Units Inside Urbanized Area	97.9%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	2.1%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments		
	1.	Top Tier (1A)
	2.	Golden Years (9B)
	3.	Professional Pride (1B)
2017 Consumer Spending		
Apparel & Services: Total \$		\$16,115,859
Average Spent		\$5,064.69
Spending Potential Index		234
Education: Total \$		\$13,621,768
Average Spent		\$4,280.88
Spending Potential Index		294
Entertainment/Recreation: Total \$		\$23,397,806
Average Spent		\$7,353.18
Spending Potential Index		236
Food at Home: Total \$		\$34,370,506
Average Spent		\$10,801.54
Spending Potential Index		214
Food Away from Home: Total \$		\$23,886,419
Average Spent		\$7,506.73
Spending Potential Index		225
Health Care: Total \$		\$41,222,813
Average Spent		\$12,955.00
Spending Potential Index		232
HH Furnishings & Equipment: Total \$		\$14,438,975
Average Spent		\$4,537.70
Spending Potential Index		233
Personal Care Products & Services: Total \$		\$6,001,918
Average Spent		\$1,886.21
Spending Potential Index		237
Shelter: Total \$		\$123,612,876
Average Spent		\$38,847.54
Spending Potential Index		239
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$19,028,637
Average Spent		\$5,980.09
Spending Potential Index		255
Travel: Total \$		\$17,739,172
Average Spent		\$5,574.85
Spending Potential Index		269
Vehicle Maintenance & Repairs: Total \$		\$7,692,114
Average Spent		\$2,417.38
Spending Potential Index		225

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.