



Market Profile

VOL_MUNI
Area: 4.7 square miles

Prepared by Esri

Population Summary	
2000 Total Population	6,020
2010 Total Population	7,282
2019 Total Population	7,393
2019 Group Quarters	178
2024 Total Population	7,393
2019-2024 Annual Rate	0.00%
2019 Total Daytime Population	18,359
Workers	14,249
Residents	4,110
Household Summary	
2000 Households	2,130
2000 Average Household Size	2.75
2010 Households	3,020
2010 Average Household Size	2.34
2019 Households	3,159
2019 Average Household Size	2.28
2024 Households	3,180
2024 Average Household Size	2.27
2019-2024 Annual Rate	0.13%
2010 Families	2,090
2010 Average Family Size	2.91
2019 Families	2,143
2019 Average Family Size	2.87
2024 Families	2,142
2024 Average Family Size	2.86
2019-2024 Annual Rate	-0.01%
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%
2019 Housing Units	3,511
Owner Occupied Housing Units	65.8%
Renter Occupied Housing Units	24.2%
Vacant Housing Units	10.0%
2024 Housing Units	3,608
Owner Occupied Housing Units	65.0%
Renter Occupied Housing Units	23.1%
Vacant Housing Units	11.9%
Median Household Income	
2019	\$126,685
2024	\$135,772
Median Home Value	
2019	\$560,541
2024	\$579,545
Per Capita Income	
2019	\$84,764
2024	\$89,882
Median Age	
2010	49.8
2019	53.5
2024	54.9

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income	
Household Income Base	3,159
<\$15,000	4.2%
\$15,000 - \$24,999	5.0%
\$25,000 - \$34,999	5.3%
\$35,000 - \$49,999	6.1%
\$50,000 - \$74,999	11.7%
\$75,000 - \$99,999	9.5%
\$100,000 - \$149,999	13.3%
\$150,000 - \$199,999	11.7%
\$200,000+	33.2%
Average Household Income	\$196,535
2024 Households by Income	
Household Income Base	3,180
<\$15,000	4.2%
\$15,000 - \$24,999	4.7%
\$25,000 - \$34,999	4.8%
\$35,000 - \$49,999	5.6%
\$50,000 - \$74,999	11.4%
\$75,000 - \$99,999	9.2%
\$100,000 - \$149,999	13.1%
\$150,000 - \$199,999	13.2%
\$200,000+	33.8%
Average Household Income	\$207,828
2019 Owner Occupied Housing Units by Value	
Total	2,309
<\$50,000	0.3%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.6%
\$150,000 - \$199,999	0.7%
\$200,000 - \$249,999	1.6%
\$250,000 - \$299,999	2.6%
\$300,000 - \$399,999	14.9%
\$400,000 - \$499,999	18.8%
\$500,000 - \$749,999	42.8%
\$750,000 - \$999,999	9.1%
\$1,000,000 - \$1,499,999	5.9%
\$1,500,000 - \$1,999,999	0.8%
\$2,000,000 +	1.7%
Average Home Value	\$623,701
2024 Owner Occupied Housing Units by Value	
Total	2,346
<\$50,000	0.1%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	0.3%
\$200,000 - \$249,999	1.0%
\$250,000 - \$299,999	1.8%
\$300,000 - \$399,999	12.8%
\$400,000 - \$499,999	18.8%
\$500,000 - \$749,999	46.9%
\$750,000 - \$999,999	10.9%
\$1,000,000 - \$1,499,999	5.0%
\$1,500,000 - \$1,999,999	0.7%
\$2,000,000 +	1.4%
Average Home Value	\$632,886

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.

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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%
2019 Population by Age	
Total	7,393
0 - 4	3.3%
5 - 9	4.9%
10 - 14	7.0%
15 - 24	9.8%
25 - 34	5.0%
35 - 44	8.3%
45 - 54	13.9%
55 - 64	15.1%
65 - 74	14.3%
75 - 84	11.9%
85 +	6.6%
18 +	79.9%
2024 Population by Age	
Total	7,392
0 - 4	3.4%
5 - 9	4.7%
10 - 14	6.1%
15 - 24	8.9%
25 - 34	5.6%
35 - 44	9.1%
45 - 54	12.4%
55 - 64	14.3%
65 - 74	15.2%
75 - 84	13.8%
85 +	6.6%
18 +	81.3%
2010 Population by Sex	
Males	3,479
Females	3,803
2019 Population by Sex	
Males	3,574
Females	3,819
2024 Population by Sex	
Males	3,582
Females	3,811

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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
2019 Population by Race/Ethnicity	
Total	7,393
White Alone	84.0%
Black Alone	1.1%
American Indian Alone	0.0%
Asian Alone	13.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	1.4%
Hispanic Origin	3.4%
Diversity Index	32.5
2024 Population by Race/Ethnicity	
Total	7,393
White Alone	81.3%
Black Alone	1.1%
American Indian Alone	0.0%
Asian Alone	15.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	1.6%
Hispanic Origin	4.0%
Diversity Index	36.8
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

November 12, 2019



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2019 Population 25+ by Educational Attainment	
Total	5,545
Less than 9th Grade	1.4%
9th - 12th Grade, No Diploma	2.1%
High School Graduate	8.7%
GED/Alternative Credential	0.5%
Some College, No Degree	12.0%
Associate Degree	3.9%
Bachelor's Degree	34.1%
Graduate/Professional Degree	37.4%
2019 Population 15+ by Marital Status	
Total	6,269
Never Married	20.4%
Married	62.9%
Widowed	10.3%
Divorced	6.5%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	96.0%
Civilian Unemployed (Unemployment Rate)	4.0%
2019 Employed Population 16+ by Industry	
Total	3,341
Agriculture/Mining	0.1%
Construction	2.8%
Manufacturing	16.4%
Wholesale Trade	6.3%
Retail Trade	10.4%
Transportation/Utilities	3.2%
Information	1.5%
Finance/Insurance/Real Estate	13.6%
Services	44.2%
Public Administration	1.4%
2019 Employed Population 16+ by Occupation	
Total	3,339
White Collar	86.0%
Management/Business/Financial	32.8%
Professional	25.4%
Sales	18.3%
Administrative Support	9.5%
Services	8.5%
Blue Collar	5.4%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	1.3%
Installation/Maintenance/Repair	0.7%
Production	1.3%
Transportation/Material Moving	2.3%
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%

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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 2019 and 2024 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)

2019 Consumer Spending

Apparel & Services: Total \$	\$14,151,571
Average Spent	\$4,479.76
Spending Potential Index	209
Education: Total \$	\$13,337,025
Average Spent	\$4,221.91
Spending Potential Index	265
Entertainment/Recreation: Total \$	\$22,551,192
Average Spent	\$7,138.71
Spending Potential Index	218
Food at Home: Total \$	\$32,694,724
Average Spent	\$10,349.71
Spending Potential Index	200
Food Away from Home: Total \$	\$24,029,982
Average Spent	\$7,606.83
Spending Potential Index	207
Health Care: Total \$	\$39,379,970
Average Spent	\$12,465.96
Spending Potential Index	210
HH Furnishings & Equipment: Total \$	\$14,427,700
Average Spent	\$4,567.17
Spending Potential Index	214
Personal Care Products & Services: Total \$	\$6,046,428
Average Spent	\$1,914.03
Spending Potential Index	216
Shelter: Total \$	\$129,367,077
Average Spent	\$40,951.91
Spending Potential Index	221
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$18,670,545
Average Spent	\$5,910.27
Spending Potential Index	238
Travel: Total \$	\$17,118,883
Average Spent	\$5,419.08
Spending Potential Index	241
Vehicle Maintenance & Repairs: Total \$	\$7,735,787
Average Spent	\$2,448.81
Spending Potential Index	214

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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