



Population Summary	
2000 Total Population	79,192
2010 Total Population	93,084
2019 Total Population	110,263
2019 Group Quarters	4,752
2024 Total Population	118,232
2019-2024 Annual Rate	1.41%
2019 Total Daytime Population	121,392
Workers	62,384
Residents	59,008
Household Summary	
2000 Households	28,297
2000 Average Household Size	2.64
2010 Households	33,490
2010 Average Household Size	2.63
2019 Households	39,522
2019 Average Household Size	2.67
2024 Households	42,406
2024 Average Household Size	2.68
2019-2024 Annual Rate	1.42%
2010 Families	21,297
2010 Average Family Size	3.24
2019 Families	24,918
2019 Average Family Size	3.29
2024 Families	26,535
2024 Average Family Size	3.30
2019-2024 Annual Rate	1.27%
Housing Unit Summary	
2000 Housing Units	29,642
Owner Occupied Housing Units	56.3%
Renter Occupied Housing Units	39.1%
Vacant Housing Units	4.5%
2010 Housing Units	36,391
Owner Occupied Housing Units	52.1%
Renter Occupied Housing Units	40.0%
Vacant Housing Units	8.0%
2019 Housing Units	41,954
Owner Occupied Housing Units	56.1%
Renter Occupied Housing Units	38.1%
Vacant Housing Units	5.8%
2024 Housing Units	45,158
Owner Occupied Housing Units	57.2%
Renter Occupied Housing Units	36.8%
Vacant Housing Units	6.1%
Median Household Income	
2019	\$54,612
2024	\$62,263
Median Home Value	
2019	\$295,496
2024	\$375,392
Per Capita Income	
2019	\$26,054
2024	\$29,671
Median Age	
2010	29.8
2019	31.8
2024	32.5

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	39,521
<\$15,000	12.1%
\$15,000 - \$24,999	10.1%
\$25,000 - \$34,999	8.4%
\$35,000 - \$49,999	14.7%
\$50,000 - \$74,999	18.2%
\$75,000 - \$99,999	14.5%
\$100,000 - \$149,999	14.3%
\$150,000 - \$199,999	3.9%
\$200,000+	3.7%
Average Household Income	\$72,040

2024 Households by Income

Household Income Base	42,407
<\$15,000	9.8%
\$15,000 - \$24,999	8.2%
\$25,000 - \$34,999	7.2%
\$35,000 - \$49,999	14.3%
\$50,000 - \$74,999	18.2%
\$75,000 - \$99,999	15.6%
\$100,000 - \$149,999	17.5%
\$150,000 - \$199,999	5.2%
\$200,000+	4.1%
Average Household Income	\$82,073

2019 Owner Occupied Housing Units by Value

Total	23,528
<\$50,000	7.2%
\$50,000 - \$99,999	2.2%
\$100,000 - \$149,999	5.4%
\$150,000 - \$199,999	11.3%
\$200,000 - \$249,999	12.8%
\$250,000 - \$299,999	12.2%
\$300,000 - \$399,999	18.9%
\$400,000 - \$499,999	16.3%
\$500,000 - \$749,999	10.0%
\$750,000 - \$999,999	2.4%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.5%
Average Home Value	\$337,444

2024 Owner Occupied Housing Units by Value

Total	25,801
<\$50,000	5.5%
\$50,000 - \$99,999	0.9%
\$100,000 - \$149,999	2.5%
\$150,000 - \$199,999	5.2%
\$200,000 - \$249,999	8.3%
\$250,000 - \$299,999	12.4%
\$300,000 - \$399,999	20.0%
\$400,000 - \$499,999	23.4%
\$500,000 - \$749,999	14.8%
\$750,000 - \$999,999	4.9%
\$1,000,000 - \$1,499,999	1.1%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.7%
Average Home Value	\$409,712

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age

Total	93,084
0 - 4	7.8%
5 - 9	7.3%
10 - 14	6.6%
15 - 24	21.1%
25 - 34	13.9%
35 - 44	11.5%
45 - 54	11.3%
55 - 64	9.8%
65 - 74	5.4%
75 - 84	3.6%
85 +	1.7%
18 +	74.2%

2019 Population by Age

Total	110,264
0 - 4	7.3%
5 - 9	6.9%
10 - 14	6.6%
15 - 24	18.7%
25 - 34	15.1%
35 - 44	11.9%
45 - 54	10.2%
55 - 64	10.3%
65 - 74	7.6%
75 - 84	3.8%
85 +	1.9%
18 +	75.5%

2024 Population by Age

Total	118,231
0 - 4	7.4%
5 - 9	6.9%
10 - 14	6.6%
15 - 24	18.2%
25 - 34	14.6%
35 - 44	12.8%
45 - 54	10.0%
55 - 64	9.4%
65 - 74	8.0%
75 - 84	4.4%
85 +	1.8%
18 +	75.3%

2010 Population by Sex

Males	45,739
Females	47,345

2019 Population by Sex

Males	54,328
Females	55,936

2024 Population by Sex

Males	58,188
Females	60,043

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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2010 Population by Race/Ethnicity

Total	93,084
White Alone	79.1%
Black Alone	1.7%
American Indian Alone	1.2%
Asian Alone	1.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	13.2%
Two or More Races	3.4%
Hispanic Origin	36.1%
Diversity Index	66.2

2019 Population by Race/Ethnicity

Total	110,262
White Alone	77.3%
Black Alone	2.3%
American Indian Alone	1.1%
Asian Alone	1.7%
Pacific Islander Alone	0.2%
Some Other Race Alone	13.7%
Two or More Races	3.7%
Hispanic Origin	37.3%
Diversity Index	68.1

2024 Population by Race/Ethnicity

Total	118,231
White Alone	76.5%
Black Alone	2.6%
American Indian Alone	1.1%
Asian Alone	2.0%
Pacific Islander Alone	0.2%
Some Other Race Alone	13.9%
Two or More Races	3.8%
Hispanic Origin	38.8%
Diversity Index	69.2

2010 Population by Relationship and Household Type

Total	93,084
In Households	94.8%
In Family Households	76.5%
Householder	22.9%
Spouse	16.6%
Child	30.4%
Other relative	4.1%
Nonrelative	2.5%
In Nonfamily Households	18.2%
In Group Quarters	5.2%
Institutionalized Population	1.7%
Noninstitutionalized Population	3.5%

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.



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2019 Population 25+ by Educational Attainment	
Total	66,854
Less than 9th Grade	7.0%
9th - 12th Grade, No Diploma	7.9%
High School Graduate	20.8%
GED/Alternative Credential	5.0%
Some College, No Degree	22.4%
Associate Degree	8.3%
Bachelor's Degree	18.6%
Graduate/Professional Degree	9.9%
2019 Population 15+ by Marital Status	
Total	87,426
Never Married	36.2%
Married	47.3%
Widowed	5.1%
Divorced	11.4%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	94.2%
Civilian Unemployed (Unemployment Rate)	5.8%
2019 Employed Population 16+ by Industry	
Total	51,757
Agriculture/Mining	6.0%
Construction	10.1%
Manufacturing	10.2%
Wholesale Trade	2.6%
Retail Trade	11.2%
Transportation/Utilities	4.8%
Information	1.4%
Finance/Insurance/Real Estate	6.0%
Services	42.9%
Public Administration	4.8%
2019 Employed Population 16+ by Occupation	
Total	51,758
White Collar	53.8%
Management/Business/Financial	12.1%
Professional	16.5%
Sales	9.4%
Administrative Support	15.8%
Services	17.9%
Blue Collar	28.2%
Farming/Forestry/Fishing	1.4%
Construction/Extraction	8.7%
Installation/Maintenance/Repair	3.2%
Production	7.7%
Transportation/Material Moving	7.2%
2010 Population By Urban/ Rural Status	
Total Population	93,084
Population Inside Urbanized Area	99.8%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.2%

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



2010 Households by Type	
Total	33,490
Households with 1 Person	26.9%
Households with 2+ People	73.1%
Family Households	63.6%
Husband-wife Families	46.3%
With Related Children	22.2%
Other Family (No Spouse Present)	17.3%
Other Family with Male Householder	5.5%
With Related Children	3.5%
Other Family with Female Householder	11.9%
With Related Children	8.7%
Nonfamily Households	9.5%
All Households with Children	34.9%
Multigenerational Households	4.2%
Unmarried Partner Households	6.9%
Male-female	6.3%
Same-sex	0.6%
2010 Households by Size	
Total	33,490
1 Person Household	26.9%
2 Person Household	31.9%
3 Person Household	15.4%
4 Person Household	13.0%
5 Person Household	7.2%
6 Person Household	3.1%
7 + Person Household	2.5%
2010 Households by Tenure and Mortgage Status	
Total	33,490
Owner Occupied	56.6%
Owned with a Mortgage/Loan	42.9%
Owned Free and Clear	13.6%
Renter Occupied	43.4%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	36,391
Housing Units Inside Urbanized Area	99.7%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.3%

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. Barrios Urbanos (7D)
2. Bright Young Professionals
3. Metro Fusion (11C)

2019 Consumer Spending

Apparel & Services: Total \$	\$72,278,360
Average Spent	\$1,828.81
Spending Potential Index	85
Education: Total \$	\$51,821,276
Average Spent	\$1,311.20
Spending Potential Index	82
Entertainment/Recreation: Total \$	\$105,548,459
Average Spent	\$2,670.63
Spending Potential Index	82
Food at Home: Total \$	\$172,287,781
Average Spent	\$4,359.29
Spending Potential Index	84
Food Away from Home: Total \$	\$124,201,802
Average Spent	\$3,142.60
Spending Potential Index	86
Health Care: Total \$	\$190,210,772
Average Spent	\$4,812.78
Spending Potential Index	81
HH Furnishings & Equipment: Total \$	\$71,074,626
Average Spent	\$1,798.36
Spending Potential Index	84
Personal Care Products & Services: Total \$	\$29,741,659
Average Spent	\$752.53
Spending Potential Index	85
Shelter: Total \$	\$616,960,338
Average Spent	\$15,610.55
Spending Potential Index	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$79,512,423
Average Spent	\$2,011.85
Spending Potential Index	81
Travel: Total \$	\$71,657,966
Average Spent	\$1,813.12
Spending Potential Index	81
Vehicle Maintenance & Repairs: Total \$	\$38,902,073
Average Spent	\$984.31
Spending Potential Index	86

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.