Polygon 2
Area: 4.78 square miles

Prepared by Esri

Population Summary

2000 Total Population	3,106
2010 Total Population	5,434
2017 Total Population	7,177
2017 Group Quarters	8
2022 Total Population	8,207
2017-2022 Annual Rate	2.72%
2017 Total Daytime Population	4,611
Workers	1,097
Residents	3,514

Household Summary

2000 Households	1,148
2000 Average Household Size	2.57
2010 Households	2,078
2010 Average Household Size	2.61
2017 Households	2,732
2017 Average Household Size	2.62
2022 Households	3,118
2022 Average Household Size	2.63
2017-2022 Annual Rate	2.68%
2010 Families	1,518
2010 Average Family Size	3.11
2017 Families	1,974
2017 Average Family Size	3.14
2022 Families	2,243
2022 Average Family Size	3.15
2017-2022 Annual Rate	2.59%

Housing Unit Summary

2000 Housing Units	1,211
Owner Occupied Housing Units	81.0%
Renter Occupied Housing Units	13.8%
Vacant Housing Units	5.2%
2010 Housing Units	2,189
Owner Occupied Housing Units	75.1%
Renter Occupied Housing Units	19.8%
Vacant Housing Units	5.1%
2017 Housing Units	2,900
Owner Occupied Housing Units	71.8%
Renter Occupied Housing Units	22.4%
Vacant Housing Units	5.8%
2022 Housing Units	3,318
Owner Occupied Housing Units	71.3%
Renter Occupied Housing Units	22.7%
Vacant Housing Units	6.0%

Median Household Income

2017	$79,098
2022	$86,185

Median Home Value

2017	$351,574
2022	$400,380

Per Capita Income

2017	$35,163
2022	$40,006

Median Age

2010	38.3
2017	39.0
2022	39.5

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2017 Households by Income	
Household Income Base	2,732
<$15,000	4.2%
$15,000 - $24,999	5.2%
$25,000 - $34,999	6.9%
$35,000 - $49,999	12.5%
$50,000 - $74,999	18.0%
$75,000 - $99,999	14.7%
$100,000 - $149,999	22.3%
$150,000 - $199,999	10.2%
$200,000+	5.9%
Average Household Income	$93,489
2022 Households by Income	
Household Income Base	3,118
<$15,000	4.4%
$15,000 - $24,999	5.2%
$25,000 - $34,999	6.2%
$35,000 - $49,999	11.2%
$50,000 - $74,999	16.0%
$75,000 - $99,999	13.7%
$100,000 - $149,999	23.2%
$150,000 - $199,999	12.5%
$200,000+	7.7%
Average Household Income	$106,537
2017 Owner Occupied Housing Units by Value	
Total	2,081
<$50,000	4.2%
$50,000 - $99,999	0.7%
$100,000 - $149,999	2.0%
$150,000 - $199,999	9.3%
$200,000 - $249,999	8.2%
$250,000 - $299,999	12.2%
$300,000 - $399,999	25.9%
$400,000 - $499,999	15.2%
$500,000 - $749,999	14.4%
$750,000 - $999,999	3.3%
$1,000,000 +	4.6%
Average Home Value	$407,424
2022 Owner Occupied Housing Units by Value	
Total	2,366
<$50,000	2.1%
$50,000 - $99,999	0.5%
$100,000 - $149,999	1.5%
$150,000 - $199,999	6.6%
$200,000 - $249,999	6.0%
$250,000 - $299,999	9.6%
$300,000 - $399,999	23.8%
$400,000 - $499,999	16.7%
$500,000 - $749,999	19.1%
$750,000 - $999,999	5.7%
$1,000,000 +	8.6%
Average Home Value	$488,984

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2010 Population by Age	
Total	5,434
0 - 4	7.6%
5 - 9	9.2%
10 - 14	8.6%
15 - 24	9.2%
25 - 34	10.5%
35 - 44	16.1%
45 - 54	16.4%
55 - 64	10.3%
65 - 74	6.9%
75 - 84	3.6%
85 +	1.6%
18 +	69.9%
2017 Population by Age	
Total	7,176
0 - 4	6.8%
5 - 9	8.0%
10 - 14	8.7%
15 - 24	11.2%
25 - 34	9.9%
35 - 44	14.4%
45 - 54	14.9%
55 - 64	12.4%
65 - 74	8.3%
75 - 84	3.9%
85 +	1.5%
18 +	71.6%
2022 Population by Age	
Total	8,206
0 - 4	6.7%
5 - 9	7.4%
10 - 14	8.1%
15 - 24	11.1%
25 - 34	11.1%
35 - 44	13.6%
45 - 54	13.6%
55 - 64	12.7%
65 - 74	9.5%
75 - 84	4.6%
85 +	1.6%
18 +	72.7%
2010 Population by Sex	
Males	2,549
Females	2,885
2017 Population by Sex	
Males	3,379
Females	3,798
2022 Population by Sex	
Males	3,877
Females	4,330

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 Race/Ethnicity	
Total	5,433
White Alone	90.4%
Black Alone	3.8%
American Indian Alone	0.1%
Asian Alone	3.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	1.9%
Hispanic Origin	3.1%
Diversity Index	23.0
2017 Population by Race/Ethnicity	
Total	7,176
White Alone	89.5%
Black Alone	3.8%
American Indian Alone	0.1%
Asian Alone	3.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	2.4%
Hispanic Origin	3.6%
Diversity Index	25.2
2022 Population by Race/Ethnicity	
Total	8,206
White Alone	88.5%
Black Alone	3.8%
American Indian Alone	0.1%
Asian Alone	4.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.8%
Two or More Races	2.9%
Hispanic Origin	4.1%
Diversity Index	27.6
2010 Population by Relationship and Household Type	
Total	5,434
In Households	99.9%
In Family Households	88.1%
Householder	27.5%
Spouse	22.9%
Child	34.6%
Other relative	1.8%
Nonrelative	1.3%
In Nonfamily Households	11.8%
In Group Quarters	0.1%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.1%

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: 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	4,693
Less than 9th Grade	3.4%
9th - 12th Grade, No Diploma	3.3%
High School Graduate	15.7%
GED/Alternative Credential	0.3%
Some College, No Degree	13.2%
Associate Degree	7.1%
Bachelor's Degree	26.0%
Graduate/Professional Degree	31.1%

2017 Population 15+ by Marital Status

Total	5,494
Never Married	18.6%
Married	61.9%
Widowed	6.7%
Divorced	12.7%

2017 Civilian Population 16+ in Labor Force

Civilian Employed	98.2%
Civilian Unemployed (Unemployment Rate)	1.8%

2017 Employed Population 16+ by Industry

Total	3,698
Agriculture/Mining	3.1%
Construction	5.4%
Manufacturing	0.9%
Wholesale Trade	1.7%
Retail Trade	6.7%
Transportation/Utilities	2.0%
Information	1.9%
Finance/Insurance/Real Estate	6.2%
Services	67.4%
Public Administration	4.7%

2017 Employed Population 16+ by Occupation

Total	3,700
White Collar	70.7%
Management/Business/Financial	15.9%
Professional	37.8%
Sales	7.2%
Administrative Support	9.9%
Services	15.9%
Blue Collar	13.4%
Farming/Forestry/Fishing	3.2%
Construction/Extraction	5.0%
Installation/Maintenance/Repair	1.1%
Production	0.4%
Transportation/Material Moving	3.7%

2010 Population By Urban/ Rural Status

Total Population	5,434
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	86.9%
Rural Population	13.1%

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2010 Households by Type	
Total	2,078
Households with 1 Person	22.9%
Households with 2+ People	77.1%
Family Households	73.1%
Husband-wife Families	60.9%
With Related Children	34.2%
Other Family (No Spouse Present)	12.2%
Other Family with Male Householder	2.4%
With Related Children	1.5%
Other Family with Female Householder	9.8%
With Related Children	6.6%
Nonfamily Households	4.1%
All Households with Children	42.4%
Multigenerational Households	2.1%
Unmarried Partner Households	4.8%
Male-female	4.0%
Same-sex	0.8%
2010 Households by Size	
Total	2,078
1 Person Household	22.9%
2 Person Household	31.1%
3 Person Household	18.4%
4 Person Household	17.1%
5 Person Household	7.6%
6 Person Household	2.1%
7 + Person Household	0.8%
2010 Households by Tenure and Mortgage Status	
Total	2,078
Owner Occupied	79.1%
Owned with a Mortgage/Loan	61.5%
Owned Free and Clear	17.6%
Renter Occupied	20.9%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	2,189
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	86.3%
Rural Housing Units	13.7%

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.	Soccer Moms (4A)
2.	In Style (5B)
3.	Pleasantville (2B)

2017 Consumer Spending	
Apparel & Services: Total $	$6,864,708
Average Spent	$2,512.70
Spending Potential Index	116
Education: Total $	$4,648,865
Average Spent	$1,701.63
Spending Potential Index	117
Entertainment/Recreation: Total $	$9,772,551
Average Spent	$3,577.07
Spending Potential Index	115
Food at Home: Total $	$15,041,115
Average Spent	$5,505.53
Spending Potential Index	109
Food Away from Home: Total $	$10,481,503
Average Spent	$3,836.57
Spending Potential Index	115
Health Care: Total $	$17,192,867
Average Spent	$6,293.14
Spending Potential Index	113
HH Furnishings & Equipment: Total $	$6,213,837
Average Spent	$2,274.46
Spending Potential Index	117
Personal Care Products & Services: Total $	$2,525,645
Average Spent	$924.47
Spending Potential Index	116
Shelter: Total $	$49,850,149
Average Spent	$18,246.76
Spending Potential Index	112
Support Payments/Cash Contributions/Gifts in Kind: Total $	$7,421,509
Average Spent	$2,716.51
Spending Potential Index	116
Travel: Total $	$6,830,184
Average Spent	$2,500.07
Spending Potential Index	121
Vehicle Maintenance & Repairs: Total $	$3,293,028
Average Spent	$1,205.35
Spending Potential Index	112

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.

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