

<b>Population Summary</b>	
2000 Total Population	5,065
2010 Total Population	4,422
2019 Total Population	4,673
2019 Group Quarters	162
2024 Total Population	4,823
2019-2024 Annual Rate	0.63%
2019 Total Daytime Population	12,742
Workers	10,958
Residents	1,784
<b>Household Summary</b>	
2000 Households	2,494
2000 Average Household Size	1.90
2010 Households	2,354
2010 Average Household Size	1.81
2019 Households	2,493
2019 Average Household Size	1.81
2024 Households	2,574
2024 Average Household Size	1.81
2019-2024 Annual Rate	0.64%
2010 Families	968
2010 Average Family Size	2.56
2019 Families	996
2019 Average Family Size	2.59
2024 Families	1,019
2024 Average Family Size	2.60
2019-2024 Annual Rate	0.46%
<b>Housing Unit Summary</b>	
2000 Housing Units	2,738
Owner Occupied Housing Units	34.2%
Renter Occupied Housing Units	56.9%
Vacant Housing Units	8.9%
2010 Housing Units	2,687
Owner Occupied Housing Units	37.3%
Renter Occupied Housing Units	50.3%
Vacant Housing Units	12.4%
2019 Housing Units	2,857
Owner Occupied Housing Units	35.9%
Renter Occupied Housing Units	51.3%
Vacant Housing Units	12.7%
2024 Housing Units	2,960
Owner Occupied Housing Units	37.1%
Renter Occupied Housing Units	49.9%
Vacant Housing Units	13.0%
<b>Median Household Income</b>	
2019	\$64,908
2024	\$75,017
<b>Median Home Value</b>	
2019	\$300,588
2024	\$336,656
<b>Per Capita Income</b>	
2019	\$44,348
2024	\$50,488
<b>Median Age</b>	
2010	39.0
2019	40.6
2024	41.4

**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.



### 2019 Households by Income

Household Income Base	2,493
<\$15,000	10.8%
\$15,000 - \$24,999	6.1%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	13.7%
\$50,000 - \$74,999	18.6%
\$75,000 - \$99,999	18.6%
\$100,000 - \$149,999	12.9%
\$150,000 - \$199,999	6.2%
\$200,000+	6.4%
Average Household Income	\$86,938

### 2024 Households by Income

Household Income Base	2,574
<\$15,000	8.7%
\$15,000 - \$24,999	4.9%
\$25,000 - \$34,999	6.0%
\$35,000 - \$49,999	12.4%
\$50,000 - \$74,999	17.9%
\$75,000 - \$99,999	19.7%
\$100,000 - \$149,999	14.8%
\$150,000 - \$199,999	7.9%
\$200,000+	7.5%
Average Household Income	\$98,856

### 2019 Owner Occupied Housing Units by Value

Total	1,026
<\$50,000	2.3%
\$50,000 - \$99,999	0.7%
\$100,000 - \$149,999	3.4%
\$150,000 - \$199,999	12.6%
\$200,000 - \$249,999	15.4%
\$250,000 - \$299,999	15.4%
\$300,000 - \$399,999	24.9%
\$400,000 - \$499,999	10.6%
\$500,000 - \$749,999	10.1%
\$750,000 - \$999,999	3.0%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.7%
Average Home Value	\$354,390

### 2024 Owner Occupied Housing Units by Value

Total	1,097
<\$50,000	1.2%
\$50,000 - \$99,999	0.5%
\$100,000 - \$149,999	2.0%
\$150,000 - \$199,999	8.2%
\$200,000 - \$249,999	12.5%
\$250,000 - \$299,999	14.8%
\$300,000 - \$399,999	29.7%
\$400,000 - \$499,999	13.0%
\$500,000 - \$749,999	12.1%
\$750,000 - \$999,999	4.2%
\$1,000,000 - \$1,499,999	0.9%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.9%
Average Home Value	\$393,254

**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.



# Market Profile

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Area: 0.95 square miles

Downtown Boundaries

2010 Population by Age	
Total	4,421
0 - 4	5.3%
5 - 9	4.0%
10 - 14	3.2%
15 - 24	11.2%
25 - 34	19.9%
35 - 44	15.2%
45 - 54	15.7%
55 - 64	13.1%
65 - 74	7.2%
75 - 84	3.6%
85 +	1.7%
18 +	85.5%
2019 Population by Age	
Total	4,672
0 - 4	4.5%
5 - 9	4.2%
10 - 14	3.8%
15 - 24	10.2%
25 - 34	18.1%
35 - 44	15.1%
45 - 54	13.4%
55 - 64	14.6%
65 - 74	9.9%
75 - 84	4.3%
85 +	2.0%
18 +	85.3%
2024 Population by Age	
Total	4,824
0 - 4	4.5%
5 - 9	4.0%
10 - 14	3.7%
15 - 24	10.6%
25 - 34	17.4%
35 - 44	15.1%
45 - 54	12.8%
55 - 64	13.8%
65 - 74	11.0%
75 - 84	5.2%
85 +	2.1%
18 +	85.6%
2010 Population by Sex	
Males	2,144
Females	2,278
2019 Population by Sex	
Males	2,269
Females	2,404
2024 Population by Sex	
Males	2,347
Females	2,476

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 Population by Race/Ethnicity

Total	4,421
White Alone	82.4%
Black Alone	12.0%
American Indian Alone	0.5%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	2.7%
Hispanic Origin	4.3%
Diversity Index	36.3

### 2019 Population by Race/Ethnicity

Total	4,673
White Alone	77.5%
Black Alone	14.8%
American Indian Alone	0.5%
Asian Alone	1.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.9%
Two or More Races	3.6%
Hispanic Origin	6.8%
Diversity Index	45.5

### 2024 Population by Race/Ethnicity

Total	4,825
White Alone	74.1%
Black Alone	16.6%
American Indian Alone	0.5%
Asian Alone	1.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.5%
Two or More Races	4.3%
Hispanic Origin	8.4%
Diversity Index	51.1

### 2010 Population by Relationship and Household Type

Total	4,422
In Households	96.5%
In Family Households	58.0%
Householder	20.5%
Spouse	13.5%
Child	19.3%
Other relative	2.7%
Nonrelative	2.0%
In Nonfamily Households	38.4%
In Group Quarters	3.5%
Institutionalized Population	0.5%
Noninstitutionalized Population	3.1%

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



## 2019 Population 25+ by Educational Attainment

Total	3,609
Less than 9th Grade	2.6%
9th - 12th Grade, No Diploma	5.5%
High School Graduate	16.4%
GED/Alternative Credential	1.7%
Some College, No Degree	15.0%
Associate Degree	7.7%
Bachelor's Degree	27.8%
Graduate/Professional Degree	23.3%

## 2019 Population 15+ by Marital Status

Total	4,086
Never Married	41.3%
Married	37.7%
Widowed	6.5%
Divorced	14.5%

## 2019 Civilian Population 16+ in Labor Force

Civilian Employed	96.3%
Civilian Unemployed (Unemployment Rate)	3.7%

## 2019 Employed Population 16+ by Industry

Total	2,947
Agriculture/Mining	0.4%
Construction	6.3%
Manufacturing	5.6%
Wholesale Trade	1.4%
Retail Trade	9.1%
Transportation/Utilities	2.8%
Information	2.7%
Finance/Insurance/Real Estate	6.5%
Services	58.6%
Public Administration	6.6%

## 2019 Employed Population 16+ by Occupation

Total	2,949
White Collar	70.8%
Management/Business/Financial	19.5%
Professional	32.0%
Sales	9.7%
Administrative Support	9.6%
Services	18.6%
Blue Collar	10.7%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.8%
Installation/Maintenance/Repair	1.4%
Production	3.1%
Transportation/Material Moving	3.4%

## 2010 Population By Urban/ Rural Status

Total Population	4,422
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

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	2,354
Households with 1 Person	44.6%
Households with 2+ People	55.4%
Family Households	41.1%
Husband-wife Families	26.9%
With Related Children	8.9%
Other Family (No Spouse Present)	14.2%
Other Family with Male Householder	3.5%
With Related Children	1.7%
Other Family with Female Householder	10.7%
With Related Children	6.8%
Nonfamily Households	14.3%

All Households with Children	17.6%
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Multigenerational Households	2.2%
Unmarried Partner Households	10.3%
Male-female	8.9%
Same-sex	1.4%

**2010 Households by Size**

Total	2,355
1 Person Household	44.6%
2 Person Household	33.8%
3 Person Household	12.0%
4 Person Household	5.9%
5 Person Household	2.4%
6 Person Household	0.9%
7 + Person Household	0.5%

**2010 Households by Tenure and Mortgage Status**

Total	2,354
Owner Occupied	42.6%
Owned with a Mortgage/Loan	34.5%
Owned Free and Clear	8.1%
Renter Occupied	57.4%

**2010 Housing Units By Urban/ Rural Status**

Total Housing Units	2,687
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



### Top 3 Tapestry Segments

1. Emerald City (8B)
2. Metro Renters (3B)
3. Laptops and Lattes (3A)

### 2019 Consumer Spending

Apparel & Services: Total \$	\$5,513,971
Average Spent	\$2,211.78
Spending Potential Index	103
Education: Total \$	\$3,986,655
Average Spent	\$1,599.14
Spending Potential Index	100
Entertainment/Recreation: Total \$	\$7,904,619
Average Spent	\$3,170.73
Spending Potential Index	97
Food at Home: Total \$	\$12,808,574
Average Spent	\$5,137.82
Spending Potential Index	99
Food Away from Home: Total \$	\$9,445,354
Average Spent	\$3,788.75
Spending Potential Index	103
Health Care: Total \$	\$13,666,669
Average Spent	\$5,482.02
Spending Potential Index	92
HH Furnishings & Equipment: Total \$	\$5,213,899
Average Spent	\$2,091.42
Spending Potential Index	98
Personal Care Products & Services: Total \$	\$2,206,086
Average Spent	\$884.91
Spending Potential Index	100
Shelter: Total \$	\$48,090,805
Average Spent	\$19,290.33
Spending Potential Index	104
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,976,807
Average Spent	\$2,397.44
Spending Potential Index	97
Travel: Total \$	\$5,460,172
Average Spent	\$2,190.20
Spending Potential Index	98
Vehicle Maintenance & Repairs: Total \$	\$2,875,689
Average Spent	\$1,153.51
Spending Potential Index	101

**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.