



Polygon Study Area

Population Summary	
2000 Total Population	34,915
2010 Total Population	38,023
2013 Total Population	38,696
2013 Group Quarters	7,570
2018 Total Population	39,794
2013-2018 Annual Rate	0.56%
Household Summary	
2000 Households	17,083
2000 Average Household Size	1.64
2010 Households	18,705
2010 Average Household Size	1.63
2013 Households	19,124
2013 Average Household Size	1.63
2018 Households	19,778
2018 Average Household Size	1.63
2013-2018 Annual Rate	0.67%
2010 Families	4,255
2010 Average Family Size	2.69
2013 Families	4,310
2013 Average Family Size	2.68
2018 Families	4,400
2018 Average Family Size	2.67
2013-2018 Annual Rate	0.41%
Housing Unit Summary	
2000 Housing Units	18,765
Owner Occupied Housing Units	11.0%
Renter Occupied Housing Units	80.1%
Vacant Housing Units	9.0%
2010 Housing Units	21,166
Owner Occupied Housing Units	16.6%
Renter Occupied Housing Units	71.7%
Vacant Housing Units	11.6%
2013 Housing Units	21,526
Owner Occupied Housing Units	15.4%
Renter Occupied Housing Units	73.4%
Vacant Housing Units	11.2%
2018 Housing Units	22,130
Owner Occupied Housing Units	15.8%
Renter Occupied Housing Units	73.6%
Vacant Housing Units	10.6%
Median Household Income	
2013	\$31,330
2018	\$39,131
Median Home Value	
2013	\$187,459
2018	\$240,104
Per Capita Income	
2013	\$28,753
2018	\$34,795
Median Age	
2010	28.3
2013	28.8
2018	29.5

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2013 Households by Income

Household Income Base	19,124
<\$15,000	28.7%
\$15,000 - \$24,999	14.9%
\$25,000 - \$34,999	9.2%
\$35,000 - \$49,999	12.6%
\$50,000 - \$74,999	15.6%
\$75,000 - \$99,999	7.0%
\$100,000 - \$149,999	6.7%
\$150,000 - \$199,999	2.8%
\$200,000+	2.5%

Average Household Income \$51,661

2018 Households by Income

Household Income Base	19,778
<\$15,000	27.2%
\$15,000 - \$24,999	11.1%
\$25,000 - \$34,999	7.9%
\$35,000 - \$49,999	11.1%
\$50,000 - \$74,999	14.5%
\$75,000 - \$99,999	10.7%
\$100,000 - \$149,999	10.0%
\$150,000 - \$199,999	4.4%
\$200,000+	3.0%

Average Household Income \$63,714

2013 Owner Occupied Housing Units by Value

Total	3,306
<\$50,000	3.0%
\$50,000 - \$99,999	15.2%
\$100,000 - \$149,999	16.2%
\$150,000 - \$199,999	20.8%
\$200,000 - \$249,999	15.5%
\$250,000 - \$299,999	9.8%
\$300,000 - \$399,999	8.7%
\$400,000 - \$499,999	3.4%
\$500,000 - \$749,999	4.2%
\$750,000 - \$999,999	1.0%
\$1,000,000 +	2.2%

Average Home Value \$238,676

2018 Owner Occupied Housing Units by Value

Total	3,488
<\$50,000	2.9%
\$50,000 - \$99,999	8.1%
\$100,000 - \$149,999	6.4%
\$150,000 - \$199,999	17.2%
\$200,000 - \$249,999	19.2%
\$250,000 - \$299,999	16.3%
\$300,000 - \$399,999	14.3%
\$400,000 - \$499,999	5.6%
\$500,000 - \$749,999	6.4%
\$750,000 - \$999,999	1.5%
\$1,000,000 +	2.2%

Average Home Value \$287,691

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age

Total	38,025
0 - 4	3.4%
5 - 9	2.4%
10 - 14	2.1%
15 - 24	31.5%
25 - 34	25.1%
35 - 44	9.5%
45 - 54	9.0%
55 - 64	8.2%
65 - 74	4.4%
75 - 84	2.8%
85 +	1.6%
18 +	90.9%

2013 Population by Age

Total	38,696
0 - 4	3.3%
5 - 9	2.3%
10 - 14	2.0%
15 - 24	29.4%
25 - 34	26.9%
35 - 44	9.7%
45 - 54	8.5%
55 - 64	8.6%
65 - 74	4.8%
75 - 84	2.8%
85 +	1.7%
18 +	91.1%

2018 Population by Age

Total	39,794
0 - 4	3.3%
5 - 9	2.2%
10 - 14	1.9%
15 - 24	27.8%
25 - 34	27.1%
35 - 44	10.3%
45 - 54	7.8%
55 - 64	8.8%
65 - 74	5.9%
75 - 84	3.1%
85 +	1.8%
18 +	91.2%

2010 Population by Sex

Males	20,321
Females	17,702

2013 Population by Sex

Males	20,716
Females	17,980

2018 Population by Sex

Males	21,333
Females	18,460

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



Polygon Study Area

2010 Population by Race/Ethnicity	
Total	38,023
White Alone	66.0%
Black Alone	25.7%
American Indian Alone	0.5%
Asian Alone	4.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.5%
Two or More Races	2.2%
Hispanic Origin	5.1%
Diversity Index	54.5
2013 Population by Race/Ethnicity	
Total	38,696
White Alone	65.4%
Black Alone	25.6%
American Indian Alone	0.5%
Asian Alone	4.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.7%
Two or More Races	2.4%
Hispanic Origin	6.0%
Diversity Index	56.1
2018 Population by Race/Ethnicity	
Total	39,794
White Alone	64.0%
Black Alone	25.7%
American Indian Alone	0.5%
Asian Alone	4.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.2%
Two or More Races	2.8%
Hispanic Origin	7.7%
Diversity Index	59.0
2010 Population by Relationship and Household Type	
Total	38,023
In Households	80.2%
In Family Households	31.1%
Householder	11.1%
Spouse	6.1%
Child	11.1%
Other relative	1.8%
Nonrelative	1.0%
In Nonfamily Households	49.1%
In Group Quarters	19.8%
Institutionalized Population	7.1%
Noninstitutionalized Population	12.8%

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

Polygon Study Area
2013 Population 25+ by Educational Attainment

Total	24,373
Less than 9th Grade	3.7%
9th - 12th Grade, No Diploma	8.2%
High School Graduate	17.8%
Some College, No Degree	18.0%
Associate Degree	3.9%
Bachelor's Degree	30.7%
Graduate/Professional Degree	17.8%

2013 Population 15+ by Marital Status

Total	35,751
Never Married	70.9%
Married	16.8%
Widowed	4.0%
Divorced	8.3%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	91.6%
Civilian Unemployed	8.4%

2013 Employed Population 16+ by Industry

Total	21,034
Agriculture/Mining	0.4%
Construction	2.3%
Manufacturing	11.3%
Wholesale Trade	1.4%
Retail Trade	9.7%
Transportation/Utilities	1.6%
Information	2.1%
Finance/Insurance/Real Estate	10.1%
Services	58.8%
Public Administration	2.2%

2013 Employed Population 16+ by Occupation

Total	21,036
White Collar	70.5%
Management/Business/Financial	19.3%
Professional	27.5%
Sales	11.8%
Administrative Support	11.9%
Services	20.3%
Blue Collar	9.2%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	1.7%
Installation/Maintenance/Repair	1.5%
Production	3.4%
Transportation/Material Moving	2.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



Polygon Study Area

2010 Households by Type

Total	18,705
Households with 1 Person	60.1%
Households with 2+ People	39.9%
Family Households	22.7%
Husband-wife Families	12.5%
With Related Children	3.0%
Other Family (No Spouse Present)	10.3%
Other Family with Male Householder	2.1%
With Related Children	0.9%
Other Family with Female Householder	8.2%
With Related Children	5.8%
Nonfamily Households	17.2%

All Households with Children	9.8%
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Multigenerational Households	1.0%
Unmarried Partner Households	7.6%
Male-female	6.6%
Same-sex	1.1%

2010 Households by Size

Total	18,704
1 Person Household	60.1%
2 Person Household	26.7%
3 Person Household	7.5%
4 Person Household	3.1%
5 Person Household	1.5%
6 Person Household	0.6%
7 + Person Household	0.5%

2010 Households by Tenure and Mortgage Status

Total	18,705
Owner Occupied	18.8%
Owned with a Mortgage/Loan	14.6%
Owned Free and Clear	4.2%
Renter Occupied	81.2%

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Metro Renters
2. Social Security Set
3. College Towns

2013 Consumer Spending

Apparel & Services: Total \$	\$23,573,293
Average Spent	\$1,232.65
Spending Potential Index	54
Computers & Accessories: Total \$	\$3,855,175
Average Spent	\$201.58
Spending Potential Index	81
Education: Total \$	\$25,765,872
Average Spent	\$1,347.31
Spending Potential Index	92
Entertainment/Recreation: Total \$	\$44,637,930
Average Spent	\$2,334.13
Spending Potential Index	72
Food at Home: Total \$	\$72,781,565
Average Spent	\$3,805.77
Spending Potential Index	76
Food Away from Home: Total \$	\$49,048,447
Average Spent	\$2,564.76
Spending Potential Index	80
Health Care: Total \$	\$52,374,475
Average Spent	\$2,738.68
Spending Potential Index	61
HH Furnishings & Equipment: Total \$	\$22,188,884
Average Spent	\$1,160.26
Spending Potential Index	64
Investments: Total \$	\$22,039,351
Average Spent	\$1,152.44
Spending Potential Index	56
Retail Goods: Total \$	\$312,410,472
Average Spent	\$16,336.04
Spending Potential Index	68
Shelter: Total \$	\$242,050,192
Average Spent	\$12,656.88
Spending Potential Index	78
TV/Video/Audio: Total \$	\$18,916,597
Average Spent	\$989.15
Spending Potential Index	77
Travel: Total \$	\$23,232,784
Average Spent	\$1,214.85
Spending Potential Index	66
Vehicle Maintenance & Repairs: Total \$	\$14,925,064
Average Spent	\$780.44
Spending Potential Index	71

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 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.