

Population Summary	
2010 Total Population	18,637
2020 Total Population	19,196
2020 Group Quarters	62
2024 Total Population	19,437
2024 Group Quarters	62
2029 Total Population	19,281
2024-2029 Annual Rate	-0.16%
2024 Total Daytime Population	33,771
Workers	24,215
Residents	9,556
Household Summary	
2010 Households	6,870
2010 Average Household Size	2.70
2020 Total Households	7,100
2020 Average Household Size	2.69
2024 Households	7,287
2024 Average Household Size	2.66
2029 Households	7,437
2029 Average Household Size	2.58
2024-2029 Annual Rate	0.41%
2010 Families	5,335
2010 Average Family Size	3.14
2024 Families	5,608
2024 Average Family Size	3.10
2029 Families	5,705
2029 Average Family Size	3.02
2024-2029 Annual Rate	0.34%
Housing Unit Summary	
2000 Housing Units	6,832
Owner Occupied Housing Units	89.5%
Renter Occupied Housing Units	8.7%
Vacant Housing Units	1.8%
2010 Housing Units	7,173
Owner Occupied Housing Units	84.6%
Renter Occupied Housing Units	11.2%
Vacant Housing Units	4.2%
2020 Housing Units	7,436
Owner Occupied Housing Units	81.3%
Renter Occupied Housing Units	14.2%
Vacant Housing Units	4.4%
2024 Housing Units	7,644
Owner Occupied Housing Units	82.1%
Renter Occupied Housing Units	13.3%
Vacant Housing Units	4.7%
2029 Housing Units	7,782
Owner Occupied Housing Units	83.4%
Renter Occupied Housing Units	12.2%
Vacant Housing Units	4.4%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

2024 Households by Income

Household Income Base	7,287
<\$15,000	2.4%
\$15,000 - \$24,999	2.7%
\$25,000 - \$34,999	3.0%
\$35,000 - \$49,999	3.6%
\$50,000 - \$74,999	6.4%
\$75,000 - \$99,999	7.6%
\$100,000 - \$149,999	16.3%
\$150,000 - \$199,999	14.1%
\$200,000+	43.9%
Average Household Income	\$235,978

2029 Households by Income

Household Income Base	7,437
<\$15,000	2.2%
\$15,000 - \$24,999	2.0%
\$25,000 - \$34,999	2.4%
\$35,000 - \$49,999	3.0%
\$50,000 - \$74,999	5.5%
\$75,000 - \$99,999	6.7%
\$100,000 - \$149,999	15.2%
\$150,000 - \$199,999	14.8%
\$200,000+	48.2%
Average Household Income	\$260,572

2024 Owner Occupied Housing Units by Value

Total	6,272
<\$50,000	0.3%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	0.4%
\$200,000 - \$249,999	1.5%
\$250,000 - \$299,999	1.5%
\$300,000 - \$399,999	10.4%
\$400,000 - \$499,999	23.3%
\$500,000 - \$749,999	36.6%
\$750,000 - \$999,999	16.1%
\$1,000,000 - \$1,499,999	8.1%
\$1,500,000 - \$1,999,999	1.1%
\$2,000,000 +	0.6%
Average Home Value	\$653,436

2029 Owner Occupied Housing Units by Value

Total	6,487
<\$50,000	0.1%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.1%
\$200,000 - \$249,999	0.7%
\$250,000 - \$299,999	0.9%
\$300,000 - \$399,999	8.5%
\$400,000 - \$499,999	23.5%
\$500,000 - \$749,999	40.7%
\$750,000 - \$999,999	16.4%
\$1,000,000 - \$1,499,999	7.5%
\$1,500,000 - \$1,999,999	1.0%
\$2,000,000 +	0.6%
Average Home Value	\$662,271

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Median Household Income	
2024	\$175,052
2029	\$192,260
Median Home Value	
2024	\$585,150
2029	\$599,612
Per Capita Income	
2024	\$87,194
2029	\$98,914
Median Age	
2010	42.7
2020	43.4
2024	43.5
2029	44.7
2020 Population by Age	
Total	19,196
0 - 4	5.4%
5 - 9	7.3%
10 - 14	8.0%
15 - 24	12.8%
25 - 34	6.4%
35 - 44	12.5%
45 - 54	14.9%
55 - 64	14.9%
65 - 74	10.3%
75 - 84	5.5%
85 +	2.1%
18 +	73.9%
2024 Population by Age	
Total	19,436
0 - 4	5.3%
5 - 9	7.3%
10 - 14	8.0%
15 - 24	12.4%
25 - 34	6.4%
35 - 44	12.9%
45 - 54	14.8%
55 - 64	13.4%
65 - 74	11.1%
75 - 84	6.2%
85 +	2.2%
18 +	75.2%
2029 Population by Age	
Total	19,281
0 - 4	5.1%
5 - 9	6.4%
10 - 14	8.1%
15 - 24	11.2%
25 - 34	9.6%
35 - 44	10.1%
45 - 54	14.9%
55 - 64	13.0%
65 - 74	11.7%
75 - 84	7.4%
85 +	2.6%
18 +	76.1%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

2020 Population by Sex	
Males	9,261
Females	9,935
2024 Population by Sex	
Males	9,581
Females	9,856
2029 Population by Sex	
Males	9,483
Females	9,799
2010 Population by Race/Ethnicity	
Total	18,638
White Alone	93.5%
Black Alone	0.6%
American Indian Alone	0.1%
Asian Alone	4.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	1.1%
Hispanic Origin	2.9%
Diversity Index	17.3
2020 Population by Race/Ethnicity	
Total	19,196
White Alone	87.5%
Black Alone	0.7%
American Indian Alone	0.1%
Asian Alone	5.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	4.9%
Hispanic Origin	4.2%
Diversity Index	29.1
2024 Population by Race/Ethnicity	
Total	19,437
White Alone	86.0%
Black Alone	0.7%
American Indian Alone	0.1%
Asian Alone	6.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.4%
Two or More Races	5.4%
Hispanic Origin	4.8%
Diversity Index	32.1
2029 Population by Race/Ethnicity	
Total	19,281
White Alone	84.3%
Black Alone	0.8%
American Indian Alone	0.2%
Asian Alone	7.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.6%
Two or More Races	6.0%
Hispanic Origin	5.5%
Diversity Index	35.4

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

2020 Population by Relationship and Household Type

Total	19,196
In Households	99.7%
Householder	36.3%
Opposite-Sex Spouse	24.8%
Same-Sex Spouse	0.1%
Opposite-Sex Unmarried Partner	0.8%
Same-Sex Unmarried Partner	0.0%
Biological Child	34.1%
Adopted Child	0.6%
Stepchild	0.4%
Grandchild	0.6%
Brother or Sister	0.3%
Parent	0.4%
Parent-in-law	0.2%
Son-in-law or Daughter-in-law	0.1%
Other Relatives	0.3%
Foster Child	0.0%
Other Nonrelatives	0.7%
In Group Quarters	0.3%
Institutionalized	0.3%
Noninstitutionalized	0.0%

2024 Population 25+ by Educational Attainment

Total	13,049
Less than 9th Grade	0.4%
9th - 12th Grade, No Diploma	1.1%
High School Graduate	4.2%
GED/Alternative Credential	0.1%
Some College, No Degree	8.0%
Associate Degree	2.7%
Bachelor's Degree	42.4%
Graduate/Professional Degree	41.1%

2024 Population 15+ by Marital Status

Total	15,455
Never Married	22.6%
Married	66.4%
Widowed	4.5%
Divorced	6.5%

2024 Civilian Population 16+ in Labor Force

Civilian Population 16+	10,318
Population 16+ Employed	96.9%
Population 16+ Unemployment rate	3.1%
Population 16-24 Employed	11.4%
Population 16-24 Unemployment rate	3.9%
Population 25-54 Employed	56.6%
Population 25-54 Unemployment rate	2.6%
Population 55-64 Employed	19.4%
Population 55-64 Unemployment rate	3.7%
Population 65+ Employed	12.6%
Population 65+ Unemployment rate	3.7%

2024 Employed Population 16+ by Industry

Total	10,000
Agriculture/Mining	0.1%
Construction	3.3%
Manufacturing	9.6%
Wholesale Trade	2.9%
Retail Trade	9.7%
Transportation/Utilities	1.7%
Information	1.7%
Finance/Insurance/Real Estate	13.7%
Services	56.1%
Public Administration	1.2%

2024 Employed Population 16+ by Occupation

Total	10,001
White Collar	89.6%
Management/Business/Financial	34.8%
Professional	37.1%
Sales	11.0%
Administrative Support	6.6%
Services	5.6%
Blue Collar	4.8%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	1.1%
Installation/Maintenance/Repair	0.9%
Production	0.9%
Transportation/Material Moving	1.9%

2020 Households by Type

Total	7,100
Married Couple Households	68.6%
With Own Children <18	32.0%
Without Own Children <18	36.6%
Cohabiting Couple Households	2.1%
With Own Children <18	0.5%
Without Own Children <18	1.6%
Male Householder, No Spouse/Partner	9.0%
Living Alone	6.5%
65 Years and over	2.6%
With Own Children <18	0.9%
Without Own Children <18, With Relatives	1.3%
No Relatives Present	0.2%
Female Householder, No Spouse/Partner	20.2%
Living Alone	13.1%
65 Years and over	8.8%
With Own Children <18	3.4%
Without Own Children <18, With Relatives	3.4%
No Relatives Present	0.3%

2020 Households by Size

Total	7,100
1 Person Household	19.6%
2 Person Household	32.1%
3 Person Household	15.9%
4 Person Household	22.0%
5 Person Household	8.3%
6 Person Household	1.6%
7 + Person Household	0.6%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

2020 Households by Tenure and Mortgage Status

Total	7,100
Owner Occupied	85.2%
Owned with a Mortgage/Loan	59.9%
Owned Free and Clear	25.3%
Renter Occupied	14.8%

2024 Affordability, Mortgage and Wealth

Housing Affordability Index	97
Percent of Income for Mortgage	20.9%
Wealth Index	243

2020 Housing Units By Urban/ Rural Status

Total	7,436
Urban Housing Units	100.0%
Rural Housing Units	0.0%

2020 Population By Urban/ Rural Status

Total	19,196
Urban Population	100.0%
Rural Population	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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Top 3 Tapestry Segments

1.	Top Tier (1A)
2.	Professional Pride (1B)
3.	Exurbanites (1E)

2024 Consumer Spending

Apparel & Services: Total \$	\$33,482,603
Average Spent	\$4,594.84
Spending Potential Index	193
Education: Total \$	\$30,538,998
Average Spent	\$4,190.89
Spending Potential Index	243
Entertainment/Recreation: Total \$	\$60,751,122
Average Spent	\$8,336.92
Spending Potential Index	204
Food at Home: Total \$	\$101,197,780
Average Spent	\$13,887.44
Spending Potential Index	190
Food Away from Home: Total \$	\$56,911,423
Average Spent	\$7,809.99
Spending Potential Index	201
Health Care: Total \$	\$107,528,123
Average Spent	\$14,756.16
Spending Potential Index	192
HH Furnishings & Equipment: Total \$	\$45,658,551
Average Spent	\$6,265.75
Spending Potential Index	198
Personal Care Products & Services: Total \$	\$14,562,667
Average Spent	\$1,998.44
Spending Potential Index	201
Shelter: Total \$	\$396,415,866
Average Spent	\$54,400.42
Spending Potential Index	204
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$54,288,230
Average Spent	\$7,450.01
Spending Potential Index	213
Travel: Total \$	\$47,674,644
Average Spent	\$6,542.42
Spending Potential Index	216
Vehicle Maintenance & Repairs: Total \$	\$20,078,213
Average Spent	\$2,755.35
Spending Potential Index	186

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.