



Community Profile

2016COBBoundary
Area: 19.62 square miles

Prepared by Esri

Population Summary	
2000 Total Population	79,427
2010 Total Population	90,151
2016 Total Population	96,751
2016 Group Quarters	1,040
2021 Total Population	102,830
2016-2021 Annual Rate	1.23%
Household Summary	
2000 Households	32,287
2000 Average Household Size	2.43
2010 Households	37,349
2010 Average Household Size	2.39
2016 Households	39,831
2016 Average Household Size	2.40
2021 Households	42,209
2021 Average Household Size	2.41
2016-2021 Annual Rate	1.17%
2010 Families	22,154
2010 Average Family Size	3.02
2016 Families	23,258
2016 Average Family Size	3.05
2021 Families	24,456
2021 Average Family Size	3.06
2016-2021 Annual Rate	1.01%
Housing Unit Summary	
2000 Housing Units	34,097
Owner Occupied Housing Units	46.9%
Renter Occupied Housing Units	47.8%
Vacant Housing Units	5.3%
2010 Housing Units	39,654
Owner Occupied Housing Units	47.7%
Renter Occupied Housing Units	46.5%
Vacant Housing Units	5.8%
2016 Housing Units	42,290
Owner Occupied Housing Units	44.5%
Renter Occupied Housing Units	49.6%
Vacant Housing Units	5.8%
2021 Housing Units	44,848
Owner Occupied Housing Units	44.4%
Renter Occupied Housing Units	49.7%
Vacant Housing Units	5.9%
Median Household Income	
2016	\$59,035
2021	\$66,949
Median Home Value	
2016	\$305,705
2021	\$332,272
Per Capita Income	
2016	\$32,877
2021	\$35,825
Median Age	
2010	35.0
2016	36.3
2021	37.0

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 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income

Household Income Base	39,831
<\$15,000	9.4%
\$15,000 - \$24,999	8.6%
\$25,000 - \$34,999	10.4%
\$35,000 - \$49,999	13.4%
\$50,000 - \$74,999	17.8%
\$75,000 - \$99,999	13.6%
\$100,000 - \$149,999	15.9%
\$150,000 - \$199,999	5.9%
\$200,000+	4.9%

Average Household Income \$79,421

2021 Households by Income

Household Income Base	42,209
<\$15,000	9.2%
\$15,000 - \$24,999	8.1%
\$25,000 - \$34,999	10.0%
\$35,000 - \$49,999	7.5%
\$50,000 - \$74,999	20.0%
\$75,000 - \$99,999	14.4%
\$100,000 - \$149,999	18.4%
\$150,000 - \$199,999	7.0%
\$200,000+	5.2%

Average Household Income \$86,932

2016 Owner Occupied Housing Units by Value

Total	18,839
<\$50,000	3.9%
\$50,000 - \$99,999	2.4%
\$100,000 - \$149,999	3.4%
\$150,000 - \$199,999	7.7%
\$200,000 - \$249,999	14.6%
\$250,000 - \$299,999	16.6%
\$300,000 - \$399,999	25.3%
\$400,000 - \$499,999	14.3%
\$500,000 - \$749,999	8.8%
\$750,000 - \$999,999	1.9%
\$1,000,000 +	1.1%

Average Home Value \$337,619

2021 Owner Occupied Housing Units by Value

Total	19,924
<\$50,000	2.5%
\$50,000 - \$99,999	3.0%
\$100,000 - \$149,999	3.8%
\$150,000 - \$199,999	6.4%
\$200,000 - \$249,999	11.6%
\$250,000 - \$299,999	12.3%
\$300,000 - \$399,999	32.1%
\$400,000 - \$499,999	15.5%
\$500,000 - \$749,999	8.4%
\$750,000 - \$999,999	2.8%
\$1,000,000 +	1.5%

Average Home Value \$357,010

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.

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2010 Population by Age	
Total	90,151
0 - 4	6.8%
5 - 9	6.3%
10 - 14	6.1%
15 - 24	12.9%
25 - 34	17.9%
35 - 44	14.7%
45 - 54	13.8%
55 - 64	11.0%
65 - 74	5.4%
75 - 84	3.2%
85 +	2.1%
18 +	77.1%
2016 Population by Age	
Total	96,753
0 - 4	6.4%
5 - 9	6.1%
10 - 14	6.0%
15 - 24	13.1%
25 - 34	16.5%
35 - 44	14.7%
45 - 54	13.0%
55 - 64	11.7%
65 - 74	7.3%
75 - 84	3.3%
85 +	2.1%
18 +	78.1%
2021 Population by Age	
Total	102,830
0 - 4	6.3%
5 - 9	5.8%
10 - 14	5.7%
15 - 24	12.5%
25 - 34	16.6%
35 - 44	14.6%
45 - 54	12.5%
55 - 64	11.5%
65 - 74	8.6%
75 - 84	4.0%
85 +	2.0%
18 +	78.9%
2010 Population by Sex	
Males	43,820
Females	46,331
2016 Population by Sex	
Males	47,173
Females	49,579
2021 Population by Sex	
Males	50,018
Females	52,812

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity

Total	90,150
White Alone	73.5%
Black Alone	2.6%
American Indian Alone	0.6%
Asian Alone	10.2%
Pacific Islander Alone	0.4%
Some Other Race Alone	8.2%
Two or More Races	4.5%
Hispanic Origin	16.1%
Diversity Index	59.8

2016 Population by Race/Ethnicity

Total	96,751
White Alone	70.3%
Black Alone	2.9%
American Indian Alone	0.7%
Asian Alone	11.9%
Pacific Islander Alone	0.5%
Some Other Race Alone	8.8%
Two or More Races	5.1%
Hispanic Origin	17.1%
Diversity Index	63.5

2021 Population by Race/Ethnicity

Total	102,830
White Alone	67.4%
Black Alone	3.3%
American Indian Alone	0.7%
Asian Alone	13.3%
Pacific Islander Alone	0.5%
Some Other Race Alone	9.2%
Two or More Races	5.6%
Hispanic Origin	18.2%
Diversity Index	66.7

2010 Population by Relationship and Household Type

Total	90,151
In Households	98.9%
In Family Households	76.8%
Householder	24.5%
Spouse	18.2%
Child	27.7%
Other relative	3.8%
Nonrelative	2.6%
In Nonfamily Households	22.1%
In Group Quarters	1.1%
Institutionalized Population	0.6%
Noninstitutionalized Population	0.5%

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 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment

Total	66,194
Less than 9th Grade	4.5%
9th - 12th Grade, No Diploma	4.6%
High School Graduate	14.5%
GED/Alternative Credential	2.7%
Some College, No Degree	21.2%
Associate Degree	7.8%
Bachelor's Degree	29.9%
Graduate/Professional Degree	14.8%

2016 Population 15+ by Marital Status

Total	78,898
Never Married	34.2%
Married	48.2%
Widowed	4.3%
Divorced	13.3%

2016 Civilian Population 16+ in Labor Force

Civilian Employed	94.7%
Civilian Unemployed	5.3%

2016 Employed Population 16+ by Industry

Total	51,342
Agriculture/Mining	0.7%
Construction	5.2%
Manufacturing	14.5%
Wholesale Trade	2.1%
Retail Trade	12.7%
Transportation/Utilities	3.7%
Information	1.7%
Finance/Insurance/Real Estate	6.9%
Services	49.3%
Public Administration	3.2%

2016 Employed Population 16+ by Occupation

Total	51,341
White Collar	67.4%
Management/Business/Financial	17.9%
Professional	26.1%
Sales	11.7%
Administrative Support	11.7%
Services	17.7%
Blue Collar	14.9%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	4.4%
Installation/Maintenance/Repair	2.3%
Production	3.8%
Transportation/Material Moving	4.0%

2010 Population By Urban/ Rural Status

Total Population	90,151
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 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type

Total	37,349
Households with 1 Person	30.6%
Households with 2+ People	69.4%
Family Households	59.3%
Husband-wife Families	44.2%
With Related Children	21.0%
Other Family (No Spouse Present)	15.2%
Other Family with Male Householder	4.6%
With Related Children	2.6%
Other Family with Female Householder	10.6%
With Related Children	7.0%
Nonfamily Households	10.1%
All Households with Children	31.1%
Multigenerational Households	2.2%
Unmarried Partner Households	8.2%
Male-female	7.0%
Same-sex	1.1%

2010 Households by Size

Total	37,349
1 Person Household	30.6%
2 Person Household	33.1%
3 Person Household	15.8%
4 Person Household	12.4%
5 Person Household	5.0%
6 Person Household	1.9%
7 + Person Household	1.2%

2010 Households by Tenure and Mortgage Status

Total	37,349
Owner Occupied	50.7%
Owned with a Mortgage/Loan	40.9%
Owned Free and Clear	9.8%
Renter Occupied	49.3%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	39,654
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 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Enterprising Professionals
2. Young and Restless (11B)
3. Bright Young Professionals

2016 Consumer Spending

Apparel & Services: Total \$	\$85,545,298
Average Spent	\$2,147.71
Spending Potential Index	107
Education: Total \$	\$60,466,025
Average Spent	\$1,518.06
Spending Potential Index	107
Entertainment/Recreation: Total \$	\$118,433,067
Average Spent	\$2,973.39
Spending Potential Index	102
Food at Home: Total \$	\$206,360,152
Average Spent	\$5,180.89
Spending Potential Index	104
Food Away from Home: Total \$	\$131,402,324
Average Spent	\$3,299.00
Spending Potential Index	107
Health Care: Total \$	\$204,890,840
Average Spent	\$5,144.00
Spending Potential Index	97
HH Furnishings & Equipment: Total \$	\$72,648,437
Average Spent	\$1,823.92
Spending Potential Index	103
Personal Care Products & Services: Total \$	\$30,385,069
Average Spent	\$762.85
Spending Potential Index	104
Shelter: Total \$	\$666,807,435
Average Spent	\$16,740.92
Spending Potential Index	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$91,465,496
Average Spent	\$2,296.34
Spending Potential Index	99
Travel: Total \$	\$75,126,138
Average Spent	\$1,886.12
Spending Potential Index	101
Vehicle Maintenance & Repairs: Total \$	\$41,900,856
Average Spent	\$1,051.97
Spending Potential Index	102

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 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

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