



Market Profile

Polygon 9
Area: 41.55 square miles

Prepared by Esri

Population Summary	
2000 Total Population	93,023
2010 Total Population	102,244
2019 Total Population	105,958
2019 Group Quarters	2,451
2024 Total Population	106,902
2019-2024 Annual Rate	0.18%
2019 Total Daytime Population	108,806
Workers	56,313
Residents	52,493
Household Summary	
2000 Households	38,862
2000 Average Household Size	2.35
2010 Households	42,104
2010 Average Household Size	2.37
2019 Households	43,224
2019 Average Household Size	2.39
2024 Households	43,454
2024 Average Household Size	2.40
2019-2024 Annual Rate	0.11%
2010 Families	25,945
2010 Average Family Size	3.03
2019 Families	26,443
2019 Average Family Size	3.07
2024 Families	26,531
2024 Average Family Size	3.09
2019-2024 Annual Rate	0.07%
Housing Unit Summary	
2000 Housing Units	40,872
Owner Occupied Housing Units	58.7%
Renter Occupied Housing Units	36.4%
Vacant Housing Units	4.9%
2010 Housing Units	44,627
Owner Occupied Housing Units	56.2%
Renter Occupied Housing Units	38.1%
Vacant Housing Units	5.7%
2019 Housing Units	45,943
Owner Occupied Housing Units	57.3%
Renter Occupied Housing Units	36.8%
Vacant Housing Units	5.9%
2024 Housing Units	46,331
Owner Occupied Housing Units	58.0%
Renter Occupied Housing Units	35.8%
Vacant Housing Units	6.2%
Median Household Income	
2019	\$74,884
2024	\$81,260
Median Home Value	
2019	\$320,311
2024	\$370,654
Per Capita Income	
2019	\$44,669
2024	\$49,259
Median Age	
2010	38.9
2019	39.7
2024	40.0

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



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2019 Households by Income

Household Income Base	43,224
<\$15,000	7.9%
\$15,000 - \$24,999	7.3%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	12.0%
\$50,000 - \$74,999	16.1%
\$75,000 - \$99,999	11.8%
\$100,000 - \$149,999	17.2%
\$150,000 - \$199,999	8.7%
\$200,000+	12.3%
Average Household Income	\$109,919

2024 Households by Income

Household Income Base	43,454
<\$15,000	7.1%
\$15,000 - \$24,999	6.4%
\$25,000 - \$34,999	6.4%
\$35,000 - \$49,999	11.2%
\$50,000 - \$74,999	15.3%
\$75,000 - \$99,999	11.9%
\$100,000 - \$149,999	18.0%
\$150,000 - \$199,999	9.9%
\$200,000+	13.9%
Average Household Income	\$121,666

2019 Owner Occupied Housing Units by Value

Total	26,322
<\$50,000	1.1%
\$50,000 - \$99,999	4.7%
\$100,000 - \$149,999	6.8%
\$150,000 - \$199,999	10.0%
\$200,000 - \$249,999	12.1%
\$250,000 - \$299,999	11.6%
\$300,000 - \$399,999	18.4%
\$400,000 - \$499,999	14.5%
\$500,000 - \$749,999	13.8%
\$750,000 - \$999,999	3.8%
\$1,000,000 - \$1,499,999	1.6%
\$1,500,000 - \$1,999,999	0.8%
\$2,000,000 +	0.8%
Average Home Value	\$390,461

2024 Owner Occupied Housing Units by Value

Total	26,880
<\$50,000	0.7%
\$50,000 - \$99,999	3.1%
\$100,000 - \$149,999	4.6%
\$150,000 - \$199,999	7.1%
\$200,000 - \$249,999	9.8%
\$250,000 - \$299,999	11.1%
\$300,000 - \$399,999	19.3%
\$400,000 - \$499,999	16.9%
\$500,000 - \$749,999	18.3%
\$750,000 - \$999,999	5.4%
\$1,000,000 - \$1,499,999	1.8%
\$1,500,000 - \$1,999,999	0.8%
\$2,000,000 +	1.1%
Average Home Value	\$441,091

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.



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2010 Population by Age	
Total	102,245
0 - 4	6.8%
5 - 9	6.2%
10 - 14	6.0%
15 - 24	13.3%
25 - 34	13.0%
35 - 44	12.0%
45 - 54	13.4%
55 - 64	13.3%
65 - 74	7.7%
75 - 84	5.4%
85 +	2.9%
18 +	77.0%
2019 Population by Age	
Total	105,960
0 - 4	6.1%
5 - 9	6.1%
10 - 14	6.1%
15 - 24	12.6%
25 - 34	13.3%
35 - 44	11.5%
45 - 54	11.1%
55 - 64	13.1%
65 - 74	10.9%
75 - 84	5.9%
85 +	3.4%
18 +	78.3%
2024 Population by Age	
Total	106,902
0 - 4	6.2%
5 - 9	5.9%
10 - 14	5.8%
15 - 24	12.2%
25 - 34	13.4%
35 - 44	12.3%
45 - 54	10.4%
55 - 64	11.6%
65 - 74	11.3%
75 - 84	7.2%
85 +	3.5%
18 +	78.6%
2010 Population by Sex	
Males	47,581
Females	54,663
2019 Population by Sex	
Males	49,472
Females	56,486
2024 Population by Sex	
Males	49,923
Females	56,979

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	102,244
White Alone	63.5%
Black Alone	27.0%
American Indian Alone	0.2%
Asian Alone	4.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.4%
Two or More Races	2.2%
Hispanic Origin	5.3%
Diversity Index	57.0

2019 Population by Race/Ethnicity

Total	105,958
White Alone	57.7%
Black Alone	30.2%
American Indian Alone	0.2%
Asian Alone	6.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.1%
Two or More Races	2.7%
Hispanic Origin	7.1%
Diversity Index	62.9

2024 Population by Race/Ethnicity

Total	106,902
White Alone	54.2%
Black Alone	31.9%
American Indian Alone	0.2%
Asian Alone	6.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.6%
Two or More Races	3.1%
Hispanic Origin	8.4%
Diversity Index	66.1

2010 Population by Relationship and Household Type

Total	102,244
In Households	97.7%
In Family Households	78.9%
Householder	25.3%
Spouse	18.7%
Child	29.3%
Other relative	3.7%
Nonrelative	2.0%
In Nonfamily Households	18.8%
In Group Quarters	2.3%
Institutionalized Population	0.4%
Noninstitutionalized Population	2.0%

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	73,275
Less than 9th Grade	3.0%
9th - 12th Grade, No Diploma	4.3%
High School Graduate	15.8%
GED/Alternative Credential	2.3%
Some College, No Degree	16.1%
Associate Degree	6.0%
Bachelor's Degree	27.6%
Graduate/Professional Degree	25.0%

2019 Population 15+ by Marital Status

Total	86,576
Never Married	32.9%
Married	49.5%
Widowed	7.5%
Divorced	10.1%

2019 Civilian Population 16+ in Labor Force

Civilian Employed	96.0%
Civilian Unemployed (Unemployment Rate)	4.0%

2019 Employed Population 16+ by Industry

Total	54,487
Agriculture/Mining	0.1%
Construction	5.3%
Manufacturing	4.1%
Wholesale Trade	1.9%
Retail Trade	8.3%
Transportation/Utilities	3.4%
Information	2.1%
Finance/Insurance/Real Estate	8.2%
Services	58.8%
Public Administration	7.9%

2019 Employed Population 16+ by Occupation

Total	54,486
White Collar	74.1%
Management/Business/Financial	17.3%
Professional	35.0%
Sales	9.5%
Administrative Support	12.2%
Services	15.5%
Blue Collar	10.5%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.8%
Installation/Maintenance/Repair	2.6%
Production	2.0%
Transportation/Material Moving	3.0%

2010 Population By Urban/ Rural Status

Total Population	102,244
Population Inside Urbanized Area	97.5%
Population Inside Urbanized Cluster	0.0%
Rural Population	2.5%

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	42,104
Households with 1 Person	32.4%
Households with 2+ People	67.6%
Family Households	61.6%
Husband-wife Families	45.5%
With Related Children	19.2%
Other Family (No Spouse Present)	16.1%
Other Family with Male Householder	3.7%
With Related Children	2.0%
Other Family with Female Householder	12.4%
With Related Children	7.8%
Nonfamily Households	5.9%
All Households with Children	29.4%
Multigenerational Households	3.0%
Unmarried Partner Households	5.3%
Male-female	4.5%
Same-sex	0.8%

2010 Households by Size

Total	42,103
1 Person Household	32.4%
2 Person Household	33.0%
3 Person Household	14.6%
4 Person Household	11.2%
5 Person Household	4.8%
6 Person Household	2.2%
7 + Person Household	1.8%

2010 Households by Tenure and Mortgage Status

Total	42,104
Owner Occupied	59.6%
Owned with a Mortgage/Loan	43.1%
Owned Free and Clear	16.5%
Renter Occupied	40.4%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	44,627
Housing Units Inside Urbanized Area	97.8%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	2.2%

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



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Top 3 Tapestry Segments

1. Retirement Communities
2. Exurbanites (1E)
3. Enterprising Professionals

2019 Consumer Spending

Apparel & Services: Total \$	\$116,442,687
Average Spent	\$2,693.94
Spending Potential Index	126
Education: Total \$	\$89,762,800
Average Spent	\$2,076.69
Spending Potential Index	130
Entertainment/Recreation: Total \$	\$173,750,879
Average Spent	\$4,019.78
Spending Potential Index	123
Food at Home: Total \$	\$275,573,335
Average Spent	\$6,375.47
Spending Potential Index	123
Food Away from Home: Total \$	\$199,250,429
Average Spent	\$4,609.72
Spending Potential Index	125
Health Care: Total \$	\$308,529,633
Average Spent	\$7,137.92
Spending Potential Index	120
HH Furnishings & Equipment: Total \$	\$114,063,209
Average Spent	\$2,638.89
Spending Potential Index	124
Personal Care Products & Services: Total \$	\$48,284,769
Average Spent	\$1,117.08
Spending Potential Index	126
Shelter: Total \$	\$1,032,856,575
Average Spent	\$23,895.44
Spending Potential Index	129
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$134,131,948
Average Spent	\$3,103.18
Spending Potential Index	125
Travel: Total \$	\$123,532,445
Average Spent	\$2,857.96
Spending Potential Index	127
Vehicle Maintenance & Repairs: Total \$	\$62,395,127
Average Spent	\$1,443.53
Spending Potential Index	126

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.

February 27, 2020



Demographic and Income Profile

Polygon 7
Area: 58.39 square miles

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Summary	Census 2010	2019	2024
Population	101,550	104,611	105,500
Households	41,178	42,005	42,207
Families	26,333	26,658	26,735
Average Household Size	2.42	2.44	2.45
Owner Occupied Housing Units	25,920	26,923	27,428
Renter Occupied Housing Units	15,258	15,081	14,779
Median Age	39.7	40.6	40.9
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.17%	0.58%	0.77%
Households	0.10%	0.53%	0.75%
Families	0.06%	0.47%	0.68%
Owner HHs	0.37%	0.79%	0.92%
Median Household Income	1.47%	1.92%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	3,033	7.2%	2,777	6.6%
\$15,000 - \$24,999	2,665	6.3%	2,394	5.7%
\$25,000 - \$34,999	2,610	6.2%	2,522	6.0%
\$35,000 - \$49,999	4,422	10.5%	4,147	9.8%
\$50,000 - \$74,999	6,468	15.4%	6,172	14.6%
\$75,000 - \$99,999	5,054	12.0%	5,058	12.0%
\$100,000 - \$149,999	7,533	17.9%	7,729	18.3%
\$150,000 - \$199,999	3,652	8.7%	4,063	9.6%
\$200,000+	6,569	15.6%	7,345	17.4%
Median Household Income	\$82,448		\$88,693	
Average Household Income	\$123,271		\$135,215	
Per Capita Income	\$49,365		\$53,953	

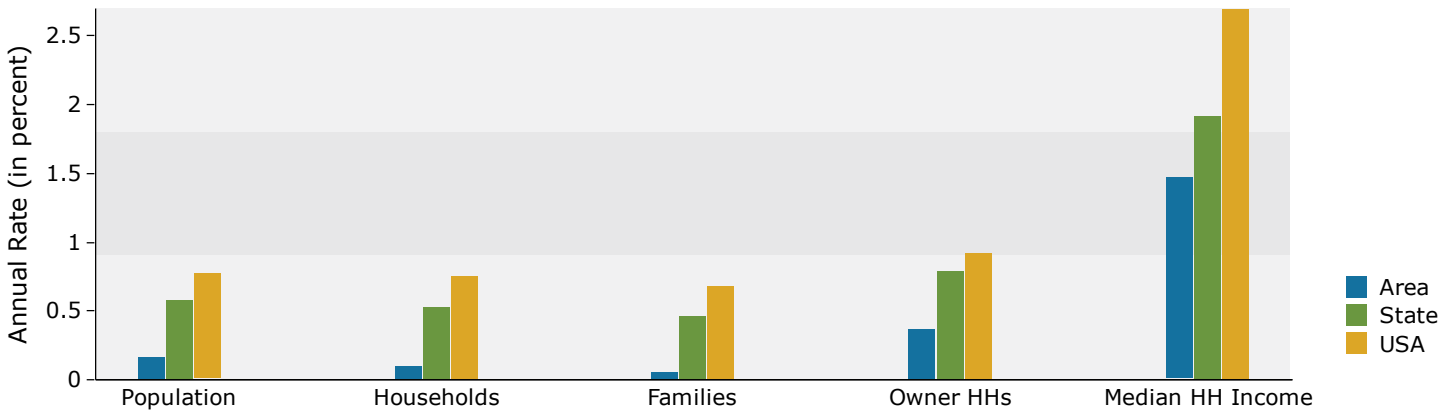
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,608	6.5%	6,206	5.9%	6,372	6.0%
5 - 9	6,520	6.4%	6,270	6.0%	6,172	5.9%
10 - 14	6,530	6.4%	6,557	6.3%	6,138	5.8%
15 - 19	6,829	6.7%	6,657	6.4%	6,430	6.1%
20 - 24	6,418	6.3%	6,513	6.2%	6,256	5.9%
25 - 34	12,273	12.1%	13,246	12.7%	13,749	13.0%
35 - 44	12,189	12.0%	11,664	11.1%	12,601	11.9%
45 - 54	14,061	13.8%	11,885	11.4%	11,143	10.6%
55 - 64	13,963	13.7%	14,139	13.5%	12,720	12.1%
65 - 74	7,869	7.7%	11,729	11.2%	12,389	11.7%
75 - 84	5,417	5.3%	6,207	5.9%	7,784	7.4%
85+	2,873	2.8%	3,538	3.4%	3,747	3.6%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	70,010	68.9%	66,059	63.1%	62,866	59.6%
Black Alone	22,110	21.8%	25,957	24.8%	27,934	26.5%
American Indian Alone	182	0.2%	193	0.2%	198	0.2%
Asian Alone	5,094	5.0%	6,968	6.7%	8,250	7.8%
Pacific Islander Alone	79	0.1%	79	0.1%	79	0.1%
Some Other Race Alone	1,964	1.9%	2,592	2.5%	2,969	2.8%
Two or More Races	2,112	2.1%	2,763	2.6%	3,203	3.0%
Hispanic Origin (Any Race)	4,573	4.5%	6,397	6.1%	7,678	7.3%

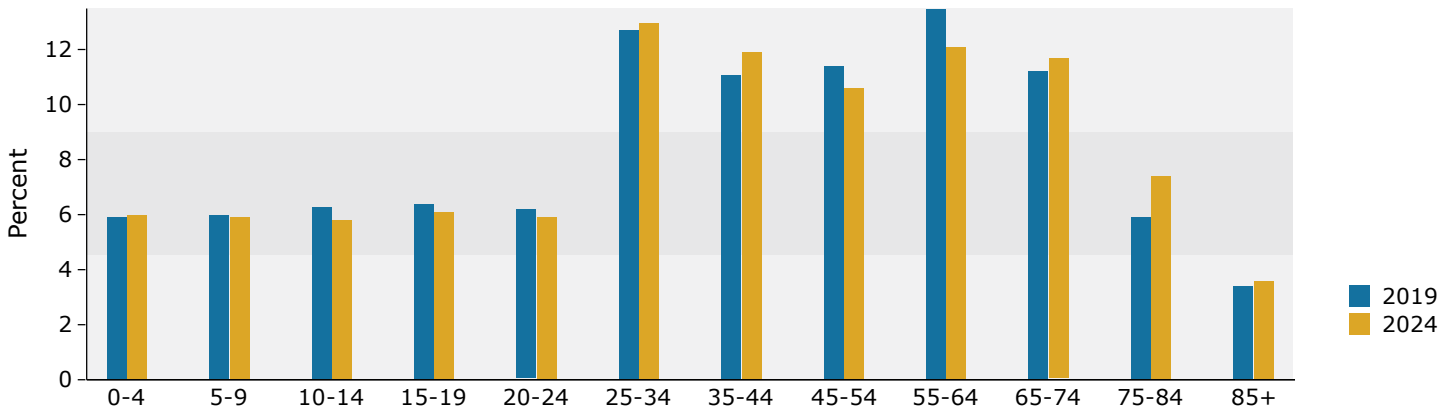
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

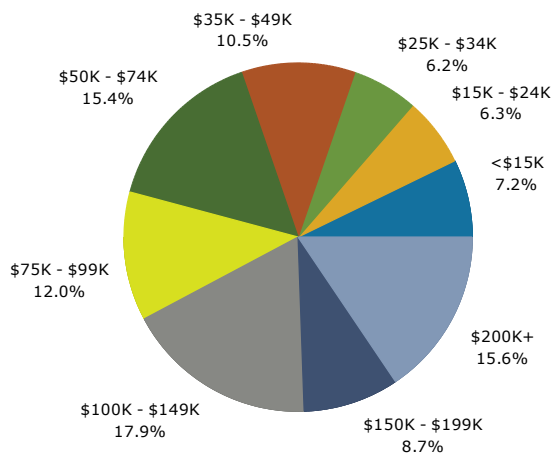
Trends 2019-2024



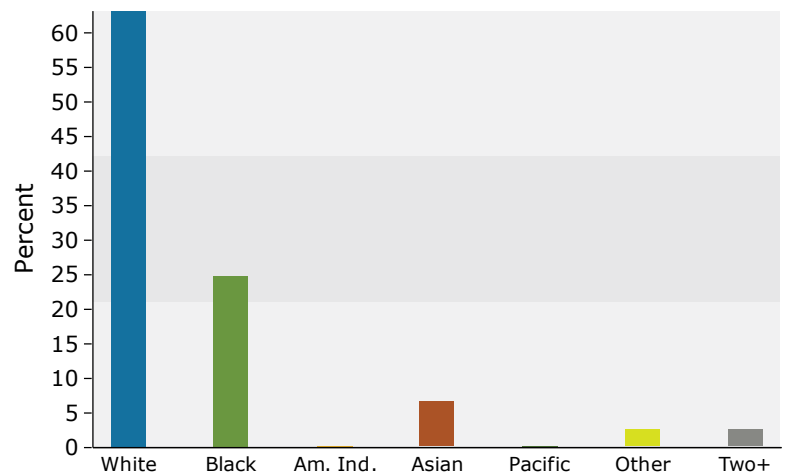
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 6.1%