

Population Summary	
2010 Total Population	13,350
2020 Total Population	14,368
2020 Group Quarters	32
2023 Total Population	14,367
2023 Group Quarters	31
2028 Total Population	14,241
2023-2028 Annual Rate	-0.18%
2023 Total Daytime Population	13,672
Workers	2,817
Residents	10,855
Household Summary	
2010 Households	3,278
2010 Average Household Size	4.06
2020 Total Households	3,474
2020 Average Household Size	4.13
2023 Households	3,499
2023 Average Household Size	4.10
2028 Households	3,487
2028 Average Household Size	4.08
2023-2028 Annual Rate	-0.07%
2010 Families	2,705
2010 Average Family Size	4.39
2023 Families	2,872
2023 Average Family Size	4.44
2028 Families	2,866
2028 Average Family Size	4.41
2023-2028 Annual Rate	-0.04%
Housing Unit Summary	
2000 Housing Units	3,398
Owner Occupied Housing Units	57.4%
Renter Occupied Housing Units	31.5%
Vacant Housing Units	11.1%
2010 Housing Units	3,678
Owner Occupied Housing Units	55.7%
Renter Occupied Housing Units	33.4%
Vacant Housing Units	10.9%
2020 Housing Units	3,982
Owner Occupied Housing Units	55.3%
Renter Occupied Housing Units	31.9%
Vacant Housing Units	12.8%
2023 Housing Units	3,962
Owner Occupied Housing Units	57.9%
Renter Occupied Housing Units	30.4%
Vacant Housing Units	11.7%
2028 Housing Units	3,927
Owner Occupied Housing Units	59.9%
Renter Occupied Housing Units	28.9%
Vacant Housing Units	11.2%

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

2023 Households by Income

Household Income Base	3,499
<\$15,000	22.6%
\$15,000 - \$24,999	9.3%
\$25,000 - \$34,999	7.9%
\$35,000 - \$49,999	14.1%
\$50,000 - \$74,999	22.7%
\$75,000 - \$99,999	8.5%
\$100,000 - \$149,999	8.9%
\$150,000 - \$199,999	4.2%
\$200,000+	1.7%
Average Household Income	\$59,830

2028 Households by Income

Household Income Base	3,487
<\$15,000	19.8%
\$15,000 - \$24,999	8.2%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	15.3%
\$50,000 - \$74,999	23.4%
\$75,000 - \$99,999	9.0%
\$100,000 - \$149,999	10.4%
\$150,000 - \$199,999	5.3%
\$200,000+	1.8%
Average Household Income	\$66,985

2023 Owner Occupied Housing Units by Value

Total	2,295
<\$50,000	35.5%
\$50,000 - \$99,999	32.1%
\$100,000 - \$149,999	2.0%
\$150,000 - \$199,999	7.0%
\$200,000 - \$249,999	5.8%
\$250,000 - \$299,999	3.6%
\$300,000 - \$399,999	4.2%
\$400,000 - \$499,999	4.6%
\$500,000 - \$749,999	4.5%
\$750,000 - \$999,999	0.6%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$140,890

2028 Owner Occupied Housing Units by Value

Total	2,352
<\$50,000	33.8%
\$50,000 - \$99,999	31.1%
\$100,000 - \$149,999	2.3%
\$150,000 - \$199,999	7.0%
\$200,000 - \$249,999	6.0%
\$250,000 - \$299,999	4.2%
\$300,000 - \$399,999	5.0%
\$400,000 - \$499,999	4.7%
\$500,000 - \$749,999	5.2%
\$750,000 - \$999,999	0.6%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$149,766

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Median Household Income	
2023	\$44,698
2028	\$49,962
Median Home Value	
2023	\$72,693
2028	\$76,129
Per Capita Income	
2023	\$15,003
2028	\$16,927
Median Age	
2010	24.8
2020	28.6
2023	27.6
2028	27.8
2020 Population by Age	
Total	14,368
0 - 4	8.8%
5 - 9	9.4%
10 - 14	10.8%
15 - 24	15.4%
25 - 34	15.3%
35 - 44	10.9%
45 - 54	10.0%
55 - 64	10.3%
65 - 74	6.2%
75 - 84	2.5%
85 +	0.5%
18 +	65.3%
2023 Population by Age	
Total	14,366
0 - 4	11.0%
5 - 9	10.6%
10 - 14	9.9%
15 - 24	14.2%
25 - 34	16.5%
35 - 44	10.9%
45 - 54	9.0%
55 - 64	9.1%
65 - 74	6.0%
75 - 84	2.5%
85 +	0.4%
18 +	64.0%
2028 Population by Age	
Total	14,240
0 - 4	11.3%
5 - 9	10.1%
10 - 14	10.0%
15 - 24	15.3%
25 - 34	12.8%
35 - 44	13.3%
45 - 54	8.2%
55 - 64	8.7%
65 - 74	6.7%
75 - 84	3.1%
85 +	0.6%
18 +	63.4%
2020 Population by Sex	

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Males	6,965
Females	7,403
2023 Population by Sex	
Males	6,997
Females	7,370
2028 Population by Sex	
Males	6,917
Females	7,324
2010 Population by Race/Ethnicity	
Total	13,349
White Alone	4.1%
Black Alone	0.1%
American Indian Alone	93.9%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.2%
Hispanic Origin	2.4%
Diversity Index	15.8
2020 Population by Race/Ethnicity	
Total	14,368
White Alone	3.7%
Black Alone	0.1%
American Indian Alone	94.2%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.3%
Hispanic Origin	1.3%
Diversity Index	13.4
2023 Population by Race/Ethnicity	
Total	14,366
White Alone	3.5%
Black Alone	0.1%
American Indian Alone	94.1%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.4%
Hispanic Origin	1.3%
Diversity Index	13.6
2028 Population by Race/Ethnicity	
Total	14,241
White Alone	3.5%
Black Alone	0.1%
American Indian Alone	94.2%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.4%
Hispanic Origin	1.4%
Diversity Index	13.6

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 28, 2023

2020 Population by Relationship and Household Type

Total	14,368
In Households	99.8%
Householder	24.8%
Opposite-Sex Spouse	8.7%
Same-Sex Spouse	0.1%
Opposite-Sex Unmarried Partner	2.2%
Same-Sex Unmarried Partner	0.1%
Biological Child	31.8%
Adopted Child	1.1%
Stepchild	1.0%
Grandchild	16.0%
Brother or Sister	2.1%
Parent	1.1%
Parent-in-law	0.0%
Son-in-law or Daughter-in-law	1.8%
Other Relatives	4.9%
Foster Child	0.3%
Other Nonrelatives	3.7%
In Group Quarters	0.2%
Institutionalized	0.1%
Noninstitutionalized	0.1%

2023 Population 25+ by Educational Attainment

Total	7,812
Less than 9th Grade	3.7%
9th - 12th Grade, No Diploma	24.5%
High School Graduate	30.3%
GED/Alternative Credential	3.8%
Some College, No Degree	24.3%
Associate Degree	4.1%
Bachelor's Degree	6.2%
Graduate/Professional Degree	3.1%

2023 Population 15+ by Marital Status

Total	9,853
Never Married	44.8%
Married	41.8%
Widowed	5.2%
Divorced	8.3%

2023 Civilian Population 16+ in Labor Force

Civilian Population 16+	3,981
Population 16+ Employed	88.7%
Population 16+ Unemployment rate	11.3%
Population 16-24 Employed	9.9%
Population 16-24 Unemployment rate	21.5%
Population 25-54 Employed	71.5%
Population 25-54 Unemployment rate	11.8%
Population 55-64 Employed	15.6%
Population 55-64 Unemployment rate	2.7%
Population 65+ Employed	2.9%
Population 65+ Unemployment rate	0.0%

2023 Employed Population 16+ by Industry

Total	3,532
Agriculture/Mining	1.3%
Construction	5.2%
Manufacturing	4.4%
Wholesale Trade	0.0%
Retail Trade	9.9%
Transportation/Utilities	2.5%
Information	0.2%
Finance/Insurance/Real Estate	4.3%
Services	57.3%
Public Administration	14.9%

2023 Employed Population 16+ by Occupation

Total	3,533
White Collar	49.2%
Management/Business/Financial	10.3%
Professional	26.0%
Sales	5.0%
Administrative Support	7.9%
Services	28.3%
Blue Collar	22.6%
Farming/Forestry/Fishing	1.0%
Construction/Extraction	5.7%
Installation/Maintenance/Repair	3.5%
Production	3.1%
Transportation/Material Moving	9.4%

2020 Households by Type

Total	3,474
Married Couple Households	35.2%
With Own Children <18	15.3%
Without Own Children <18	19.8%
Cohabiting Couple Households	9.7%
With Own Children <18	5.8%
Without Own Children <18	3.9%
Male Householder, No Spouse/Partner	20.6%
Living Alone	10.4%
65 Years and over	2.6%
With Own Children <18	2.4%
Without Own Children <18, With Relatives	6.9%
No Relatives Present	1.0%
Female Householder, No Spouse/Partner	34.5%
Living Alone	6.0%
65 Years and over	2.0%
With Own Children <18	9.0%
Without Own Children <18, With Relatives	18.7%
No Relatives Present	0.8%

2020 Households by Size

Total	3,474
1 Person Household	16.4%
2 Person Household	17.2%
3 Person Household	15.8%
4 Person Household	14.7%
5 Person Household	11.5%
6 Person Household	9.1%
7 + Person Household	15.3%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

2020 Households by Tenure and Mortgage Status

Total	3,474
Owner Occupied	63.4%
Owned with a Mortgage/Loan	9.6%
Owned Free and Clear	53.8%
Renter Occupied	36.6%

2023 Affordability, Mortgage and Wealth

Housing Affordability Index	273
Percent of Income for Mortgage	9.8%
Wealth Index	43

2020 Housing Units By Urban/ Rural Status

Total	3,982
Urban Housing Units	1.9%
Rural Housing Units	98.1%

2020 Population By Urban/ Rural Status

Total	14,368
Urban Population	1.5%
Rural Population	98.5%

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Top 3 Tapestry Segments

1.	Down the Road (10D)
2.	Southwestern Families (7F)
3.	City Commons (11E)

2023 Consumer Spending

Apparel & Services: Total \$	\$4,479,382
Average Spent	\$1,280.19
Spending Potential Index	58
Education: Total \$	\$2,900,919
Average Spent	\$829.07
Spending Potential Index	46
Entertainment/Recreation: Total \$	\$7,439,312
Average Spent	\$2,126.13
Spending Potential Index	56
Food at Home: Total \$	\$14,184,585
Average Spent	\$4,053.90
Spending Potential Index	60
Food Away from Home: Total \$	\$7,863,962
Average Spent	\$2,247.49
Spending Potential Index	60
Health Care: Total \$	\$15,477,775
Average Spent	\$4,423.49
Spending Potential Index	60
HH Furnishings & Equipment: Total \$	\$5,880,887
Average Spent	\$1,680.73
Spending Potential Index	57
Personal Care Products & Services: Total \$	\$1,933,928
Average Spent	\$552.71
Spending Potential Index	58
Shelter: Total \$	\$48,443,947
Average Spent	\$13,845.08
Spending Potential Index	56
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,105,626
Average Spent	\$1,744.96
Spending Potential Index	56
Travel: Total \$	\$4,221,421
Average Spent	\$1,206.46
Spending Potential Index	54
Vehicle Maintenance & Repairs: Total \$	\$2,839,033
Average Spent	\$811.38
Spending Potential Index	62

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.