

Population Summary	
2010 Total Population	10,068
2020 Total Population	10,251
2020 Group Quarters	13
2022 Total Population	10,271
2022 Group Quarters	13
2027 Total Population	10,182
2022-2027 Annual Rate	-0.17%
2022 Total Daytime Population	10,370
Workers	3,068
Residents	7,302
Household Summary	
2010 Households	2,320
2010 Average Household Size	4.33
2020 Total Households	2,387
2020 Average Household Size	4.29
2022 Households	2,389
2022 Average Household Size	4.29
2027 Households	2,374
2027 Average Household Size	4.28
2022-2027 Annual Rate	-0.13%
2010 Families	1,922
2010 Average Family Size	4.68
2022 Families	1,953
2022 Average Family Size	4.68
2027 Families	1,941
2027 Average Family Size	4.66
2022-2027 Annual Rate	-0.12%
Housing Unit Summary	
2000 Housing Units	2,496
Owner Occupied Housing Units	56.5%
Renter Occupied Housing Units	32.9%
Vacant Housing Units	10.7%
2010 Housing Units	2,626
Owner Occupied Housing Units	65.5%
Renter Occupied Housing Units	22.9%
Vacant Housing Units	11.7%
2020 Housing Units	2,545
Vacant Housing Units	6.2%
2022 Housing Units	2,541
Owner Occupied Housing Units	55.9%
Renter Occupied Housing Units	38.1%
Vacant Housing Units	6.0%
2027 Housing Units	2,519
Owner Occupied Housing Units	57.1%
Renter Occupied Housing Units	37.2%
Vacant Housing Units	5.8%
Median Household Income	
2022	\$37,875
2027	\$38,897
Median Home Value	
2022	\$41,183
2027	\$43,261
Per Capita Income	
2022	\$13,304
2027	\$14,797
Median Age	
2010	24.1
2022	27.3
2027	27.5

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



2022 Households by Income

Household Income Base	2,389
<\$15,000	24.9%
\$15,000 - \$24,999	8.2%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	18.8%
\$50,000 - \$74,999	12.1%
\$75,000 - \$99,999	7.0%
\$100,000 - \$149,999	12.4%
\$150,000 - \$199,999	2.6%
\$200,000+	1.9%
Average Household Income	\$57,189

2027 Households by Income

Household Income Base	2,374
<\$15,000	19.7%
\$15,000 - \$24,999	6.8%
\$25,000 - \$34,999	15.8%
\$35,000 - \$49,999	22.2%
\$50,000 - \$74,999	11.5%
\$75,000 - \$99,999	5.7%
\$100,000 - \$149,999	12.4%
\$150,000 - \$199,999	3.5%
\$200,000+	2.4%
Average Household Income	\$63,456

2022 Owner Occupied Housing Units by Value

Total	1,420
<\$50,000	60.7%
\$50,000 - \$99,999	21.5%
\$100,000 - \$149,999	3.9%
\$150,000 - \$199,999	3.9%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	3.5%
\$300,000 - \$399,999	4.6%
\$400,000 - \$499,999	0.4%
\$500,000 - \$749,999	1.3%
\$750,000 - \$999,999	0.1%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.0%
Average Home Value	\$80,423

2027 Owner Occupied Housing Units by Value

Total	1,438
<\$50,000	57.8%
\$50,000 - \$99,999	19.5%
\$100,000 - \$149,999	5.1%
\$150,000 - \$199,999	5.3%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	4.0%
\$300,000 - \$399,999	5.9%
\$400,000 - \$499,999	0.6%
\$500,000 - \$749,999	1.6%
\$750,000 - \$999,999	0.1%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.0%
Average Home Value	\$91,116

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

2010 Population by Age

Total	10,068
0 - 4	12.0%
5 - 9	10.4%
10 - 14	9.0%
15 - 24	20.2%
25 - 34	12.7%
35 - 44	10.8%
45 - 54	11.1%
55 - 64	8.0%
65 - 74	3.9%
75 - 84	1.7%
85 +	0.3%
18 +	61.7%

2022 Population by Age

Total	10,271
0 - 4	11.4%
5 - 9	10.7%
10 - 14	9.6%
15 - 24	14.5%
25 - 34	15.9%
35 - 44	11.0%
45 - 54	9.1%
55 - 64	8.8%
65 - 74	6.3%
75 - 84	2.1%
85 +	0.4%
18 +	63.4%

2027 Population by Age

Total	10,182
0 - 4	11.5%
5 - 9	10.3%
10 - 14	10.0%
15 - 24	15.4%
25 - 34	12.5%
35 - 44	12.9%
45 - 54	8.5%
55 - 64	8.6%
65 - 74	6.9%
75 - 84	2.8%
85 +	0.5%
18 +	63.0%

2010 Population by Sex

Males	4,903
Females	5,165

2022 Population by Sex

Males	5,002
Females	5,269

2027 Population by Sex

Males	4,950
Females	5,232

2010 Population by Race/Ethnicity

Total	10,068
White Alone	1.4%
Black Alone	0.1%
American Indian Alone	97.7%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	0.7%
Hispanic Origin	3.5%
Diversity Index	11.1

2020 Population by Race/Ethnicity

Total	10,251
White Alone	0.8%
Black Alone	0.0%
American Indian Alone	97.6%
Asian Alone	0.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.4%
Two or More Races	1.1%
Hispanic Origin	2.2%
Diversity Index	9.0

2022 Population by Race/Ethnicity

Total	10,271
White Alone	0.8%
Black Alone	0.0%
American Indian Alone	97.7%
Asian Alone	0.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.4%
Two or More Races	1.0%
Hispanic Origin	2.1%
Diversity Index	8.4

2027 Population by Race/Ethnicity

Total	10,182
White Alone	0.7%
Black Alone	0.0%
American Indian Alone	97.8%
Asian Alone	0.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.4%
Two or More Races	1.0%
Hispanic Origin	1.9%
Diversity Index	7.9

2010 Population by Relationship and Household Type

Total	10,068
In Households	99.9%
In Family Households	94.8%
Householder	19.1%
Spouse	9.1%
Child	52.8%
Other relative	8.3%
Nonrelative	5.4%
In Nonfamily Households	5.1%
In Group Quarters	0.1%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.1%

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

2022 Population 25+ by Educational Attainment

Total	5,528
Less than 9th Grade	3.8%
9th - 12th Grade, No Diploma	21.9%
High School Graduate	32.5%
GED/Alternative Credential	6.3%
Some College, No Degree	22.7%
Associate Degree	7.3%
Bachelor's Degree	3.9%
Graduate/Professional Degree	1.6%

2022 Population 15+ by Marital Status

Total	7,018
Never Married	53.9%
Married	30.0%
Widowed	6.4%
Divorced	9.7%

2022 Civilian Population 16+ in Labor Force

Civilian Population 16+	3,452
Population 16+ Employed	87.3%
Population 16+ Unemployment rate	12.7%
Population 16-24 Employed	14.2%
Population 16-24 Unemployment rate	17.5%
Population 25-54 Employed	65.1%
Population 25-54 Unemployment rate	13.5%
Population 55-64 Employed	13.0%
Population 55-64 Unemployment rate	9.9%
Population 65+ Employed	7.6%
Population 65+ Unemployment rate	0.0%

2022 Employed Population 16+ by Industry

Total	3,013
Agriculture/Mining	3.2%
Construction	11.5%
Manufacturing	3.0%
Wholesale Trade	1.1%
Retail Trade	6.8%
Transportation/Utilities	4.2%
Information	2.1%
Finance/Insurance/Real Estate	0.5%
Services	53.3%
Public Administration	14.3%

2022 Employed Population 16+ by Occupation

Total	3,013
White Collar	48.0%
Management/Business/Financial	8.1%
Professional	19.4%
Sales	5.2%
Administrative Support	15.2%
Services	26.8%
Blue Collar	25.2%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	12.1%
Installation/Maintenance/Repair	1.8%
Production	2.8%
Transportation/Material Moving	7.7%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

2010 Households by Type	
Total	2,320
Households with 1 Person	13.9%
Households with 2+ People	86.1%
Family Households	82.8%
Husband-wife Families	39.4%
With Related Children	28.9%
Other Family (No Spouse Present)	43.4%
Other Family with Male Householder	10.6%
With Related Children	7.1%
Other Family with Female Householder	32.8%
With Related Children	25.6%
Nonfamily Households	3.2%
All Households with Children	63.1%
Multigenerational Households	25.4%
Unmarried Partner Households	13.0%
Male-female	11.5%
Same-sex	1.5%
2010 Households by Size	
Total	2,320
1 Person Household	13.9%
2 Person Household	12.8%
3 Person Household	13.3%
4 Person Household	17.0%
5 Person Household	15.7%
6 Person Household	10.0%
7 + Person Household	17.3%
2010 Households by Tenure and Mortgage Status	
Total	2,320
Owner Occupied	74.1%
Owned with a Mortgage/Loan	9.7%
Owned Free and Clear	64.4%
Renter Occupied	25.9%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	350
Percent of Income for Mortgage	5.7%
Wealth Index	39
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	2,626
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	36.9%
Rural Housing Units	63.1%
2010 Population By Urban/ Rural Status	
Total Population	10,068
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	39.7%
Rural Population	60.3%

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Top 3 Tapestry Segments

1. Rural Bypasses (10E)
2. City Commons (11E)
3. Fresh Ambitions (13D)

2022 Consumer Spending

Apparel & Services: Total \$	\$3,253,049
Average Spent	\$1,361.68
Spending Potential Index	57
Education: Total \$	\$2,276,296
Average Spent	\$952.82
Spending Potential Index	49
Entertainment/Recreation: Total \$	\$5,180,373
Average Spent	\$2,168.43
Spending Potential Index	59
Food at Home: Total \$	\$9,392,875
Average Spent	\$3,931.72
Spending Potential Index	64
Food Away from Home: Total \$	\$5,964,065
Average Spent	\$2,496.47
Spending Potential Index	58
Health Care: Total \$	\$10,520,994
Average Spent	\$4,403.93
Spending Potential Index	62
HH Furnishings & Equipment: Total \$	\$3,411,963
Average Spent	\$1,428.20
Spending Potential Index	56
Personal Care Products & Services: Total \$	\$1,316,894
Average Spent	\$551.23
Spending Potential Index	54
Shelter: Total \$	\$27,520,183
Average Spent	\$11,519.54
Spending Potential Index	50
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,634,299
Average Spent	\$1,521.26
Spending Potential Index	56
Travel: Total \$	\$3,217,169
Average Spent	\$1,346.66
Spending Potential Index	47
Vehicle Maintenance & Repairs: Total \$	\$1,938,152
Average Spent	\$811.28
Spending Potential Index	64

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.