

	3 miles	5 miles	7 miles
Population Summary			
2000 Total Population	58,958	140,848	263,353
2010 Total Population	69,058	165,344	315,043
2013 Total Population	70,532	170,906	328,862
2013 Group Quarters	2,334	4,175	10,241
2018 Total Population	74,854	183,333	355,483
2013-2018 Annual Rate	1.20%	1.41%	1.57%
Household Summary			
2000 Households	18,892	48,304	95,099
2000 Average Household Size	3.01	2.80	2.64
2010 Households	21,895	56,983	114,142
2010 Average Household Size	3.05	2.83	2.67
2013 Households	22,301	58,946	118,986
2013 Average Household Size	3.06	2.83	2.68
2018 Households	23,655	63,338	128,676
2018 Average Household Size	3.07	2.83	2.68
2013-2018 Annual Rate	1.19%	1.45%	1.58%
2010 Families	15,883	38,377	73,229
2010 Average Family Size	3.58	3.46	3.36
2013 Families	16,127	39,492	76,021
2013 Average Family Size	3.60	3.47	3.37
2018 Families	17,041	42,167	81,786
2018 Average Family Size	3.61	3.48	3.38
2013-2018 Annual Rate	1.11%	1.32%	1.47%
Housing Unit Summary			
2000 Housing Units	20,112	51,792	102,782
Owner Occupied Housing Units	58.0%	55.9%	51.6%
Renter Occupied Housing Units	36.0%	37.4%	40.9%
Vacant Housing Units	6.1%	6.7%	7.5%
2010 Housing Units	23,984	62,800	126,898
Owner Occupied Housing Units	53.8%	54.6%	51.2%
Renter Occupied Housing Units	37.5%	36.2%	38.8%
Vacant Housing Units	8.7%	9.3%	10.1%
2013 Housing Units	24,384	64,506	130,899
Owner Occupied Housing Units	52.8%	54.0%	51.0%
Renter Occupied Housing Units	38.6%	37.4%	39.9%
Vacant Housing Units	8.5%	8.6%	9.1%
2018 Housing Units	25,718	68,642	139,653
Owner Occupied Housing Units	54.1%	55.6%	52.9%
Renter Occupied Housing Units	37.9%	36.7%	39.3%
Vacant Housing Units	8.0%	7.7%	7.9%
Median Household Income			
2013	\$39,425	\$43,906	\$46,179
2018	\$47,415	\$53,608	\$56,435
Median Home Value			
2013	\$89,007	\$108,313	\$122,762
2018	\$107,984	\$140,013	\$158,707
Per Capita Income			
2013	\$17,068	\$21,794	\$23,787
2018	\$19,486	\$25,024	\$27,413
Median Age			
2010	30.6	32.0	32.0
2013	31.1	32.5	32.5
2018	32.0	33.4	33.4

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

	3 miles	5 miles	7 miles
2013 Households by Income			
Household Income Base	22,301	58,946	118,984
<\$15,000	16.1%	14.3%	14.3%
\$15,000 - \$24,999	14.6%	12.7%	11.4%
\$25,000 - \$34,999	12.5%	11.8%	11.7%
\$35,000 - \$49,999	18.1%	16.7%	15.6%
\$50,000 - \$74,999	19.2%	19.5%	19.4%
\$75,000 - \$99,999	9.6%	10.8%	11.4%
\$100,000 - \$149,999	6.9%	8.9%	9.9%
\$150,000 - \$199,999	2.0%	2.7%	3.3%
\$200,000+	1.0%	2.6%	2.9%
Average Household Income	\$51,732	\$60,846	\$63,930
2018 Households by Income			
Household Income Base	23,655	63,338	128,674
<\$15,000	15.8%	13.6%	13.4%
\$15,000 - \$24,999	11.9%	9.9%	8.8%
\$25,000 - \$34,999	9.8%	9.1%	8.9%
\$35,000 - \$49,999	14.4%	13.4%	12.4%
\$50,000 - \$74,999	19.6%	19.2%	19.0%
\$75,000 - \$99,999	14.8%	16.3%	17.0%
\$100,000 - \$149,999	9.8%	12.4%	13.3%
\$150,000 - \$199,999	2.7%	3.5%	4.3%
\$200,000+	1.1%	2.6%	3.0%
Average Household Income	\$59,576	\$70,115	\$74,078
2013 Owner Occupied Housing Units by Value			
Total	12,870	34,813	66,775
<\$50,000	9.6%	7.5%	6.5%
\$50,000 - \$99,999	51.8%	38.2%	31.1%
\$100,000 - \$149,999	22.2%	26.1%	27.3%
\$150,000 - \$199,999	10.2%	12.8%	15.0%
\$200,000 - \$249,999	2.9%	5.1%	6.3%
\$250,000 - \$299,999	1.2%	2.8%	3.7%
\$300,000 - \$399,999	0.9%	2.8%	4.1%
\$400,000 - \$499,999	0.4%	1.4%	2.1%
\$500,000 - \$749,999	0.5%	1.6%	2.3%
\$750,000 - \$999,999	0.2%	0.6%	0.7%
\$1,000,000 +	0.2%	1.2%	0.9%
Average Home Value	\$108,615	\$150,597	\$165,068
2018 Owner Occupied Housing Units by Value			
Total	13,908	38,159	73,810
<\$50,000	7.5%	5.8%	4.8%
\$50,000 - \$99,999	39.4%	28.2%	22.0%
\$100,000 - \$149,999	19.4%	20.0%	19.6%
\$150,000 - \$199,999	16.8%	18.4%	20.4%
\$200,000 - \$249,999	7.8%	9.9%	11.2%
\$250,000 - \$299,999	3.5%	5.5%	6.8%
\$300,000 - \$399,999	2.3%	4.3%	5.8%
\$400,000 - \$499,999	1.0%	2.1%	3.0%
\$500,000 - \$749,999	1.2%	2.6%	3.5%
\$750,000 - \$999,999	0.9%	1.6%	1.6%
\$1,000,000 +	0.3%	1.7%	1.2%
Average Home Value	\$143,736	\$192,451	\$207,046

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

	3 miles	5 miles	7 miles
2010 Population by Age			
Total	69,054	165,346	315,044
0 - 4	9.6%	8.8%	8.4%
5 - 9	8.8%	8.1%	7.8%
10 - 14	7.5%	7.2%	7.0%
15 - 24	15.1%	14.1%	15.2%
25 - 34	15.5%	16.3%	16.2%
35 - 44	13.4%	13.7%	13.6%
45 - 54	12.5%	12.8%	12.9%
55 - 64	8.5%	9.3%	9.5%
65 - 74	5.0%	5.2%	5.1%
75 - 84	3.0%	3.1%	3.0%
85 +	1.2%	1.3%	1.3%
18 +	69.9%	71.7%	72.9%
2013 Population by Age			
Total	70,532	170,904	328,863
0 - 4	9.3%	8.5%	8.1%
5 - 9	8.8%	8.1%	7.7%
10 - 14	7.8%	7.4%	7.1%
15 - 24	14.5%	13.8%	14.8%
25 - 34	15.7%	16.1%	16.1%
35 - 44	13.1%	13.5%	13.4%
45 - 54	12.2%	12.4%	12.5%
55 - 64	9.2%	10.1%	10.3%
65 - 74	5.3%	5.7%	5.7%
75 - 84	2.9%	3.0%	3.0%
85 +	1.2%	1.4%	1.3%
18 +	70.0%	72.1%	73.3%
2018 Population by Age			
Total	74,853	183,333	355,484
0 - 4	9.1%	8.4%	8.1%
5 - 9	8.4%	7.8%	7.4%
10 - 14	8.0%	7.5%	7.2%
15 - 24	13.9%	13.3%	14.3%
25 - 34	15.1%	15.3%	15.5%
35 - 44	13.1%	13.5%	13.3%
45 - 54	11.4%	11.7%	11.7%
55 - 64	9.9%	10.6%	10.7%
65 - 74	6.5%	7.0%	6.9%
75 - 84	3.3%	3.5%	3.4%
85 +	1.3%	1.4%	1.4%
18 +	70.2%	72.2%	73.4%
2010 Population by Sex			
Males	33,498	81,824	155,856
Females	35,560	83,520	159,187
2013 Population by Sex			
Males	34,239	84,584	162,784
Females	36,293	86,322	166,078
2018 Population by Sex			
Males	36,404	90,701	175,960
Females	38,450	92,632	179,523

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

	3 miles	5 miles	7 miles
2010 Population by Race/Ethnicity			
Total	69,058	165,343	315,042
White Alone	71.7%	73.5%	71.8%
Black Alone	4.9%	5.4%	8.2%
American Indian Alone	0.9%	0.8%	0.8%
Asian Alone	0.9%	1.8%	2.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	18.6%	15.4%	13.8%
Two or More Races	3.0%	3.0%	3.0%
Hispanic Origin	56.2%	47.3%	39.1%
Diversity Index	73.8	72.7	72.6
2013 Population by Race/Ethnicity			
Total	70,533	170,906	328,862
White Alone	70.7%	72.7%	71.0%
Black Alone	4.8%	5.3%	8.1%
American Indian Alone	0.9%	0.8%	0.8%
Asian Alone	0.8%	1.8%	2.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	19.5%	16.2%	14.5%
Two or More Races	3.2%	3.1%	3.2%
Hispanic Origin	58.5%	49.2%	41.0%
Diversity Index	74.2	73.4	73.6
2018 Population by Race/Ethnicity			
Total	74,853	183,333	355,483
White Alone	69.6%	71.6%	69.8%
Black Alone	4.7%	5.4%	8.0%
American Indian Alone	1.0%	0.8%	0.8%
Asian Alone	0.9%	1.8%	2.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	20.5%	17.0%	15.5%
Two or More Races	3.3%	3.3%	3.4%
Hispanic Origin	62.0%	52.5%	44.3%
Diversity Index	74.3	74.1	75.0
2010 Population by Relationship and Household Type			
Total	69,058	165,344	315,043
In Households	96.6%	97.5%	96.8%
In Family Households	85.5%	83.2%	80.6%
Householder	23.0%	23.3%	23.2%
Spouse	15.2%	16.0%	16.1%
Child	38.1%	35.5%	33.6%
Other relative	6.1%	5.6%	5.1%
Nonrelative	3.2%	2.8%	2.6%
In Nonfamily Households	11.1%	14.3%	16.2%
In Group Quarters	3.4%	2.5%	3.2%
Institutionalized Population	3.0%	2.3%	1.8%
Noninstitutionalized Population	0.4%	0.3%	1.4%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

	3 miles	5 miles	7 miles
2013 Population 25+ by Educational Attainment			
Total	42,068	106,297	204,654
Less than 9th Grade	17.3%	14.6%	11.8%
9th - 12th Grade, No Diploma	17.3%	13.6%	11.9%
High School Graduate	29.7%	26.8%	26.0%
Some College, No Degree	21.1%	21.1%	22.1%
Associate Degree	4.0%	4.9%	5.3%
Bachelor's Degree	8.1%	13.7%	15.9%
Graduate/Professional Degree	2.5%	5.3%	7.0%
2013 Population 15+ by Marital Status			
Total	52,291	129,876	253,486
Never Married	29.9%	30.5%	31.4%
Married	50.7%	50.7%	50.0%
Widowed	6.3%	6.0%	5.7%
Divorced	13.2%	12.8%	12.9%
2013 Civilian Population 16+ in Labor Force			
Civilian Employed	90.8%	91.9%	92.1%
Civilian Unemployed	9.2%	8.1%	7.9%
2013 Employed Population 16+ by Industry			
Total	28,375	74,130	147,919
Agriculture/Mining	1.1%	1.4%	1.4%
Construction	10.0%	8.7%	7.6%
Manufacturing	14.7%	14.1%	13.3%
Wholesale Trade	3.8%	4.1%	3.5%
Retail Trade	12.0%	11.0%	11.1%
Transportation/Utilities	5.8%	5.8%	5.8%
Information	1.0%	1.3%	1.4%
Finance/Insurance/Real Estate	6.9%	7.0%	7.0%
Services	40.9%	43.2%	45.0%
Public Administration	3.7%	3.7%	3.8%
2013 Employed Population 16+ by Occupation			
Total	28,376	74,128	147,918
White Collar	44.3%	51.0%	55.1%
Management/Business/Financial	8.0%	10.8%	12.3%
Professional	11.2%	16.2%	18.3%
Sales	9.9%	9.8%	10.2%
Administrative Support	15.1%	14.1%	14.3%
Services	21.1%	18.8%	18.1%
Blue Collar	34.6%	30.2%	26.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	9.6%	7.6%	6.4%
Installation/Maintenance/Repair	6.1%	5.2%	4.6%
Production	10.2%	9.0%	8.2%
Transportation/Material Moving	8.8%	8.2%	7.5%

	3 miles	5 miles	7 miles
2010 Households by Type			
Total	21,895	56,983	114,142
Households with 1 Person	22.2%	26.7%	29.0%
Households with 2+ People	77.8%	73.3%	71.0%
Family Households	72.5%	67.3%	64.2%
Husband-wife Families	47.9%	46.3%	44.5%
With Related Children	27.8%	25.5%	23.7%
Other Family (No Spouse Present)	24.7%	21.1%	19.6%
Other Family with Male Householder	7.3%	6.4%	5.8%
With Related Children	4.5%	3.9%	3.5%
Other Family with Female Householder	17.3%	14.7%	13.8%
With Related Children	11.9%	9.9%	9.5%
Nonfamily Households	5.3%	6.0%	6.8%
All Households with Children	44.8%	39.8%	37.1%
Multigenerational Households	8.4%	6.9%	5.7%
Unmarried Partner Households	8.0%	7.0%	6.8%
Male-female	7.4%	6.4%	6.1%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	21,895	56,984	114,144
1 Person Household	22.2%	26.7%	29.0%
2 Person Household	26.1%	27.4%	28.5%
3 Person Household	16.3%	15.5%	15.2%
4 Person Household	15.1%	13.8%	13.1%
5 Person Household	10.4%	8.7%	7.7%
6 Person Household	5.4%	4.3%	3.7%
7 + Person Household	4.6%	3.6%	2.9%
2010 Households by Tenure and Mortgage Status			
Total	21,895	56,983	114,142
Owner Occupied	58.9%	60.1%	56.9%
Owned with a Mortgage/Loan	36.4%	39.1%	38.7%
Owned Free and Clear	22.5%	21.0%	18.2%
Renter Occupied	41.1%	39.9%	43.1%

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

		3 miles	5 miles	7 miles
Top 3 Tapestry Segments				
	1.	Southwestern Families	Southwestern Families	Milk and Cookies
	2.	Rustbelt Traditions	Milk and Cookies	Southwestern Families
	3.	Milk and Cookies	Rustbelt Traditions	Rustbelt Traditions
2013 Consumer Spending				
Apparel & Services: Total \$		\$24,939,265	\$77,576,017	\$165,884,271
Average Spent		\$1,118.30	\$1,316.05	\$1,394.15
Spending Potential Index		49	58	62
Computers & Accessories: Total \$		\$3,943,867	\$12,408,476	\$26,781,239
Average Spent		\$176.84	\$210.51	\$225.08
Spending Potential Index		71	85	91
Education: Total \$		\$21,121,151	\$68,620,376	\$151,181,209
Average Spent		\$947.09	\$1,164.12	\$1,270.58
Spending Potential Index		65	80	87
Entertainment/Recreation: Total \$		\$53,198,722	\$166,427,722	\$352,897,670
Average Spent		\$2,385.49	\$2,823.39	\$2,965.88
Spending Potential Index		73	87	91
Food at Home: Total \$		\$86,351,161	\$263,203,988	\$552,550,068
Average Spent		\$3,872.08	\$4,465.17	\$4,643.82
Spending Potential Index		77	89	92
Food Away from Home: Total \$		\$54,609,226	\$167,508,932	\$355,168,440
Average Spent		\$2,448.73	\$2,841.74	\$2,984.96
Spending Potential Index		77	89	93
Health Care: Total \$		\$70,829,703	\$220,961,235	\$461,206,774
Average Spent		\$3,176.08	\$3,748.54	\$3,876.14
Spending Potential Index		71	84	87
HH Furnishings & Equipment: Total \$		\$26,054,577	\$80,982,129	\$171,685,801
Average Spent		\$1,168.31	\$1,373.84	\$1,442.91
Spending Potential Index		65	76	80
Investments: Total \$		\$24,804,265	\$83,147,035	\$191,089,095
Average Spent		\$1,112.25	\$1,410.56	\$1,605.98
Spending Potential Index		54	68	77
Retail Goods: Total \$		\$385,873,729	\$1,187,466,138	\$2,493,748,362
Average Spent		\$17,302.98	\$20,144.98	\$20,958.33
Spending Potential Index		72	83	87
Shelter: Total \$		\$260,303,284	\$814,896,623	\$1,751,766,233
Average Spent		\$11,672.27	\$13,824.46	\$14,722.46
Spending Potential Index		72	85	91
TV/Video/Audio: Total \$		\$21,973,584	\$67,617,191	\$142,285,739
Average Spent		\$985.32	\$1,147.10	\$1,195.82
Spending Potential Index		76	89	93
Travel: Total \$		\$27,225,548	\$87,076,282	\$187,154,230
Average Spent		\$1,220.82	\$1,477.22	\$1,572.91
Spending Potential Index		67	81	86
Vehicle Maintenance & Repairs: Total \$		\$18,035,431	\$55,896,249	\$118,202,981
Average Spent		\$808.73	\$948.26	\$993.42
Spending Potential Index		74	87	91

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 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.