	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	2,020	17,880	21,711
2010 Total Population	1,898	16,671	20,336
2018 Total Population	1,844	16,311	19,925
2018 Group Quarters	68	391	401
2023 Total Population	1,803	15,978	19,526
2018-2023 Annual Rate	-0.45%	-0.41%	-0.40%
2018 Total Daytime Population	3,641	20,279	23,925
Workers	2,640	11,749	13,588
Residents	1,001	8,530	10,337
Household Summary			
2000 Households	859	7,493	9,002
2000 Average Household Size	2.26	2.32	2.36
2010 Households	841	7,306	8,807
2010 Average Household Size	2.18	2.23	2.26
2018 Households	819	7,167	8,652
2018 Average Household Size	2.17	2.22	2.26
2023 Households	801	7,025	8,485
2023 Average Household Size	2.17	2.22	2.25
2018-2023 Annual Rate	-0.44%	-0.40%	-0.39%
2010 Families	449	4,535	5,592
2010 Average Family Size	2.94	2.80	2.81
2018 Families	426	4,361	5,394
2018 Average Family Size	2.92	2.78	2.80
2023 Families	413	4,241	5,252
2023 Average Family Size	2.91	2.78	2.79
2018-2023 Annual Rate	-0.62%	-0.56%	-0.53%
Housing Unit Summary			
2000 Housing Units	947	8,098	9,762
Owner Occupied Housing Units	68.5%	70.8%	72.1%
Renter Occupied Housing Units	22.3%	21.8%	20.1%
Vacant Housing Units	9.2%	7.5%	7.8%
2010 Housing Units	941	8,078	9,836
Owner Occupied Housing Units	65.0%	69.2%	70.2%
Renter Occupied Housing Units	24.3%	21.2%	19.3%
Vacant Housing Units	10.6%	9.6%	10.5%
2018 Housing Units	931	8,044	9,817
Owner Occupied Housing Units	63.1%	67.5%	68.6%
Renter Occupied Housing Units	24.9%	21.6%	19.6%
Vacant Housing Units	12.0%	10.9%	11.9%
2023 Housing Units	934	8,069	9,846
Owner Occupied Housing Units	61.3%	65.9%	67.0%
Renter Occupied Housing Units	24.5%	21.2%	19.1%
Vacant Housing Units	14.2%	12.9%	13.8%
Median Household Income			
2018	$41,440	$46,345	$48,276
2023	$47,291	$52,350	$54,152
Median Home Value			
2018	$81,767	$89,035	$93,690
2023	$86,523	$95,356	$102,953
Per Capita Income			
2018	$27,147	$27,381	$28,140
2023	$31,611	$31,484	$32,176
Median Age			
2010	47.5	44.6	44.7
2018	48.8	46.1	46.5
2023	49.6	46.6	47.2

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 mile	5 mile
2018 Households by Income			
Household Income Base	819	7,167	8,652
<$15,000	12.8%	11.6%	11.0%
$15,000 - $24,999	15.4%	12.6%	12.0%
$25,000 - $34,999	13.3%	11.3%	11.4%
$35,000 - $49,999	16.5%	17.8%	17.0%
$50,000 - $74,999	12.2%	16.8%	17.2%
$75,000 - $99,999	14.8%	13.8%	13.9%
$100,000 - $149,999	12.3%	11.5%	12.3%
$150,000 - $199,999	1.2%	2.4%	2.6%
$200,000+	1.5%	2.1%	2.6%
Average Household Income	$56,547	$61,425	$64,049
2023 Households by Income			
Household Income Base	801	7,025	8,485
<$15,000	10.1%	9.4%	8.9%
$15,000 - $24,999	13.0%	10.6%	10.1%
$25,000 - $34,999	12.7%	10.5%	10.6%
$35,000 - $49,999	16.4%	17.3%	16.5%
$50,000 - $74,999	11.9%	16.7%	17.1%
$75,000 - $99,999	16.2%	15.1%	15.1%
$100,000 - $149,999	16.4%	15.0%	15.7%
$150,000 - $199,999	1.5%	2.9%	3.1%
$200,000+	1.7%	2.5%	2.9%
Average Household Income	$66,007	$70,681	$73,247
2018 Owner Occupied Housing Units by Value			
Total	587	5,428	6,730
<$50,000	21.1%	16.4%	15.9%
$50,000 - $99,999	45.3%	43.1%	39.0%
$100,000 - $149,999	16.4%	17.7%	16.6%
$150,000 - $199,999	7.7%	6.5%	8.3%
$200,000 - $249,999	2.4%	4.7%	5.9%
$250,000 - $299,999	2.7%	4.6%	4.7%
$300,000 - $399,999	2.7%	4.5%	6.4%
$400,000 - $499,999	1.5%	1.3%	1.5%
$500,000 - $749,999	0.0%	0.6%	0.7%
$750,000 - $999,999	0.0%	0.0%	0.0%
$1,000,000 - $1,499,999	0.0%	0.8%	0.9%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$102,602	$127,704	$140,030
2023 Owner Occupied Housing Units by Value			
Total	573	5,314	6,601
<$50,000	19.0%	14.5%	14.2%
$50,000 - $99,999	42.4%	39.1%	34.8%
$100,000 - $149,999	16.1%	17.4%	16.3%
$150,000 - $199,999	8.7%	7.8%	9.7%
$200,000 - $249,999	3.1%	5.2%	6.3%
$250,000 - $299,999	4.0%	5.9%	5.7%
$300,000 - $399,999	4.2%	6.0%	8.1%
$400,000 - $499,999	2.4%	2.1%	2.3%
$500,000 - $749,999	0.0%	0.9%	1.0%
$750,000 - $999,999	0.0%	0.0%	0.0%
$1,000,000 - $1,499,999	0.0%	1.2%	1.4%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$115,663	$146,928	$160,506

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 mile	5 mile
2010 Population by Age			
Total	1,897	16,671	20,337
0 - 4	5.1%	5.1%	5.0%
5 - 9	5.4%	5.7%	5.8%
10 - 14	5.1%	6.1%	6.2%
15 - 24	11.0%	11.6%	11.5%
25 - 34	10.1%	10.3%	10.0%
35 - 44	9.9%	11.6%	11.8%
45 - 54	15.4%	16.7%	17.1%
55 - 64	12.1%	13.5%	13.7%
65 - 74	9.3%	8.4%	8.5%
75 - 84	10.6%	7.3%	6.9%
85 +	6.0%	3.8%	3.5%
18 +	80.4%	78.6%	78.3%
2018 Population by Age			
Total	1,842	16,312	19,925
0 - 4	4.7%	4.8%	4.7%
5 - 9	4.7%	5.0%	5.0%
10 - 14	5.0%	5.4%	5.4%
15 - 24	10.8%	11.0%	11.0%
25 - 34	11.6%	11.7%	11.3%
35 - 44	9.4%	10.7%	10.7%
45 - 54	10.9%	13.1%	13.5%
55 - 64	15.5%	16.2%	16.5%
65 - 74	11.4%	11.3%	11.4%
75 - 84	8.7%	6.5%	6.4%
85 +	7.3%	4.3%	3.9%
18 +	82.3%	81.3%	81.3%
2023 Population by Age			
Total	1,805	15,979	19,528
0 - 4	4.7%	4.8%	4.7%
5 - 9	4.6%	5.0%	5.0%
10 - 14	4.7%	5.3%	5.3%
15 - 24	10.3%	10.3%	10.2%
25 - 34	11.6%	11.6%	11.3%
35 - 44	9.9%	11.2%	11.1%
45 - 54	9.5%	11.4%	11.8%
55 - 64	13.5%	15.1%	15.5%
65 - 74	14.2%	13.7%	13.9%
75 - 84	9.5%	7.4%	7.4%
85 +	7.4%	4.2%	3.9%
18 +	82.6%	81.4%	81.5%
2010 Population by Sex			
Males	911	8,098	9,931
Females	987	8,573	10,405
2018 Population by Sex			
Males	879	7,939	9,753
Females	965	8,372	10,172
2023 Population by Sex			
Males	851	7,789	9,573
Females	953	8,189	9,953

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	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
Total	1,898	16,671	20,335
White Alone	96.5%	96.9%	97.0%
Black Alone	0.3%	0.4%	0.4%
American Indian Alone	0.7%	0.5%	0.5%
Asian Alone	0.4%	0.5%	0.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.3%	0.2%	0.2%
Two or More Races	1.7%	1.3%	1.3%
Hispanic Origin	2.0%	1.3%	1.2%
Diversity Index	10.5	8.4	8.1
2018 Population by Race/Ethnicity			
Total	1,845	16,312	19,926
White Alone	94.9%	95.6%	95.8%
Black Alone	0.4%	0.6%	0.6%
American Indian Alone	1.2%	0.9%	0.8%
Asian Alone	0.6%	0.8%	0.8%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.5%	0.4%	0.3%
Two or More Races	2.3%	1.7%	1.7%
Hispanic Origin	3.0%	1.9%	1.8%
Diversity Index	15.1	12.0	11.4
2023 Population by Race/Ethnicity			
Total	1,803	15,977	19,526
White Alone	93.7%	94.5%	94.8%
Black Alone	0.5%	0.8%	0.8%
American Indian Alone	1.5%	1.1%	1.0%
Asian Alone	0.7%	0.9%	0.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.6%	0.5%	0.4%
Two or More Races	2.9%	2.1%	2.0%
Hispanic Origin	3.9%	2.5%	2.3%
Diversity Index	18.9	15.0	14.2
2010 Population by Relationship and Household Type			
Total	1,898	16,671	20,336
In Households	96.4%	97.7%	98.0%
In Family Households	71.3%	78.1%	79.4%
Householder	25.2%	27.3%	27.6%
Spouse	19.1%	20.8%	21.5%
Child	24.0%	26.7%	26.9%
Other relative	1.3%	1.3%	1.4%
Nonrelative	1.7%	2.0%	2.0%
In Nonfamily Households	25.1%	19.5%	18.7%
In Group Quarters	3.6%	2.3%	2.0%
Institutionalized Population	3.5%	2.2%	1.8%
Noninstitutionalized Population	0.1%	0.2%	0.2%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 mile	5 mile
2018 Population 25+ by Educational Attainment			
Total	1,379	12,022	14,702
Less than 9th Grade	0.5%	0.9%	0.9%
9th - 12th Grade, No Diploma	6.3%	4.9%	4.5%
High School Graduate	33.1%	34.3%	33.8%
GED/Alternative Credential	7.5%	4.3%	4.0%
Some College, No Degree	22.2%	20.8%	21.6%
Associate Degree	7.7%	9.8%	10.3%
Bachelor's Degree	16.7%	17.8%	17.6%
Graduate/Professional Degree	6.0%	7.1%	7.3%
2018 Population 15+ by Marital Status			
Total	1,578	13,825	16,901
Never Married	30.0%	25.7%	24.9%
Married	47.7%	53.4%	54.7%
Widowed	7.8%	7.9%	7.4%
Divorced	14.5%	13.0%	13.0%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	98.6%	97.6%	97.6%
Civilian Unemployed (Unemployment Rate)	1.4%	2.4%	2.4%
2018 Employed Population 16+ by Industry			
Total	843	7,717	9,551
Agriculture/Mining	1.5%	1.0%	1.0%
Construction	1.9%	4.6%	5.6%
Manufacturing	28.1%	18.6%	18.2%
Wholesale Trade	1.2%	1.8%	2.1%
Retail Trade	13.3%	13.6%	13.3%
Transportation/Utilities	5.8%	5.1%	5.2%
Information	1.7%	2.2%	2.0%
Finance/Insurance/Real Estate	2.8%	2.9%	3.4%
Services	39.5%	47.7%	46.9%
Public Administration	3.9%	2.5%	2.4%
2018 Employed Population 16+ by Occupation			
Total	844	7,716	9,553
White Collar	55.8%	58.0%	57.6%
Management/Business/Financial	10.9%	11.5%	11.4%
Professional	24.6%	21.0%	20.6%
Sales	12.6%	12.2%	11.8%
Administrative Support	7.7%	13.3%	13.9%
Services	17.0%	17.7%	17.1%
Blue Collar	27.4%	24.2%	25.3%
Farming/Forestry/Fishing	0.0%	0.2%	0.4%
Construction/Extraction	1.4%	3.7%	4.2%
Installation/Maintenance/Repair	3.0%	5.3%	5.5%
Production	21.7%	10.2%	9.9%
Transportation/Material Moving	1.3%	4.8%	5.4%
2010 Population By Urban/ Rural Status			
Total Population	1,898	16,671	20,336
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	94.7%	88.2%	80.8%
Rural Population	5.3%	11.8%	19.2%

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	1 mile	3 mile	5 mile
2010 Households by Type			
Total	840	7,305	8,806
Households with 1 Person	41.4%	32.5%	31.2%
Households with 2+ People	58.6%	67.5%	68.8%
Family Households	53.5%	62.1%	63.5%
Husband-wife Families	40.4%	47.4%	49.4%
With Related Children	13.1%	16.5%	17.4%
Other Family (No Spouse Present)	13.1%	14.7%	14.1%
Other Family with Male Householder	4.2%	4.5%	4.6%
With Related Children	2.3%	2.8%	2.9%
Other Family with Female Householder	8.9%	10.2%	9.5%
With Related Children	5.8%	7.1%	6.6%
Nonfamily Households	5.1%	5.4%	5.3%
All Households with Children	21.5%	27.0%	27.4%
Multigenerational Households	1.1%	1.4%	1.4%
Unmarried Partner Households	5.7%	6.6%	6.7%
Male-female	5.4%	6.1%	6.2%
Same-sex	0.4%	0.5%	0.5%
2010 Households by Size			
Total	841	7,305	8,807
1 Person Household	41.4%	32.5%	31.2%
2 Person Household	35.0%	38.0%	38.5%
3 Person Household	10.7%	13.3%	13.4%
4 Person Household	7.4%	10.2%	10.6%
5 Person Household	3.4%	4.0%	4.1%
6 Person Household	1.4%	1.3%	1.5%
7 + Person Household	0.7%	0.7%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	841	7,306	8,807
Owner Occupied	72.8%	76.5%	78.4%
Owned with a Mortgage/Loan	34.8%	43.7%	44.8%
Owned Free and Clear	37.9%	32.8%	33.7%
Renter Occupied	27.2%	23.5%	21.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	941	8,078	9,836
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	95.2%	89.2%	81.6%
Rural Housing Units	4.8%	10.8%	18.4%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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		1 mile	3 mile	5 mile
Top 3 Tapestry Segments				
	1.	Retirement Communities	Heartland Communities	Heartland Communities
	2.	Heartland Communities	Small Town Simplicity	Small Town Simplicity
	3.	Small Town Simplicity	Traditional Living (12B)	Comfortable Empty Nesters
2018 Consumer Spending				
Apparel & Services: Total $		$1,183,801	$11,186,149	$14,027,811
Average Spent		$1,445.42	$1,560.79	$1,621.34
Spending Potential Index		66	72	75
Education: Total $		$714,327	$6,918,517	$8,776,017
Average Spent		$872.19	$965.33	$1,014.33
Spending Potential Index		60	67	70
Entertainment/Recreation: Total $		$1,872,782	$17,918,202	$22,477,910
Average Spent		$2,286.67	$2,500.10	$2,598.00
Spending Potential Index		71	78	81
Food at Home: Total $		$3,010,483	$28,303,527	$35,340,966
Average Spent		$3,675.80	$3,949.15	$4,084.72
Spending Potential Index		73	79	81
Food Away from Home: Total $		$1,941,777	$18,318,777	$22,988,809
Average Spent		$2,370.91	$2,555.99	$2,657.05
Spending Potential Index		68	73	76
Health Care: Total $		$3,547,423	$33,832,832	$42,422,909
Average Spent		$4,331.41	$4,720.64	$4,903.25
Spending Potential Index		76	82	86
HH Furnishings & Equipment: Total $		$1,161,150	$11,148,737	$14,024,857
Average Spent		$1,417.77	$1,555.57	$1,621.00
Spending Potential Index		68	74	78
Personal Care Products & Services: Total $		$459,202	$4,302,380	$5,415,390
Average Spent		$560.69	$600.30	$625.91
Spending Potential Index		68	73	76
Shelter: Total $		$9,274,623	$84,909,296	$106,493,430
Average Spent		$11,324.33	$11,847.26	$12,308.53
Spending Potential Index		67	71	73
Support Payments/Cash Contributions/Gifts in Kind: Total $		$1,457,578	$13,365,479	$16,806,573
Average Spent		$1,779.70	$1,864.86	$1,942.51
Spending Potential Index		72	75	78
Travel: Total $		$1,104,423	$10,582,885	$13,431,103
Average Spent		$1,348.50	$1,476.61	$1,552.37
Spending Potential Index		63	69	72
Vehicle Maintenance & Repairs: Total $		$626,285	$5,973,208	$7,482,858
Average Spent		$764.69	$833.43	$864.87
Spending Potential Index		71	77	80

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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