

Population Summary	
2000 Total Population	166,374
2010 Total Population	173,819
2020 Total Population	176,652
2020 Group Quarters	6,976
2025 Total Population	177,311
2020-2025 Annual Rate	0.07%
2020 Total Daytime Population	172,716
Workers	71,361
Residents	101,355
Household Summary	
2000 Households	63,695
2000 Average Household Size	2.50
2010 Households	67,049
2010 Average Household Size	2.49
2020 Households	68,273
2020 Average Household Size	2.49
2025 Households	68,561
2025 Average Household Size	2.48
2020-2025 Annual Rate	0.08%
2010 Families	44,853
2010 Average Family Size	2.99
2020 Families	44,970
2020 Average Family Size	2.99
2025 Families	44,930
2025 Average Family Size	2.99
2020-2025 Annual Rate	-0.02%
Housing Unit Summary	
2000 Housing Units	69,836
Owner Occupied Housing Units	63.6%
Renter Occupied Housing Units	27.6%
Vacant Housing Units	8.8%
2010 Housing Units	75,498
Owner Occupied Housing Units	60.6%
Renter Occupied Housing Units	28.2%
Vacant Housing Units	11.2%
2020 Housing Units	77,665
Owner Occupied Housing Units	58.3%
Renter Occupied Housing Units	29.6%
Vacant Housing Units	12.1%
2025 Housing Units	78,818
Owner Occupied Housing Units	57.7%
Renter Occupied Housing Units	29.3%
Vacant Housing Units	13.0%
Median Household Income	
2020	\$49,364
2025	\$51,772
Median Home Value	
2020	\$134,245
2025	\$148,750
Per Capita Income	
2020	\$24,158
2025	\$26,443
Median Age	
2010	36.6
2020	37.9
2025	38.9

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income

Household Income Base	68,273
<\$15,000	10.9%
\$15,000 - \$24,999	11.7%
\$25,000 - \$34,999	11.1%
\$35,000 - \$49,999	16.8%
\$50,000 - \$74,999	20.6%
\$75,000 - \$99,999	13.0%
\$100,000 - \$149,999	11.4%
\$150,000 - \$199,999	2.8%
\$200,000+	1.7%
Average Household Income	\$62,267

2025 Households by Income

Household Income Base	68,561
<\$15,000	9.9%
\$15,000 - \$24,999	10.8%
\$25,000 - \$34,999	10.6%
\$35,000 - \$49,999	16.5%
\$50,000 - \$74,999	20.4%
\$75,000 - \$99,999	13.7%
\$100,000 - \$149,999	12.9%
\$150,000 - \$199,999	3.2%
\$200,000+	2.0%
Average Household Income	\$68,148

2020 Owner Occupied Housing Units by Value

Total	45,245
<\$50,000	10.8%
\$50,000 - \$99,999	24.6%
\$100,000 - \$149,999	21.4%
\$150,000 - \$199,999	16.3%
\$200,000 - \$249,999	9.1%
\$250,000 - \$299,999	7.6%
\$300,000 - \$399,999	5.9%
\$400,000 - \$499,999	1.8%
\$500,000 - \$749,999	1.4%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.2%
Average Home Value	\$169,698

2025 Owner Occupied Housing Units by Value

Total	45,447
<\$50,000	9.0%
\$50,000 - \$99,999	21.5%
\$100,000 - \$149,999	19.9%
\$150,000 - \$199,999	16.5%
\$200,000 - \$249,999	9.9%
\$250,000 - \$299,999	9.6%
\$300,000 - \$399,999	7.9%
\$400,000 - \$499,999	2.5%
\$500,000 - \$749,999	2.0%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.2%
Average Home Value	\$186,125

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age	
Total	173,819
0 - 4	6.7%
5 - 9	6.5%
10 - 14	6.5%
15 - 24	16.4%
25 - 34	12.1%
35 - 44	11.5%
45 - 54	14.2%
55 - 64	11.5%
65 - 74	7.7%
75 - 84	4.8%
85 +	2.1%
18 +	76.2%
2020 Population by Age	
Total	176,652
0 - 4	6.2%
5 - 9	6.2%
10 - 14	6.2%
15 - 24	14.5%
25 - 34	13.3%
35 - 44	11.7%
45 - 54	11.2%
55 - 64	13.2%
65 - 74	9.9%
75 - 84	5.2%
85 +	2.3%
18 +	78.0%
2025 Population by Age	
Total	177,311
0 - 4	6.1%
5 - 9	6.2%
10 - 14	6.4%
15 - 24	14.3%
25 - 34	11.9%
35 - 44	12.6%
45 - 54	10.7%
55 - 64	12.1%
65 - 74	11.0%
75 - 84	6.4%
85 +	2.3%
18 +	77.7%
2010 Population by Sex	
Males	86,240
Females	87,579
2020 Population by Sex	
Males	87,884
Females	88,768
2025 Population by Sex	
Males	88,321
Females	88,990

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity

Total	173,819
White Alone	91.0%
Black Alone	3.3%
American Indian Alone	0.4%
Asian Alone	0.8%
Pacific Islander Alone	0.2%
Some Other Race Alone	2.0%
Two or More Races	2.2%
Hispanic Origin	4.4%
Diversity Index	24.0

2020 Population by Race/Ethnicity

Total	176,652
White Alone	89.0%
Black Alone	3.6%
American Indian Alone	0.6%
Asian Alone	1.0%
Pacific Islander Alone	0.3%
Some Other Race Alone	2.8%
Two or More Races	2.8%
Hispanic Origin	6.2%
Diversity Index	30.0

2025 Population by Race/Ethnicity

Total	177,311
White Alone	87.9%
Black Alone	3.7%
American Indian Alone	0.6%
Asian Alone	1.1%
Pacific Islander Alone	0.4%
Some Other Race Alone	3.2%
Two or More Races	3.1%
Hispanic Origin	7.3%
Diversity Index	33.1

2010 Population by Relationship and Household Type

Total	173,819
In Households	96.0%
In Family Households	79.6%
Householder	25.8%
Spouse	20.0%
Child	28.9%
Other relative	2.4%
Nonrelative	2.5%
In Nonfamily Households	16.4%
In Group Quarters	4.0%
Institutionalized Population	1.3%
Noninstitutionalized Population	2.7%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Population 25+ by Educational Attainment	
Total	118,195
Less than 9th Grade	3.6%
9th - 12th Grade, No Diploma	6.6%
High School Graduate	31.0%
GED/Alternative Credential	5.2%
Some College, No Degree	23.0%
Associate Degree	8.3%
Bachelor's Degree	13.7%
Graduate/Professional Degree	8.6%
2020 Population 15+ by Marital Status	
Total	143,796
Never Married	28.9%
Married	52.9%
Widowed	6.3%
Divorced	12.0%
2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	83,104
Population 16+ Employed	88.3%
Population 16+ Unemployment rate	11.7%
Population 16-24 Employed	14.3%
Population 16-24 Unemployment rate	20.2%
Population 25-54 Employed	61.8%
Population 25-54 Unemployment rate	10.4%
Population 55-64 Employed	17.5%
Population 55-64 Unemployment rate	10.0%
Population 65+ Employed	6.4%
Population 65+ Unemployment rate	7.9%
2020 Employed Population 16+ by Industry	
Total	73,380
Agriculture/Mining	3.5%
Construction	8.0%
Manufacturing	15.7%
Wholesale Trade	1.6%
Retail Trade	9.9%
Transportation/Utilities	6.4%
Information	0.9%
Finance/Insurance/Real Estate	5.0%
Services	43.3%
Public Administration	5.7%
2020 Employed Population 16+ by Occupation	
Total	73,380
White Collar	51.0%
Management/Business/Financial	11.3%
Professional	19.2%
Sales	7.9%
Administrative Support	12.6%
Services	18.5%
Blue Collar	30.5%
Farming/Forestry/Fishing	1.0%
Construction/Extraction	6.6%
Installation/Maintenance/Repair	3.9%
Production	10.9%
Transportation/Material Moving	8.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type	
Total	67,049
Households with 1 Person	26.3%
Households with 2+ People	73.7%
Family Households	66.9%
Husband-wife Families	51.8%
With Related Children	21.1%
Other Family (No Spouse Present)	15.1%
Other Family with Male Householder	4.7%
With Related Children	3.1%
Other Family with Female Householder	10.4%
With Related Children	7.2%
Nonfamily Households	6.8%
All Households with Children	32.1%
Multigenerational Households	2.9%
Unmarried Partner Households	7.1%
Male-female	6.7%
Same-sex	0.4%
2010 Households by Size	
Total	67,049
1 Person Household	26.3%
2 Person Household	36.2%
3 Person Household	15.6%
4 Person Household	12.4%
5 Person Household	5.9%
6 Person Household	2.2%
7 + Person Household	1.4%
2010 Households by Tenure and Mortgage Status	
Total	67,049
Owner Occupied	68.3%
Owned with a Mortgage/Loan	42.6%
Owned Free and Clear	25.6%
Renter Occupied	31.7%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	202
Percent of Income for Mortgage	11.4%
Wealth Index	57
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	75,498
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	52.1%
Rural Housing Units	47.9%
2010 Population By Urban/ Rural Status	
Total Population	173,819
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	52.1%
Rural Population	47.9%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1.	Heartland Communities (6F)
2.	Salt of the Earth (6B)
3.	Green Acres (6A)

2020 Consumer Spending

Apparel & Services: Total \$	\$100,766,268
Average Spent	\$1,475.93
Spending Potential Index	69
Education: Total \$	\$77,425,365
Average Spent	\$1,134.06
Spending Potential Index	63
Entertainment/Recreation: Total \$	\$163,629,565
Average Spent	\$2,396.70
Spending Potential Index	74
Food at Home: Total \$	\$263,750,106
Average Spent	\$3,863.17
Spending Potential Index	72
Food Away from Home: Total \$	\$178,389,825
Average Spent	\$2,612.89
Spending Potential Index	69
Health Care: Total \$	\$300,501,989
Average Spent	\$4,401.48
Spending Potential Index	77
HH Furnishings & Equipment: Total \$	\$105,785,032
Average Spent	\$1,549.44
Spending Potential Index	71
Personal Care Products & Services: Total \$	\$44,262,675
Average Spent	\$648.32
Spending Potential Index	71
Shelter: Total \$	\$871,134,859
Average Spent	\$12,759.58
Spending Potential Index	66
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$117,330,430
Average Spent	\$1,718.55
Spending Potential Index	73
Travel: Total \$	\$110,457,314
Average Spent	\$1,617.88
Spending Potential Index	67
Vehicle Maintenance & Repairs: Total \$	\$59,538,434
Average Spent	\$872.06
Spending Potential Index	75

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.