

<b>Population Summary</b>	
2010 Total Population	28,605
2020 Total Population	26,178
2020 Group Quarters	81
2024 Total Population	26,499
2024 Group Quarters	78
2029 Total Population	27,293
2024-2029 Annual Rate	0.59%
2024 Total Daytime Population	23,614
Workers	7,839
Residents	15,775
<b>Household Summary</b>	
2010 Households	6,467
2010 Average Household Size	4.42
2020 Total Households	6,254
2020 Average Household Size	4.17
2024 Households	6,388
2024 Average Household Size	4.14
2029 Households	6,612
2029 Average Household Size	4.12
2024-2029 Annual Rate	0.69%
2010 Families	5,783
2010 Average Family Size	4.58
2024 Families	5,477
2024 Average Family Size	4.56
2029 Families	5,669
2029 Average Family Size	4.54
2024-2029 Annual Rate	0.69%
<b>Housing Unit Summary</b>	
2000 Housing Units	5,482
Owner Occupied Housing Units	42.5%
Renter Occupied Housing Units	51.3%
Vacant Housing Units	6.1%
2010 Housing Units	7,152
Owner Occupied Housing Units	39.9%
Renter Occupied Housing Units	50.5%
Vacant Housing Units	9.6%
2020 Housing Units	6,648
Owner Occupied Housing Units	49.1%
Renter Occupied Housing Units	45.0%
Vacant Housing Units	6.1%
2024 Housing Units	6,788
Owner Occupied Housing Units	49.6%
Renter Occupied Housing Units	44.5%
Vacant Housing Units	5.9%
2029 Housing Units	7,016
Owner Occupied Housing Units	51.6%
Renter Occupied Housing Units	42.7%
Vacant Housing Units	5.8%

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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## 2024 Households by Income

Household Income Base	6,385
<\$15,000	22.3%
\$15,000 - \$24,999	18.4%
\$25,000 - \$34,999	13.4%
\$35,000 - \$49,999	17.2%
\$50,000 - \$74,999	8.7%
\$75,000 - \$99,999	9.1%
\$100,000 - \$149,999	7.4%
\$150,000 - \$199,999	2.6%
\$200,000+	0.9%
Average Household Income	\$47,332

## 2029 Households by Income

Household Income Base	6,609
<\$15,000	20.9%
\$15,000 - \$24,999	14.4%
\$25,000 - \$34,999	11.6%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	9.4%
\$75,000 - \$99,999	11.3%
\$100,000 - \$149,999	10.8%
\$150,000 - \$199,999	4.1%
\$200,000+	1.3%
Average Household Income	\$57,647

## 2024 Owner Occupied Housing Units by Value

Total	3,370
<\$50,000	20.0%
\$50,000 - \$99,999	16.1%
\$100,000 - \$149,999	8.9%
\$150,000 - \$199,999	14.9%
\$200,000 - \$249,999	8.8%
\$250,000 - \$299,999	2.4%
\$300,000 - \$399,999	3.2%
\$400,000 - \$499,999	1.9%
\$500,000 - \$749,999	15.8%
\$750,000 - \$999,999	3.4%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	2.8%
\$2,000,000 +	0.9%
Average Home Value	\$309,332

## 2029 Owner Occupied Housing Units by Value

Total	3,618
<\$50,000	19.0%
\$50,000 - \$99,999	15.4%
\$100,000 - \$149,999	5.8%
\$150,000 - \$199,999	9.2%
\$200,000 - \$249,999	8.9%
\$250,000 - \$299,999	2.5%
\$300,000 - \$399,999	6.1%
\$400,000 - \$499,999	3.0%
\$500,000 - \$749,999	16.3%
\$750,000 - \$999,999	5.8%
\$1,000,000 - \$1,499,999	2.2%
\$1,500,000 - \$1,999,999	4.2%
\$2,000,000 +	1.7%
Average Home Value	\$393,120

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>Median Household Income</b>	
2024	\$31,314
2029	\$37,106
<b>Median Home Value</b>	
2024	\$166,766
2029	\$203,804
<b>Per Capita Income</b>	
2024	\$11,492
2029	\$14,061
<b>Median Age</b>	
2010	24.3
2020	27.9
2024	29.2
2029	29.8
<b>2020 Population by Age</b>	
Total	26,178
0 - 4	7.6%
5 - 9	9.3%
10 - 14	10.8%
15 - 24	18.4%
25 - 34	13.2%
35 - 44	13.1%
45 - 54	11.2%
55 - 64	9.0%
65 - 74	4.8%
75 - 84	2.0%
85 +	0.6%
18 +	66.0%
<b>2024 Population by Age</b>	
Total	26,499
0 - 4	7.7%
5 - 9	7.4%
10 - 14	9.1%
15 - 24	19.8%
25 - 34	13.4%
35 - 44	13.1%
45 - 54	11.5%
55 - 64	9.7%
65 - 74	5.5%
75 - 84	2.1%
85 +	0.8%
18 +	69.6%
<b>2029 Population by Age</b>	
Total	27,295
0 - 4	7.7%
5 - 9	7.3%
10 - 14	6.9%
15 - 24	18.7%
25 - 34	16.5%
35 - 44	11.7%
45 - 54	11.6%
55 - 64	9.5%
65 - 74	6.7%
75 - 84	2.7%
85 +	0.7%
18 +	73.1%

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2020 Population by Sex</b>	
Males	13,439
Females	12,739
<b>2024 Population by Sex</b>	
Males	13,662
Females	12,837
<b>2029 Population by Sex</b>	
Males	13,926
Females	13,367
<b>2010 Population by Race/Ethnicity</b>	
Total	28,604
White Alone	36.0%
Black Alone	0.5%
American Indian Alone	1.2%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	59.1%
Two or More Races	2.7%
Hispanic Origin	95.5%
Diversity Index	56.2
<b>2020 Population by Race/Ethnicity</b>	
Total	26,178
White Alone	19.1%
Black Alone	0.4%
American Indian Alone	4.6%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	55.1%
Two or More Races	20.2%
Hispanic Origin	95.0%
Diversity Index	65.4
<b>2024 Population by Race/Ethnicity</b>	
Total	26,498
White Alone	18.1%
Black Alone	0.4%
American Indian Alone	4.5%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	56.2%
Two or More Races	20.1%
Hispanic Origin	95.6%
Diversity Index	64.1
<b>2029 Population by Race/Ethnicity</b>	
Total	27,293
White Alone	17.7%
Black Alone	0.4%
American Indian Alone	4.3%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	56.8%
Two or More Races	20.1%
Hispanic Origin	96.0%
Diversity Index	63.4

**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:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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## 2020 Population by Relationship and Household Type

Total	26,178
In Households	99.7%
Householder	24.0%
Opposite-Sex Spouse	14.2%
Same-Sex Spouse	0.1%
Opposite-Sex Unmarried Partner	1.6%
Same-Sex Unmarried Partner	0.1%
Biological Child	41.7%
Adopted Child	0.4%
Stepchild	0.8%
Grandchild	5.4%
Brother or Sister	2.4%
Parent	2.2%
Parent-in-law	0.4%
Son-in-law or Daughter-in-law	1.5%
Other Relatives	2.5%
Foster Child	0.1%
Other Nonrelatives	2.4%
In Group Quarters	0.3%
Institutionalized	0.0%
Noninstitutionalized	0.3%

## 2024 Population 25+ by Educational Attainment

Total	14,830
Less than 9th Grade	53.3%
9th - 12th Grade, No Diploma	10.2%
High School Graduate	19.5%
GED/Alternative Credential	1.1%
Some College, No Degree	8.4%
Associate Degree	4.7%
Bachelor's Degree	2.4%
Graduate/Professional Degree	0.4%

## 2024 Population 15+ by Marital Status

Total	20,081
Never Married	40.0%
Married	52.0%
Widowed	4.8%
Divorced	3.3%

## 2024 Civilian Population 16+ in Labor Force

Civilian Population 16+	12,424
Population 16+ Employed	88.3%
Population 16+ Unemployment rate	11.7%
Population 16-24 Employed	18.7%
Population 16-24 Unemployment rate	19.6%
Population 25-54 Employed	65.9%
Population 25-54 Unemployment rate	9.0%
Population 55-64 Employed	12.9%
Population 55-64 Unemployment rate	11.5%
Population 65+ Employed	2.5%
Population 65+ Unemployment rate	16.0%

## 2024 Employed Population 16+ by Industry

Total	10,973
Agriculture/Mining	31.6%
Construction	6.1%
Manufacturing	4.8%
Wholesale Trade	0.8%
Retail Trade	10.3%
Transportation/Utilities	3.0%
Information	0.1%
Finance/Insurance/Real Estate	1.2%
Services	40.5%
Public Administration	1.8%

## 2024 Employed Population 16+ by Occupation

Total	10,974
White Collar	25.6%
Management/Business/Financial	3.1%
Professional	7.2%
Sales	9.0%
Administrative Support	6.4%
Services	25.4%
Blue Collar	49.0%
Farming/Forestry/Fishing	28.5%
Construction/Extraction	6.6%
Installation/Maintenance/Repair	3.6%
Production	2.0%
Transportation/Material Moving	8.3%

## 2020 Households by Type

Total	6,254
Married Couple Households	59.5%
With Own Children <18	35.2%
Without Own Children <18	24.3%
Cohabiting Couple Households	6.9%
With Own Children <18	4.5%
Without Own Children <18	2.4%
Male Householder, No Spouse/Partner	14.5%
Living Alone	6.0%
65 Years and over	1.8%
With Own Children <18	2.6%
Without Own Children <18, With Relatives	4.5%
No Relatives Present	1.3%
Female Householder, No Spouse/Partner	19.2%
Living Alone	3.4%
65 Years and over	1.7%
With Own Children <18	8.6%
Without Own Children <18, With Relatives	6.5%
No Relatives Present	0.6%

## 2020 Households by Size

Total	6,254
1 Person Household	9.5%
2 Person Household	16.0%
3 Person Household	16.4%
4 Person Household	20.3%
5 Person Household	17.7%
6 Person Household	11.1%
7 + Person Household	9.2%

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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## 2020 Households by Tenure and Mortgage Status

Total	6,254
Owner Occupied	52.2%
Owned with a Mortgage/Loan	27.5%
Owned Free and Clear	24.7%
Renter Occupied	47.8%

## 2024 Affordability, Mortgage and Wealth

Housing Affordability Index	74
Percent of Income for Mortgage	33.3%
Wealth Index	29

## 2020 Housing Units By Urban/ Rural Status

Total	6,648
Urban Housing Units	36.7%
Rural Housing Units	63.3%

## 2020 Population By Urban/ Rural Status

Total	26,178
Urban Population	37.4%
Rural Population	62.6%

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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## Top 3 Tapestry Segments

1.	Farm to Table (7E)
2.	Urban Villages (7B)
3.	NeWest Residents (13C)

## 2024 Consumer Spending

Apparel & Services: Total \$	\$7,125,692
Average Spent	\$1,115.48
Spending Potential Index	47
Education: Total \$	\$3,769,618
Average Spent	\$590.11
Spending Potential Index	34
Entertainment/Recreation: Total \$	\$10,572,209
Average Spent	\$1,655.01
Spending Potential Index	40
Food at Home: Total \$	\$20,544,284
Average Spent	\$3,216.07
Spending Potential Index	44
Food Away from Home: Total \$	\$12,063,416
Average Spent	\$1,888.45
Spending Potential Index	49
Health Care: Total \$	\$19,903,860
Average Spent	\$3,115.82
Spending Potential Index	41
HH Furnishings & Equipment: Total \$	\$8,653,147
Average Spent	\$1,354.59
Spending Potential Index	43
Personal Care Products & Services: Total \$	\$2,807,632
Average Spent	\$439.52
Spending Potential Index	44
Shelter: Total \$	\$74,974,812
Average Spent	\$11,736.82
Spending Potential Index	44
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,030,346
Average Spent	\$1,413.64
Spending Potential Index	40
Travel: Total \$	\$7,448,037
Average Spent	\$1,165.94
Spending Potential Index	38
Vehicle Maintenance & Repairs: Total \$	\$4,249,043
Average Spent	\$665.16
Spending Potential Index	45

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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