



Market Profile

6 ZIP Codes 7
Geography: ZIP Code

Prepared by Esri

Population Summary	
2000 Total Population	140,119
2010 Total Population	225,382
2015 Total Population	256,074
2015 Group Quarters	3,362
2020 Total Population	288,599
2015-2020 Annual Rate	2.42%
Household Summary	
2000 Households	46,949
2000 Average Household Size	2.92
2010 Households	76,476
2010 Average Household Size	2.90
2015 Households	86,523
2015 Average Household Size	2.92
2020 Households	97,370
2020 Average Household Size	2.93
2015-2020 Annual Rate	2.39%
2010 Families	58,776
2010 Average Family Size	3.33
2015 Families	66,158
2015 Average Family Size	3.36
2020 Families	74,214
2020 Average Family Size	3.37
2015-2020 Annual Rate	2.32%
Housing Unit Summary	
2000 Housing Units	49,562
Owner Occupied Housing Units	73.1%
Renter Occupied Housing Units	21.6%
Vacant Housing Units	5.3%
2010 Housing Units	82,096
Owner Occupied Housing Units	68.0%
Renter Occupied Housing Units	25.2%
Vacant Housing Units	6.8%
2015 Housing Units	90,353
Owner Occupied Housing Units	68.0%
Renter Occupied Housing Units	27.8%
Vacant Housing Units	4.2%
2020 Housing Units	100,569
Owner Occupied Housing Units	68.5%
Renter Occupied Housing Units	28.3%
Vacant Housing Units	3.2%
Median Household Income	
2015	\$77,376
2020	\$86,065
Median Home Value	
2015	\$209,513
2020	\$239,716
Per Capita Income	
2015	\$33,907
2020	\$37,847
Median Age	
2010	32.8
2015	33.6
2020	33.9

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2015 Households by Income

Household Income Base	86,523
<\$15,000	6.2%
\$15,000 - \$24,999	5.9%
\$25,000 - \$34,999	6.5%
\$35,000 - \$49,999	10.5%
\$50,000 - \$74,999	19.0%
\$75,000 - \$99,999	15.1%
\$100,000 - \$149,999	18.7%
\$150,000 - \$199,999	9.3%
\$200,000+	8.8%

Average Household Income \$99,675

2020 Households by Income

Household Income Base	97,370
<\$15,000	5.4%
\$15,000 - \$24,999	4.1%
\$25,000 - \$34,999	5.4%
\$35,000 - \$49,999	9.7%
\$50,000 - \$74,999	17.1%
\$75,000 - \$99,999	15.8%
\$100,000 - \$149,999	20.5%
\$150,000 - \$199,999	11.8%
\$200,000+	10.1%

Average Household Income \$111,563

2015 Owner Occupied Housing Units by Value

Total	61,435
<\$50,000	3.2%
\$50,000 - \$99,999	4.8%
\$100,000 - \$149,999	16.7%
\$150,000 - \$199,999	22.1%
\$200,000 - \$249,999	17.0%
\$250,000 - \$299,999	12.0%
\$300,000 - \$399,999	12.7%
\$400,000 - \$499,999	5.3%
\$500,000 - \$749,999	4.4%
\$750,000 - \$999,999	0.8%
\$1,000,000 +	1.1%

Average Home Value \$251,026

2020 Owner Occupied Housing Units by Value

Total	68,920
<\$50,000	1.8%
\$50,000 - \$99,999	2.8%
\$100,000 - \$149,999	9.5%
\$150,000 - \$199,999	20.3%
\$200,000 - \$249,999	19.5%
\$250,000 - \$299,999	15.0%
\$300,000 - \$399,999	15.3%
\$400,000 - \$499,999	6.3%
\$500,000 - \$749,999	6.2%
\$750,000 - \$999,999	1.6%
\$1,000,000 +	1.5%

Average Home Value \$289,220

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.

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2010 Population by Age	
Total	225,382
0 - 4	8.3%
5 - 9	8.3%
10 - 14	8.3%
15 - 24	13.5%
25 - 34	15.1%
35 - 44	15.2%
45 - 54	13.8%
55 - 64	10.3%
65 - 74	4.6%
75 - 84	1.9%
85 +	0.6%
18 +	70.3%
2015 Population by Age	
Total	256,074
0 - 4	8.0%
5 - 9	8.2%
10 - 14	8.0%
15 - 24	13.5%
25 - 34	14.5%
35 - 44	15.1%
45 - 54	12.8%
55 - 64	10.9%
65 - 74	6.2%
75 - 84	2.1%
85 +	0.7%
18 +	71.6%
2020 Population by Age	
Total	288,599
0 - 4	8.1%
5 - 9	8.1%
10 - 14	8.1%
15 - 24	12.5%
25 - 34	15.0%
35 - 44	15.5%
45 - 54	12.0%
55 - 64	10.3%
65 - 74	7.0%
75 - 84	2.6%
85 +	0.7%
18 +	71.4%
2010 Population by Sex	
Males	111,328
Females	114,054
2015 Population by Sex	
Males	126,522
Females	129,552
2020 Population by Sex	
Males	142,586
Females	146,013

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	225,383
White Alone	65.4%
Black Alone	19.1%
American Indian Alone	0.5%
Asian Alone	2.8%
Pacific Islander Alone	0.3%
Some Other Race Alone	9.1%
Two or More Races	2.8%
Hispanic Origin	27.4%
Diversity Index	72.0

2015 Population by Race/Ethnicity

Total	256,074
White Alone	62.8%
Black Alone	20.0%
American Indian Alone	0.6%
Asian Alone	3.3%
Pacific Islander Alone	0.3%
Some Other Race Alone	9.9%
Two or More Races	3.2%
Hispanic Origin	29.8%
Diversity Index	74.7

2020 Population by Race/Ethnicity

Total	288,599
White Alone	60.6%
Black Alone	20.6%
American Indian Alone	0.6%
Asian Alone	3.8%
Pacific Islander Alone	0.3%
Some Other Race Alone	10.6%
Two or More Races	3.6%
Hispanic Origin	32.5%
Diversity Index	76.9

2010 Population by Relationship and Household Type

Total	225,381
In Households	98.5%
In Family Households	88.9%
Householder	26.0%
Spouse	19.9%
Child	36.3%
Other relative	4.7%
Nonrelative	2.0%
In Nonfamily Households	9.6%
In Group Quarters	1.5%
Institutionalized Population	1.4%
Noninstitutionalized Population	0.0%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



2015 Population 25+ by Educational Attainment

Total	159,681
Less than 9th Grade	4.5%
9th - 12th Grade, No Diploma	6.1%
High School Graduate	18.4%
GED/Alternative Credential	3.4%
Some College, No Degree	25.4%
Associate Degree	7.4%
Bachelor's Degree	22.9%
Graduate/Professional Degree	12.0%

2015 Population 15+ by Marital Status

Total	194,229
Never Married	30.5%
Married	56.3%
Widowed	3.6%
Divorced	9.6%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	96.2%
Civilian Unemployed	3.8%

2015 Employed Population 16+ by Industry

Total	127,325
Agriculture/Mining	3.7%
Construction	6.9%
Manufacturing	10.5%
Wholesale Trade	3.6%
Retail Trade	10.1%
Transportation/Utilities	11.5%
Information	1.3%
Finance/Insurance/Real Estate	5.0%
Services	43.1%
Public Administration	4.2%

2015 Employed Population 16+ by Occupation

Total	127,325
White Collar	63.7%
Management/Business/Financial	16.1%
Professional	22.0%
Sales	11.1%
Administrative Support	14.5%
Services	14.5%
Blue Collar	21.8%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	5.0%
Installation/Maintenance/Repair	3.5%
Production	4.3%
Transportation/Material Moving	8.9%



2010 Households by Type

Total	76,479
Households with 1 Person	18.9%
Households with 2+ People	81.1%
Family Households	76.9%
Husband-wife Families	58.8%
With Related Children	32.0%
Other Family (No Spouse Present)	18.0%
Other Family with Male Householder	4.7%
With Related Children	3.0%
Other Family with Female Householder	13.3%
With Related Children	9.7%
Nonfamily Households	4.3%

All Households with Children 45.1%

Multigenerational Households	5.5%
Unmarried Partner Households	5.4%
Male-female	4.7%
Same-sex	0.7%

2010 Households by Size

Total	76,478
1 Person Household	18.9%
2 Person Household	29.9%
3 Person Household	18.2%
4 Person Household	17.8%
5 Person Household	9.1%
6 Person Household	3.7%
7 + Person Household	2.4%

2010 Households by Tenure and Mortgage Status

Total	76,476
Owner Occupied	73.0%
Owned with a Mortgage/Loan	58.9%
Owned Free and Clear	14.1%
Renter Occupied	27.0%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Boomburbs (1C)
2. Up and Coming Families
3. Home Improvement (4B)

2015 Consumer Spending

Apparel & Services: Total \$	\$271,405,396
Average Spent	\$3,136.80
Spending Potential Index	136
Computers & Accessories: Total \$	\$31,041,508
Average Spent	\$358.77
Spending Potential Index	137
Education: Total \$	\$174,064,926
Average Spent	\$2,011.78
Spending Potential Index	132
Entertainment/Recreation: Total \$	\$380,321,986
Average Spent	\$4,395.62
Spending Potential Index	133
Food at Home: Total \$	\$583,898,852
Average Spent	\$6,748.48
Spending Potential Index	129
Food Away from Home: Total \$	\$385,733,442
Average Spent	\$4,458.16
Spending Potential Index	136
Health Care: Total \$	\$516,735,105
Average Spent	\$5,972.23
Spending Potential Index	126
HH Furnishings & Equipment: Total \$	\$217,838,798
Average Spent	\$2,517.70
Spending Potential Index	137
Investments: Total \$	\$321,108,357
Average Spent	\$3,711.25
Spending Potential Index	135
Retail Goods: Total \$	\$2,903,953,950
Average Spent	\$33,562.80
Spending Potential Index	132
Shelter: Total \$	\$1,916,206,844
Average Spent	\$22,146.79
Spending Potential Index	135
TV/Video/Audio: Total \$	\$145,705,837
Average Spent	\$1,684.01
Spending Potential Index	129
Travel: Total \$	\$233,363,562
Average Spent	\$2,697.13
Spending Potential Index	138
Vehicle Maintenance & Repairs: Total \$	\$129,806,338
Average Spent	\$1,500.25
Spending Potential Index	134

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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