

Population Summary	
2010 Total Population	11,572
2020 Total Population	11,926
2020 Group Quarters	186
2024 Total Population	12,126
2024 Group Quarters	186
2029 Total Population	12,263
2024-2029 Annual Rate	0.22%
2024 Total Daytime Population	11,307
Workers	5,479
Residents	5,828
Household Summary	
2010 Households	4,442
2010 Average Household Size	2.57
2020 Total Households	4,466
2020 Average Household Size	2.63
2024 Households	4,547
2024 Average Household Size	2.63
2029 Households	4,606
2029 Average Household Size	2.62
2024-2029 Annual Rate	0.26%
2010 Families	3,237
2010 Average Family Size	3.08
2024 Families	3,153
2024 Average Family Size	3.26
2029 Families	3,172
2029 Average Family Size	3.26
2024-2029 Annual Rate	0.12%
Housing Unit Summary	
2000 Housing Units	4,756
Owner Occupied Housing Units	76.1%
Renter Occupied Housing Units	16.9%
Vacant Housing Units	6.9%
2010 Housing Units	4,847
Owner Occupied Housing Units	75.7%
Renter Occupied Housing Units	16.0%
Vacant Housing Units	8.4%
2020 Housing Units	4,816
Owner Occupied Housing Units	76.6%
Renter Occupied Housing Units	16.2%
Vacant Housing Units	7.3%
2024 Housing Units	4,886
Owner Occupied Housing Units	77.7%
Renter Occupied Housing Units	15.4%
Vacant Housing Units	6.9%
2029 Housing Units	4,933
Owner Occupied Housing Units	78.5%
Renter Occupied Housing Units	14.9%
Vacant Housing Units	6.6%

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	4,547
<\$15,000	4.3%
\$15,000 - \$24,999	6.2%
\$25,000 - \$34,999	6.8%
\$35,000 - \$49,999	12.6%
\$50,000 - \$74,999	21.4%
\$75,000 - \$99,999	17.9%
\$100,000 - \$149,999	18.6%
\$150,000 - \$199,999	7.9%
\$200,000+	4.3%
Average Household Income	\$89,076

2029 Households by Income

Household Income Base	4,606
<\$15,000	3.8%
\$15,000 - \$24,999	5.0%
\$25,000 - \$34,999	5.8%
\$35,000 - \$49,999	11.2%
\$50,000 - \$74,999	20.7%
\$75,000 - \$99,999	18.0%
\$100,000 - \$149,999	20.2%
\$150,000 - \$199,999	10.2%
\$200,000+	5.2%
Average Household Income	\$100,129

2024 Owner Occupied Housing Units by Value

Total	3,794
<\$50,000	4.5%
\$50,000 - \$99,999	12.0%
\$100,000 - \$149,999	11.0%
\$150,000 - \$199,999	12.5%
\$200,000 - \$249,999	13.1%
\$250,000 - \$299,999	10.0%
\$300,000 - \$399,999	14.3%
\$400,000 - \$499,999	9.1%
\$500,000 - \$749,999	10.2%
\$750,000 - \$999,999	1.2%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	2.0%
Average Home Value	\$313,696

2029 Owner Occupied Housing Units by Value

Total	3,874
<\$50,000	3.9%
\$50,000 - \$99,999	10.5%
\$100,000 - \$149,999	9.6%
\$150,000 - \$199,999	11.0%
\$200,000 - \$249,999	13.3%
\$250,000 - \$299,999	10.1%
\$300,000 - \$399,999	16.1%
\$400,000 - \$499,999	10.3%
\$500,000 - \$749,999	11.5%
\$750,000 - \$999,999	1.4%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	2.2%
Average Home Value	\$335,480

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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Median Household Income		
2024		\$72,763
2029		\$78,707
Median Home Value		
2024		\$238,155
2029		\$258,184
Per Capita Income		
2024		\$33,399
2029		\$37,602
Median Age		
2010		38.8
2020		37.6
2024		37.5
2029		37.9
2020 Population by Age		
Total		11,926
0 - 4		7.9%
5 - 9		7.8%
10 - 14		8.2%
15 - 24		12.2%
25 - 34		10.8%
35 - 44		12.3%
45 - 54		10.3%
55 - 64		12.2%
65 - 74		10.2%
75 - 84		5.2%
85 +		3.0%
18 +		71.1%
2024 Population by Age		
Total		12,126
0 - 4		7.7%
5 - 9		7.9%
10 - 14		7.7%
15 - 24		13.2%
25 - 34		10.7%
35 - 44		11.9%
45 - 54		11.0%
55 - 64		10.7%
65 - 74		10.5%
75 - 84		5.7%
85 +		3.1%
18 +		72.0%
2029 Population by Age		
Total		12,264
0 - 4		7.7%
5 - 9		7.1%
10 - 14		7.6%
15 - 24		12.8%
25 - 34		11.3%
35 - 44		11.9%
45 - 54		11.5%
55 - 64		9.5%
65 - 74		10.7%
75 - 84		6.8%
85 +		3.3%
18 +		73.2%

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 Population by Sex	
Males	6,063
Females	5,863
2024 Population by Sex	
Males	6,236
Females	5,890
2029 Population by Sex	
Males	6,256
Females	6,007
2010 Population by Race/Ethnicity	
Total	11,572
White Alone	97.9%
Black Alone	0.1%
American Indian Alone	0.1%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.1%
Two or More Races	0.6%
Hispanic Origin	1.8%
Diversity Index	7.6
2020 Population by Race/Ethnicity	
Total	11,926
White Alone	94.4%
Black Alone	0.3%
American Indian Alone	0.3%
Asian Alone	0.2%
Pacific Islander Alone	0.4%
Some Other Race Alone	1.6%
Two or More Races	2.8%
Hispanic Origin	3.4%
Diversity Index	16.6
2024 Population by Race/Ethnicity	
Total	12,126
White Alone	93.4%
Black Alone	0.4%
American Indian Alone	0.6%
Asian Alone	0.3%
Pacific Islander Alone	0.5%
Some Other Race Alone	1.8%
Two or More Races	3.0%
Hispanic Origin	3.9%
Diversity Index	19.2
2029 Population by Race/Ethnicity	
Total	12,263
White Alone	92.7%
Black Alone	0.5%
American Indian Alone	0.7%
Asian Alone	0.3%
Pacific Islander Alone	0.6%
Some Other Race Alone	2.0%
Two or More Races	3.3%
Hispanic Origin	4.4%
Diversity Index	21.1

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	11,926
In Households	98.4%
Householder	37.4%
Opposite-Sex Spouse	23.1%
Same-Sex Spouse	0.0%
Opposite-Sex Unmarried Partner	1.3%
Same-Sex Unmarried Partner	0.0%
Biological Child	31.6%
Adopted Child	0.7%
Stepchild	1.1%
Grandchild	0.7%
Brother or Sister	0.5%
Parent	0.3%
Parent-in-law	0.0%
Son-in-law or Daughter-in-law	0.1%
Other Relatives	0.3%
Foster Child	0.1%
Other Nonrelatives	1.0%
In Group Quarters	1.6%
Institutionalized	1.4%
Noninstitutionalized	0.1%

2024 Population 25+ by Educational Attainment

Total	7,711
Less than 9th Grade	2.2%
9th - 12th Grade, No Diploma	2.1%
High School Graduate	37.0%
GED/Alternative Credential	3.7%
Some College, No Degree	16.2%
Associate Degree	17.0%
Bachelor's Degree	16.9%
Graduate/Professional Degree	4.9%

2024 Population 15+ by Marital Status

Total	9,313
Never Married	22.7%
Married	64.1%
Widowed	6.8%
Divorced	6.5%

2024 Civilian Population 16+ in Labor Force

Civilian Population 16+	6,483
Population 16+ Employed	97.2%
Population 16+ Unemployment rate	2.8%
Population 16-24 Employed	15.1%
Population 16-24 Unemployment rate	7.1%
Population 25-54 Employed	57.0%
Population 25-54 Unemployment rate	2.3%
Population 55-64 Employed	16.6%
Population 55-64 Unemployment rate	1.4%
Population 65+ Employed	11.2%
Population 65+ Unemployment rate	1.5%

2024 Employed Population 16+ by Industry

Total	6,299
Agriculture/Mining	11.5%
Construction	6.5%
Manufacturing	13.0%
Wholesale Trade	2.9%
Retail Trade	9.0%
Transportation/Utilities	5.2%
Information	1.2%
Finance/Insurance/Real Estate	5.6%
Services	40.1%
Public Administration	5.0%

2024 Employed Population 16+ by Occupation

Total	6,302
White Collar	57.1%
Management/Business/Financial	21.6%
Professional	18.9%
Sales	6.3%
Administrative Support	10.3%
Services	16.6%
Blue Collar	26.4%
Farming/Forestry/Fishing	2.4%
Construction/Extraction	4.2%
Installation/Maintenance/Repair	3.6%
Production	7.8%
Transportation/Material Moving	8.3%

2020 Households by Type

Total	4,466
Married Couple Households	61.8%
With Own Children <18	26.2%
Without Own Children <18	35.5%
Cohabiting Couple Households	3.7%
With Own Children <18	1.3%
Without Own Children <18	2.4%
Male Householder, No Spouse/Partner	16.8%
Living Alone	13.1%
65 Years and over	3.9%
With Own Children <18	1.3%
Without Own Children <18, With Relatives	1.7%
No Relatives Present	0.8%
Female Householder, No Spouse/Partner	17.8%
Living Alone	12.8%
65 Years and over	8.6%
With Own Children <18	2.9%
Without Own Children <18, With Relatives	1.7%
No Relatives Present	0.4%

2020 Households by Size

Total	4,466
1 Person Household	25.8%
2 Person Household	36.3%
3 Person Household	11.9%
4 Person Household	12.3%
5 Person Household	7.6%
6 Person Household	3.7%
7 + Person Household	2.4%

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	4,466
Owner Occupied	82.6%
Owned with a Mortgage/Loan	48.3%
Owned Free and Clear	34.3%
Renter Occupied	17.4%

2024 Affordability, Mortgage and Wealth

Housing Affordability Index	119
Percent of Income for Mortgage	20.5%
Wealth Index	73

2020 Housing Units By Urban/ Rural Status

Total	4,816
Urban Housing Units	0.0%
Rural Housing Units	100.0%

2020 Population By Urban/ Rural Status

Total	11,926
Urban Population	0.0%
Rural Population	100.0%

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: 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.	Prairie Living (6D)
2.	Heartland Communities (6F)
3.	Middleburg (4C)

2024 Consumer Spending

Apparel & Services: Total \$	\$8,259,363
Average Spent	\$1,816.44
Spending Potential Index	76
Education: Total \$	\$5,946,798
Average Spent	\$1,307.85
Spending Potential Index	76
Entertainment/Recreation: Total \$	\$15,371,462
Average Spent	\$3,380.57
Spending Potential Index	83
Food at Home: Total \$	\$25,996,743
Average Spent	\$5,717.34
Spending Potential Index	78
Food Away from Home: Total \$	\$13,532,570
Average Spent	\$2,976.15
Spending Potential Index	76
Health Care: Total \$	\$30,935,608
Average Spent	\$6,803.52
Spending Potential Index	88
HH Furnishings & Equipment: Total \$	\$11,668,451
Average Spent	\$2,566.19
Spending Potential Index	81
Personal Care Products & Services: Total \$	\$3,335,080
Average Spent	\$733.47
Spending Potential Index	74
Shelter: Total \$	\$90,106,283
Average Spent	\$19,816.64
Spending Potential Index	74
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,422,375
Average Spent	\$2,951.92
Spending Potential Index	84
Travel: Total \$	\$10,978,401
Average Spent	\$2,414.43
Spending Potential Index	80
Vehicle Maintenance & Repairs: Total \$	\$5,570,937
Average Spent	\$1,225.19
Spending Potential Index	83

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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