



Demographic and Income Profile

Charles County Plaza
3200 Plaza Way, Waldorf, Maryland, 20603
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.62511
Longitude: -76.91464

Summary	Census 2010	2019	2024
Population	5,994	6,000	6,185
Households	2,179	2,175	2,244
Families	1,569	1,547	1,587
Average Household Size	2.75	2.75	2.75
Owner Occupied Housing Units	1,652	1,574	1,643
Renter Occupied Housing Units	527	601	601
Median Age	33.4	34.6	36.1
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.61%	0.58%	0.77%
Households	0.63%	0.53%	0.75%
Families	0.51%	0.47%	0.68%
Owner HHs	0.86%	0.79%	0.92%
Median Household Income	2.32%	1.92%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	81	3.7%	70	3.1%
\$15,000 - \$24,999	81	3.7%	68	3.0%
\$25,000 - \$34,999	141	6.5%	129	5.7%
\$35,000 - \$49,999	210	9.7%	196	8.7%
\$50,000 - \$74,999	405	18.6%	384	17.1%
\$75,000 - \$99,999	277	12.7%	282	12.6%
\$100,000 - \$149,999	498	22.9%	539	24.0%
\$150,000 - \$199,999	302	13.9%	358	16.0%
\$200,000+	179	8.2%	221	9.8%

Median Household Income	\$88,619	\$99,374
Average Household Income	\$107,374	\$119,823
Per Capita Income	\$37,102	\$41,472

Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	418	7.0%	374	6.2%	379	6.1%
5 - 9	436	7.3%	393	6.6%	371	6.0%
10 - 14	534	8.9%	401	6.7%	397	6.4%
15 - 19	565	9.4%	371	6.2%	360	5.8%
20 - 24	376	6.3%	419	7.0%	325	5.3%
25 - 34	813	13.6%	1,085	18.1%	1,141	18.5%
35 - 44	1,067	17.8%	809	13.5%	933	15.1%
45 - 54	970	16.2%	904	15.1%	783	12.7%
55 - 64	482	8.0%	749	12.5%	825	13.3%
65 - 74	193	3.2%	338	5.6%	458	7.4%
75 - 84	104	1.7%	114	1.9%	167	2.7%
85+	35	0.6%	42	0.7%	45	0.7%

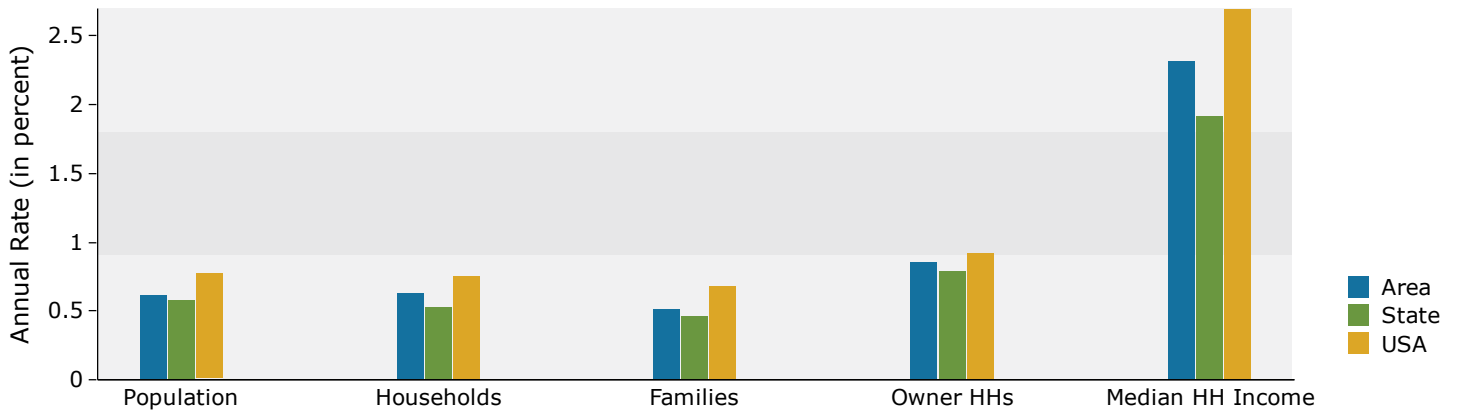
Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,644	27.4%	1,239	20.7%	1,045	16.9%
Black Alone	3,595	60.0%	3,923	65.4%	4,247	68.7%
American Indian Alone	21	0.4%	20	0.3%	20	0.3%
Asian Alone	328	5.5%	342	5.7%	361	5.8%
Pacific Islander Alone	8	0.1%	10	0.2%	11	0.2%
Some Other Race Alone	114	1.9%	149	2.5%	162	2.6%
Two or More Races	284	4.7%	316	5.3%	340	5.5%
Hispanic Origin (Any Race)	355	5.9%	474	7.9%	516	8.3%

Data Note: Income is expressed in current dollars.

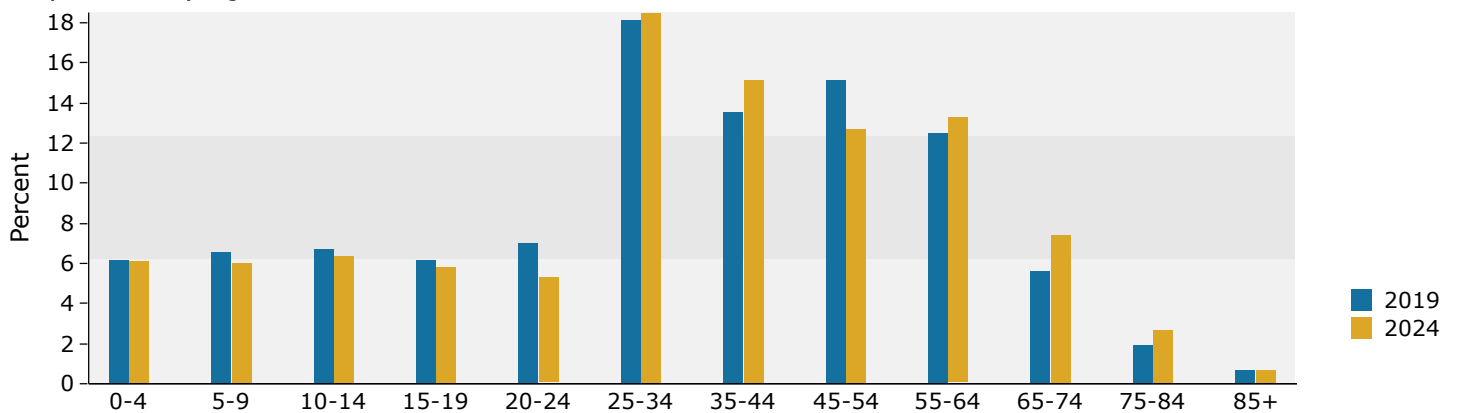
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

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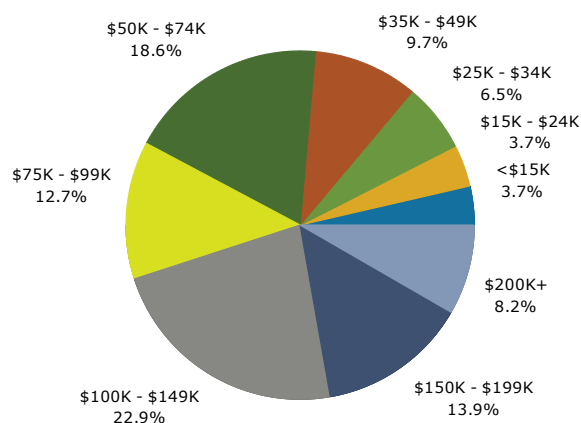
Trends 2019-2024



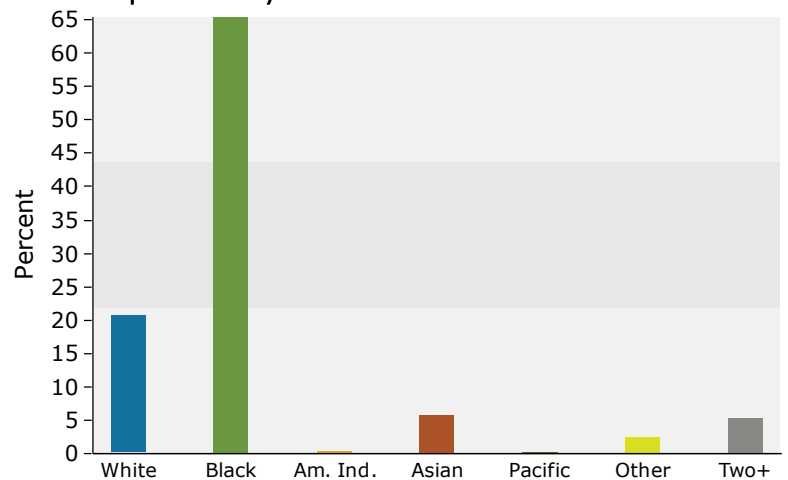
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 7.9%



Demographic and Income Profile

Charles County Plaza
3200 Plaza Way, Waldorf, Maryland, 20603
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.62511
Longitude: -76.91464

Summary	Census 2010	2019	2024
Population	61,781	66,989	71,079
Households	21,736	23,702	25,179
Families	15,896	17,120	18,108
Average Household Size	2.83	2.82	2.81
Owner Occupied Housing Units	15,181	15,781	17,139
Renter Occupied Housing Units	6,555	7,920	8,040
Median Age	33.5	35.0	35.9
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	1.19%	0.58%	0.77%
Households	1.22%	0.53%	0.75%
Families	1.13%	0.47%	0.68%
Owner HHs	1.66%	0.79%	0.92%
Median Household Income	2.31%	1.92%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	1,172	4.9%	1,032	4.1%
\$15,000 - \$24,999	1,000	4.2%	883	3.5%
\$25,000 - \$34,999	1,493	6.3%	1,433	5.7%
\$35,000 - \$49,999	2,053	8.7%	1,975	7.8%
\$50,000 - \$74,999	4,476	18.9%	4,383	17.4%
\$75,000 - \$99,999	2,931	12.4%	3,072	12.2%
\$100,000 - \$149,999	5,869	24.8%	6,552	26.0%
\$150,000 - \$199,999	3,065	12.9%	3,784	15.0%
\$200,000+	1,643	6.9%	2,064	8.2%

Median Household Income	\$87,480	\$98,053
Average Household Income	\$103,175	\$114,676
Per Capita Income	\$36,764	\$40,951

Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,476	7.2%	4,355	6.5%	4,631	6.5%
5 - 9	4,695	7.6%	4,526	6.8%	4,511	6.3%
10 - 14	5,272	8.5%	4,656	7.0%	4,605	6.5%
15 - 19	5,169	8.4%	4,426	6.6%	4,255	6.0%
20 - 24	3,927	6.4%	4,540	6.8%	4,121	5.8%
25 - 34	8,652	14.0%	10,987	16.4%	12,409	17.5%
35 - 44	10,535	17.1%	9,336	13.9%	10,729	15.1%
45 - 54	9,590	15.5%	9,778	14.6%	9,021	12.7%
55 - 64	5,575	9.0%	7,971	11.9%	8,568	12.1%
65 - 74	2,348	3.8%	4,243	6.3%	5,304	7.5%
75 - 84	1,098	1.8%	1,601	2.4%	2,278	3.2%
85+	445	0.7%	570	0.9%	647	0.9%

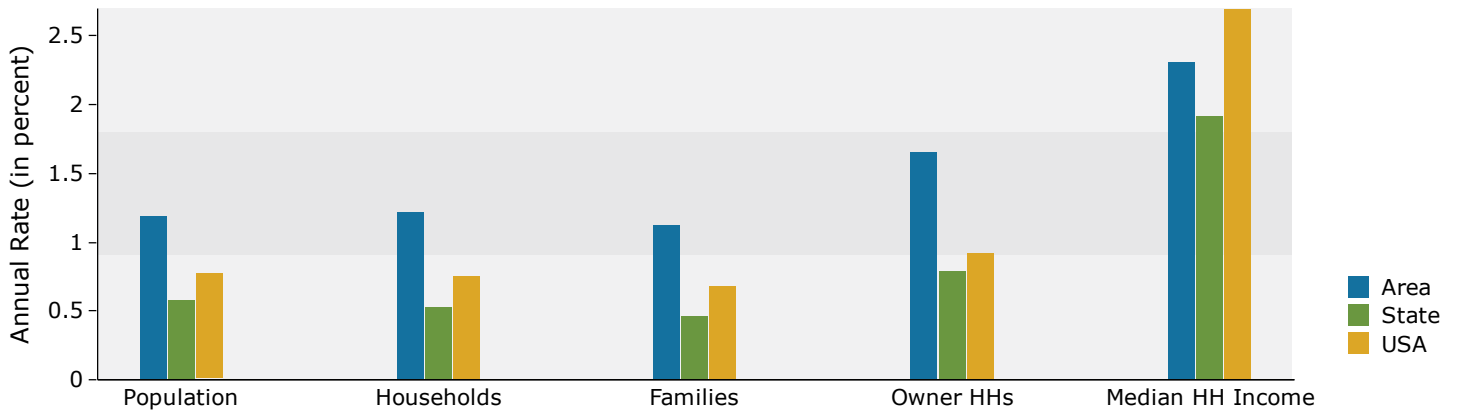
Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	20,859	33.8%	17,303	25.8%	15,169	21.3%
Black Alone	33,891	54.9%	40,918	61.1%	46,123	64.9%
American Indian Alone	328	0.5%	358	0.5%	359	0.5%
Asian Alone	2,501	4.0%	2,873	4.3%	3,189	4.5%
Pacific Islander Alone	56	0.1%	81	0.1%	90	0.1%
Some Other Race Alone	1,310	2.1%	1,948	2.9%	2,211	3.1%
Two or More Races	2,836	4.6%	3,508	5.2%	3,938	5.5%
Hispanic Origin (Any Race)	3,706	6.0%	5,567	8.3%	6,330	8.9%

Data Note: Income is expressed in current dollars.

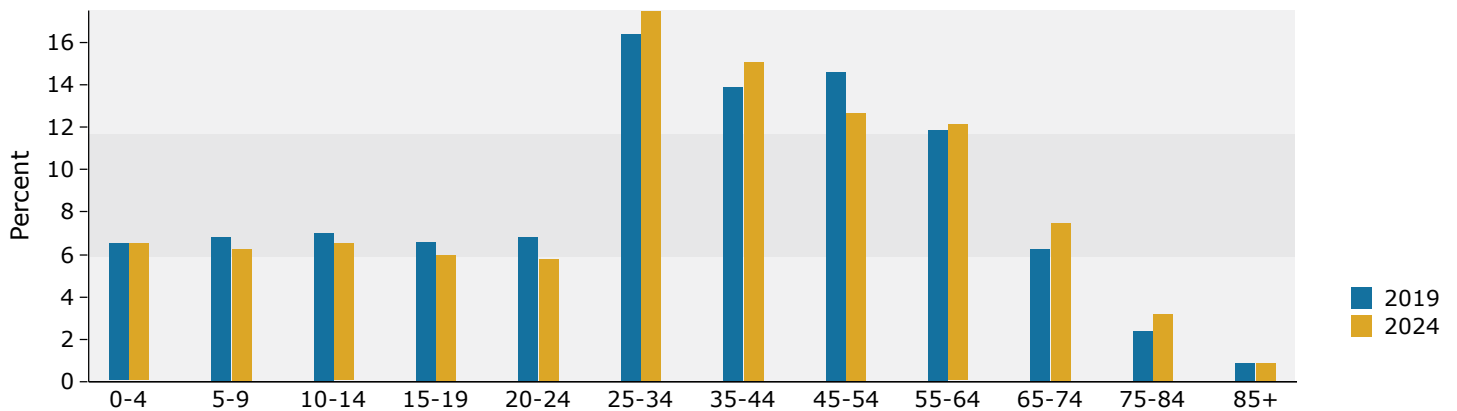
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

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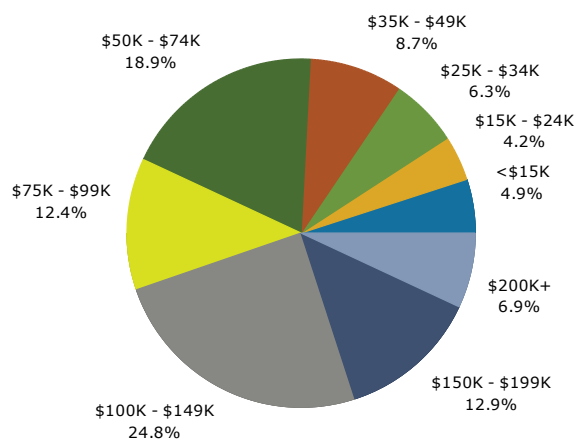
Trends 2019-2024



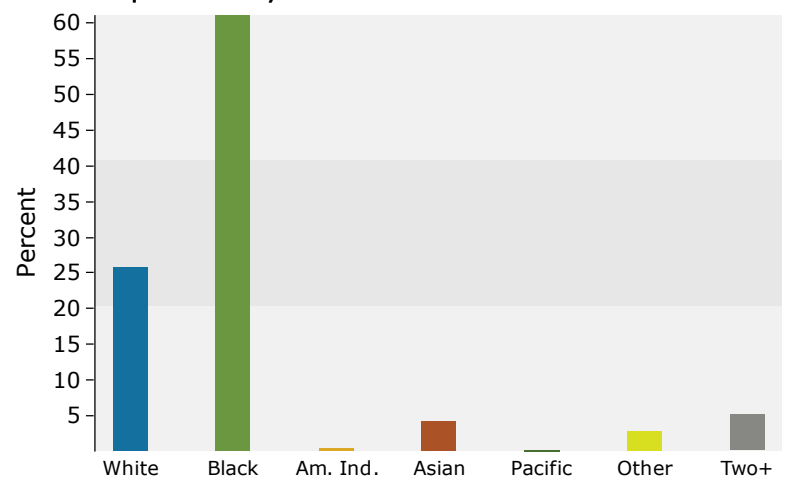
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 8.3%



Demographic and Income Profile

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Ring: 5 mile radius

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Latitude: 38.62511
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Summary	Census 2010	2019	2024
Population	79,176	94,223	101,634
Households	27,703	33,113	35,758
Families	20,650	24,474	26,336
Average Household Size	2.85	2.84	2.83
Owner Occupied Housing Units	20,521	24,056	26,545
Renter Occupied Housing Units	7,182	9,058	9,213
Median Age	34.7	35.9	36.5
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	1.53%	0.58%	0.77%
Households	1.55%	0.53%	0.75%
Families	1.48%	0.47%	0.68%
Owner HHs	1.99%	0.79%	0.92%
Median Household Income	1.33%	1.92%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	1,414	4.3%	1,293	3.6%
\$15,000 - \$24,999	1,222	3.7%	1,095	3.1%
\$25,000 - \$34,999	1,794	5.4%	1,753	4.9%
\$35,000 - \$49,999	2,503	7.6%	2,413	6.7%
\$50,000 - \$74,999	5,825	17.6%	5,677	15.9%
\$75,000 - \$99,999	3,999	12.1%	4,141	11.6%
\$100,000 - \$149,999	8,510	25.7%	9,353	26.2%
\$150,000 - \$199,999	4,694	14.2%	5,838	16.3%
\$200,000+	3,152	9.5%	4,196	11.7%

Median Household Income	\$98,410	\$105,110
Average Household Income	\$112,890	\$126,675
Per Capita Income	\$39,703	\$44,605

Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,575	7.0%	6,049	6.4%	6,593	6.5%
5 - 9	5,876	7.4%	6,406	6.8%	6,586	6.5%
10 - 14	6,648	8.4%	6,709	7.1%	6,812	6.7%
15 - 19	6,488	8.2%	6,178	6.6%	6,190	6.1%
20 - 24	4,821	6.1%	5,898	6.3%	5,451	5.4%
25 - 34	10,497	13.3%	14,543	15.4%	16,579	16.3%
35 - 44	13,431	17.0%	13,559	14.4%	15,945	15.7%
45 - 54	12,554	15.9%	13,813	14.7%	12,969	12.8%
55 - 64	7,633	9.6%	11,260	12.0%	12,157	12.0%
65 - 74	3,531	4.5%	6,418	6.8%	7,804	7.7%
75 - 84	1,548	2.0%	2,559	2.7%	3,569	3.5%
85+	574	0.7%	831	0.9%	979	1.0%

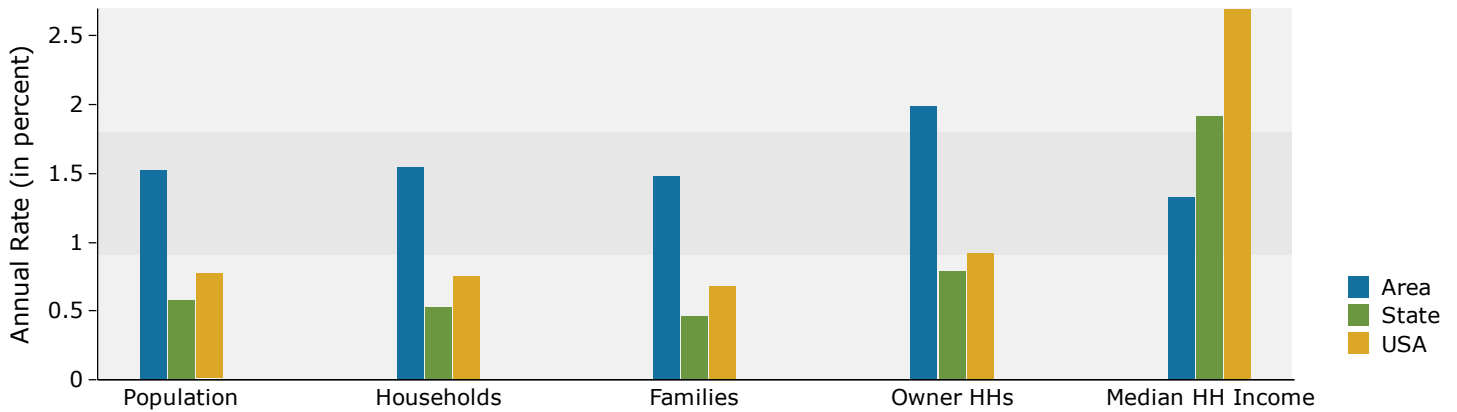
Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	29,444	37.2%	26,691	28.3%	24,089	23.7%
Black Alone	41,136	52.0%	55,588	59.0%	63,880	62.9%
American Indian Alone	435	0.5%	519	0.6%	538	0.5%
Asian Alone	3,099	3.9%	4,070	4.3%	4,642	4.6%
Pacific Islander Alone	69	0.1%	120	0.1%	140	0.1%
Some Other Race Alone	1,503	1.9%	2,430	2.6%	2,820	2.8%
Two or More Races	3,490	4.4%	4,805	5.1%	5,525	5.4%
Hispanic Origin (Any Race)	4,468	5.6%	7,422	7.9%	8,677	8.5%

Data Note: Income is expressed in current dollars.

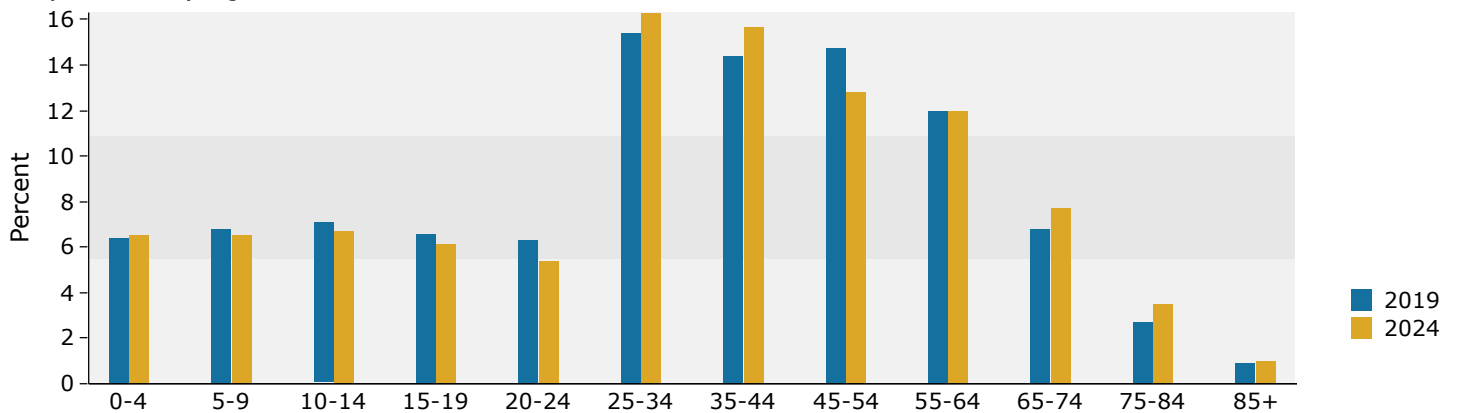
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

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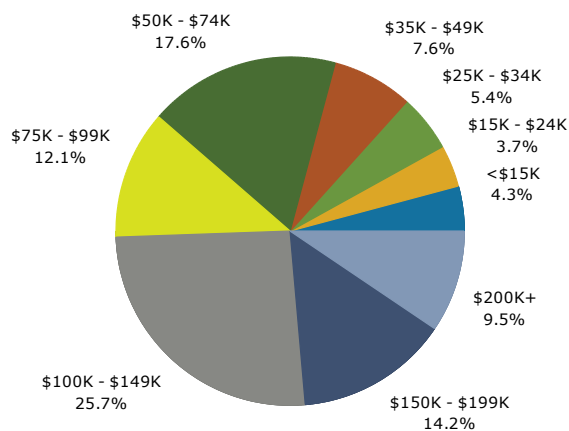
Trends 2019-2024



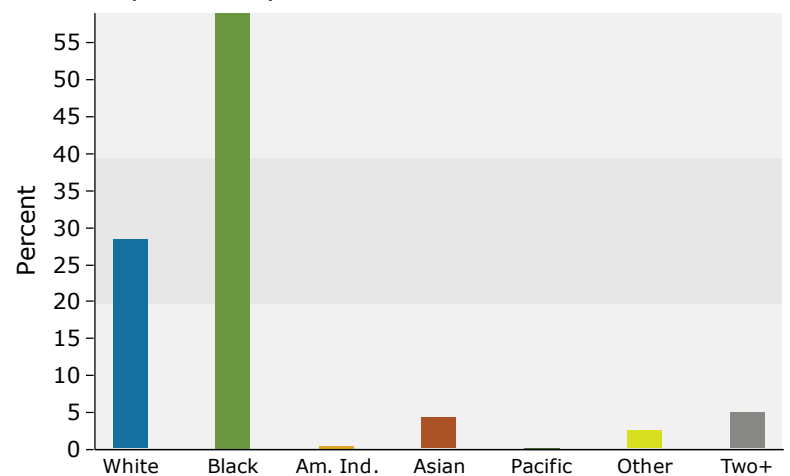
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 7.9%



Market Profile

Charles County Plaza
3200 Plaza Way, Waldorf, Maryland, 20603
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.62511
Longitude: -76.91464

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	4,480	52,060	64,969
2010 Total Population	5,994	61,781	79,176
2019 Total Population	6,000	66,989	94,223
2019 Group Quarters	8	247	282
2024 Total Population	6,185	71,079	101,634
2019-2024 Annual Rate	0.61%	1.19%	1.53%
2019 Total Daytime Population	14,703	57,249	73,801
Workers	12,066	25,256	29,055
Residents	2,637	31,993	44,746
Household Summary			
2000 Households	1,638	17,962	22,279
2000 Average Household Size	2.73	2.88	2.90
2010 Households	2,179	21,736	27,703
2010 Average Household Size	2.75	2.83	2.85
2019 Households	2,175	23,702	33,113
2019 Average Household Size	2.75	2.82	2.84
2024 Households	2,244	25,179	35,758
2024 Average Household Size	2.75	2.81	2.83
2019-2024 Annual Rate	0.63%	1.22%	1.55%
2010 Families	1,569	15,896	20,650
2010 Average Family Size	3.23	3.29	3.28
2019 Families	1,547	17,120	24,474
2019 Average Family Size	3.26	3.29	3.28
2024 Families	1,587	18,108	26,336
2024 Average Family Size	3.27	3.30	3.29
2019-2024 Annual Rate	0.51%	1.13%	1.48%
Housing Unit Summary			
2000 Housing Units	1,737	18,674	23,122
Owner Occupied Housing Units	70.6%	65.8%	70.3%
Renter Occupied Housing Units	23.6%	30.4%	26.1%
Vacant Housing Units	5.8%	3.8%	3.6%
2010 Housing Units	2,343	23,114	29,504
Owner Occupied Housing Units	70.5%	65.7%	69.6%
Renter Occupied Housing Units	22.5%	28.4%	24.3%
Vacant Housing Units	7.0%	6.0%	6.1%
2019 Housing Units	2,385	25,572	35,724
Owner Occupied Housing Units	66.0%	61.7%	67.3%
Renter Occupied Housing Units	25.2%	31.0%	25.4%
Vacant Housing Units	8.8%	7.3%	7.3%
2024 Housing Units	2,477	27,308	38,714
Owner Occupied Housing Units	66.3%	62.8%	68.6%
Renter Occupied Housing Units	24.3%	29.4%	23.8%
Vacant Housing Units	9.4%	7.8%	7.6%
Median Household Income			
2019	\$88,619	\$87,480	\$98,410
2024	\$99,374	\$98,053	\$105,110
Median Home Value			
2019	\$276,432	\$270,052	\$289,925
2024	\$309,446	\$295,431	\$319,315
Per Capita Income			
2019	\$37,102	\$36,764	\$39,703
2024	\$41,472	\$40,951	\$44,605
Median Age			
2010	33.4	33.5	34.7
2019	34.6	35.0	35.9
2024	36.1	35.9	36.5

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

February 26, 2020



Market Profile

Charles County Plaza
3200 Plaza Way, Waldorf, Maryland, 20603
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.62511
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	1 mile	3 miles	5 miles
2019 Households by Income			
Household Income Base	2,175	23,702	33,113
<\$15,000	3.7%	4.9%	4.3%
\$15,000 - \$24,999	3.7%	4.2%	3.7%
\$25,000 - \$34,999	6.5%	6.3%	5.4%
\$35,000 - \$49,999	9.7%	8.7%	7.6%
\$50,000 - \$74,999	18.6%	18.9%	17.6%
\$75,000 - \$99,999	12.7%	12.4%	12.1%
\$100,000 - \$149,999	22.9%	24.8%	25.7%
\$150,000 - \$199,999	13.9%	12.9%	14.2%
\$200,000+	8.2%	6.9%	9.5%
Average Household Income	\$107,374	\$103,175	\$112,890
2024 Households by Income			
Household Income Base	2,244	25,179	35,758
<\$15,000	3.1%	4.1%	3.6%
\$15,000 - \$24,999	3.0%	3.5%	3.1%
\$25,000 - \$34,999	5.7%	5.7%	4.9%
\$35,000 - \$49,999	8.7%	7.8%	6.7%
\$50,000 - \$74,999	17.1%	17.4%	15.9%
\$75,000 - \$99,999	12.6%	12.2%	11.6%
\$100,000 - \$149,999	24.0%	26.0%	26.2%
\$150,000 - \$199,999	16.0%	15.0%	16.3%
\$200,000+	9.8%	8.2%	11.7%
Average Household Income	\$119,823	\$114,676	\$126,675
2019 Owner Occupied Housing Units by Value			
Total	1,574	15,781	24,056
<\$50,000	1.0%	1.9%	1.7%
\$50,000 - \$99,999	1.5%	1.1%	0.9%
\$100,000 - \$149,999	8.3%	4.1%	2.9%
\$150,000 - \$199,999	16.0%	14.6%	11.0%
\$200,000 - \$249,999	15.4%	20.0%	17.8%
\$250,000 - \$299,999	14.4%	20.6%	19.6%
\$300,000 - \$399,999	35.1%	27.8%	30.2%
\$400,000 - \$499,999	6.0%	7.3%	11.2%
\$500,000 - \$749,999	1.8%	1.9%	3.9%
\$750,000 - \$999,999	0.3%	0.2%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.1%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$277,815	\$283,981	\$307,894
2024 Owner Occupied Housing Units by Value			
Total	1,643	17,139	26,545
<\$50,000	0.5%	1.2%	1.0%
\$50,000 - \$99,999	1.0%	0.7%	0.6%
\$100,000 - \$149,999	5.4%	2.5%	1.7%
\$150,000 - \$199,999	12.1%	10.3%	7.4%
\$200,000 - \$249,999	12.0%	16.2%	13.6%
\$250,000 - \$299,999	14.9%	21.1%	19.0%
\$300,000 - \$399,999	42.8%	34.0%	35.1%
\$400,000 - \$499,999	7.8%	10.2%	14.8%
\$500,000 - \$749,999	2.7%	3.0%	5.8%
\$750,000 - \$999,999	0.7%	0.4%	0.6%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.1%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$304,586	\$311,626	\$337,329

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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Market Profile

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Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.62511
Longitude: -76.91464

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	5,990	61,780	79,173
0 - 4	7.0%	7.2%	7.0%
5 - 9	7.3%	7.6%	7.4%
10 - 14	8.9%	8.5%	8.4%
15 - 24	15.7%	14.7%	14.3%
25 - 34	13.6%	14.0%	13.3%
35 - 44	17.8%	17.1%	17.0%
45 - 54	16.2%	15.5%	15.9%
55 - 64	8.0%	9.0%	9.6%
65 - 74	3.2%	3.8%	4.5%
75 - 84	1.7%	1.8%	2.0%
85 +	0.6%	0.7%	0.7%
18 +	70.8%	71.2%	71.8%
2019 Population by Age			
Total	5,999	66,989	94,223
0 - 4	6.2%	6.5%	6.4%
5 - 9	6.6%	6.8%	6.8%
10 - 14	6.7%	7.0%	7.1%
15 - 24	13.2%	13.4%	12.8%
25 - 34	18.1%	16.4%	15.4%
35 - 44	13.5%	13.9%	14.4%
45 - 54	15.1%	14.6%	14.7%
55 - 64	12.5%	11.9%	12.0%
65 - 74	5.6%	6.3%	6.8%
75 - 84	1.9%	2.4%	2.7%
85 +	0.7%	0.9%	0.9%
18 +	76.8%	75.7%	75.6%
2024 Population by Age			
Total	6,184	71,079	101,634
0 - 4	6.1%	6.5%	6.5%
5 - 9	6.0%	6.3%	6.5%
10 - 14	6.4%	6.5%	6.7%
15 - 24	11.1%	11.8%	11.5%
25 - 34	18.5%	17.5%	16.3%
35 - 44	15.1%	15.1%	15.7%
45 - 54	12.7%	12.7%	12.8%
55 - 64	13.3%	12.1%	12.0%
65 - 74	7.4%	7.5%	7.7%
75 - 84	2.7%	3.2%	3.5%
85 +	0.7%	0.9%	1.0%
18 +	77.9%	76.9%	76.5%
2010 Population by Sex			
Males	2,772	28,945	37,391
Females	3,222	32,836	41,785
2019 Population by Sex			
Males	2,801	31,527	44,670
Females	3,198	35,462	49,552
2024 Population by Sex			
Males	2,900	33,563	48,331
Females	3,285	37,516	53,303

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

February 26, 2020



Market Profile

Charles County Plaza
3200 Plaza Way, Waldorf, Maryland, 20603
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.62511
Longitude: -76.91464

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	5,994	61,781	79,176
White Alone	27.4%	33.8%	37.2%
Black Alone	60.0%	54.9%	52.0%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	5.5%	4.0%	3.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.9%	2.1%	1.9%
Two or More Races	4.7%	4.6%	4.4%
Hispanic Origin	5.9%	6.0%	5.6%
Diversity Index	61.1	63.0	63.4
2019 Population by Race/Ethnicity			
Total	5,999	66,989	94,223
White Alone	20.7%	25.8%	28.3%
Black Alone	65.4%	61.1%	59.0%
American Indian Alone	0.3%	0.5%	0.6%
Asian Alone	5.7%	4.3%	4.3%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	2.5%	2.9%	2.6%
Two or More Races	5.3%	5.2%	5.1%
Hispanic Origin	7.9%	8.3%	7.9%
Diversity Index	59.6	62.6	63.2
2024 Population by Race/Ethnicity			
Total	6,186	71,079	101,634
White Alone	16.9%	21.3%	23.7%
Black Alone	68.7%	64.9%	62.9%
American Indian Alone	0.3%	0.5%	0.5%
Asian Alone	5.8%	4.5%	4.6%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	2.6%	3.1%	2.8%
Two or More Races	5.5%	5.5%	5.4%
Hispanic Origin	8.3%	8.9%	8.5%
Diversity Index	57.4	60.7	61.7
2010 Population by Relationship and Household Type			
Total	5,994	61,781	79,176
In Households	99.9%	99.6%	99.6%
In Family Households	87.8%	87.7%	88.3%
Householder	24.9%	25.8%	26.1%
Spouse	15.4%	16.5%	17.5%
Child	38.3%	37.4%	37.0%
Other relative	5.8%	5.0%	4.9%
Nonrelative	3.3%	3.0%	2.8%
In Nonfamily Households	12.1%	11.9%	11.3%
In Group Quarters	0.1%	0.4%	0.4%
Institutionalized Population	0.0%	0.2%	0.2%
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Population 25+ by Educational Attainment			
Total	4,042	44,486	62,984
Less than 9th Grade	1.8%	2.1%	2.1%
9th - 12th Grade, No Diploma	3.6%	4.6%	4.4%
High School Graduate	24.9%	26.2%	25.8%
GED/Alternative Credential	2.7%	2.6%	2.5%
Some College, No Degree	26.8%	25.7%	25.1%
Associate Degree	10.5%	10.0%	9.9%
Bachelor's Degree	20.1%	16.5%	17.8%
Graduate/Professional Degree	9.5%	12.3%	12.5%
2019 Population 15+ by Marital Status			
Total	4,831	53,451	75,059
Never Married	41.9%	38.1%	35.9%
Married	44.9%	46.5%	49.5%
Widowed	3.5%	4.1%	4.3%
Divorced	9.6%	11.2%	10.4%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.7%	95.8%	95.9%
Civilian Unemployed (Unemployment Rate)	3.3%	4.2%	4.1%
2019 Employed Population 16+ by Industry			
Total	3,375	35,263	49,795
Agriculture/Mining	0.2%	0.2%	0.1%
Construction	6.0%	6.0%	5.9%
Manufacturing	2.2%	2.1%	2.0%
Wholesale Trade	1.7%	1.2%	1.1%
Retail Trade	13.9%	12.1%	10.8%
Transportation/Utilities	7.8%	6.2%	6.7%
Information	1.6%	1.3%	1.6%
Finance/Insurance/Real Estate	6.6%	4.6%	5.3%
Services	40.7%	45.1%	44.8%
Public Administration	19.3%	21.3%	21.7%
2019 Employed Population 16+ by Occupation			
Total	3,378	35,263	49,797
White Collar	64.9%	66.4%	67.8%
Management/Business/Financial	18.6%	17.9%	18.3%
Professional	16.7%	21.9%	23.1%
Sales	9.2%	9.7%	9.5%
Administrative Support	20.4%	17.0%	16.8%
Services	15.6%	18.3%	17.2%
Blue Collar	19.5%	15.3%	15.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	3.8%	3.9%	3.8%
Installation/Maintenance/Repair	3.0%	2.7%	3.1%
Production	3.5%	2.3%	2.0%
Transportation/Material Moving	9.2%	6.3%	6.0%
2010 Population By Urban/ Rural Status			
Total Population	5,994	61,781	79,176
Population Inside Urbanized Area	100.0%	99.3%	95.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.7%	4.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	2,179	21,737	27,704
Households with 1 Person	23.5%	21.9%	20.6%
Households with 2+ People	76.5%	78.1%	79.4%
Family Households	72.0%	73.1%	74.5%
Husband-wife Families	44.6%	46.7%	50.0%
With Related Children	26.6%	26.1%	27.0%
Other Family (No Spouse Present)	27.4%	26.4%	24.5%
Other Family with Male Householder	5.0%	5.1%	4.9%
With Related Children	3.1%	3.2%	3.0%
Other Family with Female Householder	22.5%	21.4%	19.6%
With Related Children	16.5%	15.5%	13.9%
Nonfamily Households	4.5%	5.0%	4.9%
All Households with Children	46.9%	45.4%	44.6%
Multigenerational Households	6.8%	6.5%	6.7%
Unmarried Partner Households	6.6%	6.4%	6.2%
Male-female	6.1%	5.9%	5.6%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	2,180	21,736	27,704
1 Person Household	23.5%	21.9%	20.6%
2 Person Household	24.4%	27.6%	28.3%
3 Person Household	18.9%	20.2%	20.5%
4 Person Household	17.9%	16.7%	16.7%
5 Person Household	9.2%	8.2%	8.3%
6 Person Household	3.3%	3.3%	3.4%
7 + Person Household	2.8%	2.2%	2.2%
2010 Households by Tenure and Mortgage Status			
Total	2,179	21,736	27,703
Owner Occupied	75.8%	69.8%	74.1%
Owned with a Mortgage/Loan	73.0%	65.2%	67.7%
Owned Free and Clear	2.8%	4.7%	6.3%
Renter Occupied	24.2%	30.2%	25.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,343	23,114	29,504
Housing Units Inside Urbanized Area	100.0%	99.4%	95.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.6%	4.8%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments			
1.	Soccer Moms (4A)	Soccer Moms (4A)	Soccer Moms (4A)
2.	Bright Young Professionals (8C)	Enterprising Professionals	Boomburbs (1C)
3.	Parks and Rec (5C)	Home Improvement (4B)	Pleasantville (2B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$5,768,804	\$60,629,586	\$92,025,912
Average Spent	\$2,652.32	\$2,557.99	\$2,779.15
Spending Potential Index	124	119	130
Education: Total \$	\$4,160,203	\$44,949,349	\$69,699,760
Average Spent	\$1,912.74	\$1,896.44	\$2,104.91
Spending Potential Index	120	119	132
Entertainment/Recreation: Total \$	\$8,634,817	\$89,818,391	\$137,319,359
Average Spent	\$3,970.03	\$3,789.49	\$4,146.99
Spending Potential Index	121	116	127
Food at Home: Total \$	\$13,550,656	\$141,379,396	\$213,395,925
Average Spent	\$6,230.19	\$5,964.87	\$6,444.48
Spending Potential Index	120	115	125
Food Away from Home: Total \$	\$9,913,695	\$103,360,960	\$156,881,222
Average Spent	\$4,558.02	\$4,360.85	\$4,737.75
Spending Potential Index	124	119	129
Health Care: Total \$	\$15,511,679	\$158,444,075	\$241,228,899
Average Spent	\$7,131.81	\$6,684.84	\$7,285.02
Spending Potential Index	120	113	123
HH Furnishings & Equipment: Total \$	\$5,825,329	\$59,843,353	\$91,583,093
Average Spent	\$2,678.31	\$2,524.82	\$2,765.77
Spending Potential Index	126	118	130
Personal Care Products & Services: Total \$	\$2,450,724	\$25,138,621	\$38,325,649
Average Spent	\$1,126.77	\$1,060.61	\$1,157.42
Spending Potential Index	127	120	131
Shelter: Total \$	\$48,735,262	\$521,313,343	\$790,576,841
Average Spent	\$22,407.02	\$21,994.49	\$23,875.12
Spending Potential Index	121	119	129
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,540,289	\$67,194,840	\$102,964,591
Average Spent	\$3,007.03	\$2,834.99	\$3,109.49
Spending Potential Index	121	114	125
Travel: Total \$	\$6,086,313	\$63,807,450	\$98,440,850
Average Spent	\$2,798.30	\$2,692.07	\$2,972.88
Spending Potential Index	125	120	132
Vehicle Maintenance & Repairs: Total \$	\$3,033,453	\$30,822,691	\$46,719,393
Average Spent	\$1,394.69	\$1,300.43	\$1,410.91
Spending Potential Index	122	114	123

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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