



Population Summary

2000 Total Population	9,248
2010 Total Population	9,826
2019 Total Population	10,315
2019 Group Quarters	207
2024 Total Population	10,550
2019-2024 Annual Rate	0.45%
2019 Total Daytime Population	12,360
Workers	7,700
Residents	4,660

Household Summary

2000 Households	3,631
2000 Average Household Size	2.47
2010 Households	4,013
2010 Average Household Size	2.39
2019 Households	4,244
2019 Average Household Size	2.38
2024 Households	4,353
2024 Average Household Size	2.38
2019-2024 Annual Rate	0.51%
2010 Families	2,593
2010 Average Family Size	3.00
2019 Families	2,710
2019 Average Family Size	2.99
2024 Families	2,762
2024 Average Family Size	2.99
2019-2024 Annual Rate	0.38%

Housing Unit Summary

2000 Housing Units	3,814
Owner Occupied Housing Units	68.8%
Renter Occupied Housing Units	26.4%
Vacant Housing Units	4.8%
2010 Housing Units	4,220
Owner Occupied Housing Units	66.8%
Renter Occupied Housing Units	28.3%
Vacant Housing Units	4.9%
2019 Housing Units	4,469
Owner Occupied Housing Units	65.1%
Renter Occupied Housing Units	29.9%
Vacant Housing Units	5.0%
2024 Housing Units	4,580
Owner Occupied Housing Units	66.1%
Renter Occupied Housing Units	28.9%
Vacant Housing Units	5.0%

Median Household Income

2019	\$55,203
2024	\$61,261

Median Home Value

2019	\$158,361
2024	\$192,908

Per Capita Income

2019	\$27,945
2024	\$31,969

Median Age

2010	39.1
2019	40.7
2024	41.7

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.



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2019 Households by Income

Household Income Base	4,244
<\$15,000	8.6%
\$15,000 - \$24,999	9.0%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	15.6%
\$50,000 - \$74,999	20.1%
\$75,000 - \$99,999	15.7%
\$100,000 - \$149,999	13.8%
\$150,000 - \$199,999	4.9%
\$200,000+	1.2%
Average Household Income	\$67,923

2024 Households by Income

Household Income Base	4,353
<\$15,000	6.8%
\$15,000 - \$24,999	8.1%
\$25,000 - \$34,999	9.4%
\$35,000 - \$49,999	15.1%
\$50,000 - \$74,999	19.4%
\$75,000 - \$99,999	16.0%
\$100,000 - \$149,999	16.7%
\$150,000 - \$199,999	6.9%
\$200,000+	1.6%
Average Household Income	\$77,497

2019 Owner Occupied Housing Units by Value

Total	2,908
<\$50,000	6.2%
\$50,000 - \$99,999	13.0%
\$100,000 - \$149,999	27.5%
\$150,000 - \$199,999	20.4%
\$200,000 - \$249,999	12.6%
\$250,000 - \$299,999	8.2%
\$300,000 - \$399,999	8.7%
\$400,000 - \$499,999	1.5%
\$500,000 - \$749,999	1.8%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$182,754

2024 Owner Occupied Housing Units by Value

Total	3,028
<\$50,000	4.6%
\$50,000 - \$99,999	9.0%
\$100,000 - \$149,999	20.4%
\$150,000 - \$199,999	18.6%
\$200,000 - \$249,999	14.7%
\$250,000 - \$299,999	11.6%
\$300,000 - \$399,999	14.1%
\$400,000 - \$499,999	3.4%
\$500,000 - \$749,999	3.2%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$218,940

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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2010 Population by Age

Total	9,826
0 - 4	7.0%
5 - 9	6.8%
10 - 14	7.4%
15 - 24	12.0%
25 - 34	12.0%
35 - 44	11.5%
45 - 54	15.1%
55 - 64	11.4%
65 - 74	7.4%
75 - 84	6.2%
85 +	3.2%
18 +	74.1%

2019 Population by Age

Total	10,316
0 - 4	6.3%
5 - 9	6.5%
10 - 14	6.5%
15 - 24	11.2%
25 - 34	12.4%
35 - 44	12.0%
45 - 54	12.2%
55 - 64	14.6%
65 - 74	9.6%
75 - 84	5.5%
85 +	3.2%
18 +	76.8%

2024 Population by Age

Total	10,550
0 - 4	6.1%
5 - 9	6.4%
10 - 14	7.0%
15 - 24	10.5%
25 - 34	11.7%
35 - 44	12.4%
45 - 54	11.7%
55 - 64	13.7%
65 - 74	11.5%
75 - 84	6.0%
85 +	3.0%
18 +	76.4%

2010 Population by Sex

Males	4,760
Females	5,066

2019 Population by Sex

Males	5,086
Females	5,230

2024 Population by Sex

Males	5,251
Females	5,299

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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2010 Population by Race/Ethnicity

Total	9,826
White Alone	94.2%
Black Alone	0.5%
American Indian Alone	0.3%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.9%
Two or More Races	1.3%
Hispanic Origin	5.4%
Diversity Index	20.3

2019 Population by Race/Ethnicity

Total	10,315
White Alone	89.1%
Black Alone	1.3%
American Indian Alone	0.5%
Asian Alone	1.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.4%
Two or More Races	2.3%
Hispanic Origin	9.8%
Diversity Index	34.7

2024 Population by Race/Ethnicity

Total	10,550
White Alone	86.4%
Black Alone	1.7%
American Indian Alone	0.6%
Asian Alone	1.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	6.6%
Two or More Races	2.7%
Hispanic Origin	12.1%
Diversity Index	41.1

2010 Population by Relationship and Household Type

Total	9,826
In Households	97.8%
In Family Households	80.8%
Householder	26.4%
Spouse	21.4%
Child	30.1%
Other relative	1.2%
Nonrelative	1.7%
In Nonfamily Households	17.0%
In Group Quarters	2.2%
Institutionalized Population	1.6%
Noninstitutionalized Population	0.6%

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	7,167
Less than 9th Grade	4.1%
9th - 12th Grade, No Diploma	3.9%
High School Graduate	27.9%
GED/Alternative Credential	3.1%
Some College, No Degree	26.2%
Associate Degree	13.5%
Bachelor's Degree	16.3%
Graduate/Professional Degree	4.9%

2019 Population 15+ by Marital Status

Total	8,318
Never Married	28.9%
Married	53.4%
Widowed	7.8%
Divorced	9.9%

2019 Civilian Population 16+ in Labor Force

Civilian Employed	98.5%
Civilian Unemployed (Unemployment Rate)	1.5%

2019 Employed Population 16+ by Industry

Total	5,714
Agriculture/Mining	2.2%
Construction	6.0%
Manufacturing	23.0%
Wholesale Trade	2.6%
Retail Trade	13.8%
Transportation/Utilities	5.5%
Information	0.9%
Finance/Insurance/Real Estate	3.6%
Services	37.3%
Public Administration	5.0%

2019 Employed Population 16+ by Occupation

Total	5,716
White Collar	52.8%
Management/Business/Financial	8.8%
Professional	16.6%
Sales	11.9%
Administrative Support	15.4%
Services	17.7%
Blue Collar	29.5%
Farming/Forestry/Fishing	1.3%
Construction/Extraction	4.2%
Installation/Maintenance/Repair	5.8%
Production	10.2%
Transportation/Material Moving	8.0%

2010 Population By Urban/ Rural Status

Total Population	9,826
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	94.0%
Rural Population	6.0%

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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2010 Households by Type

Total	4,013
Households with 1 Person	30.6%
Households with 2+ People	69.4%
Family Households	64.6%
Husband-wife Families	52.3%
With Related Children	22.0%
Other Family (No Spouse Present)	12.3%
Other Family with Male Householder	3.9%
With Related Children	3.0%
Other Family with Female Householder	8.5%
With Related Children	6.3%
Nonfamily Households	4.8%
All Households with Children	31.8%
Multigenerational Households	1.4%
Unmarried Partner Households	5.8%
Male-female	5.4%
Same-sex	0.4%

2010 Households by Size

Total	4,013
1 Person Household	30.6%
2 Person Household	34.8%
3 Person Household	13.4%
4 Person Household	12.0%
5 Person Household	5.9%
6 Person Household	2.4%
7 + Person Household	0.9%

2010 Households by Tenure and Mortgage Status

Total	4,013
Owner Occupied	70.2%
Owned with a Mortgage/Loan	44.9%
Owned Free and Clear	25.3%
Renter Occupied	29.8%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	4,220
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	95.0%
Rural Housing Units	5.0%

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



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Top 3 Tapestry Segments

1. Salt of the Earth (6B)
2. Heartland Communities (6F)
3. Prairie Living (6D)

2019 Consumer Spending

Apparel & Services: Total \$	\$6,661,409
Average Spent	\$1,569.61
Spending Potential Index	73
Education: Total \$	\$4,416,592
Average Spent	\$1,040.67
Spending Potential Index	65
Entertainment/Recreation: Total \$	\$11,769,770
Average Spent	\$2,773.27
Spending Potential Index	85
Food at Home: Total \$	\$18,264,129
Average Spent	\$4,303.52
Spending Potential Index	83
Food Away from Home: Total \$	\$11,973,423
Average Spent	\$2,821.26
Spending Potential Index	77
Health Care: Total \$	\$23,358,739
Average Spent	\$5,503.94
Spending Potential Index	93
HH Furnishings & Equipment: Total \$	\$7,168,457
Average Spent	\$1,689.08
Spending Potential Index	79
Personal Care Products & Services: Total \$	\$2,879,049
Average Spent	\$678.38
Spending Potential Index	77
Shelter: Total \$	\$56,678,251
Average Spent	\$13,354.91
Spending Potential Index	72
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,491,389
Average Spent	\$2,000.80
Spending Potential Index	81
Travel: Total \$	\$7,081,655
Average Spent	\$1,668.63
Spending Potential Index	74
Vehicle Maintenance & Repairs: Total \$	\$4,092,300
Average Spent	\$964.26
Spending Potential Index	84

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.