


Market Profile



Driving Time : 15, 30 Minutes radii, Drive Time Driving Time : 15, 30 Minutes radii

Population Summary	15 Minutes	30 Minutes
2010 Total Population	27,941	139,939
2020 Total Population	29,553	152,551
2020 Group Quarters	765	3,224
2025 Total Population	29,153	161,706
2025 Group Quarters	729	2,898
2030 Total Population	28,866	168,216
2025-2030 Annual Rate	-0.20%	0.79%
2025 Total Daytime Population	29,947	180,157
Workers	15,278	95,464
Residents	14,669	84,693
Household Summary		
2010 Total Households	11,276	54,148
2010 Average Household Size	2.46	2.52
2020 Total Households	11,815	59,871
2020 Average Household Size	2.44	2.49
2025 Total Households	11,765	64,561
2025 Average Household Size	2.42	2.46
2030 Total Households	11,691	67,623
2030 Average Household Size	2.41	2.44
2025-2030 Annual Rate	-0.13%	0.93%
2025 Families	7,517	41,576
2025 Average Family Size	3.04	3.06
2030 Families	7,413	43,204
2030 Average Family Size	3.04	3.06
2025-2030 Growth Rate	-0.3%	0.8%
Median Household Income		
2025	\$56,943	\$63,964
2030	\$62,406	\$72,328

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	15 Minutes	30 Minutes
2025	\$29,349	\$34,300
2030	\$31,808	\$37,945
2025 Households by Income		
Household Income Base	11,765	64,561
<\$10,000	4.5%	5.5%
\$10,000-14,999	8.0%	6.6%
\$15,000-19,999	4.2%	3.9%
\$20,000-24,999	4.7%	4.8%
\$25,000-29,999	4.6%	3.4%
\$30,000-34,999	5.3%	5.3%
\$35,000-39,999	6.2%	5.2%
\$40,000-44,999	4.0%	4.0%
\$45,000-49,999	3.8%	3.4%
\$50,000-59,999	6.4%	5.0%
\$60,000-74,999	12.8%	9.7%
\$75000-99999	14.6%	14.3%
\$100,000-124,999	8.9%	9.7%
\$125,000-149,999	4.1%	6.1%
\$150000-199999	3.0%	6.4%
\$200,000-249,999	1.8%	2.5%
\$250,000-299,999	1.1%	1.4%
\$300,000-399,999	0.7%	1.0%
\$400,000-499,999	0.7%	0.8%
\$500,000+	0.6%	1.0%
Average Household Income	\$72,812	\$85,317
2025 Affordability, Mortgage and Wealth		
Housing Affordability Index	134	94
Percent of Income for Mortgage	17.0%	24.6%
Wealth Index	55	69
Median Home Value		
2025	\$154,721	\$251,414
2030	\$174,067	\$316,284

2025 Home Value	15 Minutes	30 Minutes
Total Owner Occupied Housing Units	7,414	38,679
<\$50,000	9.3%	7.6%
\$50,000 - \$99,999	19.5%	10.0%
\$100,000 - \$149,999	19.3%	10.5%
\$150,000 - \$199,999	16.8%	10.2%
\$200,000 - \$249,999	11.9%	11.4%
\$250,000 - \$299,999	9.5%	12.4%
\$300,000 - \$399,999	7.5%	16.6%
\$400,000 - \$499,999	2.7%	9.2%
\$500,000 - \$749,999	2.1%	7.7%
\$750,000 - \$999,999	0.6%	3.1%
\$1,000,000 - \$1,499,999	0.3%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.1%
\$2,000,000 +	0.5%	0.3%
Average Home Value	\$195,716	\$294,723

Housing Unit Summary

2010 Total Housing Units	13,646	62,357
Owner Occupied Housing Units	67.0%	62.8%
Renter Occupied Housing Units	33.0%	37.2%
Vacant Housing Units	17.4%	13.2%
2020 Housing Units	13,408	65,988
Owner Occupied Housing Units	61.8%	60.4%
Renter Occupied Housing Units	38.2%	39.6%
Vacant Housing Units	11.9%	9.3%
2025 Housing Units	13,400	71,200
Owner Occupied Housing Units	63.0%	59.9%
Renter Occupied Housing Units	37.0%	40.1%
Vacant Housing Units	12.2%	9.3%
2030 Total Housing Units	13,318	74,402
Owner Occupied Housing Units	63.4%	59.8%
Renter Occupied Housing Units	36.6%	40.2%
Vacant Housing Units	12.2%	9.1%



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Population by Sex	15 Minutes	30 Minutes
Males	14,258	78,933
Females	14,895	82,773

Median Age	15 Minutes	30 Minutes
2010	39.6	36.7
2020	40.5	38.3
2025	41.1	38.9
2030	42.2	40.0

2025 Population by Age	15 Minutes	30 Minutes
Total	29,153	161,705
0 - 4	5.5%	5.8%
5 - 9	5.7%	6.1%
10 - 14	5.7%	6.1%
15 - 24	12.9%	13.3%
25 - 34	13.1%	13.6%
35 - 44	11.6%	12.5%
45 - 54	11.4%	11.5%
55 - 64	12.7%	12.0%
65 - 74	11.7%	10.8%
75 - 84	6.7%	6.1%
85 +	2.2%	1.9%
18 +	79.4%	78.2%

2025 Population 15+ by Marital Status	15 Minutes	30 Minutes
Total	24,218	132,580
Never Married	36.5%	34.1%
Married	43.5%	48.5%
Widowed	7.5%	6.5%
Divorced	12.6%	10.9%



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Pop 25+ by Educational Attainment	15 Minutes	30 Minutes
Total	20,451	111,031
Less than 9th Grade	3.7%	3.4%
9th - 12th Grade, No Diploma	8.4%	6.9%
High School Graduate	32.8%	25.9%
GED/Alternative Credential	7.1%	5.6%
Some College, No Degree	20.2%	19.0%
Associate Degree	12.2%	10.1%
Bachelor's Degree	10.2%	17.4%
Graduate/Professional Degree	5.4%	11.6%

2020 Population by Race/Ethnicity

Total	29,553	152,551
White Alone	53.2%	55.7%
Black Alone	39.0%	34.0%
American Indian Alone	0.3%	0.4%
Asian Alone	1.5%	2.5%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	2.3%	2.9%
Two or More Races	2.3%	2.9%
Hispanic Origin	3.8%	5.0%
Diversity Index	59.6	61.2

2025 Population by Race/Ethnicity

Total	29,153	161,706
White Alone	52.9%	54.9%
Black Alone	38.6%	33.9%
American Indian Alone	0.4%	0.4%
Asian Alone	1.2%	2.6%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	2.6%	3.2%
Two or More Races	4.3%	4.8%
Hispanic Origin	4.5%	5.6%
Diversity Index	60.6	62.3



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Pop 16+ by Occupation

	15 Minutes	30 Minutes
Total	15,242	80,290
White Collar	47.0%	54.0%
Management/Business/Financial	10.8%	13.9%
Professional	19.1%	22.5%
Sales	6.2%	7.7%
Administrative Support	10.8%	9.9%
Services	15.1%	16.2%

2025 Employed Pop 16+ by Occupation

	15 Minutes	30 Minutes
Total	15,242	80,290
Blue Collar	37.9%	29.7%
Farming/Forestry/Fishing	0.1%	0.1%
Construction/Extraction	4.1%	4.1%
Installation/Maintenance/Repair	2.4%	3.3%
Production	19.0%	12.7%
Transportation/Material Moving	12.2%	9.5%
White Collar	47.0%	54.0%
Management/Business/Financial	10.8%	13.9%
Professional	19.1%	22.5%
Sales	6.2%	7.7%
Administrative Support	10.8%	9.9%
Services	15.1%	16.2%

2025 Civilian Population 16+ in Labor Force

Civilian Population 16+	15,242	80,290
Population 16+ Employed	96.2%	96.1%
Population 16+ Unemployment rate	3.8%	3.9%
Population 16-24 Employed	13.6%	14.4%
Population 16-24 Unemployment rate	13.5%	8.2%
Population 25-54 Employed	59.9%	60.0%
Population 25-54 Unemployment rate	2.3%	2.9%
Population 55-64 Employed	16%	15%
Population 55-64 Unemployment rate	0.7%	4.5%
Population 65+ Employed	7%	7%
Population 65+ Unemployment rate	2.2%	1.9%

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2025 Employed Population 16+ by Industry	15 Minutes	30 Minutes
Total	14,668	77,143
Agriculture/Mining	0.3%	0.6%
Construction	4.3%	5.0%
Manufacturing	29.6%	20.6%
Wholesale Trade	2.0%	1.6%
Retail Trade	8.0%	11.1%
Transportation/Utilities	5.8%	5.5%
Information	1%	1%
Finance/Insurance/Real Estate	3.0%	5.4%
Services	41.9%	45.6%
Public Administration	3.6%	3.5%
2025 Consumer Spending		
Apparel & Services: Total \$	\$18,100,195	\$118,211,803
Average Spent	\$1,538.48	\$1,831.01
Spending Potential Index	63	75
Education: Total \$	\$12,001,103	\$80,304,834
Average Spent	\$1,020.07	\$1,243.86
Spending Potential Index	57	70
Entertainment/Recreation: Total \$	\$31,988,497	\$199,833,622
Average Spent	\$2,718.95	\$3,095.27
Spending Potential Index	66	75
Food at Home: Total \$	\$59,775,598	\$375,597,262
Average Spent	\$5,080.80	\$5,817.71
Spending Potential Index	68	78
Food Away from Home: Total \$	\$29,904,680	\$196,122,694
Average Spent	\$2,541.83	\$3,037.79
Spending Potential Index	62	74
Health Care: Total \$	\$65,961,871	\$401,592,078
Average Spent	\$5,606.62	\$6,220.35
Spending Potential Index	72	80
HH Furnishings & Equipment: Total \$	\$22,133,877	\$141,926,378
Average Spent	\$1,881.33	\$2,198.33
Spending Potential Index	65	76
Personal Care Products & Services: Total \$	\$7,650,151	\$50,527,105
Average Spent	\$650.25	\$782.63
Spending Potential Index	62	75

2025 Consumer Spending	15 Minutes	30 Minutes
Shelter: Total \$	\$186,238,500	\$1,222,751,279
Average Spent	\$15,829.88	\$18,939.47
Spending Potential Index	59	71
Support Payments/Gifts in Kind: Total \$	\$25,193,762	\$162,419,206
Average Spent	\$2,141.42	\$2,515.75
Spending Potential Index	65	76
Travel: Total \$	\$25,028,355	\$162,104,846
Average Spent	\$2,127.36	\$2,510.88
Spending Potential Index	59	70
Vehicle Maintenance & Repairs: Total \$	\$10,837,190	\$68,385,492
Average Spent	\$921.14	\$1,059.24
Spending Potential Index	68	79

Top Tapestry Segment

15 Minutes

Hometown Charm (E3):

This segment is characterized by young suburban families in the Midwest and South.

[Learn more about this segment...](#)

30 Minutes

Southern Satellites (I6):

This segment is characterized by suburban, low-cost areas with long commutes and diverse ages.


[Learn more about this segment...](#)

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.

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.

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.

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.

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