

# City of Canton Market Insights

## Canton, Gerogia Profile



The City of Canton is an ideal place to build or grow your business. Our City Staff consider Economic Development the highest priority and have an innovative approach to development and land use. We offer a combination of factors for your success: superior geographic location, access to major highway and rail system, a business friendly community, a skilled and educated workforce, affordable land prices, and an infrastructure program that makes potential sites “ready-to-go”.



# Market Profile

Canton, Georgia

Prepared By City of Canton

## Population Summary

2000 Total Population	9,687
2010 Total Population	17,937
2013 Total Population	18,770
2013 Group Quarters	423
2018 Total Population	20,270
2013-2018 Annual Rate	1.55%

## Household Summary

2000 Households	3,398
2000 Average Household Size	2.76
2010 Households	6,358
2010 Average Household Size	2.75
2013 Households	6,659
2013 Average Household Size	2.76
2018 Households	7,207
2018 Average Household Size	2.75
2013-2018 Annual Rate	1.59%
2010 Families	4,408
2010 Average Family Size	3.24
2013 Families	4,577
2013 Average Family Size	3.25
2018 Families	4,914
2018 Average Family Size	3.27
2013-2018 Annual Rate	1.43%

## Housing Unit Summary

2000 Housing Units	3,619
Owner Occupied Housing Units	56.9%
Renter Occupied Housing Units	37.0%
Vacant Housing Units	6.1%
2010 Housing Units	7,248
Owner Occupied Housing Units	49.3%
Renter Occupied Housing Units	38.5%
Vacant Housing Units	12.3%
2013 Housing Units	7,456
Owner Occupied Housing Units	47.7%
Renter Occupied Housing Units	41.6%
Vacant Housing Units	10.7%
2018 Housing Units	7,961
Owner Occupied Housing Units	49.7%
Renter Occupied Housing Units	40.8%
Vacant Housing Units	9.5%

## Median Household Income

2013	\$35,232
2018	\$39,891

## Median Home Value

2013	\$173,669
2018	\$218,668

## Per Capita Income

2013	\$18,390
2018	\$21,255

## Median Age

2010	33.2
2013	33.6
2018	34.3

**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.



# Market Profile

<b>2013 Households by Income</b>	
Household Income Base	6,659
< \$15,000	19.5%
\$15,000 - \$24,999	19.0%
\$25,000 - \$34,999	11.1%
\$35,000 - \$49,999	14.8%
\$50,000 - \$74,999	12.5%
\$75,000 - \$99,999	10.4%
\$100,000 - \$149,999	8.1%
\$150,000 - \$199,999	2.9%
\$200,000+	1.7%
Average Household Income	\$52,091
<b>2018 Households by Income</b>	
Household Income Base	7,207
< \$15,000	19.0%
\$15,000 - \$24,999	14.5%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	14.0%
\$50,000 - \$74,999	10.2%
\$75,000 - \$99,999	14.1%
\$100,000 - \$149,999	11.7%
\$150,000 - \$199,999	3.7%
\$200,000+	1.8%
Average Household Income	\$60,212
<b>2013 Owner Occupied Housing Units by Value</b>	
Total	3,555
< \$50,000	4.6%
\$50,000 - \$99,999	14.5%
\$100,000 - \$149,999	21.7%
\$150,000 - \$199,999	19.5%
\$200,000 - \$249,999	12.5%
\$250,000 - \$299,999	11.1%
\$300,000 - \$399,999	11.5%
\$400,000 - \$499,999	2.9%
\$500,000 - \$749,999	1.1%
\$750,000 - \$999,999	0.3%
\$1,000,000 +	0.4%
Average Home Value	\$198,811
<b>2018 Owner Occupied Housing Units by Value</b>	
Total	3,957
< \$50,000	3.3%
\$50,000 - \$99,999	6.9%
\$100,000 - \$149,999	11.1%
\$150,000 - \$199,999	21.5%
\$200,000 - \$249,999	19.3%
\$250,000 - \$299,999	17.3%
\$300,000 - \$399,999	14.4%
\$400,000 - \$499,999	3.7%
\$500,000 - \$749,999	1.6%
\$750,000 - \$999,999	0.4%
\$1,000,000 +	0.5%
Average Home Value	\$235,445

**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.



## Market Profile

2010 Population by Age	
Total	17,937
0 - 4	8.7%
5 - 9	8.2%
10 - 14	6.6%
15 - 24	13.3%
25 - 34	15.9%
35 - 44	14.6%
45 - 54	11.6%
55 - 64	9.4%
65 - 74	6.5%
75 - 84	3.4%
85 +	1.8%
18 +	72.9%
2013 Population by Age	
Total	18,771
0 - 4	8.4%
5 - 9	8.1%
10 - 14	7.4%
15 - 24	12.7%
25 - 34	15.6%
35 - 44	14.3%
45 - 54	12.0%
55 - 64	9.3%
65 - 74	7.1%
75 - 84	3.5%
85 +	1.7%
18 +	72.6%
2018 Population by Age	
Total	20,269
0 - 4	8.3%
5 - 9	7.9%
10 - 14	7.8%
15 - 24	12.6%
25 - 34	14.4%
35 - 44	14.1%
45 - 54	12.6%
55 - 64	9.5%
65 - 74	7.3%
75 - 84	3.9%
85 +	1.6%
18 +	72.0%
2010 Population by Sex	
Males	9,074
Females	8,863
2013 Population by Sex	
Males	9,523
Females	9,247
2018 Population by Sex	
Males	10,320
Females	9,950



# Market Profile

<b>2010 Population by Race/Ethnicity</b>	
Total	17,936
White Alone	77.8%
Black Alone	6.9%
American Indian Alone	1.0%
Asian Alone	0.7%
Pacific Islander Alone	0.3%
Some Other Race Alone	10.8%
Two or More Races	2.6%
Hispanic Origin	22.0%
Diversity Index	60.0
<b>2013 Population by Race/Ethnicity</b>	
Total	18,771
White Alone	75.0%
Black Alone	8.1%
American Indian Alone	1.1%
Asian Alone	0.8%
Pacific Islander Alone	0.4%
Some Other Race Alone	12.0%
Two or More Races	2.7%
Hispanic Origin	24.2%
Diversity Index	63.9
<b>2018 Population by Race/Ethnicity</b>	
Total	20,270
White Alone	70.2%
Black Alone	10.6%
American Indian Alone	1.2%
Asian Alone	0.9%
Pacific Islander Alone	0.4%
Some Other Race Alone	13.8%
Two or More Races	2.9%
Hispanic Origin	28.2%
Diversity Index	70.0
<b>2010 Population by Relationship and Household Type</b>	
Total	17,937
In Households	97.6%
In Family Households	83.3%
Householder	24.2%
Spouse	17.5%
Child	31.8%
Other relative	6.0%
Nonrelative	3.7%
In Nonfamily Households	14.3%
In Group Quarters	2.4%
Institutionalized Population	2.3%
Noninstitutionalized Population	0.1%

**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.



## Market Profile

### 2013 Population 25+ by Educational Attainment

Total	11,903
Less than 9th Grade	11.3%
9th - 12th Grade, No Diploma	14.8%
High School Graduate	28.1%
Some College, No Degree	18.1%
Associate Degree	5.0%
Bachelor's Degree	16.4%
Graduate/Professional Degree	6.2%

### 2013 Population 15+ by Marital Status

Total	14,285
Never Married	29.8%
Married	55.5%
Widowed	5.6%
Divorced	9.2%

### 2013 Civilian Population 16+ in Labor Force

Civilian Employed	89.3%
Civilian Unemployed	10.7%

### 2013 Employed Population 16+ by Industry

Total	7,697
Agriculture/Mining	0.5%
Construction	10.6%
Manufacturing	9.9%
Wholesale Trade	2.8%
Retail Trade	15.9%
Transportation/Utilities	4.4%
Information	1.9%
Finance/Insurance/Real Estate	4.8%
Services	46.8%
Public Administration	2.4%

### 2013 Employed Population 16+ by Occupation

Total	7,697
White Collar	56.8%
Management/Business/Financial	12.3%
Professional	17.0%
Sales	12.8%
Administrative Support	14.7%
Services	17.1%
Blue Collar	26.1%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	9.0%
Installation/Maintenance/Repair	3.7%
Production	8.5%
Transportation/Material Moving	4.9%



## Market Profile

### 2010 Households by Type

Total	6,357
Households with 1 Person	24.7%
Households with 2+ People	75.3%
Family Households	69.3%
Husband-wife Families	50.2%
With Related Children	25.0%
Other Family (No Spouse Present)	19.2%
Other Family with Male Householder	5.8%
With Related Children	3.4%
Other Family with Female Householder	13.4%
With Related Children	9.5%
Nonfamily Households	5.9%
All Households with Children	38.8%
Unmarried Partner Households	6.2%
Male-female	5.5%
Same-sex	0.7%

### 2010 Households by Size

1 Person Household	24.7%
2 Person Household	30.3%
3 Person Household	15.6%
4 Person Household	14.4%
5 Person Household	7.8%
6 Person Household	3.7%
7 + Person Household	3.5%

### 2010 Households by Tenure and Mortgage Status

Owner Occupied	56.1%
Owned with a Mortgage/Loan	42.4%
Owned Free and Clear	13.8%
Renter Occupied	43.9%

**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.



# Market Profile

## Top 3 Tapestry Segments

1.	Main Street, USA
2.	Green Acres
3.	Inner City Tenants

## 2013 Consumer Spending

Apparel & Services: Total \$	\$7,553,287
Average Spent	\$1,134.30
Spending Potential Index	50
Computers & Accessories: Total \$	\$1,241,767
Average Spent	\$186.48
Spending Potential Index	75
Education: Total \$	\$7,421,918
Average Spent	\$1,114.57
Spending Potential Index	76
Entertainment/Recreation: Total \$	\$16,152,731
Average Spent	\$2,425.70
Spending Potential Index	75
Food at Home: Total \$	\$24,631,801
Average Spent	\$3,699.02
Spending Potential Index	73
Food Away from Home: Total \$	\$15,878,775
Average Spent	\$2,384.56
Spending Potential Index	75
Health Care: Total \$	\$20,798,527
Average Spent	\$3,123.37
Spending Potential Index	70
HH Furnishings & Equipment: Total \$	\$7,742,147
Average Spent	\$1,162.66
Spending Potential Index	65
Investments: Total \$	\$10,133,030
Average Spent	\$1,521.70
Spending Potential Index	73
Retail Goods: Total \$	\$111,570,849
Average Spent	\$16,754.90
Spending Potential Index	69
Shelter: Total \$	\$81,942,352
Average Spent	\$12,305.50
Spending Potential Index	76
TV/Video/Audio: Total \$	\$6,280,167
Average Spent	\$943.11
Spending Potential Index	73
Travel: Total \$	\$8,912,622
Average Spent	\$1,338.43
Spending Potential Index	73
Vehicle Maintenance & Repairs: Total \$	\$5,351,026
Average Spent	\$803.58
Spending Potential Index	73

**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 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.





# Retail MarketPlace Profile

## Summary Demographics

2013 Population	18,770
2013 Households	6,659
2013 Median Disposable Income	\$29,369
2013 Per Capita Income	\$18,390

## Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$143,195,493	\$513,163,477	-\$369,967,984	-56.4	189
Total Retail Trade	44-45	\$128,926,061	\$478,247,177	-\$349,321,116	-57.5	156
Total Food & Drink	722	\$14,269,431	\$34,916,300	-\$20,646,869	-42.0	34

## Industry Group

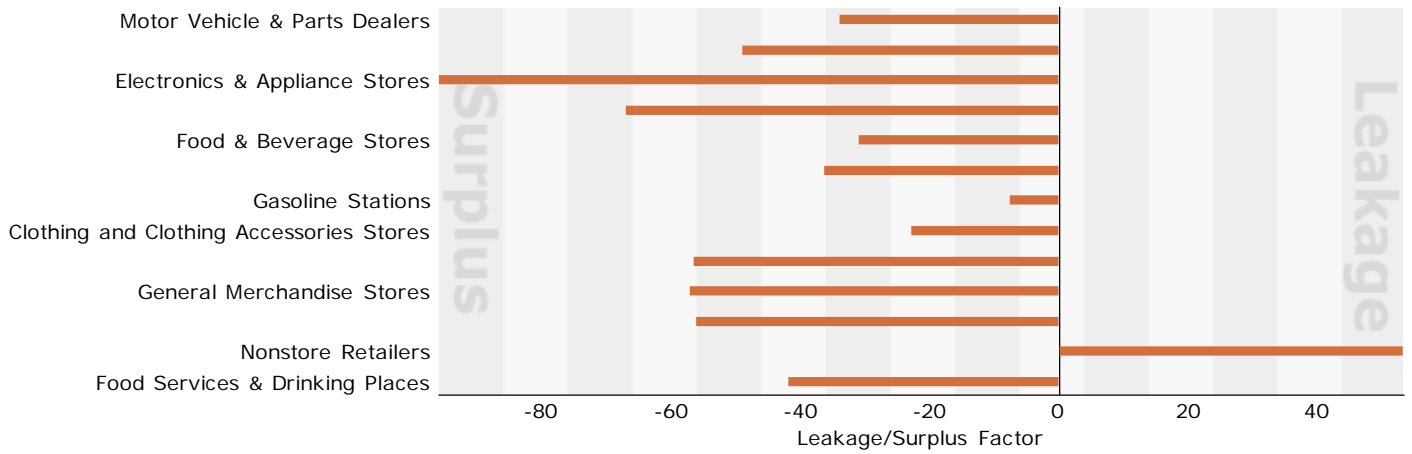
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$24,821,053	\$50,423,884	-\$25,602,831	-34.0	15
Automobile Dealers	4411	\$21,224,292	\$42,387,180	-\$21,162,888	-33.3	4
Other Motor Vehicle Dealers	4412	\$1,373,041	\$2,793,468	-\$1,420,427	-34.1	2
Auto Parts, Accessories & Tire Stores	4413	\$2,223,720	\$5,243,236	-\$3,019,516	-40.4	10
Furniture & Home Furnishings Stores	442	\$2,966,384	\$8,664,811	-\$5,698,427	-49.0	8
Furniture Stores	4421	\$1,720,661	\$5,078,315	-\$3,357,654	-49.4	4
Home Furnishings Stores	4422	\$1,245,723	\$3,586,496	-\$2,340,773	-48.4	5
Electronics & Appliance Stores	4431	\$4,037,465	\$193,561,934	-\$189,524,469	-95.9	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,218,586	\$21,450,490	-\$17,231,904	-67.1	9
Bldg Material & Supplies Dealers	4441	\$3,599,037	\$20,263,512	-\$16,664,475	-69.8	7
Lawn & Garden Equip & Supply Stores	4442	\$619,550	\$1,186,978	-\$567,428	-31.4	2
Food & Beverage Stores	445	\$22,419,791	\$42,596,901	-\$20,177,110	-31.0	14
Grocery Stores	4451	\$20,886,281	\$41,837,273	-\$20,950,992	-33.4	11
Specialty Food Stores	4452	\$435,449	\$759,628	-\$324,179	-27.1	3
Beer, Wine & Liquor Stores	4453	\$1,098,062	\$0	\$1,098,062	100.0	0
Health & Personal Care Stores	446,4461	\$10,173,483	\$21,796,606	-\$11,623,123	-36.4	14
Gasoline Stations	447,4471	\$14,881,964	\$17,348,232	-\$2,466,268	-7.7	7
Clothing & Clothing Accessories Stores	448	\$7,947,916	\$12,682,433	-\$4,734,517	-22.9	25
Clothing Stores	4481	\$5,895,245	\$8,312,875	-\$2,417,630	-17.0	18
Shoe Stores	4482	\$991,422	\$3,457,679	-\$2,466,257	-55.4	3
Jewelry, Luggage & Leather Goods Stores	4483	\$1,061,249	\$911,879	\$149,370	7.6	4
Sporting Goods, Hobby, Book & Music Stores	451	\$2,894,069	\$10,442,416	-\$7,548,347	-56.6	11
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,226,847	\$9,920,495	-\$7,693,648	-63.3	9
Book, Periodical & Music Stores	4512	\$667,222	\$521,920	\$145,302	12.2	2
General Merchandise Stores	452	\$23,738,696	\$87,092,399	-\$63,353,703	-57.2	7
Department Stores Excluding Leased Depts.	4521	\$7,973,783	\$13,306,981	-\$5,333,198	-25.1	5
Other General Merchandise Stores	4529	\$15,764,913	\$73,785,418	-\$58,020,505	-64.8	2
Miscellaneous Store Retailers	453	\$2,725,612	\$9,711,068	-\$6,985,456	-56.2	32
Florists	4531	\$136,326	\$358,387	-\$222,061	-44.9	4
Office Supplies, Stationery & Gift Stores	4532	\$713,487	\$7,936,895	-\$7,223,408	-83.5	9
Used Merchandise Stores	4533	\$378,097	\$235,432	\$142,665	23.3	3
Other Miscellaneous Store Retailers	4539	\$1,497,702	\$1,180,354	\$317,348	11.8	17
Nonstore Retailers	454	\$8,101,041	\$2,476,004	\$5,625,037	53.2	7
Electronic Shopping & Mail-Order Houses	4541	\$6,535,513	\$693,817	\$5,841,696	80.8	1
Vending Machine Operators	4542	\$414,474	\$0	\$414,474	100.0	0
Direct Selling Establishments	4543	\$1,151,053	\$1,782,187	-\$631,134	-21.5	6
Food Services & Drinking Places	722	\$14,269,431	\$34,916,300	-\$20,646,869	-42.0	34
Full-Service Restaurants	7221	\$5,717,570	\$19,607,479	-\$13,889,909	-54.8	17
Limited-Service Eating Places	7222	\$7,006,661	\$13,869,116	-\$6,862,455	-32.9	11
Special Food Services	7223	\$475,078	\$1,012,846	-\$537,768	-36.1	3
Drinking Places - Alcoholic Beverages	7224	\$1,070,122	\$426,858	\$643,264	43.0	2

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

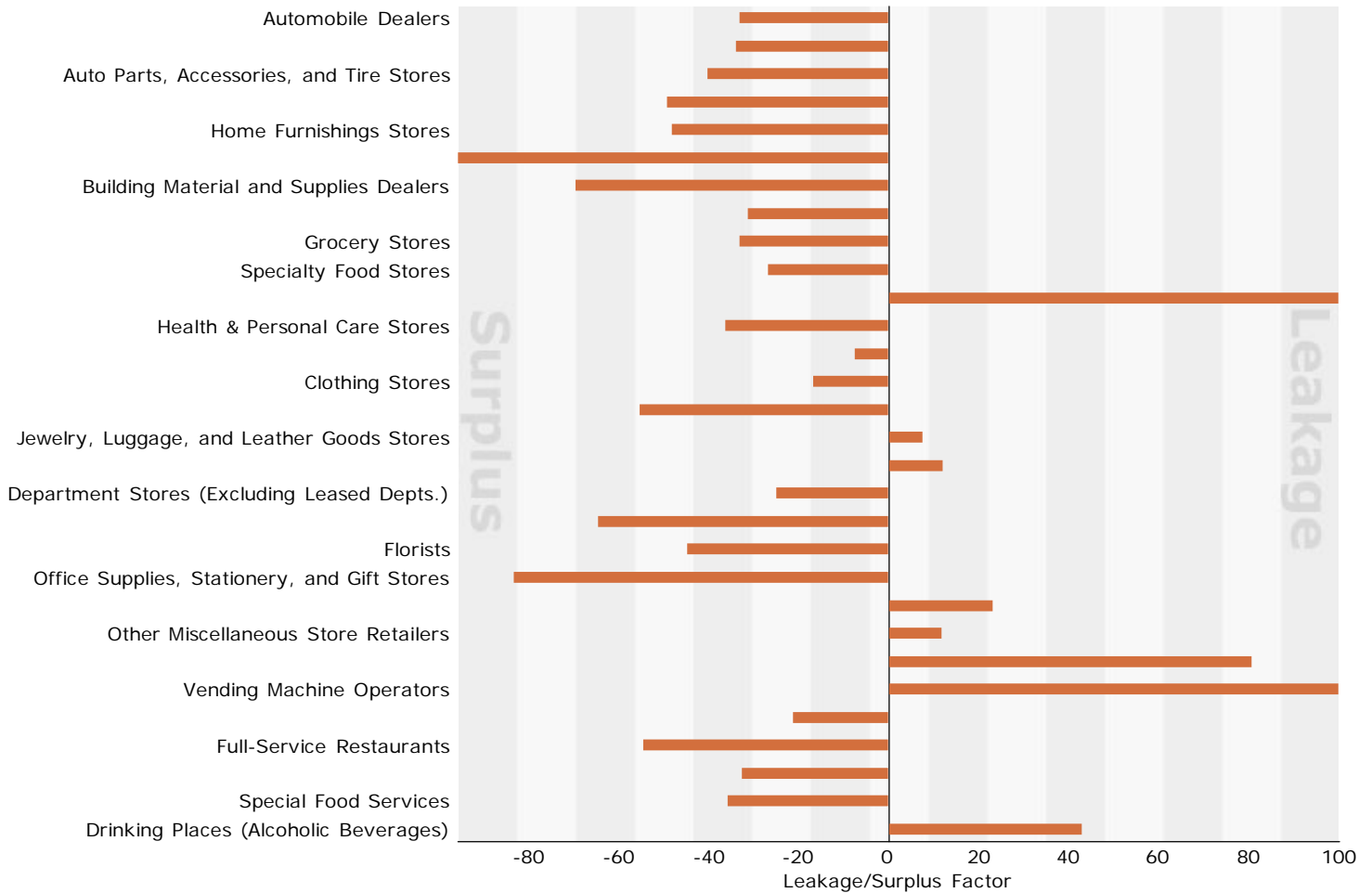
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Business Summary

## Data for all businesses in area

Total Businesses:	1,196
Total Employees:	8,973
Total Residential Population:	18,770
Employee/Residential Population Ratio:	0.48

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	29	2.4%	114	1.3%
Construction	108	9.0%	335	3.7%
Manufacturing	45	3.8%	772	8.6%
Transportation	23	1.9%	184	2.1%
Communication	11	0.9%	185	2.1%
Utility	5	0.4%	41	0.5%
Wholesale Trade	40	3.3%	162	1.8%
<b>Retail Trade Summary</b>	<b>208</b>	<b>17.4%</b>	<b>3,215</b>	<b>35.8%</b>
Home Improvement	10	0.8%	237	2.6%
General Merchandise Stores	6	0.5%	615	6.9%
Food Stores	15	1.3%	253	2.8%
Auto Dealers, Gas Stations, Auto Aftermarket	24	2.0%	191	2.1%
Apparel & Accessory Stores	21	1.8%	74	0.8%
Furniture & Home Furnishings	13	1.1%	113	1.3%
Eating & Drinking Places	53	4.4%	783	8.7%
Miscellaneous Retail	65	5.4%	949	10.6%
<b>Finance, Insurance, Real Estate Summary</b>	<b>107</b>	<b>8.9%</b>	<b>419</b>	<b>4.7%</b>
Banks, Savings & Lending Institutions	19	1.6%	176	2.0%
Securities Brokers	7	0.6%	28	0.3%
Insurance Carriers & Agents	15	1.3%	43	0.5%
Real Estate, Holding, Other Investment Offices	66	5.5%	172	1.9%
<b>Services Summary</b>	<b>589</b>	<b>49.2%</b>	<b>2,856</b>	<b>31.8%</b>
Hotels & Lodging	5	0.4%	40	0.4%
Automotive Services	35	2.9%	94	1.0%
Motion Pictures & Amusements	26	2.2%	67	0.7%
Health Services	82	6.9%	717	8.0%
Legal Services	35	2.9%	112	1.2%
Education Institutions & Libraries	13	1.1%	613	6.8%
Other Services	394	32.9%	1,213	13.5%
<b>Government</b>	<b>30</b>	<b>2.5%</b>	<b>691</b>	<b>7.7%</b>
<b>Total</b>	<b>1,196</b>	<b>100%</b>	<b>8,973</b>	<b>100%</b>

Source: Copyright 2013 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2013.



# Business Summary

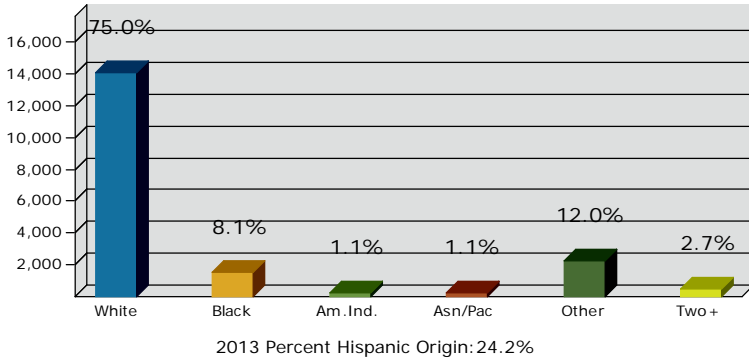
by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	13	1.1%	48	0.5%
Mining	1	0.1%	26	0.3%
Utilities	2	0.2%	25	0.3%
Construction	111	9.3%	341	3.8%
Manufacturing	44	3.7%	769	8.6%
Wholesale Trade	40	3.3%	162	1.8%
Retail Trade	152	12.7%	2,411	26.9%
Motor Vehicle & Parts Dealers	17	1.4%	157	1.7%
Furniture & Home Furnishings Stores	7	0.6%	50	0.6%
Electronics & Appliance Stores	6	0.5%	687	7.7%
Bldg Material & Garden Equipment & Supplies Dealers	9	0.8%	236	2.6%
Food & Beverage Stores	12	1.0%	241	2.7%
Health & Personal Care Stores	14	1.2%	100	1.1%
Gasoline Stations	7	0.6%	34	0.4%
Clothing & Clothing Accessories Stores	26	2.2%	83	0.9%
Sport Goods, Hobby, Book, & Music Stores	10	0.8%	71	0.8%
General Merchandise Stores	6	0.5%	615	6.9%
Miscellaneous Store Retailers	29	2.4%	122	1.4%
Nonstore Retailers	8	0.7%	16	0.2%
Transportation & Warehousing	22	1.8%	178	2.0%
Information	25	2.1%	293	3.3%
Finance & Insurance	52	4.3%	268	3.0%
Central Bank/Credit Intermediation & Related Activities	21	1.8%	180	2.0%
Securities, Commodity Contracts & Other Financial	16	1.3%	46	0.5%
Insurance Carriers & Related Activities	15	1.3%	43	0.5%
Investment Companies & Related Activities	15	1.3%	43	0.5%
Funds, Trusts & Other	15	1.3%	43	0.5%
Real Estate and Leasing	55	4.6%	168	1.9%
Professional, Scientific & Tech Services	155	13.0%	415	4.6%
Legal Services	35	2.9%	112	1.2%
Management of Companies & Enterprises	6	0.5%	12	0.1%
Administrative & Support & Waste Management & Remediation	177	14.8%	409	4.6%
Education	18	1.5%	609	6.8%
Health Care & Social Assistance	101	8.4%	956	10.7%
Arts, Entertainment & Recreation	19	1.6%	57	0.6%
Accommodation & Food Services	58	4.8%	823	9.2%
Accommodation	5	0.4%	40	0.4%
Food Services & Drinking Places	53	4.4%	783	8.7%
Other Services (except Public Administration)	115	9.6%	312	3.5%
Automotive Repair & Maintenance	29	2.4%	82	0.9%
Public Administration	30	2.5%	691	7.7%
<b>Total</b>	<b>1,196</b>	<b>100%</b>	<b>8,973</b>	<b>100%</b>

Source: Copyright 2013 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2013.

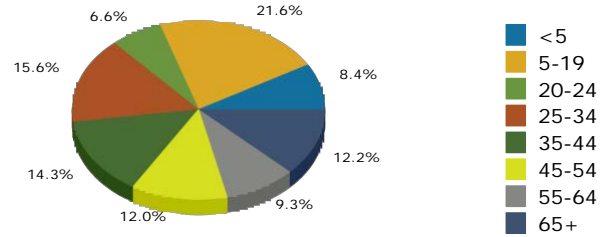


# Graphic Profile

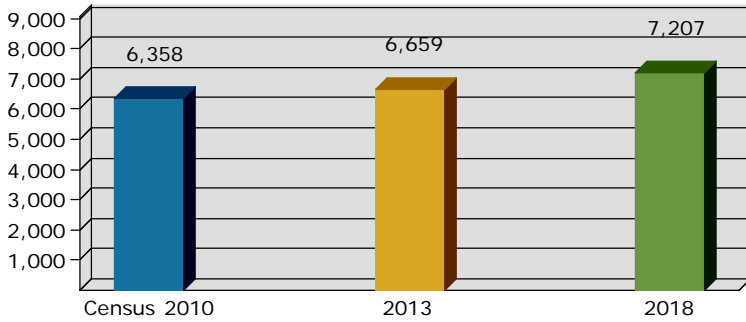
2013 Population by Race



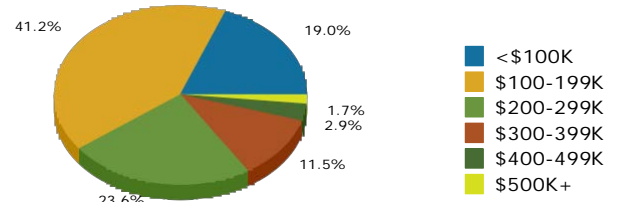
2013 Population by Age



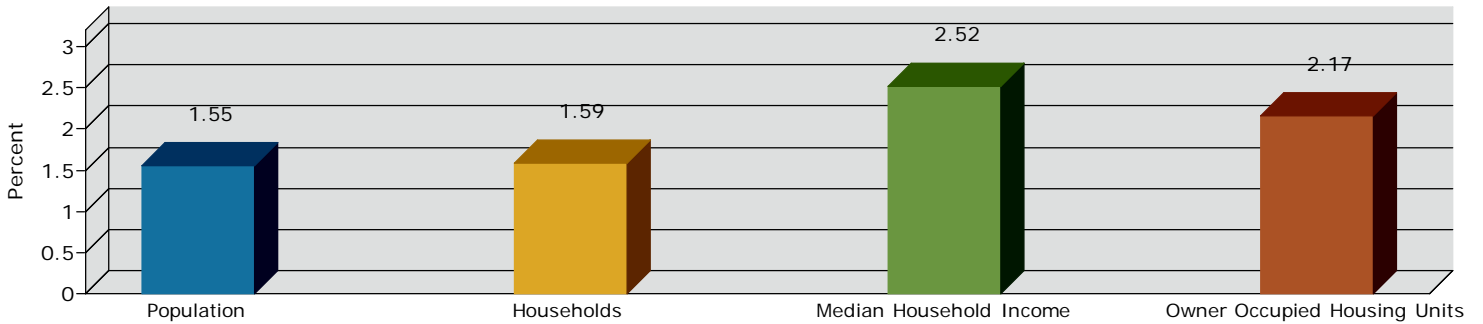
Households



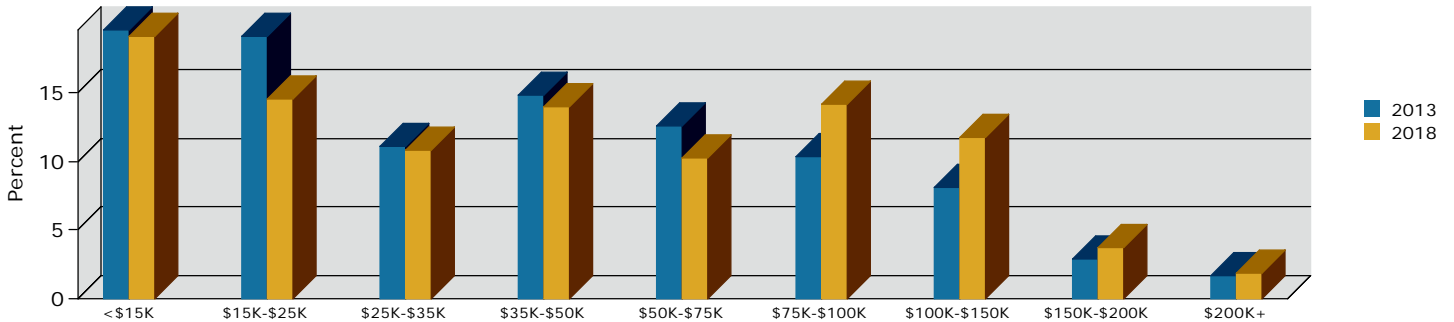
2013 Home Value



2013-2018 Annual Growth Rate



Household Income



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.



# Household Income Profile

<b>Summary</b>	<b>2013</b>	<b>2018</b>	<b>2013-2018 Change</b>	<b>2013-2018 Annual Rate</b>
Population	18,770	20,270	1,500	1.55%
Households	6,659	7,207	548	1.59%
Median Age	33.6	34.3	0.7	0.41%
Average Household Size	2.76	2.75	-0.01	-0.07%

<b>Households by Income</b>	<b>2013</b>		<b>2018</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
Household	6,659	100%	7,207	100%
< \$15,000	1,301	19.5%	1,372	19.0%
\$15,000-\$24,999	1,267	19.0%	1,048	14.5%
\$25,000-\$34,999	740	11.1%	781	10.8%
\$35,000-\$49,999	984	14.8%	1,007	14.0%
\$50,000-\$74,999	834	12.5%	736	10.2%
\$75,000-\$99,999	690	10.4%	1,019	14.1%
\$100,000-\$149,999	538	8.1%	843	11.7%
\$150,000-\$199,999	194	2.9%	270	3.7%
\$200,000+	111	1.7%	133	1.8%
Median Household Income	\$35,232		\$39,891	
Average Household Income	\$52,091		\$60,212	
Per Capita Income	\$18,390		\$21,255	

**Data Note:** Income reported for July 1, 2018 represents annual income for the preceding year, expressed in current (2016) dollars, including an adjustment for inflation.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2013 and 2018.



# Household Income Profile

2013 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	349	1,258	1,363	1,246	1,002	835	606
\$15,000-\$24,999	94	219	181	147	139	258	230
\$25,000-\$34,999	57	157	132	123	95	82	93
\$35,000-\$49,999	56	191	199	186	168	95	89
\$50,000-\$74,999	41	194	196	166	134	80	22
\$75,000-\$99,999	11	144	208	173	113	42	0
\$100,000-\$149,999	9	107	169	130	89	34	1
\$150,000-\$199,999	0	28	63	65	30	7	1
\$200,000+	0	18	33	37	22	1	0
Average HH Income	\$32,258	\$53,538	\$66,010	\$64,577	\$55,720	\$33,414	\$23,265
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
\$15,000-\$24,999	26.9%	17.4%	13.3%	11.8%	13.9%	30.9%	38.0%
\$25,000-\$34,999	16.3%	12.5%	9.7%	9.9%	9.5%	9.8%	15.3%
\$35,000-\$49,999	16.0%	15.2%	14.6%	14.9%	16.8%	11.4%	14.7%
\$50,000-\$74,999	11.7%	15.4%	14.4%	13.3%	13.4%	9.6%	3.6%
\$75,000-\$99,999	3.2%	11.4%	15.3%	13.9%	11.3%	5.0%	0.0%
\$100,000-\$149,999	2.6%	8.5%	12.4%	10.4%	8.9%	4.1%	0.2%
\$150,000-\$199,999	0.0%	2.2%	4.6%	5.2%	3.0%	0.8%	0.2%
\$200,000+	0.0%	1.4%	2.4%	3.0%	2.2%	0.1%	0.0%

**Data Note:** Income reported for July 1, 2018 represents annual income for the preceding year, expressed in current (2016) dollars, including an adjustment for inflation.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2013 and 2018.



# Household Income Profile

2018 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	361	1,262	1,428	1,414	1,095	931	716
\$15,000-\$24,999	80	161	136	115	107	223	225
\$25,000-\$34,999	62	146	132	124	99	94	125
\$35,000-\$49,999	56	165	190	185	171	112	126
\$50,000-\$74,999	40	156	155	150	122	86	26
\$75,000-\$99,999	18	211	275	269	170	75	1
\$100,000-\$149,999	18	168	238	209	142	66	2
\$150,000-\$199,999	0	39	74	98	44	12	2
\$200,000+	0	24	37	43	28	2	0
Average HH Income	\$35,665	\$64,011	\$74,281	\$76,080	\$65,869	\$39,623	\$24,617
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
\$15,000-\$24,999	22.2%	12.8%	9.5%	8.1%	9.8%	24.0%	31.4%
\$25,000-\$34,999	17.2%	11.6%	9.2%	8.8%	9.0%	10.1%	17.5%
\$35,000-\$49,999	15.5%	13.1%	13.3%	13.1%	15.6%	12.0%	17.6%
\$50,000-\$74,999	11.1%	12.4%	10.9%	10.6%	11.1%	9.2%	3.6%
\$75,000-\$99,999	5.0%	16.7%	19.3%	19.0%	15.5%	8.1%	0.1%
\$100,000-\$149,999	5.0%	13.3%	16.7%	14.8%	13.0%	7.1%	0.3%
\$150,000-\$199,999	0.0%	3.1%	5.2%	6.9%	4.0%	1.3%	0.3%
\$200,000+	0.0%	1.9%	2.6%	3.0%	2.6%	0.2%	0.0%

**Data Note:** Income reported for July 1, 2018 represents annual income for the preceding year, expressed in current (2016) dollars, including an adjustment for inflation.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2013 and 2018.