

# FULL PROFILE

2000-2010 Census, 2020 Estimates with 2025 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 43.7077/-90.914

RF1

Store Visits		Store Visits
POPULATION	2020 Estimated Population	362,914
	2025 Projected Population	367,532
	2010 Census Population	358,911
	2000 Census Population	343,337
	Projected Annual Growth 2020 to 2025	0.3%
	Historical Annual Growth 2000 to 2020	0.3%
HOUSEHOLDS	2020 Estimated Households	150,576
	2025 Projected Households	151,574
	2010 Census Households	142,319
	2000 Census Households	131,900
	Projected Annual Growth 2020 to 2025	0.1%
	Historical Annual Growth 2000 to 2020	0.7%
AGE	2020 Est. Population Under 10 Years	11.3%
	2020 Est. Population 10 to 19 Years	13.2%
	2020 Est. Population 20 to 29 Years	14.6%
	2020 Est. Population 30 to 44 Years	16.7%
	2020 Est. Population 45 to 59 Years	18.1%
	2020 Est. Population 60 to 74 Years	18.0%
	2020 Est. Population 75 Years or Over	8.1%
	2020 Est. Median Age	39.5
MARITAL STATUS & GENDER	2020 Est. Male Population	50.0%
	2020 Est. Female Population	50.0%
	2020 Est. Never Married	32.2%
	2020 Est. Now Married	48.7%
	2020 Est. Separated or Divorced	12.9%
	2020 Est. Widowed	6.3%
INCOME	2020 Est. HH Income \$200,000 or More	3.6%
	2020 Est. HH Income \$150,000 to \$199,999	4.4%
	2020 Est. HH Income \$100,000 to \$149,999	14.6%
	2020 Est. HH Income \$75,000 to \$99,999	14.0%
	2020 Est. HH Income \$50,000 to \$74,999	20.8%
	2020 Est. HH Income \$35,000 to \$49,999	15.1%
	2020 Est. HH Income \$25,000 to \$34,999	9.0%
	2020 Est. HH Income \$15,000 to \$24,999	10.0%
	2020 Est. HH Income Under \$15,000	8.4%
	2020 Est. Average Household Income	\$77,881
	2020 Est. Median Household Income	\$60,516
	2020 Est. Per Capita Income	\$32,681
	2020 Est. Total Businesses	16,868
2020 Est. Total Employees	192,013	

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<b>RACE</b>	2020 Est. White	92.2%
	2020 Est. Black	1.7%
	2020 Est. Asian or Pacific Islander	2.5%
	2020 Est. American Indian or Alaska Native	0.6%
	2020 Est. Other Races	3.1%
<b>HISPANIC</b>	2020 Est. Hispanic Population	11,607
	2020 Est. Hispanic Population	3.2%
	2025 Proj. Hispanic Population	3.3%
	2010 Hispanic Population	2.2%
<b>EDUCATION (Adults 25 or Older)</b>	2020 Est. Adult Population (25 Years or Over)	244,775
	2020 Est. Elementary (Grade Level 0 to 8)	2.8%
	2020 Est. Some High School (Grade Level 9 to 11)	4.7%
	2020 Est. High School Graduate	32.0%
	2020 Est. Some College	20.9%
	2020 Est. Associate Degree Only	13.0%
	2020 Est. Bachelor Degree Only	17.2%
	2020 Est. Graduate Degree	9.4%
<b>HOUSING</b>	2020 Est. Total Housing Units	165,486
	2020 Est. Owner-Occupied	64.8%
	2020 Est. Renter-Occupied	26.2%
	2020 Est. Vacant Housing	9.0%
<b>HOMES BUILT BY YEAR</b>	2020 Homes Built 2010 or later	4.5%
	2020 Homes Built 2000 to 2009	11.4%
	2020 Homes Built 1990 to 1999	12.9%
	2020 Homes Built 1980 to 1989	8.0%
	2020 Homes Built 1970 to 1979	13.7%
	2020 Homes Built 1960 to 1969	7.5%
	2020 Homes Built 1950 to 1959	7.5%
	2020 Homes Built Before 1949	25.5%
<b>HOME VALUES</b>	2020 Home Value \$1,000,000 or More	0.3%
	2020 Home Value \$500,000 to \$999,999	3.0%
	2020 Home Value \$400,000 to \$499,999	3.1%
	2020 Home Value \$300,000 to \$399,999	8.1%
	2020 Home Value \$200,000 to \$299,999	22.2%
	2020 Home Value \$150,000 to \$199,999	21.0%
	2020 Home Value \$100,000 to \$149,999	21.3%
	2020 Home Value \$50,000 to \$99,999	13.7%
	2020 Home Value \$25,000 to \$49,999	2.6%
	2020 Home Value Under \$25,000	4.4%
	2020 Median Home Value	\$170,532
	2020 Median Rent	\$650

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<b>LABOR FORCE</b>	2020 Est. Labor Population Age 16 Years or Over	296,210
	2020 Est. Civilian Employed	62.8%
	2020 Est. Civilian Unemployed	1.9%
	2020 Est. in Armed Forces	0.3%
	2020 Est. not in Labor Force	35.0%
	2020 Labor Force Males	49.6%
	2020 Labor Force Females	50.4%
<b>OCCUPATION</b>	2020 Occupation: Population Age 16 Years or Over	186,077
	2020 Mgmt, Business, & Financial Operations	13.4%
	2020 Professional, Related	20.7%
	2020 Service	17.7%
	2020 Sales, Office	20.4%
	2020 Farming, Fishing, Forestry	1.7%
	2020 Construction, Extraction, Maintenance	8.0%
	2020 Production, Transport, Material Moving	18.1%
	2020 White Collar Workers	54.5%
	2020 Blue Collar Workers	45.5%
<b>TRANSPORTATION TO WORK</b>	2020 Drive to Work Alone	79.9%
	2020 Drive to Work in Carpool	7.8%
	2020 Travel to Work by Public Transportation	0.9%
	2020 Drive to Work on Motorcycle	0.2%
	2020 Walk or Bicycle to Work	5.4%
	2020 Other Means	0.8%
	2020 Work at Home	5.0%
<b>TRAVEL TIME</b>	2020 Travel to Work in 14 Minutes or Less	43.7%
	2020 Travel to Work in 15 to 29 Minutes	33.4%
	2020 Travel to Work in 30 to 59 Minutes	18.9%
	2020 Travel to Work in 60 Minutes or More	3.8%
	2020 Average Travel Time to Work	16.9
<b>CONSUMER EXPENDITURE</b>	2020 Est. Total Household Expenditure	\$8.89 B
	2020 Est. Apparel	\$308.01 M
	2020 Est. Contributions, Gifts	\$494.51 M
	2020 Est. Education, Reading	\$264.55 M
	2020 Est. Entertainment	\$497.47 M
	2020 Est. Food, Beverages, Tobacco	\$1.37 B
	2020 Est. Furnishings, Equipment	\$309.77 M
	2020 Est. Health Care, Insurance	\$833.49 M
	2020 Est. Household Operations, Shelter, Utilities	\$2.89 B
	2020 Est. Miscellaneous Expenses	\$168.02 M
	2020 Est. Personal Care	\$119.23 M
	2020 Est. Transportation	\$1.63 B

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