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|--|--------------------|---------------|--|--|--|--|--|--|--|
| | Market Area | | | | | | | | |
| Total Population | | | | | | | | | |
| Census 2010 | 56,388 | | 70,000 | | | | | | |
| Census 2020 | 61,685 | | | | | | | | |
| Current Year Estimates 2024 | 62,867 | | 65,000 | | | | | | |
| Five-Year Projections 2029 | 65,027 | | 60,000 — — | | | | | | |
| Change 2010 - 2020 | 5,297 | 9.4% | 55,000 | | | | | | |
| Estimated Change 2020 - 2024 | 1,182 | 1.9% 3.4% | 50,000 | | | | | | |
| Projected Change 2024 - 2029 | 2,160 | | 30,000 | | | | | | |
| Group Quarters Population | | | | | | | | | |
| Census 2010 | 883 | | 1,500 | | | | | | |
| Census 2020 | 1,102 | | , and the second | | | | | | |
| Current Year Estimates 2024 | 1,037 | | 1,000 | | | | | | |
| Five-Year Projections 2029 | 1,043 | 0.4.007 | | | | | | | |
| Change 2010 - 2020 | 219 | 24.8% | 500 | | | | | | |
| Estimated Change 2020 - 2024 Projected Change 2024 - 2029 | -65 6 | -5.9% 0.6% | 0 | | | | | | |
| | | | | | | | | | |
| | al Househol | | | | | | | | |
| Census 2010 | 20,359 | | 24,000 | | | | | | |
| Census 2020 | 22,364 | | | | | | | | |
| Current Year Estimates 2024 | 22,875 | | 22,000 | | | | | | |
| Five-Year Projections 2029 | 23,723 2,005 | 9.8% | 20,000 | | | | | | |
| Change 2010 - 2020 Estimated Change 2020 - 2024 | 2,003 511 | 2.3% | 20,000 | | | | | | |
| Projected Change 2024 - 2029 | 848 | 3.7% | 18,000 | | | | | | |
| Trojostou Ghango 2021 2020 | 0.10 | <i>3.1 70</i> | , | | | | | | |
| Average Household Size 2010 | 2.73 | | 2.75 | | | | | | |
| Average Household Size 2020 | 2.71 | | 2.70 | | | | | | |
| Average Household Size 2024 | 2.70 | | 2.70 | | | | | | |
| Average Household Size 2029 | 2.70 | | 2.65 | | | | | | |
| Total Families | | | | | | | | | |
| Census 2020 | 15,457 | _ | 19,000 | | | | | | |
| Current Year Estimates 2024 | 15,998 | | 18,000 | | | | | | |
| Five-Year Projections 2029 | 16,608 | | 16,000 | | | | | | |
| Estimated Change 2020 - 2024 | 541 | 3.5% | | | | | | | |
| | 0+1 | 0.070 | 14,000 | | | | | | |

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|--|-------------|-------------------|------------|---------|-----------|--------------|--|--|--|--|
| | | Market Ar | ea | | | | | | | |
| Population By Age | | | | | | | | | | |
| | | | | timetee | 2020 Dro | icationa | | | | |
| 0 to 4 Years | | s 2020 | 2024 Es | | 2029 Pro | | | | | |
| | 3,853 | 6.2% | 3,828 | 6.1% | 3,845 | 5.9% | | | | |
| 5 to 9 Years | 4,330 | 7.0% | 3,980 | 6.3% | 3,888 | 6.0% | | | | |
| 10 to 14 Years | 4,540 | 7.4% | 4,397 | 7.0% | 4,050 | 6.2% | | | | |
| 15 to 17 Years | 2,796 | 4.5% | 2,684 | 4.3% | 2,690 | 4.1% | | | | |
| 18 to 20 Years | 2,280 | 3.7% | 2,776 | 4.4% | 2,880 | 4.4% | | | | |
| 21 to 24 Years | 2,742 | 4.4% | 3,255 | 5.2% | 3,681 | 5.7% | | | | |
| 25 to 34 Years | 8,501 | 13.8% | 7,724 | 12.3% | 7,749 | 11.9% | | | | |
| 35 to 44 Years | 9,113 | 14.8% | 9,143 | 14.5% | 8,804 | 13.5% | | | | |
| 45 to 54 Years | 7,432 | 12.0% | 7,869 | 12.5% | 8,704 | 13.4% | | | | |
| 55 to 64 Years | 7,608 | 12.3% | 7,314 | 11.6% | 7,170 | 11.0% | | | | |
| 65 to 74 Years | 5,576 | 9.0% | 6,283 | 10.0% | 6,754 | 10.4% | | | | |
| 75 to 84 Years | 2,116 | 3.4% | 2,783 | 4.4% | 3,822 | 5.9% | | | | |
| 85 Years and Up | 798 | 1.3% | 831 | 1.3% | 990 | 1.5% | | | | |
| Median Age (Years) | 37.0 | | 38.1 | | 39.2 | | | | | |
| | | | | | | | | | | |
| | <u>Hous</u> | <u>seholds by</u> | | | | | | | | |
| | | | 2024 Es | timates | 2029 Pro | jections | | | | |
| Less than \$15,000 | | | 1,125 | 4.9% | 1,038 | 4.4% | | | | |
| \$15,000 - \$24,999 | | | 1,180 | 5.2% | 1,088 | 4.6% | | | | |
| \$25,000 - \$34,999 | | | 1,005 | 4.4% | 1,007 | 4.2% | | | | |
| \$35,000 - \$49,999 | | | 2,047 | 8.9% | 1,814 | 7.6% | | | | |
| \$50,000 - \$74,999 | | | 3,533 | 15.4% | 3,197 | 13.5% | | | | |
| \$75,000 - \$99,999 | | | 3,642 | 15.9% | 3,550 | 15.0% | | | | |
| \$100,000 - \$124,999 | | | 2,786 | 12.2% | 2,946 | 12.4% | | | | |
| \$125,000 - \$149,999 | | | 2,349 | 10.3% | 2,421 | 10.2% | | | | |
| \$150,000 - \$199,999 | | | 2,479 | 10.8% | 2,945 | 12.4% | | | | |
| \$200,000 - \$249,999 | | | 1,230 | 5.4% | 1,612 | 6.8% | | | | |
| \$250,000 - \$499,999 | | | 1,042 | 4.6% | 1,444 | 6.1% | | | | |
| \$500,000 and up | | | 457 | 2.0% | 661 | 2.8% | | | | |
| Median Income | | | \$92,487 | 2.076 | \$101,421 | 2.0 /0 | | | | |
| Wedian meome | | | ψ32,401 | | Ψ101,421 | | | | | |
| Households by Tenure | | | | | | | | | | |
| 2020 Owner | | 14,738 | 65.9% | | | | | | | |
| 2020 Renter | | 7,626 | 34.1% | | | | | | | |
| 2024 Owner | | 15,077 | 65.9% | | | | | | | |
| 2024 Renter | | 7,798 | 34.1% | | | | | | | |
| | | | | | | | | | | |
| 2029 Owner | | 15,646 | 66.0% | | | | | | | |
| 2029 Renter | | 8,077 | 34.0% | | | | | | | |
| <u>P</u> | opulation | n By Race | and Ethnic | ity | | | | | | |
| _ | Censu | s 2020 | 2024 Es | timates | 2029 Pro | jections | | | | |
| White Alone | 42,038 | 68.1% | 41,292 | 65.7% | 40,570 | 62.4% | | | | |
| Black/African American Alone | 335 | 0.5% | 389 | 0.6% | 468 | 0.7% | | | | |
| American Indian/Alaskan Native Alone | 870 | 1.4% | 923 | 1.5% | 1,004 | 1.5% | | | | |
| Asian Alone | 411 | 0.7% | 424 | 0.7% | 445 | 0.7% | | | | |
| Native Hawaiian/Pacific Islander Alone | 40 | 0.1% | 47 | 0.1% | 57 | 0.1% | | | | |
| Some Other Race Alone | 9,751 | 15.8% | 10,528 | 16.7% | 11,705 | 18.0% | | | | |
| Two or More Races | 8,240 | 13.4% | 9,264 | 14.7% | 10,778 | 16.6% | | | | |
| I WO OI WOIE INDIE | 0,240 | 13.470 | 3,204 | 17.7/0 | 10,770 | 10.070 | | | | |
| Lianania/Latina | 10 564 | 24 70/ | 24 406 | 22 70/ | 22 624 | 26 20/ | | | | |
| Hispanic/Latino | 19,564 | 31.7% | 21,186 | 33.7% | 23,634 | 36.3% | | | | |

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Market Area





