

EXPANDED PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 33.3048/-111.9119

RF5

Your Site	1 mi radius	3 mi radius	5 mi radius
Anytown, USA			
Population			
Estimated Population (2018)	13,499	80,925	253,323
Projected Population (2023)	14,688	88,382	275,782
Census Population (2010)	13,130	80,052	237,807
Census Population (2000)	13,781	79,890	227,768
Projected Annual Growth (2018 to 2023)	1,189 1.8%	7,457 1.8%	22,459 1.8%
Historical Annual Growth (2010 to 2018)	369 0.4%	873 0.1%	15,516 0.8%
Historical Annual Growth (2000 to 2010)	-651 -0.5%	162 -	10,039 0.4%
Estimated Population Density (2018)	4,297 psm	2,863 psm	3,227 psm
Trade Area Size	3.14 sq mi	28.27 sq mi	78.50 sq mi
Households			
Estimated Households (2018)	5,097	32,198	99,601
Projected Households (2023)	5,370	33,956	104,893
Census Households (2010)	4,943	31,689	93,169
Census Households (2000)	4,752	28,732	82,698
Estimated Households with Children (2018)	1,775 34.8%	10,291 32.0%	31,834 32.0%
Estimated Average Household Size (2018)	2.65	2.51	2.54
Average Household Income			
Estimated Average Household Income (2018)	\$110,365	\$117,885	\$101,092
Projected Average Household Income (2023)	\$125,159	\$138,286	\$117,600
Estimated Average Family Income (2018)	\$126,710	\$138,759	\$119,496
Median Household Income			
Estimated Median Household Income (2018)	\$86,450	\$89,460	\$79,686
Projected Median Household Income (2023)	\$100,163	\$103,931	\$92,113
Estimated Median Family Income (2018)	\$99,347	\$107,293	\$95,906
Per Capita Income			
Estimated Per Capita Income (2018)	\$41,679	\$46,926	\$39,775
Projected Per Capita Income (2023)	\$45,766	\$53,149	\$44,754
Estimated Per Capita Income 5 Year Growth	\$4,087 9.8%	\$6,223 13.3%	\$4,979 12.5%
Estimated Average Household Net Worth (2018)	\$1,118,999	\$1,196,967	\$1,035,640
Daytime Demos (2018)			
Total Businesses	587	4,216	11,386
Total Employees	7,926	48,868	137,460
Company Headquarter Businesses	4 0.7%	31 0.7%	85 0.8%
Company Headquarter Employees	278 3.5%	5,181 10.6%	11,471 8.3%
Employee Population per Business	13.5	11.6	12.1
Residential Population per Business	23.0	19.2	22.2

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Anytown, USA						
Race & Ethnicity						
White (2018)	9,766	72.3%	58,941	72.8%	176,986	69.9%
Black or African American (2018)	691	5.1%	4,312	5.3%	16,364	6.5%
American Indian or Alaska Native (2018)	266	2.0%	1,103	1.4%	5,083	2.0%
Asian (2018)	1,246	9.2%	8,549	10.6%	20,620	8.1%
Hawaiian or Pacific Islander (2018)	23	0.2%	106	0.1%	520	0.2%
Other Race (2018)	879	6.5%	4,492	5.6%	22,706	9.0%
Two or More Races (2018)	627	4.6%	3,422	4.2%	11,043	4.4%
Not Hispanic or Latino Population (2018)	10,768	79.8%	66,138	81.7%	192,929	76.2%
Hispanic or Latino Population (2018)	2,731	20.2%	14,787	18.3%	60,394	23.8%
Not Hispanic or Latino Population (2023)	11,491	78.2%	70,847	80.2%	205,923	74.7%
Hispanic or Latino Population (2023)	3,197	21.8%	17,535	19.8%	69,860	25.3%
Not Hispanic or Latino Population (2010)	10,961	83.5%	67,611	84.5%	184,890	77.7%
Hispanic or Latino Population (2010)	2,169	16.5%	12,441	15.5%	52,917	22.3%
Not Hispanic or Latino Population (2000)	11,957	86.8%	70,440	88.2%	185,928	81.6%
Hispanic or Latino Population (2000)	1,824	13.2%	9,450	11.8%	41,840	18.4%
Projected Hispanic Annual Growth (2018 to 2023)	467	3.4%	2,748	3.7%	9,466	3.1%
Historic Hispanic Annual Growth (2000 to 2018)	907	2.8%	5,337	3.1%	18,554	2.5%
Age Distribution (2018)						
Age Under 5	834	6.2%	4,643	5.7%	15,970	6.3%
Age 5 to 9 Years	893	6.6%	4,832	6.0%	15,936	6.3%
Age 10 to 14 Years	963	7.1%	5,444	6.7%	16,883	6.7%
Age 15 to 19 Years	971	7.2%	5,380	6.6%	16,379	6.5%
Age 20 to 24 Years	891	6.6%	5,138	6.3%	17,309	6.8%
Age 25 to 29 Years	1,062	7.9%	6,278	7.8%	21,190	8.4%
Age 30 to 34 Years	1,013	7.5%	5,873	7.3%	19,216	7.6%
Age 35 to 39 Years	969	7.2%	5,534	6.8%	17,928	7.1%
Age 40 to 44 Years	910	6.7%	5,300	6.5%	16,599	6.6%
Age 45 to 49 Years	1,124	8.3%	6,341	7.8%	18,206	7.2%
Age 50 to 54 Years	1,027	7.6%	6,365	7.9%	17,610	7.0%
Age 55 to 59 Years	865	6.4%	5,938	7.3%	16,811	6.6%
Age 60 to 64 Years	638	4.7%	4,535	5.6%	13,596	5.4%
Age 65 to 74 Years	819	6.1%	5,606	6.9%	17,775	7.0%
Age 75 to 84 Years	371	2.8%	2,565	3.2%	8,329	3.3%
Age 85 Years or Over	149	1.1%	1,153	1.4%	3,588	1.4%
Median Age	34.9		37.2		35.8	
Gender Age Distribution (2018)						
Female Population	6,851	50.7%	41,404	51.2%	128,752	50.8%
Age 0 to 19 Years	1,813	26.5%	9,933	24.0%	31,720	24.6%
Age 20 to 64 Years	4,282	62.5%	26,224	63.3%	80,351	62.4%
Age 65 Years or Over	756	11.0%	5,247	12.7%	16,680	13.0%
Female Median Age	35.7		38.2		36.9	
Male Population	6,648	49.3%	39,521	48.8%	124,571	49.2%
Age 0 to 19 Years	1,848	27.8%	10,366	26.2%	33,447	26.8%
Age 20 to 64 Years	4,217	63.4%	25,078	63.5%	78,113	62.7%
Age 65 Years or Over	583	8.8%	4,077	10.3%	13,012	10.4%
Male Median Age	34.0		36.3		34.8	

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Anytown, USA						
Household Income Distribution (2018)						
HH Income \$200,000 or More	444	8.7%	3,551	11.0%	8,545	8.6%
HH Income \$150,000 to \$199,999	515	10.1%	3,097	9.6%	8,532	8.6%
HH Income \$100,000 to \$149,999	1,043	20.5%	6,697	20.8%	17,675	17.7%
HH Income \$75,000 to \$99,999	759	14.9%	4,954	15.4%	14,866	14.9%
HH Income \$50,000 to \$74,999	1,029	20.2%	5,752	17.9%	19,263	19.3%
HH Income \$35,000 to \$49,999	475	9.3%	3,306	10.3%	11,820	11.9%
HH Income \$25,000 to \$34,999	339	6.7%	1,976	6.1%	6,860	6.9%
HH Income \$15,000 to \$24,999	213	4.2%	1,409	4.4%	5,628	5.7%
HH Income Under \$15,000	280	5.5%	1,457	4.5%	6,413	6.4%
HH Income \$35,000 or More	4,264	83.7%	27,357	85.0%	80,701	81.0%
HH Income \$75,000 or More	2,760	54.1%	18,298	56.8%	49,617	49.8%
Housing (2018)						
Total Housing Units	5,199		33,033		102,508	
Housing Units Occupied	5,097	98.0%	32,198	97.5%	99,601	97.2%
Housing Units Owner-Occupied	3,185	62.5%	20,175	62.7%	57,067	57.3%
Housing Units, Renter-Occupied	1,911	37.5%	12,023	37.3%	42,535	42.7%
Housing Units, Vacant	102	2.0%	835	2.5%	2,907	2.8%
Marital Status (2018)						
Never Married	3,402	31.5%	20,593	31.2%	72,063	35.2%
Currently Married	5,105	47.2%	32,973	50.0%	92,248	45.1%
Separated	502	4.6%	2,202	3.3%	7,585	3.7%
Widowed	384	3.6%	2,532	3.8%	8,023	3.9%
Divorced	1,415	13.1%	7,707	11.7%	24,616	12.0%
Household Type (2018)						
Population Family	11,250	83.3%	66,140	81.7%	203,938	80.5%
Population Non-Family	2,235	16.6%	14,570	18.0%	48,644	19.2%
Population Group Quarters	14	0.1%	215	0.3%	741	0.3%
Family Households	3,453	67.7%	21,102	65.5%	63,150	63.4%
Non-Family Households	1,644	32.3%	11,097	34.5%	36,451	36.6%
Married Couple with Children	1,111	21.8%	6,903	20.9%	19,728	21.4%
Average Family Household Size	3.3		3.1		3.2	
Household Size (2018)						
1 Person Households	1,182	23.2%	8,278	25.7%	26,776	26.9%
2 Person Households	1,583	31.1%	10,831	33.6%	32,578	32.7%
3 Person Households	959	18.8%	5,667	17.6%	16,748	16.8%
4 Person Households	837	16.4%	4,679	14.5%	13,536	13.6%
5 Person Households	360	7.1%	1,817	5.6%	6,009	6.0%
6 or More Person Households	176	3.5%	927	2.9%	3,954	4.0%
Household Vehicles (2018)						
Households with 0 Vehicles Available	204	4.0%	1,085	3.4%	4,057	4.1%
Households with 1 Vehicles Available	1,506	29.5%	10,092	31.3%	34,464	34.6%
Households with 2 or More Vehicles Available	3,388	66.5%	21,021	65.3%	61,081	61.3%
Total Vehicles Available	10,045		62,050		183,652	
Average Vehicles Per Household	2.0		1.9		1.8	

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Anytown, USA						
Labor Force (2018)						
Estimated Labor Population Age 16 Years or Over	10,635		64,987		201,382	
Estimated Civilian Employed	7,869	74.0%	46,584	71.7%	142,973	71.0%
Estimated Civilian Unemployed	279	2.6%	1,372	2.1%	4,641	2.3%
Estimated in Armed Forces	-	-	1	-	63	-
Estimated Not in Labor Force	2,487 23.4%		17,031 26.2%		53,705 26.7%	
Unemployment Rate	2.6%		2.1%		2.3%	
Occupation (2015)						
Occupation: Population Age 16 Years or Over	7,870		47,008		142,799	
Management, Business, Financial Operations	1,548	19.7%	9,295	19.8%	26,016	18.2%
Professional, Related	2,087	26.5%	13,794	29.3%	37,914	26.6%
Service	1,075	13.7%	6,237	13.3%	21,663	15.2%
Sales, Office	2,199	27.9%	12,119	25.8%	37,099	26.0%
Farming, Fishing, Forestry	3	-	43	0.1%	222	0.2%
Construct, Extraction, Maintenance	393	5.0%	2,386	5.1%	8,525	6.0%
Production, Transport Material Moving	566	7.2%	3,135	6.7%	11,359	8.0%
White Collar Workers	5,834 74.1%		35,208 74.9%		101,030 70.7%	
Blue Collar Workers	2,036 25.9%		11,800 25.1%		41,769 29.3%	
Consumer Expenditure (2018)						
Total Household Expenditure	\$384 M		\$2.56 B		\$7.05 B	
Total Non-Retail Expenditure	\$201 M	52.3%	\$1.34 B	52.5%	\$3.69 B	52.3%
Total Retail Expenditure	\$183 M	47.7%	\$1.21 B	47.5%	\$3.36 B	47.7%
Apparel	\$13.5 M	3.5%	\$90.1 M	3.5%	\$248 M	3.5%
Contributions	\$18.0 M	4.7%	\$124 M	4.8%	\$330 M	4.7%
Education	\$15.5 M	4.0%	\$105 M	4.1%	\$281 M	4.0%
Entertainment	\$21.8 M	5.7%	\$145 M	5.7%	\$399 M	5.7%
Food and Beverages	\$55.2 M	14.4%	\$365 M	14.3%	\$1.02 B	14.4%
Furnishings and Equipment	\$13.6 M	3.5%	\$91.3 M	3.6%	\$249 M	3.5%
Gifts	\$10.1 M	2.6%	\$68.7 M	2.7%	\$185 M	2.6%
Health Care	\$29.3 M	7.6%	\$194 M	7.6%	\$543 M	7.7%
Household Operations	\$11.6 M	3.0%	\$78.5 M	3.1%	\$212 M	3.0%
Miscellaneous Expenses	\$5.53 M	1.4%	\$36.7 M	1.4%	\$102 M	1.4%
Personal Care	\$4.97 M	1.3%	\$33.0 M	1.3%	\$91.3 M	1.3%
Personal Insurance	\$3.04 M	0.8%	\$20.6 M	0.8%	\$55.4 M	0.8%
Reading	\$856 K	0.2%	\$5.73 M	0.2%	\$15.8 M	0.2%
Shelter	\$79.1 M	20.6%	\$528 M	20.6%	\$1.45 B	20.6%
Tobacco	\$2.10 M	0.5%	\$13.7 M	0.5%	\$39.4 M	0.6%
Transportation	\$72.0 M	18.7%	\$475 M	18.6%	\$1.32 B	18.7%
Utilities	\$27.7 M	7.2%	\$183 M	7.1%	\$512 M	7.3%
Educational Attainment (2018)						
Adult Population Age 25 Years or Over	8,947		55,489		170,847	
Elementary (Grade Level 0 to 8)	156	1.7%	1,099	2.0%	5,627	3.3%
Some High School (Grade Level 9 to 11)	285	3.2%	1,670	3.0%	7,630	4.5%
High School Graduate	1,410	15.8%	8,141	14.7%	29,084	17.0%
Some College	2,437	27.2%	12,509	22.5%	40,020	23.4%
Associate Degree Only	870	9.7%	5,149	9.3%	15,632	9.1%
Bachelor Degree Only	2,391	26.7%	15,887	28.6%	44,814	26.2%
Graduate Degree	1,399	15.6%	11,034	19.9%	28,039	16.4%

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Units In Structure (2015)						
1 Detached Unit	3,971	80.3%	23,130	73.0%	65,995	70.8%
1 Attached Unit	149	3.0%	1,523	4.8%	4,907	5.3%
2 to 4 Units	152	3.1%	1,146	3.6%	4,122	4.4%
5 to 9 Units	236	4.8%	2,234	7.0%	7,223	7.8%
10 to 19 Units	343	6.9%	1,955	6.2%	7,937	8.5%
20 to 49 Units	21	0.4%	443	1.4%	2,187	2.3%
50 or More Units	177	3.6%	1,674	5.3%	5,076	5.4%
Mobile Home or Trailer	47	1.0%	347	1.1%	2,022	2.2%
Other Structure	3	0.1%	16	0.1%	55	0.1%
Homes Built By Year (2015)						
Homes Built 2010 or later	63	1.3%	522	1.6%	1,797	1.9%
Homes Built 2000 to 2009	523	10.6%	4,051	12.8%	14,172	15.2%
Homes Built 1990 to 1999	1,746	35.3%	11,789	37.2%	30,394	32.6%
Homes Built 1980 to 1989	2,061	41.7%	11,235	35.5%	26,972	28.9%
Homes Built 1970 to 1979	392	7.9%	2,917	9.2%	17,227	18.5%
Homes Built 1960 to 1969	138	2.8%	681	2.1%	3,367	3.6%
Homes Built 1950 to 1959	37	0.7%	326	1.0%	1,795	1.9%
Homes Built Before 1949	31	0.6%	263	0.8%	1,021	1.1%
Home Values (2015)						
Home Values \$1,000,000 or More	26	0.8%	195	1.0%	427	0.8%
Home Values \$500,000 to \$999,999	109	3.4%	1,793	8.8%	4,144	7.5%
Home Values \$400,000 to \$499,999	337	10.4%	2,050	10.1%	4,802	8.6%
Home Values \$300,000 to \$399,999	610	18.8%	4,208	20.7%	10,212	18.4%
Home Values \$200,000 to \$299,999	1,232	38.0%	6,877	33.8%	19,516	35.1%
Home Values \$150,000 to \$199,999	519	16.0%	3,146	15.5%	9,875	17.8%
Home Values \$100,000 to \$149,999	201	6.2%	1,247	6.1%	4,692	8.4%
Home Values \$70,000 to \$99,999	49	1.5%	234	1.1%	987	1.8%
Home Values \$50,000 to \$69,999	15	0.4%	107	0.5%	416	0.7%
Home Values \$25,000 to \$49,999	9	0.3%	51	0.3%	298	0.5%
Home Values Under \$25,000	49	1.5%	279	1.4%	1,294	2.3%
Owner-Occupied Median Home Value	\$262,464		\$284,928		\$262,377	
Renter-Occupied Median Rent	\$1,009		\$1,050		\$983	
Transportation To Work (2015)						
Drive to Work Alone	5,231	81.5%	30,777	78.4%	94,512	77.8%
Drive to Work in Carpool	625	9.8%	3,859	9.8%	12,804	10.5%
Travel to Work by Public Transportation	96	1.5%	605	1.5%	2,158	1.8%
Drive to Work on Motorcycle	23	0.4%	333	0.8%	716	0.6%
Walk or Bicycle to Work	156	2.4%	966	2.5%	3,002	2.5%
Other Means	48	0.7%	382	1.0%	1,435	1.2%
Work at Home	236	3.7%	2,322	5.9%	6,893	5.7%
Travel Time (2015)						
Travel to Work in 14 Minutes or Less	2,391	38.7%	13,637	36.9%	38,741	33.8%
Travel to Work in 15 to 29 Minutes	2,837	45.9%	17,559	47.6%	57,158	49.9%
Travel to Work in 30 to 59 Minutes	1,949	31.5%	11,051	29.9%	31,965	27.9%
Travel to Work in 60 Minutes or More	397	6.4%	1,921	5.2%	6,632	5.8%
Average Minutes Travel to Work	19.7		20.0		20.0	

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