

Latitude: 39.127935  
Longitude: -123.199997

**30 Min. Drive Time**



2000 Total Population	98,698
2000 Group Quarters	2,901
2010 Total Population	104,607
2015 Total Population	104,452
2010 - 2015 Annual Rate	-0.03%



2000 Households	37,241
2000 Average Household Size	2.57
2010 Households	39,467
2010 Average Household Size	2.57
2015 Households	39,439
2015 Average Household Size	2.57
2010 - 2015 Annual Rate	-0.01%
2000 Families	25,138
2000 Average Family Size	3.07
2010 Families	26,576
2010 Average Family Size	3.08
2015 Families	26,419
2015 Average Family Size	3.08
2010 - 2015 Annual Rate	-0.12%



<b>2000 Housing Units</b>	42,809
Owner Occupied Housing Units	56.1%
Renter Occupied Housing Units	30.9%
Vacant Housing Units	13.0%
<b>2010 Housing Units</b>	46,906
Owner Occupied Housing Units	54.1%
Renter Occupied Housing Units	30.1%
Vacant Housing Units	15.9%
<b>2015 Housing Units</b>	47,992
Owner Occupied Housing Units	52.9%
Renter Occupied Housing Units	29.3%
Vacant Housing Units	17.8%

**Median Household Income**

2000	\$35,763
2010	\$43,807
2015	\$51,134

**Median Home Value**

2000	\$145,850
2010	\$239,435
2015	\$293,630

**Per Capita Income**

2000	\$18,866
2010	\$21,642
2015	\$24,720

**Median Age**

2000	38.7
2010	41.5
2015	42.1

**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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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## 2000 Households by Income

Household Income Base	37,336
< \$15,000	17.9%
\$15,000 - \$24,999	16.6%
\$25,000 - \$34,999	14.5%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	17.4%
\$75,000 - \$99,999	8.8%
\$100,000 - \$149,999	5.8%
\$150,000 - \$199,999	1.3%
\$200,000+	1.4%
Average Household Income	\$48,462

## 2010 Households by Income

Household Income Base	39,467
< \$15,000	13.2%
\$15,000 - \$24,999	13.2%
\$25,000 - \$34,999	12.7%
\$35,000 - \$49,999	16.9%
\$50,000 - \$74,999	23.3%
\$75,000 - \$99,999	9.1%
\$100,000 - \$149,999	8.0%
\$150,000 - \$199,999	1.9%
\$200,000+	1.6%
Average Household Income	\$55,735

## 2015 Households by Income

Household Income Base	39,439
< \$15,000	11.0%
\$15,000 - \$24,999	11.4%
\$25,000 - \$34,999	11.1%
\$35,000 - \$49,999	15.1%
\$50,000 - \$74,999	25.0%
\$75,000 - \$99,999	10.3%
\$100,000 - \$149,999	11.1%
\$150,000 - \$199,999	2.6%
\$200,000+	2.4%
Average Household Income	\$63,618

## 2000 Owner Occupied HUs by Value

Total	24,006
<\$50,000	12.7%
\$50,000 - 99,999	14.8%
\$100,000 - 149,999	24.6%
\$150,000 - 199,999	18.1%
\$200,000 - \$299,999	17.6%
\$300,000 - 499,999	7.8%
\$500,000 - 999,999	2.9%
\$1,000,000+	1.6%
Average Home Value	\$188,236

## 2000 Specified Renter Occupied HUs by Contract Rent

Total	12,498
With Cash Rent	92.7%
No Cash Rent	7.3%
Median Rent	\$504
Average Rent	\$504

**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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

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**2000 Population by Age**

Total	98,698
Age 0 - 4	6.0%
Age 5 - 9	7.1%
Age 10 - 14	7.9%
Age 15 - 19	7.6%
Age 20 - 24	5.3%
Age 25 - 34	11.0%
Age 35 - 44	14.6%
Age 45 - 54	15.8%
Age 55 - 64	9.9%
Age 65 - 74	7.6%
Age 75 - 84	5.3%
Age 85+	1.9%
Age 18+	74.0%

**2010 Population by Age**

Total	104,607
Age 0 - 4	5.9%
Age 5 - 9	6.0%
Age 10 - 14	6.3%
Age 15 - 19	6.9%
Age 20 - 24	5.8%
Age 25 - 34	11.7%
Age 35 - 44	11.8%
Age 45 - 54	15.3%
Age 55 - 64	14.9%
Age 65 - 74	8.2%
Age 75 - 84	5.0%
Age 85+	2.3%
Age 18+	77.4%

**2015 Population by Age**

Total	104,452
Age 0 - 4	5.8%
Age 5 - 9	5.9%
Age 10 - 14	6.3%
Age 15 - 19	6.0%
Age 20 - 24	5.5%
Age 25 - 34	12.1%
Age 35 - 44	11.7%
Age 45 - 54	13.4%
Age 55 - 64	15.1%
Age 65 - 74	10.8%
Age 75 - 84	5.0%
Age 85+	2.3%
Age 18+	78.0%

**2000 Population by Sex**

Males	50.0%
Females	50.0%

**2010 Population by Sex**

Males	50.1%
Females	49.9%

**2015 Population by Sex**

Males	50.2%
Females	49.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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**2000 Population by Race/Ethnicity**

Total	98,698
White Alone	81.4%
Black Alone	0.7%
American Indian Alone	3.7%
Asian or Pacific Islander Alone	1.3%
Some Other Race Alone	9.3%
Two or More Races	3.6%
Hispanic Origin	18.3%
Diversity Index	53.4

**2010 Population by Race/Ethnicity**

Total	104,607
White Alone	76.8%
Black Alone	0.8%
American Indian Alone	4.0%
Asian or Pacific Islander Alone	1.7%
Some Other Race Alone	12.2%
Two or More Races	4.4%
Hispanic Origin	24.4%
Diversity Index	62.6

**2015 Population by Race/Ethnicity**

Total	104,452
White Alone	74.7%
Black Alone	0.9%
American Indian Alone	4.1%
Asian or Pacific Islander Alone	1.8%
Some Other Race Alone	13.7%
Two or More Races	4.8%
Hispanic Origin	27.4%
Diversity Index	66.3



**2000 Population 3+ by School Enrollment**

Total	95,232
Enrolled in Nursery/Preschool	1.3%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	12.5%
Enrolled in Grade 9-12	7.1%
Enrolled in College	4.7%
Enrolled in Grad/Prof School	0.6%
Not Enrolled in School	72.3%

**2010 Population 25+ by Educational Attainment**

Total	72,393
Less than 9th Grade	7.8%
9th - 12th Grade, No Diploma	9.6%
High School Graduate	31.4%
Some College, No Degree	23.6%
Associate Degree	8.5%
Bachelor's Degree	12.0%
Graduate/Professional Degree	7.2%

**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.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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**2010 Population 15+ by Marital Status**

Total	85,613
Never Married	27.5%
Married	52.5%
Widowed	6.7%
Divorced	13.3%



**2000 Population 16+ by Employment Status**

Total	76,443
In Labor Force	59.9%
Civilian Employed	55.3%
Civilian Unemployed	4.5%
In Armed Forces	0.1%
Not in Labor Force	40.1%

**2010 Civilian Population 16+ in Labor Force**

Civilian Employed	87.3%
Civilian Unemployed	12.7%

**2015 Civilian Population 16+ in Labor Force**

Civilian Employed	89.4%
Civilian Unemployed	10.6%

**2000 Females 16+ by Employment Status and Age of Children**

Total	38,809
Own Children < 6 Only	6.2%
Employed/in Armed Forces	3.4%
Unemployed	0.5%
Not in Labor Force	2.3%
Own Children < 6 and 6-17 Only	5.7%
Employed/in Armed Forces	3.2%
Unemployed	0.2%
Not in Labor Force	2.3%
Own Children 6-17 Only	17.1%
Employed/in Armed Forces	13.0%
Unemployed	0.6%
Not in Labor Force	3.6%
No Own Children < 18	70.9%
Employed/in Armed Forces	31.8%
Unemployed	2.4%
Not in Labor Force	36.8%



**2010 Employed Population 16+ by Industry**

Total	43,889
Agriculture/Mining	6.2%
Construction	7.3%
Manufacturing	7.0%
Wholesale Trade	2.9%
Retail Trade	11.0%
Transportation/Utilities	3.6%
Information	1.2%
Finance/Insurance/Real Estate	4.4%
Services	50.5%
Public Administration	6.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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**2010 Employed Population 16+ by Occupation**

Total	43,889
White Collar	55.2%
Management/Business/Financial	11.7%
Professional	20.1%
Sales	11.0%
Administrative Support	12.5%
Services	20.9%
Blue Collar	23.9%
Farming/Forestry/Fishing	3.1%
Construction/Extraction	6.4%
Installation/Maintenance/Repair	4.1%
Production	4.3%
Transportation/Material Moving	6.0%



**2000 Workers 16+ by Means of Transportation to Work**

Total	41,290
Drove Alone - Car, Truck, or Van	73.1%
Carpooled - Car, Truck, or Van	15.0%
Public Transportation	0.6%
Walked	4.2%
Other Means	1.7%
Worked at Home	5.4%

**2000 Workers 16+ by Travel Time to Work**

Total	41,290
Did Not Work at Home	94.6%
Less than 5 minutes	6.9%
5 to 9 minutes	18.6%
10 to 19 minutes	31.7%
20 to 24 minutes	8.9%
25 to 34 minutes	12.6%
35 to 44 minutes	3.9%
45 to 59 minutes	4.4%
60 to 89 minutes	4.2%
90 or more minutes	3.5%
Worked at Home	5.4%
Average Travel Time to Work (in min)	22.5

**2000 Households by Vehicles Available**

Total	37,249
None	7.6%
1	33.5%
2	37.7%
3	15.4%
4	4.2%
5+	1.5%
Average Number of Vehicles Available	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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**2000 Households by Type**

Total	37,241
Family Households	67.5%
Married-couple Family	50.8%
With Related Children	22.7%
Other Family (No Spouse)	16.7%
With Related Children	12.1%
Nonfamily Households	32.5%
Householder Living Alone	25.9%
Householder Not Living Alone	6.6%
Households with Related Children	34.8%
Households with Persons 65+	27.5%

**2000 Households by Size**

Total	37,241
1 Person Household	25.9%
2 Person Household	35.0%
3 Person Household	15.2%
4 Person Household	12.9%
5 Person Household	6.3%
6 Person Household	2.5%
7+ Person Household	2.1%

**2000 Households by Year Householder Moved In**

Total	37,249
Moved in 1999 to March 2000	19.5%
Moved in 1995 to 1998	28.3%
Moved in 1990 to 1994	17.4%
Moved in 1980 to 1989	17.5%
Moved in 1970 to 1979	11.5%
Moved in 1969 or Earlier	5.9%
Median Year Householder Moved In	1994



**2000 Housing Units by Units in Structure**

Total	42,818
1, Detached	65.1%
1, Attached	2.7%
2	2.1%
3 or 4	2.9%
5 to 9	2.4%
10 to 19	1.5%
20+	3.0%
Mobile Home	19.2%
Other	1.2%

**2000 Housing Units by Year Structure Built**

Total	42,818
1999 to March 2000	1.3%
1995 to 1998	4.3%
1990 to 1994	9.3%
1980 to 1989	18.7%
1970 to 1979	25.2%
1969 or Earlier	41.1%
Median Year Structure Built	1974

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

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**Top 3 Tapestry Segments**

1.	Rural Resort Dwellers
2.	Main Street, USA
3.	Rooted Rural



**2010 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$51,283,486
Average Spent	\$1,299.40
Spending Potential Index	54
Computers & Accessories: Total \$	\$6,881,299
Average Spent	\$174.36
Spending Potential Index	79
Education: Total \$	\$35,183,284
Average Spent	\$891.46
Spending Potential Index	73
Entertainment/Recreation: Total \$	\$106,951,161
Average Spent	\$2,709.89
Spending Potential Index	84
Food at Home: Total \$	\$145,582,906
Average Spent	\$3,688.72
Spending Potential Index	82
Food Away from Home: Total \$	\$100,721,875
Average Spent	\$2,552.05
Spending Potential Index	79
Health Care: Total \$	\$129,864,889
Average Spent	\$3,290.47
Spending Potential Index	88
HH Furnishings & Equipment: Total \$	\$57,807,783
Average Spent	\$1,464.71
Spending Potential Index	71
Investments: Total \$	\$61,606,418
Average Spent	\$1,560.96
Spending Potential Index	90
Retail Goods: Total \$	\$785,809,651
Average Spent	\$19,910.55
Spending Potential Index	80
Shelter: Total \$	\$474,177,974
Average Spent	\$12,014.54
Spending Potential Index	76
TV/Video/Audio: Total \$	\$39,325,546
Average Spent	\$996.42
Spending Potential Index	80
Travel: Total \$	\$59,269,440
Average Spent	\$1,501.75
Spending Potential Index	79
Vehicle Maintenance & Repairs: Total \$	\$30,771,743
Average Spent	\$779.68
Spending Potential Index	83

**Data Note:** 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.