Latitude: 28.027
Longitude: -97.084

	12 Miles
Population Summary	
2000 Total Population	19,969
2010 Total Population	21,110
2019 Total Population	24,910
2019 Group Quarters	447
2024 Total Population	26,816
2019-2024 Annual Rate	1.49%
2019 Total Daytime Population	22,721
Workers	8,299
Residents	14,422
Household Summary	
2000 Households	7,968
2000 Average Household Size	2.48
2010 Households	8,800
2010 Average Household Size	2.35
2019 Households	10,438
2019 Average Household Size	2.34
2024 Households	11,257
2024 Average Household Size	2.34
2019-2024 Annual Rate	1.52%
2010 Families	5,882
2010 Average Family Size	2.83
2019 Families	6,942
2019 Average Family Size	2.84
2024 Families	7,473
2024 Average Family Size	2.84
2019-2024 Annual Rate	1.49%
Housing Unit Summary	
2000 Housing Units	10,525
Owner Occupied Housing Units	56.0%
Renter Occupied Housing Units	19.7%
Vacant Housing Units	24.3%
2010 Housing Units	12,892
Owner Occupied Housing Units	50.1%
Renter Occupied Housing Units	18.2%
Vacant Housing Units	31.7%
2019 Housing Units	14,693
Owner Occupied Housing Units	51.2%
Renter Occupied Housing Units	19.8%
Vacant Housing Units	29.0%
2024 Housing Units	15,686
Owner Occupied Housing Units	51.8%
Renter Occupied Housing Units	19.9%
Vacant Housing Units	28.2%
Median Household Income	
2019	$48,430
2024	$53,978
Median Home Value	
2019	$215,832
2024	$258,718
Per Capita Income	
2019	$30,172
2024	$34,773
Median Age	
2010	47.9
2019	51.4
2024	52.9

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.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

July 31, 2019

Latitude: 28.027
Longitude: -97.084

	12 Miles
2019 Households by Income	
Household Income Base	10,438
<$15,000	15.5%
$15,000 - $24,999	9.8%
$25,000 - $34,999	12.4%
$35,000 - $49,999	13.4%
$50,000 - $74,999	18.7%
$75,000 - $99,999	8.7%
$100,000 - $149,999	12.0%
$150,000 - $199,999	4.6%
$200,000+	4.9%
Average Household Income	$71,598
2024 Households by Income	
Household Income Base	11,257
<$15,000	13.3%
$15,000 - $24,999	8.5%
$25,000 - $34,999	11.2%
$35,000 - $49,999	12.7%
$50,000 - $74,999	19.2%
$75,000 - $99,999	9.3%
$100,000 - $149,999	13.9%
$150,000 - $199,999	5.9%
$200,000+	6.0%
Average Household Income	$82,392
2019 Owner Occupied Housing Units by Value	
Total	7,530
<$50,000	10.4%
$50,000 - $99,999	10.5%
$100,000 - $149,999	10.0%
$150,000 - $199,999	14.8%
$200,000 - $249,999	14.1%
$250,000 - $299,999	12.5%
$300,000 - $399,999	16.0%
$400,000 - $499,999	5.6%
$500,000 - $749,999	3.8%
$750,000 - $999,999	1.8%
$1,000,000 - $1,499,999	0.5%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.1%
Average Home Value	$245,226
2024 Owner Occupied Housing Units by Value	
Total	8,132
<$50,000	5.7%
$50,000 - $99,999	6.3%
$100,000 - $149,999	7.6%
$150,000 - $199,999	14.4%
$200,000 - $249,999	14.0%
$250,000 - $299,999	12.0%
$300,000 - $399,999	20.9%
$400,000 - $499,999	9.0%
$500,000 - $749,999	5.7%
$750,000 - $999,999	3.4%
$1,000,000 - $1,499,999	0.8%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.2%
Average Home Value	$300,129

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.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

July 31, 2019

Latitude: 28.027
Longitude: -97.084

	12 Miles
2010 Population by Age	
Total	21,111
0 - 4	5.3%
5 - 9	5.2%
10 - 14	5.7%
15 - 24	10.7%
25 - 34	8.9%
35 - 44	10.2%
45 - 54	14.4%
55 - 64	16.0%
65 - 74	14.1%
75 - 84	7.5%
85 +	2.1%
18 +	80.0%
2019 Population by Age	
Total	24,909
0 - 4	4.7%
5 - 9	5.0%
10 - 14	5.1%
15 - 24	8.7%
25 - 34	10.3%
35 - 44	9.2%
45 - 54	11.4%
55 - 64	16.8%
65 - 74	17.1%
75 - 84	9.1%
85 +	2.7%
18 +	82.4%
2024 Population by Age	
Total	26,816
0 - 4	4.5%
5 - 9	4.7%
10 - 14	5.1%
15 - 24	8.3%
25 - 34	9.2%
35 - 44	10.0%
45 - 54	10.4%
55 - 64	15.5%
65 - 74	18.2%
75 - 84	10.9%
85 +	3.0%
18 +	82.5%
2010 Population by Sex	
Males	10,444
Females	10,666
2019 Population by Sex	
Males	12,332
Females	12,578
2024 Population by Sex	
Males	13,314
Females	13,502

July 31, 2019

Ring : 12 Miles radii

Latitude: 28.027
Longitude: -97.084

	12 Miles
2010 Population by Race/Ethnicity	
Total	21,110
White Alone	86.9%
Black Alone	1.3%
American Indian Alone	0.8%
Asian Alone	2.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	6.6%
Two or More Races	2.4%
Hispanic Origin	25.6%
Diversity Index	53.2
2019 Population by Race/Ethnicity	
Total	24,910
White Alone	84.8%
Black Alone	1.8%
American Indian Alone	1.0%
Asian Alone	1.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	7.7%
Two or More Races	2.9%
Hispanic Origin	29.5%
Diversity Index	58.0
2024 Population by Race/Ethnicity	
Total	26,816
White Alone	83.8%
Black Alone	1.9%
American Indian Alone	1.2%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	8.3%
Two or More Races	3.1%
Hispanic Origin	31.8%
Diversity Index	60.2
2010 Population by Relationship and Household Type	
Total	21,110
In Households	97.9%
In Family Households	81.3%
Householder	28.0%
Spouse	21.9%
Child	25.8%
Other relative	3.3%
Nonrelative	2.3%
In Nonfamily Households	16.6%
In Group Quarters	2.1%
Institutionalized Population	2.1%
Noninstitutionalized Population	0.0%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

July 31, 2019

	12 Miles
2019 Population 25+ by Educational Attainment	
Total	19,074
Less than 9th Grade	4.9%
9th - 12th Grade, No Diploma	11.4%
High School Graduate	23.3%
GED/Alternative Credential	5.7%
Some College, No Degree	27.9%
Associate Degree	6.7%
Bachelor's Degree	12.7%
Graduate/Professional Degree	7.3%
2019 Population 15+ by Marital Status	
Total	21,251
Never Married	23.9%
Married	57.0%
Widowed	6.3%
Divorced	12.7%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	96.8%
Civilian Unemployed (Unemployment Rate)	3.2%
2019 Employed Population 16+ by Industry	
Total	10,587
Agriculture/Mining	4.7%
Construction	15.7%
Manufacturing	4.0%
Wholesale Trade	2.3%
Retail Trade	13.0%
Transportation/Utilities	3.5%
Information	0.3%
Finance/Insurance/Real Estate	5.7%
Services	46.3%
Public Administration	4.5%
2019 Employed Population 16+ by Occupation	
Total	10,587
White Collar	48.3%
Management/Business/Financial	13.7%
Professional	11.7%
Sales	10.9%
Administrative Support	12.0%
Services	24.0%
Blue Collar	27.7%
Farming/Forestry/Fishing	1.1%
Construction/Extraction	10.6%
Installation/Maintenance/Repair	5.9%
Production	4.6%
Transportation/Material Moving	5.4%
2010 Population By Urban/ Rural Status	
Total Population	21,110
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	76.0%
Rural Population	24.0%

July 31, 2019

Latitude: 28.027
Longitude: -97.084

	12 Miles
2010 Households by Type	
Total	8,800
Households with 1 Person	27.6%
Households with 2+ People	72.4%
Family Households	66.8%
Husband-wife Families	52.3%
With Related Children	15.5%
Other Family (No Spouse Present)	14.5%
Other Family with Male Householder	4.4%
With Related Children	2.7%
Other Family with Female Householder	10.1%
With Related Children	6.8%
Nonfamily Households	5.5%
All Households with Children	25.6%
Multigenerational Households	4.0%
Unmarried Partner Households	6.4%
Male-female	5.6%
Same-sex	0.8%
2010 Households by Size	
Total	8,799
1 Person Household	27.6%
2 Person Household	42.1%
3 Person Household	13.0%
4 Person Household	9.0%
5 Person Household	5.0%
6 Person Household	2.1%
7 + Person Household	1.2%
2010 Households by Tenure and Mortgage Status	
Total	8,800
Owner Occupied	73.4%
Owned with a Mortgage/Loan	32.5%
Owned Free and Clear	40.9%
Renter Occupied	26.6%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	12,892
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	75.4%
Rural Housing Units	24.6%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

July 31, 2019

	12 Miles
Top 3 Tapestry Segments	
1.	Rural Resort Dwellers (6E)
2.	The Great Outdoors (6C)
3.	Silver & Gold (9A)
2019 Consumer Spending	
Apparel & Services: Total $	$17,708,281
Average Spent	$1,696.52
Spending Potential Index	79
Education: Total $	$11,493,163
Average Spent	$1,101.09
Spending Potential Index	69
Entertainment/Recreation: Total $	$30,375,853
Average Spent	$2,910.12
Spending Potential Index	89
Food at Home: Total $	$47,690,291
Average Spent	$4,568.91
Spending Potential Index	88
Food Away from Home: Total $	$30,919,068
Average Spent	$2,962.16
Spending Potential Index	81
Health Care: Total $	$58,146,547
Average Spent	$5,570.66
Spending Potential Index	94
HH Furnishings & Equipment: Total $	$18,390,714
Average Spent	$1,761.90
Spending Potential Index	83
Personal Care Products & Services: Total $	$7,311,200
Average Spent	$700.44
Spending Potential Index	79
Shelter: Total $	$148,924,331
Average Spent	$14,267.52
Spending Potential Index	77
Support Payments/Cash Contributions/Gifts in Kind: Total $	$22,924,295
Average Spent	$2,196.23
Spending Potential Index	89
Travel: Total $	$18,934,681
Average Spent	$1,814.01
Spending Potential Index	81
Vehicle Maintenance & Repairs: Total $	$10,456,835
Average Spent	$1,001.80
Spending Potential Index	88

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

July 31, 2019