

# Demographic and Income Profile

Killian + 1/2 mile  
Area: 19.87 Square miles

Prepared by Esri

Summary	Census 2010	2019	2024
Population	1,554	1,753	1,880
Households	614	698	751
Families	450	499	533
Average Household Size	2.53	2.51	2.50
Owner Occupied Housing Units	544	605	656
Renter Occupied Housing Units	70	92	95
Median Age	41.6	43.8	45.0
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	1.41%	0.41%	0.77%
Households	1.47%	0.43%	0.75%
Families	1.33%	0.26%	0.68%
Owner HHs	1.63%	0.73%	0.92%
Median Household Income	2.14%	2.01%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	75	10.7%	70	9.3%
\$15,000 - \$24,999	121	17.3%	114	15.2%
\$25,000 - \$34,999	63	9.0%	63	8.4%
\$35,000 - \$49,999	58	8.3%	57	7.6%
\$50,000 - \$74,999	118	16.9%	132	17.6%
\$75,000 - \$99,999	118	16.9%	130	17.3%
\$100,000 - \$149,999	100	14.3%	125	16.6%
\$150,000 - \$199,999	37	5.3%	51	6.8%
\$200,000+	8	1.1%	9	1.2%
Median Household Income	\$55,036		\$61,188	
Average Household Income	\$66,224		\$73,736	
Per Capita Income	\$26,419		\$29,513	

Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	89	5.7%	89	5.1%	92	4.9%
5 - 9	104	6.7%	104	5.9%	107	5.7%
10 - 14	120	7.7%	116	6.6%	126	6.7%
15 - 19	77	5.0%	99	5.6%	109	5.8%
20 - 24	73	4.7%	83	4.7%	83	4.4%
25 - 34	176	11.3%	191	10.9%	188	10.0%
35 - 44	212	13.6%	223	12.7%	235	12.5%
45 - 54	261	16.8%	245	14.0%	259	13.8%
55 - 64	238	15.3%	281	16.0%	277	14.7%
65 - 74	128	8.2%	219	12.5%	253	13.5%
75 - 84	62	4.0%	85	4.8%	126	6.7%
85+	14	0.9%	20	1.1%	24	1.3%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,405	90.4%	1,522	86.8%	1,588	84.5%
Black Alone	129	8.3%	200	11.4%	252	13.4%
American Indian Alone	3	0.2%	3	0.2%	3	0.2%
Asian Alone	4	0.3%	6	0.3%	9	0.5%
Pacific Islander Alone	1	0.1%	3	0.2%	4	0.2%
Some Other Race Alone	3	0.2%	5	0.3%	6	0.3%
Two or More Races	9	0.6%	14	0.8%	18	1.0%
Hispanic Origin (Any Race)	34	2.2%	51	2.9%	61	3.2%

**Data Note:** Income is expressed in current dollars.

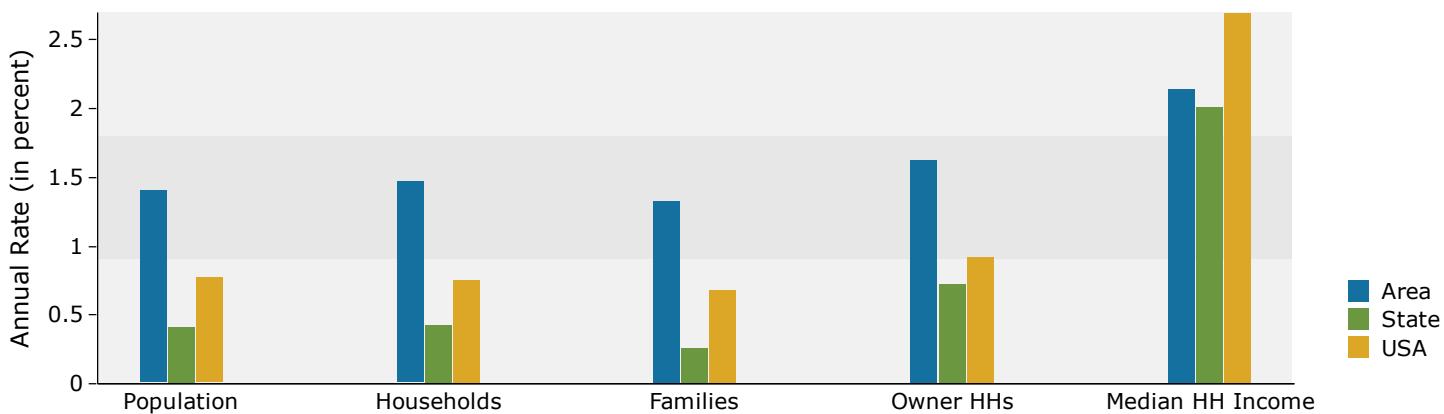
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

# Demographic and Income Profile

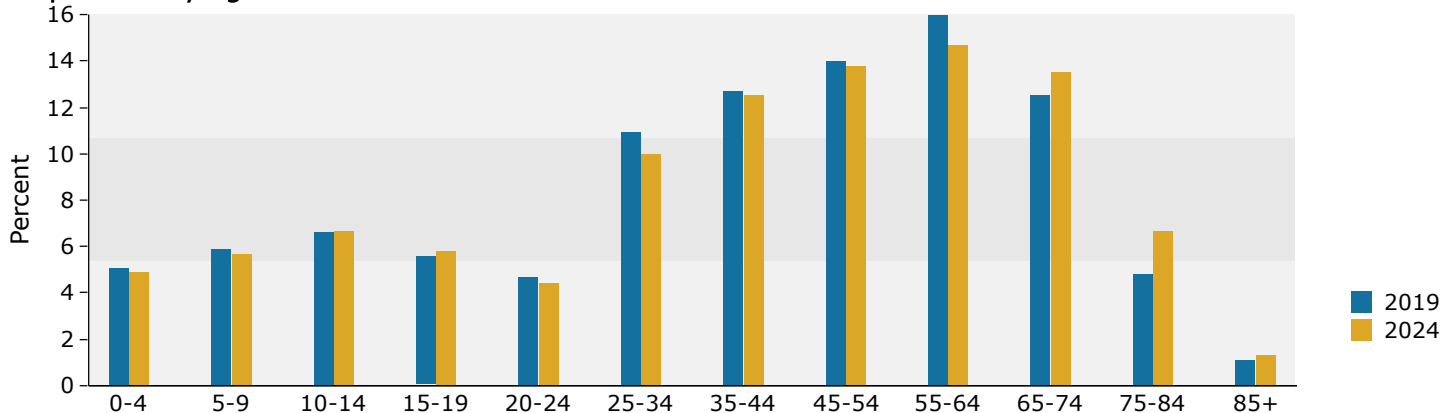
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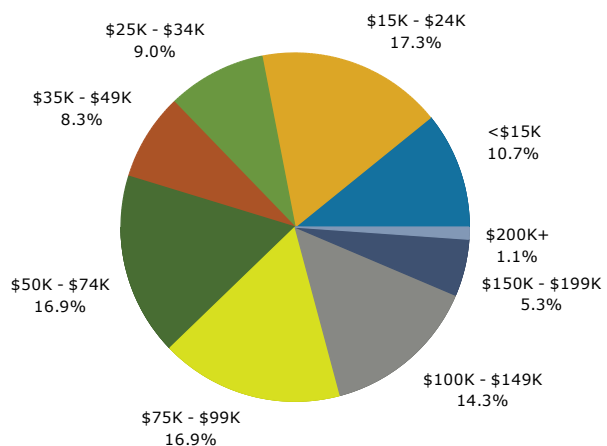
## Trends 2019-2024



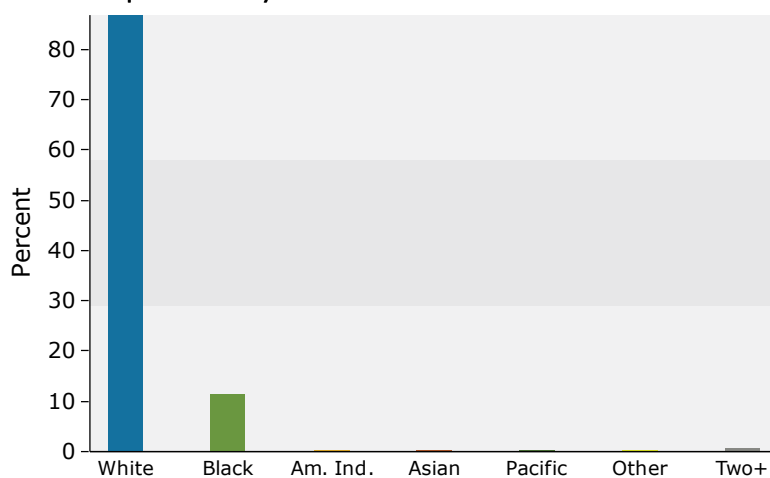
## Population by Age



## 2019 Household Income



## 2019 Population by Race



2019 Percent Hispanic Origin: 2.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

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## Population Summary

2000 Total Population	1,294
2010 Total Population	1,554
2019 Total Population	1,753
2019 Group Quarters	1
2024 Total Population	1,880
2019-2024 Annual Rate	1.41%
2019 Total Daytime Population	1,211
Workers	91
Residents	1,120

## Household Summary

2000 Households	496
2000 Average Household Size	2.61
2010 Households	614
2010 Average Household Size	2.53
2019 Households	698
2019 Average Household Size	2.51
2024 Households	751
2024 Average Household Size	2.50
2019-2024 Annual Rate	1.47%
2010 Families	450
2010 Average Family Size	2.92
2019 Families	499
2019 Average Family Size	2.93
2024 Families	533
2024 Average Family Size	2.93
2019-2024 Annual Rate	1.33%

## Housing Unit Summary

2000 Housing Units	690
Owner Occupied Housing Units	65.8%
Renter Occupied Housing Units	6.2%
Vacant Housing Units	28.0%
2010 Housing Units	854
Owner Occupied Housing Units	63.7%
Renter Occupied Housing Units	8.2%
Vacant Housing Units	28.1%
2019 Housing Units	993
Owner Occupied Housing Units	60.9%
Renter Occupied Housing Units	9.3%
Vacant Housing Units	29.7%
2024 Housing Units	1,086
Owner Occupied Housing Units	60.4%
Renter Occupied Housing Units	8.7%
Vacant Housing Units	30.8%

## Median Household Income

2019	\$55,036
2024	\$61,188

## Median Home Value

2019	\$136,301
2024	\$184,069

## Per Capita Income

2019	\$26,419
2024	\$29,513

## Median Age

2010	41.6
2019	43.8
2024	45.0

**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.

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## 2019 Households by Income

Household Income Base	698
<\$15,000	10.7%
\$15,000 - \$24,999	17.3%
\$25,000 - \$34,999	9.0%
\$35,000 - \$49,999	8.3%
\$50,000 - \$74,999	16.9%
\$75,000 - \$99,999	16.9%
\$100,000 - \$149,999	14.3%
\$150,000 - \$199,999	5.3%
\$200,000+	1.1%
Average Household Income	\$66,224

## 2024 Households by Income

Household Income Base	751
<\$15,000	9.3%
\$15,000 - \$24,999	15.2%
\$25,000 - \$34,999	8.4%
\$35,000 - \$49,999	7.6%
\$50,000 - \$74,999	17.6%
\$75,000 - \$99,999	17.3%
\$100,000 - \$149,999	16.6%
\$150,000 - \$199,999	6.8%
\$200,000+	1.2%
Average Household Income	\$73,736

## 2019 Owner Occupied Housing Units by Value

Total	605
<\$50,000	20.3%
\$50,000 - \$99,999	21.0%
\$100,000 - \$149,999	12.1%
\$150,000 - \$199,999	16.0%
\$200,000 - \$249,999	5.5%
\$250,000 - \$299,999	9.4%
\$300,000 - \$399,999	7.8%
\$400,000 - \$499,999	4.8%
\$500,000 - \$749,999	1.8%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	1.3%
Average Home Value	\$193,152

## 2024 Owner Occupied Housing Units by Value

Total	656
<\$50,000	14.0%
\$50,000 - \$99,999	14.9%
\$100,000 - \$149,999	10.4%
\$150,000 - \$199,999	15.5%
\$200,000 - \$249,999	6.4%
\$250,000 - \$299,999	12.2%
\$300,000 - \$399,999	11.3%
\$400,000 - \$499,999	8.5%
\$500,000 - \$749,999	3.4%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	2.9%
Average Home Value	\$269,924

**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.

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<b>2010 Population by Age</b>	
Total	1,554
0 - 4	5.7%
5 - 9	6.7%
10 - 14	7.7%
15 - 24	9.7%
25 - 34	11.3%
35 - 44	13.6%
45 - 54	16.8%
55 - 64	15.3%
65 - 74	8.2%
75 - 84	4.0%
85 +	0.9%
18 +	76.9%
<b>2019 Population by Age</b>	
Total	1,755
0 - 4	5.1%
5 - 9	5.9%
10 - 14	6.6%
15 - 24	10.4%
25 - 34	10.9%
35 - 44	12.7%
45 - 54	14.0%
55 - 64	16.0%
65 - 74	12.5%
75 - 84	4.8%
85 +	1.1%
18 +	79.0%
<b>2024 Population by Age</b>	
Total	1,879
0 - 4	4.9%
5 - 9	5.7%
10 - 14	6.7%
15 - 24	10.2%
25 - 34	10.0%
35 - 44	12.5%
45 - 54	13.8%
55 - 64	14.7%
65 - 74	13.5%
75 - 84	6.7%
85 +	1.3%
18 +	79.4%
<b>2010 Population by Sex</b>	
Males	786
Females	768
<b>2019 Population by Sex</b>	
Males	885
Females	868
<b>2024 Population by Sex</b>	
Males	950
Females	930

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

April 08, 2020

## Market Profile

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### 2010 Population by Race/Ethnicity

Total	1,554
White Alone	90.4%
Black Alone	8.3%
American Indian Alone	0.2%
Asian Alone	0.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.2%
Two or More Races	0.6%
Hispanic Origin	2.2%
Diversity Index	21.1

### 2019 Population by Race/Ethnicity

Total	1,753
White Alone	86.8%
Black Alone	11.4%
American Indian Alone	0.2%
Asian Alone	0.3%
Pacific Islander Alone	0.2%
Some Other Race Alone	0.3%
Two or More Races	0.8%
Hispanic Origin	2.9%
Diversity Index	27.6

### 2024 Population by Race/Ethnicity

Total	1,880
White Alone	84.5%
Black Alone	13.4%
American Indian Alone	0.2%
Asian Alone	0.5%
Pacific Islander Alone	0.2%
Some Other Race Alone	0.3%
Two or More Races	1.0%
Hispanic Origin	3.2%
Diversity Index	31.4

### 2010 Population by Relationship and Household Type

Total	1,554
In Households	99.9%
In Family Households	87.0%
Householder	29.0%
Spouse	23.5%
Child	29.5%
Other relative	2.4%
Nonrelative	2.5%
In Nonfamily Households	12.9%
In Group Quarters	0.1%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.1%

**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.

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## 2019 Population 25+ by Educational Attainment

Total	1,263
Less than 9th Grade	5.4%
9th - 12th Grade, No Diploma	5.5%
High School Graduate	40.2%
GED/Alternative Credential	4.4%
Some College, No Degree	26.7%
Associate Degree	2.4%
Bachelor's Degree	9.7%
Graduate/Professional Degree	5.8%

## 2019 Population 15+ by Marital Status

Total	1,444
Never Married	18.4%
Married	64.1%
Widowed	7.6%
Divorced	9.9%

## 2019 Civilian Population 16+ in Labor Force

Civilian Employed	94.3%
Civilian Unemployed (Unemployment Rate)	5.7%

## 2019 Employed Population 16+ by Industry

Total	645
Agriculture/Mining	0.9%
Construction	10.5%
Manufacturing	17.5%
Wholesale Trade	0.9%
Retail Trade	17.2%
Transportation/Utilities	1.7%
Information	0.5%
Finance/Insurance/Real Estate	3.7%
Services	40.0%
Public Administration	7.3%

## 2019 Employed Population 16+ by Occupation

Total	645
White Collar	68.8%
Management/Business/Financial	8.7%
Professional	19.7%
Sales	18.4%
Administrative Support	22.0%
Services	8.4%
Blue Collar	22.8%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	7.1%
Installation/Maintenance/Repair	6.4%
Production	5.9%
Transportation/Material Moving	3.4%

## 2010 Population By Urban/ Rural Status

Total Population	1,554
Population Inside Urbanized Area	0.1%
Population Inside Urbanized Cluster	0.0%
Rural Population	99.9%

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

April 08, 2020

## 2010 Households by Type

Total	614
Households with 1 Person	21.7%
Households with 2+ People	78.3%
Family Households	73.3%
Husband-wife Families	59.3%
With Related Children	23.0%
Other Family (No Spouse Present)	13.8%
Other Family with Male Householder	4.7%
With Related Children	2.6%
Other Family with Female Householder	9.1%
With Related Children	6.5%
Nonfamily Households	5.0%
All Households with Children	32.6%

## 2010 Households by Size

Multigenerational Households	4.1%
Unmarried Partner Households	7.0%
Male-female	5.7%
Same-sex	1.3%

## 2010 Households by Size

Total	613
1 Person Household	21.7%
2 Person Household	38.8%
3 Person Household	18.3%
4 Person Household	12.7%
5 Person Household	5.2%
6 Person Household	2.0%
7 + Person Household	1.3%

## 2010 Households by Tenure and Mortgage Status

Total	614
Owner Occupied	88.6%
Owned with a Mortgage/Loan	47.4%
Owned Free and Clear	41.2%
Renter Occupied	11.4%

## 2010 Housing Units By Urban/ Rural Status

Total Housing Units	854
Housing Units Inside Urbanized Area	0.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	99.9%

**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.



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## Top 3 Tapestry Segments

1.	Southern Satellites (10A)
2.	Rooted Rural (10B)
3.	Top Tier (1A)

## 2019 Consumer Spending

Apparel & Services: Total \$	\$1,138,885
Average Spent	\$1,631.64
Spending Potential Index	76
Education: Total \$	\$736,992
Average Spent	\$1,055.86
Spending Potential Index	66
Entertainment/Recreation: Total \$	\$1,859,076
Average Spent	\$2,663.43
Spending Potential Index	81
Food at Home: Total \$	\$2,985,797
Average Spent	\$4,277.65
Spending Potential Index	83
Food Away from Home: Total \$	\$1,989,113
Average Spent	\$2,849.73
Spending Potential Index	78
Health Care: Total \$	\$3,596,165
Average Spent	\$5,152.10
Spending Potential Index	87
HH Furnishings & Equipment: Total \$	\$1,139,794
Average Spent	\$1,632.94
Spending Potential Index	77
Personal Care Products & Services: Total \$	\$469,756
Average Spent	\$673.00
Spending Potential Index	76
Shelter: Total \$	\$8,601,875
Average Spent	\$12,323.60
Spending Potential Index	67
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,449,514
Average Spent	\$2,076.67
Spending Potential Index	84
Travel: Total \$	\$1,100,663
Average Spent	\$1,576.88
Spending Potential Index	70
Vehicle Maintenance & Repairs: Total \$	\$636,901
Average Spent	\$912.47
Spending Potential Index	80

**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.