



Community Profile

SideWalkServiceArea
Area: 9.59 square miles

Prepared by Esri

Population Summary	
2000 Total Population	29,575
2010 Total Population	31,815
2021 Total Population	34,643
2021 Group Quarters	914
2026 Total Population	36,087
2021-2026 Annual Rate	0.82%
2021 Total Daytime Population	40,088
Workers	20,886
Residents	19,202
Household Summary	
2000 Households	11,222
2000 Average Household Size	2.50
2010 Households	12,430
2010 Average Household Size	2.49
2021 Households	13,497
2021 Average Household Size	2.50
2026 Households	14,056
2026 Average Household Size	2.50
2021-2026 Annual Rate	0.81%
2010 Families	7,608
2010 Average Family Size	3.10
2021 Families	8,044
2021 Average Family Size	3.13
2026 Families	8,323
2026 Average Family Size	3.14
2021-2026 Annual Rate	0.68%
Housing Unit Summary	
2000 Housing Units	12,001
Owner Occupied Housing Units	57.1%
Renter Occupied Housing Units	36.4%
Vacant Housing Units	6.5%
2010 Housing Units	13,353
Owner Occupied Housing Units	54.2%
Renter Occupied Housing Units	38.9%
Vacant Housing Units	6.9%
2021 Housing Units	14,195
Owner Occupied Housing Units	53.1%
Renter Occupied Housing Units	41.9%
Vacant Housing Units	4.9%
2026 Housing Units	14,734
Owner Occupied Housing Units	54.7%
Renter Occupied Housing Units	40.7%
Vacant Housing Units	4.6%
Median Household Income	
2021	\$44,967
2026	\$51,848
Median Home Value	
2021	\$176,457
2026	\$343,298
Per Capita Income	
2021	\$22,814
2026	\$25,773
Median Age	
2010	29.5
2021	31.8
2026	32.3

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income

Household Income Base	13,497
<\$15,000	14.6%
\$15,000 - \$24,999	13.2%
\$25,000 - \$34,999	12.2%
\$35,000 - \$49,999	13.8%
\$50,000 - \$74,999	19.2%
\$75,000 - \$99,999	9.1%
\$100,000 - \$149,999	12.8%
\$150,000 - \$199,999	3.9%
\$200,000+	1.3%
Average Household Income	\$58,829

2026 Households by Income

Household Income Base	14,056
<\$15,000	12.6%
\$15,000 - \$24,999	12.5%
\$25,000 - \$34,999	10.5%
\$35,000 - \$49,999	12.2%
\$50,000 - \$74,999	20.4%
\$75,000 - \$99,999	10.3%
\$100,000 - \$149,999	15.2%
\$150,000 - \$199,999	4.9%
\$200,000+	1.4%
Average Household Income	\$66,514

2021 Owner Occupied Housing Units by Value

Total	7,543
<\$50,000	6.4%
\$50,000 - \$99,999	6.7%
\$100,000 - \$149,999	22.9%
\$150,000 - \$199,999	26.4%
\$200,000 - \$249,999	7.1%
\$250,000 - \$299,999	3.0%
\$300,000 - \$399,999	13.5%
\$400,000 - \$499,999	6.4%
\$500,000 - \$749,999	3.9%
\$750,000 - \$999,999	3.5%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$238,639

2026 Owner Occupied Housing Units by Value

Total	8,057
<\$50,000	2.0%
\$50,000 - \$99,999	2.5%
\$100,000 - \$149,999	7.8%
\$150,000 - \$199,999	10.0%
\$200,000 - \$249,999	8.8%
\$250,000 - \$299,999	8.3%
\$300,000 - \$399,999	24.5%
\$400,000 - \$499,999	17.8%
\$500,000 - \$749,999	10.0%
\$750,000 - \$999,999	8.0%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$374,193

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age

Total	31,817
0 - 4	8.6%
5 - 9	7.3%
10 - 14	6.3%
15 - 24	18.9%
25 - 34	17.3%
35 - 44	10.8%
45 - 54	10.7%
55 - 64	9.8%
65 - 74	5.2%
75 - 84	3.5%
85 +	1.6%
18 +	74.2%

2021 Population by Age

Total	34,645
0 - 4	7.7%
5 - 9	7.0%
10 - 14	6.4%
15 - 24	17.1%
25 - 34	16.9%
35 - 44	12.6%
45 - 54	9.1%
55 - 64	9.7%
65 - 74	7.9%
75 - 84	3.8%
85 +	1.7%
18 +	75.2%

2026 Population by Age

Total	36,088
0 - 4	7.7%
5 - 9	6.8%
10 - 14	6.2%
15 - 24	17.3%
25 - 34	15.8%
35 - 44	12.9%
45 - 54	9.7%
55 - 64	9.0%
65 - 74	8.2%
75 - 84	4.7%
85 +	1.7%
18 +	75.7%

2010 Population by Sex

Males	15,895
Females	15,920

2021 Population by Sex

Males	17,373
Females	17,270

2026 Population by Sex

Males	18,136
Females	17,951

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity

Total	31,816
White Alone	89.7%
Black Alone	1.1%
American Indian Alone	1.9%
Asian Alone	1.6%
Pacific Islander Alone	0.2%
Some Other Race Alone	2.4%
Two or More Races	3.0%
Hispanic Origin	7.5%
Diversity Index	30.6

2021 Population by Race/Ethnicity

Total	34,643
White Alone	86.4%
Black Alone	1.7%
American Indian Alone	2.2%
Asian Alone	2.1%
Pacific Islander Alone	0.3%
Some Other Race Alone	3.4%
Two or More Races	3.9%
Hispanic Origin	10.6%
Diversity Index	39.5

2026 Population by Race/Ethnicity

Total	36,086
White Alone	84.8%
Black Alone	2.0%
American Indian Alone	2.4%
Asian Alone	2.3%
Pacific Islander Alone	0.4%
Some Other Race Alone	3.8%
Two or More Races	4.4%
Hispanic Origin	12.3%
Diversity Index	43.6

2010 Population by Relationship and Household Type

Total	31,815
In Households	97.4%
In Family Households	76.5%
Householder	23.7%
Spouse	17.5%
Child	30.5%
Other relative	2.5%
Nonrelative	2.3%
In Nonfamily Households	20.9%
In Group Quarters	2.6%
Institutionalized Population	1.0%
Noninstitutionalized Population	1.6%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Population 25+ by Educational Attainment

Total	21,382
Less than 9th Grade	1.9%
9th - 12th Grade, No Diploma	5.6%
High School Graduate	19.3%
GED/Alternative Credential	3.6%
Some College, No Degree	28.7%
Associate Degree	10.4%
Bachelor's Degree	19.5%
Graduate/Professional Degree	11.1%

2021 Population 15+ by Marital Status

Total	27,311
Never Married	33.5%
Married	47.1%
Widowed	4.7%
Divorced	14.6%

2021 Civilian Population 16+ in Labor Force

Civilian Population 16+	16,350
Population 16+ Employed	94.7%
Population 16+ Unemployment rate	5.3%
Population 16-24 Employed	20.1%
Population 16-24 Unemployment rate	4.9%
Population 25-54 Employed	64.9%
Population 25-54 Unemployment rate	4.9%
Population 55-64 Employed	10.9%
Population 55-64 Unemployment rate	9.1%
Population 65+ Employed	4.1%
Population 65+ Unemployment rate	3.7%

2021 Employed Population 16+ by Industry

Total	15,486
Agriculture/Mining	1.4%
Construction	6.8%
Manufacturing	6.2%
Wholesale Trade	1.7%
Retail Trade	12.8%
Transportation/Utilities	4.8%
Information	1.3%
Finance/Insurance/Real Estate	7.5%
Services	51.7%
Public Administration	5.8%

2021 Employed Population 16+ by Occupation

Total	15,487
White Collar	63.7%
Management/Business/Financial	13.6%
Professional	25.7%
Sales	9.3%
Administrative Support	15.1%
Services	15.9%
Blue Collar	20.5%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	5.7%
Installation/Maintenance/Repair	2.3%
Production	4.6%
Transportation/Material Moving	7.6%

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2010 Households by Type	
Total	12,430
Households with 1 Person	29.2%
Households with 2+ People	70.8%
Family Households	61.2%
Husband-wife Families	45.1%
With Related Children	21.6%
Other Family (No Spouse Present)	16.2%
Other Family with Male Householder	5.1%
With Related Children	3.3%
Other Family with Female Householder	11.0%
With Related Children	7.5%
Nonfamily Households	9.6%
All Households with Children	33.0%
Multigenerational Households	2.3%
Unmarried Partner Households	7.4%
Male-female	6.8%
Same-sex	0.6%
2010 Households by Size	
Total	12,429
1 Person Household	29.2%
2 Person Household	32.4%
3 Person Household	15.4%
4 Person Household	11.7%
5 Person Household	6.5%
6 Person Household	3.1%
7 + Person Household	1.7%
2010 Households by Tenure and Mortgage Status	
Total	12,430
Owner Occupied	58.2%
Owned with a Mortgage/Loan	43.0%
Owned Free and Clear	15.2%
Renter Occupied	41.8%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	136
Percent of Income for Mortgage	16.5%
Wealth Index	47
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	13,353
Housing Units Inside Urbanized Area	99.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.6%
2010 Population By Urban/ Rural Status	
Total Population	31,815
Population Inside Urbanized Area	99.3%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.7%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Set to Impress (11D)
2. College Towns (14B)
3. Old and Newcomers (8F)

2021 Consumer Spending

Apparel & Services: Total \$	\$18,984,501
Average Spent	\$1,406.57
Spending Potential Index	66
Education: Total \$	\$14,941,426
Average Spent	\$1,107.02
Spending Potential Index	64
Entertainment/Recreation: Total \$	\$27,978,947
Average Spent	\$2,072.98
Spending Potential Index	64
Food at Home: Total \$	\$47,776,804
Average Spent	\$3,539.81
Spending Potential Index	65
Food Away from Home: Total \$	\$33,652,244
Average Spent	\$2,493.31
Spending Potential Index	66
Health Care: Total \$	\$54,049,711
Average Spent	\$4,004.57
Spending Potential Index	64
HH Furnishings & Equipment: Total \$	\$19,546,739
Average Spent	\$1,448.23
Spending Potential Index	64
Personal Care Products & Services: Total \$	\$7,954,230
Average Spent	\$589.33
Spending Potential Index	66
Shelter: Total \$	\$176,182,002
Average Spent	\$13,053.42
Spending Potential Index	65
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,396,963
Average Spent	\$1,511.22
Spending Potential Index	63
Travel: Total \$	\$21,142,729
Average Spent	\$1,566.48
Spending Potential Index	62
Vehicle Maintenance & Repairs: Total \$	\$10,034,530
Average Spent	\$743.46
Spending Potential Index	67

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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