





	CA(94541),CA(
Population Summary	
2000 Total Population	126,41
2010 Total Population	130,71
2018 Total Population	142,18
2018 Group Quarters	3,10
2023 Total Population	149,09
2018-2023 Annual Rate	0.959
2018 Total Daytime Population	104,55
Workers	30,37
Residents	74,17
Household Summary	
2000 Households	45,32
2000 Average Household Size	2.7
2010 Households	45,88
2010 Average Household Size	2.7
2018 Households	49,49
2018 Average Household Size	2.8
2023 Households	51,65
2023 Average Household Size	2.8
2018-2023 Annual Rate	0.869
2010 Families	31,56
2010 Average Family Size	3.2
2018 Families	34,03
2018 Average Family Size	3.3
2016 Average Family Size 2023 Families	35,59
	3.3
2023 Average Family Size	
2018-2023 Annual Rate Housing Unit Summary	0.909
	46,43.
2000 Housing Units Owner Occupied Housing Units	56.6%
·	
Renter Occupied Housing Units	41.09
Vacant Housing Units	2.49
2010 Housing Units	48,49
Owner Occupied Housing Units	53.8%
Renter Occupied Housing Units	40.8%
Vacant Housing Units	5.4%
2018 Housing Units	51,18
Owner Occupied Housing Units	55.2%
Renter Occupied Housing Units	41.5%
Vacant Housing Units	3.3%
2023 Housing Units	53,17
Owner Occupied Housing Units	58.59
Renter Occupied Housing Units	38.69
Vacant Housing Units	2.99
Median Household Income	2.57
	\$80,43
2018 2023	\$96,20
Median Home Value	\$90,20
	#C17 20
2018	\$617,20
2023	\$664,85
Per Capita Income	
2018	\$39,01
2023	\$45,82
Median Age	27
2010	37
2018	38
2023	39.

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

August 20, 2018

	CA(94541),CA(.
2018 Households by Income	
Household Income Base	49,49
<\$15,000	7.5%
\$15,000 - \$24,999	6.19
\$25,000 - \$34,999	6.4%
\$35,000 - \$49,999	10.6%
\$50,000 - \$74,999	16.0%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	17.7%
\$150,000 - \$199,999	10.6%
\$200,000+	12.6%
Average Household Income	\$109,39
2023 Households by Income	Ψ103/33.
Household Income Base	51,650
<\$15,000	5.7%
\$15,000 - \$24,999	4.7%
	5.1%
\$25,000 - \$34,999	
\$35,000 - \$49,999	9.0%
\$50,000 - \$74,999	14.7%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	19.4%
\$150,000 - \$199,999	12.4%
\$200,000+	16.6%
Average Household Income	\$129,66
2018 Owner Occupied Housing Units by Value	
Total	28,23
<\$50,000	1.4%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	0.6%
\$200,000 - \$249,999	1.6%
\$250,000 - \$299,999	3.7%
\$300,000 - \$399,999	12.7%
\$400,000 - \$499,999	13.49
\$500,000 - \$749,999	34.5%
\$750,000 - \$999,999	21.5%
\$1,000,000 - \$1,499,999	7.29
\$1,500,000 \$1,999,999	1.0%
	1.9%
\$2,000,000 +	
Average Home Value	\$675,15
2023 Owner Occupied Housing Units by Value	21.10
Total	31,10
<\$50,000	0.89
\$50,000 - \$99,999	0.09
\$100,000 - \$149,999	0.19
\$150,000 - \$199,999	0.29
\$200,000 - \$249,999	0.79
\$250,000 - \$299,999	1.89
\$300,000 - \$399,999	9.99
\$400,000 - \$499,999	12.49
\$500,000 - \$749,999	36.5°
\$750,000 - \$999,999	26.49
\$1,000,000 - \$1,499,999	8.0
\$1,500,000 - \$1,999,999	1.09
\$2,000,000 +	2.29
Average Home Value	\$723,80

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

August 20, 2018



	CA(94541),CA(
2010 Population by Age	
Total	130,709
0 - 4	6.4%
5 - 9	6.4%
10 - 14	6.5%
15 - 24	13.6%
25 - 34	13.9%
35 - 44	14.0%
45 - 54	15.5%
55 - 64	12.1%
65 - 74	5.8%
75 - 84	3.7%
85 +	2.1%
18 +	76.7%
2018 Population by Age	
Total	142,185
0 - 4	5.9%
5 - 9	6.1%
10 - 14	6.4%
15 - 24	12.9%
25 - 34	14.0%
35 - 44	13.3%
45 - 54	13.3%
55 - 64	13.4%
65 - 74	8.8%
75 - 84	3.9%
85 +	2.1%
18 +	77.9%
2023 Population by Age	
Total	149,092
0 - 4	5.9%
5 - 9	5.6%
10 - 14	6.0%
15 - 24	12.2%
25 - 34	14.0%
35 - 44	13.9%
45 - 54	12.6%
55 - 64	12.7%
65 - 74	10.1%
75 - 84	4.9%
85 +	2.0%
18 +	78.9%
2010 Population by Sex	
Males	63,882
Females	66,829
2018 Population by Sex	
Males	69,637
Females	72,548
2023 Population by Sex	
Males	73,269
Females	75,823
	,

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

August 20, 2018

	CA(94541),CA(
2010 Population by Race/Ethnicity	120.7
Total White Alone	130,7
Black Alone	49.0 10.7
American Indian Alone	3.0
Asian Alone	17.9
Pacific Islander Alone	1.3
Some Other Race Alone	13.6
Two or More Races	6.8
Hispanic Origin	30.0
Diversity Index	83
2018 Population by Race/Ethnicity	0.
Total	142,1
White Alone	46.3
Black Alone	8.9
American Indian Alone	3.0
Asian Alone	21.4
Pacific Islander Alone	1.3
Some Other Race Alone	14.0
Two or More Races	7.3
Hispanic Origin	31.0
Diversity Index	84
2023 Population by Race/Ethnicity	<u> </u>
Total	149,0
White Alone	44.
Black Alone	7.5
American Indian Alone	0.
Asian Alone	24.:
Pacific Islander Alone	1.:
Some Other Race Alone	14.
Two or More Races	7.
Hispanic Origin	31.
Diversity Index	8
2010 Population by Relationship and Household Type	
Total	130,7
In Households	97.
In Family Households	82.
Householder	24.:
Spouse	17.
Child	31.:
Other relative	6.8
Nonrelative	3.4
In Nonfamily Households	14.
In Group Quarters	2.4
Institutionalized Population	0.0
Noninstitutionalized Population	1.0

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2040 Bar Life OF the Education LAUSTON A	CA(94541),C
2018 Population 25+ by Educational Attainment	0.7
Total	97 -
Less than 9th Grade	7
9th - 12th Grade, No Diploma	
High School Graduate	20
GED/Alternative Credential	
Some College, No Degree	2:
Associate Degree	
Bachelor's Degree	23
Graduate/Professional Degree	17
2018 Population 15+ by Marital Status	
Total	116
Never Married	34
Married	50
Widowed	
Divorced	
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	95
Civilian Unemployed (Unemployment Rate)	Ţ
2018 Employed Population 16+ by Industry	
Total	69
Agriculture/Mining	(
Construction	7
Manufacturing	8
Wholesale Trade	
Retail Trade	10
Transportation/Utilities	•
Information	
Finance/Insurance/Real Estate	
Services	5:
Public Administration	4
2018 Employed Population 16+ by Occupation	
Total	69
White Collar	63
Management/Business/Financial	17
Professional	21
Sales	10
Administrative Support	14
Services	16
Blue Collar	19
Farming/Forestry/Fishing	C
Construction/Extraction	5
Installation/Maintenance/Repair	3
Production	4
Transportation/Material Moving	7
2010 Population By Urban/ Rural Status	
Total Population	130
Population Inside Urbanized Area	99
Population Inside Urbanized Cluster	C
Rural Population	(

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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	CA(94541),CA(
2010 Households by Type	
Total	45,883
Households with 1 Person	23.4%
Households with 2+ People	76.6%
Family Households	68.8%
Husband-wife Families	48.6%
With Related Children	24.2%
Other Family (No Spouse Present)	20.2%
Other Family with Male Householder	6.1%
With Related Children	3.3%
Other Family with Female Householder	14.1%
With Related Children	8.3%
Nonfamily Households	7.8%
All Households with Children	36.3%
Multigenerational Households	5.8%
Unmarried Partner Households	7.3%
Male-female	6.3%
Same-sex	1.1%
2010 Households by Size	
Total	45,883
1 Person Household	23.4%
2 Person Household	29.9%
3 Person Household	17.8%
4 Person Household	15.2%
5 Person Household	7.5%
6 Person Household	3.4%
7 + Person Household	2.8%
2010 Households by Tenure and Mortgage Status	
Total	45,882
Owner Occupied	56.9%
Owned with a Mortgage/Loan	45.0%
Owned Free and Clear	11.9%
Renter Occupied	43.1%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	48,496
Housing Units Inside Urbanized Area	99.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parentchild 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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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	CA(94541),CA(
Top 3 Tapestry Segments	
1.	City Lights (8A)
2.	International Marketplace
3.	Pleasantville (2B)
2018 Consumer Spending	
Apparel & Services: Total \$	\$141,472,203
Average Spent	\$2,858.37
Spending Potential Index	131
Education: Total \$	\$101,402,188
Average Spent	\$2,048.78
Spending Potential Index	142
Entertainment/Recreation: Total \$	\$201,451,860
Average Spent	\$4,070.23
Spending Potential Index	126
Food at Home: Total \$	\$316,512,127
Average Spent	\$6,394.96
Spending Potential Index	127
Food Away from Home: Total \$	\$223,306,323
Average Spent	\$4,511.79
Spending Potential Index	128
Health Care: Total \$	\$344,787,810
Average Spent	\$6,966.25
Spending Potential Index	122
HH Furnishings & Equipment: Total \$	\$130,674,654
Average Spent	\$2,640.21
Spending Potential Index	126
Personal Care Products & Services: Total \$	\$52,569,603
Average Spent	\$1,062.14
Spending Potential Index	128
Shelter: Total \$	\$1,135,787,885
Average Spent	\$22,947.99
Spending Potential Index	137
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$159,667,649
Average Spent	\$3,226.00
Spending Potential Index	130
Travel: Total \$	\$143,748,991
Average Spent	\$2,904.37
Spending Potential Index	135
Vehicle Maintenance & Repairs: Total \$	\$66,873,461
Average Spent	\$1,351.14
Spending Potential Index	126

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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Totals

Latitude: 37.6955 Longitude: -122.0788

Data for all businesses in area		1 mile				3 mil	е	5 mile					
Total Businesses:		1,149				5,084				10,353			
Total Employees:		8,960			41,942				100,758				
Total Residential Population:		27,266			173,637				344,684				
Employee/Residential Population Ratio:		0.33:1			0.24:1				0.29:1				
		Businesses		Employees		Businesses		Employees		Businesses		Employees	
by SIC Codes	Number	Percent	Number		Number			Percent	Number		Number		
Agriculture & Mining	19	1.7%	109	1.2%	82	1.6%	493	1.2%	138	1.3%	1,090	1.1%	
Construction	69	6.0%	300	3.3%	358	7.0%	1,881	4.5%	762	7.4%	6,231	6.2%	
Manufacturing	11	1.0%	177	2.0%	72	1.4%	664	1.6%	373	3.6%	8,260	8.2%	
Transportation	20	1.7%	239	2.7%	96	1.9%	844	2.0%	340	3.3%	3,862	3.8%	
Communication	8	0.7%	46	0.5%	56	1.1%	236	0.6%	114	1.1%	776	0.8%	
Utility	2	0.2%	34	0.4%	5	0.1%	105	0.3%	18	0.2%	272	0.3%	
Wholesale Trade	16	1.4%	99	1.1%	123	2.4%	1,035	2.5%	524	5.1%	7,393	7.3%	
Retail Trade Summary	243	21.1%	2,143	23.9%	1,083	21.3%	8,891	21.2%	2,250	21.7%	20,865	20.7%	
Home Improvement	20	1.7%	123	1.4%	77	1.5%	348	0.8%	173	1.7%	1,265	1.3%	
General Merchandise Stores	5	0.4%	94	1.0%	23	0.5%	932	2.2%	69	0.7%	2,479	2.5%	
Food Stores	21	1.8%	540	6.0%	100	2.0%	1,196	2.9%	224	2.2%	3,432	3.4%	
Auto Dealers, Gas Stations, Auto Aftermarket	19	1.7%	131	1.5%	171	3.4%	1,100	2.6%	308	3.0%	2,033	2.0%	
Apparel & Accessory Stores	13	1.1%	48	0.5%	60	1.2%	269	0.6%	156	1.5%	867	0.9%	
Furniture & Home Furnishings	19	1.7%	82	0.9%	85	1.7%	411	1.0%	204	2.0%	1,098	1.1%	
Eating & Drinking Places	72	6.3%	722	8.1%	302	5.9%	2,945	7.0%	602	5.8%	5,945	5.9%	
Miscellaneous Retail	73	6.4%	403	4.5%	265	5.2%	1,689	4.0%	514	5.0%	3,746	3.7%	
Finance, Insurance, Real Estate Summary	201	17.5%	767	8.6%	723	14.2%	2,626	6.3%	1,276	12.3%	4,771	4.7%	
Banks, Savings & Lending Institutions	52	4.5%	160	1.8%	207	4.1%	624	1.5%	373	3.6%	1,165	1.2%	
Securities Brokers	21	1.8%	70	0.8%	49	1.0%	194	0.5%	73	0.7%	388	0.4%	
Insurance Carriers & Agents	35	3.0%	104	1.2%	124	2.4%	371	0.9%	206	2.0%	722	0.7%	
Real Estate, Holding, Other Investment Offices	93	8.1%	433	4.8%	342	6.7%	1,437	3.4%	624	6.0%	2,496	2.5%	
Services Summary	506	44.0%	4,971	55.5%	2,173	42.7%	19,850	47.3%	4,030	38.9%	40,751	40.4%	
Hotels & Lodging	3	0.3%	41	0.5%	25	0.5%	195	0.5%	35	0.3%	757	0.8%	
Automotive Services	29	2.5%	112	1.2%	245	4.8%	961	2.3%	453	4.4%	1,989	2.0%	
Motion Pictures & Amusements	35	3.0%	229	2.6%	138	2.7%	1,090	2.6%	250	2.4%	1,996	2.0%	
Health Services	107	9.3%	2,474	27.6%	284	5.6%	5,491	13.1%	530	5.1%	9,952	9.9%	
Legal Services	20	1.7%	72	0.8%	87	1.7%	336	0.8%	148	1.4%	586	0.6%	
Education Institutions & Libraries	30	2.6%	680	7.6%	109	2.1%	4,667	11.1%	212	2.0%	9,137	9.1%	
Other Services	282	24.5%	1,364	15.2%	1,284	25.3%	7,110	17.0%	2,403	23.2%	16,335	16.2%	
Government	5	0.4%	74	0.8%	127	2.5%	5,232	12.5%	166	1.6%	6,183	6.1%	
Unclassified Establishments	51	4.4%	1	0.0%	186	3.7%	86	0.2%	361	3.5%	304	0.3%	
	1 140	100.00/	0.000	100.00/	E 004	100.00/	41.042	100.00/	10 252	100.00/	100.750	100.00	

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

1,149 100.0%

February 02, 2017

100,758 100.0%

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8,960 100.0%

5,084 100.0%

41,942 100.0%

10,353 100.0%



Latitude: 37.6955

	Businesses Employ		yees Businesses			Emplo	yees	Busine	esses	Employees		
by NAICS Codes	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	7	0.1%	19	0.0%	13	0.1%	62	0.1%
Mining	0	0.0%	0	0.0%	2	0.0%	8	0.0%	5	0.0%	25	0.0%
Utilities	0	0.0%	0	0.0%	2	0.0%	61	0.1%	7	0.1%	146	0.1%
Construction	75	6.5%	314	3.5%	391	7.7%	2,016	4.8%	824	8.0%	6,528	6.5%
Manufacturing	11	1.0%	174	1.9%	75	1.5%	652	1.6%	408	3.9%	8,409	8.3%
Wholesale Trade	15	1.3%	89	1.0%	116	2.3%	992	2.4%	507	4.9%	7,210	7.2%
Retail Trade	165	14.4%	1,405	15.7%	759	14.9%	5,879	14.0%	1,597	15.4%	14,694	14.6%
Motor Vehicle & Parts Dealers	5	0.4%	60	0.7%	110	2.2%	891	2.1%	200	1.9%	1,647	1.6%
Furniture & Home Furnishings Stores	8	0.7%	50	0.6%	31	0.6%	136	0.3%	88	0.8%	471	0.5%
Electronics & Appliance Stores	10	0.9%	39	0.4%	50	1.0%	279	0.7%	101	1.0%	698	0.7%
Bldg Material & Garden Equipment & Supplies Dealers	20	1.7%	123	1.4%	77	1.5%	348	0.8%	174	1.7%	1,269	1.3%
Food & Beverage Stores	19	1.7%	513	5.7%	103	2.0%	1,166	2.8%	215	2.1%	3,126	3.1%
Health & Personal Care Stores	14	1.2%	233	2.6%	60	1.2%	545	1.3%	127	1.2%	1,375	1.4%
Gasoline Stations	14	1.2%	72	0.8%	61	1.2%	209	0.5%	108	1.0%	386	0.4%
Clothing & Clothing Accessories Stores	18	1.6%	59	0.7%	78	1.5%	317	0.8%	197	1.9%	990	1.0%
Sport Goods, Hobby, Book, & Music Stores	15	1.3%	51	0.6%	44	0.9%	239	0.6%	74	0.7%	573	0.6%
General Merchandise Stores	5	0.4%	94	1.0%	23	0.5%	932	2.2%	69	0.7%	2,479	2.5%
Miscellaneous Store Retailers	33	2.9%	107	1.2%	107	2.1%	483	1.2%	208	2.0%	1,250	1.2%
Nonstore Retailers	2	0.2%	5	0.1%	16	0.3%	335	0.8%	36	0.3%	430	0.4%
Transportation & Warehousing	10	0.9%	127	1.4%	62	1.2%	676	1.6%	271	2.6%	3,423	3.4%
Information	18	1.6%	99	1.1%	102	2.0%	560	1.3%	199	1.9%	1,465	1.5%
Finance & Insurance	108	9.4%	334	3.7%	383	7.5%	1,201	2.9%	658	6.4%	2,295	2.3%
Central Bank/Credit Intermediation & Related Activities	51	4.4%	157	1.8%	207	4.1%	630	1.5%	371	3.6%	1,162	1.2%
Securities, Commodity Contracts & Other Financial	22	1.9%	73	0.8%	52	1.0%	200	0.5%	81	0.8%	411	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	35	3.0%	104	1.2%	124	2.4%	371	0.9%	206	2.0%	722	0.7%
Real Estate, Rental & Leasing	103	9.0%	436	4.9%	407	8.0%	1,768	4.2%	759	7.3%	3,348	3.3%
Professional, Scientific & Tech Services	104	9.1%	419	4.7%	420	8.3%	1,902	4.5%	799	7.7%	5,958	5.9%
Legal Services	29	2.5%	113	1.3%	109	2.1%	410	1.0%	175	1.7%	674	0.7%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	2	0.0%
Administrative & Support & Waste Management & Remediation	37	3.2%	191	2.1%	224	4.4%	1,234	2.9%	410	4.0%	2,882	2.9%
Educational Services	38	3.3%	718	8.0%	134	2.6%	4,712	11.2%	258	2.5%	9,140	9.1%
Health Care & Social Assistance	141	12.3%	2,953	33.0%	433	8.5%	7,337	17.5%	791	7.6%	13,445	13.3%
Arts, Entertainment & Recreation	19	1.7%	173	1.9%	89	1.8%	920	2.2%	166	1.6%	1,822	1.8%
Accommodation & Food Services	79	6.9%	779	8.7%	343	6.7%	3,194	7.6%	664	6.4%	6,860	6.8%
Accommodation	3	0.3%	41	0.5%	25	0.5%	195	0.5%	35	0.3%	757	0.8%
Food Services & Drinking Places	76	6.6%	737	8.2%	318	6.3%	2,999	7.2%	629	6.1%	6,104	6.1%
Other Services (except Public Administration)	171	14.9%	676	7.5%	821	16.1%	3,484	8.3%	1,489	14.4%	6,550	6.5%
Automotive Repair & Maintenance	26	2.3%	105	1.2%	216	4.2%	855	2.0%	391	3.8%	1,558	1.5%
Public Administration	5	0.4%	74	0.8%	128	2.5%	5,240	12.5%	167	1.6%	6,191	6.1%
Unclassified Establishments	51	4.4%	1	0.0%	186	3.7%	86	0.2%	361	3.5%	304	0.3%
Total	1,149	100.0%	8,960	100.0%	5,084	100.0%	41,942	100.0%	10,353	100.0%	100,758	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

February 02, 2017

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