



# Demographic Analysis

Demographic analysis is an effective tool for identifying characteristics of Turlock’s population that can impact the demand for services. Population interests vary based on differences in age, household composition, income, education, race/ethnicity, and other demographic measures, and they change over time. These population changes, trends, and patterns can be identified and conclusions can be made regarding community preferences and needs. These conclusions influence the findings of the Prioritization and Feasibility Study.

An analysis of Turlock’s population was conducted using the demographic metrics of age groupings, household composition, race/ethnicity, income, educational attainment, and travel time to work. In some cases, data is provided for Stanislaus County, other communities within the County, and the State to draw comparisons. Demographic data, unless otherwise stated, is gathered from the US Census (2000 and 2010) and the American Community Survey 1-Year Estimates Program. Population projections to 2030 are also provided for Turlock and the County. These projections were developed by a variety of sources, including Caltrans, Claritas, U.S. Census Bureau, Department of Finance, StanCOG, Woods & Poole Economics, Inc., and EPS. Detailed demographic data can be found in the Appendix.

## *Population Projections*

The City of Turlock experienced significant growth between 2000 and 2010. The City’s population increased from a Census reported population of 55,810 in 2000 to 68,549 in 2010 – a staggering 22.8% (or 2.3% per year). Population growth slowed between 2010 and 2014, which is largely attributable to the economic recession during that time period as well as environmental factors like the drought that resulted in fewer jobs. Between 2010 and 2014, the City’s population grew from 68,549 to 71,246 – an increase of 3.9% (or just under 1.0% per year). Projections indicate greater growth in coming years. By 2020, Turlock’s population is expected to grow another 30.6% to 93,060 (or 5.1% per year). And, by 2030, its population is expected to reach 11,5363, an increase of 24.0% in ten years (or 2.4% per year).

Similar growth patterns are reflected in the County’s population, as well, although Turlock has experienced higher rates of growth, on average, compared to the County. From 2000 to 2010, the County population grew from 446,997 to 514,453 – a significant increase of 15.1% (or 1.5% per year). Like Turlock, the County experienced a much smaller increase in population of 3.4% between 2010 and 2014 (to 531,997, or .85% per year). In future years, the County’s growth is expected to reaccelerate. By 2020, population growth is expected to reach 671,480 – or 26.2% (4.4% per year). And, by 2030, the anticipated population size is a staggering 804,683 – growth of 19.8% in ten years (2.0% per year).



Turlock’s pattern of growth is reflected in other communities in the County, as well. As reported in Figure 2, all have experienced significant positive rates of growth prior to 2010, with smaller increments of change to from 2010 to 2014. These growth trends suggest demand for city and county services will only increase in the coming years.

**Fig 1. Population Growth**

|                 | City Of Turlock      | % Growth | Stanislaus County    | % Growth |
|-----------------|----------------------|----------|----------------------|----------|
| 2000 Census     | 55,810               |          | 446,997              |          |
| 2010 Census     | 68,549               | 22.8%    | 514,453              | 15.1%    |
| 2014 ACS        | 71,246               | 3.9%     | 531,997              | 3.4%     |
| 2020 Projection | 93,060 <sup>1</sup>  | 30.6%    | 671,480 <sup>2</sup> | 26.2%    |
| 2030 Projection | 115,363 <sup>1</sup> | 24.0%    | 804,683 <sup>2</sup> | 19.8%    |

<sup>1</sup> Source: Projected by EPS, City Average

<sup>2</sup> Source: County average of projections by Caltrans, Claritas, U.S. Census Bureau, Department of Finance, StanCOG, Woods & Poole Economics, Inc., and EPS.

**Fig 2. Population Comparison**

|           | 2000    | % Growth | 2010    | % Growth | 2014                | % Growth |
|-----------|---------|----------|---------|----------|---------------------|----------|
| Turlock   | 55,810  |          | 68,549  | 22.8%    | 71,246              | 3.9%     |
| Patterson | 11,606  | -        | 20,413  | 75.9%    | 20,736 <sup>1</sup> | 1.6%     |
| Ceres     | 34,609  | -        | 45,417  | 31.2%    | 46,570 <sup>1</sup> | 2.5%     |
| Modesto   | 188,856 | -        | 201,165 | 6.5%     | 209,308             | 4.0%     |
| Hughson   | 3,980   | -        | 6,640   | 66.8%    | 6,895 <sup>1</sup>  | 3.8%     |
| Denair    | 3,446   | -        | 4,404   | 27.8%    | 4,892 <sup>1</sup>  | 11.0%    |

<sup>1</sup> Source: ACS 2014 5-Year Estimates Program

## Age Groups

The City’s population is primarily comprised of adults ages 20 to 44, termed Family Forming Adults. According to 2014 estimates, there are 26,219 Family Forming Adults – or 36.8% of the population. Of this age group, adults ages 25-34 are the largest subset (10,331 or 14.5%). Children are the next largest age group category, at 20,519 or 28.8% of the population. The 5-14 subset is the largest subcategory, at 10,901 individuals or 15.3% of the population. A high proportion of children and families signify a demand for programs, as families are the primary market seeking educational and enrichment opportunities,



afterschool care and instruction, daycare, activities and events for the whole family, summer camps, and more.

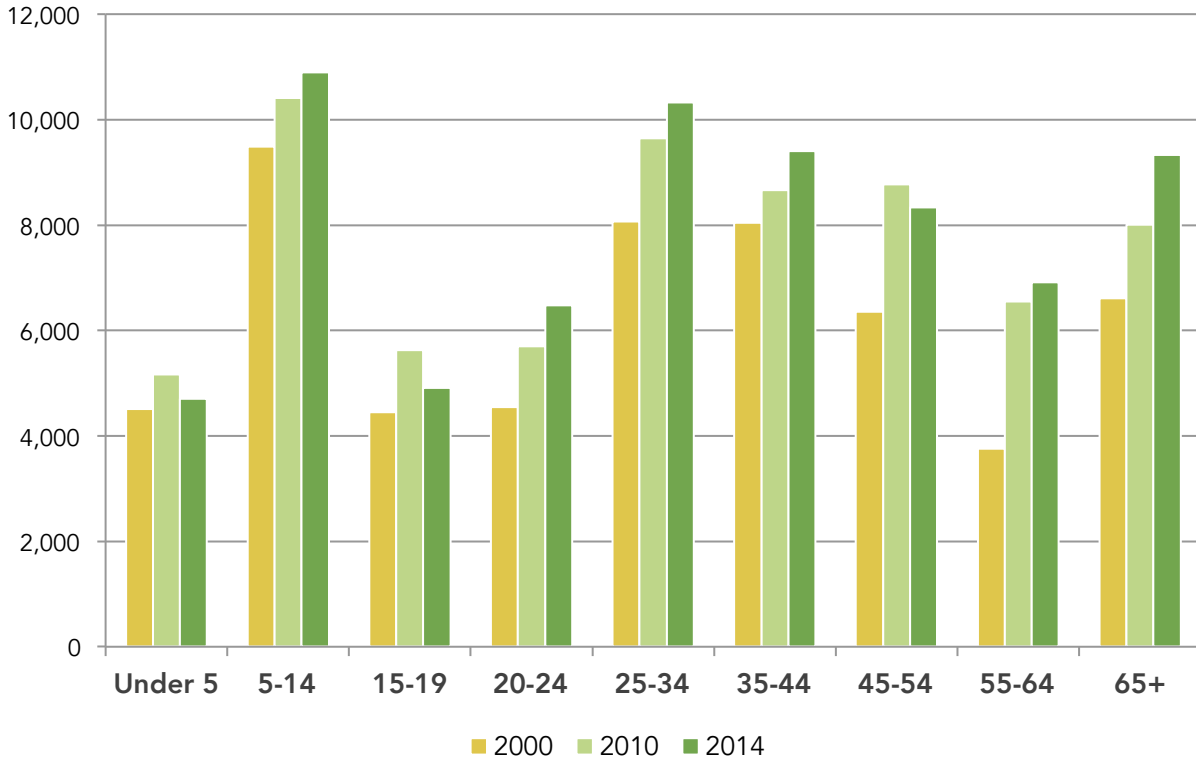
Despite the significant presence of Family Forming Adults and children, these age groups have not experienced growth in recent years. Both the Mature Adult (45-64) and Retirement Age Adult (65+) categories have grown significantly. Children (ages 0-19) only grew 2,073 individuals from 2000 to 2014 (11.2%) and the proportion of Children to the overall population dropped from 33.1% to 28.8%. In fact, between 2010 and 2014, the age group dropped in number by 691 individuals. The percentage of Family Forming Adults stayed nearly the same from 2000 to 2014, at 36.9% and 36.8%. Meanwhile, Mature Adults grew from 10,111 to 15,247 individuals between 2000-2014 – a 50.8% increase – and Retirement Age Adults grew from 6,605 to 9,333 adults – a 41.3% increase. In the same time period, median age also increased from 30.9 to 33.2. These changes suggest the population is aging in place. It is likely that there will be greater demand for senior and older adult programming and services in the near future.

**Fig. 3 Population By Age Groups**

|                       | 2000   | % Pop. | 2010   | % Pop. | 2014   | % Pop. |
|-----------------------|--------|--------|--------|--------|--------|--------|
| Children              | 18,446 | 33.1%  | 21,210 | 30.9%  | 20,519 | 28.8%  |
| Under 5               | 4,505  | 8.1%   | 5,167  | 7.5%   | 4,702  | 6.6%   |
| 5 to 14               | 9,493  | 17.0%  | 10,413 | 15.2%  | 10,901 | 15.3%  |
| 15 to 19              | 4,448  | 8.0%   | 5,630  | 8.2%   | 4,916  | 6.9%   |
| Family Forming Adults | 20,648 | 36.9%  | 24,010 | 35.0%  | 26,219 | 36.8%  |
| 20 to 24              | 4,545  | 8.1%   | 5,697  | 8.3%   | 6,483  | 9.1%   |
| 25 to 34              | 8,063  | 14.4%  | 9,646  | 14.1%  | 10,331 | 14.5%  |
| 35 to 44              | 8,040  | 14.4%  | 8,667  | 12.6%  | 9,404  | 13.2%  |
| Mature Adults         | 10,111 | 18.2%  | 15,317 | 22.4%  | 15,247 | 21.4%  |
| 45 to 54              | 6,352  | 11.4%  | 8,769  | 12.8%  | 8,336  | 11.7%  |
| 55 to 64              | 3,759  | 6.8%   | 6,548  | 9.6%   | 6,911  | 9.7%   |
| Retirement Age        | 6,605  | 11.8%  | 8,012  | 11.7%  | 9,333  | 13.1%  |
| 65 and over           | 6,605  | 11.8%  | 8,012  | 11.7%  | 9,333  | 13.1%  |
| Median Age            |        | 30.9   |        | 32.5   |        | 33.2   |



Fig. 4 Age Group Trends



### Households & Families

Total households have seen steady growth in Turlock. Households grew 23.7% between 2000-2010, from 18,408 to 22,772 (2.4% per year). Between 2010 and 2014, growth was 8.3% to 24,667 (or 2.1% per year). Household size fell from 3.00 to 2.86 from 2000 to 2014. This is indicative of slower paced growth of families and children compared to the overall population size, as reported above. Additionally, households with children (defined as individuals under the age of 18) have come to comprise a lesser share of total households (from 43.7% to 39.5%). For comparison, the 2014 ACS (1-Year Program) reports 41.7% for the County and 35.5% for the State. Turlock still has a higher proportion of households with children than the State, and a similar proportion as the County.



**Fig. 5 Households**

|  | 2000   | % Growth | 2010   | % Growth | 2014   | % Growth |
|--|--------|----------|--------|----------|--------|----------|
| Households                                 | 18,408 | -        | 22,772 | 23.7%    | 24,667 | 8.3%     |
| Households with 1 or More Persons Under 18 | 8,043  | -        | 9,339  | 16.1%    | 9,749  | 4.4%     |
| % of Households                            | 43.7%  |          | 41.0%  |          | 39.5%  |          |
| Avq. Household Size                        | 3.0    |          | 3.0    |          | 2.86   |          |

### Poverty

2014 estimates indicate that poverty among families in Turlock is in-line with the State. 13.5% of families are below the poverty level (2,245 families). There are also 1,824 families with children that are below the poverty level (or 19% of total families with children). These totals have grown from 2000. For comparison, 12.2% of families and 18.3% of families with related children are below the poverty level in California. Stanislaus County has slightly higher rates of poverty (15.1% of families and 21.6% of families with related children). This suggests that a sizable portion of the community will benefit from subsidized programming, in the form of reduced fees, scholarships, and other measures, to provide access to department facilities and services.

**Fig. 6 Families Below Poverty Level**

|   | 2000   | % Pop. | 2010 <sup>1</sup> | % Pop. | 2014   | % Pop. |
|---|--------|--------|-------------------|--------|--------|--------|
| Families                                      | 13,434 |        | 16,321            |        | 16,626 |        |
| With Related Children                         | 8,018  |        | 9,015             |        | 9,598  |        |
| Families Below Poverty                        | 1,665  | 12.4%  | 1,746             | 10.7%  | 2,245  | 13.5%  |
| Families Below Poverty w/<br>Related Children | 1,315  | 16.4%  | 1,262             | 14.0%  | 1,824  | 19.0%  |

<sup>1</sup> Source: 2010 ACS 5-Year Program

### Income

2014 estimates show a median household income of \$50,138 in Turlock. This fell slightly from 2010 (\$50,573), which is likely attributed to economic recession, but still increased from 2000 (\$39,050). For comparison, median household income in California was \$61,933 and in the County was \$51,084 in 2014 (1-Year Estimates Program). This could signify lower cost of living expenses in the County compared to the State, as well as lower than average income. 24.4% of Turlock households earn under \$25,000, which suggests that some share of households in Turlock may benefit from subsidized or reduced fees for programs and services.



Fig. 7 Income

|                         | 2000   | % Pop.   | 2010   | % Pop.   | 2014   | % Pop.   |
|-------------------------|--------|----------|--------|----------|--------|----------|
| Households              | 18,385 | 100.0%   | 22,932 | 100.0%   | 24,667 | 100.0%   |
| Less than \$10,000      | 2,036  | 11.1%    | 1,238  | 5.4%     | 1,381  | 5.6%     |
| \$10,000 to \$14,999    | 1,370  | 7.5%     | 1,651  | 7.2%     | 2,393  | 9.7%     |
| \$15,000 to \$24,999    | 2,662  | 14.5%    | 3,004  | 13.1%    | 2,245  | 9.1%     |
| \$25,000 to \$34,999    | 2,163  | 11.8%    | 2,454  | 10.7%    | 246    | 12.2%    |
| \$35,000 to \$49,999    | 3,106  | 16.9%    | 3,004  | 13.1%    | 3,256  | 13.2%    |
| \$50,000 to \$74,999    | 3,709  | 20.2%    | 3,990  | 17.4%    | 4,933  | 20.0%    |
| \$75,000 to \$99,999    | 1,833  | 10.0%    | 2,958  | 12.9%    | 3,083  | 12.5%    |
| \$100,000 to \$149,999  | 1,030  | 5.6%     | 3,210  | 14.0%    | 2,886  | 11.7%    |
| \$150,000 to \$199,999  | 203    | 1.1%     | 986    | 4.3%     | 839    | 3.4%     |
| \$200,000 or more       | 273    | 1.5%     | 413    | 1.8%     | 641    | 2.6%     |
| Median Household Income |        | \$39,050 |        | \$50,573 |        | \$50,138 |
| Median Family Income    |        | \$44,501 |        | \$59,401 |        | \$59,507 |

## Education

Turlock residents are well educated, as a whole. 81.6% have earned a high school degree or higher (2014). This is in-line with educational attainment levels of the State, in which 82.1% hold at least a high school degree or higher. Educational attainment in Turlock is also higher than in the County, which reports 78.4% hold a high school degree or higher. In addition, the population has become more educated over time. In 2000, only 70.4% of Turlock residents had attained a high school degree or higher. And, since 2000, the percentage of those holding a Bachelor's Degree has increased from 19.1% to 22.6%. The location of CSU Stanislaus in Turlock may have some relationship to this, as those enrolling or graduating from college may reside and settle in Turlock.

Education has been highly correlated to participation in parks and recreation activities including fitness and enrichment classes – the higher a community's education level, the more interest there will be in parks and recreation activities.<sup>1</sup> Additionally, those who are highly educated tend to have diverse parks and recreation interests when compared to those who are not as highly educated. This indicates that parks and recreation classes, activities, and facilities can be influential as a way of bolstering learning and enrichment, for all ages.

<sup>1</sup> American Sports Data, Inc. and the International Health, Racquet, and Sportsclub Association. (2000). IHRSA/ASD Health Club Trend Report. Hartsdale, NY: American Sports Data, Inc.



**Fig. 8 Educational Attainment**

|  | 2000          | % Pop. | 2010          | % Pop. | 2014          | % Pop. |
|--|---------------|--------|---------------|--------|---------------|--------|
| <b>Total Persons 25 Years &amp; Over</b> | <b>32,628</b> |        | <b>41,173</b> |        | <b>44,341</b> |        |
| Less than 9th Grade                      | 4,727         | 14.5%  | 4,488         | 10.9%  | 5,498         | 12.4%  |
| No High School Diploma                   | 4,917         | 15.1%  | 4,200         | 10.2%  | 2,705         | 6.1%   |
| High School Graduate or GED              | 8,009         | 24.5%  | 10,952        | 26.6%  | 10,731        | 24.2%  |
| Some College or Associate Degree         | 8,748         | 26.8%  | 11,734        | 28.5%  | 15,431        | 34.8%  |
| Bachelor's Degree                        | 4,247         | 13.0%  | 6,752         | 16.4%  | 6,829         | 15.4%  |
| Graduate or Professional Degree          | 1,980         | 6.1%   | 3,047         | 7.4%   | 3,193         | 7.2%   |

### *Race/Ethnicity*

Turlock’s racial and ethnic composition is primarily White with a sizable share of the population identifying as Hispanic or Latino. According to 2014 estimates, 78.7% (56,043) of the population identifies as White Alone, and this group increased from 40,370 individuals in 2000. The next largest racial segment is those identifying as “Some Other Race Alone” at 6.8% (4,839), although this cohort dropped in size from 8,460 (15.2%) in 2000. Ethnically, 36.8% of the population (26,197) identifies as Hispanic or Latino.<sup>2</sup> This segment increased from 16,422 individuals in 2000. Overall, the city’s racial and ethnic composition is steadily becoming more diverse. Although comprising small shares of the overall population, the Black/African American, Asian, and Native Hawaiian/Other Pacific Islander cohorts have all dramatically increased in size since 2000.

This has implications for the department’s communications and marketing efforts. To encourage participation in its programs, the department may offer its materials in multiple languages, for example. Trends can also be found in the ways that different races/ethnic groups use parks and recreation facilities and the types of programming they seek. This has implications for recreation and park services. For example, According to the Bay Area Open Space Council,<sup>3</sup> recreation patterns among Latinos show a strong emphasis on family and larger social gathering. Furthermore, Latino park users tend to value outdoor leisure activity as a way of family bonding, and value recreation activities in developed natural areas that feel safe. U.S. born Latinos tend to match the recreational patterns of the general population than those born in Mexico or Central America.

<sup>2</sup> “Hispanic or Latino” is considered a classification of ethnicity, and not race, by the US Census. Therefore, it is broken out separately from the racial categories of White, Black, American Indian/Alaska Native, Asian, Native Hawaiian/Other Pacific Islander, Some Other Race, and Two or More Races.

<sup>3</sup> Chavez, Deborah. “Latinos and Outdoor Recreation.” U.S. Department of Agriculture Forest Service, Riverside, CA. March 2012.



Recreation is often a way of preserving cultural heritage and traditions, especially for non-native born and immigrant members of the community.<sup>4</sup> Understanding and accommodating cultural activities and preferences is one way for the department to encourage participation.

**Fig. 9 Race & Ethnicity**

|   | 2000          | % Pop. | 2010          | % Pop. | 2014          | % Pop. |
|---|---------------|--------|---------------|--------|---------------|--------|
| <b>Total Population</b>                       | <b>55,810</b> |        | <b>68,549</b> |        | <b>71,246</b> |        |
| White Alone                                   | 40,370        | 72.3%  | 47,864        | 69.8%  | 56,043        | 78.7%  |
| Black or African American Alone               | 798           | 1.4%   | 1,160         | 1.7%   | 1,497         | 2.1%   |
| Amer. Indian and Alaska Native Alone          | 523           | 0.9%   | 601           | 0.9%   | 63            | 0.09%  |
| Asian Alone                                   | 2,518         | 4.5%   | 3,865         | 5.6%   | 4,363         | 6.1%   |
| Native Hawaiian and Other Pac. Islander Alone | 153           | 0.3%   | 313           | 0.5%   | 583           | 0.8%   |
| Some Other Race Alone                         | 8,460         | 15.2%  | 11,328        | 16.5%  | 4,839         | 6.8%   |
| Two or More Races                             | 2,988         | 5.4%   | 3,418         | 5.0%   | 3,858         | 5.4%   |
| Hispanic or Latino                            | 16,422        | 29.4%  | 24,957        | 36.4%  | 26,197        | 36.8%  |
| Not Hispanic or Latino                        | 39,388        | 70.6%  | 43,592        | 63.6%  | 45,049        | 63.2%  |

### *Travel Time to Work*

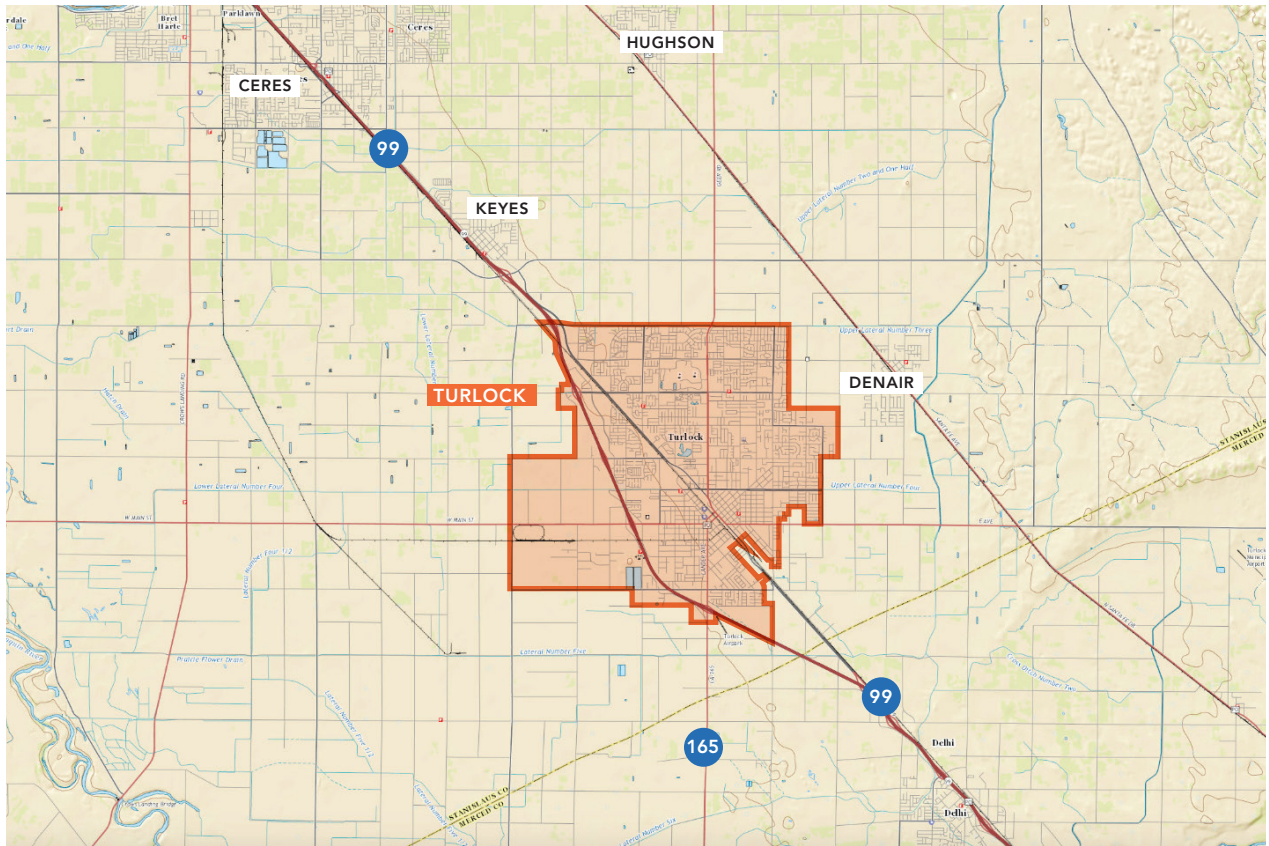
According to 2014 estimates, nearly three quarters of Turlock residents (74%) have a relatively short commute time to work, at less than 30 minutes. In addition, the City of Turlock Housing Element Draft Report (Dyett & Bhatia, August 2015) notes that, according to 2013 ACS data, almost half of the workforce living in Turlock works within the city, as well. Shorter commute times suggest that working individuals may have greater discretionary time before and after work hours to spend on other pursuits, including recreation. Given the closer proximity between work location and home, working adults may also rely more on services and programs within Turlock for leisure and recreation pursuits.

<sup>4</sup> California State Parks. "Park and Recreation Trends in California." Sacramento, CA 2005.  
[http://www.parks.ca.gov/pages/795/files/recreation\\_trends\\_081505.pdf](http://www.parks.ca.gov/pages/795/files/recreation_trends_081505.pdf)



# Demographic Report

## Service Area Map - Turlock



All demographic data unless otherwise stated is gathered from the US Census and the American Community Survey 2014 1-Year Estimates Program

# Demographic Report

## City of Turlock

### POPULATION GROWTH

|                 | CITY OF TURLOCK      | % GROWTH | STANISLAUS COUNTY    | % GROWTH |
|-----------------|----------------------|----------|----------------------|----------|
| 2000 Census     | 55,810               |          | 446,997              |          |
| 2010 Census     | 68,549               | 22.8%    | 514,453              | 15.1%    |
| 2014 ACS        | 71,246               | 3.9%     | 531,997              | 3.4%     |
| 2020 Projection | 93,060 <sup>1</sup>  | 30.6%    | 671,480 <sup>2</sup> | 26.2%    |
| 2030 Projection | 115,363 <sup>1</sup> | 24.0%    | 804,683 <sup>2</sup> | 19.8%    |

<sup>1</sup> Source: Projected by EPS, City Average

<sup>2</sup> Source: County average of projections by Caltrans, Claritas, U.S. Census Bureau, Department of Finance, StanCOG, Woods & Poole Economics, Inc., and EPS.

### POPULATION COMPARISON

|           | 2000    | % GROWTH | 2010    | % GROWTH | 2014                | % GROWTH |
|-----------|---------|----------|---------|----------|---------------------|----------|
| Turlock   | 55,810  |          | 68,549  | 22.8%    | 71,246              | 3.9%     |
| Patterson | 11,606  | -        | 20,413  | 75.9%    | 20,736 <sup>1</sup> | 1.6%     |
| Ceres     | 34,609  | -        | 45,417  | 31.2%    | 46,570 <sup>1</sup> | 2.5%     |
| Modesto   | 188,856 | -        | 201,165 | 6.5%     | 209,308             | 4.0%     |
| Hughson   | 3,980   | -        | 6,640   | 66.8%    | 6,895 <sup>1</sup>  | 3.8%     |
| Denair    | 3,446   | -        | 4,404   | 27.8%    | 4,892 <sup>1</sup>  | 11.0%    |

<sup>1</sup> Source: ACS 2014 5-Year Estimates Program

# Demographic Report

## POPULATION BY AGE

|                       | 2000   | % POP. | 2010   | % POP. | 2014   | % POP. |
|-----------------------|--------|--------|--------|--------|--------|--------|
| Children              | 18,446 | 33.1%  | 21,210 | 30.9%  | 20,519 | 28.8%  |
| Under 5               | 4,505  | 8.1%   | 5,167  | 7.5%   | 4,702  | 6.6%   |
| 5 to 14               | 9,493  | 17.0%  | 10,413 | 15.2%  | 10,901 | 15.3%  |
| 15 to 19              | 4,448  | 8.0%   | 5,630  | 8.2%   | 4,916  | 6.9%   |
| Family Forming Adults | 20,648 | 36.9%  | 24,010 | 35.0%  | 26,219 | 36.8%  |
| 20 to 24              | 4,545  | 8.1%   | 5,697  | 8.3%   | 6,483  | 9.1%   |
| 25 to 34              | 8,063  | 14.4%  | 9,646  | 14.1%  | 10,331 | 14.5%  |
| 35 to 44              | 8,040  | 14.4%  | 8,667  | 12.6%  | 9,404  | 13.2%  |
| Mature Adults         | 10,111 | 18.2%  | 15,317 | 22.4%  | 15,247 | 21.4%  |
| 45 to 54              | 6,352  | 11.4%  | 8,769  | 12.8%  | 8,336  | 11.7%  |
| 55 to 64              | 3,759  | 6.8%   | 6,548  | 9.6%   | 6,911  | 9.7%   |
| Retirement Age        | 6,605  | 11.8%  | 8,012  | 11.7%  | 9,333  | 13.1%  |
| 65 and over           | 6,605  | 11.8%  | 8,012  | 11.7%  | 9,333  | 13.1%  |
| Median Age            | 30.9   |        | 32.5   |        | 33.2   |        |

## HOUSEHOLDS

|  | 2000   | % GROWTH | 2010   | % GROWTH | 2014   | % GROWTH |
|--|--------|----------|--------|----------|--------|----------|
| Households                                 | 18,408 | -        | 22,772 | 23.7%    | 24,667 | 8.3%     |
| Households with 1 or More Persons Under 18 | 8,043  | -        | 9,339  | 16.1%    | 9,749  | 4.4%     |
| % of Households                            | 43.7%  |          | 41.0%  |          | 39.5%  |          |
| Avg. Household Size                        | 3.0    |          | 3.0    |          | 2.86   |          |

# Demographic Report

## POVERTY

|   | 2000   | % POP. | 2010 <sup>1</sup> | % POP. | 2014   | % POP. |
|---|--------|--------|-------------------|--------|--------|--------|
| Families                                      | 13,434 |        | 16,321            |        | 16,626 |        |
| With Related Children                         | 8,018  |        | 9,015             |        | 9,598  |        |
| Families Below Poverty                        | 1,665  | 12.4%  | 1,746             | 10.7%  | 2,245  | 13.5%  |
| Families Below Poverty w/<br>Related Children | 1,315  | 16.4%  | 1,262             | 14.0%  | 1,824  | 19.0%  |

<sup>1</sup> Source: 2010 ACS 5-Year Program

## HOUSEHOLD INCOME

|                         | 2000     | % POP. | 2010 <sup>1</sup> | % POP. | 2014     | % POP. |
|-------------------------|----------|--------|-------------------|--------|----------|--------|
| Households              | 18,385   | 100.0% | 22,932            | 100.0% | 24,667   | 100.0% |
| Less than \$10,000      | 2,036    | 11.1%  | 1,238             | 5.4%   | 1,381    | 5.6%   |
| \$10,000 to \$14,999    | 1,370    | 7.5%   | 1,651             | 7.2%   | 2,393    | 9.7%   |
| \$15,000 to \$24,999    | 2,662    | 14.5%  | 3,004             | 13.1%  | 2,245    | 9.1%   |
| \$25,000 to \$34,999    | 2,163    | 11.8%  | 2,454             | 10.7%  | 246      | 12.2%  |
| \$35,000 to \$49,999    | 3,106    | 16.9%  | 3,004             | 13.1%  | 3,256    | 13.2%  |
| \$50,000 to \$74,999    | 3,709    | 20.2%  | 3,990             | 17.4%  | 4,933    | 20.0%  |
| \$75,000 to \$99,999    | 1,833    | 10.0%  | 2,958             | 12.9%  | 3,083    | 12.5%  |
| \$100,000 to \$149,999  | 1,030    | 5.6%   | 3,210             | 14.0%  | 2,886    | 11.7%  |
| \$150,000 to \$199,999  | 203      | 1.1%   | 986               | 4.3%   | 839      | 3.4%   |
| \$200,000 or more       | 273      | 1.5%   | 413               | 1.8%   | 641      | 2.6%   |
| Median Household Income | \$39,050 |        | \$50,573          |        | \$50,138 |        |
| Median Family Income    | \$44,501 |        | \$59,401          |        | \$59,507 |        |

<sup>1</sup> Source: 2010 ACS 5-Year Program

# Demographic Report

## EDUCATIONAL ATTAINMENT

|                                  | 2000   | % POP. | 2010 <sup>1</sup> | % POP. | 2014   | % POP. |
|----------------------------------|--------|--------|-------------------|--------|--------|--------|
| Total Persons 25 Years & Over    | 32,628 |        | 41,173            |        | 44,341 |        |
| Less than 9th Grade              | 4,727  | 14.5%  | 4,488             | 10.9%  | 5,498  | 12.4%  |
| No High School Diploma           | 4,917  | 15.1%  | 4,200             | 10.2%  | 2,705  | 6.1%   |
| High School Graduate or GED      | 8,009  | 24.5%  | 10,952            | 26.6%  | 10,731 | 24.2%  |
| Some College or Associate Degree | 8,748  | 26.8%  | 11,734            | 28.5%  | 15,431 | 34.8%  |
| Bachelor's Degree                | 4,247  | 13.0%  | 6,752             | 16.4%  | 6,829  | 15.4%  |
| Graduate or Professional Degree  | 1,980  | 6.1%   | 3,047             | 7.4%   | 3,193  | 7.2%   |

<sup>1</sup> Source: 2010 ACS 5-Year Program

## RACE & ETHNICITY

|   | 2000   | % POP. | 2010   | % POP. | 2014   | % POP. |
|---|--------|--------|--------|--------|--------|--------|
| Total Population                              | 55,810 |        | 68,549 |        | 71,246 |        |
| White Alone                                   | 40,370 | 72.3%  | 47,864 | 69.8%  | 56,043 | 78.7%  |
| Black or African American Alone               | 798    | 1.4%   | 1,160  | 1.7%   | 1,497  | 2.1%   |
| Amer. Indian and Alaska Native Alone          | 523    | 0.9%   | 601    | 0.9%   | 63     | 0.09%  |
| Asian Alone                                   | 2,518  | 4.5%   | 3,865  | 5.6%   | 4,363  | 6.1%   |
| Native Hawaiian and Other Pac. Islander Alone | 153    | 0.3%   | 313    | 0.5%   | 583    | 0.8%   |
| Some Other Race Alone                         | 8,460  | 15.2%  | 11,328 | 16.5%  | 4,839  | 6.8%   |
| Two or More Races                             | 2,988  | 5.4%   | 3,418  | 5.0%   | 3,858  | 5.4%   |
| Hispanic or Latino                            | 16,422 | 29.4%  | 24,957 | 36.4%  | 26,197 | 36.8%  |
| Not Hispanic or Latino                        | 39,388 | 70.6%  | 43,592 | 63.6%  | 45,049 | 63.2%  |

# Demographic Report

## TRAVEL TIME TO WORK

|                    | 2000  | % POP. | 2010 <sup>1</sup> | % POP. | 2014   | % POP. |
|--------------------|-------|--------|-------------------|--------|--------|--------|
| 0-14 Minutes       | 9,216 | 43.5%  | 11,243            | 40.6%  | 10,831 | 38.1%  |
| 15-29 Minutes      | 6,990 | 33.0%  | 8,920             | 32.2%  | 10,119 | 35.6%  |
| 30-44 Minutes      | 2,711 | 12.9%  | 4,368             | 15.8%  | 5,012  | 17.7%  |
| 45 Minutes or More | 2,249 | 10.6%  | 3,155             | 11.4%  | 2,429  | 8.6%   |

<sup>1</sup> Source: 2010 ACS 5-Year Program