



SEDONA COMMUNITY PROFILE

5 Zip Codes

2021

A report by the
REGIONAL ECONOMIC
DEVELOPMENT CENTER
YAVAPAI COLLEGE

Sedona 2021 Community Profile

5 Zip Codes

Professional Complete Report

Source: EASI Demographics; Prepared by REDC

Address - 86339

Latitude - 34° : 52' : 11"

Longitude - -111° : 45' : 36"

Filtered by: ZIP_CODE='86336' '863339' '86341' '86340' '86351'

Radius in miles - 10

POPULATION BY YEAR	Value	% Total
Population (4/1/1990)	11,679	60.80%
Population (4/1/2000)	16,665	86.70%
Population (4/1/2010)	17,287	90.00%
Population (1/1/2020)	19,217	100.00%
Population (1/1/2025)	19,626	102.10%
Population Growth (2020/2010)	11.16	
Population Forecast (2025/2020)	2.13	

HOUSEHOLDS BY YEAR	Value	% Total
Households (4/1/1990)	5,712	59.10%
Households (4/1/2000)	8,078	83.60%
Households (4/1/2010)	8,673	89.70%
Households (1/1/2020)	9,664	100.00%
Households (1/1/2025)	9,881	102.20%
Households Growth (2020/2010)	11.43	
Households Forecast (2025/2020)	2.25	

GENERAL FAMILY AND POPULATION TOTALS	Value	% Total
Population (1/1/2020)	19,217	100.00%
Family Population	13,454	70.00%
Non-Family Population	5,588	29.10%
Total Group Quarters Population	175	0.90%

HOUSEHOLDS BY FAMILY TYPE	Value	% Total
Households (1/1/2020)	9,664	100.00%
Total Families	5,335	55.20%
Total Non Family Households	4,329	44.80%

FAMILIES BY FAMILY TYPE	Value	% Total
Total Families	5,335	100.00%
Total Married Families	4,490	84.20%
Total Other Families	845	15.80%

MARRIED FAMILIES BY FAMILY TYPE	Value	% Total
Total Married Families	4,490	100.00%
Married Families Children Under 18	668	14.90%
Married Families No Children Under 18	3,822	85.10%

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OTHER FAMILIES BY FAMILY TYPE	Value	% Total
Total Other Families	845	100.00%
Male Householder, No Wife Present	262	31.00%
Female Householder, No Husband Present	583	69.00%

OTHER MALE FAMILIES BY FAMILY TYPE	Value	% Total
Male Householder, No Wife Present	262	100.00%
Male Householder, No Wife Present with Children Under 18	138	52.70%
Male Householder, No Wife Present with No Children Under 18	124	47.30%

OTHER FEMALE FAMILIES BY FAMILY TYPE	Value	% Total
Female Householder, No Husband Present	583	100.00%
Female Householder, No Husband Present with Children Under 18	272	46.70%
Female Householder, No Husband Present with No Children Under 18	311	53.30%

NON FAMILY HOUSEHOLDS BY GENDER	Value	% Total
Total Non Family Households	4,329	100.00%
Non Family Male Householder, People Under 18 Present	12	0.30%
Non Family Male Householder, No People Under 18 Present	1,829	42.20%
Non Family Female Householder, People Under 18 Present	3	0.10%
Non Family Female Householder, No People Under 18 Present	2,485	57.40%

DETAILED POPULATION CHARACTERISTICS	Value	% Total
Urban	13,234	68.90%
Rural	5,983	31.10%

Gender	Value	% Total
Male	8,972	46.70%
Female	10,245	53.30%

Poverty	Value	% Total
Population, In Poverty	1,716	8.90%

Veterans	Value	% Total
Population, Veterans	1,810	9.40%

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Age	Value	% Total
Median Age		60.3
Aged 0 to 5 Years	553	2.90%
Aged 6 to 11 Years	624	3.20%
Aged 12 to17 Years	769	4.00%
Aged 18 to 24 Years	583	3.00%
Aged 25 to 34 Years	1,219	6.30%
Aged 35 to 44 Years	1,362	7.10%
Aged 45 to 54 Years	2,140	11.10%
Aged 55 to 64 Years	4,466	23.20%
Aged 65 to 74 Years	4,544	23.60%
Aged 75 to 84 Years	2,063	10.70%
Aged 85 Years and Older	894	4.70%

Male Population By Age	Value	% Total
Median Age		60.2
Aged 0 to 5 Years	258	1.30%
Aged 6 to 11 Years	306	1.60%
Aged 12 to17 Years	385	2.00%
Aged 18 to 24 Years	320	1.70%
Aged 25 to 34 Years	627	3.30%
Aged 35 to 44 Years	642	3.30%
Aged 45 to 54 Years	936	4.90%
Aged 55 to 64 Years	1,947	10.10%
Aged 65 to 74 Years	2,154	11.20%
Aged 75 to 84 Years	1,020	5.30%
Aged 85 Years and Older	377	2.00%

Female Population By Age	Value	% Total
Median Age		60.3
Aged 0 to 5 Years	295	1.50%
Aged 6 to 11 Years	318	1.70%
Aged 12 to17 Years	384	2.00%
Aged 18 to 24 Years	263	1.40%
Aged 25 to 34 Years	592	3.10%
Aged 35 to 44 Years	720	3.70%
Aged 45 to 54 Years	1,204	6.30%
Aged 55 to 64 Years	2,519	13.10%
Aged 65 to 74 Years	2,390	12.40%
Aged 75 to 84 Years	1,043	5.40%
Aged 85 Years and Older	517	2.70%

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POPULATION BY RACE	Value	% Total
White Alone	17,101	89.00%
Black Alone	143	0.70%
Asian Alone	471	2.50%
American Indian and Alaska Native Alone	132	0.70%
Other Race Alone	922	4.80%
Two or More Races	448	2.30%

POPULATION BY ETHNICITY	Value	% Total
Hispanic	2,552	13.30%
White Non-Hispanic	15,403	80.20%

Median Age by Race	Value	% Total
White Median Age	61.8	
Black Median Age	59.6	
Asian Median Age	50.3	
American Indian and Alaska Native Median Age	9.2	
Other Race Median Age	0	
Two or More Races Median Age	4.9	

Median Age by Ethnicity	Value	% Total
Hispanic Median Age	30.2	
White Non Hispanic Median Age	63.3	

Marital Status (Pop 15+)	Value	% Total
Males Never Married	1,712	8.90%
Males Married	4,962	25.80%
Males Widowed	454	2.40%
Males Divorced	1,098	5.70%
Females Never Married	1,410	7.30%
Females Married	5,217	27.10%
Females Widowed	1,032	5.40%
Females Divorced	1,771	9.20%

Males Currently Married (Pop 15+)	Value	% Total
Males Married	4,962	25.80%
Males Married and Together	4,709	24.50%
Males Married and Separated	131	0.70%
Males Married and Absent	122	0.60%

Females Currently Married (Pop 15+)	Value	% Total
Females Married	5,217	27.10%
Females Married and Together	4,785	24.90%
Females Married and Separated	263	1.40%
Females Married and Absent	169	0.90%

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Primary Language (Pop 5+)	Value	% Total
Speaks English	16,313	84.90%
Speaks Spanish	1,393	7.20%
Speaks Other Indo-European Languages	881	194.10%
Speaks Asian or Pacific Island Language	65	49.60%
Speaks Other Language	88	0.50%

Citizenship	Value	% Total
Native	17,365	90.40%
Foreign Born - Naturalized	968	5.00%
Foreign Born - Not a Citizen	884	4.60%

Group Quarters	Value	% Total
Total Group Quarters	175	100.00%
Institutional Group Quarters	111	63.40%
Non-Institutional Group Quarters	64	36.60%

DETAILED HOUSEHOLD CHARACTERISTICS	Value	% Total
Household, Average Size	1.97	

HOUSEHOLDS BY RACE	Value	% Total
White	8,995	93.10%
Black	59	0.60%
Asian	176	1.80%
American Indian and Alaska Native	45	0.50%
Other Race	244	2.50%
Two or More Races	145	1.50%
	9,664	

HOUSEHOLDS BY ETHNICITY	Value	% Total
Hispanic	708	7.30%
White Non-Hispanic	8,523	88.20%

Household by Age of Head	Value	% Total
Median Age	64.5	
Aged Under 25 Years	100	1.00%
Aged 25 to 34 Years	412	4.30%
Aged 35 to 44 Years	636	6.60%
Aged 45 to 54 Years	1,134	11.70%
Aged 55 to 64 Years	2,671	27.60%
Aged 65 to 74 Years	2,559	26.50%
Aged 75 to 84 Years	1,441	14.90%
Aged 85 Years and Over	711	7.40%

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Household by Size	Value	% Total
Median Size		2.3
1 Person	3,382	35.00%
2 Person	4,680	48.40%
3 Person	810	8.40%
4 Person	446	4.60%
5 Person	194	2.00%
6 Person	89	0.90%
7 or More Person	63	0.70%

Household by Vehicles	Value	% Total
Median Vehicles		2.1
No Vehicles	277	2.90%
1 Vehicle	4,227	43.70%
2 Vehicles	4,033	41.70%
3 Vehicles	885	9.20%
4+ Vehicles	242	2.50%

HOUSING UNITS BY OCCUPANCY	Value	% Total
Total Units	12,381	100.00%
Occupied Units	9,664	78.10%
Vacant Units	2,717	21.90%

HOUSING UNITS BY TENURE	Value	% Total
Housing, Occupied Units	9,664	100.00%
Housing, Owner Occupied	6,673	69.10%
Housing, Renter Occupied	2,991	30.90%

HOUSING UNITS BY VACANCY TYPE	Value	% Total
Housing, Vacant Units	2,717	100.00%
Housing, Vacant Units For Rent	373	13.70%
Housing, Vacant Units Rented, Not Occupied	16	0.60%
Housing, Vacant Units For Sale	248	9.10%
Housing, Vacant Units Sold, Not Occupied	82	3.00%
Housing, Vacant Units Seasonal, Recreational, or Occasional Use	1,758	64.70%
Housing, Vacant Units For Migrant Workers	0	0.00%
Housing, Vacant Units Vacant Other	240	8.80%

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OCCUPIED HOUSING STRUCTURES	Value	% Total
Housing, Occupied Units	9,664	100.00%
Housing, Occupied Structure with 1 Unit Detached	6,910	71.50%
Housing, Occupied Structure with 1 Unit Attached	747	7.70%
Housing, Occupied Structure with 2 Units	270	2.80%
Housing, Occupied Structure with 3-4 Units	210	2.20%
Housing, Occupied Structure with 5-9 Units	197	2.00%
Housing, Occupied Structure with 10-19 Units	141	1.50%
Housing, Occupied Structure with 20-49 Units	94	1.00%
Housing, Occupied Structure with 50+ Units	181	1.90%
Housing, Occupied Structure Trailer	900	9.30%
Housing, Occupied Structure Other	14	0.10%

OWNER OCCUPIED HOUSEHOLDS BY MORTGAGE	Value	% Total
Housing, Owner Occupied	6,673	100.00%
Housing, Owner Households, With Mortgage Any	3,743	56.10%
Housing, Owner Households, With No Mortgage	2,930	43.90%

OWNER OCCUPIED HOUSEHOLDS BY HOME VALUE	Value	% Total
Housing, Owner Occupied	6,673	100.00%
Housing, Median Value Owner Households (\$)	415,124	
Housing, Owner Households Valued Less than \$10,000	82	1.20%
Housing, Owner Households Valued \$10,000-\$14,999	84	1.30%
Housing, Owner Households Valued \$15,000-\$19,999	23	0.30%
Housing, Owner Households Valued \$20,000-\$24,999	52	0.80%
Housing, Owner Households Valued \$25,000-\$29,999	30	0.40%
Housing, Owner Households Valued \$30,000-\$34,999	0	0.00%
Housing, Owner Households Valued \$35,000-\$39,999	35	0.50%
Housing, Owner Households Valued \$40,000-\$49,999	37	0.60%
Housing, Owner Households Valued \$50,000-\$59,999	81	1.20%
Housing, Owner Households Valued \$60,000-\$69,999	94	1.40%
Housing, Owner Households Valued \$70,000-\$79,999	51	0.80%
Housing, Owner Households Valued \$80,000-\$89,999	41	0.60%
Housing, Owner Households Valued \$90,000-\$99,999	40	0.60%
Housing, Owner Households Valued \$100,000-\$124,999	132	2.00%
Housing, Owner Households Valued \$125,000-\$149,999	39	0.60%
Housing, Owner Households Valued \$150,000-\$174,999	155	2.30%
Housing, Owner Households Valued \$175,000-\$199,999	135	2.00%
Housing, Owner Households Valued \$200,000-\$249,999	414	6.20%
Housing, Owner Households Valued \$250,000-\$299,999	552	8.30%
Housing, Owner Households Valued \$300,000-\$399,999	1,083	16.20%
Housing, Owner Households Valued \$400,000-\$499,999	1,167	17.50%
Housing, Owner Households Valued \$500,000-\$749,999	1,299	19.50%
Housing, Owner Households Valued \$750,000-\$999,999	479	7.20%
Housing, Owner Households Valued More than \$1,000,000	568	8.50%

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RENTER OCCUPIED HOUSEHOLDS BY RENT VALUE	Value	% Total
Housing, Renter Occupied	2,991	100.00%
Housing, Median Rent (\$)	1,015	
Housing, Rent less than \$250	0	0.00%
Housing, Rent \$250-\$499	90	3.00%
Housing, Rent \$500-\$749	604	20.20%
Housing, Rent \$750-\$999	588	19.70%
Housing, Rent \$1,000-\$1,249	584	19.50%
Housing, Rent \$1,250-\$1,499	337	11.30%
Housing, Rent \$1,500-\$1,999	241	8.10%
Housing, Rent \$2,000+	192	6.40%
Housing, No Cash Rent	355	11.90%

HOUSING UNITS BY YEAR BUILT	Value	% Total
Total Housing Units	12,381	100.00%
Housing, Median Year Built	1988	
Housing, Built 2010 or Later	1,855	15.00%
Housing, Built 2000 to 2009	1,679	13.60%
Housing, Built 1990 to 1999	2,468	19.90%
Housing, Built 1980 to 1989	3,049	24.60%
Housing, Built 1970 to 1979	2,094	16.90%
Housing, Built 1960 to 1969	761	6.10%
Housing, Built 1950 to 1959	262	2.10%
Housing, Built 1940 to 1949	143	1.20%
Housing, Built 1939 or Earlier	70	0.60%

Year Moved In	Value	% Total
Median Year Moved In	2009	
Year Moved in 2010 or Later	5,899	61.00%
Year Moved in 2000 to 2009	1,991	20.60%
Year Moved in 1990 to 1999	1,041	10.80%
Year Moved in 1980 to 1989	511	5.30%
Year Moved in 1970 to 1979	201	2.10%
Year Moved in 1969 or Earlier	21	0.20%
	9,664	

HOUSEHOLDS BY TYPE OF HEATING FUEL USED	Value	% Total
Home Heating Fuel: Utility gas	4,883	50.50%
Home Heating Fuel: Bottled, tank, or LP gas	1,158	12.00%
Home Heating Fuel: Electricity	3,237	33.50%
Home Heating Fuel: Fuel oil, kerosene, etc.	29	0.30%
Home Heating Fuel: Coal or coke	0	0.00%
Home Heating Fuel: Wood	180	1.90%
Home Heating Fuel: Solar energy	136	1.40%
Home Heating Fuel: Other fuel	40	0.40%
Home Heating Fuel: No fuel used	1	0.00%
	9,664	

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DETAILED INCOME CHARACTERISTICS	Value	% Total
Total Personal Income (\$)	1,305,565,657	
Total Household Income (\$)	1,297,205,743	
Median Household Income (\$)	74,216	
Average Household Income (\$)	134,231	
Per Capita Household Income (\$)	67,938	
Household High Income Average (\$)	570,538	

Households By Income	Value	% Total
Less than \$15,000	869	
\$15,000 to \$24,999	645	
\$25,000 to \$34,999	745	
\$35,000 to \$49,999	1,121	
\$50,000 to \$74,999	1,499	
\$75,000 to \$99,999	1,254	
\$100,000 to \$124,999	986	
\$125,000 to \$149,999	754	
\$150,000 to \$199,999	566	
\$200,000 and Over	1,225	

DETAILED EMPLOYMENT CHARACTERISTICS		
Labor Force Characteristics (Pop 16+)	Value	% Total
Employment Potential	17,527	100.00%
Civilian Total	7,026	40.10%
Civilian Males	3,536	20.20%
Civilian Females	3,490	19.90%
Armed Forces Male	0	0.00%
Armed Forces Female	0	0.00%
Unemployed Male	162	0.90%
Unemployed Female	161	0.90%
Not in the Labor Force Male	4,383	25.00%
Not in the Labor Force Female	5,795	33.10%

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Industry (Pop 16+)	Value	% Total
Total Civilian Employment	7,026	100.00%
Employment, Agriculture, Forestry, Fishing and Hunting	5	0.10%
Employment, Mining, Quarrying and Oil and Gas Extraction	0	0.00%
Employment, Construction	470	6.70%
Employment, Manufacturing	254	3.60%
Employment, Wholesale Trade	127	1.80%
Employment, Retail Trade(Pop 16+)	616	8.80%
Employment, Transportation and Warehousing	100	1.40%
Employment, Utilities	35	0.50%
Employment, Information	303	4.30%
Employment, Finance and Insurance	193	2.70%
Employment, Real Estate and Rental and Leasing	190	2.70%
Employment, Professional, Scientific, and Technical Services	523	7.40%
Employment, Management of Companies and Enterprises	0	0.00%
Employment, Administrative and Support and Waste Mgt. Services	307	4.40%
Employment, Educational Services	336	4.80%
Employment, Health Care and Social Assistance	1,437	20.50%
Employment, Arts, Entertainment, and Recreation	531	7.60%
Employment, Accommodation and Food Services, etc.	1,018	14.50%
Employment, Other Services	450	6.40%
Employment, Public Administration	131	1.90%

Occupation (Pop 16+)	Value	% Total
Management, Business, and Financial Operations	1,246	
Professional and Related	2,174	
Service	1,697	
Sales and Office	1,458	
Farming, Fishing, and Forestry	6	
Construction, Extraction, and Maintenance	261	
Production, Transportation, and Material Moving	184	

General Employment Characteristics (Pop 16+)	Value	% Total
Total Civilian Potential	7,026	
White Collar	4,878	
Blue Collar	445	
Private for-Profit Wage and Salary Workers, Employee	3,614	
Private for-Profit Wage and Salary Workers, Self	857	
Private Not-for-Profit Wage and Salary Workers	796	
Self-Employed Workers in Own Not Incorporated Business	1,245	
Unpaid Family Workers	27	
Local Government Workers	146	
State Government Workers	313	
Federal Government Workers	28	

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Transportation to Work (Empl 16+)	Value	% Total
Car, Truck, Van	4,961	
Car, Truck, Van to Work Alone	4,630	
Car, Truck, Van to Work Carpool	331	
Public Transportation	10	
Bus or Trolley Bus	10	
Streetcar or Trolley Car	0	
Subway or Elevated	0	
Railroad	0	
Ferry	0	
Taxi	0	
Motorcycle	20	
Bicycle	181	
Walked	304	
Other Transportation	46	

Travel Time to Work (Empl 16+)	Value	% Total
Less than 15 Min	2,533	
15-29 Min	1,824	
30-59 Min	902	
60-89 Min	154	
90+ Min	109	
Work at Home	1,504	

DETAILED EDUCATION CHARACTERISTICS	Value	% Total
Education Enrollment (Pop 3+)		
Education, Enrolled School (Pop 3+)	2,446	
Education Male, Enrolled School (Pop 3+)	1,389	
Education Female, Enrolled School (Pop 3+)	1,057	
Enrolled Public School	1,995	
Enrolled Private School	451	
Enrolled Public Preprimary	108	
Enrolled Private Preprimary	24	
Enrolled Public Kindergarten	58	
Enrolled Private Kindergarten	0	
Enrolled Public Grades 1-4	227	
Enrolled Private Grades 1-4	12	
Enrolled Public Grades 5-8	386	
Enrolled Private Grades 5-8	49	
Enrolled Public Grades 9-12	366	
Enrolled Private Grades 9-12	25	
Enrolled Public Undergraduate College	588	
Enrolled Private Undergraduate College	193	
Enrolled Public Graduate or Professional School	262	
Enrolled Private Graduate or Professional School	148	
Not Enrolled in School	16,501	

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Education Attainment (Pop 25+)	Value	% Total
Less Than High School	826	4.90%
High School	2,455	14.70%
Some College	3,951	23.70%
Associate's Degree	1,235	7.40%
Bachelor's Degree	4,675	28.00%
Master's Degree	2,187	13.10%
Professional Degree	823	4.90%
Doctorate Degree	536	3.20%

DETAILED FAMILY CHARACTERISTICS

Families By Size	Value	% Total
Median Size	2.69	
1 Person	0	
2 Person	3,852	
3 Person	739	
4 Person	416	
5 Person	179	
6 Person	87	
7 or More Person	62	

Families By Age	Value	% Total
Median Age	64.3	
Aged Under 25 Years	47	
Aged 25 to 34 Years	257	
Aged 35 to 44 Years	390	
Aged 45 to 54 Years	686	
Aged 55 to 64 Years	1,384	
Aged 65 to 74 Years	1,574	
Aged 75 Years and Over	997	

Family Income Characteristics	Value	% Total
Total Family Income(\$)	1,014,066,425	
Median Income (\$)	106,061	
Average Income (\$)	190,078	
Per Capita Income (\$)	75,373	
High Income Average (\$)	595,550	

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Families By Income	Value	% Total
Less than \$15,000		228
\$15,000 to \$24,999		178
\$25,000 to \$34,999		312
\$35,000 to \$49,999		321
\$50,000 to \$74,999		627
\$75,000 to \$99,999		817
\$100,000 to \$124,999		761
\$125,000 to \$149,999		538
\$150,000 to \$199,999		487
\$200,000 and Over		1,066

DETAILED NON-FAMILY CHARACTERISTICS

Non-Families By Size	Value	% Total
Median Size		1.64
1 Person		3,382
2 Person		828
3 Person		71
4 Person		30
5 Person		15
6 Person		2
7 or More Person		1

Non-Families By Age	Value	% Total
Median Age		64.8
Aged Under 25 Years		53
Aged 25 to 34 Years		155
Aged 35 to 44 Years		246
Aged 45 to 54 Years		448
Aged 55 to 64 Years		1,287
Aged 65 to 74 Years		985
Aged 75 Years and Over		1,155

Non-Family Income Characteristics	Value	% Total
Total Income (\$)	283,139,318	
Median Income (\$)	46,691	
Average Income (\$)	65,405	
Per Capita Income (\$)	50,669	
High Income Average (\$)	402,849	

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Non-Families By Income	Value	% Total
Less than \$15,000		641
\$15,000 to \$24,999		467
\$25,000 to \$34,999		433
\$35,000 to \$49,999		800
\$50,000 to \$74,999		872
\$75,000 to \$99,999		437
\$100,000 to \$124,999		225
\$125,000 to \$149,999		216
\$150,000 to \$199,999		79
\$200,000 and Over		159

RETAIL SALES (\$000)	Value	% Total
Total Retail Sales (including Food Services)	460,195	
Motor Vehicles Store Sales	6,037	
Home Furnishings Store Sales	19,076	
Electrical and Appliances Store Sales	3,038	
Building Materials and Garden Store Sales	12,395	
Food and Beverage Store Sales	139,013	
Health and Personal Care Store Sales	26,979	
Gasoline Stations Store Sales	27,290	
Clothing and Accessories Store Sales	28,272	
Sporting Goods Store Sales	2,686	
General Merchandise Store Sales	8,944	
Miscellaneous Store Sales	68,674	
Nonstore Purchases Sales	33,099	
Food Services	84,692	

COST OF LIVING	Value	% Total
All Items - CPI (1982-84)	254.7	
Apparel CPI	118.7	
Education and Communications CPI	135.9	
Food and Beverages CPI	254.9	
Other Goods and Services CPI	422.5	
Housing CPI	276.4	
Medical Care CPI	479.3	
Recreation CPI	112.8	
Transportation CPI	204.6	

EMPLOYMENT CHARACTERISTICS	Value	% Total
Employees, Total (by Place of Work)	9,174	
Establishments, Total (by Place of Work)	992	

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Employees by Industry (Major)	Value	% Total
FORESTRY, FISHING, HUNTING, AND AGRICULTURE SUPPORT		0
MINING		0
UTILITIES		24
CONSTRUCTION		341
MANUFACTURING		65
WHOLESALE TRADE		73
RETAIL TRADE		1,428
TRANSPORTATION & WAREHOUSING		291
INFORMATION		169
FINANCE & INSURANCE		169
REAL ESTATE & RENTAL & LEASING		553
PROFESSIONAL, SCIENTIFIC & TECHNICAL SERVICES		283
MANAGEMENT OF COMPANIES & ENTERPRISES		32
ADMIN, SUPPORT, WASTE MGT, REMEDIATION SERVICES		433
EDUCATIONAL SERVICES		110
HEALTH CARE AND SOCIAL ASSISTANCE		774
ARTS, ENTERTAINMENT & RECREATION		224
ACCOMMODATION & FOOD SERVICES		3,756
OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)		449

Establishments by Industry (Major)	Value	% Total
FORESTRY, FISHING, HUNTING, AND AGRICULTURE SUPPORT		0
MINING		0
UTILITIES		4
CONSTRUCTION		75
MANUFACTURING		16
WHOLESALE TRADE		14
RETAIL TRADE		207
TRANSPORTATION & WAREHOUSING		16
INFORMATION		23
FINANCE & INSURANCE		48
REAL ESTATE & RENTAL & LEASING		73
PROFESSIONAL, SCIENTIFIC & TECHNICAL SERVICES		108
MANAGEMENT OF COMPANIES & ENTERPRISES		2
ADMIN, SUPPORT, WASTE MGT, REMEDIATION SERVICES		51
EDUCATIONAL SERVICES		15
HEALTH CARE AND SOCIAL ASSISTANCE		78
ARTS, ENTERTAINMENT & RECREATION		28
ACCOMMODATION & FOOD SERVICES		148
OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)		86

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STANDARD OCCUPATION CLASSIFICATIONS	Value	% Total
SOC: All Occupations	9,434.26	
SOC: Management Occupations	434.3	
SOC: Business And Financial Operations Occupations	278.93	
SOC: Computer And Mathematical Science Occupations	87.94	
SOC: Architecture And Engineering Occupations	47.44	
SOC: Life, Physical, And Social Science Occupations	22.28	
SOC: Community And Social Services Occupations	68.31	
SOC: Legal Occupations	25.47	
SOC: Education, Training, And Library Occupations	518.48	
SOC: Arts, Design, Entertainment, Sports, And Media Occupations	136.08	
SOC: Healthcare Practitioners And Technical Occupations	278.13	
SOC: Healthcare Support Occupations	251.55	
SOC: Protective Service Occupations	83.89	
SOC: Food Preparation And Serving Related Occupations	2,102.32	
SOC: Building And Grounds Cleaning And Maintenance Occupations	912.16	
SOC: Personal Care And Service Occupations	468.84	
SOC: Sales And Related Occupations	1,204.80	
SOC: Office And Administrative Support Occupations	1,287.85	
SOC: Farming, Fishing, And Forestry Occupations	3.32	
SOC: Construction And Extraction Occupations	271.84	
SOC: Installation, Maintenance, And Repair Occupations	361.04	
SOC: Production Occupations	179.52	
SOC: Transportation And Material Moving Occupations	409.77	

CONSUMER EXPENDITURES (\$000)	Value	% Total
Total Annual Expenditures	670,331.00	
Food	84,792.20	
Food at home	47,080.70	
Cereals and bakery products	5,973.10	
Dairy products	4,812.30	
Fruits and vegetables	9,190.50	
Nonalcoholic beverages	4,537.80	
Food prep (consumed out of town)	669.3	
Food away from home	37,897.10	
Food on out-of-town trips	4,192.70	
Alcoholic beverages	6,975.80	
Housing	213,558.00	
Household operations	16,609.00	
Housekeeping services	2,199.90	
Household furnishings and equip	22,584.20	
Household textiles	1,249.20	
Furniture	5,568.80	
Floor coverings	306.8	
Major appliances	3,402.70	
Small appliances	440.4	
Miscellaneous household equip	10,716.50	

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Apparel and services	20,169.50
Men and boys	4,651.00
Men, 16 and over	3,893.60
Boys, 2 to 15	690
Women's and girls	8,260.90
Women, 16 and over	7,104.60
Girls 2 to 15	1,100.50
Children under 2	648.4
Footwear	3,990.60
Other apparel products and services	2,510.30
Transportation	104,475.30
Vehicle purchases (net outlay)	42,739.00
Gasoline and motor oil	21,498.30
Other vehicle expenses	30,384.70
Public transportation	9,761.70
Health Care	55,659.10
Health insurance	37,825.90
Medical services	10,363.10
Drugs	5,606.90
Medical supplies	2,032.80
Entertainment	36,780.80
Fees and admissions	9,275.40
Television, radios, sound equip	10,667.30
Pets, toys, and playground equip	9,175.30
Other entertainment supplies	7,901.30
Personal care products, services	8,181.80
Reading	1,256.20
Education	16,136.00
Tobacco products, supplies	3,325.00
Cash contributions	22,736.40
Personal insurance and pensions	85,505.40

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EASI DEMOGRAPHIC PROFILES	Value	% Total
Above Average Education	186	
Apartments (20 or more units)	142	
Available Renting Units	164	
Pre-School Profile	18	
Below Average Education	50	
Blue Collar Profile	17	
Born in America	55	
Expensive Homes	188	
Few Teens	179	
House for Sale	179	
In the Armed Forces	75	
Large Families	49	
Long Time Residents	29	
Lots of Cars	43	
Median Age Profile	198	
Median Income Profile	133	
No Cars	72	
Not in Labor Force Profile	183	
Old and Rich Households	196	
Old Homes	28	
New Homes	166	
Recent Movers	187	
Retired Workers Profile	192	
Service Employment Profile	135	
Subway or Bus to Work	83	
Trailer Park City	116	
Unattached and Available	107	
Unemployed Workers Profile	115	
Very Asian	94	
Wealthiest Asian Households	151	
Wealthiest Black Households	109	
Wealthiest Families	191	
Wealthiest Hispanic Households	62	
Wealthiest Households	191	
Wealthiest Non-Family Households	160	
Wealthiest White Households	191	
Very Spanish	151	
Work at Home	192	
Young and Rich Households	139	

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EASI SALES POTENTIALS	Value	% Total
Culture Index		122
Amusement Index		115
Restaurant Index		165
Medical Index		119
Religion Index		134
Education Index		193
Bargain Seekers Market		131
Higher Priced Product Market		84
Luxury Priced Product Market		178
Mortality Index (All Causes)		190

EASI QUALITY OF LIFE	Value	% Total
EASI Quality of Life Index (US Avg=100)		160
EASI Daytime Population		24,504

Crime	Value	% Total
EASI Total Crime Index (US Avg=100; A=High)		95
Murder Index (US Avg=100; A=High)		60
Forcible Rape Index (US Avg=100; A=High)		13
Forcible Robbery Index (US Avg=100; A=High)		27
Aggravated Assault Index (US Avg=100; A=High)		131
Burglary Index (US Avg=100; A=High)		102
Larceny Index (US Avg=100; A=High)		85
Motor Vehicle Theft Index (US Avg=100; A=High)		47

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Weather	Value	% Total
EASI Weather Index (US Avg=100)		183
Earthquake Movements (Land Movement Probability) Index		0.01
Annual Maximum Average Temperature (Degrees)		82
Annual Minimum Average Temperature (Degrees)		55
Annual Average Temperature (Degrees)		68.9
Annual Heating Degree Days (Tot Degrees < 65)		2,159
Annual Cooling Degree Days (Tot Degrees > 65)		3,600
Percent of Possible Sunshine		85
Mean Sky Cover (Sunrise to Sunset - Out of 10)		3
Mean Number of Days Clear (Out of 365 Days)		204
Mean Number of Days Rain (Out of 365 Days)		43
Mean Number of Days Snow (Of 365 Days)		3
Average Annual Precipitation (Total Inches)		10
Average Annual Snowfall (Total Inches)		14
ZIP CODE COUNT		5

All other data are derived from the US Census and other official government sources. Consumer Expenditure data are derived from the Bureau of Labor Statistics.

All estimates are as of 1/1/2020 unless otherwise stated.

Inc. (EASI) is the source of all updated estimates.

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