



Market Profile

CITY OF COLLEGE PLACE
Area: 3.43 square miles

Prepared by Esri

Population Summary

2010 Total Population	9,266
2020 Total Population	9,946
2020 Group Quarters	1,238
2023 Total Population	9,810
2023 Group Quarters	1,067
2028 Total Population	9,878
2023-2028 Annual Rate	0.14%
2023 Total Daytime Population	8,038
Workers	2,728
Residents	5,310

Household Summary

2010 Households	3,662
2010 Average Household Size	2.32
2020 Total Households	3,756
2020 Average Household Size	2.32
2023 Households	3,816
2023 Average Household Size	2.29
2028 Households	3,879
2028 Average Household Size	2.27
2023-2028 Annual Rate	0.33%
2010 Families	2,242
2010 Average Family Size	2.89
2023 Families	2,315
2023 Average Family Size	2.86
2028 Families	2,363
2028 Average Family Size	2.82
2023-2028 Annual Rate	0.41%

Housing Unit Summary

2000 Housing Units	3,208
Owner Occupied Housing Units	55.5%
Renter Occupied Housing Units	37.7%
Vacant Housing Units	6.8%
2010 Housing Units	3,913
Owner Occupied Housing Units	51.7%
Renter Occupied Housing Units	41.9%
Vacant Housing Units	6.4%
2020 Housing Units	4,188
Owner Occupied Housing Units	51.7%
Renter Occupied Housing Units	37.9%
Vacant Housing Units	10.4%
2023 Housing Units	4,239
Owner Occupied Housing Units	57.8%
Renter Occupied Housing Units	32.2%
Vacant Housing Units	10.0%
2028 Housing Units	4,286
Owner Occupied Housing Units	60.1%
Renter Occupied Housing Units	30.4%
Vacant Housing Units	9.5%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

December 22, 2023



Market Profile

CITY OF COLLEGE PLACE
Area: 3.43 square miles

Prepared by Esri

2023 Households by Income

Household Income Base	3,816
<\$15,000	8.5%
\$15,000 - \$24,999	6.9%
\$25,000 - \$34,999	12.1%
\$35,000 - \$49,999	16.4%
\$50,000 - \$74,999	11.7%
\$75,000 - \$99,999	14.2%
\$100,000 - \$149,999	19.0%
\$150,000 - \$199,999	5.7%
\$200,000+	5.5%
Average Household Income	\$87,377

2028 Households by Income

Household Income Base	3,879
<\$15,000	7.6%
\$15,000 - \$24,999	6.0%
\$25,000 - \$34,999	10.0%
\$35,000 - \$49,999	12.4%
\$50,000 - \$74,999	10.9%
\$75,000 - \$99,999	15.3%
\$100,000 - \$149,999	22.7%
\$150,000 - \$199,999	8.0%
\$200,000+	7.1%
Average Household Income	\$103,643

2023 Owner Occupied Housing Units by Value

Total	2,452
<\$50,000	1.8%
\$50,000 - \$99,999	4.7%
\$100,000 - \$149,999	3.3%
\$150,000 - \$199,999	9.7%
\$200,000 - \$249,999	15.8%
\$250,000 - \$299,999	12.0%
\$300,000 - \$399,999	23.5%
\$400,000 - \$499,999	12.1%
\$500,000 - \$749,999	15.7%
\$750,000 - \$999,999	1.4%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$340,950

2028 Owner Occupied Housing Units by Value

Total	2,574
<\$50,000	0.0%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.1%
\$200,000 - \$249,999	1.2%
\$250,000 - \$299,999	4.1%
\$300,000 - \$399,999	27.4%
\$400,000 - \$499,999	23.6%
\$500,000 - \$749,999	37.6%
\$750,000 - \$999,999	5.1%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.1%
Average Home Value	\$509,336

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

December 22, 2023



Market Profile

CITY OF COLLEGE PLACE
Area: 3.43 square miles

Prepared by Esri

Median Household Income	
2023	\$60,902
2028	\$78,966
Median Home Value	
2023	\$311,372
2028	\$472,982
Per Capita Income	
2023	\$33,958
2028	\$40,634
Median Age	
2010	33.0
2020	35.4
2023	36.3
2028	38.2
2020 Population by Age	
Total	9,946
0 - 4	5.0%
5 - 9	5.8%
10 - 14	5.1%
15 - 24	21.9%
25 - 34	11.7%
35 - 44	10.5%
45 - 54	9.1%
55 - 64	10.8%
65 - 74	10.2%
75 - 84	6.3%
85 +	3.6%
18 +	81.2%
2023 Population by Age	
Total	9,810
0 - 4	4.9%
5 - 9	4.9%
10 - 14	4.9%
15 - 24	20.7%
25 - 34	13.3%
35 - 44	9.8%
45 - 54	8.5%
55 - 64	10.7%
65 - 74	10.9%
75 - 84	7.6%
85 +	3.9%
18 +	81.9%
2028 Population by Age	
Total	9,878
0 - 4	4.9%
5 - 9	4.7%
10 - 14	4.8%
15 - 24	20.7%
25 - 34	11.1%
35 - 44	10.7%
45 - 54	8.8%
55 - 64	9.5%
65 - 74	11.2%
75 - 84	9.2%
85 +	4.3%
18 +	82.2%
2020 Population by Sex	

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

December 22, 2023



Market Profile

CITY OF COLLEGE PLACE
Area: 3.43 square miles

Prepared by Esri

Males	4,819
Females	5,127
2023 Population by Sex	
Males	4,741
Females	5,069
2028 Population by Sex	
Males	4,767
Females	5,111
2010 Population by Race/Ethnicity	
Total	9,266
White Alone	85.1%
Black Alone	1.5%
American Indian Alone	0.7%
Asian Alone	1.8%
Pacific Islander Alone	0.2%
Some Other Race Alone	7.7%
Two or More Races	3.0%
Hispanic Origin	20.1%
Diversity Index	50.4
2020 Population by Race/Ethnicity	
Total	9,946
White Alone	71.9%
Black Alone	1.6%
American Indian Alone	0.8%
Asian Alone	1.7%
Pacific Islander Alone	0.5%
Some Other Race Alone	11.6%
Two or More Races	11.8%
Hispanic Origin	22.7%
Diversity Index	64.6
2023 Population by Race/Ethnicity	
Total	9,810
White Alone	70.4%
Black Alone	1.8%
American Indian Alone	0.8%
Asian Alone	1.9%
Pacific Islander Alone	0.5%
Some Other Race Alone	12.2%
Two or More Races	12.4%
Hispanic Origin	24.0%
Diversity Index	66.6
2028 Population by Race/Ethnicity	
Total	9,877
White Alone	67.2%
Black Alone	2.0%
American Indian Alone	0.9%
Asian Alone	2.2%
Pacific Islander Alone	0.5%
Some Other Race Alone	13.6%
Two or More Races	13.7%
Hispanic Origin	26.0%
Diversity Index	69.9

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

December 22, 2023



Market Profile

CITY OF COLLEGE PLACE
Area: 3.43 square miles

Prepared by Esri

2020 Population by Relationship and Household Type

Total	9,946
In Households	87.6%
Householder	37.6%
Opposite-Sex Spouse	16.4%
Same-Sex Spouse	0.1%
Opposite-Sex Unmarried Partner	2.2%
Same-Sex Unmarried Partner	0.0%
Biological Child	21.6%
Adopted Child	0.7%
Stepchild	1.0%
Grandchild	1.8%
Brother or Sister	0.8%
Parent	0.8%
Parent-in-law	0.1%
Son-in-law or Daughter-in-law	0.4%
Other Relatives	0.9%
Foster Child	0.1%
Other Nonrelatives	3.1%
In Group Quarters	12.4%
Institutionalized	1.5%
Noninstitutionalized	10.9%

2023 Population 25+ by Educational Attainment

Total	6,335
Less than 9th Grade	4.4%
9th - 12th Grade, No Diploma	7.3%
High School Graduate	11.9%
GED/Alternative Credential	0.4%
Some College, No Degree	21.5%
Associate Degree	12.5%
Bachelor's Degree	23.8%
Graduate/Professional Degree	18.3%

2023 Population 15+ by Marital Status

Total	8,369
Never Married	39.5%
Married	49.8%
Widowed	3.3%
Divorced	7.3%

2023 Civilian Population 16+ in Labor Force

Civilian Population 16+	4,887
Population 16+ Employed	93.9%
Population 16+ Unemployment rate	6.1%
Population 16-24 Employed	26.5%
Population 16-24 Unemployment rate	11.6%
Population 25-54 Employed	53.6%
Population 25-54 Unemployment rate	3.6%
Population 55-64 Employed	14.6%
Population 55-64 Unemployment rate	4.0%
Population 65+ Employed	5.4%
Population 65+ Unemployment rate	7.2%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

December 22, 2023



Market Profile

CITY OF COLLEGE PLACE
Area: 3.43 square miles

Prepared by Esri

2023 Employed Population 16+ by Industry

Total	4,589
Agriculture/Mining	2.0%
Construction	3.4%
Manufacturing	5.1%
Wholesale Trade	2.2%
Retail Trade	10.5%
Transportation/Utilities	4.2%
Information	2.3%
Finance/Insurance/Real Estate	2.7%
Services	59.5%
Public Administration	8.0%

2023 Employed Population 16+ by Occupation

Total	4,587
White Collar	63.8%
Management/Business/Financial	11.8%
Professional	30.4%
Sales	9.8%
Administrative Support	11.8%
Services	22.6%
Blue Collar	13.5%
Farming/Forestry/Fishing	1.3%
Construction/Extraction	3.3%
Installation/Maintenance/Repair	1.9%
Production	3.1%
Transportation/Material Moving	3.8%

2020 Households by Type

Total	3,756
Married Couple Households	43.9%
With Own Children <18	14.9%
Without Own Children <18	29.0%
Cohabiting Couple Households	6.0%
With Own Children <18	2.3%
Without Own Children <18	3.7%
Male Householder, No Spouse/Partner	18.7%
Living Alone	12.7%
65 Years and over	4.4%
With Own Children <18	1.4%
Without Own Children <18, With	2.4%
No Relatives Present	2.2%
Female Householder, No Spouse/Partner	31.4%
Living Alone	19.7%
65 Years and over	11.2%
With Own Children <18	4.6%
Without Own Children <18, With	5.9%
No Relatives Present	1.2%

2020 Households by Size

Total	3,756
1 Person Household	32.4%
2 Person Household	34.5%
3 Person Household	13.0%
4 Person Household	10.6%
5 Person Household	5.1%
6 Person Household	2.2%
7 + Person Household	2.1%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

December 22, 2023



Market Profile

CITY OF COLLEGE PLACE
Area: 3.43 square miles

Prepared by Esri

2020 Households by Tenure and Mortgage Status

Total	3,756
Owner Occupied	57.7%
Owned with a Mortgage/Loan	34.9%
Owned Free and Clear	22.8%
Renter Occupied	42.3%

2023 Affordability, Mortgage and Wealth

Housing Affordability Index	77
Percent of Income for Mortgage	30.7%
Wealth Index	82

2020 Housing Units By Urban/ Rural Status

Total	4,188
Urban Housing Units	97.6%
Rural Housing Units	2.4%

2020 Population By Urban/ Rural Status

Total	9,946
Urban Population	97.5%
Rural Population	2.5%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

CITY OF COLLEGE PLACE
Area: 3.43 square miles

Prepared by Esri

Top 3 Tapestry Segments

1. Midlife Constants (5E)
2. Old and Newcomers (8F)
3. Set to Impress (11D)

2023 Consumer Spending

Apparel & Services: Total \$	\$6,943,890
Average Spent	\$1,819.68
Spending Potential Index	83
Education: Total \$	\$5,391,755
Average Spent	\$1,412.93
Spending Potential Index	79
Entertainment/Recreation: Total \$	\$12,010,543
Average Spent	\$3,147.42
Spending Potential Index	83
Food at Home: Total \$	\$21,677,800
Average Spent	\$5,680.77
Spending Potential Index	84
Food Away from Home: Total \$	\$11,698,919
Average Spent	\$3,065.75
Spending Potential Index	82
Health Care: Total \$	\$24,143,205
Average Spent	\$6,326.84
Spending Potential Index	86
HH Furnishings & Equipment: Total \$	\$9,311,722
Average Spent	\$2,440.18
Spending Potential Index	83
Personal Care Products & Services: Total \$	\$3,042,803
Average Spent	\$797.38
Spending Potential Index	83
Shelter: Total \$	\$77,362,784
Average Spent	\$20,273.27
Spending Potential Index	82
Support Payments/Cash Contributions/Gifts in Kind: Total	\$10,052,169
Average Spent	\$2,634.22
Spending Potential Index	84
Travel: Total \$	\$6,932,127
Average Spent	\$1,816.60
Spending Potential Index	81
Vehicle Maintenance & Repairs: Total \$	\$4,286,175
Average Spent	\$1,123.21
Spending Potential Index	86

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

December 22, 2023