



Market Profile

Benton County, OR
 Benton County, OR (41003)
 Geography: County

Prepared by Esri

	Benton County...
Population Summary	
2000 Total Population	78,139
2010 Total Population	85,579
2017 Total Population	90,650
2017 Group Quarters	4,467
2022 Total Population	94,930
2017-2022 Annual Rate	0.93%
2017 Total Daytime Population	92,018
Workers	43,435
Residents	48,583
Household Summary	
2000 Households	30,142
2000 Average Household Size	2.43
2010 Households	34,317
2010 Average Household Size	2.35
2017 Households	36,391
2017 Average Household Size	2.37
2022 Households	38,044
2022 Average Household Size	2.38
2017-2022 Annual Rate	0.89%
2010 Families	19,256
2010 Average Family Size	2.87
2017 Families	20,106
2017 Average Family Size	2.89
2022 Families	20,882
2022 Average Family Size	2.90
2017-2022 Annual Rate	0.76%
Housing Unit Summary	
2000 Housing Units	31,977
Owner Occupied Housing Units	54.0%
Renter Occupied Housing Units	40.2%
Vacant Housing Units	5.7%
2010 Housing Units	36,245
Owner Occupied Housing Units	52.9%
Renter Occupied Housing Units	41.8%
Vacant Housing Units	5.3%
2017 Housing Units	38,416
Owner Occupied Housing Units	50.5%
Renter Occupied Housing Units	44.2%
Vacant Housing Units	5.3%
2022 Housing Units	40,168
Owner Occupied Housing Units	50.5%
Renter Occupied Housing Units	44.2%
Vacant Housing Units	5.3%
Median Household Income	
2017	\$55,428
2022	\$64,834
Median Home Value	
2017	\$311,138
2022	\$376,182
Per Capita Income	
2017	\$31,903
2022	\$36,357
Median Age	
2010	32.2
2017	34.1
2022	35.4

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income	
Household Income Base	36,388
<\$15,000	16.1%
\$15,000 - \$24,999	10.3%
\$25,000 - \$34,999	8.7%
\$35,000 - \$49,999	10.6%
\$50,000 - \$74,999	15.0%
\$75,000 - \$99,999	12.1%
\$100,000 - \$149,999	15.5%
\$150,000 - \$199,999	5.6%
\$200,000+	6.0%
Average Household Income	\$78,225
2022 Households by Income	
Household Income Base	38,041
<\$15,000	15.1%
\$15,000 - \$24,999	9.1%
\$25,000 - \$34,999	7.6%
\$35,000 - \$49,999	8.8%
\$50,000 - \$74,999	14.1%
\$75,000 - \$99,999	14.2%
\$100,000 - \$149,999	17.9%
\$150,000 - \$199,999	6.5%
\$200,000+	6.8%
Average Household Income	\$89,529
2017 Owner Occupied Housing Units by Value	
Total	19,393
<\$50,000	4.5%
\$50,000 - \$99,999	1.6%
\$100,000 - \$149,999	2.9%
\$150,000 - \$199,999	9.2%
\$200,000 - \$249,999	14.7%
\$250,000 - \$299,999	14.3%
\$300,000 - \$399,999	24.3%
\$400,000 - \$499,999	13.4%
\$500,000 - \$749,999	10.8%
\$750,000 - \$999,999	3.1%
\$1,000,000 +	1.0%
Average Home Value	\$347,663
2022 Owner Occupied Housing Units by Value	
Total	20,251
<\$50,000	2.2%
\$50,000 - \$99,999	0.8%
\$100,000 - \$149,999	1.2%
\$150,000 - \$199,999	4.8%
\$200,000 - \$249,999	8.9%
\$250,000 - \$299,999	11.4%
\$300,000 - \$399,999	27.0%
\$400,000 - \$499,999	19.0%
\$500,000 - \$749,999	16.7%
\$750,000 - \$999,999	5.8%
\$1,000,000 +	2.1%
Average Home Value	\$423,822

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.

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	Benton County...
2010 Population by Age	
Total	85,579
0 - 4	4.4%
5 - 9	4.8%
10 - 14	5.2%
15 - 24	26.4%
25 - 34	12.2%
35 - 44	10.0%
45 - 54	12.5%
55 - 64	12.4%
65 - 74	6.3%
75 - 84	3.8%
85 +	1.9%
18 +	82.2%
2017 Population by Age	
Total	90,650
0 - 4	4.2%
5 - 9	4.2%
10 - 14	4.7%
15 - 24	24.0%
25 - 34	14.0%
35 - 44	9.8%
45 - 54	10.7%
55 - 64	13.2%
65 - 74	9.0%
75 - 84	4.1%
85 +	2.1%
18 +	83.8%
2022 Population by Age	
Total	94,930
0 - 4	4.3%
5 - 9	4.1%
10 - 14	4.4%
15 - 24	22.3%
25 - 34	14.5%
35 - 44	10.7%
45 - 54	9.8%
55 - 64	12.2%
65 - 74	10.6%
75 - 84	5.1%
85 +	2.1%
18 +	84.4%
2010 Population by Sex	
Males	42,868
Females	42,711
2017 Population by Sex	
Males	45,479
Females	45,171
2022 Population by Sex	
Males	47,655
Females	47,275

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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	Benton County...
2010 Population by Race/Ethnicity	
Total	85,579
White Alone	87.1%
Black Alone	0.9%
American Indian Alone	0.7%
Asian Alone	5.2%
Pacific Islander Alone	0.2%
Some Other Race Alone	2.3%
Two or More Races	3.6%
Hispanic Origin	6.4%
Diversity Index	33.0
2017 Population by Race/Ethnicity	
Total	90,650
White Alone	84.6%
Black Alone	1.1%
American Indian Alone	0.7%
Asian Alone	6.4%
Pacific Islander Alone	0.3%
Some Other Race Alone	2.8%
Two or More Races	4.1%
Hispanic Origin	7.7%
Diversity Index	38.2
2022 Population by Race/Ethnicity	
Total	94,930
White Alone	82.8%
Black Alone	1.2%
American Indian Alone	0.7%
Asian Alone	7.3%
Pacific Islander Alone	0.3%
Some Other Race Alone	3.1%
Two or More Races	4.6%
Hispanic Origin	8.8%
Diversity Index	41.9
2010 Population by Relationship and Household Type	
Total	85,579
In Households	94.1%
In Family Households	66.5%
Householder	22.5%
Spouse	18.1%
Child	21.8%
Other relative	2.1%
Nonrelative	2.0%
In Nonfamily Households	27.6%
In Group Quarters	5.9%
Institutionalized Population	0.2%
Noninstitutionalized Population	5.7%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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	Benton County...
2017 Population 25+ by Educational Attainment	
Total	56,967
Less than 9th Grade	1.6%
9th - 12th Grade, No Diploma	3.3%
High School Graduate	10.8%
GED/Alternative Credential	2.8%
Some College, No Degree	19.2%
Associate Degree	7.1%
Bachelor's Degree	30.6%
Graduate/Professional Degree	24.7%
2017 Population 15+ by Marital Status	
Total	78,760
Never Married	43.6%
Married	43.5%
Widowed	4.0%
Divorced	8.9%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	95.0%
Civilian Unemployed (Unemployment Rate)	5.0%
2017 Employed Population 16+ by Industry	
Total	42,929
Agriculture/Mining	4.2%
Construction	3.3%
Manufacturing	7.9%
Wholesale Trade	1.2%
Retail Trade	9.4%
Transportation/Utilities	2.4%
Information	1.3%
Finance/Insurance/Real Estate	3.0%
Services	63.1%
Public Administration	4.2%
2017 Employed Population 16+ by Occupation	
Total	42,929
White Collar	67.2%
Management/Business/Financial	14.6%
Professional	34.7%
Sales	7.3%
Administrative Support	10.6%
Services	18.8%
Blue Collar	13.9%
Farming/Forestry/Fishing	2.1%
Construction/Extraction	2.7%
Installation/Maintenance/Repair	1.8%
Production	3.0%
Transportation/Material Moving	4.3%
2010 Population By Urban/ Rural Status	
Total Population	85,579
Population Inside Urbanized Area	81.2%
Population Inside Urbanized Cluster	0.0%
Rural Population	18.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
Total	34,317
Households with 1 Person	28.2%
Households with 2+ People	71.8%
Family Households	56.1%
Husband-wife Families	45.3%
With Related Children	17.4%
Other Family (No Spouse Present)	10.9%
Other Family with Male Householder	3.6%
With Related Children	1.9%
Other Family with Female Householder	7.3%
With Related Children	4.5%
Nonfamily Households	15.7%
All Households with Children	24.2%
Multigenerational Households	1.5%
Unmarried Partner Households	7.2%
Male-female	6.4%
Same-sex	0.8%
2010 Households by Size	
Total	34,317
1 Person Household	28.2%
2 Person Household	38.5%
3 Person Household	14.6%
4 Person Household	11.5%
5 Person Household	4.8%
6 Person Household	1.6%
7 + Person Household	0.8%
2010 Households by Tenure and Mortgage Status	
Total	34,317
Owner Occupied	55.9%
Owned with a Mortgage/Loan	37.4%
Owned Free and Clear	18.5%
Renter Occupied	44.1%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	36,245
Housing Units Inside Urbanized Area	81.3%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	18.7%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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		Benton County...
Top 3 Tapestry Segments		
	1.	Exurbanites (1E)
	2.	College Towns (14B)
	3.	Emerald City (8B)
2017 Consumer Spending		
Apparel & Services: Total \$		\$77,474,525
Average Spent		\$2,128.95
Spending Potential Index		99
Education: Total \$		\$61,156,295
Average Spent		\$1,680.53
Spending Potential Index		115
Entertainment/Recreation: Total \$		\$109,991,773
Average Spent		\$3,022.50
Spending Potential Index		97
Food at Home: Total \$		\$177,457,023
Average Spent		\$4,876.40
Spending Potential Index		97
Food Away from Home: Total \$		\$120,937,250
Average Spent		\$3,323.27
Spending Potential Index		100
Health Care: Total \$		\$189,417,062
Average Spent		\$5,205.05
Spending Potential Index		93
HH Furnishings & Equipment: Total \$		\$69,369,878
Average Spent		\$1,906.24
Spending Potential Index		98
Personal Care Products & Services: Total \$		\$28,233,011
Average Spent		\$775.82
Spending Potential Index		97
Shelter: Total \$		\$590,009,707
Average Spent		\$16,213.07
Spending Potential Index		100
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$80,765,917
Average Spent		\$2,219.39
Spending Potential Index		95
Travel: Total \$		\$72,746,798
Average Spent		\$1,999.03
Spending Potential Index		96
Vehicle Maintenance & Repairs: Total \$		\$37,864,900
Average Spent		\$1,040.50
Spending Potential Index		97

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.