Whispering Ridge
Verizon
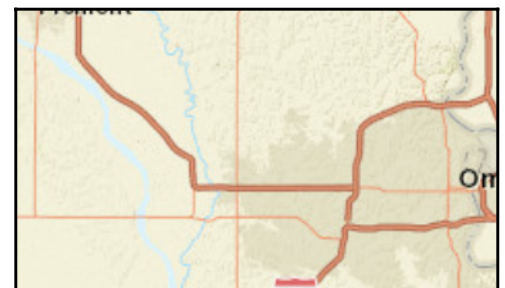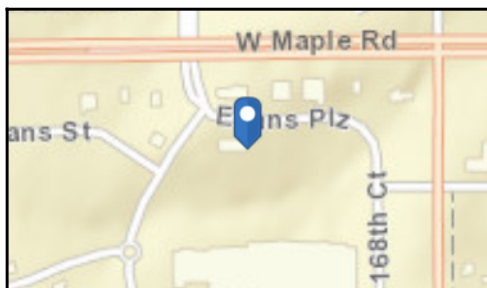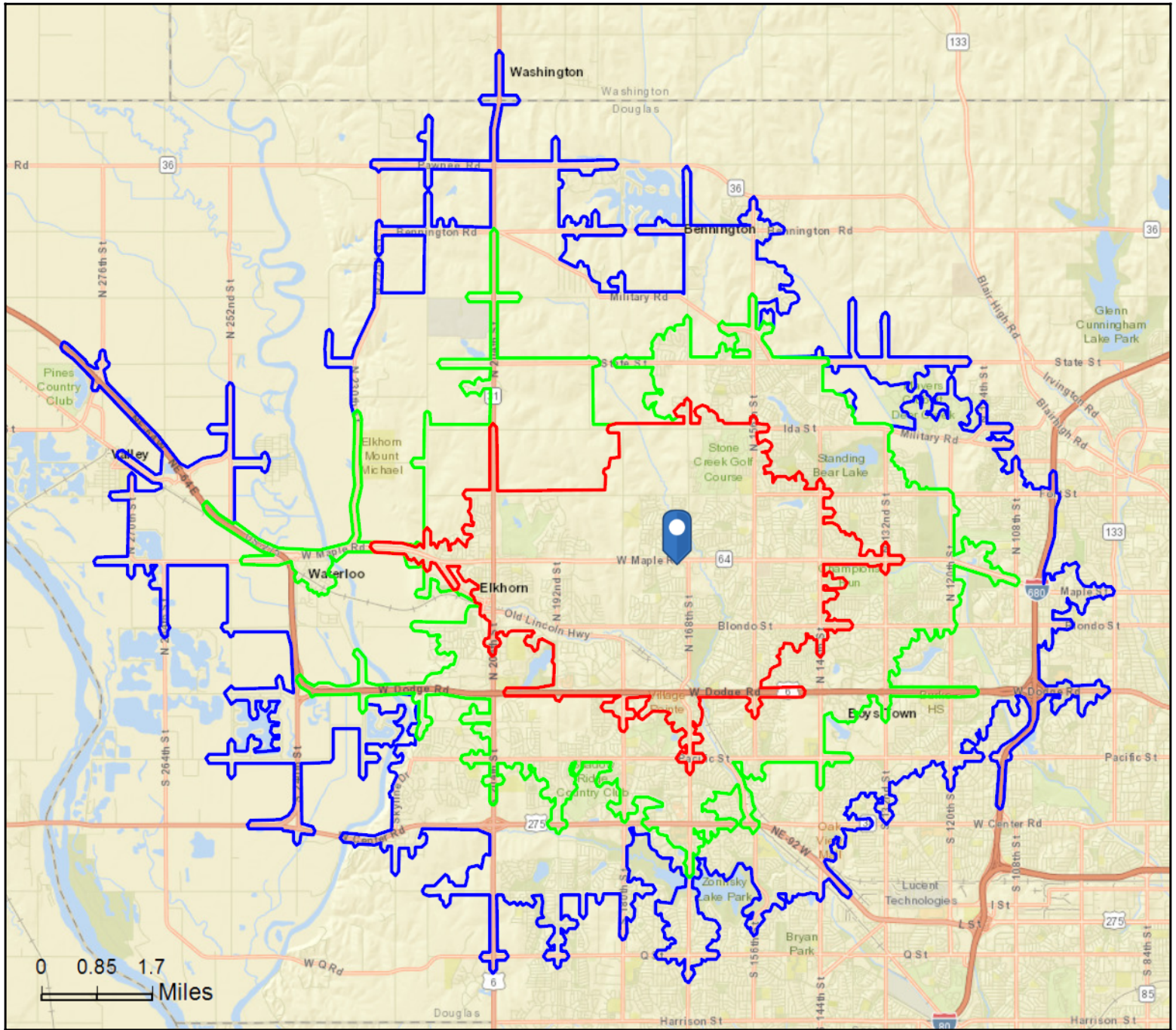Drive Time: 7, 10, 13 minute radii

0   0.85   1.7
Miles

Community Profile

Whispering Ridge
Verizon
Drive Time: 7, 10, 13 minute radii

Prepared by Esri
Latitude: 41.29079
Longitude: -96.18068

	7 minutes	10 minutes	13 minutes
Population Summary			
2000 Total Population	21,274	54,285	108,382
2010 Total Population	39,556	85,227	146,637
2019 Total Population	48,941	104,080	171,466
2019 Group Quarters	98	571	1,065
2024 Total Population	53,419	113,325	184,133
2019-2024 Annual Rate	1.77%	1.72%	1.44%
2019 Total Daytime Population	40,764	94,917	161,907
Workers	19,353	48,613	87,219
Residents	21,411	46,304	74,688
Household Summary			
2000 Households	7,424	18,885	40,797
2000 Average Household Size	2.83	2.83	2.62
2010 Households	14,945	31,676	56,736
2010 Average Household Size	2.64	2.67	2.57
2019 Households	18,365	38,307	65,711
2019 Average Household Size	2.66	2.70	2.59
2024 Households	19,992	41,547	70,260
2024 Average Household Size	2.67	2.71	2.61
2019-2024 Annual Rate	1.71%	1.64%	1.35%
2010 Families	10,681	23,058	38,885
2010 Average Family Size	3.15	3.16	3.12
2019 Families	13,026	27,665	44,924
2019 Average Family Size	3.18	3.20	3.15
2024 Families	14,142	29,957	48,044
2024 Average Family Size	3.19	3.22	3.17
2019-2024 Annual Rate	1.66%	1.60%	1.35%
Housing Unit Summary			
2000 Housing Units	7,912	19,742	42,640
Owner Occupied Housing Units	77.0%	81.4%	68.8%
Renter Occupied Housing Units	16.8%	14.3%	26.8%
Vacant Housing Units	6.2%	4.3%	4.3%
2010 Housing Units	15,769	33,178	59,918
Owner Occupied Housing Units	74.0%	76.5%	68.4%
Renter Occupied Housing Units	20.8%	19.0%	26.3%
Vacant Housing Units	5.2%	4.5%	5.3%
2019 Housing Units	19,005	39,522	68,447
Owner Occupied Housing Units	73.3%	74.6%	67.3%
Renter Occupied Housing Units	23.3%	22.3%	28.8%
Vacant Housing Units	3.4%	3.1%	4.0%
2024 Housing Units	20,612	42,731	72,959
Owner Occupied Housing Units	74.4%	75.1%	68.2%
Renter Occupied Housing Units	22.6%	22.1%	28.1%
Vacant Housing Units	3.0%	2.8%	3.7%
Median Household Income			
2019	$100,191	$100,867	$89,428
2024	$111,206	$111,388	$102,260
Median Home Value			
2019	$248,122	$245,756	$242,285
2024	$265,324	$263,326	$262,270
Per Capita Income			
2019	$46,212	$46,257	$44,529
2024	$52,486	$51,883	$50,044
Median Age			
2010	33.4	34.6	34.7
2019	35.0	35.8	36.0
2024	35.7	36.3	36.6

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 05, 2019

Community Profile

Whispering Ridge
Verizon
Drive Time: 7, 10, 13 minute radii

Prepared by Esri
Latitude: 41.29079
Longitude: -96.18068

	7 minutes	10 minutes	13 minutes
2019 Households by Income			
Household Income Base	18,365	38,303	65,705
<$15,000	2.7%	2.7%	3.7%
$15,000 - $24,999	3.1%	2.9%	3.7%
$25,000 - $34,999	3.7%	3.6%	4.8%
$35,000 - $49,999	8.6%	8.6%	10.4%
$50,000 - $74,999	16.4%	16.4%	17.8%
$75,000 - $99,999	15.4%	15.1%	14.7%
$100,000 - $149,999	23.9%	23.4%	21.4%
$150,000 - $199,999	12.8%	13.8%	11.7%
$200,000+	13.5%	13.5%	11.7%
Average Household Income	$124,162	$126,145	$116,272
2024 Households by Income			
Household Income Base	19,992	41,543	70,254
<$15,000	2.1%	2.1%	2.7%
$15,000 - $24,999	2.2%	2.1%	2.6%
$25,000 - $34,999	2.8%	2.8%	3.8%
$35,000 - $49,999	7.1%	7.3%	9.1%
$50,000 - $74,999	14.4%	14.5%	16.5%
$75,000 - $99,999	13.6%	13.4%	13.7%
$100,000 - $149,999	25.1%	24.6%	23.1%
$150,000 - $199,999	17.2%	18.0%	15.3%
$200,000+	15.8%	15.4%	13.3%
Average Household Income	$141,387	$141,992	$131,250
2019 Owner Occupied Housing Units by Value			
Total	13,929	29,478	46,023
<$50,000	0.3%	1.4%	1.2%
$50,000 - $99,999	0.3%	0.3%	0.4%
$100,000 - $149,999	6.6%	8.6%	9.9%
$150,000 - $199,999	20.6%	20.5%	22.1%
$200,000 - $249,999	23.1%	20.9%	19.5%
$250,000 - $299,999	19.5%	18.0%	15.6%
$300,000 - $399,999	16.9%	16.8%	16.7%
$400,000 - $499,999	7.4%	7.1%	7.5%
$500,000 - $749,999	4.1%	4.4%	5.0%
$750,000 - $999,999	0.6%	1.0%	1.2%
$1,000,000 - $1,499,999	0.7%	0.6%	0.6%
$1,500,000 - $1,999,999	0.0%	0.1%	0.1%
$2,000,000 +	0.1%	0.2%	0.2%
Average Home Value	$282,840	$284,897	$286,756
2024 Owner Occupied Housing Units by Value			
Total	15,337	32,086	49,728
<$50,000	0.1%	1.1%	0.9%
$50,000 - $99,999	0.1%	0.2%	0.2%
$100,000 - $149,999	3.6%	5.2%	6.2%
$150,000 - $199,999	17.5%	18.0%	19.5%
$200,000 - $249,999	22.7%	20.8%	19.5%
$250,000 - $299,999	19.2%	17.6%	15.3%
$300,000 - $399,999	20.5%	20.0%	19.7%
$400,000 - $499,999	9.9%	9.8%	10.3%
$500,000 - $749,999	4.7%	5.4%	6.2%
$750,000 - $999,999	0.6%	0.8%	1.2%
$1,000,000 - $1,499,999	0.8%	0.8%	0.7%
$1,500,000 - $1,999,999	0.0%	0.1%	0.1%
$2,000,000 +	0.1%	0.2%	0.2%
Average Home Value	$302,399	$304,744	$307,993

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 05, 2019

Community Profile

Whispering Ridge
Verizon
Drive Time: 7, 10, 13 minute radii

Prepared by Esri
Latitude: 41.29079
Longitude: -96.18068

	7 minutes	10 minutes	13 minutes
2010 Population by Age			
Total	39,557	85,229	146,634
0 - 4	8.6%	8.2%	7.7%
5 - 9	9.0%	8.7%	8.0%
10 - 14	7.6%	7.8%	7.5%
15 - 24	11.0%	11.1%	12.3%
25 - 34	16.4%	14.8%	15.0%
35 - 44	15.7%	15.1%	14.1%
45 - 54	14.3%	14.7%	14.4%
55 - 64	9.7%	11.0%	11.6%
65 - 74	4.0%	4.6%	5.3%
75 - 84	2.5%	2.7%	2.9%
85 +	1.2%	1.2%	1.2%
18 +	70.8%	71.0%	72.6%
2019 Population by Age			
Total	48,941	104,081	171,466
0 - 4	7.9%	7.7%	7.2%
5 - 9	8.5%	8.1%	7.5%
10 - 14	8.1%	8.0%	7.5%
15 - 24	10.9%	11.1%	11.9%
25 - 34	14.5%	13.8%	14.4%
35 - 44	16.3%	15.5%	14.5%
45 - 54	12.7%	12.5%	12.2%
55 - 64	11.0%	11.7%	11.9%
65 - 74	6.2%	7.3%	8.1%
75 - 84	2.6%	2.9%	3.4%
85 +	1.3%	1.3%	1.4%
18 +	71.6%	72.1%	73.8%
2024 Population by Age			
Total	53,418	113,325	184,134
0 - 4	8.0%	7.8%	7.3%
5 - 9	8.4%	8.1%	7.4%
10 - 14	7.9%	7.8%	7.2%
15 - 24	10.6%	10.7%	11.5%
25 - 34	13.8%	13.4%	14.0%
35 - 44	17.5%	16.5%	15.5%
45 - 54	12.0%	11.8%	11.5%
55 - 64	10.2%	10.6%	10.9%
65 - 74	7.1%	8.2%	8.8%
75 - 84	3.2%	3.8%	4.4%
85 +	1.3%	1.3%	1.5%
18 +	71.8%	72.3%	74.1%
2010 Population by Sex			
Males	19,230	41,562	71,494
Females	20,326	43,665	75,143
2019 Population by Sex			
Males	23,899	50,902	83,860
Females	25,042	53,178	87,606
2024 Population by Sex			
Males	26,125	55,435	90,031
Females	27,294	57,890	94,102

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 05, 2019

Community Profile

Whispering Ridge   Prepared by Esri
Verizon   Latitude: 41.29079
Drive Time: 7, 10, 13 minute radii   Longitude: -96.18068

	7 minutes	10 minutes	13 minutes
2010 Population by Race/Ethnicity			
Total	39,556	85,227	146,637
White Alone	89.9%	90.5%	89.3%
Black Alone	2.9%	2.9%	4.1%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	4.2%	3.6%	3.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.8%	1.0%	1.0%
Two or More Races	1.8%	1.7%	1.9%
Hispanic Origin	2.9%	3.3%	3.5%
Diversity Index	23.5	23.2	25.4
2019 Population by Race/Ethnicity			
Total	48,940	104,080	171,466
White Alone	86.3%	87.3%	86.4%
Black Alone	2.9%	2.8%	3.9%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	7.1%	6.0%	5.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.1%	1.3%	1.3%
Two or More Races	2.3%	2.2%	2.4%
Hispanic Origin	3.9%	4.4%	4.6%
Diversity Index	30.5	29.7	31.5
2024 Population by Race/Ethnicity			
Total	53,419	113,324	184,134
White Alone	83.8%	85.0%	84.2%
Black Alone	2.9%	2.8%	3.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	9.1%	7.8%	7.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	1.5%	1.6%
Two or More Races	2.6%	2.5%	2.7%
Hispanic Origin	4.7%	5.2%	5.4%
Diversity Index	35.3	34.3	35.8
2010 Population by Relationship and Household Type			
Total	39,556	85,227	146,637
In Households	99.7%	99.3%	99.3%
In Family Households	86.2%	86.6%	84.0%
Householder	26.8%	27.0%	26.5%
Spouse	22.7%	23.2%	22.2%
Child	33.8%	33.6%	32.1%
Other relative	1.7%	1.7%	1.8%
Nonrelative	1.3%	1.2%	1.3%
In Nonfamily Households	13.5%	12.7%	15.3%
In Group Quarters	0.3%	0.7%	0.7%
Institutionalized Population	0.3%	0.5%	0.5%
Noninstitutionalized Population	0.0%	0.2%	0.2%

September 05, 2019

Community Profile

Whispering Ridge
Verizon
Drive Time: 7, 10, 13 minute radii

Prepared by Esri
Latitude: 41.29079
Longitude: -96.18068

	7 minutes	10 minutes	13 minutes
2019 Population 25+ by Educational Attainment			
Total	31,588	67,727	113,095
Less than 9th Grade	0.8%	0.9%	0.8%
9th - 12th Grade, No Diploma	1.7%	1.6%	1.9%
High School Graduate	11.1%	11.3%	12.4%
GED/Alternative Credential	1.1%	1.1%	1.3%
Some College, No Degree	21.2%	21.3%	21.8%
Associate Degree	6.6%	7.1%	7.4%
Bachelor's Degree	38.0%	36.9%	35.6%
Graduate/Professional Degree	19.4%	19.9%	18.8%
2019 Population 15+ by Marital Status			
Total	36,938	79,285	133,437
Never Married	24.9%	23.7%	26.1%
Married	63.6%	64.6%	61.7%
Widowed	3.6%	3.9%	3.6%
Divorced	7.8%	7.8%	8.7%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	98.3%	98.3%	98.1%
Civilian Unemployed (Unemployment Rate)	1.7%	1.7%	1.9%
2019 Employed Population 16+ by Industry			
Total	28,014	58,741	98,418
Agriculture/Mining	0.6%	0.7%	0.7%
Construction	4.2%	4.3%	4.7%
Manufacturing	6.6%	6.1%	6.3%
Wholesale Trade	3.2%	3.1%	3.1%
Retail Trade	10.9%	10.6%	11.2%
Transportation/Utilities	4.6%	5.1%	5.1%
Information	2.6%	2.9%	2.9%
Finance/Insurance/Real Estate	14.3%	15.1%	14.3%
Services	50.4%	49.6%	49.5%
Public Administration	2.4%	2.6%	2.2%
2019 Employed Population 16+ by Occupation			
Total	28,013	58,743	98,420
White Collar	78.1%	78.6%	76.9%
Management/Business/Financial	21.6%	22.9%	21.9%
Professional	30.4%	30.2%	28.9%
Sales	14.0%	13.2%	12.9%
Administrative Support	12.0%	12.4%	13.1%
Services	11.7%	11.5%	12.1%
Blue Collar	10.2%	9.8%	11.0%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	2.2%	2.1%	2.5%
Installation/Maintenance/Repair	1.5%	1.9%	2.0%
Production	2.8%	2.6%	2.8%
Transportation/Material Moving	3.6%	3.2%	3.5%
2010 Population By Urban/ Rural Status			
Total Population	39,556	85,227	146,637
Population Inside Urbanized Area	98.2%	98.5%	97.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.8%	1.5%	2.3%

September 05, 2019

Community Profile

Whispering Ridge   Prepared by Esri
Verizon   Latitude: 41.29079
Drive Time: 7, 10, 13 minute radii   Longitude: -96.18068

	7 minutes	10 minutes	13 minutes
2010 Households by Type			
Total	14,945	31,676	56,735
Households with 1 Person	22.0%	21.2%	24.6%
Households with 2+ People	78.0%	78.8%	75.4%
Family Households	71.5%	72.8%	68.5%
Husband-wife Families	60.7%	62.5%	57.5%
With Related Children	32.7%	32.6%	28.4%
Other Family (No Spouse Present)	10.8%	10.3%	11.1%
Other Family with Male Householder	3.0%	3.0%	3.1%
With Related Children	1.9%	1.9%	2.0%
Other Family with Female Householder	7.8%	7.2%	7.9%
With Related Children	5.5%	4.9%	5.3%
Nonfamily Households	6.5%	6.0%	6.9%
All Households with Children	40.3%	39.6%	36.0%
Multigenerational Households	1.7%	1.8%	1.8%
Unmarried Partner Households	5.5%	5.2%	5.5%
Male-female	4.9%	4.6%	4.9%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	14,947	31,677	56,734
1 Person Household	22.0%	21.2%	24.6%
2 Person Household	33.3%	33.9%	34.3%
3 Person Household	16.5%	16.6%	15.8%
4 Person Household	17.3%	17.1%	15.2%
5 Person Household	7.5%	7.8%	7.0%
6 Person Household	2.4%	2.5%	2.3%
7 + Person Household	0.9%	0.9%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	14,945	31,676	56,736
Owner Occupied	78.0%	80.1%	72.3%
Owned with a Mortgage/Loan	68.2%	68.0%	59.3%
Owned Free and Clear	9.8%	12.1%	12.9%
Renter Occupied	22.0%	19.9%	27.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	15,769	33,178	59,918
Housing Units Inside Urbanized Area	98.5%	98.6%	97.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.5%	1.4%	2.2%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 05, 2019

Whispering Ridge
Verizon
Drive Time: 7, 10, 13 minute radii

Prepared by Esri
Latitude: 41.29079
Longitude: -96.18068

	7 minutes	10 minutes	13 minutes
Top 3 Tapestry Segments			
1.	Boomburbs (1C)	Boomburbs (1C)	Boomburbs (1C)
2.	Up and Coming Families (7A)	Soccer Moms (4A)	Young and Restless (11B)
3.	Soccer Moms (4A)	Up and Coming Families (7A)	Soccer Moms (4A)
2019 Consumer Spending			
Apparel & Services: Total $	$56,651,078	$118,467,547	$188,866,050
Average Spent	$3,084.73	$3,092.58	$2,874.19
Spending Potential Index	144	144	134
Education: Total $	$41,128,988	$88,189,241	$139,593,076
Average Spent	$2,239.53	$2,302.17	$2,124.35
Spending Potential Index	141	144	133
Entertainment/Recreation: Total $	$84,142,697	$178,298,474	$281,789,302
Average Spent	$4,581.69	$4,654.46	$4,288.31
Spending Potential Index	140	142	131
Food at Home: Total $	$130,795,220	$274,674,425	$440,555,740
Average Spent	$7,121.98	$7,170.35	$6,704.44
Spending Potential Index	138	139	130
Food Away from Home: Total $	$97,466,128	$203,993,312	$325,446,903
Average Spent	$5,307.17	$5,325.22	$4,952.70
Spending Potential Index	144	145	135
Health Care: Total $	$148,738,521	$316,997,111	$501,639,373
Average Spent	$8,099.02	$8,275.17	$7,634.02
Spending Potential Index	136	139	129
HH Furnishings & Equipment: Total $	$57,299,715	$120,720,325	$190,163,188
Average Spent	$3,120.05	$3,151.39	$2,893.93
Spending Potential Index	146	148	136
Personal Care Products & Services: Total $	$24,082,680	$50,616,880	$80,036,560
Average Spent	$1,311.34	$1,321.35	$1,218.01
Spending Potential Index	148	149	137
Shelter: Total $	$472,131,335	$998,606,611	$1,598,191,114
Average Spent	$25,708.21	$26,068.52	$24,321.52
Spending Potential Index	139	141	131
Support Payments/Cash Contributions/Gifts in Kind: Total $	$64,169,882	$137,101,748	$216,031,172
Average Spent	$3,494.14	$3,579.03	$3,287.60
Spending Potential Index	141	144	133
Travel: Total $	$59,711,401	$127,580,706	$198,973,052
Average Spent	$3,251.37	$3,330.48	$3,028.00
Spending Potential Index	145	148	135
Vehicle Maintenance & Repairs: Total $	$29,608,725	$62,400,799	$100,360,698
Average Spent	$1,612.24	$1,628.97	$1,527.30
Spending Potential Index	141	142	134

September 05, 2019