Population Summary

2010 Total Population	29,213
2020 Total Population	30,758
2020 Group Quarters	316
2025 Total Population	30,860
2025 Group Quarters	300
2030 Total Population	30,565
2025-2030 Annual Rate	-0.19%
2025 Total Daytime Population	24,886
Workers	13,134
Residents	11,752

Household Summary

2010 Households	14,746
2010 Average Household Size	1.97
2020 Total Households	15,165
2020 Average Household Size	2.01
2025 Households	15,429
2025 Average Household Size	1.98
2030 Households	15,385
2030 Average Household Size	1.97
2025-2030 Annual Rate	-0.06%
2010 Families	6,982
2010 Average Family Size	2.68
2025 Families	7,419
2025 Average Family Size	2.68
2030 Families	7,342
2030 Average Family Size	2.67
2025-2030 Annual Rate	-0.21%

Housing Unit Summary

2000 Housing Units	15,453
Owner Occupied Housing Units	60.8%
Renter Occupied Housing Units	35.7%
Vacant Housing Units	3.5%
2010 Housing Units	15,689
Owner Occupied Housing Units	57.8%
Renter Occupied Housing Units	36.2%
Vacant Housing Units	6.0%
2020 Housing Units	16,152
Owner Occupied Housing Units	57.5%
Renter Occupied Housing Units	36.4%
Vacant Housing Units	6.1%
2025 Housing Units	16,142
Owner Occupied Housing Units	58.5%
Renter Occupied Housing Units	37.0%
Vacant Housing Units	4.4%
2030 Housing Units	16,278
Owner Occupied Housing Units	58.3%
Renter Occupied Housing Units	36.2%
Vacant Housing Units	5.5%

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Community Profile

Clintonville

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2025 Households by Income

Household Income Base	15,429
<$15,000	4.4%
$15,000 - $24,999	4.4%
$25,000 - $34,999	6.2%
$35,000 - $49,999	10.3%
$50,000 - $74,999	13.2%
$75,000 - $99,999	12.3%
$100,000 - $149,999	18.5%
$150,000 - $199,999	13.6%
$200,000+	17.1%
Average Household Income	$126,846

2030 Households by Income

Household Income Base	15,385
<$15,000	3.8%
$15,000 - $24,999	3.5%
$25,000 - $34,999	5.2%
$35,000 - $49,999	9.0%
$50,000 - $74,999	12.1%
$75,000 - $99,999	11.5%
$100,000 - $149,999	18.3%
$150,000 - $199,999	15.4%
$200,000+	21.3%
Average Household Income	$142,264

2025 Owner Occupied Housing Units by Value

Total	9,449
<$50,000	0.4%
$50,000 - $99,999	0.1%
$100,000 - $149,999	0.2%
$150,000 - $199,999	1.4%
$200,000 - $249,999	5.6%
$250,000 - $299,999	10.2%
$300,000 - $399,999	36.6%
$400,000 - $499,999	24.6%
$500,000 - $749,999	18.6%
$750,000 - $999,999	1.4%
$1,000,000 - $1,499,999	0.3%
$1,500,000 - $1,999,999	0.2%
$2,000,000 +	0.4%
Average Home Value	$426,020

2030 Owner Occupied Housing Units by Value

Total	9,496
<$50,000	0.1%
$50,000 - $99,999	0.0%
$100,000 - $149,999	0.0%
$150,000 - $199,999	0.1%
$200,000 - $249,999	1.7%
$250,000 - $299,999	5.1%
$300,000 - $399,999	33.5%
$400,000 - $499,999	28.0%
$500,000 - $749,999	28.1%
$750,000 - $999,999	2.1%
$1,000,000 - $1,499,999	0.3%
$1,500,000 - $1,999,999	0.3%
$2,000,000 +	0.6%
Average Home Value	$478,390

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Median Household Income	
2025	$97,845
2030	$111,051
Median Home Value	
2025	$387,616
2030	$433,665
Per Capita Income	
2025	$63,375
2030	$71,560
Median Age	
2010	39.0
2020	39.2
2025	40.3
2030	41.9
2020 Population by Age	
Total	30,758
0 - 4	5.5%
5 - 9	4.2%
10 - 14	3.6%
15 - 24	8.9%
25 - 34	20.4%
35 - 44	15.8%
45 - 54	11.9%
55 - 64	12.9%
65 - 74	10.8%
75 - 84	4.1%
85 +	2.0%
18 +	84.6%
2025 Population by Age	
Total	30,860
0 - 4	5.1%
5 - 9	5.1%
10 - 14	3.7%
15 - 24	8.7%
25 - 34	17.4%
35 - 44	17.4%
45 - 54	12.0%
55 - 64	11.2%
65 - 74	11.5%
75 - 84	5.7%
85 +	2.0%
18 +	84.0%
2030 Population by Age	
Total	30,566
0 - 4	4.8%
5 - 9	4.5%
10 - 14	4.7%
15 - 24	9.0%
25 - 34	15.6%
35 - 44	16.7%
45 - 54	13.3%
55 - 64	10.5%
65 - 74	11.3%
75 - 84	7.1%
85 +	2.5%
18 +	83.7%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Sex	
Males	14,820
Females	15,938
2025 Population by Sex	
Males	15,057
Females	15,803
2030 Population by Sex	
Males	14,856
Females	15,709
2010 Population by Race/Ethnicity	
Total	29,213
White Alone	90.4%
Black Alone	4.2%
American Indian Alone	0.2%
Asian Alone	2.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	2.2%
Hispanic Origin	2.2%
Diversity Index	21.5
2020 Population by Race/Ethnicity	
Total	30,758
White Alone	85.6%
Black Alone	4.3%
American Indian Alone	0.2%
Asian Alone	2.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.9%
Two or More Races	6.2%
Hispanic Origin	3.1%
Diversity Index	30.5
2025 Population by Race/Ethnicity	
Total	30,860
White Alone	84.1%
Black Alone	4.7%
American Indian Alone	0.2%
Asian Alone	3.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.1%
Two or More Races	6.9%
Hispanic Origin	3.6%
Diversity Index	33.4
2030 Population by Race/Ethnicity	
Total	30,565
White Alone	82.8%
Black Alone	4.9%
American Indian Alone	0.2%
Asian Alone	3.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	7.6%
Hispanic Origin	4.0%
Diversity Index	35.7

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: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Relationship and Household Type	
Total	30,758
In Households	99.0%
Householder	49.3%
Opposite-Sex Spouse	19.0%
Same-Sex Spouse	0.9%
Opposite-Sex Unmarried Partner	4.0%
Same-Sex Unmarried Partner	0.7%
Biological Child	18.0%
Adopted Child	0.5%
Stepchild	0.5%
Grandchild	0.5%
Brother or Sister	0.7%
Parent	0.3%
Parent-in-law	0.1%
Son-in-law or Daughter-in-law	0.1%
Other Relatives	0.5%
Foster Child	0.0%
Other Nonrelatives	3.9%
In Group Quarters	1.0%
Institutionalized	0.9%
Noninstitutionalized	0.1%
2025 Population 25+ by Educational Attainment	
Total	23,863
Less than 9th Grade	0.4%
9th - 12th Grade, No Diploma	1.4%
High School Graduate	9.9%
GED/Alternative Credential	1.3%
Some College, No Degree	11.2%
Associate Degree	6.4%
Bachelor's Degree	37.5%
Graduate/Professional Degree	31.8%
2025 Population 15+ by Marital Status	
Total	26,557
Never Married	36.8%
Married	49.2%
Widowed	4.1%
Divorced	10.0%
2025 Civilian Population 16+ in Labor Force	
Civilian Population 16+	19,854
Population 16+ Employed	97.5%
Population 16+ Unemployment rate	2.5%
Population 16-24 Employed	9.4%
Population 16-24 Unemployment rate	3.6%
Population 25-54 Employed	68.2%
Population 25-54 Unemployment rate	2.3%
Population 55-64 Employed	13.5%
Population 55-64 Unemployment rate	1.1%
Population 65+ Employed	8.8%
Population 65+ Unemployment rate	4.8%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2025 Employed Population 16+ by Industry

Total	19,363
Agriculture/Mining	0.2%
Construction	3.5%
Manufacturing	4.7%
Wholesale Trade	1.3%
Retail Trade	8.0%
Transportation/Utilities	4.2%
Information	2.3%
Finance/Insurance/Real Estate	8.9%
Services	62.6%
Public Administration	4.2%

2025 Employed Population 16+ by Occupation

Total	19,360
White Collar	81.9%
Management/Business/Financial	24.2%
Professional	42.8%
Sales	7.3%
Administrative Support	7.5%
Services	9.2%
Blue Collar	8.9%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.4%
Installation/Maintenance/Repair	1.1%
Production	2.1%
Transportation/Material Moving	3.3%

2020 Households by Type

Total	15,165
Married Couple Households	40.3%
With Own Children <18	13.8%
Without Own Children <18	26.6%
Cohabitating Couple Households	9.3%
With Own Children <18	1.0%
Without Own Children <18	8.3%
Male Householder, No Spouse/Partner	21.7%
Living Alone	16.7%
65 Years and over	3.7%
With Own Children <18	0.7%
Without Own Children <18, With Relatives	1.7%
No Relatives Present	2.6%
Female Householder, No Spouse/Partner	28.6%
Living Alone	20.6%
65 Years and over	7.6%
With Own Children <18	2.3%
Without Own Children <18, With Relatives	3.7%
No Relatives Present	2.1%

2020 Households by Size

Total	15,165
1 Person Household	37.3%
2 Person Household	38.3%
3 Person Household	12.2%
4 Person Household	8.3%
5 Person Household	2.8%
6 Person Household	0.7%
7 + Person Household	0.4%

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2020 Households by Tenure and Mortgage Status

Total	15,165
Owner Occupied	61.2%
Owned with a Mortgage/Loan	44.6%
Owned Free and Clear	16.7%
Renter Occupied	38.8%

2025 Affordability, Mortgage and Wealth

Housing Affordability Index	87
Percent of Income for Mortgage	24.8%
Wealth Index	114

2020 Housing Units By Urban/ Rural Status

Total	16,152
Urban Housing Units	100.0%
Rural Housing Units	0.0%

2020 Population By Urban/ Rural Status

Total	30,758
Urban Population	100.0%
Rural Population	0.0%

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Top 3 Tapestry Segments

1.	City Greens (K6)
2.	Emerging Hub (D1)
3.	Savvy Suburbanites (L1)

2025 Consumer Spending

Apparel & Services: Total $	$41,774,600
Average Spent	$2,707.54
Spending Potential Index	111
Education: Total $	$32,242,036
Average Spent	$2,089.70
Spending Potential Index	117
Entertainment/Recreation: Total $	$69,347,514
Average Spent	$4,494.62
Spending Potential Index	109
Food at Home: Total $	$124,386,585
Average Spent	$8,061.87
Spending Potential Index	108
Food Away from Home: Total $	$69,101,221
Average Spent	$4,478.66
Spending Potential Index	108
Health Care: Total $	$127,860,816
Average Spent	$8,287.04
Spending Potential Index	107
HH Furnishings & Equipment: Total $	$49,183,159
Average Spent	$3,187.71
Spending Potential Index	110
Personal Care Products & Services: Total $	$17,884,583
Average Spent	$1,159.15
Spending Potential Index	111
Shelter: Total $	$448,731,106
Average Spent	$29,083.62
Spending Potential Index	109
Support Payments/Cash Contributions/Gifts in Kind: Total $	$55,091,574
Average Spent	$3,570.65
Spending Potential Index	108
Travel: Total $	$60,843,110
Average Spent	$3,943.43
Spending Potential Index	109
Vehicle Maintenance & Repairs: Total $	$22,821,558
Average Spent	$1,479.13
Spending Potential Index	110

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 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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