



Market Profile

Ward 1
Area: 3.57 square miles

Prepared by Esri

Population Summary	
2000 Total Population	12,295
2010 Total Population	10,062
2020 Total Population	12,391
2020 Group Quarters	131
2025 Total Population	13,601
2020-2025 Annual Rate	1.88%
2020 Total Daytime Population	9,734
Workers	2,195
Residents	7,539
Household Summary	
2000 Households	3,883
2000 Average Household Size	3.15
2010 Households	3,113
2010 Average Household Size	3.19
2020 Households	3,812
2020 Average Household Size	3.22
2025 Households	4,175
2025 Average Household Size	3.23
2020-2025 Annual Rate	1.84%
2010 Families	2,163
2010 Average Family Size	3.60
2020 Families	2,623
2020 Average Family Size	3.63
2025 Families	2,866
2025 Average Family Size	3.65
2020-2025 Annual Rate	1.79%
Housing Unit Summary	
2000 Housing Units	4,429
Owner Occupied Housing Units	40.3%
Renter Occupied Housing Units	47.4%
Vacant Housing Units	12.3%
2010 Housing Units	4,190
Owner Occupied Housing Units	34.8%
Renter Occupied Housing Units	39.5%
Vacant Housing Units	25.7%
2020 Housing Units	5,046
Owner Occupied Housing Units	35.9%
Renter Occupied Housing Units	39.7%
Vacant Housing Units	24.5%
2025 Housing Units	5,534
Owner Occupied Housing Units	35.6%
Renter Occupied Housing Units	39.8%
Vacant Housing Units	24.6%
Median Household Income	
2020	\$30,048
2025	\$31,990
Median Home Value	
2020	\$81,125
2025	\$99,005
Per Capita Income	
2020	\$12,829
2025	\$13,866
Median Age	
2010	28.9
2020	30.9
2025	31.5

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income

Household Income Base	3,812
<\$15,000	25.2%
\$15,000 - \$24,999	16.7%
\$25,000 - \$34,999	14.0%
\$35,000 - \$49,999	16.7%
\$50,000 - \$74,999	14.6%
\$75,000 - \$99,999	6.1%
\$100,000 - \$149,999	4.7%
\$150,000 - \$199,999	1.0%
\$200,000+	1.1%
Average Household Income	\$41,846

2025 Households by Income

Household Income Base	4,175
<\$15,000	23.3%
\$15,000 - \$24,999	16.3%
\$25,000 - \$34,999	13.7%
\$35,000 - \$49,999	17.4%
\$50,000 - \$74,999	15.3%
\$75,000 - \$99,999	6.5%
\$100,000 - \$149,999	5.1%
\$150,000 - \$199,999	1.2%
\$200,000+	1.1%
Average Household Income	\$45,322

2020 Owner Occupied Housing Units by Value

Total	1,809
<\$50,000	25.8%
\$50,000 - \$99,999	38.8%
\$100,000 - \$149,999	11.2%
\$150,000 - \$199,999	12.9%
\$200,000 - \$249,999	2.0%
\$250,000 - \$299,999	1.8%
\$300,000 - \$399,999	3.8%
\$400,000 - \$499,999	1.1%
\$500,000 - \$749,999	1.0%
\$750,000 - \$999,999	1.4%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$120,091

2025 Owner Occupied Housing Units by Value

Total	1,971
<\$50,000	17.5%
\$50,000 - \$99,999	33.1%
\$100,000 - \$149,999	14.8%
\$150,000 - \$199,999	16.4%
\$200,000 - \$249,999	3.8%
\$250,000 - \$299,999	1.6%
\$300,000 - \$399,999	4.7%
\$400,000 - \$499,999	2.0%
\$500,000 - \$749,999	2.3%
\$750,000 - \$999,999	3.4%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$162,995

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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2010 Population by Age

Total	10,063
0 - 4	10.0%
5 - 9	8.6%
10 - 14	7.1%
15 - 24	17.6%
25 - 34	15.4%
35 - 44	11.2%
45 - 54	11.5%
55 - 64	9.4%
65 - 74	5.6%
75 - 84	2.7%
85 +	0.8%
18 +	69.7%

2020 Population by Age

Total	12,389
0 - 4	9.3%
5 - 9	8.7%
10 - 14	7.6%
15 - 24	14.2%
25 - 34	16.9%
35 - 44	11.9%
45 - 54	9.7%
55 - 64	9.5%
65 - 74	7.7%
75 - 84	3.4%
85 +	1.0%
18 +	70.3%

2025 Population by Age

Total	13,600
0 - 4	9.4%
5 - 9	8.7%
10 - 14	7.9%
15 - 24	14.5%
25 - 34	14.8%
35 - 44	13.5%
45 - 54	9.7%
55 - 64	9.1%
65 - 74	7.4%
75 - 84	4.0%
85 +	1.0%
18 +	69.8%

2010 Population by Sex

Males	5,303
Females	4,759

2020 Population by Sex

Males	6,399
Females	5,991

2025 Population by Sex

Males	6,946
Females	6,655

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	10,063
White Alone	26.0%
Black Alone	49.4%
American Indian Alone	1.7%
Asian Alone	0.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	19.4%
Two or More Races	3.3%
Hispanic Origin	39.6%
Diversity Index	83.7

2020 Population by Race/Ethnicity

Total	12,391
White Alone	24.7%
Black Alone	48.4%
American Indian Alone	1.5%
Asian Alone	0.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	21.6%
Two or More Races	3.5%
Hispanic Origin	43.4%
Diversity Index	85.0

2025 Population by Race/Ethnicity

Total	13,601
White Alone	23.6%
Black Alone	48.0%
American Indian Alone	1.4%
Asian Alone	0.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	23.0%
Two or More Races	3.6%
Hispanic Origin	45.1%
Diversity Index	85.5

2010 Population by Relationship and Household Type

Total	10,062
In Households	98.7%
In Family Households	83.9%
Householder	21.4%
Spouse	9.5%
Child	37.9%
Other relative	8.5%
Nonrelative	6.6%
In Nonfamily Households	14.8%
In Group Quarters	1.3%
Institutionalized Population	0.0%
Noninstitutionalized Population	1.3%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Population 25+ by Educational Attainment

Total	7,448
Less than 9th Grade	28.5%
9th - 12th Grade, No Diploma	16.9%
High School Graduate	21.6%
GED/Alternative Credential	4.7%
Some College, No Degree	13.0%
Associate Degree	5.0%
Bachelor's Degree	6.8%
Graduate/Professional Degree	3.3%

2020 Population 15+ by Marital Status

Total	9,214
Never Married	44.8%
Married	34.8%
Widowed	6.5%
Divorced	13.9%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	5,448
Population 16+ Employed	90.4%
Population 16+ Unemployment rate	9.6%
Population 16-24 Employed	14.0%
Population 16-24 Unemployment rate	12.1%
Population 25-54 Employed	69.3%
Population 25-54 Unemployment rate	9.4%
Population 55-64 Employed	12.9%
Population 55-64 Unemployment rate	7.6%
Population 65+ Employed	3.7%
Population 65+ Unemployment rate	11.5%

2020 Employed Population 16+ by Industry

Total	4,924
Agriculture/Mining	2.7%
Construction	28.2%
Manufacturing	1.5%
Wholesale Trade	1.9%
Retail Trade	12.6%
Transportation/Utilities	2.8%
Information	1.2%
Finance/Insurance/Real Estate	4.9%
Services	43.3%
Public Administration	0.8%

2020 Employed Population 16+ by Occupation

Total	4,922
White Collar	35.8%
Management/Business/Financial	4.1%
Professional	8.8%
Sales	9.9%
Administrative Support	13.0%
Services	26.1%
Blue Collar	38.0%
Farming/Forestry/Fishing	2.9%
Construction/Extraction	23.2%
Installation/Maintenance/Repair	4.5%
Production	2.7%
Transportation/Material Moving	4.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type

Total	3,113
Households with 1 Person	22.3%
Households with 2+ People	77.7%
Family Households	69.5%
Husband-wife Families	30.8%
With Related Children	15.5%
Other Family (No Spouse Present)	38.6%
Other Family with Male Householder	9.6%
With Related Children	5.3%
Other Family with Female Householder	29.1%
With Related Children	21.8%
Nonfamily Households	8.2%
All Households with Children	44.1%

Multigenerational Households	9.3%
Unmarried Partner Households	9.4%
Male-female	8.6%
Same-sex	0.8%

2010 Households by Size

Total	3,112
1 Person Household	22.3%
2 Person Household	23.6%
3 Person Household	15.9%
4 Person Household	14.4%
5 Person Household	11.2%
6 Person Household	6.1%
7 + Person Household	6.5%

2010 Households by Tenure and Mortgage Status

Total	3,113
Owner Occupied	46.9%
Owned with a Mortgage/Loan	30.1%
Owned Free and Clear	16.8%
Renter Occupied	53.1%

2020 Affordability, Mortgage and Wealth

Housing Affordability Index	212
Percent of Income for Mortgage	11.3%
Wealth Index	30

2010 Housing Units By Urban/ Rural Status

Total Housing Units	4,190
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%

2010 Population By Urban/ Rural Status

Total Population	10,062
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Barrios Urbanos (7D)
2. NeWest Residents (13C)
3. City Commons (11E)

2020 Consumer Spending

Apparel & Services: Total \$	\$4,167,823
Average Spent	\$1,093.34
Spending Potential Index	51
Education: Total \$	\$3,020,287
Average Spent	\$792.31
Spending Potential Index	44
Entertainment/Recreation: Total \$	\$5,658,961
Average Spent	\$1,484.51
Spending Potential Index	46
Food at Home: Total \$	\$10,136,541
Average Spent	\$2,659.11
Spending Potential Index	50
Food Away from Home: Total \$	\$7,216,194
Average Spent	\$1,893.02
Spending Potential Index	50
Health Care: Total \$	\$10,244,215
Average Spent	\$2,687.36
Spending Potential Index	47
HH Furnishings & Equipment: Total \$	\$4,015,908
Average Spent	\$1,053.49
Spending Potential Index	48
Personal Care Products & Services: Total \$	\$1,723,576
Average Spent	\$452.14
Spending Potential Index	49
Shelter: Total \$	\$35,629,432
Average Spent	\$9,346.65
Spending Potential Index	48
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,942,175
Average Spent	\$1,034.15
Spending Potential Index	44
Travel: Total \$	\$3,861,675
Average Spent	\$1,013.03
Spending Potential Index	42
Vehicle Maintenance & Repairs: Total \$	\$2,144,755
Average Spent	\$562.63
Spending Potential Index	49

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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