



Market Profile

Ward 2
Area: 12.7 square miles

Prepared by Esri

Population Summary	
2000 Total Population	9,077
2010 Total Population	10,241
2020 Total Population	13,474
2020 Group Quarters	1,450
2025 Total Population	15,393
2020-2025 Annual Rate	2.70%
2020 Total Daytime Population	13,572
Workers	6,654
Residents	6,918
Household Summary	
2000 Households	2,941
2000 Average Household Size	2.81
2010 Households	3,473
2010 Average Household Size	2.53
2020 Households	4,969
2020 Average Household Size	2.42
2025 Households	5,502
2025 Average Household Size	2.53
2020-2025 Annual Rate	2.06%
2010 Families	1,974
2010 Average Family Size	3.27
2020 Families	2,677
2020 Average Family Size	3.19
2025 Families	2,979
2025 Average Family Size	3.26
2020-2025 Annual Rate	2.16%
Housing Unit Summary	
2000 Housing Units	3,603
Owner Occupied Housing Units	40.7%
Renter Occupied Housing Units	40.9%
Vacant Housing Units	18.4%
2010 Housing Units	5,233
Owner Occupied Housing Units	27.9%
Renter Occupied Housing Units	38.4%
Vacant Housing Units	33.6%
2020 Housing Units	7,326
Owner Occupied Housing Units	31.7%
Renter Occupied Housing Units	36.1%
Vacant Housing Units	32.2%
2025 Housing Units	8,125
Owner Occupied Housing Units	30.5%
Renter Occupied Housing Units	37.2%
Vacant Housing Units	32.3%
Median Household Income	
2020	\$39,455
2025	\$42,064
Median Home Value	
2020	\$155,717
2025	\$204,309
Per Capita Income	
2020	\$21,652
2025	\$24,966
Median Age	
2010	34.2
2020	35.8
2025	36.0

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	4,969
<\$15,000	17.5%
\$15,000 - \$24,999	15.4%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	13.8%
\$50,000 - \$74,999	17.7%
\$75,000 - \$99,999	9.9%
\$100,000 - \$149,999	8.8%
\$150,000 - \$199,999	2.6%
\$200,000+	2.3%
Average Household Income	\$56,349

2025 Households by Income

Household Income Base	5,502
<\$15,000	15.9%
\$15,000 - \$24,999	14.8%
\$25,000 - \$34,999	11.7%
\$35,000 - \$49,999	13.9%
\$50,000 - \$74,999	18.5%
\$75,000 - \$99,999	10.5%
\$100,000 - \$149,999	9.6%
\$150,000 - \$199,999	2.7%
\$200,000+	2.4%
Average Household Income	\$60,827

2020 Owner Occupied Housing Units by Value

Total	2,324
<\$50,000	7.2%
\$50,000 - \$99,999	22.2%
\$100,000 - \$149,999	19.4%
\$150,000 - \$199,999	11.1%
\$200,000 - \$249,999	12.6%
\$250,000 - \$299,999	8.7%
\$300,000 - \$399,999	12.6%
\$400,000 - \$499,999	1.3%
\$500,000 - \$749,999	1.8%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	2.8%
Average Home Value	\$243,151

2025 Owner Occupied Housing Units by Value

Total	2,479
<\$50,000	4.6%
\$50,000 - \$99,999	12.0%
\$100,000 - \$149,999	19.7%
\$150,000 - \$199,999	12.1%
\$200,000 - \$249,999	20.1%
\$250,000 - \$299,999	9.2%
\$300,000 - \$399,999	12.6%
\$400,000 - \$499,999	2.5%
\$500,000 - \$749,999	3.2%
\$750,000 - \$999,999	0.7%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	3.1%
Average Home Value	\$281,694

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



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2010 Population by Age	
Total	10,238
0 - 4	6.6%
5 - 9	5.9%
10 - 14	6.0%
15 - 24	15.0%
25 - 34	18.0%
35 - 44	14.9%
45 - 54	12.6%
55 - 64	9.6%
65 - 74	6.0%
75 - 84	3.6%
85 +	1.9%
18 +	77.5%
2020 Population by Age	
Total	13,475
0 - 4	6.3%
5 - 9	6.2%
10 - 14	5.7%
15 - 24	14.0%
25 - 34	16.5%
35 - 44	14.4%
45 - 54	11.1%
55 - 64	10.4%
65 - 74	7.8%
75 - 84	4.5%
85 +	3.2%
18 +	78.4%
2025 Population by Age	
Total	15,393
0 - 4	6.5%
5 - 9	6.0%
10 - 14	5.7%
15 - 24	13.9%
25 - 34	16.6%
35 - 44	14.3%
45 - 54	10.5%
55 - 64	9.9%
65 - 74	8.0%
75 - 84	5.5%
85 +	3.2%
18 +	78.4%
2010 Population by Sex	
Males	5,370
Females	4,871
2020 Population by Sex	
Males	6,881
Females	6,594
2025 Population by Sex	
Males	7,777
Females	7,615

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

January 19, 2021



2010 Population by Race/Ethnicity

Total	10,241
White Alone	41.6%
Black Alone	48.3%
American Indian Alone	0.3%
Asian Alone	0.7%
Pacific Islander Alone	0.2%
Some Other Race Alone	6.8%
Two or More Races	2.2%
Hispanic Origin	17.1%
Diversity Index	70.9

2020 Population by Race/Ethnicity

Total	13,473
White Alone	41.6%
Black Alone	44.9%
American Indian Alone	0.4%
Asian Alone	0.9%
Pacific Islander Alone	0.2%
Some Other Race Alone	9.2%
Two or More Races	2.8%
Hispanic Origin	22.8%
Diversity Index	75.7

2025 Population by Race/Ethnicity

Total	15,392
White Alone	41.1%
Black Alone	44.5%
American Indian Alone	0.4%
Asian Alone	0.9%
Pacific Islander Alone	0.2%
Some Other Race Alone	10.0%
Two or More Races	2.9%
Hispanic Origin	24.9%
Diversity Index	77.0

2010 Population by Relationship and Household Type

Total	10,241
In Households	86.0%
In Family Households	65.9%
Householder	19.7%
Spouse	9.7%
Child	28.3%
Other relative	5.3%
Nonrelative	2.9%
In Nonfamily Households	20.0%
In Group Quarters	14.0%
Institutionalized Population	12.4%
Noninstitutionalized Population	1.7%

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



2020 Population 25+ by Educational Attainment

Total	9,133
Less than 9th Grade	7.7%
9th - 12th Grade, No Diploma	13.6%
High School Graduate	26.1%
GED/Alternative Credential	4.7%
Some College, No Degree	15.4%
Associate Degree	10.7%
Bachelor's Degree	12.8%
Graduate/Professional Degree	8.9%

2020 Population 15+ by Marital Status

Total	11,021
Never Married	47.6%
Married	31.4%
Widowed	6.5%
Divorced	14.5%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	6,112
Population 16+ Employed	89.8%
Population 16+ Unemployment rate	10.2%
Population 16-24 Employed	14.5%
Population 16-24 Unemployment rate	12.0%
Population 25-54 Employed	64.8%
Population 25-54 Unemployment rate	10.7%
Population 55-64 Employed	13.7%
Population 55-64 Unemployment rate	6.9%
Population 65+ Employed	6.9%
Population 65+ Unemployment rate	8.0%

2020 Employed Population 16+ by Industry

Total	5,488
Agriculture/Mining	0.2%
Construction	11.4%
Manufacturing	4.2%
Wholesale Trade	3.2%
Retail Trade	10.5%
Transportation/Utilities	5.6%
Information	1.8%
Finance/Insurance/Real Estate	4.4%
Services	55.3%
Public Administration	3.3%

2020 Employed Population 16+ by Occupation

Total	5,487
White Collar	51.2%
Management/Business/Financial	9.4%
Professional	20.8%
Sales	10.7%
Administrative Support	10.3%
Services	27.4%
Blue Collar	21.4%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	7.3%
Installation/Maintenance/Repair	2.7%
Production	2.4%
Transportation/Material Moving	8.8%

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

2010 Households by Type	
Total	3,473
Households with 1 Person	33.9%
Households with 2+ People	66.1%
Family Households	56.8%
Husband-wife Families	28.0%
With Related Children	11.4%
Other Family (No Spouse Present)	28.9%
Other Family with Male Householder	6.0%
With Related Children	3.1%
Other Family with Female Householder	22.8%
With Related Children	16.8%
Nonfamily Households	9.2%
All Households with Children	32.0%
Multigenerational Households	6.1%
Unmarried Partner Households	8.3%
Male-female	7.5%
Same-sex	0.7%
2010 Households by Size	
Total	3,473
1 Person Household	33.9%
2 Person Household	29.5%
3 Person Household	14.9%
4 Person Household	10.2%
5 Person Household	6.2%
6 Person Household	2.9%
7 + Person Household	2.5%
2010 Households by Tenure and Mortgage Status	
Total	3,473
Owner Occupied	42.1%
Owned with a Mortgage/Loan	26.5%
Owned Free and Clear	15.5%
Renter Occupied	57.9%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	141
Percent of Income for Mortgage	16.5%
Wealth Index	44
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	5,233
Housing Units Inside Urbanized Area	95.7%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	4.3%
2010 Population By Urban/ Rural Status	
Total Population	10,241
Population Inside Urbanized Area	97.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	3.0%

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. Metro Fusion (11C)
2. Modest Income Homes (12D)
3. Set to Impress (11D)

2020 Consumer Spending

Apparel & Services: Total \$	\$7,081,236
Average Spent	\$1,425.08
Spending Potential Index	66
Education: Total \$	\$5,270,730
Average Spent	\$1,060.72
Spending Potential Index	59
Entertainment/Recreation: Total \$	\$10,060,689
Average Spent	\$2,024.69
Spending Potential Index	62
Food at Home: Total \$	\$17,747,695
Average Spent	\$3,571.68
Spending Potential Index	67
Food Away from Home: Total \$	\$12,391,752
Average Spent	\$2,493.81
Spending Potential Index	66
Health Care: Total \$	\$18,312,001
Average Spent	\$3,685.25
Spending Potential Index	64
HH Furnishings & Equipment: Total \$	\$6,884,828
Average Spent	\$1,385.56
Spending Potential Index	63
Personal Care Products & Services: Total \$	\$3,024,327
Average Spent	\$608.64
Spending Potential Index	66
Shelter: Total \$	\$62,321,388
Average Spent	\$12,542.04
Spending Potential Index	65
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,214,669
Average Spent	\$1,451.94
Spending Potential Index	62
Travel: Total \$	\$6,963,299
Average Spent	\$1,401.35
Spending Potential Index	58
Vehicle Maintenance & Repairs: Total \$	\$3,871,013
Average Spent	\$779.03
Spending Potential Index	67

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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