



Market Profile

Ward 3
Area: 4.8 square miles

Prepared by Esri

Population Summary

2000 Total Population	9,781
2010 Total Population	10,245
2020 Total Population	13,336
2020 Group Quarters	367
2025 Total Population	14,388
2020-2025 Annual Rate	1.53%
2020 Total Daytime Population	17,998
Workers	9,953
Residents	8,045

Household Summary

2000 Households	3,630
2000 Average Household Size	2.63
2010 Households	3,726
2010 Average Household Size	2.65
2020 Households	4,878
2020 Average Household Size	2.66
2025 Households	5,246
2025 Average Household Size	2.67
2020-2025 Annual Rate	1.47%
2010 Families	2,225
2010 Average Family Size	3.33
2020 Families	2,833
2020 Average Family Size	3.37
2025 Families	3,125
2025 Average Family Size	3.34
2020-2025 Annual Rate	1.98%

Housing Unit Summary

2000 Housing Units	3,947
Owner Occupied Housing Units	23.4%
Renter Occupied Housing Units	68.5%
Vacant Housing Units	8.1%
2010 Housing Units	5,024
Owner Occupied Housing Units	19.7%
Renter Occupied Housing Units	54.5%
Vacant Housing Units	25.8%
2020 Housing Units	6,454
Owner Occupied Housing Units	23.5%
Renter Occupied Housing Units	52.1%
Vacant Housing Units	24.4%
2025 Housing Units	6,944
Owner Occupied Housing Units	23.4%
Renter Occupied Housing Units	52.2%
Vacant Housing Units	24.5%

Median Household Income

2020	\$27,628
2025	\$28,800

Median Home Value

2020	\$107,555
2025	\$124,610

Per Capita Income

2020	\$15,258
2025	\$16,316

Median Age

2010	31.0
2020	31.8
2025	31.8

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	4,878
<\$15,000	27.2%
\$15,000 - \$24,999	17.8%
\$25,000 - \$34,999	15.2%
\$35,000 - \$49,999	14.4%
\$50,000 - \$74,999	13.7%
\$75,000 - \$99,999	4.9%
\$100,000 - \$149,999	4.9%
\$150,000 - \$199,999	1.2%
\$200,000+	0.9%
Average Household Income	\$39,685

2025 Households by Income

Household Income Base	5,246
<\$15,000	25.6%
\$15,000 - \$24,999	17.4%
\$25,000 - \$34,999	15.2%
\$35,000 - \$49,999	14.8%
\$50,000 - \$74,999	14.4%
\$75,000 - \$99,999	5.2%
\$100,000 - \$149,999	5.2%
\$150,000 - \$199,999	1.2%
\$200,000+	0.9%
Average Household Income	\$42,614

2020 Owner Occupied Housing Units by Value

Total	1,515
<\$50,000	21.9%
\$50,000 - \$99,999	24.0%
\$100,000 - \$149,999	26.9%
\$150,000 - \$199,999	16.3%
\$200,000 - \$249,999	7.9%
\$250,000 - \$299,999	0.5%
\$300,000 - \$399,999	0.3%
\$400,000 - \$499,999	0.1%
\$500,000 - \$749,999	1.7%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$121,040

2025 Owner Occupied Housing Units by Value

Total	1,622
<\$50,000	15.7%
\$50,000 - \$99,999	22.7%
\$100,000 - \$149,999	23.7%
\$150,000 - \$199,999	18.2%
\$200,000 - \$249,999	12.1%
\$250,000 - \$299,999	0.6%
\$300,000 - \$399,999	0.7%
\$400,000 - \$499,999	0.3%
\$500,000 - \$749,999	5.4%
\$750,000 - \$999,999	0.6%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$155,283

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	10,252
0 - 4	9.6%
5 - 9	8.1%
10 - 14	6.6%
15 - 24	16.1%
25 - 34	15.7%
35 - 44	12.5%
45 - 54	13.1%
55 - 64	9.1%
65 - 74	4.7%
75 - 84	3.1%
85 +	1.4%
18 +	71.8%
2020 Population by Age	
Total	13,335
0 - 4	8.7%
5 - 9	8.1%
10 - 14	7.5%
15 - 24	14.9%
25 - 34	15.6%
35 - 44	12.8%
45 - 54	11.2%
55 - 64	10.1%
65 - 74	6.6%
75 - 84	3.1%
85 +	1.3%
18 +	72.0%
2025 Population by Age	
Total	14,387
0 - 4	8.9%
5 - 9	8.0%
10 - 14	7.2%
15 - 24	15.3%
25 - 34	15.1%
35 - 44	12.9%
45 - 54	11.1%
55 - 64	9.7%
65 - 74	7.0%
75 - 84	3.4%
85 +	1.3%
18 +	72.1%
2010 Population by Sex	
Males	4,904
Females	5,341
2020 Population by Sex	
Males	6,351
Females	6,985
2025 Population by Sex	
Males	6,801
Females	7,586

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	10,245
White Alone	33.1%
Black Alone	53.5%
American Indian Alone	0.4%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	8.5%
Two or More Races	3.7%
Hispanic Origin	18.2%
Diversity Index	72.2

2020 Population by Race/Ethnicity

Total	13,336
White Alone	33.2%
Black Alone	50.6%
American Indian Alone	0.4%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	10.4%
Two or More Races	4.3%
Hispanic Origin	23.7%
Diversity Index	76.6

2025 Population by Race/Ethnicity

Total	14,388
White Alone	31.2%
Black Alone	51.2%
American Indian Alone	0.4%
Asian Alone	1.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	11.5%
Two or More Races	4.6%
Hispanic Origin	26.0%
Diversity Index	77.9

2010 Population by Relationship and Household Type

Total	10,245
In Households	96.4%
In Family Households	76.3%
Householder	22.4%
Spouse	8.7%
Child	34.7%
Other relative	6.3%
Nonrelative	4.0%
In Nonfamily Households	20.1%
In Group Quarters	3.6%
Institutionalized Population	1.6%
Noninstitutionalized Population	2.0%

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	8,109
Less than 9th Grade	10.1%
9th - 12th Grade, No Diploma	15.2%
High School Graduate	30.8%
GED/Alternative Credential	4.3%
Some College, No Degree	14.9%
Associate Degree	8.3%
Bachelor's Degree	10.1%
Graduate/Professional Degree	6.3%

2020 Population 15+ by Marital Status

Total	10,101
Never Married	46.0%
Married	32.6%
Widowed	6.1%
Divorced	15.2%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	6,012
Population 16+ Employed	89.1%
Population 16+ Unemployment rate	10.9%
Population 16-24 Employed	18.4%
Population 16-24 Unemployment rate	15.0%
Population 25-54 Employed	63.7%
Population 25-54 Unemployment rate	10.1%
Population 55-64 Employed	11.2%
Population 55-64 Unemployment rate	10.6%
Population 65+ Employed	6.7%
Population 65+ Unemployment rate	6.8%

2020 Employed Population 16+ by Industry

Total	5,358
Agriculture/Mining	0.2%
Construction	10.0%
Manufacturing	3.2%
Wholesale Trade	2.1%
Retail Trade	17.7%
Transportation/Utilities	3.4%
Information	1.5%
Finance/Insurance/Real Estate	6.4%
Services	52.9%
Public Administration	2.6%

2020 Employed Population 16+ by Occupation

Total	5,359
White Collar	48.8%
Management/Business/Financial	7.5%
Professional	13.0%
Sales	17.0%
Administrative Support	11.3%
Services	28.1%
Blue Collar	23.2%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	7.2%
Installation/Maintenance/Repair	4.1%
Production	3.3%
Transportation/Material Moving	8.3%

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	3,726
Households with 1 Person	30.4%
Households with 2+ People	69.6%
Family Households	59.7%
Husband-wife Families	23.3%
With Related Children	12.3%
Other Family (No Spouse Present)	36.4%
Other Family with Male Householder	8.2%
With Related Children	4.3%
Other Family with Female Householder	28.2%
With Related Children	21.5%
Nonfamily Households	9.9%
All Households with Children	38.9%
Multigenerational Households	5.4%
Unmarried Partner Households	10.9%
Male-female	10.1%
Same-sex	0.8%
2010 Households by Size	
Total	3,726
1 Person Household	30.4%
2 Person Household	28.0%
3 Person Household	17.8%
4 Person Household	11.8%
5 Person Household	6.6%
6 Person Household	2.8%
7 + Person Household	2.5%
2010 Households by Tenure and Mortgage Status	
Total	3,726
Owner Occupied	26.5%
Owned with a Mortgage/Loan	17.4%
Owned Free and Clear	9.2%
Renter Occupied	73.5%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	141
Percent of Income for Mortgage	16.3%
Wealth Index	27
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	5,024
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	10,245
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. Metro Fusion (11C)
2. City Commons (11E)
3. Hardscrabble Road (8G)

2020 Consumer Spending

Apparel & Services: Total \$	\$5,062,853
Average Spent	\$1,037.90
Spending Potential Index	48
Education: Total \$	\$3,794,135
Average Spent	\$777.81
Spending Potential Index	43
Entertainment/Recreation: Total \$	\$6,901,121
Average Spent	\$1,414.74
Spending Potential Index	44
Food at Home: Total \$	\$12,428,417
Average Spent	\$2,547.85
Spending Potential Index	48
Food Away from Home: Total \$	\$8,746,250
Average Spent	\$1,793.00
Spending Potential Index	48
Health Care: Total \$	\$12,224,033
Average Spent	\$2,505.95
Spending Potential Index	44
HH Furnishings & Equipment: Total \$	\$4,731,264
Average Spent	\$969.92
Spending Potential Index	44
Personal Care Products & Services: Total \$	\$2,091,016
Average Spent	\$428.66
Spending Potential Index	47
Shelter: Total \$	\$43,766,939
Average Spent	\$8,972.31
Spending Potential Index	46
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,659,975
Average Spent	\$955.30
Spending Potential Index	41
Travel: Total \$	\$4,689,963
Average Spent	\$961.45
Spending Potential Index	40
Vehicle Maintenance & Repairs: Total \$	\$2,644,423
Average Spent	\$542.11
Spending Potential Index	47

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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