



Market Profile

Ward 4
Area: 6.91 square miles

Prepared by Esri

Population Summary	
2000 Total Population	10,610
2010 Total Population	10,369
2020 Total Population	12,262
2020 Group Quarters	930
2025 Total Population	14,121
2020-2025 Annual Rate	2.86%
2020 Total Daytime Population	19,549
Workers	12,971
Residents	6,578
Household Summary	
2000 Households	4,921
2000 Average Household Size	1.98
2010 Households	4,874
2010 Average Household Size	1.93
2020 Households	5,881
2020 Average Household Size	1.93
2025 Households	7,001
2025 Average Household Size	1.88
2020-2025 Annual Rate	3.55%
2010 Families	2,141
2010 Average Family Size	2.77
2020 Families	2,504
2020 Average Family Size	2.79
2025 Families	2,909
2025 Average Family Size	2.75
2020-2025 Annual Rate	3.04%
Housing Unit Summary	
2000 Housing Units	5,673
Owner Occupied Housing Units	39.7%
Renter Occupied Housing Units	47.0%
Vacant Housing Units	13.3%
2010 Housing Units	6,559
Owner Occupied Housing Units	30.5%
Renter Occupied Housing Units	43.8%
Vacant Housing Units	25.7%
2020 Housing Units	7,811
Owner Occupied Housing Units	31.1%
Renter Occupied Housing Units	44.2%
Vacant Housing Units	24.7%
2025 Housing Units	9,100
Owner Occupied Housing Units	30.6%
Renter Occupied Housing Units	46.4%
Vacant Housing Units	23.1%
Median Household Income	
2020	\$38,071
2025	\$41,930
Median Home Value	
2020	\$224,356
2025	\$283,036
Per Capita Income	
2020	\$31,702
2025	\$36,707
Median Age	
2010	43.2
2020	45.2
2025	47.7

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	5,881
<\$15,000	20.9%
\$15,000 - \$24,999	13.2%
\$25,000 - \$34,999	12.4%
\$35,000 - \$49,999	13.5%
\$50,000 - \$74,999	13.2%
\$75,000 - \$99,999	8.5%
\$100,000 - \$149,999	10.6%
\$150,000 - \$199,999	1.7%
\$200,000+	6.1%
Average Household Income	\$66,138

2025 Households by Income

Household Income Base	7,001
<\$15,000	18.3%
\$15,000 - \$24,999	12.5%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	13.3%
\$50,000 - \$74,999	14.1%
\$75,000 - \$99,999	9.0%
\$100,000 - \$149,999	11.5%
\$150,000 - \$199,999	2.3%
\$200,000+	6.9%
Average Household Income	\$74,199

2020 Owner Occupied Housing Units by Value

Total	2,432
<\$50,000	3.7%
\$50,000 - \$99,999	11.1%
\$100,000 - \$149,999	15.0%
\$150,000 - \$199,999	16.3%
\$200,000 - \$249,999	8.0%
\$250,000 - \$299,999	7.6%
\$300,000 - \$399,999	15.9%
\$400,000 - \$499,999	3.0%
\$500,000 - \$749,999	15.0%
\$750,000 - \$999,999	1.0%
\$1,000,000 - \$1,499,999	2.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.9%
Average Home Value	\$318,902

2025 Owner Occupied Housing Units by Value

Total	2,783
<\$50,000	2.0%
\$50,000 - \$99,999	7.3%
\$100,000 - \$149,999	10.3%
\$150,000 - \$199,999	14.4%
\$200,000 - \$249,999	9.2%
\$250,000 - \$299,999	10.1%
\$300,000 - \$399,999	18.5%
\$400,000 - \$499,999	4.1%
\$500,000 - \$749,999	18.0%
\$750,000 - \$999,999	1.4%
\$1,000,000 - \$1,499,999	3.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	1.2%
Average Home Value	\$370,205

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	10,370
0 - 4	5.2%
5 - 9	4.6%
10 - 14	4.5%
15 - 24	11.8%
25 - 34	13.1%
35 - 44	13.1%
45 - 54	14.7%
55 - 64	12.1%
65 - 74	8.4%
75 - 84	7.3%
85 +	5.1%
18 +	82.9%
2020 Population by Age	
Total	12,261
0 - 4	4.9%
5 - 9	4.5%
10 - 14	4.6%
15 - 24	10.6%
25 - 34	13.4%
35 - 44	11.7%
45 - 54	12.5%
55 - 64	13.0%
65 - 74	11.0%
75 - 84	7.9%
85 +	5.8%
18 +	83.5%
2025 Population by Age	
Total	14,119
0 - 4	4.8%
5 - 9	4.3%
10 - 14	4.4%
15 - 24	10.1%
25 - 34	12.0%
35 - 44	11.6%
45 - 54	11.0%
55 - 64	12.2%
65 - 74	12.8%
75 - 84	10.4%
85 +	6.5%
18 +	84.1%
2010 Population by Sex	
Males	5,218
Females	5,151
2020 Population by Sex	
Males	6,123
Females	6,139
2025 Population by Sex	
Males	6,976
Females	7,145

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	10,369
White Alone	72.6%
Black Alone	17.5%
American Indian Alone	0.4%
Asian Alone	1.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	6.1%
Two or More Races	2.2%
Hispanic Origin	15.2%
Diversity Index	58.6

2020 Population by Race/Ethnicity

Total	12,262
White Alone	68.5%
Black Alone	18.8%
American Indian Alone	0.5%
Asian Alone	1.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	7.8%
Two or More Races	2.8%
Hispanic Origin	20.0%
Diversity Index	65.6

2025 Population by Race/Ethnicity

Total	14,121
White Alone	67.1%
Black Alone	19.0%
American Indian Alone	0.5%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	8.6%
Two or More Races	3.1%
Hispanic Origin	21.9%
Diversity Index	68.0

2010 Population by Relationship and Household Type

Total	10,369
In Households	90.9%
In Family Households	59.5%
Householder	20.2%
Spouse	13.1%
Child	20.3%
Other relative	3.6%
Nonrelative	2.3%
In Nonfamily Households	31.4%
In Group Quarters	9.1%
Institutionalized Population	7.1%
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	9,239
Less than 9th Grade	7.3%
9th - 12th Grade, No Diploma	8.1%
High School Graduate	23.9%
GED/Alternative Credential	5.2%
Some College, No Degree	21.3%
Associate Degree	6.5%
Bachelor's Degree	17.2%
Graduate/Professional Degree	10.5%

2020 Population 15+ by Marital Status

Total	10,535
Never Married	33.2%
Married	37.4%
Widowed	10.4%
Divorced	19.0%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	5,813
Population 16+ Employed	91.7%
Population 16+ Unemployment rate	8.3%
Population 16-24 Employed	12.0%
Population 16-24 Unemployment rate	14.5%
Population 25-54 Employed	64.1%
Population 25-54 Unemployment rate	7.2%
Population 55-64 Employed	16.2%
Population 55-64 Unemployment rate	7.8%
Population 65+ Employed	7.7%
Population 65+ Unemployment rate	7.7%

2020 Employed Population 16+ by Industry

Total	5,332
Agriculture/Mining	1.8%
Construction	6.9%
Manufacturing	4.4%
Wholesale Trade	0.9%
Retail Trade	14.0%
Transportation/Utilities	4.0%
Information	1.4%
Finance/Insurance/Real Estate	4.6%
Services	59.5%
Public Administration	2.6%

2020 Employed Population 16+ by Occupation

Total	5,331
White Collar	62.5%
Management/Business/Financial	13.1%
Professional	24.9%
Sales	13.6%
Administrative Support	10.8%
Services	21.9%
Blue Collar	15.6%
Farming/Forestry/Fishing	2.0%
Construction/Extraction	5.2%
Installation/Maintenance/Repair	2.1%
Production	2.2%
Transportation/Material Moving	4.1%

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	4,874
Households with 1 Person	45.7%
Households with 2+ People	54.3%
Family Households	43.9%
Husband-wife Families	28.2%
With Related Children	10.2%
Other Family (No Spouse Present)	15.7%
Other Family with Male Householder	4.3%
With Related Children	2.3%
Other Family with Female Householder	11.4%
With Related Children	8.2%
Nonfamily Households	10.4%
All Households with Children	20.9%

2010 Households by Size

Multigenerational Households	2.1%
Unmarried Partner Households	8.2%
Male-female	7.1%
Same-sex	1.1%

2010 Households by Size

Total	4,875
1 Person Household	45.6%
2 Person Household	31.1%
3 Person Household	11.1%
4 Person Household	7.3%
5 Person Household	2.9%
6 Person Household	1.3%
7 + Person Household	0.7%

2010 Households by Tenure and Mortgage Status

Total	4,874
Owner Occupied	41.1%
Owned with a Mortgage/Loan	26.9%
Owned Free and Clear	14.2%
Renter Occupied	58.9%

2020 Affordability, Mortgage and Wealth

Housing Affordability Index	96
Percent of Income for Mortgage	24.6%
Wealth Index	72

2010 Housing Units By Urban/ Rural Status

Total Housing Units	6,559
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	10,369
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. The Elders (9C)
2. Young and Restless (11B)
3. Social Security Set (9F)

2020 Consumer Spending

Apparel & Services: Total \$	\$9,572,965
Average Spent	\$1,627.78
Spending Potential Index	76
Education: Total \$	\$7,268,168
Average Spent	\$1,235.87
Spending Potential Index	69
Entertainment/Recreation: Total \$	\$14,136,428
Average Spent	\$2,403.75
Spending Potential Index	74
Food at Home: Total \$	\$24,165,003
Average Spent	\$4,109.00
Spending Potential Index	77
Food Away from Home: Total \$	\$16,828,078
Average Spent	\$2,861.43
Spending Potential Index	76
Health Care: Total \$	\$25,816,253
Average Spent	\$4,389.77
Spending Potential Index	76
HH Furnishings & Equipment: Total \$	\$9,551,292
Average Spent	\$1,624.09
Spending Potential Index	74
Personal Care Products & Services: Total \$	\$4,182,715
Average Spent	\$711.23
Spending Potential Index	77
Shelter: Total \$	\$85,446,470
Average Spent	\$14,529.24
Spending Potential Index	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,397,304
Average Spent	\$1,767.95
Spending Potential Index	75
Travel: Total \$	\$10,060,234
Average Spent	\$1,710.63
Spending Potential Index	71
Vehicle Maintenance & Repairs: Total \$	\$5,398,348
Average Spent	\$917.93
Spending Potential Index	79

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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