



# Market Profile

Ward 5  
Area: 5.11 square miles

Prepared by Esri

<b>Population Summary</b>	
2000 Total Population	10,208
2010 Total Population	10,566
2020 Total Population	12,221
2020 Group Quarters	69
2025 Total Population	13,572
2020-2025 Annual Rate	2.12%
2020 Total Daytime Population	16,538
Workers	10,872
Residents	5,666
<b>Household Summary</b>	
2000 Households	4,466
2000 Average Household Size	2.21
2010 Households	4,797
2010 Average Household Size	2.19
2020 Households	5,492
2020 Average Household Size	2.21
2025 Households	6,169
2025 Average Household Size	2.19
2020-2025 Annual Rate	2.35%
2010 Families	2,463
2010 Average Family Size	2.90
2020 Families	2,779
2020 Average Family Size	2.94
2025 Families	3,092
2025 Average Family Size	2.92
2020-2025 Annual Rate	2.16%
<b>Housing Unit Summary</b>	
2000 Housing Units	4,996
Owner Occupied Housing Units	36.5%
Renter Occupied Housing Units	52.9%
Vacant Housing Units	10.6%
2010 Housing Units	5,729
Owner Occupied Housing Units	30.0%
Renter Occupied Housing Units	53.8%
Vacant Housing Units	16.3%
2020 Housing Units	6,500
Owner Occupied Housing Units	30.7%
Renter Occupied Housing Units	53.8%
Vacant Housing Units	15.5%
2025 Housing Units	7,280
Owner Occupied Housing Units	29.3%
Renter Occupied Housing Units	55.4%
Vacant Housing Units	15.3%
<b>Median Household Income</b>	
2020	\$45,314
2025	\$47,718
<b>Median Home Value</b>	
2020	\$226,708
2025	\$288,575
<b>Per Capita Income</b>	
2020	\$29,624
2025	\$32,919
<b>Median Age</b>	
2010	34.8
2020	36.5
2025	37.7

**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	5,492
<\$15,000	11.5%
\$15,000 - \$24,999	11.5%
\$25,000 - \$34,999	14.2%
\$35,000 - \$49,999	17.0%
\$50,000 - \$74,999	16.8%
\$75,000 - \$99,999	11.9%
\$100,000 - \$149,999	10.0%
\$150,000 - \$199,999	3.8%
\$200,000+	3.3%
Average Household Income	\$65,549

## 2025 Households by Income

Household Income Base	6,169
<\$15,000	10.7%
\$15,000 - \$24,999	10.9%
\$25,000 - \$34,999	13.6%
\$35,000 - \$49,999	16.8%
\$50,000 - \$74,999	17.2%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	10.6%
\$150,000 - \$199,999	4.3%
\$200,000+	3.9%
Average Household Income	\$72,030

## 2020 Owner Occupied Housing Units by Value

Total	1,988
<\$50,000	3.0%
\$50,000 - \$99,999	15.9%
\$100,000 - \$149,999	12.5%
\$150,000 - \$199,999	14.2%
\$200,000 - \$249,999	8.1%
\$250,000 - \$299,999	7.8%
\$300,000 - \$399,999	12.8%
\$400,000 - \$499,999	9.4%
\$500,000 - \$749,999	8.8%
\$750,000 - \$999,999	3.2%
\$1,000,000 - \$1,499,999	1.6%
\$1,500,000 - \$1,999,999	1.8%
\$2,000,000 +	0.9%
Average Home Value	\$333,501

## 2025 Owner Occupied Housing Units by Value

Total	2,124
<\$50,000	1.6%
\$50,000 - \$99,999	11.2%
\$100,000 - \$149,999	13.1%
\$150,000 - \$199,999	11.1%
\$200,000 - \$249,999	6.2%
\$250,000 - \$299,999	8.8%
\$300,000 - \$399,999	16.3%
\$400,000 - \$499,999	12.3%
\$500,000 - \$749,999	10.7%
\$750,000 - \$999,999	3.8%
\$1,000,000 - \$1,499,999	2.0%
\$1,500,000 - \$1,999,999	1.9%
\$2,000,000 +	0.9%
Average Home Value	\$374,187

**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	10,566
0 - 4	6.8%
5 - 9	6.0%
10 - 14	5.5%
15 - 24	16.0%
25 - 34	16.0%
35 - 44	13.6%
45 - 54	13.6%
55 - 64	10.2%
65 - 74	5.2%
75 - 84	4.1%
85 +	3.1%
18 +	78.4%
2020 Population by Age	
Total	12,220
0 - 4	6.3%
5 - 9	6.0%
10 - 14	5.5%
15 - 24	13.0%
25 - 34	17.3%
35 - 44	12.8%
45 - 54	12.0%
55 - 64	11.7%
65 - 74	7.8%
75 - 84	4.4%
85 +	3.3%
18 +	79.2%
2025 Population by Age	
Total	13,572
0 - 4	6.1%
5 - 9	5.8%
10 - 14	5.5%
15 - 24	13.0%
25 - 34	16.1%
35 - 44	12.5%
45 - 54	11.8%
55 - 64	11.0%
65 - 74	8.9%
75 - 84	5.8%
85 +	3.5%
18 +	79.7%
2010 Population by Sex	
Males	5,112
Females	5,454
2020 Population by Sex	
Males	5,926
Females	6,296
2025 Population by Sex	
Males	6,529
Females	7,043

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	10,565
White Alone	71.9%
Black Alone	17.5%
American Indian Alone	0.5%
Asian Alone	1.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.0%
Two or More Races	3.2%
Hispanic Origin	17.4%
Diversity Index	61.0

### 2020 Population by Race/Ethnicity

Total	12,221
White Alone	67.9%
Black Alone	19.2%
American Indian Alone	0.5%
Asian Alone	2.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	6.1%
Two or More Races	4.0%
Hispanic Origin	22.2%
Diversity Index	67.4

### 2025 Population by Race/Ethnicity

Total	13,572
White Alone	65.7%
Black Alone	20.0%
American Indian Alone	0.5%
Asian Alone	2.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	6.9%
Two or More Races	4.3%
Hispanic Origin	24.5%
Diversity Index	70.2

### 2010 Population by Relationship and Household Type

Total	10,566
In Households	99.4%
In Family Households	70.6%
Householder	23.4%
Spouse	14.4%
Child	25.4%
Other relative	4.4%
Nonrelative	3.0%
In Nonfamily Households	28.7%
In Group Quarters	0.6%
Institutionalized Population	0.6%
Noninstitutionalized Population	0.0%

**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	8,457
Less than 9th Grade	2.5%
9th - 12th Grade, No Diploma	2.5%
High School Graduate	26.6%
GED/Alternative Credential	2.4%
Some College, No Degree	22.9%
Associate Degree	7.4%
Bachelor's Degree	24.2%
Graduate/Professional Degree	11.5%

### 2020 Population 15+ by Marital Status

Total	10,053
Never Married	35.9%
Married	36.6%
Widowed	4.6%
Divorced	22.8%

### 2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	7,199
Population 16+ Employed	91.5%
Population 16+ Unemployment rate	8.5%
Population 16-24 Employed	14.6%
Population 16-24 Unemployment rate	12.9%
Population 25-54 Employed	64.1%
Population 25-54 Unemployment rate	7.4%
Population 55-64 Employed	14.9%
Population 55-64 Unemployment rate	8.1%
Population 65+ Employed	6.4%
Population 65+ Unemployment rate	10.4%

### 2020 Employed Population 16+ by Industry

Total	6,587
Agriculture/Mining	0.3%
Construction	6.5%
Manufacturing	2.0%
Wholesale Trade	0.7%
Retail Trade	11.7%
Transportation/Utilities	4.0%
Information	2.1%
Finance/Insurance/Real Estate	8.4%
Services	61.3%
Public Administration	2.8%

### 2020 Employed Population 16+ by Occupation

Total	6,585
White Collar	62.0%
Management/Business/Financial	16.9%
Professional	19.4%
Sales	12.6%
Administrative Support	13.1%
Services	25.7%
Blue Collar	12.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	3.4%
Installation/Maintenance/Repair	2.6%
Production	1.6%
Transportation/Material Moving	4.6%

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

<b>2010 Households by Type</b>	
Total	4,796
Households with 1 Person	37.0%
Households with 2+ People	63.0%
Family Households	51.4%
Husband-wife Families	31.5%
With Related Children	13.3%
Other Family (No Spouse Present)	19.8%
Other Family with Male Householder	5.4%
With Related Children	3.0%
Other Family with Female Householder	14.5%
With Related Children	10.5%
Nonfamily Households	11.7%
All Households with Children	27.6%
Multigenerational Households	2.3%
Unmarried Partner Households	9.4%
Male-female	8.4%
Same-sex	1.1%
<b>2010 Households by Size</b>	
Total	4,797
1 Person Household	37.0%
2 Person Household	33.6%
3 Person Household	13.8%
4 Person Household	9.0%
5 Person Household	4.2%
6 Person Household	1.6%
7 + Person Household	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	4,797
Owner Occupied	35.8%
Owned with a Mortgage/Loan	25.3%
Owned Free and Clear	10.5%
Renter Occupied	64.2%
<b>2020 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	110
Percent of Income for Mortgage	20.9%
Wealth Index	69
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	5,729
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	10,566
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. Young and Restless (11B)
2. Metro Fusion (11C)
3. Comfortable Empty Nesters (5A)

## 2020 Consumer Spending

Apparel & Services: Total \$	\$9,152,761
Average Spent	\$1,666.56
Spending Potential Index	78
Education: Total \$	\$7,066,258
Average Spent	\$1,286.65
Spending Potential Index	72
Entertainment/Recreation: Total \$	\$12,786,082
Average Spent	\$2,328.13
Spending Potential Index	72
Food at Home: Total \$	\$22,237,178
Average Spent	\$4,049.01
Spending Potential Index	76
Food Away from Home: Total \$	\$15,944,298
Average Spent	\$2,903.19
Spending Potential Index	77
Health Care: Total \$	\$22,559,963
Average Spent	\$4,107.79
Spending Potential Index	71
HH Furnishings & Equipment: Total \$	\$8,824,293
Average Spent	\$1,606.75
Spending Potential Index	74
Personal Care Products & Services: Total \$	\$3,864,488
Average Spent	\$703.66
Spending Potential Index	77
Shelter: Total \$	\$80,708,354
Average Spent	\$14,695.62
Spending Potential Index	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,136,825
Average Spent	\$1,663.66
Spending Potential Index	71
Travel: Total \$	\$9,134,546
Average Spent	\$1,663.25
Spending Potential Index	69
Vehicle Maintenance & Repairs: Total \$	\$5,013,224
Average Spent	\$912.82
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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