



Market Profile

Ward 6
Area: 15.75 square miles

Prepared by Esri

Population Summary

2000 Total Population	1,760
2010 Total Population	10,816
2020 Total Population	22,188
2020 Group Quarters	152
2025 Total Population	26,317
2020-2025 Annual Rate	3.47%
2020 Total Daytime Population	23,378
Workers	9,375
Residents	14,003

Household Summary

2000 Households	1,067
2000 Average Household Size	1.54
2010 Households	4,984
2010 Average Household Size	2.14
2020 Households	10,214
2020 Average Household Size	2.16
2025 Households	12,593
2025 Average Household Size	2.08
2020-2025 Annual Rate	4.28%
2010 Families	3,386
2010 Average Family Size	2.54
2020 Families	6,876
2020 Average Family Size	2.56
2025 Families	8,211
2025 Average Family Size	2.53
2020-2025 Annual Rate	3.61%

Housing Unit Summary

2000 Housing Units	1,386
Owner Occupied Housing Units	38.8%
Renter Occupied Housing Units	38.2%
Vacant Housing Units	23.0%
2010 Housing Units	8,403
Owner Occupied Housing Units	40.0%
Renter Occupied Housing Units	19.4%
Vacant Housing Units	40.7%
2020 Housing Units	15,296
Owner Occupied Housing Units	51.7%
Renter Occupied Housing Units	15.0%
Vacant Housing Units	33.2%
2025 Housing Units	17,991
Owner Occupied Housing Units	47.1%
Renter Occupied Housing Units	22.9%
Vacant Housing Units	30.0%

Median Household Income

2020	\$82,146
2025	\$88,944

Median Home Value

2020	\$337,291
2025	\$362,658

Per Capita Income

2020	\$49,868
2025	\$56,125

Median Age

2010	42.4
2020	50.3
2025	51.0

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	10,214
<\$15,000	5.7%
\$15,000 - \$24,999	4.6%
\$25,000 - \$34,999	5.7%
\$35,000 - \$49,999	11.7%
\$50,000 - \$74,999	17.9%
\$75,000 - \$99,999	12.6%
\$100,000 - \$149,999	20.5%
\$150,000 - \$199,999	10.4%
\$200,000+	10.8%
Average Household Income	\$111,443

2025 Households by Income

Household Income Base	12,593
<\$15,000	5.1%
\$15,000 - \$24,999	4.2%
\$25,000 - \$34,999	5.2%
\$35,000 - \$49,999	10.8%
\$50,000 - \$74,999	16.9%
\$75,000 - \$99,999	12.6%
\$100,000 - \$149,999	21.0%
\$150,000 - \$199,999	11.6%
\$200,000+	12.6%
Average Household Income	\$123,472

2020 Owner Occupied Housing Units by Value

Total	7,910
<\$50,000	0.4%
\$50,000 - \$99,999	0.5%
\$100,000 - \$149,999	2.1%
\$150,000 - \$199,999	6.4%
\$200,000 - \$249,999	12.5%
\$250,000 - \$299,999	18.5%
\$300,000 - \$399,999	25.8%
\$400,000 - \$499,999	21.3%
\$500,000 - \$749,999	10.6%
\$750,000 - \$999,999	1.6%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.1%
Average Home Value	\$365,104

2025 Owner Occupied Housing Units by Value

Total	8,464
<\$50,000	0.1%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	1.0%
\$150,000 - \$199,999	3.4%
\$200,000 - \$249,999	9.4%
\$250,000 - \$299,999	18.4%
\$300,000 - \$399,999	28.0%
\$400,000 - \$499,999	25.0%
\$500,000 - \$749,999	12.5%
\$750,000 - \$999,999	1.8%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.1%
Average Home Value	\$388,785

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	10,817
0 - 4	6.0%
5 - 9	5.2%
10 - 14	4.9%
15 - 24	9.7%
25 - 34	14.3%
35 - 44	13.3%
45 - 54	12.4%
55 - 64	15.6%
65 - 74	13.8%
75 - 84	4.2%
85 +	0.7%
18 +	81.0%
2020 Population by Age	
Total	22,187
0 - 4	4.5%
5 - 9	4.5%
10 - 14	4.4%
15 - 24	7.8%
25 - 34	12.5%
35 - 44	11.1%
45 - 54	10.8%
55 - 64	15.5%
65 - 74	19.4%
75 - 84	7.8%
85 +	1.8%
18 +	84.4%
2025 Population by Age	
Total	26,317
0 - 4	4.5%
5 - 9	4.4%
10 - 14	4.3%
15 - 24	7.6%
25 - 34	11.9%
35 - 44	11.8%
45 - 54	9.7%
55 - 64	13.9%
65 - 74	19.1%
75 - 84	10.5%
85 +	2.3%
18 +	84.5%
2010 Population by Sex	
Males	5,334
Females	5,482
2020 Population by Sex	
Males	10,857
Females	11,331
2025 Population by Sex	
Males	12,871
Females	13,447

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 Race/Ethnicity

Total	10,817
White Alone	82.4%
Black Alone	7.4%
American Indian Alone	0.1%
Asian Alone	4.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.9%
Two or More Races	2.4%
Hispanic Origin	14.2%
Diversity Index	48.0

2020 Population by Race/Ethnicity

Total	22,188
White Alone	82.6%
Black Alone	6.0%
American Indian Alone	0.1%
Asian Alone	5.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.0%
Two or More Races	2.8%
Hispanic Origin	15.7%
Diversity Index	49.3

2025 Population by Race/Ethnicity

Total	26,317
White Alone	80.6%
Black Alone	6.5%
American Indian Alone	0.2%
Asian Alone	6.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.5%
Two or More Races	3.2%
Hispanic Origin	17.9%
Diversity Index	53.5

2010 Population by Relationship and Household Type

Total	10,816
In Households	98.6%
In Family Households	81.4%
Householder	29.5%
Spouse	24.6%
Child	22.6%
Other relative	3.0%
Nonrelative	1.8%
In Nonfamily Households	17.2%
In Group Quarters	1.4%
Institutionalized Population	1.4%
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	17,511
Less than 9th Grade	1.7%
9th - 12th Grade, No Diploma	3.8%
High School Graduate	17.7%
GED/Alternative Credential	1.8%
Some College, No Degree	18.2%
Associate Degree	10.0%
Bachelor's Degree	26.6%
Graduate/Professional Degree	20.2%

2020 Population 15+ by Marital Status

Total	19,232
Never Married	20.5%
Married	62.9%
Widowed	6.5%
Divorced	10.1%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	9,046
Population 16+ Employed	91.4%
Population 16+ Unemployment rate	8.6%
Population 16-24 Employed	7.7%
Population 16-24 Unemployment rate	14.5%
Population 25-54 Employed	68.4%
Population 25-54 Unemployment rate	7.6%
Population 55-64 Employed	16.2%
Population 55-64 Unemployment rate	10.0%
Population 65+ Employed	7.6%
Population 65+ Unemployment rate	7.3%

2020 Employed Population 16+ by Industry

Total	8,272
Agriculture/Mining	0.4%
Construction	6.6%
Manufacturing	3.7%
Wholesale Trade	3.2%
Retail Trade	11.2%
Transportation/Utilities	6.4%
Information	1.5%
Finance/Insurance/Real Estate	10.6%
Services	53.0%
Public Administration	3.3%

2020 Employed Population 16+ by Occupation

Total	8,276
White Collar	77.3%
Management/Business/Financial	22.6%
Professional	25.8%
Sales	15.9%
Administrative Support	13.0%
Services	13.6%
Blue Collar	9.2%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	1.6%
Installation/Maintenance/Repair	1.5%
Production	1.5%
Transportation/Material Moving	4.4%

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	4,984
Households with 1 Person	24.4%
Households with 2+ People	75.6%
Family Households	67.9%
Husband-wife Families	56.3%
With Related Children	16.9%
Other Family (No Spouse Present)	11.6%
Other Family with Male Householder	3.5%
With Related Children	2.1%
Other Family with Female Householder	8.2%
With Related Children	5.8%
Nonfamily Households	7.7%
All Households with Children	25.0%
Multigenerational Households	2.0%
Unmarried Partner Households	7.5%
Male-female	6.7%
Same-sex	0.9%
2010 Households by Size	
Total	4,983
1 Person Household	24.4%
2 Person Household	47.6%
3 Person Household	13.0%
4 Person Household	9.4%
5 Person Household	3.7%
6 Person Household	1.3%
7 + Person Household	0.7%
2010 Households by Tenure and Mortgage Status	
Total	4,984
Owner Occupied	67.4%
Owned with a Mortgage/Loan	47.7%
Owned Free and Clear	19.7%
Renter Occupied	32.6%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	124
Percent of Income for Mortgage	17.2%
Wealth Index	162
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	8,403
Housing Units Inside Urbanized Area	93.6%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	6.4%
2010 Population By Urban/ Rural Status	
Total Population	10,816
Population Inside Urbanized Area	94.6%
Population Inside Urbanized Cluster	0.0%
Rural Population	5.4%

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. Silver & Gold (9A)
2. In Style (5B)
3. Bright Young Professionals (8C)

2020 Consumer Spending

Apparel & Services: Total \$	\$26,435,448
Average Spent	\$2,588.16
Spending Potential Index	121
Education: Total \$	\$20,480,335
Average Spent	\$2,005.12
Spending Potential Index	112
Entertainment/Recreation: Total \$	\$40,996,997
Average Spent	\$4,013.80
Spending Potential Index	124
Food at Home: Total \$	\$66,511,114
Average Spent	\$6,511.76
Spending Potential Index	122
Food Away from Home: Total \$	\$46,844,115
Average Spent	\$4,586.27
Spending Potential Index	122
Health Care: Total \$	\$76,126,399
Average Spent	\$7,453.14
Spending Potential Index	130
HH Furnishings & Equipment: Total \$	\$28,106,694
Average Spent	\$2,751.78
Spending Potential Index	126
Personal Care Products & Services: Total \$	\$12,056,852
Average Spent	\$1,180.42
Spending Potential Index	128
Shelter: Total \$	\$239,586,641
Average Spent	\$23,456.69
Spending Potential Index	121
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$34,469,137
Average Spent	\$3,374.70
Spending Potential Index	144
Travel: Total \$	\$32,410,282
Average Spent	\$3,173.12
Spending Potential Index	132
Vehicle Maintenance & Repairs: Total \$	\$15,129,587
Average Spent	\$1,481.26
Spending Potential Index	128

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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