



Community Profile

Study_Area_Boundary_Master_Plan
Area: 3.99 square miles

Prepared by Esri

Population Summary	
2000 Total Population	8,039
2010 Total Population	10,145
2018 Total Population	11,785
2018 Group Quarters	4,375
2023 Total Population	12,724
2018-2023 Annual Rate	1.55%
2018 Total Daytime Population	121,738
Workers	114,311
Residents	7,427
Household Summary	
2000 Households	2,789
2000 Average Household Size	1.77
2010 Households	3,476
2010 Average Household Size	1.71
2018 Households	4,427
2018 Average Household Size	1.67
2023 Households	5,010
2023 Average Household Size	1.67
2018-2023 Annual Rate	2.51%
2010 Families	901
2010 Average Family Size	2.89
2018 Families	1,119
2018 Average Family Size	2.81
2023 Families	1,259
2023 Average Family Size	2.78
2018-2023 Annual Rate	2.39%
Housing Unit Summary	
2000 Housing Units	4,122
Owner Occupied Housing Units	4.5%
Renter Occupied Housing Units	63.1%
Vacant Housing Units	32.3%
2010 Housing Units	4,175
Owner Occupied Housing Units	10.0%
Renter Occupied Housing Units	73.2%
Vacant Housing Units	16.7%
2018 Housing Units	5,181
Owner Occupied Housing Units	8.2%
Renter Occupied Housing Units	77.2%
Vacant Housing Units	14.6%
2023 Housing Units	5,713
Owner Occupied Housing Units	8.3%
Renter Occupied Housing Units	79.4%
Vacant Housing Units	12.3%
Median Household Income	
2018	\$20,018
2023	\$21,923
Median Home Value	
2018	\$236,765
2023	\$263,208
Per Capita Income	
2018	\$17,342
2023	\$19,069
Median Age	
2010	27.2
2018	28.6
2023	29.3

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Community Profile

Study_Area_Boundary_Master_Plan
Area: 3.99 square miles

Prepared by Esri

2018 Households by Income

Household Income Base	4,427
<\$15,000	36.9%
\$15,000 - \$24,999	21.3%
\$25,000 - \$34,999	14.9%
\$35,000 - \$49,999	8.8%
\$50,000 - \$74,999	9.8%
\$75,000 - \$99,999	2.8%
\$100,000 - \$149,999	3.8%
\$150,000 - \$199,999	1.0%
\$200,000+	0.7%
Average Household Income	\$32,418

2023 Households by Income

Household Income Base	5,010
<\$15,000	33.7%
\$15,000 - \$24,999	21.0%
\$25,000 - \$34,999	14.9%
\$35,000 - \$49,999	9.5%
\$50,000 - \$74,999	10.9%
\$75,000 - \$99,999	3.6%
\$100,000 - \$149,999	4.7%
\$150,000 - \$199,999	1.0%
\$200,000+	0.6%
Average Household Income	\$36,226

2018 Owner Occupied Housing Units by Value

Total	417
<\$50,000	0.7%
\$50,000 - \$99,999	4.3%
\$100,000 - \$149,999	11.0%
\$150,000 - \$199,999	22.1%
\$200,000 - \$249,999	16.3%
\$250,000 - \$299,999	11.0%
\$300,000 - \$399,999	17.7%
\$400,000 - \$499,999	3.1%
\$500,000 - \$749,999	4.3%
\$750,000 - \$999,999	4.8%
\$1,000,000 - \$1,499,999	4.8%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$327,093

2023 Owner Occupied Housing Units by Value

Total	463
<\$50,000	0.4%
\$50,000 - \$99,999	2.8%
\$100,000 - \$149,999	8.6%
\$150,000 - \$199,999	19.0%
\$200,000 - \$249,999	16.0%
\$250,000 - \$299,999	11.4%
\$300,000 - \$399,999	20.3%
\$400,000 - \$499,999	3.7%
\$500,000 - \$749,999	5.0%
\$750,000 - \$999,999	5.8%
\$1,000,000 - \$1,499,999	6.7%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$367,857

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Community Profile

Study_Area_Boundary_Master_Plan
Area: 3.99 square miles

Prepared by Esri

2010 Population by Age

Total	10,144
0 - 4	5.0%
5 - 9	2.8%
10 - 14	1.7%
15 - 24	36.1%
25 - 34	17.6%
35 - 44	10.4%
45 - 54	10.8%
55 - 64	8.8%
65 - 74	3.7%
75 - 84	2.3%
85 +	1.0%
18 +	89.4%

2018 Population by Age

Total	11,785
0 - 4	4.3%
5 - 9	3.2%
10 - 14	2.1%
15 - 24	32.7%
25 - 34	18.9%
35 - 44	10.3%
45 - 54	9.7%
55 - 64	10.0%
65 - 74	5.1%
75 - 84	2.5%
85 +	1.1%
18 +	89.3%

2023 Population by Age

Total	12,724
0 - 4	4.1%
5 - 9	3.2%
10 - 14	2.4%
15 - 24	31.4%
25 - 34	18.9%
35 - 44	10.7%
45 - 54	9.2%
55 - 64	9.8%
65 - 74	6.0%
75 - 84	3.1%
85 +	1.2%
18 +	89.1%

2010 Population by Sex

Males	5,273
Females	4,872

2018 Population by Sex

Males	6,144
Females	5,641

2023 Population by Sex

Males	6,666
Females	6,058

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Community Profile

Study_Area_Boundary_Master_Plan
Area: 3.99 square miles

Prepared by Esri

2010 Population by Race/Ethnicity

Total	10,145
White Alone	43.4%
Black Alone	50.5%
American Indian Alone	0.5%
Asian Alone	3.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	1.5%
Hispanic Origin	2.9%
Diversity Index	58.1

2018 Population by Race/Ethnicity

Total	11,784
White Alone	39.4%
Black Alone	53.8%
American Indian Alone	0.4%
Asian Alone	3.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	1.8%
Hispanic Origin	2.8%
Diversity Index	57.8

2023 Population by Race/Ethnicity

Total	12,724
White Alone	37.2%
Black Alone	55.1%
American Indian Alone	0.4%
Asian Alone	4.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	2.1%
Hispanic Origin	2.9%
Diversity Index	58.0

2010 Population by Relationship and Household Type

Total	10,145
In Households	58.6%
In Family Households	26.3%
Householder	9.4%
Spouse	3.3%
Child	11.4%
Other relative	1.6%
Nonrelative	0.7%
In Nonfamily Households	32.3%
In Group Quarters	41.4%
Institutionalized Population	12.1%
Noninstitutionalized Population	29.3%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Community Profile

Study_Area_Boundary_Master_Plan
Area: 3.99 square miles

Prepared by Esri

2018 Population 25+ by Educational Attainment	
Total	6,802
Less than 9th Grade	5.2%
9th - 12th Grade, No Diploma	8.6%
High School Graduate	20.5%
GED/Alternative Credential	4.9%
Some College, No Degree	21.0%
Associate Degree	3.0%
Bachelor's Degree	20.3%
Graduate/Professional Degree	16.5%
2018 Population 15+ by Marital Status	
Total	10,651
Never Married	68.9%
Married	12.1%
Widowed	4.4%
Divorced	14.6%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	92.3%
Civilian Unemployed (Unemployment Rate)	7.7%
2018 Employed Population 16+ by Industry	
Total	3,759
Agriculture/Mining	0.2%
Construction	3.1%
Manufacturing	3.8%
Wholesale Trade	0.6%
Retail Trade	8.8%
Transportation/Utilities	2.3%
Information	1.2%
Finance/Insurance/Real Estate	3.8%
Services	72.4%
Public Administration	3.9%
2018 Employed Population 16+ by Occupation	
Total	3,760
White Collar	71.0%
Management/Business/Financial	12.0%
Professional	38.2%
Sales	8.6%
Administrative Support	12.2%
Services	21.4%
Blue Collar	7.7%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	1.4%
Installation/Maintenance/Repair	1.3%
Production	1.7%
Transportation/Material Moving	3.1%
2010 Population By Urban/ Rural Status	
Total Population	10,145
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Community Profile

Study_Area_Boundary_Master_Plan
Area: 3.99 square miles

Prepared by Esri

2010 Households by Type

Total	3,476
Households with 1 Person	61.2%
Households with 2+ People	38.8%
Family Households	25.9%
Husband-wife Families	9.1%
With Related Children	2.8%
Other Family (No Spouse Present)	16.8%
Other Family with Male Householder	1.8%
With Related Children	0.6%
Other Family with Female Householder	15.0%
With Related Children	11.4%
Nonfamily Households	12.9%
All Households with Children	15.2%
Multigenerational Households	1.0%
Unmarried Partner Households	5.5%
Male-female	4.5%
Same-sex	1.0%

2010 Households by Size

Total	3,476
1 Person Household	61.2%
2 Person Household	23.4%
3 Person Household	7.1%
4 Person Household	6.8%
5 Person Household	0.9%
6 Person Household	0.5%
7 + Person Household	0.1%

2010 Households by Tenure and Mortgage Status

Total	3,476
Owner Occupied	12.1%
Owned with a Mortgage/Loan	10.0%
Owned Free and Clear	2.0%
Renter Occupied	87.9%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	4,175
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Community Profile

Study_Area_Boundary_Master_Plan
Area: 3.99 square miles

Prepared by Esri

Top 3 Tapestry Segments

1. Social Security Set (9F)
2. Dorms to Diplomas (14C)
3. City Commons (11E)

2018 Consumer Spending

Apparel & Services: Total \$	\$4,078,908
Average Spent	\$921.37
Spending Potential Index	42
Education: Total \$	\$3,057,105
Average Spent	\$690.56
Spending Potential Index	48
Entertainment/Recreation: Total \$	\$5,502,234
Average Spent	\$1,242.88
Spending Potential Index	39
Food at Home: Total \$	\$9,468,236
Average Spent	\$2,138.75
Spending Potential Index	43
Food Away from Home: Total \$	\$6,661,041
Average Spent	\$1,504.64
Spending Potential Index	43
Health Care: Total \$	\$9,065,864
Average Spent	\$2,047.86
Spending Potential Index	36
HH Furnishings & Equipment: Total \$	\$3,546,256
Average Spent	\$801.05
Spending Potential Index	38
Personal Care Products & Services: Total \$	\$1,455,072
Average Spent	\$328.68
Spending Potential Index	40
Shelter: Total \$	\$32,914,720
Average Spent	\$7,434.99
Spending Potential Index	44
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,071,748
Average Spent	\$919.75
Spending Potential Index	37
Travel: Total \$	\$3,294,303
Average Spent	\$744.14
Spending Potential Index	35
Vehicle Maintenance & Repairs: Total \$	\$1,895,898
Average Spent	\$428.26
Spending Potential Index	40

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

August 29, 2018