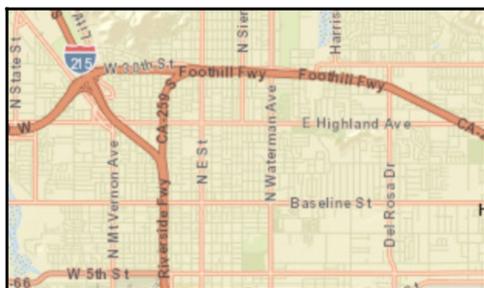
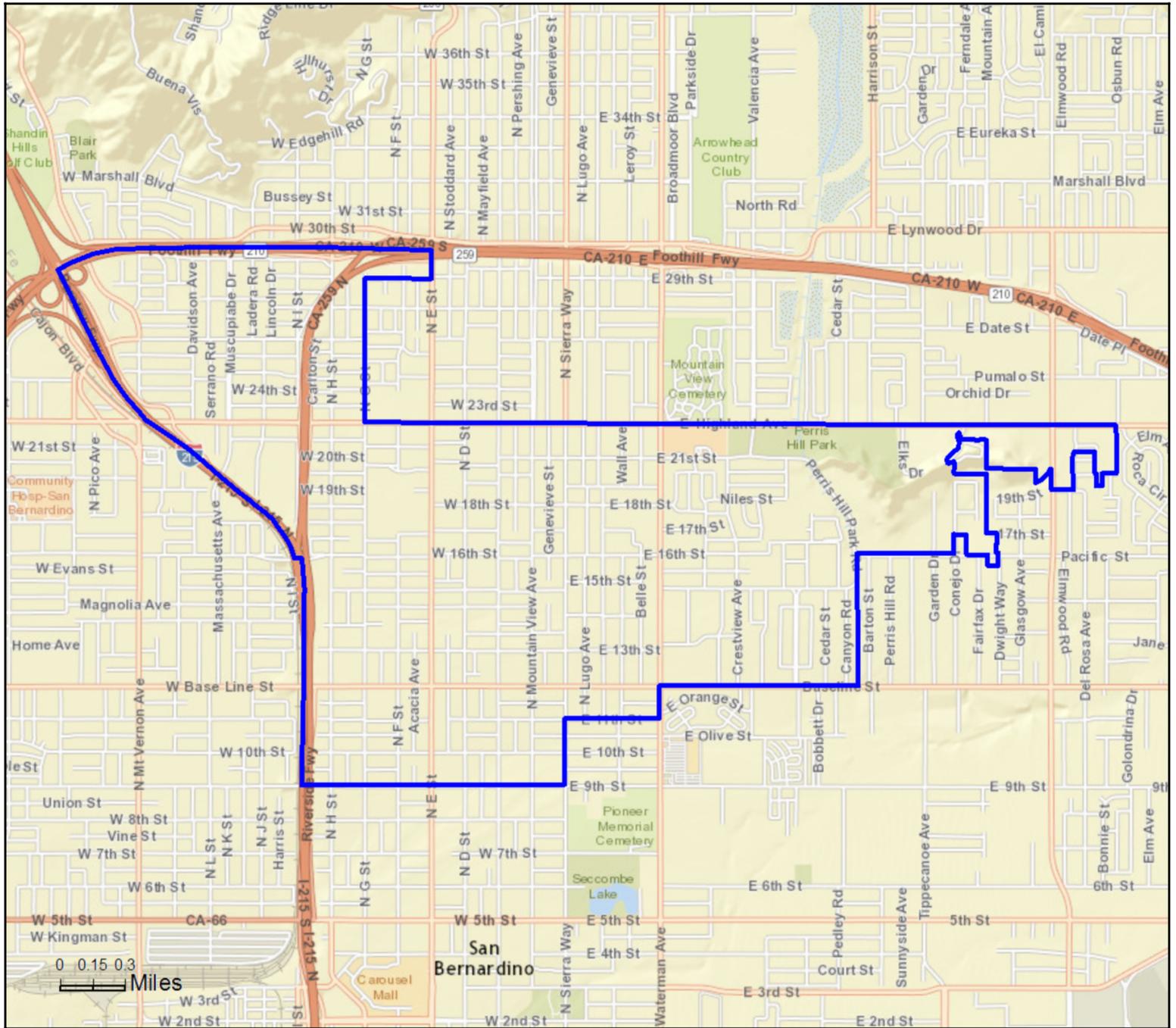




Site Map

Ward 2
Area: 3.77 square miles

Prepared by Ruth Parish using ESRI Data





Demographic and Income Profile

Ward 2
Area: 3.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.13046116
Longitude: -117.288190

Summary	Census 2010	2015	2020
Population	29,914	30,227	30,752
Households	8,058	8,097	8,197
Families	5,938	5,971	6,047
Average Household Size	3.59	3.61	3.63
Owner Occupied Housing Units	2,701	2,526	2,519
Renter Occupied Housing Units	5,357	5,571	5,677
Median Age	27.2	27.4	28.5
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.34%	0.73%	0.75%
Households	0.25%	0.74%	0.77%
Families	0.25%	0.76%	0.69%
Owner HHs	-0.06%	0.61%	0.70%
Median Household Income	1.46%	3.36%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	2,291	28.3%	2,376	29.0%
\$15,000 - \$24,999	1,453	17.9%	1,191	14.5%
\$25,000 - \$34,999	1,284	15.9%	1,158	14.1%
\$35,000 - \$49,999	1,187	14.7%	1,209	14.7%
\$50,000 - \$74,999	993	12.3%	1,084	13.2%
\$75,000 - \$99,999	605	7.5%	817	10.0%
\$100,000 - \$149,999	243	3.0%	311	3.8%
\$150,000 - \$199,999	30	0.4%	39	0.5%
\$200,000+	11	0.1%	12	0.1%
Median Household Income	\$26,808		\$28,830	
Average Household Income	\$35,535		\$39,338	
Per Capita Income	\$10,231		\$11,194	

Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,134	10.5%	3,088	10.2%	3,153	10.3%
5 - 9	2,737	9.1%	2,819	9.3%	2,787	9.1%
10 - 14	2,724	9.1%	2,489	8.2%	2,646	8.6%
15 - 19	2,997	10.0%	2,647	8.8%	2,394	7.8%
20 - 24	2,410	8.1%	2,933	9.7%	2,474	8.0%
25 - 34	4,052	13.5%	4,328	14.3%	4,933	16.0%
35 - 44	3,802	12.7%	3,395	11.2%	3,540	11.5%
45 - 54	3,550	11.9%	3,395	11.2%	3,221	10.5%
55 - 64	2,260	7.6%	2,634	8.7%	2,776	9.0%
65 - 74	1,121	3.7%	1,424	4.7%	1,686	5.5%
75 - 84	685	2.3%	669	2.2%	741	2.4%
85+	443	1.5%	407	1.3%	402	1.3%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	12,741	42.6%	12,630	41.8%	12,829	41.7%
Black Alone	4,228	14.1%	4,016	13.3%	3,817	12.4%
American Indian Alone	477	1.6%	475	1.6%	471	1.5%
Asian Alone	481	1.6%	498	1.6%	522	1.7%
Pacific Islander Alone	113	0.4%	114	0.4%	113	0.4%
Some Other Race Alone	10,453	34.9%	11,027	36.5%	11,500	37.4%
Two or More Races	1,421	4.8%	1,468	4.9%	1,500	4.9%
Hispanic Origin (Any Race)	20,560	68.7%	21,631	71.6%	22,906	74.5%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

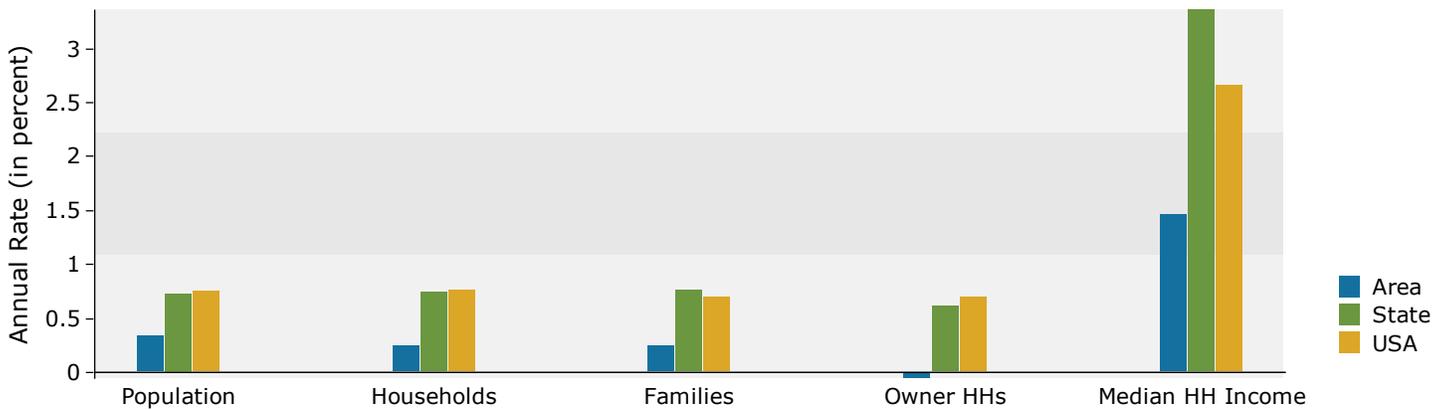


Demographic and Income Profile

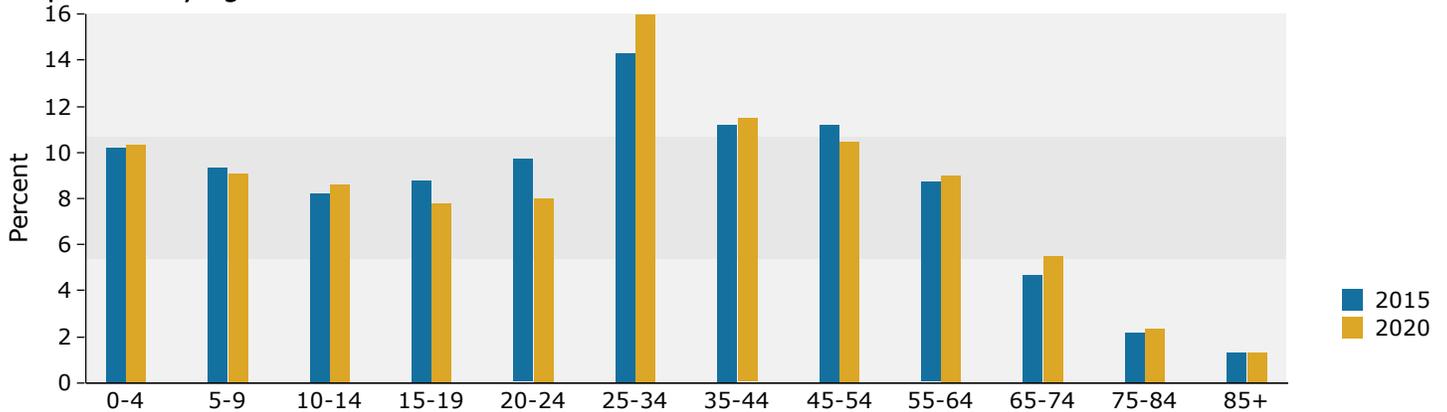
Ward 2
Area: 3.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.13046116
Longitude: -117.288190

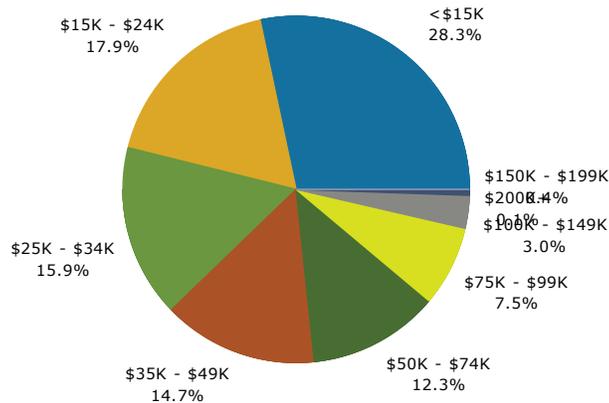
Trends 2015-2020



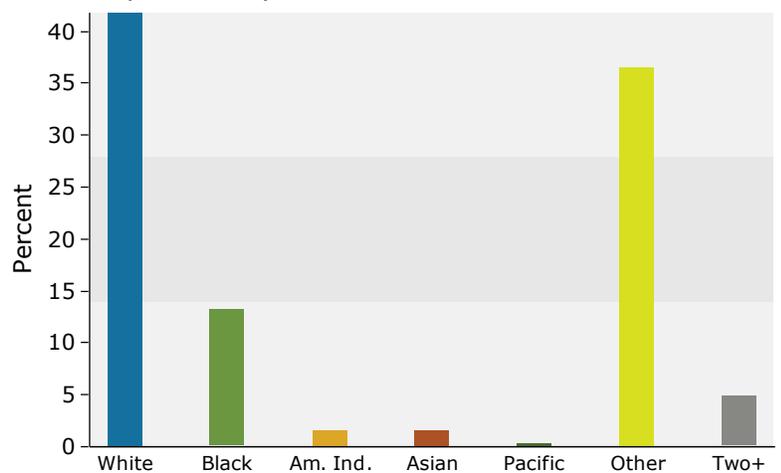
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 71.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Executive Summary

Ward 2
Area: 3.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.13046116
Longitude: -117.288190

Population

2000 Population	26,960
2010 Population	29,914
2015 Population	30,227
2020 Population	30,752
2000-2010 Annual Rate	1.05%
2010-2015 Annual Rate	0.20%
2015-2020 Annual Rate	0.34%
2015 Male Population	49.7%
2015 Female Population	50.3%
2015 Median Age	27.4

In the identified area, the current year population is 30,227. In 2010, the Census count in the area was 29,914. The rate of change since 2010 was 0.20% annually. The five-year projection for the population in the area is 30,752 representing a change of 0.34% annually from 2015 to 2020. Currently, the population is 49.7% male and 50.3% female.

Median Age

The median age in this area is 27.4, compared to U.S. median age of 37.9.

Race and Ethnicity

2015 White Alone	41.8%
2015 Black Alone	13.3%
2015 American Indian/Alaska Native Alone	1.6%
2015 Asian Alone	1.6%
2015 Pacific Islander Alone	0.4%
2015 Other Race	36.5%
2015 Two or More Races	4.9%
2015 Hispanic Origin (Any Race)	71.6%

Persons of Hispanic origin represent 71.6% of the population in the identified area compared to 17.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 88.6 in the identified area, compared to 63.0 for the U.S. as a whole.

Households

2000 Households	7,578
2010 Households	8,058
2015 Total Households	8,097
2020 Total Households	8,197
2000-2010 Annual Rate	0.62%
2010-2015 Annual Rate	0.09%
2015-2020 Annual Rate	0.25%
2015 Average Household Size	3.61

The household count in this area has changed from 8,058 in 2010 to 8,097 in the current year, a change of 0.09% annually. The five-year projection of households is 8,197, a change of 0.25% annually from the current year total. Average household size is currently 3.61, compared to 3.59 in the year 2010. The number of families in the current year is 5,971 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Executive Summary

Ward 2
Area: 3.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.13046116
Longitude: -117.288190

Median Household Income

2015 Median Household Income	\$26,808
2020 Median Household Income	\$28,830
2015-2020 Annual Rate	1.46%

Average Household Income

2015 Average Household Income	\$35,535
2020 Average Household Income	\$39,338
2015-2020 Annual Rate	2.05%

Per Capita Income

2015 Per Capita Income	\$10,231
2020 Per Capita Income	\$11,194
2015-2020 Annual Rate	1.82%

Households by Income

Current median household income is \$26,808 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$28,830 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$35,535 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$39,338 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$10,231 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$11,194 in five years, compared to \$32,501 for all U.S. households

Housing

2000 Total Housing Units	9,158
2000 Owner Occupied Housing Units	2,964
2000 Renter Occupied Housing Units	4,615
2000 Vacant Housing Units	1,579
2010 Total Housing Units	9,315
2010 Owner Occupied Housing Units	2,701
2010 Renter Occupied Housing Units	5,357
2010 Vacant Housing Units	1,257
2015 Total Housing Units	9,437
2015 Owner Occupied Housing Units	2,526
2015 Renter Occupied Housing Units	5,571
2015 Vacant Housing Units	1,340
2020 Total Housing Units	9,602
2020 Owner Occupied Housing Units	2,519
2020 Renter Occupied Housing Units	5,677
2020 Vacant Housing Units	1,405

Currently, 26.8% of the 9,437 housing units in the area are owner occupied; 59.0%, renter occupied; and 14.2% are vacant. Currently, in the U.S., 55.7% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.6% are vacant. In 2010, there were 9,315 housing units in the area - 29.0% owner occupied, 57.5% renter occupied, and 13.5% vacant. The annual rate of change in housing units since 2010 is 0.58%. Median home value in the area is \$161,985, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by 2.00% annually to \$178,823.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Business Summary

Ward 2
Area: 3.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.13046116
Longitude: -117.288190

Data for all businesses in area

Total Businesses:	900
Total Employees:	9,254
Total Residential Population:	30,227
Employee/Residential Population Ratio:	0.31:1

by SIC Codes	Employees			
	Number	Percent	Number	Percent
Agriculture & Mining	2	0.2%	6	0.1%
Construction	28	3.1%	93	1.0%
Manufacturing	12	1.3%	94	1.0%
Transportation	15	1.7%	76	0.8%
Communication	6	0.7%	32	0.3%
Utility	1	0.1%	9	0.1%
Wholesale Trade	13	1.4%	86	0.9%
Retail Trade Summary	215	23.9%	2,032	22.0%
Home Improvement	8	0.9%	187	2.0%
General Merchandise Stores	14	1.6%	98	1.1%
Food Stores	24	2.7%	295	3.2%
Auto Dealers, Gas Stations, Auto Aftermarket	35	3.9%	316	3.4%
Apparel & Accessory Stores	9	1.0%	36	0.4%
Furniture & Home Furnishings	18	2.0%	67	0.7%
Eating & Drinking Places	56	6.2%	782	8.5%
Miscellaneous Retail	51	5.7%	253	2.7%
Finance, Insurance, Real Estate Summary	97	10.8%	268	2.9%
Banks, Savings & Lending Institutions	36	4.0%	86	0.9%
Securities Brokers	4	0.4%	10	0.1%
Insurance Carriers & Agents	27	3.0%	67	0.7%
Real Estate, Holding, Other Investment Offices	30	3.3%	106	1.1%
Services Summary	463	51.4%	5,770	62.4%
Hotels & Lodging	1	0.1%	2	0.0%
Automotive Services	52	5.8%	204	2.2%
Motion Pictures & Amusements	15	1.7%	46	0.5%
Health Services	154	17.1%	2,438	26.3%
Legal Services	10	1.1%	60	0.6%
Education Institutions & Libraries	20	2.2%	1,133	12.2%
Other Services	212	23.6%	1,887	20.4%
Government	19	2.1%	761	8.2%
Unclassified Establishments	30	3.3%	26	0.3%
Totals	900	100.0%	9,254	100.0%

Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.

October 19, 2015



Business Summary

Ward 2
Area: 3.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.13046116
Longitude: -117.288190

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.1%	2	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	28	3.1%	93	1.0%
Manufacturing	19	2.1%	140	1.5%
Wholesale Trade	12	1.3%	83	0.9%
Retail Trade	153	17.0%	1,207	13.0%
Motor Vehicle & Parts Dealers	27	3.0%	270	2.9%
Furniture & Home Furnishings Stores	10	1.1%	26	0.3%
Electronics & Appliance Stores	6	0.7%	16	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	8	0.9%	187	2.0%
Food & Beverage Stores	27	3.0%	305	3.3%
Health & Personal Care Stores	12	1.3%	77	0.8%
Gasoline Stations	7	0.8%	46	0.5%
Clothing & Clothing Accessories Stores	11	1.2%	39	0.4%
Sport Goods, Hobby, Book, & Music Stores	10	1.1%	23	0.2%
General Merchandise Stores	14	1.6%	98	1.1%
Miscellaneous Store Retailers	17	1.9%	117	1.3%
Nonstore Retailers	4	0.4%	5	0.1%
Transportation & Warehousing	12	1.3%	78	0.8%
Information	8	0.9%	36	0.4%
Finance & Insurance	68	7.6%	170	1.8%
Central Bank/Credit Intermediation & Related Activities	36	4.0%	88	1.0%
Securities, Commodity Contracts & Other Financial	5	0.6%	16	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	27	3.0%	67	0.7%
Real Estate, Rental & Leasing	47	5.2%	148	1.6%
Professional, Scientific & Tech Services	58	6.4%	572	6.2%
Legal Services	11	1.2%	62	0.7%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	18	2.0%	108	1.2%
Educational Services	22	2.4%	1,142	12.3%
Health Care & Social Assistance	178	19.8%	2,826	30.5%
Arts, Entertainment & Recreation	5	0.6%	34	0.4%
Accommodation & Food Services	60	6.7%	795	8.6%
Accommodation	1	0.1%	2	0.0%
Food Services & Drinking Places	59	6.6%	793	8.6%
Other Services (except Public Administration)	160	17.8%	937	10.1%
Automotive Repair & Maintenance	44	4.9%	167	1.8%
Public Administration	21	2.3%	856	9.3%
Unclassified Establishments	30	3.3%	26	0.3%
Total	900	100.0%	9,254	100.0%

Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.

October 19, 2015



Market Profile

Ward 2
Area: 3.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.13046116
Longitude: -117.288190

Population Summary	
2000 Total Population	26,960
2010 Total Population	29,914
2015 Total Population	30,227
2015 Group Quarters	997
2020 Total Population	30,752
2015-2020 Annual Rate	0.34%
Household Summary	
2000 Households	7,578
2000 Average Household Size	3.38
2010 Households	8,058
2010 Average Household Size	3.59
2015 Households	8,097
2015 Average Household Size	3.61
2020 Households	8,197
2020 Average Household Size	3.63
2015-2020 Annual Rate	0.25%
2010 Families	5,938
2010 Average Family Size	4.10
2015 Families	5,971
2015 Average Family Size	4.13
2020 Families	6,047
2020 Average Family Size	4.15
2015-2020 Annual Rate	0.25%
Housing Unit Summary	
2000 Housing Units	9,158
Owner Occupied Housing Units	32.4%
Renter Occupied Housing Units	50.4%
Vacant Housing Units	17.2%
2010 Housing Units	9,315
Owner Occupied Housing Units	29.0%
Renter Occupied Housing Units	57.5%
Vacant Housing Units	13.5%
2015 Housing Units	9,437
Owner Occupied Housing Units	26.8%
Renter Occupied Housing Units	59.0%
Vacant Housing Units	14.2%
2020 Housing Units	9,602
Owner Occupied Housing Units	26.2%
Renter Occupied Housing Units	59.1%
Vacant Housing Units	14.6%
Median Household Income	
2015	\$26,808
2020	\$28,830
Median Home Value	
2015	\$161,985
2020	\$178,823
Per Capita Income	
2015	\$10,231
2020	\$11,194
Median Age	
2010	27.2
2015	27.4
2020	28.5

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Ward 2
Area: 3.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.13046116
Longitude: -117.288190

2015 Households by Income

Household Income Base	8,097
<\$15,000	28.3%
\$15,000 - \$24,999	17.9%
\$25,000 - \$34,999	15.9%
\$35,000 - \$49,999	14.7%
\$50,000 - \$74,999	12.3%
\$75,000 - \$99,999	7.5%
\$100,000 - \$149,999	3.0%
\$150,000 - \$199,999	0.4%
\$200,000+	0.1%
Average Household Income	\$35,535

2020 Households by Income

Household Income Base	8,197
<\$15,000	29.0%
\$15,000 - \$24,999	14.5%
\$25,000 - \$34,999	14.1%
\$35,000 - \$49,999	14.7%
\$50,000 - \$74,999	13.2%
\$75,000 - \$99,999	10.0%
\$100,000 - \$149,999	3.8%
\$150,000 - \$199,999	0.5%
\$200,000+	0.1%
Average Household Income	\$39,338

2015 Owner Occupied Housing Units by Value

Total	2,526
<\$50,000	2.9%
\$50,000 - \$99,999	15.7%
\$100,000 - \$149,999	25.7%
\$150,000 - \$199,999	24.0%
\$200,000 - \$249,999	10.2%
\$250,000 - \$299,999	5.1%
\$300,000 - \$399,999	5.7%
\$400,000 - \$499,999	3.4%
\$500,000 - \$749,999	3.5%
\$750,000 - \$999,999	0.9%
\$1,000,000 +	2.8%
Average Home Value	\$224,129

2020 Owner Occupied Housing Units by Value

Total	2,519
<\$50,000	2.3%
\$50,000 - \$99,999	13.1%
\$100,000 - \$149,999	19.5%
\$150,000 - \$199,999	26.5%
\$200,000 - \$249,999	11.0%
\$250,000 - \$299,999	4.9%
\$300,000 - \$399,999	4.7%
\$400,000 - \$499,999	4.4%
\$500,000 - \$749,999	8.7%
\$750,000 - \$999,999	2.5%
\$1,000,000 +	2.5%
Average Home Value	\$263,566

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Ward 2
Area: 3.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.13046116
Longitude: -117.288190

2010 Population by Age	
Total	29,913
0 - 4	10.5%
5 - 9	9.1%
10 - 14	9.1%
15 - 24	18.1%
25 - 34	13.5%
35 - 44	12.7%
45 - 54	11.9%
55 - 64	7.6%
65 - 74	3.7%
75 - 84	2.3%
85 +	1.5%
18 +	65.1%
2015 Population by Age	
Total	30,228
0 - 4	10.2%
5 - 9	9.3%
10 - 14	8.2%
15 - 24	18.5%
25 - 34	14.3%
35 - 44	11.2%
45 - 54	11.2%
55 - 64	8.7%
65 - 74	4.7%
75 - 84	2.2%
85 +	1.3%
18 +	66.9%
2020 Population by Age	
Total	30,753
0 - 4	10.3%
5 - 9	9.1%
10 - 14	8.6%
15 - 24	15.8%
25 - 34	16.0%
35 - 44	11.5%
45 - 54	10.5%
55 - 64	9.0%
65 - 74	5.5%
75 - 84	2.4%
85 +	1.3%
18 +	67.3%
2010 Population by Sex	
Males	14,756
Females	15,158
2015 Population by Sex	
Males	15,011
Females	15,215
2020 Population by Sex	
Males	15,322
Females	15,430

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Ward 2
Area: 3.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.13046116
Longitude: -117.288190

2010 Population by Race/Ethnicity

Total	29,914
White Alone	42.6%
Black Alone	14.1%
American Indian Alone	1.6%
Asian Alone	1.6%
Pacific Islander Alone	0.4%
Some Other Race Alone	34.9%
Two or More Races	4.8%
Hispanic Origin	68.7%
Diversity Index	88.5

2015 Population by Race/Ethnicity

Total	30,228
White Alone	41.8%
Black Alone	13.3%
American Indian Alone	1.6%
Asian Alone	1.6%
Pacific Islander Alone	0.4%
Some Other Race Alone	36.5%
Two or More Races	4.9%
Hispanic Origin	71.6%
Diversity Index	88.6

2020 Population by Race/Ethnicity

Total	30,752
White Alone	41.7%
Black Alone	12.4%
American Indian Alone	1.5%
Asian Alone	1.7%
Pacific Islander Alone	0.4%
Some Other Race Alone	37.4%
Two or More Races	4.9%
Hispanic Origin	74.5%
Diversity Index	88.2

2010 Population by Relationship and Household Type

Total	29,914
In Households	96.6%
In Family Households	86.9%
Householder	19.9%
Spouse	10.5%
Child	42.2%
Other relative	8.8%
Nonrelative	5.5%
In Nonfamily Households	9.7%
In Group Quarters	3.4%
Institutionalized Population	2.1%
Noninstitutionalized Population	1.3%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Ward 2
Area: 3.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.13046116
Longitude: -117.288190

2015 Population 25+ by Educational Attainment	
Total	16,251
Less than 9th Grade	19.5%
9th - 12th Grade, No Diploma	21.9%
High School Graduate	23.7%
GED/Alternative Credential	4.2%
Some College, No Degree	18.0%
Associate Degree	7.1%
Bachelor's Degree	3.4%
Graduate/Professional Degree	2.3%
2015 Population 15+ by Marital Status	
Total	21,831
Never Married	45.7%
Married	39.3%
Widowed	4.3%
Divorced	10.7%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	82.8%
Civilian Unemployed	17.2%
2015 Employed Population 16+ by Industry	
Total	8,990
Agriculture/Mining	1.7%
Construction	10.0%
Manufacturing	10.1%
Wholesale Trade	4.5%
Retail Trade	13.5%
Transportation/Utilities	8.0%
Information	1.2%
Finance/Insurance/Real Estate	2.4%
Services	46.1%
Public Administration	2.5%
2015 Employed Population 16+ by Occupation	
Total	8,990
White Collar	36.9%
Management/Business/Financial	5.1%
Professional	8.4%
Sales	10.7%
Administrative Support	12.7%
Services	25.3%
Blue Collar	37.8%
Farming/Forestry/Fishing	1.6%
Construction/Extraction	8.9%
Installation/Maintenance/Repair	5.1%
Production	9.2%
Transportation/Material Moving	13.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Ward 2
Area: 3.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.13046116
Longitude: -117.288190

2010 Households by Type

Total	8,058
Households with 1 Person	20.0%
Households with 2+ People	80.0%
Family Households	73.7%
Husband-wife Families	38.9%
With Related Children	26.8%
Other Family (No Spouse Present)	34.8%
Other Family with Male Householder	9.9%
With Related Children	6.9%
Other Family with Female Householder	24.8%
With Related Children	18.8%
Nonfamily Households	6.4%

All Households with Children 53.3%

Multigenerational Households	11.4%
Unmarried Partner Households	11.8%
Male-female	10.9%
Same-sex	0.9%

2010 Households by Size

Total	8,058
1 Person Household	20.0%
2 Person Household	18.5%
3 Person Household	15.8%
4 Person Household	15.4%
5 Person Household	12.4%
6 Person Household	7.9%
7 + Person Household	9.9%

2010 Households by Tenure and Mortgage Status

Total	8,058
Owner Occupied	33.5%
Owned with a Mortgage/Loan	26.1%
Owned Free and Clear	7.4%
Renter Occupied	66.5%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Ward 2
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Top 3 Tapestry Segments

1. Fresh Ambitions (13D)
2. Southwestern Families (7F)
3. Las Casas (13B)

2015 Consumer Spending

Apparel & Services: Total \$	\$9,724,817
Average Spent	\$1,201.04
Spending Potential Index	52
Computers & Accessories: Total \$	\$1,029,985
Average Spent	\$127.21
Spending Potential Index	50
Education: Total \$	\$6,319,751
Average Spent	\$780.51
Spending Potential Index	51
Entertainment/Recreation: Total \$	\$12,179,709
Average Spent	\$1,504.22
Spending Potential Index	45
Food at Home: Total \$	\$21,487,674
Average Spent	\$2,653.78
Spending Potential Index	51
Food Away from Home: Total \$	\$13,245,023
Average Spent	\$1,635.79
Spending Potential Index	50
Health Care: Total \$	\$16,336,984
Average Spent	\$2,017.66
Spending Potential Index	43
HH Furnishings & Equipment: Total \$	\$6,833,875
Average Spent	\$844.00
Spending Potential Index	46
Investments: Total \$	\$10,827,614
Average Spent	\$1,337.24
Spending Potential Index	49
Retail Goods: Total \$	\$95,597,784
Average Spent	\$11,806.57
Spending Potential Index	46
Shelter: Total \$	\$69,690,987
Average Spent	\$8,607.01
Spending Potential Index	52
TV/Video/Audio: Total \$	\$5,175,876
Average Spent	\$639.23
Spending Potential Index	49
Travel: Total \$	\$6,977,870
Average Spent	\$861.78
Spending Potential Index	44
Vehicle Maintenance & Repairs: Total \$	\$4,259,697
Average Spent	\$526.08
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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

October 19, 2015



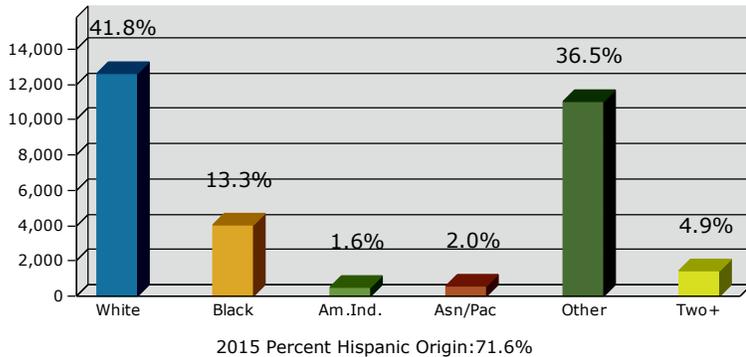
Graphic Profile

Ward 2
Area: 3.77 square miles

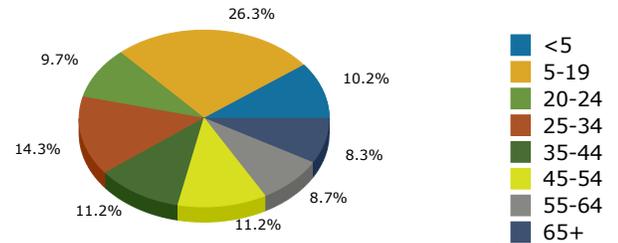
Prepared by Ruth Parish using ESRI Data

Latitude: 34.13046116
Longitude: -117.288190

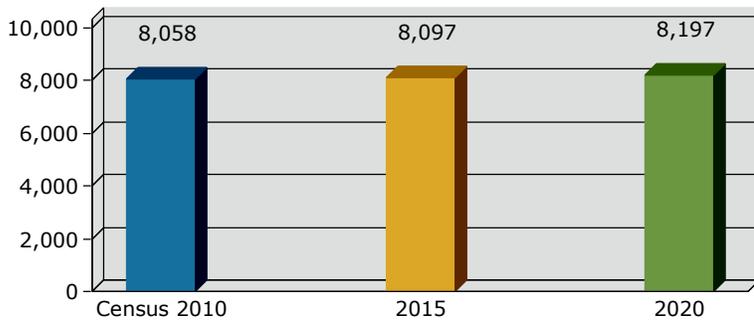
2015 Population by Race



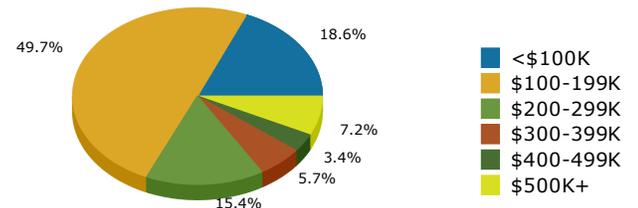
2015 Population by Age



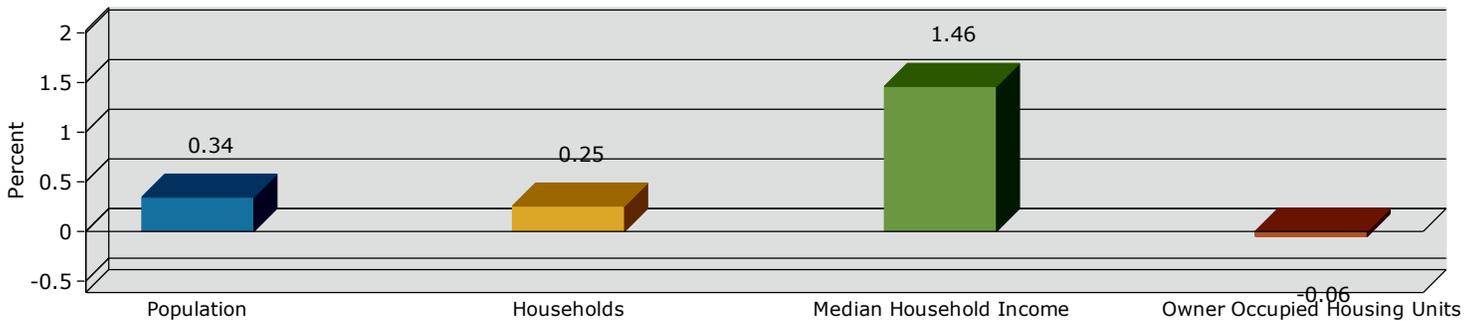
Households



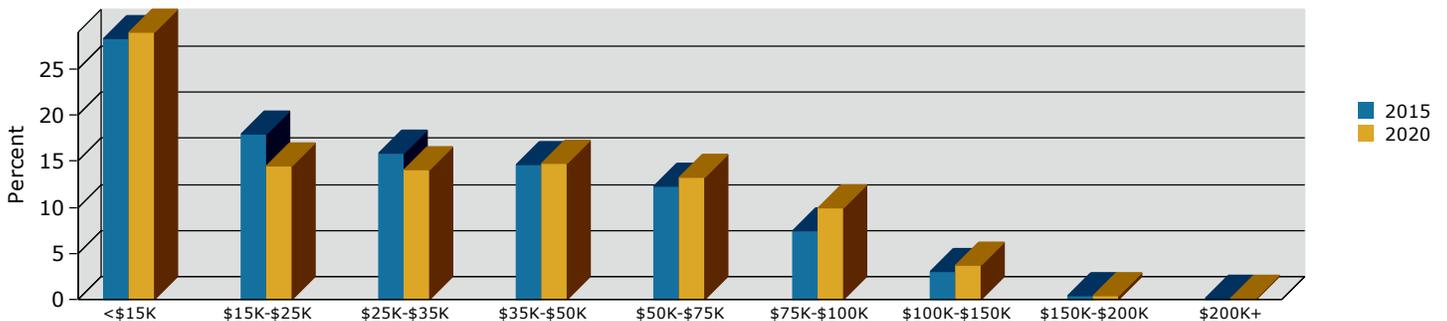
2015 Home Value



2015-2020 Annual Growth Rate



Household Income



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



ACS Population Summary

Ward 2
Area: 3.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.13046116
Longitude: -117.288190

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	33,298		2,100	
Total Households	8,466		425	
Total Housing Units	9,422		433	
POPULATION AGE 15+ YEARS BY MARITAL STATUS				
Total	23,572	100.0%	1,492	
Never married	10,465	44.4%	830	
Married	9,540	40.5%	645	
Widowed	1,055	4.5%	204	
Divorced	2,512	10.7%	329	
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	31,342	100.0%	1,978	
Enrolled in school	10,530	33.6%	879	
Enrolled in nursery school, preschool	440	1.4%	149	
Public school	413	1.3%	145	
Private school	27	0.1%	33	
Enrolled in kindergarten	642	2.0%	196	
Public school	611	1.9%	191	
Private school	31	0.1%	30	
Enrolled in grade 1 to grade 4	2,444	7.8%	387	
Public school	2,392	7.6%	384	
Private school	53	0.2%	44	
Enrolled in grade 5 to grade 8	2,546	8.1%	360	
Public school	2,506	8.0%	360	
Private school	40	0.1%	31	
Enrolled in grade 9 to grade 12	3,033	9.7%	435	
Public school	2,935	9.4%	422	
Private school	98	0.3%	92	
Enrolled in college undergraduate years	1,349	4.3%	238	
Public school	1,071	3.4%	223	
Private school	278	0.9%	98	
Enrolled in graduate or professional school	75	0.2%	63	
Public school	47	0.1%	46	
Private school	28	0.1%	29	
Not enrolled in school	20,813	66.4%	1,082	
POPULATION AGE 25+ YEARS BY EDUCATIONAL ATTAINMENT				
Total	17,350	100.0%	1,103	
No schooling completed	691	4.0%	203	
Nursery School	6	0.0%	21	
Kindergarten	0	0.0%	0	
1-4th Grade	628	3.6%	189	
5-8th Grade	2,003	11.5%	353	
Some High School	3,841	22.1%	441	
High School Diploma	4,199	24.2%	489	
GED	683	3.9%	181	
Some College	3,098	17.9%	389	
Associate's degree	1,224	7.1%	296	
Bachelor's degree	575	3.3%	141	
Master's degree	262	1.5%	113	
Professional school degree	103	0.6%	62	
Doctorate degree	36	0.2%	48	

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: high medium low

October 19, 2015



ACS Population Summary

Ward 2
Area: 3.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.13046116
Longitude: -117.288190

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	29,873	100.0%	1,896	
5 to 17 years				
Speak only English	3,700	12.4%	594	
Speak Spanish	4,547	15.2%	692	
Speak English "very well" or "well"	4,339	14.5%	644	
Speak English "not well"	208	0.7%	131	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	1	0.0%	3	
Speak English "very well" or "well"	1	0.0%	3	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	116	0.4%	109	
Speak English "very well" or "well"	110	0.4%	108	
Speak English "not well"	6	0.0%	12	
Speak English "not at all"	0	0.0%	0	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
18 to 64 years				
Speak only English	8,463	28.3%	898	
Speak Spanish	10,516	35.2%	1,007	
Speak English "very well" or "well"	6,829	22.9%	695	
Speak English "not well"	2,575	8.6%	462	
Speak English "not at all"	1,112	3.7%	358	
Speak other Indo-European languages	108	0.4%	86	
Speak English "very well" or "well"	100	0.3%	71	
Speak English "not well"	8	0.0%	13	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	322	1.1%	168	
Speak English "very well" or "well"	242	0.8%	121	
Speak English "not well"	75	0.3%	56	
Speak English "not at all"	5	0.0%	15	
Speak other languages	42	0.1%	53	
Speak English "very well" or "well"	42	0.1%	53	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
65 years and over				
Speak only English	1,362	4.6%	216	
Speak Spanish	605	2.0%	156	
Speak English "very well" or "well"	262	0.9%	97	
Speak English "not well"	195	0.7%	87	
Speak English "not at all"	148	0.5%	85	
Speak other Indo-European languages	59	0.2%	53	
Speak English "very well" or "well"	51	0.2%	51	
Speak English "not well"	8	0.0%	13	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	30	0.1%	31	
Speak English "very well" or "well"	11	0.0%	18	
Speak English "not well"	11	0.0%	17	
Speak English "not at all"	8	0.0%	19	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: high medium low

October 19, 2015



ACS Population Summary

Ward 2
Area: 3.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.13046116
Longitude: -117.288190

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	8,774	100.0%	774	High
Worked in state and in county of residence	7,081	80.7%	690	High
Worked in state and outside county of residence	1,680	19.1%	280	High
Worked outside state of residence	13	0.1%	14	Low
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	8,774	100.0%	774	High
Drove alone	6,309	71.9%	641	High
Carpooled	1,558	17.8%	386	Medium
Public transportation (excluding taxicab)	261	3.0%	105	Medium
Bus or trolley bus	199	2.3%	93	Medium
Streetcar or trolley car	14	0.2%	22	Low
Subway or elevated	0	0.0%	0	
Railroad	48	0.5%	44	Low
Ferryboat	0	0.0%	0	
Taxicab	0	0.0%	0	
Motorcycle	22	0.3%	26	Low
Bicycle	60	0.7%	60	Low
Walked	291	3.3%	117	Medium
Other means	15	0.2%	29	Low
Worked at home	259	3.0%	107	Medium
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	8,515	100.0%	775	High
Less than 5 minutes	176	2.1%	86	Medium
5 to 9 minutes	617	7.2%	186	Medium
10 to 14 minutes	1,464	17.2%	292	Medium
15 to 19 minutes	1,778	20.9%	315	High
20 to 24 minutes	1,318	15.5%	298	Medium
25 to 29 minutes	379	4.5%	112	Medium
30 to 34 minutes	1,093	12.8%	248	Medium
35 to 39 minutes	172	2.0%	88	Medium
40 to 44 minutes	175	2.1%	80	Medium
45 to 59 minutes	491	5.8%	147	Medium
60 to 89 minutes	591	6.9%	177	Medium
90 or more minutes	260	3.1%	110	Medium
Average Travel Time to Work (in minutes)	N/A		N/A	



ACS Population Summary

Ward 2
Area: 3.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.13046116
Longitude: -117.288190

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY OCCUPATION				
Total	9,157	100.0%	785	High
Management	311	3.4%	108	Medium
Business and financial operations	84	0.9%	59	Low
Computer and mathematical	0	0.0%	0	
Architecture and engineering	7	0.1%	10	Low
Life, physical, and social science	4	0.0%	8	Low
Community and social services	165	1.8%	103	Medium
Legal	37	0.4%	27	Low
Education, training, and library	324	3.5%	149	Medium
Arts, design, entertainment, sports, and media	114	1.2%	74	Medium
Healthcare practitioner, technologists, and technicians	203	2.2%	90	Medium
Healthcare support	175	1.9%	83	Medium
Protective service	305	3.3%	137	Medium
Food preparation and serving related	584	6.4%	161	Medium
Building and grounds cleaning and maintenance	711	7.8%	189	Medium
Personal care and service	649	7.1%	172	Medium
Sales and related	774	8.5%	189	Medium
Office and administrative support	1,105	12.1%	223	Medium
Farming, fishing, and forestry	205	2.2%	133	Medium
Construction and extraction	817	8.9%	224	Medium
Installation, maintenance, and repair	534	5.8%	154	Medium
Production	955	10.4%	235	Medium
Transportation and material moving	1,092	11.9%	248	Medium
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY INDUSTRY				
Total	9,157	100.0%	785	High
Agriculture, forestry, fishing and hunting	205	2.2%	129	Medium
Mining, quarrying, and oil and gas extraction	0	0.0%	0	
Construction	892	9.7%	220	Medium
Manufacturing	884	9.7%	202	Medium
Wholesale trade	381	4.2%	168	Medium
Retail trade	1,170	12.8%	248	Medium
Transportation and warehousing	519	5.7%	143	Medium
Utilities	18	0.2%	20	Low
Information	138	1.5%	91	Low
Finance and insurance	181	2.0%	94	Medium
Real estate and rental and leasing	125	1.4%	67	Medium
Professional, scientific, and technical services	276	3.0%	110	Medium
Management of companies and enterprises	0	0.0%	0	
Administrative and support and waste management services	849	9.3%	201	Medium
Educational services	554	6.1%	179	Medium
Health care and social assistance	1,326	14.5%	251	High
Arts, entertainment, and recreation	114	1.2%	56	Medium
Accommodation and food services	766	8.4%	200	Medium
Other services, except public administration	585	6.4%	192	Medium
Public administration	173	1.9%	82	Medium
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	8,769	100.0%	646	High
Own children under 6 years only	698	8.0%	185	Medium
In labor force	412	4.7%	148	Medium
Not in labor force	286	3.3%	110	Medium
Own children under 6 years and 6 to 17 years	1,142	13.0%	225	High
In labor force	570	6.5%	173	Medium
Not in labor force	572	6.5%	161	Medium
Own children 6 to 17 years only	1,997	22.8%	299	High
In labor force	1,313	15.0%	245	High
Not in labor force	684	7.8%	177	Medium
No own children under 18 years	4,931	56.2%	519	High
In labor force	2,494	28.4%	336	High
Not in labor force	2,437	27.8%	396	High

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: High Medium Low

October 19, 2015



ACS Population Summary

Ward 2
Area: 3.77 square miles

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Latitude: 34.13046116
Longitude: -117.288190

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	32,138	100.0%	2,032	
Under .50	6,245	19.4%	1,092	
.50 to .99	8,459	26.3%	1,275	
1.00 to 1.24	2,541	7.9%	746	
1.25 to 1.49	2,306	7.2%	646	
1.50 to 1.84	2,319	7.2%	705	
1.85 to 1.99	790	2.5%	347	
2.00 and over	9,478	29.5%	1,286	
CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE				
Total	32,259	100.0%	2,037	
Under 18 years:	11,693	36.2%	1,110	
One Type of Health Insurance:	10,384	32.2%	1,042	
Employer-Based Health Ins Only	2,031	6.3%	484	
Direct-Purchase Health Ins Only	108	0.3%	71	
Medicare Coverage Only	0	0.0%	0	
Medicaid Coverage Only	8,212	25.5%	984	
TRICARE/Military Hlth Cov Only	33	0.1%	54	
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance	376	1.2%	195	
No Health Insurance Coverage	933	2.9%	307	
18 to 34 years:	8,625	26.7%	808	
One Type of Health Insurance:	4,506	14.0%	574	
Employer-Based Health Ins Only	1,711	5.3%	353	
Direct-Purchase Health Ins Only	55	0.2%	47	
Medicare Coverage Only	55	0.2%	84	
Medicaid Coverage Only	2,672	8.3%	461	
TRICARE/Military Hlth Cov Only	12	0.0%	19	
VA Health Care Only	1	0.0%	9	
2+ Types of Health Insurance	246	0.8%	107	
No Health Insurance Coverage	3,873	12.0%	557	
35 to 64 years:	10,220	31.7%	750	
One Type of Health Insurance:	5,778	17.9%	603	
Employer-Based Health Ins Only	2,964	9.2%	467	
Direct-Purchase Health Ins Only	185	0.6%	108	
Medicare Coverage Only	120	0.4%	65	
Medicaid Coverage Only	2,436	7.6%	391	
TRICARE/Military Hlth Cov Only	1	0.0%	9	
VA Health Care Only	70	0.2%	49	
2+ Types of Health Insurance	672	2.1%	170	
No Health Insurance Coverage	3,770	11.7%	492	
65+ years:	1,720	5.3%	251	
One Type of Health Insurance:	501	1.6%	135	
Employer-Based Health Ins Only	32	0.1%	26	
Direct-Purchase Health Ins Only	48	0.1%	70	
Medicare Coverage Only	420	1.3%	114	
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance	1,152	3.6%	213	
No Health Insurance Coverage	67	0.2%	57	



ACS Population Summary

Ward 2
Area: 3.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.13046116
Longitude: -117.288190

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	21,508	100.0%	1,365	High
Veteran	1,050	4.9%	191	High
Nonveteran	20,458	95.1%	1,343	High
Male	10,746	50.0%	827	High
Veteran	987	4.6%	184	High
Nonveteran	9,759	45.4%	813	High
Female	10,762	50.0%	766	High
Veteran	63	0.3%	50	Low
Nonveteran	10,699	49.7%	764	High
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	1,050	100.0%	191	High
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	96	9.1%	74	Low
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	11	1.0%	21	High
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era	0	0.0%	0	
Gulf War (8/90 to 8/01), no Vietnam Era	160	15.2%	86	Medium
Gulf War (8/90 to 8/01) and Vietnam Era	0	0.0%	0	
Vietnam Era, no Korean War, no World War II	358	34.1%	99	Medium
Vietnam Era and Korean War, no World War II	14	1.3%	21	Low
Vietnam Era and Korean War and World War II	11	1.0%	15	Low
Korean War, no Vietnam Era, no World War II	50	4.8%	45	Low
Korean War and World War II, no Vietnam Era	19	1.8%	21	Low
World War II, no Korean War, no Vietnam Era	103	9.8%	61	Medium
Between Gulf War and Vietnam Era only	104	9.9%	47	Medium
Between Vietnam Era and Korean War only	112	10.7%	78	Low
Between Korean War and World War II only	12	1.1%	17	Low
Pre-World War II only	0	0.0%	0	
HOUSEHOLDS BY POVERTY STATUS				
Total	8,466	100.0%	425	High
Income in the past 12 months below poverty level	3,632	42.9%	365	High
Married-couple family	1,134	13.4%	218	High
Other family - male householder (no wife present)	443	5.2%	153	Medium
Other family - female householder (no husband present)	1,273	15.0%	254	Medium
Nonfamily household - male householder	408	4.8%	122	Medium
Nonfamily household - female householder	373	4.4%	116	Medium
Income in the past 12 months at or above poverty level	4,834	57.1%	380	High
Married-couple family	2,217	26.2%	284	High
Other family - male householder (no wife present)	592	7.0%	163	Medium
Other family - female householder (no husband present)	775	9.2%	174	Medium
Nonfamily household - male householder	625	7.4%	165	Medium
Nonfamily household - female householder	627	7.4%	145	Medium



ACS Population Summary

Ward 2
Area: 3.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.13046116
Longitude: -117.288190

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY INCOME				
Total	8,466	100.0%	425	High
Less than \$10,000	1,328	15.7%	249	High
\$10,000 to \$14,999	1,101	13.0%	223	Medium
\$15,000 to \$19,999	783	9.2%	181	Medium
\$20,000 to \$24,999	667	7.9%	167	Medium
\$25,000 to \$29,999	803	9.5%	183	Medium
\$30,000 to \$34,999	413	4.9%	120	Medium
\$35,000 to \$39,999	492	5.8%	148	Medium
\$40,000 to \$44,999	392	4.6%	131	Medium
\$45,000 to \$49,999	309	3.6%	114	Medium
\$50,000 to \$59,999	636	7.5%	165	Medium
\$60,000 to \$74,999	613	7.2%	172	Medium
\$75,000 to \$99,999	458	5.4%	120	Medium
\$100,000 to \$124,999	291	3.4%	116	Medium
\$125,000 to \$149,999	59	0.7%	50	Low
\$150,000 to \$199,999	109	1.3%	58	Medium
\$200,000 or more	10	0.1%	14	Low
Median Household Income	\$26,970		N/A	
Average Household Income	\$36,599		\$3,372	High
Per Capita Income	\$10,145		\$1,004	High
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	664	100.0%	163	Medium
Less than \$10,000	192	28.9%	87	Medium
\$10,000 to \$14,999	67	10.1%	61	Low
\$15,000 to \$19,999	106	16.0%	72	Low
\$20,000 to \$24,999	87	13.1%	63	Low
\$25,000 to \$29,999	53	8.0%	40	Low
\$30,000 to \$34,999	0	0.0%	0	
\$35,000 to \$39,999	48	7.2%	38	Low
\$40,000 to \$44,999	16	2.4%	26	Low
\$45,000 to \$49,999	22	3.3%	26	Low
\$50,000 to \$59,999	17	2.6%	23	Low
\$60,000 to \$74,999	27	4.1%	43	Low
\$75,000 to \$99,999	30	4.5%	38	Low
\$100,000 to \$124,999	0	0.0%	0	
\$125,000 to \$149,999	0	0.0%	0	
\$150,000 to \$199,999	0	0.0%	0	
\$200,000 or more	0	0.0%	0	
Median Household Income for HHr <25	\$18,137		N/A	
Average Household Income for HHr <25	N/A		N/A	



ACS Population Summary

Ward 2
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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY INCOME				
Total	3,590	100.0%	379	High
Less than \$10,000	514	14.3%	177	Medium
\$10,000 to \$14,999	426	11.9%	148	Medium
\$15,000 to \$19,999	366	10.2%	126	Medium
\$20,000 to \$24,999	363	10.1%	135	Medium
\$25,000 to \$29,999	340	9.5%	122	Medium
\$30,000 to \$34,999	133	3.7%	70	Medium
\$35,000 to \$39,999	175	4.9%	97	Medium
\$40,000 to \$44,999	208	5.8%	109	Medium
\$45,000 to \$49,999	176	4.9%	96	Medium
\$50,000 to \$59,999	303	8.4%	120	Medium
\$60,000 to \$74,999	226	6.3%	109	Medium
\$75,000 to \$99,999	153	4.3%	81	Medium
\$100,000 to \$124,999	146	4.1%	100	Low
\$125,000 to \$149,999	12	0.3%	17	Low
\$150,000 to \$199,999	49	1.4%	48	Low
\$200,000 or more	0	0.0%	0	
Median Household Income for HHR 25-44	\$26,639		N/A	
Average Household Income for HHR 25-44	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	3,086	100.0%	310	High
Less than \$10,000	517	16.8%	142	Medium
\$10,000 to \$14,999	329	10.7%	108	Medium
\$15,000 to \$19,999	236	7.6%	97	Medium
\$20,000 to \$24,999	146	4.7%	66	Medium
\$25,000 to \$29,999	358	11.6%	124	Medium
\$30,000 to \$34,999	205	6.6%	91	Medium
\$35,000 to \$39,999	147	4.8%	67	Medium
\$40,000 to \$44,999	130	4.2%	69	Medium
\$45,000 to \$49,999	93	3.0%	52	Medium
\$50,000 to \$59,999	243	7.9%	108	Medium
\$60,000 to \$74,999	333	10.8%	131	Medium
\$75,000 to \$99,999	170	5.5%	63	Medium
\$100,000 to \$124,999	97	3.1%	55	Medium
\$125,000 to \$149,999	36	1.2%	46	Low
\$150,000 to \$199,999	46	1.5%	26	Medium
\$200,000 or more	0	0.0%	0	
Median Household Income for HHR 45-64	\$29,286		N/A	
Average Household Income for HHR 45-64	N/A		N/A	



ACS Population Summary

Ward 2
Area: 3.77 square miles

Prepared by Ruth Parish using ESRI Data
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Longitude: -117.288190

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ YEARS BY INCOME				
Total	1,126	100.0%	179	■■■
Less than \$10,000	106	9.4%	58	■■
\$10,000 to \$14,999	279	24.8%	120	■■
\$15,000 to \$19,999	76	6.7%	46	■■
\$20,000 to \$24,999	70	6.2%	49	■
\$25,000 to \$29,999	51	4.5%	39	■
\$30,000 to \$34,999	75	6.7%	40	■■
\$35,000 to \$39,999	122	10.8%	84	■
\$40,000 to \$44,999	38	3.4%	23	■■
\$45,000 to \$49,999	18	1.6%	18	■
\$50,000 to \$59,999	73	6.5%	43	■■
\$60,000 to \$74,999	27	2.4%	24	■
\$75,000 to \$99,999	106	9.4%	51	■■
\$100,000 to \$124,999	49	4.4%	36	■
\$125,000 to \$149,999	12	1.1%	19	■
\$150,000 to \$199,999	14	1.2%	21	■
\$200,000 or more	10	0.9%	14	■
Median Household Income for HHR 65+	\$27,976		N/A	
Average Household Income for HHR 65+	N/A		N/A	
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	8,466	100.0%	425	■■■
With public assistance income	1,192	14.1%	226	■■■
No public assistance income	7,273	85.9%	426	■■■
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	8,466	100.0%	425	■■■
With Food Stamps/SNAP	3,020	35.7%	334	■■■
With No Food Stamps/SNAP	5,446	64.3%	405	■■■
HOUSEHOLDS BY DISABILITY STATUS				
Total	8,466	100.0%	425	■■■
With 1+ Persons w/Disability	2,965	35.0%	320	■■■
With No Person w/Disability	5,500	65.0%	470	■■■

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2013, adjusted for inflation.

2009-2013 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2009-2013 ACS estimates, five-year period data collected monthly from January 1, 2009 through December 31, 2013. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow—use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



ACS Housing Summary

Ward 2
Area: 3.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.13046116
Longitude: -117.288190

	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	33,298		2,100	High
Total Households	8,466		425	High
Total Housing Units	9,422		433	High
OWNER-OCCUPIED HOUSING UNITS BY VALUE				
Total	2,787	100.0%	288	High
Less than \$10,000	1	0.0%	8	Low
\$10,000 to \$14,999	18	0.6%	19	Low
\$15,000 to \$19,999	37	1.3%	28	Low
\$20,000 to \$24,999	7	0.3%	17	Low
\$25,000 to \$29,999	94	3.4%	92	Low
\$30,000 to \$34,999	18	0.6%	17	Low
\$35,000 to \$39,999	0	0.0%	0	
\$40,000 to \$49,999	80	2.9%	50	Medium
\$50,000 to \$59,999	143	5.1%	70	Medium
\$60,000 to \$69,999	85	3.0%	57	Low
\$70,000 to \$79,999	156	5.6%	75	Medium
\$80,000 to \$89,999	294	10.5%	94	Medium
\$90,000 to \$99,999	242	8.7%	99	Medium
\$100,000 to \$124,999	487	17.5%	117	Medium
\$125,000 to \$149,999	237	8.5%	81	Medium
\$150,000 to \$174,999	242	8.7%	93	Medium
\$175,000 to \$199,999	45	1.6%	34	Low
\$200,000 to \$249,999	362	13.0%	143	Medium
\$250,000 to \$299,999	142	5.1%	93	Medium
\$300,000 to \$399,999	57	2.0%	43	Low
\$400,000 to \$499,999	6	0.2%	11	Low
\$500,000 to \$749,999	15	0.5%	18	Low
\$750,000 to \$999,999	6	0.2%	14	Low
\$1,000,000 or more	14	0.5%	18	Low
Median Home Value	\$111,242		N/A	
Average Home Value	N/A		N/A	
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	2,787	100.0%	288	High
Housing units with a mortgage/contract to purchase/similar debt	2,220	79.7%	276	High
Second mortgage only	163	5.8%	104	Medium
Home equity loan only	184	6.6%	71	Medium
Both second mortgage and home equity loan	9	0.3%	15	Low
No second mortgage and no home equity loan	1,865	66.9%	256	High
Housing units without a mortgage	566	20.3%	119	Medium
AVERAGE VALUE BY MORTGAGE STATUS				
Housing units with a mortgage	N/A		N/A	
Housing units without a mortgage	N/A		N/A	



ACS Housing Summary

Ward 2
Area: 3.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.13046116
Longitude: -117.288190

	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	5,679	100.0%	402	High
With cash rent	5,606	98.7%	403	High
Less than \$100	76	1.3%	59	Low
\$100 to \$149	0	0.0%	0	
\$150 to \$199	50	0.9%	36	Low
\$200 to \$249	107	1.9%	61	Medium
\$250 to \$299	30	0.5%	36	Low
\$300 to \$349	82	1.4%	68	Low
\$350 to \$399	81	1.4%	56	Low
\$400 to \$449	107	1.9%	69	Medium
\$450 to \$499	160	2.8%	95	Medium
\$500 to \$549	300	5.3%	113	Medium
\$550 to \$599	308	5.4%	106	Medium
\$600 to \$649	568	10.0%	151	Medium
\$650 to \$699	455	8.0%	148	Medium
\$700 to \$749	448	7.9%	157	Medium
\$750 to \$799	382	6.7%	130	Medium
\$800 to \$899	869	15.3%	214	Medium
\$900 to \$999	463	8.2%	148	Medium
\$1,000 to \$1,249	713	12.6%	175	Medium
\$1,250 to \$1,499	311	5.5%	114	Medium
\$1,500 to \$1,999	55	1.0%	40	Low
\$2,000 or more	40	0.7%	31	Low
No cash rent	73	1.3%	41	Medium
Median Contract Rent	\$754		N/A	
Average Contract Rent	\$783		\$84	High
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	5,679	100.0%	402	High
Pay extra for one or more utilities	5,347	94.2%	400	High
No extra payment for any utilities	333	5.9%	105	Medium
HOUSING UNITS BY UNITS IN STRUCTURE				
Total	9,422	100.0%	433	High
1, detached	5,322	56.5%	369	High
1, attached	792	8.4%	194	Medium
2	485	5.1%	144	Medium
3 or 4	795	8.4%	187	Medium
5 to 9	357	3.8%	126	Medium
10 to 19	855	9.1%	208	Medium
20 to 49	359	3.8%	113	Medium
50 or more	458	4.9%	100	Medium
Mobile home	0	0.0%	0	
Boat, RV, van, etc.	0	0.0%	0	



ACS Housing Summary

Ward 2
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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSING UNITS BY YEAR STRUCTURE BUILT				
Total	9,422	100.0%	433	High
Built 2010 or later	0	0.0%	0	High
Built 2000 to 2009	267	2.8%	118	Medium
Built 1990 to 1999	222	2.4%	92	Medium
Built 1980 to 1989	775	8.2%	216	Medium
Built 1970 to 1979	768	8.2%	189	Medium
Built 1960 to 1969	941	10.0%	204	Medium
Built 1950 to 1959	2,511	26.7%	281	High
Built 1940 to 1949	2,091	22.2%	298	High
Built 1939 or earlier	1,846	19.6%	241	High
Median Year Structure Built	1953		N/A	
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	8,466	100.0%	425	High
Owner occupied				
Moved in 2010 or later	172	2.0%	76	Medium
Moved in 2000 to 2009	1,158	13.7%	220	High
Moved in 1990 to 1999	736	8.7%	170	Medium
Moved in 1980 to 1989	355	4.2%	101	Medium
Moved in 1970 to 1979	203	2.4%	68	Medium
Moved in 1969 or earlier	161	1.9%	66	Medium
Renter occupied				
Moved in 2010 or later	2,494	29.5%	323	High
Moved in 2000 to 2009	2,826	33.4%	335	High
Moved in 1990 to 1999	309	3.6%	110	Medium
Moved in 1980 to 1989	30	0.4%	32	Low
Moved in 1970 to 1979	20	0.2%	25	Low
Moved in 1969 or earlier	0	0.0%	0	Low
Median Year Householder Moved Into Unit	2006		N/A	
OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	8,466	100.0%	425	High
Utility gas	5,688	67.2%	418	High
Bottled, tank, or LP gas	51	0.6%	35	Low
Electricity	2,420	28.6%	311	High
Fuel oil, kerosene, etc.	6	0.1%	10	Low
Coal or coke	0	0.0%	0	Low
Wood	90	1.1%	55	Medium
Solar energy	0	0.0%	0	Low
Other fuel	7	0.1%	11	Low
No fuel used	205	2.4%	80	Medium



ACS Housing Summary

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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	8,466	100.0%	425	
Owner occupied				
No vehicle available	77	0.9%	48	
1 vehicle available	739	8.7%	146	
2 vehicles available	1,066	12.6%	199	
3 vehicles available	540	6.4%	151	
4 vehicles available	295	3.5%	112	
5 or more vehicles available	70	0.8%	48	
Renter occupied				
No vehicle available	1,508	17.8%	239	
1 vehicle available	2,463	29.1%	317	
2 vehicles available	1,293	15.3%	234	
3 vehicles available	273	3.2%	103	
4 vehicles available	129	1.5%	84	
5 or more vehicles available	13	0.2%	16	
Average Number of Vehicles Available	1.5		0.1	

Data Note: N/A means not available.

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