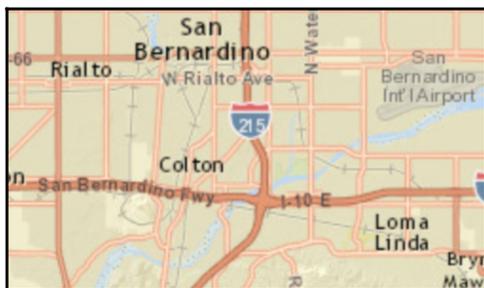
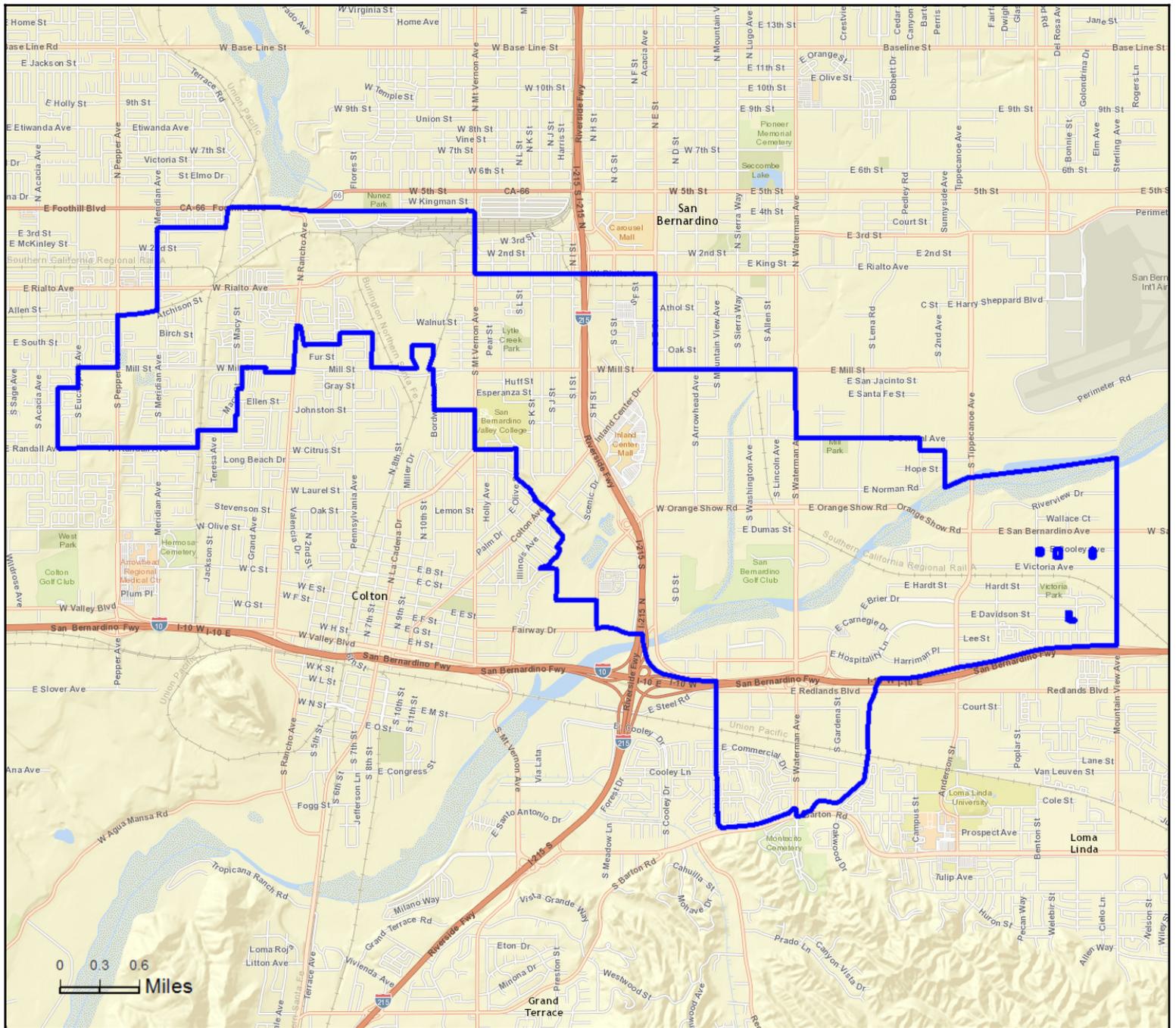




Site Map

Ward 3
Area: 9.58 square miles

Prepared by Ruth Parish using ESRI Data





Demographic and Income Profile

Ward 3
Area: 9.58 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.08230070
Longitude: -117.295277

Summary	Census 2010	2015	2020
Population	30,137	30,487	31,009
Households	7,923	7,961	8,047
Families	6,394	6,429	6,502
Average Household Size	3.76	3.79	3.81
Owner Occupied Housing Units	4,495	4,339	4,374
Renter Occupied Housing Units	3,428	3,622	3,673
Median Age	28.1	28.7	30.3
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.34%	0.73%	0.75%
Households	0.22%	0.74%	0.77%
Families	0.23%	0.76%	0.69%
Owner HHs	0.16%	0.61%	0.70%
Median Household Income	2.30%	3.36%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	1,529	19.2%	1,522	18.9%
\$15,000 - \$24,999	1,054	13.2%	834	10.4%
\$25,000 - \$34,999	1,154	14.5%	1,001	12.4%
\$35,000 - \$49,999	1,294	16.3%	1,278	15.9%
\$50,000 - \$74,999	1,274	16.0%	1,341	16.7%
\$75,000 - \$99,999	960	12.1%	1,207	15.0%
\$100,000 - \$149,999	547	6.9%	679	8.4%
\$150,000 - \$199,999	93	1.2%	116	1.4%
\$200,000+	55	0.7%	67	0.8%
Median Household Income	\$37,082		\$41,551	
Average Household Income	\$48,183		\$53,979	
Per Capita Income	\$12,847		\$14,276	

Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,732	9.1%	2,745	9.0%	2,759	8.9%
5 - 9	2,737	9.1%	2,659	8.7%	2,626	8.5%
10 - 14	2,791	9.3%	2,569	8.4%	2,572	8.3%
15 - 19	2,920	9.7%	2,572	8.4%	2,379	7.7%
20 - 24	2,528	8.4%	2,737	9.0%	2,302	7.4%
25 - 34	4,157	13.8%	4,845	15.9%	5,285	17.0%
35 - 44	4,022	13.3%	3,630	11.9%	3,908	12.6%
45 - 54	3,730	12.4%	3,588	11.8%	3,389	10.9%
55 - 64	2,367	7.9%	2,781	9.1%	3,029	9.8%
65 - 74	1,201	4.0%	1,460	4.8%	1,750	5.6%
75 - 84	680	2.3%	639	2.1%	739	2.4%
85+	271	0.9%	263	0.9%	270	0.9%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	14,033	46.6%	13,934	45.7%	14,142	45.6%
Black Alone	2,234	7.4%	2,102	6.9%	1,986	6.4%
American Indian Alone	344	1.1%	344	1.1%	344	1.1%
Asian Alone	2,789	9.3%	2,878	9.4%	3,012	9.7%
Pacific Islander Alone	116	0.4%	117	0.4%	116	0.4%
Some Other Race Alone	9,198	30.5%	9,648	31.6%	9,927	32.0%
Two or More Races	1,423	4.7%	1,465	4.8%	1,482	4.8%
Hispanic Origin (Any Race)	21,049	69.8%	22,007	72.2%	23,031	74.3%

Data Note: Income is expressed in current dollars.

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

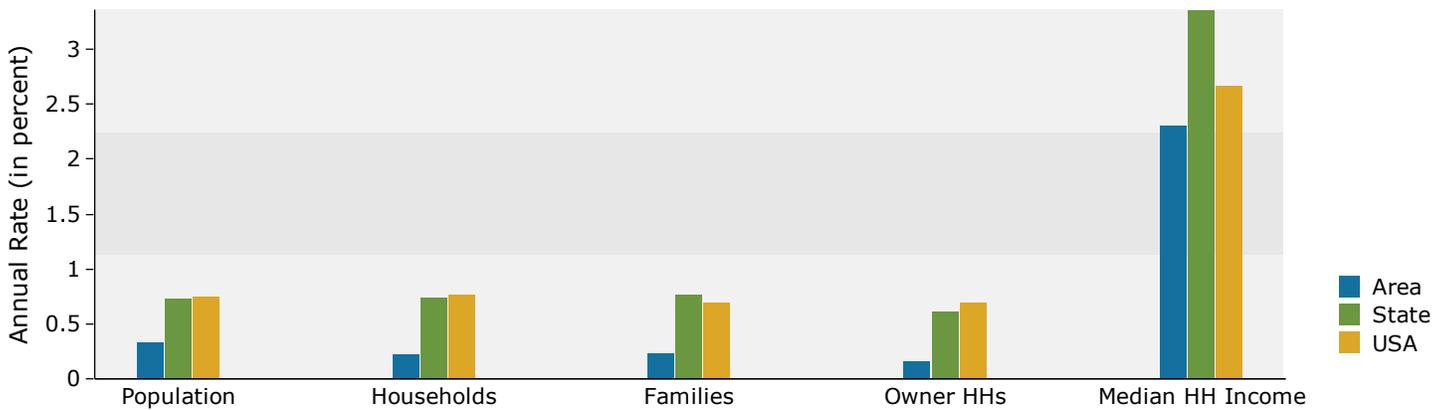


Demographic and Income Profile

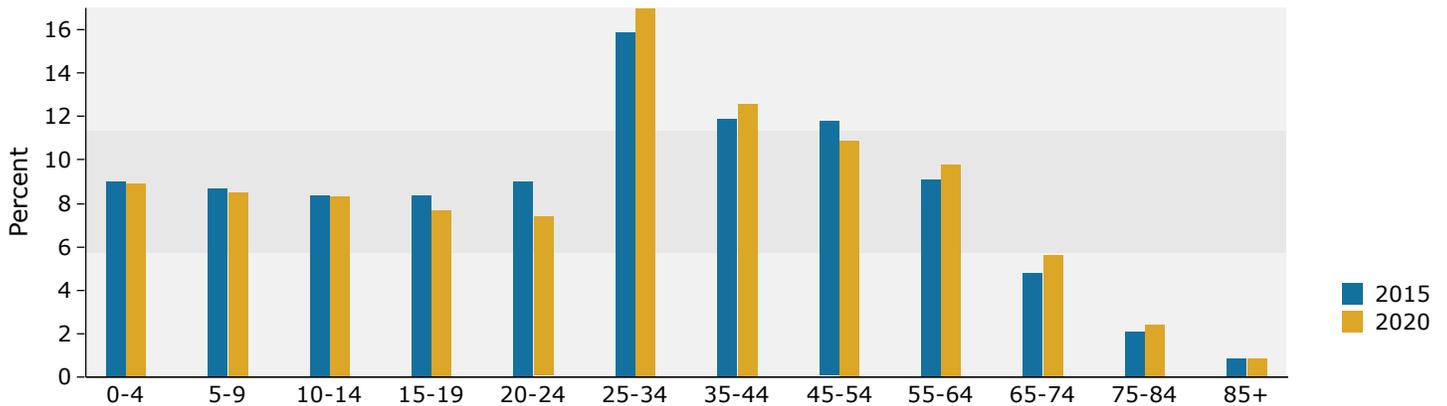
Ward 3
Area: 9.58 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.08230070
Longitude: -117.295277

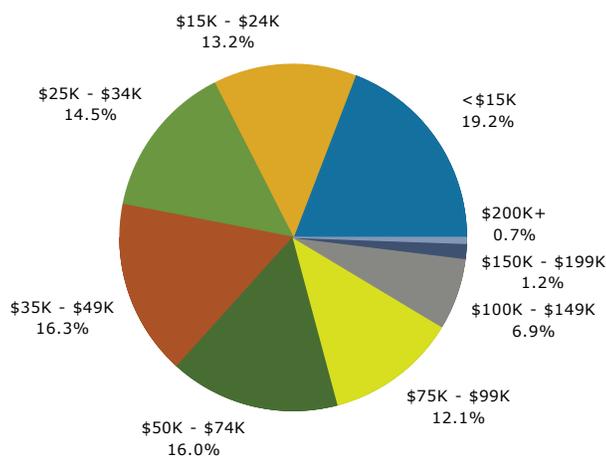
Trends 2015-2020



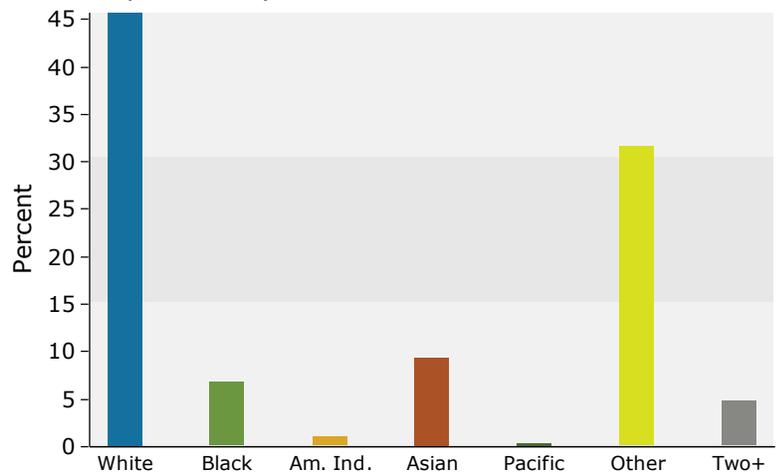
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 72.2%

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



Executive Summary

Ward 3
Area: 9.58 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.08230070
Longitude: -117.295277

Population

2000 Population	27,177
2010 Population	30,137
2015 Population	30,487
2020 Population	31,009
2000-2010 Annual Rate	1.04%
2010-2015 Annual Rate	0.22%
2015-2020 Annual Rate	0.34%
2015 Male Population	49.6%
2015 Female Population	50.4%
2015 Median Age	28.7

In the identified area, the current year population is 30,487. In 2010, the Census count in the area was 30,137. The rate of change since 2010 was 0.22% annually. The five-year projection for the population in the area is 31,009 representing a change of 0.34% annually from 2015 to 2020. Currently, the population is 49.6% male and 50.4% female.

Median Age

The median age in this area is 28.7, compared to U.S. median age of 37.9.

Race and Ethnicity

2015 White Alone	45.7%
2015 Black Alone	6.9%
2015 American Indian/Alaska Native Alone	1.1%
2015 Asian Alone	9.4%
2015 Pacific Islander Alone	0.4%
2015 Other Race	31.6%
2015 Two or More Races	4.8%
2015 Hispanic Origin (Any Race)	72.2%

Persons of Hispanic origin represent 72.2% 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 86.7 in the identified area, compared to 63.0 for the U.S. as a whole.

Households

2000 Households	7,482
2010 Households	7,923
2015 Total Households	7,961
2020 Total Households	8,047
2000-2010 Annual Rate	0.57%
2010-2015 Annual Rate	0.09%
2015-2020 Annual Rate	0.22%
2015 Average Household Size	3.79

The household count in this area has changed from 7,923 in 2010 to 7,961 in the current year, a change of 0.09% annually. The five-year projection of households is 8,047, a change of 0.22% annually from the current year total. Average household size is currently 3.79, compared to 3.76 in the year 2010. The number of families in the current year is 6,429 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 3
Area: 9.58 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.08230070
Longitude: -117.295277

Median Household Income

2015 Median Household Income	\$37,082
2020 Median Household Income	\$41,551
2015-2020 Annual Rate	2.30%

Average Household Income

2015 Average Household Income	\$48,183
2020 Average Household Income	\$53,979
2015-2020 Annual Rate	2.30%

Per Capita Income

2015 Per Capita Income	\$12,847
2020 Per Capita Income	\$14,276
2015-2020 Annual Rate	2.13%

Households by Income

Current median household income is \$37,082 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$41,551 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$48,183 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$53,979 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$12,847 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$14,276 in five years, compared to \$32,501 for all U.S. households

Housing

2000 Total Housing Units	8,354
2000 Owner Occupied Housing Units	4,469
2000 Renter Occupied Housing Units	3,012
2000 Vacant Housing Units	873
2010 Total Housing Units	8,543
2010 Owner Occupied Housing Units	4,495
2010 Renter Occupied Housing Units	3,428
2010 Vacant Housing Units	620
2015 Total Housing Units	8,692
2015 Owner Occupied Housing Units	4,339
2015 Renter Occupied Housing Units	3,622
2015 Vacant Housing Units	731
2020 Total Housing Units	8,837
2020 Owner Occupied Housing Units	4,374
2020 Renter Occupied Housing Units	3,673
2020 Vacant Housing Units	790

Currently, 49.9% of the 8,692 housing units in the area are owner occupied; 41.7%, renter occupied; and 8.4% 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 8,543 housing units in the area - 52.6% owner occupied, 40.1% renter occupied, and 7.3% vacant. The annual rate of change in housing units since 2010 is 0.77%. Median home value in the area is \$166,933, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by 1.57% annually to \$180,461.

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 3
Area: 9.58 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.08230070
Longitude: -117.295277

Data for all businesses in area

Total Businesses:	2,070
Total Employees:	28,360
Total Residential Population:	30,487
Employee/Residential Population Ratio:	0.93:1

by SIC Codes			Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	15	0.7%	331	1.2%
Construction	115	5.6%	881	3.1%
Manufacturing	79	3.8%	1,095	3.9%
Transportation	51	2.5%	4,225	14.9%
Communication	29	1.4%	289	1.0%
Utility	8	0.4%	141	0.5%
Wholesale Trade	127	6.1%	1,424	5.0%
Retail Trade Summary	497	24.0%	6,961	24.5%
Home Improvement	33	1.6%	396	1.4%
General Merchandise Stores	14	0.7%	671	2.4%
Food Stores	39	1.9%	186	0.7%
Auto Dealers, Gas Stations, Auto Aftermarket	63	3.0%	1,142	4.0%
Apparel & Accessory Stores	61	2.9%	551	1.9%
Furniture & Home Furnishings	64	3.1%	533	1.9%
Eating & Drinking Places	122	5.9%	2,614	9.2%
Miscellaneous Retail	101	4.9%	870	3.1%
Finance, Insurance, Real Estate Summary	248	12.0%	2,099	7.4%
Banks, Savings & Lending Institutions	58	2.8%	342	1.2%
Securities Brokers	20	1.0%	79	0.3%
Insurance Carriers & Agents	75	3.6%	866	3.1%
Real Estate, Holding, Other Investment Offices	95	4.6%	812	2.9%
Services Summary	785	37.9%	9,298	32.8%
Hotels & Lodging	20	1.0%	397	1.4%
Automotive Services	93	4.5%	474	1.7%
Motion Pictures & Amusements	30	1.4%	525	1.9%
Health Services	147	7.1%	3,049	10.8%
Legal Services	57	2.8%	403	1.4%
Education Institutions & Libraries	29	1.4%	817	2.9%
Other Services	410	19.8%	3,631	12.8%
Government	42	2.0%	1,560	5.5%
Unclassified Establishments	75	3.6%	54	0.2%
Totals	2,070	100.0%	28,360	100.0%

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

October 19, 2015



Business Summary

Ward 3
Area: 9.58 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.08230070
Longitude: -117.295277

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	4	0.2%	275	1.0%
Mining	0	0.0%	0	0.0%
Utilities	3	0.1%	68	0.2%
Construction	119	5.7%	893	3.1%
Manufacturing	85	4.1%	1,072	3.8%
Wholesale Trade	125	6.0%	1,461	5.2%
Retail Trade	360	17.4%	4,280	15.1%
Motor Vehicle & Parts Dealers	48	2.3%	1,091	3.8%
Furniture & Home Furnishings Stores	32	1.5%	294	1.0%
Electronics & Appliance Stores	28	1.4%	193	0.7%
Bldg Material & Garden Equipment & Supplies Dealers	33	1.6%	396	1.4%
Food & Beverage Stores	32	1.5%	140	0.5%
Health & Personal Care Stores	25	1.2%	322	1.1%
Gasoline Stations	15	0.7%	51	0.2%
Clothing & Clothing Accessories Stores	74	3.6%	615	2.2%
Sport Goods, Hobby, Book, & Music Stores	18	0.9%	192	0.7%
General Merchandise Stores	14	0.7%	671	2.4%
Miscellaneous Store Retailers	35	1.7%	274	1.0%
Nonstore Retailers	6	0.3%	42	0.1%
Transportation & Warehousing	43	2.1%	4,222	14.9%
Information	42	2.0%	502	1.8%
Finance & Insurance	158	7.6%	1,299	4.6%
Central Bank/Credit Intermediation & Related Activities	62	3.0%	350	1.2%
Securities, Commodity Contracts & Other Financial	21	1.0%	83	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	75	3.6%	866	3.1%
Real Estate, Rental & Leasing	116	5.6%	784	2.8%
Professional, Scientific & Tech Services	193	9.3%	1,810	6.4%
Legal Services	71	3.4%	814	2.9%
Management of Companies & Enterprises	3	0.1%	7	0.0%
Administrative & Support & Waste Management & Remediation	96	4.6%	1,064	3.8%
Educational Services	33	1.6%	826	2.9%
Health Care & Social Assistance	192	9.3%	3,846	13.6%
Arts, Entertainment & Recreation	23	1.1%	319	1.1%
Accommodation & Food Services	149	7.2%	3,049	10.8%
Accommodation	20	1.0%	397	1.4%
Food Services & Drinking Places	129	6.2%	2,651	9.3%
Other Services (except Public Administration)	209	10.1%	955	3.4%
Automotive Repair & Maintenance	73	3.5%	263	0.9%
Public Administration	42	2.0%	1,571	5.5%
Unclassified Establishments	76	3.7%	56	0.2%
Total	2,070	100.0%	28,360	100.0%

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

October 19, 2015



Market Profile

Ward 3
Area: 9.58 square miles

Prepared by Ruth Parish using ESRI Data

Latitude: 34.08230070
Longitude: -117.295277

Population Summary	
2000 Total Population	27,177
2010 Total Population	30,137
2015 Total Population	30,487
2015 Group Quarters	317
2020 Total Population	31,009
2015-2020 Annual Rate	0.34%
Household Summary	
2000 Households	7,482
2000 Average Household Size	3.60
2010 Households	7,923
2010 Average Household Size	3.76
2015 Households	7,961
2015 Average Household Size	3.79
2020 Households	8,047
2020 Average Household Size	3.81
2015-2020 Annual Rate	0.22%
2010 Families	6,394
2010 Average Family Size	4.12
2015 Families	6,429
2015 Average Family Size	4.15
2020 Families	6,502
2020 Average Family Size	4.17
2015-2020 Annual Rate	0.23%
Housing Unit Summary	
2000 Housing Units	8,354
Owner Occupied Housing Units	53.5%
Renter Occupied Housing Units	36.1%
Vacant Housing Units	10.5%
2010 Housing Units	8,543
Owner Occupied Housing Units	52.6%
Renter Occupied Housing Units	40.1%
Vacant Housing Units	7.3%
2015 Housing Units	8,692
Owner Occupied Housing Units	49.9%
Renter Occupied Housing Units	41.7%
Vacant Housing Units	8.4%
2020 Housing Units	8,837
Owner Occupied Housing Units	49.5%
Renter Occupied Housing Units	41.6%
Vacant Housing Units	8.9%
Median Household Income	
2015	\$37,082
2020	\$41,551
Median Home Value	
2015	\$166,933
2020	\$180,461
Per Capita Income	
2015	\$12,847
2020	\$14,276
Median Age	
2010	28.1
2015	28.7
2020	30.3

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

October 19, 2015



Market Profile

Ward 3
Area: 9.58 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.08230070
Longitude: -117.295277

2015 Households by Income

Household Income Base	7,961
<\$15,000	19.2%
\$15,000 - \$24,999	13.2%
\$25,000 - \$34,999	14.5%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	16.0%
\$75,000 - \$99,999	12.1%
\$100,000 - \$149,999	6.9%
\$150,000 - \$199,999	1.2%
\$200,000+	0.7%
Average Household Income	\$48,183

2020 Households by Income

Household Income Base	8,047
<\$15,000	18.9%
\$15,000 - \$24,999	10.4%
\$25,000 - \$34,999	12.4%
\$35,000 - \$49,999	15.9%
\$50,000 - \$74,999	16.7%
\$75,000 - \$99,999	15.0%
\$100,000 - \$149,999	8.4%
\$150,000 - \$199,999	1.4%
\$200,000+	0.8%
Average Household Income	\$53,979

2015 Owner Occupied Housing Units by Value

Total	4,339
<\$50,000	15.4%
\$50,000 - \$99,999	14.3%
\$100,000 - \$149,999	14.0%
\$150,000 - \$199,999	18.7%
\$200,000 - \$249,999	16.2%
\$250,000 - \$299,999	9.3%
\$300,000 - \$399,999	6.8%
\$400,000 - \$499,999	1.0%
\$500,000 - \$749,999	2.1%
\$750,000 - \$999,999	0.1%
\$1,000,000 +	2.0%
Average Home Value	\$194,940

2020 Owner Occupied Housing Units by Value

Total	4,374
<\$50,000	13.3%
\$50,000 - \$99,999	13.2%
\$100,000 - \$149,999	10.7%
\$150,000 - \$199,999	20.8%
\$200,000 - \$249,999	18.3%
\$250,000 - \$299,999	8.1%
\$300,000 - \$399,999	5.6%
\$400,000 - \$499,999	1.4%
\$500,000 - \$749,999	5.7%
\$750,000 - \$999,999	0.9%
\$1,000,000 +	1.8%
Average Home Value	\$218,407

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 3
Area: 9.58 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.08230070
Longitude: -117.295277

2010 Population by Age	
Total	30,137
0 - 4	9.1%
5 - 9	9.1%
10 - 14	9.3%
15 - 24	18.1%
25 - 34	13.8%
35 - 44	13.3%
45 - 54	12.4%
55 - 64	7.9%
65 - 74	4.0%
75 - 84	2.3%
85 +	0.9%
18 +	66.6%
2015 Population by Age	
Total	30,488
0 - 4	9.0%
5 - 9	8.7%
10 - 14	8.4%
15 - 24	17.4%
25 - 34	15.9%
35 - 44	11.9%
45 - 54	11.8%
55 - 64	9.1%
65 - 74	4.8%
75 - 84	2.1%
85 +	0.9%
18 +	68.7%
2020 Population by Age	
Total	31,008
0 - 4	8.9%
5 - 9	8.5%
10 - 14	8.3%
15 - 24	15.1%
25 - 34	17.0%
35 - 44	12.6%
45 - 54	10.9%
55 - 64	9.8%
65 - 74	5.6%
75 - 84	2.4%
85 +	0.9%
18 +	69.6%
2010 Population by Sex	
Males	14,921
Females	15,216
2015 Population by Sex	
Males	15,132
Females	15,355
2020 Population by Sex	
Males	15,406
Females	15,602

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 3
Area: 9.58 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.08230070
Longitude: -117.295277

2010 Population by Race/Ethnicity

Total	30,137
White Alone	46.6%
Black Alone	7.4%
American Indian Alone	1.1%
Asian Alone	9.3%
Pacific Islander Alone	0.4%
Some Other Race Alone	30.5%
Two or More Races	4.7%
Hispanic Origin	69.8%
Diversity Index	86.6

2015 Population by Race/Ethnicity

Total	30,488
White Alone	45.7%
Black Alone	6.9%
American Indian Alone	1.1%
Asian Alone	9.4%
Pacific Islander Alone	0.4%
Some Other Race Alone	31.6%
Two or More Races	4.8%
Hispanic Origin	72.2%
Diversity Index	86.7

2020 Population by Race/Ethnicity

Total	31,009
White Alone	45.6%
Black Alone	6.4%
American Indian Alone	1.1%
Asian Alone	9.7%
Pacific Islander Alone	0.4%
Some Other Race Alone	32.0%
Two or More Races	4.8%
Hispanic Origin	74.3%
Diversity Index	86.3

2010 Population by Relationship and Household Type

Total	30,137
In Households	98.9%
In Family Households	91.9%
Householder	21.3%
Spouse	13.1%
Child	43.3%
Other relative	9.7%
Nonrelative	4.5%
In Nonfamily Households	7.1%
In Group Quarters	1.1%
Institutionalized Population	0.3%
Noninstitutionalized Population	0.8%

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 3
Area: 9.58 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.08230070
Longitude: -117.295277

2015 Population 25+ by Educational Attainment

Total	17,205
Less than 9th Grade	17.4%
9th - 12th Grade, No Diploma	19.4%
High School Graduate	21.7%
GED/Alternative Credential	3.1%
Some College, No Degree	19.8%
Associate Degree	6.2%
Bachelor's Degree	10.0%
Graduate/Professional Degree	2.6%

2015 Population 15+ by Marital Status

Total	22,515
Never Married	43.7%
Married	43.8%
Widowed	4.1%
Divorced	8.4%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	90.6%
Civilian Unemployed	9.4%

2015 Employed Population 16+ by Industry

Total	11,070
Agriculture/Mining	0.3%
Construction	7.9%
Manufacturing	9.9%
Wholesale Trade	3.6%
Retail Trade	14.2%
Transportation/Utilities	7.6%
Information	1.3%
Finance/Insurance/Real Estate	2.4%
Services	50.6%
Public Administration	2.0%

2015 Employed Population 16+ by Occupation

Total	11,067
White Collar	42.8%
Management/Business/Financial	6.4%
Professional	11.2%
Sales	10.2%
Administrative Support	15.0%
Services	26.2%
Blue Collar	30.9%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	6.7%
Installation/Maintenance/Repair	3.7%
Production	8.4%
Transportation/Material Moving	11.7%

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



Market Profile

Ward 3
Area: 9.58 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.08230070
Longitude: -117.295277

2010 Households by Type

Total	7,924
Households with 1 Person	14.7%
Households with 2+ People	85.3%
Family Households	80.7%
Husband-wife Families	49.6%
With Related Children	33.1%
Other Family (No Spouse Present)	31.1%
Other Family with Male Householder	9.5%
With Related Children	6.1%
Other Family with Female Householder	21.6%
With Related Children	15.4%
Nonfamily Households	4.6%
All Households with Children	55.5%
Multigenerational Households	13.3%
Unmarried Partner Households	8.1%
Male-female	7.5%
Same-sex	0.6%

2010 Households by Size

Total	7,924
1 Person Household	14.7%
2 Person Household	18.2%
3 Person Household	16.6%
4 Person Household	17.5%
5 Person Household	14.8%
6 Person Household	8.6%
7 + Person Household	9.6%

2010 Households by Tenure and Mortgage Status

Total	7,923
Owner Occupied	56.7%
Owned with a Mortgage/Loan	41.0%
Owned Free and Clear	15.7%
Renter Occupied	43.3%

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

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Top 3 Tapestry Segments

1. Las Casas (13B)
2. Urban Villages (7B)
3. Southwestern Families (7F)

2015 Consumer Spending

Apparel & Services: Total \$	\$12,701,876
Average Spent	\$1,595.51
Spending Potential Index	69
Computers & Accessories: Total \$	\$1,408,099
Average Spent	\$176.87
Spending Potential Index	70
Education: Total \$	\$7,569,320
Average Spent	\$950.80
Spending Potential Index	62
Entertainment/Recreation: Total \$	\$16,584,533
Average Spent	\$2,083.22
Spending Potential Index	63
Food at Home: Total \$	\$27,895,222
Average Spent	\$3,503.98
Spending Potential Index	67
Food Away from Home: Total \$	\$17,566,401
Average Spent	\$2,206.56
Spending Potential Index	67
Health Care: Total \$	\$22,183,955
Average Spent	\$2,786.58
Spending Potential Index	59
HH Furnishings & Equipment: Total \$	\$9,416,476
Average Spent	\$1,182.83
Spending Potential Index	64
Investments: Total \$	\$18,765,470
Average Spent	\$2,357.17
Spending Potential Index	86
Retail Goods: Total \$	\$129,613,760
Average Spent	\$16,281.09
Spending Potential Index	64
Shelter: Total \$	\$90,049,997
Average Spent	\$11,311.39
Spending Potential Index	69
TV/Video/Audio: Total \$	\$6,585,958
Average Spent	\$827.28
Spending Potential Index	63
Travel: Total \$	\$9,923,296
Average Spent	\$1,246.49
Spending Potential Index	64
Vehicle Maintenance & Repairs: Total \$	\$5,896,664
Average Spent	\$740.69
Spending Potential Index	66

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



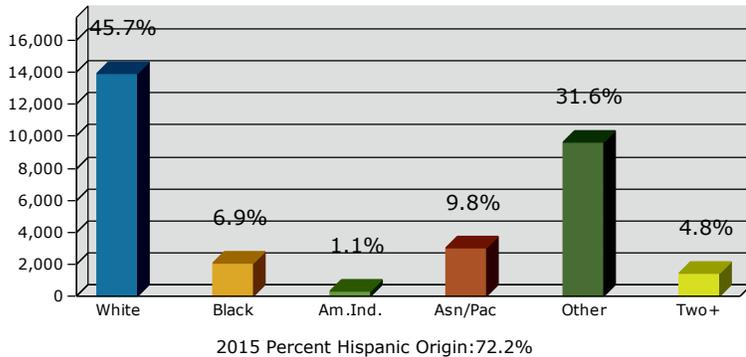
Graphic Profile

Ward 3
Area: 9.58 square miles

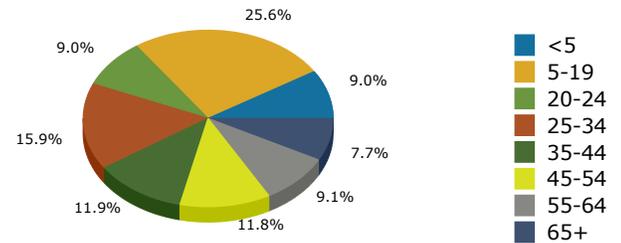
Prepared by Ruth Parish using ESRI Data

Latitude: 34.08230070
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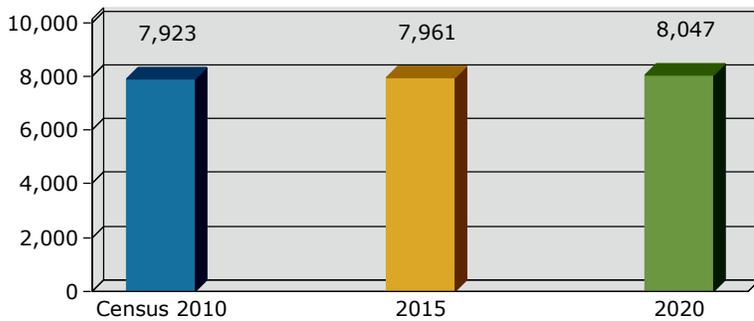
2015 Population by Race



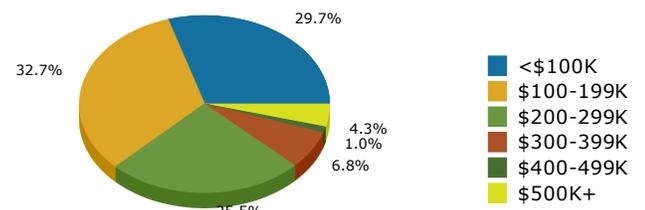
2015 Population by Age



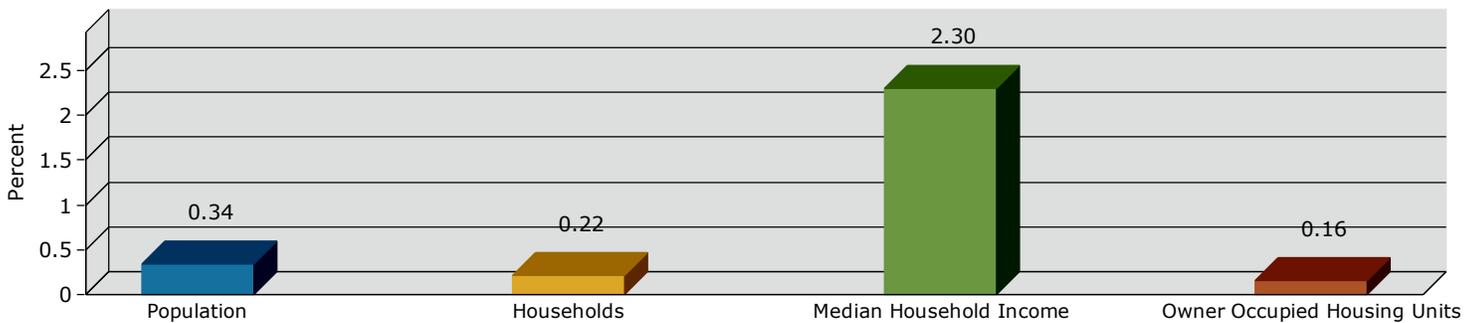
Households



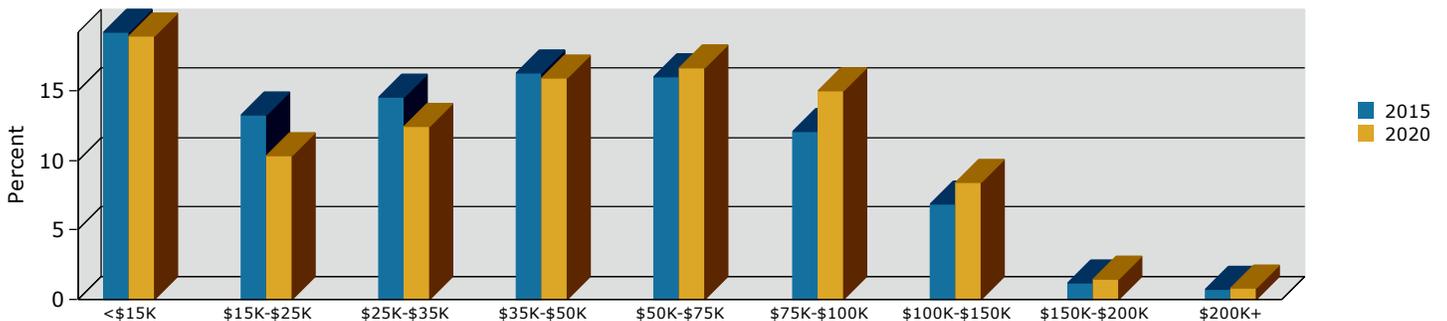
2015 Home Value



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 3
Area: 9.58 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.08230070
Longitude: -117.295277

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	30,248		1,657	High
Total Households	7,823		356	High
Total Housing Units	8,591		366	High
POPULATION AGE 15+ YEARS BY MARITAL STATUS				
Total	22,441	100.0%	1,227	High
Never married	9,481	42.2%	690	High
Married	10,165	45.3%	547	High
Widowed	916	4.1%	155	High
Divorced	1,879	8.4%	266	High
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	28,833	100.0%	1,567	High
Enrolled in school	10,209	35.4%	734	High
Enrolled in nursery school, preschool	452	1.6%	125	Medium
Public school	350	1.2%	105	Medium
Private school	102	0.4%	69	Low
Enrolled in kindergarten	683	2.4%	159	Medium
Public school	676	2.3%	159	Medium
Private school	8	0.0%	20	Low
Enrolled in grade 1 to grade 4	2,147	7.4%	294	High
Public school	2,078	7.2%	292	High
Private school	70	0.2%	40	Medium
Enrolled in grade 5 to grade 8	1,964	6.8%	259	High
Public school	1,924	6.7%	258	High
Private school	40	0.1%	36	Low
Enrolled in grade 9 to grade 12	2,589	9.0%	364	High
Public school	2,528	8.8%	363	High
Private school	61	0.2%	35	Medium
Enrolled in college undergraduate years	2,075	7.2%	298	High
Public school	1,816	6.3%	283	High
Private school	260	0.9%	105	Medium
Enrolled in graduate or professional school	298	1.0%	128	Medium
Public school	35	0.1%	30	Low
Private school	264	0.9%	124	Medium
Not enrolled in school	18,624	64.6%	836	High
POPULATION AGE 25+ YEARS BY EDUCATIONAL ATTAINMENT				
Total	16,962	100.0%	870	High
No schooling completed	761	4.5%	173	Medium
Nursery School	17	0.1%	28	Low
Kindergarten	12	0.1%	17	Low
1-4th Grade	511	3.0%	142	Medium
5-8th Grade	1,537	9.1%	245	High
Some High School	3,288	19.4%	397	High
High School Diploma	3,692	21.8%	394	High
GED	463	2.7%	106	Medium
Some College	3,358	19.8%	353	High
Associate's degree	1,051	6.2%	221	Medium
Bachelor's degree	1,797	10.6%	298	High
Master's degree	336	2.0%	108	Medium
Professional school degree	78	0.5%	45	Medium
Doctorate degree	59	0.3%	57	Low



ACS Population Summary

Ward 3
Area: 9.58 square miles

Prepared by Ruth Parish using ESRI Data
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Longitude: -117.295277

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	27,857	100.0%	1,537	
5 to 17 years				
Speak only English	2,971	10.7%	451	
Speak Spanish	4,031	14.5%	523	
Speak English "very well" or "well"	3,836	13.8%	498	
Speak English "not well"	183	0.7%	69	
Speak English "not at all"	12	0.0%	17	
Speak other Indo-European languages	36	0.1%	48	
Speak English "very well" or "well"	36	0.1%	48	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	172	0.6%	86	
Speak English "very well" or "well"	157	0.6%	67	
Speak English "not well"	15	0.1%	22	
Speak English "not at all"	0	0.0%	0	
Speak other languages	72	0.3%	70	
Speak English "very well" or "well"	72	0.3%	70	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
18 to 64 years				
Speak only English	6,679	24.0%	694	
Speak Spanish	9,394	33.7%	855	
Speak English "very well" or "well"	6,361	22.8%	655	
Speak English "not well"	2,066	7.4%	307	
Speak English "not at all"	967	3.5%	211	
Speak other Indo-European languages	232	0.8%	131	
Speak English "very well" or "well"	193	0.7%	85	
Speak English "not well"	39	0.1%	47	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	1,531	5.5%	289	
Speak English "very well" or "well"	1,254	4.5%	253	
Speak English "not well"	269	1.0%	99	
Speak English "not at all"	8	0.0%	18	
Speak other languages	284	1.0%	155	
Speak English "very well" or "well"	258	0.9%	154	
Speak English "not well"	26	0.1%	38	
Speak English "not at all"	0	0.0%	0	
65 years and over				
Speak only English	889	3.2%	179	
Speak Spanish	978	3.5%	216	
Speak English "very well" or "well"	670	2.4%	173	
Speak English "not well"	172	0.6%	79	
Speak English "not at all"	136	0.5%	66	
Speak other Indo-European languages	29	0.1%	27	
Speak English "very well" or "well"	7	0.0%	17	
Speak English "not well"	21	0.1%	23	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	535	1.9%	159	
Speak English "very well" or "well"	364	1.3%	144	
Speak English "not well"	92	0.3%	45	
Speak English "not at all"	78	0.3%	50	
Speak other languages	25	0.1%	37	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	25	0.1%	37	

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

Reliability: high medium low

October 19, 2015



ACS Population Summary

Ward 3
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Latitude: 34.08230070
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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	10,589	100.0%	720	High
Worked in state and in county of residence	8,001	75.6%	649	High
Worked in state and outside county of residence	2,561	24.2%	336	High
Worked outside state of residence	27	0.3%	21	Low
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	10,589	100.0%	720	High
Drove alone	7,944	75.0%	637	High
Carpooled	1,511	14.3%	251	High
Public transportation (excluding taxicab)	272	2.6%	99	Medium
Bus or trolley bus	202	1.9%	76	Medium
Streetcar or trolley car	10	0.1%	16	Low
Subway or elevated	0	0.0%	0	
Railroad	60	0.6%	63	Low
Ferryboat	0	0.0%	0	
Taxicab	0	0.0%	0	
Motorcycle	80	0.8%	87	Low
Bicycle	34	0.3%	37	Low
Walked	164	1.5%	77	Medium
Other means	66	0.6%	48	Low
Worked at home	518	4.9%	157	Medium
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	10,071	100.0%	695	High
Less than 5 minutes	247	2.5%	138	Medium
5 to 9 minutes	1,019	10.1%	254	Medium
10 to 14 minutes	1,559	15.5%	286	High
15 to 19 minutes	1,837	18.2%	276	High
20 to 24 minutes	1,703	16.9%	271	High
25 to 29 minutes	664	6.6%	160	Medium
30 to 34 minutes	1,292	12.8%	215	High
35 to 39 minutes	203	2.0%	111	Medium
40 to 44 minutes	203	2.0%	79	Medium
45 to 59 minutes	401	4.0%	136	Medium
60 to 89 minutes	570	5.7%	147	Medium
90 or more minutes	373	3.7%	116	Medium
Average Travel Time to Work (in minutes)	N/A		N/A	



ACS Population Summary

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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY OCCUPATION				
Total	10,860	100.0%	727	High
Management	661	6.1%	170	Medium
Business and financial operations	236	2.2%	92	Medium
Computer and mathematical	60	0.6%	35	Medium
Architecture and engineering	16	0.1%	11	Low
Life, physical, and social science	36	0.3%	33	Low
Community and social services	156	1.4%	82	Medium
Legal	56	0.5%	49	Low
Education, training, and library	351	3.2%	119	Medium
Arts, design, entertainment, sports, and media	38	0.3%	44	Low
Healthcare practitioner, technologists, and technicians	583	5.4%	129	Medium
Healthcare support	383	3.5%	130	Medium
Protective service	260	2.4%	104	Medium
Food preparation and serving related	556	5.1%	132	Medium
Building and grounds cleaning and maintenance	808	7.4%	181	Medium
Personal care and service	595	5.5%	167	Medium
Sales and related	1,109	10.2%	220	Medium
Office and administrative support	1,412	13.0%	219	High
Farming, fishing, and forestry	44	0.4%	38	Low
Construction and extraction	731	6.7%	187	Medium
Installation, maintenance, and repair	465	4.3%	131	Medium
Production	953	8.8%	188	High
Transportation and material moving	1,350	12.4%	242	High
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY INDUSTRY				
Total	10,860	100.0%	727	High
Agriculture, forestry, fishing and hunting	54	0.5%	42	Low
Mining, quarrying, and oil and gas extraction	15	0.1%	24	Low
Construction	898	8.3%	216	Medium
Manufacturing	1,200	11.0%	220	High
Wholesale trade	493	4.5%	176	Medium
Retail trade	1,466	13.5%	249	High
Transportation and warehousing	829	7.6%	166	Medium
Utilities	70	0.6%	59	Low
Information	105	1.0%	66	Medium
Finance and insurance	196	1.8%	84	Medium
Real estate and rental and leasing	158	1.5%	96	Medium
Professional, scientific, and technical services	281	2.6%	106	Medium
Management of companies and enterprises	0	0.0%	0	
Administrative and support and waste management services	671	6.2%	160	Medium
Educational services	679	6.3%	149	Medium
Health care and social assistance	2,008	18.5%	250	High
Arts, entertainment, and recreation	170	1.6%	80	Medium
Accommodation and food services	743	6.8%	138	High
Other services, except public administration	540	5.0%	156	Medium
Public administration	282	2.6%	79	Medium
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	8,760	100.0%	563	High
Own children under 6 years only	721	8.2%	170	Medium
In labor force	361	4.1%	109	Medium
Not in labor force	360	4.1%	135	Medium
Own children under 6 years and 6 to 17 years	1,125	12.8%	199	High
In labor force	551	6.3%	152	Medium
Not in labor force	574	6.6%	132	Medium
Own children 6 to 17 years only	2,026	23.1%	252	High
In labor force	1,217	13.9%	195	High
Not in labor force	808	9.2%	169	Medium
No own children under 18 years	4,888	55.8%	471	High
In labor force	3,220	36.8%	351	High
Not in labor force	1,667	19.0%	254	High

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

Reliability: High Medium Low

October 19, 2015



ACS Population Summary

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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	30,034	100.0%	1,649	High
Under .50	3,217	10.7%	642	Medium
.50 to .99	5,534	18.4%	846	High
1.00 to 1.24	2,360	7.9%	611	Medium
1.25 to 1.49	2,406	8.0%	552	Medium
1.50 to 1.84	2,854	9.5%	718	Medium
1.85 to 1.99	806	2.7%	429	Medium
2.00 and over	12,856	42.8%	1,147	High
CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE				
Total	30,078	100.0%	1,653	High
Under 18 years:	9,661	32.1%	829	High
One Type of Health Insurance:	7,554	25.1%	771	High
Employer-Based Health Ins Only	1,940	6.4%	357	High
Direct-Purchase Health Ins Only	514	1.7%	363	Low
Medicare Coverage Only	81	0.3%	65	Low
Medicaid Coverage Only	5,019	16.7%	659	High
TRICARE/Military Hlth Cov Only	1	0.0%	8	Low
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance	414	1.4%	151	Medium
No Health Insurance Coverage	1,692	5.6%	403	Medium
18 to 34 years:	8,126	27.0%	680	High
One Type of Health Insurance:	4,290	14.3%	481	High
Employer-Based Health Ins Only	2,577	8.6%	406	High
Direct-Purchase Health Ins Only	301	1.0%	188	Medium
Medicare Coverage Only	41	0.1%	57	Low
Medicaid Coverage Only	1,223	4.1%	214	High
TRICARE/Military Hlth Cov Only	110	0.4%	112	Low
VA Health Care Only	39	0.1%	35	Low
2+ Types of Health Insurance	369	1.2%	130	Medium
No Health Insurance Coverage	3,467	11.5%	449	High
35 to 64 years:	9,907	32.9%	634	High
One Type of Health Insurance:	5,197	17.3%	419	High
Employer-Based Health Ins Only	3,500	11.6%	350	High
Direct-Purchase Health Ins Only	174	0.6%	110	Medium
Medicare Coverage Only	130	0.4%	61	Medium
Medicaid Coverage Only	1,307	4.3%	225	High
TRICARE/Military Hlth Cov Only	36	0.1%	40	Low
VA Health Care Only	50	0.2%	43	Low
2+ Types of Health Insurance	859	2.9%	201	Medium
No Health Insurance Coverage	3,851	12.8%	466	High
65+ years:	2,385	7.9%	312	High
One Type of Health Insurance:	882	2.9%	188	Medium
Employer-Based Health Ins Only	111	0.4%	51	Medium
Direct-Purchase Health Ins Only	2	0.0%	9	Low
Medicare Coverage Only	764	2.5%	184	Medium
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	5	0.0%	12	Low
2+ Types of Health Insurance	1,383	4.6%	243	
No Health Insurance Coverage	120	0.4%	61	Medium



ACS Population Summary

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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	20,512	100.0%	1,095	High
Veteran	973	4.7%	175	High
Nonveteran	19,539	95.3%	1,060	High
Male	10,210	49.8%	664	High
Veteran	872	4.3%	159	High
Nonveteran	9,338	45.5%	621	High
Female	10,302	50.2%	608	High
Veteran	101	0.5%	58	Medium
Nonveteran	10,201	49.7%	606	High
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	973	100.0%	175	High
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	166	17.1%	94	Medium
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	4	0.4%	16	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	113	11.6%	56	Medium
Gulf War (8/90 to 8/01) and Vietnam Era	0	0.0%	0	
Vietnam Era, no Korean War, no World War II	364	37.4%	108	Medium
Vietnam Era and Korean War, no World War II	5	0.5%	8	Low
Vietnam Era and Korean War and World War II	0	0.0%	0	
Korean War, no Vietnam Era, no World War II	117	12.0%	46	Medium
Korean War and World War II, no Vietnam Era	11	1.1%	18	Low
World War II, no Korean War, no Vietnam Era	26	2.7%	19	Low
Between Gulf War and Vietnam Era only	74	7.6%	44	Medium
Between Vietnam Era and Korean War only	86	8.8%	68	Low
Between Korean War and World War II only	5	0.5%	12	Low
Pre-World War II only	0	0.0%	0	
HOUSEHOLDS BY POVERTY STATUS				
Total	7,823	100.0%	356	High
Income in the past 12 months below poverty level	2,115	27.0%	232	High
Married-couple family	737	9.4%	149	Medium
Other family - male householder (no wife present)	106	1.4%	50	Medium
Other family - female householder (no husband present)	798	10.2%	152	High
Nonfamily household - male householder	221	2.8%	74	Medium
Nonfamily household - female householder	254	3.2%	96	Medium
Income in the past 12 months at or above poverty level	5,708	73.0%	339	High
Married-couple family	2,844	36.4%	282	High
Other family - male householder (no wife present)	723	9.2%	179	Medium
Other family - female householder (no husband present)	1,111	14.2%	206	High
Nonfamily household - male householder	595	7.6%	136	Medium
Nonfamily household - female householder	436	5.6%	112	Medium



ACS Population Summary

Ward 3
Area: 9.58 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.08230070
Longitude: -117.295277

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY INCOME				
Total	7,823	100.0%	356	High
Less than \$10,000	588	7.5%	121	Medium
\$10,000 to \$14,999	726	9.3%	156	Medium
\$15,000 to \$19,999	586	7.5%	139	Medium
\$20,000 to \$24,999	631	8.1%	140	Medium
\$25,000 to \$29,999	465	5.9%	130	Medium
\$30,000 to \$34,999	591	7.6%	149	Medium
\$35,000 to \$39,999	582	7.4%	153	Medium
\$40,000 to \$44,999	439	5.6%	124	Medium
\$45,000 to \$49,999	426	5.4%	144	Medium
\$50,000 to \$59,999	379	4.8%	89	Medium
\$60,000 to \$74,999	617	7.9%	154	Medium
\$75,000 to \$99,999	853	10.9%	178	Medium
\$100,000 to \$124,999	427	5.5%	122	Medium
\$125,000 to \$149,999	187	2.4%	68	Medium
\$150,000 to \$199,999	250	3.2%	113	Medium
\$200,000 or more	76	1.0%	35	Medium
Median Household Income	\$37,613		N/A	
Average Household Income	\$50,882		\$4,340	High
Per Capita Income	\$14,312		\$1,285	High
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	201	100.0%	73	Medium
Less than \$10,000	11	5.5%	26	Low
\$10,000 to \$14,999	41	20.4%	48	Low
\$15,000 to \$19,999	34	16.9%	33	Low
\$20,000 to \$24,999	14	7.0%	17	Low
\$25,000 to \$29,999	24	11.9%	29	Low
\$30,000 to \$34,999	34	16.9%	31	Low
\$35,000 to \$39,999	12	6.0%	18	Low
\$40,000 to \$44,999	11	5.5%	15	Low
\$45,000 to \$49,999	0	0.0%	0	
\$50,000 to \$59,999	8	4.0%	14	Low
\$60,000 to \$74,999	0	0.0%	0	
\$75,000 to \$99,999	12	6.0%	22	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	\$25,084		N/A	
Average Household Income for HHr <25	N/A		N/A	



ACS Population Summary

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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY INCOME				
Total	3,447	100.0%	301	High
Less than \$10,000	261	7.6%	74	Medium
\$10,000 to \$14,999	202	5.9%	93	Medium
\$15,000 to \$19,999	291	8.4%	89	Medium
\$20,000 to \$24,999	204	5.9%	84	Medium
\$25,000 to \$29,999	199	5.8%	96	Medium
\$30,000 to \$34,999	208	6.0%	98	Medium
\$35,000 to \$39,999	347	10.1%	126	Medium
\$40,000 to \$44,999	228	6.6%	94	Medium
\$45,000 to \$49,999	319	9.3%	135	Medium
\$50,000 to \$59,999	168	4.9%	50	Medium
\$60,000 to \$74,999	315	9.1%	123	Medium
\$75,000 to \$99,999	389	11.3%	141	Medium
\$100,000 to \$124,999	135	3.9%	64	Medium
\$125,000 to \$149,999	44	1.3%	37	Low
\$150,000 to \$199,999	137	4.0%	95	Low
\$200,000 or more	0	0.0%	0	
Median Household Income for HHR 25-44	\$40,223		N/A	
Average Household Income for HHR 25-44	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	3,092	100.0%	296	High
Less than \$10,000	196	6.3%	82	Medium
\$10,000 to \$14,999	353	11.4%	105	Medium
\$15,000 to \$19,999	181	5.9%	108	Medium
\$20,000 to \$24,999	308	10.0%	104	Medium
\$25,000 to \$29,999	182	5.9%	80	Medium
\$30,000 to \$34,999	236	7.6%	90	Medium
\$35,000 to \$39,999	170	5.5%	81	Medium
\$40,000 to \$44,999	120	3.9%	62	Medium
\$45,000 to \$49,999	78	2.5%	48	Medium
\$50,000 to \$59,999	154	5.0%	68	Medium
\$60,000 to \$74,999	274	8.9%	89	Medium
\$75,000 to \$99,999	364	11.8%	96	Medium
\$100,000 to \$124,999	254	8.2%	104	Medium
\$125,000 to \$149,999	87	2.8%	53	Medium
\$150,000 to \$199,999	96	3.1%	56	Medium
\$200,000 or more	38	1.2%	27	Low
Median Household Income for HHR 45-64	\$37,480		N/A	
Average Household Income for HHR 45-64	N/A		N/A	



ACS Population Summary

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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ YEARS BY INCOME				
Total	1,082	100.0%	143	■■■
Less than \$10,000	121	11.2%	59	■■
\$10,000 to \$14,999	130	12.0%	64	■■
\$15,000 to \$19,999	80	7.4%	32	■■
\$20,000 to \$24,999	105	9.7%	51	■■
\$25,000 to \$29,999	59	5.5%	31	■■
\$30,000 to \$34,999	113	10.4%	60	■■
\$35,000 to \$39,999	53	4.9%	33	■■
\$40,000 to \$44,999	80	7.4%	53	■
\$45,000 to \$49,999	30	2.8%	13	■■
\$50,000 to \$59,999	49	4.5%	27	■■
\$60,000 to \$74,999	29	2.7%	24	■
\$75,000 to \$99,999	87	8.0%	49	■■
\$100,000 to \$124,999	38	3.5%	19	■■
\$125,000 to \$149,999	55	5.1%	37	■
\$150,000 to \$199,999	16	1.5%	18	■
\$200,000 or more	38	3.5%	35	
Median Household Income for HHR 65+	\$31,839		N/A	
Average Household Income for HHR 65+	N/A		N/A	
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	7,823	100.0%	356	■■■
With public assistance income	576	7.4%	118	■■
No public assistance income	7,247	92.6%	360	■■■
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	7,823	100.0%	356	■■■
With Food Stamps/SNAP	1,659	21.2%	224	■■■
With No Food Stamps/SNAP	6,164	78.8%	355	■■■
HOUSEHOLDS BY DISABILITY STATUS				
Total	7,823	100.0%	356	■■■
With 1+ Persons w/Disability	2,047	26.2%	225	■■■
With No Person w/Disability	5,777	73.8%	391	■■■

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 3
Area: 9.58 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.08230070
Longitude: -117.295277

	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	30,248		1,657	High
Total Households	7,823		356	High
Total Housing Units	8,591		366	High
OWNER-OCCUPIED HOUSING UNITS BY VALUE				
Total	4,457	100.0%	291	High
Less than \$10,000	271	6.1%	97	Medium
\$10,000 to \$14,999	104	2.3%	55	Medium
\$15,000 to \$19,999	94	2.1%	40	Medium
\$20,000 to \$24,999	33	0.7%	27	Low
\$25,000 to \$29,999	63	1.4%	28	Medium
\$30,000 to \$34,999	69	1.5%	44	Medium
\$35,000 to \$39,999	24	0.5%	22	Low
\$40,000 to \$49,999	358	8.0%	114	Medium
\$50,000 to \$59,999	197	4.4%	70	Medium
\$60,000 to \$69,999	224	5.0%	92	Medium
\$70,000 to \$79,999	159	3.6%	75	Medium
\$80,000 to \$89,999	147	3.3%	48	Medium
\$90,000 to \$99,999	93	2.1%	43	Medium
\$100,000 to \$124,999	489	11.0%	114	Medium
\$125,000 to \$149,999	505	11.3%	127	Medium
\$150,000 to \$174,999	417	9.4%	101	Medium
\$175,000 to \$199,999	329	7.4%	110	Medium
\$200,000 to \$249,999	339	7.6%	94	Medium
\$250,000 to \$299,999	272	6.1%	103	Medium
\$300,000 to \$399,999	177	4.0%	101	Medium
\$400,000 to \$499,999	64	1.4%	58	Low
\$500,000 to \$749,999	18	0.4%	18	Low
\$750,000 to \$999,999	0	0.0%	0	
\$1,000,000 or more	9	0.2%	13	Low
Median Home Value	\$120,015		N/A	
Average Home Value	N/A		N/A	
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	4,457	100.0%	291	High
Housing units with a mortgage/contract to purchase/similar debt	2,968	66.6%	262	High
Second mortgage only	267	6.0%	108	Medium
Home equity loan only	204	4.6%	89	Medium
Both second mortgage and home equity loan	21	0.5%	31	Low
No second mortgage and no home equity loan	2,476	55.6%	255	High
Housing units without a mortgage	1,490	33.4%	180	High
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

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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	3,366	100.0%	279	
With cash rent	3,189	94.7%	275	
Less than \$100	38	1.1%	31	
\$100 to \$149	60	1.8%	55	
\$150 to \$199	19	0.6%	27	
\$200 to \$249	4	0.1%	10	
\$250 to \$299	35	1.0%	30	
\$300 to \$349	27	0.8%	24	
\$350 to \$399	19	0.6%	27	
\$400 to \$449	85	2.5%	56	
\$450 to \$499	40	1.2%	35	
\$500 to \$549	154	4.6%	72	
\$550 to \$599	113	3.4%	49	
\$600 to \$649	172	5.1%	85	
\$650 to \$699	252	7.5%	97	
\$700 to \$749	337	10.0%	118	
\$750 to \$799	148	4.4%	79	
\$800 to \$899	434	12.9%	169	
\$900 to \$999	273	8.1%	82	
\$1,000 to \$1,249	478	14.2%	119	
\$1,250 to \$1,499	268	8.0%	99	
\$1,500 to \$1,999	218	6.5%	114	
\$2,000 or more	12	0.4%	22	
No cash rent	177	5.3%	82	
Median Contract Rent	\$821		N/A	
Average Contract Rent	N/A		N/A	
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	3,366	100.0%	279	
Pay extra for one or more utilities	3,269	97.1%	279	
No extra payment for any utilities	97	2.9%	27	
HOUSING UNITS BY UNITS IN STRUCTURE				
Total	8,591	100.0%	366	
1, detached	5,009	58.3%	304	
1, attached	270	3.1%	81	
2	239	2.8%	106	
3 or 4	279	3.2%	76	
5 to 9	372	4.3%	124	
10 to 19	150	1.7%	76	
20 to 49	399	4.6%	151	
50 or more	165	1.9%	96	
Mobile home	1,709	19.9%	197	
Boat, RV, van, etc.	0	0.0%	0	



ACS Housing Summary

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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSING UNITS BY YEAR STRUCTURE BUILT				
Total	8,591	100.0%	366	High
Built 2010 or later	0	0.0%	0	Low
Built 2000 to 2009	566	6.6%	145	Medium
Built 1990 to 1999	1,017	11.8%	161	High
Built 1980 to 1989	1,905	22.2%	239	High
Built 1970 to 1979	1,763	20.5%	245	High
Built 1960 to 1969	961	11.2%	152	High
Built 1950 to 1959	1,160	13.5%	217	High
Built 1940 to 1949	603	7.0%	118	High
Built 1939 or earlier	617	7.2%	135	Medium
Median Year Structure Built	1975		N/A	
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	7,823	100.0%	356	High
Owner occupied				
Moved in 2010 or later	428	5.5%	124	Medium
Moved in 2000 to 2009	1,985	25.4%	232	High
Moved in 1990 to 1999	1,018	13.0%	163	High
Moved in 1980 to 1989	621	7.9%	130	Medium
Moved in 1970 to 1979	198	2.5%	75	Medium
Moved in 1969 or earlier	208	2.7%	63	Medium
Renter occupied				
Moved in 2010 or later	1,179	15.1%	216	High
Moved in 2000 to 2009	1,805	23.1%	261	High
Moved in 1990 to 1999	285	3.6%	98	Medium
Moved in 1980 to 1989	59	0.8%	34	Medium
Moved in 1970 to 1979	15	0.2%	13	Low
Moved in 1969 or earlier	23	0.3%	19	Low
Median Year Householder Moved Into Unit	2004		N/A	
OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	7,823	100.0%	356	High
Utility gas	5,853	74.8%	359	High
Bottled, tank, or LP gas	100	1.3%	82	Low
Electricity	1,651	21.1%	240	High
Fuel oil, kerosene, etc.	0	0.0%	0	
Coal or coke	0	0.0%	0	
Wood	36	0.5%	39	Low
Solar energy	0	0.0%	0	
Other fuel	0	0.0%	0	
No fuel used	184	2.4%	76	Medium



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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	7,823	100.0%	356	
Owner occupied				
No vehicle available	131	1.7%	59	
1 vehicle available	1,073	13.7%	168	
2 vehicles available	1,772	22.7%	217	
3 vehicles available	962	12.3%	173	
4 vehicles available	412	5.3%	112	
5 or more vehicles available	108	1.4%	44	
Renter occupied				
No vehicle available	341	4.4%	101	
1 vehicle available	1,489	19.0%	200	
2 vehicles available	1,086	13.9%	202	
3 vehicles available	339	4.3%	107	
4 vehicles available	52	0.7%	39	
5 or more vehicles available	60	0.8%	55	
Average Number of Vehicles Available	N/A		N/A	

Data Note: N/A means not available.

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