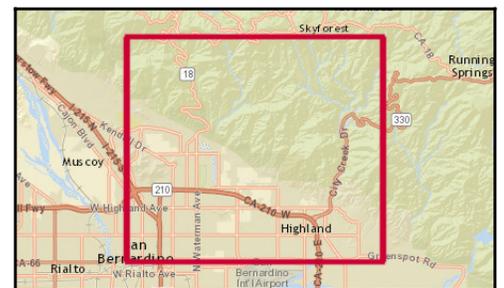
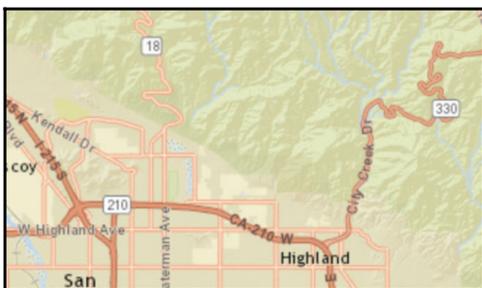
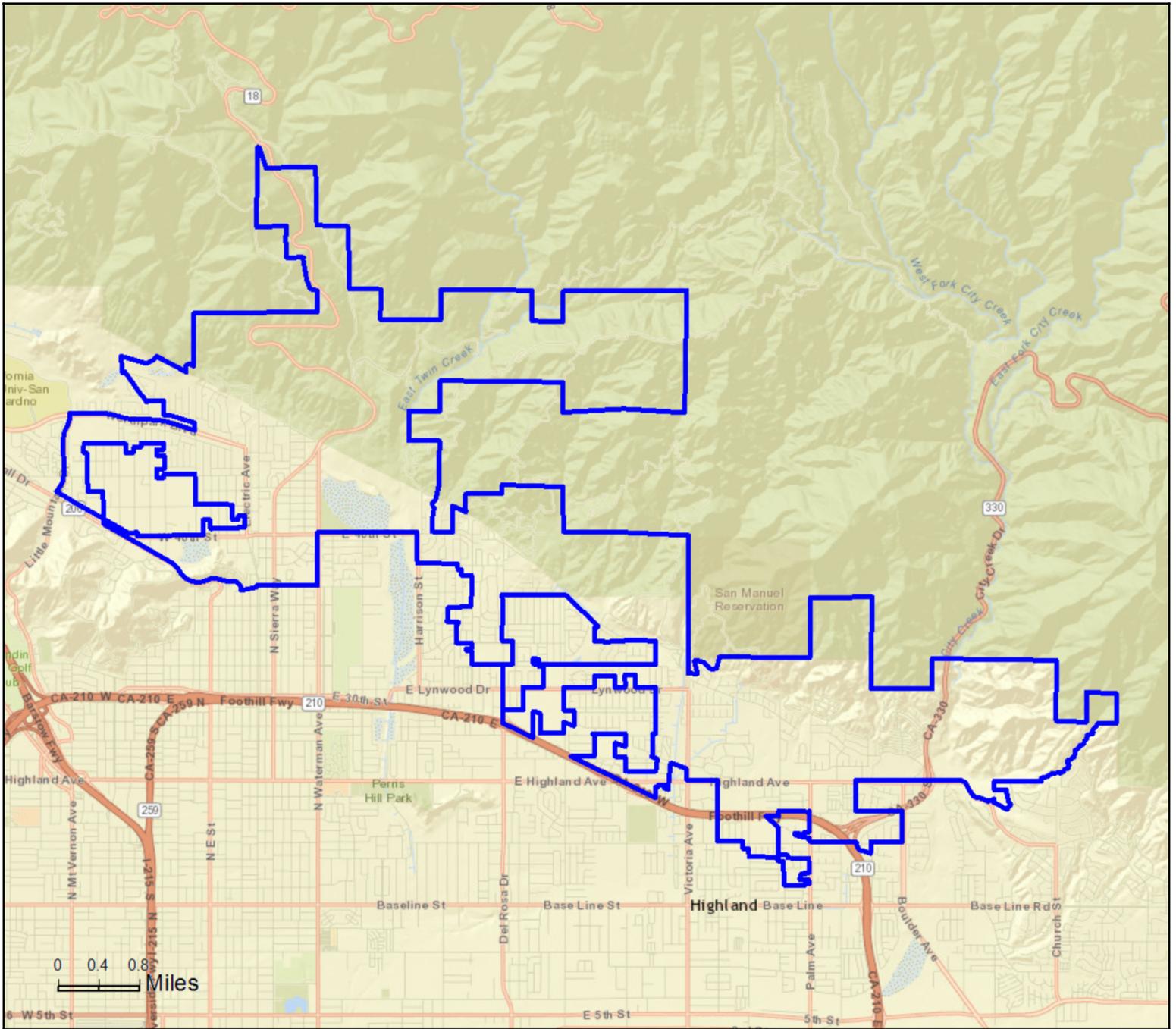




Site Map

Ward 4
Area: 13.23 square miles

Prepared by Ruth Parish using ESRI Data





Demographic and Income Profile

Ward 4
Area: 13.23 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.16418532
Longitude: -117.245603

Summary	Census 2010	2015	2020
Population	29,233	29,694	30,324
Households	9,506	9,597	9,746
Families	6,933	7,003	7,117
Average Household Size	2.90	2.92	2.94
Owner Occupied Housing Units	5,882	5,718	5,769
Renter Occupied Housing Units	3,624	3,879	3,977
Median Age	35.0	35.1	35.8
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.42%	0.73%	0.75%
Households	0.31%	0.74%	0.77%
Families	0.32%	0.76%	0.69%
Owner HHs	0.18%	0.61%	0.70%
Median Household Income	1.99%	3.36%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	1,107	11.5%	1,070	11.0%
\$15,000 - \$24,999	893	9.3%	689	7.1%
\$25,000 - \$34,999	1,071	11.2%	911	9.3%
\$35,000 - \$49,999	1,341	14.0%	1,286	13.2%
\$50,000 - \$74,999	2,111	22.0%	2,063	21.2%
\$75,000 - \$99,999	1,255	13.1%	1,546	15.9%
\$100,000 - \$149,999	1,258	13.1%	1,470	15.1%
\$150,000 - \$199,999	410	4.3%	531	5.4%
\$200,000+	151	1.6%	179	1.8%
Median Household Income	\$53,096		\$58,593	
Average Household Income	\$64,819		\$72,572	
Per Capita Income	\$21,571		\$23,906	

Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,131	7.3%	2,103	7.1%	2,164	7.1%
5 - 9	2,046	7.0%	2,030	6.8%	2,035	6.7%
10 - 14	2,074	7.1%	1,963	6.6%	2,027	6.7%
15 - 19	2,295	7.9%	2,008	6.8%	1,935	6.4%
20 - 24	2,191	7.5%	2,275	7.7%	1,890	6.2%
25 - 34	3,866	13.2%	4,446	15.0%	4,782	15.8%
35 - 44	3,513	12.0%	3,372	11.4%	3,825	12.6%
45 - 54	4,398	15.0%	3,967	13.4%	3,590	11.8%
55 - 64	3,226	11.0%	3,569	12.0%	3,685	12.2%
65 - 74	1,909	6.5%	2,334	7.9%	2,695	8.9%
75 - 84	1,191	4.1%	1,173	4.0%	1,221	4.0%
85+	394	1.3%	453	1.5%	474	1.6%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	16,665	57.0%	16,268	54.8%	16,097	53.1%
Black Alone	4,291	14.7%	4,276	14.4%	4,270	14.1%
American Indian Alone	359	1.2%	374	1.3%	386	1.3%
Asian Alone	946	3.2%	1,041	3.5%	1,155	3.8%
Pacific Islander Alone	116	0.4%	118	0.4%	122	0.4%
Some Other Race Alone	5,243	17.9%	5,849	19.7%	6,400	21.1%
Two or More Races	1,613	5.5%	1,768	6.0%	1,895	6.2%
Hispanic Origin (Any Race)	11,820	40.4%	13,168	44.3%	14,662	48.4%

Data Note: Income is expressed in current dollars.

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

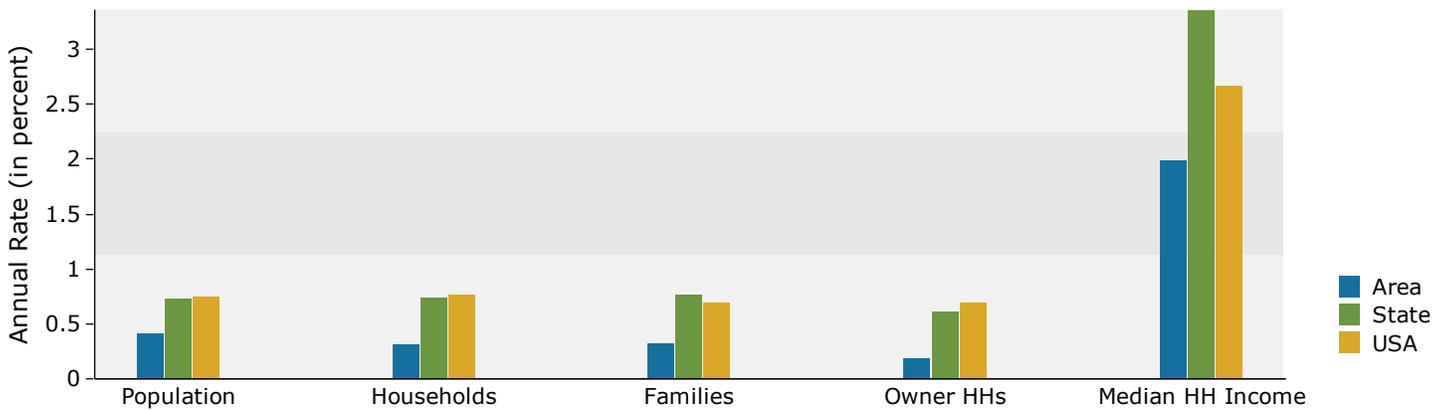


Demographic and Income Profile

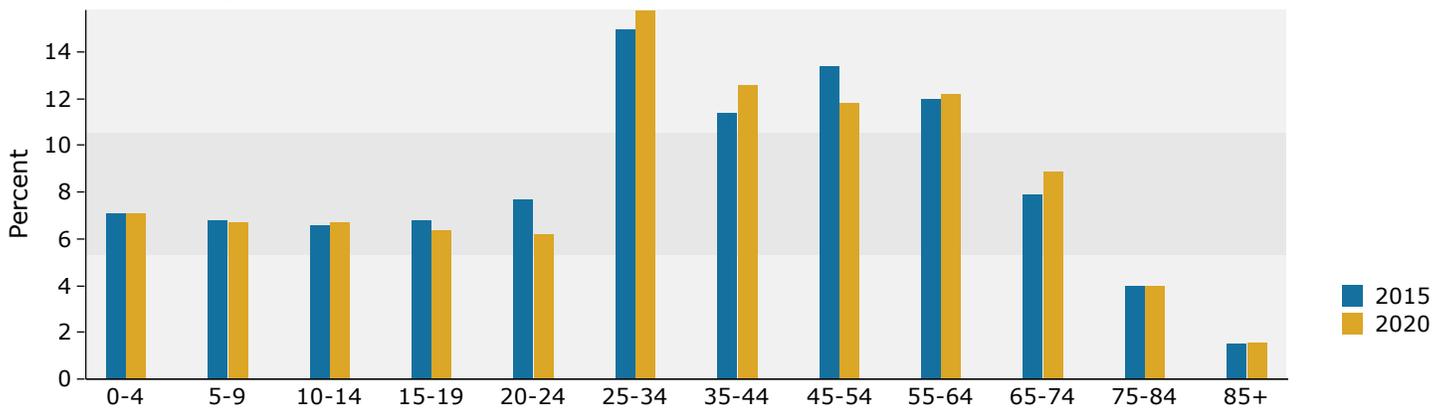
Ward 4
Area: 13.23 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.16418532
Longitude: -117.245603

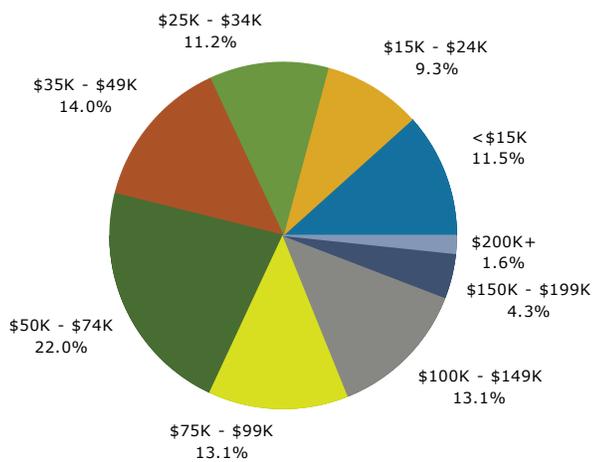
Trends 2015-2020



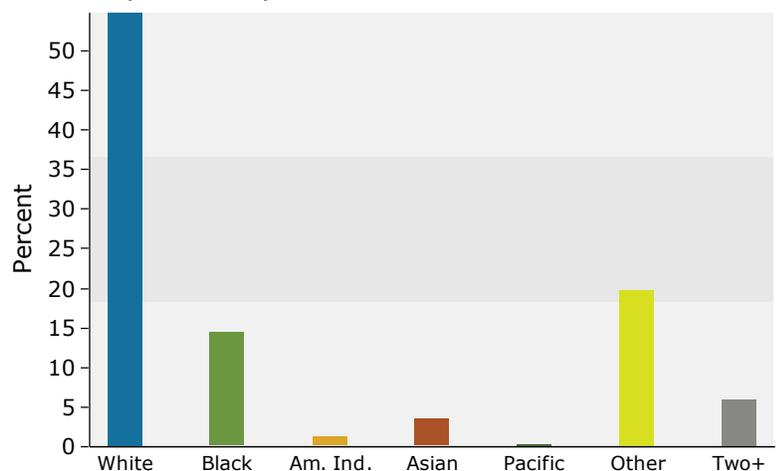
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 44.3%

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



Executive Summary

Ward 4
Area: 13.23 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.16418532
Longitude: -117.245603

Population

2000 Population	27,482
2010 Population	29,233
2015 Population	29,694
2020 Population	30,324
2000-2010 Annual Rate	0.62%
2010-2015 Annual Rate	0.30%
2015-2020 Annual Rate	0.42%
2015 Male Population	50.1%
2015 Female Population	49.9%
2015 Median Age	35.1

In the identified area, the current year population is 29,694. In 2010, the Census count in the area was 29,233. The rate of change since 2010 was 0.30% annually. The five-year projection for the population in the area is 30,324 representing a change of 0.42% annually from 2015 to 2020. Currently, the population is 50.1% male and 49.9% female.

Median Age

The median age in this area is 35.1, compared to U.S. median age of 37.9.

Race and Ethnicity

2015 White Alone	54.8%
2015 Black Alone	14.4%
2015 American Indian/Alaska Native Alone	1.3%
2015 Asian Alone	3.5%
2015 Pacific Islander Alone	0.4%
2015 Other Race	19.7%
2015 Two or More Races	6.0%
2015 Hispanic Origin (Any Race)	44.3%

Persons of Hispanic origin represent 44.3% 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 83.7 in the identified area, compared to 63.0 for the U.S. as a whole.

Households

2000 Households	9,530
2010 Households	9,506
2015 Total Households	9,597
2020 Total Households	9,746
2000-2010 Annual Rate	-0.03%
2010-2015 Annual Rate	0.18%
2015-2020 Annual Rate	0.31%
2015 Average Household Size	2.92

The household count in this area has changed from 9,506 in 2010 to 9,597 in the current year, a change of 0.18% annually. The five-year projection of households is 9,746, a change of 0.31% annually from the current year total. Average household size is currently 2.92, compared to 2.90 in the year 2010. The number of families in the current year is 7,003 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 4
Area: 13.23 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.16418532
Longitude: -117.245603

Median Household Income

2015 Median Household Income	\$53,096
2020 Median Household Income	\$58,593
2015-2020 Annual Rate	1.99%

Average Household Income

2015 Average Household Income	\$64,819
2020 Average Household Income	\$72,572
2015-2020 Annual Rate	2.29%

Per Capita Income

2015 Per Capita Income	\$21,571
2020 Per Capita Income	\$23,906
2015-2020 Annual Rate	2.08%

Households by Income

Current median household income is \$53,096 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$58,593 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$64,819 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$72,572 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$21,571 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$23,906 in five years, compared to \$32,501 for all U.S. households

Housing

2000 Total Housing Units	10,441
2000 Owner Occupied Housing Units	6,170
2000 Renter Occupied Housing Units	3,360
2000 Vacant Housing Units	911
2010 Total Housing Units	10,515
2010 Owner Occupied Housing Units	5,882
2010 Renter Occupied Housing Units	3,624
2010 Vacant Housing Units	1,009
2015 Total Housing Units	10,676
2015 Owner Occupied Housing Units	5,718
2015 Renter Occupied Housing Units	3,879
2015 Vacant Housing Units	1,079
2020 Total Housing Units	10,895
2020 Owner Occupied Housing Units	5,769
2020 Renter Occupied Housing Units	3,977
2020 Vacant Housing Units	1,149

Currently, 53.6% of the 10,676 housing units in the area are owner occupied; 36.3%, renter occupied; and 10.1% 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 10,515 housing units in the area - 55.9% owner occupied, 34.5% renter occupied, and 9.6% vacant. The annual rate of change in housing units since 2010 is 0.68%. Median home value in the area is \$218,656, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by 0.40% annually to \$223,092.

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 4
Area: 13.23 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.16418532
Longitude: -117.245603

Data for all businesses in area

Total Businesses:	574
Total Employees:	6,326
Total Residential Population:	29,694
Employee/Residential Population Ratio:	0.21:1

by SIC Codes			Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	15	2.6%	85	1.3%
Construction	37	6.4%	135	2.1%
Manufacturing	8	1.4%	50	0.8%
Transportation	12	2.1%	34	0.5%
Communication	9	1.6%	25	0.4%
Utility	0	0.0%	1	0.0%
Wholesale Trade	11	1.9%	53	0.8%
Retail Trade Summary	149	26.0%	2,104	33.3%
Home Improvement	8	1.4%	38	0.6%
General Merchandise Stores	11	1.9%	673	10.6%
Food Stores	19	3.3%	439	6.9%
Auto Dealers, Gas Stations, Auto Aftermarket	21	3.7%	122	1.9%
Apparel & Accessory Stores	5	0.9%	15	0.2%
Furniture & Home Furnishings	4	0.7%	12	0.2%
Eating & Drinking Places	44	7.7%	658	10.4%
Miscellaneous Retail	39	6.8%	147	2.3%
Finance, Insurance, Real Estate Summary	89	15.5%	266	4.2%
Banks, Savings & Lending Institutions	33	5.7%	80	1.3%
Securities Brokers	2	0.3%	4	0.1%
Insurance Carriers & Agents	11	1.9%	29	0.5%
Real Estate, Holding, Other Investment Offices	43	7.5%	154	2.4%
Services Summary	219	38.2%	3,342	52.8%
Hotels & Lodging	1	0.2%	4	0.1%
Automotive Services	19	3.3%	53	0.8%
Motion Pictures & Amusements	16	2.8%	1,523	24.1%
Health Services	25	4.4%	409	6.5%
Legal Services	1	0.2%	4	0.1%
Education Institutions & Libraries	17	3.0%	879	13.9%
Other Services	141	24.6%	469	7.4%
Government	2	0.3%	211	3.3%
Unclassified Establishments	20	3.5%	22	0.3%
Totals	574	100.0%	6,326	100.0%

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

October 19, 2015



Business Summary

Ward 4
Area: 13.23 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.16418532
Longitude: -117.245603

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	0.3%	21	0.3%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	1	0.0%
Construction	41	7.1%	150	2.4%
Manufacturing	8	1.4%	55	0.9%
Wholesale Trade	8	1.4%	42	0.7%
Retail Trade	102	17.8%	1,433	22.7%
Motor Vehicle & Parts Dealers	11	1.9%	79	1.2%
Furniture & Home Furnishings Stores	1	0.2%	2	0.0%
Electronics & Appliance Stores	3	0.5%	10	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	8	1.4%	38	0.6%
Food & Beverage Stores	20	3.5%	437	6.9%
Health & Personal Care Stores	12	2.1%	60	0.9%
Gasoline Stations	10	1.7%	43	0.7%
Clothing & Clothing Accessories Stores	8	1.4%	27	0.4%
Sport Goods, Hobby, Book, & Music Stores	5	0.9%	39	0.6%
General Merchandise Stores	11	1.9%	673	10.6%
Miscellaneous Store Retailers	12	2.1%	24	0.4%
Nonstore Retailers	2	0.3%	1	0.0%
Transportation & Warehousing	5	0.9%	21	0.3%
Information	19	3.3%	46	0.7%
Finance & Insurance	49	8.5%	121	1.9%
Central Bank/Credit Intermediation & Related Activities	36	6.3%	89	1.4%
Securities, Commodity Contracts & Other Financial	2	0.3%	4	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	11	1.9%	29	0.5%
Real Estate, Rental & Leasing	60	10.5%	177	2.8%
Professional, Scientific & Tech Services	31	5.4%	99	1.6%
Legal Services	3	0.5%	8	0.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	20	3.5%	73	1.2%
Educational Services	15	2.6%	880	13.9%
Health Care & Social Assistance	35	6.1%	457	7.2%
Arts, Entertainment & Recreation	7	1.2%	1,517	24.0%
Accommodation & Food Services	46	8.0%	663	10.5%
Accommodation	1	0.2%	4	0.1%
Food Services & Drinking Places	45	7.8%	659	10.4%
Other Services (except Public Administration)	103	17.9%	335	5.3%
Automotive Repair & Maintenance	17	3.0%	48	0.8%
Public Administration	2	0.3%	211	3.3%
Unclassified Establishments	21	3.7%	23	0.4%
Total	574	100.0%	6,326	100.0%

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

October 19, 2015



Market Profile

Ward 4
Area: 13.23 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.16418532
Longitude: -117.245603

Population Summary	
2000 Total Population	27,482
2010 Total Population	29,233
2015 Total Population	29,694
2015 Group Quarters	1,682
2020 Total Population	30,324
2015-2020 Annual Rate	0.42%
Household Summary	
2000 Households	9,530
2000 Average Household Size	2.71
2010 Households	9,506
2010 Average Household Size	2.90
2015 Households	9,597
2015 Average Household Size	2.92
2020 Households	9,746
2020 Average Household Size	2.94
2015-2020 Annual Rate	0.31%
2010 Families	6,933
2010 Average Family Size	3.34
2015 Families	7,003
2015 Average Family Size	3.37
2020 Families	7,117
2020 Average Family Size	3.39
2015-2020 Annual Rate	0.32%
Housing Unit Summary	
2000 Housing Units	10,441
Owner Occupied Housing Units	59.1%
Renter Occupied Housing Units	32.2%
Vacant Housing Units	8.7%
2010 Housing Units	10,515
Owner Occupied Housing Units	55.9%
Renter Occupied Housing Units	34.5%
Vacant Housing Units	9.6%
2015 Housing Units	10,676
Owner Occupied Housing Units	53.6%
Renter Occupied Housing Units	36.3%
Vacant Housing Units	10.1%
2020 Housing Units	10,895
Owner Occupied Housing Units	53.0%
Renter Occupied Housing Units	36.5%
Vacant Housing Units	10.5%
Median Household Income	
2015	\$53,096
2020	\$58,593
Median Home Value	
2015	\$218,656
2020	\$223,092
Per Capita Income	
2015	\$21,571
2020	\$23,906
Median Age	
2010	35.0
2015	35.1
2020	35.8

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 4
Area: 13.23 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.16418532
Longitude: -117.245603

2015 Households by Income

Household Income Base	9,597
<\$15,000	11.5%
\$15,000 - \$24,999	9.3%
\$25,000 - \$34,999	11.2%
\$35,000 - \$49,999	14.0%
\$50,000 - \$74,999	22.0%
\$75,000 - \$99,999	13.1%
\$100,000 - \$149,999	13.1%
\$150,000 - \$199,999	4.3%
\$200,000+	1.6%
Average Household Income	\$64,819

2020 Households by Income

Household Income Base	9,746
<\$15,000	11.0%
\$15,000 - \$24,999	7.1%
\$25,000 - \$34,999	9.3%
\$35,000 - \$49,999	13.2%
\$50,000 - \$74,999	21.2%
\$75,000 - \$99,999	15.9%
\$100,000 - \$149,999	15.1%
\$150,000 - \$199,999	5.4%
\$200,000+	1.8%
Average Household Income	\$72,572

2015 Owner Occupied Housing Units by Value

Total	5,718
<\$50,000	3.5%
\$50,000 - \$99,999	9.1%
\$100,000 - \$149,999	12.6%
\$150,000 - \$199,999	17.4%
\$200,000 - \$249,999	19.8%
\$250,000 - \$299,999	16.8%
\$300,000 - \$399,999	13.9%
\$400,000 - \$499,999	3.1%
\$500,000 - \$749,999	1.7%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	1.4%
Average Home Value	\$241,384

2020 Owner Occupied Housing Units by Value

Total	5,769
<\$50,000	2.8%
\$50,000 - \$99,999	7.8%
\$100,000 - \$149,999	9.8%
\$150,000 - \$199,999	19.3%
\$200,000 - \$249,999	22.3%
\$250,000 - \$299,999	15.0%
\$300,000 - \$399,999	11.9%
\$400,000 - \$499,999	4.7%
\$500,000 - \$749,999	4.2%
\$750,000 - \$999,999	1.0%
\$1,000,000 +	1.3%
Average Home Value	\$257,617

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 4
Area: 13.23 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.16418532
Longitude: -117.245603

2010 Population by Age	
Total	29,234
0 - 4	7.3%
5 - 9	7.0%
10 - 14	7.1%
15 - 24	15.3%
25 - 34	13.2%
35 - 44	12.0%
45 - 54	15.0%
55 - 64	11.0%
65 - 74	6.5%
75 - 84	4.1%
85 +	1.3%
18 +	73.8%
2015 Population by Age	
Total	29,693
0 - 4	7.1%
5 - 9	6.8%
10 - 14	6.6%
15 - 24	14.4%
25 - 34	15.0%
35 - 44	11.4%
45 - 54	13.4%
55 - 64	12.0%
65 - 74	7.9%
75 - 84	4.0%
85 +	1.5%
18 +	75.4%
2020 Population by Age	
Total	30,323
0 - 4	7.1%
5 - 9	6.7%
10 - 14	6.7%
15 - 24	12.6%
25 - 34	15.8%
35 - 44	12.6%
45 - 54	11.8%
55 - 64	12.2%
65 - 74	8.9%
75 - 84	4.0%
85 +	1.6%
18 +	75.6%
2010 Population by Sex	
Males	14,621
Females	14,612
2015 Population by Sex	
Males	14,888
Females	14,807
2020 Population by Sex	
Males	15,245
Females	15,079

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 4
Area: 13.23 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.16418532
Longitude: -117.245603

2010 Population by Race/Ethnicity

Total	29,233
White Alone	57.0%
Black Alone	14.7%
American Indian Alone	1.2%
Asian Alone	3.2%
Pacific Islander Alone	0.4%
Some Other Race Alone	17.9%
Two or More Races	5.5%
Hispanic Origin	40.4%
Diversity Index	82.0

2015 Population by Race/Ethnicity

Total	29,694
White Alone	54.8%
Black Alone	14.4%
American Indian Alone	1.3%
Asian Alone	3.5%
Pacific Islander Alone	0.4%
Some Other Race Alone	19.7%
Two or More Races	6.0%
Hispanic Origin	44.3%
Diversity Index	83.7

2020 Population by Race/Ethnicity

Total	30,325
White Alone	53.1%
Black Alone	14.1%
American Indian Alone	1.3%
Asian Alone	3.8%
Pacific Islander Alone	0.4%
Some Other Race Alone	21.1%
Two or More Races	6.2%
Hispanic Origin	48.4%
Diversity Index	84.8

2010 Population by Relationship and Household Type

Total	29,233
In Households	94.1%
In Family Households	83.0%
Householder	23.3%
Spouse	14.9%
Child	34.8%
Other relative	6.4%
Nonrelative	3.6%
In Nonfamily Households	11.2%
In Group Quarters	5.9%
Institutionalized Population	5.6%
Noninstitutionalized Population	0.2%

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 4
Area: 13.23 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.16418532
Longitude: -117.245603

2015 Population 25+ by Educational Attainment

Total	19,314
Less than 9th Grade	7.5%
9th - 12th Grade, No Diploma	12.6%
High School Graduate	24.1%
GED/Alternative Credential	4.6%
Some College, No Degree	25.3%
Associate Degree	8.5%
Bachelor's Degree	11.6%
Graduate/Professional Degree	5.7%

2015 Population 15+ by Marital Status

Total	23,598
Never Married	38.7%
Married	41.7%
Widowed	6.4%
Divorced	13.3%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	90.4%
Civilian Unemployed	9.6%

2015 Employed Population 16+ by Industry

Total	11,829
Agriculture/Mining	1.9%
Construction	6.0%
Manufacturing	7.6%
Wholesale Trade	2.0%
Retail Trade	9.9%
Transportation/Utilities	5.2%
Information	1.2%
Finance/Insurance/Real Estate	6.1%
Services	54.5%
Public Administration	5.7%

2015 Employed Population 16+ by Occupation

Total	11,828
White Collar	56.9%
Management/Business/Financial	11.0%
Professional	18.4%
Sales	8.0%
Administrative Support	19.7%
Services	20.6%
Blue Collar	22.4%
Farming/Forestry/Fishing	1.1%
Construction/Extraction	4.4%
Installation/Maintenance/Repair	5.1%
Production	5.1%
Transportation/Material Moving	6.7%

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



Market Profile

Ward 4
Area: 13.23 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.16418532
Longitude: -117.245603

2010 Households by Type

Total	9,507
Households with 1 Person	21.4%
Households with 2+ People	78.6%
Family Households	72.9%
Husband-wife Families	46.7%
With Related Children	22.1%
Other Family (No Spouse Present)	26.2%
Other Family with Male Householder	7.4%
With Related Children	4.8%
Other Family with Female Householder	18.7%
With Related Children	12.4%
Nonfamily Households	5.7%
All Households with Children	39.9%
Multigenerational Households	8.0%
Unmarried Partner Households	8.1%
Male-female	7.3%
Same-sex	0.8%

2010 Households by Size

Total	9,506
1 Person Household	21.4%
2 Person Household	29.5%
3 Person Household	16.8%
4 Person Household	14.1%
5 Person Household	9.3%
6 Person Household	4.6%
7 + Person Household	4.2%

2010 Households by Tenure and Mortgage Status

Total	9,506
Owner Occupied	61.9%
Owned with a Mortgage/Loan	45.4%
Owned Free and Clear	16.5%
Renter Occupied	38.1%

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.



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Top 3 Tapestry Segments

1. Parks and Rec (5C)
2. Fresh Ambitions (13D)
3. American Dreamers (7C)

2015 Consumer Spending

Apparel & Services: Total \$	\$19,559,501
Average Spent	\$2,038.08
Spending Potential Index	88
Computers & Accessories: Total \$	\$2,204,012
Average Spent	\$229.66
Spending Potential Index	90
Education: Total \$	\$12,909,647
Average Spent	\$1,345.18
Spending Potential Index	88
Entertainment/Recreation: Total \$	\$27,236,368
Average Spent	\$2,838.01
Spending Potential Index	86
Food at Home: Total \$	\$43,625,095
Average Spent	\$4,545.70
Spending Potential Index	87
Food Away from Home: Total \$	\$27,562,950
Average Spent	\$2,872.04
Spending Potential Index	87
Health Care: Total \$	\$38,202,077
Average Spent	\$3,980.63
Spending Potential Index	84
HH Furnishings & Equipment: Total \$	\$15,162,042
Average Spent	\$1,579.87
Spending Potential Index	86
Investments: Total \$	\$24,715,485
Average Spent	\$2,575.33
Spending Potential Index	93
Retail Goods: Total \$	\$208,929,299
Average Spent	\$21,770.27
Spending Potential Index	85
Shelter: Total \$	\$142,590,235
Average Spent	\$14,857.79
Spending Potential Index	90
TV/Video/Audio: Total \$	\$10,847,106
Average Spent	\$1,130.26
Spending Potential Index	86
Travel: Total \$	\$16,302,654
Average Spent	\$1,698.72
Spending Potential Index	87
Vehicle Maintenance & Repairs: Total \$	\$9,340,744
Average Spent	\$973.30
Spending Potential Index	87

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

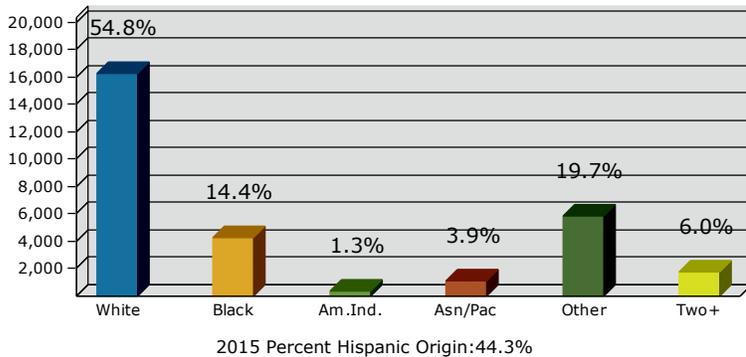


Graphic Profile

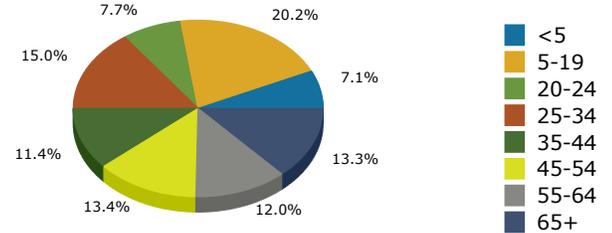
Ward 4
Area: 13.23 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.16418532
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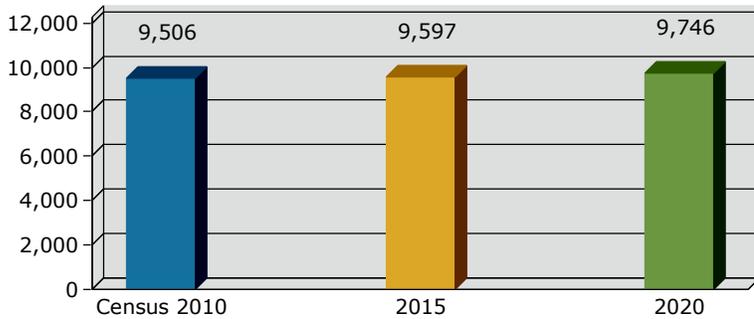
2015 Population by Race



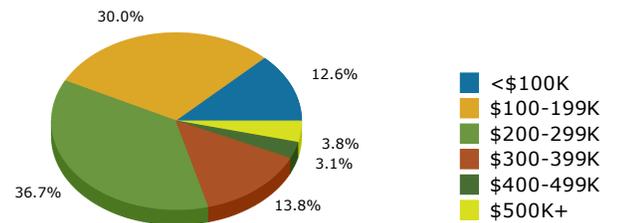
2015 Population by Age



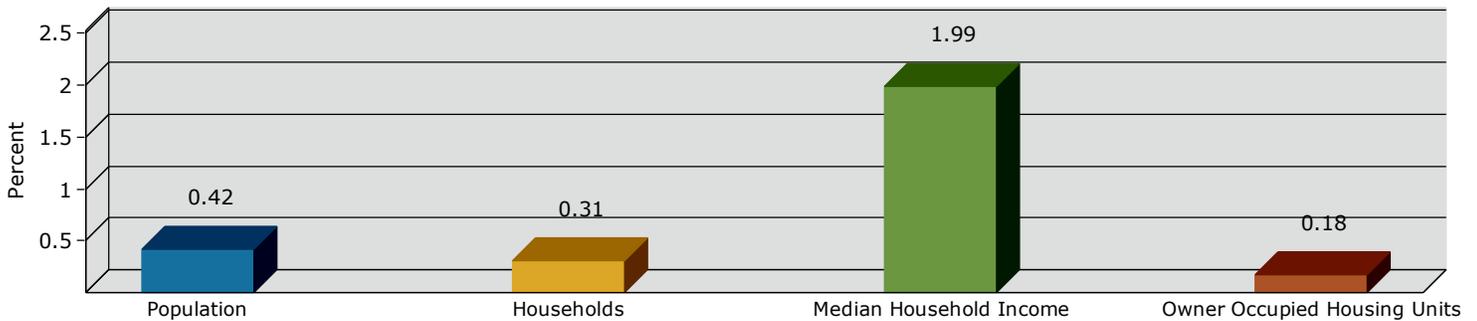
Households



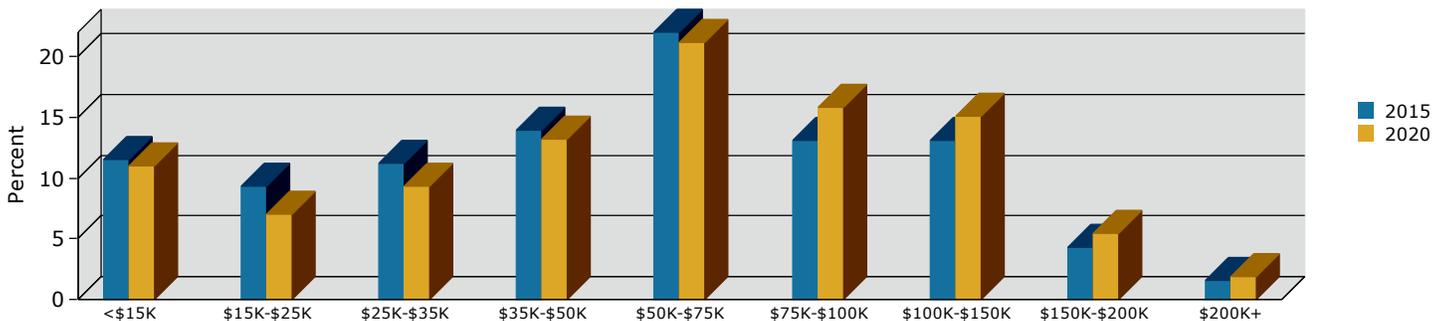
2015 Home Value



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 4
Area: 13.23 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.16418532
Longitude: -117.245603

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	30,919		1,272	High
Total Households	9,301		300	High
Total Housing Units	10,309		310	High
POPULATION AGE 15+ YEARS BY MARITAL STATUS				
Total	24,605	100.0%	964	High
Never married	9,593	39.0%	682	High
Married	10,041	40.8%	392	High
Widowed	1,604	6.5%	241	High
Divorced	3,367	13.7%	363	High
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	29,869	100.0%	1,236	High
Enrolled in school	8,226	27.5%	561	High
Enrolled in nursery school, preschool	402	1.3%	63	High
Public school	298	1.0%	53	High
Private school	104	0.3%	46	Medium
Enrolled in kindergarten	342	1.1%	123	Medium
Public school	314	1.1%	122	Medium
Private school	28	0.1%	62	Low
Enrolled in grade 1 to grade 4	1,907	6.4%	227	High
Public school	1,775	5.9%	224	High
Private school	132	0.4%	46	Medium
Enrolled in grade 5 to grade 8	1,688	5.7%	176	High
Public school	1,464	4.9%	152	High
Private school	224	0.7%	91	Medium
Enrolled in grade 9 to grade 12	1,651	5.5%	179	High
Public school	1,469	4.9%	171	High
Private school	182	0.6%	63	Medium
Enrolled in college undergraduate years	1,873	6.3%	235	High
Public school	1,513	5.1%	212	High
Private school	360	1.2%	91	Medium
Enrolled in graduate or professional school	364	1.2%	111	Medium
Public school	177	0.6%	65	Medium
Private school	186	0.6%	91	Medium
Not enrolled in school	21,643	72.5%	865	High
POPULATION AGE 25+ YEARS BY EDUCATIONAL ATTAINMENT				
Total	20,677	100.0%	857	High
No schooling completed	534	2.6%	150	Medium
Nursery School	0	0.0%	0	
Kindergarten	0	0.0%	0	
1-4th Grade	220	1.1%	66	Medium
5-8th Grade	925	4.5%	190	Medium
Some High School	3,009	14.6%	372	High
High School Diploma	4,935	23.9%	386	High
GED	947	4.6%	186	High
Some College	5,119	24.8%	390	High
Associate's degree	1,622	7.8%	189	High
Bachelor's degree	2,274	11.0%	254	High
Master's degree	845	4.1%	152	High
Professional school degree	111	0.5%	33	Medium
Doctorate degree	135	0.7%	59	Medium



ACS Population Summary

Ward 4
Area: 13.23 square miles

Prepared by Ruth Parish using ESRI Data
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Longitude: -117.245603

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	28,949	100.0%	1,155	
5 to 17 years				
Speak only English	3,880	13.4%	390	
Speak Spanish	1,489	5.1%	241	
Speak English "very well" or "well"	1,407	4.9%	241	
Speak English "not well"	82	0.3%	32	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	10	0.0%	12	
Speak English "very well" or "well"	10	0.0%	12	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	29	0.1%	25	
Speak English "very well" or "well"	29	0.1%	25	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	11	0.0%	35	
Speak English "very well" or "well"	11	0.0%	35	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
18 to 64 years				
Speak only English	14,253	49.2%	758	
Speak Spanish	4,601	15.9%	466	
Speak English "very well" or "well"	3,763	13.0%	417	
Speak English "not well"	680	2.3%	125	
Speak English "not at all"	159	0.5%	70	
Speak other Indo-European languages	140	0.5%	31	
Speak English "very well" or "well"	117	0.4%	30	
Speak English "not well"	23	0.1%	29	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	498	1.7%	107	
Speak English "very well" or "well"	430	1.5%	98	
Speak English "not well"	59	0.2%	35	
Speak English "not at all"	9	0.0%	43	
Speak other languages	159	0.5%	74	
Speak English "very well" or "well"	154	0.5%	73	
Speak English "not well"	6	0.0%	17	
Speak English "not at all"	0	0.0%	0	
65 years and over				
Speak only English	3,062	10.6%	268	
Speak Spanish	592	2.0%	107	
Speak English "very well" or "well"	443	1.5%	92	
Speak English "not well"	93	0.3%	54	
Speak English "not at all"	56	0.2%	33	
Speak other Indo-European languages	107	0.4%	55	
Speak English "very well" or "well"	96	0.3%	55	
Speak English "not well"	11	0.0%	18	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	114	0.4%	30	
Speak English "very well" or "well"	87	0.3%	31	
Speak English "not well"	27	0.1%	41	
Speak English "not at all"	0	0.0%	0	
Speak other languages	3	0.0%	26	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	3	0.0%	26	
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 4
Area: 13.23 square miles

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Latitude: 34.16418532
Longitude: -117.245603

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	10,890	100.0%	564	
Worked in state and in county of residence	8,489	78.0%	483	
Worked in state and outside county of residence	2,336	21.5%	242	
Worked outside state of residence	64	0.6%	81	
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	10,890	100.0%	564	
Drove alone	8,405	77.2%	475	
Carpooled	1,288	11.8%	156	
Public transportation (excluding taxicab)	283	2.6%	121	
Bus or trolley bus	161	1.5%	85	
Streetcar or trolley car	0	0.0%	0	
Subway or elevated	0	0.0%	0	
Railroad	122	1.1%	93	
Ferryboat	0	0.0%	0	
Taxicab	0	0.0%	0	
Motorcycle	11	0.1%	14	
Bicycle	62	0.6%	52	
Walked	265	2.4%	106	
Other means	125	1.1%	46	
Worked at home	452	4.2%	119	
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	10,438	100.0%	554	
Less than 5 minutes	301	2.9%	95	
5 to 9 minutes	1,054	10.1%	157	
10 to 14 minutes	1,337	12.8%	147	
15 to 19 minutes	1,656	15.9%	209	
20 to 24 minutes	1,822	17.5%	199	
25 to 29 minutes	535	5.1%	131	
30 to 34 minutes	1,508	14.4%	249	
35 to 39 minutes	243	2.3%	49	
40 to 44 minutes	179	1.7%	46	
45 to 59 minutes	562	5.4%	115	
60 to 89 minutes	795	7.6%	129	
90 or more minutes	447	4.3%	140	
Average Travel Time to Work (in minutes)	N/A		N/A	



ACS Population Summary

Ward 4
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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY OCCUPATION				
Total	11,282	100.0%	584	High
Management	843	7.5%	170	Medium
Business and financial operations	341	3.0%	83	Medium
Computer and mathematical	112	1.0%	47	Medium
Architecture and engineering	92	0.8%	33	Medium
Life, physical, and social science	87	0.8%	52	Medium
Community and social services	333	3.0%	112	Medium
Legal	52	0.5%	34	Medium
Education, training, and library	700	6.2%	111	High
Arts, design, entertainment, sports, and media	201	1.8%	87	Medium
Healthcare practitioner, technologists, and technicians	609	5.4%	90	High
Healthcare support	297	2.6%	77	Medium
Protective service	388	3.4%	108	Medium
Food preparation and serving related	534	4.7%	129	Medium
Building and grounds cleaning and maintenance	594	5.3%	158	Medium
Personal care and service	548	4.9%	143	Medium
Sales and related	1,071	9.5%	154	High
Office and administrative support	1,955	17.3%	190	High
Farming, fishing, and forestry	171	1.5%	68	Medium
Construction and extraction	607	5.4%	114	High
Installation, maintenance, and repair	425	3.8%	109	Medium
Production	630	5.6%	110	High
Transportation and material moving	690	6.1%	131	High
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY INDUSTRY				
Total	11,282	100.0%	584	High
Agriculture, forestry, fishing and hunting	222	2.0%	63	Medium
Mining, quarrying, and oil and gas extraction	0	0.0%	0	Low
Construction	644	5.7%	94	High
Manufacturing	923	8.2%	162	High
Wholesale trade	255	2.3%	81	Medium
Retail trade	1,226	10.9%	159	High
Transportation and warehousing	463	4.1%	81	High
Utilities	113	1.0%	40	Medium
Information	156	1.4%	45	Medium
Finance and insurance	336	3.0%	64	High
Real estate and rental and leasing	257	2.3%	135	Medium
Professional, scientific, and technical services	351	3.1%	69	High
Management of companies and enterprises	0	0.0%	0	Low
Administrative and support and waste management services	551	4.9%	136	Medium
Educational services	1,067	9.5%	138	High
Health care and social assistance	2,112	18.7%	258	High
Arts, entertainment, and recreation	630	5.6%	89	High
Accommodation and food services	488	4.3%	94	High
Other services, except public administration	748	6.6%	178	Medium
Public administration	742	6.6%	138	High
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	8,205	100.0%	445	High
Own children under 6 years only	548	6.7%	98	High
In labor force	336	4.1%	81	Medium
Not in labor force	212	2.6%	77	Medium
Own children under 6 years and 6 to 17 years	859	10.5%	165	High
In labor force	422	5.1%	75	High
Not in labor force	437	5.3%	147	Medium
Own children 6 to 17 years only	1,722	21.0%	177	High
In labor force	1,170	14.3%	155	High
Not in labor force	552	6.7%	93	High
No own children under 18 years	5,076	61.9%	373	High
In labor force	3,598	43.9%	303	High
Not in labor force	1,479	18.0%	199	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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Latitude: 34.16418532
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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	30,011	100.0%	1,311	High
Under .50	4,386	14.6%	718	High
.50 to .99	3,300	11.0%	740	Medium
1.00 to 1.24	1,727	5.8%	224	High
1.25 to 1.49	1,418	4.7%	288	Medium
1.50 to 1.84	2,432	8.1%	515	Medium
1.85 to 1.99	572	1.9%	173	Medium
2.00 and over	16,175	53.9%	817	High
CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE				
Total	30,110	100.0%	1,311	High
Under 18 years:	7,388	24.5%	576	High
One Type of Health Insurance:	6,281	20.9%	560	High
Employer-Based Health Ins Only	2,587	8.6%	243	High
Direct-Purchase Health Ins Only	479	1.6%	137	Medium
Medicare Coverage Only	1	0.0%	76	Low
Medicaid Coverage Only	3,214	10.7%	486	High
TRICARE/Military Hlth Cov Only	0	0.0%	0	Low
VA Health Care Only	0	0.0%	0	Low
2+ Types of Health Insurance	481	1.6%	91	High
No Health Insurance Coverage	626	2.1%	159	Medium
18 to 34 years:	7,025	23.3%	516	High
One Type of Health Insurance:	4,364	14.5%	365	High
Employer-Based Health Ins Only	2,497	8.3%	240	High
Direct-Purchase Health Ins Only	426	1.4%	93	Medium
Medicare Coverage Only	78	0.3%	68	Low
Medicaid Coverage Only	1,269	4.2%	245	High
TRICARE/Military Hlth Cov Only	55	0.2%	62	Low
VA Health Care Only	39	0.1%	51	Low
2+ Types of Health Insurance	404	1.3%	105	Medium
No Health Insurance Coverage	2,257	7.5%	302	High
35 to 64 years:	11,930	39.6%	719	High
One Type of Health Insurance:	7,766	25.8%	527	High
Employer-Based Health Ins Only	5,190	17.2%	340	High
Direct-Purchase Health Ins Only	488	1.6%	115	Medium
Medicare Coverage Only	152	0.5%	72	Medium
Medicaid Coverage Only	1,787	5.9%	398	Medium
TRICARE/Military Hlth Cov Only	53	0.2%	37	Low
VA Health Care Only	95	0.3%	66	Low
2+ Types of Health Insurance	837	2.8%	120	High
No Health Insurance Coverage	3,327	11.0%	514	High
65+ years:	3,768	12.5%	282	High
One Type of Health Insurance:	1,337	4.4%	161	High
Employer-Based Health Ins Only	94	0.3%	37	Medium
Direct-Purchase Health Ins Only	23	0.1%	45	Low
Medicare Coverage Only	1,191	4.0%	141	High
TRICARE/Military Hlth Cov Only	10	0.0%	16	Low
VA Health Care Only	19	0.1%	44	Low
2+ Types of Health Insurance	2,355	7.8%	229	High
No Health Insurance Coverage	76	0.3%	73	Low



ACS Population Summary

Ward 4
Area: 13.23 square miles

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Longitude: -117.245603

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	23,517	100.0%	937	High
Veteran	2,294	9.8%	278	High
Nonveteran	21,223	90.2%	859	High
Male	12,159	51.7%	693	High
Veteran	2,188	9.3%	273	High
Nonveteran	9,971	42.4%	630	High
Female	11,358	48.3%	527	High
Veteran	106	0.5%	44	Medium
Nonveteran	11,252	47.8%	522	High
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	2,294	100.0%	278	High
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	139	6.1%	87	Medium
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	35	1.5%	28	High
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era	13	0.6%	30	Low
Gulf War (8/90 to 8/01), no Vietnam Era	191	8.3%	111	Medium
Gulf War (8/90 to 8/01) and Vietnam Era	43	1.9%	48	Low
Vietnam Era, no Korean War, no World War II	838	36.5%	150	High
Vietnam Era and Korean War, no World War II	25	1.1%	18	Low
Vietnam Era and Korean War and World War II	34	1.5%	24	Low
Korean War, no Vietnam Era, no World War II	238	10.4%	44	High
Korean War and World War II, no Vietnam Era	18	0.8%	20	Low
World War II, no Korean War, no Vietnam Era	104	4.5%	31	Medium
Between Gulf War and Vietnam Era only	369	16.1%	131	Medium
Between Vietnam Era and Korean War only	230	10.0%	64	Medium
Between Korean War and World War II only	17	0.7%	52	Low
Pre-World War II only	0	0.0%	0	
HOUSEHOLDS BY POVERTY STATUS				
Total	9,301	100.0%	300	High
Income in the past 12 months below poverty level	1,547	16.6%	190	High
Married-couple family	228	2.5%	71	Medium
Other family - male householder (no wife present)	253	2.7%	75	Medium
Other family - female householder (no husband present)	604	6.5%	162	Medium
Nonfamily household - male householder	133	1.4%	41	Medium
Nonfamily household - female householder	328	3.5%	99	Medium
Income in the past 12 months at or above poverty level	7,754	83.4%	298	High
Married-couple family	4,064	43.7%	203	High
Other family - male householder (no wife present)	384	4.1%	88	Medium
Other family - female householder (no husband present)	1,294	13.9%	189	High
Nonfamily household - male householder	1,071	11.5%	159	High
Nonfamily household - female householder	941	10.1%	137	High



ACS Population Summary

Ward 4
Area: 13.23 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.16418532
Longitude: -117.245603

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY INCOME				
Total	9,301	100.0%	300	High
Less than \$10,000	608	6.5%	135	Medium
\$10,000 to \$14,999	605	6.5%	153	Medium
\$15,000 to \$19,999	418	4.5%	84	Medium
\$20,000 to \$24,999	472	5.1%	101	Medium
\$25,000 to \$29,999	567	6.1%	112	Medium
\$30,000 to \$34,999	479	5.1%	106	Medium
\$35,000 to \$39,999	365	3.9%	60	High
\$40,000 to \$44,999	502	5.4%	66	High
\$45,000 to \$49,999	431	4.6%	94	Medium
\$50,000 to \$59,999	824	8.9%	119	High
\$60,000 to \$74,999	1,014	10.9%	164	High
\$75,000 to \$99,999	1,410	15.2%	139	High
\$100,000 to \$124,999	705	7.6%	116	High
\$125,000 to \$149,999	353	3.8%	67	High
\$150,000 to \$199,999	399	4.3%	66	High
\$200,000 or more	149	1.6%	59	Medium
Median Household Income	\$52,143		N/A	
Average Household Income	N/A		N/A	
Per Capita Income	\$20,562		\$1,926	High
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	301	100.0%	98	Medium
Less than \$10,000	26	8.6%	36	Low
\$10,000 to \$14,999	65	21.6%	44	Low
\$15,000 to \$19,999	13	4.3%	15	Low
\$20,000 to \$24,999	28	9.3%	25	Low
\$25,000 to \$29,999	0	0.0%	0	
\$30,000 to \$34,999	15	5.0%	15	Low
\$35,000 to \$39,999	0	0.0%	0	
\$40,000 to \$44,999	4	1.3%	33	Low
\$45,000 to \$49,999	24	8.0%	47	Low
\$50,000 to \$59,999	23	7.6%	42	Low
\$60,000 to \$74,999	85	28.2%	95	Low
\$75,000 to \$99,999	17	5.6%	29	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	\$43,681		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	2,987	100.0%	220	
Less than \$10,000	214	7.2%	76	
\$10,000 to \$14,999	137	4.6%	104	
\$15,000 to \$19,999	148	5.0%	73	
\$20,000 to \$24,999	159	5.3%	59	
\$25,000 to \$29,999	252	8.4%	70	
\$30,000 to \$34,999	132	4.4%	90	
\$35,000 to \$39,999	162	5.4%	53	
\$40,000 to \$44,999	214	7.2%	45	
\$45,000 to \$49,999	125	4.2%	62	
\$50,000 to \$59,999	222	7.4%	46	
\$60,000 to \$74,999	336	11.2%	76	
\$75,000 to \$99,999	466	15.6%	82	
\$100,000 to \$124,999	248	8.3%	79	
\$125,000 to \$149,999	69	2.3%	29	
\$150,000 to \$199,999	77	2.6%	35	
\$200,000 or more	27	0.9%	21	
Median Household Income for HHr 25-44	\$47,927		N/A	
Average Household Income for HHr 25-44	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	3,626	100.0%	235	
Less than \$10,000	223	6.2%	107	
\$10,000 to \$14,999	182	5.0%	102	
\$15,000 to \$19,999	85	2.3%	29	
\$20,000 to \$24,999	130	3.6%	47	
\$25,000 to \$29,999	170	4.7%	72	
\$30,000 to \$34,999	160	4.4%	50	
\$35,000 to \$39,999	97	2.7%	24	
\$40,000 to \$44,999	184	5.1%	46	
\$45,000 to \$49,999	161	4.4%	53	
\$50,000 to \$59,999	337	9.3%	101	
\$60,000 to \$74,999	340	9.4%	80	
\$75,000 to \$99,999	689	19.0%	108	
\$100,000 to \$124,999	302	8.3%	63	
\$125,000 to \$149,999	247	6.8%	60	
\$150,000 to \$199,999	228	6.3%	59	
\$200,000 or more	92	2.5%	50	
Median Household Income for HHr 45-64	\$63,170		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	2,386	100.0%	179	
Less than \$10,000	145	6.1%	57	
\$10,000 to \$14,999	221	9.3%	43	
\$15,000 to \$19,999	172	7.2%	44	
\$20,000 to \$24,999	155	6.5%	71	
\$25,000 to \$29,999	145	6.1%	51	
\$30,000 to \$34,999	172	7.2%	36	
\$35,000 to \$39,999	106	4.4%	37	
\$40,000 to \$44,999	99	4.1%	40	
\$45,000 to \$49,999	120	5.0%	49	
\$50,000 to \$59,999	243	10.2%	55	
\$60,000 to \$74,999	253	10.6%	88	
\$75,000 to \$99,999	239	10.0%	42	
\$100,000 to \$124,999	155	6.5%	56	
\$125,000 to \$149,999	37	1.6%	25	
\$150,000 to \$199,999	95	4.0%	21	
\$200,000 or more	30	1.3%	30	
Median Household Income for HHR 65+	\$43,827		N/A	
Average Household Income for HHR 65+	N/A		N/A	
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	9,301	100.0%	300	
With public assistance income	706	7.6%	152	
No public assistance income	8,595	92.4%	298	
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	9,301	100.0%	300	
With Food Stamps/SNAP	1,567	16.8%	203	
With No Food Stamps/SNAP	7,734	83.2%	280	
HOUSEHOLDS BY DISABILITY STATUS				
Total	9,301	100.0%	300	
With 1+ Persons w/Disability	2,798	30.1%	250	
With No Person w/Disability	6,502	69.9%	297	

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 4
Area: 13.23 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.16418532
Longitude: -117.245603

	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	30,919		1,272	■■■
Total Households	9,301		300	■■■
Total Housing Units	10,309		310	■■■
OWNER-OCCUPIED HOUSING UNITS BY VALUE				
Total	5,718	100.0%	239	■■■
Less than \$10,000	116	2.0%	55	■■■
\$10,000 to \$14,999	49	0.9%	23	■■■
\$15,000 to \$19,999	78	1.4%	38	■■■
\$20,000 to \$24,999	55	1.0%	39	■■■
\$25,000 to \$29,999	43	0.8%	42	■■■
\$30,000 to \$34,999	35	0.6%	25	■■■
\$35,000 to \$39,999	28	0.5%	32	■■■
\$40,000 to \$49,999	43	0.8%	33	■■■
\$50,000 to \$59,999	75	1.3%	37	■■■
\$60,000 to \$69,999	60	1.0%	38	■■■
\$70,000 to \$79,999	122	2.1%	48	■■■
\$80,000 to \$89,999	132	2.3%	49	■■■
\$90,000 to \$99,999	163	2.9%	39	■■■
\$100,000 to \$124,999	277	4.8%	50	■■■
\$125,000 to \$149,999	471	8.2%	79	■■■
\$150,000 to \$174,999	659	11.5%	86	■■■
\$175,000 to \$199,999	885	15.5%	133	■■■
\$200,000 to \$249,999	955	16.7%	124	■■■
\$250,000 to \$299,999	654	11.4%	110	■■■
\$300,000 to \$399,999	478	8.4%	57	■■■
\$400,000 to \$499,999	126	2.2%	58	■■■
\$500,000 to \$749,999	137	2.4%	43	■■■
\$750,000 to \$999,999	40	0.7%	24	■■■
\$1,000,000 or more	37	0.6%	11	■■■
Median Home Value	\$187,797		N/A	
Average Home Value	N/A		N/A	
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	5,718	100.0%	239	■■■
Housing units with a mortgage/contract to purchase/similar debt	3,916	68.5%	210	■■■
Second mortgage only	253	4.4%	65	■■■
Home equity loan only	465	8.1%	58	■■■
Both second mortgage and home equity loan	47	0.8%	30	■■■
No second mortgage and no home equity loan	3,151	55.1%	209	■■■
Housing units without a mortgage	1,801	31.5%	138	■■■
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 4
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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	3,583	100.0%	242	
With cash rent	3,517	98.2%	241	
Less than \$100	9	0.3%	28	
\$100 to \$149	5	0.1%	32	
\$150 to \$199	13	0.4%	25	
\$200 to \$249	32	0.9%	44	
\$250 to \$299	0	0.0%	0	
\$300 to \$349	43	1.2%	55	
\$350 to \$399	31	0.9%	30	
\$400 to \$449	1	0.0%	6	
\$450 to \$499	0	0.0%	0	
\$500 to \$549	121	3.4%	80	
\$550 to \$599	153	4.3%	93	
\$600 to \$649	67	1.9%	32	
\$650 to \$699	379	10.6%	136	
\$700 to \$749	293	8.2%	122	
\$750 to \$799	285	8.0%	111	
\$800 to \$899	560	15.6%	101	
\$900 to \$999	453	12.6%	74	
\$1,000 to \$1,249	581	16.2%	98	
\$1,250 to \$1,499	270	7.5%	64	
\$1,500 to \$1,999	207	5.8%	51	
\$2,000 or more	14	0.4%	24	
No cash rent	66	1.8%	28	
Median Contract Rent	\$858		N/A	
Average Contract Rent	N/A		N/A	
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	3,583	100.0%	242	
Pay extra for one or more utilities	3,553	99.2%	241	
No extra payment for any utilities	31	0.9%	26	
HOUSING UNITS BY UNITS IN STRUCTURE				
Total	10,309	100.0%	310	
1, detached	6,712	65.1%	239	
1, attached	163	1.6%	33	
2	205	2.0%	120	
3 or 4	668	6.5%	117	
5 to 9	384	3.7%	113	
10 to 19	430	4.2%	132	
20 to 49	370	3.6%	126	
50 or more	555	5.4%	142	
Mobile home	820	8.0%	99	
Boat, RV, van, etc.	3	0.0%	13	



ACS Housing Summary

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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSING UNITS BY YEAR STRUCTURE BUILT				
Total	10,309	100.0%	310	High
Built 2010 or later	0	0.0%	0	High
Built 2000 to 2009	509	4.9%	91	High
Built 1990 to 1999	664	6.4%	106	High
Built 1980 to 1989	1,789	17.4%	178	High
Built 1970 to 1979	2,504	24.3%	207	High
Built 1960 to 1969	1,947	18.9%	202	High
Built 1950 to 1959	2,076	20.1%	183	High
Built 1940 to 1949	564	5.5%	65	High
Built 1939 or earlier	256	2.5%	45	High
Median Year Structure Built	1971		N/A	
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	9,301	100.0%	300	High
Owner occupied				
Moved in 2010 or later	554	6.0%	62	High
Moved in 2000 to 2009	2,300	24.7%	182	High
Moved in 1990 to 1999	1,258	13.5%	137	High
Moved in 1980 to 1989	608	6.5%	98	High
Moved in 1970 to 1979	662	7.1%	88	High
Moved in 1969 or earlier	335	3.6%	59	High
Renter occupied				
Moved in 2010 or later	1,380	14.8%	207	High
Moved in 2000 to 2009	1,817	19.5%	195	High
Moved in 1990 to 1999	258	2.8%	95	Medium
Moved in 1980 to 1989	72	0.8%	32	Medium
Moved in 1970 to 1979	47	0.5%	36	Low
Moved in 1969 or earlier	9	0.1%	10	Low
Median Year Householder Moved Into Unit	2003		N/A	
OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	9,301	100.0%	300	High
Utility gas	6,670	71.7%	267	High
Bottled, tank, or LP gas	159	1.7%	47	Medium
Electricity	2,297	24.7%	224	High
Fuel oil, kerosene, etc.	0	0.0%	0	High
Coal or coke	0	0.0%	0	High
Wood	28	0.3%	41	Low
Solar energy	0	0.0%	0	High
Other fuel	9	0.1%	38	Low
No fuel used	138	1.5%	50	Medium



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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	9,301	100.0%	300	
Owner occupied				
No vehicle available	250	2.7%	49	
1 vehicle available	1,360	14.6%	149	
2 vehicles available	2,502	26.9%	177	
3 vehicles available	987	10.6%	118	
4 vehicles available	494	5.3%	80	
5 or more vehicles available	124	1.3%	48	
Renter occupied				
No vehicle available	457	4.9%	98	
1 vehicle available	1,668	17.9%	214	
2 vehicles available	1,162	12.5%	176	
3 vehicles available	190	2.0%	68	
4 vehicles available	78	0.8%	27	
5 or more vehicles available	29	0.3%	14	
Average Number of Vehicles Available	N/A		N/A	

Data Note: N/A means not available.

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