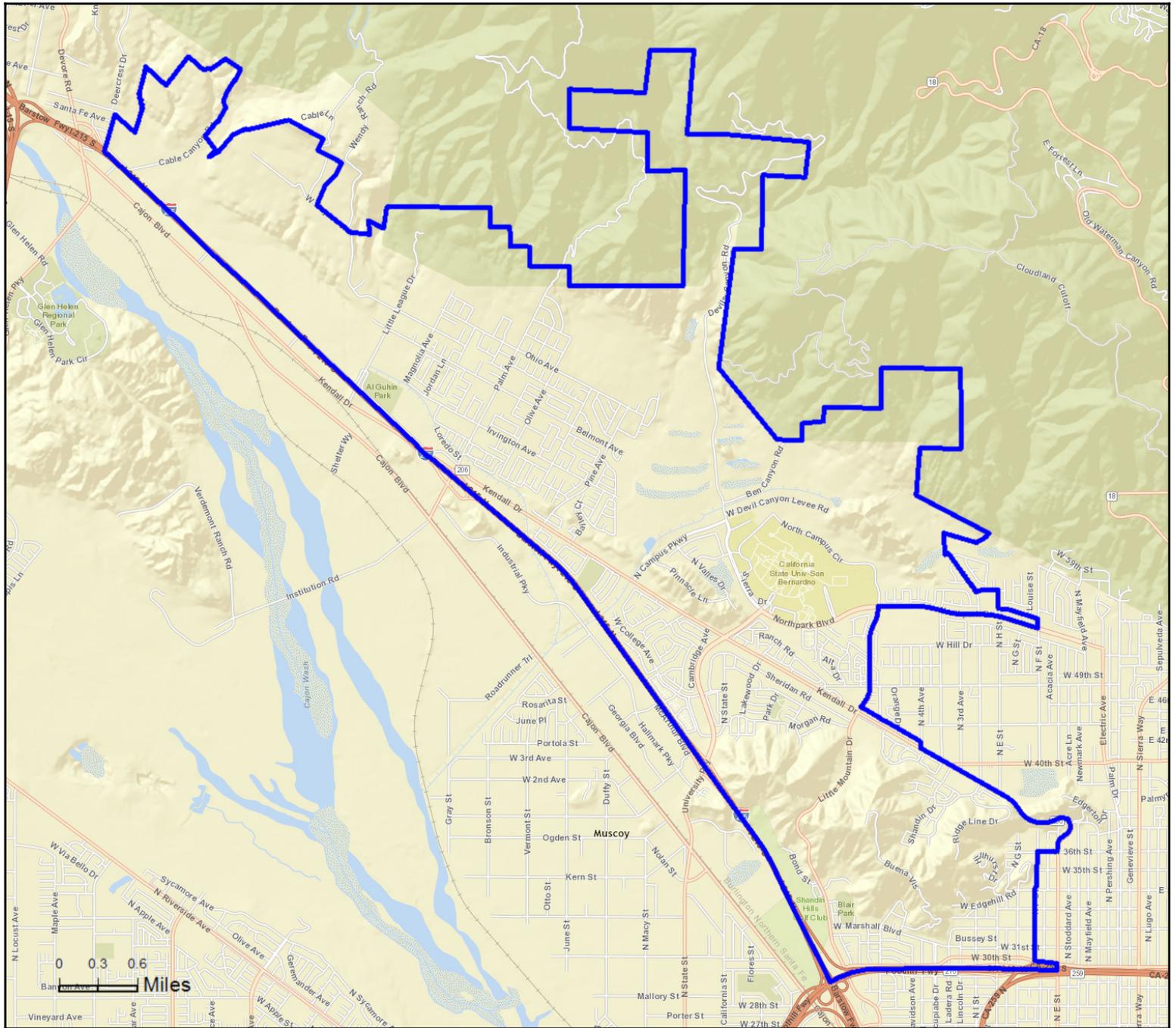




Site Map

Ward 5
Area: 12.11 square miles

Prepared by Ruth Parish using ESRI Data





Demographic and Income Profile

Ward 5
Area: 12.11 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.18936142
Longitude: -117.338151

Summary	Census 2010	2015	2020
Population	30,081	31,102	32,050
Households	9,391	9,706	9,989
Families	6,732	6,954	7,157
Average Household Size	3.07	3.08	3.08
Owner Occupied Housing Units	5,396	5,307	5,400
Renter Occupied Housing Units	3,995	4,399	4,589
Median Age	27.6	28.7	30.2
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.60%	0.73%	0.75%
Households	0.58%	0.74%	0.77%
Families	0.58%	0.76%	0.69%
Owner HHs	0.35%	0.61%	0.70%
Median Household Income	2.44%	3.36%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	1,163	12.0%	1,118	11.2%
\$15,000 - \$24,999	681	7.0%	508	5.1%
\$25,000 - \$34,999	996	10.3%	810	8.1%
\$35,000 - \$49,999	1,219	12.6%	1,180	11.8%
\$50,000 - \$74,999	2,008	20.7%	2,012	20.1%
\$75,000 - \$99,999	1,452	15.0%	1,802	18.0%
\$100,000 - \$149,999	1,631	16.8%	1,877	18.8%
\$150,000 - \$199,999	320	3.3%	394	3.9%
\$200,000+	236	2.4%	288	2.9%
Median Household Income	\$57,503		\$64,879	
Average Household Income	\$69,613		\$77,353	
Per Capita Income	\$22,486		\$24,850	

Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,425	8.1%	2,443	7.9%	2,511	7.8%
5 - 9	2,229	7.4%	2,256	7.3%	2,303	7.2%
10 - 14	2,331	7.7%	2,143	6.9%	2,280	7.1%
15 - 19	2,939	9.8%	2,626	8.4%	2,513	7.8%
20 - 24	3,738	12.4%	3,626	11.7%	3,199	10.0%
25 - 34	4,790	15.9%	5,768	18.5%	6,283	19.6%
35 - 44	3,732	12.4%	3,740	12.0%	4,141	12.9%
45 - 54	3,919	13.0%	3,497	11.2%	3,218	10.0%
55 - 64	2,398	8.0%	2,963	9.5%	3,078	9.6%
65 - 74	956	3.2%	1,372	4.4%	1,738	5.4%
75 - 84	455	1.5%	491	1.6%	605	1.9%
85+	167	0.6%	177	0.6%	181	0.6%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	15,207	50.6%	15,066	48.4%	15,039	46.9%
Black Alone	5,161	17.2%	5,224	16.8%	5,241	16.4%
American Indian Alone	344	1.1%	355	1.1%	360	1.1%
Asian Alone	1,562	5.2%	1,738	5.6%	1,928	6.0%
Pacific Islander Alone	88	0.3%	92	0.3%	95	0.3%
Some Other Race Alone	5,937	19.7%	6,656	21.4%	7,276	22.7%
Two or More Races	1,782	5.9%	1,970	6.3%	2,111	6.6%
Hispanic Origin (Any Race)	13,328	44.3%	14,918	48.0%	16,596	51.8%

Data Note: Income is expressed in current dollars.

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

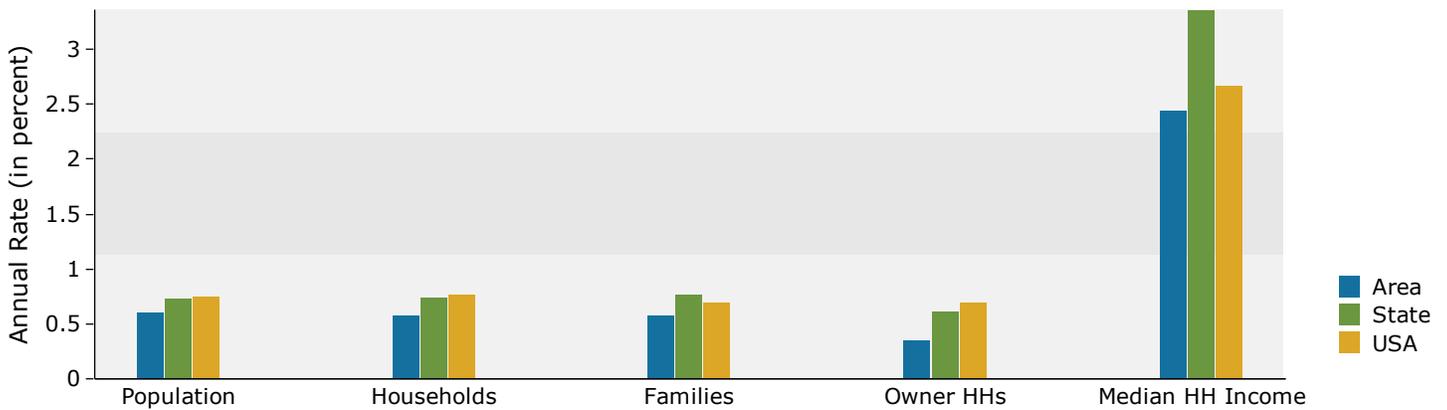


Demographic and Income Profile

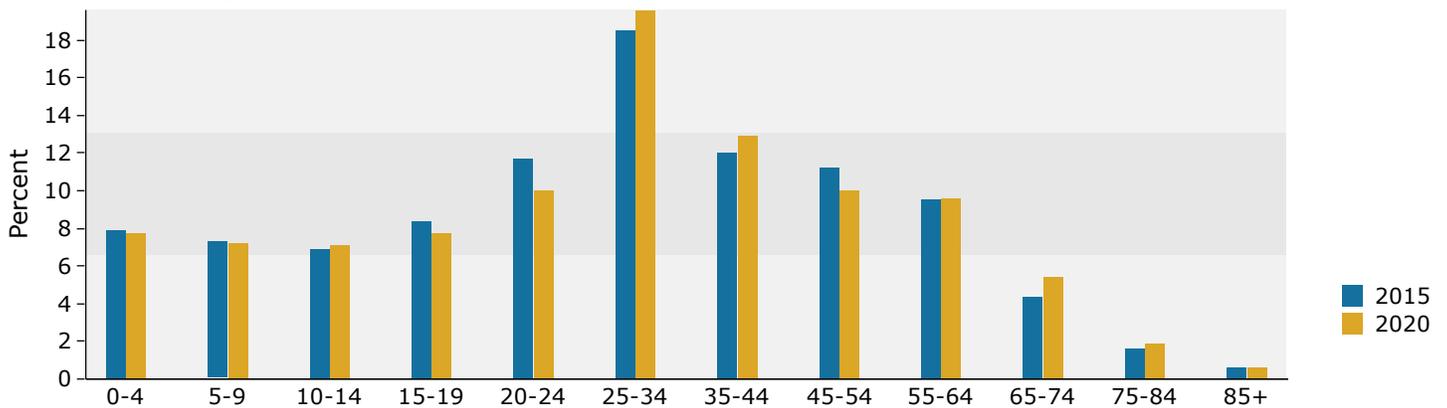
Ward 5
Area: 12.11 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.18936142
Longitude: -117.338151

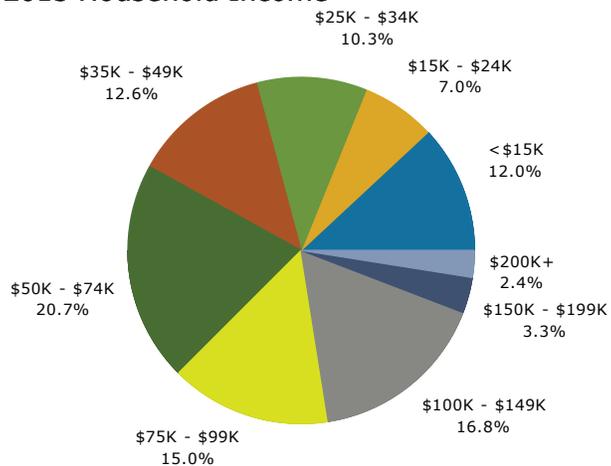
Trends 2015-2020



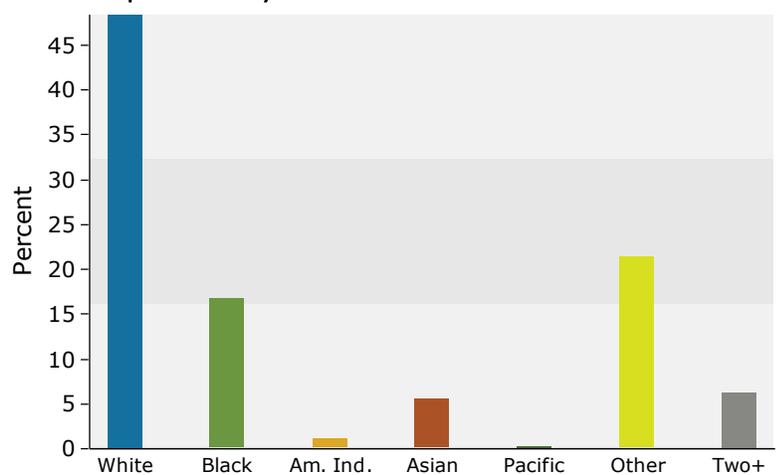
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 48.0%

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



Executive Summary

Ward 5
Area: 12.11 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.18936142
Longitude: -117.338151

Population

2000 Population	25,205
2010 Population	30,081
2015 Population	31,102
2020 Population	32,050
2000-2010 Annual Rate	1.78%
2010-2015 Annual Rate	0.64%
2015-2020 Annual Rate	0.60%
2015 Male Population	48.3%
2015 Female Population	51.7%
2015 Median Age	28.7

In the identified area, the current year population is 31,102. In 2010, the Census count in the area was 30,081. The rate of change since 2010 was 0.64% annually. The five-year projection for the population in the area is 32,050 representing a change of 0.60% annually from 2015 to 2020. Currently, the population is 48.3% male and 51.7% 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	48.4%
2015 Black Alone	16.8%
2015 American Indian/Alaska Native Alone	1.1%
2015 Asian Alone	5.6%
2015 Pacific Islander Alone	0.3%
2015 Other Race	21.4%
2015 Two or More Races	6.3%
2015 Hispanic Origin (Any Race)	48.0%

Persons of Hispanic origin represent 48.0% 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	8,636
2010 Households	9,391
2015 Total Households	9,706
2020 Total Households	9,989
2000-2010 Annual Rate	0.84%
2010-2015 Annual Rate	0.63%
2015-2020 Annual Rate	0.58%
2015 Average Household Size	3.08

The household count in this area has changed from 9,391 in 2010 to 9,706 in the current year, a change of 0.63% annually. The five-year projection of households is 9,989, a change of 0.58% annually from the current year total. Average household size is currently 3.08, compared to 3.07 in the year 2010. The number of families in the current year is 6,954 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 5
Area: 12.11 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.18936142
Longitude: -117.338151

Median Household Income

2015 Median Household Income	\$57,503
2020 Median Household Income	\$64,879
2015-2020 Annual Rate	2.44%

Average Household Income

2015 Average Household Income	\$69,613
2020 Average Household Income	\$77,353
2015-2020 Annual Rate	2.13%

Per Capita Income

2015 Per Capita Income	\$22,486
2020 Per Capita Income	\$24,850
2015-2020 Annual Rate	2.02%

Households by Income

Current median household income is \$57,503 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$64,879 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$69,613 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$77,353 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$22,486 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$24,850 in five years, compared to \$32,501 for all U.S. households

Housing

2000 Total Housing Units	9,157
2000 Owner Occupied Housing Units	4,564
2000 Renter Occupied Housing Units	4,071
2000 Vacant Housing Units	522
2010 Total Housing Units	10,162
2010 Owner Occupied Housing Units	5,396
2010 Renter Occupied Housing Units	3,995
2010 Vacant Housing Units	771
2015 Total Housing Units	10,449
2015 Owner Occupied Housing Units	5,307
2015 Renter Occupied Housing Units	4,399
2015 Vacant Housing Units	743
2020 Total Housing Units	10,749
2020 Owner Occupied Housing Units	5,400
2020 Renter Occupied Housing Units	4,589
2020 Vacant Housing Units	760

Currently, 50.8% of the 10,449 housing units in the area are owner occupied; 42.1%, renter occupied; and 7.1% 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 10,162 housing units in the area - 53.1% owner occupied, 39.3% renter occupied, and 7.6% vacant. The annual rate of change in housing units since 2010 is 1.25%. Median home value in the area is \$237,594, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by -0.01% annually to \$237,443.

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 5
Area: 12.11 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.18936142
Longitude: -117.338151

Data for all businesses in area

Total Businesses:	394
Total Employees:	4,891
Total Residential Population:	31,102
Employee/Residential Population Ratio:	0.16:1

by SIC Codes			Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	10	2.5%	33	0.7%
Construction	44	11.2%	111	2.3%
Manufacturing	6	1.5%	20	0.4%
Transportation	7	1.8%	16	0.3%
Communication	4	1.0%	19	0.4%
Utility	0	0.0%	0	0.0%
Wholesale Trade	11	2.8%	38	0.8%
Retail Trade Summary	98	24.9%	931	19.0%
Home Improvement	4	1.0%	9	0.2%
General Merchandise Stores	2	0.5%	4	0.1%
Food Stores	15	3.8%	218	4.5%
Auto Dealers, Gas Stations, Auto Aftermarket	8	2.0%	84	1.7%
Apparel & Accessory Stores	3	0.8%	7	0.1%
Furniture & Home Furnishings	8	2.0%	26	0.5%
Eating & Drinking Places	38	9.6%	528	10.8%
Miscellaneous Retail	19	4.8%	54	1.1%
Finance, Insurance, Real Estate Summary	43	10.9%	139	2.8%
Banks, Savings & Lending Institutions	18	4.6%	29	0.6%
Securities Brokers	1	0.3%	4	0.1%
Insurance Carriers & Agents	3	0.8%	13	0.3%
Real Estate, Holding, Other Investment Offices	21	5.3%	92	1.9%
Services Summary	154	39.1%	3,559	72.8%
Hotels & Lodging	1	0.3%	5	0.1%
Automotive Services	11	2.8%	40	0.8%
Motion Pictures & Amusements	15	3.8%	56	1.1%
Health Services	8	2.0%	181	3.7%
Legal Services	4	1.0%	28	0.6%
Education Institutions & Libraries	19	4.8%	2,956	60.4%
Other Services	96	24.4%	293	6.0%
Government	1	0.3%	6	0.1%
Unclassified Establishments	16	4.1%	18	0.4%
Totals	394	100.0%	4,891	100.0%

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

October 19, 2015



Business Summary

Ward 5
Area: 12.11 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.18936142
Longitude: -117.338151

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	46	11.7%	115	2.4%
Manufacturing	6	1.5%	22	0.4%
Wholesale Trade	11	2.8%	38	0.8%
Retail Trade	57	14.5%	394	8.1%
Motor Vehicle & Parts Dealers	4	1.0%	62	1.3%
Furniture & Home Furnishings Stores	2	0.5%	9	0.2%
Electronics & Appliance Stores	7	1.8%	21	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	4	1.0%	9	0.2%
Food & Beverage Stores	11	2.8%	207	4.2%
Health & Personal Care Stores	5	1.3%	22	0.4%
Gasoline Stations	4	1.0%	22	0.4%
Clothing & Clothing Accessories Stores	4	1.0%	9	0.2%
Sport Goods, Hobby, Book, & Music Stores	4	1.0%	11	0.2%
General Merchandise Stores	2	0.5%	4	0.1%
Miscellaneous Store Retailers	7	1.8%	15	0.3%
Nonstore Retailers	2	0.5%	3	0.1%
Transportation & Warehousing	6	1.5%	15	0.3%
Information	9	2.3%	88	1.8%
Finance & Insurance	22	5.6%	46	0.9%
Central Bank/Credit Intermediation & Related Activities	18	4.6%	29	0.6%
Securities, Commodity Contracts & Other Financial	1	0.3%	4	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	3	0.8%	13	0.3%
Real Estate, Rental & Leasing	29	7.4%	100	2.0%
Professional, Scientific & Tech Services	37	9.4%	120	2.5%
Legal Services	5	1.3%	29	0.6%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	25	6.3%	92	1.9%
Educational Services	21	5.3%	2,899	59.3%
Health Care & Social Assistance	15	3.8%	199	4.1%
Arts, Entertainment & Recreation	10	2.5%	61	1.2%
Accommodation & Food Services	41	10.4%	538	11.0%
Accommodation	1	0.3%	5	0.1%
Food Services & Drinking Places	40	10.2%	533	10.9%
Other Services (except Public Administration)	42	10.7%	139	2.8%
Automotive Repair & Maintenance	9	2.3%	34	0.7%
Public Administration	1	0.3%	6	0.1%
Unclassified Establishments	16	4.1%	18	0.4%
Total	394	100.0%	4,891	100.0%

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

October 19, 2015



Market Profile

Ward 5
Area: 12.11 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.18936142
Longitude: -117.338151

Population Summary	
2000 Total Population	25,205
2010 Total Population	30,081
2015 Total Population	31,102
2015 Group Quarters	1,251
2020 Total Population	32,050
2015-2020 Annual Rate	0.60%
Household Summary	
2000 Households	8,636
2000 Average Household Size	2.86
2010 Households	9,391
2010 Average Household Size	3.07
2015 Households	9,706
2015 Average Household Size	3.08
2020 Households	9,989
2020 Average Household Size	3.08
2015-2020 Annual Rate	0.58%
2010 Families	6,732
2010 Average Family Size	3.55
2015 Families	6,954
2015 Average Family Size	3.56
2020 Families	7,157
2020 Average Family Size	3.57
2015-2020 Annual Rate	0.58%
Housing Unit Summary	
2000 Housing Units	9,157
Owner Occupied Housing Units	49.8%
Renter Occupied Housing Units	44.5%
Vacant Housing Units	5.7%
2010 Housing Units	10,162
Owner Occupied Housing Units	53.1%
Renter Occupied Housing Units	39.3%
Vacant Housing Units	7.6%
2015 Housing Units	10,449
Owner Occupied Housing Units	50.8%
Renter Occupied Housing Units	42.1%
Vacant Housing Units	7.1%
2020 Housing Units	10,749
Owner Occupied Housing Units	50.2%
Renter Occupied Housing Units	42.7%
Vacant Housing Units	7.1%
Median Household Income	
2015	\$57,503
2020	\$64,879
Median Home Value	
2015	\$237,594
2020	\$237,443
Per Capita Income	
2015	\$22,486
2020	\$24,850
Median Age	
2010	27.6
2015	28.7
2020	30.2

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 5
Area: 12.11 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.18936142
Longitude: -117.338151

2015 Households by Income

Household Income Base	9,706
<\$15,000	12.0%
\$15,000 - \$24,999	7.0%
\$25,000 - \$34,999	10.3%
\$35,000 - \$49,999	12.6%
\$50,000 - \$74,999	20.7%
\$75,000 - \$99,999	15.0%
\$100,000 - \$149,999	16.8%
\$150,000 - \$199,999	3.3%
\$200,000+	2.4%
Average Household Income	\$69,613

2020 Households by Income

Household Income Base	9,989
<\$15,000	11.2%
\$15,000 - \$24,999	5.1%
\$25,000 - \$34,999	8.1%
\$35,000 - \$49,999	11.8%
\$50,000 - \$74,999	20.1%
\$75,000 - \$99,999	18.0%
\$100,000 - \$149,999	18.8%
\$150,000 - \$199,999	3.9%
\$200,000+	2.9%
Average Household Income	\$77,353

2015 Owner Occupied Housing Units by Value

Total	5,303
<\$50,000	0.7%
\$50,000 - \$99,999	5.3%
\$100,000 - \$149,999	8.9%
\$150,000 - \$199,999	18.0%
\$200,000 - \$249,999	22.7%
\$250,000 - \$299,999	15.1%
\$300,000 - \$399,999	15.7%
\$400,000 - \$499,999	8.1%
\$500,000 - \$749,999	3.7%
\$750,000 - \$999,999	0.5%
\$1,000,000 +	1.3%
Average Home Value	\$274,236

2020 Owner Occupied Housing Units by Value

Total	5,396
<\$50,000	0.5%
\$50,000 - \$99,999	4.4%
\$100,000 - \$149,999	6.8%
\$150,000 - \$199,999	20.0%
\$200,000 - \$249,999	24.4%
\$250,000 - \$299,999	13.0%
\$300,000 - \$399,999	12.3%
\$400,000 - \$499,999	8.2%
\$500,000 - \$749,999	7.3%
\$750,000 - \$999,999	0.9%
\$1,000,000 +	2.1%
Average Home Value	\$297,975

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 5
Area: 12.11 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.18936142
Longitude: -117.338151

2010 Population by Age	
Total	30,082
0 - 4	8.1%
5 - 9	7.4%
10 - 14	7.7%
15 - 24	22.2%
25 - 34	15.9%
35 - 44	12.4%
45 - 54	13.0%
55 - 64	8.0%
65 - 74	3.2%
75 - 84	1.5%
85 +	0.6%
18 +	72.0%
2015 Population by Age	
Total	31,102
0 - 4	7.9%
5 - 9	7.3%
10 - 14	6.9%
15 - 24	20.1%
25 - 34	18.5%
35 - 44	12.0%
45 - 54	11.2%
55 - 64	9.5%
65 - 74	4.4%
75 - 84	1.6%
85 +	0.6%
18 +	74.0%
2020 Population by Age	
Total	32,050
0 - 4	7.8%
5 - 9	7.2%
10 - 14	7.1%
15 - 24	17.8%
25 - 34	19.6%
35 - 44	12.9%
45 - 54	10.0%
55 - 64	9.6%
65 - 74	5.4%
75 - 84	1.9%
85 +	0.6%
18 +	74.1%
2010 Population by Sex	
Males	14,522
Females	15,559
2015 Population by Sex	
Males	15,033
Females	16,069
2020 Population by Sex	
Males	15,509
Females	16,541

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 5
Area: 12.11 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.18936142
Longitude: -117.338151

2010 Population by Race/Ethnicity

Total	30,081
White Alone	50.6%
Black Alone	17.2%
American Indian Alone	1.1%
Asian Alone	5.2%
Pacific Islander Alone	0.3%
Some Other Race Alone	19.7%
Two or More Races	5.9%
Hispanic Origin	44.3%
Diversity Index	85.4

2015 Population by Race/Ethnicity

Total	31,101
White Alone	48.4%
Black Alone	16.8%
American Indian Alone	1.1%
Asian Alone	5.6%
Pacific Islander Alone	0.3%
Some Other Race Alone	21.4%
Two or More Races	6.3%
Hispanic Origin	48.0%
Diversity Index	86.7

2020 Population by Race/Ethnicity

Total	32,050
White Alone	46.9%
Black Alone	16.4%
American Indian Alone	1.1%
Asian Alone	6.0%
Pacific Islander Alone	0.3%
Some Other Race Alone	22.7%
Two or More Races	6.6%
Hispanic Origin	51.8%
Diversity Index	87.5

2010 Population by Relationship and Household Type

Total	30,081
In Households	95.8%
In Family Households	82.9%
Householder	22.2%
Spouse	14.3%
Child	36.5%
Other relative	6.4%
Nonrelative	3.5%
In Nonfamily Households	12.8%
In Group Quarters	4.2%
Institutionalized Population	0.0%
Noninstitutionalized Population	4.2%

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.

October 19, 2015



Market Profile

Ward 5
Area: 12.11 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.18936142
Longitude: -117.338151

2015 Population 25+ by Educational Attainment

Total	18,008
Less than 9th Grade	6.6%
9th - 12th Grade, No Diploma	9.3%
High School Graduate	22.7%
GED/Alternative Credential	2.9%
Some College, No Degree	28.4%
Associate Degree	10.0%
Bachelor's Degree	12.4%
Graduate/Professional Degree	7.8%

2015 Population 15+ by Marital Status

Total	24,260
Never Married	43.8%
Married	41.8%
Widowed	3.4%
Divorced	11.0%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	91.9%
Civilian Unemployed	8.1%

2015 Employed Population 16+ by Industry

Total	13,656
Agriculture/Mining	0.8%
Construction	6.1%
Manufacturing	5.5%
Wholesale Trade	2.3%
Retail Trade	13.4%
Transportation/Utilities	9.1%
Information	1.4%
Finance/Insurance/Real Estate	2.9%
Services	47.3%
Public Administration	11.2%

2015 Employed Population 16+ by Occupation

Total	13,658
White Collar	60.7%
Management/Business/Financial	10.6%
Professional	21.8%
Sales	10.4%
Administrative Support	18.0%
Services	17.2%
Blue Collar	22.1%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	4.7%
Installation/Maintenance/Repair	4.3%
Production	3.1%
Transportation/Material Moving	9.4%

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 5
Area: 12.11 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.18936142
Longitude: -117.338151

2010 Households by Type

Total	9,391
Households with 1 Person	19.2%
Households with 2+ People	80.8%
Family Households	71.7%
Husband-wife Families	46.1%
With Related Children	27.9%
Other Family (No Spouse Present)	25.6%
Other Family with Male Householder	7.5%
With Related Children	4.7%
Other Family with Female Householder	18.1%
With Related Children	12.3%
Nonfamily Households	9.1%
All Households with Children	45.7%
Multigenerational Households	8.2%
Unmarried Partner Households	9.0%
Male-female	8.1%
Same-sex	0.9%

2010 Households by Size

Total	9,390
1 Person Household	19.2%
2 Person Household	25.6%
3 Person Household	18.2%
4 Person Household	17.5%
5 Person Household	10.8%
6 Person Household	4.8%
7 + Person Household	3.9%

2010 Households by Tenure and Mortgage Status

Total	9,391
Owner Occupied	57.5%
Owned with a Mortgage/Loan	51.7%
Owned Free and Clear	5.8%
Renter Occupied	42.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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



Market Profile

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Top 3 Tapestry Segments

1. American Dreamers (7C)
2. Metro Fusion (11C)
3. Soccer Moms (4A)

2015 Consumer Spending

Apparel & Services: Total \$	\$21,732,330
Average Spent	\$2,239.06
Spending Potential Index	97
Computers & Accessories: Total \$	\$2,475,076
Average Spent	\$255.00
Spending Potential Index	100
Education: Total \$	\$13,485,955
Average Spent	\$1,389.45
Spending Potential Index	91
Entertainment/Recreation: Total \$	\$29,421,201
Average Spent	\$3,031.24
Spending Potential Index	92
Food at Home: Total \$	\$47,316,338
Average Spent	\$4,874.96
Spending Potential Index	93
Food Away from Home: Total \$	\$30,623,401
Average Spent	\$3,155.10
Spending Potential Index	96
Health Care: Total \$	\$39,873,998
Average Spent	\$4,108.18
Spending Potential Index	87
HH Furnishings & Equipment: Total \$	\$16,899,885
Average Spent	\$1,741.18
Spending Potential Index	95
Investments: Total \$	\$25,379,931
Average Spent	\$2,614.87
Spending Potential Index	95
Retail Goods: Total \$	\$227,965,620
Average Spent	\$23,487.08
Spending Potential Index	92
Shelter: Total \$	\$154,778,767
Average Spent	\$15,946.71
Spending Potential Index	97
TV/Video/Audio: Total \$	\$11,774,307
Average Spent	\$1,213.10
Spending Potential Index	93
Travel: Total \$	\$17,511,832
Average Spent	\$1,804.23
Spending Potential Index	92
Vehicle Maintenance & Repairs: Total \$	\$10,270,024
Average Spent	\$1,058.11
Spending Potential Index	95

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



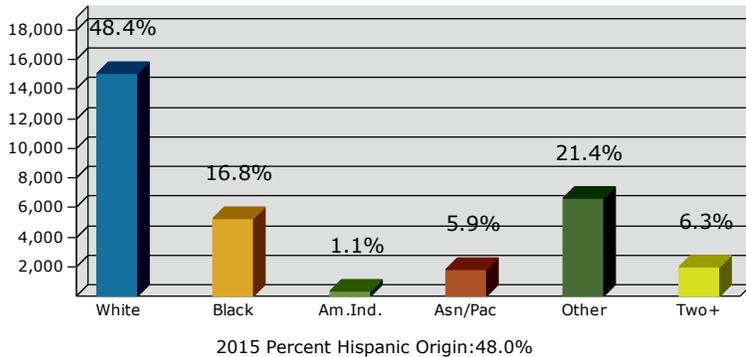
Graphic Profile

Ward 5
Area: 12.11 square miles

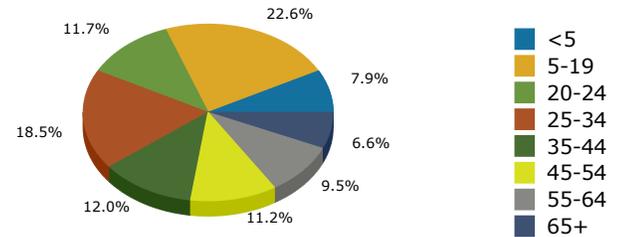
Prepared by Ruth Parish using ESRI Data

Latitude: 34.18936142
Longitude: -117.338151

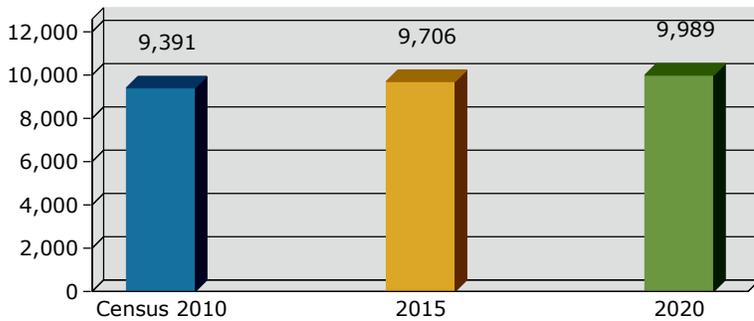
2015 Population by Race



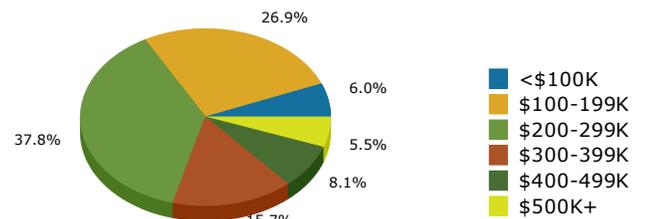
2015 Population by Age



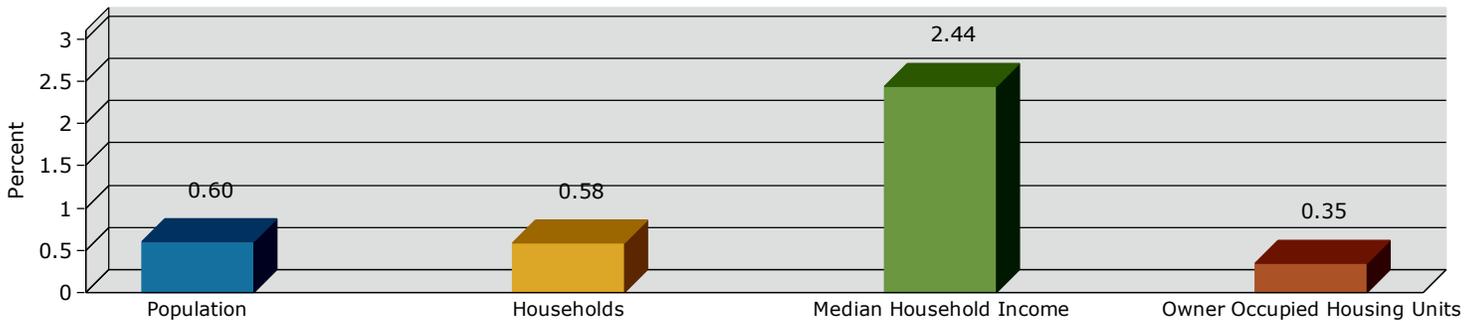
Households



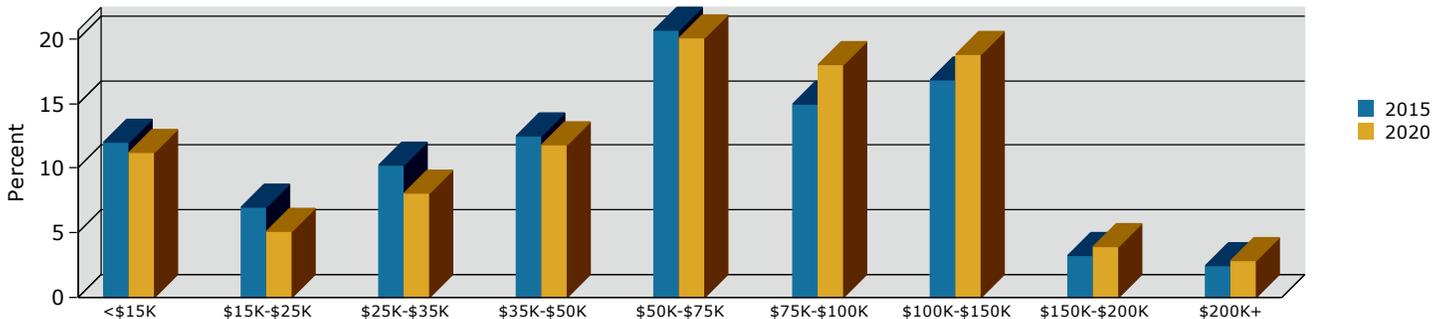
2015 Home Value



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 5
Area: 12.11 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.18936142
Longitude: -117.338151

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	29,113		1,858	High
Total Households	8,962		462	High
Total Housing Units	9,683		470	High
POPULATION AGE 15+ YEARS BY MARITAL STATUS				
Total	22,828	100.0%	1,400	High
Never married	9,837	43.1%	827	High
Married	9,670	42.4%	610	High
Widowed	838	3.7%	227	Medium
Divorced	2,483	10.9%	385	High
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	27,982	100.0%	1,788	High
Enrolled in school	11,059	39.5%	906	High
Enrolled in nursery school, preschool	524	1.9%	208	Medium
Public school	279	1.0%	144	Medium
Private school	245	0.9%	157	Medium
Enrolled in kindergarten	608	2.2%	204	Medium
Public school	597	2.1%	204	Medium
Private school	11	0.0%	14	Low
Enrolled in grade 1 to grade 4	1,198	4.3%	255	Medium
Public school	1,106	4.0%	244	Medium
Private school	91	0.3%	61	Low
Enrolled in grade 5 to grade 8	1,734	6.2%	332	High
Public school	1,698	6.1%	331	High
Private school	36	0.1%	30	Low
Enrolled in grade 9 to grade 12	2,383	8.5%	392	High
Public school	2,217	7.9%	380	High
Private school	166	0.6%	71	Medium
Enrolled in college undergraduate years	4,019	14.4%	507	High
Public school	3,493	12.5%	495	High
Private school	526	1.9%	163	Medium
Enrolled in graduate or professional school	594	2.1%	217	Medium
Public school	278	1.0%	129	Medium
Private school	316	1.1%	176	Medium
Not enrolled in school	16,922	60.5%	918	High
POPULATION AGE 25+ YEARS BY EDUCATIONAL ATTAINMENT				
Total	15,800	100.0%	975	High
No schooling completed	258	1.6%	119	Medium
Nursery School	0	0.0%	0	
Kindergarten	0	0.0%	0	
1-4th Grade	270	1.7%	143	Medium
5-8th Grade	497	3.1%	184	Medium
Some High School	1,534	9.7%	356	Medium
High School Diploma	3,611	22.9%	459	High
GED	424	2.7%	134	Medium
Some College	4,548	28.8%	497	High
Associate's degree	1,476	9.3%	285	High
Bachelor's degree	1,967	12.4%	323	High
Master's degree	825	5.2%	179	Medium
Professional school degree	137	0.9%	76	Medium
Doctorate degree	253	1.6%	117	Medium



ACS Population Summary

Ward 5
Area: 12.11 square miles

Prepared by Ruth Parish using ESRI Data
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Longitude: -117.338151

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	26,877	100.0%	1,700	
5 to 17 years				
Speak only English	4,295	16.0%	675	
Speak Spanish	1,280	4.8%	347	
Speak English "very well" or "well"	1,217	4.5%	341	
Speak English "not well"	63	0.2%	70	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	36	0.1%	41	
Speak English "very well" or "well"	36	0.1%	41	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	53	0.2%	55	
Speak English "very well" or "well"	42	0.2%	42	
Speak English "not well"	11	0.0%	17	
Speak English "not at all"	0	0.0%	0	
Speak other languages	28	0.1%	29	
Speak English "very well" or "well"	28	0.1%	30	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
18 to 64 years				
Speak only English	12,870	47.9%	983	
Speak Spanish	4,757	17.7%	709	
Speak English "very well" or "well"	3,898	14.5%	563	
Speak English "not well"	642	2.4%	249	
Speak English "not at all"	217	0.8%	111	
Speak other Indo-European languages	286	1.1%	116	
Speak English "very well" or "well"	286	1.1%	116	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	841	3.1%	269	
Speak English "very well" or "well"	604	2.2%	206	
Speak English "not well"	209	0.8%	108	
Speak English "not at all"	28	0.1%	35	
Speak other languages	486	1.8%	206	
Speak English "very well" or "well"	436	1.6%	194	
Speak English "not well"	50	0.2%	43	
Speak English "not at all"	0	0.0%	0	
65 years and over				
Speak only English	1,369	5.1%	247	
Speak Spanish	430	1.6%	160	
Speak English "very well" or "well"	200	0.7%	86	
Speak English "not well"	61	0.2%	75	
Speak English "not at all"	169	0.6%	117	
Speak other Indo-European languages	33	0.1%	46	
Speak English "very well" or "well"	33	0.1%	46	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	80	0.3%	63	
Speak English "very well" or "well"	29	0.1%	23	
Speak English "not well"	50	0.2%	58	
Speak English "not at all"	0	0.0%	0	
Speak other languages	34	0.1%	25	
Speak English "very well" or "well"	13	0.0%	24	
Speak English "not well"	21	0.1%	13	
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 5
Area: 12.11 square miles

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Latitude: 34.18936142
Longitude: -117.338151

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	11,917	100.0%	881	High
Worked in state and in county of residence	9,171	77.0%	763	High
Worked in state and outside county of residence	2,709	22.7%	390	High
Worked outside state of residence	37	0.3%	37	Low
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	11,917	100.0%	881	High
Drove alone	9,218	77.4%	739	High
Carpooled	1,582	13.3%	408	Medium
Public transportation (excluding taxicab)	144	1.2%	86	Medium
Bus or trolley bus	87	0.7%	75	Low
Streetcar or trolley car	5	0.0%	10	Low
Subway or elevated	0	0.0%	0	
Railroad	51	0.4%	41	Low
Ferryboat	0	0.0%	0	
Taxicab	0	0.0%	0	
Motorcycle	52	0.4%	40	Low
Bicycle	63	0.5%	48	Low
Walked	295	2.5%	141	Medium
Other means	84	0.7%	79	Low
Worked at home	478	4.0%	151	Medium
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	11,439	100.0%	860	High
Less than 5 minutes	209	1.8%	129	Medium
5 to 9 minutes	1,081	9.5%	254	Medium
10 to 14 minutes	1,422	12.4%	309	Medium
15 to 19 minutes	2,178	19.0%	403	High
20 to 24 minutes	1,995	17.4%	350	High
25 to 29 minutes	743	6.5%	203	Medium
30 to 34 minutes	1,109	9.7%	237	Medium
35 to 39 minutes	188	1.6%	92	Medium
40 to 44 minutes	333	2.9%	147	Medium
45 to 59 minutes	639	5.6%	194	Medium
60 to 89 minutes	556	4.9%	160	Medium
90 or more minutes	987	8.6%	257	Medium
Average Travel Time to Work (in minutes)	N/A		N/A	



ACS Population Summary

Ward 5
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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY OCCUPATION				
Total	12,252	100.0%	886	■■■
Management	632	5.2%	160	■■
Business and financial operations	347	2.8%	145	■■
Computer and mathematical	215	1.8%	87	■■
Architecture and engineering	109	0.9%	68	■■
Life, physical, and social science	35	0.3%	33	■
Community and social services	329	2.7%	131	■■
Legal	93	0.8%	61	■■
Education, training, and library	826	6.7%	183	■■
Arts, design, entertainment, sports, and media	301	2.5%	172	■■
Healthcare practitioner, technologists, and technicians	680	5.6%	203	■■
Healthcare support	265	2.2%	101	■■
Protective service	390	3.2%	153	■■
Food preparation and serving related	657	5.4%	182	■■
Building and grounds cleaning and maintenance	276	2.3%	106	■■
Personal care and service	514	4.2%	171	■■
Sales and related	1,300	10.6%	261	■■
Office and administrative support	2,135	17.4%	351	■■■
Farming, fishing, and forestry	109	0.9%	82	■
Construction and extraction	724	5.9%	193	■■
Installation, maintenance, and repair	358	2.9%	133	■■
Production	422	3.4%	159	■■
Transportation and material moving	1,534	12.5%	343	■■
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY INDUSTRY				
Total	12,252	100.0%	886	■■■
Agriculture, forestry, fishing and hunting	125	1.0%	84	■
Mining, quarrying, and oil and gas extraction	15	0.1%	24	■
Construction	909	7.4%	219	■■
Manufacturing	884	7.2%	225	■■
Wholesale trade	376	3.1%	172	■■
Retail trade	1,577	12.9%	355	■■
Transportation and warehousing	890	7.3%	248	■■
Utilities	269	2.2%	111	■■
Information	92	0.8%	62	■
Finance and insurance	317	2.6%	113	■■
Real estate and rental and leasing	230	1.9%	123	■■
Professional, scientific, and technical services	374	3.1%	130	■■
Management of companies and enterprises	0	0.0%	0	
Administrative and support and waste management services	247	2.0%	131	■■
Educational services	1,547	12.6%	272	■■■
Health care and social assistance	1,764	14.4%	322	■■■
Arts, entertainment, and recreation	472	3.9%	194	■■
Accommodation and food services	617	5.0%	198	■■
Other services, except public administration	667	5.4%	178	■■
Public administration	877	7.2%	201	■■
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	8,754	100.0%	661	■■■
Own children under 6 years only	790	9.0%	201	■■
In labor force	613	7.0%	183	■■
Not in labor force	177	2.0%	90	■■
Own children under 6 years and 6 to 17 years	894	10.2%	212	■■
In labor force	628	7.2%	187	■■
Not in labor force	266	3.0%	106	■■
Own children 6 to 17 years only	1,737	19.8%	282	■■■
In labor force	1,205	13.8%	241	■■
Not in labor force	532	6.1%	160	■■
No own children under 18 years	5,333	60.9%	574	■■■
In labor force	3,536	40.4%	440	■■■
Not in labor force	1,797	20.5%	350	■■■

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

Reliability: ■■■ high ■■■ medium ■ low

October 19, 2015



ACS Population Summary

Ward 5
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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	27,706	100.0%	1,828	High
Under .50	1,657	6.0%	488	Medium
.50 to .99	2,302	8.3%	609	Medium
1.00 to 1.24	841	3.0%	421	Medium
1.25 to 1.49	1,470	5.3%	511	Medium
1.50 to 1.84	2,644	9.5%	830	Medium
1.85 to 1.99	970	3.5%	496	Medium
2.00 and over	17,822	64.3%	1,555	High
CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE				
Total	29,090	100.0%	1,857	High
Under 18 years:	7,928	27.3%	937	High
One Type of Health Insurance:	7,336	25.2%	900	High
Employer-Based Health Ins Only	4,254	14.6%	683	High
Direct-Purchase Health Ins Only	442	1.5%	211	Medium
Medicare Coverage Only	44	0.2%	79	Low
Medicaid Coverage Only	2,532	8.7%	560	Medium
TRICARE/Military Hlth Cov Only	63	0.2%	59	Low
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance	236	0.8%	105	Medium
No Health Insurance Coverage	356	1.2%	180	Medium
18 to 34 years:	9,694	33.3%	850	High
One Type of Health Insurance:	6,910	23.8%	691	High
Employer-Based Health Ins Only	4,587	15.8%	549	High
Direct-Purchase Health Ins Only	1,065	3.7%	328	Medium
Medicare Coverage Only	183	0.6%	159	Low
Medicaid Coverage Only	985	3.4%	264	Medium
TRICARE/Military Hlth Cov Only	90	0.3%	93	Low
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance	603	2.1%	216	Medium
No Health Insurance Coverage	2,182	7.5%	417	High
35 to 64 years:	9,528	32.8%	742	High
One Type of Health Insurance:	7,478	25.7%	678	High
Employer-Based Health Ins Only	6,024	20.7%	617	High
Direct-Purchase Health Ins Only	449	1.5%	189	Medium
Medicare Coverage Only	168	0.6%	127	Low
Medicaid Coverage Only	605	2.1%	201	Medium
TRICARE/Military Hlth Cov Only	144	0.5%	108	Low
VA Health Care Only	88	0.3%	81	Low
2+ Types of Health Insurance	440	1.5%	127	Medium
No Health Insurance Coverage	1,610	5.5%	364	Medium
65+ years:	1,940	6.7%	284	High
One Type of Health Insurance:	652	2.2%	165	Medium
Employer-Based Health Ins Only	97	0.3%	62	Medium
Direct-Purchase Health Ins Only	0	0.0%	0	
Medicare Coverage Only	555	1.9%	153	Medium
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance	1,257	4.3%	239	
No Health Insurance Coverage	31	0.1%	37	Low

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

Reliability: High Medium Low

October 19, 2015



ACS Population Summary

Ward 5
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Latitude: 34.18936142
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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	21,174	100.0%	1,262	High
Veteran	1,413	6.7%	248	High
Nonveteran	19,761	93.3%	1,233	High
Male	9,781	46.2%	731	High
Veteran	1,305	6.2%	227	High
Nonveteran	8,476	40.0%	704	High
Female	11,393	53.8%	771	High
Veteran	108	0.5%	73	Low
Nonveteran	11,285	53.3%	776	High
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	1,413	100.0%	248	High
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	84	5.9%	82	Low
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	44	3.1%	40	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	214	15.1%	110	Medium
Gulf War (8/90 to 8/01) and Vietnam Era	33	2.3%	38	Low
Vietnam Era, no Korean War, no World War II	476	33.7%	137	Medium
Vietnam Era and Korean War, no World War II	0	0.0%	0	
Vietnam Era and Korean War and World War II	0	0.0%	0	
Korean War, no Vietnam Era, no World War II	101	7.1%	54	Medium
Korean War and World War II, no Vietnam Era	0	0.0%	0	
World War II, no Korean War, no Vietnam Era	41	2.9%	38	Low
Between Gulf War and Vietnam Era only	341	24.1%	143	Medium
Between Vietnam Era and Korean War only	77	5.4%	41	Medium
Between Korean War and World War II only	0	0.0%	0	
Pre-World War II only	0	0.0%	0	
HOUSEHOLDS BY POVERTY STATUS				
Total	8,962	100.0%	462	High
Income in the past 12 months below poverty level	1,315	14.7%	259	High
Married-couple family	237	2.6%	86	Medium
Other family - male householder (no wife present)	62	0.7%	68	Low
Other family - female householder (no husband present)	376	4.2%	157	Medium
Nonfamily household - male householder	189	2.1%	106	Medium
Nonfamily household - female householder	451	5.0%	161	Medium
Income in the past 12 months at or above poverty level	7,647	85.3%	468	High
Married-couple family	3,850	43.0%	361	High
Other family - male householder (no wife present)	627	7.0%	201	Medium
Other family - female householder (no husband present)	1,097	12.2%	240	Medium
Nonfamily household - male householder	977	10.9%	219	Medium
Nonfamily household - female householder	1,096	12.2%	213	High



ACS Population Summary

Ward 5
Area: 12.11 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.18936142
Longitude: -117.338151

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY INCOME				
Total	8,962	100.0%	462	High
Less than \$10,000	744	8.3%	202	Medium
\$10,000 to \$14,999	305	3.4%	131	Medium
\$15,000 to \$19,999	383	4.3%	136	Medium
\$20,000 to \$24,999	381	4.3%	132	Medium
\$25,000 to \$29,999	449	5.0%	160	Medium
\$30,000 to \$34,999	383	4.3%	144	Medium
\$35,000 to \$39,999	328	3.7%	110	Medium
\$40,000 to \$44,999	485	5.4%	176	Medium
\$45,000 to \$49,999	518	5.8%	182	Medium
\$50,000 to \$59,999	893	10.0%	208	Medium
\$60,000 to \$74,999	1,102	12.3%	238	Medium
\$75,000 to \$99,999	1,110	12.4%	211	High
\$100,000 to \$124,999	787	8.8%	186	Medium
\$125,000 to \$149,999	512	5.7%	163	Medium
\$150,000 to \$199,999	338	3.8%	106	Medium
\$200,000 or more	246	2.7%	106	Medium
Median Household Income	\$55,196		N/A	
Average Household Income	\$67,444		\$6,151	High
Per Capita Income	\$21,634		\$2,099	High
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	662	100.0%	183	Medium
Less than \$10,000	226	34.1%	119	Medium
\$10,000 to \$14,999	34	5.1%	49	Low
\$15,000 to \$19,999	70	10.6%	64	Low
\$20,000 to \$24,999	80	12.1%	68	Low
\$25,000 to \$29,999	68	10.3%	58	Low
\$30,000 to \$34,999	30	4.5%	34	Low
\$35,000 to \$39,999	0	0.0%	0	
\$40,000 to \$44,999	7	1.1%	12	Low
\$45,000 to \$49,999	20	3.0%	22	Low
\$50,000 to \$59,999	54	8.2%	59	Low
\$60,000 to \$74,999	0	0.0%	0	
\$75,000 to \$99,999	54	8.2%	47	Low
\$100,000 to \$124,999	20	3.0%	29	Low
\$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	\$20,073		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	3,836	100.0%	401	High
Less than \$10,000	212	5.5%	108	Medium
\$10,000 to \$14,999	23	0.6%	22	Low
\$15,000 to \$19,999	156	4.1%	98	Medium
\$20,000 to \$24,999	13	0.3%	36	Low
\$25,000 to \$29,999	179	4.7%	128	Low
\$30,000 to \$34,999	182	4.7%	105	Medium
\$35,000 to \$39,999	182	4.7%	95	Medium
\$40,000 to \$44,999	293	7.6%	146	Medium
\$45,000 to \$49,999	131	3.4%	88	Low
\$50,000 to \$59,999	405	10.6%	148	Medium
\$60,000 to \$74,999	694	18.1%	211	Medium
\$75,000 to \$99,999	351	9.2%	92	Medium
\$100,000 to \$124,999	466	12.1%	154	Medium
\$125,000 to \$149,999	303	7.9%	127	Medium
\$150,000 to \$199,999	101	2.6%	41	Medium
\$200,000 or more	145	3.8%	90	Medium
Median Household Income for HHR 25-44	\$62,373		N/A	
Average Household Income for HHR 25-44	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	3,387	100.0%	359	High
Less than \$10,000	222	6.6%	106	Medium
\$10,000 to \$14,999	130	3.8%	105	Low
\$15,000 to \$19,999	112	3.3%	70	Medium
\$20,000 to \$24,999	181	5.3%	99	Medium
\$25,000 to \$29,999	83	2.5%	49	Medium
\$30,000 to \$34,999	100	3.0%	68	Low
\$35,000 to \$39,999	101	3.0%	50	Medium
\$40,000 to \$44,999	97	2.9%	69	Low
\$45,000 to \$49,999	321	9.5%	154	Medium
\$50,000 to \$59,999	343	10.1%	127	Medium
\$60,000 to \$74,999	371	11.0%	121	Medium
\$75,000 to \$99,999	552	16.3%	178	Medium
\$100,000 to \$124,999	283	8.4%	101	Medium
\$125,000 to \$149,999	182	5.4%	96	Medium
\$150,000 to \$199,999	210	6.2%	96	Medium
\$200,000 or more	96	2.8%	54	Low
Median Household Income for HHR 45-64	\$60,064		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	1,076	100.0%	192	
Less than \$10,000	83	7.7%	76	
\$10,000 to \$14,999	118	11.0%	66	
\$15,000 to \$19,999	44	4.1%	30	
\$20,000 to \$24,999	106	9.9%	61	
\$25,000 to \$29,999	119	11.1%	64	
\$30,000 to \$34,999	70	6.5%	61	
\$35,000 to \$39,999	44	4.1%	40	
\$40,000 to \$44,999	88	8.2%	73	
\$45,000 to \$49,999	46	4.3%	40	
\$50,000 to \$59,999	91	8.5%	53	
\$60,000 to \$74,999	37	3.4%	32	
\$75,000 to \$99,999	154	14.3%	79	
\$100,000 to \$124,999	18	1.7%	16	
\$125,000 to \$149,999	26	2.4%	29	
\$150,000 to \$199,999	27	2.5%	20	
\$200,000 or more	5	0.5%	11	
Median Household Income for HHR 65+	\$34,837		N/A	
Average Household Income for HHR 65+	N/A		N/A	
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	8,962	100.0%	462	
With public assistance income	386	4.3%	146	
No public assistance income	8,576	95.7%	448	
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	8,962	100.0%	462	
With Food Stamps/SNAP	910	10.2%	205	
With No Food Stamps/SNAP	8,052	89.8%	452	
HOUSEHOLDS BY DISABILITY STATUS				
Total	8,962	100.0%	462	
With 1+ Persons w/Disability	1,967	21.9%	289	
With No Person w/Disability	6,995	78.1%	489	

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.

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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.
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ACS Housing Summary

Ward 5
Area: 12.11 square miles

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Longitude: -117.338151

	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	29,113		1,858	High
Total Households	8,962		462	High
Total Housing Units	9,683		470	High
OWNER-OCCUPIED HOUSING UNITS BY VALUE				
Total	4,989	100.0%	358	High
Less than \$10,000	25	0.5%	28	Low
\$10,000 to \$14,999	0	0.0%	0	
\$15,000 to \$19,999	81	1.6%	78	Low
\$20,000 to \$24,999	19	0.4%	24	Low
\$25,000 to \$29,999	5	0.1%	11	Low
\$30,000 to \$34,999	10	0.2%	15	Low
\$35,000 to \$39,999	17	0.3%	27	Low
\$40,000 to \$49,999	21	0.4%	23	Low
\$50,000 to \$59,999	73	1.5%	68	Low
\$60,000 to \$69,999	41	0.8%	30	Low
\$70,000 to \$79,999	66	1.3%	51	Low
\$80,000 to \$89,999	186	3.7%	82	Medium
\$90,000 to \$99,999	30	0.6%	38	Low
\$100,000 to \$124,999	310	6.2%	79	Medium
\$125,000 to \$149,999	246	4.9%	112	Medium
\$150,000 to \$174,999	652	13.1%	177	Medium
\$175,000 to \$199,999	526	10.5%	161	Medium
\$200,000 to \$249,999	995	19.9%	209	Medium
\$250,000 to \$299,999	734	14.7%	160	Medium
\$300,000 to \$399,999	634	12.7%	135	Medium
\$400,000 to \$499,999	138	2.8%	57	Medium
\$500,000 to \$749,999	148	3.0%	86	Medium
\$750,000 to \$999,999	34	0.7%	53	Low
\$1,000,000 or more	0	0.0%	0	
Median Home Value	\$209,422		N/A	
Average Home Value	N/A		N/A	
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	4,989	100.0%	358	High
Housing units with a mortgage/contract to purchase/similar debt	4,205	84.3%	334	High
Second mortgage only	362	7.3%	113	Medium
Home equity loan only	548	11.0%	156	Medium
Both second mortgage and home equity loan	27	0.5%	42	Low
No second mortgage and no home equity loan	3,268	65.5%	302	High
Housing units without a mortgage	784	15.7%	171	Medium
AVERAGE VALUE BY MORTGAGE STATUS				
Housing units with a mortgage	N/A		N/A	
Housing units without a mortgage	N/A		N/A	



ACS Housing Summary

Ward 5
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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	3,973	100.0%	403	High
With cash rent	3,929	98.9%	403	High
Less than \$100	0	0.0%	0	
\$100 to \$149	0	0.0%	0	
\$150 to \$199	13	0.3%	24	Low
\$200 to \$249	4	0.1%	15	Low
\$250 to \$299	0	0.0%	0	
\$300 to \$349	33	0.8%	32	Low
\$350 to \$399	6	0.2%	13	Low
\$400 to \$449	0	0.0%	0	
\$450 to \$499	13	0.3%	25	Low
\$500 to \$549	28	0.7%	33	Low
\$550 to \$599	42	1.1%	47	Low
\$600 to \$649	116	2.9%	53	Medium
\$650 to \$699	53	1.3%	43	Low
\$700 to \$749	213	5.4%	141	Low
\$750 to \$799	224	5.6%	114	Medium
\$800 to \$899	626	15.8%	202	Medium
\$900 to \$999	558	14.0%	177	Medium
\$1,000 to \$1,249	1,179	29.7%	276	Medium
\$1,250 to \$1,499	471	11.9%	172	Medium
\$1,500 to \$1,999	308	7.8%	131	Medium
\$2,000 or more	41	1.0%	27	Low
No cash rent	44	1.1%	30	Low
Median Contract Rent	\$1,007		N/A	
Average Contract Rent	N/A		N/A	
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	3,973	100.0%	403	High
Pay extra for one or more utilities	3,931	98.9%	402	High
No extra payment for any utilities	42	1.1%	30	Low
HOUSING UNITS BY UNITS IN STRUCTURE				
Total	9,683	100.0%	470	High
1, detached	6,159	63.6%	377	High
1, attached	283	2.9%	112	Medium
2	76	0.8%	67	Low
3 or 4	798	8.2%	214	Medium
5 to 9	636	6.6%	193	Medium
10 to 19	722	7.5%	206	Medium
20 to 49	321	3.3%	148	Medium
50 or more	688	7.1%	178	Medium
Mobile home	0	0.0%	0	
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	9,683	100.0%	470	
Built 2010 or later	9	0.1%	14	
Built 2000 to 2009	1,180	12.2%	182	
Built 1990 to 1999	1,775	18.3%	271	
Built 1980 to 1989	4,039	41.7%	399	
Built 1970 to 1979	863	8.9%	207	
Built 1960 to 1969	499	5.2%	147	
Built 1950 to 1959	633	6.5%	140	
Built 1940 to 1949	477	4.9%	138	
Built 1939 or earlier	207	2.1%	106	
Median Year Structure Built	1985		N/A	
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	8,962	100.0%	462	
Owner occupied				
Moved in 2010 or later	338	3.8%	97	
Moved in 2000 to 2009	2,598	29.0%	279	
Moved in 1990 to 1999	987	11.0%	192	
Moved in 1980 to 1989	759	8.5%	171	
Moved in 1970 to 1979	128	1.4%	77	
Moved in 1969 or earlier	180	2.0%	105	
Renter occupied				
Moved in 2010 or later	1,740	19.4%	310	
Moved in 2000 to 2009	1,990	22.2%	328	
Moved in 1990 to 1999	199	2.2%	93	
Moved in 1980 to 1989	43	0.5%	41	
Moved in 1970 to 1979	0	0.0%	0	
Moved in 1969 or earlier	1	0.0%	7	
Median Year Householder Moved Into Unit	2005		N/A	
OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	8,962	100.0%	462	
Utility gas	7,089	79.1%	452	
Bottled, tank, or LP gas	70	0.8%	40	
Electricity	1,718	19.2%	287	
Fuel oil, kerosene, etc.	0	0.0%	0	
Coal or coke	0	0.0%	0	
Wood	68	0.8%	58	
Solar energy	0	0.0%	0	
Other fuel	0	0.0%	0	
No fuel used	17	0.2%	19	



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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	8,962	100.0%	462	
Owner occupied				
No vehicle available	73	0.8%	57	
1 vehicle available	966	10.8%	204	
2 vehicles available	2,123	23.7%	270	
3 vehicles available	1,169	13.0%	217	
4 vehicles available	493	5.5%	127	
5 or more vehicles available	166	1.9%	89	
Renter occupied				
No vehicle available	354	4.0%	143	
1 vehicle available	1,853	20.7%	304	
2 vehicles available	1,344	15.0%	270	
3 vehicles available	379	4.2%	179	
4 vehicles available	15	0.2%	35	
5 or more vehicles available	27	0.3%	32	
Average Number of Vehicles Available	N/A		N/A	

Data Note: N/A means not available.

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