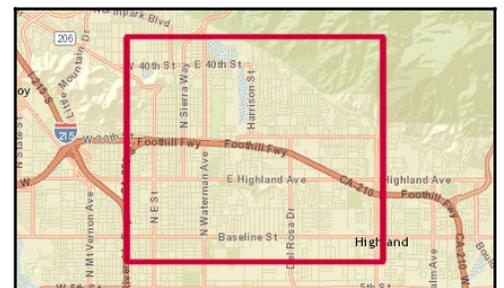
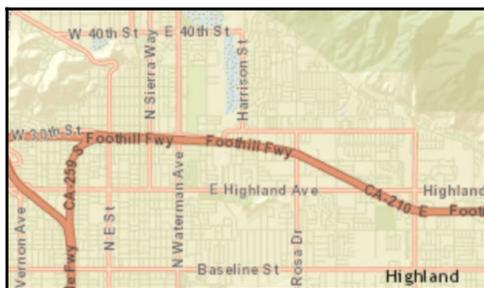
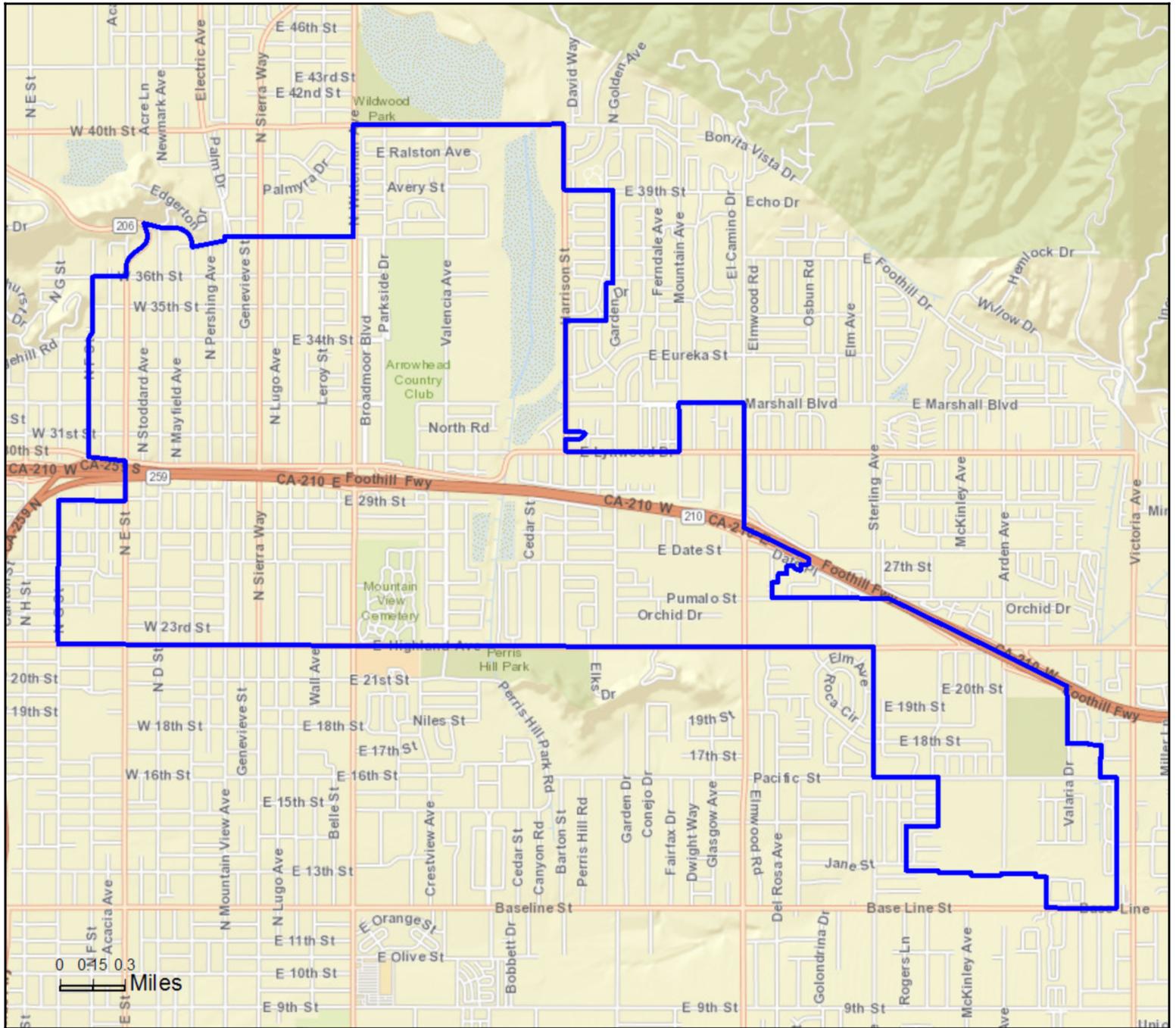




Site Map

Ward 7
Area: 4.77 square miles

Prepared by Ruth Parish using ESRI Data





Demographic and Income Profile

Ward 7
Area: 4.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.14481525
Longitude: -117.269232

Summary	Census 2010	2015	2020
Population	29,915	30,284	30,776
Households	9,215	9,210	9,291
Families	6,764	6,763	6,823
Average Household Size	3.23	3.27	3.30
Owner Occupied Housing Units	4,580	4,363	4,361
Renter Occupied Housing Units	4,635	4,847	4,930
Median Age	28.8	29.2	30.2
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.32%	0.73%	0.75%
Households	0.18%	0.74%	0.77%
Families	0.18%	0.76%	0.69%
Owner HHs	-0.01%	0.61%	0.70%
Median Household Income	2.39%	3.36%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	1,722	18.7%	1,730	18.6%
\$15,000 - \$24,999	1,245	13.5%	988	10.6%
\$25,000 - \$34,999	1,364	14.8%	1,188	12.8%
\$35,000 - \$49,999	1,398	15.2%	1,374	14.8%
\$50,000 - \$74,999	1,566	17.0%	1,643	17.7%
\$75,000 - \$99,999	852	9.3%	1,085	11.7%
\$100,000 - \$149,999	662	7.2%	782	8.4%
\$150,000 - \$199,999	209	2.3%	272	2.9%
\$200,000+	190	2.1%	229	2.5%
Median Household Income	\$37,195		\$41,855	
Average Household Income	\$52,428		\$58,945	
Per Capita Income	\$16,080		\$17,938	

Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,947	9.9%	2,905	9.6%	2,924	9.5%
5 - 9	2,597	8.7%	2,734	9.0%	2,724	8.9%
10 - 14	2,524	8.4%	2,395	7.9%	2,652	8.6%
15 - 19	2,753	9.2%	2,332	7.7%	2,261	7.3%
20 - 24	2,458	8.2%	2,625	8.7%	2,109	6.9%
25 - 34	4,196	14.0%	4,656	15.4%	5,072	16.5%
35 - 44	3,675	12.3%	3,523	11.6%	3,836	12.5%
45 - 54	3,673	12.3%	3,419	11.3%	3,165	10.3%
55 - 64	2,629	8.8%	2,913	9.6%	2,988	9.7%
65 - 74	1,334	4.5%	1,691	5.6%	1,916	6.2%
75 - 84	772	2.6%	737	2.4%	829	2.7%
85+	357	1.2%	353	1.2%	301	1.0%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	13,926	46.6%	13,648	45.1%	13,566	44.1%
Black Alone	4,696	15.7%	4,504	14.9%	4,348	14.1%
American Indian Alone	445	1.5%	450	1.5%	455	1.5%
Asian Alone	673	2.2%	704	2.3%	748	2.4%
Pacific Islander Alone	92	0.3%	93	0.3%	93	0.3%
Some Other Race Alone	8,385	28.0%	9,083	30.0%	9,685	31.5%
Two or More Races	1,699	5.7%	1,803	6.0%	1,881	6.1%
Hispanic Origin (Any Race)	16,521	55.2%	17,859	59.0%	19,327	62.8%

Data Note: Income is expressed in current dollars.

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

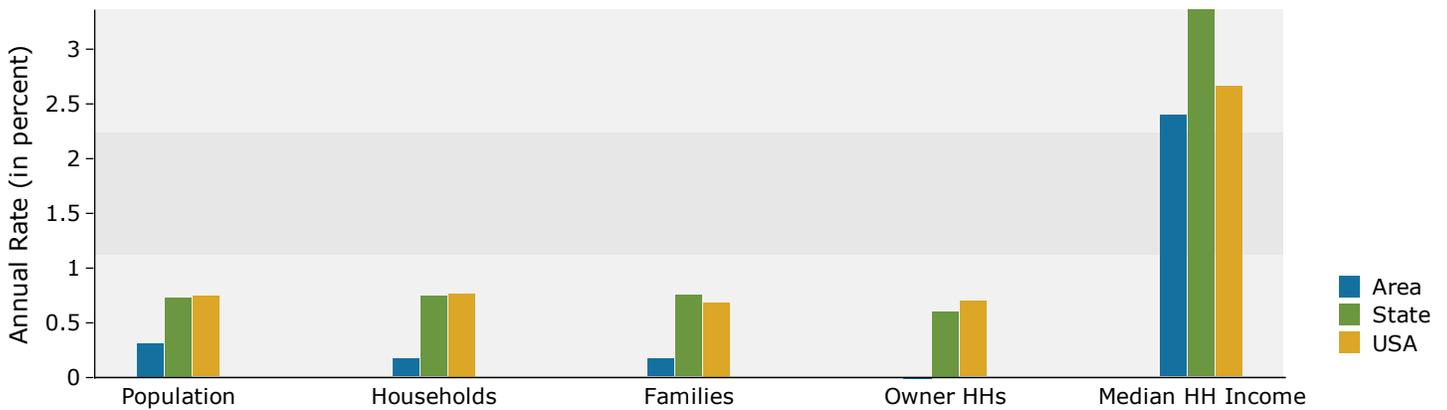


Demographic and Income Profile

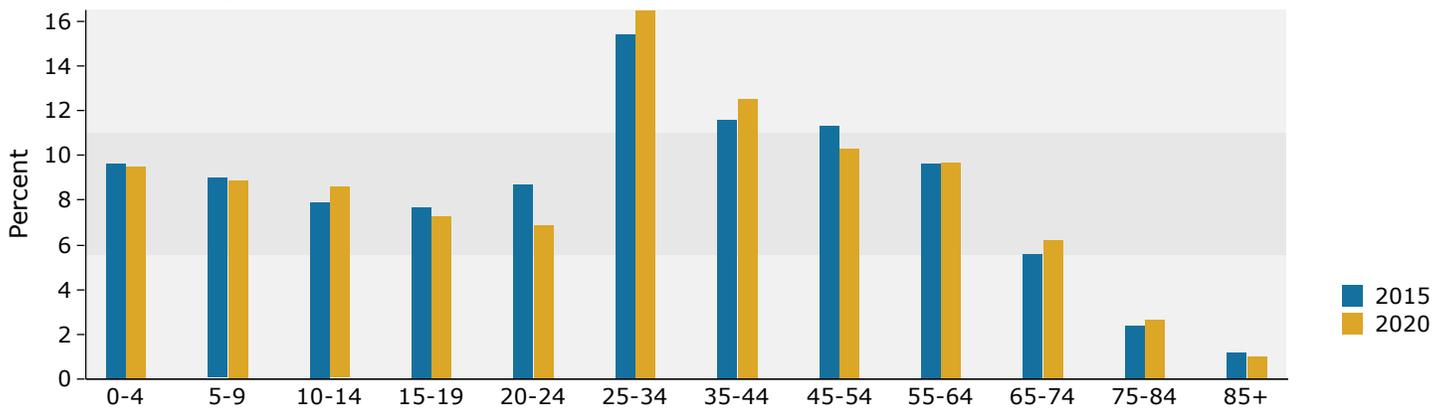
Ward 7
Area: 4.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.14481525
Longitude: -117.269232

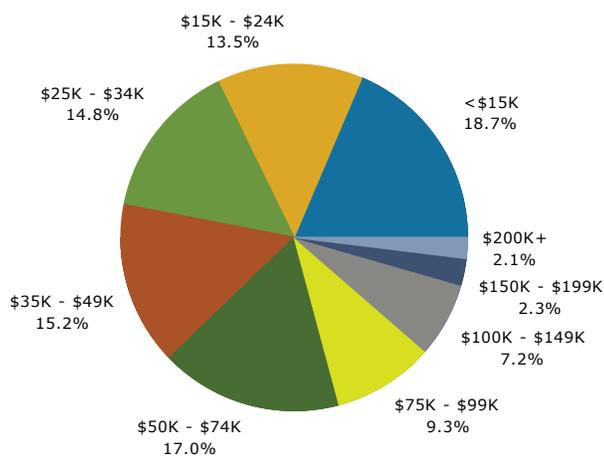
Trends 2015-2020



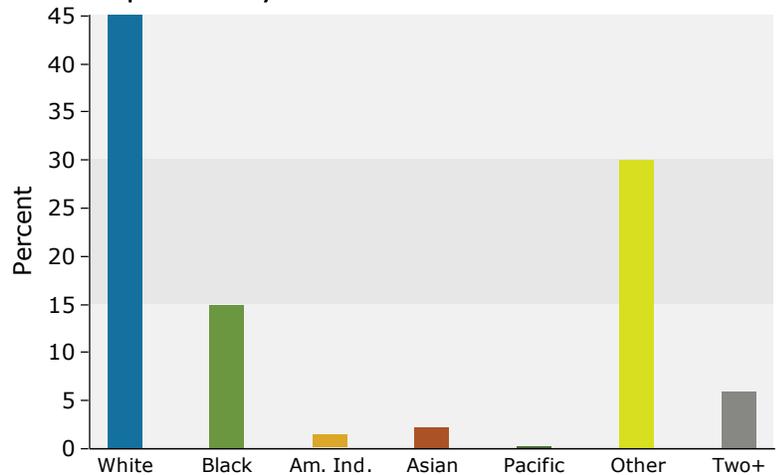
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 59.0%

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



Executive Summary

Ward 7
Area: 4.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.14481525
Longitude: -117.269232

Population

2000 Population	27,545
2010 Population	29,915
2015 Population	30,284
2020 Population	30,776
2000-2010 Annual Rate	0.83%
2010-2015 Annual Rate	0.23%
2015-2020 Annual Rate	0.32%
2015 Male Population	48.4%
2015 Female Population	51.6%
2015 Median Age	29.2

In the identified area, the current year population is 30,284. In 2010, the Census count in the area was 29,915. The rate of change since 2010 was 0.23% annually. The five-year projection for the population in the area is 30,776 representing a change of 0.32% annually from 2015 to 2020. Currently, the population is 48.4% male and 51.6% female.

Median Age

The median age in this area is 29.2, compared to U.S. median age of 37.9.

Race and Ethnicity

2015 White Alone	45.1%
2015 Black Alone	14.9%
2015 American Indian/Alaska Native Alone	1.5%
2015 Asian Alone	2.3%
2015 Pacific Islander Alone	0.3%
2015 Other Race	30.0%
2015 Two or More Races	6.0%
2015 Hispanic Origin (Any Race)	59.0%

Persons of Hispanic origin represent 59.0% 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 88.3 in the identified area, compared to 63.0 for the U.S. as a whole.

Households

2000 Households	9,232
2010 Households	9,215
2015 Total Households	9,210
2020 Total Households	9,291
2000-2010 Annual Rate	-0.02%
2010-2015 Annual Rate	-0.01%
2015-2020 Annual Rate	0.18%
2015 Average Household Size	3.27

The household count in this area has changed from 9,215 in 2010 to 9,210 in the current year, a change of -0.01% annually. The five-year projection of households is 9,291, a change of 0.18% annually from the current year total. Average household size is currently 3.27, compared to 3.23 in the year 2010. The number of families in the current year is 6,763 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 7
Area: 4.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.14481525
Longitude: -117.269232

Median Household Income

2015 Median Household Income	\$37,195
2020 Median Household Income	\$41,855
2015-2020 Annual Rate	2.39%

Average Household Income

2015 Average Household Income	\$52,428
2020 Average Household Income	\$58,945
2015-2020 Annual Rate	2.37%

Per Capita Income

2015 Per Capita Income	\$16,080
2020 Per Capita Income	\$17,938
2015-2020 Annual Rate	2.21%

Households by Income

Current median household income is \$37,195 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$41,855 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$52,428 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$58,945 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$16,080 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$17,938 in five years, compared to \$32,501 for all U.S. households

Housing

2000 Total Housing Units	10,224
2000 Owner Occupied Housing Units	4,938
2000 Renter Occupied Housing Units	4,294
2000 Vacant Housing Units	992
2010 Total Housing Units	10,158
2010 Owner Occupied Housing Units	4,580
2010 Renter Occupied Housing Units	4,635
2010 Vacant Housing Units	943
2015 Total Housing Units	10,324
2015 Owner Occupied Housing Units	4,363
2015 Renter Occupied Housing Units	4,847
2015 Vacant Housing Units	1,114
2020 Total Housing Units	10,496
2020 Owner Occupied Housing Units	4,361
2020 Renter Occupied Housing Units	4,930
2020 Vacant Housing Units	1,205

Currently, 42.3% of the 10,324 housing units in the area are owner occupied; 46.9%, renter occupied; and 10.8% 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 10,158 housing units in the area - 45.1% owner occupied, 45.6% renter occupied, and 9.3% vacant. The annual rate of change in housing units since 2010 is 0.72%. Median home value in the area is \$177,266, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by 0.83% annually to \$184,722.

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 7
Area: 4.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.14481525
Longitude: -117.269232

Data for all businesses in area

Total Businesses:	694
Total Employees:	4,504
Total Residential Population:	30,284
Employee/Residential Population Ratio:	0.15:1

by SIC Codes			Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	18	2.6%	75	1.7%
Construction	43	6.2%	172	3.8%
Manufacturing	11	1.6%	83	1.8%
Transportation	5	0.7%	97	2.2%
Communication	6	0.9%	25	0.6%
Utility	0	0.0%	0	0.0%
Wholesale Trade	16	2.3%	55	1.2%
Retail Trade Summary	181	26.1%	1,300	28.9%
Home Improvement	10	1.4%	28	0.6%
General Merchandise Stores	8	1.2%	215	4.8%
Food Stores	26	3.7%	227	5.0%
Auto Dealers, Gas Stations, Auto Aftermarket	11	1.6%	39	0.9%
Apparel & Accessory Stores	17	2.4%	100	2.2%
Furniture & Home Furnishings	11	1.6%	24	0.5%
Eating & Drinking Places	47	6.8%	514	11.4%
Miscellaneous Retail	50	7.2%	153	3.4%
Finance, Insurance, Real Estate Summary	111	16.0%	477	10.6%
Banks, Savings & Lending Institutions	44	6.3%	185	4.1%
Securities Brokers	4	0.6%	10	0.2%
Insurance Carriers & Agents	16	2.3%	40	0.9%
Real Estate, Holding, Other Investment Offices	46	6.6%	242	5.4%
Services Summary	277	39.9%	2,189	48.6%
Hotels & Lodging	3	0.4%	11	0.2%
Automotive Services	26	3.7%	99	2.2%
Motion Pictures & Amusements	15	2.2%	77	1.7%
Health Services	28	4.0%	338	7.5%
Legal Services	7	1.0%	45	1.0%
Education Institutions & Libraries	20	2.9%	923	20.5%
Other Services	177	25.5%	696	15.5%
Government	1	0.1%	10	0.2%
Unclassified Establishments	25	3.6%	20	0.4%
Totals	694	100.0%	4,504	100.0%

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

October 20, 2015



Business Summary

Ward 7
Area: 4.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.14481525
Longitude: -117.269232

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	47	6.8%	179	4.0%
Manufacturing	15	2.2%	97	2.2%
Wholesale Trade	14	2.0%	49	1.1%
Retail Trade	128	18.4%	770	17.1%
Motor Vehicle & Parts Dealers	5	0.7%	15	0.3%
Furniture & Home Furnishings Stores	8	1.2%	13	0.3%
Electronics & Appliance Stores	3	0.4%	8	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	10	1.4%	28	0.6%
Food & Beverage Stores	25	3.6%	224	5.0%
Health & Personal Care Stores	12	1.7%	55	1.2%
Gasoline Stations	7	1.0%	24	0.5%
Clothing & Clothing Accessories Stores	19	2.7%	105	2.3%
Sport Goods, Hobby, Book, & Music Stores	8	1.2%	35	0.8%
General Merchandise Stores	8	1.2%	215	4.8%
Miscellaneous Store Retailers	22	3.2%	46	1.0%
Nonstore Retailers	2	0.3%	2	0.0%
Transportation & Warehousing	4	0.6%	95	2.1%
Information	11	1.6%	41	0.9%
Finance & Insurance	65	9.4%	236	5.2%
Central Bank/Credit Intermediation & Related Activities	42	6.1%	179	4.0%
Securities, Commodity Contracts & Other Financial	6	0.9%	16	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	16	2.3%	40	0.9%
Real Estate, Rental & Leasing	55	7.9%	212	4.7%
Professional, Scientific & Tech Services	50	7.2%	208	4.6%
Legal Services	7	1.0%	45	1.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	32	4.6%	90	2.0%
Educational Services	21	3.0%	921	20.4%
Health Care & Social Assistance	47	6.8%	482	10.7%
Arts, Entertainment & Recreation	7	1.0%	69	1.5%
Accommodation & Food Services	53	7.6%	532	11.8%
Accommodation	3	0.4%	11	0.2%
Food Services & Drinking Places	50	7.2%	521	11.6%
Other Services (except Public Administration)	119	17.1%	492	10.9%
Automotive Repair & Maintenance	21	3.0%	87	1.9%
Public Administration	1	0.1%	10	0.2%
Unclassified Establishments	25	3.6%	20	0.4%
Total	694	100.0%	4,504	100.0%

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

October 20, 2015



Market Profile

Ward 7
Area: 4.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.14481525
Longitude: -117.269232

Population Summary	
2000 Total Population	27,545
2010 Total Population	29,915
2015 Total Population	30,284
2015 Group Quarters	151
2020 Total Population	30,776
2015-2020 Annual Rate	0.32%
Household Summary	
2000 Households	9,232
2000 Average Household Size	2.95
2010 Households	9,215
2010 Average Household Size	3.23
2015 Households	9,210
2015 Average Household Size	3.27
2020 Households	9,291
2020 Average Household Size	3.30
2015-2020 Annual Rate	0.18%
2010 Families	6,764
2010 Average Family Size	3.72
2015 Families	6,763
2015 Average Family Size	3.77
2020 Families	6,823
2020 Average Family Size	3.80
2015-2020 Annual Rate	0.18%
Housing Unit Summary	
2000 Housing Units	10,224
Owner Occupied Housing Units	48.3%
Renter Occupied Housing Units	42.0%
Vacant Housing Units	9.7%
2010 Housing Units	10,158
Owner Occupied Housing Units	45.1%
Renter Occupied Housing Units	45.6%
Vacant Housing Units	9.3%
2015 Housing Units	10,324
Owner Occupied Housing Units	42.3%
Renter Occupied Housing Units	46.9%
Vacant Housing Units	10.8%
2020 Housing Units	10,496
Owner Occupied Housing Units	41.5%
Renter Occupied Housing Units	47.0%
Vacant Housing Units	11.5%
Median Household Income	
2015	\$37,195
2020	\$41,855
Median Home Value	
2015	\$177,266
2020	\$184,722
Per Capita Income	
2015	\$16,080
2020	\$17,938
Median Age	
2010	28.8
2015	29.2
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 20, 2015



Market Profile

Ward 7
Area: 4.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.14481525
Longitude: -117.269232

2015 Households by Income

Household Income Base	9,210
<\$15,000	18.7%
\$15,000 - \$24,999	13.5%
\$25,000 - \$34,999	14.8%
\$35,000 - \$49,999	15.2%
\$50,000 - \$74,999	17.0%
\$75,000 - \$99,999	9.3%
\$100,000 - \$149,999	7.2%
\$150,000 - \$199,999	2.3%
\$200,000+	2.1%
Average Household Income	\$52,428

2020 Households by Income

Household Income Base	9,291
<\$15,000	18.6%
\$15,000 - \$24,999	10.6%
\$25,000 - \$34,999	12.8%
\$35,000 - \$49,999	14.8%
\$50,000 - \$74,999	17.7%
\$75,000 - \$99,999	11.7%
\$100,000 - \$149,999	8.4%
\$150,000 - \$199,999	2.9%
\$200,000+	2.5%
Average Household Income	\$58,945

2015 Owner Occupied Housing Units by Value

Total	4,360
<\$50,000	1.4%
\$50,000 - \$99,999	11.0%
\$100,000 - \$149,999	21.0%
\$150,000 - \$199,999	30.4%
\$200,000 - \$249,999	16.6%
\$250,000 - \$299,999	7.5%
\$300,000 - \$399,999	6.0%
\$400,000 - \$499,999	1.9%
\$500,000 - \$749,999	2.0%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	1.6%
Average Home Value	\$212,649

2020 Owner Occupied Housing Units by Value

Total	4,358
<\$50,000	1.1%
\$50,000 - \$99,999	9.2%
\$100,000 - \$149,999	16.5%
\$150,000 - \$199,999	33.5%
\$200,000 - \$249,999	17.6%
\$250,000 - \$299,999	6.3%
\$300,000 - \$399,999	5.0%
\$400,000 - \$499,999	2.7%
\$500,000 - \$749,999	5.0%
\$750,000 - \$999,999	1.5%
\$1,000,000 +	1.6%
Average Home Value	\$237,497

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 7
Area: 4.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.14481525
Longitude: -117.269232

2010 Population by Age	
Total	29,916
0 - 4	9.9%
5 - 9	8.7%
10 - 14	8.4%
15 - 24	17.4%
25 - 34	14.0%
35 - 44	12.3%
45 - 54	12.3%
55 - 64	8.8%
65 - 74	4.5%
75 - 84	2.6%
85 +	1.2%
18 +	67.5%
2015 Population by Age	
Total	30,283
0 - 4	9.6%
5 - 9	9.0%
10 - 14	7.9%
15 - 24	16.4%
25 - 34	15.4%
35 - 44	11.6%
45 - 54	11.3%
55 - 64	9.6%
65 - 74	5.6%
75 - 84	2.4%
85 +	1.2%
18 +	68.9%
2020 Population by Age	
Total	30,777
0 - 4	9.5%
5 - 9	8.9%
10 - 14	8.6%
15 - 24	14.2%
25 - 34	16.5%
35 - 44	12.5%
45 - 54	10.3%
55 - 64	9.7%
65 - 74	6.2%
75 - 84	2.7%
85 +	1.0%
18 +	68.6%
2010 Population by Sex	
Males	14,432
Females	15,483
2015 Population by Sex	
Males	14,646
Females	15,638
2020 Population by Sex	
Males	14,924
Females	15,852

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 7
Area: 4.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.14481525
Longitude: -117.269232

2010 Population by Race/Ethnicity

Total	29,916
White Alone	46.6%
Black Alone	15.7%
American Indian Alone	1.5%
Asian Alone	2.2%
Pacific Islander Alone	0.3%
Some Other Race Alone	28.0%
Two or More Races	5.7%
Hispanic Origin	55.2%
Diversity Index	87.8

2015 Population by Race/Ethnicity

Total	30,285
White Alone	45.1%
Black Alone	14.9%
American Indian Alone	1.5%
Asian Alone	2.3%
Pacific Islander Alone	0.3%
Some Other Race Alone	30.0%
Two or More Races	6.0%
Hispanic Origin	59.0%
Diversity Index	88.3

2020 Population by Race/Ethnicity

Total	30,776
White Alone	44.1%
Black Alone	14.1%
American Indian Alone	1.5%
Asian Alone	2.4%
Pacific Islander Alone	0.3%
Some Other Race Alone	31.5%
Two or More Races	6.1%
Hispanic Origin	62.8%
Diversity Index	88.5

2010 Population by Relationship and Household Type

Total	29,915
In Households	99.5%
In Family Households	88.6%
Householder	22.7%
Spouse	12.6%
Child	40.8%
Other relative	8.1%
Nonrelative	4.5%
In Nonfamily Households	10.9%
In Group Quarters	0.5%
Institutionalized Population	0.3%
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 7
Area: 4.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.14481525
Longitude: -117.269232

2015 Population 25+ by Educational Attainment

Total	17,293
Less than 9th Grade	11.2%
9th - 12th Grade, No Diploma	14.6%
High School Graduate	25.5%
GED/Alternative Credential	4.3%
Some College, No Degree	25.7%
Associate Degree	8.1%
Bachelor's Degree	6.9%
Graduate/Professional Degree	3.7%

2015 Population 15+ by Marital Status

Total	22,249
Never Married	42.3%
Married	41.4%
Widowed	5.3%
Divorced	11.0%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	87.4%
Civilian Unemployed	12.6%

2015 Employed Population 16+ by Industry

Total	10,722
Agriculture/Mining	0.6%
Construction	9.6%
Manufacturing	9.0%
Wholesale Trade	3.8%
Retail Trade	13.6%
Transportation/Utilities	6.0%
Information	1.1%
Finance/Insurance/Real Estate	4.1%
Services	46.6%
Public Administration	5.6%

2015 Employed Population 16+ by Occupation

Total	10,724
White Collar	46.1%
Management/Business/Financial	7.3%
Professional	13.2%
Sales	11.7%
Administrative Support	14.0%
Services	24.6%
Blue Collar	29.3%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	7.0%
Installation/Maintenance/Repair	3.8%
Production	5.8%
Transportation/Material Moving	12.3%

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 7
Area: 4.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.14481525
Longitude: -117.269232

2010 Households by Type

Total	9,214
Households with 1 Person	20.4%
Households with 2+ People	79.6%
Family Households	73.4%
Husband-wife Families	40.8%
With Related Children	23.8%
Other Family (No Spouse Present)	32.6%
Other Family with Male Householder	8.9%
With Related Children	5.8%
Other Family with Female Householder	23.7%
With Related Children	17.4%
Nonfamily Households	6.2%
All Households with Children	47.7%
Multigenerational Households	9.9%
Unmarried Partner Households	10.3%
Male-female	9.4%
Same-sex	0.9%

2010 Households by Size

Total	9,216
1 Person Household	20.4%
2 Person Household	24.3%
3 Person Household	16.9%
4 Person Household	15.2%
5 Person Household	10.7%
6 Person Household	6.4%
7 + Person Household	6.1%

2010 Households by Tenure and Mortgage Status

Total	9,215
Owner Occupied	49.7%
Owned with a Mortgage/Loan	38.2%
Owned Free and Clear	11.5%
Renter Occupied	50.3%

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

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



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Top 3 Tapestry Segments

1. American Dreamers (7C)
2. Fresh Ambitions (13D)
3. Rustbelt Traditions (5D)

2015 Consumer Spending

Apparel & Services: Total \$	\$15,627,034
Average Spent	\$1,696.75
Spending Potential Index	73
Computers & Accessories: Total \$	\$1,727,170
Average Spent	\$187.53
Spending Potential Index	74
Education: Total \$	\$10,273,435
Average Spent	\$1,115.47
Spending Potential Index	73
Entertainment/Recreation: Total \$	\$20,872,530
Average Spent	\$2,266.29
Spending Potential Index	68
Food at Home: Total \$	\$34,433,063
Average Spent	\$3,738.66
Spending Potential Index	72
Food Away from Home: Total \$	\$21,722,877
Average Spent	\$2,358.62
Spending Potential Index	72
Health Care: Total \$	\$28,480,988
Average Spent	\$3,092.40
Spending Potential Index	65
HH Furnishings & Equipment: Total \$	\$11,685,339
Average Spent	\$1,268.77
Spending Potential Index	69
Investments: Total \$	\$18,423,120
Average Spent	\$2,000.34
Spending Potential Index	73
Retail Goods: Total \$	\$160,647,973
Average Spent	\$17,442.78
Spending Potential Index	68
Shelter: Total \$	\$113,901,460
Average Spent	\$12,367.15
Spending Potential Index	75
TV/Video/Audio: Total \$	\$8,504,954
Average Spent	\$923.45
Spending Potential Index	71
Travel: Total \$	\$12,347,972
Average Spent	\$1,340.71
Spending Potential Index	69
Vehicle Maintenance & Repairs: Total \$	\$7,221,676
Average Spent	\$784.11
Spending Potential Index	70

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 20, 2015



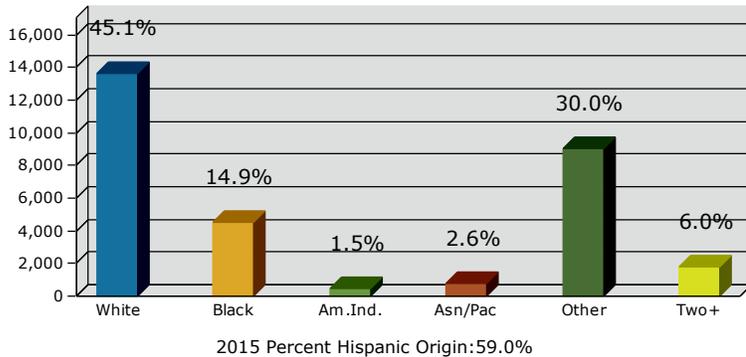
Graphic Profile

Ward 7
Area: 4.77 square miles

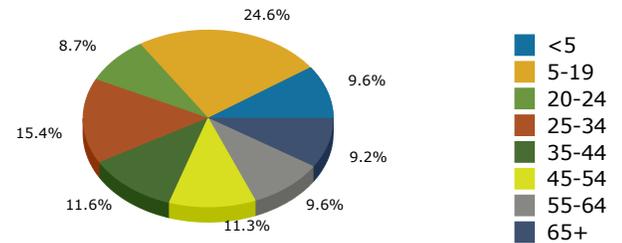
Prepared by Ruth Parish using ESRI Data

Latitude: 34.14481525
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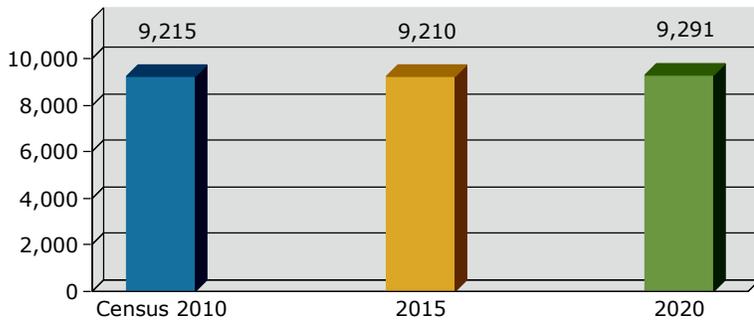
2015 Population by Race



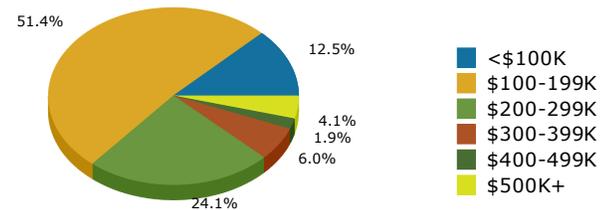
2015 Population by Age



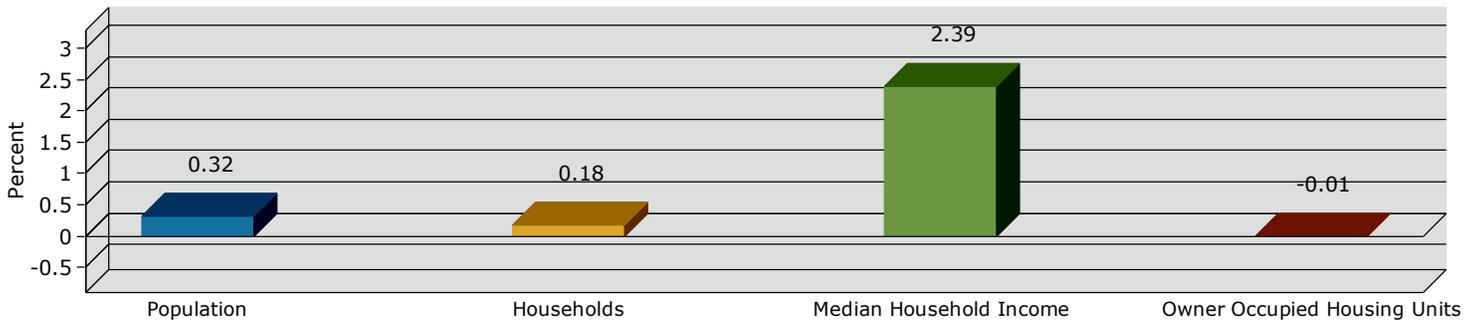
Households



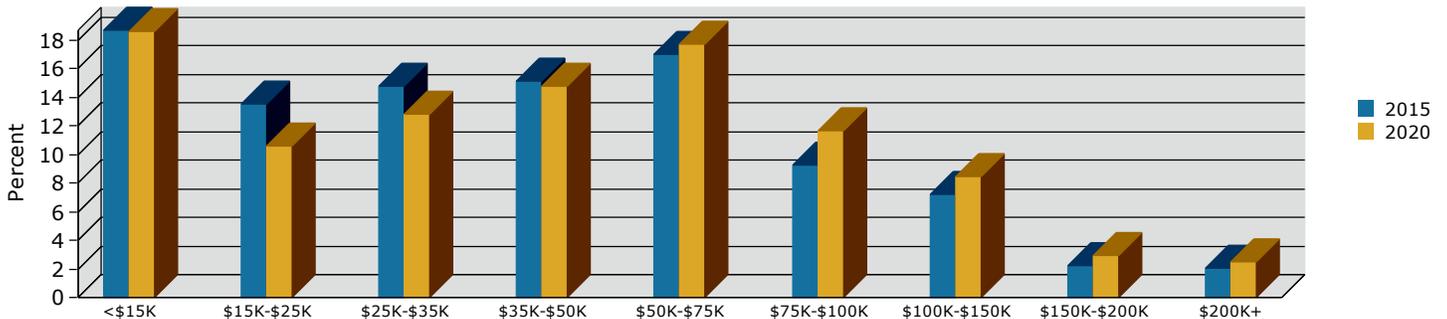
2015 Home Value



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 7
Area: 4.77 square miles

Prepared by Ruth Parish using ESRI Data
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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	31,112		1,914	High
Total Households	9,155		383	High
Total Housing Units	10,011		392	High
POPULATION AGE 15+ YEARS BY MARITAL STATUS				
Total	23,207	100.0%	1,437	High
Never married	9,713	41.9%	772	High
Married	9,679	41.7%	554	High
Widowed	1,316	5.7%	257	High
Divorced	2,500	10.8%	294	High
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	29,589	100.0%	1,844	High
Enrolled in school	9,836	33.2%	773	High
Enrolled in nursery school, preschool	371	1.3%	128	Medium
Public school	251	0.8%	81	Medium
Private school	121	0.4%	100	Low
Enrolled in kindergarten	439	1.5%	99	Medium
Public school	439	1.5%	99	Medium
Private school	0	0.0%	0	
Enrolled in grade 1 to grade 4	2,123	7.2%	317	High
Public school	1,971	6.7%	295	High
Private school	153	0.5%	114	Low
Enrolled in grade 5 to grade 8	2,312	7.8%	344	High
Public school	2,169	7.3%	336	High
Private school	143	0.5%	74	Medium
Enrolled in grade 9 to grade 12	2,599	8.8%	401	High
Public school	2,489	8.4%	399	High
Private school	111	0.4%	43	Medium
Enrolled in college undergraduate years	1,851	6.3%	277	High
Public school	1,614	5.5%	270	High
Private school	237	0.8%	68	Medium
Enrolled in graduate or professional school	140	0.5%	67	Medium
Public school	79	0.3%	48	Medium
Private school	60	0.2%	50	Low
Not enrolled in school	19,754	66.8%	885	High
POPULATION AGE 25+ YEARS BY EDUCATIONAL ATTAINMENT				
Total	17,586	100.0%	997	High
No schooling completed	418	2.4%	126	Medium
Nursery School	0	0.0%	0	
Kindergarten	28	0.2%	22	Low
1-4th Grade	299	1.7%	93	Medium
5-8th Grade	1,207	6.9%	215	High
Some High School	2,757	15.7%	323	High
High School Diploma	4,438	25.2%	461	High
GED	716	4.1%	249	Medium
Some College	4,574	26.0%	496	High
Associate's degree	1,366	7.8%	206	High
Bachelor's degree	1,156	6.6%	225	High
Master's degree	408	2.3%	133	Medium
Professional school degree	133	0.8%	57	Medium
Doctorate degree	86	0.5%	48	Medium



ACS Population Summary

Ward 7
Area: 4.77 square miles

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Longitude: -117.269232

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	28,553	100.0%	1,788	
5 to 17 years				
Speak only English	4,489	15.7%	628	
Speak Spanish	2,664	9.3%	432	
Speak English "very well" or "well"	2,557	9.0%	402	
Speak English "not well"	103	0.4%	93	
Speak English "not at all"	4	0.0%	16	
Speak other Indo-European languages	54	0.2%	47	
Speak English "very well" or "well"	54	0.2%	47	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	73	0.3%	28	
Speak English "very well" or "well"	61	0.2%	32	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	11	0.0%	29	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
18 to 64 years				
Speak only English	11,161	39.1%	981	
Speak Spanish	6,634	23.2%	716	
Speak English "very well" or "well"	4,619	16.2%	511	
Speak English "not well"	1,446	5.1%	247	
Speak English "not at all"	569	2.0%	168	
Speak other Indo-European languages	158	0.6%	99	
Speak English "very well" or "well"	158	0.6%	99	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	503	1.8%	205	
Speak English "very well" or "well"	466	1.6%	158	
Speak English "not well"	31	0.1%	22	
Speak English "not at all"	6	0.0%	9	
Speak other languages	53	0.2%	29	
Speak English "very well" or "well"	47	0.2%	22	
Speak English "not well"	6	0.0%	18	
Speak English "not at all"	0	0.0%	0	
65 years and over				
Speak only English	1,812	6.3%	228	
Speak Spanish	718	2.5%	171	
Speak English "very well" or "well"	469	1.6%	138	
Speak English "not well"	136	0.5%	103	
Speak English "not at all"	113	0.4%	41	
Speak other Indo-European languages	44	0.2%	43	
Speak English "very well" or "well"	44	0.2%	43	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	77	0.3%	58	
Speak English "very well" or "well"	71	0.2%	54	
Speak English "not well"	7	0.0%	19	
Speak English "not at all"	0	0.0%	0	
Speak other languages	115	0.4%	97	
Speak English "very well" or "well"	41	0.1%	63	
Speak English "not well"	54	0.2%	49	
Speak English "not at all"	19	0.1%	35	

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

Reliability: high medium low

October 20, 2015



ACS Population Summary

Ward 7
Area: 4.77 square miles

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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	10,485	100.0%	871	High
Worked in state and in county of residence	8,478	80.9%	680	High
Worked in state and outside county of residence	1,977	18.9%	371	High
Worked outside state of residence	30	0.3%	22	Low
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	10,485	100.0%	871	High
Drove alone	7,537	71.9%	686	High
Carpooled	1,867	17.8%	353	High
Public transportation (excluding taxicab)	463	4.4%	128	Medium
Bus or trolley bus	442	4.2%	127	Medium
Streetcar or trolley car	0	0.0%	0	
Subway or elevated	0	0.0%	0	
Railroad	21	0.2%	22	Low
Ferryboat	0	0.0%	0	
Taxicab	2	0.0%	12	Low
Motorcycle	27	0.3%	25	Low
Bicycle	19	0.2%	24	Low
Walked	105	1.0%	47	Medium
Other means	61	0.6%	33	Medium
Worked at home	404	3.9%	111	Medium
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	10,081	100.0%	864	High
Less than 5 minutes	103	1.0%	48	Medium
5 to 9 minutes	1,115	11.1%	228	Medium
10 to 14 minutes	1,860	18.5%	252	High
15 to 19 minutes	1,657	16.4%	246	High
20 to 24 minutes	1,619	16.1%	396	Medium
25 to 29 minutes	558	5.5%	156	Medium
30 to 34 minutes	1,277	12.7%	270	Medium
35 to 39 minutes	247	2.5%	84	Medium
40 to 44 minutes	130	1.3%	69	Medium
45 to 59 minutes	555	5.5%	154	Medium
60 to 89 minutes	589	5.8%	165	Medium
90 or more minutes	371	3.7%	103	Medium
Average Travel Time to Work (in minutes)	N/A		N/A	



ACS Population Summary

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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY OCCUPATION				
Total	10,890	100.0%	908	High
Management	644	5.9%	159	Medium
Business and financial operations	230	2.1%	87	Medium
Computer and mathematical	79	0.7%	37	Medium
Architecture and engineering	109	1.0%	69	Medium
Life, physical, and social science	43	0.4%	39	Low
Community and social services	210	1.9%	86	Medium
Legal	65	0.6%	37	Medium
Education, training, and library	420	3.9%	146	Medium
Arts, design, entertainment, sports, and media	61	0.6%	44	Low
Healthcare practitioner, technologists, and technicians	208	1.9%	78	Medium
Healthcare support	347	3.2%	112	Medium
Protective service	357	3.3%	116	Medium
Food preparation and serving related	610	5.6%	147	Medium
Building and grounds cleaning and maintenance	756	6.9%	140	High
Personal care and service	762	7.0%	175	Medium
Sales and related	1,055	9.7%	220	Medium
Office and administrative support	1,826	16.8%	312	High
Farming, fishing, and forestry	55	0.5%	58	Low
Construction and extraction	833	7.6%	206	Medium
Installation, maintenance, and repair	359	3.3%	108	Medium
Production	696	6.4%	157	Medium
Transportation and material moving	1,164	10.7%	263	Medium
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY INDUSTRY				
Total	10,890	100.0%	908	High
Agriculture, forestry, fishing and hunting	68	0.6%	54	Low
Mining, quarrying, and oil and gas extraction	15	0.1%	19	Low
Construction	914	8.4%	241	Medium
Manufacturing	991	9.1%	220	Medium
Wholesale trade	493	4.5%	155	Medium
Retail trade	1,571	14.4%	282	High
Transportation and warehousing	716	6.6%	198	Medium
Utilities	65	0.6%	45	Low
Information	12	0.1%	17	Low
Finance and insurance	336	3.1%	106	Medium
Real estate and rental and leasing	273	2.5%	108	Medium
Professional, scientific, and technical services	310	2.8%	120	Medium
Management of companies and enterprises	7	0.1%	12	Low
Administrative and support and waste management services	577	5.3%	117	Medium
Educational services	864	7.9%	174	Medium
Health care and social assistance	1,538	14.1%	276	High
Arts, entertainment, and recreation	329	3.0%	127	Medium
Accommodation and food services	701	6.4%	170	Medium
Other services, except public administration	540	5.0%	136	Medium
Public administration	572	5.3%	129	Medium
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	9,132	100.0%	566	High
Own children under 6 years only	705	7.7%	148	Medium
In labor force	445	4.9%	130	Medium
Not in labor force	260	2.8%	72	Medium
Own children under 6 years and 6 to 17 years	1,032	11.3%	176	High
In labor force	602	6.6%	140	Medium
Not in labor force	430	4.7%	112	Medium
Own children 6 to 17 years only	1,953	21.4%	267	High
In labor force	1,241	13.6%	198	High
Not in labor force	712	7.8%	196	Medium
No own children under 18 years	5,441	59.6%	445	High
In labor force	3,331	36.5%	393	High
Not in labor force	2,110	23.1%	250	High

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

Reliability: High Medium Low

October 20, 2015



ACS Population Summary

Ward 7
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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	30,831	100.0%	1,914	High
Under .50	4,700	15.2%	744	High
.50 to .99	4,993	16.2%	738	High
1.00 to 1.24	2,192	7.1%	616	Medium
1.25 to 1.49	2,244	7.3%	492	Medium
1.50 to 1.84	2,325	7.5%	653	Medium
1.85 to 1.99	1,350	4.4%	636	Medium
2.00 and over	13,026	42.2%	1,304	High
CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE				
Total	31,013	100.0%	1,916	High
Under 18 years:	9,836	31.7%	866	High
One Type of Health Insurance:	8,566	27.6%	820	High
Employer-Based Health Ins Only	2,751	8.9%	520	High
Direct-Purchase Health Ins Only	254	0.8%	160	Medium
Medicare Coverage Only	0	0.0%	0	Low
Medicaid Coverage Only	5,547	17.9%	671	High
TRICARE/Military Hlth Cov Only	15	0.0%	26	Low
VA Health Care Only	0	0.0%	0	Low
2+ Types of Health Insurance	406	1.3%	145	Medium
No Health Insurance Coverage	863	2.8%	246	Medium
18 to 34 years:	8,272	26.7%	782	High
One Type of Health Insurance:	4,760	15.3%	493	High
Employer-Based Health Ins Only	2,615	8.4%	385	High
Direct-Purchase Health Ins Only	263	0.8%	143	Medium
Medicare Coverage Only	93	0.3%	58	Medium
Medicaid Coverage Only	1,760	5.7%	285	High
TRICARE/Military Hlth Cov Only	14	0.0%	23	Low
VA Health Care Only	16	0.1%	21	Low
2+ Types of Health Insurance	331	1.1%	133	Medium
No Health Insurance Coverage	3,181	10.3%	487	High
35 to 64 years:	10,236	33.0%	681	High
One Type of Health Insurance:	6,520	21.0%	576	High
Employer-Based Health Ins Only	4,285	13.8%	490	High
Direct-Purchase Health Ins Only	282	0.9%	144	Medium
Medicare Coverage Only	161	0.5%	56	Medium
Medicaid Coverage Only	1,641	5.3%	301	High
TRICARE/Military Hlth Cov Only	52	0.2%	39	Low
VA Health Care Only	100	0.3%	56	Medium
2+ Types of Health Insurance	817	2.6%	104	High
No Health Insurance Coverage	2,898	9.3%	378	High
65+ years:	2,670	8.6%	281	High
One Type of Health Insurance:	626	2.0%	116	High
Employer-Based Health Ins Only	31	0.1%	24	Low
Direct-Purchase Health Ins Only	0	0.0%	0	Low
Medicare Coverage Only	595	1.9%	114	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	1,926	6.2%	241	High
No Health Insurance Coverage	117	0.4%	99	Low



ACS Population Summary

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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	21,273	100.0%	1,270	High
Veteran	1,384	6.5%	211	High
Nonveteran	19,889	93.5%	1,239	High
Male	9,908	46.6%	699	High
Veteran	1,326	6.2%	209	High
Nonveteran	8,582	40.3%	684	High
Female	11,365	53.4%	698	High
Veteran	58	0.3%	30	Medium
Nonveteran	11,307	53.2%	698	High
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	1,383	100.0%	211	High
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	151	10.9%	102	Low
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	50	3.6%	32	High
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era	8	0.6%	12	Low
Gulf War (8/90 to 8/01), no Vietnam Era	42	3.0%	39	Low
Gulf War (8/90 to 8/01) and Vietnam Era	23	1.7%	21	Low
Vietnam Era, no Korean War, no World War II	390	28.2%	86	Medium
Vietnam Era and Korean War, no World War II	75	5.4%	56	Low
Vietnam Era and Korean War and World War II	23	1.7%	27	Low
Korean War, no Vietnam Era, no World War II	164	11.9%	60	Medium
Korean War and World War II, no Vietnam Era	24	1.7%	31	Low
World War II, no Korean War, no Vietnam Era	43	3.1%	25	Medium
Between Gulf War and Vietnam Era only	282	20.4%	134	Medium
Between Vietnam Era and Korean War only	89	6.4%	54	Medium
Between Korean War and World War II only	17	1.2%	52	Low
Pre-World War II only	0	0.0%	0	
HOUSEHOLDS BY POVERTY STATUS				
Total	9,155	100.0%	383	High
Income in the past 12 months below poverty level	2,607	28.5%	247	High
Married-couple family	595	6.5%	127	Medium
Other family - male householder (no wife present)	197	2.2%	65	Medium
Other family - female householder (no husband present)	1,112	12.1%	179	High
Nonfamily household - male householder	189	2.1%	64	Medium
Nonfamily household - female householder	515	5.6%	110	Medium
Income in the past 12 months at or above poverty level	6,547	71.5%	363	High
Married-couple family	3,227	35.2%	301	High
Other family - male householder (no wife present)	613	6.7%	151	Medium
Other family - female householder (no husband present)	1,195	13.1%	188	High
Nonfamily household - male householder	737	8.1%	126	High
Nonfamily household - female householder	775	8.5%	125	High



ACS Population Summary

Ward 7
Area: 4.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.14481525
Longitude: -117.269232

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY INCOME				
Total	9,155	100.0%	383	High
Less than \$10,000	1,090	11.9%	177	High
\$10,000 to \$14,999	907	9.9%	160	High
\$15,000 to \$19,999	543	5.9%	111	Medium
\$20,000 to \$24,999	550	6.0%	111	Medium
\$25,000 to \$29,999	463	5.1%	86	High
\$30,000 to \$34,999	532	5.8%	107	Medium
\$35,000 to \$39,999	580	6.3%	134	Medium
\$40,000 to \$44,999	386	4.2%	86	Medium
\$45,000 to \$49,999	450	4.9%	101	Medium
\$50,000 to \$59,999	1,020	11.1%	173	High
\$60,000 to \$74,999	819	8.9%	174	Medium
\$75,000 to \$99,999	802	8.8%	180	Medium
\$100,000 to \$124,999	455	5.0%	112	Medium
\$125,000 to \$149,999	263	2.9%	93	Medium
\$150,000 to \$199,999	154	1.7%	62	Medium
\$200,000 or more	140	1.5%	83	Medium
Median Household Income	\$39,156		N/A	
Average Household Income	\$49,901		\$4,110	High
Per Capita Income	\$15,422		\$1,440	High
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	414	100.0%	81	High
Less than \$10,000	169	40.8%	65	Medium
\$10,000 to \$14,999	50	12.1%	43	Low
\$15,000 to \$19,999	4	1.0%	29	Low
\$20,000 to \$24,999	31	7.5%	24	Low
\$25,000 to \$29,999	18	4.3%	12	Low
\$30,000 to \$34,999	10	2.4%	12	Low
\$35,000 to \$39,999	52	12.6%	36	Low
\$40,000 to \$44,999	16	3.9%	21	Low
\$45,000 to \$49,999	13	3.1%	22	Low
\$50,000 to \$59,999	42	10.1%	32	Low
\$60,000 to \$74,999	0	0.0%	0	
\$75,000 to \$99,999	10	2.4%	69	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	\$13,549		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	3,672	100.0%	329	High
Less than \$10,000	413	11.2%	110	Medium
\$10,000 to \$14,999	450	12.3%	147	Medium
\$15,000 to \$19,999	294	8.0%	97	Medium
\$20,000 to \$24,999	198	5.4%	81	Medium
\$25,000 to \$29,999	129	3.5%	35	Medium
\$30,000 to \$34,999	212	5.8%	51	Medium
\$35,000 to \$39,999	182	5.0%	85	Medium
\$40,000 to \$44,999	136	3.7%	62	Medium
\$45,000 to \$49,999	195	5.3%	72	Medium
\$50,000 to \$59,999	336	9.2%	104	Medium
\$60,000 to \$74,999	447	12.2%	146	Medium
\$75,000 to \$99,999	358	9.7%	141	Medium
\$100,000 to \$124,999	200	5.4%	90	Medium
\$125,000 to \$149,999	44	1.2%	31	Low
\$150,000 to \$199,999	8	0.2%	12	Low
\$200,000 or more	70	1.9%	73	Low
Median Household Income for HHR 25-44	\$38,741		N/A	
Average Household Income for HHR 25-44	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	3,530	100.0%	275	High
Less than \$10,000	320	9.1%	102	Medium
\$10,000 to \$14,999	339	9.6%	65	High
\$15,000 to \$19,999	142	4.0%	52	Medium
\$20,000 to \$24,999	211	6.0%	64	Medium
\$25,000 to \$29,999	165	4.7%	61	Medium
\$30,000 to \$34,999	147	4.2%	57	Medium
\$35,000 to \$39,999	241	6.8%	96	Medium
\$40,000 to \$44,999	185	5.2%	68	Medium
\$45,000 to \$49,999	173	4.9%	65	Medium
\$50,000 to \$59,999	496	14.1%	123	Medium
\$60,000 to \$74,999	229	6.5%	75	Medium
\$75,000 to \$99,999	316	9.0%	100	Medium
\$100,000 to \$124,999	217	6.1%	64	Medium
\$125,000 to \$149,999	172	4.9%	88	Medium
\$150,000 to \$199,999	128	3.6%	59	Medium
\$200,000 or more	50	1.4%	40	Low
Median Household Income for HHR 45-64	\$45,407		N/A	
Average Household Income for HHR 45-64	N/A		N/A	



ACS Population Summary

Ward 7
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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ YEARS BY INCOME				
Total	1,539	100.0%	173	
Less than \$10,000	188	12.2%	72	
\$10,000 to \$14,999	69	4.5%	32	
\$15,000 to \$19,999	104	6.8%	36	
\$20,000 to \$24,999	111	7.2%	47	
\$25,000 to \$29,999	150	9.7%	60	
\$30,000 to \$34,999	164	10.7%	78	
\$35,000 to \$39,999	105	6.8%	43	
\$40,000 to \$44,999	49	3.2%	34	
\$45,000 to \$49,999	69	4.5%	41	
\$50,000 to \$59,999	146	9.5%	70	
\$60,000 to \$74,999	143	9.3%	61	
\$75,000 to \$99,999	119	7.7%	45	
\$100,000 to \$124,999	38	2.5%	36	
\$125,000 to \$149,999	47	3.1%	38	
\$150,000 to \$199,999	18	1.2%	15	
\$200,000 or more	20	1.3%	23	
Median Household Income for HHR 65+	\$34,429		N/A	
Average Household Income for HHR 65+	N/A		N/A	
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	9,155	100.0%	383	
With public assistance income	1,122	12.3%	159	
No public assistance income	8,033	87.7%	380	
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	9,155	100.0%	383	
With Food Stamps/SNAP	2,005	21.9%	225	
With No Food Stamps/SNAP	7,150	78.1%	373	
HOUSEHOLDS BY DISABILITY STATUS				
Total	9,155	100.0%	383	
With 1+ Persons w/Disability	2,841	31.0%	259	
With No Person w/Disability	6,314	69.0%	388	

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 7
Area: 4.77 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.14481525
Longitude: -117.269232

	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	31,112		1,914	■■■
Total Households	9,155		383	■■■
Total Housing Units	10,011		392	■■■
OWNER-OCCUPIED HOUSING UNITS BY VALUE				
Total	4,490	100.0%	292	■■■
Less than \$10,000	94	2.1%	37	■■
\$10,000 to \$14,999	0	0.0%	0	
\$15,000 to \$19,999	26	0.6%	24	■
\$20,000 to \$24,999	9	0.2%	9	■
\$25,000 to \$29,999	4	0.1%	15	■
\$30,000 to \$34,999	33	0.7%	34	■
\$35,000 to \$39,999	81	1.8%	38	■■
\$40,000 to \$49,999	18	0.4%	19	■
\$50,000 to \$59,999	76	1.7%	38	■■
\$60,000 to \$69,999	59	1.3%	39	■
\$70,000 to \$79,999	129	2.9%	82	■■
\$80,000 to \$89,999	236	5.3%	80	■■
\$90,000 to \$99,999	199	4.4%	69	■■
\$100,000 to \$124,999	707	15.7%	131	■■■
\$125,000 to \$149,999	442	9.8%	126	■■
\$150,000 to \$174,999	848	18.9%	158	■■■
\$175,000 to \$199,999	355	7.9%	103	■■
\$200,000 to \$249,999	460	10.2%	115	■■
\$250,000 to \$299,999	390	8.7%	94	■■
\$300,000 to \$399,999	187	4.2%	76	■■
\$400,000 to \$499,999	25	0.6%	23	■
\$500,000 to \$749,999	90	2.0%	50	■■
\$750,000 to \$999,999	0	0.0%	0	
\$1,000,000 or more	22	0.5%	21	■
Median Home Value	\$153,892		N/A	
Average Home Value	N/A		N/A	
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	4,490	100.0%	292	■■■
Housing units with a mortgage/contract to purchase/similar debt	3,223	71.8%	286	■■■
Second mortgage only	274	6.1%	81	■■
Home equity loan only	450	10.0%	125	■■
Both second mortgage and home equity loan	42	0.9%	47	■
No second mortgage and no home equity loan	2,457	54.7%	256	■■■
Housing units without a mortgage	1,266	28.2%	153	■■■
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 7
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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	4,665	100.0%	303	High
With cash rent	4,559	97.7%	298	High
Less than \$100	13	0.3%	22	Low
\$100 to \$149	69	1.5%	55	Low
\$150 to \$199	51	1.1%	28	Medium
\$200 to \$249	19	0.4%	29	Low
\$250 to \$299	30	0.6%	39	Low
\$300 to \$349	10	0.2%	41	Low
\$350 to \$399	0	0.0%	0	
\$400 to \$449	19	0.4%	23	Low
\$450 to \$499	53	1.1%	41	Low
\$500 to \$549	141	3.0%	65	Medium
\$550 to \$599	260	5.6%	83	Medium
\$600 to \$649	304	6.5%	86	Medium
\$650 to \$699	414	8.9%	95	Medium
\$700 to \$749	428	9.2%	94	Medium
\$750 to \$799	445	9.5%	100	Medium
\$800 to \$899	840	18.0%	159	High
\$900 to \$999	354	7.6%	98	Medium
\$1,000 to \$1,249	528	11.3%	144	Medium
\$1,250 to \$1,499	481	10.3%	141	Medium
\$1,500 to \$1,999	82	1.8%	62	Low
\$2,000 or more	18	0.4%	24	Low
No cash rent	106	2.3%	73	Low
Median Contract Rent	\$803		N/A	
Average Contract Rent	N/A		N/A	
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	4,665	100.0%	303	High
Pay extra for one or more utilities	4,564	97.8%	300	High
No extra payment for any utilities	101	2.2%	55	Medium
HOUSING UNITS BY UNITS IN STRUCTURE				
Total	10,011	100.0%	392	High
1, detached	6,157	61.5%	359	High
1, attached	271	2.7%	82	Medium
2	72	0.7%	40	Medium
3 or 4	566	5.7%	95	High
5 to 9	461	4.6%	94	Medium
10 to 19	831	8.3%	137	High
20 to 49	597	6.0%	85	High
50 or more	748	7.5%	133	High
Mobile home	275	2.7%	92	Medium
Boat, RV, van, etc.	34	0.3%	30	Low



ACS Housing Summary

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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSING UNITS BY YEAR STRUCTURE BUILT				
Total	10,011	100.0%	392	
Built 2010 or later	0	0.0%	0	
Built 2000 to 2009	237	2.4%	92	
Built 1990 to 1999	439	4.4%	58	
Built 1980 to 1989	821	8.2%	133	
Built 1970 to 1979	1,744	17.4%	203	
Built 1960 to 1969	1,451	14.5%	200	
Built 1950 to 1959	3,476	34.7%	326	
Built 1940 to 1949	953	9.5%	162	
Built 1939 or earlier	890	8.9%	145	
Median Year Structure Built	1959		N/A	
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	9,155	100.0%	383	
Owner occupied				
Moved in 2010 or later	443	4.8%	85	
Moved in 2000 to 2009	1,817	19.8%	230	
Moved in 1990 to 1999	1,059	11.6%	181	
Moved in 1980 to 1989	420	4.6%	88	
Moved in 1970 to 1979	362	4.0%	87	
Moved in 1969 or earlier	389	4.2%	95	
Renter occupied				
Moved in 2010 or later	2,073	22.6%	232	
Moved in 2000 to 2009	2,194	24.0%	243	
Moved in 1990 to 1999	325	3.5%	85	
Moved in 1980 to 1989	14	0.2%	11	
Moved in 1970 to 1979	7	0.1%	23	
Moved in 1969 or earlier	52	0.6%	34	
Median Year Householder Moved Into Unit	2005		N/A	
OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	9,155	100.0%	383	
Utility gas	6,438	70.3%	347	
Bottled, tank, or LP gas	28	0.3%	22	
Electricity	2,506	27.4%	260	
Fuel oil, kerosene, etc.	0	0.0%	0	
Coal or coke	0	0.0%	0	
Wood	53	0.6%	37	
Solar energy	0	0.0%	0	
Other fuel	9	0.1%	34	
No fuel used	121	1.3%	70	



ACS Housing Summary

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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	9,155	100.0%	383	
Owner occupied				
No vehicle available	108	1.2%	53	
1 vehicle available	1,147	12.5%	146	
2 vehicles available	2,020	22.1%	236	
3 vehicles available	759	8.3%	119	
4 vehicles available	380	4.2%	144	
5 or more vehicles available	76	0.8%	61	
Renter occupied				
No vehicle available	1,019	11.1%	144	
1 vehicle available	1,933	21.1%	204	
2 vehicles available	1,364	14.9%	209	
3 vehicles available	232	2.5%	90	
4 vehicles available	80	0.9%	40	
5 or more vehicles available	38	0.4%	21	
Average Number of Vehicles Available	N/A		N/A	

Data Note: N/A means not available.

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