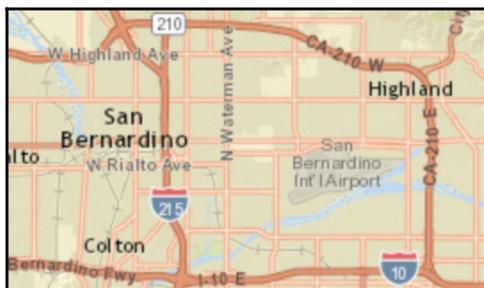
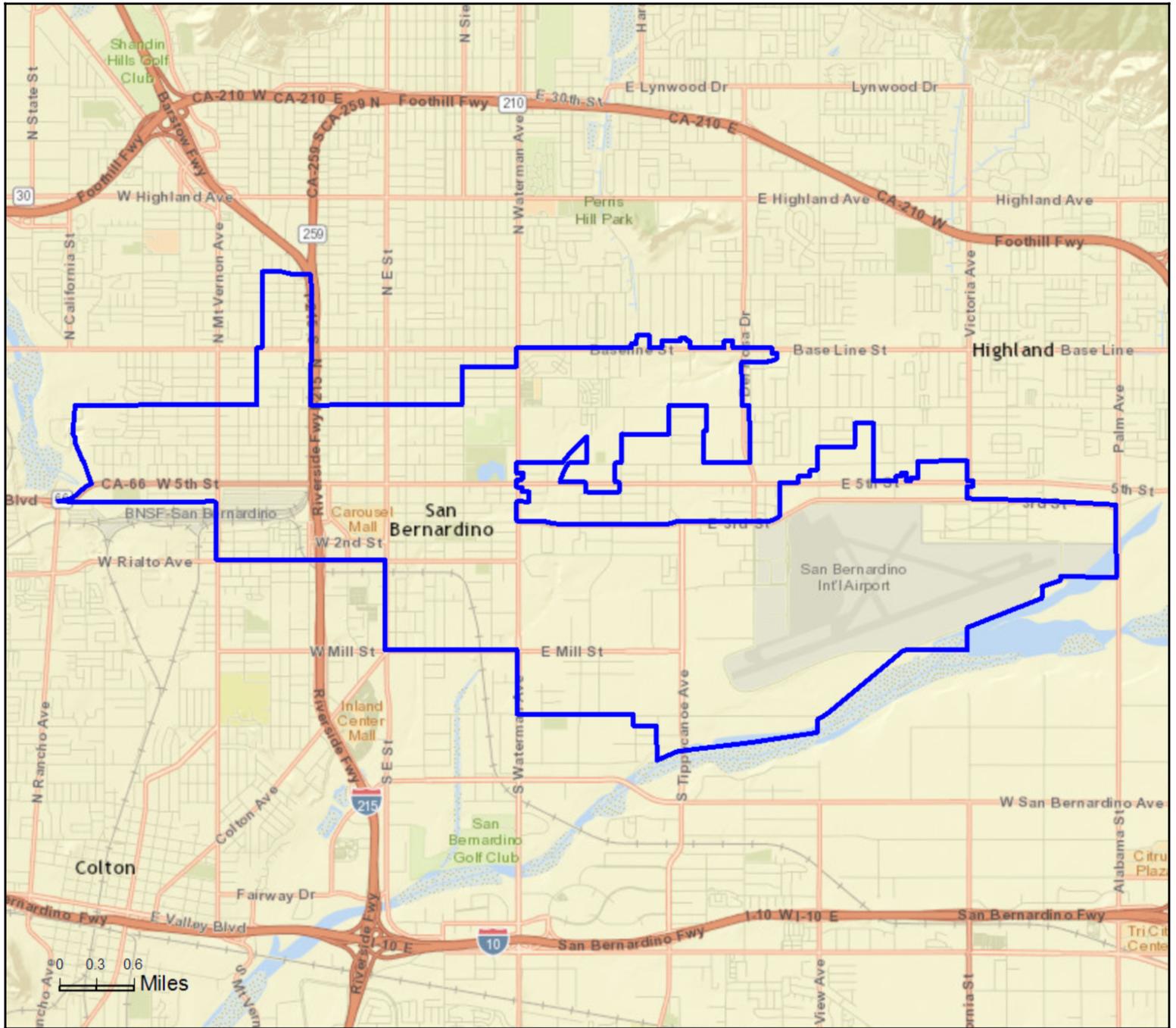




Site Map

Ward 1
Area: 9.63 square miles

Prepared by Ruth Parish using ESRI Data





Demographic and Income Profile

Ward 1
Area: 9.63 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.10356180
Longitude: -117.269167

Summary	Census 2010	2015	2020
Population	29,857	30,242	30,816
Households	7,626	7,673	7,780
Families	5,580	5,622	5,705
Average Household Size	3.59	3.62	3.65
Owner Occupied Housing Units	2,547	2,390	2,398
Renter Occupied Housing Units	5,079	5,283	5,382
Median Age	27.3	27.6	28.6
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.38%	0.73%	0.75%
Households	0.28%	0.74%	0.77%
Families	0.29%	0.76%	0.69%
Owner HHs	0.07%	0.61%	0.70%
Median Household Income	1.55%	3.36%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	2,553	33.3%	2,640	33.9%
\$15,000 - \$24,999	1,425	18.6%	1,172	15.1%
\$25,000 - \$34,999	1,331	17.3%	1,231	15.8%
\$35,000 - \$49,999	1,003	13.1%	1,058	13.6%
\$50,000 - \$74,999	742	9.7%	841	10.8%
\$75,000 - \$99,999	372	4.8%	516	6.6%
\$100,000 - \$149,999	206	2.7%	271	3.5%
\$150,000 - \$199,999	22	0.3%	29	0.4%
\$200,000+	18	0.2%	22	0.3%
Median Household Income	\$23,566		\$25,454	
Average Household Income	\$31,712		\$35,193	
Per Capita Income	\$9,934		\$10,796	

Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,123	10.5%	3,091	10.2%	3,091	10.0%
5 - 9	2,807	9.4%	2,868	9.5%	2,822	9.2%
10 - 14	2,561	8.6%	2,539	8.4%	2,681	8.7%
15 - 19	2,737	9.2%	2,431	8.0%	2,418	7.8%
20 - 24	2,625	8.8%	2,852	9.4%	2,443	7.9%
25 - 34	4,449	14.9%	4,758	15.7%	5,094	16.5%
35 - 44	3,973	13.3%	3,756	12.4%	3,900	12.7%
45 - 54	3,361	11.3%	3,270	10.8%	3,197	10.4%
55 - 64	1,981	6.6%	2,282	7.5%	2,451	8.0%
65 - 74	1,215	4.1%	1,417	4.7%	1,652	5.4%
75 - 84	758	2.5%	689	2.3%	783	2.5%
85+	265	0.9%	288	1.0%	285	0.9%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	12,249	41.0%	12,277	40.6%	12,608	40.9%
Black Alone	4,217	14.1%	3,991	13.2%	3,797	12.3%
American Indian Alone	475	1.6%	469	1.6%	463	1.5%
Asian Alone	916	3.1%	952	3.1%	1,006	3.3%
Pacific Islander Alone	111	0.4%	113	0.4%	114	0.4%
Some Other Race Alone	10,639	35.6%	11,159	36.9%	11,529	37.4%
Two or More Races	1,249	4.2%	1,280	4.2%	1,301	4.2%
Hispanic Origin (Any Race)	21,764	72.9%	22,717	75.1%	23,808	77.3%

Data Note: Income is expressed in current dollars.

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

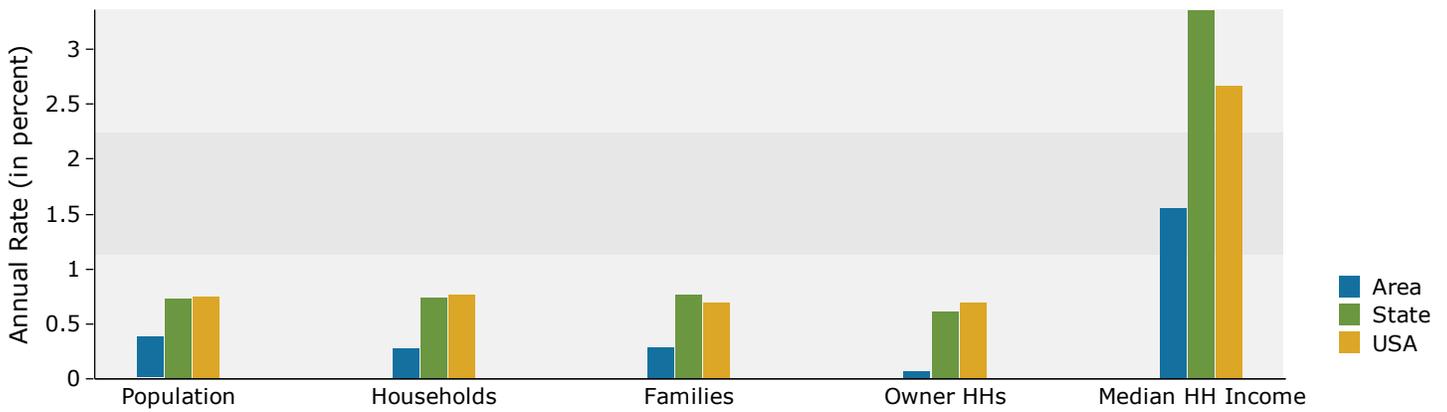


Demographic and Income Profile

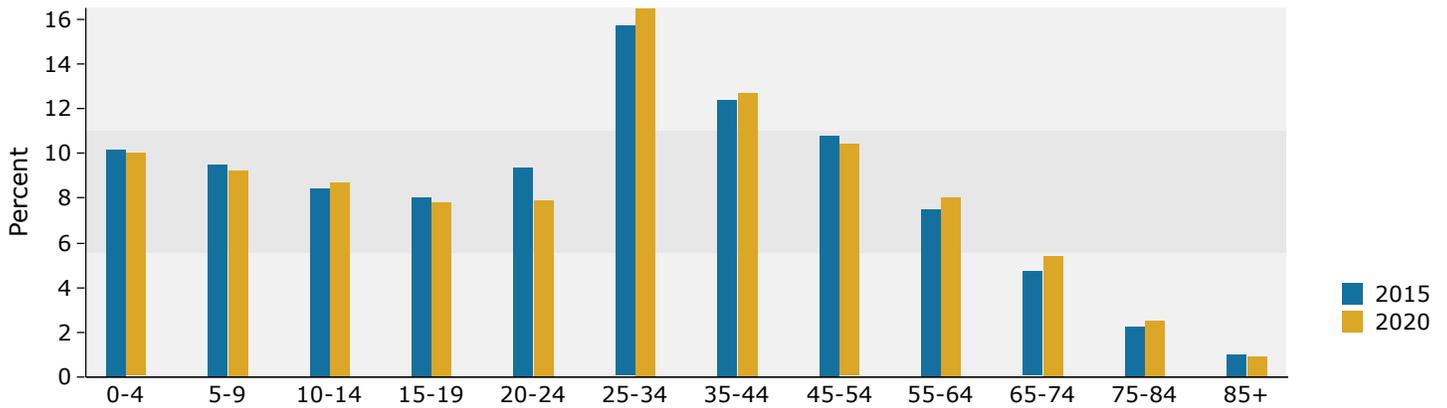
Ward 1
Area: 9.63 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.10356180
Longitude: -117.269167

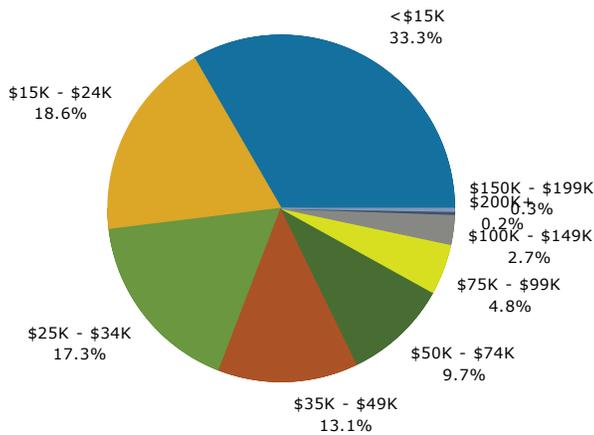
Trends 2015-2020



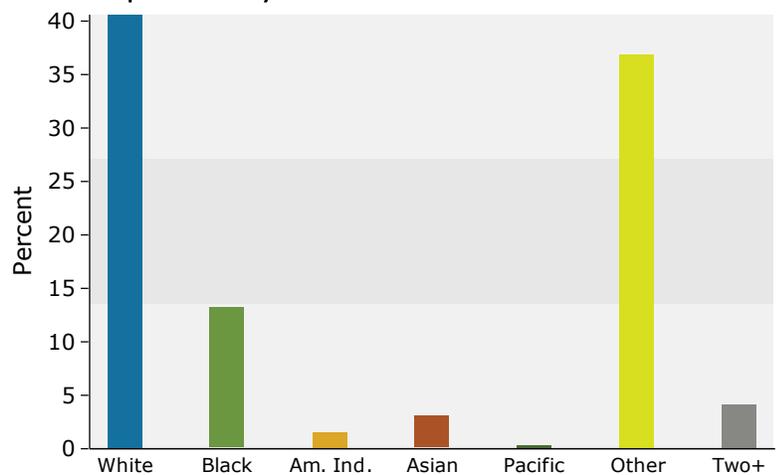
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 75.1%

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



Executive Summary

Ward 1
Area: 9.63 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.10356180
Longitude: -117.269167

Population

2000 Population	26,393
2010 Population	29,857
2015 Population	30,242
2020 Population	30,816
2000-2010 Annual Rate	1.24%
2010-2015 Annual Rate	0.24%
2015-2020 Annual Rate	0.38%
2015 Male Population	51.7%
2015 Female Population	48.3%
2015 Median Age	27.6

In the identified area, the current year population is 30,242. In 2010, the Census count in the area was 29,857. The rate of change since 2010 was 0.24% annually. The five-year projection for the population in the area is 30,816 representing a change of 0.38% annually from 2015 to 2020. Currently, the population is 51.7% male and 48.3% female.

Median Age

The median age in this area is 27.6, compared to U.S. median age of 37.9.

Race and Ethnicity

2015 White Alone	40.6%
2015 Black Alone	13.2%
2015 American Indian/Alaska Native Alone	1.6%
2015 Asian Alone	3.1%
2015 Pacific Islander Alone	0.4%
2015 Other Race	36.9%
2015 Two or More Races	4.2%
2015 Hispanic Origin (Any Race)	75.1%

Persons of Hispanic origin represent 75.1% 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 88.5 in the identified area, compared to 63.0 for the U.S. as a whole.

Households

2000 Households	7,355
2010 Households	7,626
2015 Total Households	7,673
2020 Total Households	7,780
2000-2010 Annual Rate	0.36%
2010-2015 Annual Rate	0.12%
2015-2020 Annual Rate	0.28%
2015 Average Household Size	3.62

The household count in this area has changed from 7,626 in 2010 to 7,673 in the current year, a change of 0.12% annually. The five-year projection of households is 7,780, a change of 0.28% annually from the current year total. Average household size is currently 3.62, compared to 3.59 in the year 2010. The number of families in the current year is 5,622 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 1
Area: 9.63 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.10356180
Longitude: -117.269167

Median Household Income

2015 Median Household Income	\$23,566
2020 Median Household Income	\$25,454
2015-2020 Annual Rate	1.55%

Average Household Income

2015 Average Household Income	\$31,712
2020 Average Household Income	\$35,193
2015-2020 Annual Rate	2.10%

Per Capita Income

2015 Per Capita Income	\$9,934
2020 Per Capita Income	\$10,796
2015-2020 Annual Rate	1.68%

Households by Income

Current median household income is \$23,566 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$25,454 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$31,712 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$35,193 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$9,934 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$10,796 in five years, compared to \$32,501 for all U.S. households

Housing

2000 Total Housing Units	8,869
2000 Owner Occupied Housing Units	2,649
2000 Renter Occupied Housing Units	4,707
2000 Vacant Housing Units	1,513
2010 Total Housing Units	8,525
2010 Owner Occupied Housing Units	2,547
2010 Renter Occupied Housing Units	5,079
2010 Vacant Housing Units	899
2015 Total Housing Units	8,719
2015 Owner Occupied Housing Units	2,390
2015 Renter Occupied Housing Units	5,283
2015 Vacant Housing Units	1,046
2020 Total Housing Units	8,922
2020 Owner Occupied Housing Units	2,398
2020 Renter Occupied Housing Units	5,382
2020 Vacant Housing Units	1,142

Currently, 27.4% of the 8,719 housing units in the area are owner occupied; 60.6%, renter occupied; and 12.0% are vacant. Currently, in the U.S., 55.7% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.6% are vacant. In 2010, there were 8,525 housing units in the area - 29.9% owner occupied, 59.6% renter occupied, and 10.5% vacant. The annual rate of change in housing units since 2010 is 1.01%. Median home value in the area is \$129,992, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by 2.59% annually to \$147,706.

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 1
Area: 9.63 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.10356180
Longitude: -117.269167

Data for all businesses in area

Total Businesses:	1,787
Total Employees:	29,073
Total Residential Population:	30,242
Employee/Residential Population Ratio:	0.96:1

by SIC Codes			Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	8	0.4%	152	0.5%
Construction	88	4.9%	641	2.2%
Manufacturing	46	2.6%	1,938	6.7%
Transportation	68	3.8%	2,272	7.8%
Communication	16	0.9%	92	0.3%
Utility	9	0.5%	363	1.2%
Wholesale Trade	86	4.8%	907	3.1%
Retail Trade Summary	372	20.8%	3,269	11.2%
Home Improvement	30	1.7%	158	0.5%
General Merchandise Stores	23	1.3%	490	1.7%
Food Stores	45	2.5%	352	1.2%
Auto Dealers, Gas Stations, Auto Aftermarket	53	3.0%	430	1.5%
Apparel & Accessory Stores	38	2.1%	113	0.4%
Furniture & Home Furnishings	26	1.5%	184	0.6%
Eating & Drinking Places	82	4.6%	983	3.4%
Miscellaneous Retail	74	4.1%	560	1.9%
Finance, Insurance, Real Estate Summary	185	10.4%	899	3.1%
Banks, Savings & Lending Institutions	45	2.5%	229	0.8%
Securities Brokers	7	0.4%	28	0.1%
Insurance Carriers & Agents	64	3.6%	266	0.9%
Real Estate, Holding, Other Investment Offices	69	3.9%	375	1.3%
Services Summary	696	38.9%	8,976	30.9%
Hotels & Lodging	13	0.7%	59	0.2%
Automotive Services	122	6.8%	427	1.5%
Motion Pictures & Amusements	26	1.5%	431	1.5%
Health Services	58	3.2%	624	2.1%
Legal Services	95	5.3%	590	2.0%
Education Institutions & Libraries	47	2.6%	4,266	14.7%
Other Services	336	18.8%	2,581	8.9%
Government	153	8.6%	9,519	32.7%
Unclassified Establishments	60	3.4%	44	0.2%
Totals	1,787	100.0%	29,073	100.0%

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

October 19, 2015



Business Summary

Ward 1
Area: 9.63 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.10356180
Longitude: -117.269167

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.1%	66	0.2%
Mining	1	0.1%	4	0.0%
Utilities	5	0.3%	338	1.2%
Construction	89	5.0%	556	1.9%
Manufacturing	44	2.5%	1,592	5.5%
Wholesale Trade	81	4.5%	900	3.1%
Retail Trade	281	15.7%	2,259	7.8%
Motor Vehicle & Parts Dealers	46	2.6%	401	1.4%
Furniture & Home Furnishings Stores	8	0.4%	80	0.3%
Electronics & Appliance Stores	21	1.2%	124	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	30	1.7%	158	0.5%
Food & Beverage Stores	41	2.3%	331	1.1%
Health & Personal Care Stores	13	0.7%	83	0.3%
Gasoline Stations	7	0.4%	29	0.1%
Clothing & Clothing Accessories Stores	48	2.7%	134	0.5%
Sport Goods, Hobby, Book, & Music Stores	10	0.6%	137	0.5%
General Merchandise Stores	23	1.3%	490	1.7%
Miscellaneous Store Retailers	29	1.6%	279	1.0%
Nonstore Retailers	4	0.2%	13	0.0%
Transportation & Warehousing	65	3.6%	2,255	7.8%
Information	31	1.7%	563	1.9%
Finance & Insurance	118	6.6%	527	1.8%
Central Bank/Credit Intermediation & Related Activities	46	2.6%	229	0.8%
Securities, Commodity Contracts & Other Financial	8	0.4%	32	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	64	3.6%	266	0.9%
Real Estate, Rental & Leasing	89	5.0%	391	1.3%
Professional, Scientific & Tech Services	188	10.5%	1,222	4.2%
Legal Services	107	6.0%	685	2.4%
Management of Companies & Enterprises	0	0.0%	1	0.0%
Administrative & Support & Waste Management & Remediation	68	3.8%	663	2.3%
Educational Services	46	2.6%	4,198	14.4%
Health Care & Social Assistance	104	5.8%	1,349	4.6%
Arts, Entertainment & Recreation	23	1.3%	428	1.5%
Accommodation & Food Services	101	5.7%	1,058	3.6%
Accommodation	13	0.7%	59	0.2%
Food Services & Drinking Places	88	4.9%	999	3.4%
Other Services (except Public Administration)	232	13.0%	958	3.3%
Automotive Repair & Maintenance	103	5.8%	351	1.2%
Public Administration	157	8.8%	9,692	33.3%
Unclassified Establishments	62	3.5%	52	0.2%
Total	1,787	100.0%	29,073	100.0%

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

October 19, 2015



Market Profile

Ward 1
Area: 9.63 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.10356180
Longitude: -117.269167

Population Summary	
2000 Total Population	26,393
2010 Total Population	29,857
2015 Total Population	30,242
2015 Group Quarters	2,457
2020 Total Population	30,816
2015-2020 Annual Rate	0.38%
Household Summary	
2000 Households	7,355
2000 Average Household Size	3.38
2010 Households	7,626
2010 Average Household Size	3.59
2015 Households	7,673
2015 Average Household Size	3.62
2020 Households	7,780
2020 Average Household Size	3.65
2015-2020 Annual Rate	0.28%
2010 Families	5,580
2010 Average Family Size	4.16
2015 Families	5,622
2015 Average Family Size	4.20
2020 Families	5,705
2020 Average Family Size	4.22
2015-2020 Annual Rate	0.29%
Housing Unit Summary	
2000 Housing Units	8,869
Owner Occupied Housing Units	29.9%
Renter Occupied Housing Units	53.1%
Vacant Housing Units	17.1%
2010 Housing Units	8,525
Owner Occupied Housing Units	29.9%
Renter Occupied Housing Units	59.6%
Vacant Housing Units	10.5%
2015 Housing Units	8,719
Owner Occupied Housing Units	27.4%
Renter Occupied Housing Units	60.6%
Vacant Housing Units	12.0%
2020 Housing Units	8,922
Owner Occupied Housing Units	26.9%
Renter Occupied Housing Units	60.3%
Vacant Housing Units	12.8%
Median Household Income	
2015	\$23,566
2020	\$25,454
Median Home Value	
2015	\$129,992
2020	\$147,706
Per Capita Income	
2015	\$9,934
2020	\$10,796
Median Age	
2010	27.3
2015	27.6
2020	28.6

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 1
Area: 9.63 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.10356180
Longitude: -117.269167

2015 Households by Income

Household Income Base	7,673
<\$15,000	33.3%
\$15,000 - \$24,999	18.6%
\$25,000 - \$34,999	17.3%
\$35,000 - \$49,999	13.1%
\$50,000 - \$74,999	9.7%
\$75,000 - \$99,999	4.8%
\$100,000 - \$149,999	2.7%
\$150,000 - \$199,999	0.3%
\$200,000+	0.2%
Average Household Income	\$31,712

2020 Households by Income

Household Income Base	7,780
<\$15,000	33.9%
\$15,000 - \$24,999	15.1%
\$25,000 - \$34,999	15.8%
\$35,000 - \$49,999	13.6%
\$50,000 - \$74,999	10.8%
\$75,000 - \$99,999	6.6%
\$100,000 - \$149,999	3.5%
\$150,000 - \$199,999	0.4%
\$200,000+	0.3%
Average Household Income	\$35,193

2015 Owner Occupied Housing Units by Value

Total	2,389
<\$50,000	12.7%
\$50,000 - \$99,999	21.3%
\$100,000 - \$149,999	26.6%
\$150,000 - \$199,999	15.9%
\$200,000 - \$249,999	7.0%
\$250,000 - \$299,999	3.6%
\$300,000 - \$399,999	4.4%
\$400,000 - \$499,999	2.3%
\$500,000 - \$749,999	3.5%
\$750,000 - \$999,999	0.5%
\$1,000,000 +	2.1%
Average Home Value	\$184,439

2020 Owner Occupied Housing Units by Value

Total	2,397
<\$50,000	10.5%
\$50,000 - \$99,999	18.7%
\$100,000 - \$149,999	21.8%
\$150,000 - \$199,999	18.7%
\$200,000 - \$249,999	7.8%
\$250,000 - \$299,999	3.2%
\$300,000 - \$399,999	3.5%
\$400,000 - \$499,999	2.9%
\$500,000 - \$749,999	9.2%
\$750,000 - \$999,999	2.1%
\$1,000,000 +	1.5%
Average Home Value	\$223,383

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.

October 19, 2015



Market Profile

Ward 1
Area: 9.63 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.10356180
Longitude: -117.269167

2010 Population by Age	
Total	29,859
0 - 4	10.5%
5 - 9	9.4%
10 - 14	8.6%
15 - 24	18.0%
25 - 34	14.9%
35 - 44	13.3%
45 - 54	11.3%
55 - 64	6.6%
65 - 74	4.1%
75 - 84	2.5%
85 +	0.9%
18 +	66.1%
2015 Population by Age	
Total	30,241
0 - 4	10.2%
5 - 9	9.5%
10 - 14	8.4%
15 - 24	17.5%
25 - 34	15.7%
35 - 44	12.4%
45 - 54	10.8%
55 - 64	7.5%
65 - 74	4.7%
75 - 84	2.3%
85 +	1.0%
18 +	67.2%
2020 Population by Age	
Total	30,817
0 - 4	10.0%
5 - 9	9.2%
10 - 14	8.7%
15 - 24	15.8%
25 - 34	16.5%
35 - 44	12.7%
45 - 54	10.4%
55 - 64	8.0%
65 - 74	5.4%
75 - 84	2.5%
85 +	0.9%
18 +	67.5%
2010 Population by Sex	
Males	15,425
Females	14,432
2015 Population by Sex	
Males	15,621
Females	14,621
2020 Population by Sex	
Males	15,896
Females	14,920

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 1
Area: 9.63 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.10356180
Longitude: -117.269167

2010 Population by Race/Ethnicity

Total	29,856
White Alone	41.0%
Black Alone	14.1%
American Indian Alone	1.6%
Asian Alone	3.1%
Pacific Islander Alone	0.4%
Some Other Race Alone	35.6%
Two or More Races	4.2%
Hispanic Origin	72.9%
Diversity Index	88.5

2015 Population by Race/Ethnicity

Total	30,241
White Alone	40.6%
Black Alone	13.2%
American Indian Alone	1.6%
Asian Alone	3.1%
Pacific Islander Alone	0.4%
Some Other Race Alone	36.9%
Two or More Races	4.2%
Hispanic Origin	75.1%
Diversity Index	88.5

2020 Population by Race/Ethnicity

Total	30,818
White Alone	40.9%
Black Alone	12.3%
American Indian Alone	1.5%
Asian Alone	3.3%
Pacific Islander Alone	0.4%
Some Other Race Alone	37.4%
Two or More Races	4.2%
Hispanic Origin	77.3%
Diversity Index	88.1

2010 Population by Relationship and Household Type

Total	29,857
In Households	91.6%
In Family Households	82.6%
Householder	18.8%
Spouse	9.4%
Child	41.0%
Other relative	8.5%
Nonrelative	4.9%
In Nonfamily Households	9.0%
In Group Quarters	8.4%
Institutionalized Population	5.2%
Noninstitutionalized Population	3.2%

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 1
Area: 9.63 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.10356180
Longitude: -117.269167

2015 Population 25+ by Educational Attainment

Total	16,460
Less than 9th Grade	22.3%
9th - 12th Grade, No Diploma	22.8%
High School Graduate	23.6%
GED/Alternative Credential	5.1%
Some College, No Degree	17.0%
Associate Degree	3.9%
Bachelor's Degree	3.5%
Graduate/Professional Degree	1.8%

2015 Population 15+ by Marital Status

Total	21,743
Never Married	46.8%
Married	38.0%
Widowed	4.8%
Divorced	10.4%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	89.1%
Civilian Unemployed	10.9%

2015 Employed Population 16+ by Industry

Total	9,153
Agriculture/Mining	1.0%
Construction	14.0%
Manufacturing	10.6%
Wholesale Trade	3.7%
Retail Trade	11.9%
Transportation/Utilities	8.5%
Information	0.5%
Finance/Insurance/Real Estate	3.0%
Services	43.5%
Public Administration	3.4%

2015 Employed Population 16+ by Occupation

Total	9,154
White Collar	34.3%
Management/Business/Financial	5.0%
Professional	8.5%
Sales	7.4%
Administrative Support	13.4%
Services	23.2%
Blue Collar	42.6%
Farming/Forestry/Fishing	2.0%
Construction/Extraction	13.6%
Installation/Maintenance/Repair	5.5%
Production	7.6%
Transportation/Material Moving	13.8%

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 1
Area: 9.63 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.10356180
Longitude: -117.269167

2010 Households by Type

Total	7,625
Households with 1 Person	21.5%
Households with 2+ People	78.5%
Family Households	73.2%
Husband-wife Families	36.5%
With Related Children	26.0%
Other Family (No Spouse Present)	36.7%
Other Family with Male Householder	9.9%
With Related Children	6.5%
Other Family with Female Householder	26.8%
With Related Children	20.4%
Nonfamily Households	5.3%

All Households with Children 53.6%

Multigenerational Households	11.6%
Unmarried Partner Households	10.9%
Male-female	10.1%
Same-sex	0.8%

2010 Households by Size

Total	7,624
1 Person Household	21.6%
2 Person Household	18.7%
3 Person Household	14.5%
4 Person Household	14.3%
5 Person Household	12.6%
6 Person Household	8.1%
7 + Person Household	10.3%

2010 Households by Tenure and Mortgage Status

Total	7,626
Owner Occupied	33.4%
Owned with a Mortgage/Loan	20.6%
Owned Free and Clear	12.8%
Renter Occupied	66.6%

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. Fresh Ambitions (13D)
2. Barrios Urbanos (7D)
3. Las Casas (13B)

2015 Consumer Spending

Apparel & Services: Total \$	\$8,231,849
Average Spent	\$1,072.83
Spending Potential Index	46
Computers & Accessories: Total \$	\$871,318
Average Spent	\$113.56
Spending Potential Index	45
Education: Total \$	\$5,145,880
Average Spent	\$670.65
Spending Potential Index	44
Entertainment/Recreation: Total \$	\$10,297,569
Average Spent	\$1,342.05
Spending Potential Index	41
Food at Home: Total \$	\$18,312,702
Average Spent	\$2,386.64
Spending Potential Index	46
Food Away from Home: Total \$	\$11,238,491
Average Spent	\$1,464.68
Spending Potential Index	45
Health Care: Total \$	\$13,912,530
Average Spent	\$1,813.18
Spending Potential Index	38
HH Furnishings & Equipment: Total \$	\$5,822,553
Average Spent	\$758.84
Spending Potential Index	41
Investments: Total \$	\$9,322,891
Average Spent	\$1,215.03
Spending Potential Index	44
Retail Goods: Total \$	\$81,514,648
Average Spent	\$10,623.57
Spending Potential Index	42
Shelter: Total \$	\$58,650,587
Average Spent	\$7,643.76
Spending Potential Index	46
TV/Video/Audio: Total \$	\$4,396,772
Average Spent	\$573.02
Spending Potential Index	44
Travel: Total \$	\$5,851,154
Average Spent	\$762.56
Spending Potential Index	39
Vehicle Maintenance & Repairs: Total \$	\$3,626,172
Average Spent	\$472.59
Spending Potential Index	42

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



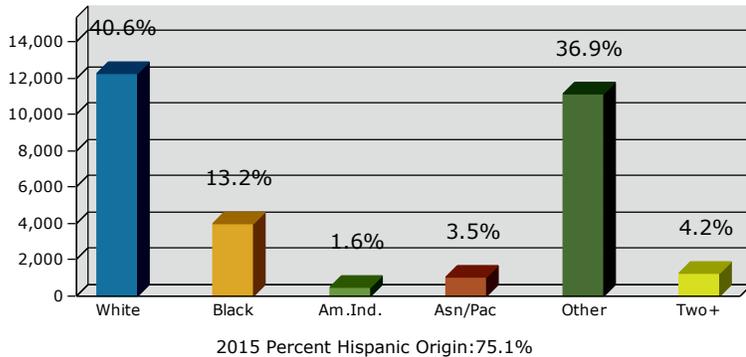
Graphic Profile

Ward 1
Area: 9.63 square miles

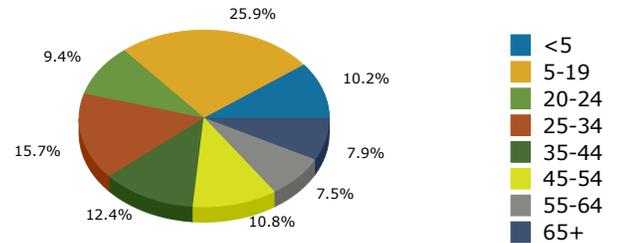
Prepared by Ruth Parish using ESRI Data

Latitude: 34.10356180
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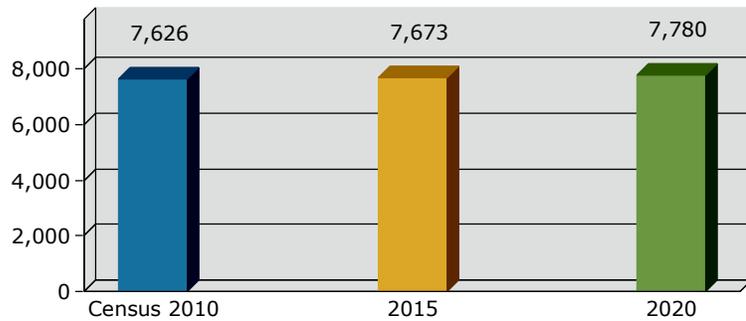
2015 Population by Race



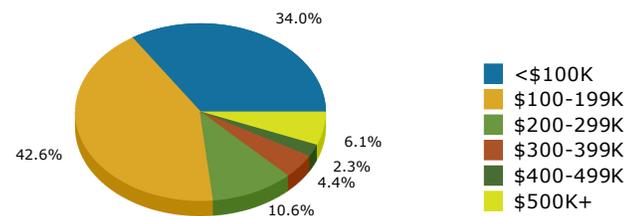
2015 Population by Age



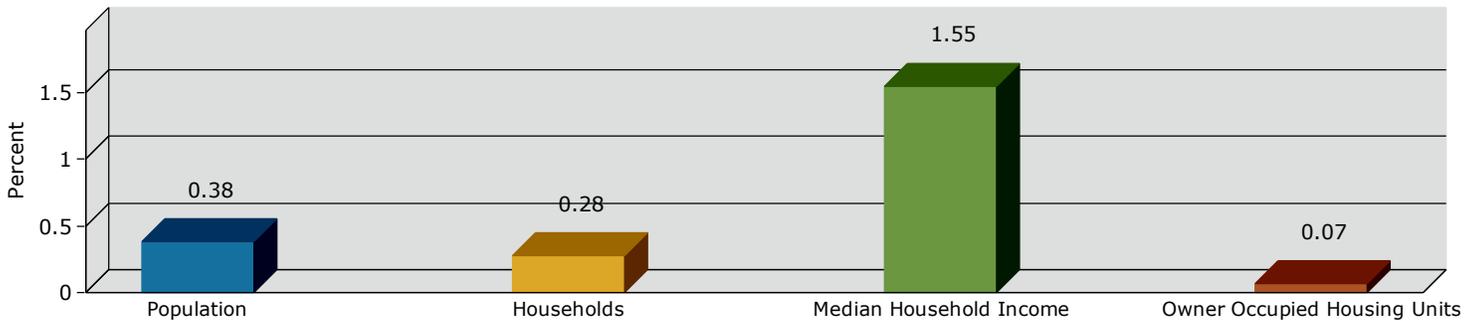
Households



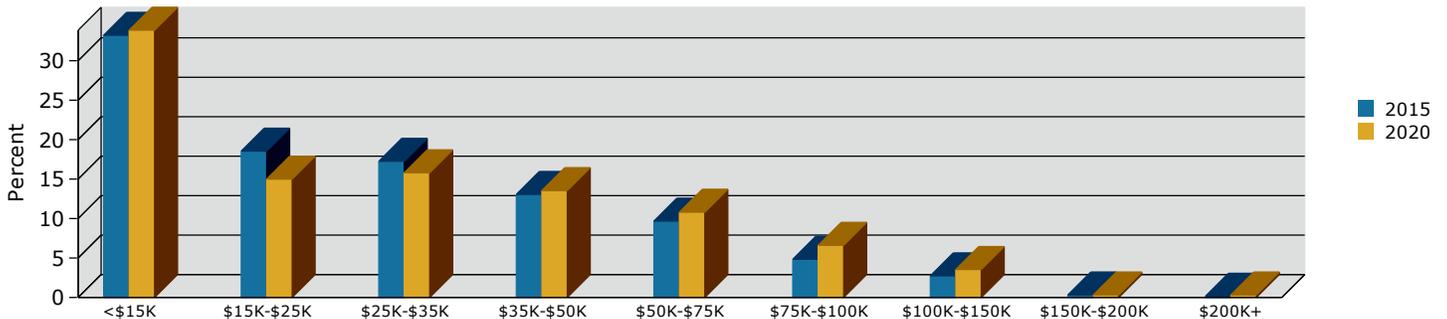
2015 Home Value



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 1
Area: 9.63 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.10356180
Longitude: -117.269167

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	27,456		1,207	High
Total Households	7,454		264	High
Total Housing Units	8,490		277	High
POPULATION AGE 15+ YEARS BY MARITAL STATUS				
Total	19,076	100.0%	784	High
Never married	8,569	44.9%	515	High
Married	7,591	39.8%	346	High
Widowed	978	5.1%	118	High
Divorced	1,938	10.2%	197	High
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	25,701	100.0%	1,126	High
Enrolled in school	8,667	33.7%	576	High
Enrolled in nursery school, preschool	473	1.8%	103	Medium
Public school	432	1.7%	99	Medium
Private school	41	0.2%	29	Low
Enrolled in kindergarten	569	2.2%	101	High
Public school	552	2.1%	99	High
Private school	17	0.1%	22	Low
Enrolled in grade 1 to grade 4	2,023	7.9%	234	High
Public school	2,002	7.8%	233	High
Private school	21	0.1%	19	Low
Enrolled in grade 5 to grade 8	2,246	8.7%	234	High
Public school	2,203	8.6%	234	High
Private school	43	0.2%	18	Medium
Enrolled in grade 9 to grade 12	2,153	8.4%	222	High
Public school	2,040	7.9%	218	High
Private school	113	0.4%	52	Medium
Enrolled in college undergraduate years	1,123	4.4%	181	High
Public school	1,014	3.9%	176	High
Private school	109	0.4%	44	Medium
Enrolled in graduate or professional school	79	0.3%	43	Medium
Public school	26	0.1%	19	Low
Private school	53	0.2%	39	Low
Not enrolled in school	17,034	66.3%	625	High
POPULATION AGE 25+ YEARS BY EDUCATIONAL ATTAINMENT				
Total	14,994	100.0%	620	High
No schooling completed	818	5.5%	126	High
Nursery School	0	0.0%	0	
Kindergarten	37	0.2%	37	Low
1-4th Grade	539	3.6%	99	High
5-8th Grade	2,056	13.7%	229	High
Some High School	3,579	23.9%	318	High
High School Diploma	3,509	23.4%	319	High
GED	678	4.5%	95	High
Some College	2,468	16.5%	250	High
Associate's degree	519	3.5%	74	High
Bachelor's degree	524	3.5%	101	High
Master's degree	201	1.3%	108	Medium
Professional school degree	17	0.1%	16	Low
Doctorate degree	47	0.3%	30	Medium

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

Reliability: High Medium Low

October 19, 2015



ACS Population Summary

Ward 1
Area: 9.63 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.10356180
Longitude: -117.269167

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	24,427	100.0%	1,068	
5 to 17 years				
Speak only English	2,635	10.8%	352	
Speak Spanish	3,905	16.0%	408	
Speak English "very well" or "well"	3,696	15.1%	359	
Speak English "not well"	197	0.8%	82	
Speak English "not at all"	12	0.0%	17	
Speak other Indo-European languages	47	0.2%	70	
Speak English "very well" or "well"	47	0.2%	70	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	158	0.6%	64	
Speak English "very well" or "well"	158	0.6%	64	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	16	0.1%	25	
Speak English "very well" or "well"	16	0.1%	25	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
18 to 64 years				
Speak only English	5,872	24.0%	479	
Speak Spanish	8,892	36.4%	556	
Speak English "very well" or "well"	5,696	23.3%	397	
Speak English "not well"	2,292	9.4%	216	
Speak English "not at all"	904	3.7%	116	
Speak other Indo-European languages	160	0.7%	44	
Speak English "very well" or "well"	158	0.6%	39	
Speak English "not well"	2	0.0%	42	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	557	2.3%	191	
Speak English "very well" or "well"	277	1.1%	64	
Speak English "not well"	260	1.1%	139	
Speak English "not at all"	20	0.1%	11	
Speak other languages	33	0.1%	26	
Speak English "very well" or "well"	33	0.1%	26	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
65 years and over				
Speak only English	780	3.2%	103	
Speak Spanish	1,107	4.5%	165	
Speak English "very well" or "well"	603	2.5%	122	
Speak English "not well"	207	0.8%	66	
Speak English "not at all"	297	1.2%	86	
Speak other Indo-European languages	45	0.2%	45	
Speak English "very well" or "well"	16	0.1%	14	
Speak English "not well"	29	0.1%	45	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	221	0.9%	62	
Speak English "very well" or "well"	96	0.4%	46	
Speak English "not well"	40	0.2%	35	
Speak English "not at all"	84	0.3%	31	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	

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

Reliability: high medium low

October 19, 2015



ACS Population Summary

Ward 1
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Latitude: 34.10356180
Longitude: -117.269167

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	7,133	100.0%	396	High
Worked in state and in county of residence	5,642	79.1%	352	High
Worked in state and outside county of residence	1,468	20.6%	143	High
Worked outside state of residence	23	0.3%	27	Low
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	7,133	100.0%	396	High
Drove alone	4,776	67.0%	350	High
Carpooled	1,323	18.5%	120	High
Public transportation (excluding taxicab)	343	4.8%	84	Medium
Bus or trolley bus	287	4.0%	70	Medium
Streetcar or trolley car	0	0.0%	0	
Subway or elevated	10	0.1%	15	Low
Railroad	46	0.6%	47	Low
Ferryboat	0	0.0%	0	
Taxicab	0	0.0%	0	
Motorcycle	0	0.0%	0	
Bicycle	40	0.6%	28	Low
Walked	278	3.9%	62	Medium
Other means	134	1.9%	58	Medium
Worked at home	238	3.3%	63	Medium
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	6,895	100.0%	389	High
Less than 5 minutes	206	3.0%	72	Medium
5 to 9 minutes	626	9.1%	114	High
10 to 14 minutes	973	14.1%	142	High
15 to 19 minutes	937	13.6%	115	High
20 to 24 minutes	1,122	16.3%	144	High
25 to 29 minutes	330	4.8%	78	Medium
30 to 34 minutes	1,143	16.6%	179	High
35 to 39 minutes	284	4.1%	89	Medium
40 to 44 minutes	182	2.6%	61	Medium
45 to 59 minutes	304	4.4%	47	High
60 to 89 minutes	442	6.4%	66	High
90 or more minutes	347	5.0%	80	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	7,428	100.0%	401	
Management	306	4.1%	63	
Business and financial operations	99	1.3%	55	
Computer and mathematical	27	0.4%	11	
Architecture and engineering	7	0.1%	11	
Life, physical, and social science	0	0.0%	0	
Community and social services	137	1.8%	94	
Legal	27	0.4%	29	
Education, training, and library	186	2.5%	65	
Arts, design, entertainment, sports, and media	11	0.1%	12	
Healthcare practitioner, technologists, and technicians	183	2.5%	50	
Healthcare support	167	2.2%	62	
Protective service	82	1.1%	50	
Food preparation and serving related	544	7.3%	102	
Building and grounds cleaning and maintenance	584	7.9%	83	
Personal care and service	570	7.7%	104	
Sales and related	606	8.2%	109	
Office and administrative support	837	11.3%	104	
Farming, fishing, and forestry	86	1.2%	42	
Construction and extraction	777	10.5%	91	
Installation, maintenance, and repair	339	4.6%	71	
Production	802	10.8%	120	
Transportation and material moving	1,052	14.2%	146	
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY INDUSTRY				
Total	7,428	100.0%	401	
Agriculture, forestry, fishing and hunting	50	0.7%	37	
Mining, quarrying, and oil and gas extraction	1	0.0%	2	
Construction	846	11.4%	108	
Manufacturing	856	11.5%	119	
Wholesale trade	265	3.6%	76	
Retail trade	923	12.4%	124	
Transportation and warehousing	583	7.8%	83	
Utilities	35	0.5%	43	
Information	70	0.9%	38	
Finance and insurance	138	1.9%	26	
Real estate and rental and leasing	57	0.8%	33	
Professional, scientific, and technical services	80	1.1%	50	
Management of companies and enterprises	0	0.0%	0	
Administrative and support and waste management services	627	8.4%	91	
Educational services	327	4.4%	85	
Health care and social assistance	949	12.8%	131	
Arts, entertainment, and recreation	147	2.0%	47	
Accommodation and food services	619	8.3%	93	
Other services, except public administration	554	7.5%	155	
Public administration	301	4.1%	67	
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	7,200	100.0%	424	
Own children under 6 years only	651	9.0%	86	
In labor force	319	4.4%	61	
Not in labor force	333	4.6%	61	
Own children under 6 years and 6 to 17 years	1,123	15.6%	147	
In labor force	588	8.2%	111	
Not in labor force	536	7.4%	106	
Own children 6 to 17 years only	1,590	22.1%	179	
In labor force	928	12.9%	145	
Not in labor force	662	9.2%	122	
No own children under 18 years	3,836	53.3%	329	
In labor force	1,909	26.5%	185	
Not in labor force	1,926	26.8%	241	

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

Reliability: high medium low

October 19, 2015



ACS Population Summary

Ward 1
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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	26,448	100.0%	1,206	High
Under .50	5,711	21.6%	639	High
.50 to .99	6,652	25.2%	756	High
1.00 to 1.24	3,033	11.5%	617	Medium
1.25 to 1.49	2,163	8.2%	326	High
1.50 to 1.84	2,575	9.7%	450	High
1.85 to 1.99	659	2.5%	159	Medium
2.00 and over	5,654	21.4%	576	High
CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE				
Total	26,533	100.0%	1,206	High
Under 18 years:	9,785	36.9%	680	High
One Type of Health Insurance:	8,451	31.9%	650	High
Employer-Based Health Ins Only	1,493	5.6%	277	High
Direct-Purchase Health Ins Only	165	0.6%	101	Medium
Medicare Coverage Only	32	0.1%	34	Low
Medicaid Coverage Only	6,761	25.5%	603	High
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance	132	0.5%	51	Medium
No Health Insurance Coverage	1,202	4.5%	212	High
18 to 34 years:	6,566	24.7%	457	High
One Type of Health Insurance:	3,567	13.4%	289	High
Employer-Based Health Ins Only	1,424	5.4%	208	High
Direct-Purchase Health Ins Only	21	0.1%	41	Low
Medicare Coverage Only	41	0.2%	37	Low
Medicaid Coverage Only	2,035	7.7%	228	High
TRICARE/Military Hlth Cov Only	13	0.0%	18	Low
VA Health Care Only	34	0.1%	23	Low
2+ Types of Health Insurance	272	1.0%	86	Medium
No Health Insurance Coverage	2,727	10.3%	291	High
35 to 64 years:	8,035	30.3%	439	High
One Type of Health Insurance:	4,145	15.6%	331	High
Employer-Based Health Ins Only	1,942	7.3%	211	High
Direct-Purchase Health Ins Only	173	0.7%	59	Medium
Medicare Coverage Only	119	0.4%	50	Medium
Medicaid Coverage Only	1,873	7.1%	273	High
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	39	0.1%	25	Medium
2+ Types of Health Insurance	489	1.8%	108	Medium
No Health Insurance Coverage	3,401	12.8%	266	High
65+ years:	2,146	8.1%	186	High
One Type of Health Insurance:	643	2.4%	97	High
Employer-Based Health Ins Only	45	0.2%	26	Medium
Direct-Purchase Health Ins Only	1	0.0%	7	Low
Medicare Coverage Only	595	2.2%	97	High
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	2	0.0%	12	Low
2+ Types of Health Insurance	1,350	5.1%	149	High
No Health Insurance Coverage	154	0.6%	67	Medium

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

Reliability: High Medium Low

October 19, 2015



ACS Population Summary

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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	17,666	100.0%	703	High
Veteran	675	3.8%	95	High
Nonveteran	16,991	96.2%	708	High
Male	8,603	48.7%	405	High
Veteran	595	3.4%	90	High
Nonveteran	8,008	45.3%	406	High
Female	9,063	51.3%	461	High
Veteran	80	0.5%	31	Medium
Nonveteran	8,983	50.8%	460	High
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	675	100.0%	95	High
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	79	11.7%	30	Medium
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	41	6.1%	18	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	71	10.5%	27	Medium
Gulf War (8/90 to 8/01) and Vietnam Era	0	0.0%	0	
Vietnam Era, no Korean War, no World War II	204	30.2%	47	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	63	9.3%	33	Medium
Korean War and World War II, no Vietnam Era	12	1.8%	13	Low
World War II, no Korean War, no Vietnam Era	53	7.9%	34	Medium
Between Gulf War and Vietnam Era only	34	5.0%	27	Low
Between Vietnam Era and Korean War only	97	14.4%	39	Medium
Between Korean War and World War II only	20	3.0%	30	Low
Pre-World War II only	0	0.0%	0	
HOUSEHOLDS BY POVERTY STATUS				
Total	7,454	100.0%	264	High
Income in the past 12 months below poverty level	3,405	45.7%	239	High
Married-couple family	738	9.9%	100	High
Other family - male householder (no wife present)	315	4.2%	80	Medium
Other family - female householder (no husband present)	1,243	16.7%	178	High
Nonfamily household - male householder	458	6.1%	109	Medium
Nonfamily household - female householder	651	8.7%	118	High
Income in the past 12 months at or above poverty level	4,049	54.3%	223	High
Married-couple family	1,703	22.8%	174	High
Other family - male householder (no wife present)	399	5.4%	89	Medium
Other family - female householder (no husband present)	896	12.0%	121	High
Nonfamily household - male householder	593	8.0%	82	High
Nonfamily household - female householder	457	6.1%	90	High



ACS Population Summary

Ward 1
Area: 9.63 square miles

Prepared by Ruth Parish using ESRI Data
Latitude: 34.10356180
Longitude: -117.269167

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY INCOME				
Total	7,454	100.0%	264	
Less than \$10,000	1,432	19.2%	169	
\$10,000 to \$14,999	1,137	15.3%	146	
\$15,000 to \$19,999	696	9.3%	132	
\$20,000 to \$24,999	711	9.5%	115	
\$25,000 to \$29,999	658	8.8%	101	
\$30,000 to \$34,999	420	5.6%	94	
\$35,000 to \$39,999	413	5.5%	76	
\$40,000 to \$44,999	433	5.8%	86	
\$45,000 to \$49,999	232	3.1%	46	
\$50,000 to \$59,999	414	5.6%	81	
\$60,000 to \$74,999	369	5.0%	96	
\$75,000 to \$99,999	292	3.9%	69	
\$100,000 to \$124,999	153	2.1%	45	
\$125,000 to \$149,999	34	0.5%	23	
\$150,000 to \$199,999	3	0.0%	5	
\$200,000 or more	58	0.8%	37	
Median Household Income	\$23,014		N/A	
Average Household Income	N/A		N/A	
Per Capita Income	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	331	100.0%	65	
Less than \$10,000	187	56.5%	65	
\$10,000 to \$14,999	27	8.2%	25	
\$15,000 to \$19,999	30	9.1%	26	
\$20,000 to \$24,999	16	4.8%	20	
\$25,000 to \$29,999	0	0.0%	0	
\$30,000 to \$34,999	27	8.2%	27	
\$35,000 to \$39,999	0	0.0%	0	
\$40,000 to \$44,999	0	0.0%	0	
\$45,000 to \$49,999	10	3.0%	39	
\$50,000 to \$59,999	20	6.0%	23	
\$60,000 to \$74,999	16	4.8%	35	
\$75,000 to \$99,999	0	0.0%	0	
\$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	\$10,000		N/A	
Average Household Income for HHr <25	N/A		N/A	



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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY INCOME				
Total	3,183	100.0%	227	
Less than \$10,000	568	17.8%	111	
\$10,000 to \$14,999	408	12.8%	102	
\$15,000 to \$19,999	317	10.0%	91	
\$20,000 to \$24,999	282	8.9%	60	
\$25,000 to \$29,999	369	11.6%	80	
\$30,000 to \$34,999	159	5.0%	58	
\$35,000 to \$39,999	264	8.3%	68	
\$40,000 to \$44,999	176	5.5%	55	
\$45,000 to \$49,999	109	3.4%	13	
\$50,000 to \$59,999	167	5.2%	50	
\$60,000 to \$74,999	167	5.2%	85	
\$75,000 to \$99,999	118	3.7%	46	
\$100,000 to \$124,999	54	1.7%	22	
\$125,000 to \$149,999	15	0.5%	32	
\$150,000 to \$199,999	0	0.0%	0	
\$200,000 or more	11	0.3%	16	
Median Household Income for HHR 25-44	\$25,187		N/A	
Average Household Income for HHR 25-44	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	2,504	100.0%	193	
Less than \$10,000	409	16.3%	76	
\$10,000 to \$14,999	256	10.2%	70	
\$15,000 to \$19,999	225	9.0%	83	
\$20,000 to \$24,999	223	8.9%	72	
\$25,000 to \$29,999	243	9.7%	65	
\$30,000 to \$34,999	172	6.9%	66	
\$35,000 to \$39,999	98	3.9%	30	
\$40,000 to \$44,999	217	8.7%	64	
\$45,000 to \$49,999	103	4.1%	45	
\$50,000 to \$59,999	165	6.6%	61	
\$60,000 to \$74,999	131	5.2%	30	
\$75,000 to \$99,999	162	6.5%	51	
\$100,000 to \$124,999	61	2.4%	34	
\$125,000 to \$149,999	12	0.5%	18	
\$150,000 to \$199,999	0	0.0%	0	
\$200,000 or more	28	1.1%	20	
Median Household Income for HHR 45-64	\$27,639		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	1,435	100.0%	127	■■■
Less than \$10,000	268	18.7%	83	■■
\$10,000 to \$14,999	446	31.1%	77	■■■
\$15,000 to \$19,999	124	8.6%	49	■■
\$20,000 to \$24,999	191	13.3%	69	■■
\$25,000 to \$29,999	46	3.2%	15	■■
\$30,000 to \$34,999	62	4.3%	24	■■
\$35,000 to \$39,999	51	3.6%	22	■■
\$40,000 to \$44,999	40	2.8%	16	■■
\$45,000 to \$49,999	11	0.8%	17	■
\$50,000 to \$59,999	63	4.4%	21	■■
\$60,000 to \$74,999	55	3.8%	35	■■
\$75,000 to \$99,999	12	0.8%	13	■
\$100,000 to \$124,999	38	2.6%	22	■■
\$125,000 to \$149,999	7	0.5%	17	■
\$150,000 to \$199,999	3	0.2%	5	■
\$200,000 or more	19	1.3%	30	
Median Household Income for HHR 65+	\$15,128		N/A	
Average Household Income for HHR 65+	N/A		N/A	
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	7,454	100.0%	264	■■■
With public assistance income	988	13.3%	158	■■■
No public assistance income	6,466	86.7%	254	■■■
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	7,454	100.0%	264	■■■
With Food Stamps/SNAP	2,480	33.3%	212	■■■
With No Food Stamps/SNAP	4,974	66.7%	244	■■■
HOUSEHOLDS BY DISABILITY STATUS				
Total	7,454	100.0%	264	■■■
With 1+ Persons w/Disability	2,284	30.6%	192	■■■
With No Person w/Disability	5,170	69.4%	295	■■■

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 1
Area: 9.63 square miles

Prepared by Ruth Parish using ESRI Data
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Longitude: -117.269167

	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	27,456		1,207	High
Total Households	7,454		264	High
Total Housing Units	8,490		277	High
OWNER-OCCUPIED HOUSING UNITS BY VALUE				
Total	2,463	100.0%	166	High
Less than \$10,000	79	3.2%	21	Medium
\$10,000 to \$14,999	66	2.7%	20	Medium
\$15,000 to \$19,999	56	2.3%	29	Medium
\$20,000 to \$24,999	23	0.9%	26	Low
\$25,000 to \$29,999	39	1.6%	23	Medium
\$30,000 to \$34,999	78	3.2%	20	Medium
\$35,000 to \$39,999	48	1.9%	27	Medium
\$40,000 to \$49,999	76	3.1%	32	Medium
\$50,000 to \$59,999	84	3.4%	23	Medium
\$60,000 to \$69,999	174	7.1%	48	Medium
\$70,000 to \$79,999	159	6.5%	50	Medium
\$80,000 to \$89,999	78	3.2%	49	Medium
\$90,000 to \$99,999	107	4.3%	37	Medium
\$100,000 to \$124,999	462	18.8%	98	Medium
\$125,000 to \$149,999	227	9.2%	81	Medium
\$150,000 to \$174,999	167	6.8%	53	Medium
\$175,000 to \$199,999	127	5.2%	48	Medium
\$200,000 to \$249,999	195	7.9%	58	Medium
\$250,000 to \$299,999	72	2.9%	30	Medium
\$300,000 to \$399,999	84	3.4%	25	Medium
\$400,000 to \$499,999	5	0.2%	9	Low
\$500,000 to \$749,999	39	1.6%	28	Low
\$750,000 to \$999,999	12	0.5%	18	Low
\$1,000,000 or more	8	0.3%	18	Low
Median Home Value	\$108,956		N/A	
Average Home Value	N/A		N/A	
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	2,463	100.0%	166	High
Housing units with a mortgage/contract to purchase/similar debt	1,470	59.7%	153	High
Second mortgage only	50	2.0%	26	Medium
Home equity loan only	35	1.4%	27	Low
Both second mortgage and home equity loan	0	0.0%	0	
No second mortgage and no home equity loan	1,386	56.3%	150	High
Housing units without a mortgage	993	40.3%	106	High
AVERAGE VALUE BY MORTGAGE STATUS				
Housing units with a mortgage	N/A		N/A	
Housing units without a mortgage	N/A		N/A	



ACS Housing Summary

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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	4,991	100.0%	248	High
With cash rent	4,806	96.3%	245	High
Less than \$100	129	2.6%	55	Medium
\$100 to \$149	47	0.9%	28	Medium
\$150 to \$199	113	2.3%	52	Medium
\$200 to \$249	220	4.4%	61	Medium
\$250 to \$299	185	3.7%	83	Medium
\$300 to \$349	196	3.9%	88	Medium
\$350 to \$399	149	3.0%	59	Medium
\$400 to \$449	141	2.8%	50	Medium
\$450 to \$499	94	1.9%	30	Medium
\$500 to \$549	194	3.9%	65	Medium
\$550 to \$599	271	5.4%	85	Medium
\$600 to \$649	367	7.4%	92	Medium
\$650 to \$699	415	8.3%	92	Medium
\$700 to \$749	298	6.0%	67	Medium
\$750 to \$799	468	9.4%	92	High
\$800 to \$899	561	11.2%	91	High
\$900 to \$999	295	5.9%	72	Medium
\$1,000 to \$1,249	451	9.0%	103	Medium
\$1,250 to \$1,499	152	3.0%	44	Medium
\$1,500 to \$1,999	0	0.0%	0	
\$2,000 or more	59	1.2%	59	Low
No cash rent	185	3.7%	55	Medium
Median Contract Rent	\$686		N/A	
Average Contract Rent	N/A		N/A	
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	4,991	100.0%	248	High
Pay extra for one or more utilities	4,489	89.9%	249	High
No extra payment for any utilities	502	10.1%	98	High
HOUSING UNITS BY UNITS IN STRUCTURE				
Total	8,490	100.0%	277	High
1, detached	4,159	49.0%	222	High
1, attached	483	5.7%	97	Medium
2	442	5.2%	103	Medium
3 or 4	590	6.9%	109	High
5 to 9	369	4.3%	86	Medium
10 to 19	477	5.6%	115	Medium
20 to 49	249	2.9%	69	Medium
50 or more	941	11.1%	125	High
Mobile home	717	8.4%	58	High
Boat, RV, van, etc.	63	0.7%	30	Medium



ACS Housing Summary

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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSING UNITS BY YEAR STRUCTURE BUILT				
Total	8,490	100.0%	277	High
Built 2010 or later	29	0.3%	22	Low
Built 2000 to 2009	632	7.4%	115	High
Built 1990 to 1999	502	5.9%	84	High
Built 1980 to 1989	1,172	13.8%	166	High
Built 1970 to 1979	1,078	12.7%	138	High
Built 1960 to 1969	1,076	12.7%	139	High
Built 1950 to 1959	1,499	17.7%	158	High
Built 1940 to 1949	973	11.5%	123	High
Built 1939 or earlier	1,528	18.0%	171	High
Median Year Structure Built	1962		N/A	
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	7,454	100.0%	264	High
Owner occupied				
Moved in 2010 or later	214	2.9%	43	Medium
Moved in 2000 to 2009	1,044	14.0%	122	High
Moved in 1990 to 1999	524	7.0%	85	High
Moved in 1980 to 1989	270	3.6%	74	Medium
Moved in 1970 to 1979	104	1.4%	45	Medium
Moved in 1969 or earlier	307	4.1%	69	Medium
Renter occupied				
Moved in 2010 or later	1,907	25.6%	191	High
Moved in 2000 to 2009	2,494	33.5%	202	High
Moved in 1990 to 1999	420	5.6%	81	High
Moved in 1980 to 1989	80	1.1%	27	Medium
Moved in 1970 to 1979	48	0.6%	35	Low
Moved in 1969 or earlier	42	0.6%	30	Low
Median Year Householder Moved Into Unit	2005		N/A	
OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	7,454	100.0%	264	High
Utility gas	5,494	73.7%	258	High
Bottled, tank, or LP gas	146	2.0%	41	Medium
Electricity	1,478	19.8%	159	High
Fuel oil, kerosene, etc.	0	0.0%	0	
Coal or coke	0	0.0%	0	
Wood	45	0.6%	33	Low
Solar energy	0	0.0%	0	
Other fuel	4	0.1%	6	Low
No fuel used	287	3.9%	53	High



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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	7,454	100.0%	264	
Owner occupied				
No vehicle available	241	3.2%	83	
1 vehicle available	679	9.1%	88	
2 vehicles available	936	12.6%	113	
3 vehicles available	386	5.2%	73	
4 vehicles available	152	2.0%	61	
5 or more vehicles available	69	0.9%	36	
Renter occupied				
No vehicle available	1,428	19.2%	163	
1 vehicle available	2,001	26.8%	198	
2 vehicles available	1,194	16.0%	136	
3 vehicles available	311	4.2%	67	
4 vehicles available	21	0.3%	25	
5 or more vehicles available	35	0.5%	29	
Average Number of Vehicles Available	N/A		N/A	

Data Note: N/A means not available.

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