

From: [Flannery, Kathleen](#)
To: [Koutoufidis, Nicholas](#)
Cc: [Smith, Ashley](#); [Slovick, Mark](#)
Subject: FW: HSA Demographic Data
Date: Monday, August 16, 2021 11:59:00 AM
Attachments: [CountyCommunityProfileReports - Dec2020.pdf](#)

Hi...probably after the hearing now as we've already shared data with Board offices (and it seems consistent with what the community is saying) but would you work with Kristian to reconcile this ESRI data for Jacumba with what we provided on Friday? It looks like a big switch in terms of median household income (double in this one). It starts on page 196/559. Thanks.

From: Castellanos, Kristian <Kristian.Castellanos@sdcounty.ca.gov>
Sent: Monday, August 16, 2021 7:37 AM
To: Flannery, Kathleen <Kathleen.Flannery@sdcounty.ca.gov>; Armstrong, Jacob <Jacob.Armstrong@sdcounty.ca.gov>; Bray, Kelly <Kelly.Bray@sdcounty.ca.gov>; Howe, Dennis <Dennis.Howe@sdcounty.ca.gov>; Nicholas, Stephanie <Stephanie.Nicholas@sdcounty.ca.gov>; Nicoletti, Vince <Vince.Nicoletti@sdcounty.ca.gov>; Panas, Brent <Brent.Panas@sdcounty.ca.gov>; Slovick, Mark <Mark.Slovick@sdcounty.ca.gov>; Smith, Ashley <Ashley.Smith2@sdcounty.ca.gov>; Talleh, Rami <Rami.Talleh@sdcounty.ca.gov>; Tessitore, Lynnette <Lynnette.Tessitore@sdcounty.ca.gov>
Subject: RE: HSA Demographic Data

Good morning,

Attached is a breakdown of CPAs that include population, income, age, education, racial, household, and housing value demographics that was provided through GIS. The values are based on census data (2010) and have forecasted values for 2020 and 2025.

Thank you,

Kristian Castellanos

Operations Research Analyst

From: Flannery, Kathleen <Kathleen.Flannery@sdcounty.ca.gov>
Sent: Saturday, August 14, 2021 12:08 PM
To: Armstrong, Jacob <Jacob.Armstrong@sdcounty.ca.gov>; Bray, Kelly <Kelly.Bray@sdcounty.ca.gov>; Howe, Dennis <Dennis.Howe@sdcounty.ca.gov>; Nicholas, Stephanie <Stephanie.Nicholas@sdcounty.ca.gov>; Nicoletti, Vince <Vince.Nicoletti@sdcounty.ca.gov>; Panas, Brent <Brent.Panas@sdcounty.ca.gov>; Slovick, Mark <Mark.Slovick@sdcounty.ca.gov>; Smith, Ashley <Ashley.Smith2@sdcounty.ca.gov>; Talleh, Rami <Rami.Talleh@sdcounty.ca.gov>; Tessitore, Lynnette <Lynnette.Tessitore@sdcounty.ca.gov>
Cc: Castellanos, Kristian <Kristian.Castellanos@sdcounty.ca.gov>
Subject: HHS Demographic Data

Hi,

The question has come up a number of times recently on what types of demographic data PDS has related to specific projects. I wanted to share the following resource: [HHS's Demographic Profiles](#), most recently published in May 2021. These profiles have a focus on identifying aging populations.

This demographic profile includes demographic information for each unincorporated community, rather than the unincorporated county as a whole. I'm copying Kristian as well, in case he's aware of other available data that might be available by CPG/CSG or community planning area or what profiles he might be pulling together.

Thanks,

K

Population Summary	
2000 Total Population	16,620
2010 Total Population	17,599
2020 Total Population	18,455
2020 Group Quarters	224
2025 Total Population	18,869
2020-2025 Annual Rate	0.44%
2020 Total Daytime Population	16,323
Workers	6,186
Residents	10,137
Household Summary	
2000 Households	5,920
2000 Average Household Size	2.74
2010 Households	6,448
2010 Average Household Size	2.70
2020 Households	6,775
2020 Average Household Size	2.69
2025 Households	6,912
2025 Average Household Size	2.70
2020-2025 Annual Rate	0.40%
2010 Families	4,762
2010 Average Family Size	3.10
2020 Families	5,003
2020 Average Family Size	3.09
2025 Families	5,115
2025 Average Family Size	3.10
2020-2025 Annual Rate	0.44%
Housing Unit Summary	
2000 Housing Units	6,172
Owner Occupied Housing Units	68.4%
Renter Occupied Housing Units	27.5%
Vacant Housing Units	4.1%
2010 Housing Units	6,823
Owner Occupied Housing Units	66.5%
Renter Occupied Housing Units	28.0%
Vacant Housing Units	5.5%
2020 Housing Units	7,004
Owner Occupied Housing Units	68.0%
Renter Occupied Housing Units	28.7%
Vacant Housing Units	3.3%
2025 Housing Units	7,131
Owner Occupied Housing Units	68.7%
Renter Occupied Housing Units	28.2%
Vacant Housing Units	3.1%
Median Household Income	
2020	\$102,047
2025	\$108,769
Median Home Value	
2020	\$629,834
2025	\$691,059
Per Capita Income	
2020	\$44,265
2025	\$49,747
Median Age	
2010	42.5
2020	45.0
2025	44.9

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	6,775
<\$15,000	4.9%
\$15,000 - \$24,999	4.5%
\$25,000 - \$34,999	5.8%
\$35,000 - \$49,999	11.0%
\$50,000 - \$74,999	12.1%
\$75,000 - \$99,999	10.0%
\$100,000 - \$149,999	24.7%
\$150,000 - \$199,999	14.5%
\$200,000+	12.5%
Average Household Income	\$120,104

2025 Households by Income

Household Income Base	6,912
<\$15,000	4.2%
\$15,000 - \$24,999	3.7%
\$25,000 - \$34,999	5.0%
\$35,000 - \$49,999	9.8%
\$50,000 - \$74,999	11.8%
\$75,000 - \$99,999	9.1%
\$100,000 - \$149,999	24.6%
\$150,000 - \$199,999	16.7%
\$200,000+	15.0%
Average Household Income	\$135,262

2020 Owner Occupied Housing Units by Value

Total	4,764
<\$50,000	1.4%
\$50,000 - \$99,999	0.8%
\$100,000 - \$149,999	0.6%
\$150,000 - \$199,999	0.5%
\$200,000 - \$249,999	0.7%
\$250,000 - \$299,999	0.8%
\$300,000 - \$399,999	7.9%
\$400,000 - \$499,999	13.3%
\$500,000 - \$749,999	46.1%
\$750,000 - \$999,999	19.6%
\$1,000,000 - \$1,499,999	6.9%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	1.0%
Average Home Value	\$667,970

2025 Owner Occupied Housing Units by Value

Total	4,901
<\$50,000	0.5%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	0.2%
\$200,000 - \$249,999	0.3%
\$250,000 - \$299,999	0.3%
\$300,000 - \$399,999	4.0%
\$400,000 - \$499,999	10.0%
\$500,000 - \$749,999	44.8%
\$750,000 - \$999,999	28.6%
\$1,000,000 - \$1,499,999	9.1%
\$1,500,000 - \$1,999,999	0.5%
\$2,000,000 +	1.3%
Average Home Value	\$742,359

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age

Total	17,600
0 - 4	5.1%
5 - 9	5.8%
10 - 14	7.6%
15 - 24	13.5%
25 - 34	9.6%
35 - 44	11.8%
45 - 54	18.2%
55 - 64	14.9%
65 - 74	8.1%
75 - 84	3.9%
85 +	1.6%
18 +	76.5%

2020 Population by Age

Total	18,453
0 - 4	4.4%
5 - 9	5.0%
10 - 14	6.2%
15 - 24	12.3%
25 - 34	11.5%
35 - 44	10.6%
45 - 54	13.6%
55 - 64	16.8%
65 - 74	12.3%
75 - 84	5.2%
85 +	2.0%
18 +	80.1%

2025 Population by Age

Total	18,869
0 - 4	4.6%
5 - 9	4.8%
10 - 14	5.8%
15 - 24	11.0%
25 - 34	12.3%
35 - 44	11.7%
45 - 54	12.1%
55 - 64	15.1%
65 - 74	13.5%
75 - 84	6.9%
85 +	2.2%
18 +	80.9%

2010 Population by Sex

Males	8,798
Females	8,801

2020 Population by Sex

Males	9,212
Females	9,242

2025 Population by Sex

Males	9,410
Females	9,458

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	17,598
White Alone	86.9%
Black Alone	1.1%
American Indian Alone	2.0%
Asian Alone	2.1%
Pacific Islander Alone	0.3%
Some Other Race Alone	4.1%
Two or More Races	3.5%
Hispanic Origin	15.2%
Diversity Index	43.9

2020 Population by Race/Ethnicity

Total	18,456
White Alone	84.7%
Black Alone	1.2%
American Indian Alone	2.1%
Asian Alone	2.5%
Pacific Islander Alone	0.3%
Some Other Race Alone	5.0%
Two or More Races	4.2%
Hispanic Origin	18.1%
Diversity Index	49.4

2025 Population by Race/Ethnicity

Total	18,869
White Alone	83.6%
Black Alone	1.3%
American Indian Alone	2.1%
Asian Alone	2.8%
Pacific Islander Alone	0.3%
Some Other Race Alone	5.4%
Two or More Races	4.6%
Hispanic Origin	20.0%
Diversity Index	52.4

2010 Population by Relationship and Household Type

Total	17,599
In Households	98.8%
In Family Households	86.4%
Householder	27.2%
Spouse	21.7%
Child	31.3%
Other relative	3.8%
Nonrelative	2.5%
In Nonfamily Households	12.4%
In Group Quarters	1.2%
Institutionalized Population	0.4%
Noninstitutionalized Population	0.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	13,294
Less than 9th Grade	1.5%
9th - 12th Grade, No Diploma	4.7%
High School Graduate	17.6%
GED/Alternative Credential	2.3%
Some College, No Degree	31.4%
Associate Degree	9.1%
Bachelor's Degree	20.8%
Graduate/Professional Degree	12.5%

2020 Population 15+ by Marital Status

Total	15,556
Never Married	29.7%
Married	55.3%
Widowed	5.3%
Divorced	9.7%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	9,714
Population 16+ Employed	86.3%
Population 16+ Unemployment rate	13.7%
Population 16-24 Employed	11.4%
Population 16-24 Unemployment rate	20.4%
Population 25-54 Employed	56.5%
Population 25-54 Unemployment rate	12.6%
Population 55-64 Employed	22.6%
Population 55-64 Unemployment rate	13.0%
Population 65+ Employed	9.5%
Population 65+ Unemployment rate	13.1%

2020 Employed Population 16+ by Industry

Total	8,384
Agriculture/Mining	0.3%
Construction	14.2%
Manufacturing	7.5%
Wholesale Trade	1.3%
Retail Trade	10.1%
Transportation/Utilities	6.6%
Information	0.8%
Finance/Insurance/Real Estate	8.7%
Services	43.3%
Public Administration	7.3%

2020 Employed Population 16+ by Occupation

Total	8,383
White Collar	64.0%
Management/Business/Financial	20.7%
Professional	20.0%
Sales	11.3%
Administrative Support	12.0%
Services	15.9%
Blue Collar	20.1%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	7.3%
Installation/Maintenance/Repair	4.8%
Production	4.0%
Transportation/Material Moving	3.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	6,447
Households with 1 Person	20.1%
Households with 2+ People	79.9%
Family Households	73.9%
Husband-wife Families	59.0%
With Related Children	25.5%
Other Family (No Spouse Present)	14.8%
Other Family with Male Householder	5.3%
With Related Children	3.3%
Other Family with Female Householder	9.5%
With Related Children	6.1%
Nonfamily Households	6.0%
All Households with Children	35.5%
Multigenerational Households	4.9%
Unmarried Partner Households	6.3%
Male-female	5.5%
Same-sex	0.8%
2010 Households by Size	
Total	6,448
1 Person Household	20.1%
2 Person Household	35.2%
3 Person Household	17.5%
4 Person Household	16.4%
5 Person Household	7.1%
6 Person Household	2.4%
7 + Person Household	1.3%
2010 Households by Tenure and Mortgage Status	
Total	6,448
Owner Occupied	70.4%
Owned with a Mortgage/Loan	56.8%
Owned Free and Clear	13.6%
Renter Occupied	29.6%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	92
Percent of Income for Mortgage	25.8%
Wealth Index	161
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	6,823
Housing Units Inside Urbanized Area	72.3%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	27.7%
2010 Population By Urban/ Rural Status	
Total Population	17,599
Population Inside Urbanized Area	72.5%
Population Inside Urbanized Cluster	0.0%
Rural Population	27.5%

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Exurbanites (1E)
2. Pleasantville (2B)
3. City Lights (8A)

2020 Consumer Spending

Apparel & Services: Total \$	\$18,590,633
Average Spent	\$2,744.00
Spending Potential Index	128
Education: Total \$	\$17,802,565
Average Spent	\$2,627.68
Spending Potential Index	147
Entertainment/Recreation: Total \$	\$28,681,557
Average Spent	\$4,233.44
Spending Potential Index	130
Food at Home: Total \$	\$45,907,906
Average Spent	\$6,776.07
Spending Potential Index	127
Food Away from Home: Total \$	\$32,561,071
Average Spent	\$4,806.06
Spending Potential Index	127
Health Care: Total \$	\$49,378,130
Average Spent	\$7,288.28
Spending Potential Index	127
HH Furnishings & Equipment: Total \$	\$19,170,765
Average Spent	\$2,829.63
Spending Potential Index	130
Personal Care Products & Services: Total \$	\$7,944,232
Average Spent	\$1,172.58
Spending Potential Index	128
Shelter: Total \$	\$178,104,868
Average Spent	\$26,288.54
Spending Potential Index	136
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,412,587
Average Spent	\$3,012.93
Spending Potential Index	129
Travel: Total \$	\$22,958,706
Average Spent	\$3,388.74
Spending Potential Index	141
Vehicle Maintenance & Repairs: Total \$	\$9,833,388
Average Spent	\$1,451.42
Spending Potential Index	125

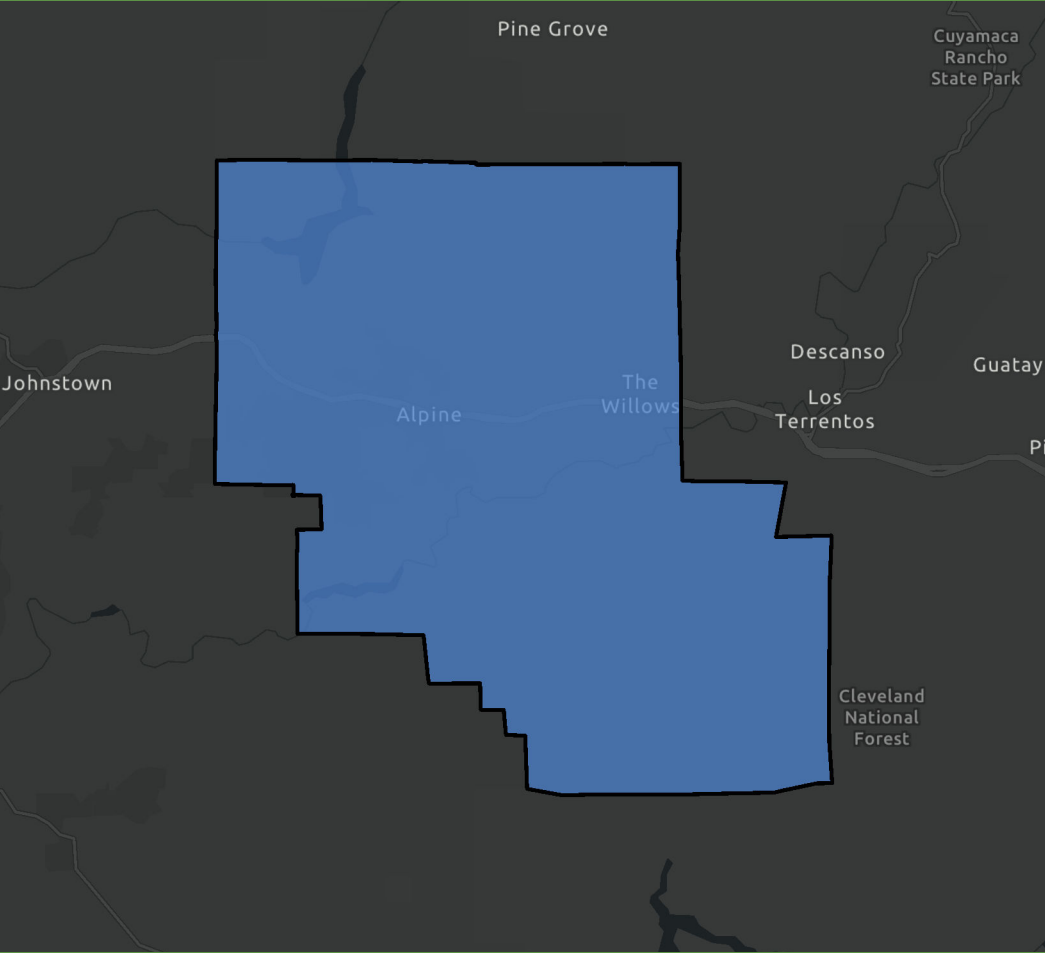
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

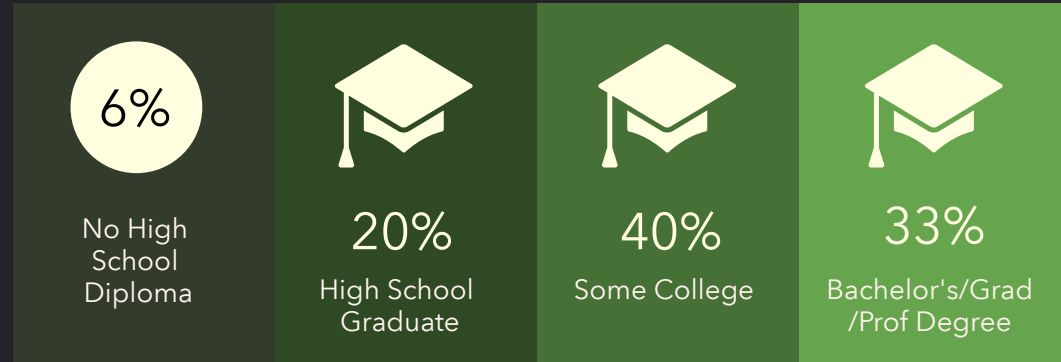
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

DEMOGRAPHIC PROFILE

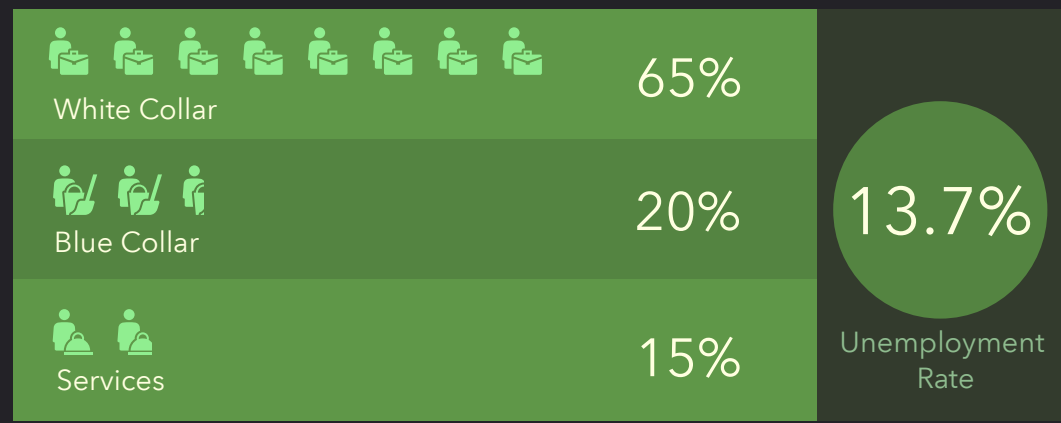
Alpine
Alpine



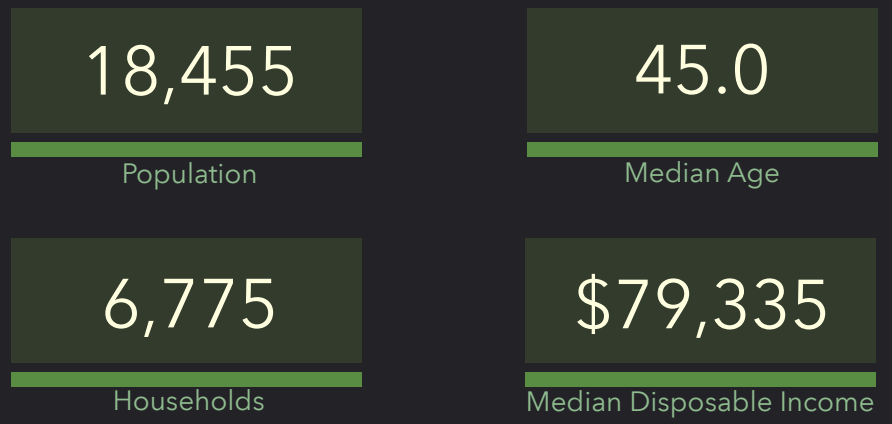
EDUCATION



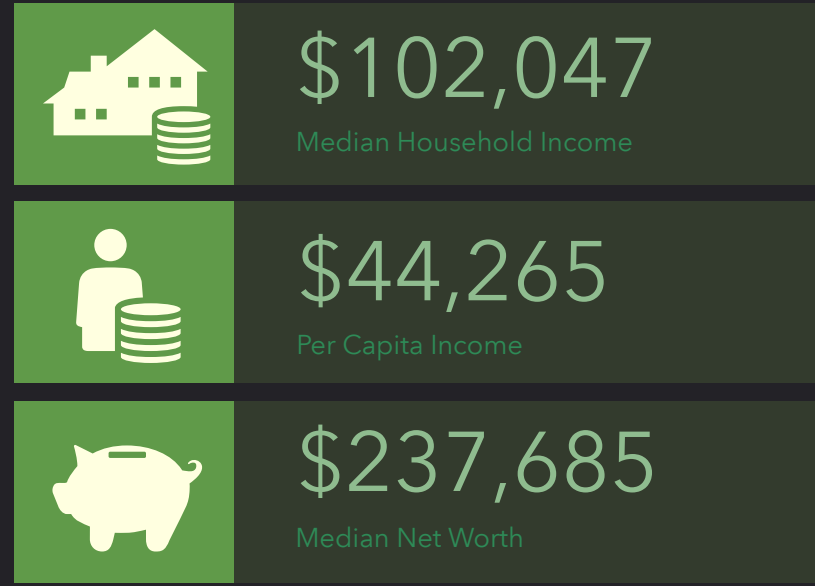
EMPLOYMENT



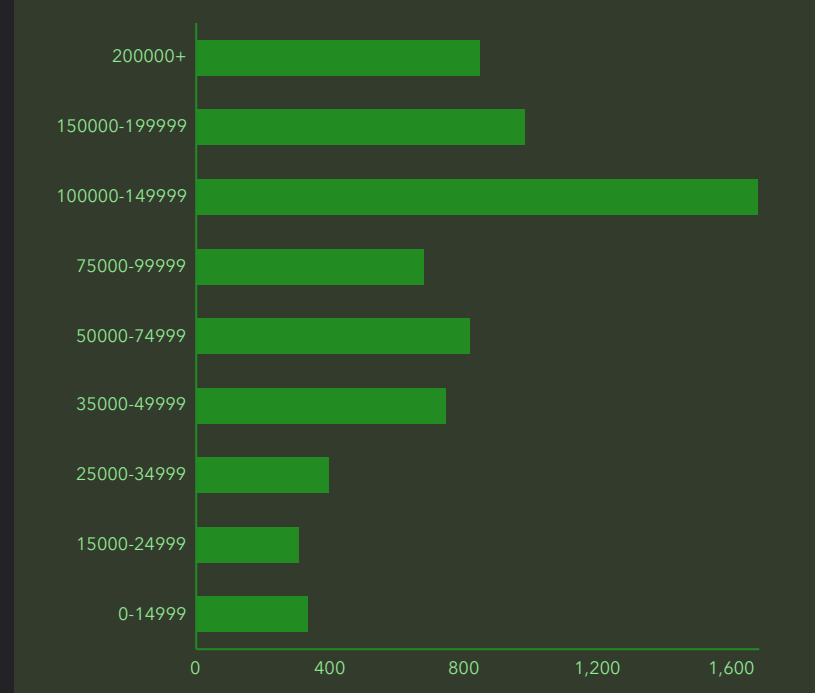
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Alpine

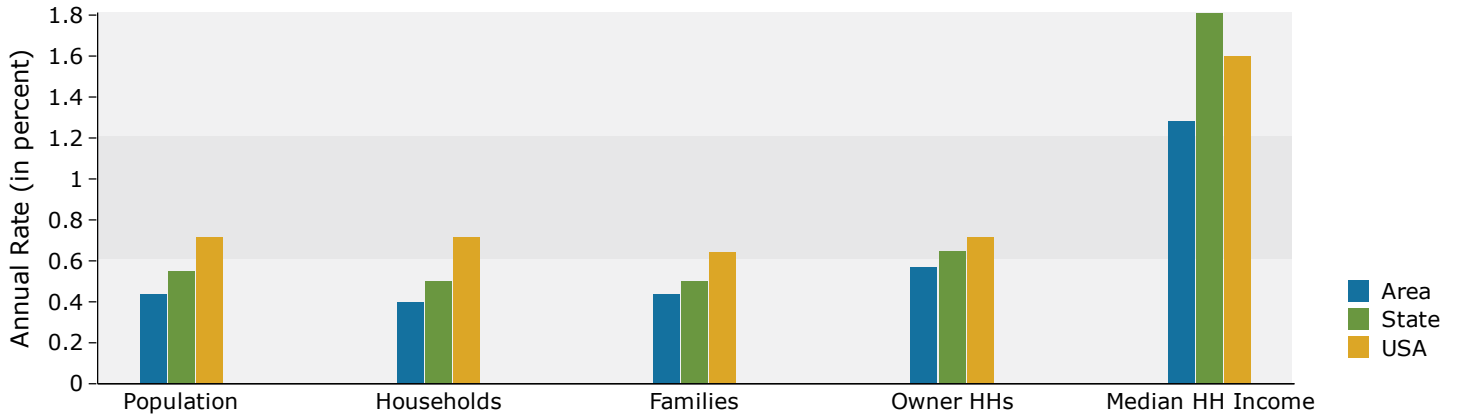
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	17,599		18,455		18,869	
Households	6,448		6,775		6,912	
Families	4,762		5,003		5,115	
Average Household Size	2.70		2.69		2.70	
Owner Occupied Housing Units	4,537		4,764		4,901	
Renter Occupied Housing Units	1,911		2,011		2,010	
Median Age	42.5		45.0		44.9	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.44%		0.55%		0.72%	
Households	0.40%		0.50%		0.72%	
Families	0.44%		0.50%		0.64%	
Owner HHs	0.57%		0.65%		0.72%	
Median Household Income	1.28%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			333	4.9%	291	4.2%
\$15,000 - \$24,999			307	4.5%	255	3.7%
\$25,000 - \$34,999			394	5.8%	346	5.0%
\$35,000 - \$49,999			744	11.0%	680	9.8%
\$50,000 - \$74,999			817	12.1%	817	11.8%
\$75,000 - \$99,999			680	10.0%	630	9.1%
\$100,000 - \$149,999			1,674	24.7%	1,701	24.6%
\$150,000 - \$199,999			980	14.5%	1,152	16.7%
\$200,000+			845	12.5%	1,040	15.0%
Median Household Income			\$102,047		\$108,769	
Average Household Income			\$120,104		\$135,262	
Per Capita Income			\$44,265		\$49,747	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	890	5.1%	816	4.4%	860	4.6%
5 - 9	1,021	5.8%	931	5.0%	912	4.8%
10 - 14	1,336	7.6%	1,151	6.2%	1,085	5.8%
15 - 19	1,362	7.7%	1,184	6.4%	1,151	6.1%
20 - 24	1,006	5.7%	1,079	5.8%	929	4.9%
25 - 34	1,688	9.6%	2,124	11.5%	2,318	12.3%
35 - 44	2,081	11.8%	1,948	10.6%	2,208	11.7%
45 - 54	3,204	18.2%	2,510	13.6%	2,285	12.1%
55 - 64	2,617	14.9%	3,103	16.8%	2,842	15.1%
65 - 74	1,429	8.1%	2,264	12.3%	2,550	13.5%
75 - 84	690	3.9%	966	5.2%	1,307	6.9%
85+	277	1.6%	377	2.0%	422	2.2%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	15,288	86.9%	15,638	84.7%	15,777	83.6%
Black Alone	201	1.1%	230	1.2%	240	1.3%
American Indian Alone	357	2.0%	380	2.1%	389	2.1%
Asian Alone	362	2.1%	457	2.5%	521	2.8%
Pacific Islander Alone	50	0.3%	55	0.3%	55	0.3%
Some Other Race Alone	729	4.1%	919	5.0%	1,021	5.4%
Two or More Races	611	3.5%	777	4.2%	866	4.6%
Hispanic Origin (Any Race)	2,676	15.2%	3,345	18.1%	3,770	20.0%

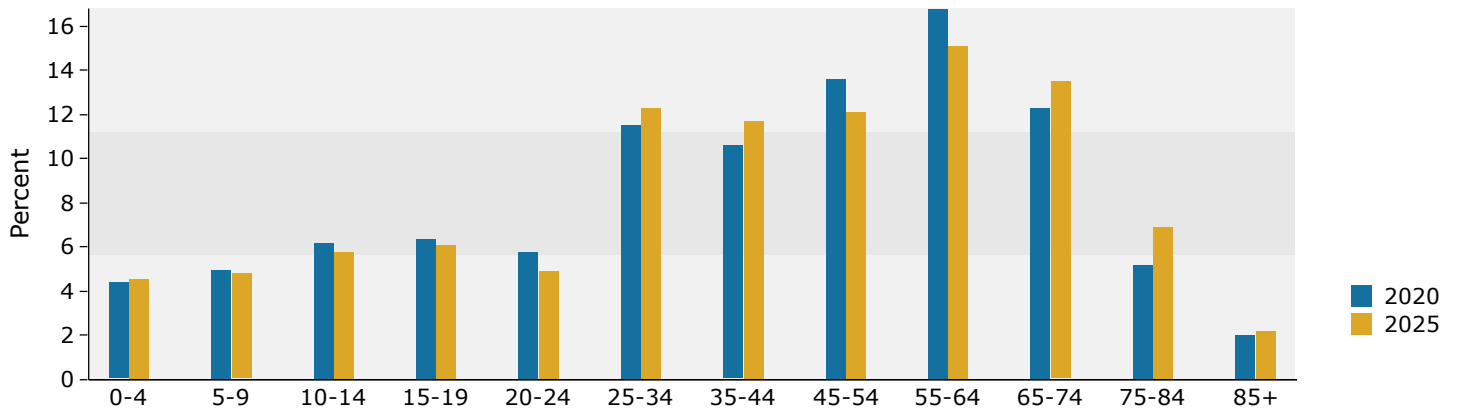
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

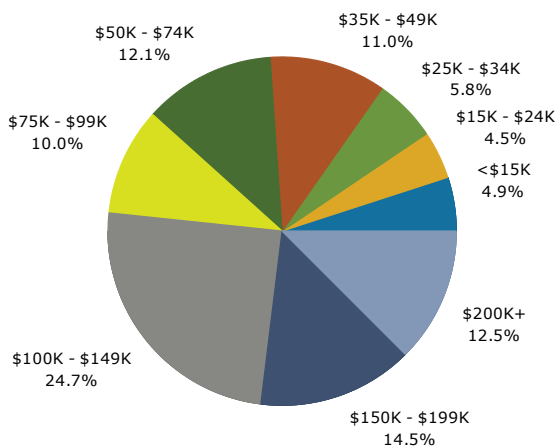
Trends 2020-2025



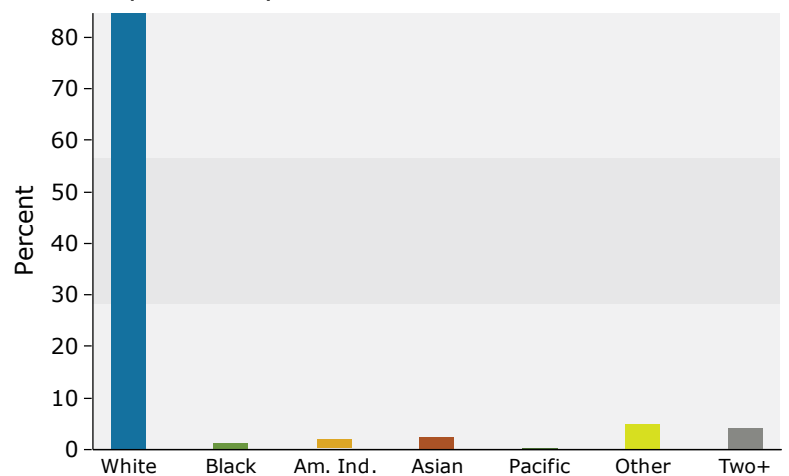
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 18.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	16,620
2010 Population	17,599
2020 Population	18,455
2025 Population	18,869
2000-2010 Annual Rate	0.57%
2010-2020 Annual Rate	0.46%
2020-2025 Annual Rate	0.44%
2020 Male Population	49.9%
2020 Female Population	50.1%
2020 Median Age	45.0

In the identified area, the current year population is 18,455. In 2010, the Census count in the area was 17,599. The rate of change since 2010 was 0.46% annually. The five-year projection for the population in the area is 18,869 representing a change of 0.44% annually from 2020 to 2025. Currently, the population is 49.9% male and 50.1% female.

Median Age

The median age in this area is 45.0, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	84.7%
2020 Black Alone	1.2%
2020 American Indian/Alaska Native Alone	2.1%
2020 Asian Alone	2.5%
2020 Pacific Islander Alone	0.3%
2020 Other Race	5.0%
2020 Two or More Races	4.2%
2020 Hispanic Origin (Any Race)	18.1%

Persons of Hispanic origin represent 18.1% of the population in the identified area compared to 18.8% 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 49.4 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	161
2000 Households	5,920
2010 Households	6,448
2020 Total Households	6,775
2025 Total Households	6,912
2000-2010 Annual Rate	0.86%
2010-2020 Annual Rate	0.48%
2020-2025 Annual Rate	0.40%
2020 Average Household Size	2.69

The household count in this area has changed from 6,448 in 2010 to 6,775 in the current year, a change of 0.48% annually. The five-year projection of households is 6,912, a change of 0.40% annually from the current year total. Average household size is currently 2.69, compared to 2.70 in the year 2010. The number of families in the current year is 5,003 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	25.8%
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Median Household Income

2020 Median Household Income	\$102,047
2025 Median Household Income	\$108,769
2020-2025 Annual Rate	1.28%

Average Household Income

2020 Average Household Income	\$120,104
2025 Average Household Income	\$135,262
2020-2025 Annual Rate	2.41%

Per Capita Income

2020 Per Capita Income	\$44,265
2025 Per Capita Income	\$49,747
2020-2025 Annual Rate	2.36%

Households by Income

Current median household income is \$102,047 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$108,769 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$120,104 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$135,262 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$44,265 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$49,747 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	92
2000 Total Housing Units	6,172
2000 Owner Occupied Housing Units	4,222
2000 Renter Occupied Housing Units	1,698
2000 Vacant Housing Units	252
2010 Total Housing Units	6,823
2010 Owner Occupied Housing Units	4,537
2010 Renter Occupied Housing Units	1,911
2010 Vacant Housing Units	375
2020 Total Housing Units	7,004
2020 Owner Occupied Housing Units	4,764
2020 Renter Occupied Housing Units	2,011
2020 Vacant Housing Units	229
2025 Total Housing Units	7,131
2025 Owner Occupied Housing Units	4,901
2025 Renter Occupied Housing Units	2,010
2025 Vacant Housing Units	219

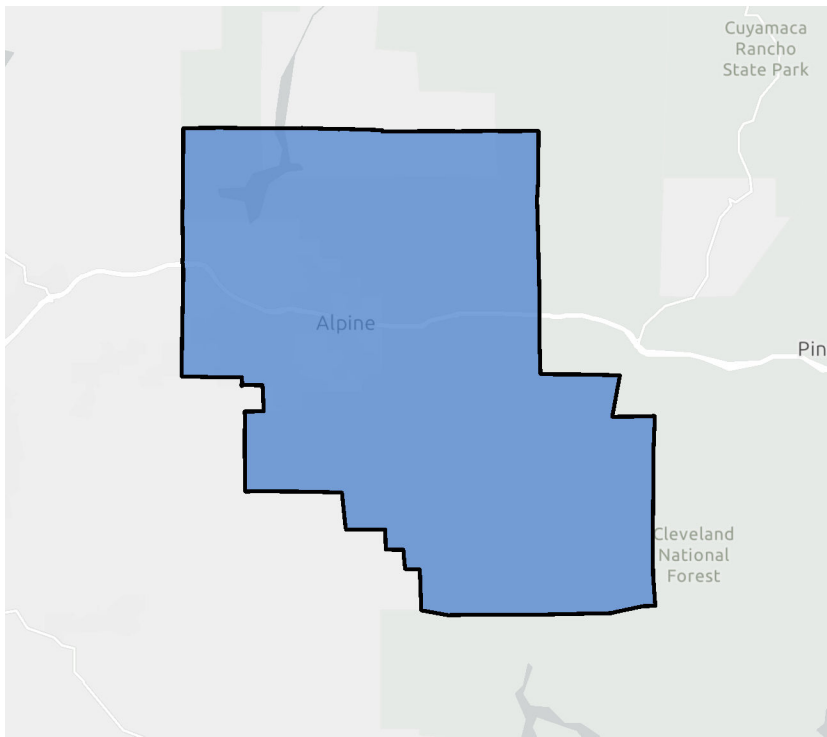
Currently, 68.0% of the 7,004 housing units in the area are owner occupied; 28.7%, renter occupied; and 3.3% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 6,823 housing units in the area - 66.5% owner occupied, 28.0% renter occupied, and 5.5% vacant. The annual rate of change in housing units since 2010 is 1.17%. Median home value in the area is \$629,834, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 1.87% annually to \$691,059.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

POPULATION TRENDS AND KEY INDICATORS

Alpine



18,455	6,775	2.69	45.0	\$102,047	\$629,834	161	92	49
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



\$15,356

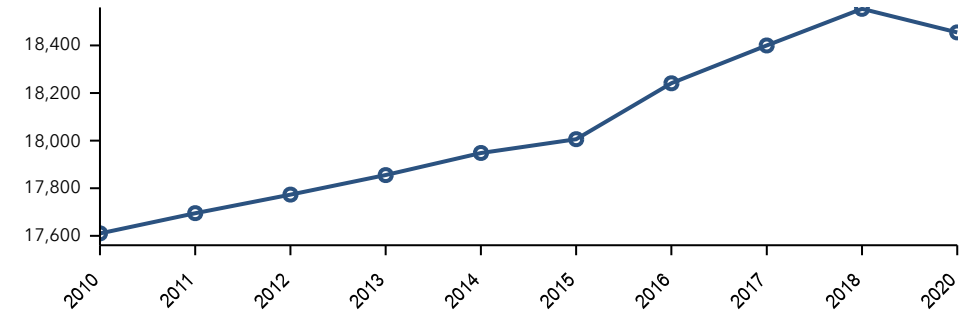
Avg Spent on Mortgage & Basics



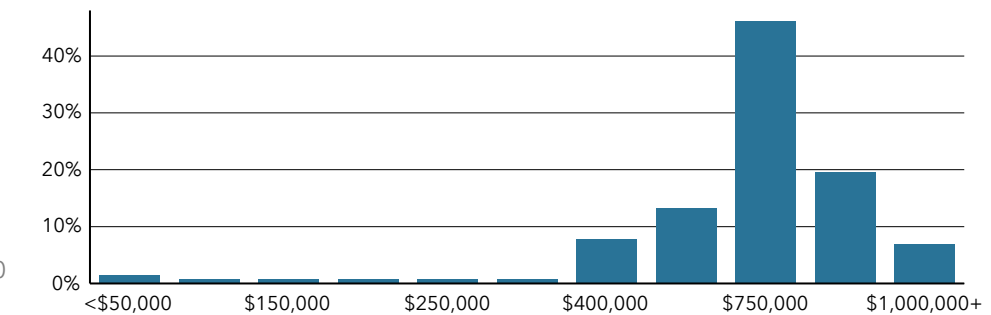
25.8%

Percent of Income for Mortgage

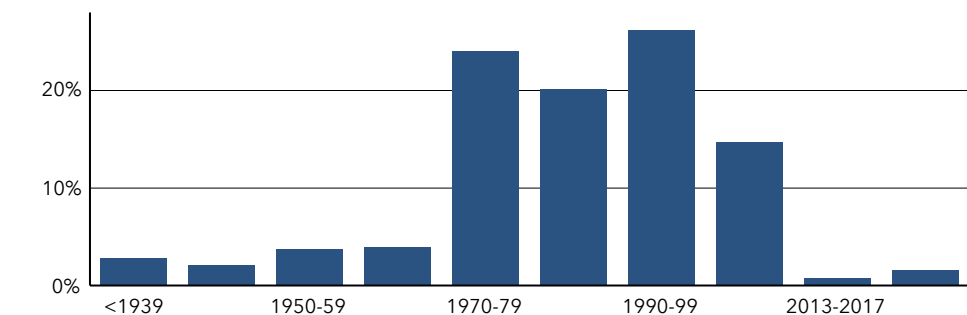
Historical Trends: Population



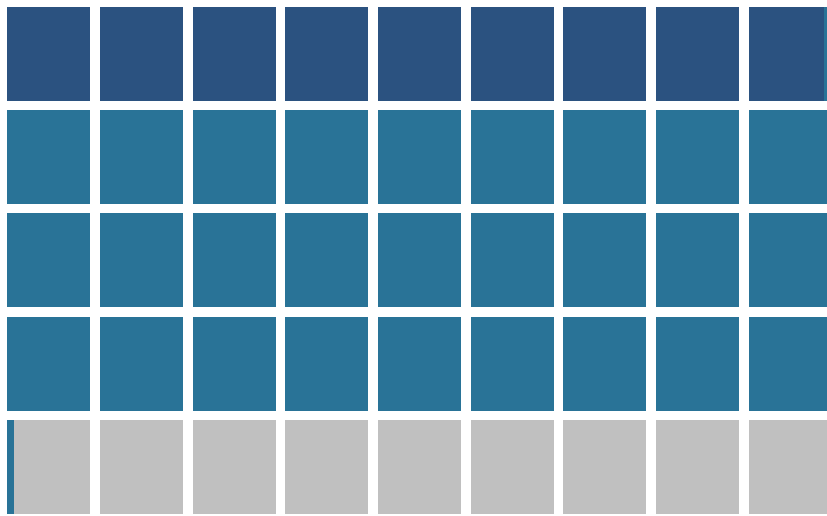
Home Value



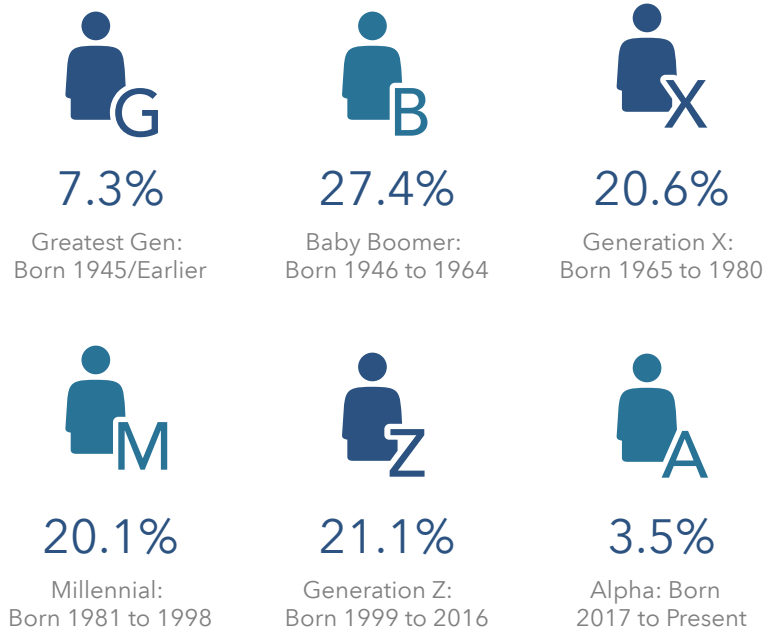
Housing: Year Built



POPULATION BY AGE



POPULATION BY GENERATION



Population Summary	
2000 Total Population	572
2010 Total Population	640
2020 Total Population	692
2020 Group Quarters	7
2025 Total Population	716
2020-2025 Annual Rate	0.68%
2020 Total Daytime Population	3,219
Workers	2,802
Residents	417
Household Summary	
2000 Households	174
2000 Average Household Size	3.24
2010 Households	210
2010 Average Household Size	3.01
2020 Households	228
2020 Average Household Size	3.00
2025 Households	235
2025 Average Household Size	3.02
2020-2025 Annual Rate	0.61%
2010 Families	152
2010 Average Family Size	3.44
2020 Families	165
2020 Average Family Size	3.43
2025 Families	171
2025 Average Family Size	3.43
2020-2025 Annual Rate	0.72%
Housing Unit Summary	
2000 Housing Units	175
Owner Occupied Housing Units	79.4%
Renter Occupied Housing Units	20.0%
Vacant Housing Units	0.6%
2010 Housing Units	219
Owner Occupied Housing Units	71.2%
Renter Occupied Housing Units	24.7%
Vacant Housing Units	4.1%
2020 Housing Units	232
Owner Occupied Housing Units	72.8%
Renter Occupied Housing Units	25.4%
Vacant Housing Units	1.7%
2025 Housing Units	239
Owner Occupied Housing Units	74.9%
Renter Occupied Housing Units	23.4%
Vacant Housing Units	1.7%
Median Household Income	
2020	\$106,826
2025	\$112,226
Median Home Value	
2020	\$606,908
2025	\$690,625
Per Capita Income	
2020	\$43,920
2025	\$47,079
Median Age	
2010	40.2
2020	42.1
2025	43.6

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	228
<\$15,000	4.8%
\$15,000 - \$24,999	4.4%
\$25,000 - \$34,999	3.5%
\$35,000 - \$49,999	4.8%
\$50,000 - \$74,999	13.6%
\$75,000 - \$99,999	14.0%
\$100,000 - \$149,999	23.7%
\$150,000 - \$199,999	17.1%
\$200,000+	14.0%
Average Household Income	\$129,511

2025 Households by Income

Household Income Base	235
<\$15,000	3.8%
\$15,000 - \$24,999	3.4%
\$25,000 - \$34,999	2.6%
\$35,000 - \$49,999	4.3%
\$50,000 - \$74,999	12.8%
\$75,000 - \$99,999	14.0%
\$100,000 - \$149,999	26.4%
\$150,000 - \$199,999	19.1%
\$200,000+	13.6%
Average Household Income	\$139,368

2020 Owner Occupied Housing Units by Value

Total	169
<\$50,000	1.2%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.6%
\$150,000 - \$199,999	0.6%
\$200,000 - \$249,999	1.8%
\$250,000 - \$299,999	1.8%
\$300,000 - \$399,999	6.5%
\$400,000 - \$499,999	18.3%
\$500,000 - \$749,999	45.0%
\$750,000 - \$999,999	16.6%
\$1,000,000 - \$1,499,999	7.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.6%
Average Home Value	\$644,379

2025 Owner Occupied Housing Units by Value

Total	179
<\$50,000	0.6%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.6%
\$200,000 - \$249,999	0.6%
\$250,000 - \$299,999	0.6%
\$300,000 - \$399,999	2.8%
\$400,000 - \$499,999	11.2%
\$500,000 - \$749,999	44.7%
\$750,000 - \$999,999	26.8%
\$1,000,000 - \$1,499,999	12.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.6%
Average Home Value	\$740,000

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age

Total	640
0 - 4	5.9%
5 - 9	6.9%
10 - 14	8.4%
15 - 24	13.3%
25 - 34	10.0%
35 - 44	12.5%
45 - 54	16.9%
55 - 64	13.3%
65 - 74	7.5%
75 - 84	3.9%
85 +	1.2%
18 +	73.9%

2020 Population by Age

Total	691
0 - 4	5.6%
5 - 9	6.1%
10 - 14	6.2%
15 - 24	11.3%
25 - 34	13.2%
35 - 44	11.0%
45 - 54	13.0%
55 - 64	16.2%
65 - 74	11.4%
75 - 84	4.5%
85 +	1.4%
18 +	78.6%

2025 Population by Age

Total	716
0 - 4	5.4%
5 - 9	6.0%
10 - 14	6.4%
15 - 24	9.5%
25 - 34	11.7%
35 - 44	12.4%
45 - 54	11.9%
55 - 64	15.1%
65 - 74	14.8%
75 - 84	5.2%
85 +	1.5%
18 +	78.8%

2010 Population by Sex

Males	326
Females	314

2020 Population by Sex

Males	352
Females	340

2025 Population by Sex

Males	365
Females	351

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	640
White Alone	64.2%
Black Alone	1.1%
American Indian Alone	25.0%
Asian Alone	1.1%
Pacific Islander Alone	0.3%
Some Other Race Alone	5.3%
Two or More Races	3.0%
Hispanic Origin	15.5%
Diversity Index	64.9

2020 Population by Race/Ethnicity

Total	693
White Alone	62.3%
Black Alone	1.2%
American Indian Alone	24.5%
Asian Alone	1.4%
Pacific Islander Alone	0.4%
Some Other Race Alone	6.5%
Two or More Races	3.6%
Hispanic Origin	18.4%
Diversity Index	68.5

2025 Population by Race/Ethnicity

Total	716
White Alone	61.6%
Black Alone	1.1%
American Indian Alone	24.3%
Asian Alone	1.5%
Pacific Islander Alone	0.4%
Some Other Race Alone	7.1%
Two or More Races	3.9%
Hispanic Origin	20.1%
Diversity Index	70.2

2010 Population by Relationship and Household Type

Total	640
In Households	98.9%
In Family Households	86.6%
Householder	24.5%
Spouse	16.9%
Child	32.7%
Other relative	7.8%
Nonrelative	4.7%
In Nonfamily Households	12.5%
In Group Quarters	1.1%
Institutionalized Population	0.0%
Noninstitutionalized Population	1.1%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Population 25+ by Educational Attainment

Total	490
Less than 9th Grade	2.7%
9th - 12th Grade, No Diploma	5.7%
High School Graduate	33.1%
GED/Alternative Credential	4.5%
Some College, No Degree	25.7%
Associate Degree	6.3%
Bachelor's Degree	17.8%
Graduate/Professional Degree	4.3%

2020 Population 15+ by Marital Status

Total	568
Never Married	33.8%
Married	49.6%
Widowed	4.6%
Divorced	12.0%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	333
Population 16+ Employed	83.8%
Population 16+ Unemployment rate	16.2%
Population 16-24 Employed	10.8%
Population 16-24 Unemployment rate	21.1%
Population 25-54 Employed	52.7%
Population 25-54 Unemployment rate	18.3%
Population 55-64 Employed	26.5%
Population 55-64 Unemployment rate	10.8%
Population 65+ Employed	10.0%
Population 65+ Unemployment rate	12.5%

2020 Employed Population 16+ by Industry

Total	279
Agriculture/Mining	4.7%
Construction	12.9%
Manufacturing	7.9%
Wholesale Trade	1.8%
Retail Trade	7.2%
Transportation/Utilities	2.9%
Information	1.8%
Finance/Insurance/Real Estate	5.0%
Services	49.1%
Public Administration	6.1%

2020 Employed Population 16+ by Occupation

Total	279
White Collar	62.4%
Management/Business/Financial	16.1%
Professional	19.7%
Sales	10.0%
Administrative Support	16.5%
Services	9.3%
Blue Collar	28.3%
Farming/Forestry/Fishing	3.6%
Construction/Extraction	9.3%
Installation/Maintenance/Repair	2.2%
Production	9.0%
Transportation/Material Moving	4.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	210
Households with 1 Person	21.4%
Households with 2+ People	78.6%
Family Households	72.4%
Husband-wife Families	50.0%
With Related Children	21.4%
Other Family (No Spouse Present)	22.9%
Other Family with Male Householder	8.1%
With Related Children	5.7%
Other Family with Female Householder	14.3%
With Related Children	10.0%
Nonfamily Households	6.2%
All Households with Children	37.6%
Multigenerational Households	4.8%
Unmarried Partner Households	6.2%
Male-female	5.7%
Same-sex	0.5%
2010 Households by Size	
Total	210
1 Person Household	21.4%
2 Person Household	29.0%
3 Person Household	16.2%
4 Person Household	16.2%
5 Person Household	10.5%
6 Person Household	3.8%
7 + Person Household	2.9%
2010 Households by Tenure and Mortgage Status	
Total	210
Owner Occupied	74.3%
Owned with a Mortgage/Loan	42.9%
Owned Free and Clear	31.0%
Renter Occupied	25.7%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	97
Percent of Income for Mortgage	23.7%
Wealth Index	178
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	219
Housing Units Inside Urbanized Area	16.9%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	83.1%
2010 Population By Urban/ Rural Status	
Total Population	640
Population Inside Urbanized Area	17.3%
Population Inside Urbanized Cluster	0.0%
Rural Population	82.7%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. The Great Outdoors (6C)
- 2.
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$665,395
Average Spent	\$2,918.40
Spending Potential Index	136
Education: Total \$	\$547,990
Average Spent	\$2,403.46
Spending Potential Index	134
Entertainment/Recreation: Total \$	\$1,078,676
Average Spent	\$4,731.04
Spending Potential Index	146
Food at Home: Total \$	\$1,774,073
Average Spent	\$7,781.02
Spending Potential Index	146
Food Away from Home: Total \$	\$1,211,053
Average Spent	\$5,311.64
Spending Potential Index	141
Health Care: Total \$	\$1,932,523
Average Spent	\$8,475.98
Spending Potential Index	147
HH Furnishings & Equipment: Total \$	\$692,266
Average Spent	\$3,036.25
Spending Potential Index	139
Personal Care Products & Services: Total \$	\$280,521
Average Spent	\$1,230.36
Spending Potential Index	134
Shelter: Total \$	\$6,392,361
Average Spent	\$28,036.67
Spending Potential Index	145
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$909,921
Average Spent	\$3,990.88
Spending Potential Index	170
Travel: Total \$	\$838,167
Average Spent	\$3,676.17
Spending Potential Index	153
Vehicle Maintenance & Repairs: Total \$	\$392,375
Average Spent	\$1,720.94
Spending Potential Index	148

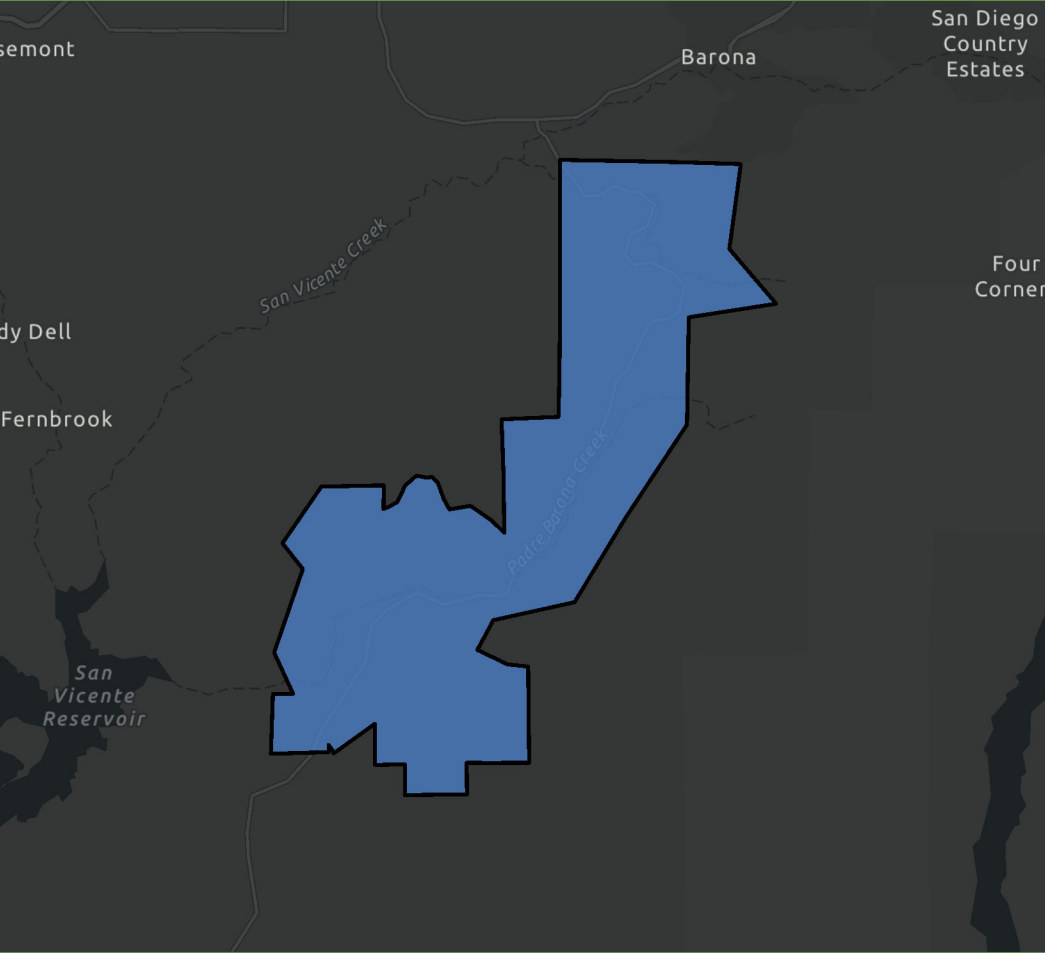
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

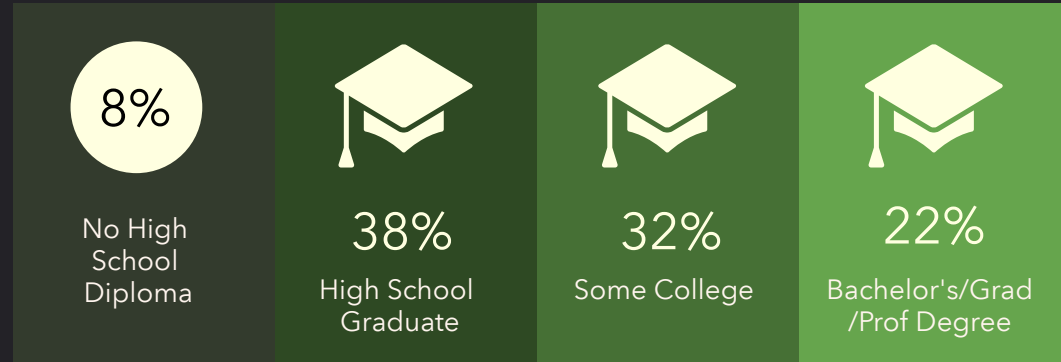
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

DEMOGRAPHIC PROFILE

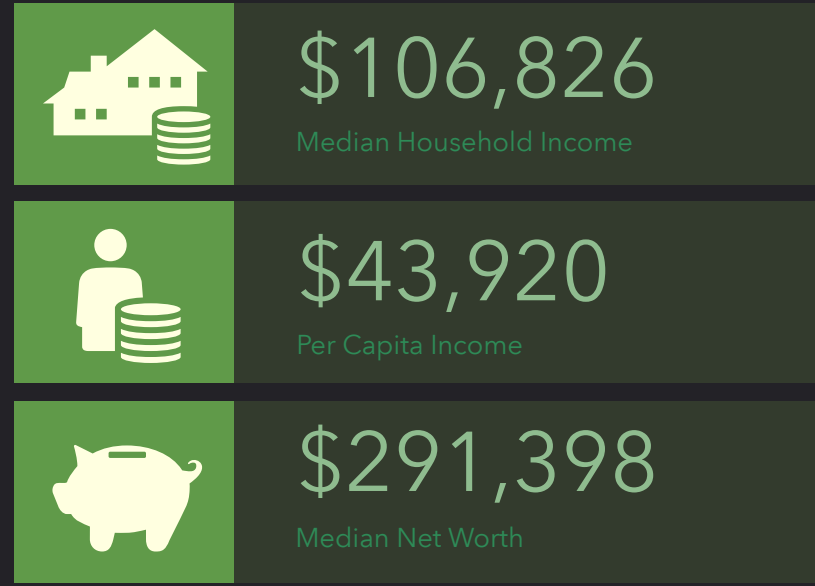
Barona
Barona



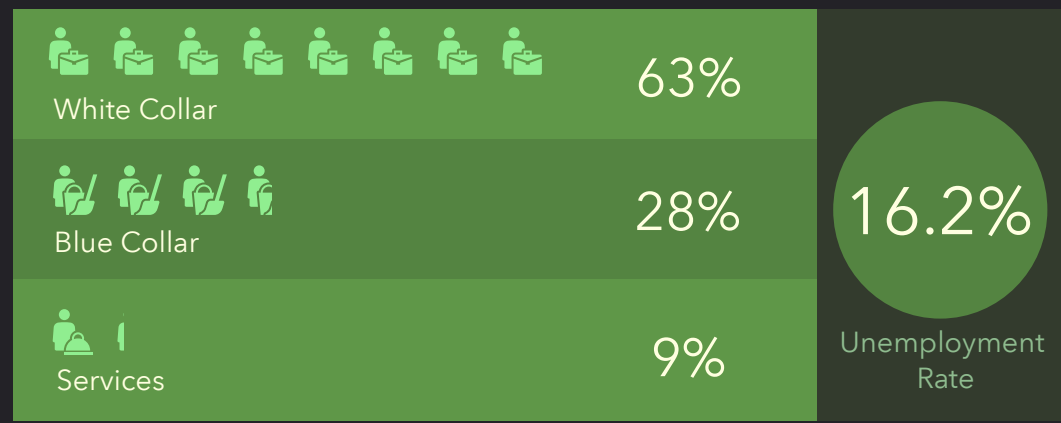
EDUCATION



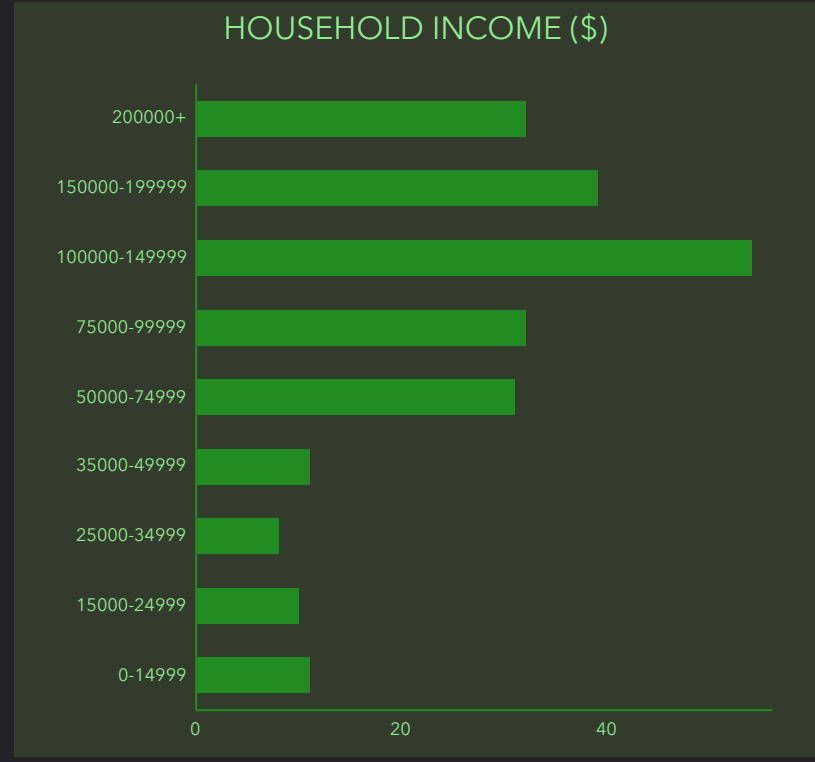
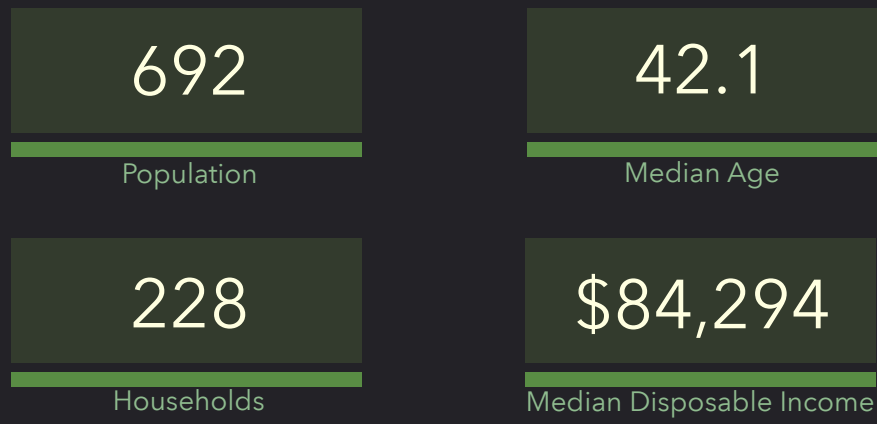
INCOME



EMPLOYMENT



KEY FACTS





Demographic and Income Profile

Barona

Prepared by Esri

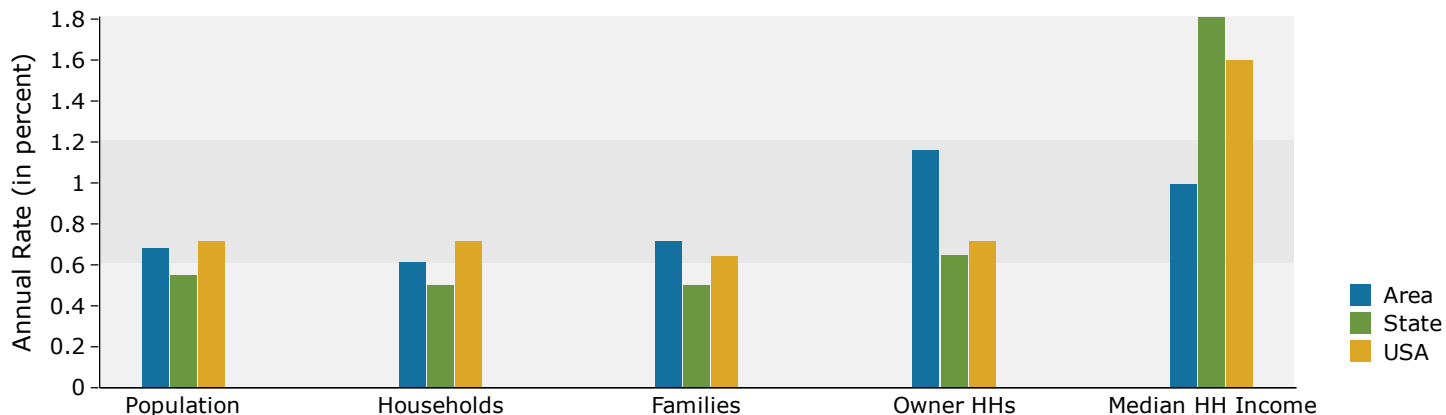
Summary	Census 2010		2020		2025	
Population	640		692		716	
Households	210		228		235	
Families	152		165		171	
Average Household Size	3.01		3.00		3.02	
Owner Occupied Housing Units	156		169		179	
Renter Occupied Housing Units	54		59		56	
Median Age	40.2		42.1		43.6	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.68%		0.55%		0.72%	
Households	0.61%		0.50%		0.72%	
Families	0.72%		0.50%		0.64%	
Owner HHs	1.16%		0.65%		0.72%	
Median Household Income	0.99%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			11	4.8%	9	3.8%
\$15,000 - \$24,999			10	4.4%	8	3.4%
\$25,000 - \$34,999			8	3.5%	6	2.6%
\$35,000 - \$49,999			11	4.8%	10	4.3%
\$50,000 - \$74,999			31	13.6%	30	12.8%
\$75,000 - \$99,999			32	14.0%	33	14.0%
\$100,000 - \$149,999			54	23.7%	62	26.4%
\$150,000 - \$199,999			39	17.1%	45	19.1%
\$200,000+			32	14.0%	32	13.6%
Median Household Income			\$106,826		\$112,226	
Average Household Income			\$129,511		\$139,368	
Per Capita Income			\$43,920		\$47,079	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	38	5.9%	39	5.6%	39	5.4%
5 - 9	44	6.9%	42	6.1%	43	6.0%
10 - 14	54	8.5%	43	6.2%	46	6.4%
15 - 19	51	8.0%	40	5.8%	40	5.6%
20 - 24	34	5.3%	38	5.5%	28	3.9%
25 - 34	64	10.0%	91	13.2%	84	11.7%
35 - 44	80	12.5%	76	11.0%	89	12.4%
45 - 54	108	16.9%	90	13.0%	85	11.9%
55 - 64	85	13.3%	112	16.2%	108	15.1%
65 - 74	48	7.5%	79	11.4%	106	14.8%
75 - 84	25	3.9%	31	4.5%	37	5.2%
85+	8	1.3%	10	1.4%	11	1.5%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	411	64.2%	432	62.3%	441	61.6%
Black Alone	7	1.1%	8	1.2%	8	1.1%
American Indian Alone	160	25.0%	170	24.5%	174	24.3%
Asian Alone	7	1.1%	10	1.4%	11	1.5%
Pacific Islander Alone	2	0.3%	3	0.4%	3	0.4%
Some Other Race Alone	34	5.3%	45	6.5%	51	7.1%
Two or More Races	19	3.0%	25	3.6%	28	3.9%
Hispanic Origin (Any Race)	99	15.5%	128	18.5%	145	20.3%

Data Note: Income is expressed in current dollars.

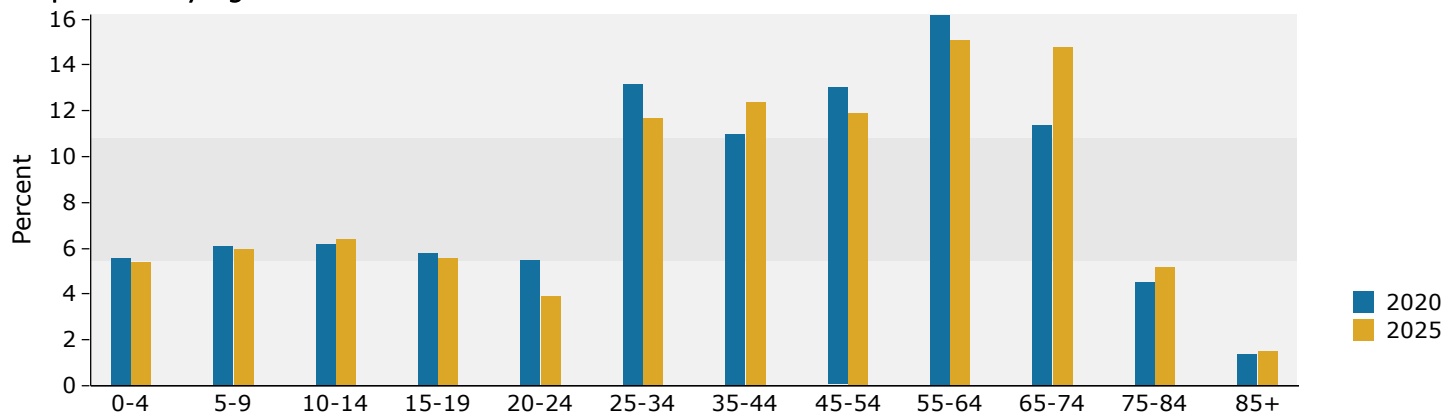
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

December 02, 2020

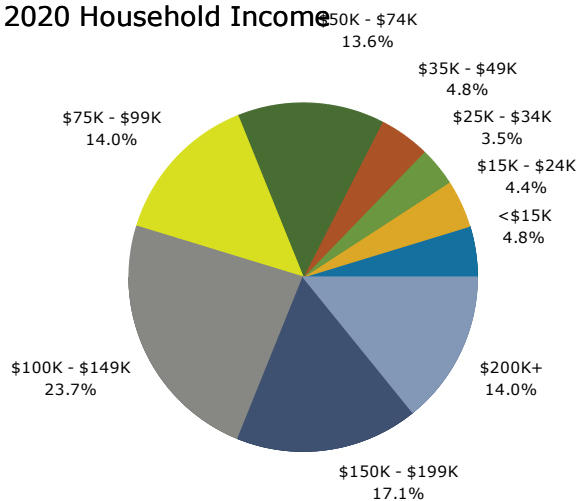
Trends 2020-2025



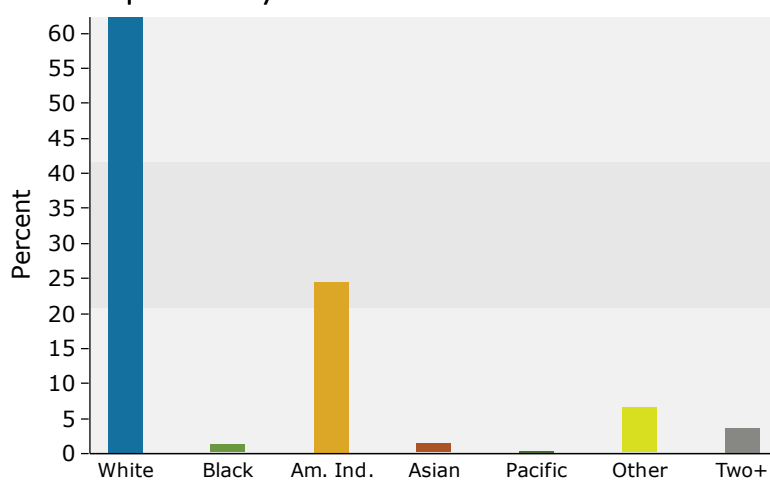
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 18.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	572
2010 Population	640
2020 Population	692
2025 Population	716
2000-2010 Annual Rate	1.13%
2010-2020 Annual Rate	0.77%
2020-2025 Annual Rate	0.68%
2020 Male Population	50.9%
2020 Female Population	49.1%
2020 Median Age	42.1

In the identified area, the current year population is 692. In 2010, the Census count in the area was 640. The rate of change since 2010 was 0.77% annually. The five-year projection for the population in the area is 716 representing a change of 0.68% annually from 2020 to 2025. Currently, the population is 50.9% male and 49.1% female.

Median Age

The median age in this area is 42.1, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	62.3%
2020 Black Alone	1.2%
2020 American Indian/Alaska Native Alone	24.5%
2020 Asian Alone	1.4%
2020 Pacific Islander Alone	0.4%
2020 Other Race	6.5%
2020 Two or More Races	3.6%
2020 Hispanic Origin (Any Race)	18.4%

Persons of Hispanic origin represent 18.4% of the population in the identified area compared to 18.8% 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 68.5 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	178
2000 Households	174
2010 Households	210
2020 Total Households	228
2025 Total Households	235
2000-2010 Annual Rate	1.90%
2010-2020 Annual Rate	0.81%
2020-2025 Annual Rate	0.61%
2020 Average Household Size	3.00

The household count in this area has changed from 210 in 2010 to 228 in the current year, a change of 0.81% annually. The five-year projection of households is 235, a change of 0.61% annually from the current year total. Average household size is currently 3.00, compared to 3.01 in the year 2010. The number of families in the current year is 165 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage 23.7%

Median Household Income

2020 Median Household Income \$106,826

2025 Median Household Income \$112,226

2020-2025 Annual Rate 0.99%

Average Household Income

2020 Average Household Income \$129,511

2025 Average Household Income \$139,368

2020-2025 Annual Rate 1.48%

Per Capita Income

2020 Per Capita Income \$43,920

2025 Per Capita Income \$47,079

2020-2025 Annual Rate 1.40%

Households by Income

Current median household income is \$106,826 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$112,226 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$129,511 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$139,368 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$43,920 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$47,079 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index 97

2000 Total Housing Units 175

2000 Owner Occupied Housing Units 139

2000 Renter Occupied Housing Units 35

2000 Vacant Housing Units 1

2010 Total Housing Units 219

2010 Owner Occupied Housing Units 156

2010 Renter Occupied Housing Units 54

2010 Vacant Housing Units 9

2020 Total Housing Units 232

2020 Owner Occupied Housing Units 169

2020 Renter Occupied Housing Units 59

2020 Vacant Housing Units 4

2025 Total Housing Units 239

2025 Owner Occupied Housing Units 179

2025 Renter Occupied Housing Units 56

2025 Vacant Housing Units 4

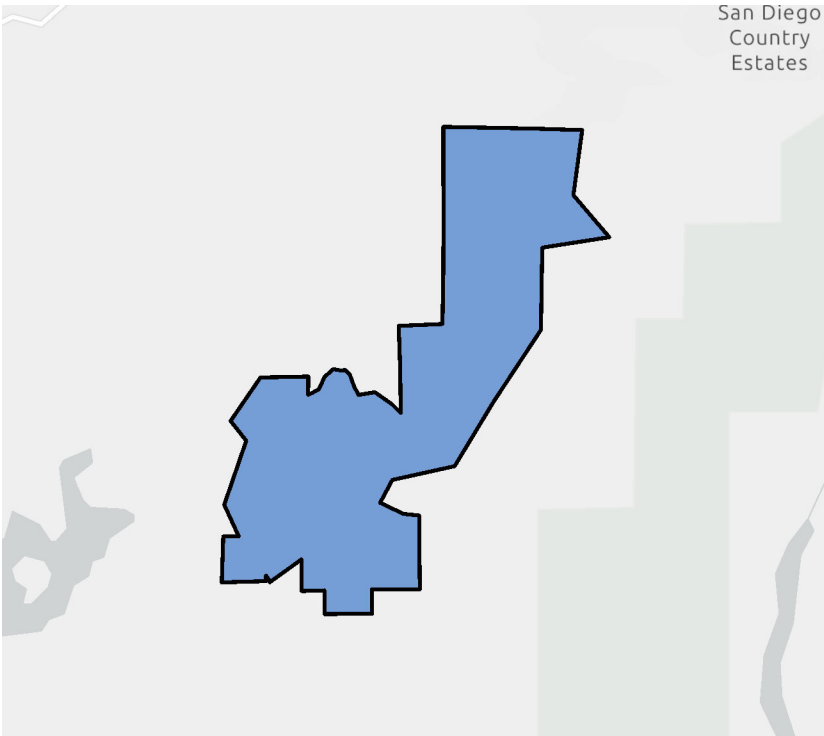
Currently, 72.8% of the 232 housing units in the area are owner occupied; 25.4%, renter occupied; and 1.7% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 219 housing units in the area - 71.2% owner occupied, 24.7% renter occupied, and 4.1% vacant. The annual rate of change in housing units since 2010 is 2.60%. Median home value in the area is \$606,908, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 2.62% annually to \$690,625.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

POPULATION TRENDS AND KEY INDICATORS

Barona

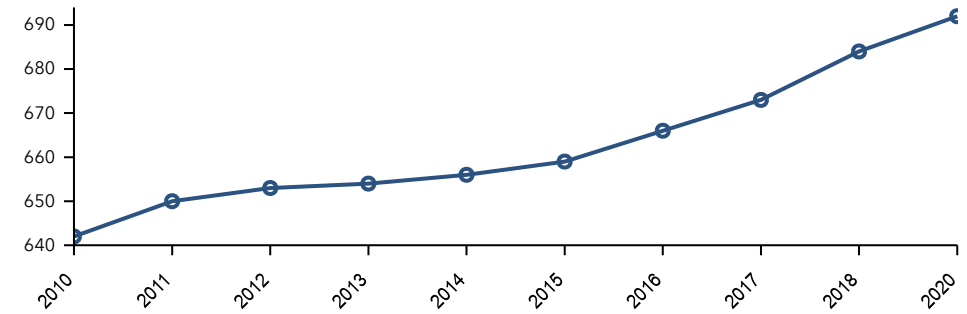


692	228	3.00	42.1	\$106,826	\$606,908	178	97	69
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

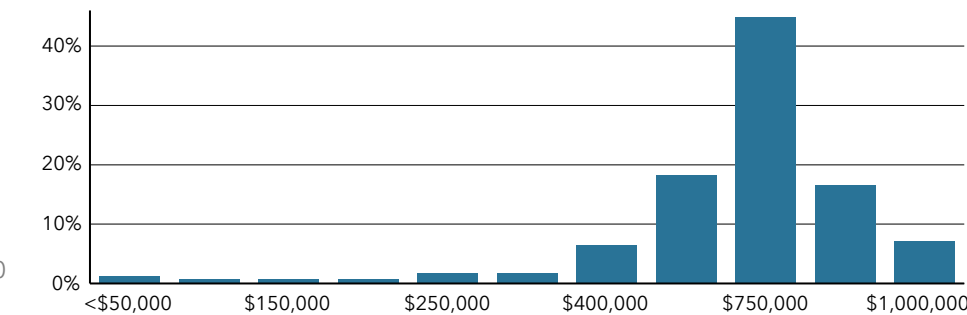
MORTGAGE INDICATORS



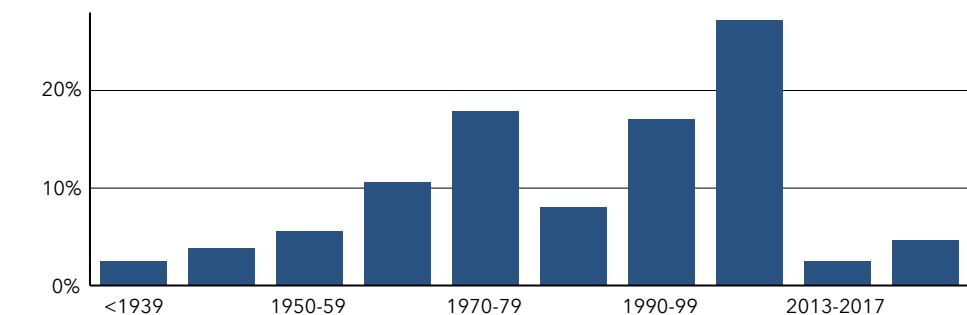
Historical Trends: Population



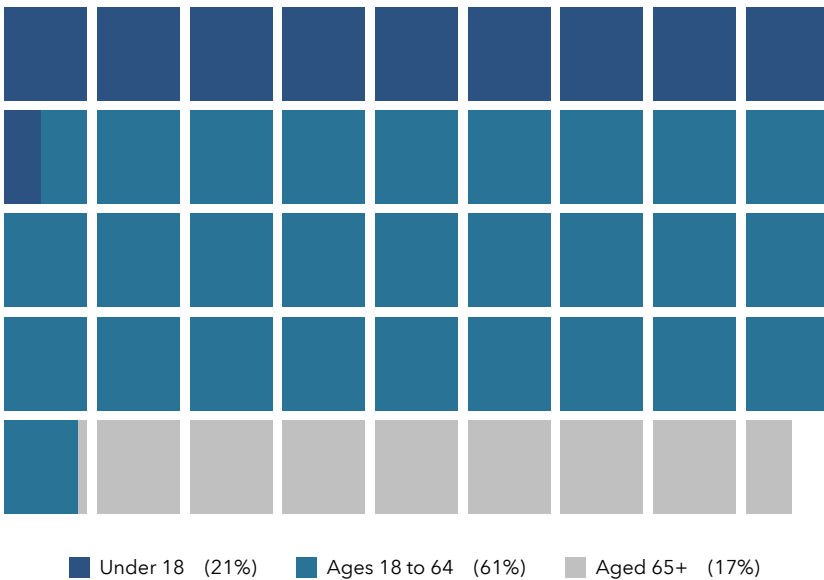
Home Value



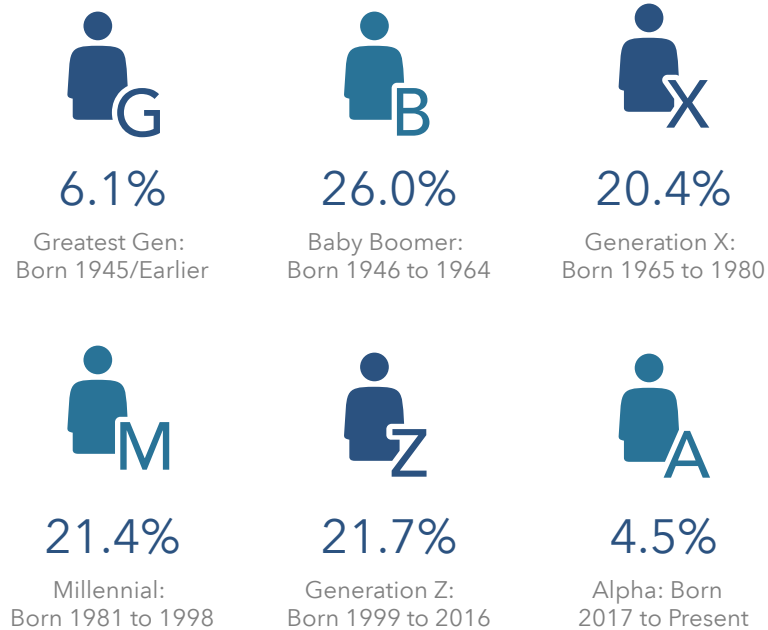
Housing: Year Built



POPULATION BY AGE



POPULATION BY GENERATION



Population Summary	
2000 Total Population	9,119
2010 Total Population	10,139
2020 Total Population	10,714
2020 Group Quarters	79
2025 Total Population	10,995
2020-2025 Annual Rate	0.52%
2020 Total Daytime Population	9,514
Workers	3,201
Residents	6,313
Household Summary	
2000 Households	3,271
2000 Average Household Size	2.77
2010 Households	3,690
2010 Average Household Size	2.73
2020 Households	3,898
2020 Average Household Size	2.73
2025 Households	3,987
2025 Average Household Size	2.74
2020-2025 Annual Rate	0.45%
2010 Families	2,741
2010 Average Family Size	3.08
2020 Families	2,895
2020 Average Family Size	3.08
2025 Families	2,967
2025 Average Family Size	3.09
2020-2025 Annual Rate	0.49%
Housing Unit Summary	
2000 Housing Units	3,432
Owner Occupied Housing Units	77.4%
Renter Occupied Housing Units	17.9%
Vacant Housing Units	4.7%
2010 Housing Units	3,964
Owner Occupied Housing Units	72.8%
Renter Occupied Housing Units	20.3%
Vacant Housing Units	6.9%
2020 Housing Units	4,096
Owner Occupied Housing Units	74.3%
Renter Occupied Housing Units	20.9%
Vacant Housing Units	4.8%
2025 Housing Units	4,182
Owner Occupied Housing Units	75.7%
Renter Occupied Housing Units	19.6%
Vacant Housing Units	4.7%
Median Household Income	
2020	\$100,617
2025	\$110,039
Median Home Value	
2020	\$750,650
2025	\$852,182
Per Capita Income	
2020	\$47,665
2025	\$52,493
Median Age	
2010	45.1
2020	46.8
2025	47.5

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	3,898
<\$15,000	6.2%
\$15,000 - \$24,999	4.7%
\$25,000 - \$34,999	4.0%
\$35,000 - \$49,999	7.8%
\$50,000 - \$74,999	15.7%
\$75,000 - \$99,999	11.3%
\$100,000 - \$149,999	17.9%
\$150,000 - \$199,999	16.3%
\$200,000+	16.1%
Average Household Income	\$130,859

2025 Households by Income

Household Income Base	3,987
<\$15,000	5.3%
\$15,000 - \$24,999	3.8%
\$25,000 - \$34,999	3.4%
\$35,000 - \$49,999	6.9%
\$50,000 - \$74,999	14.5%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	18.7%
\$150,000 - \$199,999	18.9%
\$200,000+	17.5%
Average Household Income	\$144,486

2020 Owner Occupied Housing Units by Value

Total	3,043
<\$50,000	0.5%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	0.2%
\$200,000 - \$249,999	0.4%
\$250,000 - \$299,999	1.5%
\$300,000 - \$399,999	4.0%
\$400,000 - \$499,999	10.0%
\$500,000 - \$749,999	32.9%
\$750,000 - \$999,999	25.3%
\$1,000,000 - \$1,499,999	11.1%
\$1,500,000 - \$1,999,999	7.7%
\$2,000,000 +	6.0%
Average Home Value	\$900,255

2025 Owner Occupied Housing Units by Value

Total	3,167
<\$50,000	0.1%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.1%
\$200,000 - \$249,999	0.1%
\$250,000 - \$299,999	0.6%
\$300,000 - \$399,999	1.6%
\$400,000 - \$499,999	6.7%
\$500,000 - \$749,999	27.9%
\$750,000 - \$999,999	31.5%
\$1,000,000 - \$1,499,999	14.2%
\$1,500,000 - \$1,999,999	9.8%
\$2,000,000 +	7.4%
Average Home Value	\$1,002,787

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age	
Total	10,139
0 - 4	5.0%
5 - 9	5.5%
10 - 14	6.1%
15 - 24	12.0%
25 - 34	9.9%
35 - 44	11.3%
45 - 54	17.1%
55 - 64	14.9%
65 - 74	9.8%
75 - 84	6.2%
85 +	2.3%
18 +	79.2%
2020 Population by Age	
Total	10,716
0 - 4	4.6%
5 - 9	5.2%
10 - 14	5.7%
15 - 24	9.4%
25 - 34	11.1%
35 - 44	11.9%
45 - 54	12.1%
55 - 64	16.4%
65 - 74	13.0%
75 - 84	7.5%
85 +	3.0%
18 +	81.2%
2025 Population by Age	
Total	10,996
0 - 4	4.5%
5 - 9	5.1%
10 - 14	5.6%
15 - 24	8.7%
25 - 34	9.8%
35 - 44	13.3%
45 - 54	11.8%
55 - 64	14.9%
65 - 74	14.6%
75 - 84	8.6%
85 +	3.3%
18 +	81.6%
2010 Population by Sex	
Males	5,053
Females	5,086
2020 Population by Sex	
Males	5,268
Females	5,445
2025 Population by Sex	
Males	5,389
Females	5,605

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	10,139
White Alone	80.9%
Black Alone	1.7%
American Indian Alone	0.7%
Asian Alone	3.6%
Pacific Islander Alone	0.3%
Some Other Race Alone	8.8%
Two or More Races	4.1%
Hispanic Origin	22.3%
Diversity Index	57.1

2020 Population by Race/Ethnicity

Total	10,713
White Alone	77.8%
Black Alone	1.8%
American Indian Alone	0.6%
Asian Alone	4.2%
Pacific Islander Alone	0.3%
Some Other Race Alone	10.4%
Two or More Races	4.9%
Hispanic Origin	26.0%
Diversity Index	62.6

2025 Population by Race/Ethnicity

Total	10,995
White Alone	76.2%
Black Alone	1.8%
American Indian Alone	0.6%
Asian Alone	4.7%
Pacific Islander Alone	0.3%
Some Other Race Alone	11.1%
Two or More Races	5.3%
Hispanic Origin	28.2%
Diversity Index	65.3

2010 Population by Relationship and Household Type

Total	10,139
In Households	99.3%
In Family Households	86.5%
Householder	27.1%
Spouse	22.5%
Child	28.7%
Other relative	4.9%
Nonrelative	3.3%
In Nonfamily Households	12.7%
In Group Quarters	0.7%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.7%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	8,046
Less than 9th Grade	3.6%
9th - 12th Grade, No Diploma	4.8%
High School Graduate	20.0%
GED/Alternative Credential	1.6%
Some College, No Degree	21.4%
Associate Degree	9.5%
Bachelor's Degree	25.4%
Graduate/Professional Degree	13.5%

2020 Population 15+ by Marital Status

Total	9,053
Never Married	30.6%
Married	52.9%
Widowed	6.2%
Divorced	10.3%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	5,108
Population 16+ Employed	86.1%
Population 16+ Unemployment rate	13.9%
Population 16-24 Employed	9.3%
Population 16-24 Unemployment rate	26.8%
Population 25-54 Employed	60.7%
Population 25-54 Unemployment rate	12.8%
Population 55-64 Employed	20.6%
Population 55-64 Unemployment rate	11.5%
Population 65+ Employed	9.5%
Population 65+ Unemployment rate	10.9%

2020 Employed Population 16+ by Industry

Total	4,397
Agriculture/Mining	2.3%
Construction	7.9%
Manufacturing	8.8%
Wholesale Trade	3.4%
Retail Trade	10.3%
Transportation/Utilities	4.8%
Information	2.3%
Finance/Insurance/Real Estate	7.1%
Services	50.4%
Public Administration	2.8%

2020 Employed Population 16+ by Occupation

Total	4,399
White Collar	64.4%
Management/Business/Financial	18.5%
Professional	20.5%
Sales	13.3%
Administrative Support	12.2%
Services	17.2%
Blue Collar	18.4%
Farming/Forestry/Fishing	1.6%
Construction/Extraction	4.4%
Installation/Maintenance/Repair	3.2%
Production	5.0%
Transportation/Material Moving	4.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	3,689
Households with 1 Person	19.1%
Households with 2+ People	80.9%
Family Households	74.3%
Husband-wife Families	61.8%
With Related Children	22.2%
Other Family (No Spouse Present)	12.6%
Other Family with Male Householder	4.3%
With Related Children	2.1%
Other Family with Female Householder	8.2%
With Related Children	4.7%
Nonfamily Households	6.6%
All Households with Children	29.6%
Multigenerational Households	4.6%
Unmarried Partner Households	5.3%
Male-female	4.7%
Same-sex	0.6%
2010 Households by Size	
Total	3,689
1 Person Household	19.1%
2 Person Household	40.0%
3 Person Household	15.3%
4 Person Household	13.1%
5 Person Household	6.3%
6 Person Household	3.2%
7 + Person Household	2.9%
2010 Households by Tenure and Mortgage Status	
Total	3,690
Owner Occupied	78.2%
Owned with a Mortgage/Loan	58.8%
Owned Free and Clear	19.5%
Renter Occupied	21.8%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	77
Percent of Income for Mortgage	31.2%
Wealth Index	200
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	3,964
Housing Units Inside Urbanized Area	58.4%
Housing Units Inside Urbanized Cluster	1.5%
Rural Housing Units	40.1%
2010 Population By Urban/ Rural Status	
Total Population	10,139
Population Inside Urbanized Area	61.6%
Population Inside Urbanized Cluster	1.4%
Rural Population	36.9%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Exurbanites (1E)
2. The Great Outdoors (6C)
3. Pleasantville (2B)

2020 Consumer Spending

Apparel & Services: Total \$	\$11,412,597
Average Spent	\$2,927.81
Spending Potential Index	136
Education: Total \$	\$10,635,369
Average Spent	\$2,728.42
Spending Potential Index	153
Entertainment/Recreation: Total \$	\$18,164,155
Average Spent	\$4,659.87
Spending Potential Index	143
Food at Home: Total \$	\$28,927,612
Average Spent	\$7,421.14
Spending Potential Index	139
Food Away from Home: Total \$	\$20,284,840
Average Spent	\$5,203.91
Spending Potential Index	138
Health Care: Total \$	\$31,963,696
Average Spent	\$8,200.02
Spending Potential Index	143
HH Furnishings & Equipment: Total \$	\$12,041,214
Average Spent	\$3,089.07
Spending Potential Index	141
Personal Care Products & Services: Total \$	\$4,940,374
Average Spent	\$1,267.41
Spending Potential Index	138
Shelter: Total \$	\$110,267,009
Average Spent	\$28,288.10
Spending Potential Index	146
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,042,549
Average Spent	\$3,602.50
Spending Potential Index	154
Travel: Total \$	\$14,662,720
Average Spent	\$3,761.60
Spending Potential Index	156
Vehicle Maintenance & Repairs: Total \$	\$6,341,637
Average Spent	\$1,626.90
Spending Potential Index	140

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.

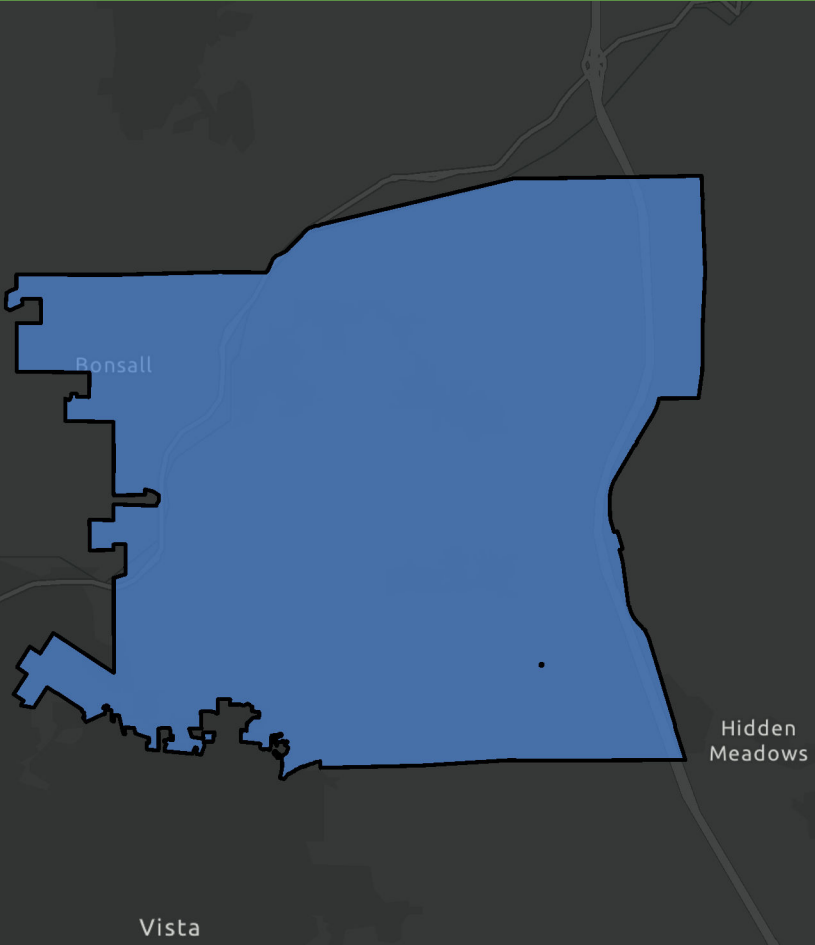
Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

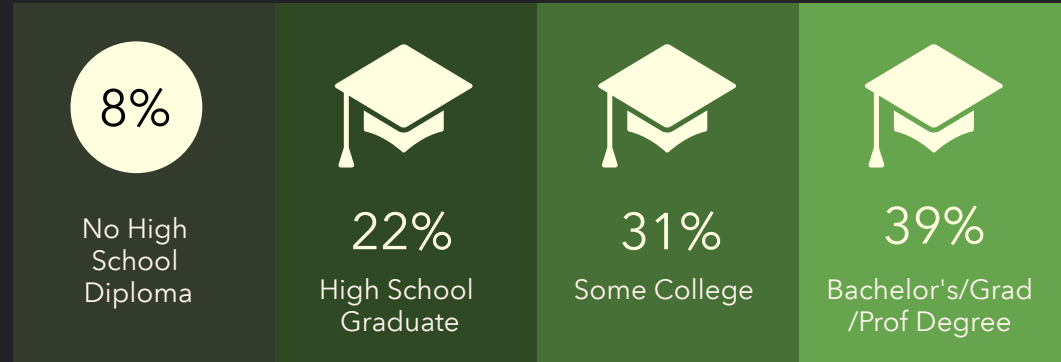
DEMOGRAPHIC PROFILE

Bonsall

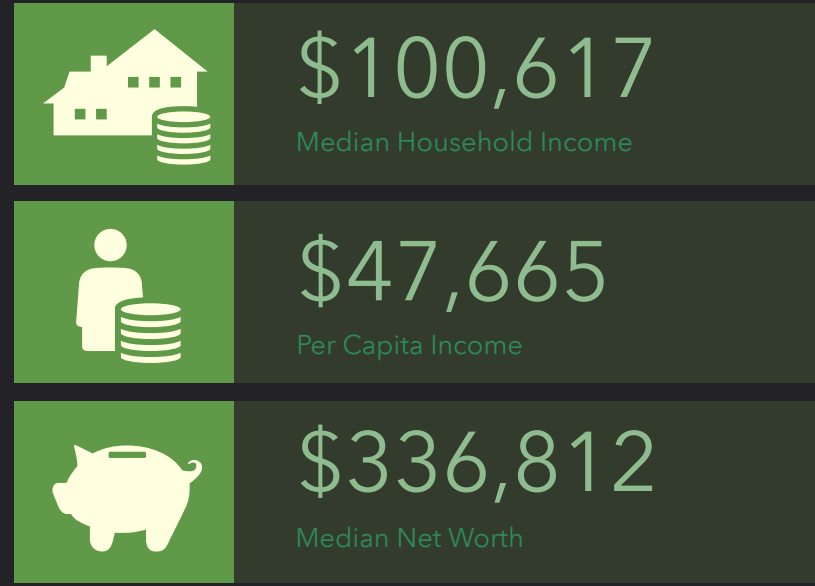
Bonsall



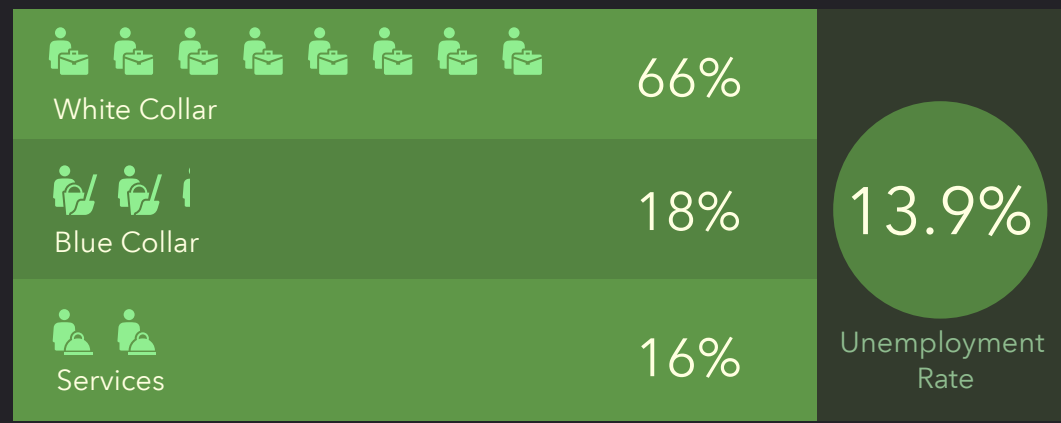
EDUCATION



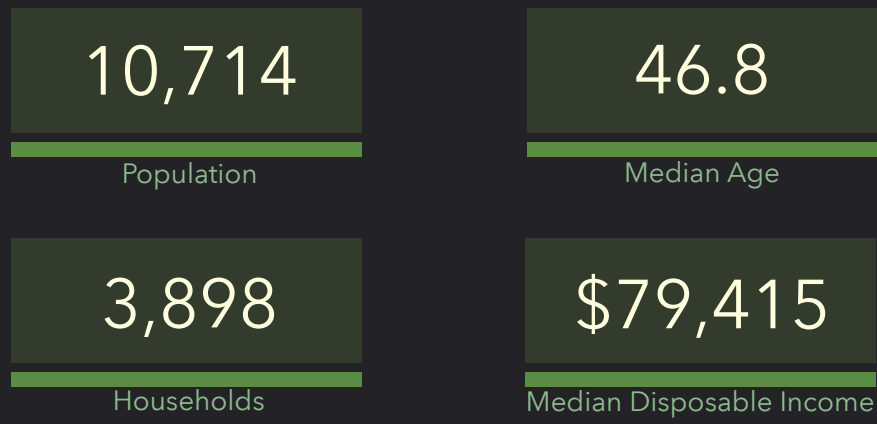
INCOME



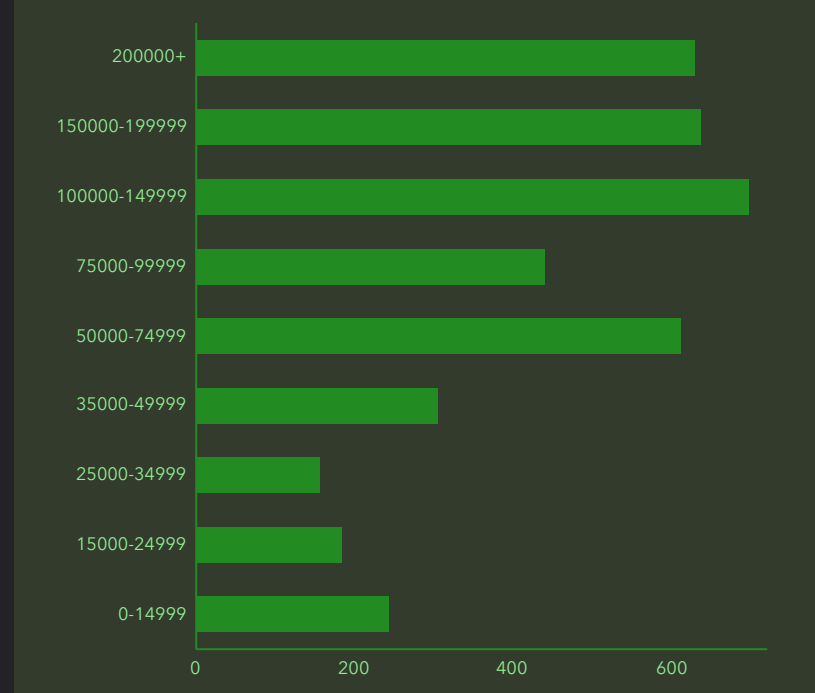
EMPLOYMENT



KEY FACTS



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Bonsall

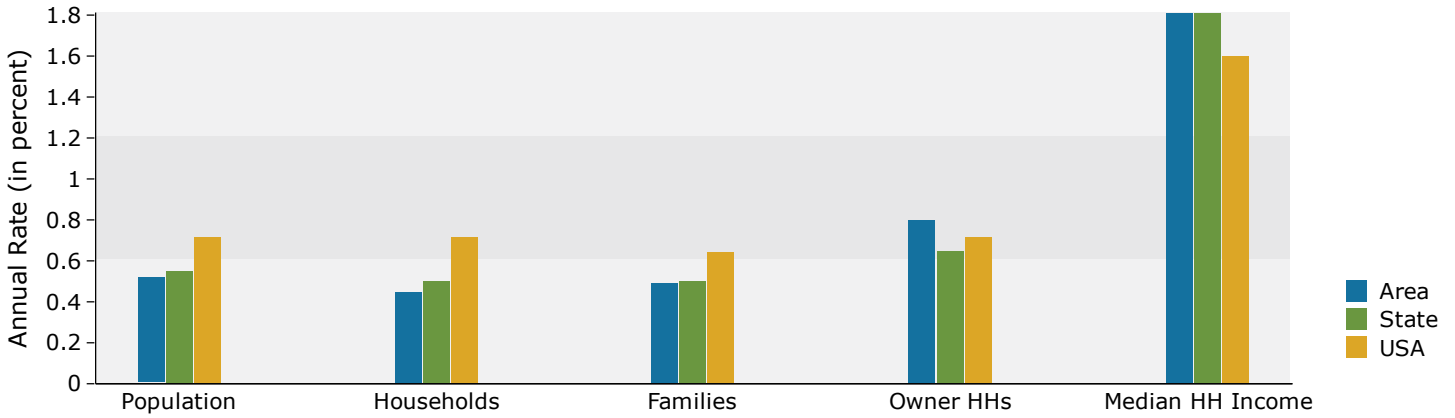
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	10,139		10,714		10,995	
Households	3,690		3,898		3,987	
Families	2,741		2,895		2,967	
Average Household Size	2.73		2.73		2.74	
Owner Occupied Housing Units	2,887		3,043		3,167	
Renter Occupied Housing Units	803		855		820	
Median Age	45.1		46.8		47.5	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.52%		0.55%		0.72%	
Households	0.45%		0.50%		0.72%	
Families	0.49%		0.50%		0.64%	
Owner HHs	0.80%		0.65%		0.72%	
Median Household Income	1.81%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			242	6.2%	210	5.3%
\$15,000 - \$24,999			183	4.7%	153	3.8%
\$25,000 - \$34,999			155	4.0%	135	3.4%
\$35,000 - \$49,999			305	7.8%	277	6.9%
\$50,000 - \$74,999			611	15.7%	580	14.5%
\$75,000 - \$99,999			439	11.3%	434	10.9%
\$100,000 - \$149,999			696	17.9%	745	18.7%
\$150,000 - \$199,999			636	16.3%	754	18.9%
\$200,000+			629	16.1%	699	17.5%
Median Household Income			\$100,617		\$110,039	
Average Household Income			\$130,859		\$144,486	
Per Capita Income			\$47,665		\$52,493	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	506	5.0%	495	4.6%	497	4.5%
5 - 9	560	5.5%	559	5.2%	560	5.1%
10 - 14	614	6.1%	608	5.7%	612	5.6%
15 - 19	674	6.6%	556	5.2%	557	5.1%
20 - 24	545	5.4%	451	4.2%	395	3.6%
25 - 34	1,001	9.9%	1,194	11.1%	1,080	9.8%
35 - 44	1,148	11.3%	1,280	11.9%	1,458	13.3%
45 - 54	1,731	17.1%	1,297	12.1%	1,294	11.8%
55 - 64	1,510	14.9%	1,756	16.4%	1,635	14.9%
65 - 74	989	9.8%	1,398	13.0%	1,603	14.6%
75 - 84	625	6.2%	801	7.5%	941	8.6%
85+	235	2.3%	321	3.0%	364	3.3%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	8,199	80.9%	8,337	77.8%	8,380	76.2%
Black Alone	172	1.7%	190	1.8%	198	1.8%
American Indian Alone	66	0.7%	69	0.6%	69	0.6%
Asian Alone	361	3.6%	452	4.2%	513	4.7%
Pacific Islander Alone	29	0.3%	32	0.3%	33	0.3%
Some Other Race Alone	895	8.8%	1,109	10.4%	1,220	11.1%
Two or More Races	417	4.1%	524	4.9%	582	5.3%
Hispanic Origin (Any Race)	2,258	22.3%	2,784	26.0%	3,104	28.2%

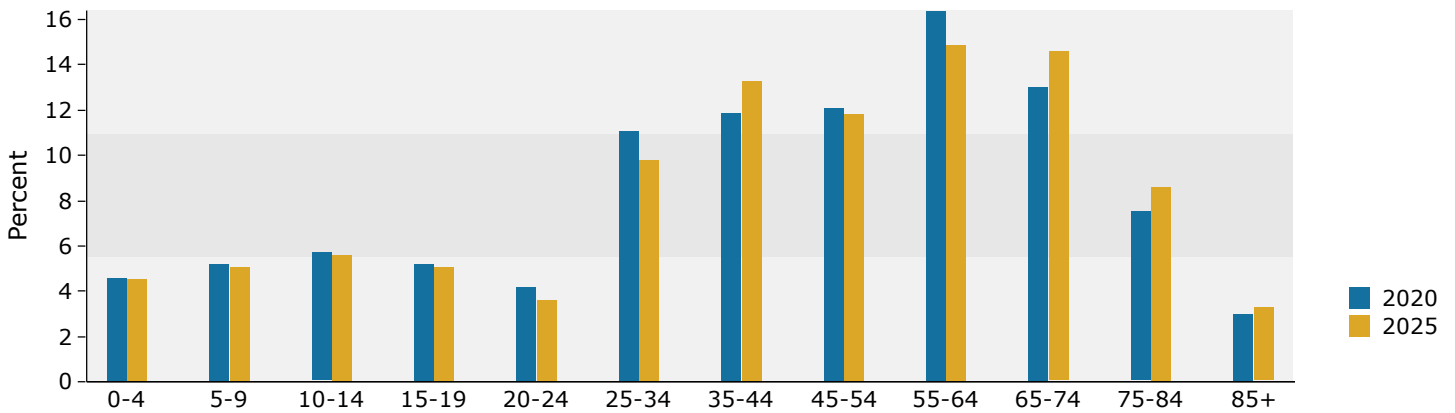
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

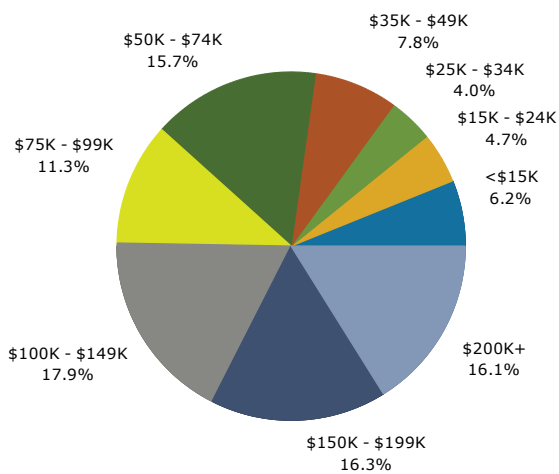
Trends 2020-2025



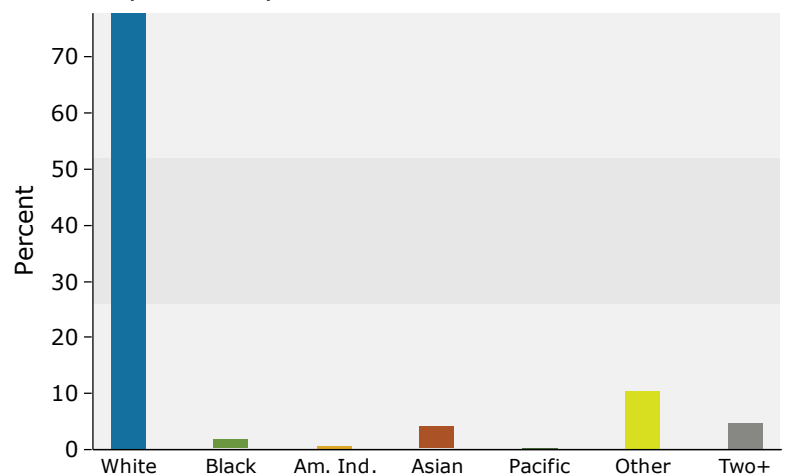
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 26.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	9,119
2010 Population	10,139
2020 Population	10,714
2025 Population	10,995
2000-2010 Annual Rate	1.07%
2010-2020 Annual Rate	0.54%
2020-2025 Annual Rate	0.52%
2020 Male Population	49.2%
2020 Female Population	50.8%
2020 Median Age	46.8

In the identified area, the current year population is 10,714. In 2010, the Census count in the area was 10,139. The rate of change since 2010 was 0.54% annually. The five-year projection for the population in the area is 10,995 representing a change of 0.52% annually from 2020 to 2025. Currently, the population is 49.2% male and 50.8% female.

Median Age

The median age in this area is 46.8, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	77.8%
2020 Black Alone	1.8%
2020 American Indian/Alaska Native Alone	0.6%
2020 Asian Alone	4.2%
2020 Pacific Islander Alone	0.3%
2020 Other Race	10.4%
2020 Two or More Races	4.9%
2020 Hispanic Origin (Any Race)	26.0%

Persons of Hispanic origin represent 26.0% of the population in the identified area compared to 18.8% 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 62.6 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	200
2000 Households	3,271
2010 Households	3,690
2020 Total Households	3,898
2025 Total Households	3,987
2000-2010 Annual Rate	1.21%
2010-2020 Annual Rate	0.54%
2020-2025 Annual Rate	0.45%
2020 Average Household Size	2.73

The household count in this area has changed from 3,690 in 2010 to 3,898 in the current year, a change of 0.54% annually. The five-year projection of households is 3,987, a change of 0.45% annually from the current year total. Average household size is currently 2.73, compared to 2.73 in the year 2010. The number of families in the current year is 2,895 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	31.2%
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Median Household Income

2020 Median Household Income	\$100,617
2025 Median Household Income	\$110,039
2020-2025 Annual Rate	1.81%

Average Household Income

2020 Average Household Income	\$130,859
2025 Average Household Income	\$144,486
2020-2025 Annual Rate	2.00%

Per Capita Income

2020 Per Capita Income	\$47,665
2025 Per Capita Income	\$52,493
2020-2025 Annual Rate	1.95%

Households by Income

Current median household income is \$100,617 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$110,039 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$130,859 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$144,486 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$47,665 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$52,493 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	77
2000 Total Housing Units	3,432
2000 Owner Occupied Housing Units	2,657
2000 Renter Occupied Housing Units	614
2000 Vacant Housing Units	161
2010 Total Housing Units	3,964
2010 Owner Occupied Housing Units	2,887
2010 Renter Occupied Housing Units	803
2010 Vacant Housing Units	274
2020 Total Housing Units	4,096
2020 Owner Occupied Housing Units	3,043
2020 Renter Occupied Housing Units	855
2020 Vacant Housing Units	198
2025 Total Housing Units	4,182
2025 Owner Occupied Housing Units	3,167
2025 Renter Occupied Housing Units	820
2025 Vacant Housing Units	195

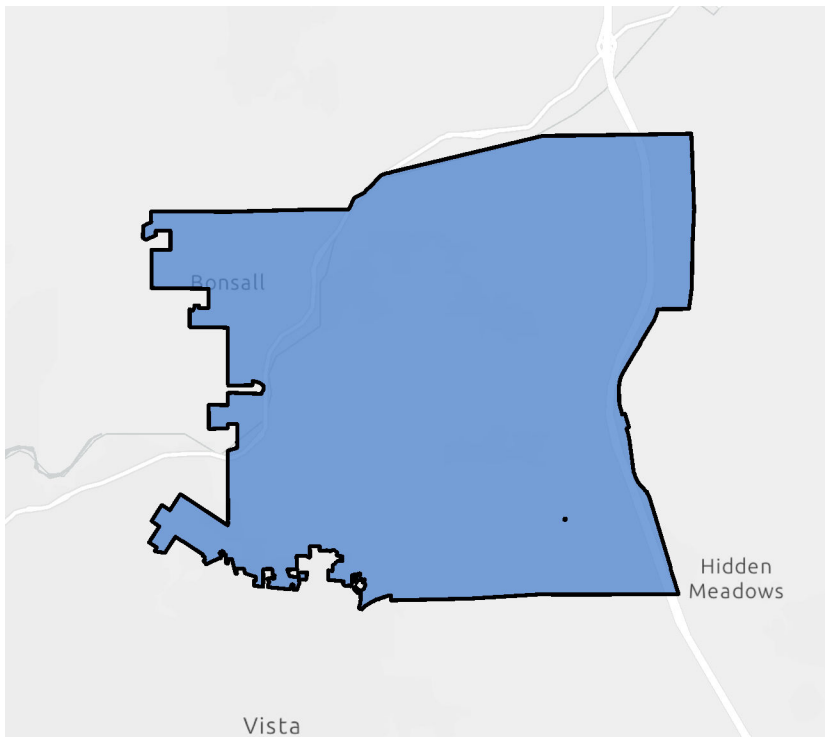
Currently, 74.3% of the 4,096 housing units in the area are owner occupied; 20.9%, renter occupied; and 4.8% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 3,964 housing units in the area - 72.8% owner occupied, 20.3% renter occupied, and 6.9% vacant. The annual rate of change in housing units since 2010 is 1.47%. Median home value in the area is \$750,650, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 2.57% annually to \$852,182.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

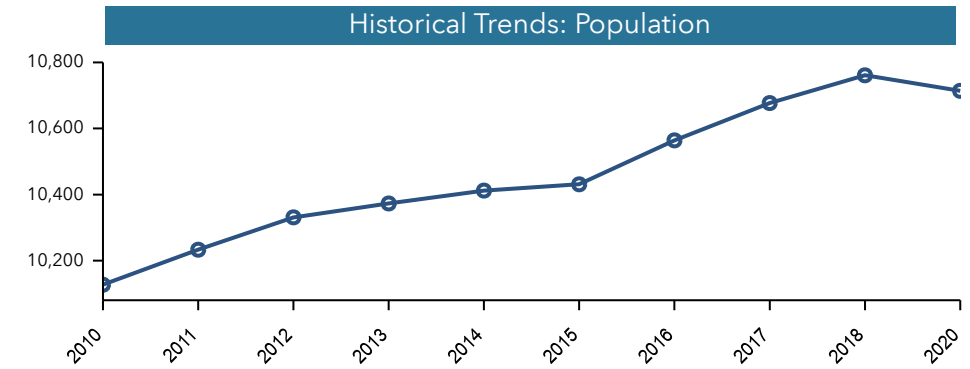
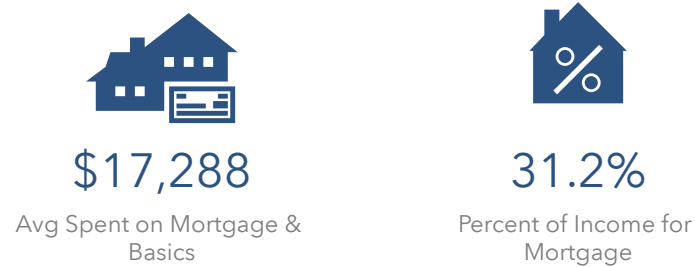
POPULATION TRENDS AND KEY INDICATORS

Bonsall

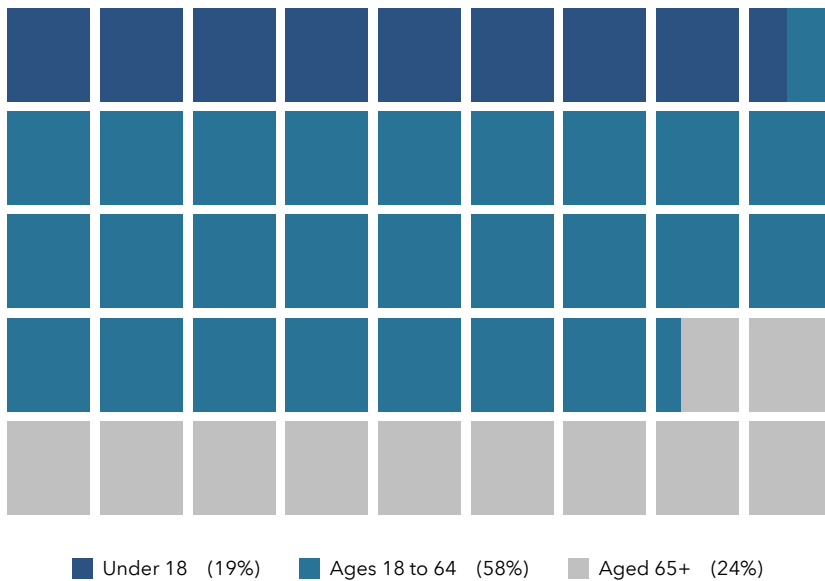


10,714	3,898	2.73	46.8	\$100,617	\$750,650	200	77	63
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

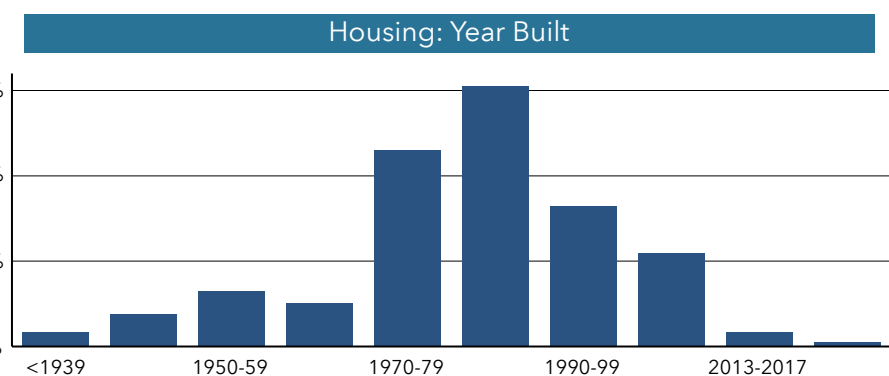
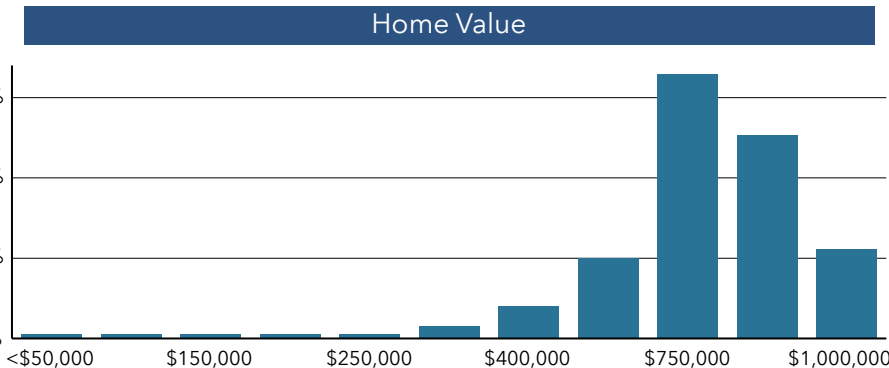
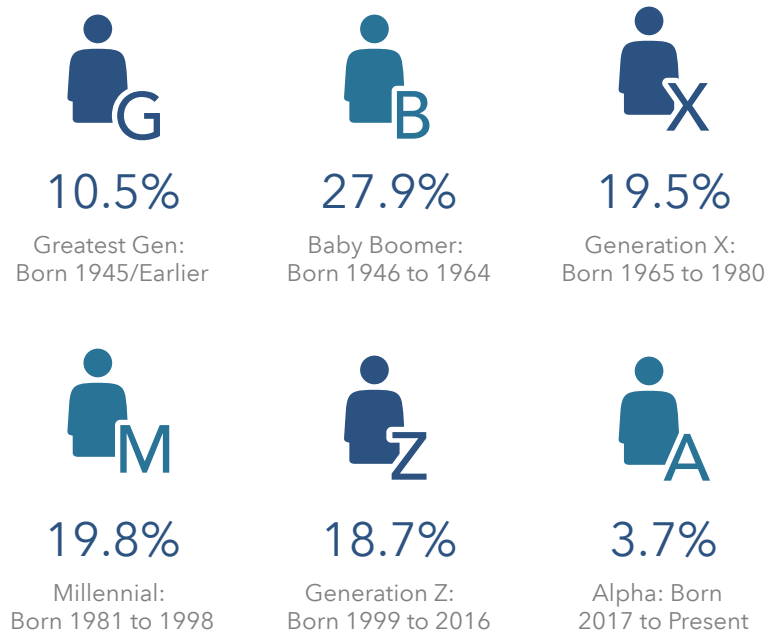
MORTGAGE INDICATORS



POPULATION BY AGE



POPULATION BY GENERATION





Community Profile

Borrego Springs

Prepared by Esri

Population Summary	
2000 Total Population	2,572
2010 Total Population	3,473
2020 Total Population	3,639
2020 Group Quarters	6
2025 Total Population	3,766
2020-2025 Annual Rate	0.69%
2020 Total Daytime Population	3,005
Workers	796
Residents	2,209
Household Summary	
2000 Households	1,166
2000 Average Household Size	2.20
2010 Households	1,590
2010 Average Household Size	2.18
2020 Households	1,662
2020 Average Household Size	2.19
2025 Households	1,713
2025 Average Household Size	2.19
2020-2025 Annual Rate	0.61%
2010 Families	977
2010 Average Family Size	2.76
2020 Families	1,022
2020 Average Family Size	2.76
2025 Families	1,057
2025 Average Family Size	2.77
2020-2025 Annual Rate	0.68%
Housing Unit Summary	
2000 Housing Units	2,301
Owner Occupied Housing Units	37.2%
Renter Occupied Housing Units	13.5%
Vacant Housing Units	49.3%
2010 Housing Units	2,650
Owner Occupied Housing Units	46.9%
Renter Occupied Housing Units	13.1%
Vacant Housing Units	40.0%
2020 Housing Units	2,706
Owner Occupied Housing Units	47.8%
Renter Occupied Housing Units	13.7%
Vacant Housing Units	38.6%
2025 Housing Units	2,762
Owner Occupied Housing Units	48.6%
Renter Occupied Housing Units	13.4%
Vacant Housing Units	38.0%
Median Household Income	
2020	\$39,207
2025	\$43,955
Median Home Value	
2020	\$252,692
2025	\$431,092
Per Capita Income	
2020	\$26,426
2025	\$29,367
Median Age	
2010	56.3
2020	58.0
2025	58.2

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	1,662
<\$15,000	13.8%
\$15,000 - \$24,999	18.7%
\$25,000 - \$34,999	11.9%
\$35,000 - \$49,999	16.1%
\$50,000 - \$74,999	18.7%
\$75,000 - \$99,999	8.2%
\$100,000 - \$149,999	7.2%
\$150,000 - \$199,999	2.7%
\$200,000+	2.9%
Average Household Income	\$57,850

2025 Households by Income

Household Income Base	1,713
<\$15,000	12.1%
\$15,000 - \$24,999	16.5%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	15.7%
\$50,000 - \$74,999	20.1%
\$75,000 - \$99,999	9.5%
\$100,000 - \$149,999	8.9%
\$150,000 - \$199,999	3.3%
\$200,000+	3.0%
Average Household Income	\$64,555

2020 Owner Occupied Housing Units by Value

Total	1,293
<\$50,000	5.2%
\$50,000 - \$99,999	13.5%
\$100,000 - \$149,999	5.6%
\$150,000 - \$199,999	6.0%
\$200,000 - \$249,999	19.3%
\$250,000 - \$299,999	5.0%
\$300,000 - \$399,999	17.6%
\$400,000 - \$499,999	6.7%
\$500,000 - \$749,999	20.6%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$311,079

2025 Owner Occupied Housing Units by Value

Total	1,343
<\$50,000	2.6%
\$50,000 - \$99,999	5.9%
\$100,000 - \$149,999	2.2%
\$150,000 - \$199,999	2.9%
\$200,000 - \$249,999	10.1%
\$250,000 - \$299,999	5.0%
\$300,000 - \$399,999	18.6%
\$400,000 - \$499,999	8.9%
\$500,000 - \$749,999	42.7%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$434,221

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age

Total	3,476
0 - 4	4.4%
5 - 9	4.7%
10 - 14	4.6%
15 - 24	8.2%
25 - 34	6.5%
35 - 44	7.3%
45 - 54	11.9%
55 - 64	18.9%
65 - 74	16.9%
75 - 84	12.3%
85 +	4.1%
18 +	82.8%

2020 Population by Age

Total	3,639
0 - 4	4.3%
5 - 9	4.5%
10 - 14	4.5%
15 - 24	7.6%
25 - 34	8.3%
35 - 44	7.5%
45 - 54	8.8%
55 - 64	16.4%
65 - 74	21.2%
75 - 84	12.3%
85 +	4.7%
18 +	83.9%

2025 Population by Age

Total	3,763
0 - 4	4.2%
5 - 9	4.6%
10 - 14	4.9%
15 - 24	7.3%
25 - 34	7.5%
35 - 44	8.3%
45 - 54	9.7%
55 - 64	14.1%
65 - 74	20.8%
75 - 84	13.8%
85 +	4.7%
18 +	83.6%

2010 Population by Sex

Males	1,735
Females	1,738

2020 Population by Sex

Males	1,817
Females	1,822

2025 Population by Sex

Males	1,889
Females	1,877

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	3,474
White Alone	80.5%
Black Alone	0.6%
American Indian Alone	1.0%
Asian Alone	0.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	14.5%
Two or More Races	2.5%
Hispanic Origin	35.6%
Diversity Index	64.9

2020 Population by Race/Ethnicity

Total	3,639
White Alone	77.5%
Black Alone	0.7%
American Indian Alone	1.1%
Asian Alone	0.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	17.0%
Two or More Races	2.9%
Hispanic Origin	40.9%
Diversity Index	68.9

2025 Population by Race/Ethnicity

Total	3,767
White Alone	76.2%
Black Alone	0.7%
American Indian Alone	1.1%
Asian Alone	0.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	18.1%
Two or More Races	3.1%
Hispanic Origin	43.8%
Diversity Index	70.5

2010 Population by Relationship and Household Type

Total	3,473
In Households	99.8%
In Family Households	79.0%
Householder	28.1%
Spouse	24.1%
Child	21.2%
Other relative	4.2%
Nonrelative	1.4%
In Nonfamily Households	20.8%
In Group Quarters	0.2%
Institutionalized Population	0.0%
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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	2,877
Less than 9th Grade	7.0%
9th - 12th Grade, No Diploma	3.1%
High School Graduate	30.1%
GED/Alternative Credential	0.0%
Some College, No Degree	13.9%
Associate Degree	8.9%
Bachelor's Degree	19.0%
Graduate/Professional Degree	17.9%

2020 Population 15+ by Marital Status

Total	3,154
Never Married	30.5%
Married	62.1%
Widowed	2.6%
Divorced	4.8%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	1,761
Population 16+ Employed	81.9%
Population 16+ Unemployment rate	18.0%
Population 16-24 Employed	5.5%
Population 16-24 Unemployment rate	51.8%
Population 25-54 Employed	47.2%
Population 25-54 Unemployment rate	17.2%
Population 55-64 Employed	23.8%
Population 55-64 Unemployment rate	11.4%
Population 65+ Employed	23.6%
Population 65+ Unemployment rate	11.9%

2020 Employed Population 16+ by Industry

Total	1,443
Agriculture/Mining	11.7%
Construction	17.3%
Manufacturing	4.8%
Wholesale Trade	0.6%
Retail Trade	7.3%
Transportation/Utilities	4.8%
Information	0.5%
Finance/Insurance/Real Estate	6.7%
Services	40.9%
Public Administration	5.5%

2020 Employed Population 16+ by Occupation

Total	1,443
White Collar	32.7%
Management/Business/Financial	10.2%
Professional	6.1%
Sales	4.1%
Administrative Support	12.3%
Services	27.4%
Blue Collar	39.8%
Farming/Forestry/Fishing	14.0%
Construction/Extraction	15.5%
Installation/Maintenance/Repair	1.9%
Production	3.2%
Transportation/Material Moving	5.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type

Total	1,589
Households with 1 Person	32.3%
Households with 2+ People	67.7%
Family Households	61.5%
Husband-wife Families	52.7%
With Related Children	12.6%
Other Family (No Spouse Present)	8.8%
Other Family with Male Householder	3.6%
With Related Children	1.8%
Other Family with Female Householder	5.2%
With Related Children	3.3%
Nonfamily Households	6.2%
All Households with Children	17.9%
Multigenerational Households	2.4%
Unmarried Partner Households	6.4%
Male-female	5.4%
Same-sex	0.9%

2010 Households by Size

Total	1,589
1 Person Household	32.3%
2 Person Household	45.9%
3 Person Household	7.2%
4 Person Household	7.3%
5 Person Household	3.8%
6 Person Household	1.8%
7 + Person Household	1.6%

2010 Households by Tenure and Mortgage Status

Total	1,590
Owner Occupied	78.1%
Owned with a Mortgage/Loan	32.9%
Owned Free and Clear	45.2%
Renter Occupied	21.9%

2020 Affordability, Mortgage and Wealth

Housing Affordability Index	87
Percent of Income for Mortgage	26.9%
Wealth Index	74

2010 Housing Units By Urban/ Rural Status

Total Housing Units	2,650
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

2010 Population By Urban/ Rural Status

Total Population	3,473
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Rural Resort Dwellers (6E)
2. Senior Escapes (9D)
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$2,163,451
Average Spent	\$1,301.72
Spending Potential Index	61
Education: Total \$	\$1,445,890
Average Spent	\$869.97
Spending Potential Index	49
Entertainment/Recreation: Total \$	\$3,901,176
Average Spent	\$2,347.28
Spending Potential Index	72
Food at Home: Total \$	\$6,336,645
Average Spent	\$3,812.66
Spending Potential Index	71
Food Away from Home: Total \$	\$3,954,119
Average Spent	\$2,379.13
Spending Potential Index	63
Health Care: Total \$	\$7,406,129
Average Spent	\$4,456.15
Spending Potential Index	78
HH Furnishings & Equipment: Total \$	\$2,344,777
Average Spent	\$1,410.82
Spending Potential Index	65
Personal Care Products & Services: Total \$	\$943,248
Average Spent	\$567.54
Spending Potential Index	62
Shelter: Total \$	\$19,481,414
Average Spent	\$11,721.67
Spending Potential Index	61
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,425,293
Average Spent	\$2,060.95
Spending Potential Index	88
Travel: Total \$	\$2,657,009
Average Spent	\$1,598.68
Spending Potential Index	66
Vehicle Maintenance & Repairs: Total \$	\$1,461,001
Average Spent	\$879.06
Spending Potential Index	76

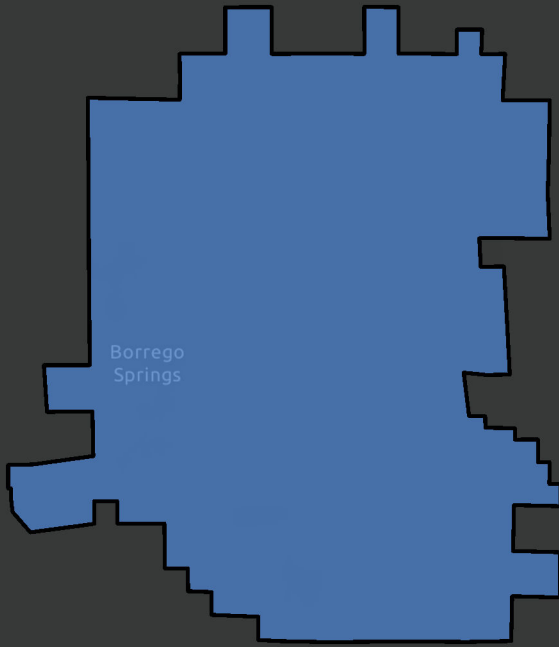
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

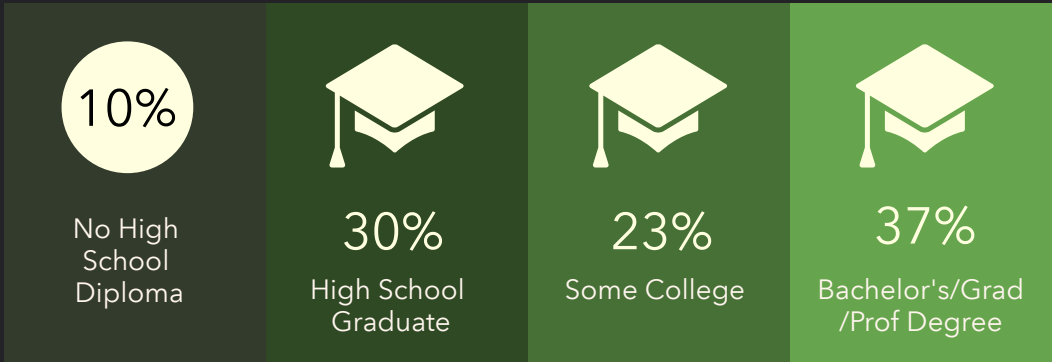
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

DEMOGRAPHIC PROFILE

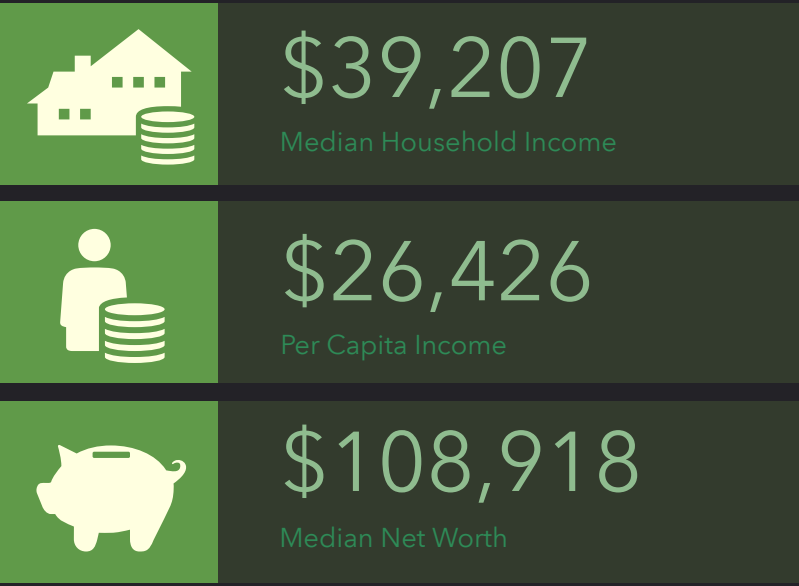
Borrego Springs
Borrego Springs



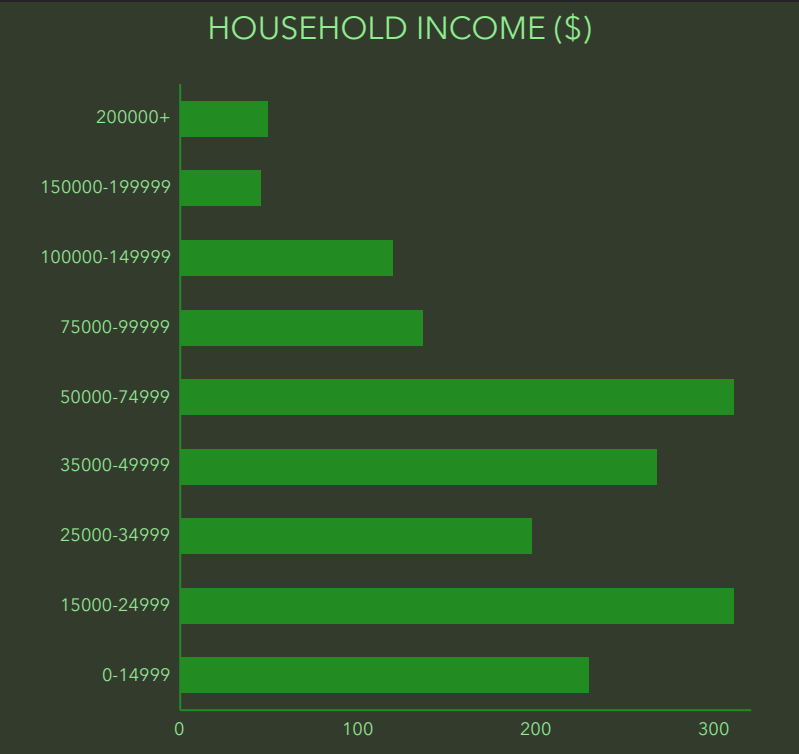
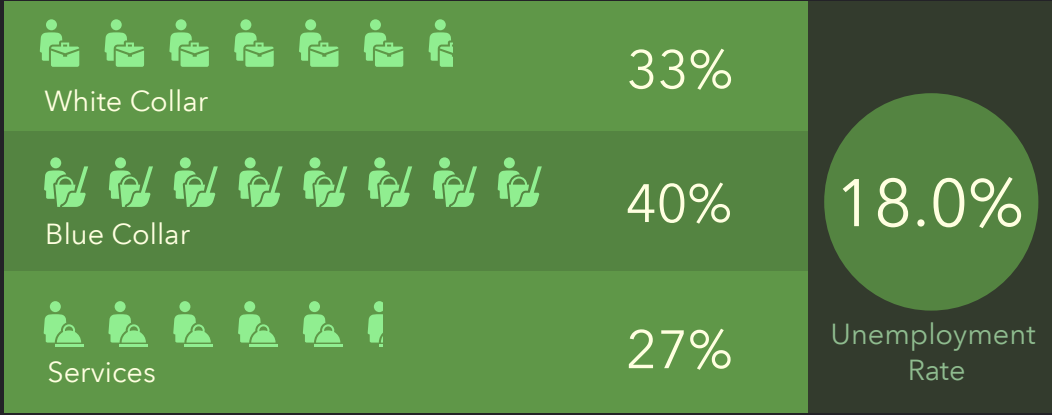
EDUCATION



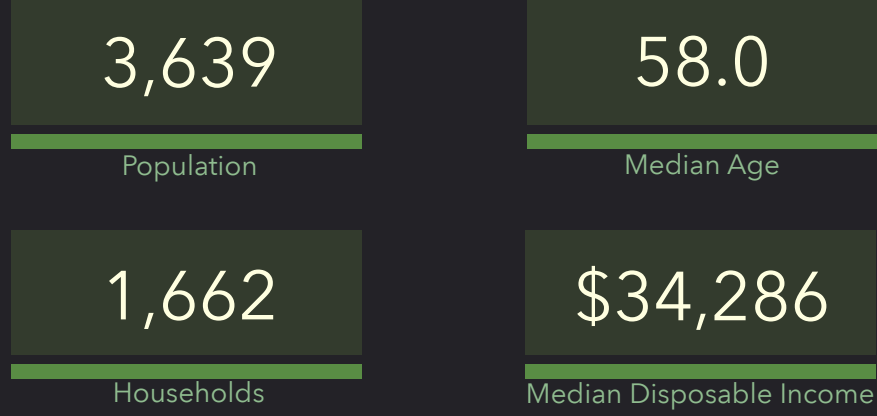
INCOME



EMPLOYMENT



KEY FACTS



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Demographic and Income Profile

Borrego Springs

Prepared by Esri

Summary	Census 2010	2020	2025
Population	3,473	3,639	3,766
Households	1,590	1,662	1,713
Families	977	1,022	1,057
Average Household Size	2.18	2.19	2.19
Owner Occupied Housing Units	1,242	1,293	1,343
Renter Occupied Housing Units	348	370	370
Median Age	56.3	58.0	58.2
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.69%	0.55%	0.72%
Households	0.61%	0.50%	0.72%
Families	0.68%	0.50%	0.64%
Owner HHs	0.76%	0.65%	0.72%
Median Household Income	2.31%	1.81%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	229	13.8%	207	12.1%
\$15,000 - \$24,999	310	18.7%	283	16.5%
\$25,000 - \$34,999	197	11.9%	185	10.8%
\$35,000 - \$49,999	267	16.1%	269	15.7%
\$50,000 - \$74,999	310	18.7%	344	20.1%
\$75,000 - \$99,999	136	8.2%	162	9.5%
\$100,000 - \$149,999	119	7.2%	153	8.9%
\$150,000 - \$199,999	45	2.7%	57	3.3%
\$200,000+	49	2.9%	52	3.0%
Median Household Income	\$39,207		\$43,955	
Average Household Income	\$57,850		\$64,555	
Per Capita Income	\$26,426		\$29,367	

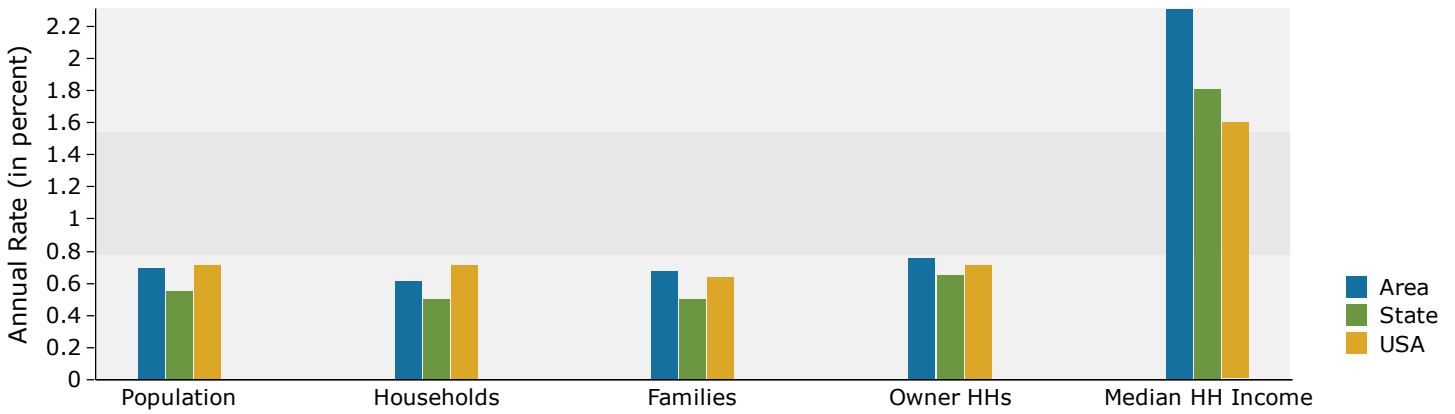
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	154	4.4%	158	4.3%	159	4.2%
5 - 9	165	4.8%	164	4.5%	172	4.6%
10 - 14	160	4.6%	164	4.5%	185	4.9%
15 - 19	175	5.0%	153	4.2%	162	4.3%
20 - 24	110	3.2%	124	3.4%	111	2.9%
25 - 34	227	6.5%	301	8.3%	284	7.5%
35 - 44	254	7.3%	272	7.5%	313	8.3%
45 - 54	413	11.9%	319	8.8%	366	9.7%
55 - 64	656	18.9%	597	16.4%	530	14.1%
65 - 74	589	17.0%	770	21.2%	784	20.8%
75 - 84	427	12.3%	446	12.3%	521	13.8%
85+	142	4.1%	171	4.7%	176	4.7%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,795	80.5%	2,822	77.5%	2,872	76.2%
Black Alone	22	0.6%	24	0.7%	25	0.7%
American Indian Alone	36	1.0%	39	1.1%	40	1.1%
Asian Alone	23	0.7%	27	0.7%	30	0.8%
Pacific Islander Alone	5	0.1%	5	0.1%	5	0.1%
Some Other Race Alone	505	14.5%	617	17.0%	680	18.1%
Two or More Races	88	2.5%	105	2.9%	115	3.1%
Hispanic Origin (Any Race)	1,235	35.6%	1,487	40.9%	1,652	43.9%

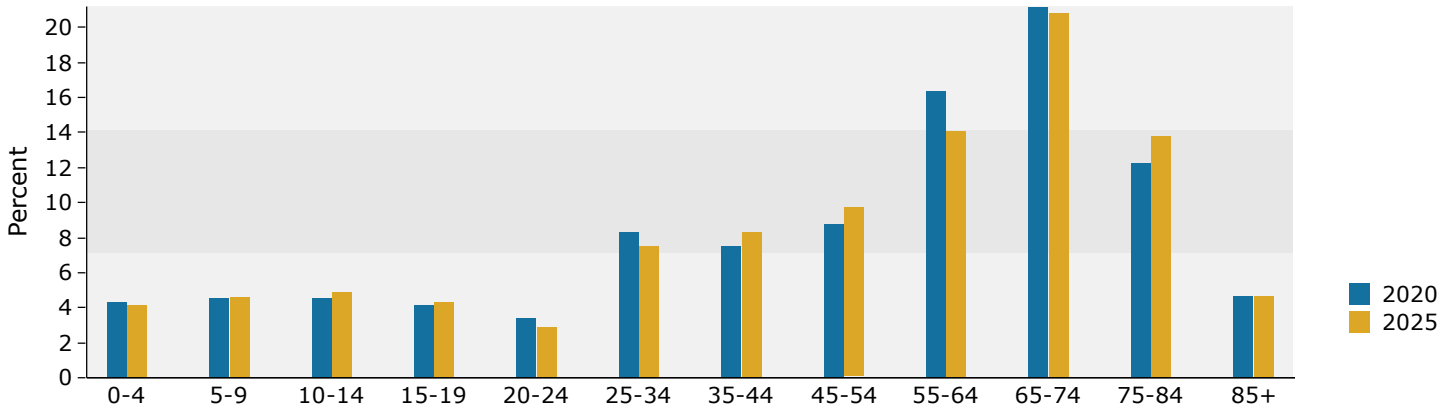
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

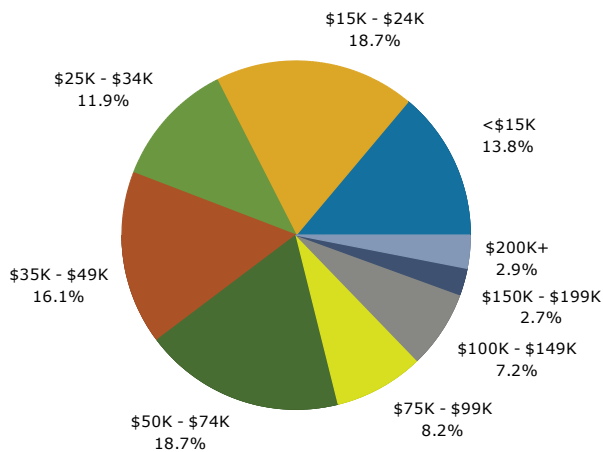
Trends 2020-2025



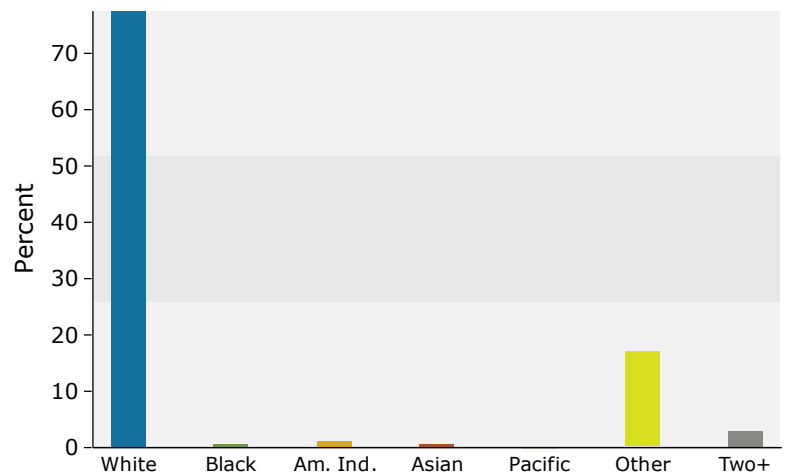
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 40.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	2,572
2010 Population	3,473
2020 Population	3,639
2025 Population	3,766
2000-2010 Annual Rate	3.05%
2010-2020 Annual Rate	0.46%
2020-2025 Annual Rate	0.69%
2020 Male Population	49.9%
2020 Female Population	50.1%
2020 Median Age	58.0

In the identified area, the current year population is 3,639. In 2010, the Census count in the area was 3,473. The rate of change since 2010 was 0.46% annually. The five-year projection for the population in the area is 3,766 representing a change of 0.69% annually from 2020 to 2025. Currently, the population is 49.9% male and 50.1% female.

Median Age

The median age in this area is 58.0, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	77.5%
2020 Black Alone	0.7%
2020 American Indian/Alaska Native Alone	1.1%
2020 Asian Alone	0.7%
2020 Pacific Islander Alone	0.1%
2020 Other Race	17.0%
2020 Two or More Races	2.9%
2020 Hispanic Origin (Any Race)	40.9%

Persons of Hispanic origin represent 40.9% of the population in the identified area compared to 18.8% 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 68.9 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	74
2000 Households	1,166
2010 Households	1,590
2020 Total Households	1,662
2025 Total Households	1,713
2000-2010 Annual Rate	3.15%
2010-2020 Annual Rate	0.43%
2020-2025 Annual Rate	0.61%
2020 Average Household Size	2.19

The household count in this area has changed from 1,590 in 2010 to 1,662 in the current year, a change of 0.43% annually. The five-year projection of households is 1,713, a change of 0.61% annually from the current year total. Average household size is currently 2.19, compared to 2.18 in the year 2010. The number of families in the current year is 1,022 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	26.9%
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Median Household Income

2020 Median Household Income	\$39,207
2025 Median Household Income	\$43,955
2020-2025 Annual Rate	2.31%

Average Household Income

2020 Average Household Income	\$57,850
2025 Average Household Income	\$64,555
2020-2025 Annual Rate	2.22%

Per Capita Income

2020 Per Capita Income	\$26,426
2025 Per Capita Income	\$29,367
2020-2025 Annual Rate	2.13%

Households by Income

Current median household income is \$39,207 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$43,955 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$57,850 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$64,555 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$26,426 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$29,367 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	87
2000 Total Housing Units	2,301
2000 Owner Occupied Housing Units	857
2000 Renter Occupied Housing Units	310
2000 Vacant Housing Units	1,134
2010 Total Housing Units	2,650
2010 Owner Occupied Housing Units	1,242
2010 Renter Occupied Housing Units	348
2010 Vacant Housing Units	1,060
2020 Total Housing Units	2,706
2020 Owner Occupied Housing Units	1,293
2020 Renter Occupied Housing Units	370
2020 Vacant Housing Units	1,044
2025 Total Housing Units	2,762
2025 Owner Occupied Housing Units	1,343
2025 Renter Occupied Housing Units	370
2025 Vacant Housing Units	1,049

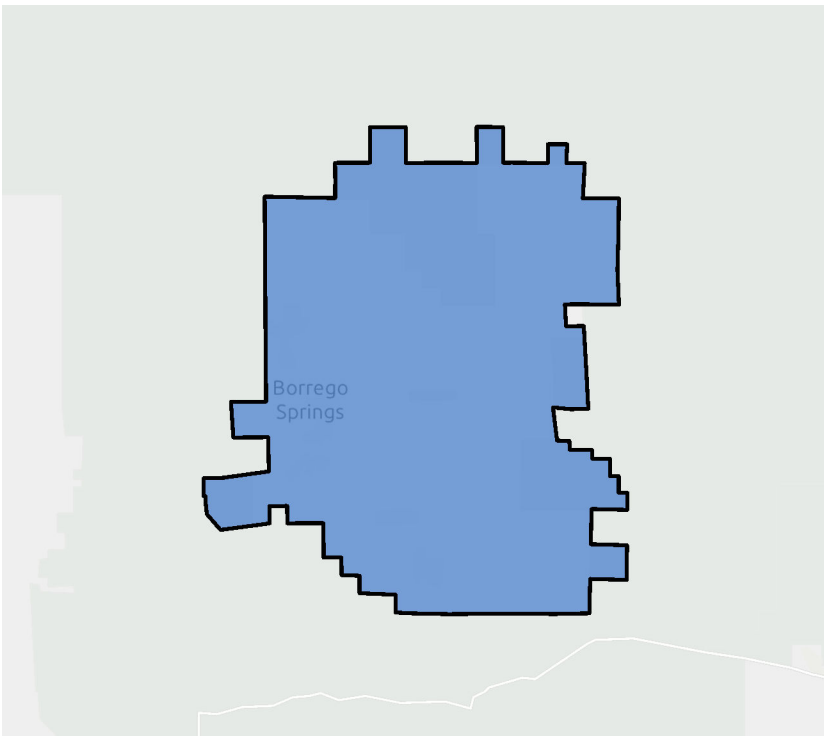
Currently, 47.8% of the 2,706 housing units in the area are owner occupied; 13.7%, renter occupied; and 38.6% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 2,650 housing units in the area - 46.9% owner occupied, 13.1% renter occupied, and 40.0% vacant. The annual rate of change in housing units since 2010 is 0.93%. Median home value in the area is \$252,692, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 11.27% annually to \$431,092.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

POPULATION TRENDS AND KEY INDICATORS

Borrego Springs



3,639

Population

1,662

Households

2.19

Avg Size Household

58.0

Median Age

\$39,207

Median Household Income

\$252,692

Median Home Value

74

Wealth Index

87

Housing Affordability

69

Diversity Index

MORTGAGE INDICATORS



\$6,898

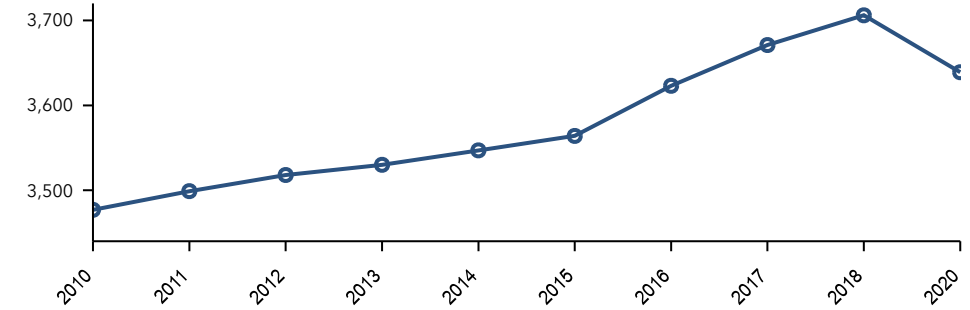
Avg Spent on Mortgage & Basics



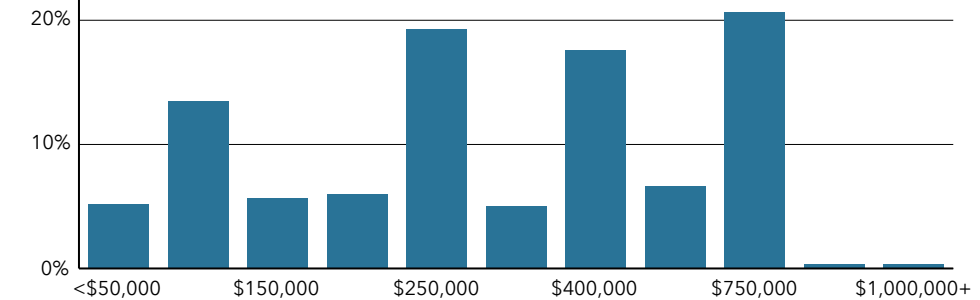
26.9%

Percent of Income for Mortgage

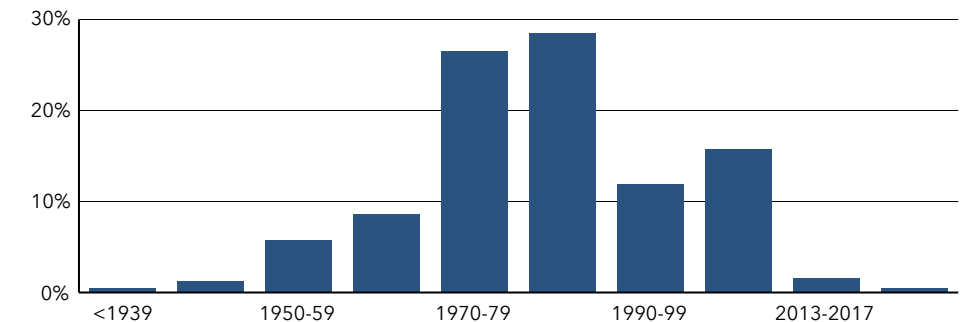
Historical Trends: Population



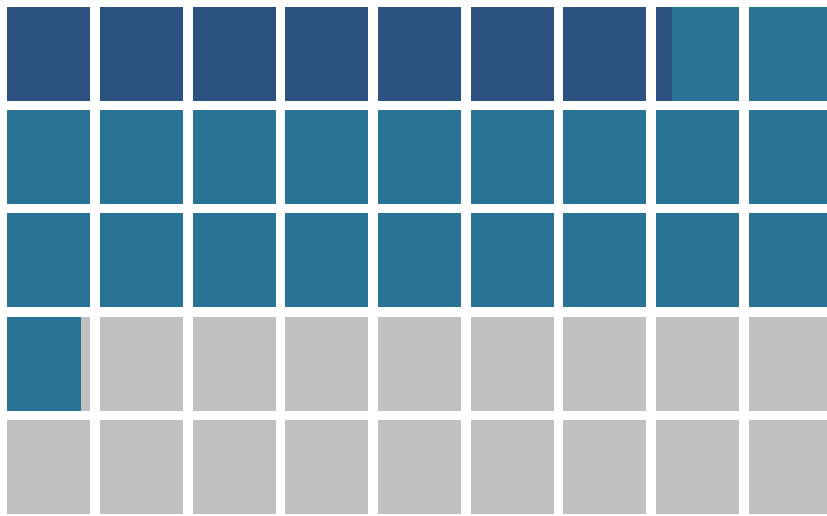
Home Value



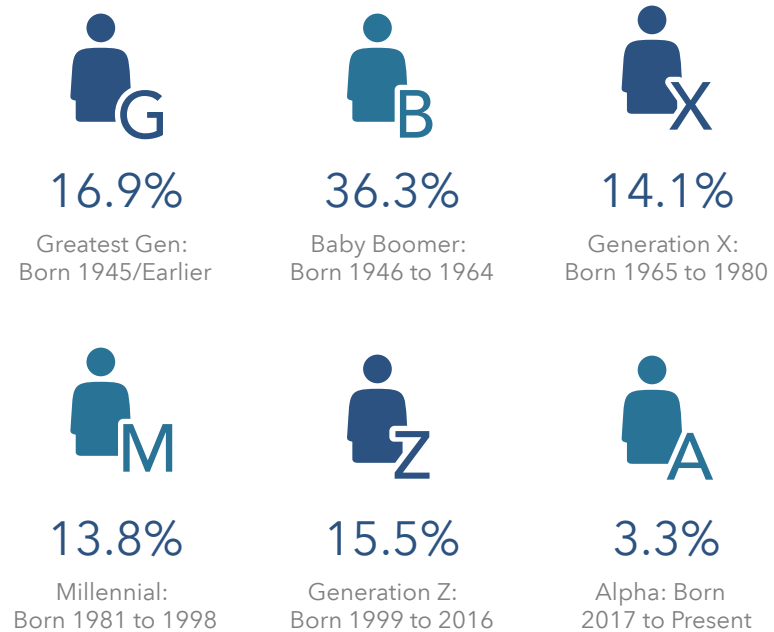
Housing: Year Built



POPULATION BY AGE



POPULATION BY GENERATION



Population Summary	
2000 Total Population	1,606
2010 Total Population	1,842
2020 Total Population	2,036
2020 Group Quarters	117
2025 Total Population	2,115
2020-2025 Annual Rate	0.76%
2020 Total Daytime Population	2,025
Workers	405
Residents	1,620
Household Summary	
2000 Households	557
2000 Average Household Size	2.62
2010 Households	684
2010 Average Household Size	2.53
2020 Households	759
2020 Average Household Size	2.53
2025 Households	789
2025 Average Household Size	2.53
2020-2025 Annual Rate	0.78%
2010 Families	446
2010 Average Family Size	3.06
2020 Families	495
2020 Average Family Size	3.06
2025 Families	516
2025 Average Family Size	3.06
2020-2025 Annual Rate	0.83%
Housing Unit Summary	
2000 Housing Units	768
Owner Occupied Housing Units	50.9%
Renter Occupied Housing Units	21.6%
Vacant Housing Units	27.5%
2010 Housing Units	959
Owner Occupied Housing Units	49.6%
Renter Occupied Housing Units	21.7%
Vacant Housing Units	28.7%
2020 Housing Units	1,040
Owner Occupied Housing Units	51.0%
Renter Occupied Housing Units	22.1%
Vacant Housing Units	27.0%
2025 Housing Units	1,078
Owner Occupied Housing Units	53.4%
Renter Occupied Housing Units	19.8%
Vacant Housing Units	26.8%
Median Household Income	
2020	\$51,922
2025	\$63,333
Median Home Value	
2020	\$364,815
2025	\$591,667
Per Capita Income	
2020	\$26,675
2025	\$30,603
Median Age	
2010	43.6
2020	45.2
2025	45.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	759
<\$15,000	22.1%
\$15,000 - \$24,999	6.6%
\$25,000 - \$34,999	4.7%
\$35,000 - \$49,999	15.3%
\$50,000 - \$74,999	12.5%
\$75,000 - \$99,999	10.5%
\$100,000 - \$149,999	14.8%
\$150,000 - \$199,999	11.9%
\$200,000+	1.7%
Average Household Income	\$71,555

2025 Households by Income

Household Income Base	789
<\$15,000	18.6%
\$15,000 - \$24,999	5.6%
\$25,000 - \$34,999	4.2%
\$35,000 - \$49,999	14.1%
\$50,000 - \$74,999	12.4%
\$75,000 - \$99,999	11.4%
\$100,000 - \$149,999	17.5%
\$150,000 - \$199,999	14.6%
\$200,000+	1.8%
Average Household Income	\$82,042

2020 Owner Occupied Housing Units by Value

Total	530
<\$50,000	3.8%
\$50,000 - \$99,999	3.2%
\$100,000 - \$149,999	3.2%
\$150,000 - \$199,999	2.6%
\$200,000 - \$249,999	3.2%
\$250,000 - \$299,999	20.8%
\$300,000 - \$399,999	20.4%
\$400,000 - \$499,999	2.6%
\$500,000 - \$749,999	29.6%
\$750,000 - \$999,999	10.2%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.2%
Average Home Value	\$440,377

2025 Owner Occupied Housing Units by Value

Total	576
<\$50,000	1.4%
\$50,000 - \$99,999	1.2%
\$100,000 - \$149,999	1.6%
\$150,000 - \$199,999	1.7%
\$200,000 - \$249,999	1.7%
\$250,000 - \$299,999	9.4%
\$300,000 - \$399,999	12.3%
\$400,000 - \$499,999	5.4%
\$500,000 - \$749,999	41.7%
\$750,000 - \$999,999	22.9%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.3%
Average Home Value	\$576,389

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age

Total	1,844
0 - 4	5.2%
5 - 9	5.7%
10 - 14	6.1%
15 - 24	10.8%
25 - 34	11.0%
35 - 44	12.7%
45 - 54	17.1%
55 - 64	15.6%
65 - 74	10.5%
75 - 84	4.0%
85 +	1.1%
18 +	79.0%

2020 Population by Age

Total	2,038
0 - 4	4.8%
5 - 9	5.1%
10 - 14	5.5%
15 - 24	9.7%
25 - 34	12.5%
35 - 44	12.2%
45 - 54	11.9%
55 - 64	16.9%
65 - 74	13.4%
75 - 84	6.4%
85 +	1.5%
18 +	81.1%

2025 Population by Age

Total	2,115
0 - 4	4.6%
5 - 9	5.1%
10 - 14	5.6%
15 - 24	9.1%
25 - 34	10.9%
35 - 44	13.8%
45 - 54	11.8%
55 - 64	13.6%
65 - 74	15.5%
75 - 84	7.8%
85 +	2.2%
18 +	81.3%

2010 Population by Sex

Males	1,023
Females	819

2020 Population by Sex

Males	1,116
Females	920

2025 Population by Sex

Males	1,156
Females	959

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	1,841
White Alone	70.2%
Black Alone	3.0%
American Indian Alone	12.5%
Asian Alone	1.0%
Pacific Islander Alone	0.4%
Some Other Race Alone	7.2%
Two or More Races	5.5%
Hispanic Origin	23.6%
Diversity Index	67.4

2020 Population by Race/Ethnicity

Total	2,036
White Alone	67.7%
Black Alone	3.3%
American Indian Alone	12.3%
Asian Alone	1.2%
Pacific Islander Alone	0.5%
Some Other Race Alone	8.3%
Two or More Races	6.6%
Hispanic Origin	27.4%
Diversity Index	71.4

2025 Population by Race/Ethnicity

Total	2,115
White Alone	66.5%
Black Alone	3.4%
American Indian Alone	12.2%
Asian Alone	1.4%
Pacific Islander Alone	0.5%
Some Other Race Alone	8.9%
Two or More Races	7.1%
Hispanic Origin	29.6%
Diversity Index	73.3

2010 Population by Relationship and Household Type

Total	1,842
In Households	94.0%
In Family Households	78.1%
Householder	24.2%
Spouse	17.9%
Child	27.5%
Other relative	4.5%
Nonrelative	4.0%
In Nonfamily Households	15.9%
In Group Quarters	6.0%
Institutionalized Population	5.2%
Noninstitutionalized Population	0.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	1,526
Less than 9th Grade	6.1%
9th - 12th Grade, No Diploma	4.5%
High School Graduate	25.9%
GED/Alternative Credential	3.7%
Some College, No Degree	21.2%
Associate Degree	14.9%
Bachelor's Degree	9.0%
Graduate/Professional Degree	14.7%

2020 Population 15+ by Marital Status

Total	1,722
Never Married	27.5%
Married	53.1%
Widowed	8.0%
Divorced	11.4%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	355
Population 16+ Employed	88.2%
Population 16+ Unemployment rate	11.8%
Population 16-24 Employed	7.0%
Population 16-24 Unemployment rate	26.7%
Population 25-54 Employed	71.9%
Population 25-54 Unemployment rate	11.4%
Population 55-64 Employed	16.3%
Population 55-64 Unemployment rate	7.3%
Population 65+ Employed	4.8%
Population 65+ Unemployment rate	11.8%

2020 Employed Population 16+ by Industry

Total	313
Agriculture/Mining	0.3%
Construction	12.1%
Manufacturing	2.2%
Wholesale Trade	0.6%
Retail Trade	1.6%
Transportation/Utilities	3.8%
Information	1.0%
Finance/Insurance/Real Estate	1.3%
Services	58.5%
Public Administration	18.5%

2020 Employed Population 16+ by Occupation

Total	313
White Collar	62.3%
Management/Business/Financial	5.8%
Professional	43.1%
Sales	2.2%
Administrative Support	11.2%
Services	15.3%
Blue Collar	22.4%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	11.8%
Installation/Maintenance/Repair	7.0%
Production	0.6%
Transportation/Material Moving	2.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	683
Households with 1 Person	27.4%
Households with 2+ People	72.6%
Family Households	65.3%
Husband-wife Families	48.5%
With Related Children	16.0%
Other Family (No Spouse Present)	16.8%
Other Family with Male Householder	6.3%
With Related Children	3.5%
Other Family with Female Householder	10.5%
With Related Children	6.9%
Nonfamily Households	7.3%
All Households with Children	26.8%
Multigenerational Households	4.8%
Unmarried Partner Households	8.5%
Male-female	7.9%
Same-sex	0.6%
2010 Households by Size	
Total	683
1 Person Household	27.4%
2 Person Household	38.2%
3 Person Household	12.0%
4 Person Household	9.8%
5 Person Household	6.6%
6 Person Household	3.4%
7 + Person Household	2.6%
2010 Households by Tenure and Mortgage Status	
Total	684
Owner Occupied	69.6%
Owned with a Mortgage/Loan	43.9%
Owned Free and Clear	25.7%
Renter Occupied	30.4%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	82
Percent of Income for Mortgage	29.4%
Wealth Index	72
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	959
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%
2010 Population By Urban/ Rural Status	
Total Population	1,842
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. The Great Outdoors (6C)
- 2.
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$1,222,219
Average Spent	\$1,610.30
Spending Potential Index	75
Education: Total \$	\$1,006,565
Average Spent	\$1,326.17
Spending Potential Index	74
Entertainment/Recreation: Total \$	\$1,981,347
Average Spent	\$2,610.47
Spending Potential Index	80
Food at Home: Total \$	\$3,258,673
Average Spent	\$4,293.38
Spending Potential Index	80
Food Away from Home: Total \$	\$2,224,500
Average Spent	\$2,930.83
Spending Potential Index	78
Health Care: Total \$	\$3,549,719
Average Spent	\$4,676.84
Spending Potential Index	81
HH Furnishings & Equipment: Total \$	\$1,271,577
Average Spent	\$1,675.33
Spending Potential Index	77
Personal Care Products & Services: Total \$	\$515,270
Average Spent	\$678.88
Spending Potential Index	74
Shelter: Total \$	\$11,741,691
Average Spent	\$15,469.95
Spending Potential Index	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,671,372
Average Spent	\$2,202.07
Spending Potential Index	94
Travel: Total \$	\$1,539,571
Average Spent	\$2,028.42
Spending Potential Index	84
Vehicle Maintenance & Repairs: Total \$	\$720,726
Average Spent	\$949.57
Spending Potential Index	82

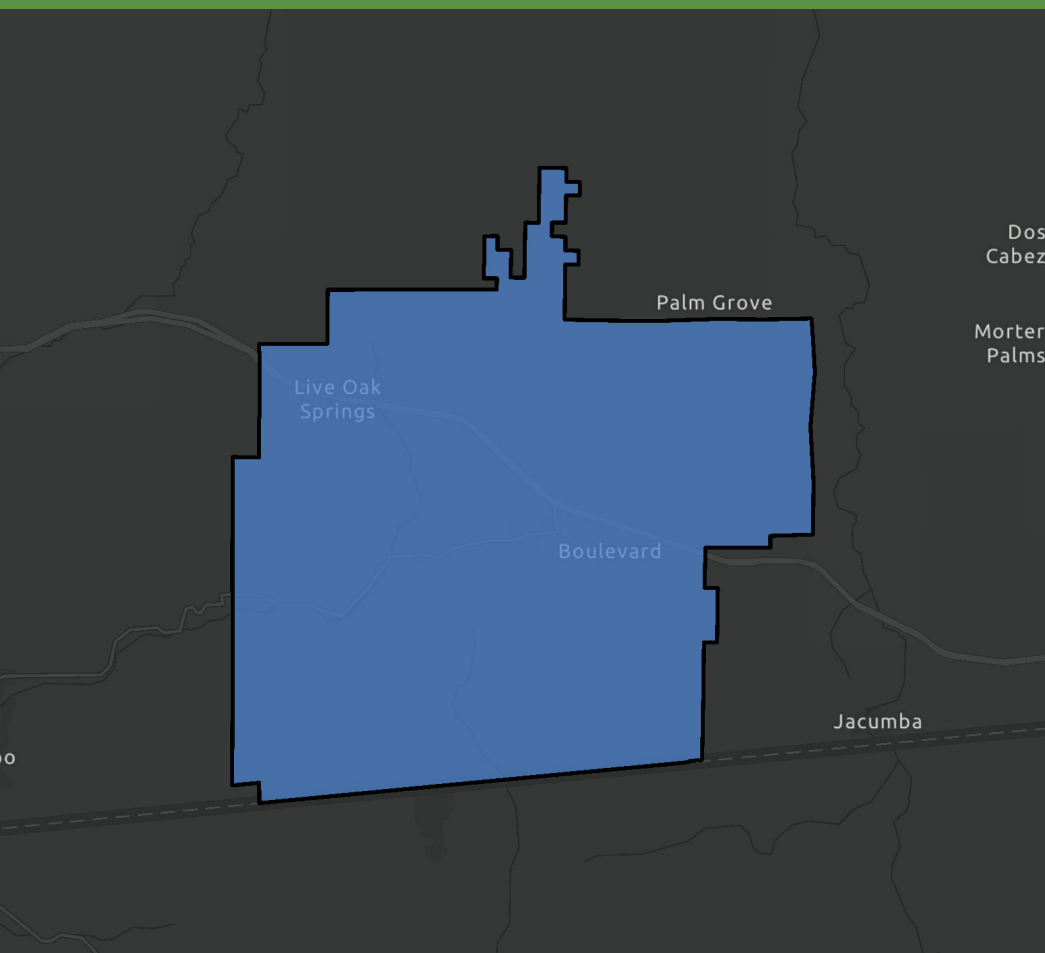
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

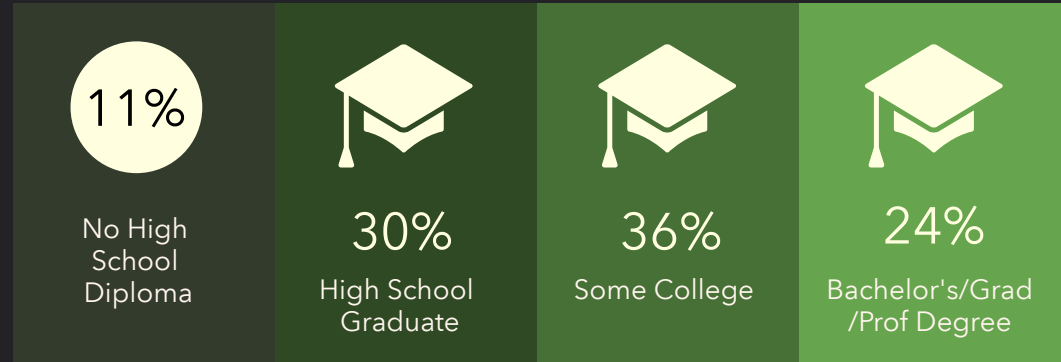
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

DEMOGRAPHIC PROFILE

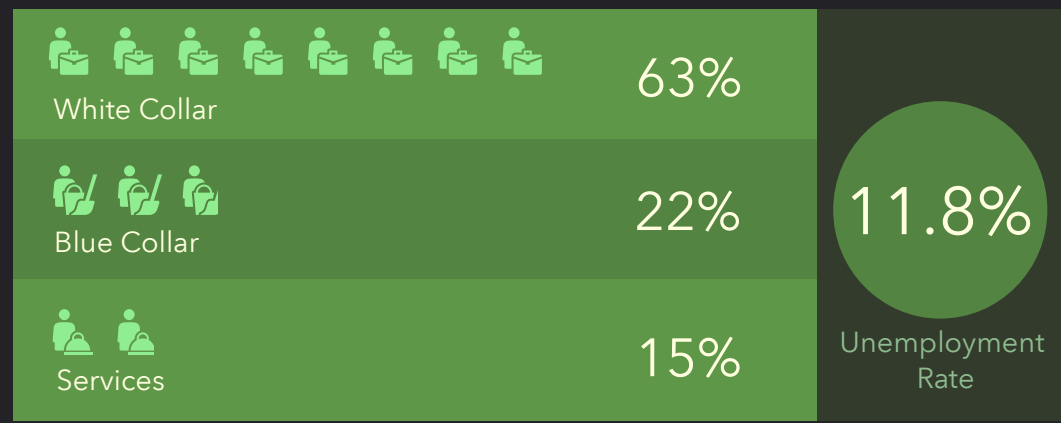
Boulevard
Boulevard



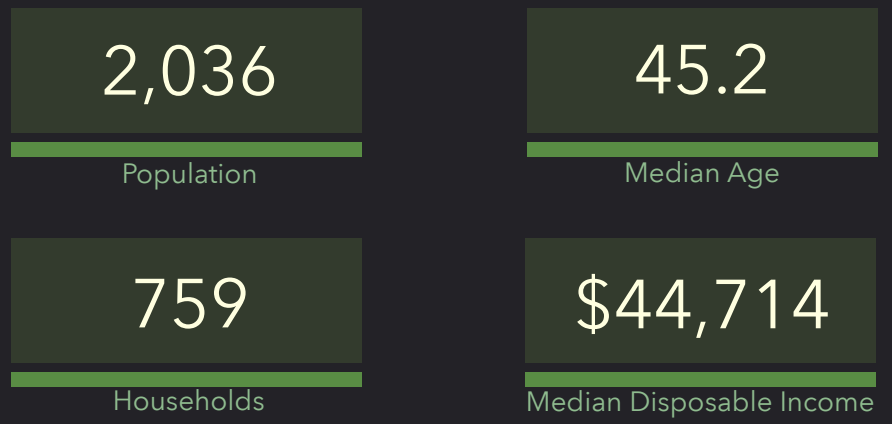
EDUCATION



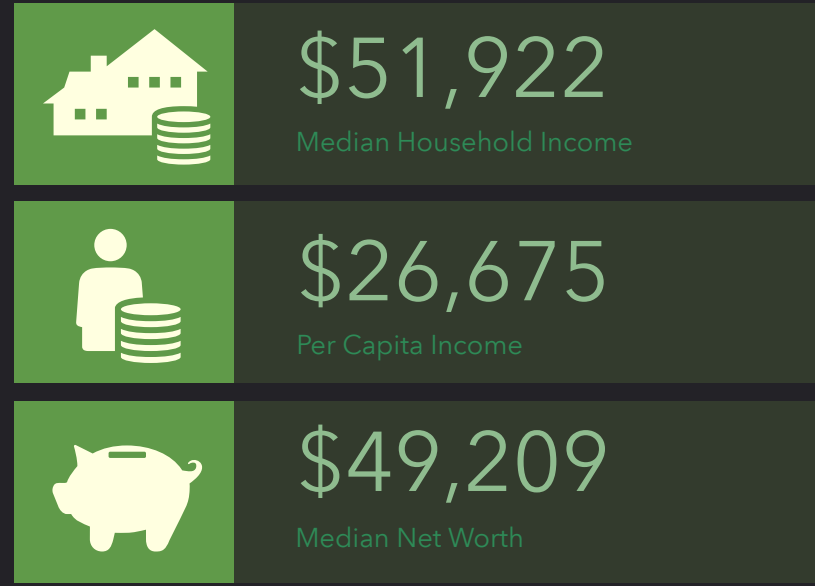
EMPLOYMENT



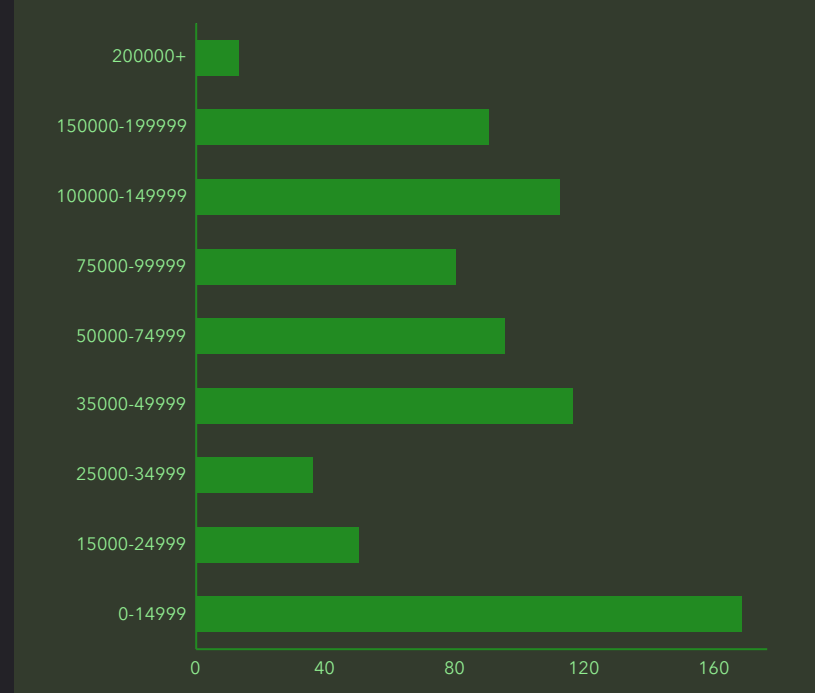
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Boulevard

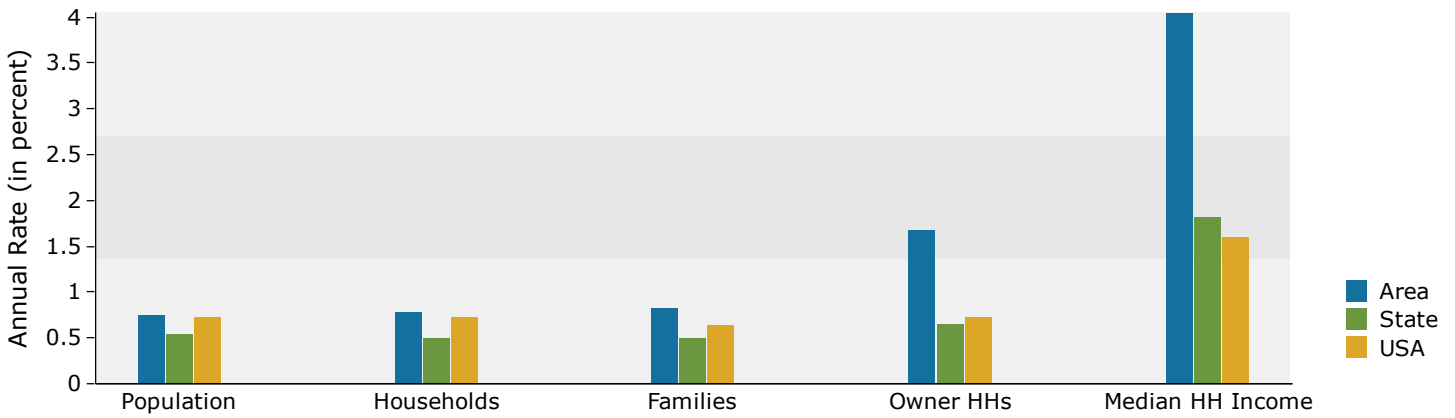
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	1,842		2,036		2,115	
Households	684		759		789	
Families	446		495		516	
Average Household Size	2.53		2.53		2.53	
Owner Occupied Housing Units	476		530		576	
Renter Occupied Housing Units	208		230		213	
Median Age	43.6		45.2		45.8	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.76%		0.55%		0.72%	
Households	0.78%		0.50%		0.72%	
Families	0.83%		0.50%		0.64%	
Owner HHs	1.68%		0.65%		0.72%	
Median Household Income	4.05%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			168	22.1%	147	18.6%
\$15,000 - \$24,999			50	6.6%	44	5.6%
\$25,000 - \$34,999			36	4.7%	33	4.2%
\$35,000 - \$49,999			116	15.3%	111	14.1%
\$50,000 - \$74,999			95	12.5%	98	12.4%
\$75,000 - \$99,999			80	10.5%	90	11.4%
\$100,000 - \$149,999			112	14.8%	138	17.5%
\$150,000 - \$199,999			90	11.9%	115	14.6%
\$200,000+			13	1.7%	14	1.8%
Median Household Income			\$51,922		\$63,333	
Average Household Income			\$71,555		\$82,042	
Per Capita Income			\$26,675		\$30,603	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	95	5.2%	97	4.8%	98	4.6%
5 - 9	106	5.8%	104	5.1%	108	5.1%
10 - 14	113	6.1%	113	5.5%	118	5.6%
15 - 19	112	6.1%	109	5.3%	113	5.3%
20 - 24	87	4.7%	89	4.4%	79	3.7%
25 - 34	202	11.0%	254	12.5%	231	10.9%
35 - 44	235	12.8%	249	12.2%	291	13.8%
45 - 54	315	17.1%	243	11.9%	250	11.8%
55 - 64	288	15.7%	345	16.9%	288	13.6%
65 - 74	193	10.5%	274	13.4%	327	15.5%
75 - 84	74	4.0%	131	6.4%	166	7.8%
85+	20	1.1%	30	1.5%	46	2.2%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,293	70.2%	1,378	67.7%	1,406	66.5%
Black Alone	56	3.0%	67	3.3%	71	3.4%
American Indian Alone	231	12.5%	251	12.3%	257	12.2%
Asian Alone	19	1.0%	25	1.2%	30	1.4%
Pacific Islander Alone	8	0.4%	10	0.5%	11	0.5%
Some Other Race Alone	132	7.2%	170	8.3%	189	8.9%
Two or More Races	102	5.5%	135	6.6%	151	7.1%
Hispanic Origin (Any Race)	434	23.6%	557	27.4%	626	29.6%

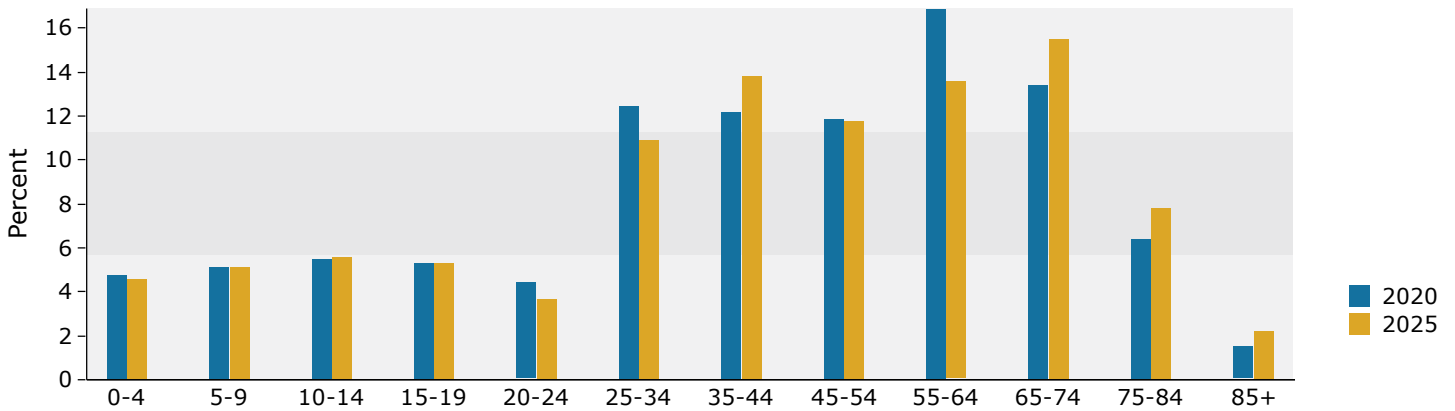
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

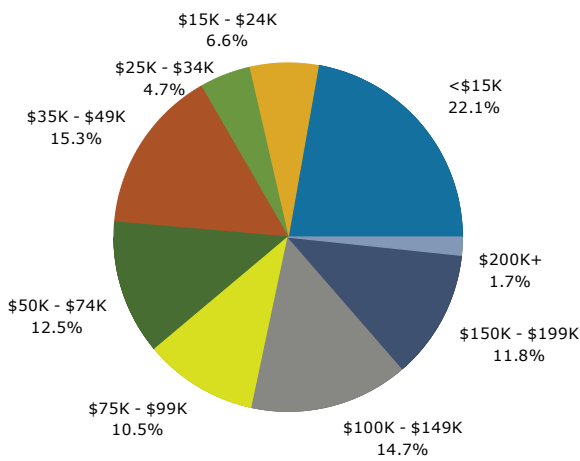
Trends 2020-2025



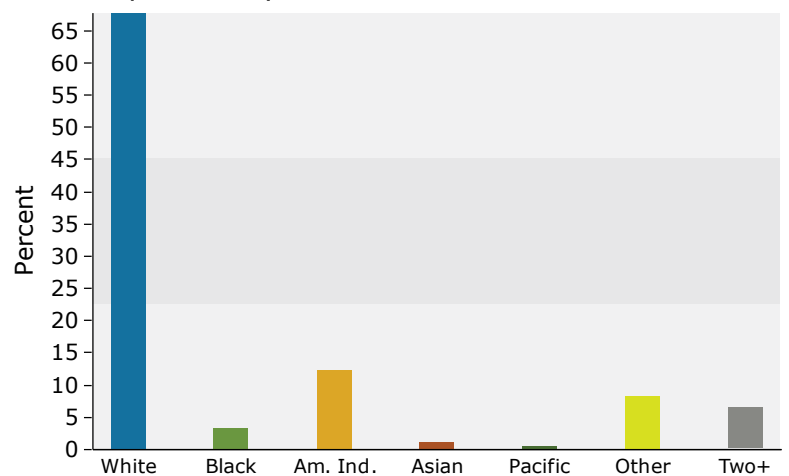
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 27.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	1,606
2010 Population	1,842
2020 Population	2,036
2025 Population	2,115
2000-2010 Annual Rate	1.38%
2010-2020 Annual Rate	0.98%
2020-2025 Annual Rate	0.76%
2020 Male Population	54.8%
2020 Female Population	45.2%
2020 Median Age	45.2

In the identified area, the current year population is 2,036. In 2010, the Census count in the area was 1,842. The rate of change since 2010 was 0.98% annually. The five-year projection for the population in the area is 2,115 representing a change of 0.76% annually from 2020 to 2025. Currently, the population is 54.8% male and 45.2% female.

Median Age

The median age in this area is 45.2, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	67.7%
2020 Black Alone	3.3%
2020 American Indian/Alaska Native Alone	12.3%
2020 Asian Alone	1.2%
2020 Pacific Islander Alone	0.5%
2020 Other Race	8.3%
2020 Two or More Races	6.6%
2020 Hispanic Origin (Any Race)	27.4%

Persons of Hispanic origin represent 27.4% of the population in the identified area compared to 18.8% 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 71.4 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	72
2000 Households	557
2010 Households	684
2020 Total Households	759
2025 Total Households	789
2000-2010 Annual Rate	2.08%
2010-2020 Annual Rate	1.02%
2020-2025 Annual Rate	0.78%
2020 Average Household Size	2.53

The household count in this area has changed from 684 in 2010 to 759 in the current year, a change of 1.02% annually. The five-year projection of households is 789, a change of 0.78% annually from the current year total. Average household size is currently 2.53, compared to 2.53 in the year 2010. The number of families in the current year is 495 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	29.4%
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Median Household Income

2020 Median Household Income	\$51,922
2025 Median Household Income	\$63,333
2020-2025 Annual Rate	4.05%

Average Household Income

2020 Average Household Income	\$71,555
2025 Average Household Income	\$82,042
2020-2025 Annual Rate	2.77%

Per Capita Income

2020 Per Capita Income	\$26,675
2025 Per Capita Income	\$30,603
2020-2025 Annual Rate	2.79%

Households by Income

Current median household income is \$51,922 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$63,333 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$71,555 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$82,042 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$26,675 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$30,603 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	82
2000 Total Housing Units	768
2000 Owner Occupied Housing Units	391
2000 Renter Occupied Housing Units	166
2000 Vacant Housing Units	211
2010 Total Housing Units	959
2010 Owner Occupied Housing Units	476
2010 Renter Occupied Housing Units	208
2010 Vacant Housing Units	275
2020 Total Housing Units	1,040
2020 Owner Occupied Housing Units	530
2020 Renter Occupied Housing Units	230
2020 Vacant Housing Units	281
2025 Total Housing Units	1,078
2025 Owner Occupied Housing Units	576
2025 Renter Occupied Housing Units	213
2025 Vacant Housing Units	289

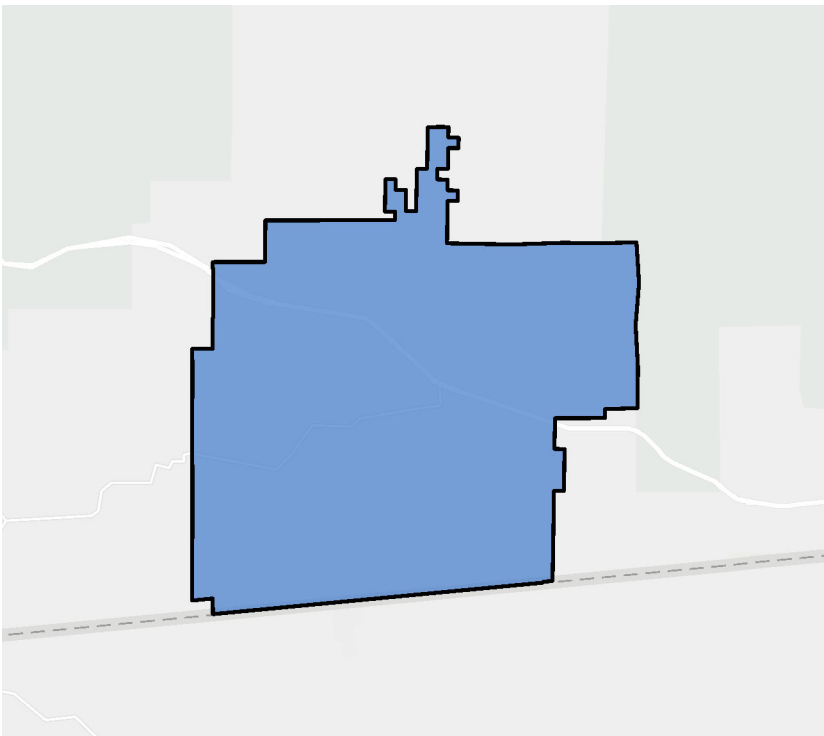
Currently, 51.0% of the 1,040 housing units in the area are owner occupied; 22.1%, renter occupied; and 27.0% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 959 housing units in the area - 49.6% owner occupied, 21.7% renter occupied, and 28.7% vacant. The annual rate of change in housing units since 2010 is 3.67%. Median home value in the area is \$364,815, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 10.15% annually to \$591,667.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

POPULATION TRENDS AND KEY INDICATORS

Boulevard



2,036	759	2.53	45.2	\$51,922	\$364,815	72	82	71
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



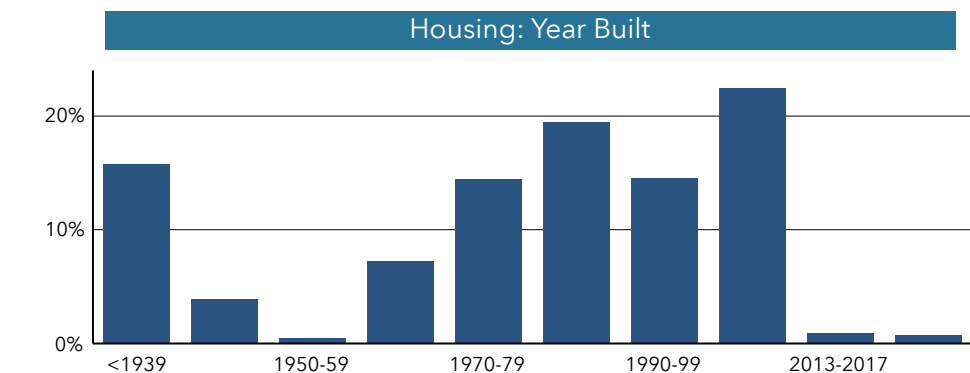
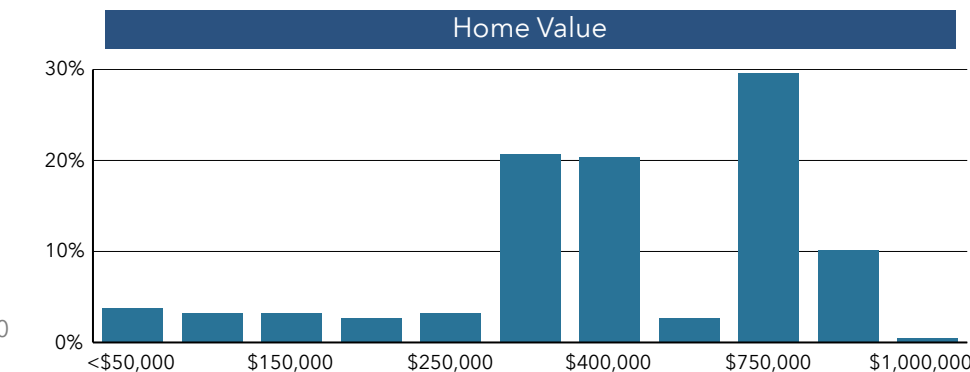
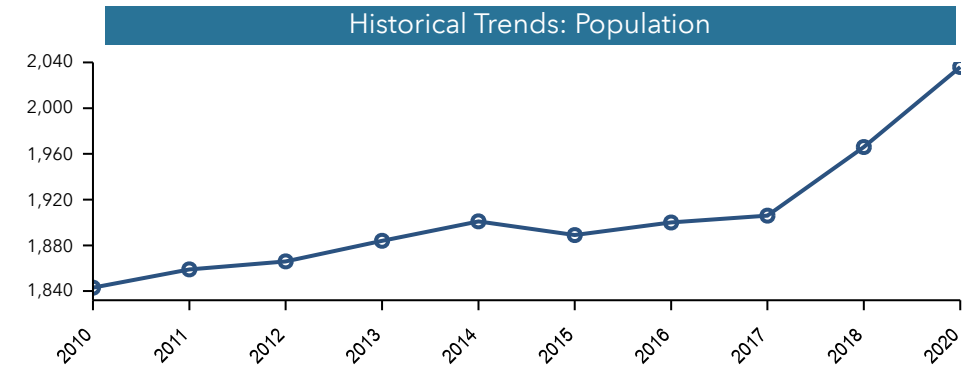
\$9,217

Avg Spent on Mortgage & Basics

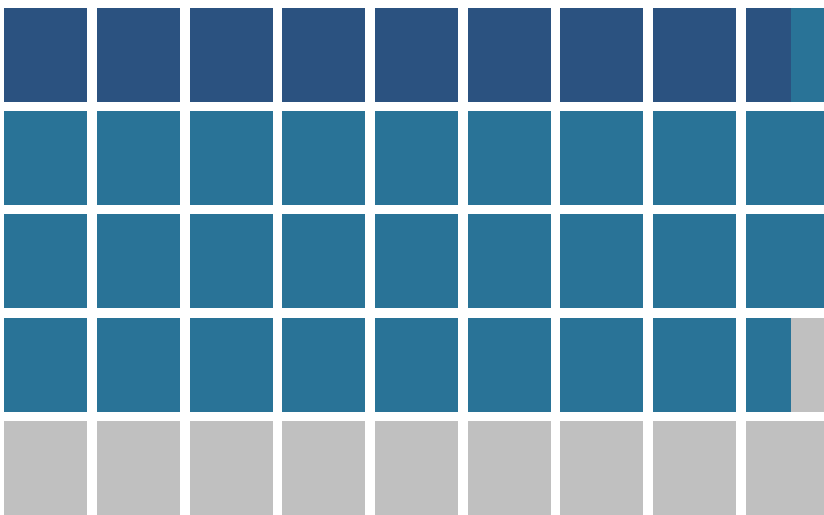


29.4%

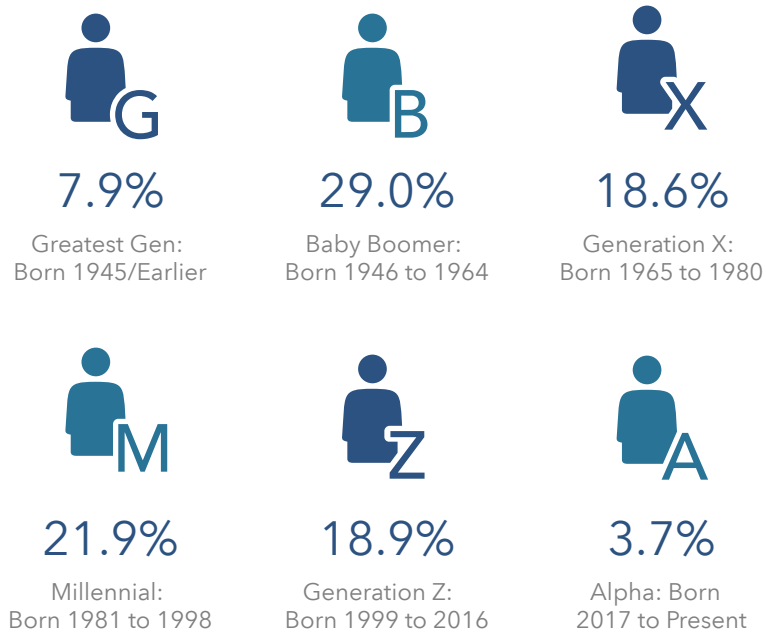
Percent of Income for Mortgage



POPULATION BY AGE



POPULATION BY GENERATION





Community Profile

Central Mountain

Prepared by Esri

Population Summary

2000 Total Population	87
2010 Total Population	96
2020 Total Population	100
2020 Group Quarters	2
2025 Total Population	102
2020-2025 Annual Rate	0.40%
2020 Total Daytime Population	78
Workers	25
Residents	53

Household Summary

2000 Households	31
2000 Average Household Size	2.77
2010 Households	36
2010 Average Household Size	2.64
2020 Households	38
2020 Average Household Size	2.61
2025 Households	39
2025 Average Household Size	2.56
2020-2025 Annual Rate	0.52%
2010 Families	27
2010 Average Family Size	3.07
2020 Families	29
2020 Average Family Size	3.00
2025 Families	30
2025 Average Family Size	2.93
2020-2025 Annual Rate	0.68%

Housing Unit Summary

2000 Housing Units	38
Owner Occupied Housing Units	71.1%
Renter Occupied Housing Units	10.5%
Vacant Housing Units	18.4%
2010 Housing Units	45
Owner Occupied Housing Units	66.7%
Renter Occupied Housing Units	13.3%
Vacant Housing Units	20.0%
2020 Housing Units	47
Owner Occupied Housing Units	66.0%
Renter Occupied Housing Units	14.9%
Vacant Housing Units	19.1%
2025 Housing Units	49
Owner Occupied Housing Units	65.3%
Renter Occupied Housing Units	14.3%
Vacant Housing Units	20.4%

Median Household Income

2020	\$101,699
2025	\$107,622

Median Home Value

2020	\$490,000
2025	\$578,125

Per Capita Income

2020	\$47,127
2025	\$53,240

Median Age

2010	41.1
2020	41.7
2025	43.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	38
<\$15,000	2.6%
\$15,000 - \$24,999	2.6%
\$25,000 - \$34,999	5.3%
\$35,000 - \$49,999	5.3%
\$50,000 - \$74,999	15.8%
\$75,000 - \$99,999	15.8%
\$100,000 - \$149,999	23.7%
\$150,000 - \$199,999	10.5%
\$200,000+	15.8%
Average Household Income	\$130,330

2025 Households by Income

Household Income Base	39
<\$15,000	2.6%
\$15,000 - \$24,999	2.6%
\$25,000 - \$34,999	5.1%
\$35,000 - \$49,999	5.1%
\$50,000 - \$74,999	15.4%
\$75,000 - \$99,999	15.4%
\$100,000 - \$149,999	23.1%
\$150,000 - \$199,999	12.8%
\$200,000+	20.5%
Average Household Income	\$145,965

2020 Owner Occupied Housing Units by Value

Total	31
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	3.2%
\$300,000 - \$399,999	16.1%
\$400,000 - \$499,999	32.3%
\$500,000 - \$749,999	38.7%
\$750,000 - \$999,999	6.5%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$525,833

2025 Owner Occupied Housing Units by Value

Total	32
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	0.0%
\$300,000 - \$399,999	9.4%
\$400,000 - \$499,999	25.0%
\$500,000 - \$749,999	50.0%
\$750,000 - \$999,999	12.5%
\$1,000,000 - \$1,499,999	3.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$606,250

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age	
Total	98
0 - 4	5.1%
5 - 9	7.1%
10 - 14	7.1%
15 - 24	13.3%
25 - 34	10.2%
35 - 44	12.2%
45 - 54	19.4%
55 - 64	13.3%
65 - 74	6.1%
75 - 84	4.1%
85 +	1.0%
18 +	73.5%
2020 Population by Age	
Total	100
0 - 4	5.0%
5 - 9	6.0%
10 - 14	7.0%
15 - 24	10.0%
25 - 34	13.0%
35 - 44	13.0%
45 - 54	13.0%
55 - 64	17.0%
65 - 74	11.0%
75 - 84	4.0%
85 +	1.0%
18 +	78.0%
2025 Population by Age	
Total	102
0 - 4	4.9%
5 - 9	5.9%
10 - 14	5.9%
15 - 24	9.8%
25 - 34	9.8%
35 - 44	15.7%
45 - 54	12.7%
55 - 64	14.7%
65 - 74	12.7%
75 - 84	5.9%
85 +	2.0%
18 +	79.4%
2010 Population by Sex	
Males	49
Females	47
2020 Population by Sex	
Males	50
Females	50
2025 Population by Sex	
Males	51
Females	51

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	95
White Alone	87.4%
Black Alone	1.1%
American Indian Alone	4.2%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.2%
Two or More Races	3.2%
Hispanic Origin	11.5%
Diversity Index	40.3

2020 Population by Race/Ethnicity

Total	101
White Alone	83.2%
Black Alone	1.0%
American Indian Alone	5.0%
Asian Alone	2.0%
Pacific Islander Alone	1.0%
Some Other Race Alone	4.0%
Two or More Races	4.0%
Hispanic Origin	14.0%
Diversity Index	46.2

2025 Population by Race/Ethnicity

Total	103
White Alone	82.5%
Black Alone	1.0%
American Indian Alone	4.9%
Asian Alone	1.9%
Pacific Islander Alone	1.0%
Some Other Race Alone	4.9%
Two or More Races	3.9%
Hispanic Origin	15.7%
Diversity Index	48.7

2010 Population by Relationship and Household Type

Total	96
In Households	99.0%
In Family Households	88.5%
Householder	26.0%
Spouse	22.9%
Child	33.3%
Other relative	3.1%
Nonrelative	2.1%
In Nonfamily Households	9.4%
In Group Quarters	1.0%
Institutionalized Population	1.0%
Noninstitutionalized Population	1.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	72
Less than 9th Grade	1.4%
9th - 12th Grade, No Diploma	2.8%
High School Graduate	25.0%
GED/Alternative Credential	2.8%
Some College, No Degree	25.0%
Associate Degree	12.5%
Bachelor's Degree	20.8%
Graduate/Professional Degree	9.7%

2020 Population 15+ by Marital Status

Total	83
Never Married	30.1%
Married	54.2%
Widowed	6.0%
Divorced	9.6%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	55
Population 16+ Employed	85.5%
Population 16+ Unemployment rate	14.5%
Population 16-24 Employed	8.5%
Population 16-24 Unemployment rate	33.3%
Population 25-54 Employed	61.7%
Population 25-54 Unemployment rate	12.1%
Population 55-64 Employed	21.3%
Population 55-64 Unemployment rate	16.7%
Population 65+ Employed	8.5%
Population 65+ Unemployment rate	20.0%

2020 Employed Population 16+ by Industry

Total	47
Agriculture/Mining	2.1%
Construction	12.8%
Manufacturing	8.5%
Wholesale Trade	2.1%
Retail Trade	4.3%
Transportation/Utilities	4.3%
Information	0.0%
Finance/Insurance/Real Estate	8.5%
Services	46.8%
Public Administration	8.5%

2020 Employed Population 16+ by Occupation

Total	48
White Collar	72.3%
Management/Business/Financial	25.5%
Professional	25.5%
Sales	6.4%
Administrative Support	14.9%
Services	17.0%
Blue Collar	12.8%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	6.4%
Installation/Maintenance/Repair	2.1%
Production	2.1%
Transportation/Material Moving	2.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	36
Households with 1 Person	19.4%
Households with 2+ People	80.6%
Family Households	75.0%
Husband-wife Families	63.9%
With Related Children	27.8%
Other Family (No Spouse Present)	13.9%
Other Family with Male Householder	5.6%
With Related Children	2.8%
Other Family with Female Householder	8.3%
With Related Children	5.6%
Nonfamily Households	5.6%
All Households with Children	36.1%
Multigenerational Households	5.6%
Unmarried Partner Households	5.6%
Male-female	5.6%
Same-sex	0.0%
2010 Households by Size	
Total	36
1 Person Household	19.4%
2 Person Household	33.3%
3 Person Household	16.7%
4 Person Household	16.7%
5 Person Household	8.3%
6 Person Household	2.8%
7 + Person Household	2.8%
2010 Households by Tenure and Mortgage Status	
Total	36
Owner Occupied	83.3%
Owned with a Mortgage/Loan	66.7%
Owned Free and Clear	16.7%
Renter Occupied	16.7%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	0
Percent of Income for Mortgage	0.0%
Wealth Index	188
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	45
Housing Units Inside Urbanized Area	2.2%
Housing Units Inside Urbanized Cluster	48.9%
Rural Housing Units	48.9%
2010 Population By Urban/ Rural Status	
Total Population	96
Population Inside Urbanized Area	2.1%
Population Inside Urbanized Cluster	68.8%
Rural Population	28.1%

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Savvy Suburbanites (1D)
2. The Great Outdoors (6C)
3. Rural Resort Dwellers (6E)

2020 Consumer Spending

Apparel & Services: Total \$	\$116,790
Average Spent	\$3,073.42
Spending Potential Index	143
Education: Total \$	\$108,486
Average Spent	\$2,854.89
Spending Potential Index	160
Entertainment/Recreation: Total \$	\$191,253
Average Spent	\$5,032.97
Spending Potential Index	155
Food at Home: Total \$	\$299,835
Average Spent	\$7,890.39
Spending Potential Index	148
Food Away from Home: Total \$	\$205,305
Average Spent	\$5,402.76
Spending Potential Index	143
Health Care: Total \$	\$340,940
Average Spent	\$8,972.11
Spending Potential Index	156
HH Furnishings & Equipment: Total \$	\$125,663
Average Spent	\$3,306.92
Spending Potential Index	151
Personal Care Products & Services: Total \$	\$50,411
Average Spent	\$1,326.61
Spending Potential Index	144
Shelter: Total \$	\$1,088,569
Average Spent	\$28,646.55
Spending Potential Index	148
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$148,063
Average Spent	\$3,896.39
Spending Potential Index	166
Travel: Total \$	\$148,255
Average Spent	\$3,901.45
Spending Potential Index	162
Vehicle Maintenance & Repairs: Total \$	\$67,048
Average Spent	\$1,764.42
Spending Potential Index	152

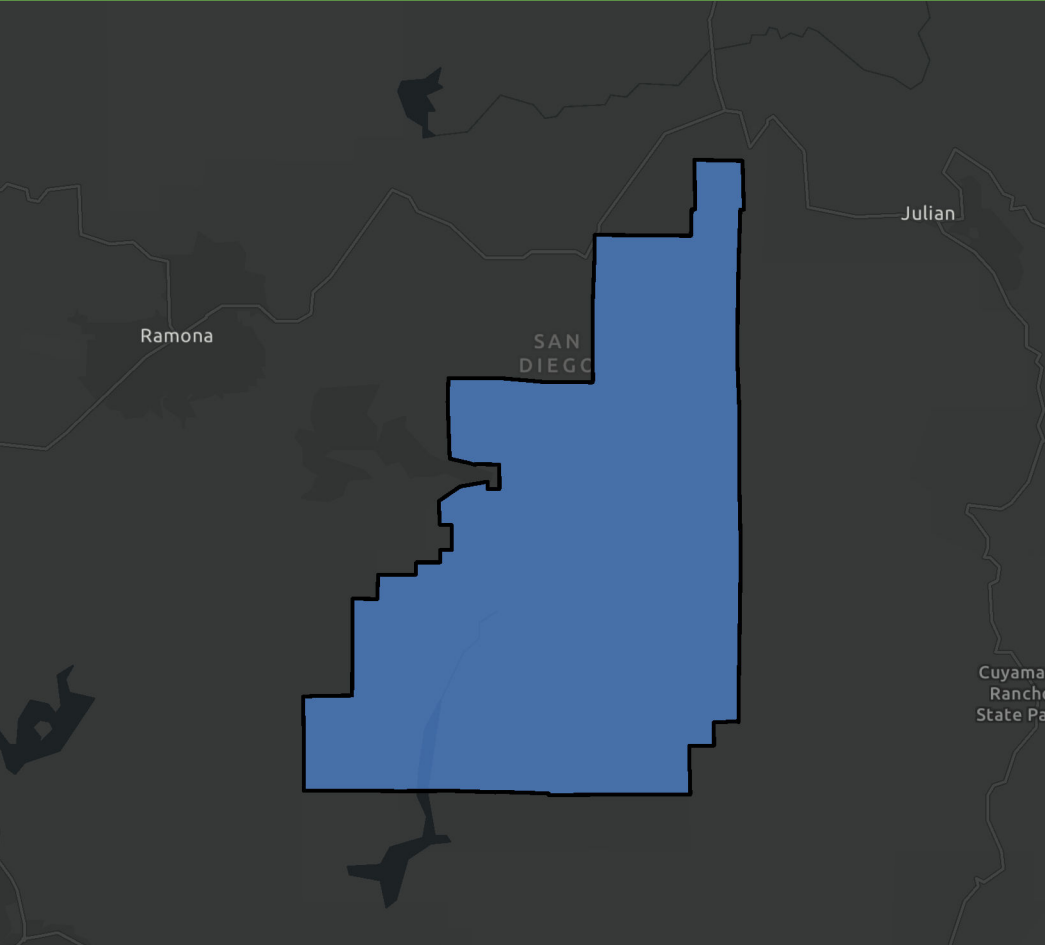
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

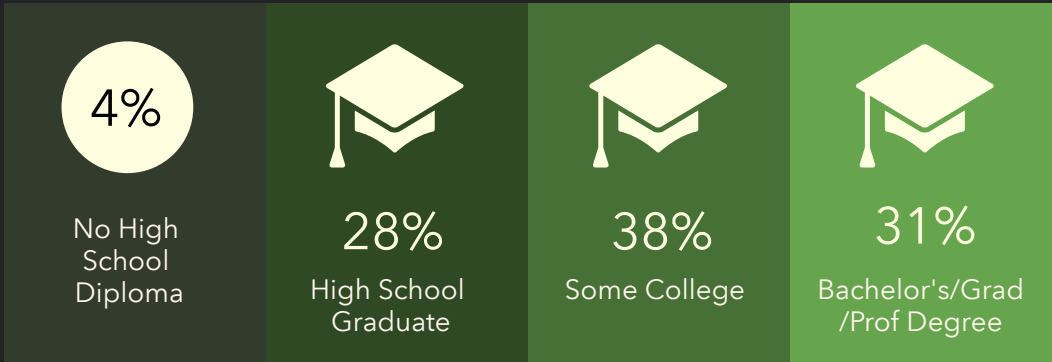
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

DEMOGRAPHIC PROFILE

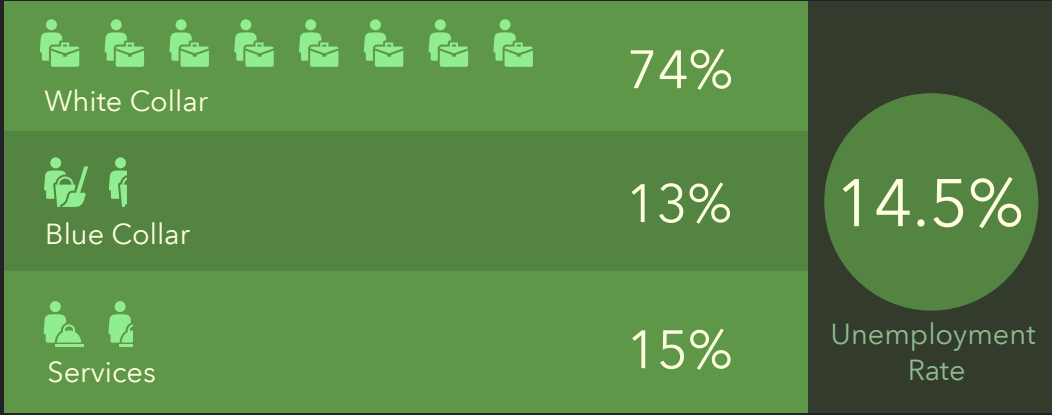
Central Mountain
Central Mountain



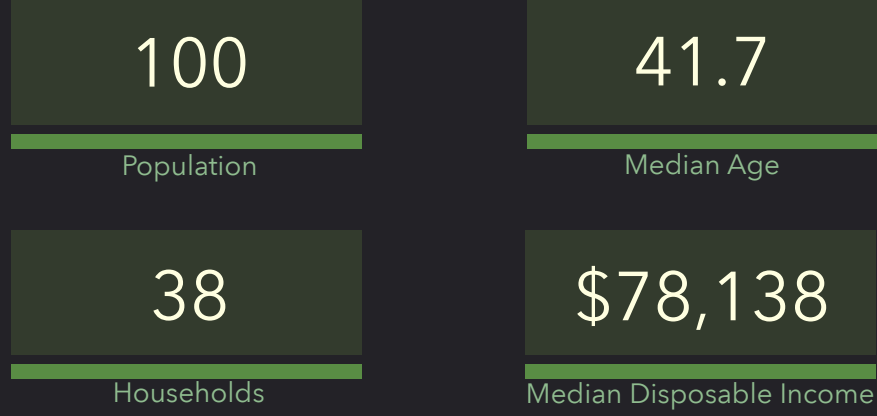
EDUCATION



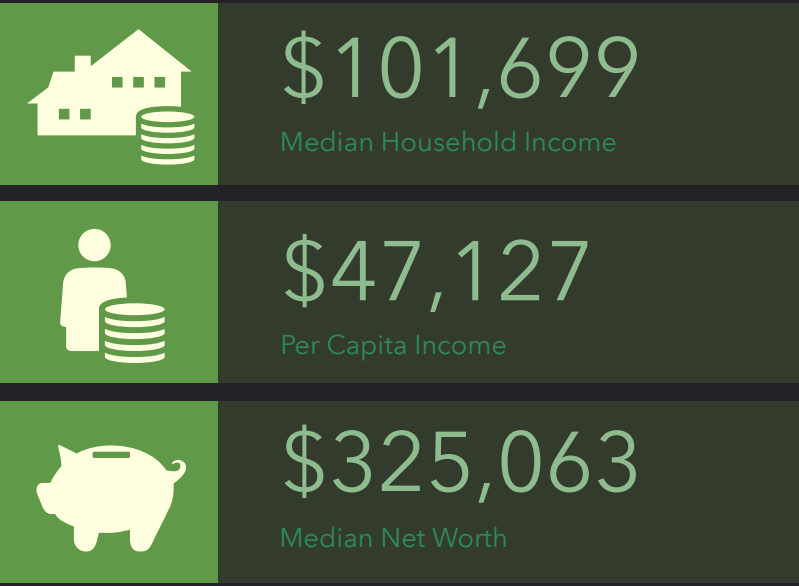
EMPLOYMENT



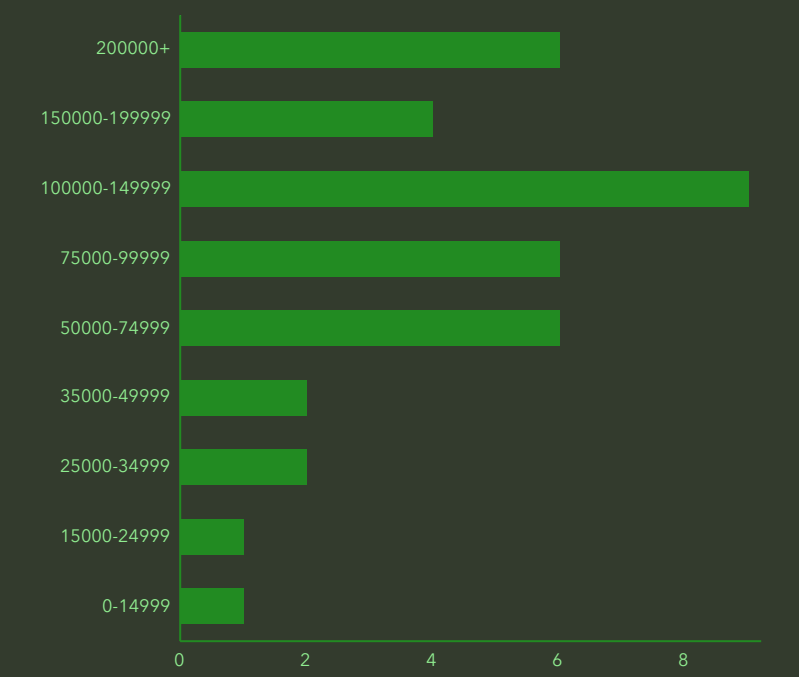
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Central Mountain

Prepared by Esri

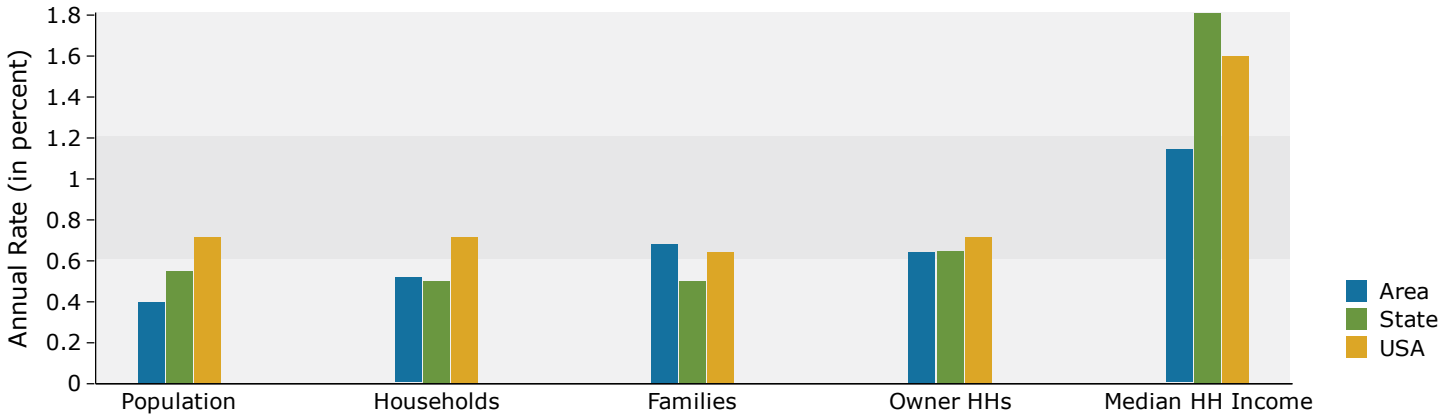
Summary	Census 2010		2020		2025	
Population	96		100		102	
Households	36		38		39	
Families	27		29		30	
Average Household Size	2.64		2.61		2.56	
Owner Occupied Housing Units	30		31		32	
Renter Occupied Housing Units	6		7		7	
Median Age	41.1		41.7		43.8	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.40%		0.55%		0.72%	
Households	0.52%		0.50%		0.72%	
Families	0.68%		0.50%		0.64%	
Owner HHs	0.64%		0.65%		0.72%	
Median Household Income	1.14%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			1	2.6%	1	2.6%
\$15,000 - \$24,999			1	2.6%	1	2.6%
\$25,000 - \$34,999			2	5.3%	2	5.1%
\$35,000 - \$49,999			2	5.3%	2	5.1%
\$50,000 - \$74,999			6	15.8%	6	15.4%
\$75,000 - \$99,999			6	15.8%	6	15.4%
\$100,000 - \$149,999			9	23.7%	9	23.1%
\$150,000 - \$199,999			4	10.5%	5	12.8%
\$200,000+			6	15.8%	8	20.5%
Median Household Income			\$101,699		\$107,622	
Average Household Income			\$130,330		\$145,965	
Per Capita Income			\$47,127		\$53,240	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5	5.2%	5	5.0%	5	4.9%
5 - 9	7	7.2%	6	6.0%	6	5.9%
10 - 14	7	7.2%	7	7.0%	6	5.9%
15 - 19	8	8.2%	6	6.0%	6	5.9%
20 - 24	5	5.2%	4	4.0%	4	3.9%
25 - 34	10	10.3%	13	13.0%	10	9.8%
35 - 44	12	12.4%	13	13.0%	16	15.7%
45 - 54	19	19.6%	13	13.0%	13	12.7%
55 - 64	13	13.4%	17	17.0%	15	14.7%
65 - 74	6	6.2%	11	11.0%	13	12.7%
75 - 84	4	4.1%	4	4.0%	6	5.9%
85+	1	1.0%	1	1.0%	2	2.0%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	83	87.4%	84	83.2%	85	82.5%
Black Alone	1	1.1%	1	1.0%	1	1.0%
American Indian Alone	4	4.2%	5	5.0%	5	4.9%
Asian Alone	1	1.1%	2	2.0%	2	1.9%
Pacific Islander Alone	0	0.0%	1	1.0%	1	1.0%
Some Other Race Alone	3	3.2%	4	4.0%	5	4.9%
Two or More Races	3	3.2%	4	4.0%	4	3.9%
Hispanic Origin (Any Race)	11	11.5%	14	14.0%	16	15.7%

Data Note: Income is expressed in current dollars.

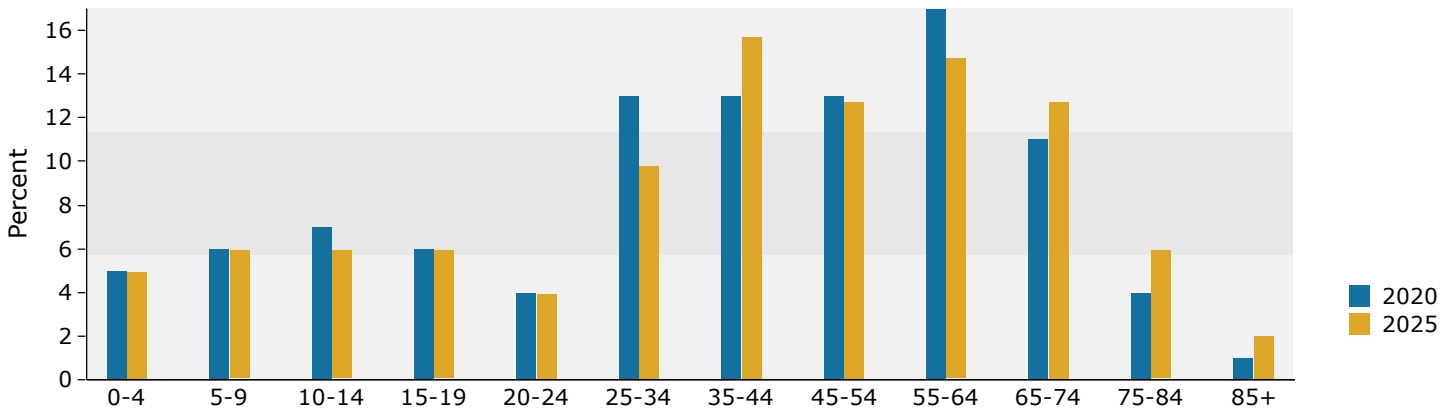
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

December 02, 2020

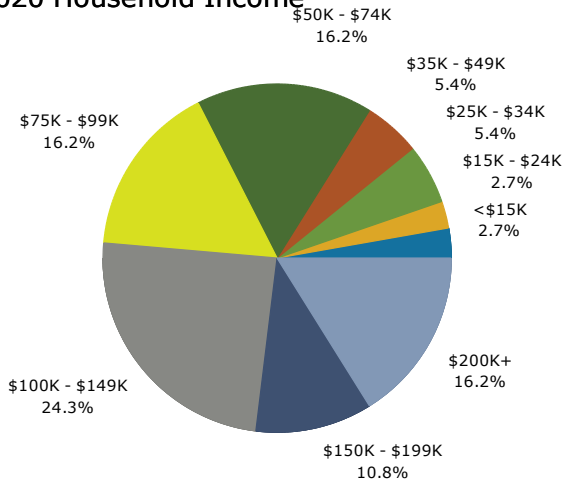
Trends 2020-2025



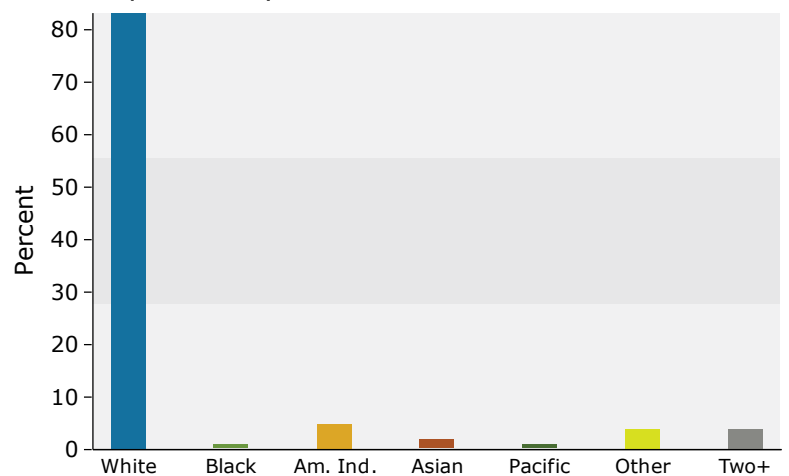
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 14.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	87
2010 Population	96
2020 Population	100
2025 Population	102
2000-2010 Annual Rate	0.99%
2010-2020 Annual Rate	0.40%
2020-2025 Annual Rate	0.40%
2020 Male Population	50.0%
2020 Female Population	50.0%
2020 Median Age	41.7

In the identified area, the current year population is 100. In 2010, the Census count in the area was 96. The rate of change since 2010 was 0.40% annually. The five-year projection for the population in the area is 102 representing a change of 0.40% annually from 2020 to 2025. Currently, the population is 50.0% male and 50.0% female.

Median Age

The median age in this area is 41.7, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	83.2%
2020 Black Alone	1.0%
2020 American Indian/Alaska Native Alone	5.0%
2020 Asian Alone	2.0%
2020 Pacific Islander Alone	1.0%
2020 Other Race	4.0%
2020 Two or More Races	4.0%
2020 Hispanic Origin (Any Race)	14.0%

Persons of Hispanic origin represent 14.0% of the population in the identified area compared to 18.8% 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 46.2 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	188
2000 Households	31
2010 Households	36
2020 Total Households	38
2025 Total Households	39
2000-2010 Annual Rate	1.51%
2010-2020 Annual Rate	0.53%
2020-2025 Annual Rate	0.52%
2020 Average Household Size	2.61

The household count in this area has changed from 36 in 2010 to 38 in the current year, a change of 0.53% annually. The five-year projection of households is 39, a change of 0.52% annually from the current year total. Average household size is currently 2.61, compared to 2.64 in the year 2010. The number of families in the current year is 29 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	0.0%
-------------------------------------	------

Median Household Income

2020 Median Household Income	\$101,699
2025 Median Household Income	\$107,622
2020-2025 Annual Rate	1.14%

Average Household Income

2020 Average Household Income	\$130,330
2025 Average Household Income	\$145,965
2020-2025 Annual Rate	2.29%

Per Capita Income

2020 Per Capita Income	\$47,127
2025 Per Capita Income	\$53,240
2020-2025 Annual Rate	2.47%

Households by Income

Current median household income is \$101,699 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$107,622 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$130,330 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$145,965 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$47,127 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$53,240 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	0
2000 Total Housing Units	38
2000 Owner Occupied Housing Units	27
2000 Renter Occupied Housing Units	4
2000 Vacant Housing Units	7
2010 Total Housing Units	45
2010 Owner Occupied Housing Units	30
2010 Renter Occupied Housing Units	6
2010 Vacant Housing Units	9
2020 Total Housing Units	47
2020 Owner Occupied Housing Units	31
2020 Renter Occupied Housing Units	7
2020 Vacant Housing Units	9
2025 Total Housing Units	49
2025 Owner Occupied Housing Units	32
2025 Renter Occupied Housing Units	7
2025 Vacant Housing Units	10

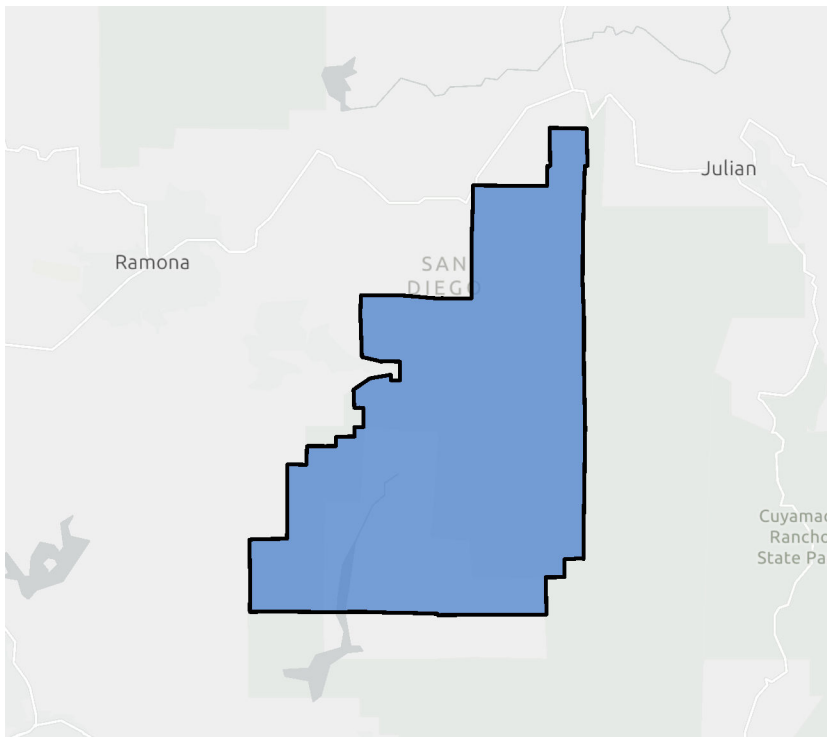
Currently, 66.0% of the 47 housing units in the area are owner occupied; 14.9%, renter occupied; and 19.1% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 45 housing units in the area - 66.7% owner occupied, 13.3% renter occupied, and 20.0% vacant. The annual rate of change in housing units since 2010 is 1.95%. Median home value in the area is \$490,000, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 3.36% annually to \$578,125.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

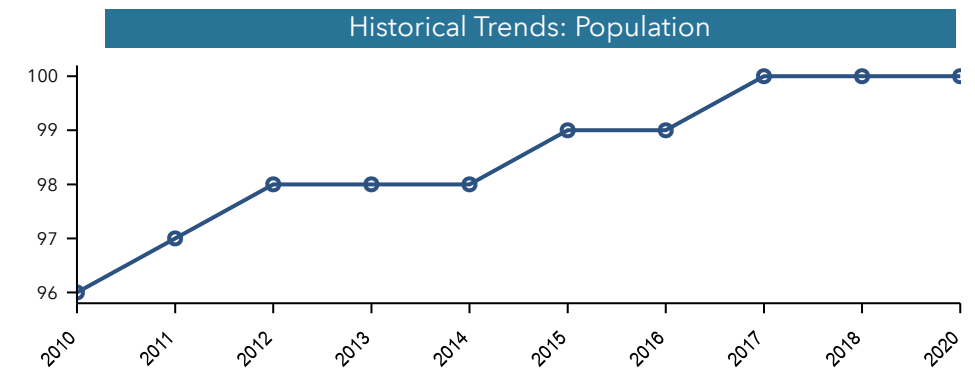
POPULATION TRENDS AND KEY INDICATORS

Central Mountain

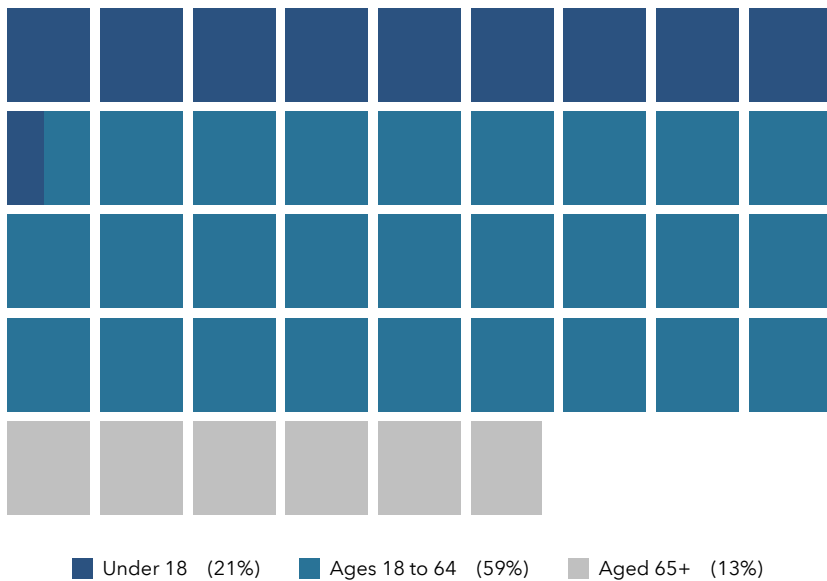


100	38	2.61	41.7	\$101,699	\$490,000	188	0	46
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

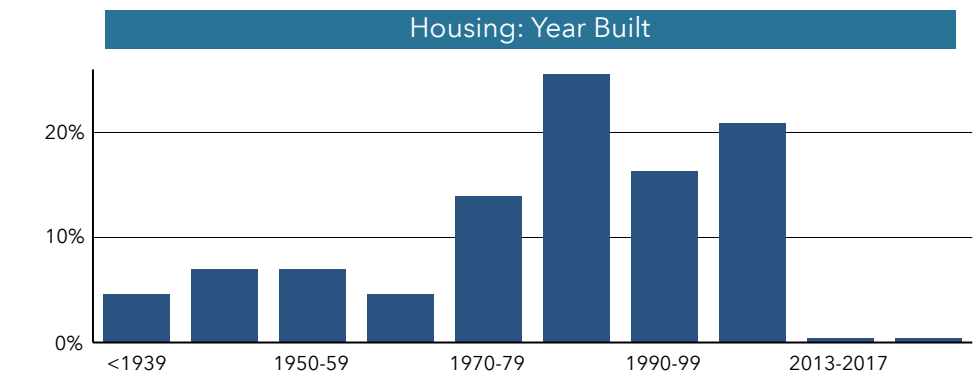
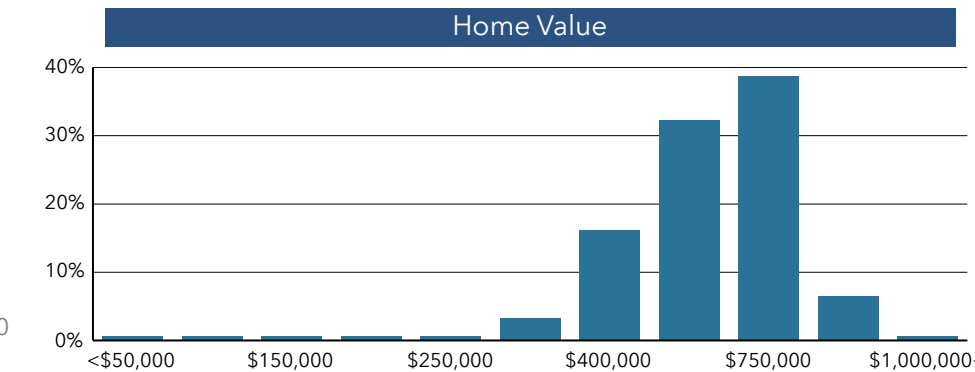
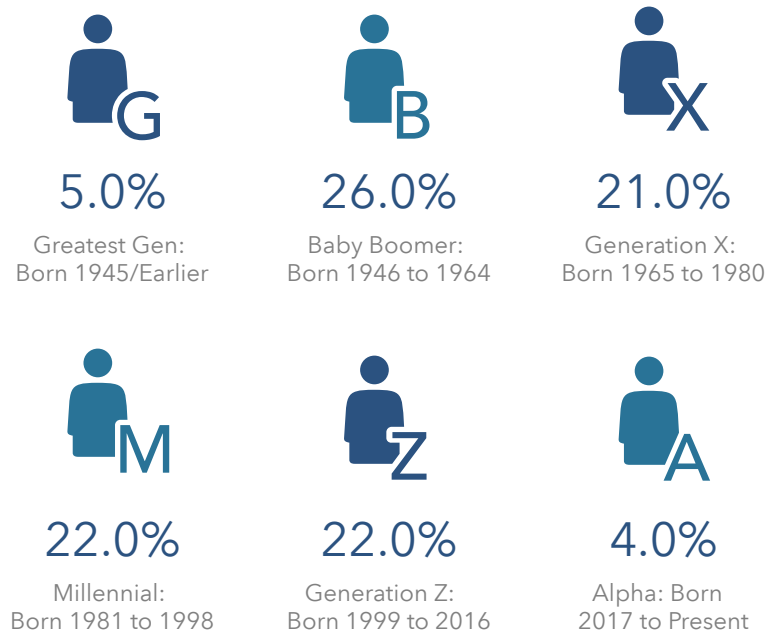
MORTGAGE INDICATORS



POPULATION BY AGE



POPULATION BY GENERATION





Community Profile

County Islands

Prepared by Esri

Population Summary	
2000 Total Population	1,915
2010 Total Population	2,258
2020 Total Population	2,405
2020 Group Quarters	1
2025 Total Population	2,474
2020-2025 Annual Rate	0.57%
2020 Total Daytime Population	1,806
Workers	336
Residents	1,470
Household Summary	
2000 Households	509
2000 Average Household Size	3.76
2010 Households	574
2010 Average Household Size	3.93
2020 Households	607
2020 Average Household Size	3.96
2025 Households	621
2025 Average Household Size	3.98
2020-2025 Annual Rate	0.46%
2010 Families	453
2010 Average Family Size	4.31
2020 Families	479
2020 Average Family Size	4.34
2025 Families	491
2025 Average Family Size	4.36
2020-2025 Annual Rate	0.50%
Housing Unit Summary	
2000 Housing Units	537
Owner Occupied Housing Units	49.2%
Renter Occupied Housing Units	45.6%
Vacant Housing Units	5.2%
2010 Housing Units	616
Owner Occupied Housing Units	46.6%
Renter Occupied Housing Units	46.6%
Vacant Housing Units	6.8%
2020 Housing Units	637
Owner Occupied Housing Units	47.3%
Renter Occupied Housing Units	48.0%
Vacant Housing Units	4.7%
2025 Housing Units	650
Owner Occupied Housing Units	48.3%
Renter Occupied Housing Units	47.2%
Vacant Housing Units	4.5%
Median Household Income	
2020	\$61,298
2025	\$74,115
Median Home Value	
2020	\$430,952
2025	\$572,500
Per Capita Income	
2020	\$22,134
2025	\$25,925
Median Age	
2010	32.0
2020	33.3
2025	35.5

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	607
<\$15,000	7.9%
\$15,000 - \$24,999	9.6%
\$25,000 - \$34,999	10.5%
\$35,000 - \$49,999	12.9%
\$50,000 - \$74,999	16.8%
\$75,000 - \$99,999	12.9%
\$100,000 - \$149,999	11.7%
\$150,000 - \$199,999	14.3%
\$200,000+	3.5%
Average Household Income	\$82,132

2025 Households by Income

Household Income Base	621
<\$15,000	6.6%
\$15,000 - \$24,999	7.9%
\$25,000 - \$34,999	8.9%
\$35,000 - \$49,999	11.3%
\$50,000 - \$74,999	15.8%
\$75,000 - \$99,999	13.0%
\$100,000 - \$149,999	13.2%
\$150,000 - \$199,999	18.8%
\$200,000+	4.5%
Average Household Income	\$96,695

2020 Owner Occupied Housing Units by Value

Total	301
<\$50,000	6.3%
\$50,000 - \$99,999	0.7%
\$100,000 - \$149,999	1.7%
\$150,000 - \$199,999	0.3%
\$200,000 - \$249,999	3.3%
\$250,000 - \$299,999	7.3%
\$300,000 - \$399,999	23.9%
\$400,000 - \$499,999	20.9%
\$500,000 - \$749,999	23.6%
\$750,000 - \$999,999	4.3%
\$1,000,000 - \$1,499,999	7.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$490,947

2025 Owner Occupied Housing Units by Value

Total	314
<\$50,000	2.2%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	0.6%
\$150,000 - \$199,999	0.3%
\$200,000 - \$249,999	1.9%
\$250,000 - \$299,999	3.8%
\$300,000 - \$399,999	14.0%
\$400,000 - \$499,999	17.8%
\$500,000 - \$749,999	31.8%
\$750,000 - \$999,999	9.2%
\$1,000,000 - \$1,499,999	18.5%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$652,848

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age

Total	2,255
0 - 4	7.4%
5 - 9	7.9%
10 - 14	8.1%
15 - 24	16.5%
25 - 34	14.7%
35 - 44	12.7%
45 - 54	13.8%
55 - 64	9.2%
65 - 74	5.1%
75 - 84	3.7%
85 +	1.0%
18 +	71.3%

2020 Population by Age

Total	2,405
0 - 4	7.0%
5 - 9	7.2%
10 - 14	7.4%
15 - 24	14.2%
25 - 34	17.1%
35 - 44	13.7%
45 - 54	10.9%
55 - 64	11.2%
65 - 74	6.7%
75 - 84	3.2%
85 +	1.4%
18 +	73.9%

2025 Population by Age

Total	2,474
0 - 4	6.8%
5 - 9	6.7%
10 - 14	7.4%
15 - 24	13.6%
25 - 34	14.8%
35 - 44	15.7%
45 - 54	12.2%
55 - 64	10.3%
65 - 74	7.5%
75 - 84	4.0%
85 +	1.2%
18 +	75.0%

2010 Population by Sex

Males	1,132
Females	1,126

2020 Population by Sex

Males	1,209
Females	1,195

2025 Population by Sex

Males	1,252
Females	1,222

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	2,257
White Alone	50.3%
Black Alone	2.4%
American Indian Alone	1.1%
Asian Alone	8.7%
Pacific Islander Alone	1.1%
Some Other Race Alone	32.2%
Two or More Races	4.3%
Hispanic Origin	71.6%
Diversity Index	84.5

2020 Population by Race/Ethnicity

Total	2,405
White Alone	48.6%
Black Alone	2.2%
American Indian Alone	1.0%
Asian Alone	9.1%
Pacific Islander Alone	1.0%
Some Other Race Alone	33.6%
Two or More Races	4.4%
Hispanic Origin	74.0%
Diversity Index	84.9

2025 Population by Race/Ethnicity

Total	2,475
White Alone	48.2%
Black Alone	2.1%
American Indian Alone	0.9%
Asian Alone	9.4%
Pacific Islander Alone	1.0%
Some Other Race Alone	33.9%
Two or More Races	4.5%
Hispanic Origin	75.2%
Diversity Index	84.8

2010 Population by Relationship and Household Type

Total	2,258
In Households	100.0%
In Family Households	92.1%
Householder	21.4%
Spouse	13.9%
Child	39.9%
Other relative	11.3%
Nonrelative	5.5%
In Nonfamily Households	7.9%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Population 25+ by Educational Attainment

Total	1,547
Less than 9th Grade	10.3%
9th - 12th Grade, No Diploma	10.3%
High School Graduate	27.9%
GED/Alternative Credential	2.8%
Some College, No Degree	27.3%
Associate Degree	6.5%
Bachelor's Degree	12.8%
Graduate/Professional Degree	2.1%

2020 Population 15+ by Marital Status

Total	1,888
Never Married	42.8%
Married	40.3%
Widowed	6.8%
Divorced	10.1%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	1,188
Population 16+ Employed	80.2%
Population 16+ Unemployment rate	19.8%
Population 16-24 Employed	9.5%
Population 16-24 Unemployment rate	31.1%
Population 25-54 Employed	71.4%
Population 25-54 Unemployment rate	19.1%
Population 55-64 Employed	16.8%
Population 55-64 Unemployment rate	16.2%
Population 65+ Employed	2.3%
Population 65+ Unemployment rate	12.0%

2020 Employed Population 16+ by Industry

Total	953
Agriculture/Mining	0.0%
Construction	11.1%
Manufacturing	8.1%
Wholesale Trade	2.1%
Retail Trade	12.3%
Transportation/Utilities	5.2%
Information	0.5%
Finance/Insurance/Real Estate	2.2%
Services	53.4%
Public Administration	5.1%

2020 Employed Population 16+ by Occupation

Total	953
White Collar	45.2%
Management/Business/Financial	12.5%
Professional	10.6%
Sales	7.8%
Administrative Support	14.4%
Services	31.6%
Blue Collar	23.2%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	7.3%
Installation/Maintenance/Repair	6.0%
Production	4.4%
Transportation/Material Moving	5.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	575
Households with 1 Person	15.5%
Households with 2+ People	84.5%
Family Households	78.8%
Husband-wife Families	51.3%
With Related Children	31.7%
Other Family (No Spouse Present)	27.7%
Other Family with Male Householder	8.5%
With Related Children	4.7%
Other Family with Female Householder	19.1%
With Related Children	11.7%
Nonfamily Households	5.7%
All Households with Children	48.8%
Multigenerational Households	15.9%
Unmarried Partner Households	7.7%
Male-female	7.0%
Same-sex	0.7%
2010 Households by Size	
Total	576
1 Person Household	15.5%
2 Person Household	21.2%
3 Person Household	16.1%
4 Person Household	16.0%
5 Person Household	14.4%
6 Person Household	6.6%
7 + Person Household	10.2%
2010 Households by Tenure and Mortgage Status	
Total	574
Owner Occupied	50.0%
Owned with a Mortgage/Loan	34.8%
Owned Free and Clear	15.2%
Renter Occupied	50.0%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	84
Percent of Income for Mortgage	29.4%
Wealth Index	68
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	616
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%
2010 Population By Urban/ Rural Status	
Total Population	2,258
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Urban Villages (7B)
2. American Dreamers (7C)
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$1,177,600
Average Spent	\$1,940.03
Spending Potential Index	90
Education: Total \$	\$1,014,379
Average Spent	\$1,671.14
Spending Potential Index	93
Entertainment/Recreation: Total \$	\$1,661,247
Average Spent	\$2,736.82
Spending Potential Index	84
Food at Home: Total \$	\$2,889,693
Average Spent	\$4,760.61
Spending Potential Index	89
Food Away from Home: Total \$	\$2,163,921
Average Spent	\$3,564.94
Spending Potential Index	95
Health Care: Total \$	\$2,761,344
Average Spent	\$4,549.17
Spending Potential Index	79
HH Furnishings & Equipment: Total \$	\$1,135,905
Average Spent	\$1,871.34
Spending Potential Index	86
Personal Care Products & Services: Total \$	\$476,948
Average Spent	\$785.75
Spending Potential Index	86
Shelter: Total \$	\$11,903,250
Average Spent	\$19,609.97
Spending Potential Index	101
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,085,044
Average Spent	\$1,787.55
Spending Potential Index	76
Travel: Total \$	\$1,390,359
Average Spent	\$2,290.54
Spending Potential Index	95
Vehicle Maintenance & Repairs: Total \$	\$567,578
Average Spent	\$935.05
Spending Potential Index	81

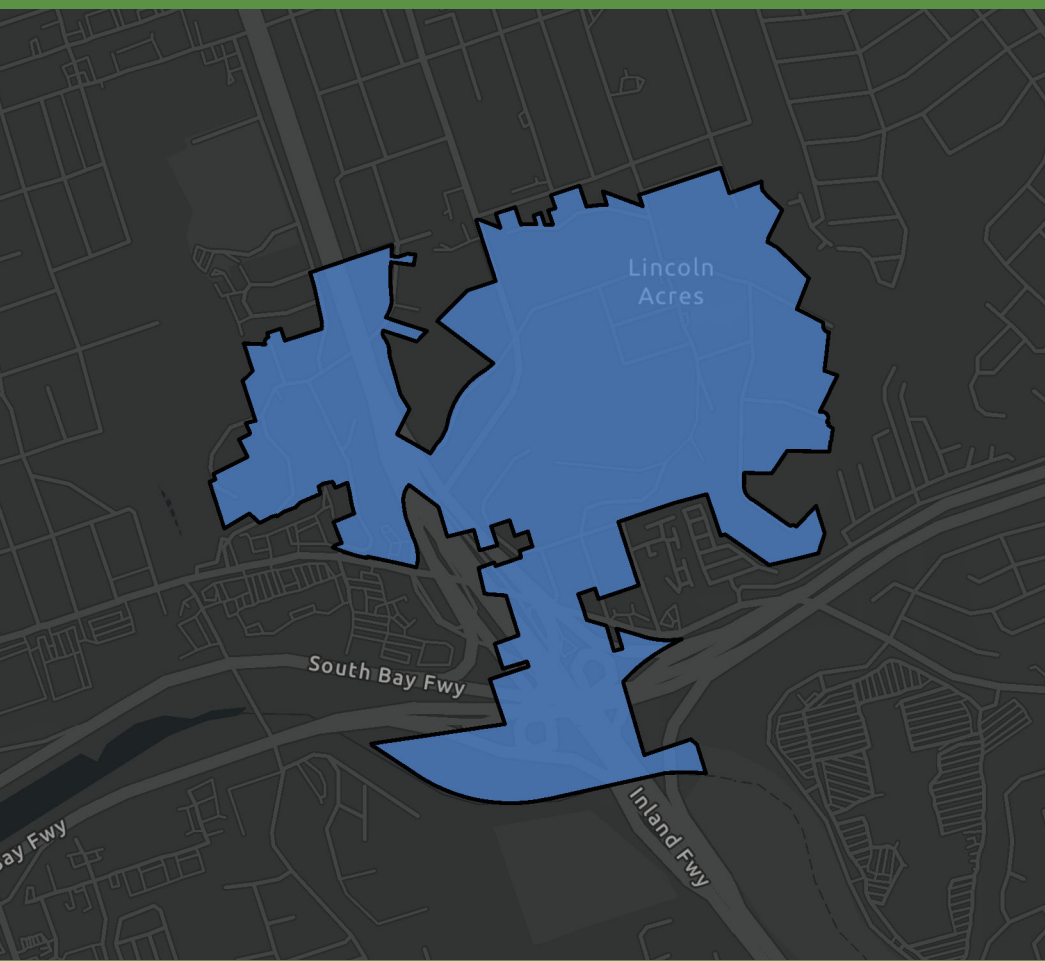
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

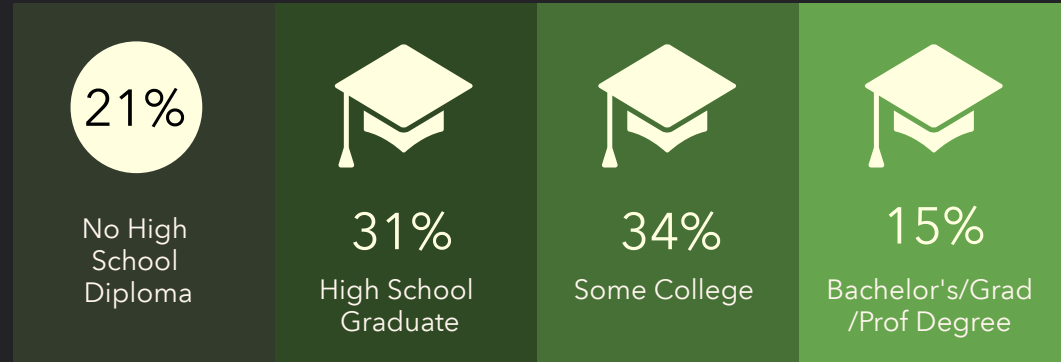
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

DEMOGRAPHIC PROFILE

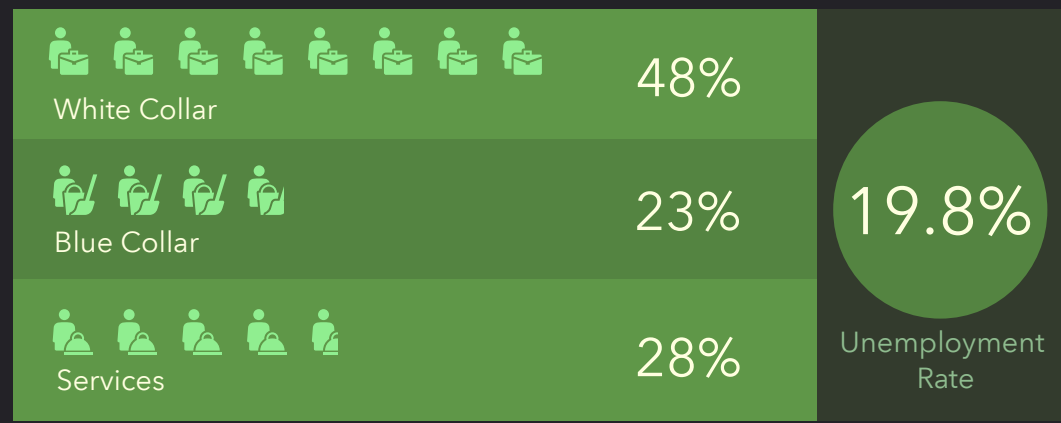
County Islands
County Islands



EDUCATION



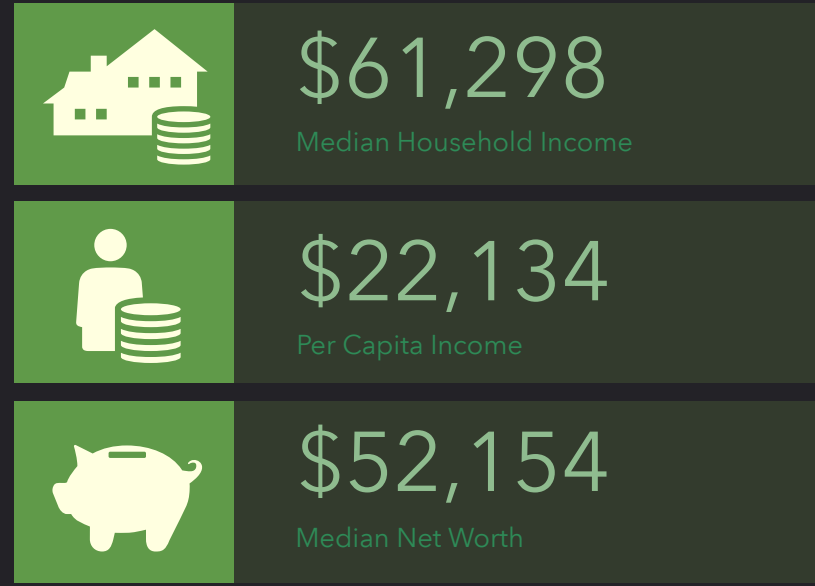
EMPLOYMENT



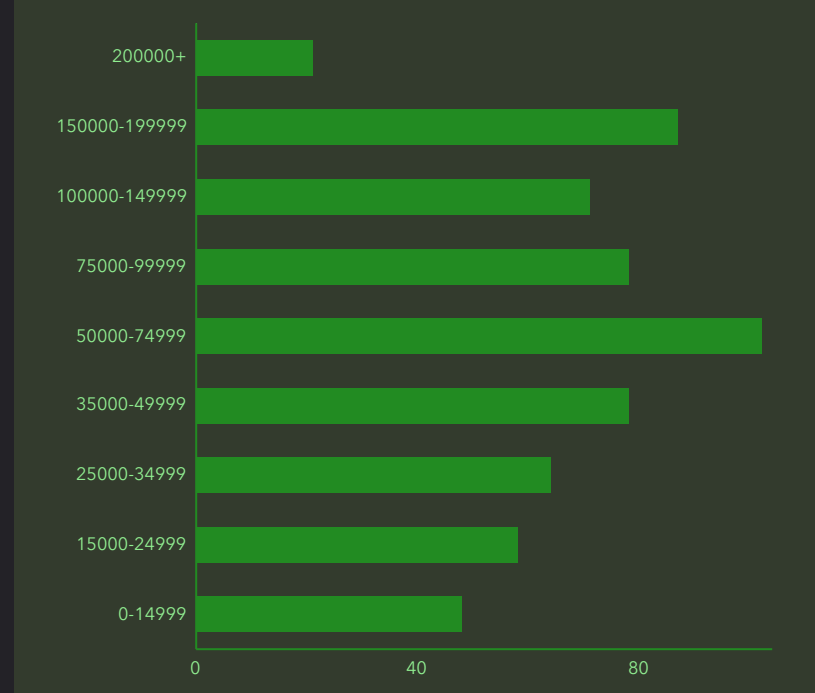
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

County Islands

Prepared by Esri

Summary	Census 2010	2020	2025
Population	2,258	2,405	2,474
Households	574	607	621
Families	453	479	491
Average Household Size	3.93	3.96	3.98
Owner Occupied Housing Units	287	301	314
Renter Occupied Housing Units	287	306	307
Median Age	32.0	33.3	35.5
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.57%	0.55%	0.72%
Households	0.46%	0.50%	0.72%
Families	0.50%	0.50%	0.64%
Owner HHs	0.85%	0.65%	0.72%
Median Household Income	3.87%	1.81%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	48	7.9%	41	6.6%
\$15,000 - \$24,999	58	9.6%	49	7.9%
\$25,000 - \$34,999	64	10.5%	55	8.9%
\$35,000 - \$49,999	78	12.9%	70	11.3%
\$50,000 - \$74,999	102	16.8%	98	15.8%
\$75,000 - \$99,999	78	12.9%	81	13.0%
\$100,000 - \$149,999	71	11.7%	82	13.2%
\$150,000 - \$199,999	87	14.3%	117	18.8%
\$200,000+	21	3.5%	28	4.5%
Median Household Income	\$61,298		\$74,115	
Average Household Income	\$82,132		\$96,695	
Per Capita Income	\$22,134		\$25,925	

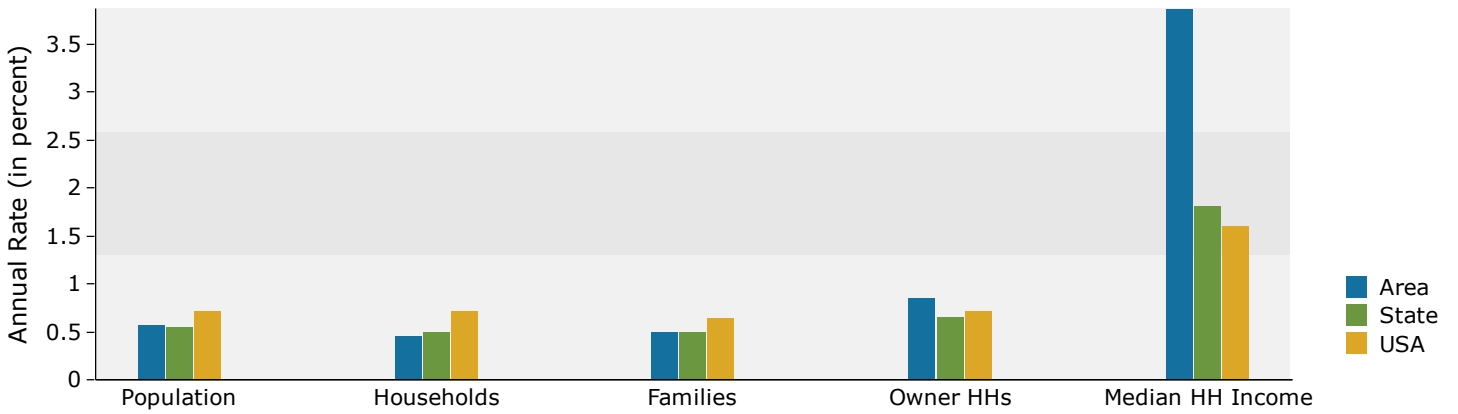
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	166	7.4%	168	7.0%	167	6.8%
5 - 9	178	7.9%	172	7.2%	165	6.7%
10 - 14	182	8.1%	177	7.4%	182	7.4%
15 - 19	193	8.6%	176	7.3%	170	6.9%
20 - 24	178	7.9%	166	6.9%	166	6.7%
25 - 34	332	14.7%	412	17.1%	365	14.8%
35 - 44	286	12.7%	330	13.7%	389	15.7%
45 - 54	312	13.8%	263	10.9%	302	12.2%
55 - 64	207	9.2%	270	11.2%	255	10.3%
65 - 74	116	5.1%	162	6.7%	185	7.5%
75 - 84	84	3.7%	76	3.2%	98	4.0%
85+	23	1.0%	33	1.4%	30	1.2%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,136	50.3%	1,169	48.6%	1,193	48.2%
Black Alone	55	2.4%	54	2.2%	53	2.1%
American Indian Alone	24	1.1%	23	1.0%	23	0.9%
Asian Alone	196	8.7%	219	9.1%	232	9.4%
Pacific Islander Alone	24	1.1%	24	1.0%	24	1.0%
Some Other Race Alone	726	32.2%	809	33.6%	839	33.9%
Two or More Races	96	4.3%	107	4.4%	111	4.5%
Hispanic Origin (Any Race)	1,616	71.6%	1,780	74.0%	1,861	75.2%

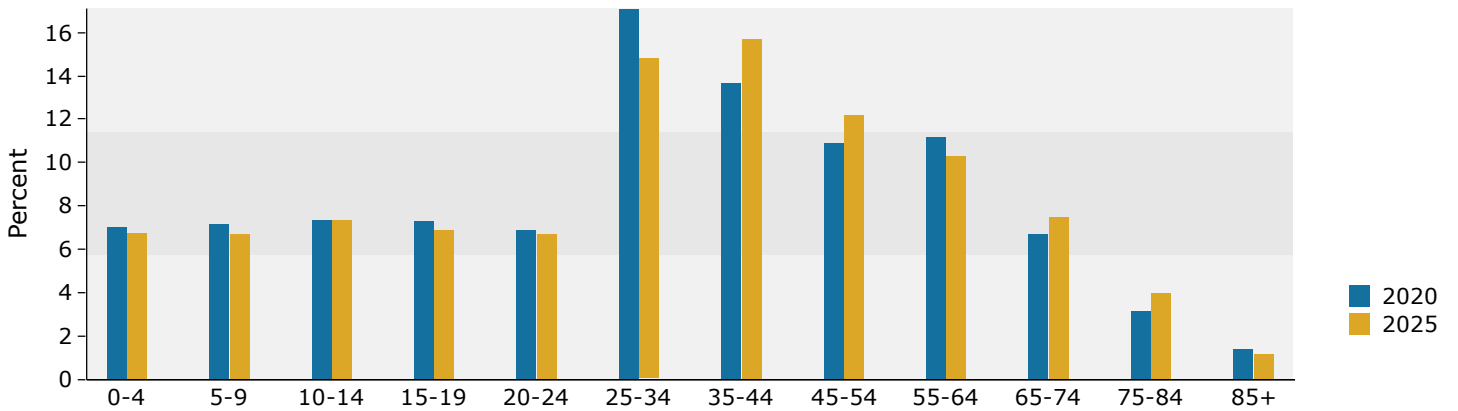
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

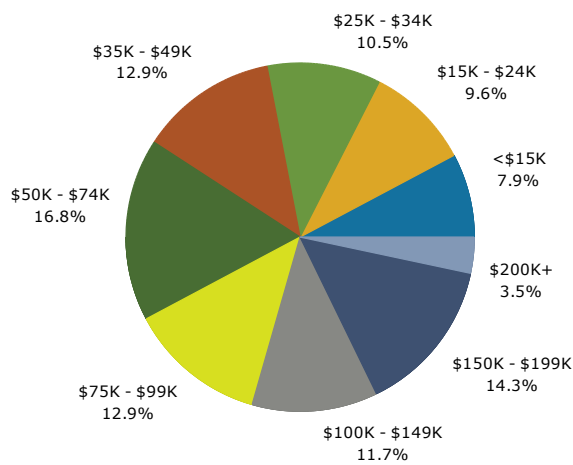
Trends 2020-2025



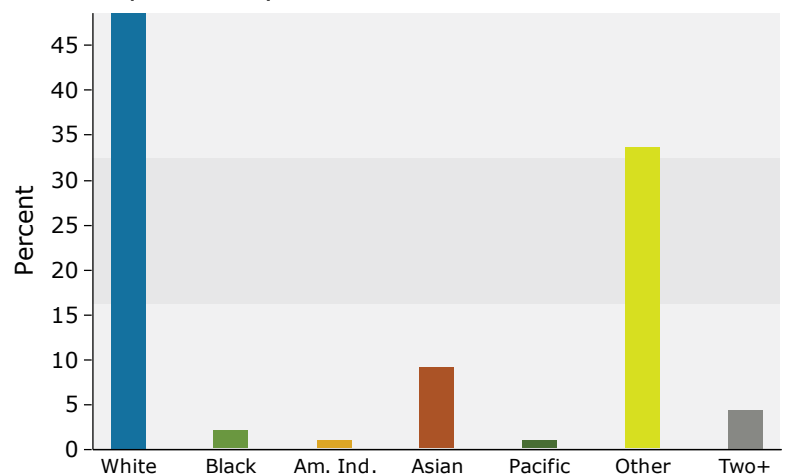
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 74.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	1,915
2010 Population	2,258
2020 Population	2,405
2025 Population	2,474
2000-2010 Annual Rate	1.66%
2010-2020 Annual Rate	0.62%
2020-2025 Annual Rate	0.57%
2020 Male Population	50.3%
2020 Female Population	49.7%
2020 Median Age	33.3

In the identified area, the current year population is 2,405. In 2010, the Census count in the area was 2,258. The rate of change since 2010 was 0.62% annually. The five-year projection for the population in the area is 2,474 representing a change of 0.57% annually from 2020 to 2025. Currently, the population is 50.3% male and 49.7% female.

Median Age

The median age in this area is 33.3, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	48.6%
2020 Black Alone	2.2%
2020 American Indian/Alaska Native Alone	1.0%
2020 Asian Alone	9.1%
2020 Pacific Islander Alone	1.0%
2020 Other Race	33.6%
2020 Two or More Races	4.4%
2020 Hispanic Origin (Any Race)	74.0%

Persons of Hispanic origin represent 74.0% of the population in the identified area compared to 18.8% 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 84.9 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	68
2000 Households	509
2010 Households	574
2020 Total Households	607
2025 Total Households	621
2000-2010 Annual Rate	1.21%
2010-2020 Annual Rate	0.55%
2020-2025 Annual Rate	0.46%
2020 Average Household Size	3.96

The household count in this area has changed from 574 in 2010 to 607 in the current year, a change of 0.55% annually. The five-year projection of households is 621, a change of 0.46% annually from the current year total. Average household size is currently 3.96, compared to 3.93 in the year 2010. The number of families in the current year is 479 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	29.4%
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Median Household Income

2020 Median Household Income	\$61,298
2025 Median Household Income	\$74,115
2020-2025 Annual Rate	3.87%

Average Household Income

2020 Average Household Income	\$82,132
2025 Average Household Income	\$96,695
2020-2025 Annual Rate	3.32%

Per Capita Income

2020 Per Capita Income	\$22,134
2025 Per Capita Income	\$25,925
2020-2025 Annual Rate	3.21%

Households by Income

Current median household income is \$61,298 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$74,115 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$82,132 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$96,695 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$22,134 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$25,925 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	84
2000 Total Housing Units	537
2000 Owner Occupied Housing Units	264
2000 Renter Occupied Housing Units	245
2000 Vacant Housing Units	28
2010 Total Housing Units	616
2010 Owner Occupied Housing Units	287
2010 Renter Occupied Housing Units	287
2010 Vacant Housing Units	42
2020 Total Housing Units	637
2020 Owner Occupied Housing Units	301
2020 Renter Occupied Housing Units	306
2020 Vacant Housing Units	30
2025 Total Housing Units	650
2025 Owner Occupied Housing Units	314
2025 Renter Occupied Housing Units	307
2025 Vacant Housing Units	29

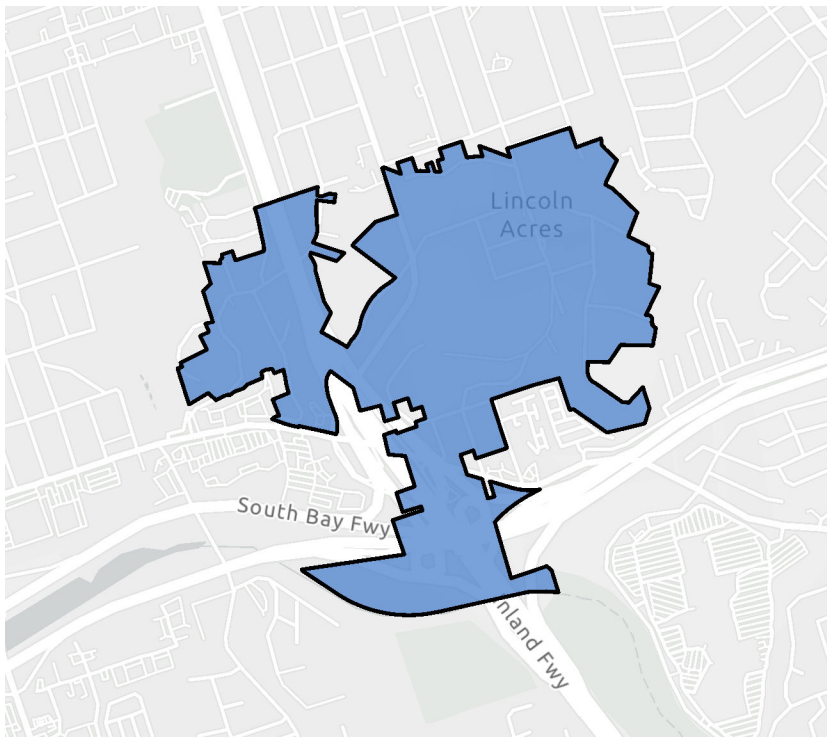
Currently, 47.3% of the 637 housing units in the area are owner occupied; 48.0%, renter occupied; and 4.7% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 616 housing units in the area - 46.6% owner occupied, 46.6% renter occupied, and 6.8% vacant. The annual rate of change in housing units since 2010 is 1.50%. Median home value in the area is \$430,952, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 5.84% annually to \$572,500.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

POPULATION TRENDS AND KEY INDICATORS

County Islands



2,405	607	3.96	33.3	\$61,298	\$430,952	68	84	85
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



\$11,029

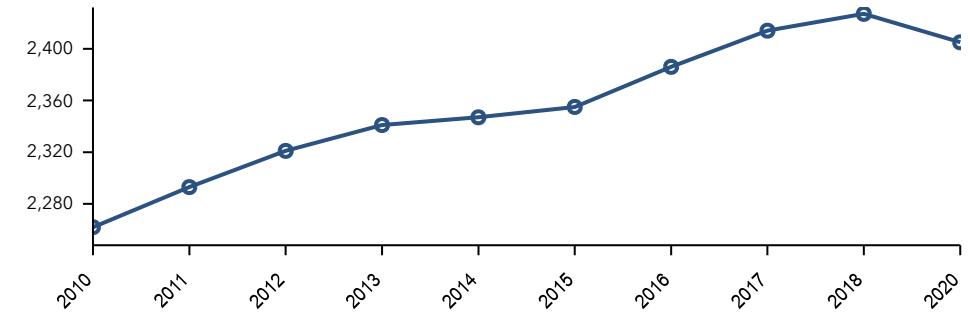
Avg Spent on Mortgage & Basics



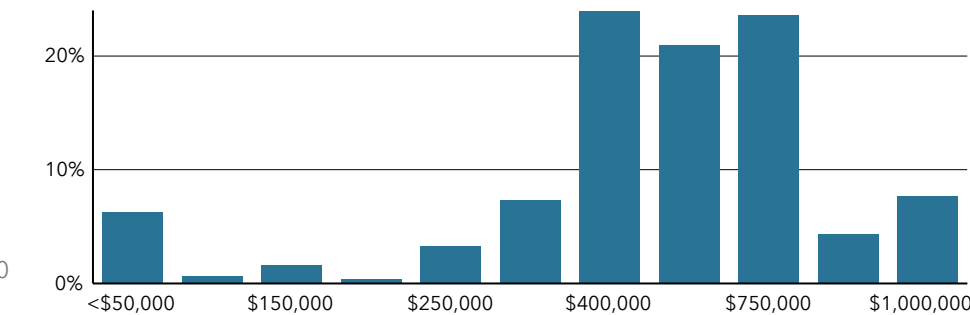
29.4%

Percent of Income for Mortgage

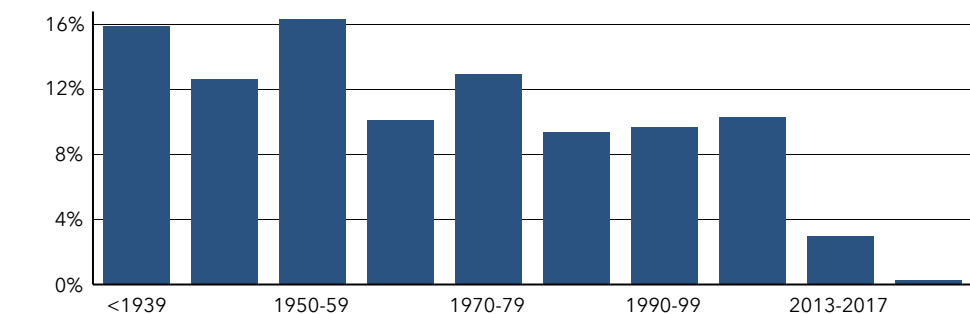
Historical Trends: Population



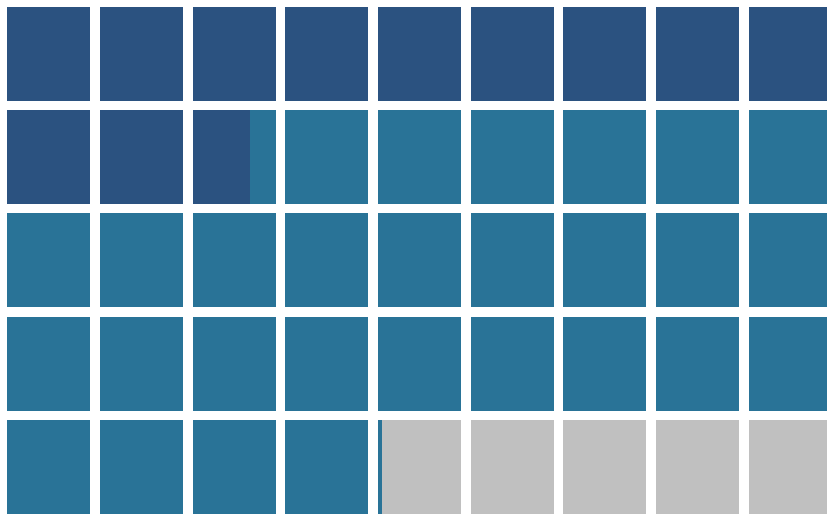
Home Value



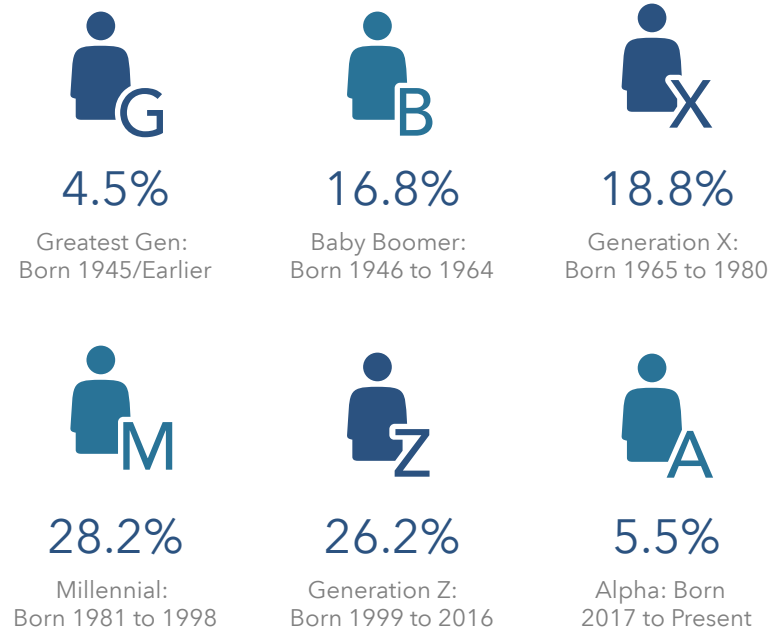
Housing: Year Built



POPULATION BY AGE



POPULATION BY GENERATION



This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2014-2018, 2020, 2025. © 2020 Esri

Population Summary	
2000 Total Population	9,250
2010 Total Population	9,381
2020 Total Population	9,905
2020 Group Quarters	38
2025 Total Population	10,154
2020-2025 Annual Rate	0.50%
2020 Total Daytime Population	10,580
Workers	5,094
Residents	5,486
Household Summary	
2000 Households	3,243
2000 Average Household Size	2.83
2010 Households	3,391
2010 Average Household Size	2.76
2020 Households	3,587
2020 Average Household Size	2.75
2025 Households	3,668
2025 Average Household Size	2.76
2020-2025 Annual Rate	0.45%
2010 Families	2,643
2010 Average Family Size	3.05
2020 Families	2,796
2020 Average Family Size	3.05
2025 Families	2,865
2025 Average Family Size	3.05
2020-2025 Annual Rate	0.49%
Housing Unit Summary	
2000 Housing Units	3,352
Owner Occupied Housing Units	84.2%
Renter Occupied Housing Units	12.6%
Vacant Housing Units	3.3%
2010 Housing Units	3,576
Owner Occupied Housing Units	80.9%
Renter Occupied Housing Units	13.9%
Vacant Housing Units	5.2%
2020 Housing Units	3,709
Owner Occupied Housing Units	82.3%
Renter Occupied Housing Units	14.4%
Vacant Housing Units	3.3%
2025 Housing Units	3,785
Owner Occupied Housing Units	83.0%
Renter Occupied Housing Units	13.9%
Vacant Housing Units	3.1%
Median Household Income	
2020	\$108,303
2025	\$119,617
Median Home Value	
2020	\$647,119
2025	\$731,485
Per Capita Income	
2020	\$49,791
2025	\$56,159
Median Age	
2010	44.5
2020	46.2
2025	45.9

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	3,587
<\$15,000	3.3%
\$15,000 - \$24,999	4.0%
\$25,000 - \$34,999	3.6%
\$35,000 - \$49,999	9.6%
\$50,000 - \$74,999	10.5%
\$75,000 - \$99,999	13.9%
\$100,000 - \$149,999	21.3%
\$150,000 - \$199,999	14.3%
\$200,000+	19.4%
Average Household Income	\$142,906

2025 Households by Income

Household Income Base	3,668
<\$15,000	2.8%
\$15,000 - \$24,999	3.3%
\$25,000 - \$34,999	3.1%
\$35,000 - \$49,999	8.2%
\$50,000 - \$74,999	9.3%
\$75,000 - \$99,999	12.8%
\$100,000 - \$149,999	21.3%
\$150,000 - \$199,999	16.2%
\$200,000+	23.0%
Average Household Income	\$161,467

2020 Owner Occupied Housing Units by Value

Total	3,053
<\$50,000	1.6%
\$50,000 - \$99,999	0.5%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	0.2%
\$200,000 - \$249,999	0.8%
\$250,000 - \$299,999	1.1%
\$300,000 - \$399,999	7.1%
\$400,000 - \$499,999	14.8%
\$500,000 - \$749,999	40.4%
\$750,000 - \$999,999	23.7%
\$1,000,000 - \$1,499,999	9.2%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.4%
Average Home Value	\$683,222

2025 Owner Occupied Housing Units by Value

Total	3,140
<\$50,000	0.5%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.3%
\$250,000 - \$299,999	0.5%
\$300,000 - \$399,999	3.2%
\$400,000 - \$499,999	10.0%
\$500,000 - \$749,999	38.1%
\$750,000 - \$999,999	32.7%
\$1,000,000 - \$1,499,999	13.9%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.5%
Average Home Value	\$769,070

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age	
Total	9,378
0 - 4	4.8%
5 - 9	4.9%
10 - 14	6.4%
15 - 24	14.1%
25 - 34	9.6%
35 - 44	10.9%
45 - 54	19.3%
55 - 64	15.9%
65 - 74	8.3%
75 - 84	4.5%
85 +	1.3%
18 +	79.4%
2020 Population by Age	
Total	9,905
0 - 4	4.3%
5 - 9	5.0%
10 - 14	5.6%
15 - 24	9.9%
25 - 34	12.7%
35 - 44	11.3%
45 - 54	12.0%
55 - 64	17.6%
65 - 74	13.5%
75 - 84	6.2%
85 +	2.0%
18 +	81.9%
2025 Population by Age	
Total	10,152
0 - 4	4.4%
5 - 9	4.8%
10 - 14	5.4%
15 - 24	8.7%
25 - 34	11.0%
35 - 44	14.6%
45 - 54	11.3%
55 - 64	14.6%
65 - 74	14.7%
75 - 84	8.1%
85 +	2.4%
18 +	82.4%
2010 Population by Sex	
Males	4,747
Females	4,634
2020 Population by Sex	
Males	5,004
Females	4,901
2025 Population by Sex	
Males	5,132
Females	5,021

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	9,381
White Alone	86.6%
Black Alone	1.2%
American Indian Alone	2.0%
Asian Alone	1.8%
Pacific Islander Alone	0.2%
Some Other Race Alone	4.2%
Two or More Races	4.1%
Hispanic Origin	14.4%
Diversity Index	43.4

2020 Population by Race/Ethnicity

Total	9,905
White Alone	84.3%
Black Alone	1.3%
American Indian Alone	2.0%
Asian Alone	2.1%
Pacific Islander Alone	0.2%
Some Other Race Alone	5.1%
Two or More Races	5.0%
Hispanic Origin	17.2%
Diversity Index	49.1

2025 Population by Race/Ethnicity

Total	10,154
White Alone	83.0%
Black Alone	1.3%
American Indian Alone	2.0%
Asian Alone	2.4%
Pacific Islander Alone	0.2%
Some Other Race Alone	5.5%
Two or More Races	5.5%
Hispanic Origin	19.0%
Diversity Index	52.2

2010 Population by Relationship and Household Type

Total	9,381
In Households	99.6%
In Family Households	89.1%
Householder	27.2%
Spouse	22.0%
Child	32.0%
Other relative	4.7%
Nonrelative	3.1%
In Nonfamily Households	10.5%
In Group Quarters	0.4%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.3%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	7,451
Less than 9th Grade	1.9%
9th - 12th Grade, No Diploma	4.2%
High School Graduate	19.7%
GED/Alternative Credential	2.9%
Some College, No Degree	29.1%
Associate Degree	10.3%
Bachelor's Degree	18.7%
Graduate/Professional Degree	13.3%

2020 Population 15+ by Marital Status

Total	8,427
Never Married	26.0%
Married	56.9%
Widowed	5.8%
Divorced	11.3%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	5,015
Population 16+ Employed	88.4%
Population 16+ Unemployment rate	11.6%
Population 16-24 Employed	7.1%
Population 16-24 Unemployment rate	22.4%
Population 25-54 Employed	59.6%
Population 25-54 Unemployment rate	11.0%
Population 55-64 Employed	22.9%
Population 55-64 Unemployment rate	9.8%
Population 65+ Employed	10.3%
Population 65+ Unemployment rate	10.7%

2020 Employed Population 16+ by Industry

Total	4,434
Agriculture/Mining	2.2%
Construction	14.0%
Manufacturing	6.0%
Wholesale Trade	1.6%
Retail Trade	6.3%
Transportation/Utilities	3.0%
Information	1.1%
Finance/Insurance/Real Estate	9.6%
Services	48.4%
Public Administration	7.9%

2020 Employed Population 16+ by Occupation

Total	4,432
White Collar	65.2%
Management/Business/Financial	21.0%
Professional	22.6%
Sales	8.9%
Administrative Support	12.7%
Services	13.4%
Blue Collar	21.3%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	7.6%
Installation/Maintenance/Repair	4.1%
Production	4.4%
Transportation/Material Moving	4.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	3,391
Households with 1 Person	16.1%
Households with 2+ People	83.9%
Family Households	77.9%
Husband-wife Families	63.2%
With Related Children	25.2%
Other Family (No Spouse Present)	14.7%
Other Family with Male Householder	5.3%
With Related Children	2.4%
Other Family with Female Householder	9.4%
With Related Children	4.5%
Nonfamily Households	5.9%
All Households with Children	32.8%
Multigenerational Households	6.1%
Unmarried Partner Households	5.2%
Male-female	4.5%
Same-sex	0.7%
2010 Households by Size	
Total	3,392
1 Person Household	16.1%
2 Person Household	36.4%
3 Person Household	17.5%
4 Person Household	16.2%
5 Person Household	8.0%
6 Person Household	3.3%
7 + Person Household	2.3%
2010 Households by Tenure and Mortgage Status	
Total	3,391
Owner Occupied	85.3%
Owned with a Mortgage/Loan	66.6%
Owned Free and Clear	18.8%
Renter Occupied	14.7%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	93
Percent of Income for Mortgage	25.0%
Wealth Index	230
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	3,576
Housing Units Inside Urbanized Area	79.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	20.9%
2010 Population By Urban/ Rural Status	
Total Population	9,381
Population Inside Urbanized Area	80.2%
Population Inside Urbanized Cluster	0.0%
Rural Population	19.8%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

- 1. Pleasantville (2B)
- 2. Exurbanites (1E)
- 3. Top Tier (1A)

2020 Consumer Spending

Apparel & Services: Total \$	\$11,393,364
Average Spent	\$3,176.29
Spending Potential Index	148
Education: Total \$	\$11,994,944
Average Spent	\$3,344.00
Spending Potential Index	187
Entertainment/Recreation: Total \$	\$17,976,408
Average Spent	\$5,011.54
Spending Potential Index	154
Food at Home: Total \$	\$28,001,409
Average Spent	\$7,806.36
Spending Potential Index	146
Food Away from Home: Total \$	\$19,802,907
Average Spent	\$5,520.74
Spending Potential Index	146
Health Care: Total \$	\$30,522,933
Average Spent	\$8,509.32
Spending Potential Index	148
HH Furnishings & Equipment: Total \$	\$11,904,961
Average Spent	\$3,318.92
Spending Potential Index	152
Personal Care Products & Services: Total \$	\$4,880,234
Average Spent	\$1,360.53
Spending Potential Index	148
Shelter: Total \$	\$111,946,693
Average Spent	\$31,209.00
Spending Potential Index	161
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,203,446
Average Spent	\$3,402.13
Spending Potential Index	145
Travel: Total \$	\$14,757,889
Average Spent	\$4,114.27
Spending Potential Index	171
Vehicle Maintenance & Repairs: Total \$	\$5,925,004
Average Spent	\$1,651.80
Spending Potential Index	143

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.

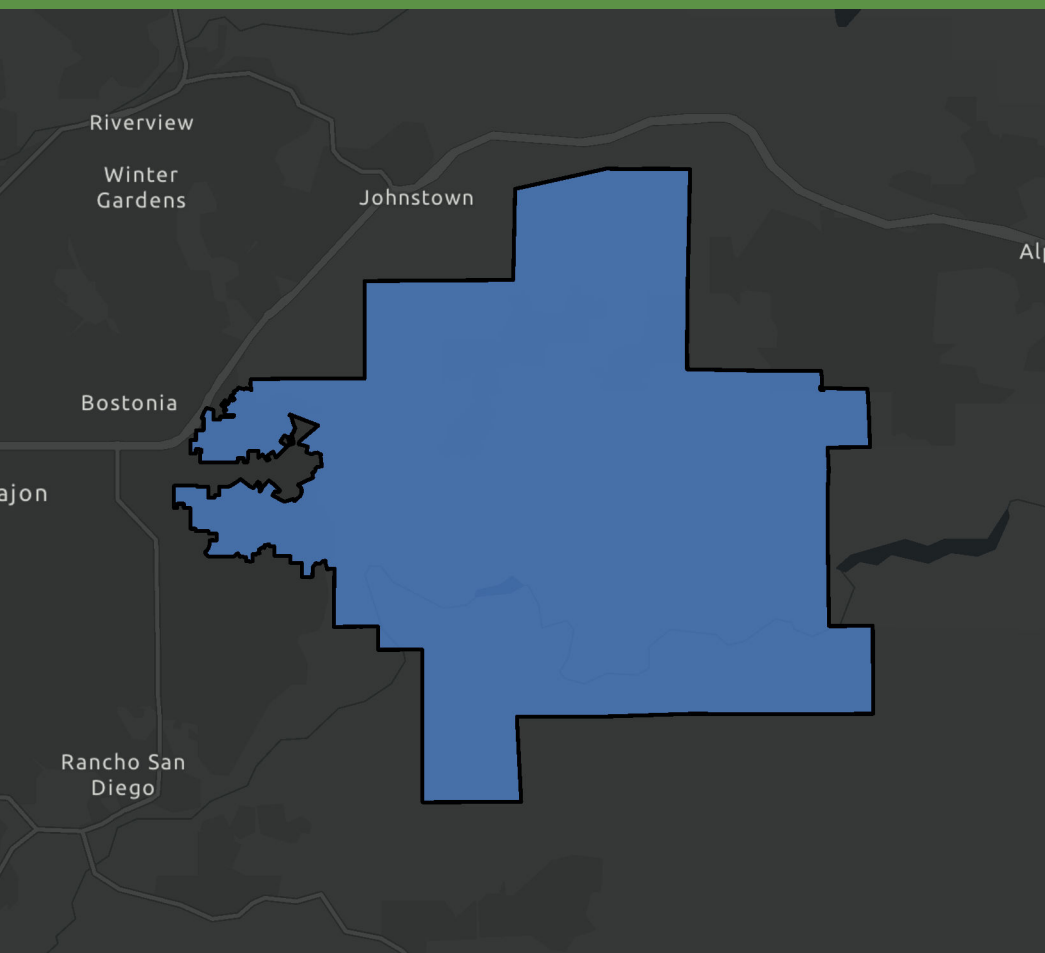
Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

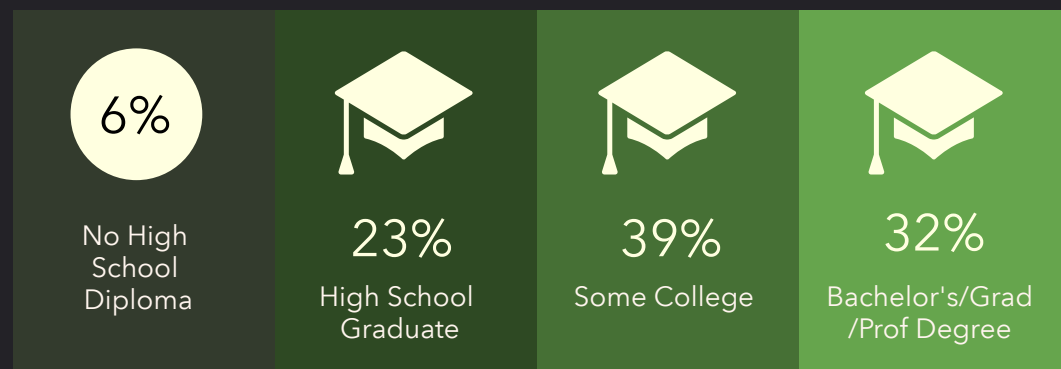
DEMOGRAPHIC PROFILE

Crest - Dehesa

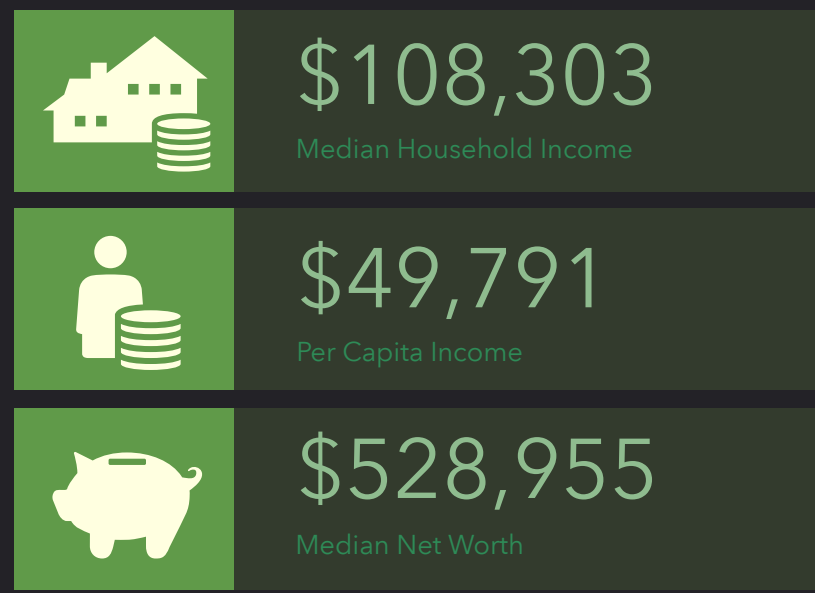
Crest - Dehesa



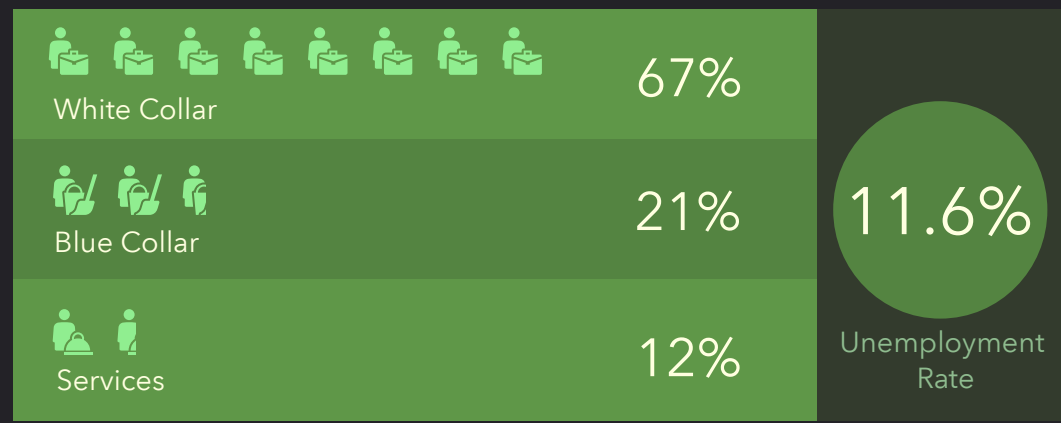
EDUCATION



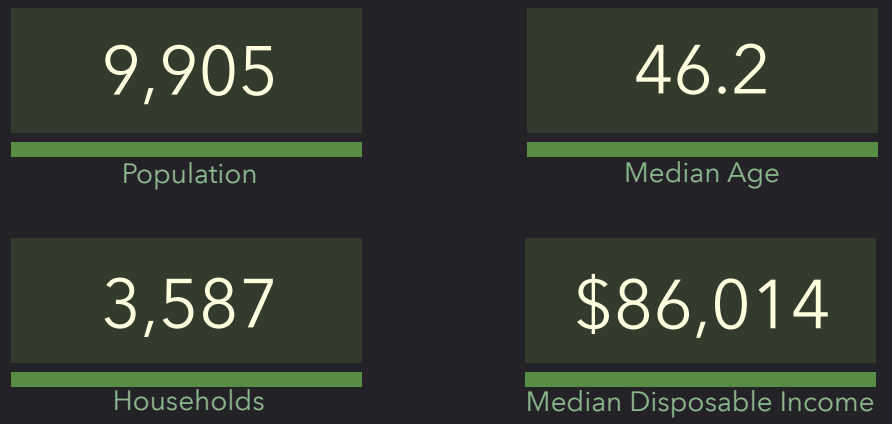
INCOME



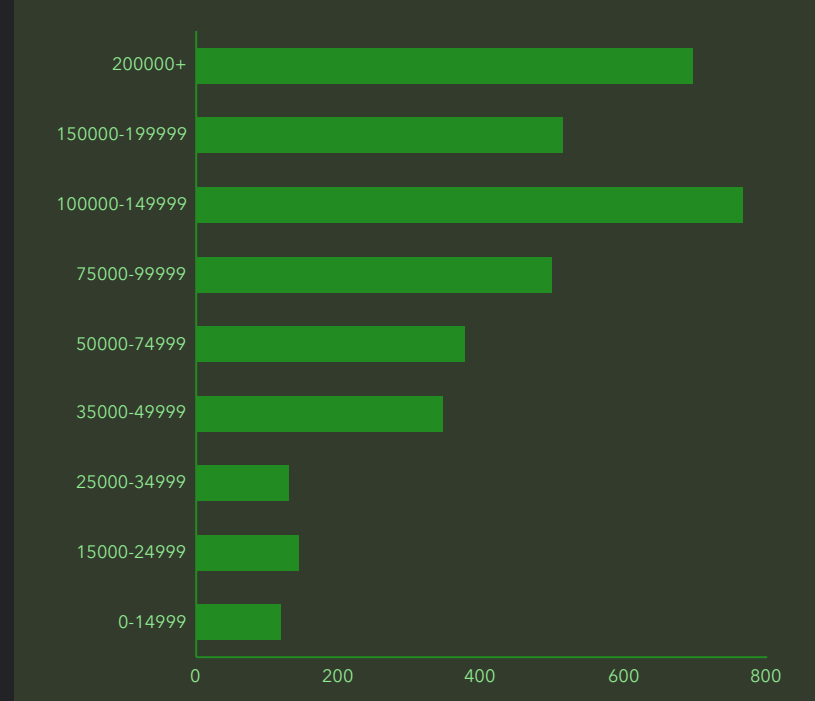
EMPLOYMENT



KEY FACTS



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Crest - Dehesa

Prepared by Esri

Summary	Census 2010	2020	2025
Population	9,381	9,905	10,154
Households	3,391	3,587	3,668
Families	2,643	2,796	2,865
Average Household Size	2.76	2.75	2.76
Owner Occupied Housing Units	2,894	3,053	3,140
Renter Occupied Housing Units	497	534	528
Median Age	44.5	46.2	45.9
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.50%	0.55%	0.72%
Households	0.45%	0.50%	0.72%
Families	0.49%	0.50%	0.64%
Owner HHs	0.56%	0.65%	0.72%
Median Household Income	2.01%	1.81%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	118	3.3%	102	2.8%
\$15,000 - \$24,999	144	4.0%	120	3.3%
\$25,000 - \$34,999	130	3.6%	113	3.1%
\$35,000 - \$49,999	345	9.6%	300	8.2%
\$50,000 - \$74,999	376	10.5%	340	9.3%
\$75,000 - \$99,999	498	13.9%	471	12.8%
\$100,000 - \$149,999	765	21.3%	782	21.3%
\$150,000 - \$199,999	513	14.3%	595	16.2%
\$200,000+	696	19.4%	844	23.0%
Median Household Income	\$108,303		\$119,617	
Average Household Income	\$142,906		\$161,467	
Per Capita Income	\$49,791		\$56,159	

Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	448	4.8%	428	4.3%	444	4.4%
5 - 9	460	4.9%	496	5.0%	492	4.8%
10 - 14	597	6.4%	554	5.6%	547	5.4%
15 - 19	726	7.7%	515	5.2%	508	5.0%
20 - 24	599	6.4%	461	4.7%	380	3.7%
25 - 34	897	9.6%	1,254	12.7%	1,117	11.0%
35 - 44	1,024	10.9%	1,118	11.3%	1,482	14.6%
45 - 54	1,813	19.3%	1,188	12.0%	1,150	11.3%
55 - 64	1,494	15.9%	1,740	17.6%	1,482	14.6%
65 - 74	777	8.3%	1,340	13.5%	1,488	14.7%
75 - 84	420	4.5%	612	6.2%	821	8.1%
85+	125	1.3%	199	2.0%	241	2.4%

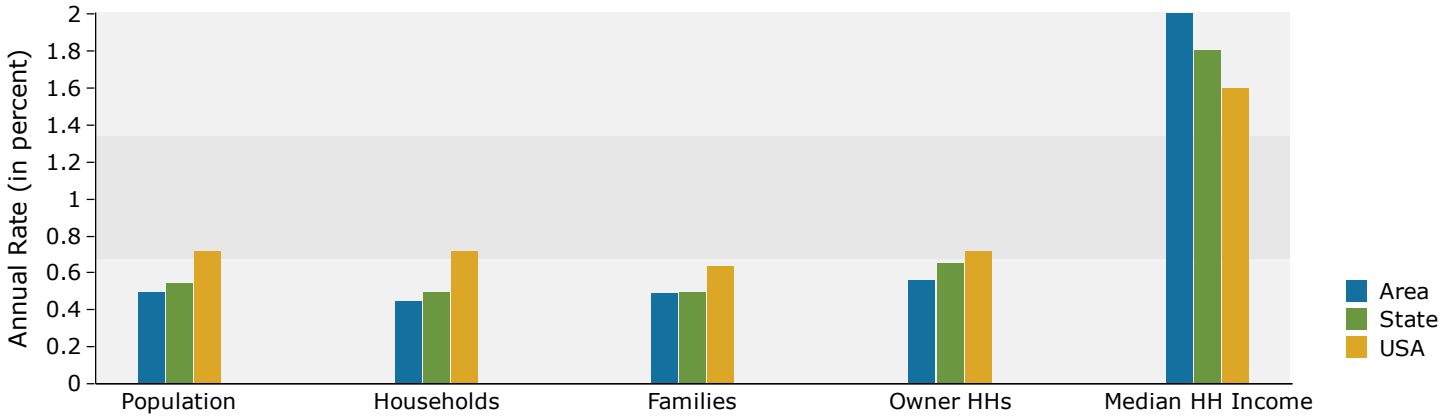
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	8,123	86.6%	8,348	84.3%	8,432	83.0%
Black Alone	109	1.2%	124	1.3%	130	1.3%
American Indian Alone	190	2.0%	201	2.0%	206	2.0%
Asian Alone	165	1.8%	211	2.1%	244	2.4%
Pacific Islander Alone	19	0.2%	19	0.2%	19	0.2%
Some Other Race Alone	393	4.2%	502	5.1%	561	5.5%
Two or More Races	382	4.1%	500	5.0%	562	5.5%
Hispanic Origin (Any Race)	1,347	14.4%	1,707	17.2%	1,931	19.0%

Data Note: Income is expressed in current dollars.

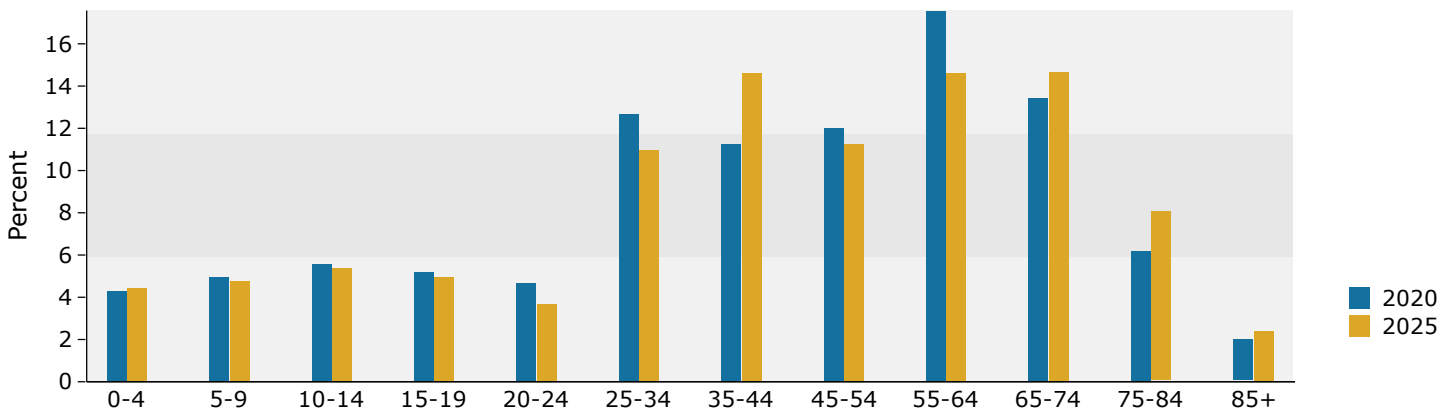
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

December 02, 2020

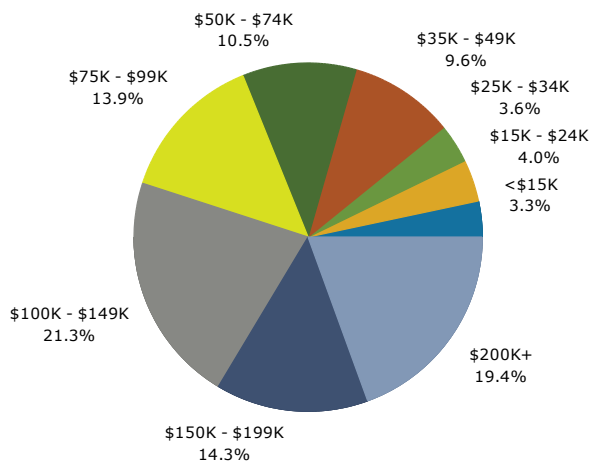
Trends 2020-2025



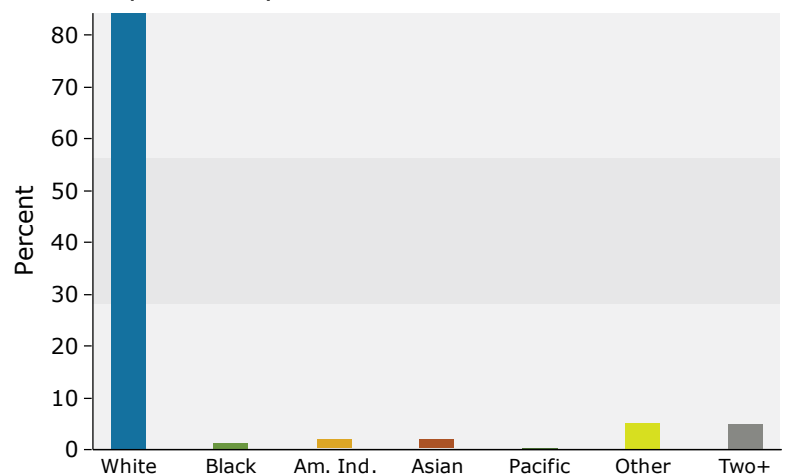
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 17.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	9,250
2010 Population	9,381
2020 Population	9,905
2025 Population	10,154
2000-2010 Annual Rate	0.14%
2010-2020 Annual Rate	0.53%
2020-2025 Annual Rate	0.50%
2020 Male Population	50.5%
2020 Female Population	49.5%
2020 Median Age	46.2

In the identified area, the current year population is 9,905. In 2010, the Census count in the area was 9,381. The rate of change since 2010 was 0.53% annually. The five-year projection for the population in the area is 10,154 representing a change of 0.50% annually from 2020 to 2025. Currently, the population is 50.5% male and 49.5% female.

Median Age

The median age in this area is 46.2, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	84.3%
2020 Black Alone	1.3%
2020 American Indian/Alaska Native Alone	2.0%
2020 Asian Alone	2.1%
2020 Pacific Islander Alone	0.2%
2020 Other Race	5.1%
2020 Two or More Races	5.0%
2020 Hispanic Origin (Any Race)	17.2%

Persons of Hispanic origin represent 17.2% of the population in the identified area compared to 18.8% 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 49.1 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	230
2000 Households	3,243
2010 Households	3,391
2020 Total Households	3,587
2025 Total Households	3,668
2000-2010 Annual Rate	0.45%
2010-2020 Annual Rate	0.55%
2020-2025 Annual Rate	0.45%
2020 Average Household Size	2.75

The household count in this area has changed from 3,391 in 2010 to 3,587 in the current year, a change of 0.55% annually. The five-year projection of households is 3,668, a change of 0.45% annually from the current year total. Average household size is currently 2.75, compared to 2.76 in the year 2010. The number of families in the current year is 2,796 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	25.0%
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Median Household Income

2020 Median Household Income	\$108,303
2025 Median Household Income	\$119,617
2020-2025 Annual Rate	2.01%

Average Household Income

2020 Average Household Income	\$142,906
2025 Average Household Income	\$161,467
2020-2025 Annual Rate	2.47%

Per Capita Income

2020 Per Capita Income	\$49,791
2025 Per Capita Income	\$56,159
2020-2025 Annual Rate	2.44%

Households by Income

Current median household income is \$108,303 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$119,617 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$142,906 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$161,467 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$49,791 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$56,159 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	93
2000 Total Housing Units	3,352
2000 Owner Occupied Housing Units	2,821
2000 Renter Occupied Housing Units	422
2000 Vacant Housing Units	109
2010 Total Housing Units	3,576
2010 Owner Occupied Housing Units	2,894
2010 Renter Occupied Housing Units	497
2010 Vacant Housing Units	185
2020 Total Housing Units	3,709
2020 Owner Occupied Housing Units	3,053
2020 Renter Occupied Housing Units	534
2020 Vacant Housing Units	122
2025 Total Housing Units	3,785
2025 Owner Occupied Housing Units	3,140
2025 Renter Occupied Housing Units	528
2025 Vacant Housing Units	117

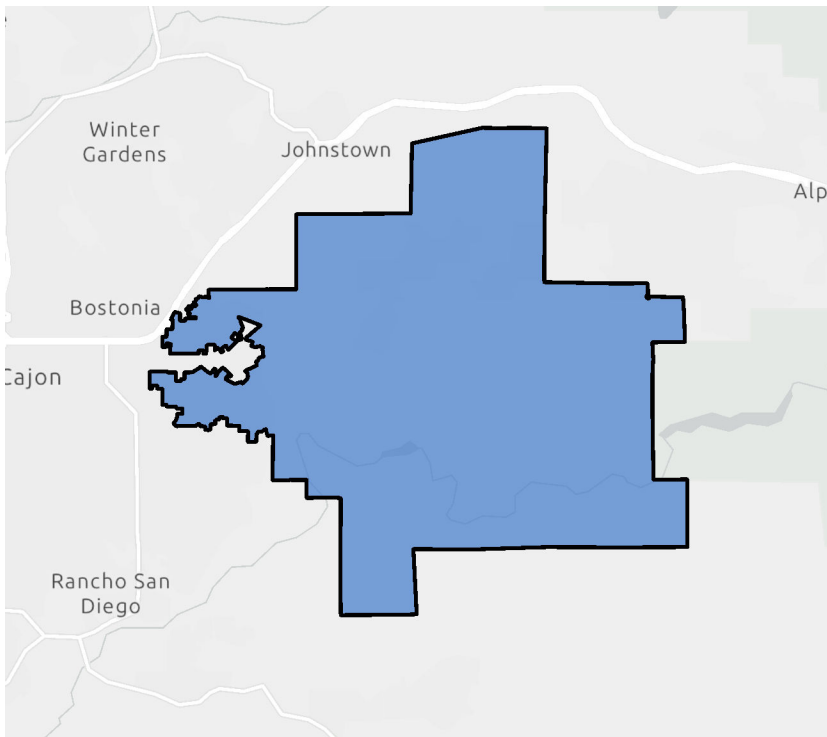
Currently, 82.3% of the 3,709 housing units in the area are owner occupied; 14.4% are renter occupied; and 3.3% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 3,576 housing units in the area - 80.9% owner occupied, 13.9% renter occupied, and 5.2% vacant. The annual rate of change in housing units since 2010 is 1.64%. Median home value in the area is \$647,119, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 2.48% annually to \$731,485.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

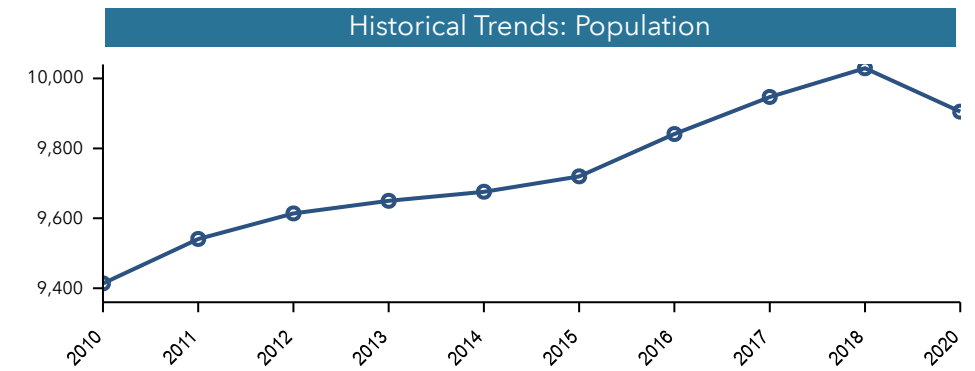
POPULATION TRENDS AND KEY INDICATORS

Crest - Dehesa

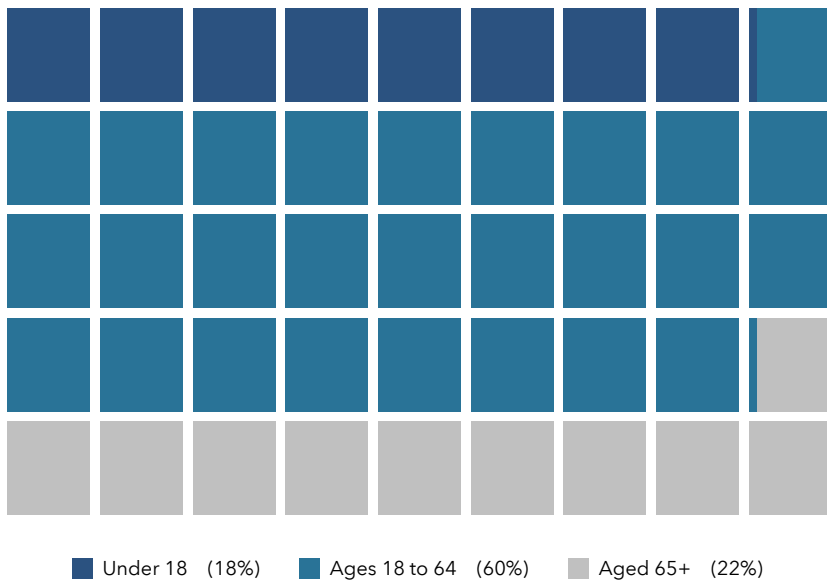


9,905	3,587	2.75	46.2	\$108,303	\$647,119	230	93	49
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

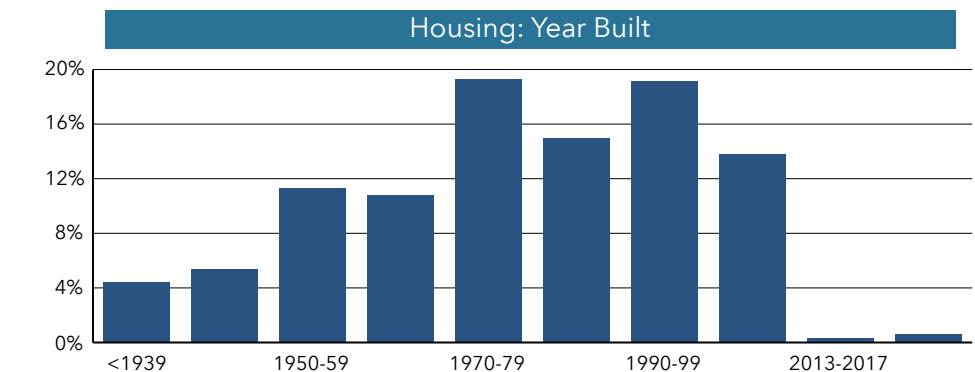
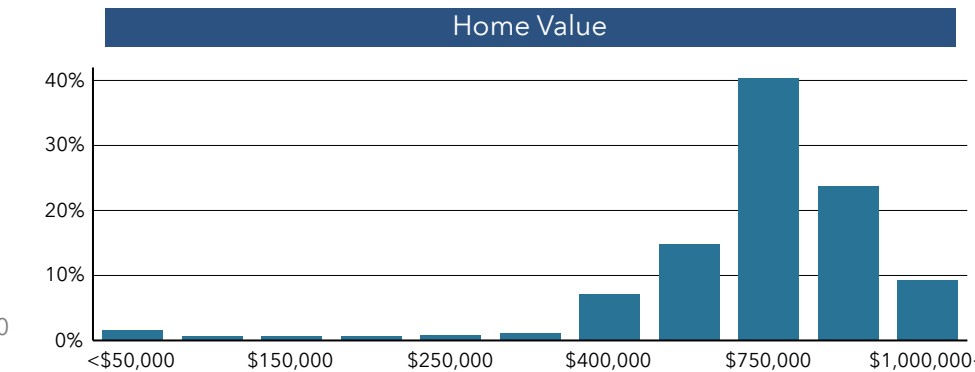
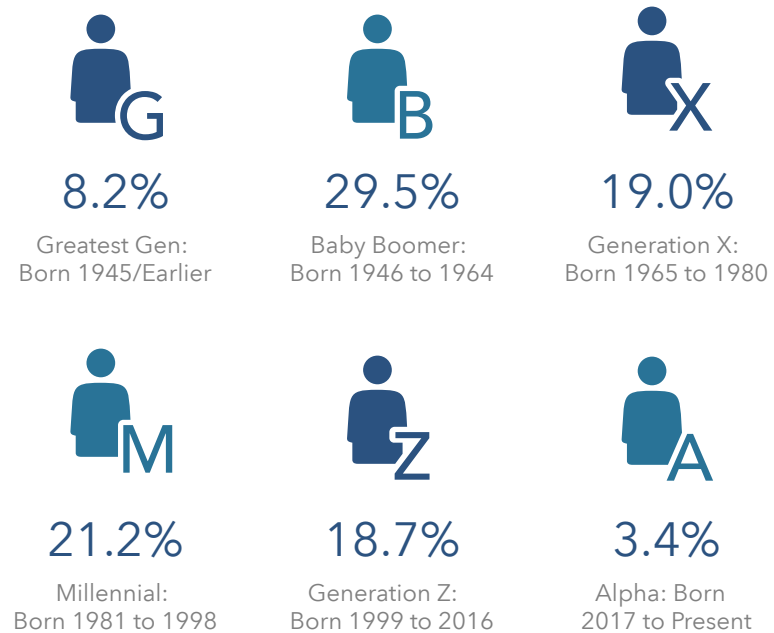
MORTGAGE INDICATORS



POPULATION BY AGE



POPULATION BY GENERATION



Population Summary	
2000 Total Population	414
2010 Total Population	396
2020 Total Population	432
2020 Group Quarters	26
2025 Total Population	444
2020-2025 Annual Rate	0.55%
2020 Total Daytime Population	398
Workers	172
Residents	226
Household Summary	
2000 Households	149
2000 Average Household Size	2.60
2010 Households	150
2010 Average Household Size	2.48
2020 Households	161
2020 Average Household Size	2.52
2025 Households	165
2025 Average Household Size	2.54
2020-2025 Annual Rate	0.49%
2010 Families	100
2010 Average Family Size	2.97
2020 Families	107
2020 Average Family Size	3.03
2025 Families	110
2025 Average Family Size	3.04
2020-2025 Annual Rate	0.55%
Housing Unit Summary	
2000 Housing Units	290
Owner Occupied Housing Units	38.3%
Renter Occupied Housing Units	13.1%
Vacant Housing Units	48.6%
2010 Housing Units	265
Owner Occupied Housing Units	43.4%
Renter Occupied Housing Units	13.2%
Vacant Housing Units	43.4%
2020 Housing Units	277
Owner Occupied Housing Units	44.4%
Renter Occupied Housing Units	14.1%
Vacant Housing Units	41.9%
2025 Housing Units	284
Owner Occupied Housing Units	44.7%
Renter Occupied Housing Units	13.7%
Vacant Housing Units	41.9%
Median Household Income	
2020	\$58,826
2025	\$64,009
Median Home Value	
2020	\$580,508
2025	\$648,438
Per Capita Income	
2020	\$37,328
2025	\$40,924
Median Age	
2010	51.9
2020	55.2
2025	56.1

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	161
<\$15,000	4.3%
\$15,000 - \$24,999	8.7%
\$25,000 - \$34,999	8.7%
\$35,000 - \$49,999	17.4%
\$50,000 - \$74,999	23.6%
\$75,000 - \$99,999	11.8%
\$100,000 - \$149,999	9.3%
\$150,000 - \$199,999	7.5%
\$200,000+	8.7%
Average Household Income	\$91,151

2025 Households by Income

Household Income Base	165
<\$15,000	3.6%
\$15,000 - \$24,999	7.3%
\$25,000 - \$34,999	7.3%
\$35,000 - \$49,999	15.8%
\$50,000 - \$74,999	24.2%
\$75,000 - \$99,999	12.7%
\$100,000 - \$149,999	11.5%
\$150,000 - \$199,999	9.1%
\$200,000+	8.5%
Average Household Income	\$99,921

2020 Owner Occupied Housing Units by Value

Total	123
<\$50,000	0.0%
\$50,000 - \$99,999	0.8%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.8%
\$200,000 - \$249,999	0.8%
\$250,000 - \$299,999	1.6%
\$300,000 - \$399,999	12.2%
\$400,000 - \$499,999	17.9%
\$500,000 - \$749,999	48.0%
\$750,000 - \$999,999	12.2%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	4.9%
\$2,000,000 +	0.0%
Average Home Value	\$628,484

2025 Owner Occupied Housing Units by Value

Total	127
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.8%
\$250,000 - \$299,999	0.8%
\$300,000 - \$399,999	5.5%
\$400,000 - \$499,999	12.6%
\$500,000 - \$749,999	50.4%
\$750,000 - \$999,999	20.5%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	8.7%
\$2,000,000 +	0.0%
Average Home Value	\$731,349

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age

Total	395
0 - 4	4.1%
5 - 9	3.8%
10 - 14	4.8%
15 - 24	8.6%
25 - 34	8.1%
35 - 44	9.4%
45 - 54	17.7%
55 - 64	21.5%
65 - 74	14.4%
75 - 84	5.8%
85 +	2.0%
18 +	84.6%

2020 Population by Age

Total	431
0 - 4	3.5%
5 - 9	3.2%
10 - 14	4.2%
15 - 24	7.9%
25 - 34	7.9%
35 - 44	8.4%
45 - 54	14.4%
55 - 64	22.5%
65 - 74	19.3%
75 - 84	6.5%
85 +	2.3%
18 +	86.8%

2025 Population by Age

Total	443
0 - 4	3.4%
5 - 9	3.2%
10 - 14	4.1%
15 - 24	7.4%
25 - 34	7.9%
35 - 44	8.6%
45 - 54	13.3%
55 - 64	21.0%
65 - 74	20.8%
75 - 84	8.1%
85 +	2.3%
18 +	87.4%

2010 Population by Sex

Males	204
Females	192

2020 Population by Sex

Males	224
Females	208

2025 Population by Sex

Males	232
Females	212

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	396
White Alone	89.1%
Black Alone	2.0%
American Indian Alone	1.3%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.0%
Two or More Races	2.3%
Hispanic Origin	11.1%
Diversity Index	36.2

2020 Population by Race/Ethnicity

Total	432
White Alone	86.8%
Black Alone	2.3%
American Indian Alone	1.4%
Asian Alone	1.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.9%
Two or More Races	3.0%
Hispanic Origin	13.7%
Diversity Index	42.3

2025 Population by Race/Ethnicity

Total	444
White Alone	86.0%
Black Alone	2.3%
American Indian Alone	1.4%
Asian Alone	1.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	5.4%
Two or More Races	3.2%
Hispanic Origin	15.1%
Diversity Index	44.9

2010 Population by Relationship and Household Type

Total	396
In Households	93.9%
In Family Households	76.5%
Householder	27.8%
Spouse	24.0%
Child	21.0%
Other relative	2.3%
Nonrelative	1.5%
In Nonfamily Households	17.4%
In Group Quarters	6.1%
Institutionalized Population	4.5%
Noninstitutionalized Population	1.3%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	350
Less than 9th Grade	1.4%
9th - 12th Grade, No Diploma	10.6%
High School Graduate	15.1%
GED/Alternative Credential	7.1%
Some College, No Degree	20.9%
Associate Degree	15.1%
Bachelor's Degree	20.0%
Graduate/Professional Degree	9.7%

2020 Population 15+ by Marital Status

Total	385
Never Married	21.0%
Married	60.0%
Widowed	8.3%
Divorced	10.6%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	193
Population 16+ Employed	83.9%
Population 16+ Unemployment rate	15.6%
Population 16-24 Employed	11.1%
Population 16-24 Unemployment rate	21.7%
Population 25-54 Employed	44.4%
Population 25-54 Unemployment rate	14.3%
Population 55-64 Employed	34.0%
Population 55-64 Unemployment rate	16.7%
Population 65+ Employed	11.1%
Population 65+ Unemployment rate	10.0%

2020 Employed Population 16+ by Industry

Total	162
Agriculture/Mining	8.6%
Construction	11.7%
Manufacturing	12.3%
Wholesale Trade	1.2%
Retail Trade	8.6%
Transportation/Utilities	1.2%
Information	0.0%
Finance/Insurance/Real Estate	6.8%
Services	39.5%
Public Administration	9.9%

2020 Employed Population 16+ by Occupation

Total	162
White Collar	53.1%
Management/Business/Financial	16.0%
Professional	13.0%
Sales	13.0%
Administrative Support	11.1%
Services	30.2%
Blue Collar	16.7%
Farming/Forestry/Fishing	6.2%
Construction/Extraction	3.1%
Installation/Maintenance/Repair	0.0%
Production	6.8%
Transportation/Material Moving	0.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

December 02, 2020

2010 Households by Type	
Total	150
Households with 1 Person	27.3%
Households with 2+ People	72.7%
Family Households	66.7%
Husband-wife Families	58.0%
With Related Children	14.0%
Other Family (No Spouse Present)	8.7%
Other Family with Male Householder	3.3%
With Related Children	1.3%
Other Family with Female Householder	5.3%
With Related Children	4.0%
Nonfamily Households	6.0%
All Households with Children	19.3%
Multigenerational Households	2.0%
Unmarried Partner Households	5.3%
Male-female	4.7%
Same-sex	0.7%
2010 Households by Size	
Total	150
1 Person Household	27.3%
2 Person Household	46.0%
3 Person Household	12.0%
4 Person Household	8.0%
5 Person Household	4.0%
6 Person Household	2.0%
7 + Person Household	0.7%
2010 Households by Tenure and Mortgage Status	
Total	150
Owner Occupied	76.7%
Owned with a Mortgage/Loan	51.3%
Owned Free and Clear	25.3%
Renter Occupied	23.3%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	58
Percent of Income for Mortgage	41.2%
Wealth Index	127
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	265
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%
2010 Population By Urban/ Rural Status	
Total Population	396
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Rural Resort Dwellers (6E)
2. The Great Outdoors (6C)
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$322,978
Average Spent	\$2,006.07
Spending Potential Index	94
Education: Total \$	\$218,748
Average Spent	\$1,358.68
Spending Potential Index	76
Entertainment/Recreation: Total \$	\$616,696
Average Spent	\$3,830.41
Spending Potential Index	118
Food at Home: Total \$	\$981,084
Average Spent	\$6,093.69
Spending Potential Index	114
Food Away from Home: Total \$	\$592,107
Average Spent	\$3,677.68
Spending Potential Index	98
Health Care: Total \$	\$1,167,842
Average Spent	\$7,253.68
Spending Potential Index	126
HH Furnishings & Equipment: Total \$	\$354,913
Average Spent	\$2,204.43
Spending Potential Index	101
Personal Care Products & Services: Total \$	\$137,636
Average Spent	\$854.88
Spending Potential Index	93
Shelter: Total \$	\$2,904,231
Average Spent	\$18,038.70
Spending Potential Index	93
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$540,512
Average Spent	\$3,357.22
Spending Potential Index	143
Travel: Total \$	\$400,764
Average Spent	\$2,489.22
Spending Potential Index	103
Vehicle Maintenance & Repairs: Total \$	\$230,853
Average Spent	\$1,433.87
Spending Potential Index	124

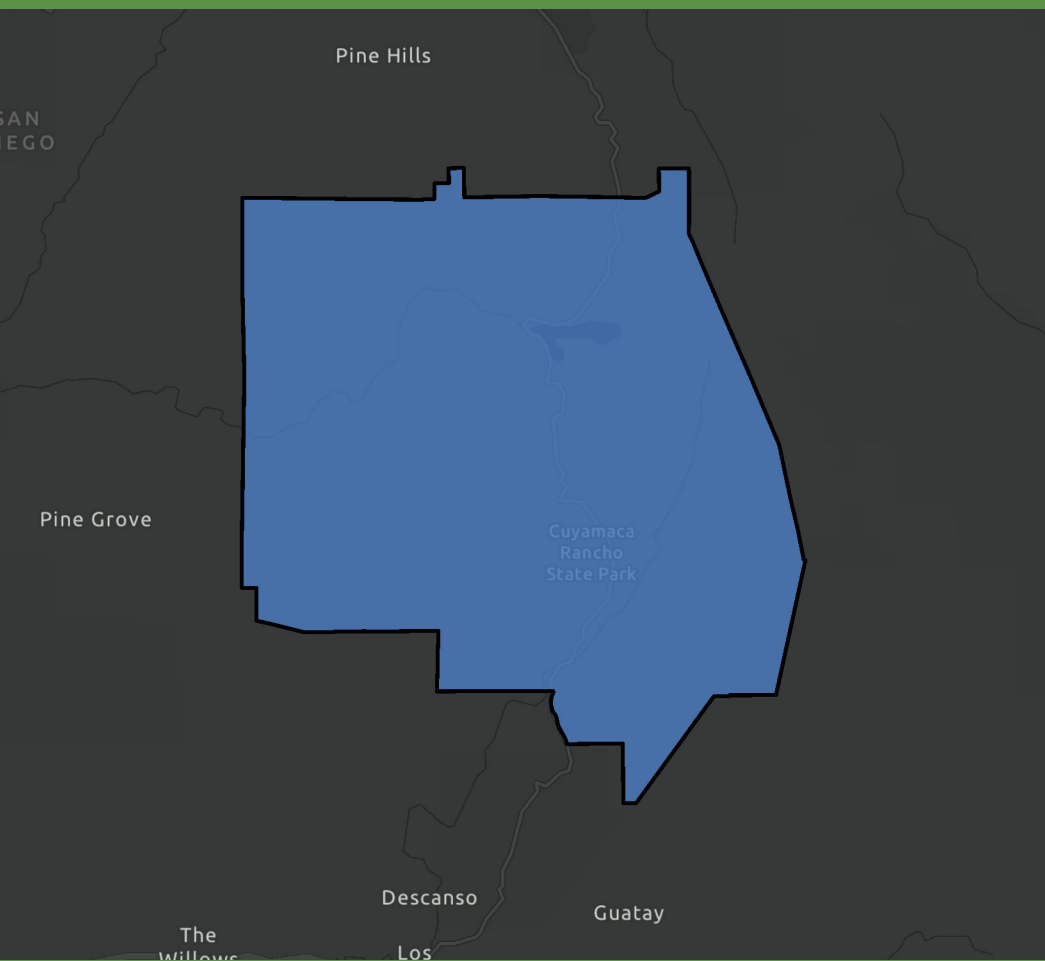
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

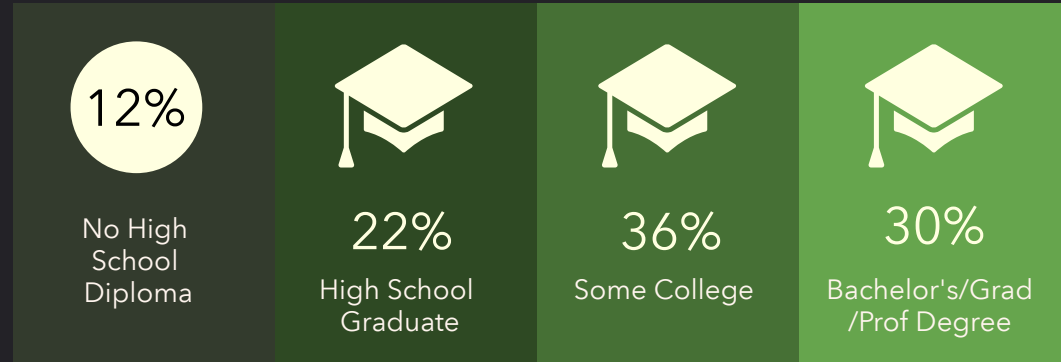
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

DEMOGRAPHIC PROFILE

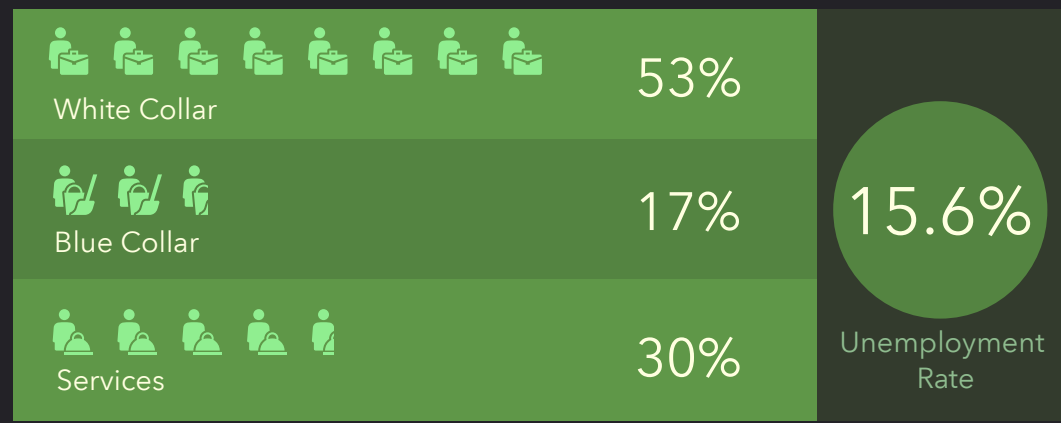
Cuyamaca
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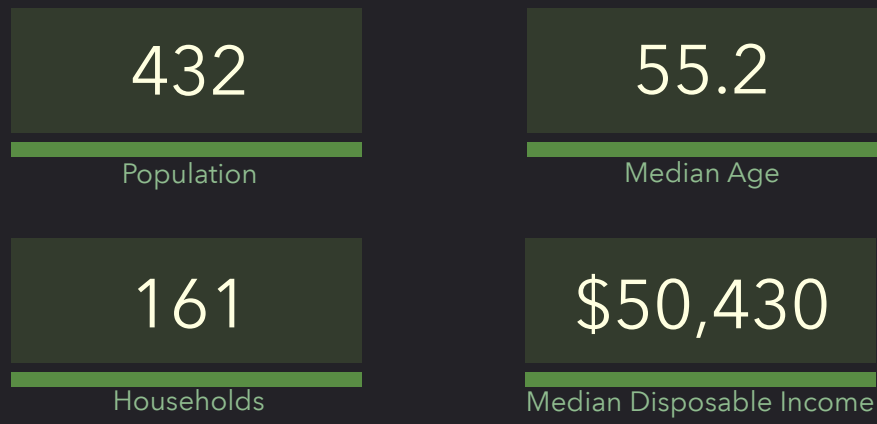
EDUCATION



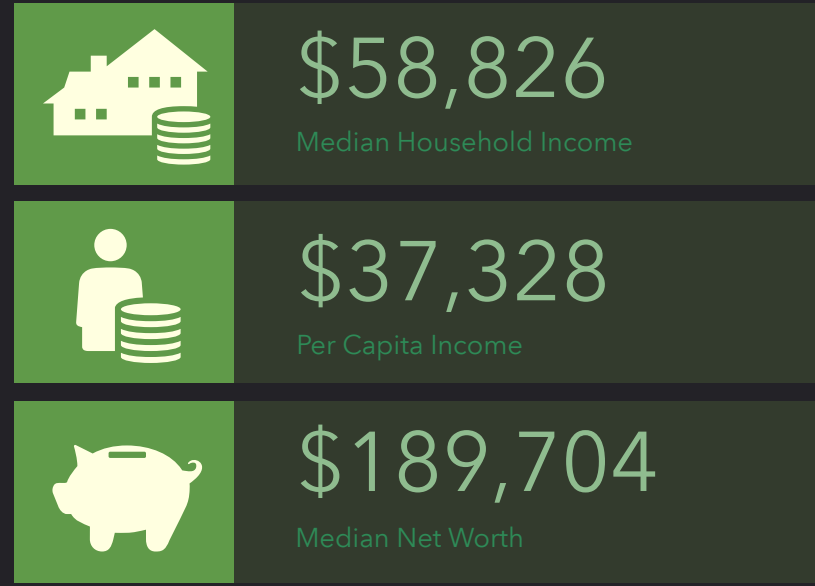
EMPLOYMENT



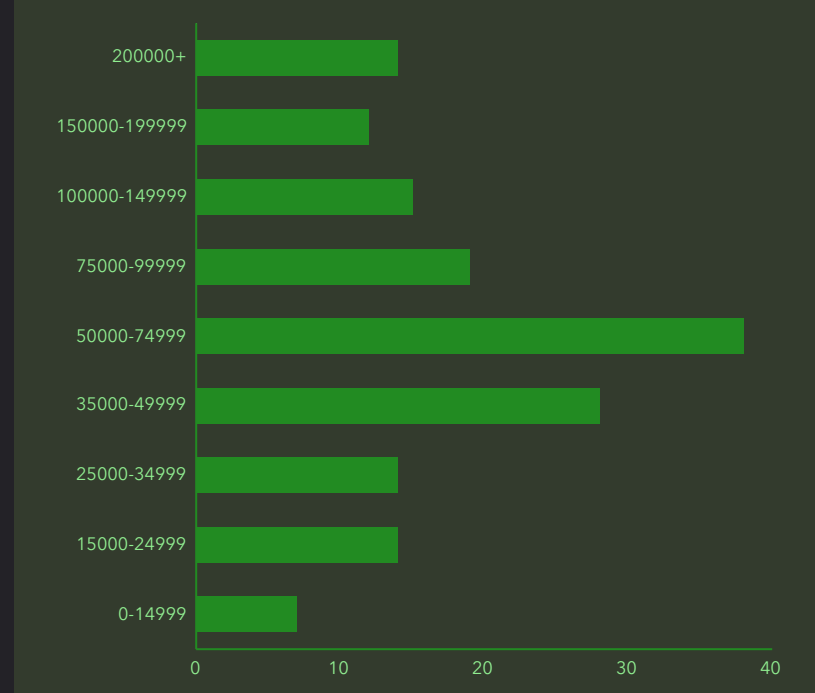
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

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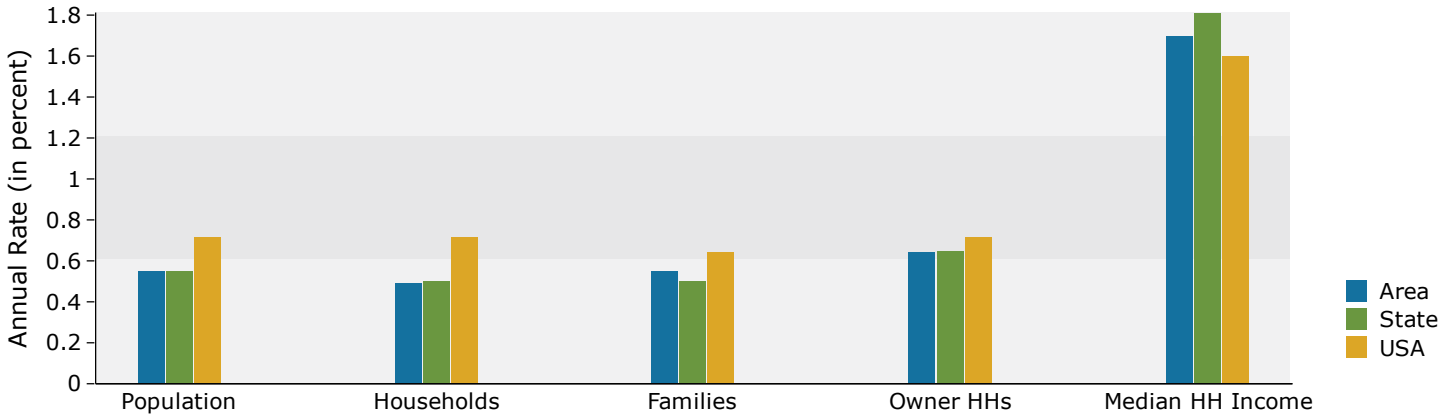
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	396		432		444	
Households	150		161		165	
Families	100		107		110	
Average Household Size	2.48		2.52		2.54	
Owner Occupied Housing Units	115		123		127	
Renter Occupied Housing Units	35		39		39	
Median Age	51.9		55.2		56.1	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.55%		0.55%		0.72%	
Households	0.49%		0.50%		0.72%	
Families	0.55%		0.50%		0.64%	
Owner HHs	0.64%		0.65%		0.72%	
Median Household Income	1.70%		1.81%		1.60%	
Households by Income	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	7	4.3%	6	3.6%	6	3.6%
\$15,000 - \$24,999	14	8.7%	12	7.3%	12	7.3%
\$25,000 - \$34,999	14	8.7%	12	7.3%	12	7.3%
\$35,000 - \$49,999	28	17.4%	26	15.8%	26	15.8%
\$50,000 - \$74,999	38	23.6%	40	24.2%	40	24.2%
\$75,000 - \$99,999	19	11.8%	21	12.7%	21	12.7%
\$100,000 - \$149,999	15	9.3%	19	11.5%	19	11.5%
\$150,000 - \$199,999	12	7.5%	15	9.1%	15	9.1%
\$200,000+	14	8.7%	14	8.5%	14	8.5%
Median Household Income			\$58,826		\$64,009	
Average Household Income			\$91,151		\$99,921	
Per Capita Income			\$37,328		\$40,924	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	16	4.0%	15	3.5%	15	3.4%
5 - 9	15	3.8%	14	3.2%	14	3.2%
10 - 14	19	4.8%	18	4.2%	18	4.1%
15 - 19	17	4.3%	16	3.7%	16	3.6%
20 - 24	17	4.3%	18	4.2%	17	3.8%
25 - 34	32	8.1%	34	7.9%	35	7.9%
35 - 44	37	9.3%	36	8.4%	38	8.6%
45 - 54	70	17.7%	62	14.4%	59	13.3%
55 - 64	85	21.5%	97	22.5%	93	21.0%
65 - 74	57	14.4%	83	19.3%	92	20.8%
75 - 84	23	5.8%	28	6.5%	36	8.1%
85+	8	2.0%	10	2.3%	10	2.3%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	353	89.1%	375	86.8%	382	86.0%
Black Alone	8	2.0%	10	2.3%	10	2.3%
American Indian Alone	5	1.3%	6	1.4%	6	1.4%
Asian Alone	5	1.3%	7	1.6%	8	1.8%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	16	4.0%	21	4.9%	24	5.4%
Two or More Races	9	2.3%	13	3.0%	14	3.2%
Hispanic Origin (Any Race)	44	11.1%	58	13.4%	66	14.9%

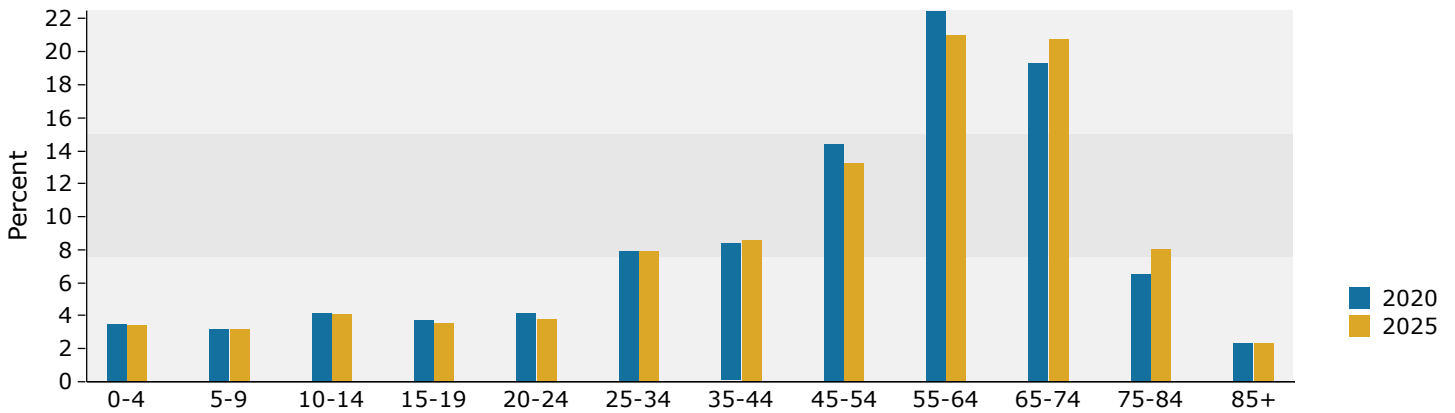
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

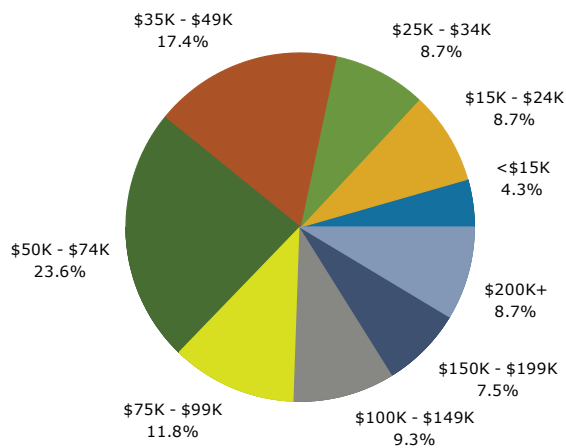
Trends 2020-2025



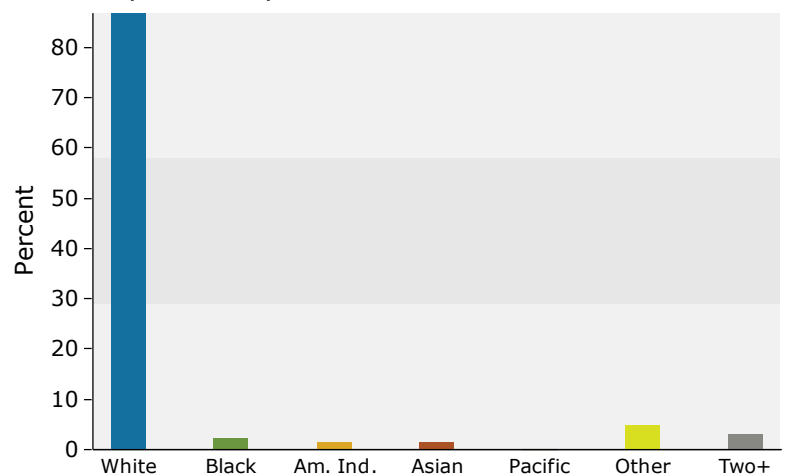
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 13.4%

Population

2000 Population	414
2010 Population	396
2020 Population	432
2025 Population	444
2000-2010 Annual Rate	-0.44%
2010-2020 Annual Rate	0.85%
2020-2025 Annual Rate	0.55%
2020 Male Population	51.9%
2020 Female Population	48.1%
2020 Median Age	55.2

In the identified area, the current year population is 432. In 2010, the Census count in the area was 396. The rate of change since 2010 was 0.85% annually. The five-year projection for the population in the area is 444 representing a change of 0.55% annually from 2020 to 2025. Currently, the population is 51.9% male and 48.1% female.

Median Age

The median age in this area is 55.2, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	86.8%
2020 Black Alone	2.3%
2020 American Indian/Alaska Native Alone	1.4%
2020 Asian Alone	1.6%
2020 Pacific Islander Alone	0.0%
2020 Other Race	4.9%
2020 Two or More Races	3.0%
2020 Hispanic Origin (Any Race)	13.7%

Persons of Hispanic origin represent 13.7% of the population in the identified area compared to 18.8% 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 42.3 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	127
2000 Households	149
2010 Households	150
2020 Total Households	161
2025 Total Households	165
2000-2010 Annual Rate	0.07%
2010-2020 Annual Rate	0.69%
2020-2025 Annual Rate	0.49%
2020 Average Household Size	2.52

The household count in this area has changed from 150 in 2010 to 161 in the current year, a change of 0.69% annually. The five-year projection of households is 165, a change of 0.49% annually from the current year total. Average household size is currently 2.52, compared to 2.48 in the year 2010. The number of families in the current year is 107 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	41.2%
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Median Household Income

2020 Median Household Income	\$58,826
2025 Median Household Income	\$64,009
2020-2025 Annual Rate	1.70%

Average Household Income

2020 Average Household Income	\$91,151
2025 Average Household Income	\$99,921
2020-2025 Annual Rate	1.85%

Per Capita Income

2020 Per Capita Income	\$37,328
2025 Per Capita Income	\$40,924
2020-2025 Annual Rate	1.86%

Households by Income

Current median household income is \$58,826 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$64,009 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$91,151 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$99,921 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$37,328 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$40,924 in five years, compared to \$37,691 for all U.S. households

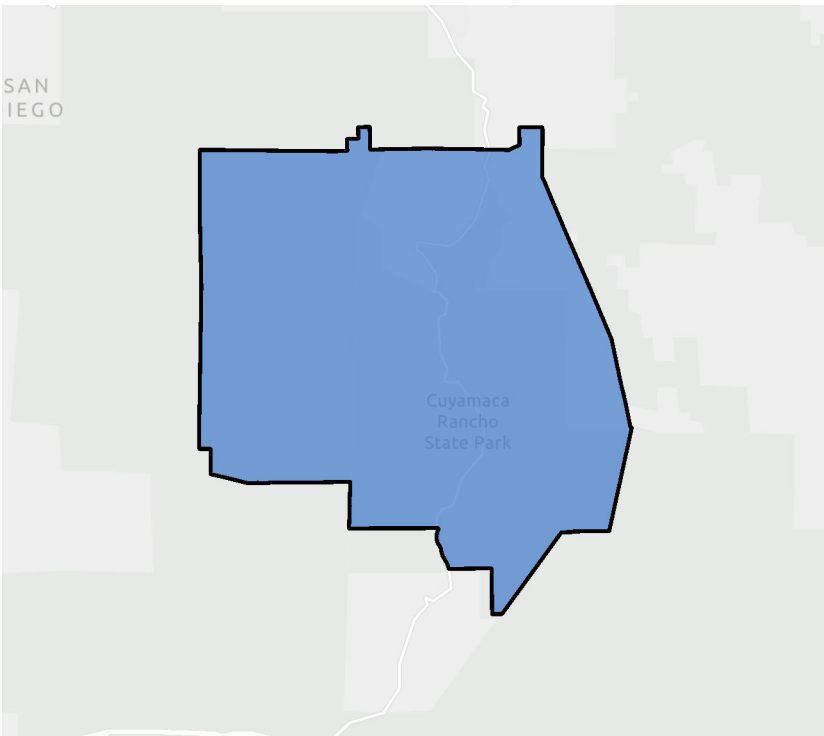
Housing

2020 Housing Affordability Index	58
2000 Total Housing Units	290
2000 Owner Occupied Housing Units	111
2000 Renter Occupied Housing Units	38
2000 Vacant Housing Units	141
2010 Total Housing Units	265
2010 Owner Occupied Housing Units	115
2010 Renter Occupied Housing Units	35
2010 Vacant Housing Units	115
2020 Total Housing Units	277
2020 Owner Occupied Housing Units	123
2020 Renter Occupied Housing Units	39
2020 Vacant Housing Units	116
2025 Total Housing Units	284
2025 Owner Occupied Housing Units	127
2025 Renter Occupied Housing Units	39
2025 Vacant Housing Units	119

Currently, 44.4% of the 277 housing units in the area are owner occupied; 14.1%, renter occupied; and 41.9% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 265 housing units in the area - 43.4% owner occupied, 13.2% renter occupied, and 43.4% vacant. The annual rate of change in housing units since 2010 is 1.99%. Median home value in the area is \$580,508, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 2.24% annually to \$648,438.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

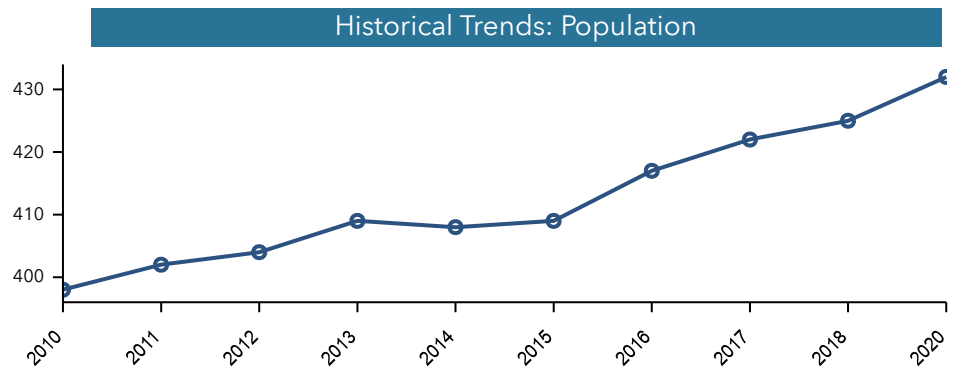


POPULATION TRENDS AND KEY INDICATORS

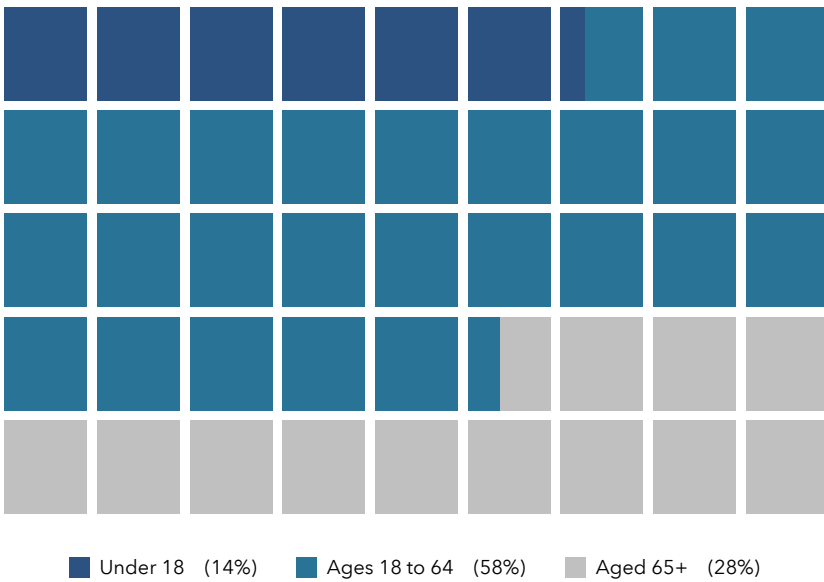
Cuyamaca

432	161	2.52	55.2	\$58,826	\$580,508	127	58	42
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

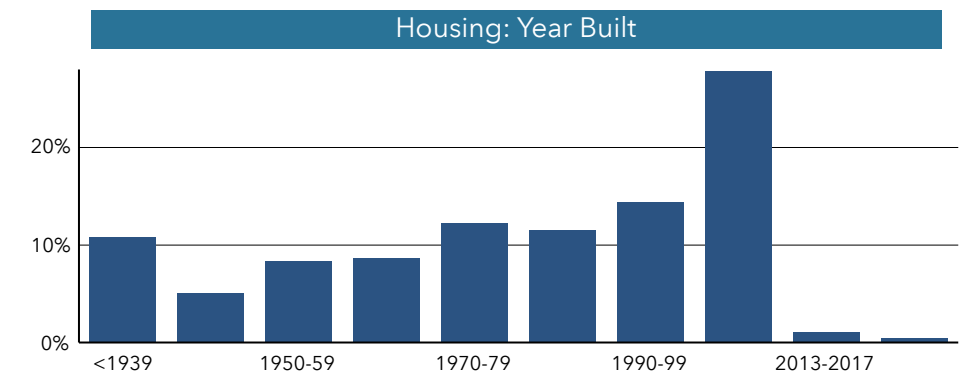
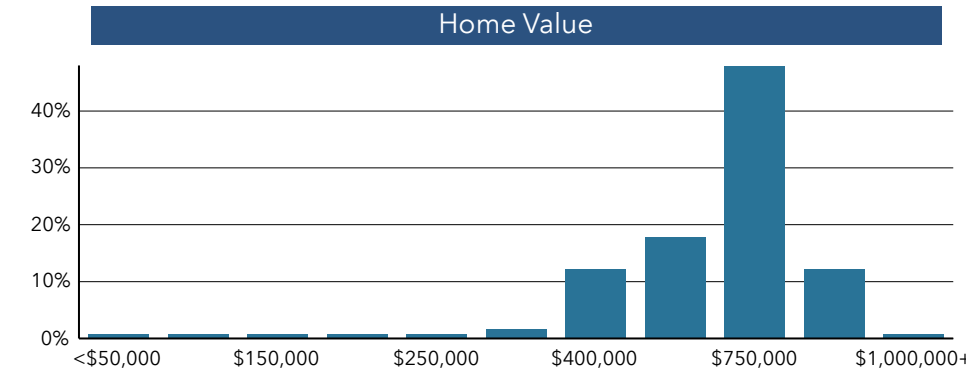
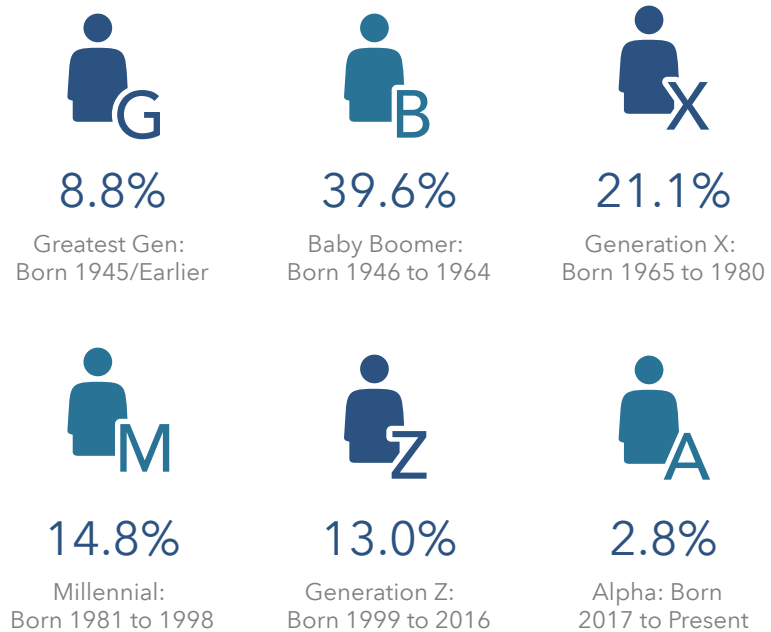
MORTGAGE INDICATORS



POPULATION BY AGE



POPULATION BY GENERATION



Population Summary	
2000 Total Population	1,652
2010 Total Population	1,720
2020 Total Population	1,986
2020 Group Quarters	57
2025 Total Population	2,091
2020-2025 Annual Rate	1.04%
2020 Total Daytime Population	1,616
Workers	410
Residents	1,206
Household Summary	
2000 Households	649
2000 Average Household Size	2.46
2010 Households	701
2010 Average Household Size	2.38
2020 Households	814
2020 Average Household Size	2.37
2025 Households	857
2025 Average Household Size	2.37
2020-2025 Annual Rate	1.03%
2010 Families	461
2010 Average Family Size	2.84
2020 Families	535
2020 Average Family Size	2.84
2025 Families	565
2025 Average Family Size	2.84
2020-2025 Annual Rate	1.10%
Housing Unit Summary	
2000 Housing Units	766
Owner Occupied Housing Units	66.2%
Renter Occupied Housing Units	18.5%
Vacant Housing Units	15.3%
2010 Housing Units	836
Owner Occupied Housing Units	63.0%
Renter Occupied Housing Units	20.8%
Vacant Housing Units	16.1%
2020 Housing Units	948
Owner Occupied Housing Units	64.2%
Renter Occupied Housing Units	21.6%
Vacant Housing Units	14.1%
2025 Housing Units	996
Owner Occupied Housing Units	65.1%
Renter Occupied Housing Units	21.0%
Vacant Housing Units	14.0%
Median Household Income	
2020	\$92,600
2025	\$101,563
Median Home Value	
2020	\$495,968
2025	\$623,621
Per Capita Income	
2020	\$43,580
2025	\$47,345
Median Age	
2010	44.9
2020	46.6
2025	47.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	814
<\$15,000	4.5%
\$15,000 - \$24,999	5.3%
\$25,000 - \$34,999	4.2%
\$35,000 - \$49,999	9.0%
\$50,000 - \$74,999	17.0%
\$75,000 - \$99,999	13.4%
\$100,000 - \$149,999	24.4%
\$150,000 - \$199,999	13.1%
\$200,000+	9.2%
Average Household Income	\$111,221

2025 Households by Income

Household Income Base	857
<\$15,000	3.5%
\$15,000 - \$24,999	4.2%
\$25,000 - \$34,999	3.4%
\$35,000 - \$49,999	7.7%
\$50,000 - \$74,999	16.0%
\$75,000 - \$99,999	13.8%
\$100,000 - \$149,999	27.2%
\$150,000 - \$199,999	15.1%
\$200,000+	9.2%
Average Household Income	\$120,852

2020 Owner Occupied Housing Units by Value

Total	609
<\$50,000	1.0%
\$50,000 - \$99,999	0.7%
\$100,000 - \$149,999	0.8%
\$150,000 - \$199,999	0.3%
\$200,000 - \$249,999	2.1%
\$250,000 - \$299,999	5.6%
\$300,000 - \$399,999	20.0%
\$400,000 - \$499,999	20.4%
\$500,000 - \$749,999	34.6%
\$750,000 - \$999,999	11.7%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	1.8%
\$2,000,000 +	1.1%
Average Home Value	\$559,344

2025 Owner Occupied Housing Units by Value

Total	648
<\$50,000	0.3%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	0.3%
\$150,000 - \$199,999	0.2%
\$200,000 - \$249,999	0.9%
\$250,000 - \$299,999	2.2%
\$300,000 - \$399,999	9.9%
\$400,000 - \$499,999	15.3%
\$500,000 - \$749,999	42.0%
\$750,000 - \$999,999	23.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	3.7%
\$2,000,000 +	2.0%
Average Home Value	\$686,747

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age

Total	1,719
0 - 4	4.7%
5 - 9	5.9%
10 - 14	5.6%
15 - 24	14.8%
25 - 34	9.1%
35 - 44	9.9%
45 - 54	18.0%
55 - 64	19.6%
65 - 74	7.6%
75 - 84	3.4%
85 +	1.2%
18 +	77.9%

2020 Population by Age

Total	1,986
0 - 4	4.3%
5 - 9	4.7%
10 - 14	5.1%
15 - 24	11.0%
25 - 34	12.8%
35 - 44	10.4%
45 - 54	10.8%
55 - 64	17.9%
65 - 74	17.0%
75 - 84	4.6%
85 +	1.3%
18 +	81.0%

2025 Population by Age

Total	2,090
0 - 4	4.1%
5 - 9	4.6%
10 - 14	5.1%
15 - 24	10.2%
25 - 34	9.4%
35 - 44	13.5%
45 - 54	11.1%
55 - 64	14.3%
65 - 74	18.2%
75 - 84	8.2%
85 +	1.3%
18 +	81.7%

2010 Population by Sex

Males	900
Females	820

2020 Population by Sex

Males	1,030
Females	956

2025 Population by Sex

Males	1,085
Females	1,006

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	1,720
White Alone	75.7%
Black Alone	1.0%
American Indian Alone	14.0%
Asian Alone	1.1%
Pacific Islander Alone	0.5%
Some Other Race Alone	4.2%
Two or More Races	3.4%
Hispanic Origin	14.5%
Diversity Index	55.4

2020 Population by Race/Ethnicity

Total	1,987
White Alone	73.9%
Black Alone	1.2%
American Indian Alone	13.8%
Asian Alone	1.4%
Pacific Islander Alone	0.5%
Some Other Race Alone	5.1%
Two or More Races	4.2%
Hispanic Origin	17.3%
Diversity Index	59.6

2025 Population by Race/Ethnicity

Total	2,090
White Alone	73.0%
Black Alone	1.1%
American Indian Alone	13.7%
Asian Alone	1.5%
Pacific Islander Alone	0.5%
Some Other Race Alone	5.6%
Two or More Races	4.6%
Hispanic Origin	19.1%
Diversity Index	61.9

2010 Population by Relationship and Household Type

Total	1,720
In Households	96.9%
In Family Households	79.3%
Householder	25.6%
Spouse	19.9%
Child	27.3%
Other relative	3.3%
Nonrelative	3.1%
In Nonfamily Households	17.6%
In Group Quarters	3.1%
Institutionalized Population	3.1%
Noninstitutionalized Population	0.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	1,488
Less than 9th Grade	0.8%
9th - 12th Grade, No Diploma	5.8%
High School Graduate	24.4%
GED/Alternative Credential	2.5%
Some College, No Degree	34.1%
Associate Degree	10.3%
Bachelor's Degree	16.5%
Graduate/Professional Degree	5.6%

2020 Population 15+ by Marital Status

Total	1,706
Never Married	31.4%
Married	52.2%
Widowed	7.6%
Divorced	8.8%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	932
Population 16+ Employed	84.4%
Population 16+ Unemployment rate	15.6%
Population 16-24 Employed	8.9%
Population 16-24 Unemployment rate	21.3%
Population 25-54 Employed	52.4%
Population 25-54 Unemployment rate	17.3%
Population 55-64 Employed	26.0%
Population 55-64 Unemployment rate	11.6%
Population 65+ Employed	12.8%
Population 65+ Unemployment rate	11.4%

2020 Employed Population 16+ by Industry

Total	787
Agriculture/Mining	1.7%
Construction	11.2%
Manufacturing	11.7%
Wholesale Trade	0.8%
Retail Trade	6.1%
Transportation/Utilities	8.3%
Information	0.3%
Finance/Insurance/Real Estate	4.7%
Services	45.1%
Public Administration	10.5%

2020 Employed Population 16+ by Occupation

Total	787
White Collar	61.0%
Management/Business/Financial	19.8%
Professional	15.0%
Sales	20.5%
Administrative Support	5.7%
Services	18.3%
Blue Collar	20.7%
Farming/Forestry/Fishing	1.3%
Construction/Extraction	7.8%
Installation/Maintenance/Repair	3.3%
Production	2.0%
Transportation/Material Moving	6.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	702
Households with 1 Person	26.9%
Households with 2+ People	73.1%
Family Households	65.7%
Husband-wife Families	51.1%
With Related Children	17.9%
Other Family (No Spouse Present)	14.5%
Other Family with Male Householder	5.8%
With Related Children	4.3%
Other Family with Female Householder	8.7%
With Related Children	5.7%
Nonfamily Households	7.4%
All Households with Children	29.0%
Multigenerational Households	3.4%
Unmarried Partner Households	7.3%
Male-female	6.3%
Same-sex	1.0%
2010 Households by Size	
Total	702
1 Person Household	26.9%
2 Person Household	35.6%
3 Person Household	16.1%
4 Person Household	11.5%
5 Person Household	5.7%
6 Person Household	2.7%
7 + Person Household	1.4%
2010 Households by Tenure and Mortgage Status	
Total	701
Owner Occupied	75.2%
Owned with a Mortgage/Loan	48.9%
Owned Free and Clear	26.2%
Renter Occupied	24.8%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	107
Percent of Income for Mortgage	22.4%
Wealth Index	146
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	836
Housing Units Inside Urbanized Area	9.3%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	90.7%
2010 Population By Urban/ Rural Status	
Total Population	1,720
Population Inside Urbanized Area	12.3%
Population Inside Urbanized Cluster	0.0%
Rural Population	87.7%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. The Great Outdoors (6C)
2. Rural Resort Dwellers (6E)
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$2,033,894
Average Spent	\$2,498.64
Spending Potential Index	116
Education: Total \$	\$1,652,355
Average Spent	\$2,029.92
Spending Potential Index	113
Entertainment/Recreation: Total \$	\$3,341,839
Average Spent	\$4,105.45
Spending Potential Index	126
Food at Home: Total \$	\$5,480,319
Average Spent	\$6,732.58
Spending Potential Index	126
Food Away from Home: Total \$	\$3,703,837
Average Spent	\$4,550.17
Spending Potential Index	121
Health Care: Total \$	\$6,017,360
Average Spent	\$7,392.33
Spending Potential Index	129
HH Furnishings & Equipment: Total \$	\$2,125,095
Average Spent	\$2,610.68
Spending Potential Index	119
Personal Care Products & Services: Total \$	\$858,167
Average Spent	\$1,054.26
Spending Potential Index	115
Shelter: Total \$	\$19,444,047
Average Spent	\$23,887.04
Spending Potential Index	123
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,828,759
Average Spent	\$3,475.13
Spending Potential Index	148
Travel: Total \$	\$2,559,083
Average Spent	\$3,143.84
Spending Potential Index	130
Vehicle Maintenance & Repairs: Total \$	\$1,218,745
Average Spent	\$1,497.23
Spending Potential Index	129

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.

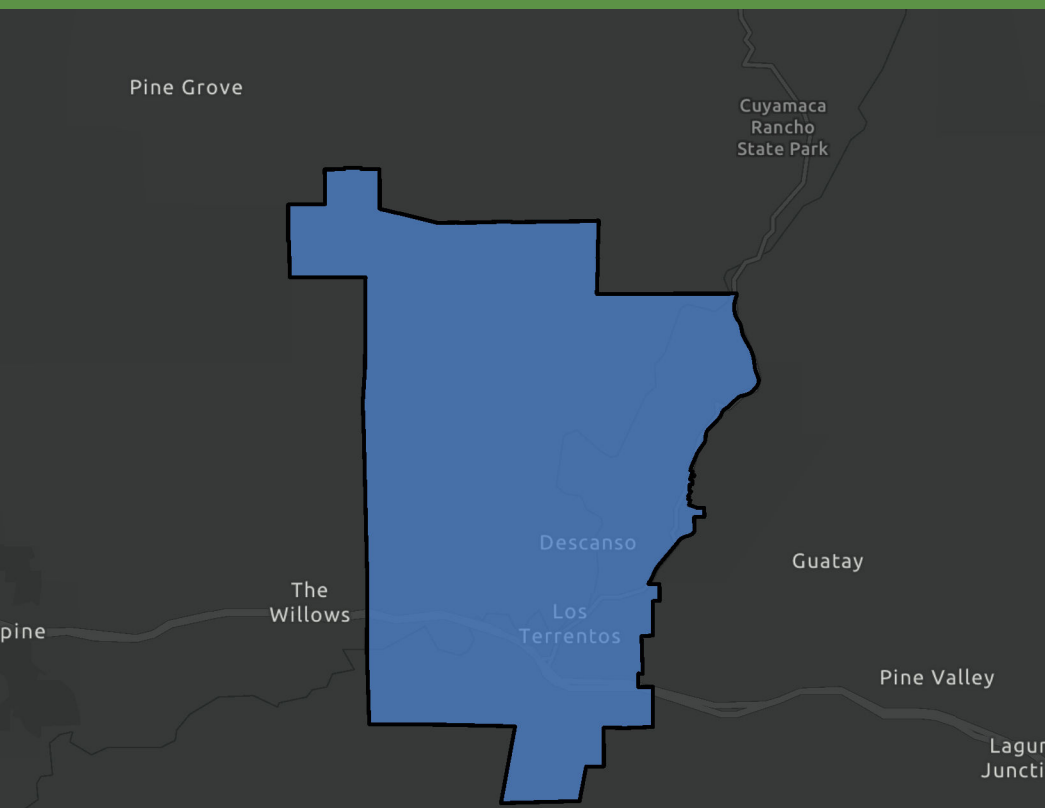
Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

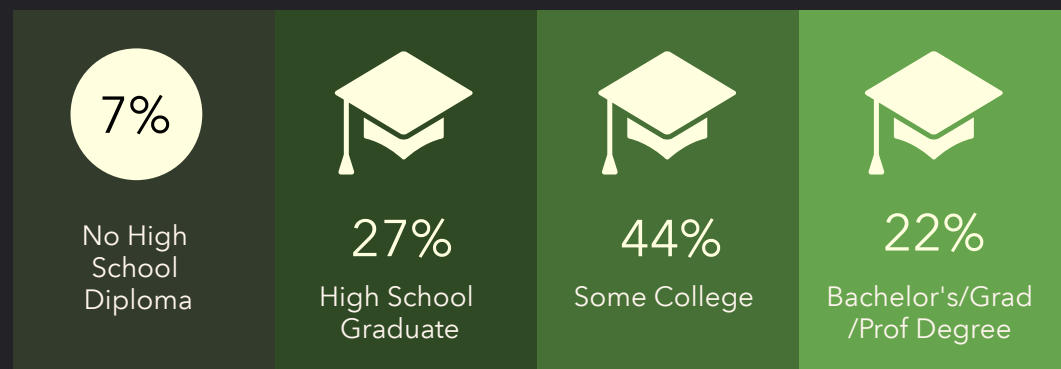
DEMOGRAPHIC PROFILE

Descanso

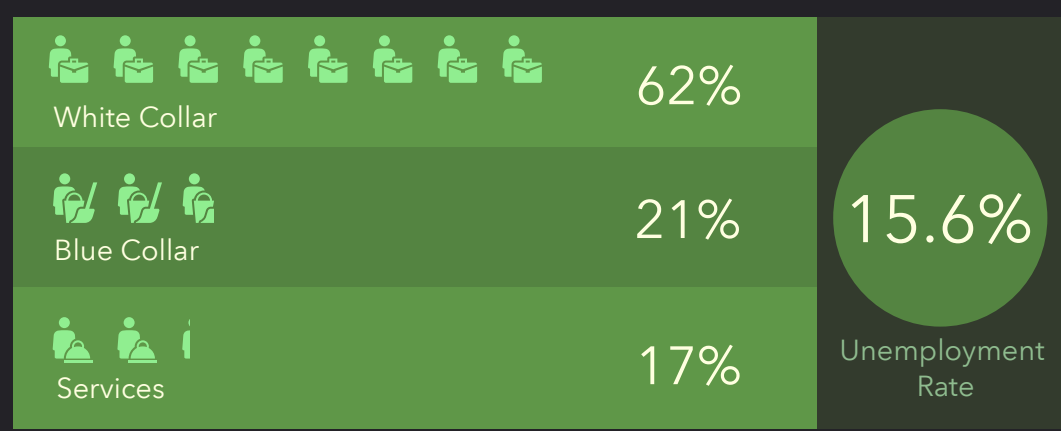
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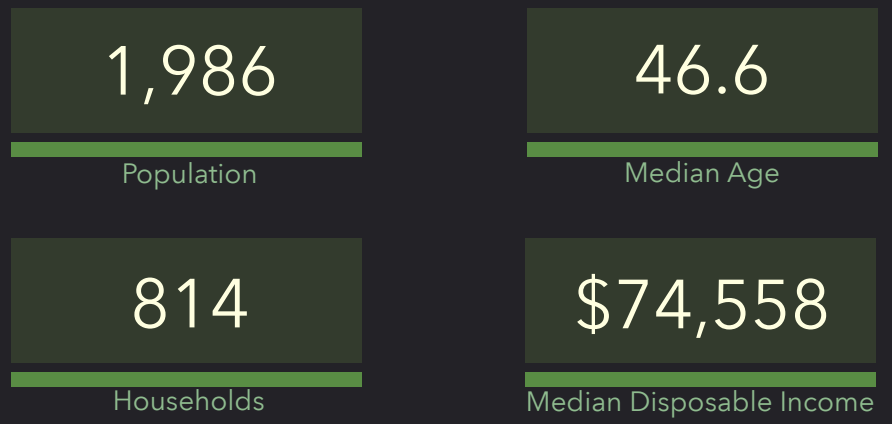
EDUCATION



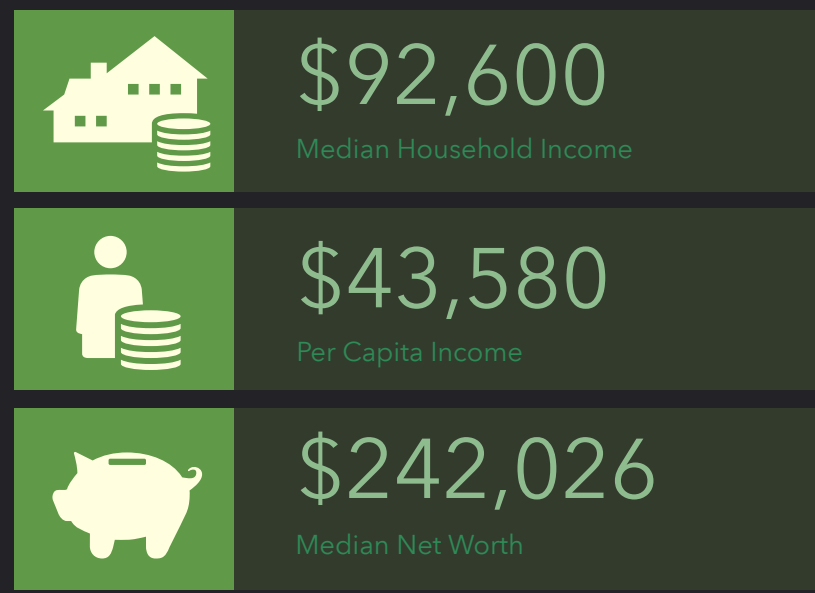
EMPLOYMENT



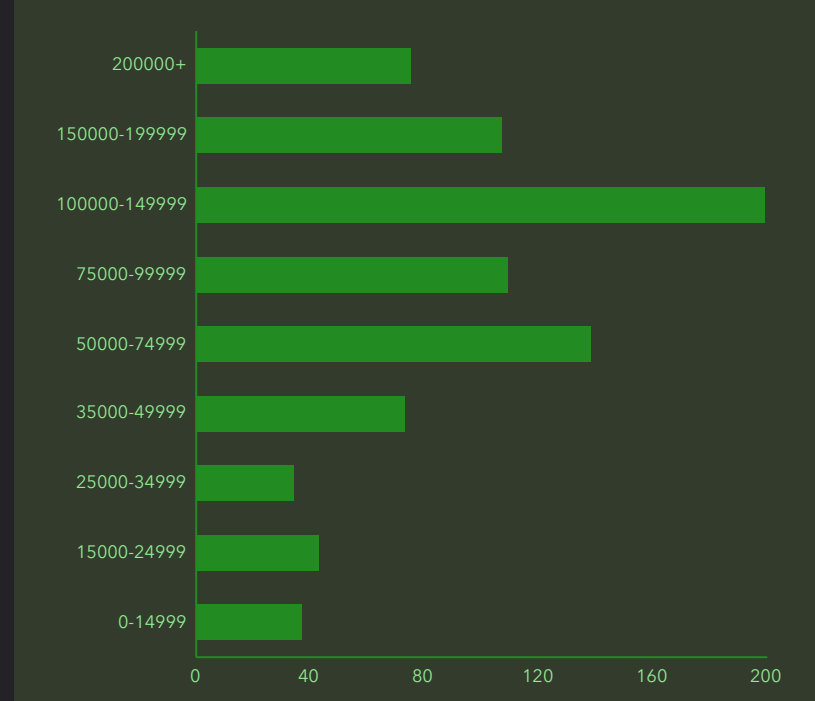
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Descanso

Prepared by Esri

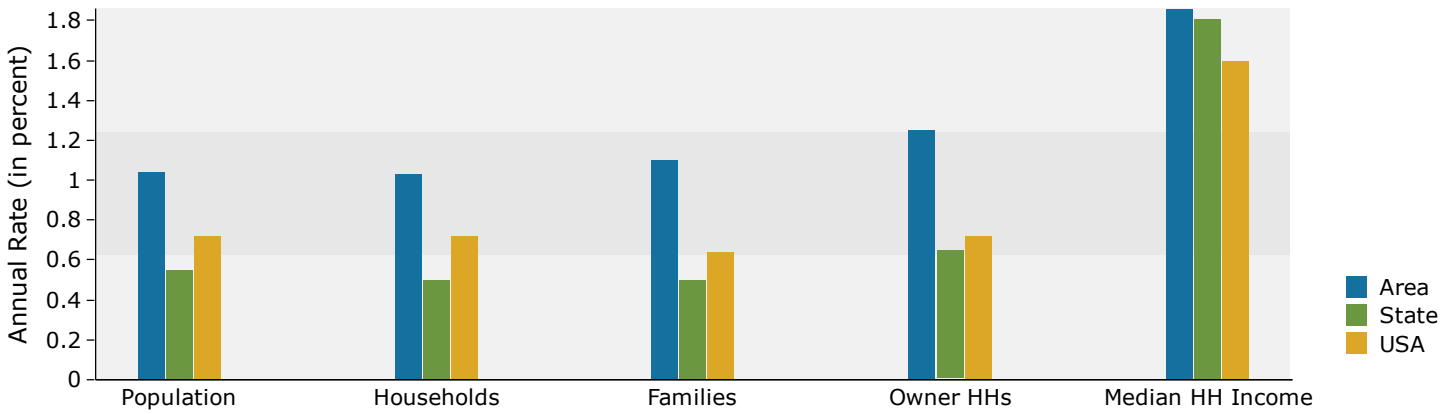
Summary	Census 2010		2020		2025	
Population	1,720		1,986		2,091	
Households	701		814		857	
Families	461		535		565	
Average Household Size	2.38		2.37		2.37	
Owner Occupied Housing Units	527		609		648	
Renter Occupied Housing Units	174		205		209	
Median Age	44.9		46.6		47.8	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	1.04%		0.55%		0.72%	
Households	1.03%		0.50%		0.72%	
Families	1.10%		0.50%		0.64%	
Owner HHs	1.25%		0.65%		0.72%	
Median Household Income	1.86%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			37	4.5%	30	3.5%
\$15,000 - \$24,999			43	5.3%	36	4.2%
\$25,000 - \$34,999			34	4.2%	29	3.4%
\$35,000 - \$49,999			73	9.0%	66	7.7%
\$50,000 - \$74,999			138	17.0%	137	16.0%
\$75,000 - \$99,999			109	13.4%	118	13.8%
\$100,000 - \$149,999			199	24.4%	233	27.2%
\$150,000 - \$199,999			107	13.1%	129	15.1%
\$200,000+			75	9.2%	79	9.2%
Median Household Income			\$92,600		\$101,563	
Average Household Income			\$111,221		\$120,852	
Per Capita Income			\$43,580		\$47,345	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	81	4.7%	86	4.3%	86	4.1%
5 - 9	102	5.9%	93	4.7%	97	4.6%
10 - 14	96	5.6%	102	5.1%	106	5.1%
15 - 19	148	8.6%	141	7.1%	135	6.5%
20 - 24	107	6.2%	77	3.9%	78	3.7%
25 - 34	157	9.1%	255	12.8%	196	9.4%
35 - 44	171	9.9%	206	10.4%	283	13.5%
45 - 54	310	18.0%	214	10.8%	231	11.1%
55 - 64	337	19.6%	356	17.9%	298	14.3%
65 - 74	131	7.6%	338	17.0%	381	18.2%
75 - 84	58	3.4%	92	4.6%	172	8.2%
85+	21	1.2%	26	1.3%	27	1.3%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,302	75.7%	1,468	73.9%	1,525	73.0%
Black Alone	18	1.0%	23	1.2%	24	1.1%
American Indian Alone	241	14.0%	275	13.8%	287	13.7%
Asian Alone	19	1.1%	27	1.4%	32	1.5%
Pacific Islander Alone	8	0.5%	9	0.5%	10	0.5%
Some Other Race Alone	73	4.2%	101	5.1%	116	5.6%
Two or More Races	59	3.4%	84	4.2%	96	4.6%
Hispanic Origin (Any Race)	250	14.5%	345	17.4%	402	19.2%

Data Note: Income is expressed in current dollars.

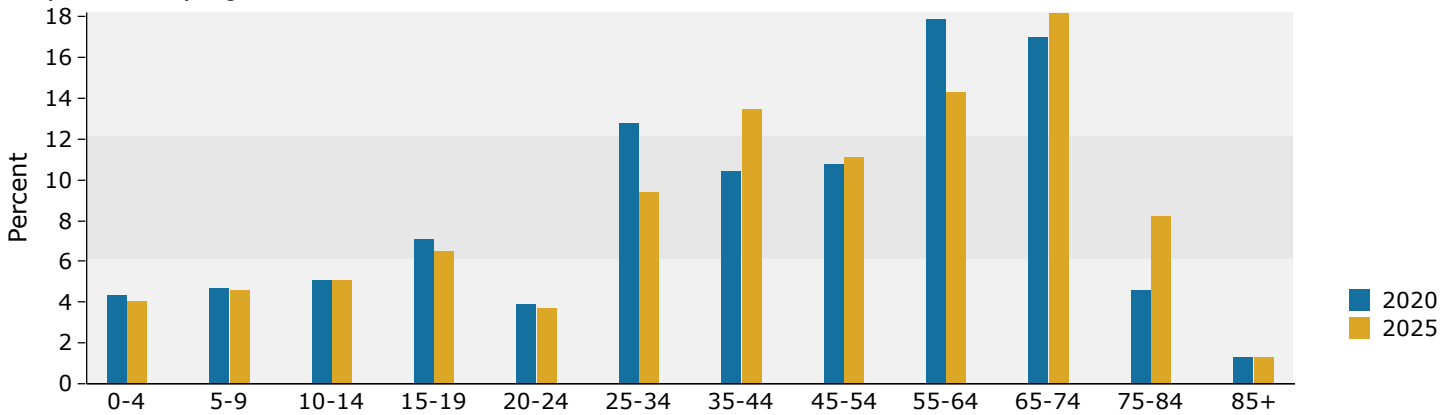
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

December 02, 2020

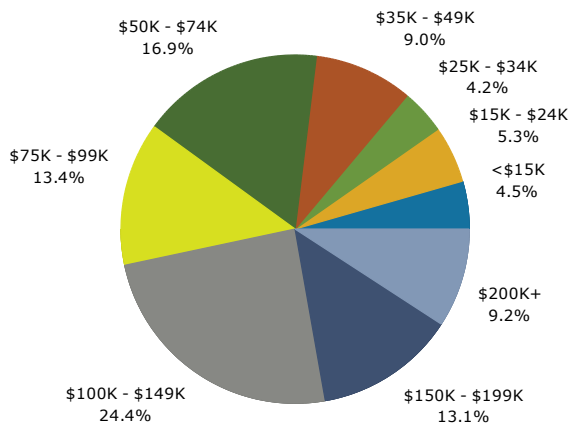
Trends 2020-2025



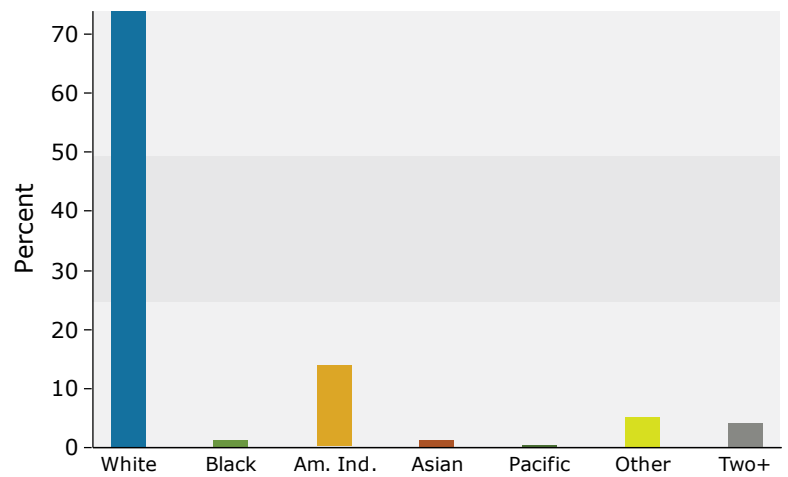
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 17.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	1,652
2010 Population	1,720
2020 Population	1,986
2025 Population	2,091
2000-2010 Annual Rate	0.40%
2010-2020 Annual Rate	1.41%
2020-2025 Annual Rate	1.04%
2020 Male Population	51.9%
2020 Female Population	48.1%
2020 Median Age	46.6

In the identified area, the current year population is 1,986. In 2010, the Census count in the area was 1,720. The rate of change since 2010 was 1.41% annually. The five-year projection for the population in the area is 2,091 representing a change of 1.04% annually from 2020 to 2025. Currently, the population is 51.9% male and 48.1% female.

Median Age

The median age in this area is 46.6, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	73.9%
2020 Black Alone	1.2%
2020 American Indian/Alaska Native Alone	13.8%
2020 Asian Alone	1.4%
2020 Pacific Islander Alone	0.5%
2020 Other Race	5.1%
2020 Two or More Races	4.2%
2020 Hispanic Origin (Any Race)	17.3%

Persons of Hispanic origin represent 17.3% of the population in the identified area compared to 18.8% 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 59.6 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	146
2000 Households	649
2010 Households	701
2020 Total Households	814
2025 Total Households	857
2000-2010 Annual Rate	0.77%
2010-2020 Annual Rate	1.47%
2020-2025 Annual Rate	1.03%
2020 Average Household Size	2.37

The household count in this area has changed from 701 in 2010 to 814 in the current year, a change of 1.47% annually. The five-year projection of households is 857, a change of 1.03% annually from the current year total. Average household size is currently 2.37, compared to 2.38 in the year 2010. The number of families in the current year is 535 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	22.4%
-------------------------------------	-------

Median Household Income

2020 Median Household Income	\$92,600
2025 Median Household Income	\$101,563
2020-2025 Annual Rate	1.86%

Average Household Income

2020 Average Household Income	\$111,221
2025 Average Household Income	\$120,852
2020-2025 Annual Rate	1.67%

Per Capita Income

2020 Per Capita Income	\$43,580
2025 Per Capita Income	\$47,345
2020-2025 Annual Rate	1.67%

Households by Income

Current median household income is \$92,600 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$101,563 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$111,221 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$120,852 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$43,580 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$47,345 in five years, compared to \$37,691 for all U.S. households

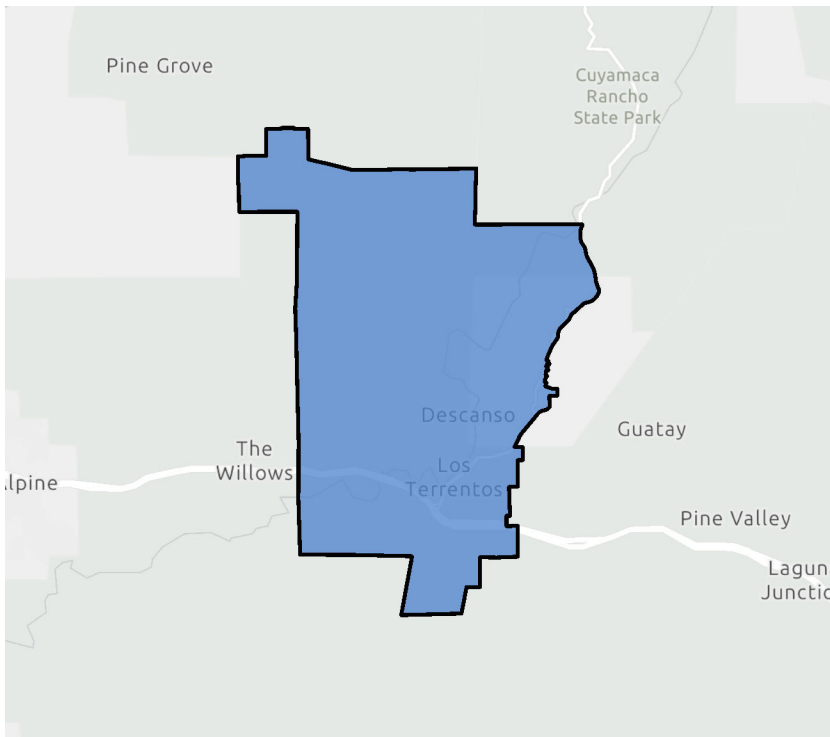
Housing

2020 Housing Affordability Index	107
2000 Total Housing Units	766
2000 Owner Occupied Housing Units	507
2000 Renter Occupied Housing Units	142
2000 Vacant Housing Units	117
2010 Total Housing Units	836
2010 Owner Occupied Housing Units	527
2010 Renter Occupied Housing Units	174
2010 Vacant Housing Units	135
2020 Total Housing Units	948
2020 Owner Occupied Housing Units	609
2020 Renter Occupied Housing Units	205
2020 Vacant Housing Units	134
2025 Total Housing Units	996
2025 Owner Occupied Housing Units	648
2025 Renter Occupied Housing Units	209
2025 Vacant Housing Units	139

Currently, 64.2% of the 948 housing units in the area are owner occupied; 21.6%, renter occupied; and 14.1% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 836 housing units in the area - 63.0% owner occupied, 20.8% renter occupied, and 16.1% vacant. The annual rate of change in housing units since 2010 is 5.75%. Median home value in the area is \$495,968, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 4.69% annually to \$623,621.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

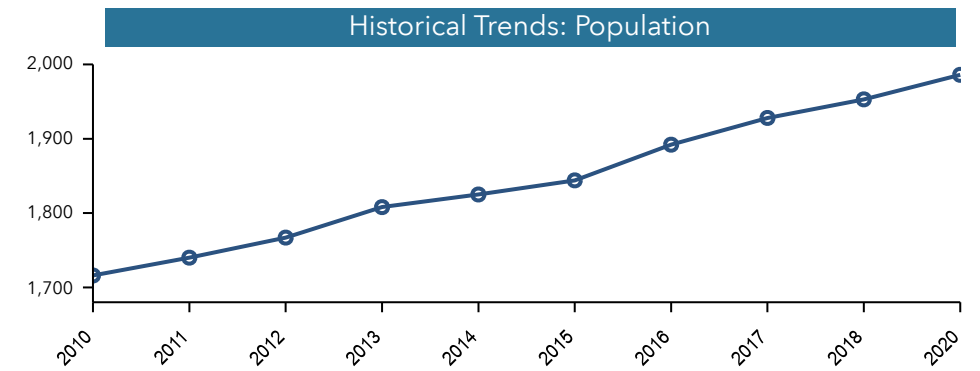


POPULATION TRENDS AND KEY INDICATORS

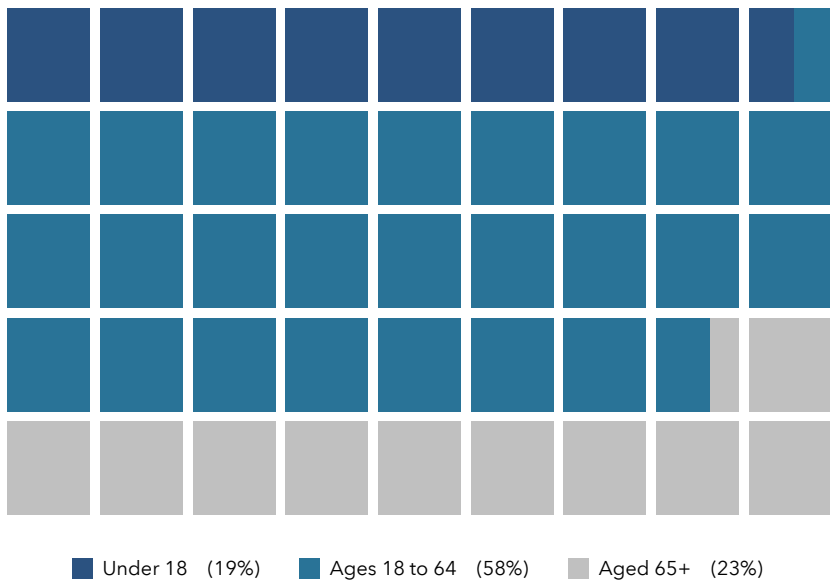
Descanso

1,986	814	2.37	46.6	\$92,600	\$495,968	146	107	60
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

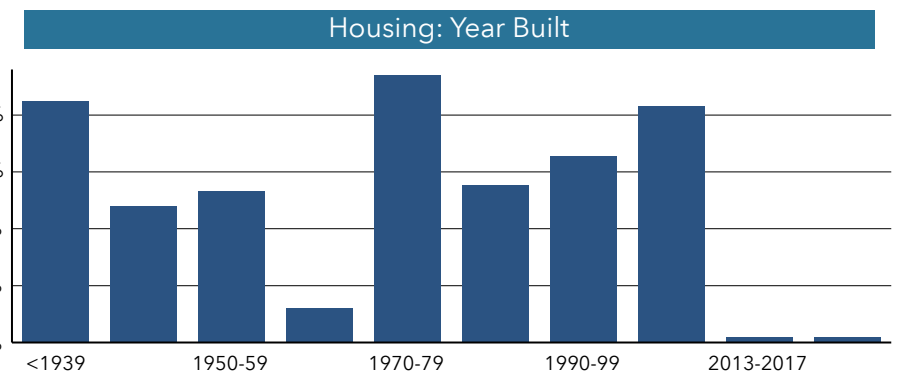
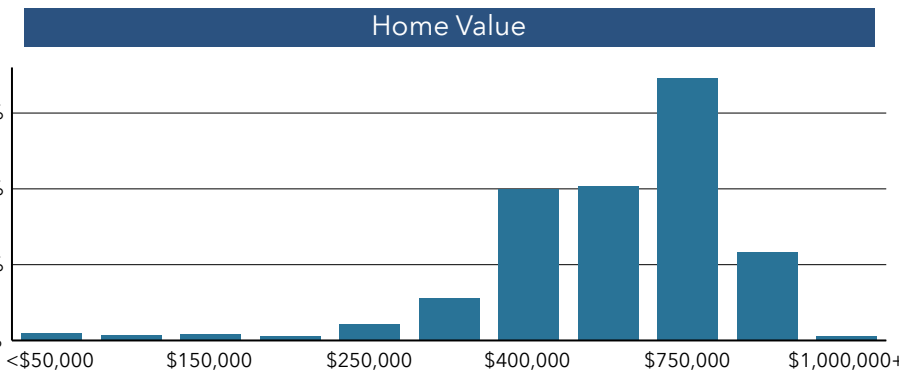
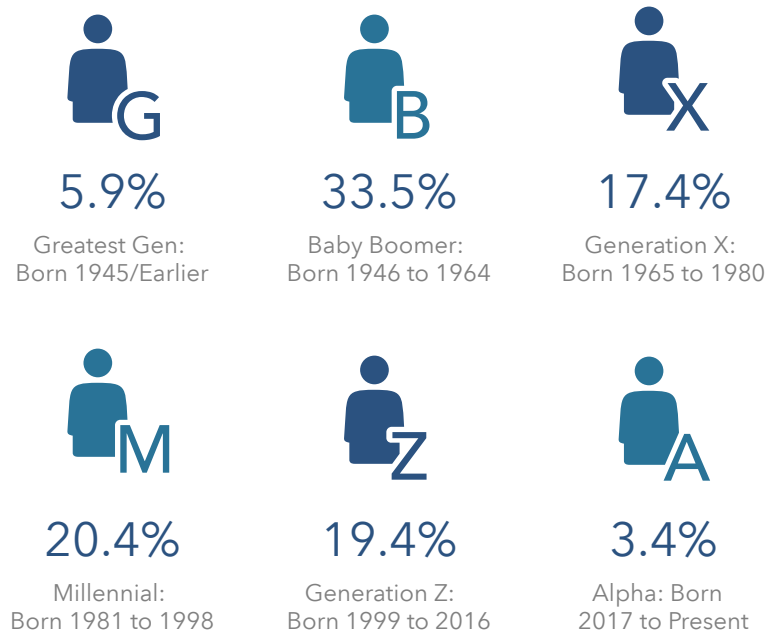
MORTGAGE INDICATORS



POPULATION BY AGE



POPULATION BY GENERATION





Population Summary	
2000 Total Population	602
2010 Total Population	918
2020 Total Population	999
2020 Group Quarters	1
2025 Total Population	1,037
2020-2025 Annual Rate	0.75%
2020 Total Daytime Population	1,055
Workers	210
Residents	845
Household Summary	
2000 Households	256
2000 Average Household Size	2.35
2010 Households	404
2010 Average Household Size	2.27
2020 Households	441
2020 Average Household Size	2.26
2025 Households	456
2025 Average Household Size	2.27
2020-2025 Annual Rate	0.67%
2010 Families	237
2010 Average Family Size	2.91
2020 Families	259
2020 Average Family Size	2.90
2025 Families	269
2025 Average Family Size	2.90
2020-2025 Annual Rate	0.76%
Housing Unit Summary	
2000 Housing Units	567
Owner Occupied Housing Units	37.9%
Renter Occupied Housing Units	7.4%
Vacant Housing Units	54.7%
2010 Housing Units	1,004
Owner Occupied Housing Units	33.1%
Renter Occupied Housing Units	7.2%
Vacant Housing Units	59.8%
2020 Housing Units	1,072
Owner Occupied Housing Units	33.7%
Renter Occupied Housing Units	7.5%
Vacant Housing Units	58.9%
2025 Housing Units	1,107
Owner Occupied Housing Units	34.0%
Renter Occupied Housing Units	7.2%
Vacant Housing Units	58.8%
Median Household Income	
2020	\$36,885
2025	\$40,019
Median Home Value	
2020	\$167,778
2025	\$310,000
Per Capita Income	
2020	\$20,675
2025	\$23,706
Median Age	
2010	52.4
2020	56.5
2025	57.9

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	441
<\$15,000	18.1%
\$15,000 - \$24,999	16.6%
\$25,000 - \$34,999	10.7%
\$35,000 - \$49,999	23.8%
\$50,000 - \$74,999	13.2%
\$75,000 - \$99,999	7.0%
\$100,000 - \$149,999	9.8%
\$150,000 - \$199,999	0.2%
\$200,000+	0.2%
Average Household Income	\$46,142

2025 Households by Income

Household Income Base	456
<\$15,000	15.8%
\$15,000 - \$24,999	14.5%
\$25,000 - \$34,999	9.6%
\$35,000 - \$49,999	23.2%
\$50,000 - \$74,999	14.5%
\$75,000 - \$99,999	8.6%
\$100,000 - \$149,999	13.2%
\$150,000 - \$199,999	0.4%
\$200,000+	0.2%
Average Household Income	\$53,102

2020 Owner Occupied Housing Units by Value

Total	361
<\$50,000	35.7%
\$50,000 - \$99,999	5.5%
\$100,000 - \$149,999	4.2%
\$150,000 - \$199,999	12.5%
\$200,000 - \$249,999	10.8%
\$250,000 - \$299,999	0.6%
\$300,000 - \$399,999	26.9%
\$400,000 - \$499,999	1.9%
\$500,000 - \$749,999	1.1%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$182,014

2025 Owner Occupied Housing Units by Value

Total	376
<\$50,000	22.1%
\$50,000 - \$99,999	4.0%
\$100,000 - \$149,999	2.1%
\$150,000 - \$199,999	7.7%
\$200,000 - \$249,999	9.0%
\$250,000 - \$299,999	0.3%
\$300,000 - \$399,999	45.2%
\$400,000 - \$499,999	4.8%
\$500,000 - \$749,999	2.9%
\$750,000 - \$999,999	0.8%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.3%
Average Home Value	\$261,497

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age

Total	918
0 - 4	4.5%
5 - 9	3.8%
10 - 14	5.0%
15 - 24	9.9%
25 - 34	6.4%
35 - 44	7.2%
45 - 54	18.3%
55 - 64	20.9%
65 - 74	16.3%
75 - 84	6.3%
85 +	1.1%
18 +	83.2%

2020 Population by Age

Total	999
0 - 4	3.7%
5 - 9	3.3%
10 - 14	4.5%
15 - 24	8.3%
25 - 34	6.5%
35 - 44	6.1%
45 - 54	14.6%
55 - 64	22.1%
65 - 74	22.1%
75 - 84	7.3%
85 +	1.4%
18 +	85.8%

2025 Population by Age

Total	1,035
0 - 4	3.6%
5 - 9	3.2%
10 - 14	4.3%
15 - 24	7.8%
25 - 34	6.0%
35 - 44	6.4%
45 - 54	13.6%
55 - 64	20.5%
65 - 74	24.0%
75 - 84	9.2%
85 +	1.4%
18 +	86.4%

2010 Population by Sex

Males	484
Females	434

2020 Population by Sex

Males	538
Females	461

2025 Population by Sex

Males	565
Females	472

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	918
White Alone	85.8%
Black Alone	0.2%
American Indian Alone	4.4%
Asian Alone	0.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	6.8%
Two or More Races	1.9%
Hispanic Origin	29.8%
Diversity Index	57.1

2020 Population by Race/Ethnicity

Total	1,000
White Alone	84.0%
Black Alone	0.3%
American Indian Alone	4.4%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	8.0%
Two or More Races	2.2%
Hispanic Origin	34.7%
Diversity Index	61.2

2025 Population by Race/Ethnicity

Total	1,036
White Alone	83.3%
Black Alone	0.3%
American Indian Alone	4.3%
Asian Alone	1.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	8.6%
Two or More Races	2.3%
Hispanic Origin	37.7%
Diversity Index	63.2

2010 Population by Relationship and Household Type

Total	918
In Households	99.9%
In Family Households	77.9%
Householder	26.3%
Spouse	20.7%
Child	23.3%
Other relative	4.8%
Nonrelative	2.7%
In Nonfamily Households	22.0%
In Group Quarters	0.1%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	803
Less than 9th Grade	0.1%
9th - 12th Grade, No Diploma	12.0%
High School Graduate	9.2%
GED/Alternative Credential	3.9%
Some College, No Degree	39.2%
Associate Degree	4.5%
Bachelor's Degree	17.2%
Graduate/Professional Degree	13.9%

2020 Population 15+ by Marital Status

Total	885
Never Married	3.7%
Married	57.6%
Widowed	10.1%
Divorced	28.6%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	311
Population 16+ Employed	47.9%
Population 16+ Unemployment rate	52.1%
Population 16-24 Employed	3.4%
Population 16-24 Unemployment rate	89.8%
Population 25-54 Employed	60.4%
Population 25-54 Unemployment rate	54.5%
Population 55-64 Employed	26.2%
Population 55-64 Unemployment rate	13.3%
Population 65+ Employed	10.1%
Population 65+ Unemployment rate	16.7%

2020 Employed Population 16+ by Industry

Total	149
Agriculture/Mining	2.7%
Construction	1.3%
Manufacturing	9.4%
Wholesale Trade	0.0%
Retail Trade	0.7%
Transportation/Utilities	0.7%
Information	0.0%
Finance/Insurance/Real Estate	0.7%
Services	83.9%
Public Administration	0.0%

2020 Employed Population 16+ by Occupation

Total	145
White Collar	27.5%
Management/Business/Financial	6.7%
Professional	11.4%
Sales	4.0%
Administrative Support	5.4%
Services	56.4%
Blue Collar	13.4%
Farming/Forestry/Fishing	2.7%
Construction/Extraction	0.7%
Installation/Maintenance/Repair	0.0%
Production	9.4%
Transportation/Material Moving	0.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	404
Households with 1 Person	34.4%
Households with 2+ People	65.6%
Family Households	58.7%
Husband-wife Families	46.0%
With Related Children	11.9%
Other Family (No Spouse Present)	12.4%
Other Family with Male Householder	5.2%
With Related Children	2.7%
Other Family with Female Householder	7.2%
With Related Children	4.5%
Nonfamily Households	6.9%
All Households with Children	19.1%
Multigenerational Households	3.5%
Unmarried Partner Households	8.4%
Male-female	6.9%
Same-sex	1.5%
2010 Households by Size	
Total	403
1 Person Household	34.5%
2 Person Household	41.7%
3 Person Household	8.2%
4 Person Household	7.9%
5 Person Household	2.7%
6 Person Household	2.2%
7 + Person Household	2.7%
2010 Households by Tenure and Mortgage Status	
Total	404
Owner Occupied	82.2%
Owned with a Mortgage/Loan	29.7%
Owned Free and Clear	52.5%
Renter Occupied	17.8%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	123
Percent of Income for Mortgage	19.0%
Wealth Index	41
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	1,004
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%
2010 Population By Urban/ Rural Status	
Total Population	918
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Rural Resort Dwellers (6E)
2. Senior Escapes (9D)
3. The Great Outdoors (6C)

2020 Consumer Spending

Apparel & Services: Total \$	\$450,923
Average Spent	\$1,022.50
Spending Potential Index	48
Education: Total \$	\$304,738
Average Spent	\$691.02
Spending Potential Index	39
Entertainment/Recreation: Total \$	\$856,192
Average Spent	\$1,941.48
Spending Potential Index	60
Food at Home: Total \$	\$1,364,932
Average Spent	\$3,095.08
Spending Potential Index	58
Food Away from Home: Total \$	\$826,408
Average Spent	\$1,873.94
Spending Potential Index	50
Health Care: Total \$	\$1,622,049
Average Spent	\$3,678.12
Spending Potential Index	64
HH Furnishings & Equipment: Total \$	\$494,854
Average Spent	\$1,122.12
Spending Potential Index	51
Personal Care Products & Services: Total \$	\$192,652
Average Spent	\$436.85
Spending Potential Index	48
Shelter: Total \$	\$4,054,405
Average Spent	\$9,193.66
Spending Potential Index	47
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$750,641
Average Spent	\$1,702.13
Spending Potential Index	73
Travel: Total \$	\$558,867
Average Spent	\$1,267.27
Spending Potential Index	53
Vehicle Maintenance & Repairs: Total \$	\$320,547
Average Spent	\$726.86
Spending Potential Index	63

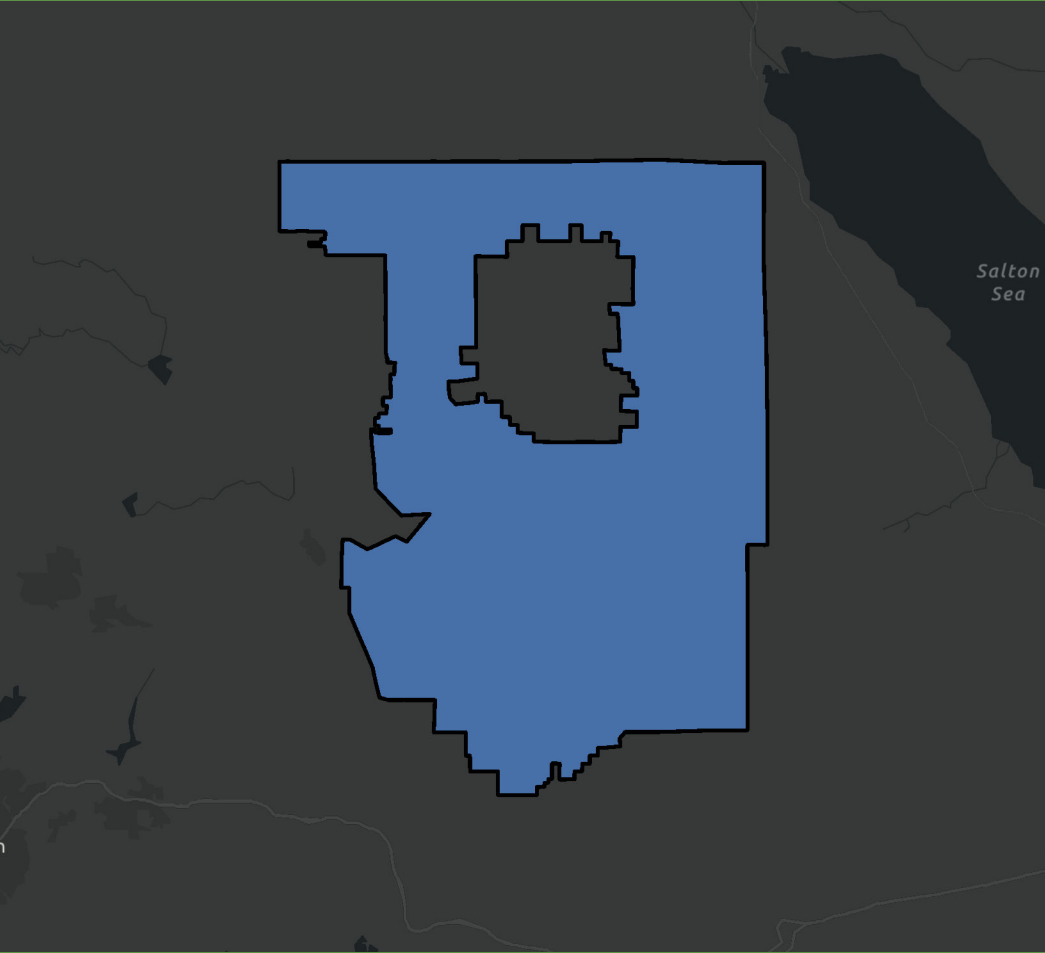
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

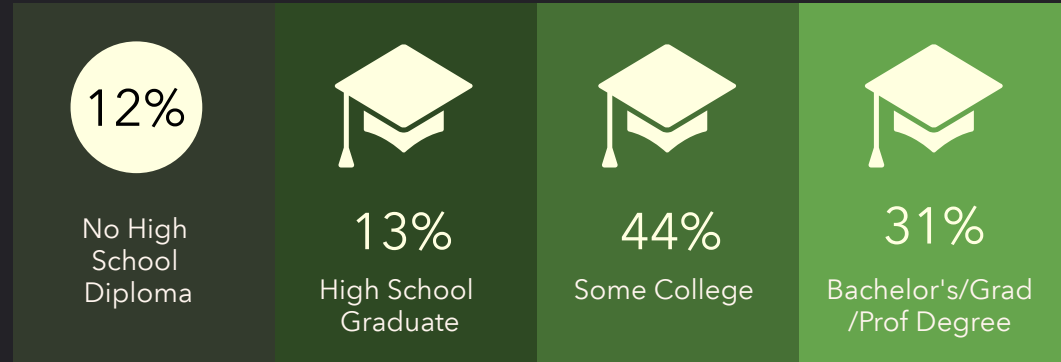
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

DEMOGRAPHIC PROFILE

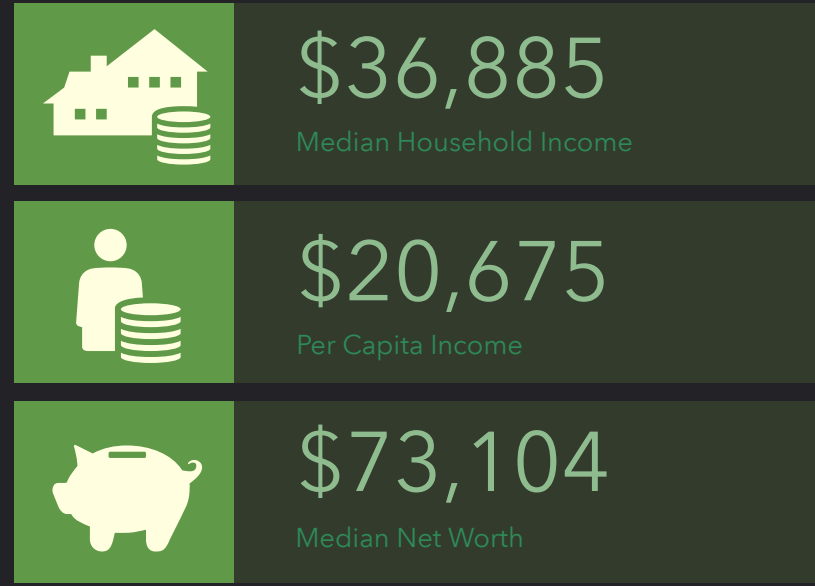
Desert
Desert



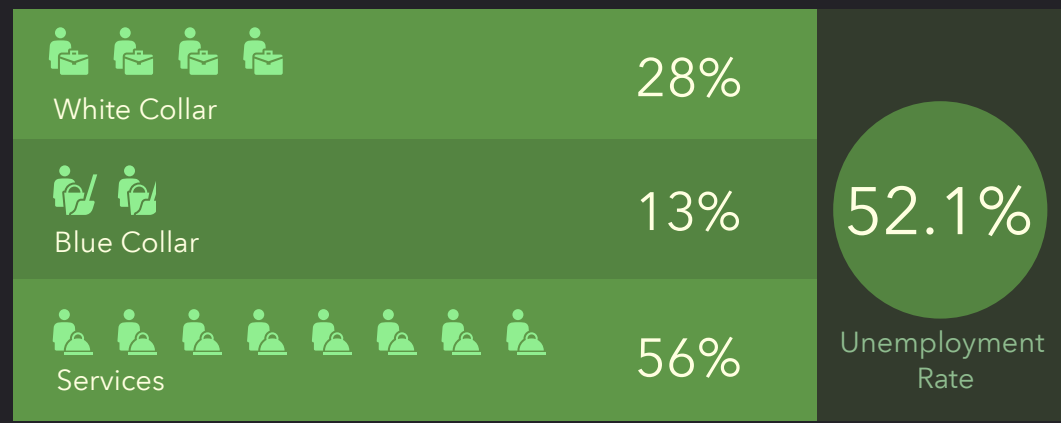
EDUCATION



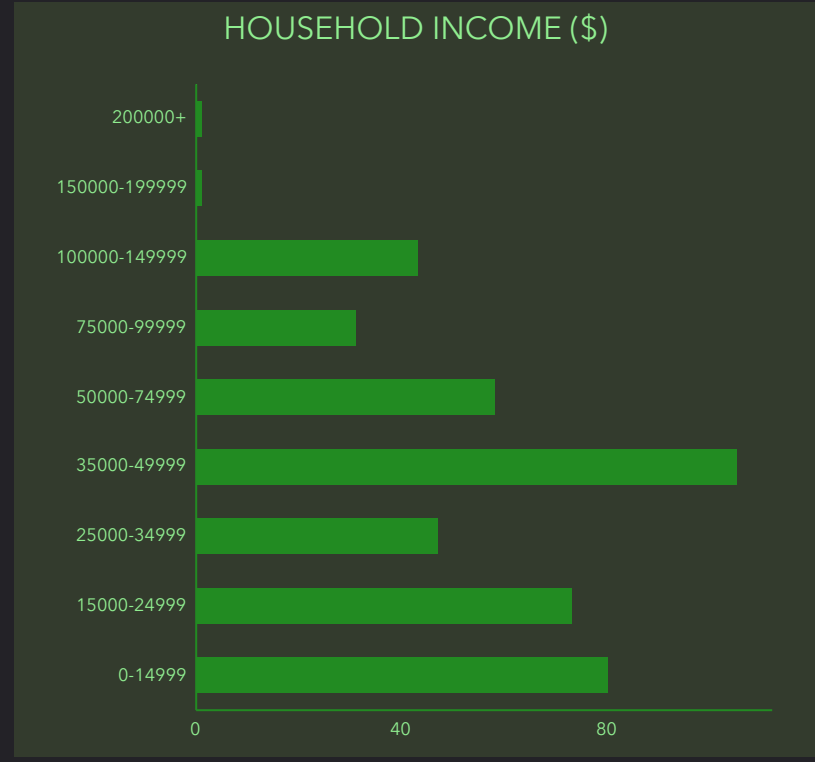
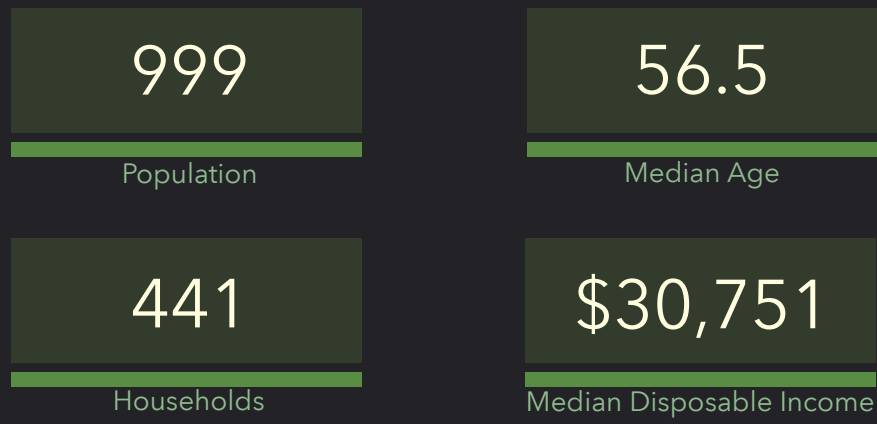
INCOME



EMPLOYMENT



KEY FACTS





Demographic and Income Profile

Desert

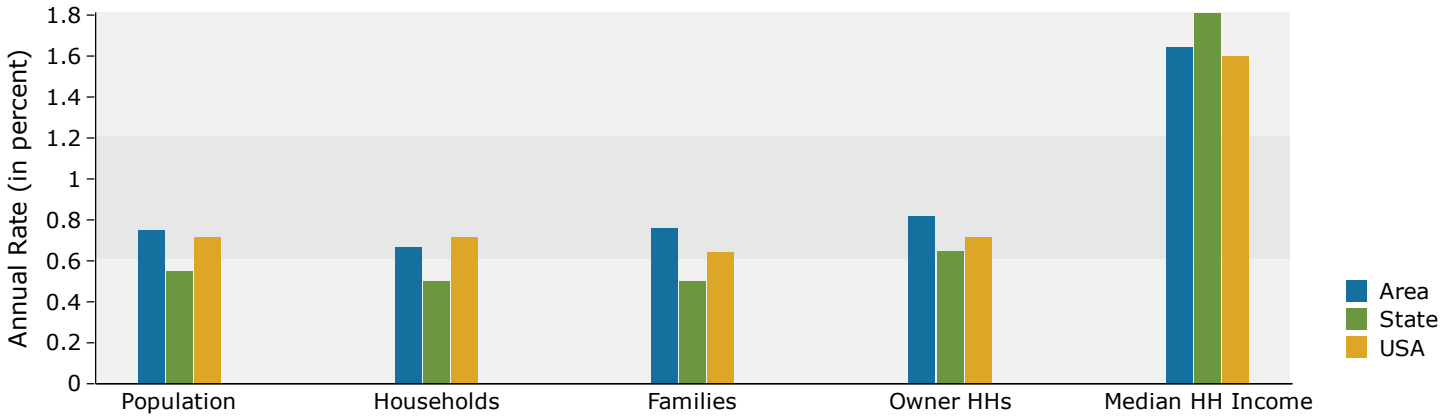
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	918		999		1,037	
Households	404		441		456	
Families	237		259		269	
Average Household Size	2.27		2.26		2.27	
Owner Occupied Housing Units	332		361		376	
Renter Occupied Housing Units	72		80		80	
Median Age	52.4		56.5		57.9	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.75%		0.55%		0.72%	
Households	0.67%		0.50%		0.72%	
Families	0.76%		0.50%		0.64%	
Owner HHs	0.82%		0.65%		0.72%	
Median Household Income	1.64%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			80	18.1%	72	15.8%
\$15,000 - \$24,999			73	16.6%	66	14.5%
\$25,000 - \$34,999			47	10.7%	44	9.6%
\$35,000 - \$49,999			105	23.8%	106	23.2%
\$50,000 - \$74,999			58	13.2%	66	14.5%
\$75,000 - \$99,999			31	7.0%	39	8.6%
\$100,000 - \$149,999			43	9.8%	60	13.2%
\$150,000 - \$199,999			1	0.2%	2	0.4%
\$200,000+			1	0.2%	1	0.2%
Median Household Income			\$36,885		\$40,019	
Average Household Income			\$46,142		\$53,102	
Per Capita Income			\$20,675		\$23,706	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	41	4.5%	37	3.7%	37	3.6%
5 - 9	35	3.8%	33	3.3%	33	3.2%
10 - 14	46	5.0%	45	4.5%	45	4.3%
15 - 19	52	5.7%	46	4.6%	46	4.4%
20 - 24	39	4.3%	37	3.7%	35	3.4%
25 - 34	59	6.4%	65	6.5%	62	6.0%
35 - 44	66	7.2%	61	6.1%	66	6.4%
45 - 54	168	18.3%	146	14.6%	141	13.6%
55 - 64	192	21.0%	221	22.1%	212	20.5%
65 - 74	150	16.4%	221	22.1%	248	24.0%
75 - 84	58	6.3%	73	7.3%	95	9.2%
85+	10	1.1%	14	1.4%	15	1.4%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	788	85.8%	840	84.0%	863	83.3%
Black Alone	2	0.2%	3	0.3%	3	0.3%
American Indian Alone	40	4.4%	44	4.4%	45	4.3%
Asian Alone	8	0.9%	10	1.0%	11	1.1%
Pacific Islander Alone	1	0.1%	1	0.1%	1	0.1%
Some Other Race Alone	62	6.8%	80	8.0%	89	8.6%
Two or More Races	17	1.9%	22	2.2%	24	2.3%
Hispanic Origin (Any Race)	274	29.8%	347	34.7%	391	37.7%

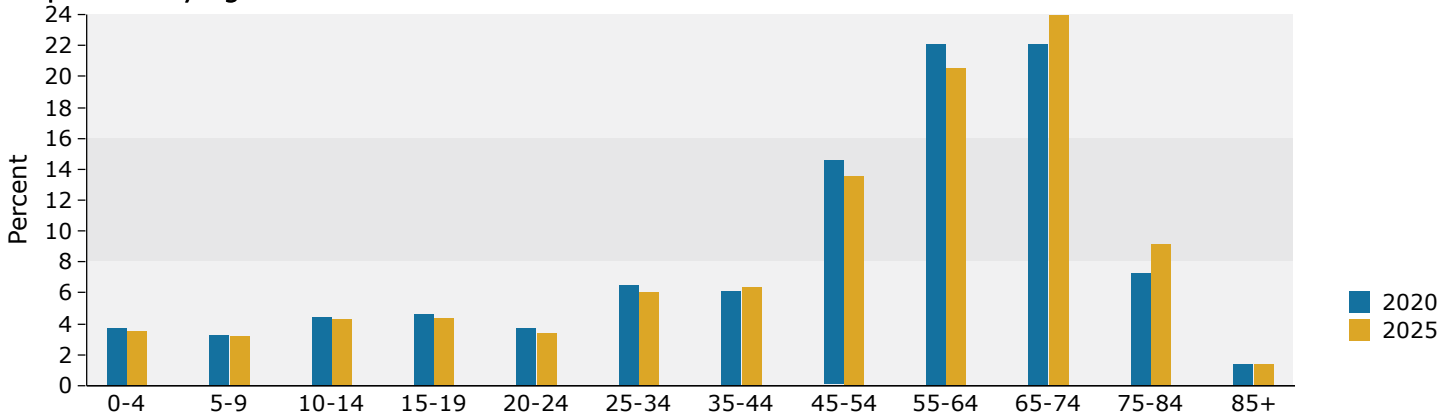
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

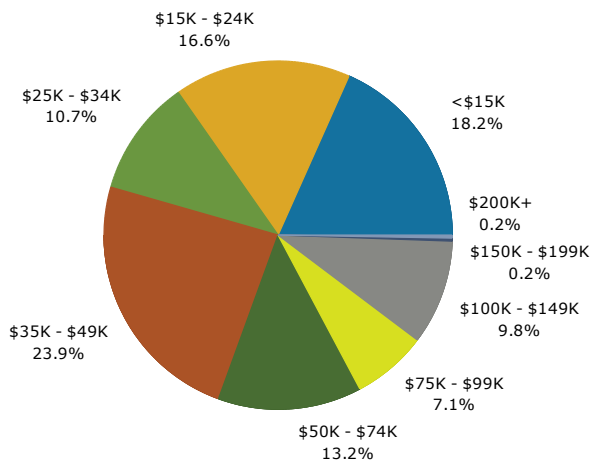
Trends 2020-2025



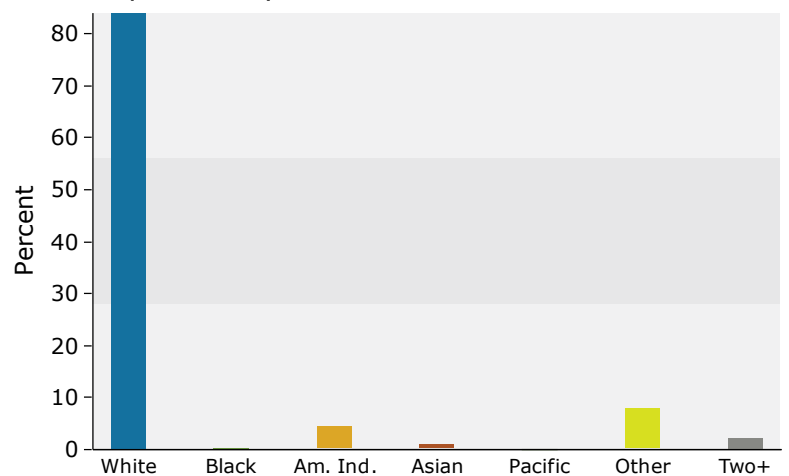
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 34.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	602
2010 Population	918
2020 Population	999
2025 Population	1,037
2000-2010 Annual Rate	4.31%
2010-2020 Annual Rate	0.83%
2020-2025 Annual Rate	0.75%
2020 Male Population	53.9%
2020 Female Population	46.1%
2020 Median Age	56.5

In the identified area, the current year population is 999. In 2010, the Census count in the area was 918. The rate of change since 2010 was 0.83% annually. The five-year projection for the population in the area is 1,037 representing a change of 0.75% annually from 2020 to 2025. Currently, the population is 53.9% male and 46.1% female.

Median Age

The median age in this area is 56.5, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	84.0%
2020 Black Alone	0.3%
2020 American Indian/Alaska Native Alone	4.4%
2020 Asian Alone	1.0%
2020 Pacific Islander Alone	0.1%
2020 Other Race	8.0%
2020 Two or More Races	2.2%
2020 Hispanic Origin (Any Race)	34.7%

Persons of Hispanic origin represent 34.7% of the population in the identified area compared to 18.8% 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 61.2 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	41
2000 Households	256
2010 Households	404
2020 Total Households	441
2025 Total Households	456
2000-2010 Annual Rate	4.67%
2010-2020 Annual Rate	0.86%
2020-2025 Annual Rate	0.67%
2020 Average Household Size	2.26

The household count in this area has changed from 404 in 2010 to 441 in the current year, a change of 0.86% annually. The five-year projection of households is 456, a change of 0.67% annually from the current year total. Average household size is currently 2.26, compared to 2.27 in the year 2010. The number of families in the current year is 259 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	19.0%
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Median Household Income

2020 Median Household Income	\$36,885
2025 Median Household Income	\$40,019
2020-2025 Annual Rate	1.64%

Average Household Income

2020 Average Household Income	\$46,142
2025 Average Household Income	\$53,102
2020-2025 Annual Rate	2.85%

Per Capita Income

2020 Per Capita Income	\$20,675
2025 Per Capita Income	\$23,706
2020-2025 Annual Rate	2.77%

Households by Income

Current median household income is \$36,885 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$40,019 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$46,142 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$53,102 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$20,675 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$23,706 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	123
2000 Total Housing Units	567
2000 Owner Occupied Housing Units	215
2000 Renter Occupied Housing Units	42
2000 Vacant Housing Units	310
2010 Total Housing Units	1,004
2010 Owner Occupied Housing Units	332
2010 Renter Occupied Housing Units	72
2010 Vacant Housing Units	600
2020 Total Housing Units	1,072
2020 Owner Occupied Housing Units	361
2020 Renter Occupied Housing Units	80
2020 Vacant Housing Units	631
2025 Total Housing Units	1,107
2025 Owner Occupied Housing Units	376
2025 Renter Occupied Housing Units	80
2025 Vacant Housing Units	651

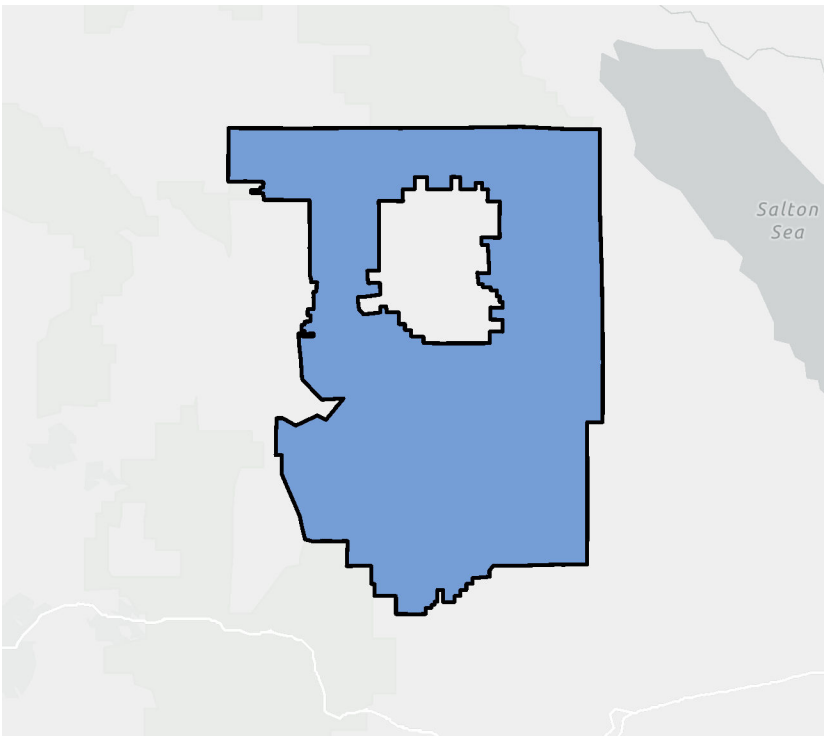
Currently, 33.7% of the 1,072 housing units in the area are owner occupied; 7.5%, renter occupied; and 58.9% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 1,004 housing units in the area - 33.1% owner occupied, 7.2% renter occupied, and 59.8% vacant. The annual rate of change in housing units since 2010 is 2.96%. Median home value in the area is \$167,778, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 13.06% annually to \$310,000.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

POPULATION TRENDS AND KEY INDICATORS

Desert



999	441	2.26	56.5	\$36,885	\$167,778	41	123	61
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



\$5,563

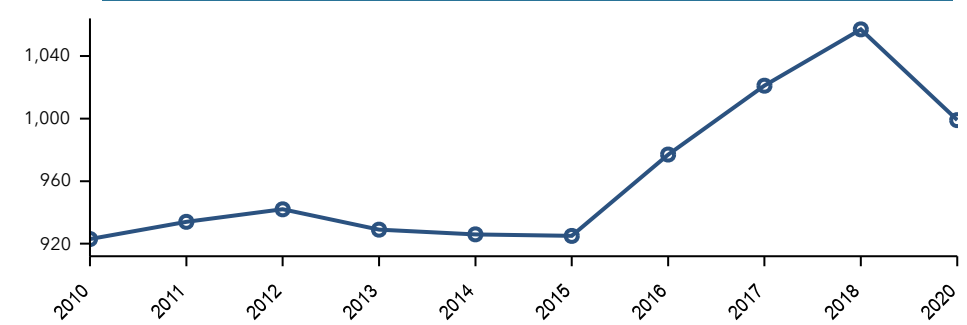
Avg Spent on Mortgage & Basics



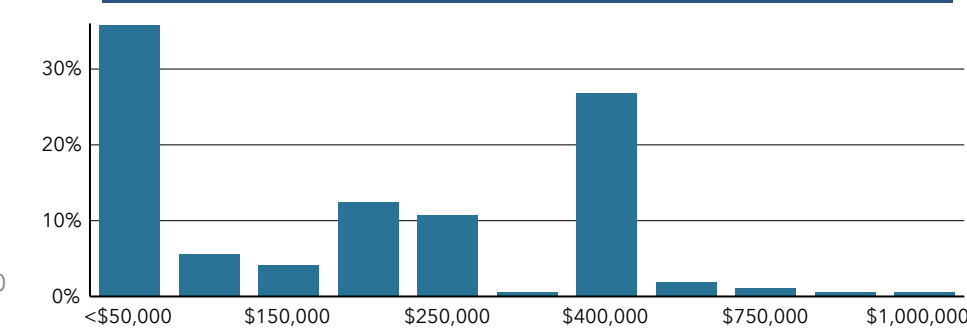
19.0%

Percent of Income for Mortgage

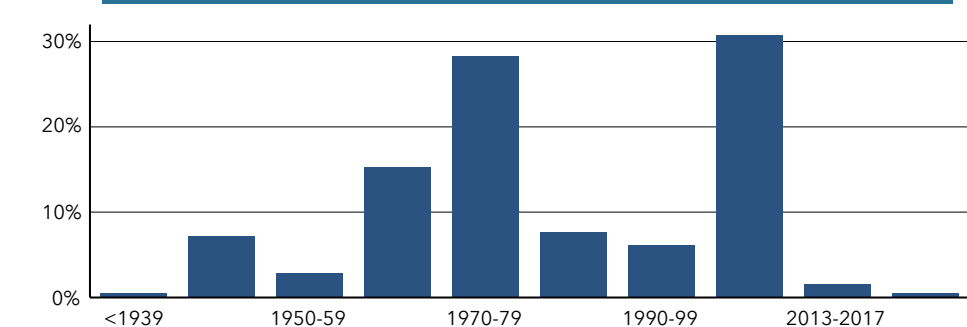
Historical Trends: Population



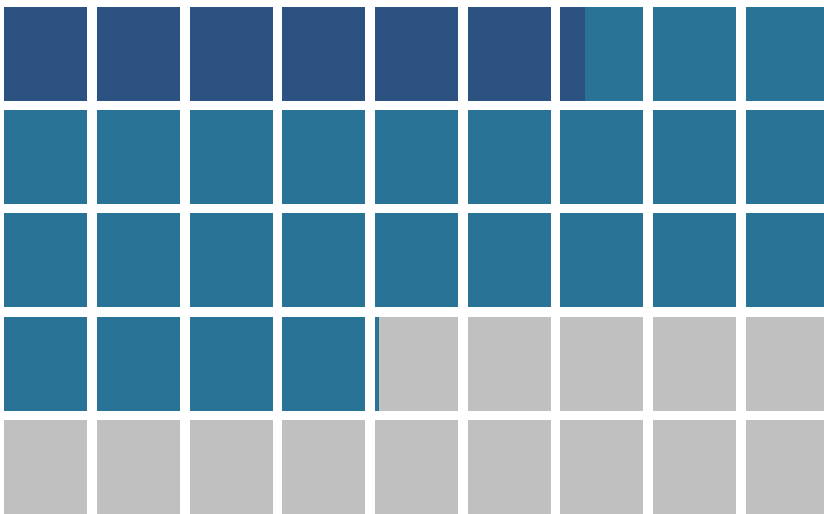
Home Value



Housing: Year Built

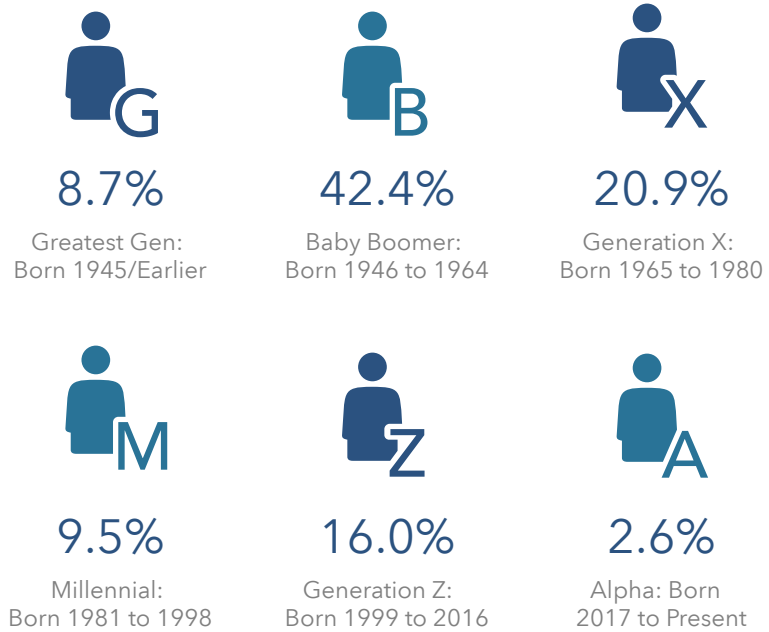


POPULATION BY AGE



■ Under 18 (14%) ■ Ages 18 to 64 (55%) ■ Aged 65+ (31%)

POPULATION BY GENERATION



Population Summary	
2000 Total Population	39,711
2010 Total Population	43,348
2020 Total Population	46,581
2020 Group Quarters	229
2025 Total Population	47,798
2020-2025 Annual Rate	0.52%
2020 Total Daytime Population	39,220
Workers	11,133
Residents	28,087
Household Summary	
2000 Households	13,511
2000 Average Household Size	2.92
2010 Households	14,995
2010 Average Household Size	2.88
2020 Households	16,124
2020 Average Household Size	2.87
2025 Households	16,518
2025 Average Household Size	2.88
2020-2025 Annual Rate	0.48%
2010 Families	11,480
2010 Average Family Size	3.23
2020 Families	12,326
2020 Average Family Size	3.23
2025 Families	12,653
2025 Average Family Size	3.23
2020-2025 Annual Rate	0.53%
Housing Unit Summary	
2000 Housing Units	14,036
Owner Occupied Housing Units	65.0%
Renter Occupied Housing Units	31.3%
Vacant Housing Units	3.7%
2010 Housing Units	16,251
Owner Occupied Housing Units	62.9%
Renter Occupied Housing Units	29.4%
Vacant Housing Units	7.7%
2020 Housing Units	17,234
Owner Occupied Housing Units	64.2%
Renter Occupied Housing Units	29.4%
Vacant Housing Units	6.4%
2025 Housing Units	17,646
Owner Occupied Housing Units	64.8%
Renter Occupied Housing Units	28.8%
Vacant Housing Units	6.4%
Median Household Income	
2020	\$75,359
2025	\$81,857
Median Home Value	
2020	\$621,544
2025	\$693,891
Per Capita Income	
2020	\$36,985
2025	\$41,001
Median Age	
2010	39.7
2020	41.1
2025	42.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	16,124
<\$15,000	7.7%
\$15,000 - \$24,999	6.2%
\$25,000 - \$34,999	8.4%
\$35,000 - \$49,999	10.6%
\$50,000 - \$74,999	16.9%
\$75,000 - \$99,999	12.5%
\$100,000 - \$149,999	16.8%
\$150,000 - \$199,999	9.5%
\$200,000+	11.4%
Average Household Income	\$107,388

2025 Households by Income

Household Income Base	16,518
<\$15,000	6.7%
\$15,000 - \$24,999	5.3%
\$25,000 - \$34,999	7.6%
\$35,000 - \$49,999	9.8%
\$50,000 - \$74,999	16.4%
\$75,000 - \$99,999	12.6%
\$100,000 - \$149,999	17.9%
\$150,000 - \$199,999	10.8%
\$200,000+	12.9%
Average Household Income	\$119,297

2020 Owner Occupied Housing Units by Value

Total	11,056
<\$50,000	1.5%
\$50,000 - \$99,999	1.0%
\$100,000 - \$149,999	0.4%
\$150,000 - \$199,999	0.4%
\$200,000 - \$249,999	0.9%
\$250,000 - \$299,999	3.2%
\$300,000 - \$399,999	8.8%
\$400,000 - \$499,999	15.7%
\$500,000 - \$749,999	37.3%
\$750,000 - \$999,999	19.7%
\$1,000,000 - \$1,499,999	8.4%
\$1,500,000 - \$1,999,999	1.6%
\$2,000,000 +	1.1%
Average Home Value	\$678,597

2025 Owner Occupied Housing Units by Value

Total	11,436
<\$50,000	0.6%
\$50,000 - \$99,999	0.4%
\$100,000 - \$149,999	0.3%
\$150,000 - \$199,999	0.5%
\$200,000 - \$249,999	0.5%
\$250,000 - \$299,999	1.5%
\$300,000 - \$399,999	5.4%
\$400,000 - \$499,999	13.0%
\$500,000 - \$749,999	35.7%
\$750,000 - \$999,999	26.0%
\$1,000,000 - \$1,499,999	12.5%
\$1,500,000 - \$1,999,999	2.2%
\$2,000,000 +	1.3%
Average Home Value	\$759,115

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age	
Total	43,349
0 - 4	6.5%
5 - 9	6.2%
10 - 14	6.7%
15 - 24	15.4%
25 - 34	10.5%
35 - 44	10.9%
45 - 54	14.2%
55 - 64	13.2%
65 - 74	8.9%
75 - 84	5.2%
85 +	2.4%
18 +	75.9%
2020 Population by Age	
Total	46,580
0 - 4	6.0%
5 - 9	6.1%
10 - 14	6.3%
15 - 24	11.3%
25 - 34	13.6%
35 - 44	10.5%
45 - 54	11.4%
55 - 64	13.8%
65 - 74	12.1%
75 - 84	6.3%
85 +	2.7%
18 +	78.0%
2025 Population by Age	
Total	47,799
0 - 4	5.9%
5 - 9	6.0%
10 - 14	6.3%
15 - 24	10.9%
25 - 34	11.2%
35 - 44	13.0%
45 - 54	10.7%
55 - 64	12.7%
65 - 74	13.1%
75 - 84	7.5%
85 +	2.8%
18 +	78.1%
2010 Population by Sex	
Males	21,638
Females	21,710
2020 Population by Sex	
Males	23,175
Females	23,406
2025 Population by Sex	
Males	23,774
Females	24,024

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Population by Race/Ethnicity

Total	43,348
White Alone	71.8%
Black Alone	1.5%
American Indian Alone	0.9%
Asian Alone	2.5%
Pacific Islander Alone	0.2%
Some Other Race Alone	19.1%
Two or More Races	4.1%
Hispanic Origin	37.2%
Diversity Index	72.5

2020 Population by Race/Ethnicity

Total	46,580
White Alone	69.0%
Black Alone	1.5%
American Indian Alone	0.8%
Asian Alone	2.9%
Pacific Islander Alone	0.3%
Some Other Race Alone	21.0%
Two or More Races	4.6%
Hispanic Origin	40.7%
Diversity Index	75.3

2025 Population by Race/Ethnicity

Total	47,798
White Alone	67.7%
Black Alone	1.4%
American Indian Alone	0.8%
Asian Alone	3.2%
Pacific Islander Alone	0.3%
Some Other Race Alone	21.8%
Two or More Races	4.8%
Hispanic Origin	42.8%
Diversity Index	76.5

2010 Population by Relationship and Household Type

Total	43,348
In Households	99.6%
In Family Households	88.8%
Householder	26.4%
Spouse	21.3%
Child	32.1%
Other relative	5.7%
Nonrelative	3.3%
In Nonfamily Households	10.7%
In Group Quarters	0.4%
Institutionalized Population	0.2%
Noninstitutionalized Population	0.3%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	32,732
Less than 9th Grade	8.4%
9th - 12th Grade, No Diploma	5.5%
High School Graduate	17.3%
GED/Alternative Credential	2.8%
Some College, No Degree	24.1%
Associate Degree	8.7%
Bachelor's Degree	21.1%
Graduate/Professional Degree	12.1%

2020 Population 15+ by Marital Status

Total	38,009
Never Married	27.8%
Married	57.2%
Widowed	5.8%
Divorced	9.2%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	20,847
Population 16+ Employed	86.2%
Population 16+ Unemployment rate	13.8%
Population 16-24 Employed	10.4%
Population 16-24 Unemployment rate	22.4%
Population 25-54 Employed	61.6%
Population 25-54 Unemployment rate	13.1%
Population 55-64 Employed	18.6%
Population 55-64 Unemployment rate	12.4%
Population 65+ Employed	9.4%
Population 65+ Unemployment rate	10.7%

2020 Employed Population 16+ by Industry

Total	17,962
Agriculture/Mining	6.7%
Construction	10.1%
Manufacturing	8.2%
Wholesale Trade	2.2%
Retail Trade	8.7%
Transportation/Utilities	3.0%
Information	1.0%
Finance/Insurance/Real Estate	6.9%
Services	47.4%
Public Administration	5.9%

2020 Employed Population 16+ by Occupation

Total	17,962
White Collar	55.3%
Management/Business/Financial	14.2%
Professional	20.0%
Sales	10.0%
Administrative Support	11.0%
Services	19.2%
Blue Collar	25.5%
Farming/Forestry/Fishing	6.5%
Construction/Extraction	6.9%
Installation/Maintenance/Repair	3.7%
Production	4.3%
Transportation/Material Moving	4.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	14,995
Households with 1 Person	18.1%
Households with 2+ People	81.9%
Family Households	76.6%
Husband-wife Families	61.9%
With Related Children	25.3%
Other Family (No Spouse Present)	14.6%
Other Family with Male Householder	5.0%
With Related Children	2.9%
Other Family with Female Householder	9.6%
With Related Children	5.9%
Nonfamily Households	5.3%
All Households with Children	34.9%
Multigenerational Households	5.8%
Unmarried Partner Households	5.3%
Male-female	4.8%
Same-sex	0.5%
2010 Households by Size	
Total	14,995
1 Person Household	18.1%
2 Person Household	36.9%
3 Person Household	15.6%
4 Person Household	13.7%
5 Person Household	7.7%
6 Person Household	3.9%
7 + Person Household	4.0%
2010 Households by Tenure and Mortgage Status	
Total	14,995
Owner Occupied	68.1%
Owned with a Mortgage/Loan	50.2%
Owned Free and Clear	18.0%
Renter Occupied	31.9%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	69
Percent of Income for Mortgage	34.5%
Wealth Index	162
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	16,251
Housing Units Inside Urbanized Area	84.9%
Housing Units Inside Urbanized Cluster	3.8%
Rural Housing Units	11.2%
2010 Population By Urban/ Rural Status	
Total Population	43,348
Population Inside Urbanized Area	86.2%
Population Inside Urbanized Cluster	3.6%
Rural Population	10.2%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Exurbanites (1E)
2. Pleasantville (2B)
3. Midlife Constants (5E)

2020 Consumer Spending

Apparel & Services: Total \$	\$40,286,617
Average Spent	\$2,498.55
Spending Potential Index	116
Education: Total \$	\$34,880,019
Average Spent	\$2,163.24
Spending Potential Index	121
Entertainment/Recreation: Total \$	\$61,150,876
Average Spent	\$3,792.54
Spending Potential Index	117
Food at Home: Total \$	\$100,177,898
Average Spent	\$6,212.97
Spending Potential Index	116
Food Away from Home: Total \$	\$71,371,281
Average Spent	\$4,426.40
Spending Potential Index	117
Health Care: Total \$	\$108,048,925
Average Spent	\$6,701.12
Spending Potential Index	117
HH Furnishings & Equipment: Total \$	\$41,534,430
Average Spent	\$2,575.94
Spending Potential Index	118
Personal Care Products & Services: Total \$	\$17,441,778
Average Spent	\$1,081.73
Spending Potential Index	118
Shelter: Total \$	\$377,520,706
Average Spent	\$23,413.59
Spending Potential Index	121
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$46,157,621
Average Spent	\$2,862.67
Spending Potential Index	122
Travel: Total \$	\$48,259,088
Average Spent	\$2,993.00
Spending Potential Index	124
Vehicle Maintenance & Repairs: Total \$	\$21,764,105
Average Spent	\$1,349.80
Spending Potential Index	116

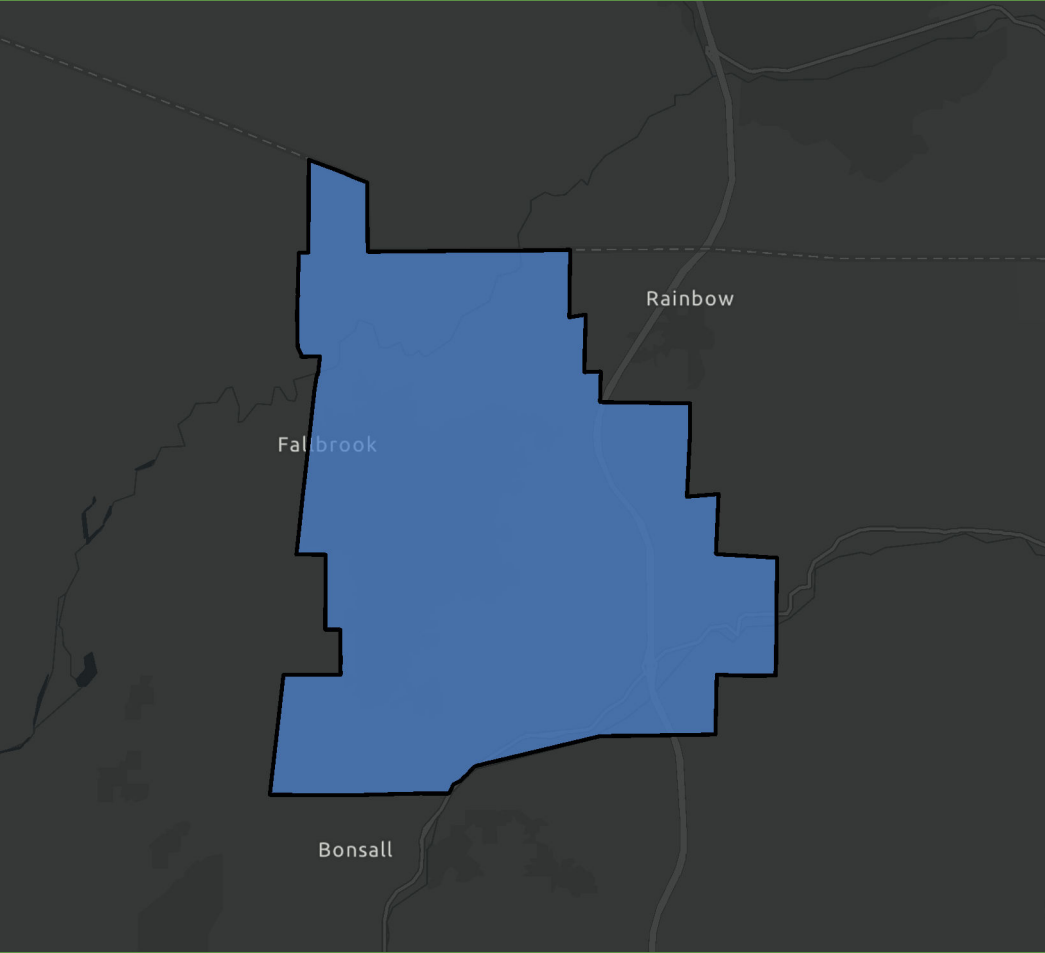
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

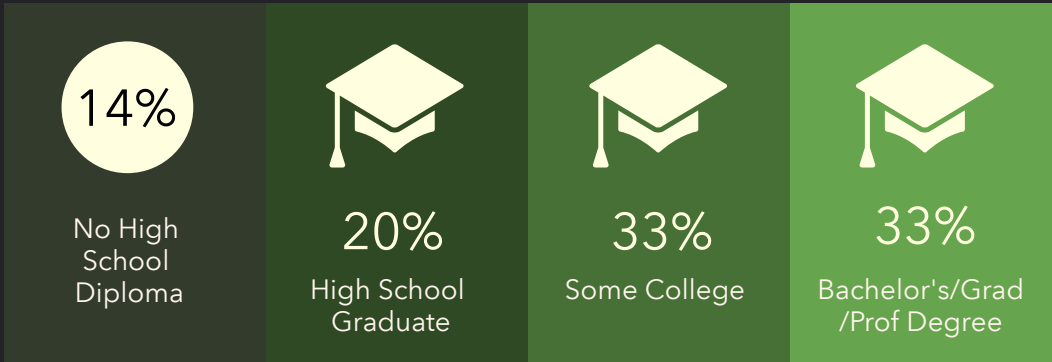
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

DEMOGRAPHIC PROFILE

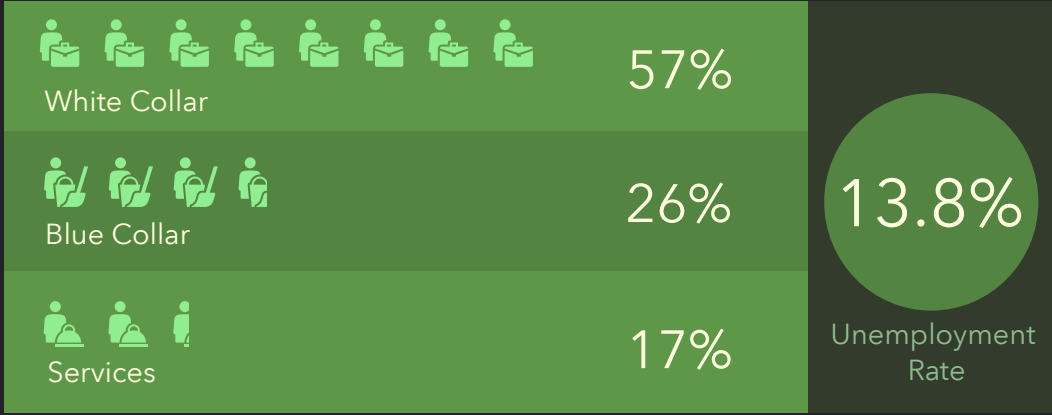
Fallbrook
Fallbrook



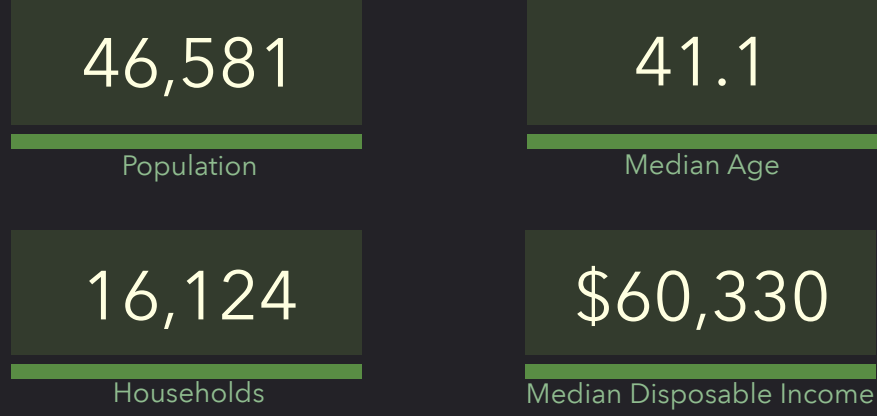
EDUCATION



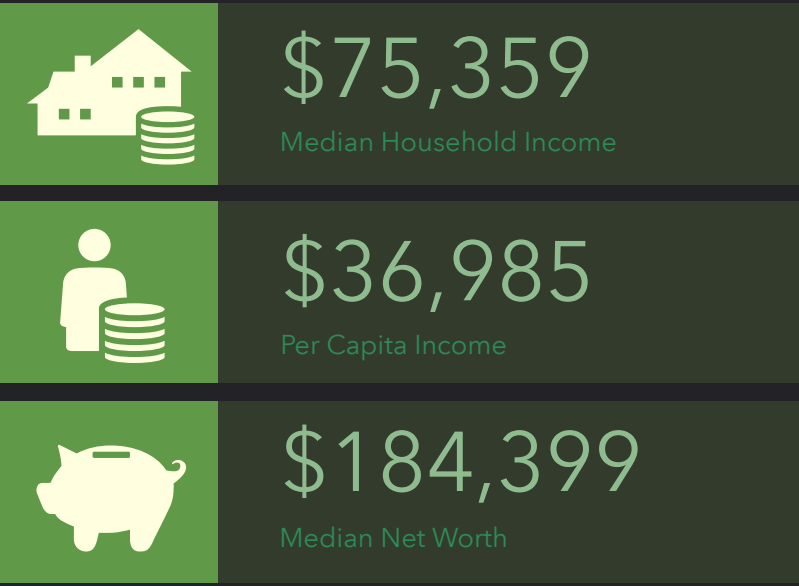
EMPLOYMENT



KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Fallbrook

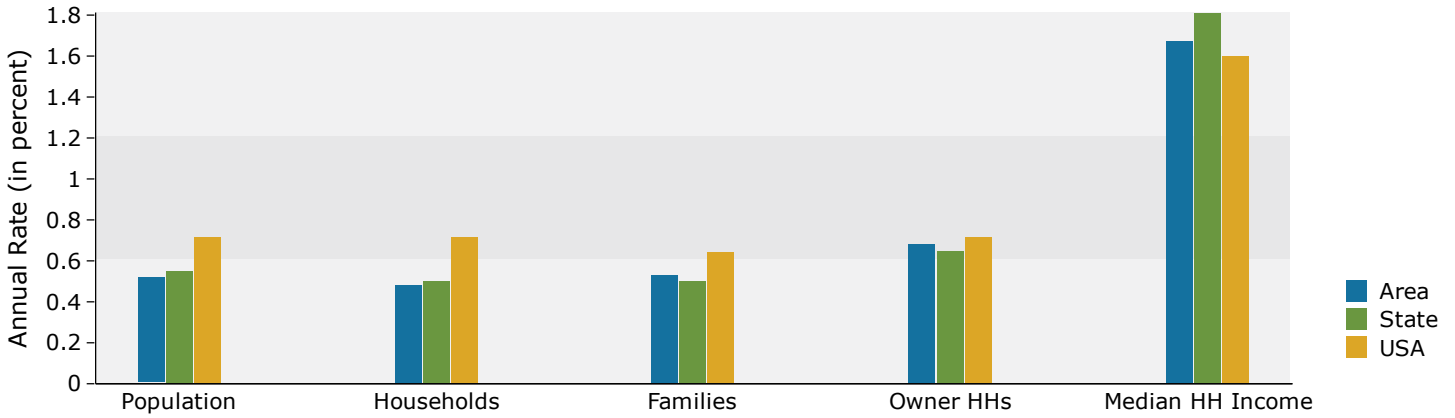
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	43,348		46,581		47,798	
Households	14,995		16,124		16,518	
Families	11,480		12,326		12,653	
Average Household Size	2.88		2.87		2.88	
Owner Occupied Housing Units	10,214		11,056		11,436	
Renter Occupied Housing Units	4,781		5,068		5,082	
Median Age	39.7		41.1		42.3	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.52%		0.55%		0.72%	
Households	0.48%		0.50%		0.72%	
Families	0.53%		0.50%		0.64%	
Owner HHs	0.68%		0.65%		0.72%	
Median Household Income	1.67%		1.81%		1.60%	
Households by Income	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	1,244	7.7%	1,114	6.7%	1,114	6.7%
\$15,000 - \$24,999	995	6.2%	869	5.3%	869	5.3%
\$25,000 - \$34,999	1,359	8.4%	1,258	7.6%	1,258	7.6%
\$35,000 - \$49,999	1,706	10.6%	1,620	9.8%	1,620	9.8%
\$50,000 - \$74,999	2,719	16.9%	2,704	16.4%	2,704	16.4%
\$75,000 - \$99,999	2,023	12.5%	2,085	12.6%	2,085	12.6%
\$100,000 - \$149,999	2,704	16.8%	2,954	17.9%	2,954	17.9%
\$150,000 - \$199,999	1,530	9.5%	1,785	10.8%	1,785	10.8%
\$200,000+	1,843	11.4%	2,128	12.9%	2,128	12.9%
Median Household Income	\$75,359		\$81,857		\$81,857	
Average Household Income	\$107,388		\$119,297		\$119,297	
Per Capita Income	\$36,985		\$41,001		\$41,001	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,805	6.5%	2,776	6.0%	2,839	5.9%
5 - 9	2,686	6.2%	2,859	6.1%	2,854	6.0%
10 - 14	2,888	6.7%	2,937	6.3%	2,999	6.3%
15 - 19	3,369	7.8%	2,699	5.8%	2,829	5.9%
20 - 24	3,305	7.6%	2,577	5.5%	2,363	4.9%
25 - 34	4,552	10.5%	6,315	13.6%	5,348	11.2%
35 - 44	4,741	10.9%	4,898	10.5%	6,215	13.0%
45 - 54	6,139	14.2%	5,320	11.4%	5,101	10.7%
55 - 64	5,705	13.2%	6,412	13.8%	6,083	12.7%
65 - 74	3,870	8.9%	5,627	12.1%	6,243	13.1%
75 - 84	2,236	5.2%	2,913	6.3%	3,583	7.5%
85+	1,050	2.4%	1,247	2.7%	1,342	2.8%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	31,129	71.8%	32,145	69.0%	32,355	67.7%
Black Alone	633	1.5%	676	1.5%	689	1.4%
American Indian Alone	371	0.9%	376	0.8%	375	0.8%
Asian Alone	1,067	2.5%	1,340	2.9%	1,510	3.2%
Pacific Islander Alone	106	0.2%	119	0.3%	125	0.3%
Some Other Race Alone	8,275	19.1%	9,795	21.0%	10,435	21.8%
Two or More Races	1,767	4.1%	2,129	4.6%	2,309	4.8%
Hispanic Origin (Any Race)	16,113	37.2%	18,982	40.8%	20,449	42.8%

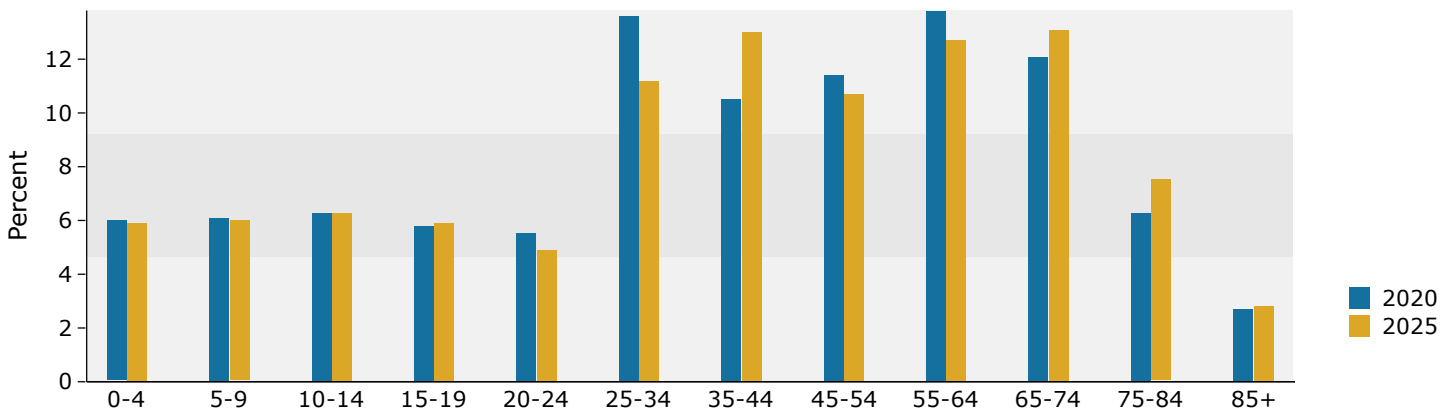
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

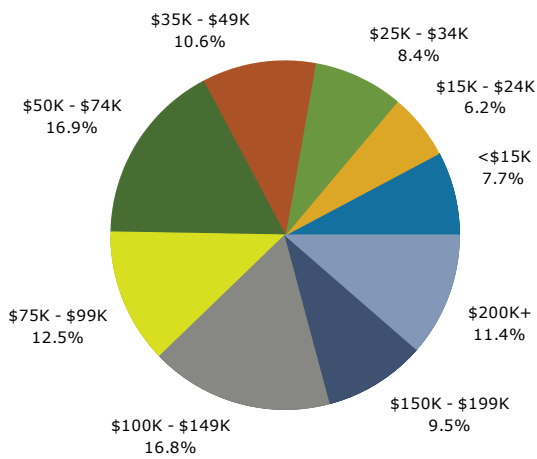
Trends 2020-2025



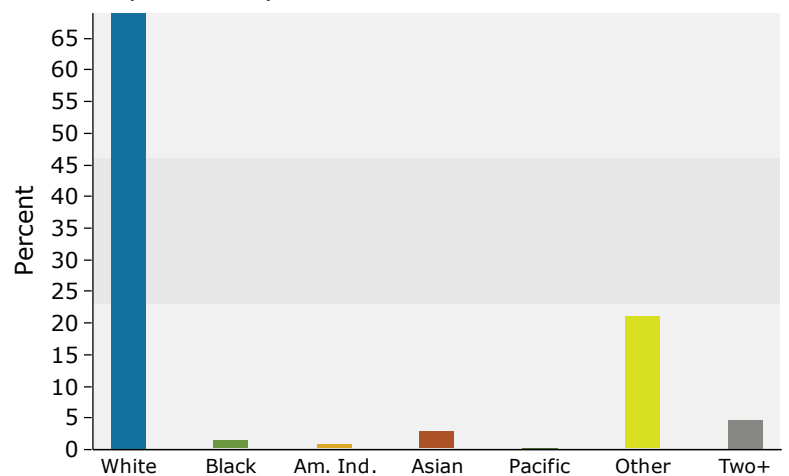
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 40.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	39,711
2010 Population	43,348
2020 Population	46,581
2025 Population	47,798
2000-2010 Annual Rate	0.88%
2010-2020 Annual Rate	0.70%
2020-2025 Annual Rate	0.52%
2020 Male Population	49.8%
2020 Female Population	50.2%
2020 Median Age	41.1

In the identified area, the current year population is 46,581. In 2010, the Census count in the area was 43,348. The rate of change since 2010 was 0.70% annually. The five-year projection for the population in the area is 47,798 representing a change of 0.52% annually from 2020 to 2025. Currently, the population is 49.8% male and 50.2% female.

Median Age

The median age in this area is 41.1, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	69.0%
2020 Black Alone	1.5%
2020 American Indian/Alaska Native Alone	0.8%
2020 Asian Alone	2.9%
2020 Pacific Islander Alone	0.3%
2020 Other Race	21.0%
2020 Two or More Races	4.6%
2020 Hispanic Origin (Any Race)	40.7%

Persons of Hispanic origin represent 40.7% of the population in the identified area compared to 18.8% 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 75.3 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	162
2000 Households	13,511
2010 Households	14,995
2020 Total Households	16,124
2025 Total Households	16,518
2000-2010 Annual Rate	1.05%
2010-2020 Annual Rate	0.71%
2020-2025 Annual Rate	0.48%
2020 Average Household Size	2.87

The household count in this area has changed from 14,995 in 2010 to 16,124 in the current year, a change of 0.71% annually. The five-year projection of households is 16,518, a change of 0.48% annually from the current year total. Average household size is currently 2.87, compared to 2.88 in the year 2010. The number of families in the current year is 12,326 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	34.5%
-------------------------------------	-------

Median Household Income

2020 Median Household Income	\$75,359
2025 Median Household Income	\$81,857
2020-2025 Annual Rate	1.67%

Average Household Income

2020 Average Household Income	\$107,388
2025 Average Household Income	\$119,297
2020-2025 Annual Rate	2.13%

Per Capita Income

2020 Per Capita Income	\$36,985
2025 Per Capita Income	\$41,001
2020-2025 Annual Rate	2.08%

Households by Income

Current median household income is \$75,359 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$81,857 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$107,388 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$119,297 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$36,985 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$41,001 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	69
2000 Total Housing Units	14,036
2000 Owner Occupied Housing Units	9,118
2000 Renter Occupied Housing Units	4,393
2000 Vacant Housing Units	525
2010 Total Housing Units	16,251
2010 Owner Occupied Housing Units	10,214
2010 Renter Occupied Housing Units	4,781
2010 Vacant Housing Units	1,256
2020 Total Housing Units	17,234
2020 Owner Occupied Housing Units	11,056
2020 Renter Occupied Housing Units	5,068
2020 Vacant Housing Units	1,110
2025 Total Housing Units	17,646
2025 Owner Occupied Housing Units	11,436
2025 Renter Occupied Housing Units	5,082
2025 Vacant Housing Units	1,128

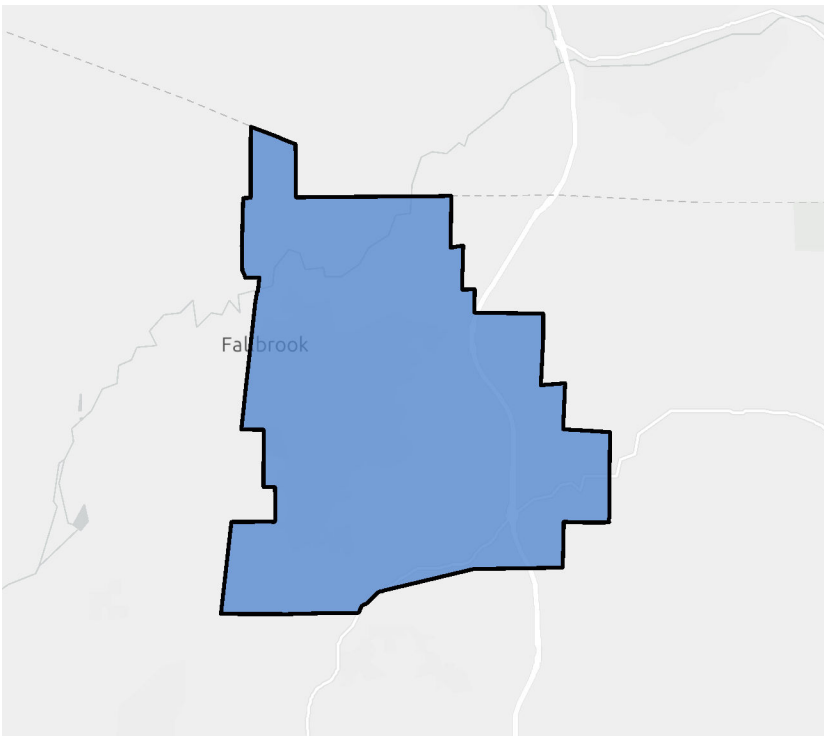
Currently, 64.2% of the 17,234 housing units in the area are owner occupied; 29.4%, renter occupied; and 6.4% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 16,251 housing units in the area - 62.9% owner occupied, 29.4% renter occupied, and 7.7% vacant. The annual rate of change in housing units since 2010 is 2.64%. Median home value in the area is \$621,544, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 2.23% annually to \$693,891.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

POPULATION TRENDS AND KEY INDICATORS

Fallbrook



46,581	16,124	2.87	41.1	\$75,359	\$621,544	162	69	75
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



\$13,221

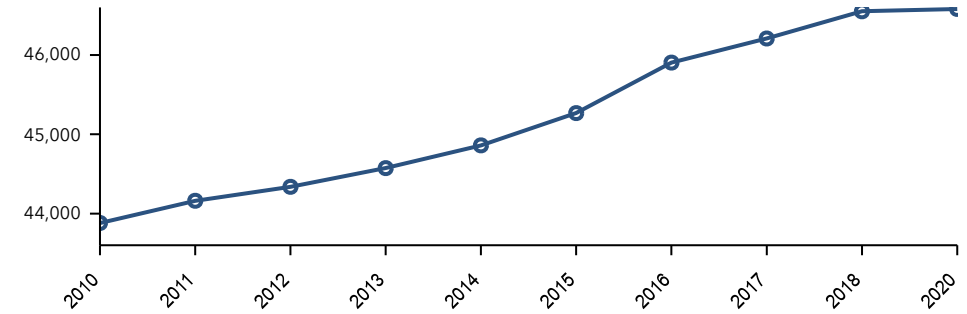
Avg Spent on Mortgage & Basics



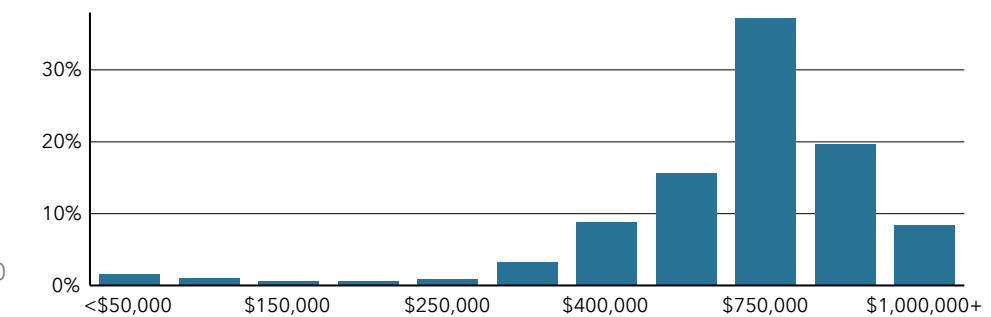
34.5%

Percent of Income for Mortgage

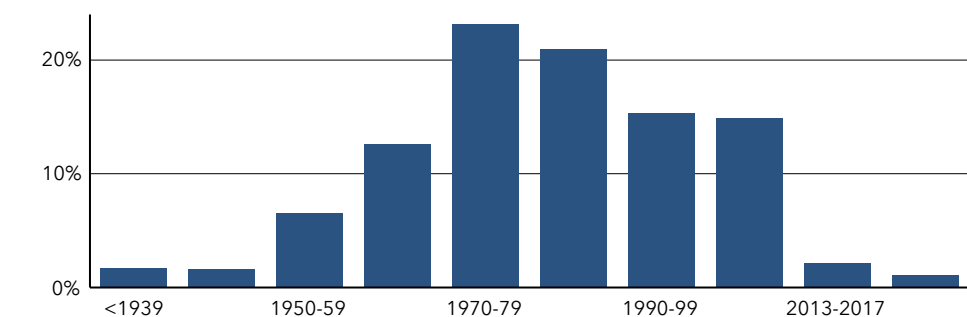
Historical Trends: Population



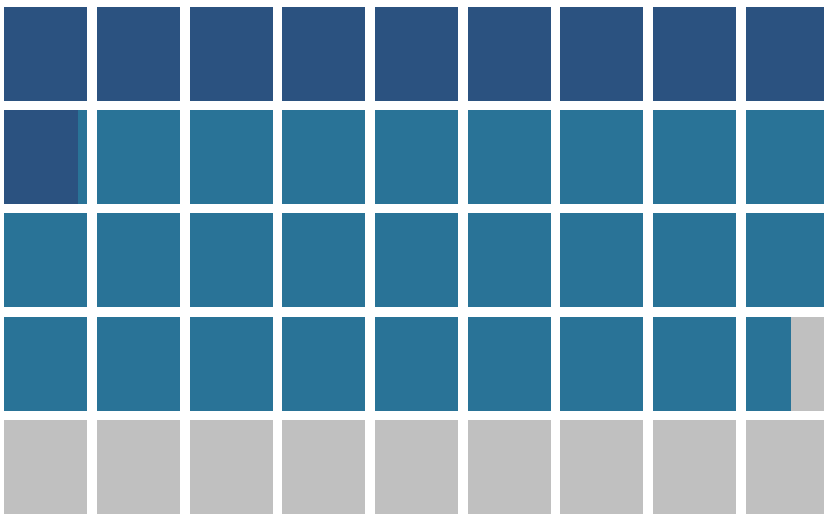
Home Value



Housing: Year Built



POPULATION BY AGE



Under 18 (22%) | Ages 18 to 64 (57%) | Aged 65+ (21%)

POPULATION BY GENERATION



8.9%

Greatest Gen:
Born 1945/Earlier



24.5%

Baby Boomer:
Born 1946 to 1964



17.7%

Generation X:
Born 1965 to 1980



22.5%

Millennial:
Born 1981 to 1998



21.7%

Generation Z:
Born 1999 to 2016



4.7%

Alpha: Born
2017 to Present



Population Summary	
2000 Total Population	290
2010 Total Population	327
2020 Total Population	364
2020 Group Quarters	2
2025 Total Population	380
2020-2025 Annual Rate	0.86%
2020 Total Daytime Population	281
Workers	80
Residents	201
Household Summary	
2000 Households	94
2000 Average Household Size	3.07
2010 Households	101
2010 Average Household Size	3.22
2020 Households	111
2020 Average Household Size	3.26
2025 Households	115
2025 Average Household Size	3.29
2020-2025 Annual Rate	0.71%
2010 Families	81
2010 Average Family Size	3.51
2020 Families	89
2020 Average Family Size	3.56
2025 Families	92
2025 Average Family Size	3.59
2020-2025 Annual Rate	0.67%
Housing Unit Summary	
2000 Housing Units	96
Owner Occupied Housing Units	80.2%
Renter Occupied Housing Units	16.7%
Vacant Housing Units	3.1%
2010 Housing Units	106
Owner Occupied Housing Units	74.5%
Renter Occupied Housing Units	20.8%
Vacant Housing Units	4.7%
2020 Housing Units	114
Owner Occupied Housing Units	77.2%
Renter Occupied Housing Units	20.2%
Vacant Housing Units	2.6%
2025 Housing Units	117
Owner Occupied Housing Units	78.6%
Renter Occupied Housing Units	19.7%
Vacant Housing Units	1.7%
Median Household Income	
2020	\$102,857
2025	\$117,908
Median Home Value	
2020	\$525,568
2025	\$583,333
Per Capita Income	
2020	\$36,379
2025	\$42,081
Median Age	
2010	38.8
2020	39.1
2025	39.0

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	111
<\$15,000	4.5%
\$15,000 - \$24,999	6.3%
\$25,000 - \$34,999	4.5%
\$35,000 - \$49,999	8.1%
\$50,000 - \$74,999	14.4%
\$75,000 - \$99,999	10.8%
\$100,000 - \$149,999	20.7%
\$150,000 - \$199,999	20.7%
\$200,000+	10.8%
Average Household Income	\$117,692

2025 Households by Income

Household Income Base	115
<\$15,000	4.3%
\$15,000 - \$24,999	5.2%
\$25,000 - \$34,999	3.5%
\$35,000 - \$49,999	6.1%
\$50,000 - \$74,999	12.2%
\$75,000 - \$99,999	9.6%
\$100,000 - \$149,999	20.9%
\$150,000 - \$199,999	25.2%
\$200,000+	13.9%
Average Household Income	\$137,311

2020 Owner Occupied Housing Units by Value

Total	88
<\$50,000	0.0%
\$50,000 - \$99,999	1.1%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	1.1%
\$250,000 - \$299,999	1.1%
\$300,000 - \$399,999	11.4%
\$400,000 - \$499,999	29.5%
\$500,000 - \$749,999	50.0%
\$750,000 - \$999,999	1.1%
\$1,000,000 - \$1,499,999	3.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$550,575

2025 Owner Occupied Housing Units by Value

Total	92
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	1.1%
\$300,000 - \$399,999	5.4%
\$400,000 - \$499,999	21.7%
\$500,000 - \$749,999	62.0%
\$750,000 - \$999,999	1.1%
\$1,000,000 - \$1,499,999	6.5%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$611,389

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age

Total	327
0 - 4	5.8%
5 - 9	6.4%
10 - 14	8.0%
15 - 24	15.0%
25 - 34	10.7%
35 - 44	12.5%
45 - 54	18.0%
55 - 64	11.6%
65 - 74	6.1%
75 - 84	4.3%
85 +	1.5%
18 +	74.3%

2020 Population by Age

Total	364
0 - 4	5.8%
5 - 9	6.0%
10 - 14	6.3%
15 - 24	11.8%
25 - 34	15.1%
35 - 44	11.5%
45 - 54	14.0%
55 - 64	14.3%
65 - 74	8.8%
75 - 84	4.1%
85 +	2.2%
18 +	78.6%

2025 Population by Age

Total	379
0 - 4	5.8%
5 - 9	5.8%
10 - 14	6.1%
15 - 24	9.8%
25 - 34	16.6%
35 - 44	13.7%
45 - 54	10.8%
55 - 64	14.2%
65 - 74	10.3%
75 - 84	5.0%
85 +	1.8%
18 +	78.9%

2010 Population by Sex

Males	164
Females	163

2020 Population by Sex

Males	183
Females	182

2025 Population by Sex

Males	191
Females	188

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	327
White Alone	66.7%
Black Alone	1.8%
American Indian Alone	0.9%
Asian Alone	9.5%
Pacific Islander Alone	0.3%
Some Other Race Alone	16.8%
Two or More Races	4.0%
Hispanic Origin	29.7%
Diversity Index	73.6

2020 Population by Race/Ethnicity

Total	366
White Alone	62.0%
Black Alone	1.9%
American Indian Alone	0.8%
Asian Alone	10.9%
Pacific Islander Alone	0.3%
Some Other Race Alone	19.4%
Two or More Races	4.6%
Hispanic Origin	33.8%
Diversity Index	77.8

2025 Population by Race/Ethnicity

Total	381
White Alone	59.8%
Black Alone	1.8%
American Indian Alone	0.8%
Asian Alone	11.8%
Pacific Islander Alone	0.3%
Some Other Race Alone	20.5%
Two or More Races	5.0%
Hispanic Origin	35.8%
Diversity Index	79.8

2010 Population by Relationship and Household Type

Total	327
In Households	99.4%
In Family Households	90.2%
Householder	25.1%
Spouse	20.5%
Child	34.9%
Other relative	6.1%
Nonrelative	3.4%
In Nonfamily Households	9.2%
In Group Quarters	0.6%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.6%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	255
Less than 9th Grade	3.5%
9th - 12th Grade, No Diploma	4.7%
High School Graduate	16.9%
GED/Alternative Credential	0.8%
Some College, No Degree	31.4%
Associate Degree	7.8%
Bachelor's Degree	22.7%
Graduate/Professional Degree	12.2%

2020 Population 15+ by Marital Status

Total	298
Never Married	31.9%
Married	53.0%
Widowed	5.7%
Divorced	9.4%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	186
Population 16+ Employed	88.7%
Population 16+ Unemployment rate	10.8%
Population 16-24 Employed	12.1%
Population 16-24 Unemployment rate	16.7%
Population 25-54 Employed	65.5%
Population 25-54 Unemployment rate	10.0%
Population 55-64 Employed	17.6%
Population 55-64 Unemployment rate	9.4%
Population 65+ Employed	4.8%
Population 65+ Unemployment rate	11.1%

2020 Employed Population 16+ by Industry

Total	165
Agriculture/Mining	1.8%
Construction	13.3%
Manufacturing	9.1%
Wholesale Trade	1.8%
Retail Trade	6.7%
Transportation/Utilities	6.1%
Information	2.4%
Finance/Insurance/Real Estate	4.8%
Services	49.7%
Public Administration	4.2%

2020 Employed Population 16+ by Occupation

Total	167
White Collar	62.4%
Management/Business/Financial	15.2%
Professional	20.6%
Sales	9.1%
Administrative Support	17.6%
Services	17.0%
Blue Collar	21.8%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	10.3%
Installation/Maintenance/Repair	1.2%
Production	4.2%
Transportation/Material Moving	5.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	101
Households with 1 Person	13.9%
Households with 2+ People	86.1%
Family Households	80.2%
Husband-wife Families	65.3%
With Related Children	31.7%
Other Family (No Spouse Present)	14.9%
Other Family with Male Householder	5.0%
With Related Children	3.0%
Other Family with Female Householder	8.9%
With Related Children	5.9%
Nonfamily Households	5.9%
All Households with Children	40.6%
Multigenerational Households	6.9%
Unmarried Partner Households	5.9%
Male-female	5.0%
Same-sex	1.0%
2010 Households by Size	
Total	99
1 Person Household	14.1%
2 Person Household	30.3%
3 Person Household	19.2%
4 Person Household	17.2%
5 Person Household	10.1%
6 Person Household	5.1%
7 + Person Household	4.0%
2010 Households by Tenure and Mortgage Status	
Total	101
Owner Occupied	78.2%
Owned with a Mortgage/Loan	63.4%
Owned Free and Clear	14.9%
Renter Occupied	21.8%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	111
Percent of Income for Mortgage	21.3%
Wealth Index	143
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	106
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%
2010 Population By Urban/ Rural Status	
Total Population	327
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Pleasantville (2B)
2. Soccer Moms (4A)
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$296,868
Average Spent	\$2,674.49
Spending Potential Index	125
Education: Total \$	\$286,207
Average Spent	\$2,578.44
Spending Potential Index	144
Entertainment/Recreation: Total \$	\$457,816
Average Spent	\$4,124.47
Spending Potential Index	127
Food at Home: Total \$	\$720,602
Average Spent	\$6,491.91
Spending Potential Index	122
Food Away from Home: Total \$	\$514,499
Average Spent	\$4,635.13
Spending Potential Index	123
Health Care: Total \$	\$783,159
Average Spent	\$7,055.49
Spending Potential Index	123
HH Furnishings & Equipment: Total \$	\$308,418
Average Spent	\$2,778.54
Spending Potential Index	127
Personal Care Products & Services: Total \$	\$127,057
Average Spent	\$1,144.66
Spending Potential Index	125
Shelter: Total \$	\$2,782,916
Average Spent	\$25,071.32
Spending Potential Index	129
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$311,995
Average Spent	\$2,810.77
Spending Potential Index	120
Travel: Total \$	\$364,032
Average Spent	\$3,279.57
Spending Potential Index	136
Vehicle Maintenance & Repairs: Total \$	\$152,167
Average Spent	\$1,370.87
Spending Potential Index	118

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.

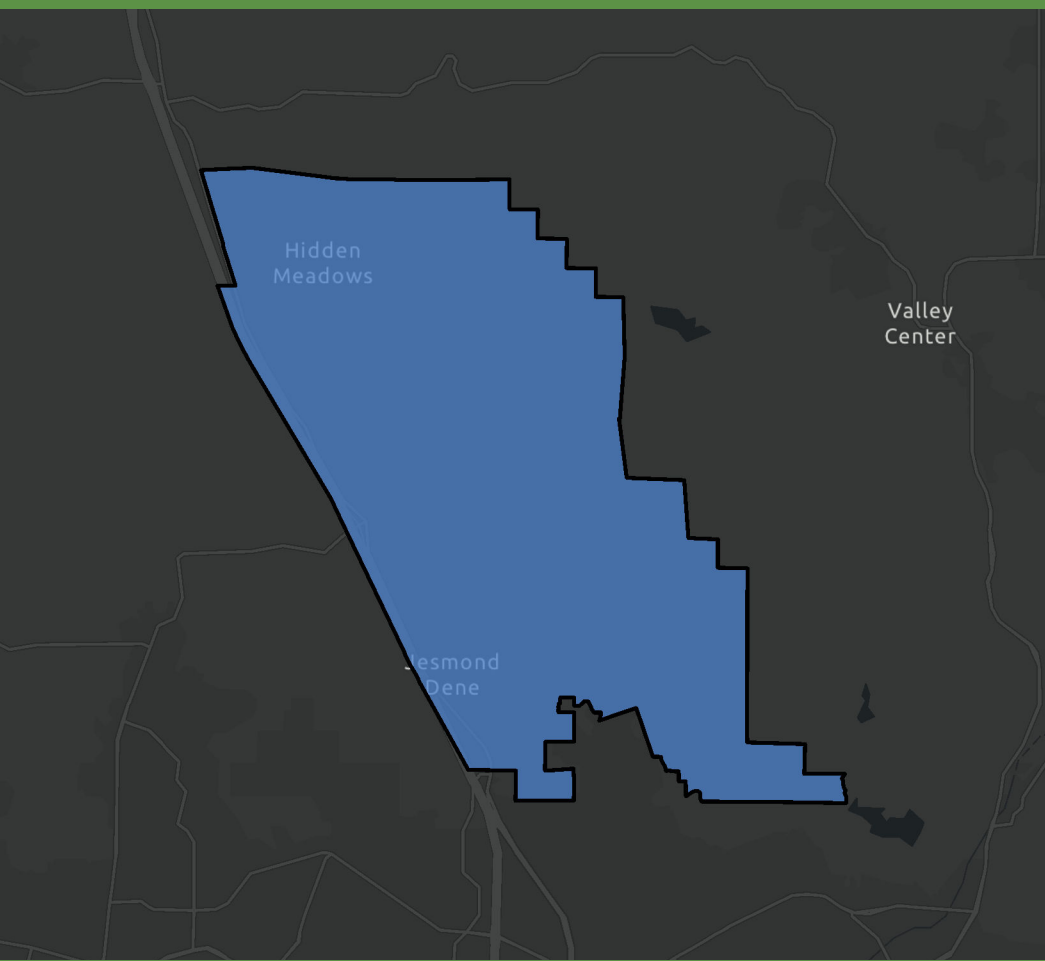
Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

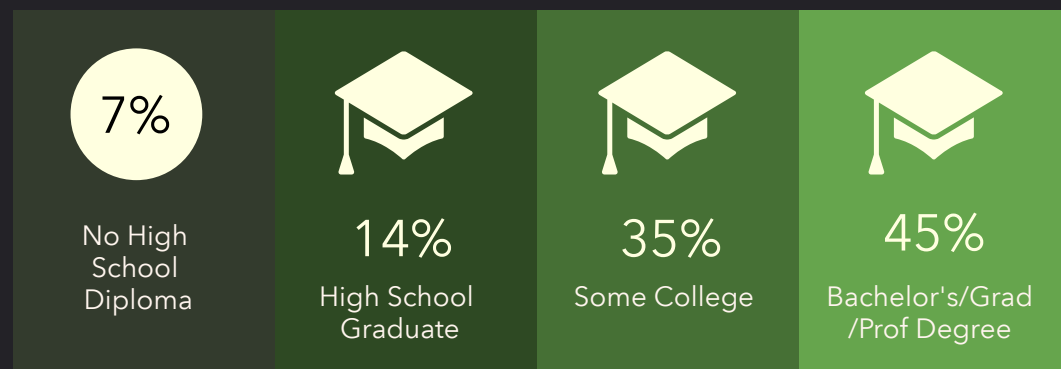
DEMOGRAPHIC PROFILE

Hidden Meadows

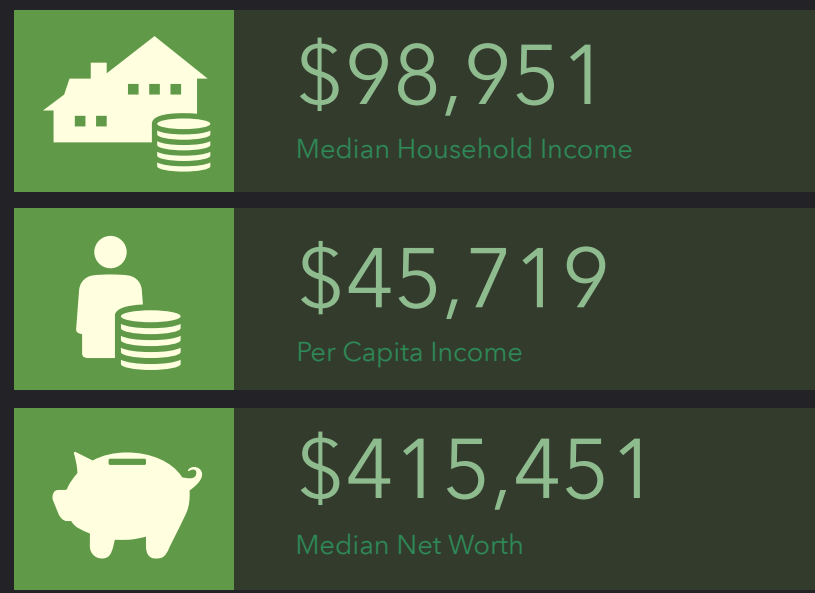
Hidden Meadows



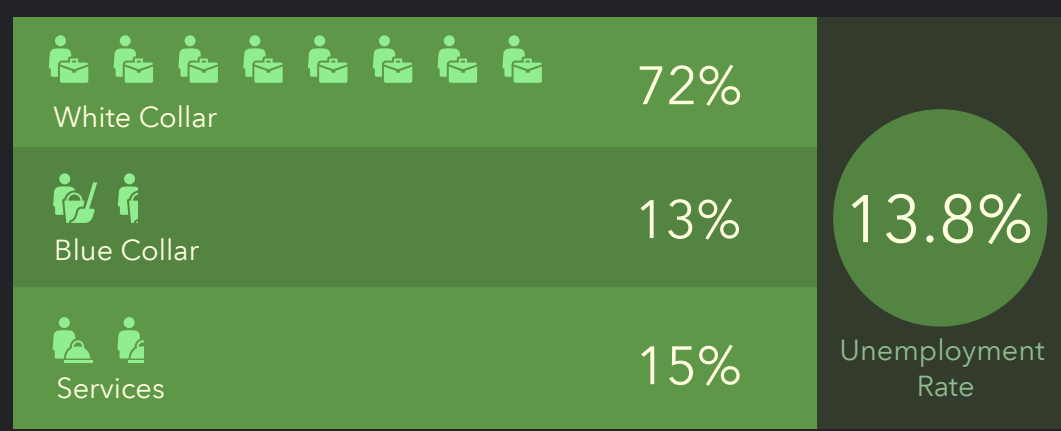
EDUCATION



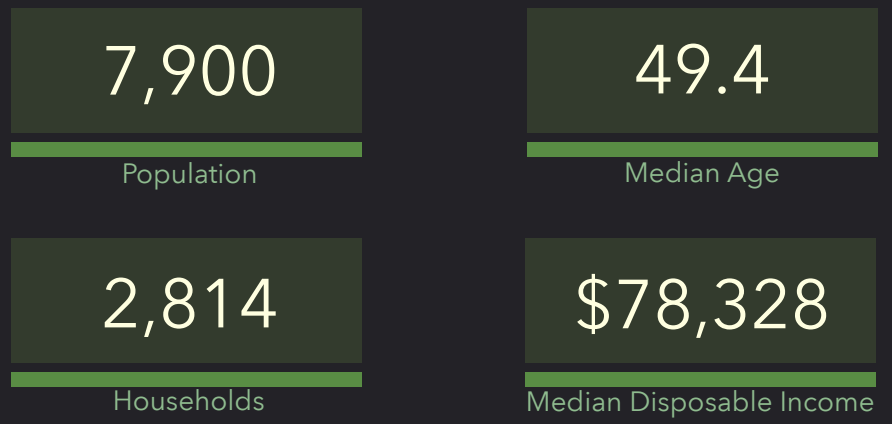
INCOME



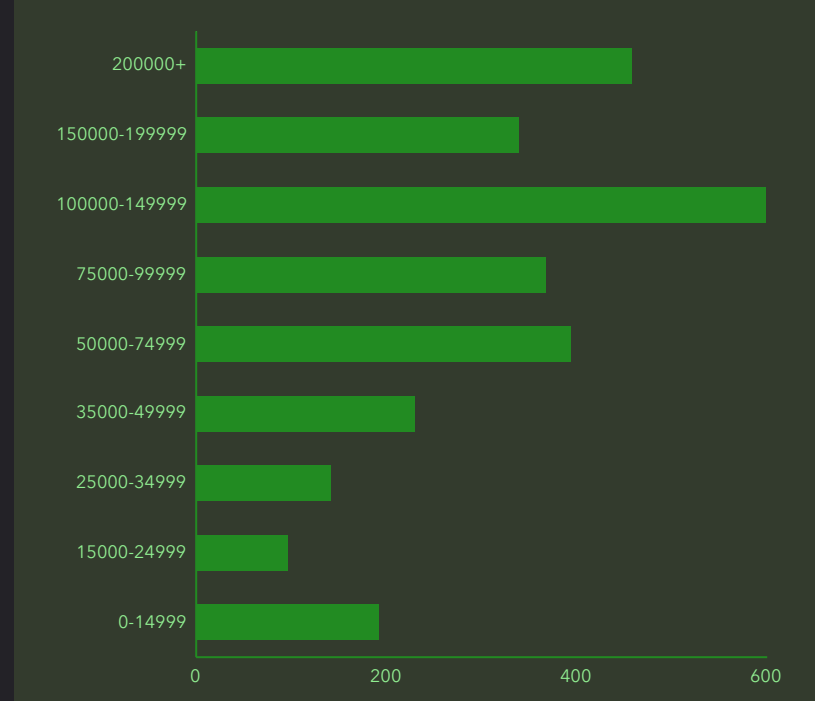
EMPLOYMENT



KEY FACTS



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Hidden Meadows

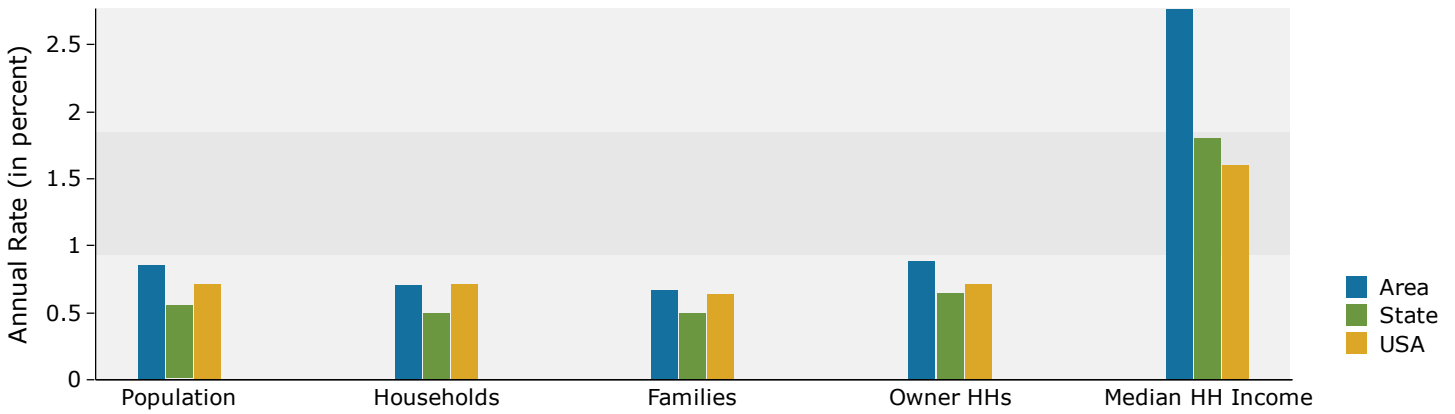
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	327		364		380	
Households	101		111		115	
Families	81		89		92	
Average Household Size	3.22		3.26		3.29	
Owner Occupied Housing Units	79		88		92	
Renter Occupied Housing Units	22		23		23	
Median Age	38.8		39.1		39.0	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.86%		0.55%		0.72%	
Households	0.71%		0.50%		0.72%	
Families	0.67%		0.50%		0.64%	
Owner HHs	0.89%		0.65%		0.72%	
Median Household Income	2.77%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			5	4.5%	5	4.3%
\$15,000 - \$24,999			7	6.3%	6	5.2%
\$25,000 - \$34,999			5	4.5%	4	3.5%
\$35,000 - \$49,999			9	8.1%	7	6.1%
\$50,000 - \$74,999			16	14.4%	14	12.2%
\$75,000 - \$99,999			12	10.8%	11	9.6%
\$100,000 - \$149,999			23	20.7%	24	20.9%
\$150,000 - \$199,999			23	20.7%	29	25.2%
\$200,000+			12	10.8%	16	13.9%
Median Household Income			\$102,857		\$117,908	
Average Household Income			\$117,692		\$137,311	
Per Capita Income			\$36,379		\$42,081	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	19	5.8%	21	5.8%	22	5.8%
5 - 9	21	6.4%	22	6.0%	22	5.8%
10 - 14	26	8.0%	23	6.3%	23	6.1%
15 - 19	29	8.9%	21	5.8%	21	5.5%
20 - 24	20	6.1%	22	6.0%	16	4.2%
25 - 34	35	10.7%	55	15.1%	63	16.6%
35 - 44	41	12.5%	42	11.5%	52	13.7%
45 - 54	59	18.0%	51	14.0%	41	10.8%
55 - 64	38	11.6%	52	14.3%	54	14.2%
65 - 74	20	6.1%	32	8.8%	39	10.3%
75 - 84	14	4.3%	15	4.1%	19	5.0%
85+	5	1.5%	8	2.2%	7	1.8%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	218	66.7%	227	62.0%	228	59.8%
Black Alone	6	1.8%	7	1.9%	7	1.8%
American Indian Alone	3	0.9%	3	0.8%	3	0.8%
Asian Alone	31	9.5%	40	10.9%	45	11.8%
Pacific Islander Alone	1	0.3%	1	0.3%	1	0.3%
Some Other Race Alone	55	16.8%	71	19.4%	78	20.5%
Two or More Races	13	4.0%	17	4.6%	19	5.0%
Hispanic Origin (Any Race)	97	29.7%	123	33.8%	136	35.8%

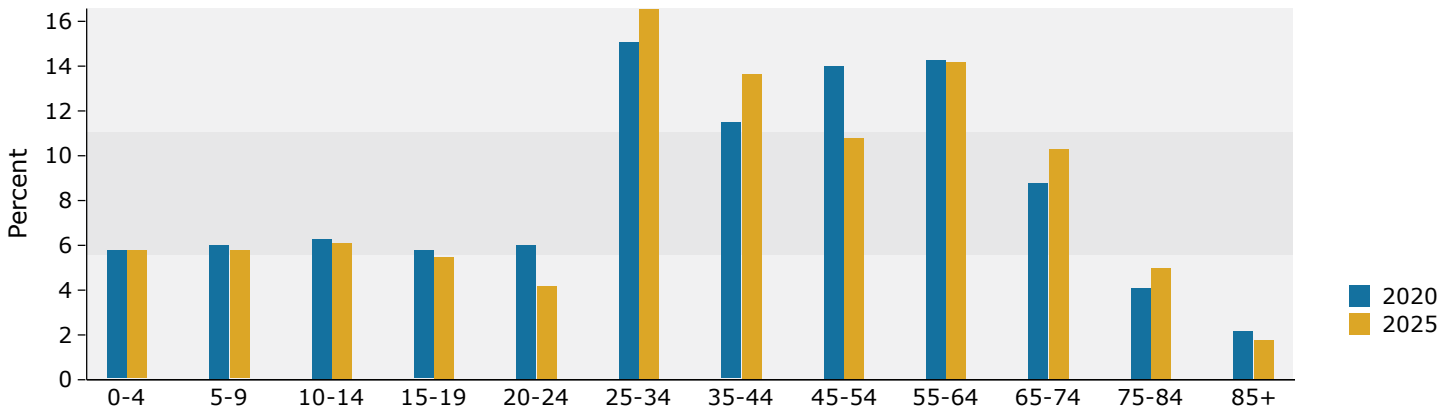
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

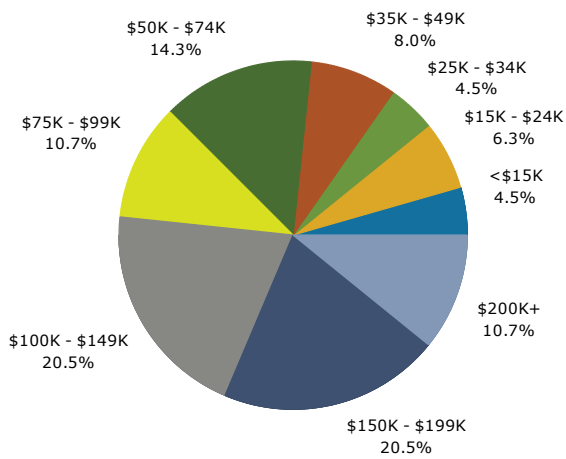
Trends 2020-2025



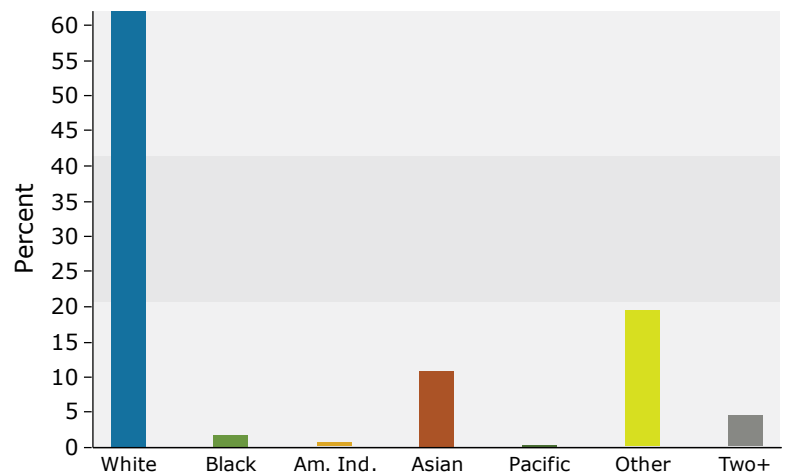
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 33.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	290
2010 Population	327
2020 Population	364
2025 Population	380
2000-2010 Annual Rate	1.21%
2010-2020 Annual Rate	1.05%
2020-2025 Annual Rate	0.86%
2020 Male Population	50.3%
2020 Female Population	50.0%
2020 Median Age	39.1

In the identified area, the current year population is 364. In 2010, the Census count in the area was 327. The rate of change since 2010 was 1.05% annually. The five-year projection for the population in the area is 380 representing a change of 0.86% annually from 2020 to 2025. Currently, the population is 50.3% male and 50.0% female.

Median Age

The median age in this area is 39.1, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	62.0%
2020 Black Alone	1.9%
2020 American Indian/Alaska Native Alone	0.8%
2020 Asian Alone	10.9%
2020 Pacific Islander Alone	0.3%
2020 Other Race	19.4%
2020 Two or More Races	4.6%
2020 Hispanic Origin (Any Race)	33.8%

Persons of Hispanic origin represent 33.8% of the population in the identified area compared to 18.8% 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 77.8 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	143
2000 Households	94
2010 Households	101
2020 Total Households	111
2025 Total Households	115
2000-2010 Annual Rate	0.72%
2010-2020 Annual Rate	0.93%
2020-2025 Annual Rate	0.71%
2020 Average Household Size	3.26

The household count in this area has changed from 101 in 2010 to 111 in the current year, a change of 0.93% annually. The five-year projection of households is 115, a change of 0.71% annually from the current year total. Average household size is currently 3.26, compared to 3.22 in the year 2010. The number of families in the current year is 89 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	21.3%
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Median Household Income

2020 Median Household Income	\$102,857
2025 Median Household Income	\$117,908
2020-2025 Annual Rate	2.77%

Average Household Income

2020 Average Household Income	\$117,692
2025 Average Household Income	\$137,311
2020-2025 Annual Rate	3.13%

Per Capita Income

2020 Per Capita Income	\$36,379
2025 Per Capita Income	\$42,081
2020-2025 Annual Rate	2.95%

Households by Income

Current median household income is \$102,857 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$117,908 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$117,692 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$137,311 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$36,379 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$42,081 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	111
2000 Total Housing Units	96
2000 Owner Occupied Housing Units	77
2000 Renter Occupied Housing Units	16
2000 Vacant Housing Units	3
2010 Total Housing Units	106
2010 Owner Occupied Housing Units	79
2010 Renter Occupied Housing Units	22
2010 Vacant Housing Units	5
2020 Total Housing Units	114
2020 Owner Occupied Housing Units	88
2020 Renter Occupied Housing Units	23
2020 Vacant Housing Units	3
2025 Total Housing Units	117
2025 Owner Occupied Housing Units	92
2025 Renter Occupied Housing Units	23
2025 Vacant Housing Units	2

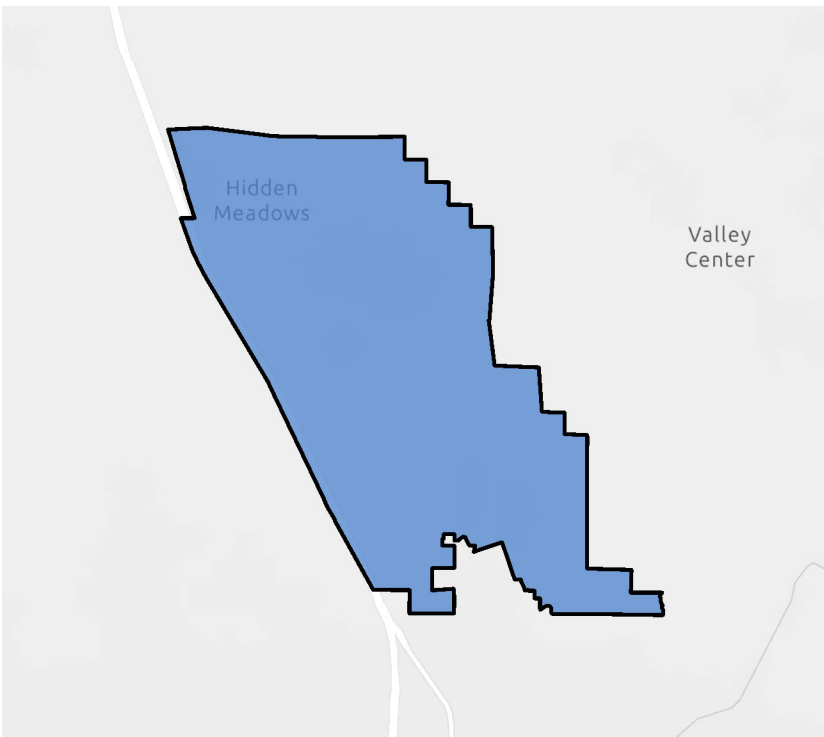
Currently, 77.2% of the 114 housing units in the area are owner occupied; 20.2%, renter occupied; and 2.6% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 106 housing units in the area - 74.5% owner occupied, 20.8% renter occupied, and 4.7% vacant. The annual rate of change in housing units since 2010 is 3.29%. Median home value in the area is \$525,568, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 2.11% annually to \$583,333.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

POPULATION TRENDS AND KEY INDICATORS

Hidden Meadows



7,900	2,814	2.79	49.4	\$98,951	\$656,220	199	84	60
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



\$17,124

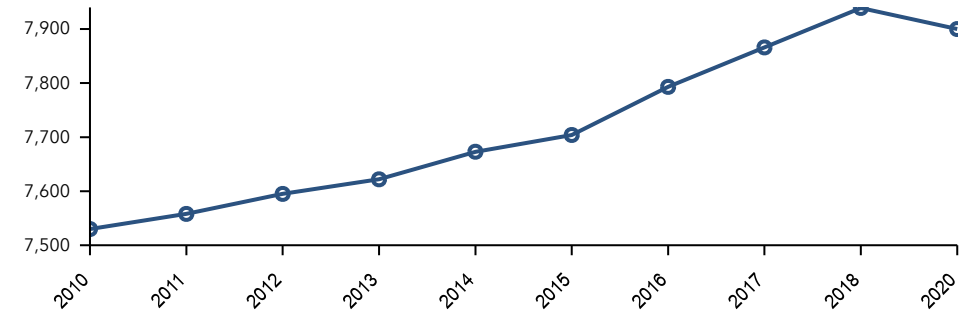
Avg Spent on Mortgage & Basics



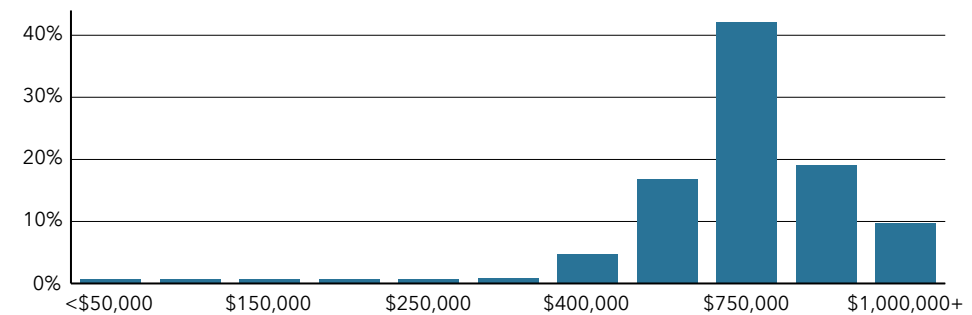
27.7%

Percent of Income for Mortgage

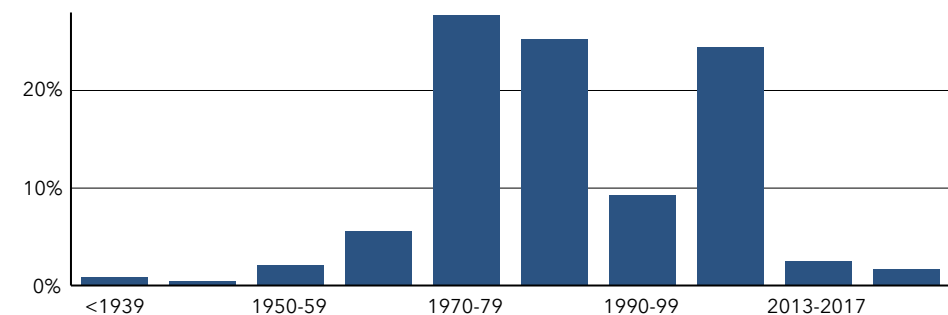
Historical Trends: Population



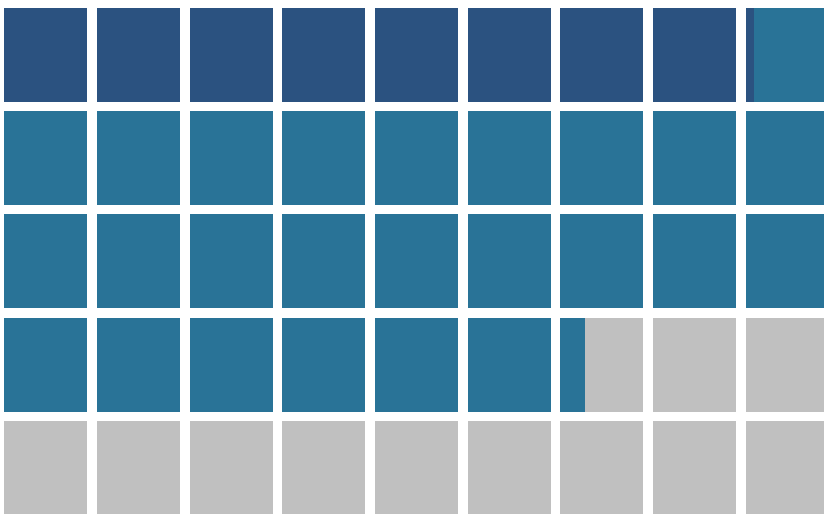
Home Value



Housing: Year Built

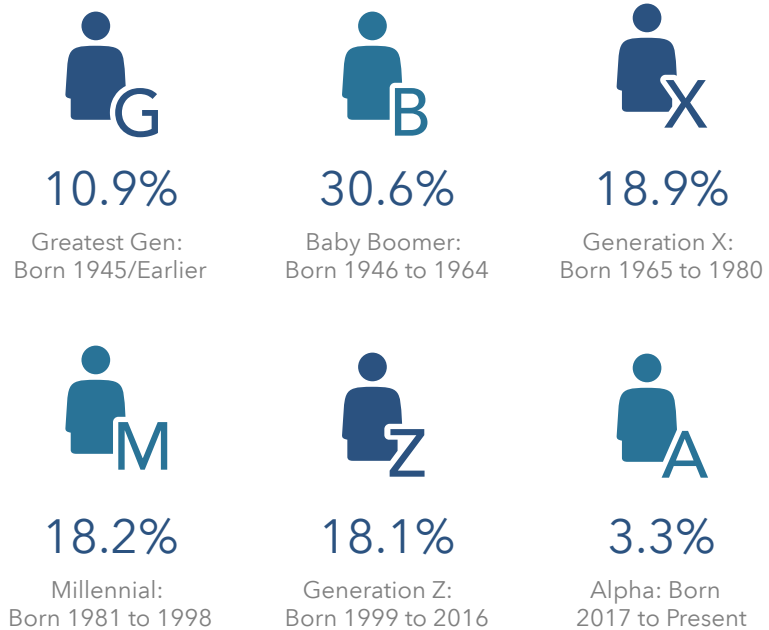


POPULATION BY AGE



■ Under 18 (18%) ■ Ages 18 to 64 (56%) ■ Aged 65+ (26%)

POPULATION BY GENERATION





Community Profile

Hidden Meadows

Prepared by Esri

Population Summary	
2000 Total Population	7
2010 Total Population	7
2020 Total Population	8
2020 Group Quarters	0
2025 Total Population	9
2020-2025 Annual Rate	2.38%
2020 Total Daytime Population	6
Workers	2
Residents	4
Household Summary	
2000 Households	3
2000 Average Household Size	2.33
2010 Households	3
2010 Average Household Size	2.33
2020 Households	4
2020 Average Household Size	2.00
2025 Households	4
2025 Average Household Size	2.25
2020-2025 Annual Rate	0.00%
2010 Families	2
2010 Average Family Size	3.00
2020 Families	3
2020 Average Family Size	2.33
2025 Families	3
2025 Average Family Size	2.67
2020-2025 Annual Rate	0.00%
Housing Unit Summary	
2000 Housing Units	3
Owner Occupied Housing Units	100.0%
Renter Occupied Housing Units	0.0%
Vacant Housing Units	0.0%
2010 Housing Units	3
Owner Occupied Housing Units	66.7%
Renter Occupied Housing Units	33.3%
Vacant Housing Units	0.0%
2020 Housing Units	3
Owner Occupied Housing Units	100.0%
Renter Occupied Housing Units	33.3%
Vacant Housing Units	0.0%
2025 Housing Units	4
Owner Occupied Housing Units	75.0%
Renter Occupied Housing Units	25.0%
Vacant Housing Units	0.0%
Median Household Income	
2020	\$120,000
2025	\$150,000
Median Home Value	
2020	\$500,000
2025	\$750,000
Per Capita Income	
2020	\$46,624
2025	\$50,644
Median Age	
2010	47.5
2020	47.5
2025	47.5

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	4
<\$15,000	0.0%
\$15,000 - \$24,999	0.0%
\$25,000 - \$34,999	0.0%
\$35,000 - \$49,999	0.0%
\$50,000 - \$74,999	25.0%
\$75,000 - \$99,999	25.0%
\$100,000 - \$149,999	25.0%
\$150,000 - \$199,999	25.0%
\$200,000+	25.0%
Average Household Income	\$116,587

2025 Households by Income

Household Income Base	4
<\$15,000	0.0%
\$15,000 - \$24,999	0.0%
\$25,000 - \$34,999	0.0%
\$35,000 - \$49,999	0.0%
\$50,000 - \$74,999	25.0%
\$75,000 - \$99,999	0.0%
\$100,000 - \$149,999	25.0%
\$150,000 - \$199,999	25.0%
\$200,000+	25.0%
Average Household Income	\$142,470

2020 Owner Occupied Housing Units by Value

Total	3
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	0.0%
\$300,000 - \$399,999	33.3%
\$400,000 - \$499,999	33.3%
\$500,000 - \$749,999	33.3%
\$750,000 - \$999,999	33.3%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$575,000

2025 Owner Occupied Housing Units by Value

Total	3
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	0.0%
\$300,000 - \$399,999	0.0%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	33.3%
\$750,000 - \$999,999	33.3%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$750,000

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age	
Total	0
0 - 4	0.0%
5 - 9	0.0%
10 - 14	0.0%
15 - 24	0.0%
25 - 34	0.0%
35 - 44	0.0%
45 - 54	0.0%
55 - 64	0.0%
65 - 74	0.0%
75 - 84	0.0%
85 +	0.0%
18 +	0.0%
2020 Population by Age	
Total	9
0 - 4	0.0%
5 - 9	0.0%
10 - 14	11.1%
15 - 24	0.0%
25 - 34	22.2%
35 - 44	11.1%
45 - 54	22.2%
55 - 64	22.2%
65 - 74	11.1%
75 - 84	0.0%
85 +	0.0%
18 +	77.8%
2025 Population by Age	
Total	11
0 - 4	0.0%
5 - 9	0.0%
10 - 14	9.1%
15 - 24	9.1%
25 - 34	9.1%
35 - 44	18.2%
45 - 54	18.2%
55 - 64	18.2%
65 - 74	18.2%
75 - 84	0.0%
85 +	0.0%
18 +	63.6%
2010 Population by Sex	
Males	3
Females	4
2020 Population by Sex	
Males	4
Females	4
2025 Population by Sex	
Males	4
Females	5

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	7
White Alone	71.4%
Black Alone	0.0%
American Indian Alone	0.0%
Asian Alone	14.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	14.3%
Two or More Races	0.0%
Hispanic Origin	28.6%
Diversity Index	68.6

2020 Population by Race/Ethnicity

Total	8
White Alone	75.0%
Black Alone	0.0%
American Indian Alone	0.0%
Asian Alone	12.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	12.5%
Two or More Races	0.0%
Hispanic Origin	25.0%
Diversity Index	63.9

2025 Population by Race/Ethnicity

Total	9
White Alone	66.7%
Black Alone	0.0%
American Indian Alone	0.0%
Asian Alone	11.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	11.1%
Two or More Races	11.1%
Hispanic Origin	33.3%
Diversity Index	74.6

2010 Population by Relationship and Household Type

Total	7
In Households	100.0%
In Family Households	85.7%
Householder	14.3%
Spouse	14.3%
Child	28.6%
Other relative	0.0%
Nonrelative	0.0%
In Nonfamily Households	14.3%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Population 25+ by Educational Attainment

Total	6
Less than 9th Grade	0.0%
9th - 12th Grade, No Diploma	0.0%
High School Graduate	16.7%
GED/Alternative Credential	0.0%
Some College, No Degree	16.7%
Associate Degree	16.7%
Bachelor's Degree	33.3%
Graduate/Professional Degree	16.7%

2020 Population 15+ by Marital Status

Total	7
Never Married	14.3%
Married	71.4%
Widowed	0.0%
Divorced	14.3%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	5
Population 16+ Employed	80.0%
Population 16+ Unemployment rate	20.0%
Population 16-24 Employed	0.0%
Population 16-24 Unemployment rate	0.0%
Population 25-54 Employed	75.0%
Population 25-54 Unemployment rate	0.0%
Population 55-64 Employed	25.0%
Population 55-64 Unemployment rate	0.0%
Population 65+ Employed	0.0%
Population 65+ Unemployment rate	0.0%

2020 Employed Population 16+ by Industry

Total	4
Agriculture/Mining	0.0%
Construction	0.0%
Manufacturing	25.0%
Wholesale Trade	0.0%
Retail Trade	0.0%
Transportation/Utilities	0.0%
Information	0.0%
Finance/Insurance/Real Estate	0.0%
Services	25.0%
Public Administration	0.0%

2020 Employed Population 16+ by Occupation

Total	1
White Collar	25.0%
Management/Business/Financial	0.0%
Professional	0.0%
Sales	0.0%
Administrative Support	25.0%
Services	0.0%
Blue Collar	0.0%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	0.0%
Installation/Maintenance/Repair	0.0%
Production	0.0%
Transportation/Material Moving	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	2
Households with 1 Person	0.0%
Households with 2+ People	100.0%
Family Households	100.0%
Husband-wife Families	100.0%
With Related Children	50.0%
Other Family (No Spouse Present)	0.0%
Other Family with Male Householder	0.0%
With Related Children	0.0%
Other Family with Female Householder	0.0%
With Related Children	0.0%
Nonfamily Households	0.0%
All Households with Children	33.3%
Multigenerational Households	0.0%
Unmarried Partner Households	0.0%
Male-female	0.0%
Same-sex	0.0%
2010 Households by Size	
Total	3
1 Person Household	0.0%
2 Person Household	33.3%
3 Person Household	33.3%
4 Person Household	33.3%
5 Person Household	0.0%
6 Person Household	0.0%
7 + Person Household	0.0%
2010 Households by Tenure and Mortgage Status	
Total	3
Owner Occupied	66.7%
Owned with a Mortgage/Loan	66.7%
Owned Free and Clear	0.0%
Renter Occupied	33.3%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	0
Percent of Income for Mortgage	0.0%
Wealth Index	166
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	3
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%
2010 Population By Urban/ Rural Status	
Total Population	7
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Pleasantville (2B)
- 2.
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$8,282
Average Spent	\$2,070.50
Spending Potential Index	97
Education: Total \$	\$9,184
Average Spent	\$2,296.00
Spending Potential Index	128
Entertainment/Recreation: Total \$	\$13,076
Average Spent	\$3,269.00
Spending Potential Index	101
Food at Home: Total \$	\$20,438
Average Spent	\$5,109.50
Spending Potential Index	96
Food Away from Home: Total \$	\$14,281
Average Spent	\$3,570.25
Spending Potential Index	95
Health Care: Total \$	\$21,686
Average Spent	\$5,421.50
Spending Potential Index	94
HH Furnishings & Equipment: Total \$	\$8,461
Average Spent	\$2,115.25
Spending Potential Index	97
Personal Care Products & Services: Total \$	\$3,460
Average Spent	\$865.00
Spending Potential Index	94
Shelter: Total \$	\$83,243
Average Spent	\$20,810.75
Spending Potential Index	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,923
Average Spent	\$1,980.75
Spending Potential Index	85
Travel: Total \$	\$10,675
Average Spent	\$2,668.75
Spending Potential Index	111
Vehicle Maintenance & Repairs: Total \$	\$4,115
Average Spent	\$1,028.75
Spending Potential Index	89

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.

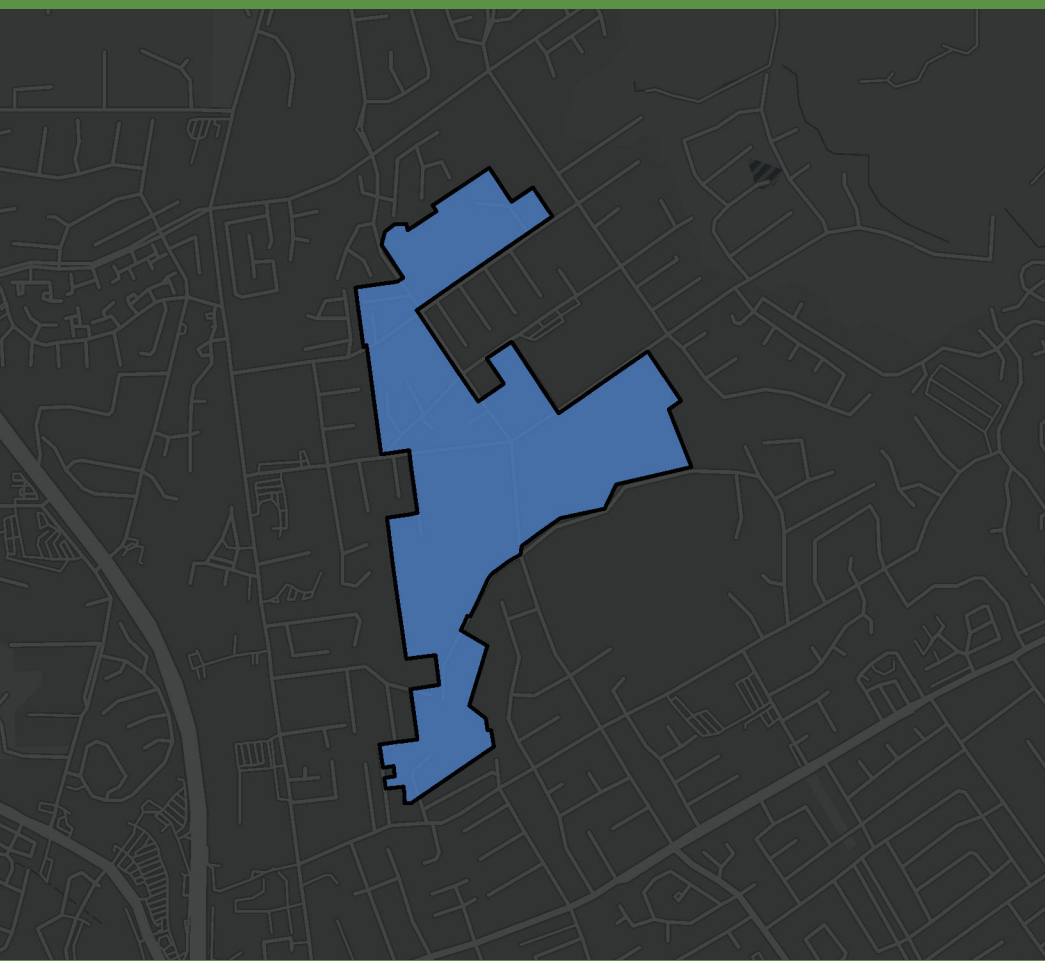
Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

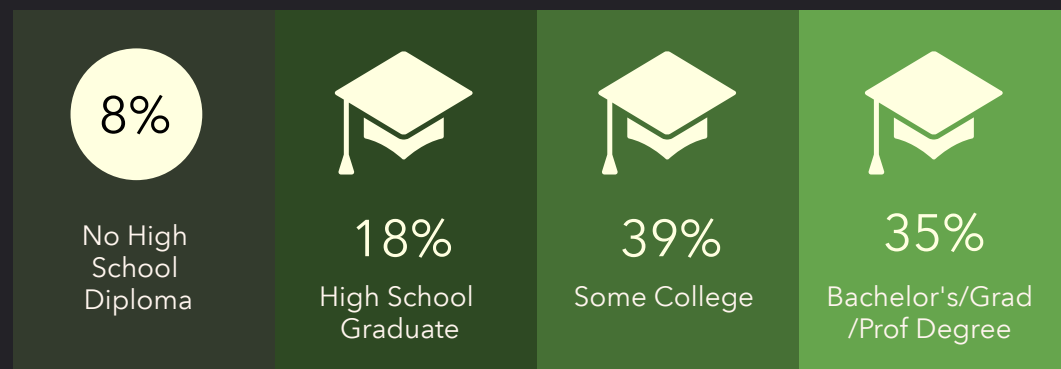
DEMOGRAPHIC PROFILE

Hidden Meadows

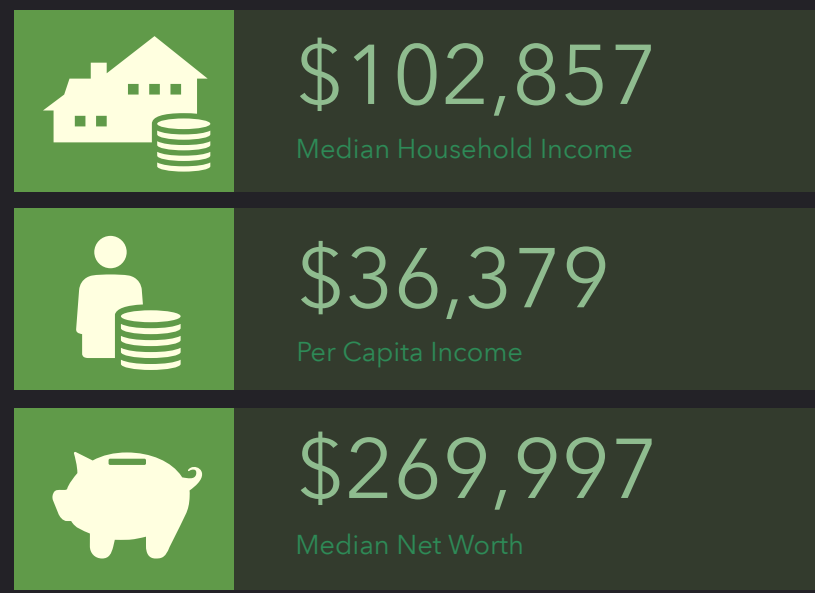
Hidden Meadows



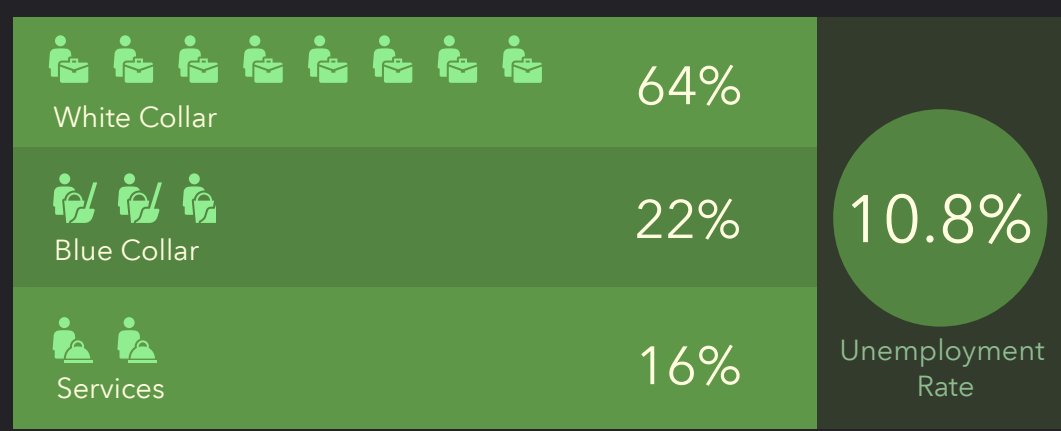
EDUCATION



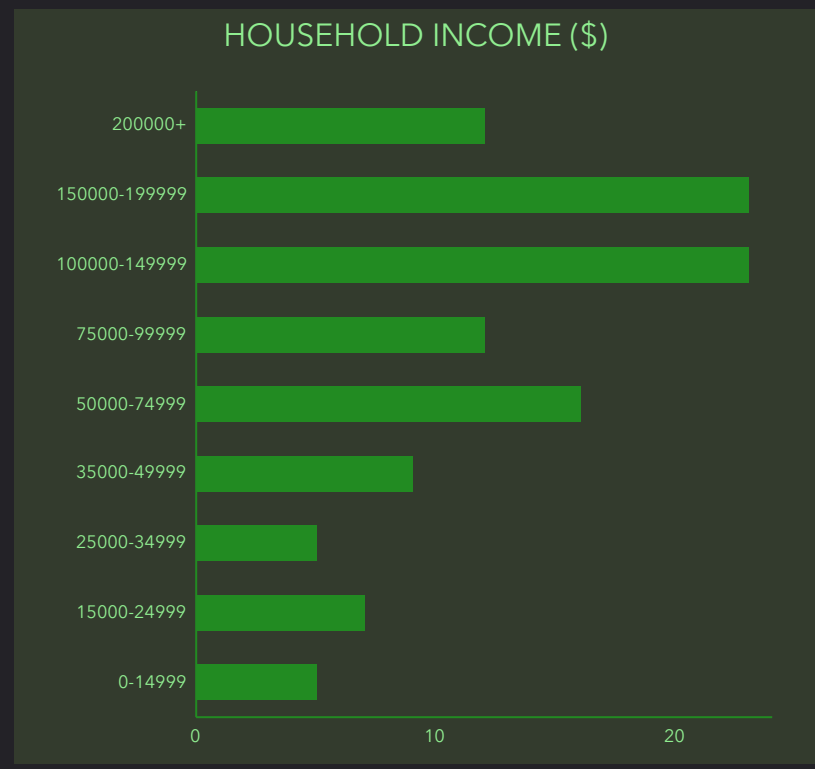
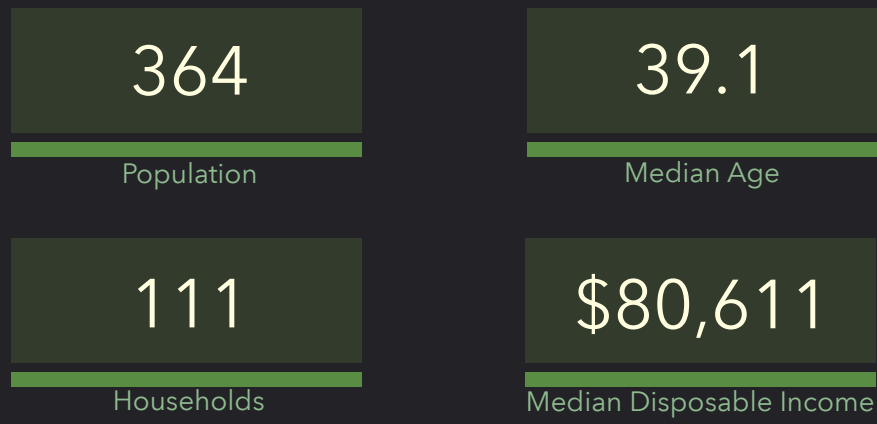
INCOME



EMPLOYMENT



KEY FACTS





Demographic and Income Profile

Hidden Meadows

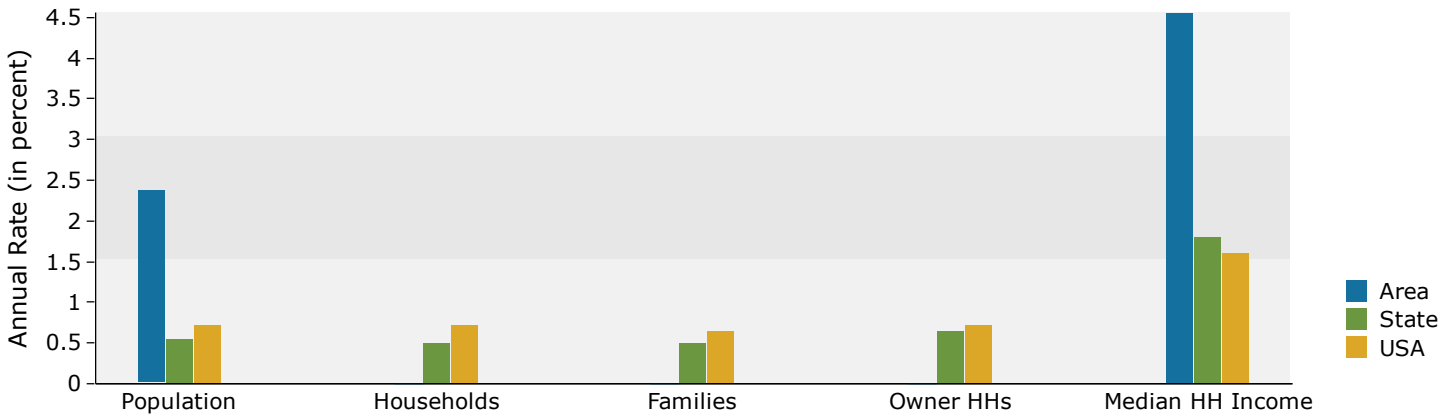
Prepared by Esri

Summary	Census 2010	2020	2025			
Population	7	8	9			
Households	3	4	4			
Families	2	3	3			
Average Household Size	2.33	2.00	2.25			
Owner Occupied Housing Units	2	3	3			
Renter Occupied Housing Units	1	1	1			
Median Age	47.5	47.5	47.5			
Trends: 2020-2025 Annual Rate	Area	State	National			
Population	2.38%	0.55%	0.72%			
Households	0.00%	0.50%	0.72%			
Families	0.00%	0.50%	0.64%			
Owner HHs	0.00%	0.65%	0.72%			
Median Household Income	4.56%	1.81%	1.60%			
Households by Income	2020		2025			
	Number	Percent	Number	Percent		
<\$15,000	0	0.0%	0	0.0%		
\$15,000 - \$24,999	0	0.0%	0	0.0%		
\$25,000 - \$34,999	0	0.0%	0	0.0%		
\$35,000 - \$49,999	0	0.0%	0	0.0%		
\$50,000 - \$74,999	1	25.0%	1	25.0%		
\$75,000 - \$99,999	1	25.0%	0	0.0%		
\$100,000 - \$149,999	1	25.0%	1	25.0%		
\$150,000 - \$199,999	1	25.0%	1	25.0%		
\$200,000+	1	25.0%	1	25.0%		
Median Household Income	\$120,000		\$150,000			
Average Household Income	\$116,587		\$142,470			
Per Capita Income	\$46,624		\$50,644			
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	0	0.0%	0	0.0%	0	0.0%
5 - 9	0	0.0%	0	0.0%	0	0.0%
10 - 14	1	20.0%	1	11.1%	1	9.1%
15 - 19	1	20.0%	0	0.0%	1	9.1%
20 - 24	0	0.0%	0	0.0%	0	0.0%
25 - 34	0	0.0%	2	22.2%	1	9.1%
35 - 44	0	0.0%	1	11.1%	2	18.2%
45 - 54	2	40.0%	2	22.2%	2	18.2%
55 - 64	1	20.0%	2	22.2%	2	18.2%
65 - 74	0	0.0%	1	11.1%	2	18.2%
75 - 84	0	0.0%	0	0.0%	0	0.0%
85+	0	0.0%	0	0.0%	0	0.0%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	5	71.4%	6	75.0%	6	66.7%
Black Alone	0	0.0%	0	0.0%	0	0.0%
American Indian Alone	0	0.0%	0	0.0%	0	0.0%
Asian Alone	1	14.3%	1	12.5%	1	11.1%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	1	14.3%	1	12.5%	1	11.1%
Two or More Races	0	0.0%	0	0.0%	1	11.1%
Hispanic Origin (Any Race)	2	28.6%	2	25.0%	2	22.2%

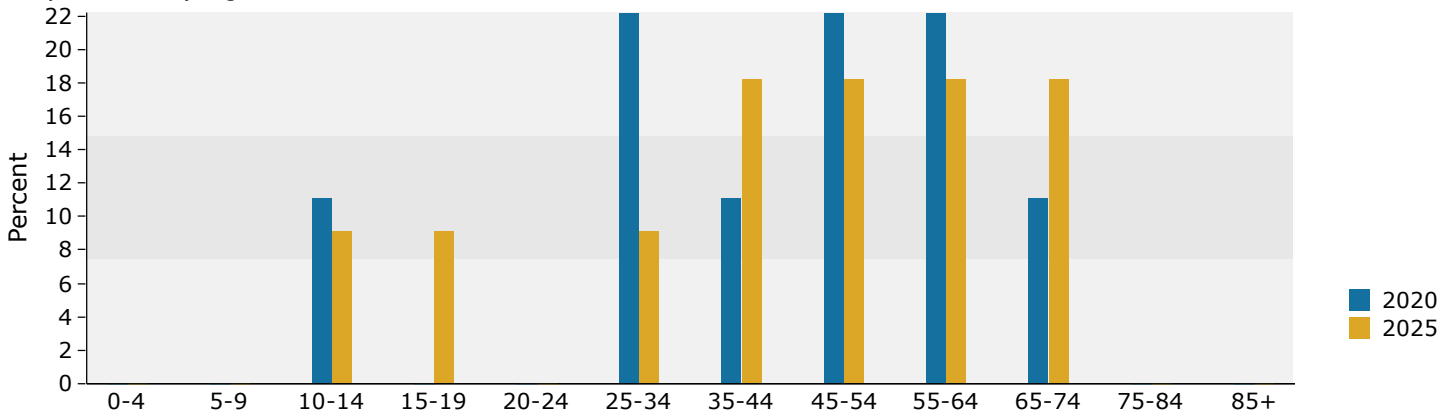
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

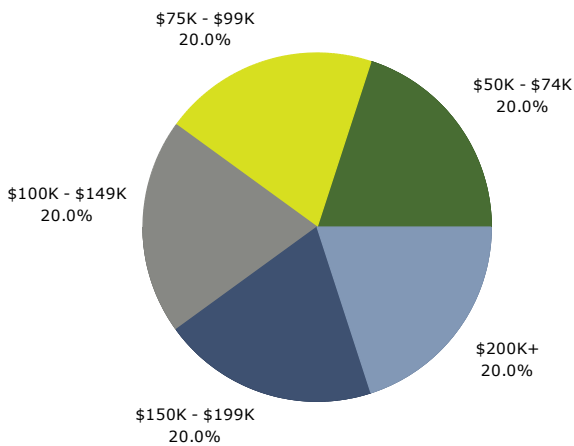
Trends 2020-2025



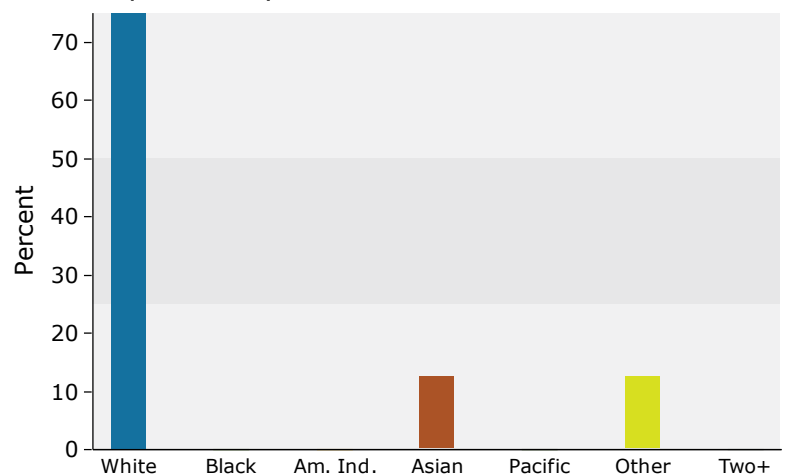
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 25.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	7
2010 Population	7
2020 Population	8
2025 Population	9
2000-2010 Annual Rate	0.00%
2010-2020 Annual Rate	1.31%
2020-2025 Annual Rate	2.38%
2020 Male Population	50.0%
2020 Female Population	50.0%
2020 Median Age	47.5

In the identified area, the current year population is 8. In 2010, the Census count in the area was 7. The rate of change since 2010 was 1.31% annually. The five-year projection for the population in the area is 9 representing a change of 2.38% annually from 2020 to 2025. Currently, the population is 50.0% male and 50.0% female.

Median Age

The median age in this area is 47.5, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	75.0%
2020 Black Alone	0.0%
2020 American Indian/Alaska Native Alone	0.0%
2020 Asian Alone	12.5%
2020 Pacific Islander Alone	0.0%
2020 Other Race	12.5%
2020 Two or More Races	0.0%
2020 Hispanic Origin (Any Race)	25.0%

Persons of Hispanic origin represent 25.0% of the population in the identified area compared to 18.8% 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 63.9 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	166
2000 Households	3
2010 Households	3
2020 Total Households	4
2025 Total Households	4
2000-2010 Annual Rate	0.00%
2010-2020 Annual Rate	2.85%
2020-2025 Annual Rate	0.00%
2020 Average Household Size	2.00

The household count in this area has changed from 3 in 2010 to 4 in the current year, a change of 2.85% annually. The five-year projection of households is 4, a change of 0.00% annually from the current year total. Average household size is currently 2.00, compared to 2.33 in the year 2010. The number of families in the current year is 3 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage 0.0%

Median Household Income

2020 Median Household Income \$120,000

2025 Median Household Income \$150,000

2020-2025 Annual Rate 4.56%

Average Household Income

2020 Average Household Income \$116,587

2025 Average Household Income \$142,470

2020-2025 Annual Rate 4.09%

Per Capita Income

2020 Per Capita Income \$46,624

2025 Per Capita Income \$50,644

2020-2025 Annual Rate 1.67%

Households by Income

Current median household income is \$120,000 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$150,000 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$116,587 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$142,470 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$46,624 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$50,644 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index 0

2000 Total Housing Units 3

2000 Owner Occupied Housing Units 3

2000 Renter Occupied Housing Units 0

2000 Vacant Housing Units 0

2010 Total Housing Units 3

2010 Owner Occupied Housing Units 2

2010 Renter Occupied Housing Units 1

2010 Vacant Housing Units 0

2020 Total Housing Units 3

2020 Owner Occupied Housing Units 3

2020 Renter Occupied Housing Units 1

2020 Vacant Housing Units 0

2025 Total Housing Units 4

2025 Owner Occupied Housing Units 3

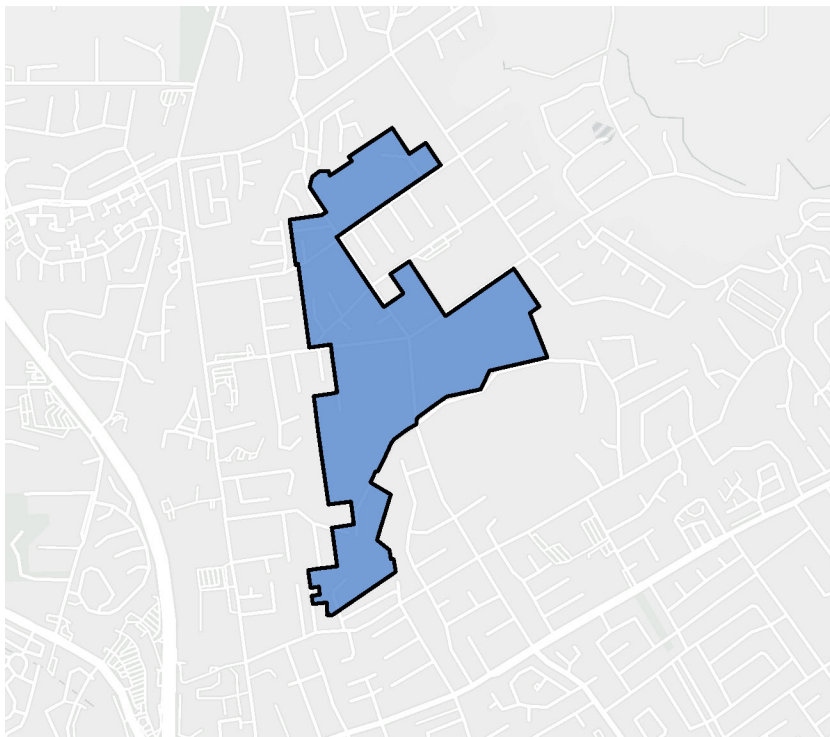
2025 Renter Occupied Housing Units 1

2025 Vacant Housing Units 0

Currently, 100.0% of the 3 housing units in the area are owner occupied; 33.3%, renter occupied; and 0.0% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 3 housing units in the area - 66.7% owner occupied, 33.3% renter occupied, and 0.0% vacant. The annual rate of change in housing units since 2010 is 0.00%. Median home value in the area is \$500,000, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 8.45% annually to \$750,000.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



POPULATION TRENDS AND KEY INDICATORS

Hidden Meadows

364	111	3.26	39.1	\$102,857	\$525,568	143	111	78
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



\$15,771

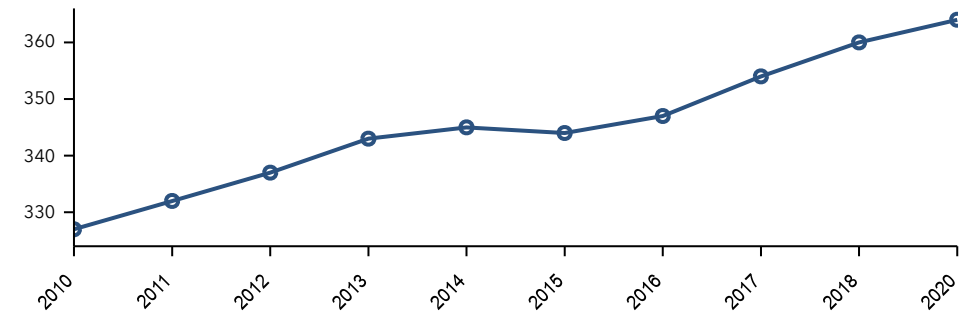
Avg Spent on Mortgage & Basics



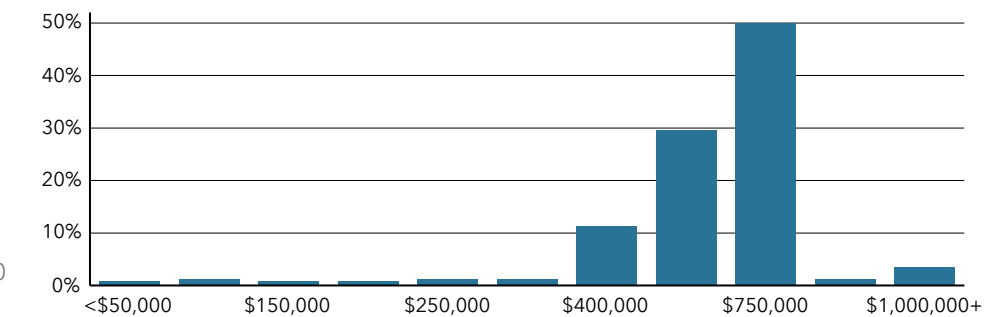
21.3%

Percent of Income for Mortgage

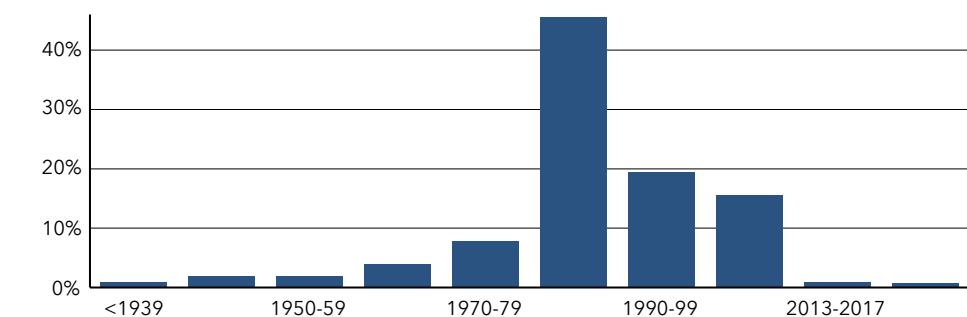
Historical Trends: Population



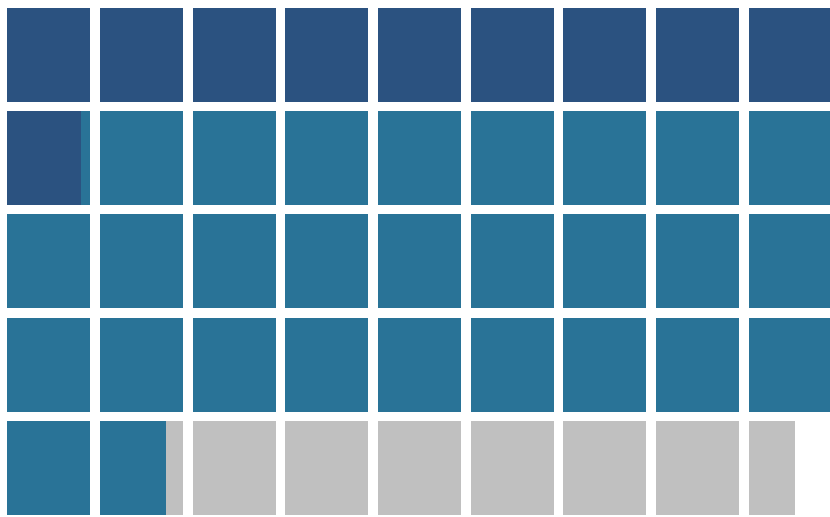
Home Value



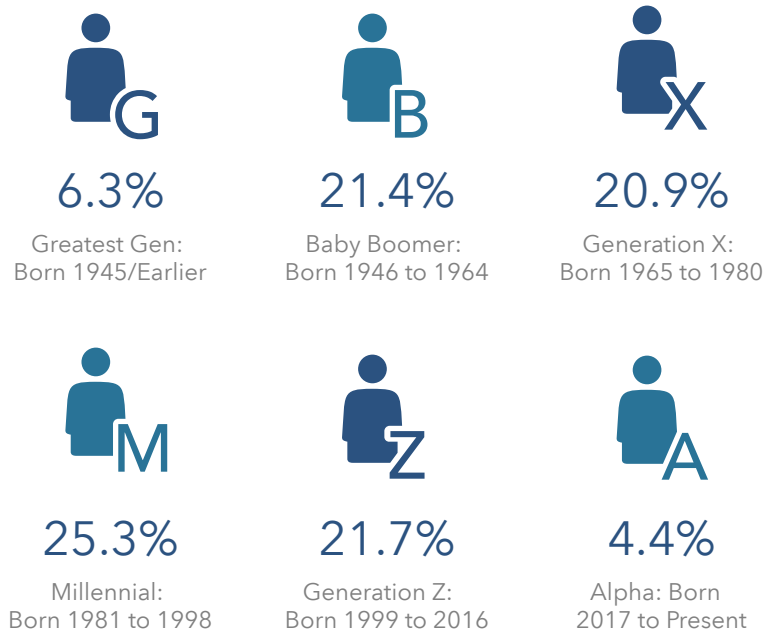
Housing: Year Built



POPULATION BY AGE



POPULATION BY GENERATION



Population Summary	
2000 Total Population	6,310
2010 Total Population	7,590
2020 Total Population	7,900
2020 Group Quarters	41
2025 Total Population	8,061
2020-2025 Annual Rate	0.40%
2020 Total Daytime Population	7,385
Workers	2,557
Residents	4,828
Household Summary	
2000 Households	2,479
2000 Average Household Size	2.53
2010 Households	2,728
2010 Average Household Size	2.77
2020 Households	2,814
2020 Average Household Size	2.79
2025 Households	2,860
2025 Average Household Size	2.80
2020-2025 Annual Rate	0.32%
2010 Families	2,166
2010 Average Family Size	3.04
2020 Families	2,233
2020 Average Family Size	3.07
2025 Families	2,274
2025 Average Family Size	3.08
2020-2025 Annual Rate	0.36%
Housing Unit Summary	
2000 Housing Units	2,605
Owner Occupied Housing Units	83.9%
Renter Occupied Housing Units	11.3%
Vacant Housing Units	4.8%
2010 Housing Units	2,970
Owner Occupied Housing Units	79.4%
Renter Occupied Housing Units	12.5%
Vacant Housing Units	8.1%
2020 Housing Units	3,051
Owner Occupied Housing Units	79.7%
Renter Occupied Housing Units	12.5%
Vacant Housing Units	7.8%
2025 Housing Units	3,104
Owner Occupied Housing Units	80.1%
Renter Occupied Housing Units	12.0%
Vacant Housing Units	7.9%
Median Household Income	
2020	\$98,951
2025	\$106,154
Median Home Value	
2020	\$656,220
2025	\$743,033
Per Capita Income	
2020	\$45,719
2025	\$51,458
Median Age	
2010	46.7
2020	49.4
2025	49.7

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	2,814
<\$15,000	6.8%
\$15,000 - \$24,999	3.4%
\$25,000 - \$34,999	5.0%
\$35,000 - \$49,999	8.2%
\$50,000 - \$74,999	14.0%
\$75,000 - \$99,999	13.0%
\$100,000 - \$149,999	21.3%
\$150,000 - \$199,999	12.0%
\$200,000+	16.3%
Average Household Income	\$128,175

2025 Households by Income

Household Income Base	2,860
<\$15,000	6.1%
\$15,000 - \$24,999	2.7%
\$25,000 - \$34,999	4.4%
\$35,000 - \$49,999	7.4%
\$50,000 - \$74,999	12.9%
\$75,000 - \$99,999	12.8%
\$100,000 - \$149,999	20.7%
\$150,000 - \$199,999	13.4%
\$200,000+	19.6%
Average Household Income	\$144,764

2020 Owner Occupied Housing Units by Value

Total	2,433
<\$50,000	0.6%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.5%
\$250,000 - \$299,999	0.9%
\$300,000 - \$399,999	4.7%
\$400,000 - \$499,999	16.8%
\$500,000 - \$749,999	42.1%
\$750,000 - \$999,999	19.2%
\$1,000,000 - \$1,499,999	9.7%
\$1,500,000 - \$1,999,999	4.2%
\$2,000,000 +	1.2%
Average Home Value	\$748,049

2025 Owner Occupied Housing Units by Value

Total	2,486
<\$50,000	0.1%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.1%
\$250,000 - \$299,999	0.4%
\$300,000 - \$399,999	2.2%
\$400,000 - \$499,999	10.7%
\$500,000 - \$749,999	37.5%
\$750,000 - \$999,999	28.7%
\$1,000,000 - \$1,499,999	11.5%
\$1,500,000 - \$1,999,999	6.7%
\$2,000,000 +	2.1%
Average Home Value	\$849,970

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age	
Total	7,591
0 - 4	4.6%
5 - 9	5.4%
10 - 14	5.5%
15 - 24	11.4%
25 - 34	8.7%
35 - 44	11.5%
45 - 54	17.7%
55 - 64	17.7%
65 - 74	10.1%
75 - 84	5.2%
85 +	2.1%
18 +	80.3%
2020 Population by Age	
Total	7,902
0 - 4	4.2%
5 - 9	4.9%
10 - 14	5.8%
15 - 24	8.7%
25 - 34	10.0%
35 - 44	11.4%
45 - 54	12.2%
55 - 64	16.6%
65 - 74	15.4%
75 - 84	8.1%
85 +	2.8%
18 +	81.9%
2025 Population by Age	
Total	8,062
0 - 4	4.2%
5 - 9	4.9%
10 - 14	5.3%
15 - 24	8.6%
25 - 34	8.3%
35 - 44	13.5%
45 - 54	11.6%
55 - 64	14.0%
65 - 74	15.6%
75 - 84	10.7%
85 +	3.3%
18 +	82.5%
2010 Population by Sex	
Males	3,772
Females	3,818
2020 Population by Sex	
Males	3,910
Females	3,990
2025 Population by Sex	
Males	3,991
Females	4,070

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	7,591
White Alone	78.6%
Black Alone	1.7%
American Indian Alone	0.6%
Asian Alone	8.5%
Pacific Islander Alone	0.3%
Some Other Race Alone	7.1%
Two or More Races	3.4%
Hispanic Origin	16.4%
Diversity Index	54.6

2020 Population by Race/Ethnicity

Total	7,900
White Alone	75.2%
Black Alone	1.8%
American Indian Alone	0.5%
Asian Alone	10.1%
Pacific Islander Alone	0.3%
Some Other Race Alone	8.1%
Two or More Races	4.1%
Hispanic Origin	18.8%
Diversity Index	60.0

2025 Population by Race/Ethnicity

Total	8,062
White Alone	73.3%
Black Alone	1.8%
American Indian Alone	0.5%
Asian Alone	11.1%
Pacific Islander Alone	0.3%
Some Other Race Alone	8.6%
Two or More Races	4.4%
Hispanic Origin	20.3%
Diversity Index	62.8

2010 Population by Relationship and Household Type

Total	7,590
In Households	99.5%
In Family Households	89.3%
Householder	28.6%
Spouse	25.1%
Child	28.4%
Other relative	4.7%
Nonrelative	2.5%
In Nonfamily Households	10.2%
In Group Quarters	0.5%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.5%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Population 25+ by Educational Attainment

Total	6,037
Less than 9th Grade	3.5%
9th - 12th Grade, No Diploma	3.2%
High School Graduate	11.7%
GED/Alternative Credential	1.8%
Some College, No Degree	20.4%
Associate Degree	14.3%
Bachelor's Degree	26.5%
Graduate/Professional Degree	18.5%

2020 Population 15+ by Marital Status

Total	6,725
Never Married	19.0%
Married	64.4%
Widowed	5.1%
Divorced	11.5%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	3,519
Population 16+ Employed	86.2%
Population 16+ Unemployment rate	13.8%
Population 16-24 Employed	6.7%
Population 16-24 Unemployment rate	31.1%
Population 25-54 Employed	59.7%
Population 25-54 Unemployment rate	12.6%
Population 55-64 Employed	23.0%
Population 55-64 Unemployment rate	11.2%
Population 65+ Employed	10.6%
Population 65+ Unemployment rate	11.8%

2020 Employed Population 16+ by Industry

Total	3,035
Agriculture/Mining	1.5%
Construction	8.5%
Manufacturing	11.3%
Wholesale Trade	1.8%
Retail Trade	6.8%
Transportation/Utilities	6.7%
Information	2.8%
Finance/Insurance/Real Estate	4.7%
Services	51.7%
Public Administration	4.1%

2020 Employed Population 16+ by Occupation

Total	3,036
White Collar	70.6%
Management/Business/Financial	22.7%
Professional	26.5%
Sales	10.4%
Administrative Support	11.0%
Services	16.1%
Blue Collar	13.3%
Farming/Forestry/Fishing	1.8%
Construction/Extraction	4.9%
Installation/Maintenance/Repair	2.6%
Production	1.9%
Transportation/Material Moving	2.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	2,728
Households with 1 Person	15.3%
Households with 2+ People	84.7%
Family Households	79.4%
Husband-wife Families	69.8%
With Related Children	23.7%
Other Family (No Spouse Present)	9.7%
Other Family with Male Householder	3.6%
With Related Children	1.5%
Other Family with Female Householder	6.0%
With Related Children	3.1%
Nonfamily Households	5.3%
All Households with Children	28.9%
Multigenerational Households	4.7%
Unmarried Partner Households	4.8%
Male-female	4.1%
Same-sex	0.8%
2010 Households by Size	
Total	2,727
1 Person Household	15.3%
2 Person Household	41.2%
3 Person Household	16.7%
4 Person Household	14.9%
5 Person Household	7.4%
6 Person Household	2.7%
7 + Person Household	1.9%
2010 Households by Tenure and Mortgage Status	
Total	2,728
Owner Occupied	86.4%
Owned with a Mortgage/Loan	69.8%
Owned Free and Clear	16.6%
Renter Occupied	13.6%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	84
Percent of Income for Mortgage	27.7%
Wealth Index	199
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	2,970
Housing Units Inside Urbanized Area	80.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	20.0%
2010 Population By Urban/ Rural Status	
Total Population	7,590
Population Inside Urbanized Area	82.3%
Population Inside Urbanized Cluster	0.0%
Rural Population	17.7%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Exurbanites (1E)
2. Pleasantville (2B)
3. Savvy Suburbanites (1D)

2020 Consumer Spending

Apparel & Services: Total \$	\$8,033,762
Average Spent	\$2,854.93
Spending Potential Index	133
Education: Total \$	\$7,926,914
Average Spent	\$2,816.96
Spending Potential Index	157
Entertainment/Recreation: Total \$	\$12,703,141
Average Spent	\$4,514.26
Spending Potential Index	139
Food at Home: Total \$	\$19,838,960
Average Spent	\$7,050.09
Spending Potential Index	132
Food Away from Home: Total \$	\$14,069,031
Average Spent	\$4,999.66
Spending Potential Index	133
Health Care: Total \$	\$22,249,927
Average Spent	\$7,906.87
Spending Potential Index	138
HH Furnishings & Equipment: Total \$	\$8,568,106
Average Spent	\$3,044.81
Spending Potential Index	139
Personal Care Products & Services: Total \$	\$3,529,292
Average Spent	\$1,254.19
Spending Potential Index	137
Shelter: Total \$	\$77,218,613
Average Spent	\$27,440.87
Spending Potential Index	142
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,407,911
Average Spent	\$3,343.25
Spending Potential Index	143
Travel: Total \$	\$10,439,713
Average Spent	\$3,709.92
Spending Potential Index	154
Vehicle Maintenance & Repairs: Total \$	\$4,332,784
Average Spent	\$1,539.72
Spending Potential Index	133

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

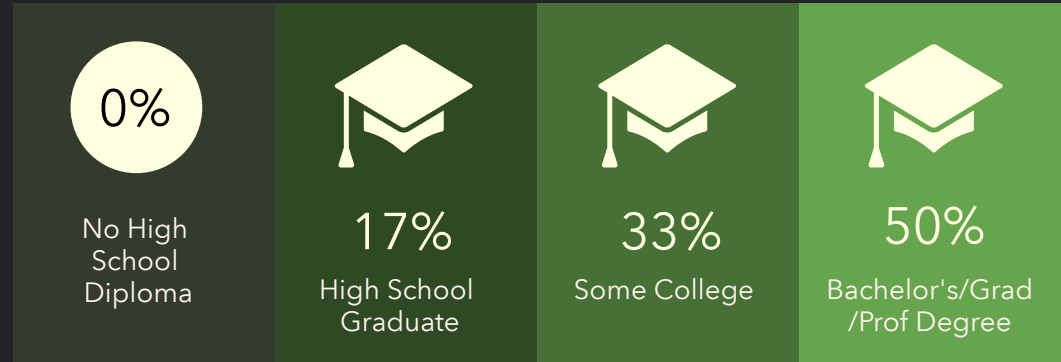
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

DEMOGRAPHIC PROFILE

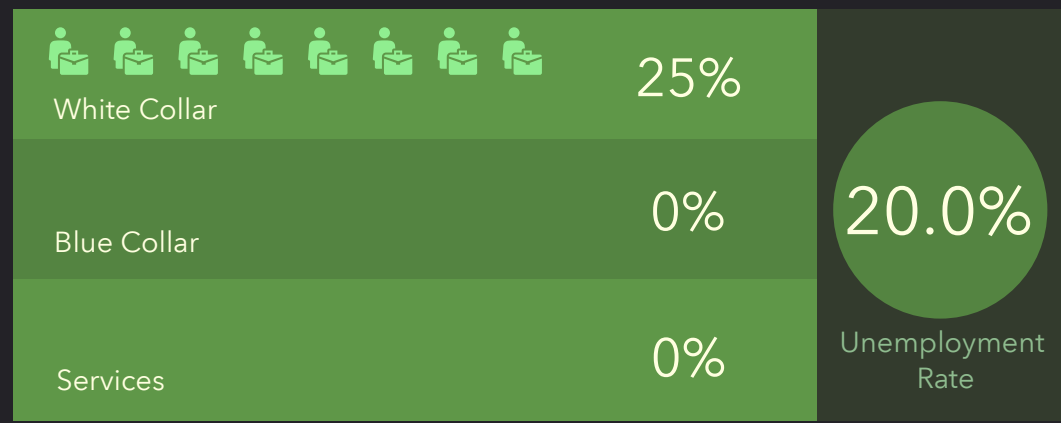
Hidden Meadows
Hidden Meadows



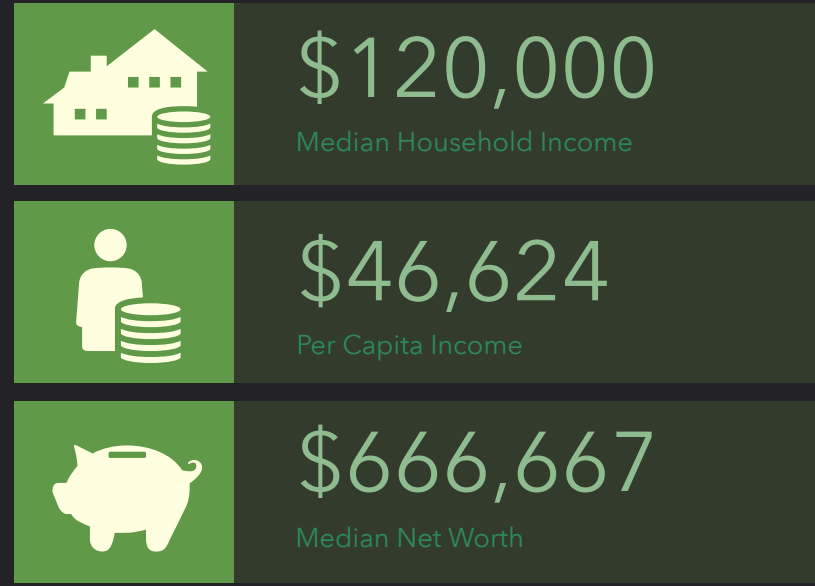
EDUCATION



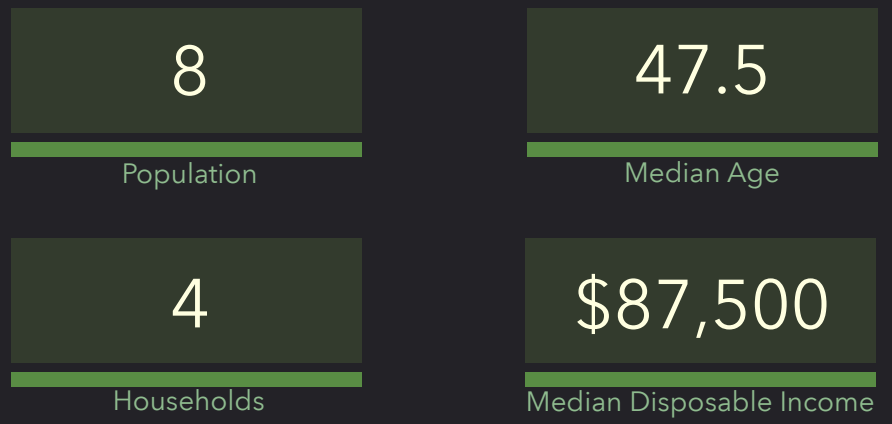
EMPLOYMENT



INCOME



KEY FACTS



This infographic contains data provided by Esri. The vintage of the data is 2020, 2025.
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Demographic and Income Profile

Hidden Meadows

Prepared by Esri

Summary	Census 2010	2020	2025
Population	7,590	7,900	8,061
Households	2,728	2,814	2,860
Families	2,166	2,233	2,274
Average Household Size	2.77	2.79	2.80
Owner Occupied Housing Units	2,358	2,433	2,486
Renter Occupied Housing Units	370	381	373
Median Age	46.7	49.4	49.7
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.40%	0.55%	0.72%
Households	0.32%	0.50%	0.72%
Families	0.36%	0.50%	0.64%
Owner HHs	0.43%	0.65%	0.72%
Median Household Income	1.42%	1.81%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	192	6.8%	174	6.1%
\$15,000 - \$24,999	96	3.4%	77	2.7%
\$25,000 - \$34,999	141	5.0%	126	4.4%
\$35,000 - \$49,999	230	8.2%	212	7.4%
\$50,000 - \$74,999	393	14.0%	369	12.9%
\$75,000 - \$99,999	367	13.0%	365	12.8%
\$100,000 - \$149,999	598	21.3%	593	20.7%
\$150,000 - \$199,999	339	12.0%	382	13.4%
\$200,000+	458	16.3%	561	19.6%
Median Household Income	\$98,951		\$106,154	
Average Household Income	\$128,175		\$144,764	
Per Capita Income	\$45,719		\$51,458	

Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	350	4.6%	332	4.2%	337	4.2%
5 - 9	408	5.4%	389	4.9%	393	4.9%
10 - 14	421	5.5%	455	5.8%	429	5.3%
15 - 19	493	6.5%	403	5.1%	406	5.0%
20 - 24	375	4.9%	284	3.6%	286	3.5%
25 - 34	661	8.7%	788	10.0%	669	8.3%
35 - 44	876	11.5%	899	11.4%	1,091	13.5%
45 - 54	1,342	17.7%	963	12.2%	936	11.6%
55 - 64	1,343	17.7%	1,311	16.6%	1,127	14.0%
65 - 74	770	10.1%	1,220	15.4%	1,260	15.6%
75 - 84	392	5.2%	639	8.1%	860	10.7%
85+	159	2.1%	219	2.8%	268	3.3%

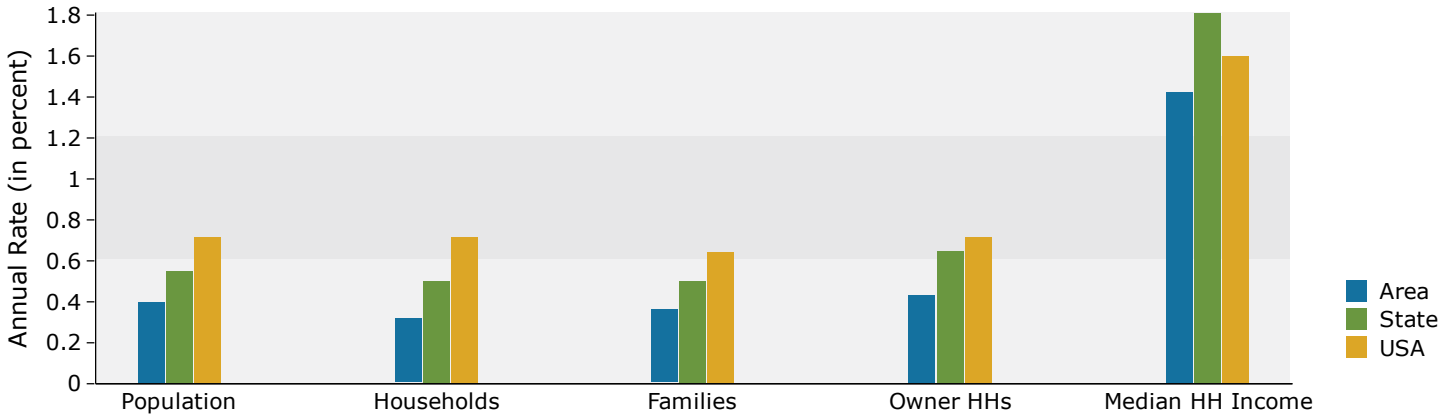
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	5,964	78.6%	5,942	75.2%	5,910	73.3%
Black Alone	126	1.7%	139	1.8%	144	1.8%
American Indian Alone	42	0.6%	41	0.5%	39	0.5%
Asian Alone	645	8.5%	795	10.1%	894	11.1%
Pacific Islander Alone	21	0.3%	22	0.3%	23	0.3%
Some Other Race Alone	536	7.1%	640	8.1%	696	8.6%
Two or More Races	257	3.4%	321	4.1%	356	4.4%
Hispanic Origin (Any Race)	1,245	16.4%	1,488	18.8%	1,639	20.3%

Data Note: Income is expressed in current dollars.

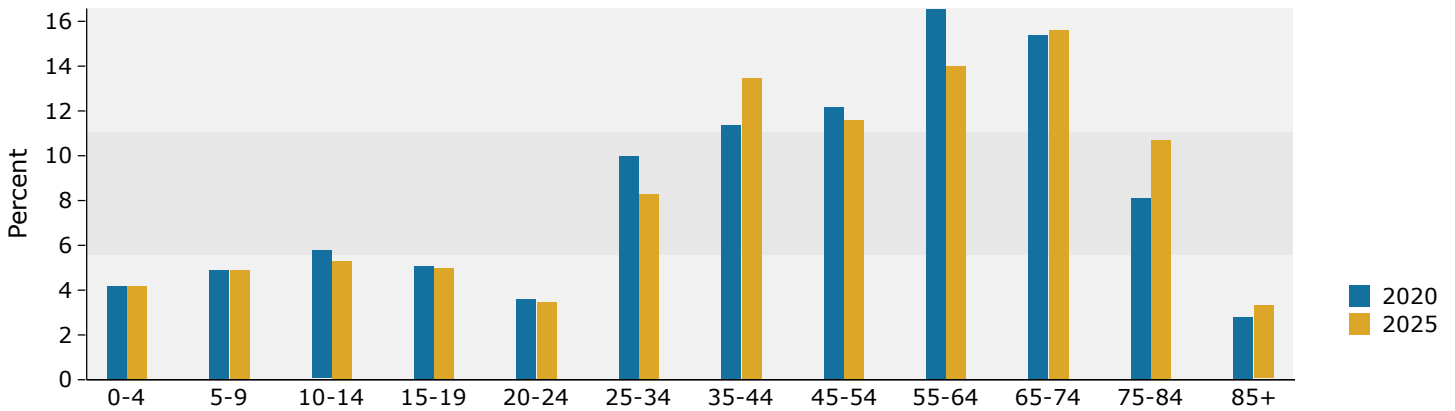
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

December 02, 2020

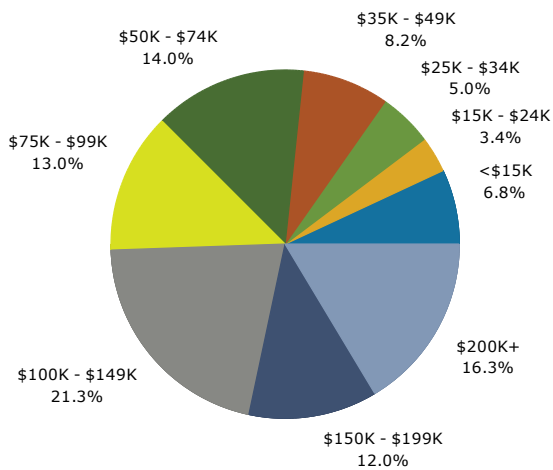
Trends 2020-2025



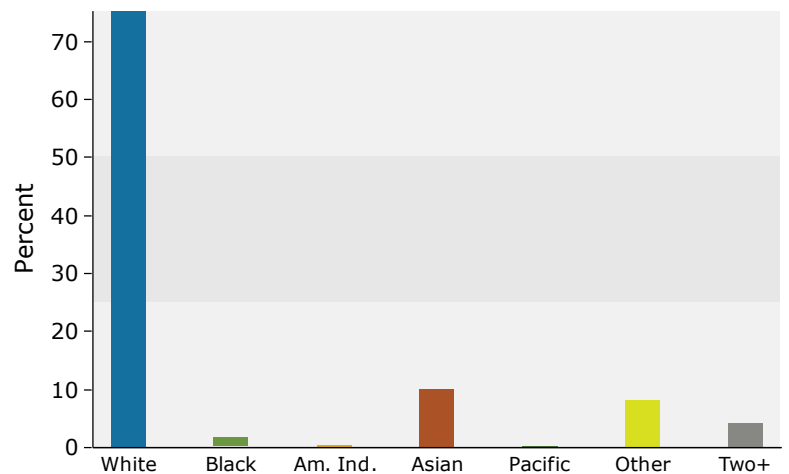
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 18.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	6,310
2010 Population	7,590
2020 Population	7,900
2025 Population	8,061
2000-2010 Annual Rate	1.86%
2010-2020 Annual Rate	0.39%
2020-2025 Annual Rate	0.40%
2020 Male Population	49.5%
2020 Female Population	50.5%
2020 Median Age	49.4

In the identified area, the current year population is 7,900. In 2010, the Census count in the area was 7,590. The rate of change since 2010 was 0.39% annually. The five-year projection for the population in the area is 8,061 representing a change of 0.40% annually from 2020 to 2025. Currently, the population is 49.5% male and 50.5% female.

Median Age

The median age in this area is 49.4, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	75.2%
2020 Black Alone	1.8%
2020 American Indian/Alaska Native Alone	0.5%
2020 Asian Alone	10.1%
2020 Pacific Islander Alone	0.3%
2020 Other Race	8.1%
2020 Two or More Races	4.1%
2020 Hispanic Origin (Any Race)	18.8%

Persons of Hispanic origin represent 18.8% of the population in the identified area compared to 18.8% 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 60.0 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	199
2000 Households	2,479
2010 Households	2,728
2020 Total Households	2,814
2025 Total Households	2,860
2000-2010 Annual Rate	0.96%
2010-2020 Annual Rate	0.30%
2020-2025 Annual Rate	0.32%
2020 Average Household Size	2.79

The household count in this area has changed from 2,728 in 2010 to 2,814 in the current year, a change of 0.30% annually. The five-year projection of households is 2,860, a change of 0.32% annually from the current year total. Average household size is currently 2.79, compared to 2.77 in the year 2010. The number of families in the current year is 2,233 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	27.7%
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Median Household Income

2020 Median Household Income	\$98,951
2025 Median Household Income	\$106,154
2020-2025 Annual Rate	1.42%

Average Household Income

2020 Average Household Income	\$128,175
2025 Average Household Income	\$144,764
2020-2025 Annual Rate	2.46%

Per Capita Income

2020 Per Capita Income	\$45,719
2025 Per Capita Income	\$51,458
2020-2025 Annual Rate	2.39%

Households by Income

Current median household income is \$98,951 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$106,154 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$128,175 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$144,764 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$45,719 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$51,458 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	84
2000 Total Housing Units	2,605
2000 Owner Occupied Housing Units	2,185
2000 Renter Occupied Housing Units	294
2000 Vacant Housing Units	126
2010 Total Housing Units	2,970
2010 Owner Occupied Housing Units	2,358
2010 Renter Occupied Housing Units	370
2010 Vacant Housing Units	242
2020 Total Housing Units	3,051
2020 Owner Occupied Housing Units	2,433
2020 Renter Occupied Housing Units	381
2020 Vacant Housing Units	237
2025 Total Housing Units	3,104
2025 Owner Occupied Housing Units	2,486
2025 Renter Occupied Housing Units	373
2025 Vacant Housing Units	244

Currently, 79.7% of the 3,051 housing units in the area are owner occupied; 12.5%, renter occupied; and 7.8% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 2,970 housing units in the area - 79.4% owner occupied, 12.5% renter occupied, and 8.1% vacant. The annual rate of change in housing units since 2010 is 1.20%. Median home value in the area is \$656,220, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 2.52% annually to \$743,033.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



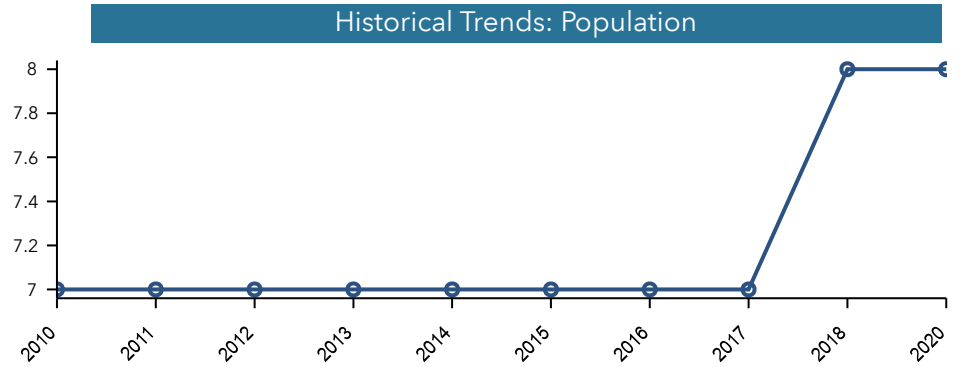
POPULATION TRENDS AND KEY INDICATORS

Hidden Meadows

8	4	2.00	47.5	\$120,000	\$500,000	166	0	64
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS

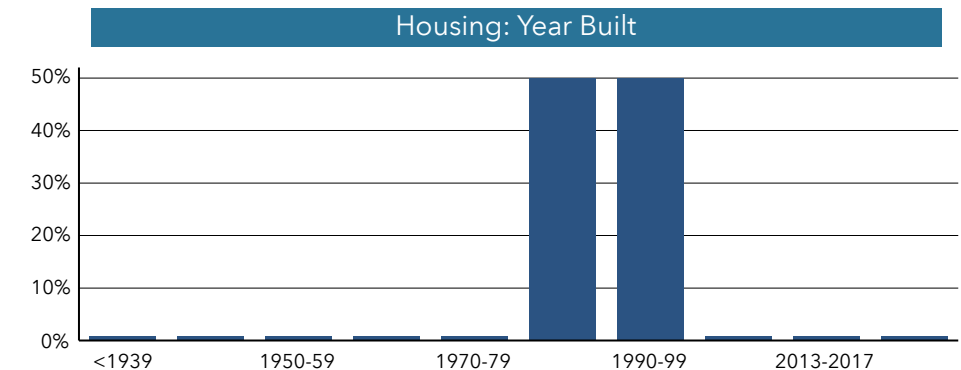
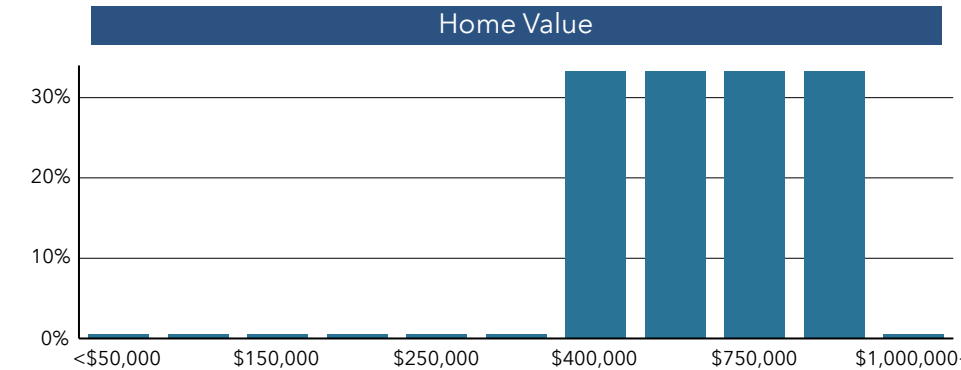
\$13,039	0.0%
Avg Spent on Mortgage & Basics	Percent of Income for Mortgage



POPULATION BY AGE

POPULATION BY GENERATION

0.0%	25.0%	25.0%
Greatest Gen: Born 1945/Earlier	Baby Boomer: Born 1946 to 1964	Generation X: Born 1965 to 1980
25.0%	25.0%	0.0%
Millennial: Born 1981 to 1998	Generation Z: Born 1999 to 2016	Alpha: Born 2017 to Present



■ Under 18 (0%) ■ Ages 18 to 64 (0%) ■ Aged 65+ (0%)



This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2014-2018, 2020, 2025. © 2020 Esri

Population Summary	
2000 Total Population	699
2010 Total Population	678
2020 Total Population	707
2020 Group Quarters	0
2025 Total Population	720
2020-2025 Annual Rate	0.37%
2020 Total Daytime Population	556
Workers	89
Residents	467
Household Summary	
2000 Households	277
2000 Average Household Size	2.52
2010 Households	274
2010 Average Household Size	2.47
2020 Households	287
2020 Average Household Size	2.46
2025 Households	292
2025 Average Household Size	2.47
2020-2025 Annual Rate	0.35%
2010 Families	160
2010 Average Family Size	3.23
2020 Families	168
2020 Average Family Size	3.21
2025 Families	172
2025 Average Family Size	3.20
2020-2025 Annual Rate	0.47%
Housing Unit Summary	
2000 Housing Units	346
Owner Occupied Housing Units	54.0%
Renter Occupied Housing Units	26.0%
Vacant Housing Units	19.9%
2010 Housing Units	383
Owner Occupied Housing Units	44.9%
Renter Occupied Housing Units	26.6%
Vacant Housing Units	28.5%
2020 Housing Units	392
Owner Occupied Housing Units	45.7%
Renter Occupied Housing Units	27.6%
Vacant Housing Units	26.8%
2025 Housing Units	399
Owner Occupied Housing Units	46.4%
Renter Occupied Housing Units	26.8%
Vacant Housing Units	26.8%
Median Household Income	
2020	\$63,412
2025	\$71,549
Median Home Value	
2020	\$195,000
2025	\$294,444
Per Capita Income	
2020	\$35,673
2025	\$39,331
Median Age	
2010	43.9
2020	45.5
2025	45.2

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	287
<\$15,000	8.4%
\$15,000 - \$24,999	8.4%
\$25,000 - \$34,999	8.0%
\$35,000 - \$49,999	13.2%
\$50,000 - \$74,999	18.8%
\$75,000 - \$99,999	13.2%
\$100,000 - \$149,999	16.4%
\$150,000 - \$199,999	6.6%
\$200,000+	6.6%
Average Household Income	\$87,600

2025 Households by Income

Household Income Base	292
<\$15,000	7.2%
\$15,000 - \$24,999	6.8%
\$25,000 - \$34,999	7.2%
\$35,000 - \$49,999	12.0%
\$50,000 - \$74,999	18.8%
\$75,000 - \$99,999	14.0%
\$100,000 - \$149,999	19.2%
\$150,000 - \$199,999	8.2%
\$200,000+	6.8%
Average Household Income	\$96,724

2020 Owner Occupied Housing Units by Value

Total	179
<\$50,000	3.9%
\$50,000 - \$99,999	0.6%
\$100,000 - \$149,999	17.9%
\$150,000 - \$199,999	30.7%
\$200,000 - \$249,999	3.4%
\$250,000 - \$299,999	0.6%
\$300,000 - \$399,999	4.5%
\$400,000 - \$499,999	4.5%
\$500,000 - \$749,999	33.0%
\$750,000 - \$999,999	0.6%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$340,223

2025 Owner Occupied Housing Units by Value

Total	185
<\$50,000	2.7%
\$50,000 - \$99,999	0.5%
\$100,000 - \$149,999	13.5%
\$150,000 - \$199,999	25.9%
\$200,000 - \$249,999	3.2%
\$250,000 - \$299,999	4.9%
\$300,000 - \$399,999	11.4%
\$400,000 - \$499,999	3.8%
\$500,000 - \$749,999	33.0%
\$750,000 - \$999,999	1.1%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$361,156

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age	
Total	679
0 - 4	5.3%
5 - 9	5.4%
10 - 14	7.1%
15 - 24	12.2%
25 - 34	9.9%
35 - 44	11.3%
45 - 54	15.3%
55 - 64	18.0%
65 - 74	10.3%
75 - 84	4.1%
85 +	1.2%
18 +	77.8%
2020 Population by Age	
Total	706
0 - 4	5.2%
5 - 9	5.7%
10 - 14	5.5%
15 - 24	9.5%
25 - 34	12.2%
35 - 44	11.2%
45 - 54	12.2%
55 - 64	15.2%
65 - 74	15.6%
75 - 84	6.2%
85 +	1.6%
18 +	80.7%
2025 Population by Age	
Total	720
0 - 4	5.3%
5 - 9	5.6%
10 - 14	6.0%
15 - 24	8.3%
25 - 34	10.3%
35 - 44	14.4%
45 - 54	11.1%
55 - 64	12.9%
65 - 74	15.7%
75 - 84	8.6%
85 +	1.8%
18 +	79.9%
2010 Population by Sex	
Males	350
Females	328
2020 Population by Sex	
Males	356
Females	351
2025 Population by Sex	
Males	360
Females	359

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	678
White Alone	73.6%
Black Alone	0.7%
American Indian Alone	3.7%
Asian Alone	0.7%
Pacific Islander Alone	0.4%
Some Other Race Alone	15.2%
Two or More Races	5.6%
Hispanic Origin	31.7%
Diversity Index	69.2

2020 Population by Race/Ethnicity

Total	708
White Alone	70.2%
Black Alone	0.7%
American Indian Alone	3.5%
Asian Alone	0.8%
Pacific Islander Alone	0.4%
Some Other Race Alone	17.8%
Two or More Races	6.5%
Hispanic Origin	36.6%
Diversity Index	73.5

2025 Population by Race/Ethnicity

Total	719
White Alone	68.6%
Black Alone	0.7%
American Indian Alone	3.3%
Asian Alone	1.0%
Pacific Islander Alone	0.4%
Some Other Race Alone	19.1%
Two or More Races	7.0%
Hispanic Origin	39.3%
Diversity Index	75.4

2010 Population by Relationship and Household Type

Total	678
In Households	100.0%
In Family Households	79.8%
Householder	23.6%
Spouse	17.0%
Child	31.4%
Other relative	4.6%
Nonrelative	3.5%
In Nonfamily Households	20.2%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	523
Less than 9th Grade	19.5%
9th - 12th Grade, No Diploma	0.8%
High School Graduate	15.5%
GED/Alternative Credential	0.2%
Some College, No Degree	49.7%
Associate Degree	0.2%
Bachelor's Degree	7.1%
Graduate/Professional Degree	7.1%

2020 Population 15+ by Marital Status

Total	591
Never Married	6.4%
Married	77.5%
Widowed	0.7%
Divorced	15.4%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	274
Population 16+ Employed	88.0%
Population 16+ Unemployment rate	12.0%
Population 16-24 Employed	8.7%
Population 16-24 Unemployment rate	25.0%
Population 25-54 Employed	65.1%
Population 25-54 Unemployment rate	11.8%
Population 55-64 Employed	18.3%
Population 55-64 Unemployment rate	8.3%
Population 65+ Employed	7.9%
Population 65+ Unemployment rate	9.5%

2020 Employed Population 16+ by Industry

Total	241
Agriculture/Mining	0.0%
Construction	29.0%
Manufacturing	1.2%
Wholesale Trade	0.4%
Retail Trade	5.4%
Transportation/Utilities	1.2%
Information	7.9%
Finance/Insurance/Real Estate	0.8%
Services	41.9%
Public Administration	12.9%

2020 Employed Population 16+ by Occupation

Total	242
White Collar	25.7%
Management/Business/Financial	1.7%
Professional	16.2%
Sales	6.2%
Administrative Support	1.7%
Services	46.9%
Blue Collar	27.8%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	25.3%
Installation/Maintenance/Repair	0.4%
Production	1.2%
Transportation/Material Moving	0.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	274
Households with 1 Person	33.9%
Households with 2+ People	66.1%
Family Households	58.4%
Husband-wife Families	42.3%
With Related Children	16.8%
Other Family (No Spouse Present)	16.4%
Other Family with Male Householder	5.5%
With Related Children	4.0%
Other Family with Female Householder	10.6%
With Related Children	6.6%
Nonfamily Households	7.7%
All Households with Children	27.4%
Multigenerational Households	5.5%
Unmarried Partner Households	8.8%
Male-female	8.0%
Same-sex	0.7%
2010 Households by Size	
Total	274
1 Person Household	33.9%
2 Person Household	31.0%
3 Person Household	10.9%
4 Person Household	12.0%
5 Person Household	5.5%
6 Person Household	4.0%
7 + Person Household	2.6%
2010 Households by Tenure and Mortgage Status	
Total	274
Owner Occupied	62.8%
Owned with a Mortgage/Loan	36.9%
Owned Free and Clear	25.9%
Renter Occupied	37.2%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	186
Percent of Income for Mortgage	12.8%
Wealth Index	99
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	383
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%
2010 Population By Urban/ Rural Status	
Total Population	678
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. The Great Outdoors (6C)
2. Rural Resort Dwellers (6E)
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$567,448
Average Spent	\$1,977.17
Spending Potential Index	92
Education: Total \$	\$460,775
Average Spent	\$1,605.49
Spending Potential Index	90
Entertainment/Recreation: Total \$	\$932,801
Average Spent	\$3,250.18
Spending Potential Index	100
Food at Home: Total \$	\$1,529,556
Average Spent	\$5,329.46
Spending Potential Index	100
Food Away from Home: Total \$	\$1,033,375
Average Spent	\$3,600.61
Spending Potential Index	96
Health Care: Total \$	\$1,679,910
Average Spent	\$5,853.34
Spending Potential Index	102
HH Furnishings & Equipment: Total \$	\$592,982
Average Spent	\$2,066.14
Spending Potential Index	95
Personal Care Products & Services: Total \$	\$239,432
Average Spent	\$834.26
Spending Potential Index	91
Shelter: Total \$	\$5,423,861
Average Spent	\$18,898.47
Spending Potential Index	98
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$789,682
Average Spent	\$2,751.51
Spending Potential Index	117
Travel: Total \$	\$713,944
Average Spent	\$2,487.61
Spending Potential Index	103
Vehicle Maintenance & Repairs: Total \$	\$340,217
Average Spent	\$1,185.43
Spending Potential Index	102

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.

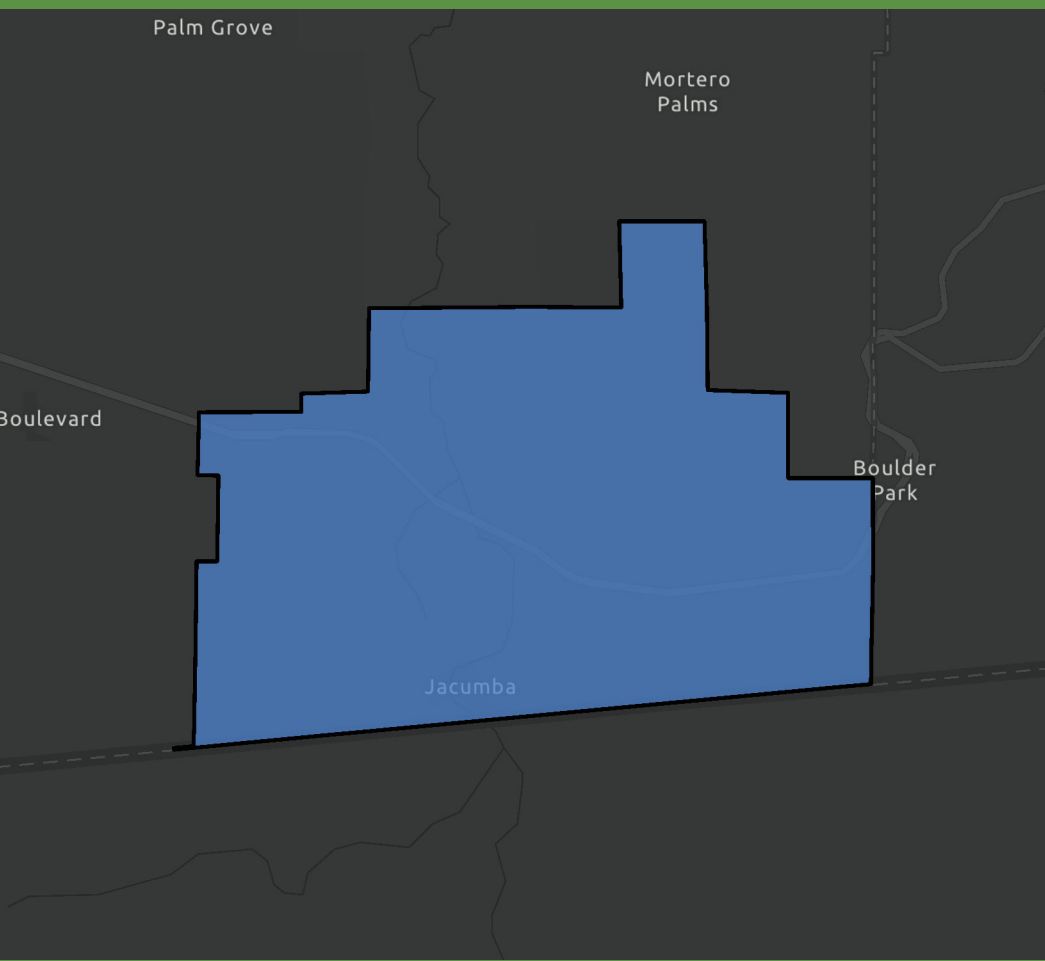
Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

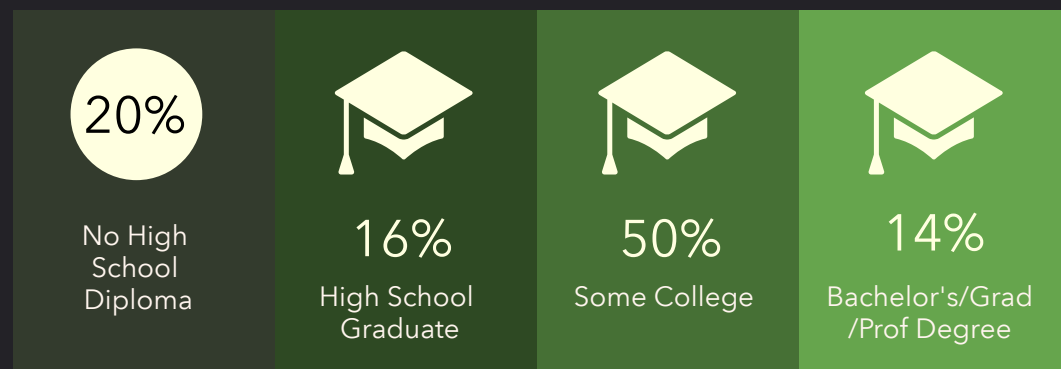
DEMOGRAPHIC PROFILE

Jacumba

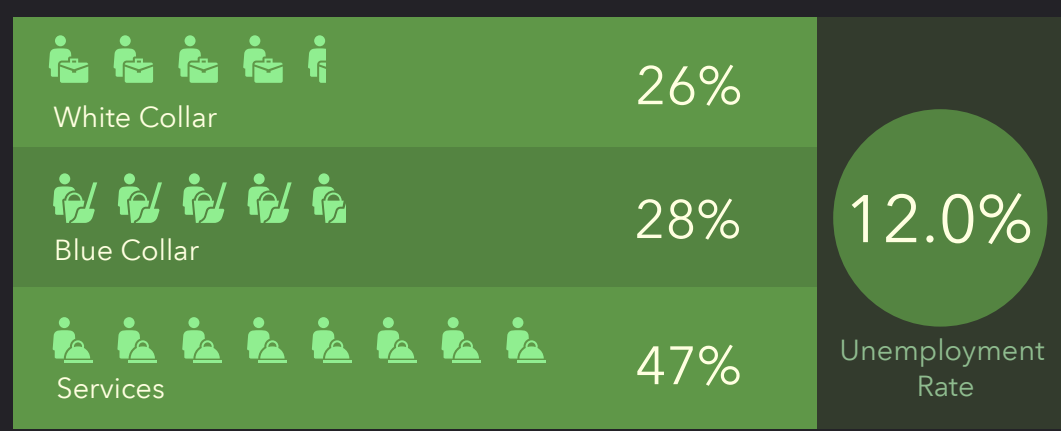
Jacumba



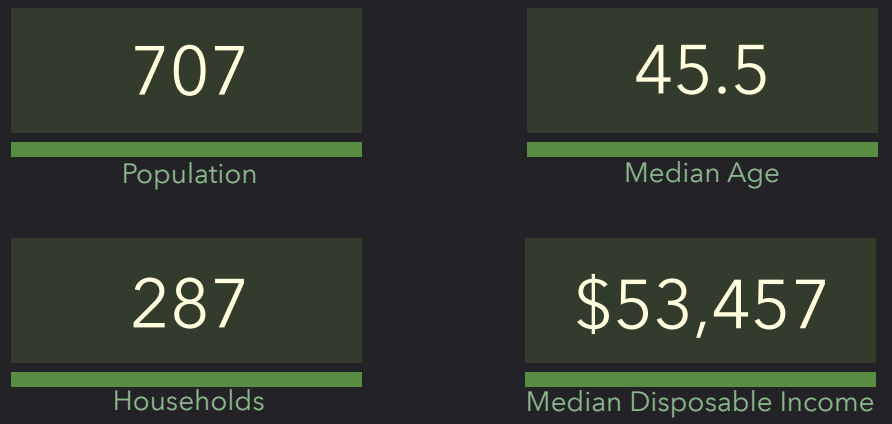
EDUCATION



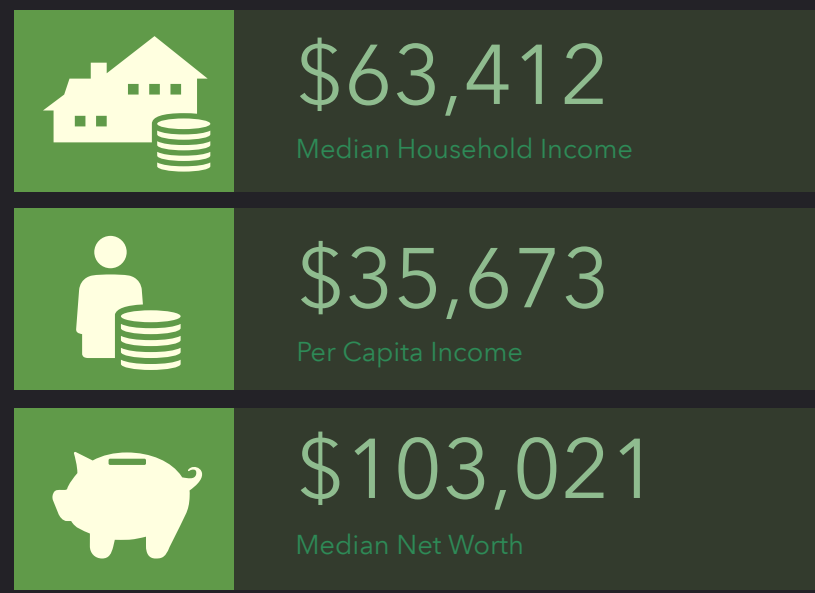
EMPLOYMENT



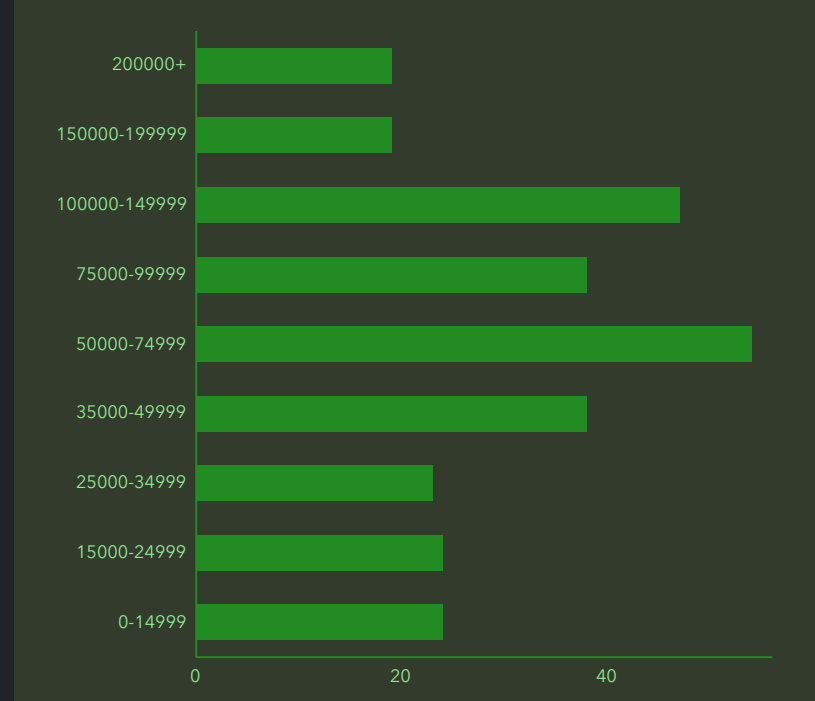
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Jacumba

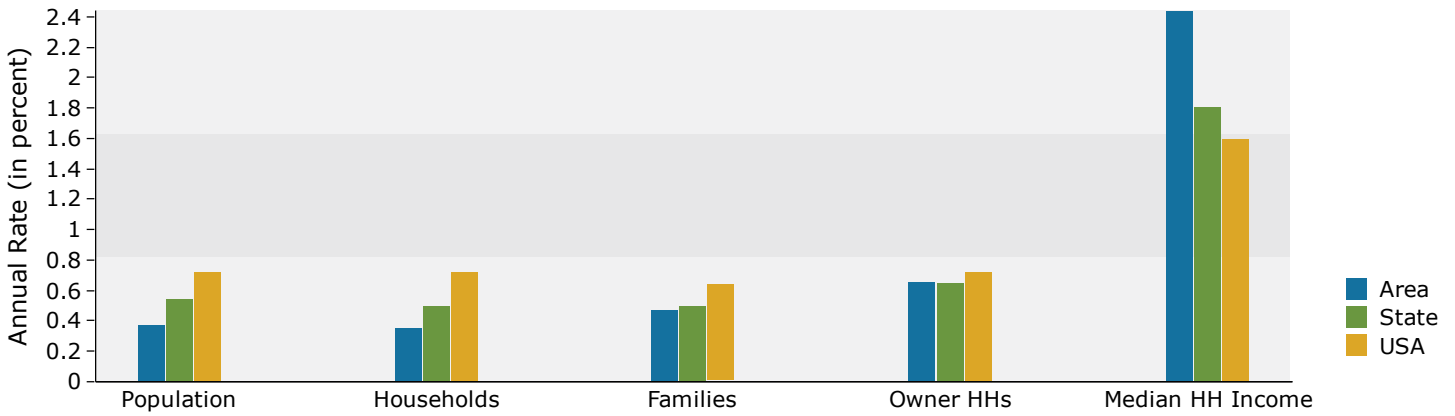
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	678		707		720	
Households	274		287		292	
Families	160		168		172	
Average Household Size	2.47		2.46		2.47	
Owner Occupied Housing Units	172		179		185	
Renter Occupied Housing Units	102		108		107	
Median Age	43.9		45.5		45.2	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.37%		0.55%		0.72%	
Households	0.35%		0.50%		0.72%	
Families	0.47%		0.50%		0.64%	
Owner HHs	0.66%		0.65%		0.72%	
Median Household Income	2.44%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			24	8.4%	21	7.2%
\$15,000 - \$24,999			24	8.4%	20	6.8%
\$25,000 - \$34,999			23	8.0%	21	7.2%
\$35,000 - \$49,999			38	13.2%	35	12.0%
\$50,000 - \$74,999			54	18.8%	55	18.8%
\$75,000 - \$99,999			38	13.2%	41	14.0%
\$100,000 - \$149,999			47	16.4%	56	19.2%
\$150,000 - \$199,999			19	6.6%	24	8.2%
\$200,000+			19	6.6%	20	6.8%
Median Household Income			\$63,412		\$71,549	
Average Household Income			\$87,600		\$96,724	
Per Capita Income			\$35,673		\$39,331	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	36	5.3%	37	5.2%	38	5.3%
5 - 9	37	5.4%	40	5.7%	40	5.6%
10 - 14	48	7.1%	39	5.5%	43	6.0%
15 - 19	47	6.9%	34	4.8%	36	5.0%
20 - 24	36	5.3%	33	4.7%	24	3.3%
25 - 34	67	9.9%	86	12.2%	74	10.3%
35 - 44	77	11.3%	79	11.2%	104	14.4%
45 - 54	104	15.3%	86	12.2%	80	11.1%
55 - 64	122	17.9%	107	15.2%	93	12.9%
65 - 74	70	10.3%	110	15.6%	113	15.7%
75 - 84	28	4.1%	44	6.2%	62	8.6%
85+	8	1.2%	11	1.6%	13	1.8%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	499	73.6%	497	70.2%	493	68.6%
Black Alone	5	0.7%	5	0.7%	5	0.7%
American Indian Alone	25	3.7%	25	3.5%	24	3.3%
Asian Alone	5	0.7%	6	0.8%	7	1.0%
Pacific Islander Alone	3	0.4%	3	0.4%	3	0.4%
Some Other Race Alone	103	15.2%	126	17.8%	137	19.1%
Two or More Races	38	5.6%	46	6.5%	50	7.0%
Hispanic Origin (Any Race)	215	31.7%	260	36.8%	283	39.3%

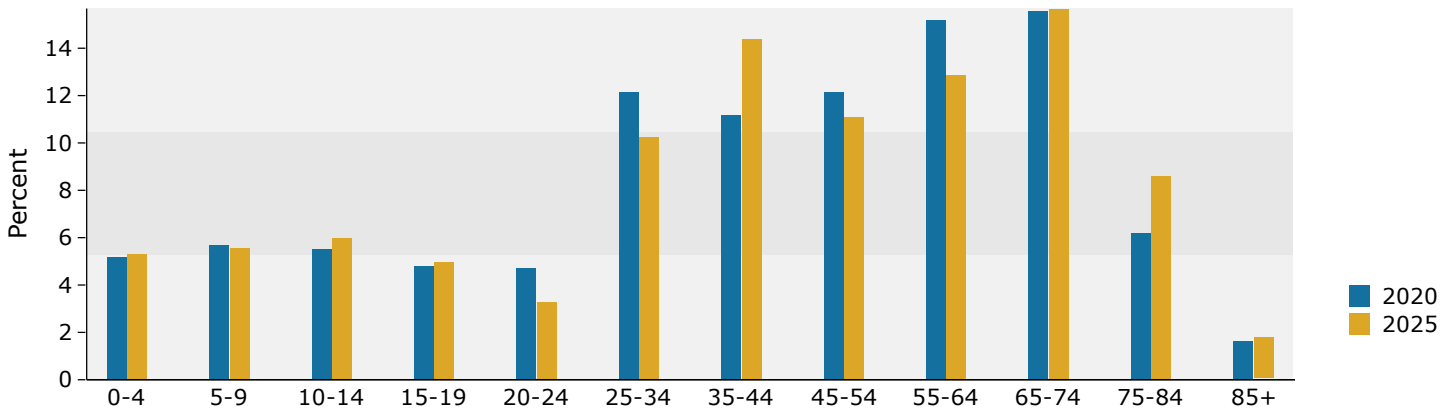
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

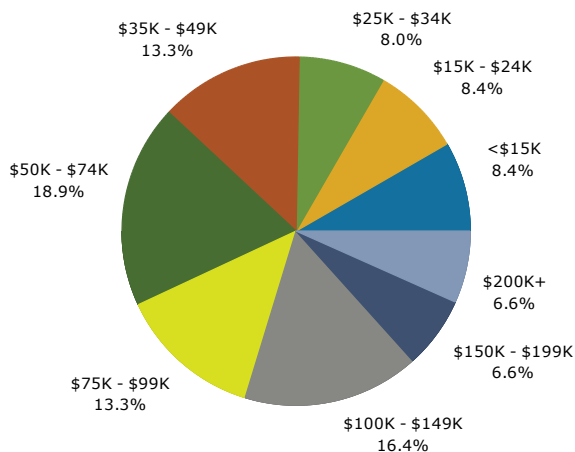
Trends 2020-2025



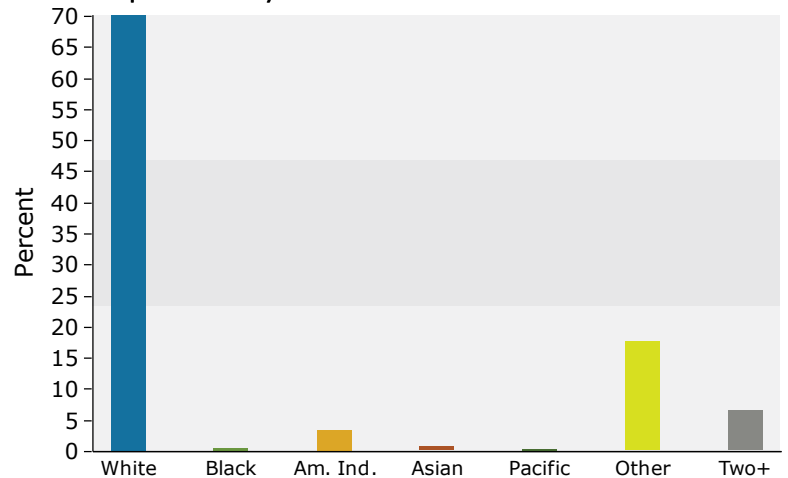
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 36.8%

Population

2000 Population	7,772
2010 Population	9,913
2020 Population	10,489
2025 Population	10,792
2000-2010 Annual Rate	2.46%
2010-2020 Annual Rate	0.55%
2020-2025 Annual Rate	0.57%
2020 Male Population	55.5%
2020 Female Population	44.5%
2020 Median Age	44.0

In the identified area, the current year population is 10,489. In 2010, the Census count in the area was 9,913. The rate of change since 2010 was 0.55% annually. The five-year projection for the population in the area is 10,792 representing a change of 0.57% annually from 2020 to 2025. Currently, the population is 55.5% male and 44.5% female.

Median Age

The median age in this area is 44.0, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	76.8%
2020 Black Alone	3.9%
2020 American Indian/Alaska Native Alone	0.6%
2020 Asian Alone	4.0%
2020 Pacific Islander Alone	0.2%
2020 Other Race	10.2%
2020 Two or More Races	4.3%
2020 Hispanic Origin (Any Race)	31.3%

Persons of Hispanic origin represent 31.3% of the population in the identified area compared to 18.8% 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 66.2 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	219
2000 Households	2,792
2010 Households	3,254
2020 Total Households	3,449
2025 Total Households	3,541
2000-2010 Annual Rate	1.54%
2010-2020 Annual Rate	0.57%
2020-2025 Annual Rate	0.53%
2020 Average Household Size	2.70

The household count in this area has changed from 3,254 in 2010 to 3,449 in the current year, a change of 0.57% annually. The five-year projection of households is 3,541, a change of 0.53% annually from the current year total. Average household size is currently 2.70, compared to 2.70 in the year 2010. The number of families in the current year is 2,770 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	25.9%
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Median Household Income

2020 Median Household Income	\$112,061
2025 Median Household Income	\$124,197
2020-2025 Annual Rate	2.08%

Average Household Income

2020 Average Household Income	\$143,878
2025 Average Household Income	\$163,627
2020-2025 Annual Rate	2.61%

Per Capita Income

2020 Per Capita Income	\$43,181
2025 Per Capita Income	\$49,200
2020-2025 Annual Rate	2.64%

Households by Income

Current median household income is \$112,061 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$124,197 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$143,878 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$163,627 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$43,181 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$49,200 in five years, compared to \$37,691 for all U.S. households

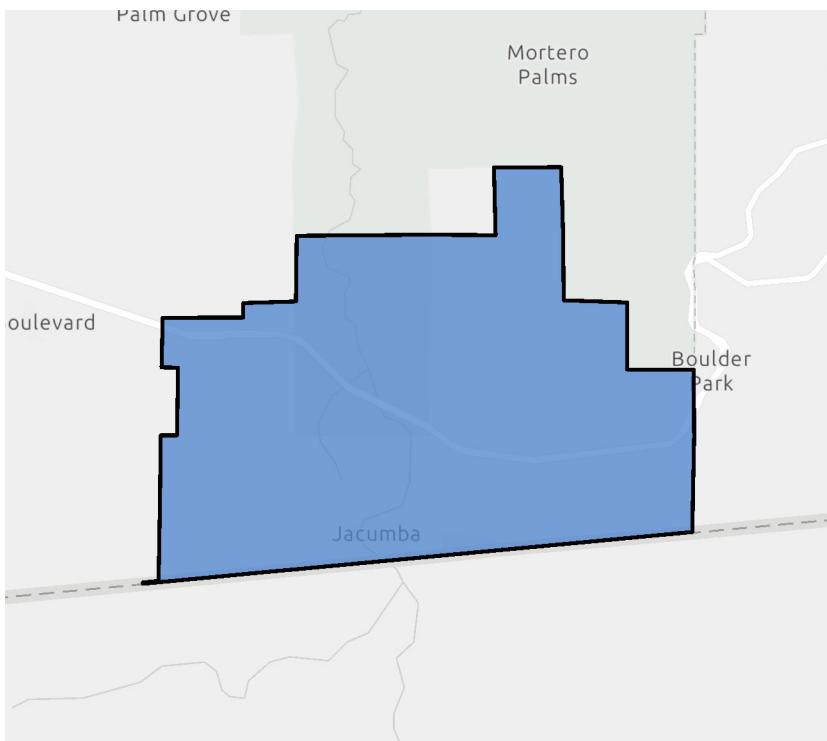
Housing

2020 Housing Affordability Index	90
2000 Total Housing Units	2,944
2000 Owner Occupied Housing Units	2,376
2000 Renter Occupied Housing Units	416
2000 Vacant Housing Units	152
2010 Total Housing Units	3,450
2010 Owner Occupied Housing Units	2,729
2010 Renter Occupied Housing Units	525
2010 Vacant Housing Units	196
2020 Total Housing Units	3,578
2020 Owner Occupied Housing Units	2,890
2020 Renter Occupied Housing Units	558
2020 Vacant Housing Units	129
2025 Total Housing Units	3,665
2025 Owner Occupied Housing Units	2,986
2025 Renter Occupied Housing Units	555
2025 Vacant Housing Units	124

Currently, 80.8% of the 3,578 housing units in the area are owner occupied; 15.6%, renter occupied; and 3.6% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 3,450 housing units in the area - 79.1% owner occupied, 15.2% renter occupied, and 5.7% vacant. The annual rate of change in housing units since 2010 is 1.63%. Median home value in the area is \$695,205, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 2.28% annually to \$778,041.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



POPULATION TRENDS AND KEY INDICATORS

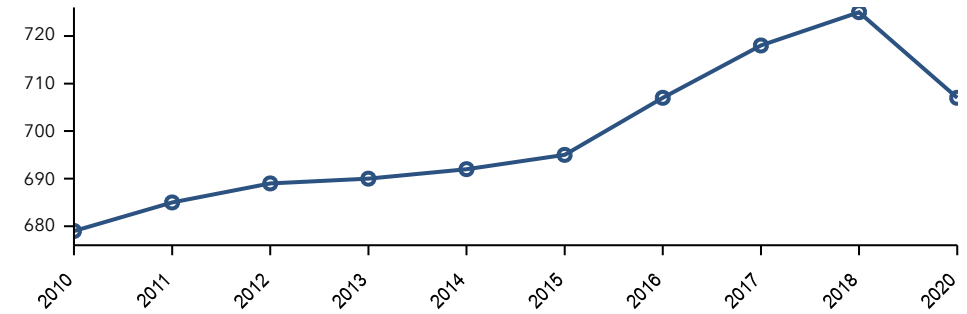
Jacumba

707	287	2.46	45.5	\$63,412	\$195,000	99	186	74
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

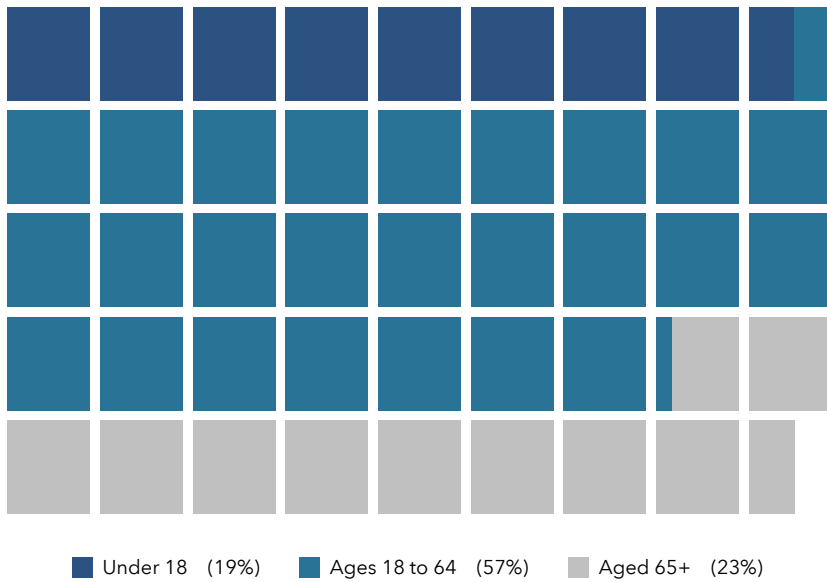
MORTGAGE INDICATORS



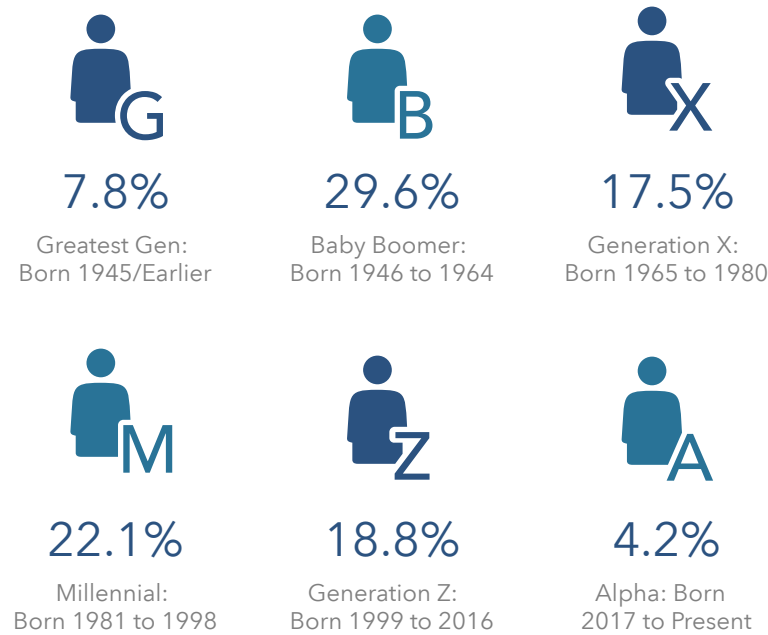
Historical Trends: Population



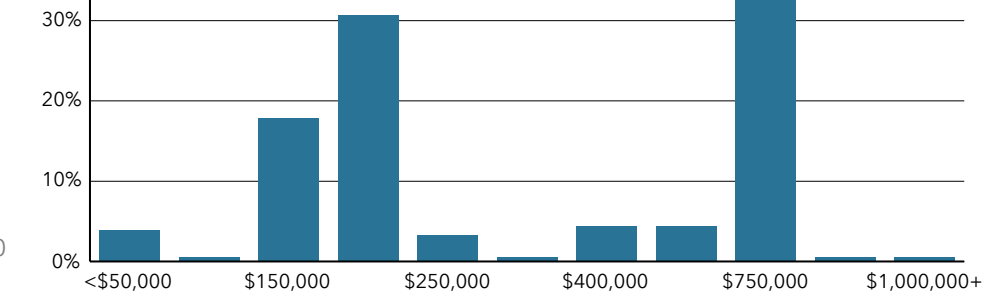
POPULATION BY AGE



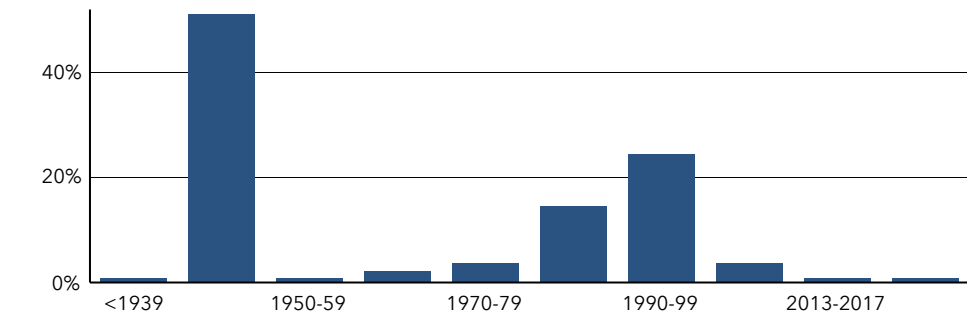
POPULATION BY GENERATION



Home Value



Housing: Year Built



Population Summary	
2000 Total Population	7,772
2010 Total Population	9,913
2020 Total Population	10,489
2020 Group Quarters	1,165
2025 Total Population	10,792
2020-2025 Annual Rate	0.57%
2020 Total Daytime Population	9,559
Workers	3,200
Residents	6,359
Household Summary	
2000 Households	2,792
2000 Average Household Size	2.68
2010 Households	3,254
2010 Average Household Size	2.70
2020 Households	3,449
2020 Average Household Size	2.70
2025 Households	3,541
2025 Average Household Size	2.72
2020-2025 Annual Rate	0.53%
2010 Families	2,613
2010 Average Family Size	2.96
2020 Families	2,770
2020 Average Family Size	2.97
2025 Families	2,850
2025 Average Family Size	2.98
2020-2025 Annual Rate	0.57%
Housing Unit Summary	
2000 Housing Units	2,944
Owner Occupied Housing Units	80.7%
Renter Occupied Housing Units	14.1%
Vacant Housing Units	5.2%
2010 Housing Units	3,450
Owner Occupied Housing Units	79.1%
Renter Occupied Housing Units	15.2%
Vacant Housing Units	5.7%
2020 Housing Units	3,578
Owner Occupied Housing Units	80.8%
Renter Occupied Housing Units	15.6%
Vacant Housing Units	3.6%
2025 Housing Units	3,665
Owner Occupied Housing Units	81.5%
Renter Occupied Housing Units	15.1%
Vacant Housing Units	3.4%
Median Household Income	
2020	\$112,061
2025	\$124,197
Median Home Value	
2020	\$695,205
2025	\$778,041
Per Capita Income	
2020	\$43,181
2025	\$49,200
Median Age	
2010	42.0
2020	44.0
2025	44.1

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	3,449
<\$15,000	4.8%
\$15,000 - \$24,999	4.1%
\$25,000 - \$34,999	3.2%
\$35,000 - \$49,999	6.3%
\$50,000 - \$74,999	11.7%
\$75,000 - \$99,999	12.8%
\$100,000 - \$149,999	21.7%
\$150,000 - \$199,999	14.8%
\$200,000+	20.6%
Average Household Income	\$143,878

2025 Households by Income

Household Income Base	3,541
<\$15,000	3.9%
\$15,000 - \$24,999	3.4%
\$25,000 - \$34,999	2.7%
\$35,000 - \$49,999	5.3%
\$50,000 - \$74,999	10.3%
\$75,000 - \$99,999	11.9%
\$100,000 - \$149,999	21.3%
\$150,000 - \$199,999	16.3%
\$200,000+	24.9%
Average Household Income	\$163,627

2020 Owner Occupied Housing Units by Value

Total	2,890
<\$50,000	1.0%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	0.2%
\$200,000 - \$249,999	0.6%
\$250,000 - \$299,999	1.0%
\$300,000 - \$399,999	4.2%
\$400,000 - \$499,999	7.4%
\$500,000 - \$749,999	45.5%
\$750,000 - \$999,999	22.5%
\$1,000,000 - \$1,499,999	14.6%
\$1,500,000 - \$1,999,999	0.9%
\$2,000,000 +	2.0%
Average Home Value	\$777,569

2025 Owner Occupied Housing Units by Value

Total	2,986
<\$50,000	0.2%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.1%
\$200,000 - \$249,999	0.2%
\$250,000 - \$299,999	0.4%
\$300,000 - \$399,999	1.6%
\$400,000 - \$499,999	4.1%
\$500,000 - \$749,999	39.9%
\$750,000 - \$999,999	30.0%
\$1,000,000 - \$1,499,999	19.4%
\$1,500,000 - \$1,999,999	1.2%
\$2,000,000 +	2.7%
Average Home Value	\$863,015

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age	
Total	9,912
0 - 4	3.8%
5 - 9	5.1%
10 - 14	6.6%
15 - 24	16.2%
25 - 34	10.2%
35 - 44	12.6%
45 - 54	18.4%
55 - 64	15.4%
65 - 74	7.6%
75 - 84	3.2%
85 +	0.9%
18 +	79.0%
2020 Population by Age	
Total	10,489
0 - 4	3.4%
5 - 9	4.4%
10 - 14	5.3%
15 - 24	13.7%
25 - 34	12.9%
35 - 44	11.5%
45 - 54	14.4%
55 - 64	16.3%
65 - 74	11.8%
75 - 84	4.9%
85 +	1.4%
18 +	82.8%
2025 Population by Age	
Total	10,792
0 - 4	3.5%
5 - 9	4.2%
10 - 14	4.9%
15 - 24	11.9%
25 - 34	13.0%
35 - 44	13.7%
45 - 54	12.1%
55 - 64	14.7%
65 - 74	13.5%
75 - 84	6.9%
85 +	1.7%
18 +	83.7%
2010 Population by Sex	
Males	5,520
Females	4,393
2020 Population by Sex	
Males	5,818
Females	4,671
2025 Population by Sex	
Males	5,963
Females	4,829

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	9,912
White Alone	79.1%
Black Alone	3.9%
American Indian Alone	0.6%
Asian Alone	3.6%
Pacific Islander Alone	0.2%
Some Other Race Alone	9.0%
Two or More Races	3.7%
Hispanic Origin	27.5%
Diversity Index	62.2

2020 Population by Race/Ethnicity

Total	10,490
White Alone	76.8%
Black Alone	3.9%
American Indian Alone	0.6%
Asian Alone	4.0%
Pacific Islander Alone	0.2%
Some Other Race Alone	10.2%
Two or More Races	4.3%
Hispanic Origin	31.3%
Diversity Index	66.2

2025 Population by Race/Ethnicity

Total	10,793
White Alone	75.7%
Black Alone	3.8%
American Indian Alone	0.5%
Asian Alone	4.4%
Pacific Islander Alone	0.2%
Some Other Race Alone	10.7%
Two or More Races	4.7%
Hispanic Origin	33.5%
Diversity Index	68.1

2010 Population by Relationship and Household Type

Total	9,913
In Households	88.5%
In Family Households	80.5%
Householder	23.5%
Spouse	20.0%
Child	29.4%
Other relative	5.2%
Nonrelative	2.5%
In Nonfamily Households	8.0%
In Group Quarters	11.5%
Institutionalized Population	11.2%
Noninstitutionalized Population	0.3%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Population 25+ by Educational Attainment

Total	7,680
Less than 9th Grade	2.9%
9th - 12th Grade, No Diploma	6.5%
High School Graduate	17.7%
GED/Alternative Credential	4.1%
Some College, No Degree	22.7%
Associate Degree	9.1%
Bachelor's Degree	20.5%
Graduate/Professional Degree	16.6%

2020 Population 15+ by Marital Status

Total	9,115
Never Married	33.5%
Married	54.3%
Widowed	3.7%
Divorced	8.5%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	4,820
Population 16+ Employed	86.5%
Population 16+ Unemployment rate	13.5%
Population 16-24 Employed	8.9%
Population 16-24 Unemployment rate	20.8%
Population 25-54 Employed	56.5%
Population 25-54 Unemployment rate	13.9%
Population 55-64 Employed	24.8%
Population 55-64 Unemployment rate	10.3%
Population 65+ Employed	9.9%
Population 65+ Unemployment rate	12.1%

2020 Employed Population 16+ by Industry

Total	4,167
Agriculture/Mining	0.8%
Construction	13.6%
Manufacturing	7.5%
Wholesale Trade	2.0%
Retail Trade	9.2%
Transportation/Utilities	5.9%
Information	1.7%
Finance/Insurance/Real Estate	5.2%
Services	47.5%
Public Administration	6.5%

2020 Employed Population 16+ by Occupation

Total	4,165
White Collar	70.6%
Management/Business/Financial	21.8%
Professional	27.3%
Sales	9.0%
Administrative Support	12.6%
Services	10.8%
Blue Collar	18.5%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	9.2%
Installation/Maintenance/Repair	3.0%
Production	2.7%
Transportation/Material Moving	3.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	3,254
Households with 1 Person	14.0%
Households with 2+ People	86.0%
Family Households	80.3%
Husband-wife Families	68.2%
With Related Children	29.0%
Other Family (No Spouse Present)	12.1%
Other Family with Male Householder	5.0%
With Related Children	2.6%
Other Family with Female Householder	7.1%
With Related Children	3.9%
Nonfamily Households	5.7%
All Households with Children	36.1%
Multigenerational Households	7.6%
Unmarried Partner Households	5.8%
Male-female	4.5%
Same-sex	1.3%
2010 Households by Size	
Total	3,255
1 Person Household	14.0%
2 Person Household	35.5%
3 Person Household	16.6%
4 Person Household	17.4%
5 Person Household	8.9%
6 Person Household	4.2%
7 + Person Household	3.4%
2010 Households by Tenure and Mortgage Status	
Total	3,254
Owner Occupied	83.9%
Owned with a Mortgage/Loan	65.3%
Owned Free and Clear	18.6%
Renter Occupied	16.1%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	90
Percent of Income for Mortgage	25.9%
Wealth Index	219
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	3,450
Housing Units Inside Urbanized Area	37.3%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	62.7%
2010 Population By Urban/ Rural Status	
Total Population	9,913
Population Inside Urbanized Area	50.2%
Population Inside Urbanized Cluster	0.0%
Rural Population	49.8%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Pleasantville (2B)
2. Savvy Suburbanites (1D)
3. The Great Outdoors (6C)

2020 Consumer Spending

Apparel & Services: Total \$	\$11,124,595
Average Spent	\$3,225.46
Spending Potential Index	150
Education: Total \$	\$11,066,015
Average Spent	\$3,208.47
Spending Potential Index	179
Entertainment/Recreation: Total \$	\$17,624,089
Average Spent	\$5,109.91
Spending Potential Index	157
Food at Home: Total \$	\$27,662,324
Average Spent	\$8,020.39
Spending Potential Index	150
Food Away from Home: Total \$	\$19,454,298
Average Spent	\$5,640.56
Spending Potential Index	150
Health Care: Total \$	\$30,454,894
Average Spent	\$8,830.06
Spending Potential Index	154
HH Furnishings & Equipment: Total \$	\$11,724,862
Average Spent	\$3,399.50
Spending Potential Index	156
Personal Care Products & Services: Total \$	\$4,768,610
Average Spent	\$1,382.61
Spending Potential Index	150
Shelter: Total \$	\$106,108,263
Average Spent	\$30,764.94
Spending Potential Index	159
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,722,467
Average Spent	\$3,688.74
Spending Potential Index	158
Travel: Total \$	\$14,143,383
Average Spent	\$4,100.72
Spending Potential Index	170
Vehicle Maintenance & Repairs: Total \$	\$5,963,884
Average Spent	\$1,729.16
Spending Potential Index	149

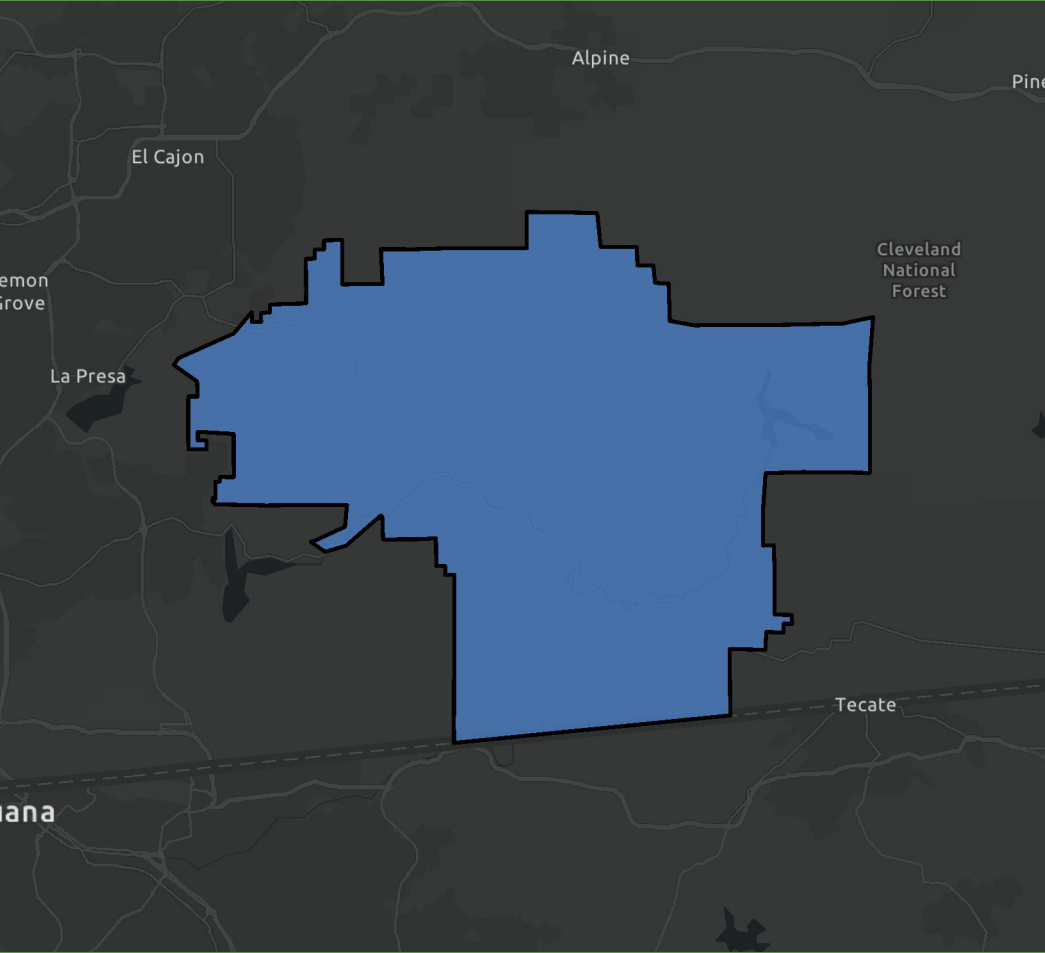
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

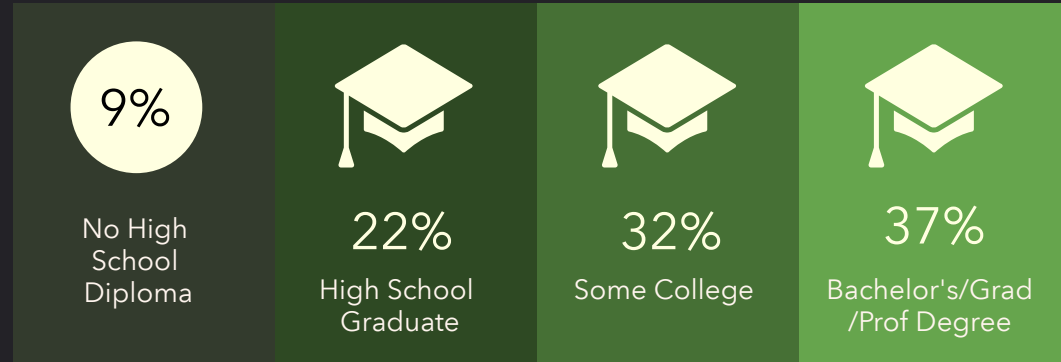
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

DEMOGRAPHIC PROFILE

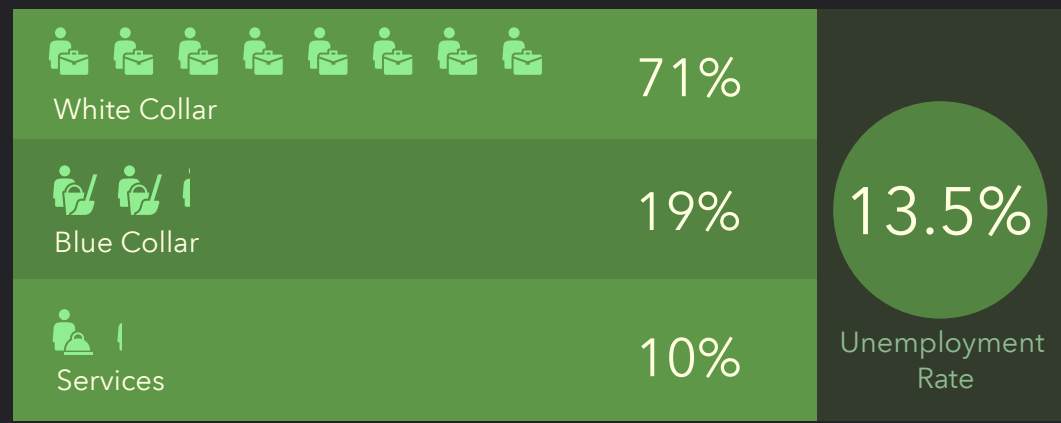
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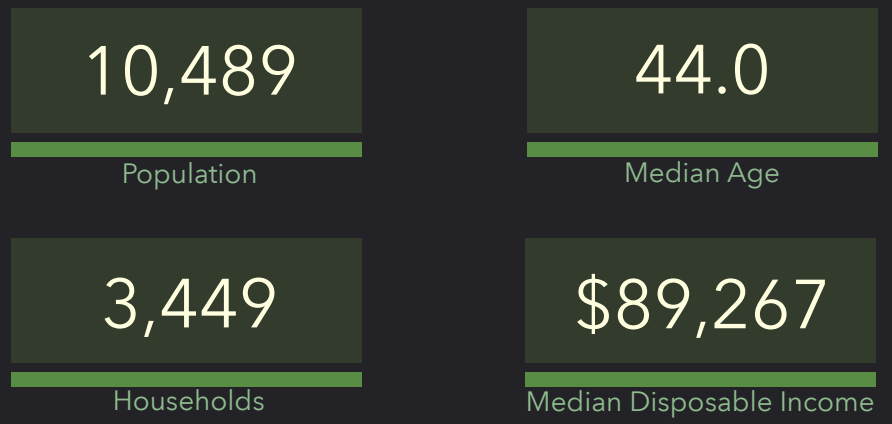
EDUCATION



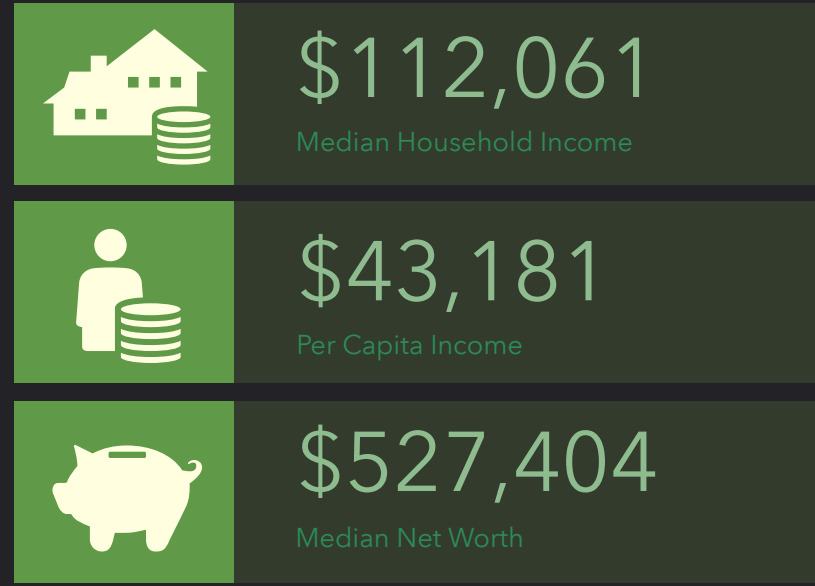
EMPLOYMENT



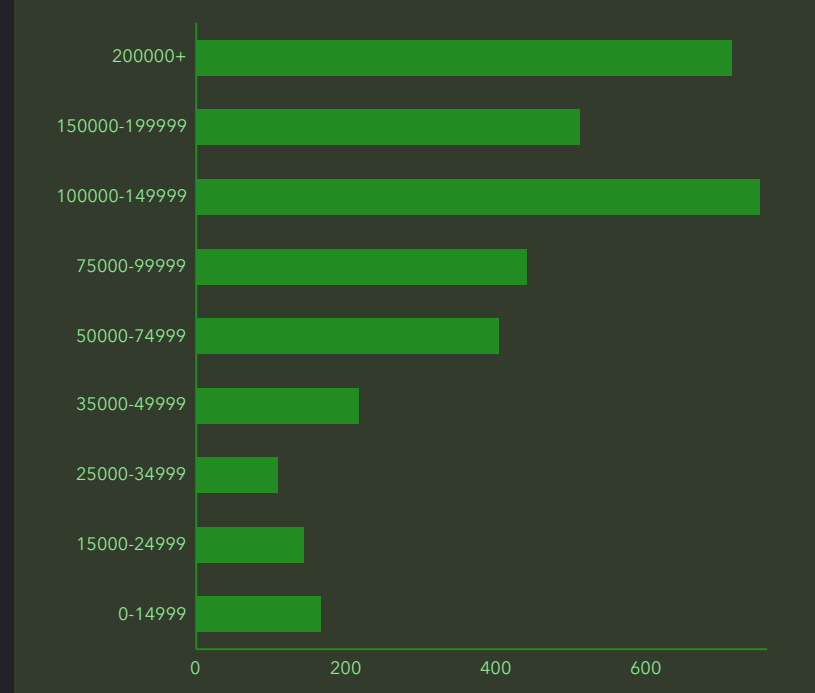
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Jamul

Prepared by Esri

Summary	Census 2010	2020	2025
Population	9,913	10,489	10,792
Households	3,254	3,449	3,541
Families	2,613	2,770	2,850
Average Household Size	2.70	2.70	2.72
Owner Occupied Housing Units	2,729	2,890	2,986
Renter Occupied Housing Units	525	558	555
Median Age	42.0	44.0	44.1
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.57%	0.55%	0.72%
Households	0.53%	0.50%	0.72%
Families	0.57%	0.50%	0.64%
Owner HHs	0.66%	0.65%	0.72%
Median Household Income	2.08%	1.81%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	165	4.8%	138	3.9%
\$15,000 - \$24,999	143	4.1%	119	3.4%
\$25,000 - \$34,999	109	3.2%	96	2.7%
\$35,000 - \$49,999	216	6.3%	189	5.3%
\$50,000 - \$74,999	403	11.7%	364	10.3%
\$75,000 - \$99,999	440	12.8%	422	11.9%
\$100,000 - \$149,999	750	21.7%	756	21.3%
\$150,000 - \$199,999	510	14.8%	578	16.3%
\$200,000+	712	20.6%	880	24.9%
Median Household Income	\$112,061		\$124,197	
Average Household Income	\$143,878		\$163,627	
Per Capita Income	\$43,181		\$49,200	

Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	380	3.8%	359	3.4%	383	3.5%
5 - 9	502	5.1%	460	4.4%	451	4.2%
10 - 14	651	6.6%	555	5.3%	526	4.9%
15 - 19	905	9.1%	721	6.9%	680	6.3%
20 - 24	697	7.0%	714	6.8%	601	5.6%
25 - 34	1,009	10.2%	1,353	12.9%	1,398	13.0%
35 - 44	1,247	12.6%	1,202	11.5%	1,477	13.7%
45 - 54	1,825	18.4%	1,510	14.4%	1,304	12.1%
55 - 64	1,527	15.4%	1,714	16.3%	1,591	14.7%
65 - 74	757	7.6%	1,242	11.8%	1,460	13.5%
75 - 84	322	3.2%	516	4.9%	742	6.9%
85+	93	0.9%	143	1.4%	179	1.7%

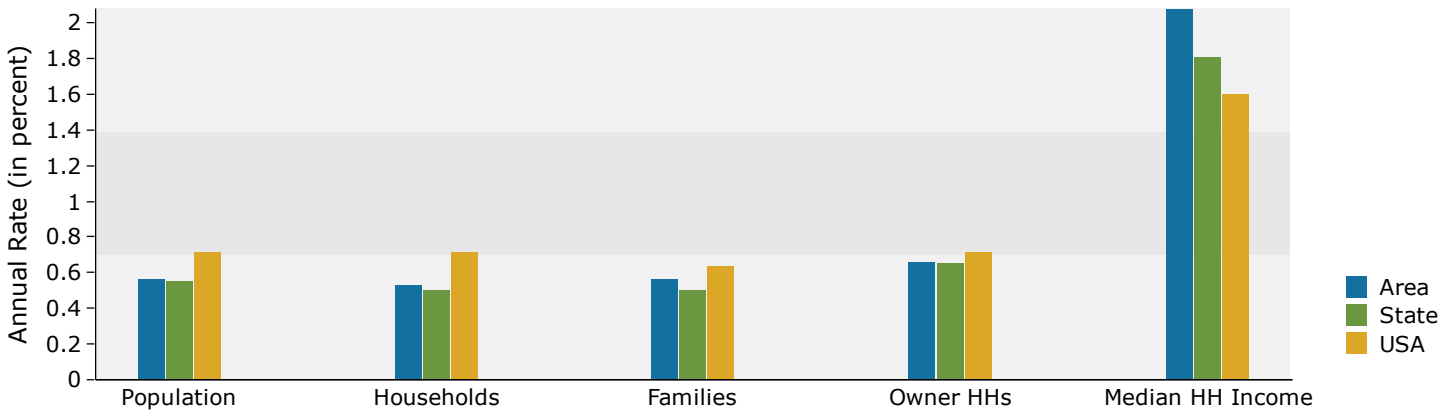
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	7,841	79.1%	8,055	76.8%	8,168	75.7%
Black Alone	388	3.9%	411	3.9%	414	3.8%
American Indian Alone	56	0.6%	59	0.6%	58	0.5%
Asian Alone	352	3.6%	424	4.0%	475	4.4%
Pacific Islander Alone	17	0.2%	18	0.2%	18	0.2%
Some Other Race Alone	892	9.0%	1,067	10.2%	1,155	10.7%
Two or More Races	366	3.7%	456	4.3%	505	4.7%
Hispanic Origin (Any Race)	2,731	27.5%	3,279	31.3%	3,617	33.5%

Data Note: Income is expressed in current dollars.

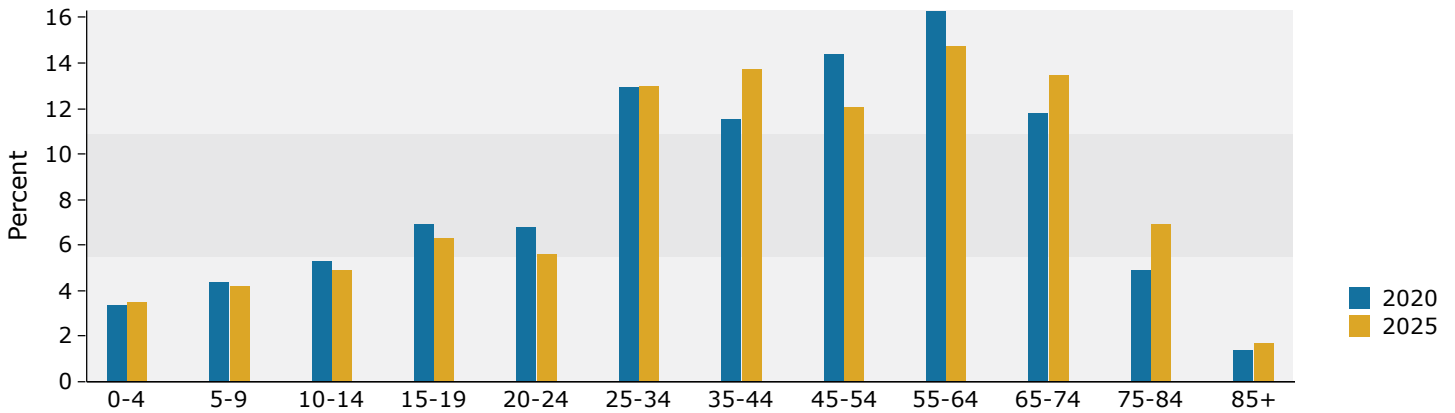
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

December 02, 2020

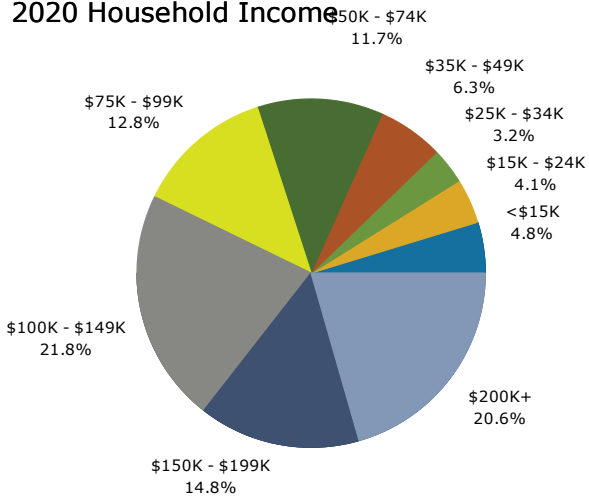
Trends 2020-2025



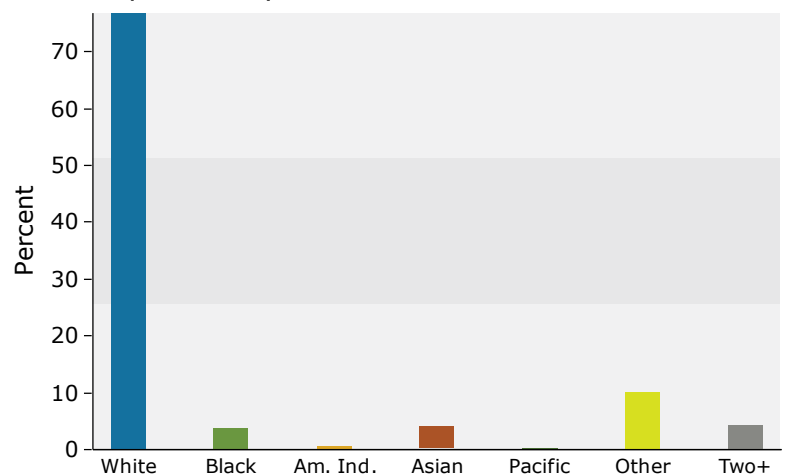
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 31.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	7,772
2010 Population	9,913
2020 Population	10,489
2025 Population	10,792
2000-2010 Annual Rate	2.46%
2010-2020 Annual Rate	0.55%
2020-2025 Annual Rate	0.57%
2020 Male Population	55.5%
2020 Female Population	44.5%
2020 Median Age	44.0

In the identified area, the current year population is 10,489. In 2010, the Census count in the area was 9,913. The rate of change since 2010 was 0.55% annually. The five-year projection for the population in the area is 10,792 representing a change of 0.57% annually from 2020 to 2025. Currently, the population is 55.5% male and 44.5% female.

Median Age

The median age in this area is 44.0, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	76.8%
2020 Black Alone	3.9%
2020 American Indian/Alaska Native Alone	0.6%
2020 Asian Alone	4.0%
2020 Pacific Islander Alone	0.2%
2020 Other Race	10.2%
2020 Two or More Races	4.3%
2020 Hispanic Origin (Any Race)	31.3%

Persons of Hispanic origin represent 31.3% of the population in the identified area compared to 18.8% 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 66.2 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	219
2000 Households	2,792
2010 Households	3,254
2020 Total Households	3,449
2025 Total Households	3,541
2000-2010 Annual Rate	1.54%
2010-2020 Annual Rate	0.57%
2020-2025 Annual Rate	0.53%
2020 Average Household Size	2.70

The household count in this area has changed from 3,254 in 2010 to 3,449 in the current year, a change of 0.57% annually. The five-year projection of households is 3,541, a change of 0.53% annually from the current year total. Average household size is currently 2.70, compared to 2.70 in the year 2010. The number of families in the current year is 2,770 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	25.9%
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Median Household Income

2020 Median Household Income	\$112,061
2025 Median Household Income	\$124,197
2020-2025 Annual Rate	2.08%

Average Household Income

2020 Average Household Income	\$143,878
2025 Average Household Income	\$163,627
2020-2025 Annual Rate	2.61%

Per Capita Income

2020 Per Capita Income	\$43,181
2025 Per Capita Income	\$49,200
2020-2025 Annual Rate	2.64%

Households by Income

Current median household income is \$112,061 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$124,197 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$143,878 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$163,627 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$43,181 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$49,200 in five years, compared to \$37,691 for all U.S. households

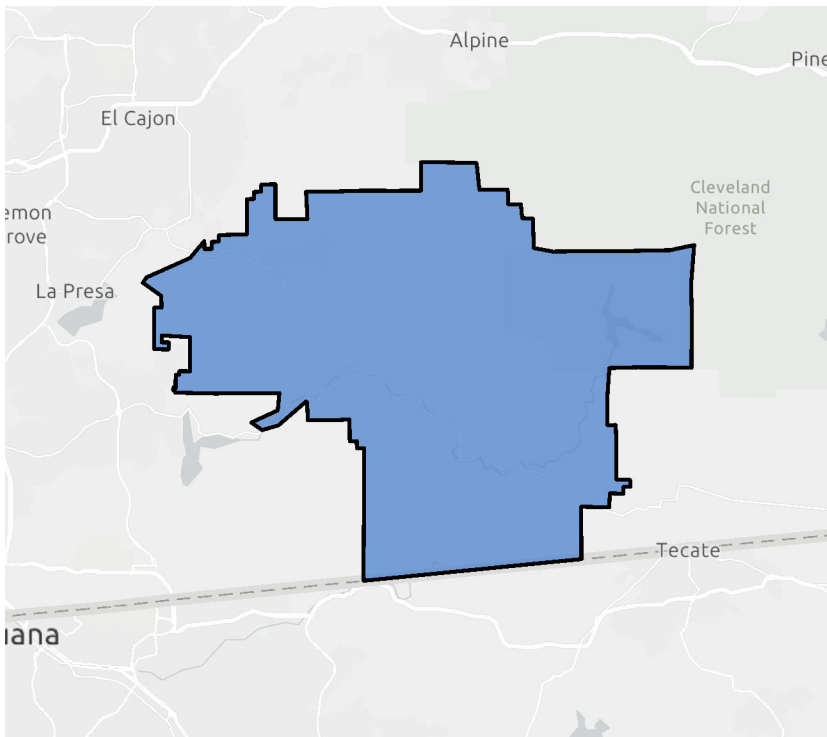
Housing

2020 Housing Affordability Index	90
2000 Total Housing Units	2,944
2000 Owner Occupied Housing Units	2,376
2000 Renter Occupied Housing Units	416
2000 Vacant Housing Units	152
2010 Total Housing Units	3,450
2010 Owner Occupied Housing Units	2,729
2010 Renter Occupied Housing Units	525
2010 Vacant Housing Units	196
2020 Total Housing Units	3,578
2020 Owner Occupied Housing Units	2,890
2020 Renter Occupied Housing Units	558
2020 Vacant Housing Units	129
2025 Total Housing Units	3,665
2025 Owner Occupied Housing Units	2,986
2025 Renter Occupied Housing Units	555
2025 Vacant Housing Units	124

Currently, 80.8% of the 3,578 housing units in the area are owner occupied; 15.6%, renter occupied; and 3.6% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 3,450 housing units in the area - 79.1% owner occupied, 15.2% renter occupied, and 5.7% vacant. The annual rate of change in housing units since 2010 is 1.63%. Median home value in the area is \$695,205, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 2.28% annually to \$778,041.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



POPULATION TRENDS AND KEY INDICATORS

Jamul

10,489	3,449	2.70	44.0	\$112,061	\$695,205	219	90	66
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



\$19,349

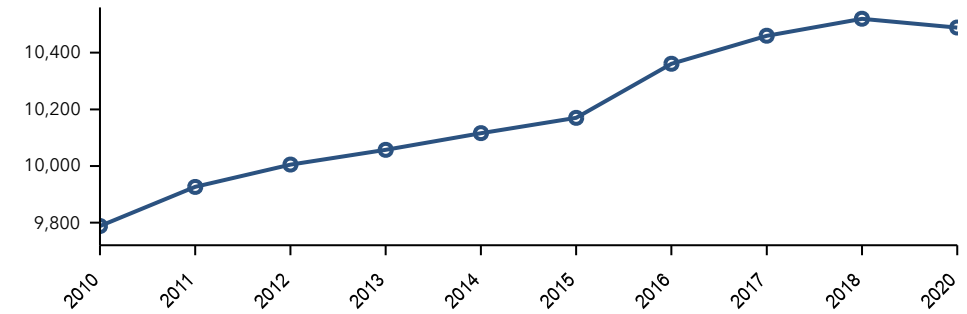
Avg Spent on Mortgage & Basics



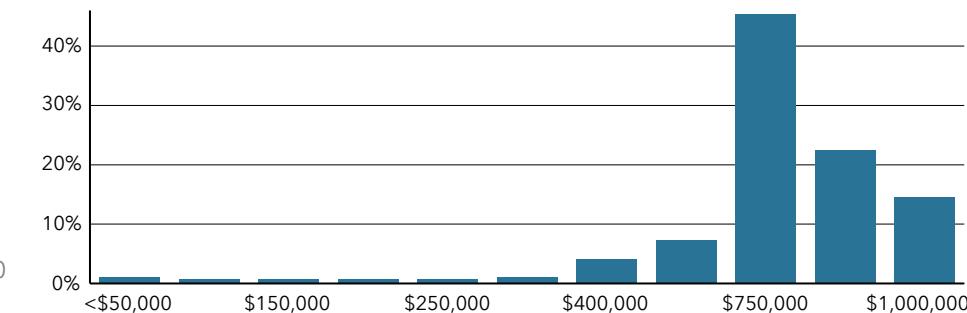
25.9%

Percent of Income for Mortgage

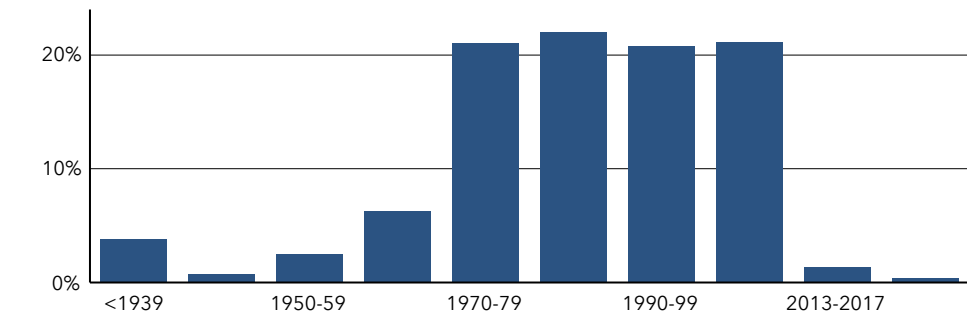
Historical Trends: Population



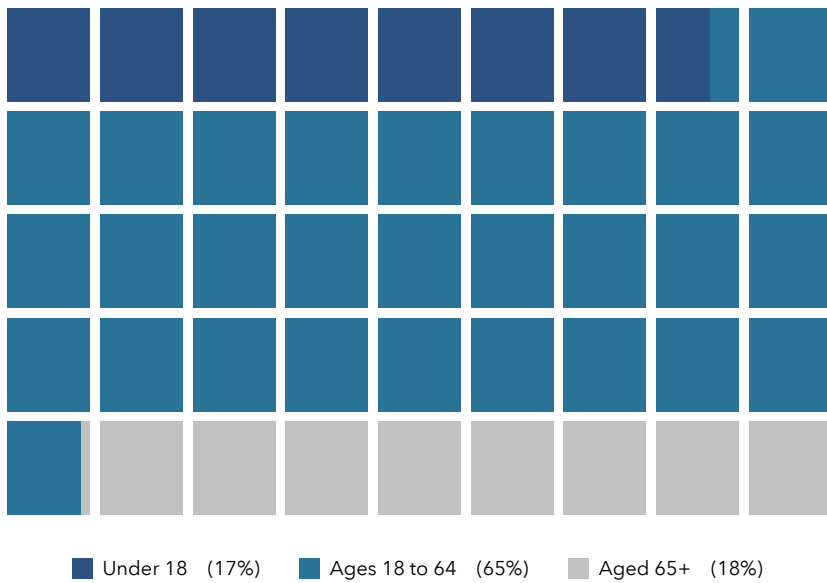
Home Value



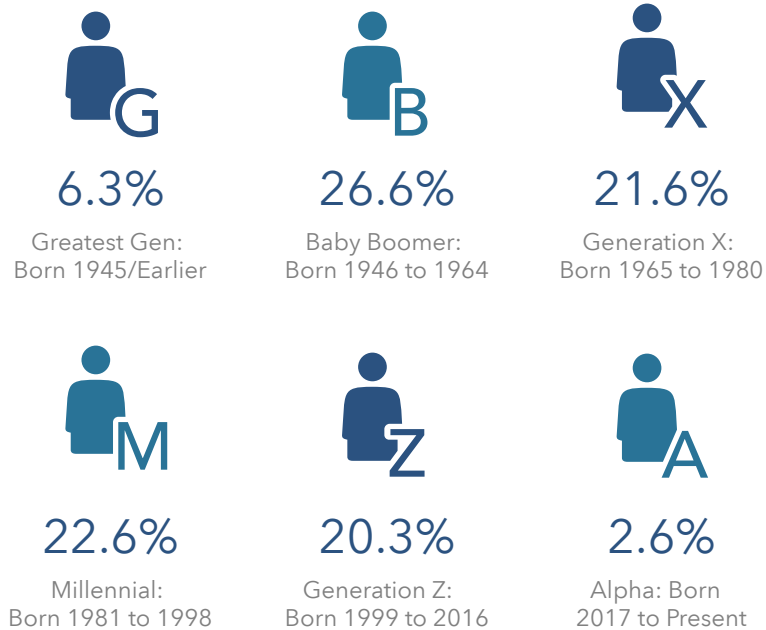
Housing: Year Built



POPULATION BY AGE



POPULATION BY GENERATION



Population Summary	
2000 Total Population	3,034
2010 Total Population	2,950
2020 Total Population	3,079
2020 Group Quarters	33
2025 Total Population	3,141
2020-2025 Annual Rate	0.40%
2020 Total Daytime Population	2,933
Workers	1,060
Residents	1,873
Household Summary	
2000 Households	1,255
2000 Average Household Size	2.39
2010 Households	1,310
2010 Average Household Size	2.23
2020 Households	1,371
2020 Average Household Size	2.22
2025 Households	1,396
2025 Average Household Size	2.23
2020-2025 Annual Rate	0.36%
2010 Families	840
2010 Average Family Size	2.72
2020 Families	878
2020 Average Family Size	2.72
2025 Families	897
2025 Average Family Size	2.72
2020-2025 Annual Rate	0.43%
Housing Unit Summary	
2000 Housing Units	1,829
Owner Occupied Housing Units	50.9%
Renter Occupied Housing Units	17.7%
Vacant Housing Units	31.4%
2010 Housing Units	1,792
Owner Occupied Housing Units	56.0%
Renter Occupied Housing Units	17.1%
Vacant Housing Units	26.9%
2020 Housing Units	1,832
Owner Occupied Housing Units	57.1%
Renter Occupied Housing Units	17.7%
Vacant Housing Units	25.2%
2025 Housing Units	1,862
Owner Occupied Housing Units	57.7%
Renter Occupied Housing Units	17.3%
Vacant Housing Units	25.0%
Median Household Income	
2020	\$60,683
2025	\$67,750
Median Home Value	
2020	\$566,685
2025	\$656,716
Per Capita Income	
2020	\$40,677
2025	\$44,854
Median Age	
2010	52.2
2020	56.3
2025	57.7

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	1,371
<\$15,000	7.1%
\$15,000 - \$24,999	8.9%
\$25,000 - \$34,999	8.2%
\$35,000 - \$49,999	14.7%
\$50,000 - \$74,999	20.9%
\$75,000 - \$99,999	10.1%
\$100,000 - \$149,999	14.0%
\$150,000 - \$199,999	7.8%
\$200,000+	8.2%
Average Household Income	\$91,595

2025 Households by Income

Household Income Base	1,396
<\$15,000	5.8%
\$15,000 - \$24,999	7.3%
\$25,000 - \$34,999	7.1%
\$35,000 - \$49,999	13.5%
\$50,000 - \$74,999	20.8%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	16.7%
\$150,000 - \$199,999	9.5%
\$200,000+	8.5%
Average Household Income	\$101,224

2020 Owner Occupied Housing Units by Value

Total	1,046
<\$50,000	0.5%
\$50,000 - \$99,999	0.6%
\$100,000 - \$149,999	0.3%
\$150,000 - \$199,999	1.3%
\$200,000 - \$249,999	2.3%
\$250,000 - \$299,999	4.3%
\$300,000 - \$399,999	19.7%
\$400,000 - \$499,999	9.6%
\$500,000 - \$749,999	42.8%
\$750,000 - \$999,999	12.7%
\$1,000,000 - \$1,499,999	3.3%
\$1,500,000 - \$1,999,999	2.3%
\$2,000,000 +	0.2%
Average Home Value	\$597,990

2025 Owner Occupied Housing Units by Value

Total	1,075
<\$50,000	0.2%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	0.6%
\$200,000 - \$249,999	0.9%
\$250,000 - \$299,999	2.1%
\$300,000 - \$399,999	9.8%
\$400,000 - \$499,999	8.8%
\$500,000 - \$749,999	43.6%
\$750,000 - \$999,999	22.0%
\$1,000,000 - \$1,499,999	7.1%
\$1,500,000 - \$1,999,999	4.1%
\$2,000,000 +	0.7%
Average Home Value	\$721,956

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age

Total	2,950
0 - 4	4.1%
5 - 9	4.6%
10 - 14	5.7%
15 - 24	8.2%
25 - 34	7.1%
35 - 44	8.9%
45 - 54	17.0%
55 - 64	22.2%
65 - 74	14.9%
75 - 84	5.2%
85 +	2.1%
18 +	82.5%

2020 Population by Age

Total	3,079
0 - 4	3.6%
5 - 9	3.6%
10 - 14	4.6%
15 - 24	8.0%
25 - 34	7.6%
35 - 44	7.6%
45 - 54	12.3%
55 - 64	21.9%
65 - 74	20.9%
75 - 84	7.9%
85 +	2.1%
18 +	85.5%

2025 Population by Age

Total	3,141
0 - 4	3.7%
5 - 9	3.5%
10 - 14	4.3%
15 - 24	7.3%
25 - 34	7.5%
35 - 44	8.8%
45 - 54	10.4%
55 - 64	19.0%
65 - 74	22.1%
75 - 84	10.9%
85 +	2.5%
18 +	86.0%

2010 Population by Sex

Males	1,447
Females	1,503

2020 Population by Sex

Males	1,520
Females	1,559

2025 Population by Sex

Males	1,569
Females	1,572

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	2,951
White Alone	89.1%
Black Alone	0.4%
American Indian Alone	2.4%
Asian Alone	0.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.6%
Two or More Races	2.5%
Hispanic Origin	12.5%
Diversity Index	38.0

2020 Population by Race/Ethnicity

Total	3,080
White Alone	87.2%
Black Alone	0.5%
American Indian Alone	2.4%
Asian Alone	1.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.6%
Two or More Races	3.1%
Hispanic Origin	15.3%
Diversity Index	43.6

2025 Population by Race/Ethnicity

Total	3,140
White Alone	86.3%
Black Alone	0.5%
American Indian Alone	2.4%
Asian Alone	1.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	6.1%
Two or More Races	3.4%
Hispanic Origin	16.9%
Diversity Index	46.4

2010 Population by Relationship and Household Type

Total	2,950
In Households	98.9%
In Family Households	79.6%
Householder	28.3%
Spouse	23.6%
Child	22.8%
Other relative	2.8%
Nonrelative	2.1%
In Nonfamily Households	19.3%
In Group Quarters	1.1%
Institutionalized Population	0.3%
Noninstitutionalized Population	0.7%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Population 25+ by Educational Attainment

Total	2,470
Less than 9th Grade	2.9%
9th - 12th Grade, No Diploma	7.1%
High School Graduate	13.9%
GED/Alternative Credential	1.1%
Some College, No Degree	31.9%
Associate Degree	9.7%
Bachelor's Degree	20.4%
Graduate/Professional Degree	13.0%

2020 Population 15+ by Marital Status

Total	2,716
Never Married	14.9%
Married	69.0%
Widowed	6.0%
Divorced	10.2%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	1,457
Population 16+ Employed	82.8%
Population 16+ Unemployment rate	17.3%
Population 16-24 Employed	11.9%
Population 16-24 Unemployment rate	22.7%
Population 25-54 Employed	45.4%
Population 25-54 Unemployment rate	14.9%
Population 55-64 Employed	32.7%
Population 55-64 Unemployment rate	19.4%
Population 65+ Employed	10.0%
Population 65+ Unemployment rate	13.7%

2020 Employed Population 16+ by Industry

Total	1,206
Agriculture/Mining	5.6%
Construction	16.1%
Manufacturing	8.5%
Wholesale Trade	0.7%
Retail Trade	10.4%
Transportation/Utilities	6.7%
Information	0.1%
Finance/Insurance/Real Estate	5.6%
Services	41.3%
Public Administration	4.9%

2020 Employed Population 16+ by Occupation

Total	1,205
White Collar	50.4%
Management/Business/Financial	18.7%
Professional	11.2%
Sales	9.0%
Administrative Support	11.5%
Services	25.2%
Blue Collar	24.3%
Farming/Forestry/Fishing	3.9%
Construction/Extraction	9.2%
Installation/Maintenance/Repair	0.6%
Production	6.1%
Transportation/Material Moving	4.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	1,310
Households with 1 Person	28.9%
Households with 2+ People	71.1%
Family Households	64.1%
Husband-wife Families	53.2%
With Related Children	13.9%
Other Family (No Spouse Present)	10.8%
Other Family with Male Householder	4.1%
With Related Children	2.1%
Other Family with Female Householder	6.7%
With Related Children	4.2%
Nonfamily Households	6.9%
All Households with Children	20.5%
Multigenerational Households	2.8%
Unmarried Partner Households	6.3%
Male-female	5.4%
Same-sex	0.8%
2010 Households by Size	
Total	1,309
1 Person Household	29.0%
2 Person Household	44.5%
3 Person Household	12.2%
4 Person Household	7.3%
5 Person Household	4.3%
6 Person Household	1.6%
7 + Person Household	1.1%
2010 Households by Tenure and Mortgage Status	
Total	1,310
Owner Occupied	76.6%
Owned with a Mortgage/Loan	53.0%
Owned Free and Clear	23.6%
Renter Occupied	23.4%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	62
Percent of Income for Mortgage	39.0%
Wealth Index	128
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	1,792
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%
2010 Population By Urban/ Rural Status	
Total Population	2,950
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. The Great Outdoors (6C)
2. Rural Resort Dwellers (6E)
3. Senior Escapes (9D)

2020 Consumer Spending

Apparel & Services: Total \$	\$2,815,242
Average Spent	\$2,053.42
Spending Potential Index	96
Education: Total \$	\$2,149,760
Average Spent	\$1,568.02
Spending Potential Index	88
Entertainment/Recreation: Total \$	\$4,828,787
Average Spent	\$3,522.09
Spending Potential Index	108
Food at Home: Total \$	\$7,862,726
Average Spent	\$5,735.03
Spending Potential Index	107
Food Away from Home: Total \$	\$5,135,645
Average Spent	\$3,745.91
Spending Potential Index	99
Health Care: Total \$	\$8,868,307
Average Spent	\$6,468.50
Spending Potential Index	113
HH Furnishings & Equipment: Total \$	\$2,986,232
Average Spent	\$2,178.14
Spending Potential Index	100
Personal Care Products & Services: Total \$	\$1,197,350
Average Spent	\$873.34
Spending Potential Index	95
Shelter: Total \$	\$26,363,861
Average Spent	\$19,229.66
Spending Potential Index	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,143,354
Average Spent	\$3,022.14
Spending Potential Index	129
Travel: Total \$	\$3,518,214
Average Spent	\$2,566.17
Spending Potential Index	106
Vehicle Maintenance & Repairs: Total \$	\$1,778,684
Average Spent	\$1,297.36
Spending Potential Index	112

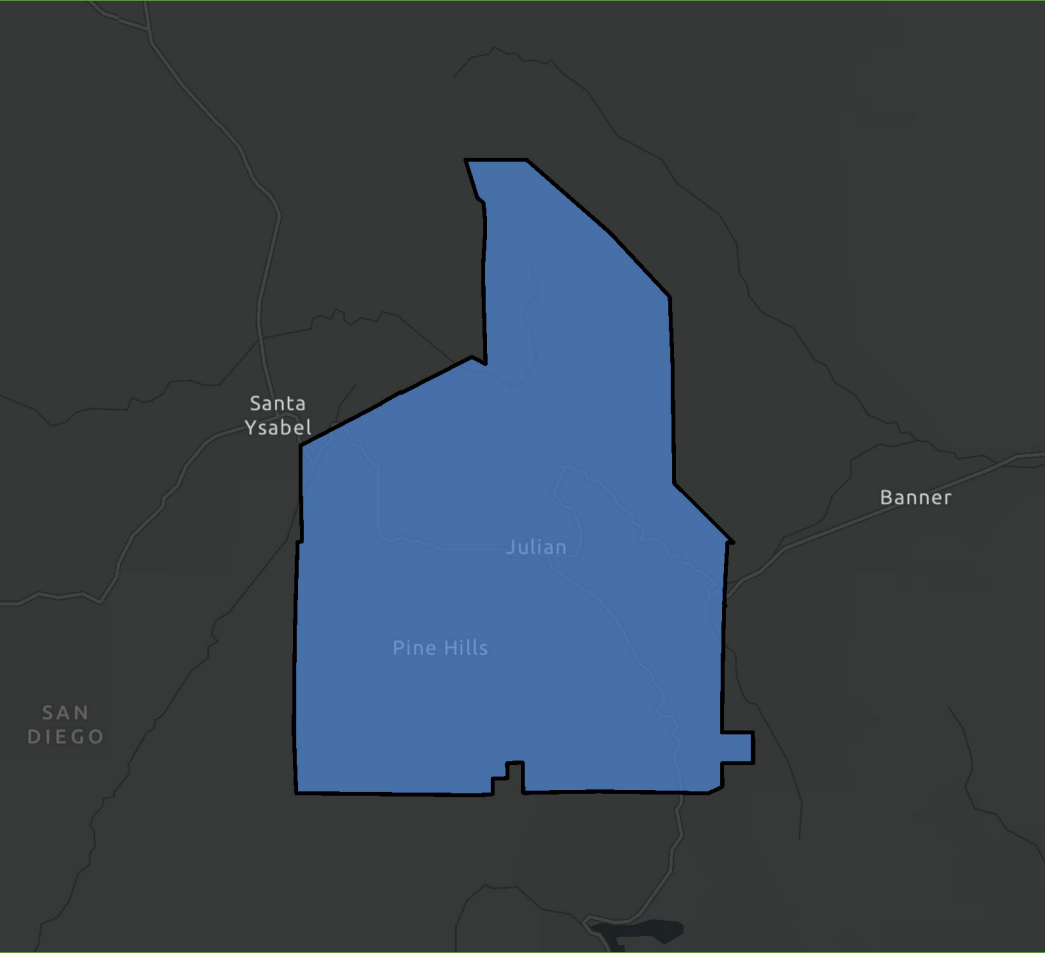
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

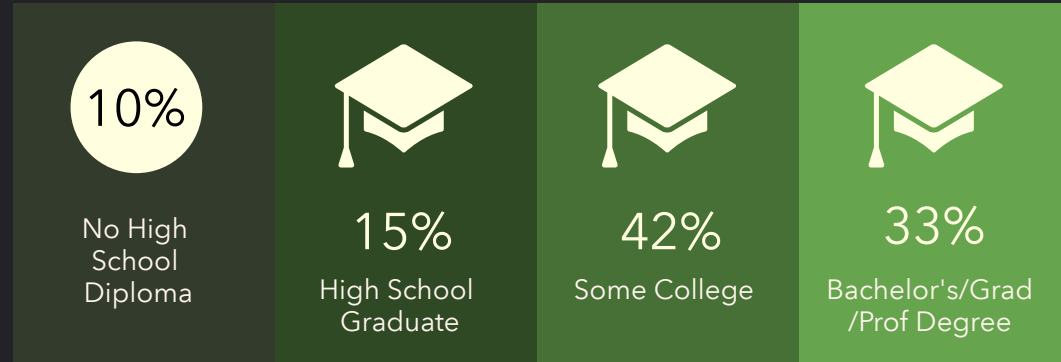
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

DEMOGRAPHIC PROFILE

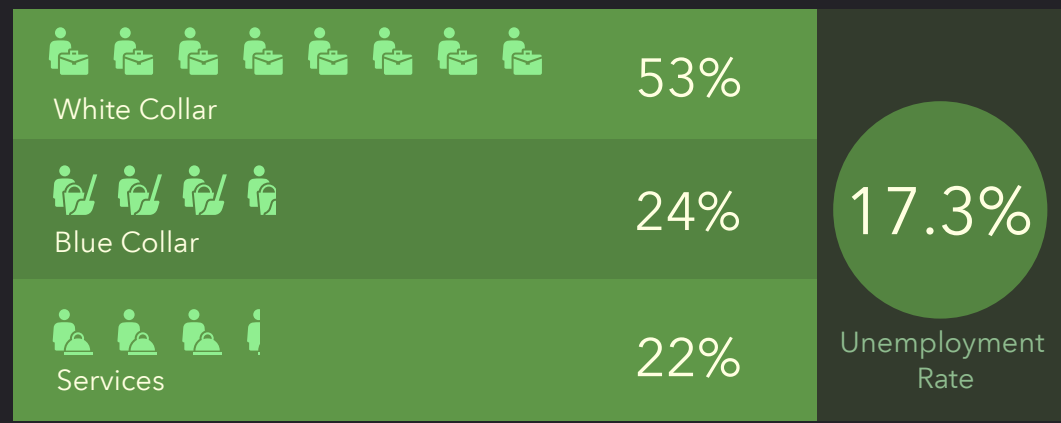
Julian
Julian



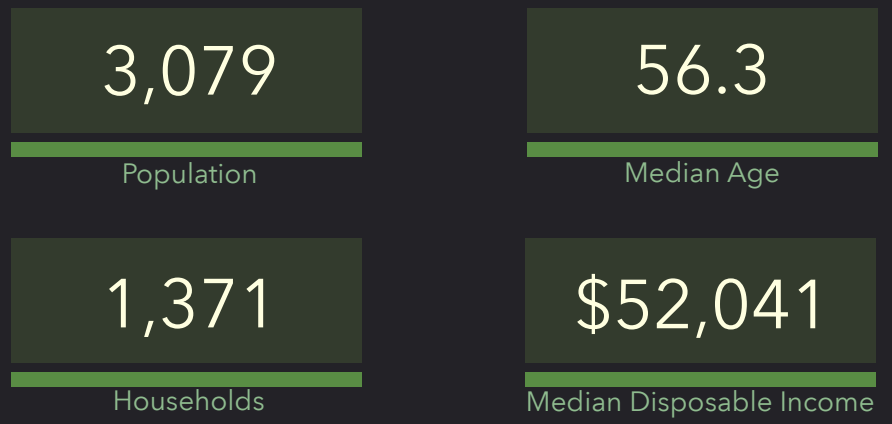
EDUCATION



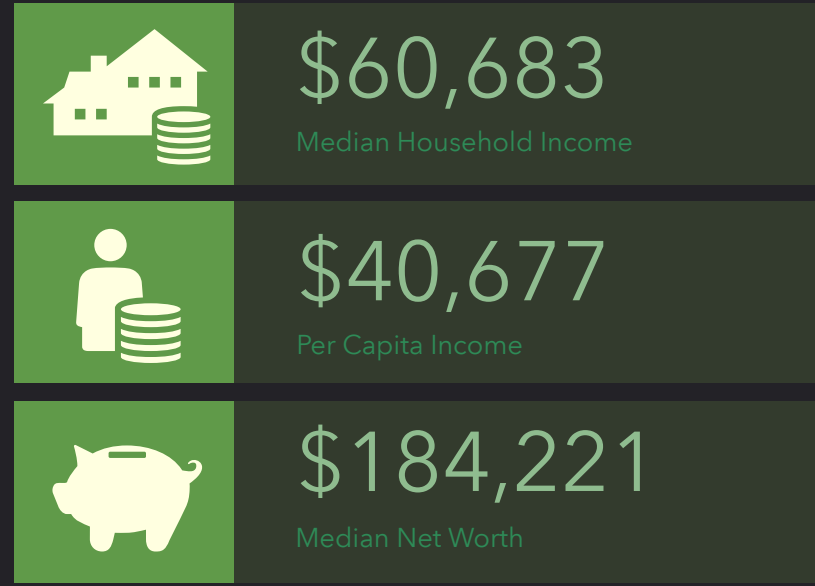
EMPLOYMENT



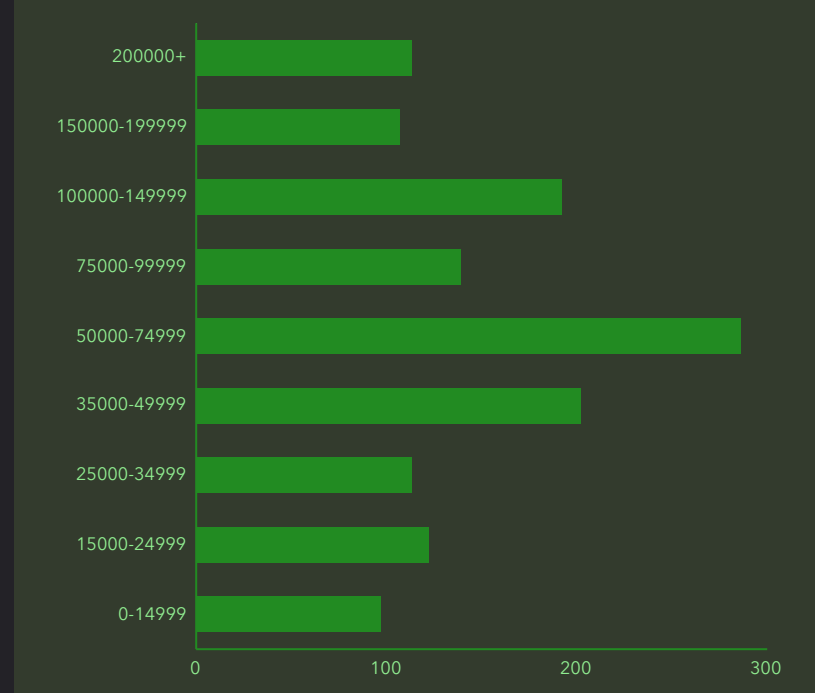
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Julian

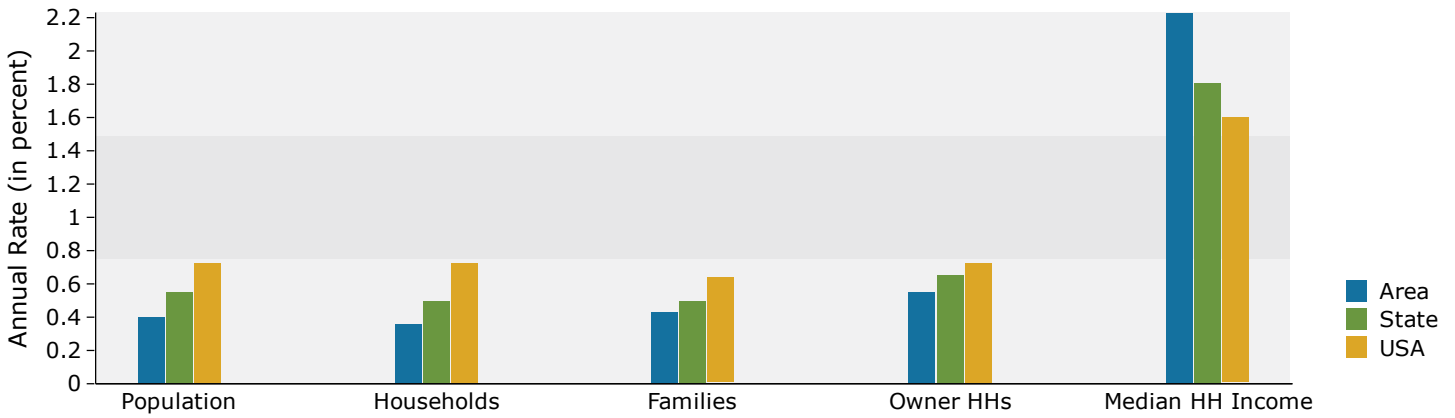
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	2,950		3,079		3,141	
Households	1,310		1,371		1,396	
Families	840		878		897	
Average Household Size	2.23		2.22		2.23	
Owner Occupied Housing Units	1,003		1,046		1,075	
Renter Occupied Housing Units	307		325		322	
Median Age	52.2		56.3		57.7	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.40%		0.55%		0.72%	
Households	0.36%		0.50%		0.72%	
Families	0.43%		0.50%		0.64%	
Owner HHs	0.55%		0.65%		0.72%	
Median Household Income	2.23%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			97	7.1%	81	5.8%
\$15,000 - \$24,999			122	8.9%	102	7.3%
\$25,000 - \$34,999			113	8.2%	99	7.1%
\$35,000 - \$49,999			202	14.7%	188	13.5%
\$50,000 - \$74,999			286	20.9%	291	20.8%
\$75,000 - \$99,999			139	10.1%	152	10.9%
\$100,000 - \$149,999			192	14.0%	233	16.7%
\$150,000 - \$199,999			107	7.8%	132	9.5%
\$200,000+			113	8.2%	118	8.5%
Median Household Income			\$60,683		\$67,750	
Average Household Income			\$91,595		\$101,224	
Per Capita Income			\$40,677		\$44,854	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	121	4.1%	111	3.6%	116	3.7%
5 - 9	137	4.6%	110	3.6%	110	3.5%
10 - 14	167	5.7%	142	4.6%	134	4.3%
15 - 19	141	4.8%	134	4.4%	127	4.0%
20 - 24	100	3.4%	111	3.6%	103	3.3%
25 - 34	209	7.1%	234	7.6%	235	7.5%
35 - 44	264	9.0%	235	7.6%	276	8.8%
45 - 54	502	17.0%	378	12.3%	328	10.4%
55 - 64	655	22.2%	674	21.9%	598	19.0%
65 - 74	439	14.9%	643	20.9%	693	22.1%
75 - 84	153	5.2%	243	7.9%	343	10.9%
85+	61	2.1%	64	2.1%	78	2.5%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,628	89.1%	2,685	87.2%	2,709	86.3%
Black Alone	13	0.4%	15	0.5%	15	0.5%
American Indian Alone	71	2.4%	74	2.4%	75	2.4%
Asian Alone	27	0.9%	35	1.1%	40	1.3%
Pacific Islander Alone	2	0.1%	2	0.1%	2	0.1%
Some Other Race Alone	136	4.6%	173	5.6%	193	6.1%
Two or More Races	74	2.5%	96	3.1%	106	3.4%
Hispanic Origin (Any Race)	370	12.5%	471	15.3%	530	16.9%

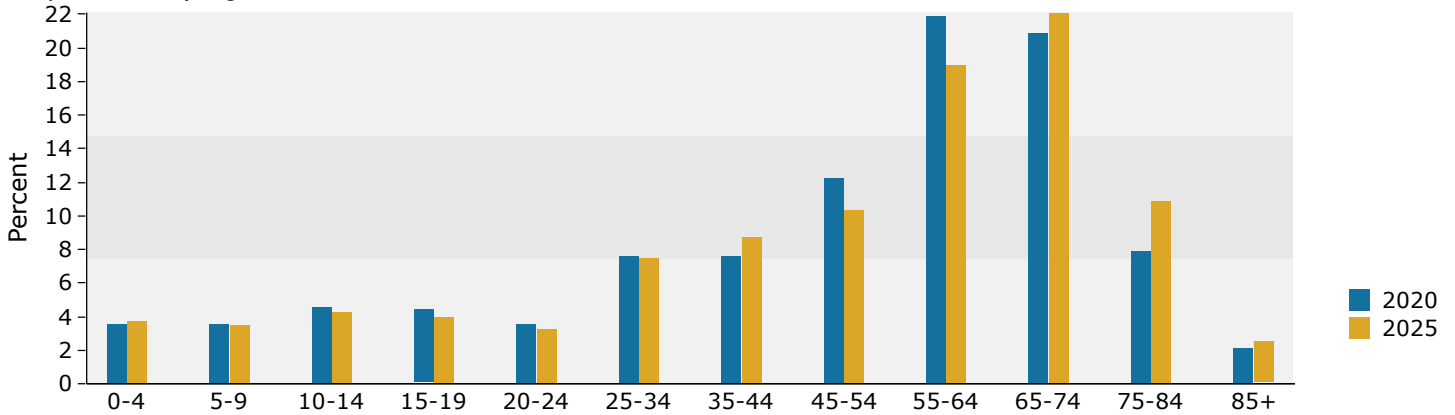
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

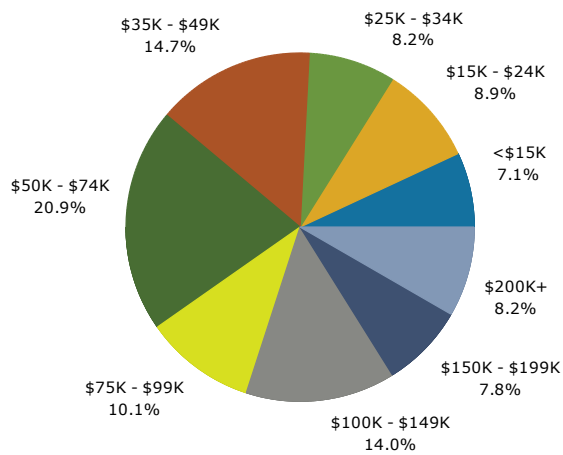
Trends 2020-2025



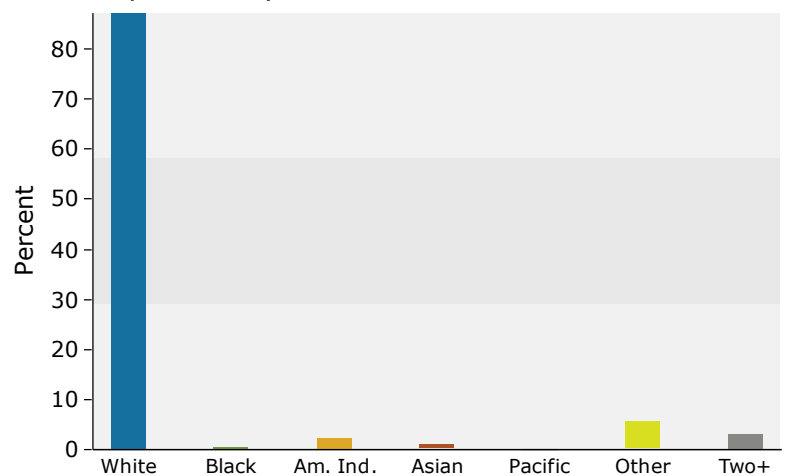
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 15.3%

Population

2000 Population	3,034
2010 Population	2,950
2020 Population	3,079
2025 Population	3,141
2000-2010 Annual Rate	-0.28%
2010-2020 Annual Rate	0.42%
2020-2025 Annual Rate	0.40%
2020 Male Population	49.4%
2020 Female Population	50.6%
2020 Median Age	56.3

In the identified area, the current year population is 3,079. In 2010, the Census count in the area was 2,950. The rate of change since 2010 was 0.42% annually. The five-year projection for the population in the area is 3,141 representing a change of 0.40% annually from 2020 to 2025. Currently, the population is 49.4% male and 50.6% female.

Median Age

The median age in this area is 56.3, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	87.2%
2020 Black Alone	0.5%
2020 American Indian/Alaska Native Alone	2.4%
2020 Asian Alone	1.1%
2020 Pacific Islander Alone	0.1%
2020 Other Race	5.6%
2020 Two or More Races	3.1%
2020 Hispanic Origin (Any Race)	15.3%

Persons of Hispanic origin represent 15.3% of the population in the identified area compared to 18.8% 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 43.6 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	128
2000 Households	1,255
2010 Households	1,310
2020 Total Households	1,371
2025 Total Households	1,396
2000-2010 Annual Rate	0.43%
2010-2020 Annual Rate	0.45%
2020-2025 Annual Rate	0.36%
2020 Average Household Size	2.22

The household count in this area has changed from 1,310 in 2010 to 1,371 in the current year, a change of 0.45% annually. The five-year projection of households is 1,396, a change of 0.36% annually from the current year total. Average household size is currently 2.22, compared to 2.23 in the year 2010. The number of families in the current year is 878 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	39.0%
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Median Household Income

2020 Median Household Income	\$60,683
2025 Median Household Income	\$67,750
2020-2025 Annual Rate	2.23%

Average Household Income

2020 Average Household Income	\$91,595
2025 Average Household Income	\$101,224
2020-2025 Annual Rate	2.02%

Per Capita Income

2020 Per Capita Income	\$40,677
2025 Per Capita Income	\$44,854
2020-2025 Annual Rate	1.97%

Households by Income

Current median household income is \$60,683 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$67,750 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$91,595 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$101,224 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$40,677 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$44,854 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	62
2000 Total Housing Units	1,829
2000 Owner Occupied Housing Units	931
2000 Renter Occupied Housing Units	323
2000 Vacant Housing Units	575
2010 Total Housing Units	1,792
2010 Owner Occupied Housing Units	1,003
2010 Renter Occupied Housing Units	307
2010 Vacant Housing Units	482
2020 Total Housing Units	1,832
2020 Owner Occupied Housing Units	1,046
2020 Renter Occupied Housing Units	325
2020 Vacant Housing Units	461
2025 Total Housing Units	1,862
2025 Owner Occupied Housing Units	1,075
2025 Renter Occupied Housing Units	322
2025 Vacant Housing Units	466

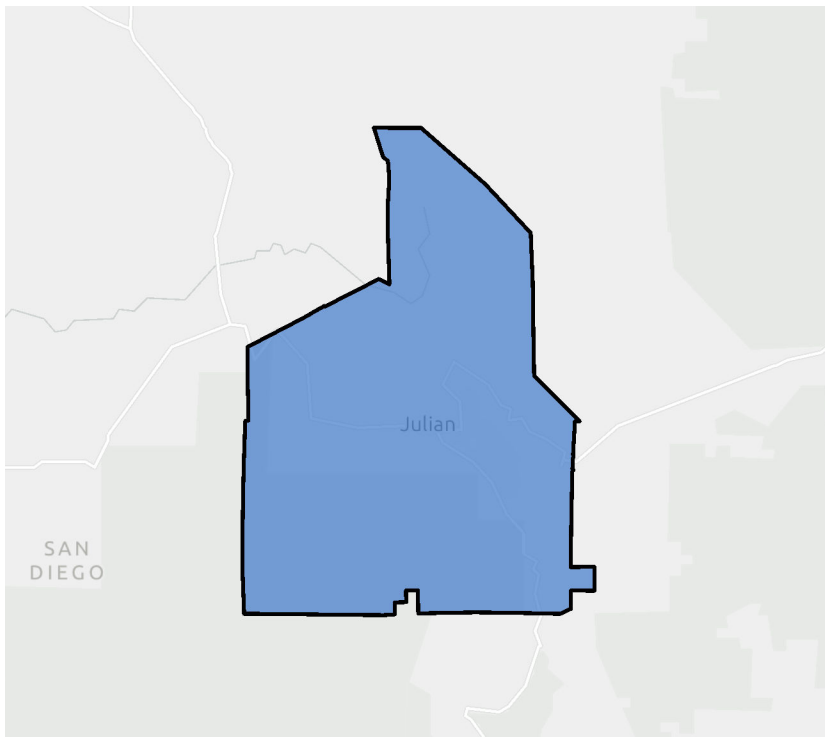
Currently, 57.1% of the 1,832 housing units in the area are owner occupied; 17.7%, renter occupied; and 25.2% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 1,792 housing units in the area - 56.0% owner occupied, 17.1% renter occupied, and 26.9% vacant. The annual rate of change in housing units since 2010 is 0.99%. Median home value in the area is \$566,685, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 2.99% annually to \$656,716.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

POPULATION TRENDS AND KEY INDICATORS

Julian



3,079

Population

1,371

Households

2.22

Avg Size Household

56.3

Median Age

\$60,683

Median Household Income

\$566,685

Median Home Value

128

Wealth Index

62

Housing Affordability

44

Diversity Index

MORTGAGE INDICATORS



\$11,473

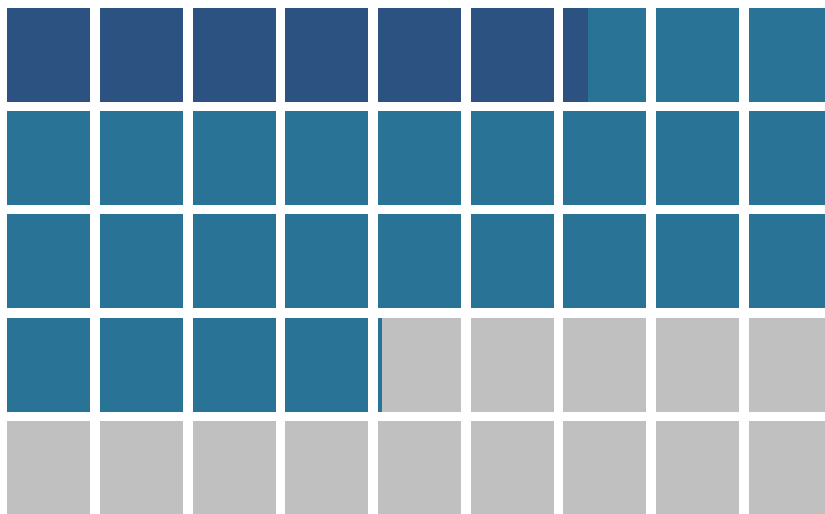
Avg Spent on Mortgage & Basics



39.0%

Percent of Income for Mortgage

POPULATION BY AGE



Under 18 (14%) | Ages 18 to 64 (55%) | Aged 65+ (31%)

POPULATION BY GENERATION



10.0%

Greatest Gen:
Born 1945/Earlier



40.9%

Baby Boomer:
Born 1946 to 1964



17.7%

Generation X:
Born 1965 to 1980



13.9%

Millennial:
Born 1981 to 1998



14.7%

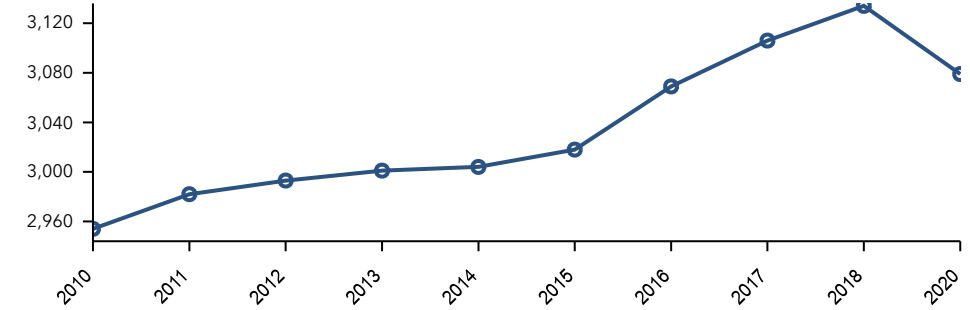
Generation Z:
Born 1999 to 2016



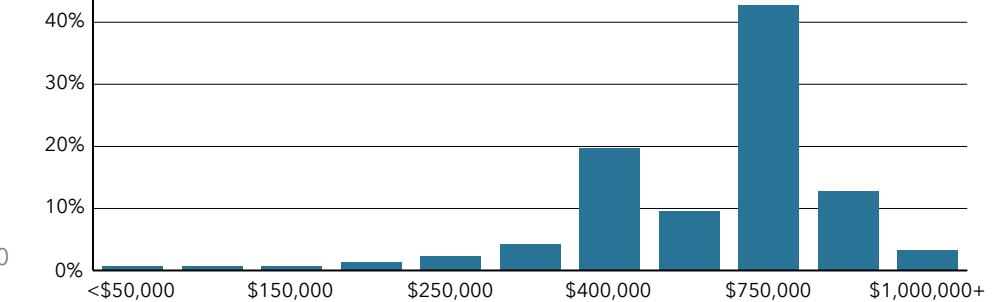
2.8%

Alpha: Born
2017 to Present

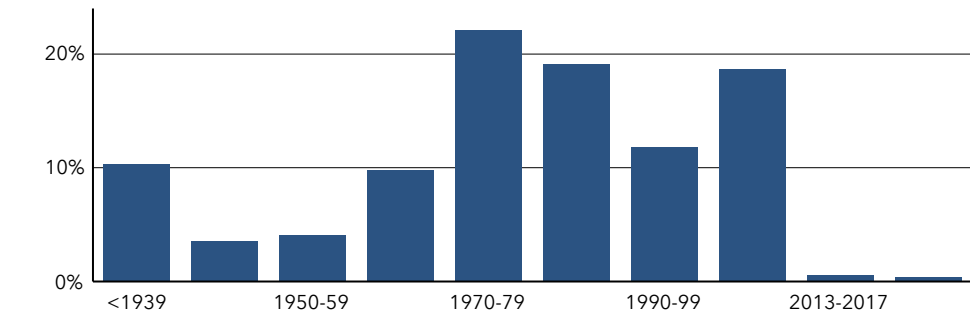
Historical Trends: Population



Home Value



Housing: Year Built





Community Profile

Lake Morena / Campo

Prepared by Esri

Population Summary	
2000 Total Population	2,839
2010 Total Population	3,415
2020 Total Population	3,708
2020 Group Quarters	187
2025 Total Population	3,833
2020-2025 Annual Rate	0.67%
2020 Total Daytime Population	3,211
Workers	704
Residents	2,507
Household Summary	
2000 Households	951
2000 Average Household Size	2.74
2010 Households	1,181
2010 Average Household Size	2.74
2020 Households	1,287
2020 Average Household Size	2.74
2025 Households	1,331
2025 Average Household Size	2.74
2020-2025 Annual Rate	0.67%
2010 Families	824
2010 Average Family Size	3.24
2020 Families	898
2020 Average Family Size	3.23
2025 Families	931
2025 Average Family Size	3.23
2020-2025 Annual Rate	0.72%
Housing Unit Summary	
2000 Housing Units	1,063
Owner Occupied Housing Units	62.5%
Renter Occupied Housing Units	27.0%
Vacant Housing Units	10.5%
2010 Housing Units	1,442
Owner Occupied Housing Units	60.8%
Renter Occupied Housing Units	21.1%
Vacant Housing Units	18.1%
2020 Housing Units	1,536
Owner Occupied Housing Units	62.2%
Renter Occupied Housing Units	21.6%
Vacant Housing Units	16.2%
2025 Housing Units	1,584
Owner Occupied Housing Units	64.1%
Renter Occupied Housing Units	19.9%
Vacant Housing Units	16.0%
Median Household Income	
2020	\$65,007
2025	\$76,097
Median Home Value	
2020	\$296,552
2025	\$435,962
Per Capita Income	
2020	\$28,062
2025	\$31,539
Median Age	
2010	37.7
2020	39.3
2025	41.1

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	1,287
<\$15,000	7.7%
\$15,000 - \$24,999	10.3%
\$25,000 - \$34,999	6.3%
\$35,000 - \$49,999	13.8%
\$50,000 - \$74,999	17.5%
\$75,000 - \$99,999	10.2%
\$100,000 - \$149,999	19.3%
\$150,000 - \$199,999	13.6%
\$200,000+	1.4%
Average Household Income	\$80,826

2025 Households by Income

Household Income Base	1,331
<\$15,000	6.3%
\$15,000 - \$24,999	8.5%
\$25,000 - \$34,999	5.3%
\$35,000 - \$49,999	12.2%
\$50,000 - \$74,999	17.1%
\$75,000 - \$99,999	10.7%
\$100,000 - \$149,999	22.4%
\$150,000 - \$199,999	16.2%
\$200,000+	1.4%
Average Household Income	\$90,833

2020 Owner Occupied Housing Units by Value

Total	955
<\$50,000	1.3%
\$50,000 - \$99,999	4.5%
\$100,000 - \$149,999	2.1%
\$150,000 - \$199,999	2.7%
\$200,000 - \$249,999	5.5%
\$250,000 - \$299,999	36.4%
\$300,000 - \$399,999	14.6%
\$400,000 - \$499,999	4.6%
\$500,000 - \$749,999	13.7%
\$750,000 - \$999,999	12.6%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	2.1%
Average Home Value	\$437,788

2025 Owner Occupied Housing Units by Value

Total	1,015
<\$50,000	0.5%
\$50,000 - \$99,999	1.6%
\$100,000 - \$149,999	0.7%
\$150,000 - \$199,999	0.9%
\$200,000 - \$249,999	2.3%
\$250,000 - \$299,999	16.3%
\$300,000 - \$399,999	9.5%
\$400,000 - \$499,999	51.2%
\$500,000 - \$749,999	4.6%
\$750,000 - \$999,999	6.7%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	5.9%
Average Home Value	\$537,205

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age

Total	3,412
0 - 4	7.2%
5 - 9	6.4%
10 - 14	8.2%
15 - 24	13.6%
25 - 34	11.6%
35 - 44	12.1%
45 - 54	14.9%
55 - 64	14.3%
65 - 74	7.2%
75 - 84	3.6%
85 +	0.9%
18 +	71.2%

2020 Population by Age

Total	3,708
0 - 4	6.5%
5 - 9	6.9%
10 - 14	7.7%
15 - 24	13.1%
25 - 34	10.2%
35 - 44	12.6%
45 - 54	11.7%
55 - 64	14.1%
65 - 74	11.7%
75 - 84	4.2%
85 +	1.2%
18 +	72.4%

2025 Population by Age

Total	3,832
0 - 4	6.2%
5 - 9	6.7%
10 - 14	7.8%
15 - 24	12.9%
25 - 34	9.4%
35 - 44	12.2%
45 - 54	11.9%
55 - 64	12.8%
65 - 74	13.0%
75 - 84	5.9%
85 +	1.3%
18 +	72.2%

2010 Population by Sex

Males	1,851
Females	1,564

2020 Population by Sex

Males	2,008
Females	1,700

2025 Population by Sex

Males	2,085
Females	1,748

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	3,415
White Alone	76.5%
Black Alone	3.5%
American Indian Alone	4.5%
Asian Alone	1.0%
Pacific Islander Alone	0.2%
Some Other Race Alone	10.0%
Two or More Races	4.4%
Hispanic Origin	29.8%
Diversity Index	65.7

2020 Population by Race/Ethnicity

Total	3,708
White Alone	73.9%
Black Alone	3.7%
American Indian Alone	4.3%
Asian Alone	1.1%
Pacific Islander Alone	0.2%
Some Other Race Alone	11.7%
Two or More Races	5.1%
Hispanic Origin	34.3%
Diversity Index	69.8

2025 Population by Race/Ethnicity

Total	3,833
White Alone	72.7%
Black Alone	3.7%
American Indian Alone	4.2%
Asian Alone	1.3%
Pacific Islander Alone	0.2%
Some Other Race Alone	12.5%
Two or More Races	5.5%
Hispanic Origin	37.0%
Diversity Index	71.7

2010 Population by Relationship and Household Type

Total	3,415
In Households	94.8%
In Family Households	80.9%
Householder	24.1%
Spouse	18.7%
Child	30.5%
Other relative	4.7%
Nonrelative	2.9%
In Nonfamily Households	13.9%
In Group Quarters	5.2%
Institutionalized Population	3.8%
Noninstitutionalized Population	1.4%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	2,437
Less than 9th Grade	7.9%
9th - 12th Grade, No Diploma	14.2%
High School Graduate	26.0%
GED/Alternative Credential	3.9%
Some College, No Degree	23.6%
Associate Degree	3.3%
Bachelor's Degree	12.4%
Graduate/Professional Degree	8.8%

2020 Population 15+ by Marital Status

Total	2,922
Never Married	27.3%
Married	54.9%
Widowed	5.4%
Divorced	12.4%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	1,486
Population 16+ Employed	81.4%
Population 16+ Unemployment rate	18.6%
Population 16-24 Employed	11.2%
Population 16-24 Unemployment rate	36.6%
Population 25-54 Employed	63.6%
Population 25-54 Unemployment rate	17.8%
Population 55-64 Employed	18.5%
Population 55-64 Unemployment rate	8.9%
Population 65+ Employed	6.7%
Population 65+ Unemployment rate	11.0%

2020 Employed Population 16+ by Industry

Total	1,209
Agriculture/Mining	2.9%
Construction	10.2%
Manufacturing	5.4%
Wholesale Trade	4.1%
Retail Trade	7.7%
Transportation/Utilities	6.3%
Information	0.0%
Finance/Insurance/Real Estate	4.8%
Services	42.8%
Public Administration	15.9%

2020 Employed Population 16+ by Occupation

Total	1,209
White Collar	48.7%
Management/Business/Financial	10.6%
Professional	14.2%
Sales	10.1%
Administrative Support	13.8%
Services	24.2%
Blue Collar	27.0%
Farming/Forestry/Fishing	5.2%
Construction/Extraction	6.1%
Installation/Maintenance/Repair	9.1%
Production	0.4%
Transportation/Material Moving	6.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	1,181
Households with 1 Person	22.4%
Households with 2+ People	77.6%
Family Households	69.8%
Husband-wife Families	54.4%
With Related Children	24.5%
Other Family (No Spouse Present)	15.5%
Other Family with Male Householder	6.7%
With Related Children	4.0%
Other Family with Female Householder	8.7%
With Related Children	6.3%
Nonfamily Households	7.8%
All Households with Children	35.8%
Multigenerational Households	5.8%
Unmarried Partner Households	8.2%
Male-female	7.6%
Same-sex	0.6%
2010 Households by Size	
Total	1,180
1 Person Household	22.5%
2 Person Household	33.8%
3 Person Household	15.1%
4 Person Household	14.7%
5 Person Household	8.1%
6 Person Household	3.6%
7 + Person Household	2.4%
2010 Households by Tenure and Mortgage Status	
Total	1,181
Owner Occupied	74.3%
Owned with a Mortgage/Loan	53.2%
Owned Free and Clear	21.1%
Renter Occupied	25.7%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	126
Percent of Income for Mortgage	19.1%
Wealth Index	81
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	1,442
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%
2010 Population By Urban/ Rural Status	
Total Population	3,415
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. The Great Outdoors (6C)
2. Rural Bypasses (10E)
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$2,342,219
Average Spent	\$1,819.91
Spending Potential Index	85
Education: Total \$	\$1,928,119
Average Spent	\$1,498.15
Spending Potential Index	84
Entertainment/Recreation: Total \$	\$3,798,192
Average Spent	\$2,951.20
Spending Potential Index	91
Food at Home: Total \$	\$6,247,479
Average Spent	\$4,854.30
Spending Potential Index	91
Food Away from Home: Total \$	\$4,263,620
Average Spent	\$3,312.84
Spending Potential Index	88
Health Care: Total \$	\$6,805,251
Average Spent	\$5,287.69
Spending Potential Index	92
HH Furnishings & Equipment: Total \$	\$2,437,352
Average Spent	\$1,893.82
Spending Potential Index	87
Personal Care Products & Services: Total \$	\$987,332
Average Spent	\$767.16
Spending Potential Index	83
Shelter: Total \$	\$22,491,113
Average Spent	\$17,475.61
Spending Potential Index	90
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,203,199
Average Spent	\$2,488.89
Spending Potential Index	106
Travel: Total \$	\$2,948,862
Average Spent	\$2,291.27
Spending Potential Index	95
Vehicle Maintenance & Repairs: Total \$	\$1,381,808
Average Spent	\$1,073.67
Spending Potential Index	93

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.

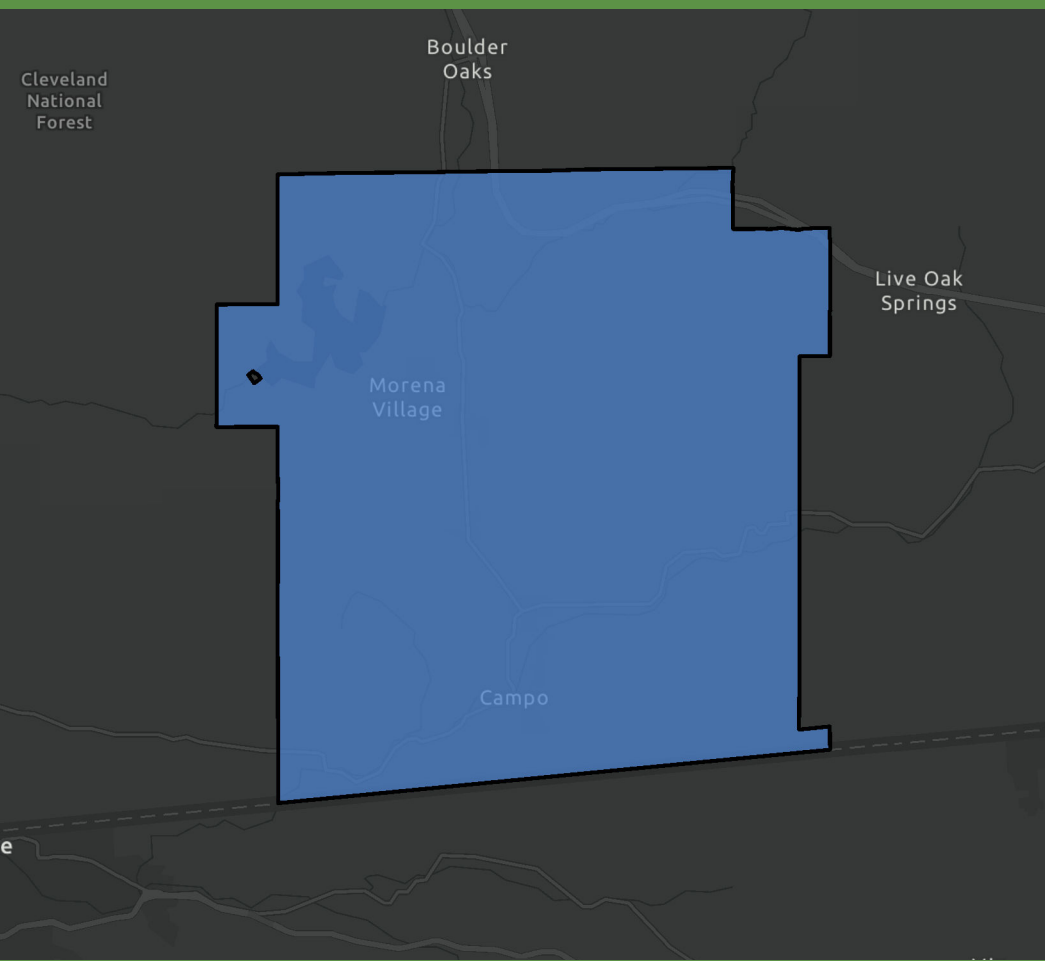
Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

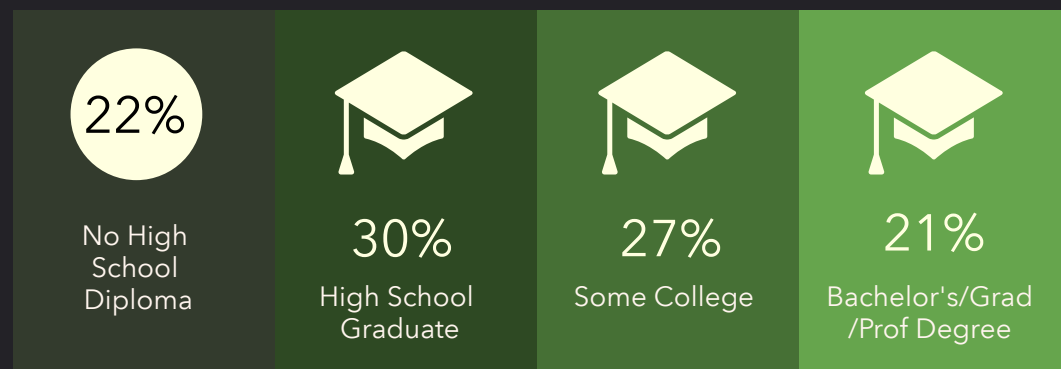
DEMOGRAPHIC PROFILE

Lake Morena / Campo

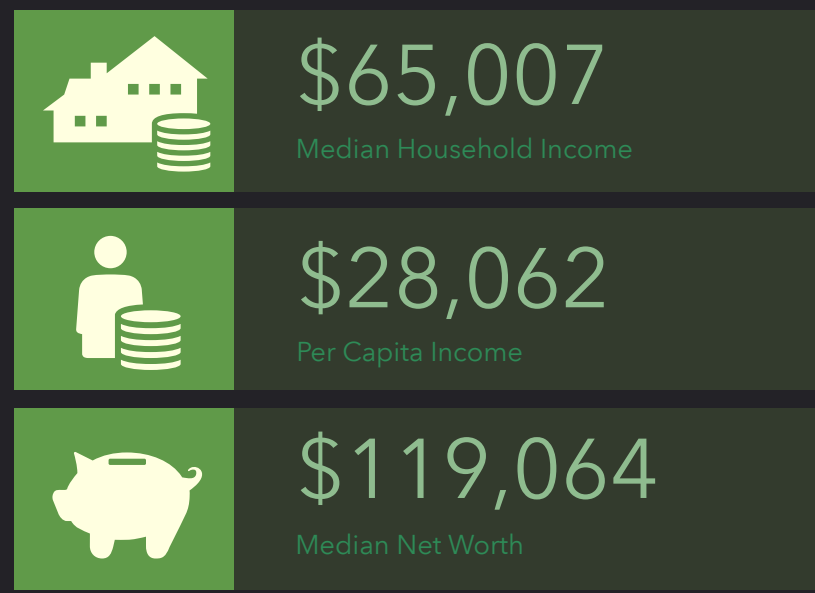
Lake Morena / Campo



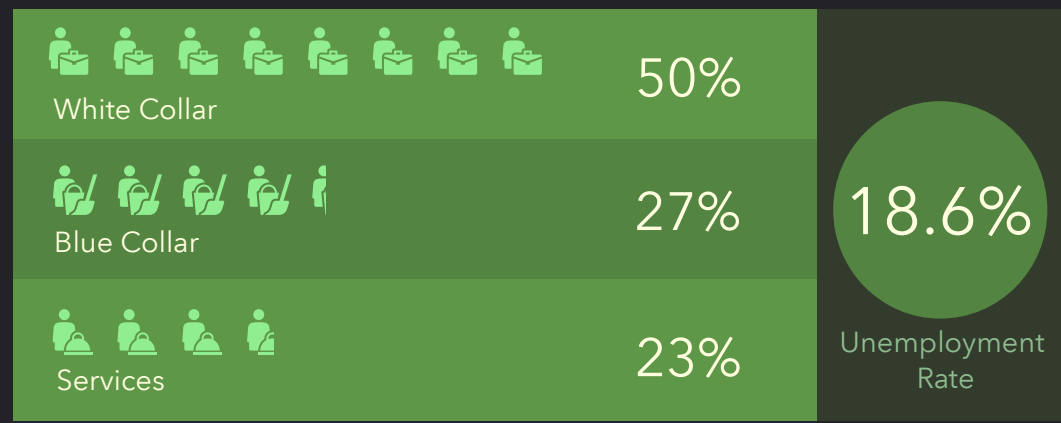
EDUCATION



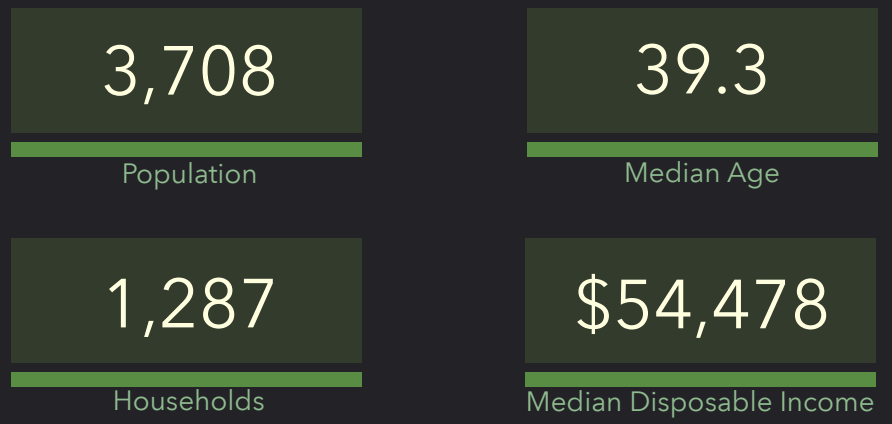
INCOME



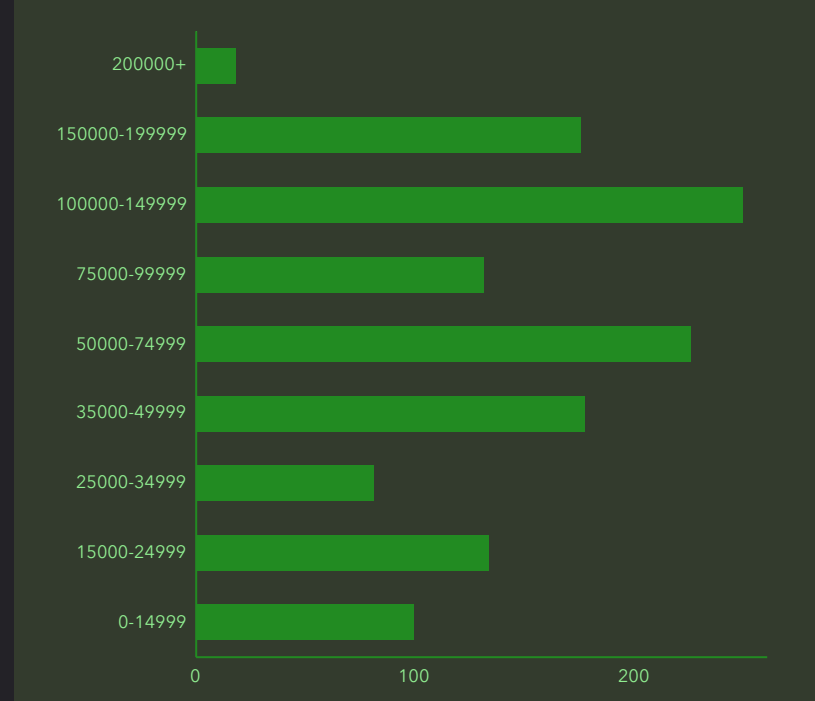
EMPLOYMENT



KEY FACTS



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Lake Morena / Campo

Prepared by Esri

Summary	Census 2010	2020	2025
Population	3,415	3,708	3,833
Households	1,181	1,287	1,331
Families	824	898	931
Average Household Size	2.74	2.74	2.74
Owner Occupied Housing Units	877	955	1,015
Renter Occupied Housing Units	304	332	316
Median Age	37.7	39.3	41.1
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.67%	0.55%	0.72%
Households	0.67%	0.50%	0.72%
Families	0.72%	0.50%	0.64%
Owner HHs	1.23%	0.65%	0.72%
Median Household Income	3.20%	1.81%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	99	7.7%	84	6.3%
\$15,000 - \$24,999	133	10.3%	113	8.5%
\$25,000 - \$34,999	81	6.3%	71	5.3%
\$35,000 - \$49,999	177	13.8%	163	12.2%
\$50,000 - \$74,999	225	17.5%	227	17.1%
\$75,000 - \$99,999	131	10.2%	142	10.7%
\$100,000 - \$149,999	249	19.3%	298	22.4%
\$150,000 - \$199,999	175	13.6%	215	16.2%
\$200,000+	18	1.4%	19	1.4%
Median Household Income	\$65,007		\$76,097	
Average Household Income	\$80,826		\$90,833	
Per Capita Income	\$28,062		\$31,539	

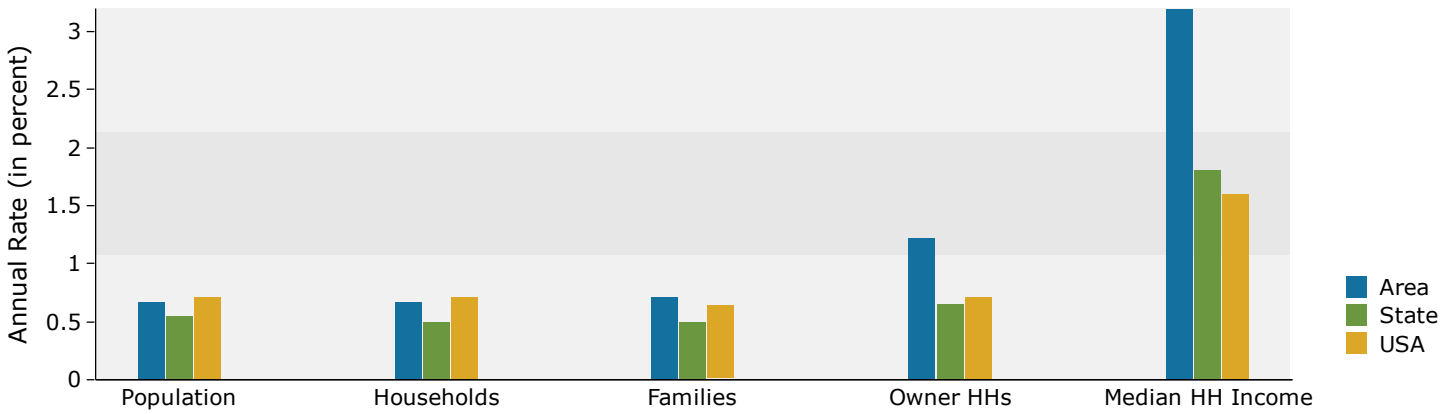
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	247	7.2%	242	6.5%	236	6.2%
5 - 9	217	6.4%	257	6.9%	258	6.7%
10 - 14	279	8.2%	287	7.7%	297	7.8%
15 - 19	312	9.1%	307	8.3%	358	9.3%
20 - 24	152	4.4%	179	4.8%	135	3.5%
25 - 34	396	11.6%	378	10.2%	359	9.4%
35 - 44	413	12.1%	466	12.6%	466	12.2%
45 - 54	509	14.9%	435	11.7%	456	11.9%
55 - 64	489	14.3%	521	14.1%	491	12.8%
65 - 74	247	7.2%	433	11.7%	499	13.0%
75 - 84	123	3.6%	157	4.2%	227	5.9%
85+	32	0.9%	46	1.2%	50	1.3%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,613	76.5%	2,740	73.9%	2,785	72.7%
Black Alone	120	3.5%	136	3.7%	142	3.7%
American Indian Alone	154	4.5%	161	4.3%	162	4.2%
Asian Alone	33	1.0%	42	1.1%	49	1.3%
Pacific Islander Alone	6	0.2%	7	0.2%	7	0.2%
Some Other Race Alone	340	10.0%	433	11.7%	478	12.5%
Two or More Races	149	4.4%	189	5.1%	210	5.5%
Hispanic Origin (Any Race)	1,016	29.8%	1,275	34.4%	1,421	37.1%

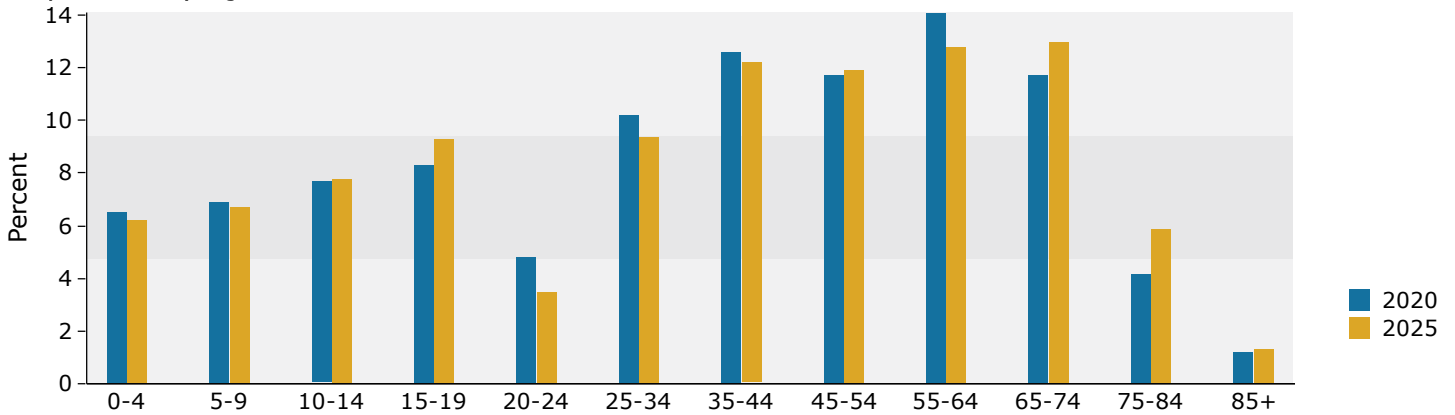
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

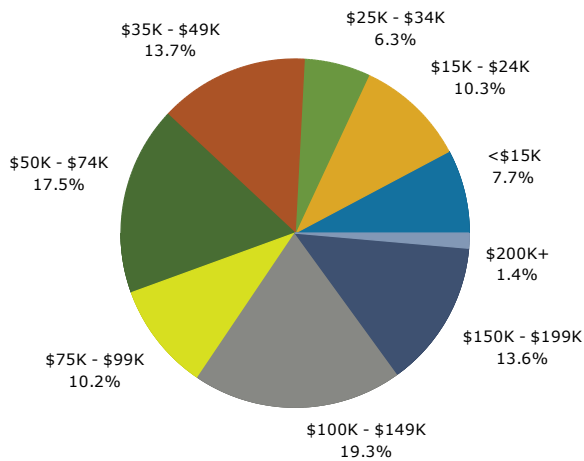
Trends 2020-2025



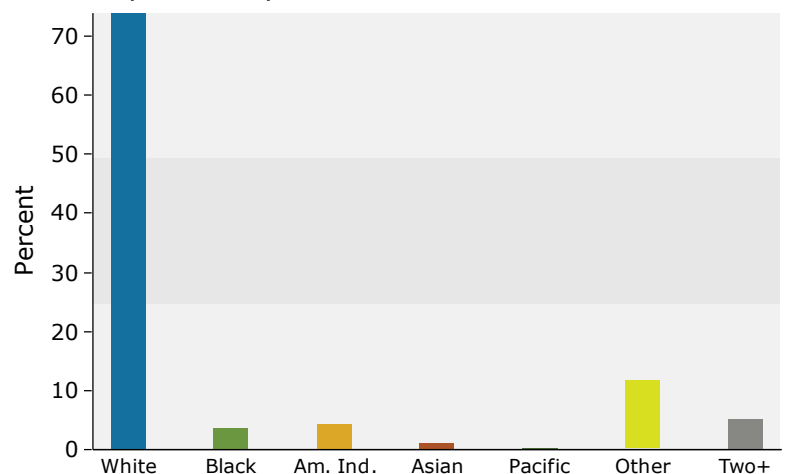
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 34.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	2,839
2010 Population	3,415
2020 Population	3,708
2025 Population	3,833
2000-2010 Annual Rate	1.86%
2010-2020 Annual Rate	0.81%
2020-2025 Annual Rate	0.67%
2020 Male Population	54.2%
2020 Female Population	45.8%
2020 Median Age	39.3

In the identified area, the current year population is 3,708. In 2010, the Census count in the area was 3,415. The rate of change since 2010 was 0.81% annually. The five-year projection for the population in the area is 3,833 representing a change of 0.67% annually from 2020 to 2025. Currently, the population is 54.2% male and 45.8% female.

Median Age

The median age in this area is 39.3, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	73.9%
2020 Black Alone	3.7%
2020 American Indian/Alaska Native Alone	4.3%
2020 Asian Alone	1.1%
2020 Pacific Islander Alone	0.2%
2020 Other Race	11.7%
2020 Two or More Races	5.1%
2020 Hispanic Origin (Any Race)	34.3%

Persons of Hispanic origin represent 34.3% of the population in the identified area compared to 18.8% 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 69.8 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	81
2000 Households	951
2010 Households	1,181
2020 Total Households	1,287
2025 Total Households	1,331
2000-2010 Annual Rate	2.19%
2010-2020 Annual Rate	0.84%
2020-2025 Annual Rate	0.67%
2020 Average Household Size	2.74

The household count in this area has changed from 1,181 in 2010 to 1,287 in the current year, a change of 0.84% annually. The five-year projection of households is 1,331, a change of 0.67% annually from the current year total. Average household size is currently 2.74, compared to 2.74 in the year 2010. The number of families in the current year is 898 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	19.1%
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Median Household Income

2020 Median Household Income	\$65,007
2025 Median Household Income	\$76,097
2020-2025 Annual Rate	3.20%

Average Household Income

2020 Average Household Income	\$80,826
2025 Average Household Income	\$90,833
2020-2025 Annual Rate	2.36%

Per Capita Income

2020 Per Capita Income	\$28,062
2025 Per Capita Income	\$31,539
2020-2025 Annual Rate	2.36%

Households by Income

Current median household income is \$65,007 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$76,097 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$80,826 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$90,833 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$28,062 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$31,539 in five years, compared to \$37,691 for all U.S. households

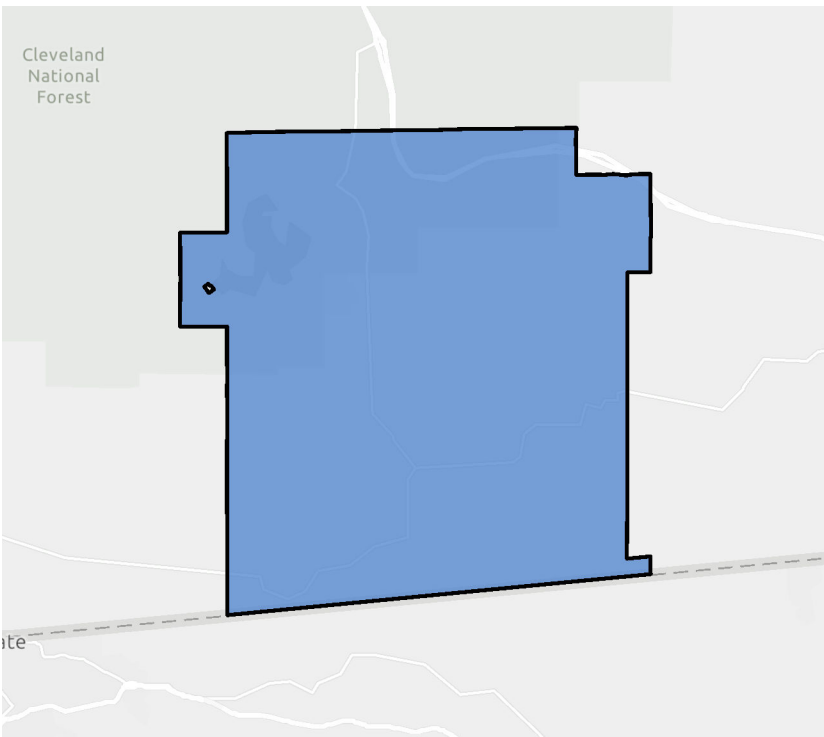
Housing

2020 Housing Affordability Index	126
2000 Total Housing Units	1,063
2000 Owner Occupied Housing Units	664
2000 Renter Occupied Housing Units	287
2000 Vacant Housing Units	112
2010 Total Housing Units	1,442
2010 Owner Occupied Housing Units	877
2010 Renter Occupied Housing Units	304
2010 Vacant Housing Units	261
2020 Total Housing Units	1,536
2020 Owner Occupied Housing Units	955
2020 Renter Occupied Housing Units	332
2020 Vacant Housing Units	249
2025 Total Housing Units	1,584
2025 Owner Occupied Housing Units	1,015
2025 Renter Occupied Housing Units	316
2025 Vacant Housing Units	253

Currently, 62.2% of the 1,536 housing units in the area are owner occupied; 21.6%, renter occupied; and 16.2% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 1,442 housing units in the area - 60.8% owner occupied, 21.1% renter occupied, and 18.1% vacant. The annual rate of change in housing units since 2010 is 2.85%. Median home value in the area is \$296,552, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 8.01% annually to \$435,962.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



POPULATION TRENDS AND KEY INDICATORS

Lake Morena / Campo

3,708	1,287	2.74	39.3	\$65,007	\$296,552	81	126	70
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



\$10,410

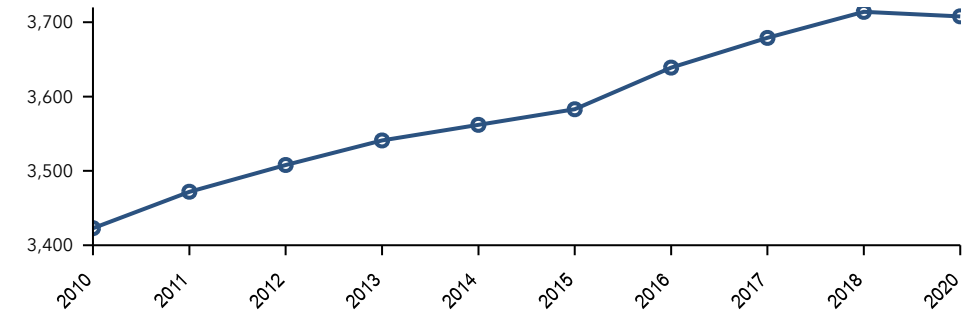
Avg Spent on Mortgage & Basics



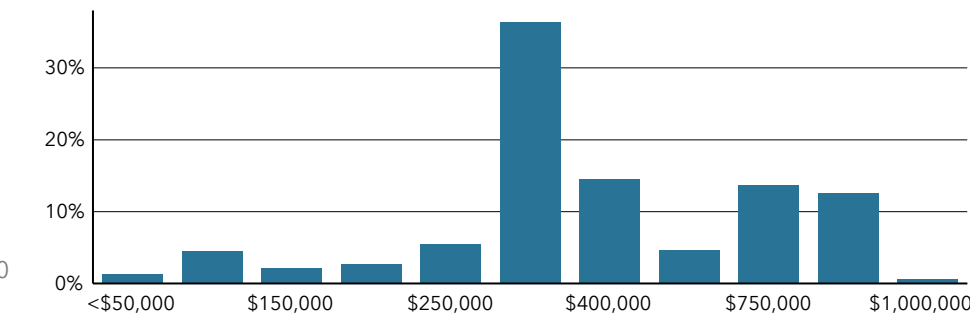
19.1%

Percent of Income for Mortgage

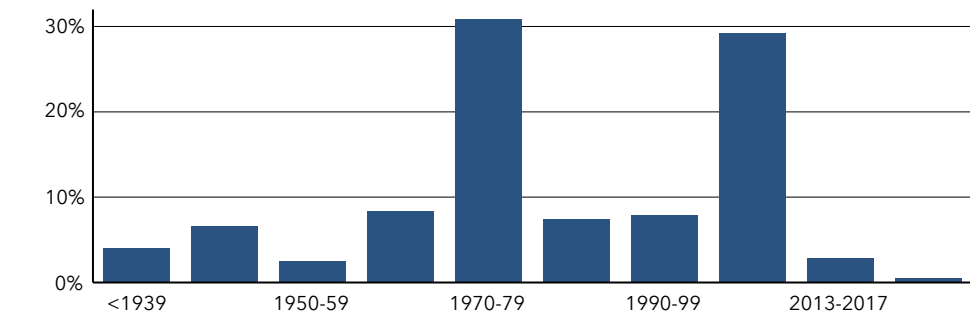
Historical Trends: Population



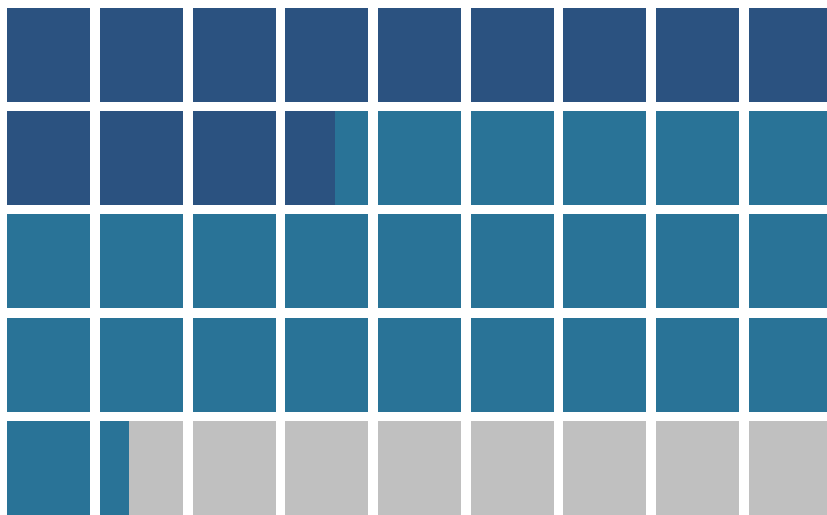
Home Value



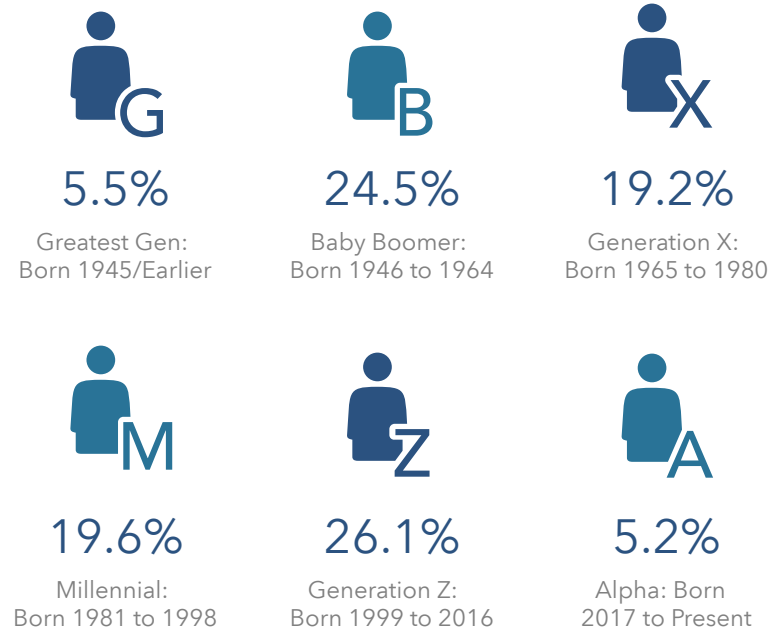
Housing: Year Built



POPULATION BY AGE



POPULATION BY GENERATION



This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2014-2018, 2020, 2025. © 2020 Esri





Population Summary	
2000 Total Population	72,464
2010 Total Population	73,600
2020 Total Population	76,765
2020 Group Quarters	572
2025 Total Population	78,307
2020-2025 Annual Rate	0.40%
2020 Total Daytime Population	64,312
Workers	21,364
Residents	42,948
Household Summary	
2000 Households	25,726
2000 Average Household Size	2.79
2010 Households	26,274
2010 Average Household Size	2.78
2020 Households	27,389
2020 Average Household Size	2.78
2025 Households	27,855
2025 Average Household Size	2.79
2020-2025 Annual Rate	0.34%
2010 Families	18,928
2010 Average Family Size	3.20
2020 Families	19,725
2020 Average Family Size	3.20
2025 Families	20,113
2025 Average Family Size	3.21
2020-2025 Annual Rate	0.39%
Housing Unit Summary	
2000 Housing Units	26,586
Owner Occupied Housing Units	62.4%
Renter Occupied Housing Units	34.4%
Vacant Housing Units	3.2%
2010 Housing Units	27,733
Owner Occupied Housing Units	59.2%
Renter Occupied Housing Units	35.6%
Vacant Housing Units	5.3%
2020 Housing Units	28,514
Owner Occupied Housing Units	59.9%
Renter Occupied Housing Units	36.2%
Vacant Housing Units	3.9%
2025 Housing Units	28,986
Owner Occupied Housing Units	60.6%
Renter Occupied Housing Units	35.5%
Vacant Housing Units	3.9%
Median Household Income	
2020	\$74,446
2025	\$80,229
Median Home Value	
2020	\$485,439
2025	\$561,858
Per Capita Income	
2020	\$34,183
2025	\$37,635
Median Age	
2010	37.8
2020	39.0
2025	39.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	27,389
<\$15,000	6.2%
\$15,000 - \$24,999	6.9%
\$25,000 - \$34,999	7.6%
\$35,000 - \$49,999	11.1%
\$50,000 - \$74,999	18.4%
\$75,000 - \$99,999	14.7%
\$100,000 - \$149,999	18.5%
\$150,000 - \$199,999	9.1%
\$200,000+	7.4%
Average Household Income	\$95,543

2025 Households by Income

Household Income Base	27,855
<\$15,000	5.4%
\$15,000 - \$24,999	6.0%
\$25,000 - \$34,999	6.8%
\$35,000 - \$49,999	10.3%
\$50,000 - \$74,999	17.6%
\$75,000 - \$99,999	14.9%
\$100,000 - \$149,999	20.0%
\$150,000 - \$199,999	10.8%
\$200,000+	8.3%
Average Household Income	\$105,520

2020 Owner Occupied Housing Units by Value

Total	17,076
<\$50,000	7.1%
\$50,000 - \$99,999	2.4%
\$100,000 - \$149,999	1.3%
\$150,000 - \$199,999	1.0%
\$200,000 - \$249,999	1.9%
\$250,000 - \$299,999	3.0%
\$300,000 - \$399,999	9.4%
\$400,000 - \$499,999	28.0%
\$500,000 - \$749,999	33.9%
\$750,000 - \$999,999	7.3%
\$1,000,000 - \$1,499,999	3.4%
\$1,500,000 - \$1,999,999	0.5%
\$2,000,000 +	0.8%
Average Home Value	\$523,741

2025 Owner Occupied Housing Units by Value

Total	17,553
<\$50,000	5.2%
\$50,000 - \$99,999	1.6%
\$100,000 - \$149,999	0.8%
\$150,000 - \$199,999	0.8%
\$200,000 - \$249,999	1.2%
\$250,000 - \$299,999	1.8%
\$300,000 - \$399,999	5.3%
\$400,000 - \$499,999	23.3%
\$500,000 - \$749,999	40.5%
\$750,000 - \$999,999	13.0%
\$1,000,000 - \$1,499,999	4.4%
\$1,500,000 - \$1,999,999	1.0%
\$2,000,000 +	1.1%
Average Home Value	\$600,125

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age

Total	73,601
0 - 4	6.7%
5 - 9	6.3%
10 - 14	6.8%
15 - 24	14.4%
25 - 34	12.6%
35 - 44	12.4%
45 - 54	16.2%
55 - 64	12.7%
65 - 74	6.6%
75 - 84	4.0%
85 +	1.4%
18 +	75.8%

2020 Population by Age

Total	76,765
0 - 4	6.0%
5 - 9	6.0%
10 - 14	6.2%
15 - 24	11.7%
25 - 34	14.9%
35 - 44	12.1%
45 - 54	11.9%
55 - 64	14.6%
65 - 74	10.4%
75 - 84	4.5%
85 +	1.7%
18 +	78.3%

2025 Population by Age

Total	78,307
0 - 4	6.1%
5 - 9	5.9%
10 - 14	6.1%
15 - 24	11.2%
25 - 34	13.5%
35 - 44	13.9%
45 - 54	11.1%
55 - 64	13.0%
65 - 74	11.7%
75 - 84	5.8%
85 +	1.7%
18 +	78.4%

2010 Population by Sex

Males	36,303
Females	37,297

2020 Population by Sex

Males	37,976
Females	38,789

2025 Population by Sex

Males	38,795
Females	39,512

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	73,601
White Alone	81.1%
Black Alone	2.6%
American Indian Alone	1.4%
Asian Alone	2.0%
Pacific Islander Alone	0.4%
Some Other Race Alone	7.2%
Two or More Races	5.2%
Hispanic Origin	19.4%
Diversity Index	54.7

2020 Population by Race/Ethnicity

Total	76,766
White Alone	78.2%
Black Alone	2.7%
American Indian Alone	1.4%
Asian Alone	2.4%
Pacific Islander Alone	0.4%
Some Other Race Alone	8.6%
Two or More Races	6.2%
Hispanic Origin	22.8%
Diversity Index	60.2

2025 Population by Race/Ethnicity

Total	78,308
White Alone	76.8%
Black Alone	2.7%
American Indian Alone	1.4%
Asian Alone	2.7%
Pacific Islander Alone	0.4%
Some Other Race Alone	9.3%
Two or More Races	6.7%
Hispanic Origin	24.8%
Diversity Index	62.9

2010 Population by Relationship and Household Type

Total	73,600
In Households	99.3%
In Family Households	85.7%
Householder	25.8%
Spouse	18.4%
Child	33.2%
Other relative	4.9%
Nonrelative	3.5%
In Nonfamily Households	13.5%
In Group Quarters	0.7%
Institutionalized Population	0.3%
Noninstitutionalized Population	0.5%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	53,761
Less than 9th Grade	3.3%
9th - 12th Grade, No Diploma	6.8%
High School Graduate	26.6%
GED/Alternative Credential	5.0%
Some College, No Degree	27.7%
Associate Degree	9.8%
Bachelor's Degree	14.1%
Graduate/Professional Degree	6.7%

2020 Population 15+ by Marital Status

Total	62,763
Never Married	30.6%
Married	51.7%
Widowed	6.0%
Divorced	11.7%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	40,192
Population 16+ Employed	84.0%
Population 16+ Unemployment rate	16.0%
Population 16-24 Employed	10.8%
Population 16-24 Unemployment rate	25.7%
Population 25-54 Employed	62.3%
Population 25-54 Unemployment rate	15.3%
Population 55-64 Employed	19.2%
Population 55-64 Unemployment rate	13.2%
Population 65+ Employed	7.7%
Population 65+ Unemployment rate	13.2%

2020 Employed Population 16+ by Industry

Total	33,742
Agriculture/Mining	0.9%
Construction	12.7%
Manufacturing	7.2%
Wholesale Trade	2.4%
Retail Trade	11.3%
Transportation/Utilities	4.5%
Information	1.3%
Finance/Insurance/Real Estate	7.2%
Services	47.0%
Public Administration	5.5%

2020 Employed Population 16+ by Occupation

Total	33,742
White Collar	59.3%
Management/Business/Financial	13.8%
Professional	18.7%
Sales	11.3%
Administrative Support	15.4%
Services	18.1%
Blue Collar	22.5%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	8.1%
Installation/Maintenance/Repair	4.2%
Production	4.0%
Transportation/Material Moving	5.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	26,274
Households with 1 Person	20.7%
Households with 2+ People	79.3%
Family Households	72.0%
Husband-wife Families	51.5%
With Related Children	23.8%
Other Family (No Spouse Present)	20.5%
Other Family with Male Householder	6.5%
With Related Children	3.8%
Other Family with Female Householder	14.0%
With Related Children	8.5%
Nonfamily Households	7.2%
All Households with Children	36.6%
Multigenerational Households	5.6%
Unmarried Partner Households	7.3%
Male-female	6.6%
Same-sex	0.7%
2010 Households by Size	
Total	26,275
1 Person Household	20.7%
2 Person Household	32.1%
3 Person Household	18.6%
4 Person Household	15.6%
5 Person Household	7.8%
6 Person Household	3.1%
7 + Person Household	2.0%
2010 Households by Tenure and Mortgage Status	
Total	26,274
Owner Occupied	62.4%
Owned with a Mortgage/Loan	45.6%
Owned Free and Clear	16.9%
Renter Occupied	37.6%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	87
Percent of Income for Mortgage	27.2%
Wealth Index	113
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	27,733
Housing Units Inside Urbanized Area	96.2%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	3.8%
2010 Population By Urban/ Rural Status	
Total Population	73,600
Population Inside Urbanized Area	96.2%
Population Inside Urbanized Cluster	0.0%
Rural Population	3.8%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Pleasantville (2B)
2. The Great Outdoors (6C)
3. Senior Escapes (9D)

2020 Consumer Spending

Apparel & Services: Total \$	\$62,044,311
Average Spent	\$2,265.30
Spending Potential Index	106
Education: Total \$	\$51,711,319
Average Spent	\$1,888.03
Spending Potential Index	106
Entertainment/Recreation: Total \$	\$93,804,919
Average Spent	\$3,424.91
Spending Potential Index	105
Food at Home: Total \$	\$156,440,302
Average Spent	\$5,711.79
Spending Potential Index	107
Food Away from Home: Total \$	\$109,540,672
Average Spent	\$3,999.44
Spending Potential Index	106
Health Care: Total \$	\$166,048,740
Average Spent	\$6,062.61
Spending Potential Index	105
HH Furnishings & Equipment: Total \$	\$62,915,671
Average Spent	\$2,297.11
Spending Potential Index	105
Personal Care Products & Services: Total \$	\$26,490,332
Average Spent	\$967.19
Spending Potential Index	105
Shelter: Total \$	\$573,683,713
Average Spent	\$20,945.77
Spending Potential Index	108
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$69,427,217
Average Spent	\$2,534.86
Spending Potential Index	108
Travel: Total \$	\$71,322,615
Average Spent	\$2,604.06
Spending Potential Index	108
Vehicle Maintenance & Repairs: Total \$	\$33,744,745
Average Spent	\$1,232.05
Spending Potential Index	106

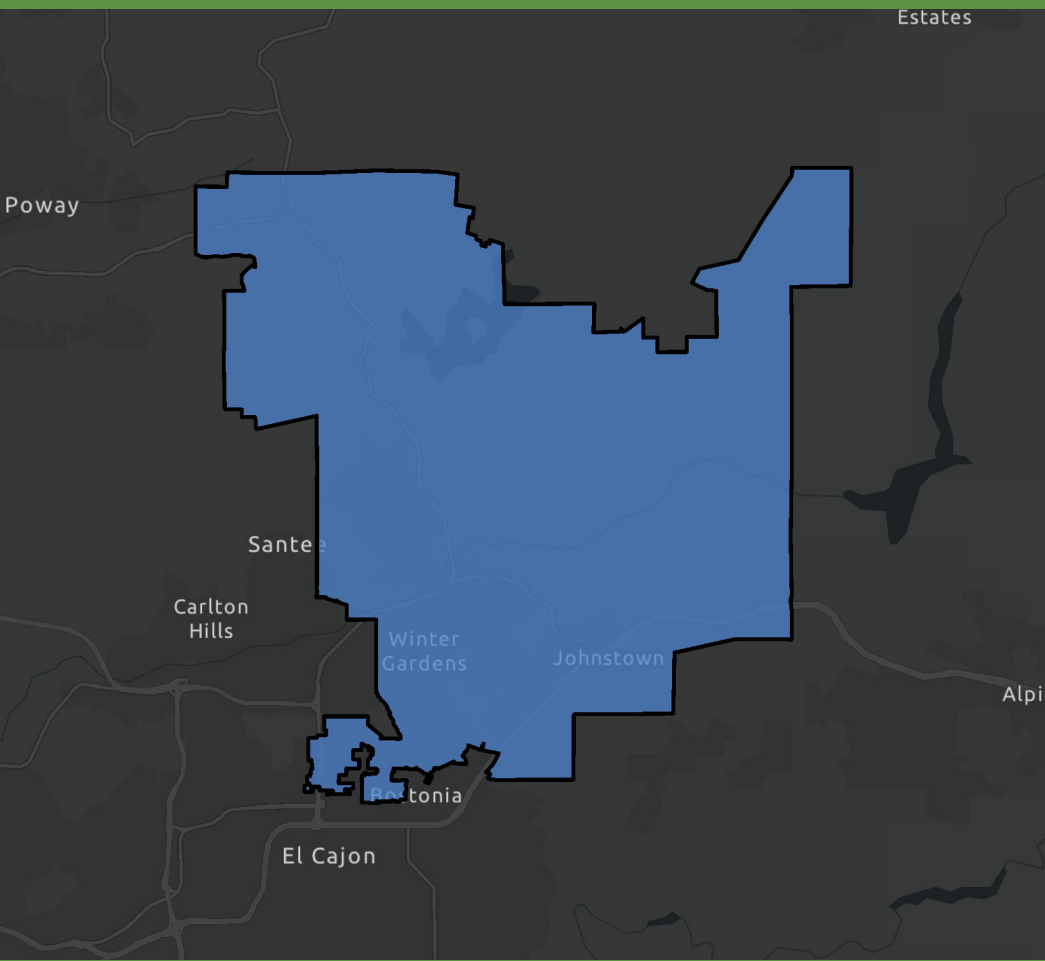
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

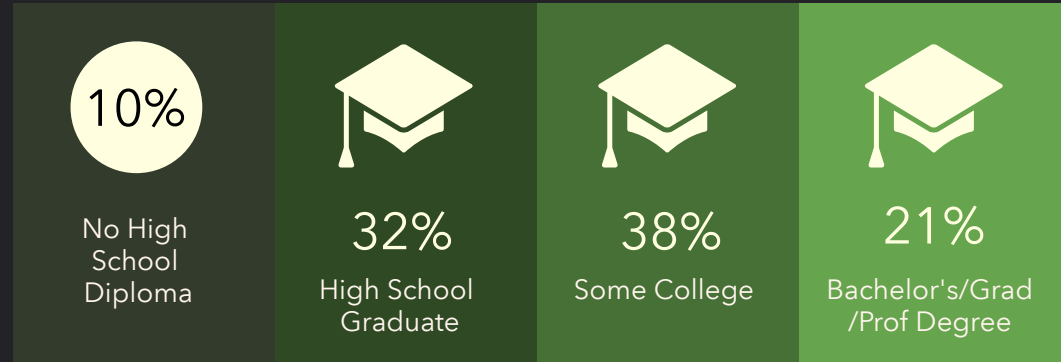
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

DEMOGRAPHIC PROFILE

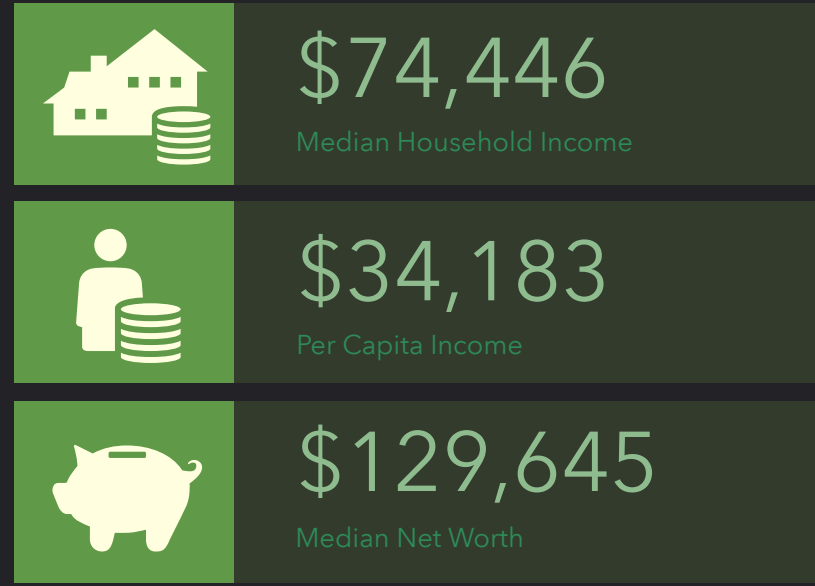
Lakeside
Lakeside



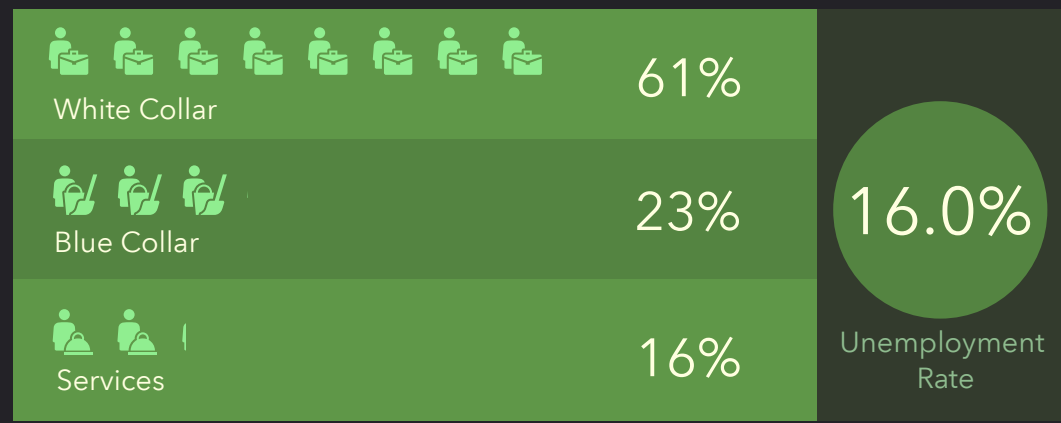
EDUCATION



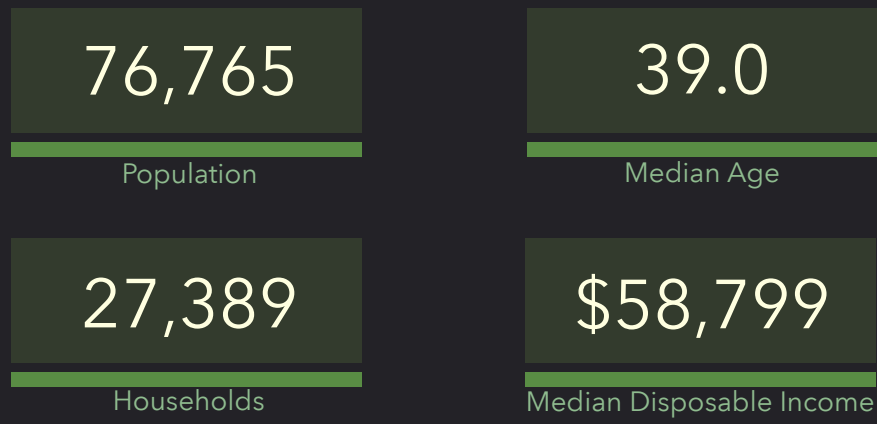
INCOME



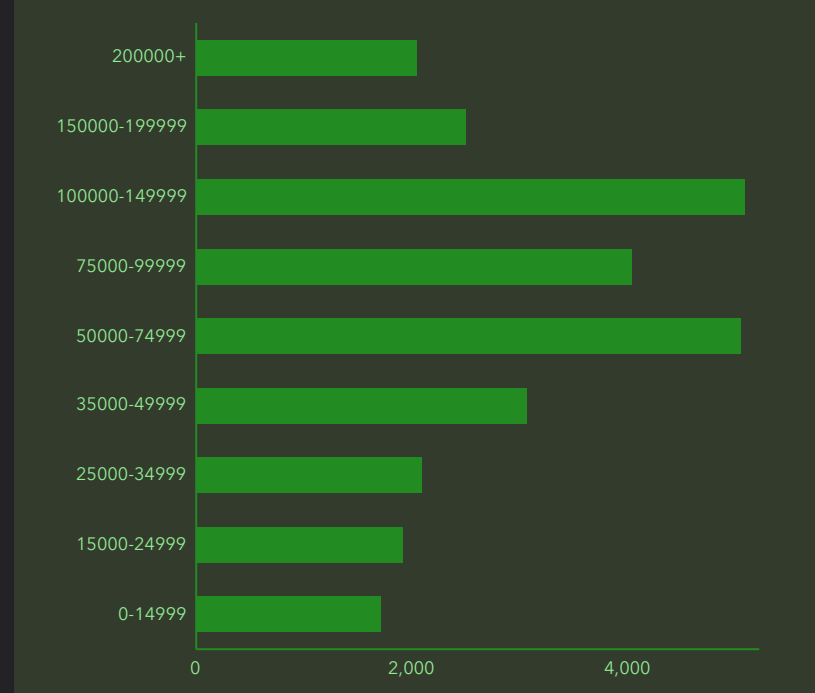
EMPLOYMENT



KEY FACTS



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Lakeside

Prepared by Esri

Summary	Census 2010	2020	2025
Population	73,600	76,765	78,307
Households	26,274	27,389	27,855
Families	18,928	19,725	20,113
Average Household Size	2.78	2.78	2.79
Owner Occupied Housing Units	16,406	17,076	17,553
Renter Occupied Housing Units	9,868	10,312	10,302
Median Age	37.8	39.0	39.8
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.40%	0.55%	0.72%
Households	0.34%	0.50%	0.72%
Families	0.39%	0.50%	0.64%
Owner HHs	0.55%	0.65%	0.72%
Median Household Income	1.51%	1.81%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	1,703	6.2%	1,501	5.4%
\$15,000 - \$24,999	1,902	6.9%	1,673	6.0%
\$25,000 - \$34,999	2,084	7.6%	1,892	6.8%
\$35,000 - \$49,999	3,052	11.1%	2,857	10.3%
\$50,000 - \$74,999	5,032	18.4%	4,912	17.6%
\$75,000 - \$99,999	4,026	14.7%	4,139	14.9%
\$100,000 - \$149,999	5,061	18.5%	5,580	20.0%
\$150,000 - \$199,999	2,492	9.1%	2,995	10.8%
\$200,000+	2,037	7.4%	2,306	8.3%
Median Household Income	\$74,446		\$80,229	
Average Household Income	\$95,543		\$105,520	
Per Capita Income	\$34,183		\$37,635	

Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,924	6.7%	4,618	6.0%	4,764	6.1%
5 - 9	4,643	6.3%	4,614	6.0%	4,609	5.9%
10 - 14	4,980	6.8%	4,772	6.2%	4,742	6.1%
15 - 19	5,352	7.3%	4,381	5.7%	4,557	5.8%
20 - 24	5,241	7.1%	4,621	6.0%	4,245	5.4%
25 - 34	9,289	12.6%	11,417	14.9%	10,556	13.5%
35 - 44	9,110	12.4%	9,261	12.1%	10,923	13.9%
45 - 54	11,910	16.2%	9,112	11.9%	8,700	11.1%
55 - 64	9,367	12.7%	11,236	14.6%	10,215	13.0%
65 - 74	4,860	6.6%	7,996	10.4%	9,125	11.7%
75 - 84	2,925	4.0%	3,427	4.5%	4,523	5.8%
85+	999	1.4%	1,310	1.7%	1,348	1.7%

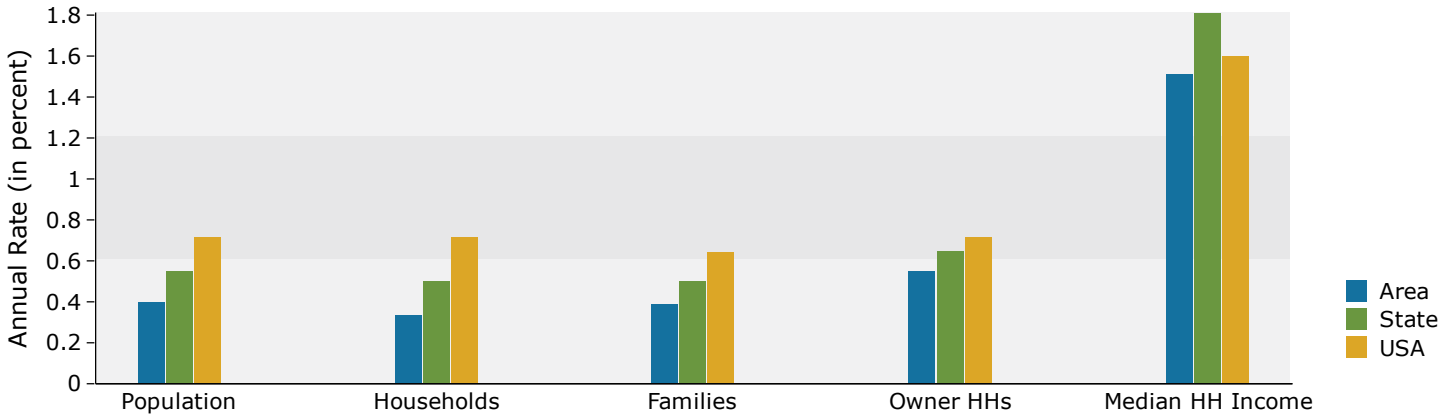
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	59,683	81.1%	60,068	78.2%	60,132	76.8%
Black Alone	1,901	2.6%	2,073	2.7%	2,134	2.7%
American Indian Alone	1,066	1.4%	1,113	1.4%	1,129	1.4%
Asian Alone	1,506	2.0%	1,862	2.4%	2,098	2.7%
Pacific Islander Alone	266	0.4%	280	0.4%	289	0.4%
Some Other Race Alone	5,331	7.2%	6,603	8.6%	7,272	9.3%
Two or More Races	3,848	5.2%	4,767	6.2%	5,254	6.7%
Hispanic Origin (Any Race)	14,280	19.4%	17,473	22.8%	19,430	24.8%

Data Note: Income is expressed in current dollars.

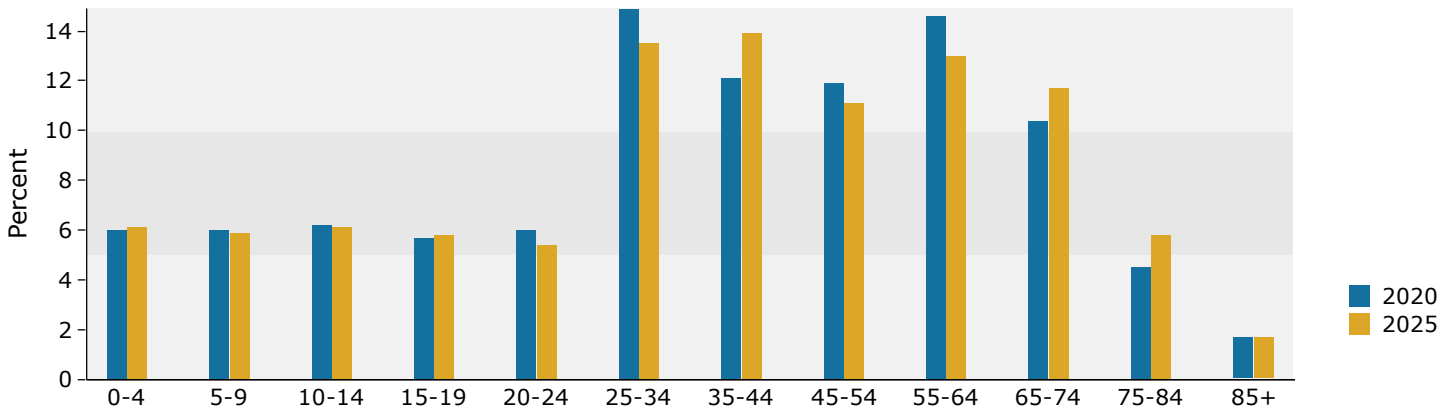
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

December 02, 2020

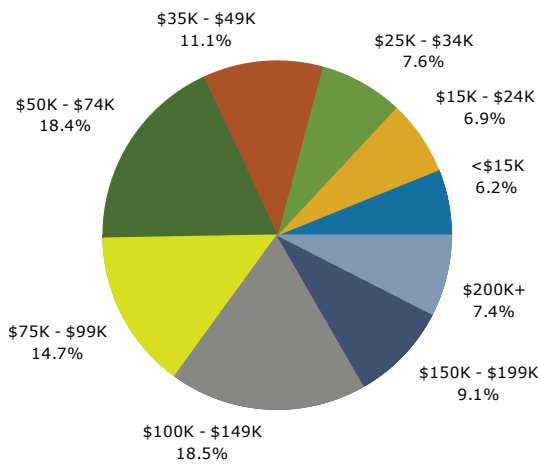
Trends 2020-2025



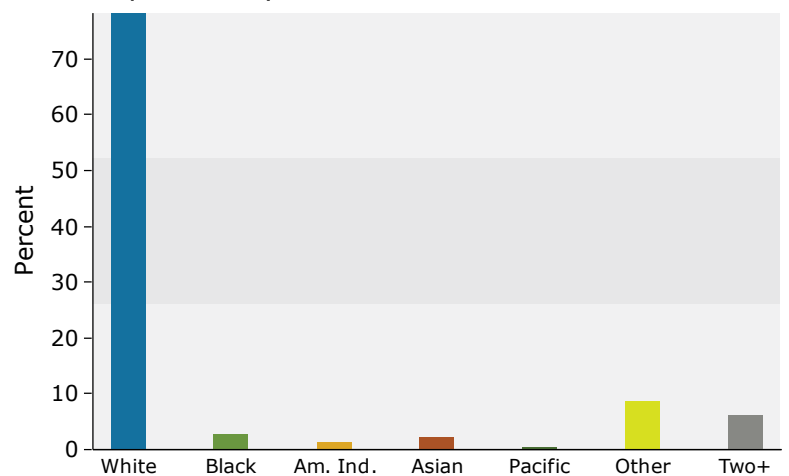
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 22.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	72,464
2010 Population	73,600
2020 Population	76,765
2025 Population	78,307
2000-2010 Annual Rate	0.16%
2010-2020 Annual Rate	0.41%
2020-2025 Annual Rate	0.40%
2020 Male Population	49.5%
2020 Female Population	50.5%
2020 Median Age	39.0

In the identified area, the current year population is 76,765. In 2010, the Census count in the area was 73,600. The rate of change since 2010 was 0.41% annually. The five-year projection for the population in the area is 78,307 representing a change of 0.40% annually from 2020 to 2025. Currently, the population is 49.5% male and 50.5% female.

Median Age

The median age in this area is 39.0, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	78.2%
2020 Black Alone	2.7%
2020 American Indian/Alaska Native Alone	1.4%
2020 Asian Alone	2.4%
2020 Pacific Islander Alone	0.4%
2020 Other Race	8.6%
2020 Two or More Races	6.2%
2020 Hispanic Origin (Any Race)	22.8%

Persons of Hispanic origin represent 22.8% of the population in the identified area compared to 18.8% 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 60.2 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	113
2000 Households	25,726
2010 Households	26,274
2020 Total Households	27,389
2025 Total Households	27,855
2000-2010 Annual Rate	0.21%
2010-2020 Annual Rate	0.41%
2020-2025 Annual Rate	0.34%
2020 Average Household Size	2.78

The household count in this area has changed from 26,274 in 2010 to 27,389 in the current year, a change of 0.41% annually. The five-year projection of households is 27,855, a change of 0.34% annually from the current year total. Average household size is currently 2.78, compared to 2.78 in the year 2010. The number of families in the current year is 19,725 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	27.2%
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Median Household Income

2020 Median Household Income	\$74,446
2025 Median Household Income	\$80,229
2020-2025 Annual Rate	1.51%

Average Household Income

2020 Average Household Income	\$95,543
2025 Average Household Income	\$105,520
2020-2025 Annual Rate	2.01%

Per Capita Income

2020 Per Capita Income	\$34,183
2025 Per Capita Income	\$37,635
2020-2025 Annual Rate	1.94%

Households by Income

Current median household income is \$74,446 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$80,229 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$95,543 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$105,520 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$34,183 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$37,635 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	87
2000 Total Housing Units	26,586
2000 Owner Occupied Housing Units	16,585
2000 Renter Occupied Housing Units	9,141
2000 Vacant Housing Units	860
2010 Total Housing Units	27,733
2010 Owner Occupied Housing Units	16,406
2010 Renter Occupied Housing Units	9,868
2010 Vacant Housing Units	1,459
2020 Total Housing Units	28,514
2020 Owner Occupied Housing Units	17,076
2020 Renter Occupied Housing Units	10,312
2020 Vacant Housing Units	1,125
2025 Total Housing Units	28,986
2025 Owner Occupied Housing Units	17,553
2025 Renter Occupied Housing Units	10,302
2025 Vacant Housing Units	1,131

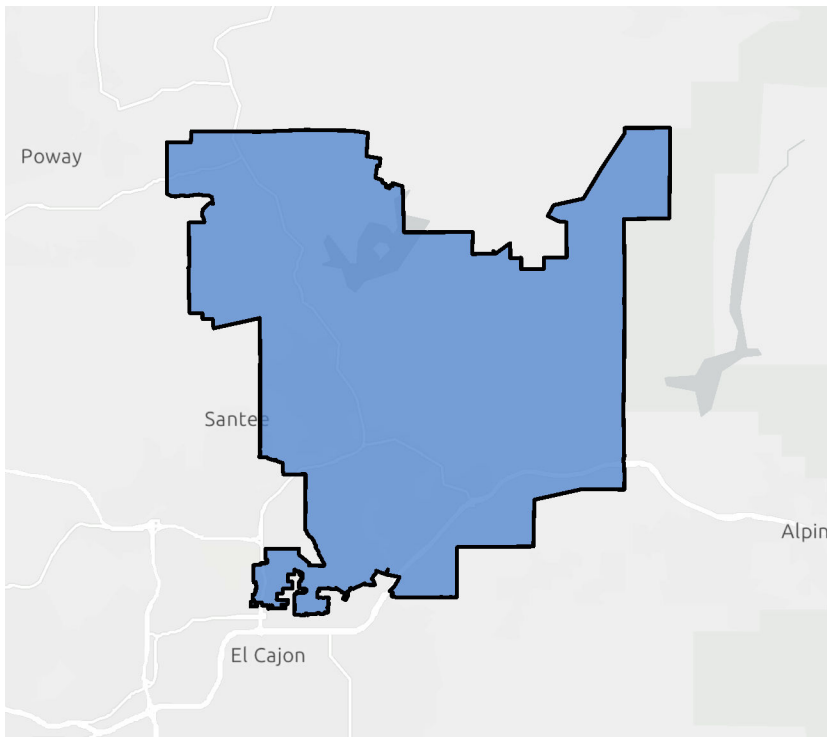
Currently, 59.9% of the 28,514 housing units in the area are owner occupied; 36.2%, renter occupied; and 3.9% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 27,733 housing units in the area - 59.2% owner occupied, 35.6% renter occupied, and 5.3% vacant. The annual rate of change in housing units since 2010 is 1.24%. Median home value in the area is \$485,439, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 2.97% annually to \$561,858.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

POPULATION TRENDS AND KEY INDICATORS

Lakeside



76,765	27,389	2.78	39.0	\$74,446	\$485,439	113	87	60
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



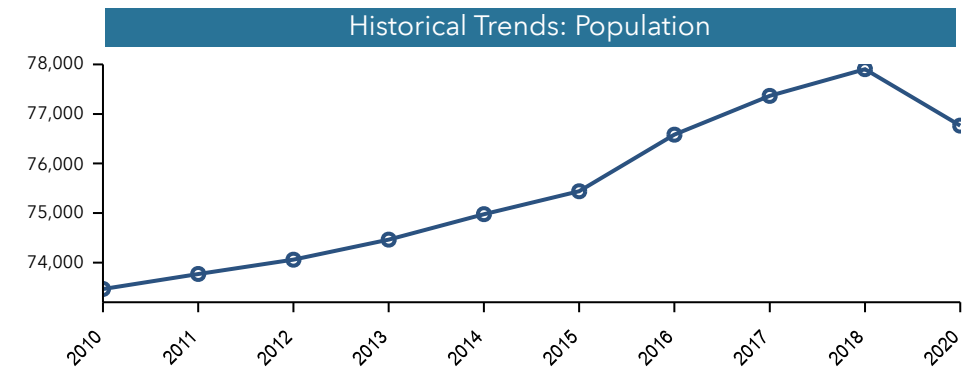
\$11,284

Avg Spent on Mortgage & Basics

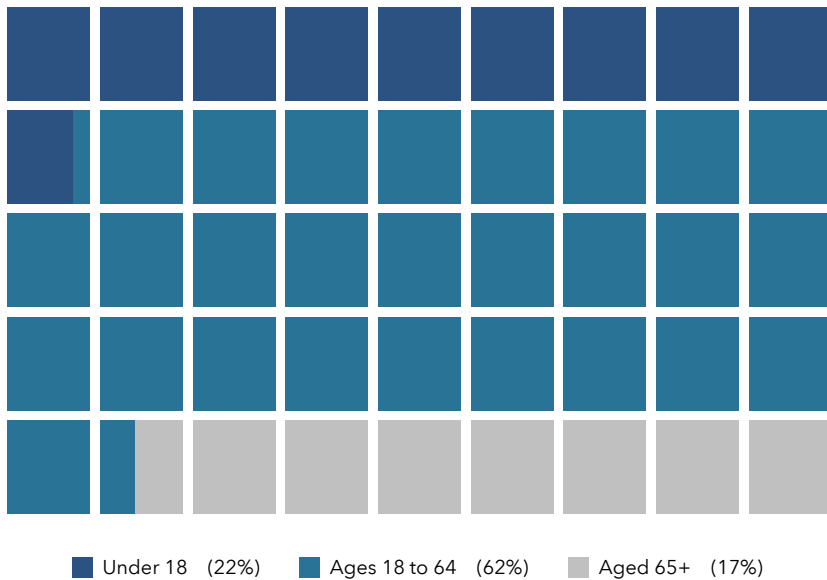


27.2%

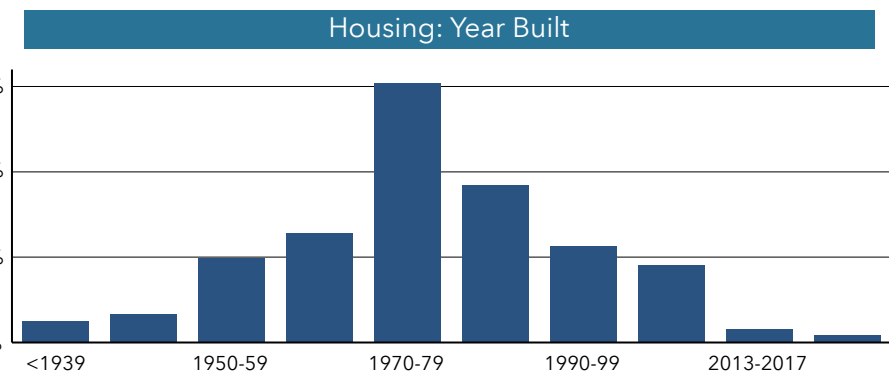
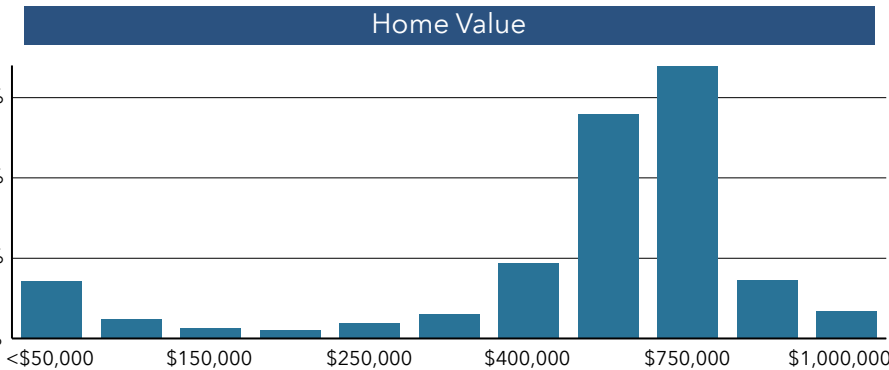
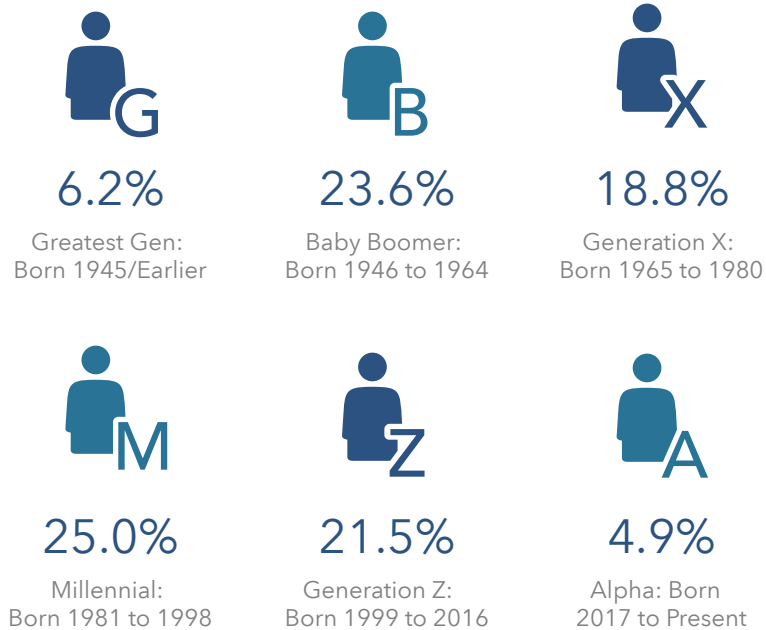
Percent of Income for Mortgage



POPULATION BY AGE



POPULATION BY GENERATION



Population Summary	
2000 Total Population	130
2010 Total Population	161
2020 Total Population	178
2020 Group Quarters	8
2025 Total Population	185
2020-2025 Annual Rate	0.77%
2020 Total Daytime Population	183
Workers	32
Residents	151
Household Summary	
2000 Households	50
2000 Average Household Size	2.40
2010 Households	68
2010 Average Household Size	2.25
2020 Households	75
2020 Average Household Size	2.25
2025 Households	78
2025 Average Household Size	2.26
2020-2025 Annual Rate	0.79%
2010 Families	43
2010 Average Family Size	2.77
2020 Families	47
2020 Average Family Size	2.81
2025 Families	50
2025 Average Family Size	2.76
2020-2025 Annual Rate	1.25%
Housing Unit Summary	
2000 Housing Units	64
Owner Occupied Housing Units	57.8%
Renter Occupied Housing Units	20.3%
Vacant Housing Units	21.9%
2010 Housing Units	91
Owner Occupied Housing Units	56.0%
Renter Occupied Housing Units	18.7%
Vacant Housing Units	25.3%
2020 Housing Units	98
Owner Occupied Housing Units	57.1%
Renter Occupied Housing Units	19.4%
Vacant Housing Units	23.5%
2025 Housing Units	102
Owner Occupied Housing Units	58.8%
Renter Occupied Housing Units	17.6%
Vacant Housing Units	23.5%
Median Household Income	
2020	\$42,800
2025	\$48,549
Median Home Value	
2020	\$307,692
2025	\$390,000
Per Capita Income	
2020	\$24,461
2025	\$28,207
Median Age	
2010	46.7
2020	49.1
2025	49.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	75
<\$15,000	22.7%
\$15,000 - \$24,999	10.7%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	18.7%
\$50,000 - \$74,999	12.0%
\$75,000 - \$99,999	9.3%
\$100,000 - \$149,999	13.3%
\$150,000 - \$199,999	8.0%
\$200,000+	1.3%
Average Household Income	\$61,109

2025 Households by Income

Household Income Base	78
<\$15,000	19.2%
\$15,000 - \$24,999	9.0%
\$25,000 - \$34,999	6.4%
\$35,000 - \$49,999	17.9%
\$50,000 - \$74,999	12.8%
\$75,000 - \$99,999	10.3%
\$100,000 - \$149,999	15.4%
\$150,000 - \$199,999	10.3%
\$200,000+	1.3%
Average Household Income	\$70,432

2020 Owner Occupied Housing Units by Value

Total	56
<\$50,000	16.1%
\$50,000 - \$99,999	3.6%
\$100,000 - \$149,999	3.6%
\$150,000 - \$199,999	5.4%
\$200,000 - \$249,999	5.4%
\$250,000 - \$299,999	12.5%
\$300,000 - \$399,999	23.2%
\$400,000 - \$499,999	1.8%
\$500,000 - \$749,999	17.9%
\$750,000 - \$999,999	7.1%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$342,593

2025 Owner Occupied Housing Units by Value

Total	60
<\$50,000	10.0%
\$50,000 - \$99,999	1.7%
\$100,000 - \$149,999	1.7%
\$150,000 - \$199,999	3.3%
\$200,000 - \$249,999	5.0%
\$250,000 - \$299,999	6.7%
\$300,000 - \$399,999	25.0%
\$400,000 - \$499,999	3.3%
\$500,000 - \$749,999	28.3%
\$750,000 - \$999,999	16.7%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$459,016

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age	
Total	157
0 - 4	5.1%
5 - 9	5.7%
10 - 14	5.7%
15 - 24	10.2%
25 - 34	9.6%
35 - 44	11.5%
45 - 54	18.5%
55 - 64	17.2%
65 - 74	12.1%
75 - 84	4.5%
85 +	1.3%
18 +	82.8%
2020 Population by Age	
Total	178
0 - 4	4.5%
5 - 9	4.5%
10 - 14	5.1%
15 - 24	9.0%
25 - 34	11.2%
35 - 44	10.7%
45 - 54	12.4%
55 - 64	18.5%
65 - 74	15.7%
75 - 84	6.7%
85 +	1.7%
18 +	82.6%
2025 Population by Age	
Total	183
0 - 4	4.4%
5 - 9	4.4%
10 - 14	5.5%
15 - 24	8.7%
25 - 34	9.8%
35 - 44	12.0%
45 - 54	12.0%
55 - 64	15.3%
65 - 74	17.5%
75 - 84	8.2%
85 +	2.2%
18 +	83.6%
2010 Population by Sex	
Males	89
Females	72
2020 Population by Sex	
Males	97
Females	80
2025 Population by Sex	
Males	101
Females	83

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	161
White Alone	73.9%
Black Alone	2.5%
American Indian Alone	11.2%
Asian Alone	1.2%
Pacific Islander Alone	0.6%
Some Other Race Alone	6.2%
Two or More Races	4.3%
Hispanic Origin	24.8%
Diversity Index	64.9

2020 Population by Race/Ethnicity

Total	179
White Alone	70.9%
Black Alone	2.8%
American Indian Alone	11.2%
Asian Alone	1.1%
Pacific Islander Alone	0.6%
Some Other Race Alone	7.8%
Two or More Races	5.6%
Hispanic Origin	28.7%
Diversity Index	69.1

2025 Population by Race/Ethnicity

Total	184
White Alone	70.7%
Black Alone	2.7%
American Indian Alone	10.9%
Asian Alone	1.1%
Pacific Islander Alone	0.5%
Some Other Race Alone	8.2%
Two or More Races	6.0%
Hispanic Origin	30.8%
Diversity Index	71.0

2010 Population by Relationship and Household Type

Total	161
In Households	95.0%
In Family Households	77.6%
Householder	24.8%
Spouse	18.6%
Child	26.1%
Other relative	5.0%
Nonrelative	3.7%
In Nonfamily Households	17.4%
In Group Quarters	5.0%
Institutionalized Population	4.3%
Noninstitutionalized Population	0.6%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Population 25+ by Educational Attainment

Total	135
Less than 9th Grade	3.7%
9th - 12th Grade, No Diploma	6.7%
High School Graduate	22.2%
GED/Alternative Credential	3.7%
Some College, No Degree	24.4%
Associate Degree	13.3%
Bachelor's Degree	11.1%
Graduate/Professional Degree	14.8%

2020 Population 15+ by Marital Status

Total	153
Never Married	22.2%
Married	52.9%
Widowed	9.2%
Divorced	15.7%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	33
Population 16+ Employed	72.7%
Population 16+ Unemployment rate	27.3%
Population 16-24 Employed	4.2%
Population 16-24 Unemployment rate	66.7%
Population 25-54 Employed	70.8%
Population 25-54 Unemployment rate	26.1%
Population 55-64 Employed	16.7%
Population 55-64 Unemployment rate	0.0%
Population 65+ Employed	4.2%
Population 65+ Unemployment rate	0.0%

2020 Employed Population 16+ by Industry

Total	24
Agriculture/Mining	0.0%
Construction	8.3%
Manufacturing	4.2%
Wholesale Trade	0.0%
Retail Trade	0.0%
Transportation/Utilities	4.2%
Information	0.0%
Finance/Insurance/Real Estate	0.0%
Services	66.7%
Public Administration	16.7%

2020 Employed Population 16+ by Occupation

Total	24
White Collar	58.3%
Management/Business/Financial	4.2%
Professional	41.7%
Sales	0.0%
Administrative Support	12.5%
Services	25.0%
Blue Collar	16.7%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	8.3%
Installation/Maintenance/Repair	4.2%
Production	4.2%
Transportation/Material Moving	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type

Total	68
Households with 1 Person	29.4%
Households with 2+ People	70.6%
Family Households	63.2%
Husband-wife Families	47.1%
With Related Children	14.7%
Other Family (No Spouse Present)	14.7%
Other Family with Male Householder	5.9%
With Related Children	2.9%
Other Family with Female Householder	8.8%
With Related Children	5.9%
Nonfamily Households	7.4%
All Households with Children	23.5%

2010 Households by Size

Multigenerational Households	4.4%
Unmarried Partner Households	8.8%
Male-female	7.4%
Same-sex	1.5%

2010 Households by Size

Total	69
1 Person Household	29.0%
2 Person Household	40.6%
3 Person Household	10.1%
4 Person Household	8.7%
5 Person Household	5.8%
6 Person Household	2.9%
7 + Person Household	2.9%

2010 Households by Tenure and Mortgage Status

Total	68
Owner Occupied	75.0%
Owned with a Mortgage/Loan	38.2%
Owned Free and Clear	35.3%
Renter Occupied	25.0%

2020 Affordability, Mortgage and Wealth

Housing Affordability Index	79
Percent of Income for Mortgage	30.0%
Wealth Index	58

2010 Housing Units By Urban/ Rural Status

Total Housing Units	91
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

2010 Population By Urban/ Rural Status

Total Population	161
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. The Great Outdoors (6C)
2. Rural Resort Dwellers (6E)
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$99,776
Average Spent	\$1,330.35
Spending Potential Index	62
Education: Total \$	\$77,158
Average Spent	\$1,028.77
Spending Potential Index	58
Entertainment/Recreation: Total \$	\$171,629
Average Spent	\$2,288.39
Spending Potential Index	70
Food at Home: Total \$	\$278,753
Average Spent	\$3,716.71
Spending Potential Index	70
Food Away from Home: Total \$	\$182,051
Average Spent	\$2,427.35
Spending Potential Index	64
Health Care: Total \$	\$314,169
Average Spent	\$4,188.92
Spending Potential Index	73
HH Furnishings & Equipment: Total \$	\$105,810
Average Spent	\$1,410.80
Spending Potential Index	65
Personal Care Products & Services: Total \$	\$42,221
Average Spent	\$562.95
Spending Potential Index	61
Shelter: Total \$	\$937,467
Average Spent	\$12,499.56
Spending Potential Index	65
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$146,932
Average Spent	\$1,959.09
Spending Potential Index	84
Travel: Total \$	\$125,039
Average Spent	\$1,667.19
Spending Potential Index	69
Vehicle Maintenance & Repairs: Total \$	\$63,124
Average Spent	\$841.65
Spending Potential Index	73

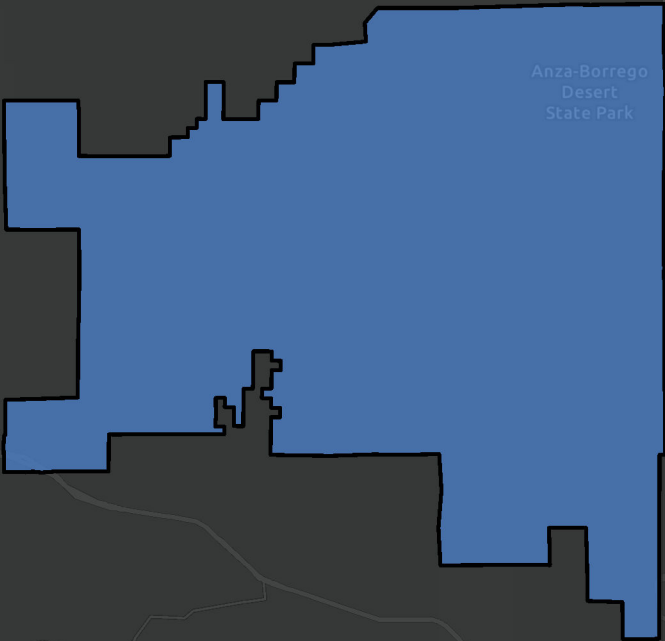
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

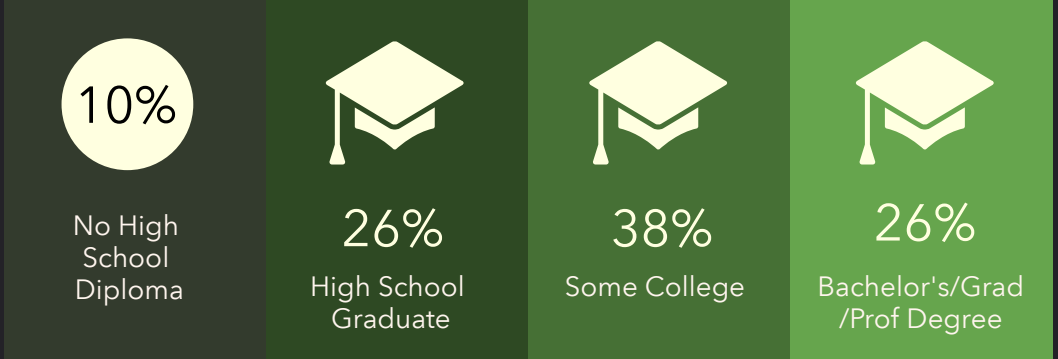
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

DEMOGRAPHIC PROFILE

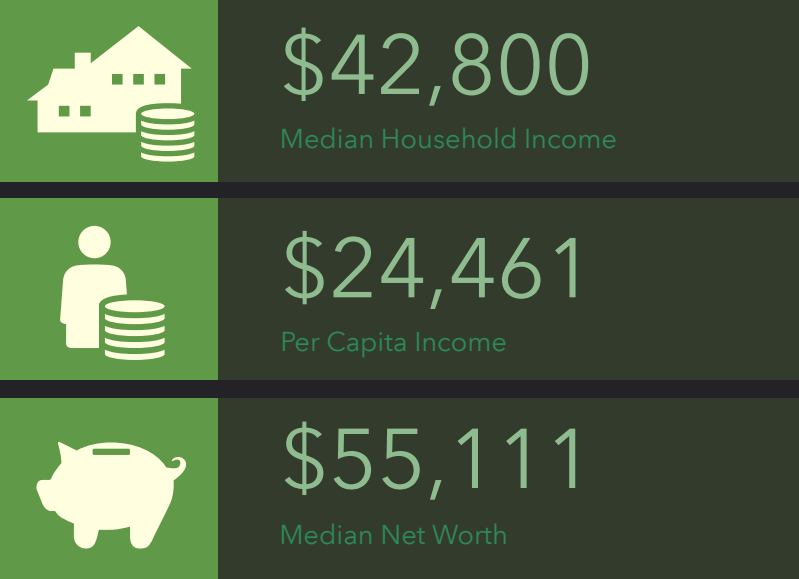
Mountain Empire
Mountain Empire



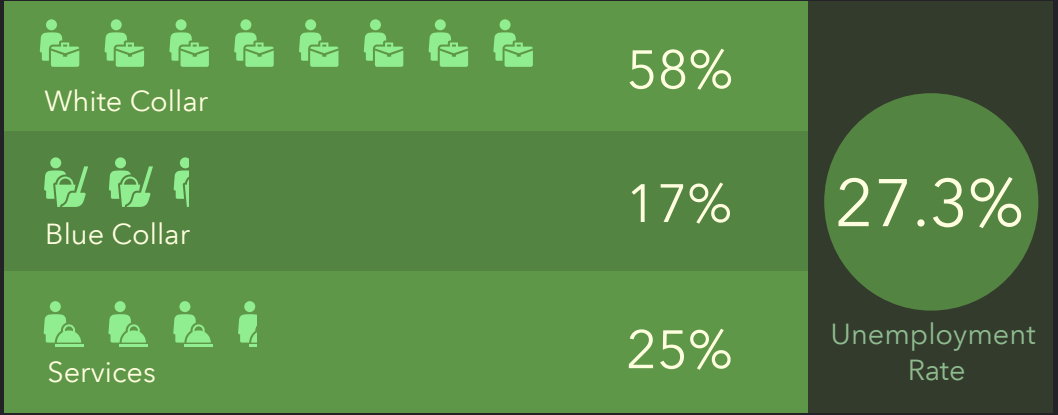
EDUCATION



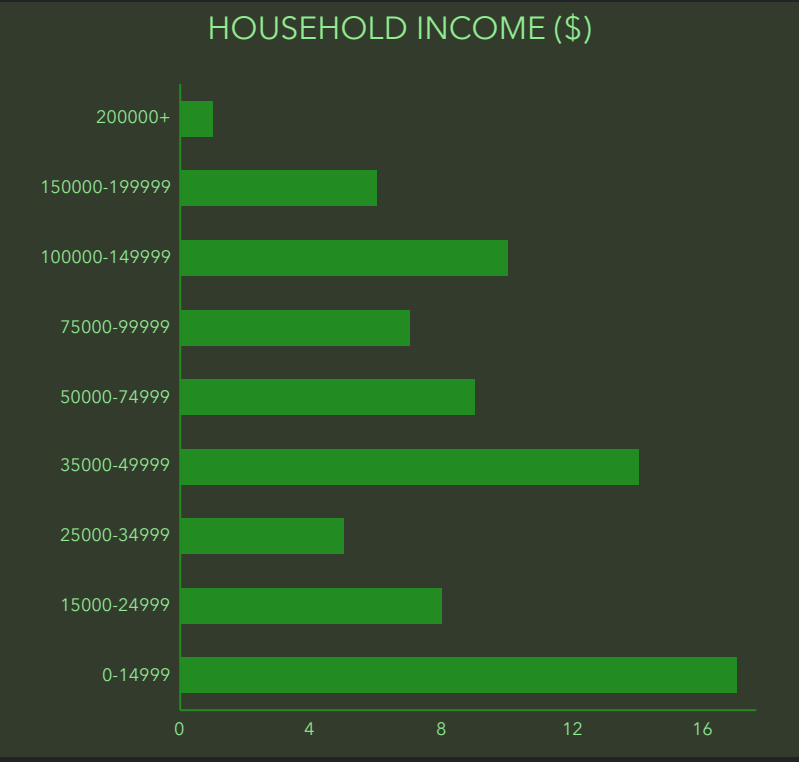
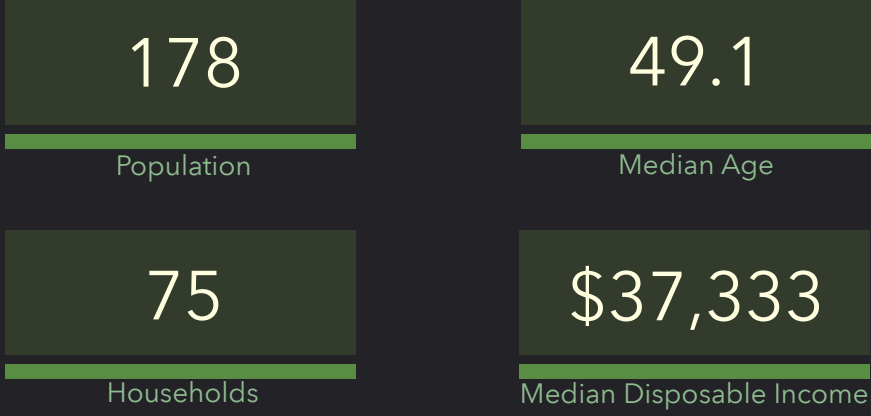
INCOME



EMPLOYMENT



KEY FACTS





Demographic and Income Profile

Mountain Empire

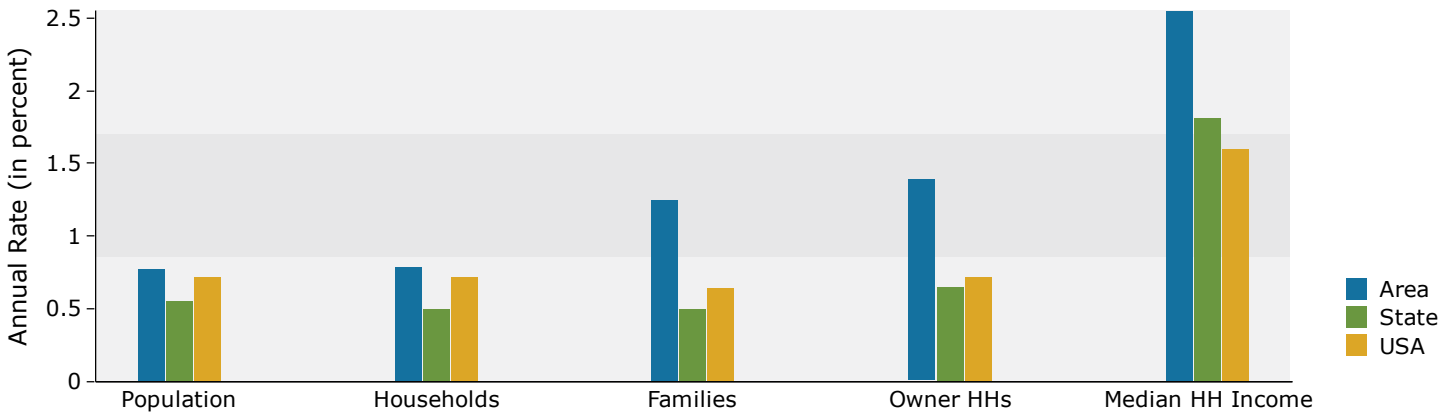
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	161		178		185	
Households	68		75		78	
Families	43		47		50	
Average Household Size	2.25		2.25		2.26	
Owner Occupied Housing Units	51		56		60	
Renter Occupied Housing Units	17		19		18	
Median Age	46.7		49.1		49.8	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.77%		0.55%		0.72%	
Households	0.79%		0.50%		0.72%	
Families	1.25%		0.50%		0.64%	
Owner HHs	1.39%		0.65%		0.72%	
Median Household Income	2.55%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			17	22.7%	15	19.2%
\$15,000 - \$24,999			8	10.7%	7	9.0%
\$25,000 - \$34,999			5	6.7%	5	6.4%
\$35,000 - \$49,999			14	18.7%	14	17.9%
\$50,000 - \$74,999			9	12.0%	10	12.8%
\$75,000 - \$99,999			7	9.3%	8	10.3%
\$100,000 - \$149,999			10	13.3%	12	15.4%
\$150,000 - \$199,999			6	8.0%	8	10.3%
\$200,000+			1	1.3%	1	1.3%
Median Household Income			\$42,800		\$48,549	
Average Household Income			\$61,109		\$70,432	
Per Capita Income			\$24,461		\$28,207	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	8	5.0%	8	4.5%	8	4.4%
5 - 9	9	5.7%	8	4.5%	8	4.4%
10 - 14	9	5.7%	9	5.1%	10	5.5%
15 - 19	9	5.7%	9	5.1%	9	4.9%
20 - 24	7	4.4%	7	3.9%	7	3.8%
25 - 34	15	9.4%	20	11.2%	18	9.8%
35 - 44	18	11.3%	19	10.7%	22	12.0%
45 - 54	29	18.2%	22	12.4%	22	12.0%
55 - 64	27	17.0%	33	18.5%	28	15.3%
65 - 74	19	11.9%	28	15.7%	32	17.5%
75 - 84	7	4.4%	12	6.7%	15	8.2%
85+	2	1.3%	3	1.7%	4	2.2%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	119	73.9%	127	70.9%	130	70.7%
Black Alone	4	2.5%	5	2.8%	5	2.7%
American Indian Alone	18	11.2%	20	11.2%	20	10.9%
Asian Alone	2	1.2%	2	1.1%	2	1.1%
Pacific Islander Alone	1	0.6%	1	0.6%	1	0.5%
Some Other Race Alone	10	6.2%	14	7.8%	15	8.2%
Two or More Races	7	4.3%	10	5.6%	11	6.0%
Hispanic Origin (Any Race)	40	24.8%	50	28.1%	57	30.8%

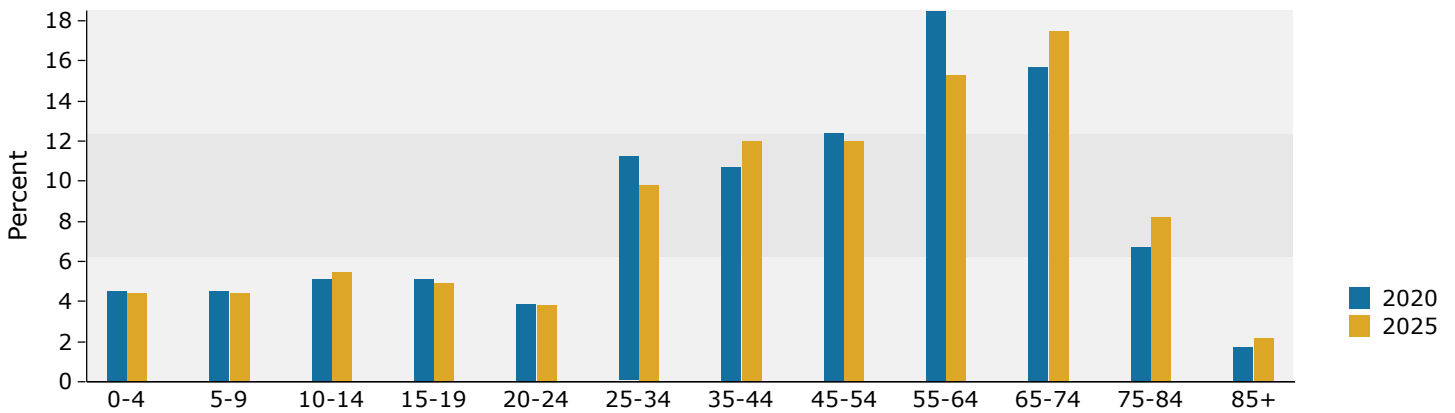
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

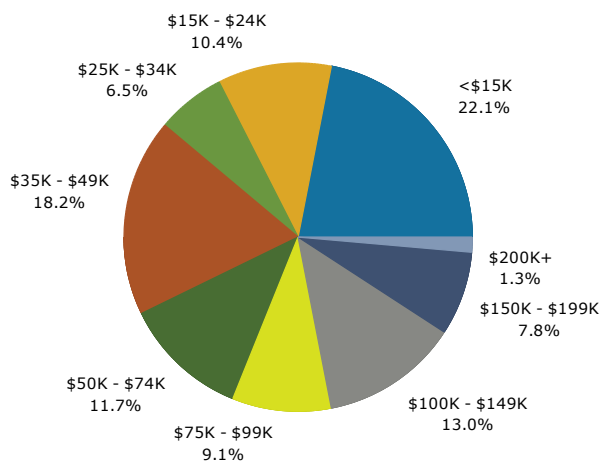
Trends 2020-2025



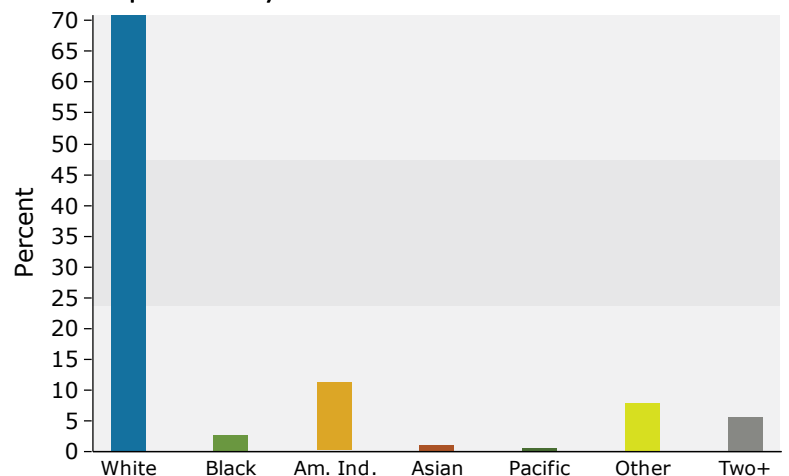
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 28.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	130
2010 Population	161
2020 Population	178
2025 Population	185
2000-2010 Annual Rate	2.16%
2010-2020 Annual Rate	0.98%
2020-2025 Annual Rate	0.77%
2020 Male Population	54.5%
2020 Female Population	44.9%
2020 Median Age	49.1

In the identified area, the current year population is 178. In 2010, the Census count in the area was 161. The rate of change since 2010 was 0.98% annually. The five-year projection for the population in the area is 185 representing a change of 0.77% annually from 2020 to 2025. Currently, the population is 54.5% male and 44.9% female.

Median Age

The median age in this area is 49.1, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	70.9%
2020 Black Alone	2.8%
2020 American Indian/Alaska Native Alone	11.2%
2020 Asian Alone	1.1%
2020 Pacific Islander Alone	0.6%
2020 Other Race	7.8%
2020 Two or More Races	5.6%
2020 Hispanic Origin (Any Race)	28.7%

Persons of Hispanic origin represent 28.7% of the population in the identified area compared to 18.8% 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 69.1 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	58
2000 Households	50
2010 Households	68
2020 Total Households	75
2025 Total Households	78
2000-2010 Annual Rate	3.12%
2010-2020 Annual Rate	0.96%
2020-2025 Annual Rate	0.79%
2020 Average Household Size	2.25

The household count in this area has changed from 68 in 2010 to 75 in the current year, a change of 0.96% annually. The five-year projection of households is 78, a change of 0.79% annually from the current year total. Average household size is currently 2.25, compared to 2.25 in the year 2010. The number of families in the current year is 47 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	30.0%
-------------------------------------	-------

Median Household Income

2020 Median Household Income	\$42,800
2025 Median Household Income	\$48,549
2020-2025 Annual Rate	2.55%

Average Household Income

2020 Average Household Income	\$61,109
2025 Average Household Income	\$70,432
2020-2025 Annual Rate	2.88%

Per Capita Income

2020 Per Capita Income	\$24,461
2025 Per Capita Income	\$28,207
2020-2025 Annual Rate	2.89%

Households by Income

Current median household income is \$42,800 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$48,549 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$61,109 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$70,432 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$24,461 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$28,207 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	79
2000 Total Housing Units	64
2000 Owner Occupied Housing Units	37
2000 Renter Occupied Housing Units	13
2000 Vacant Housing Units	14
2010 Total Housing Units	91
2010 Owner Occupied Housing Units	51
2010 Renter Occupied Housing Units	17
2010 Vacant Housing Units	23
2020 Total Housing Units	98
2020 Owner Occupied Housing Units	56
2020 Renter Occupied Housing Units	19
2020 Vacant Housing Units	23
2025 Total Housing Units	102
2025 Owner Occupied Housing Units	60
2025 Renter Occupied Housing Units	18
2025 Vacant Housing Units	24

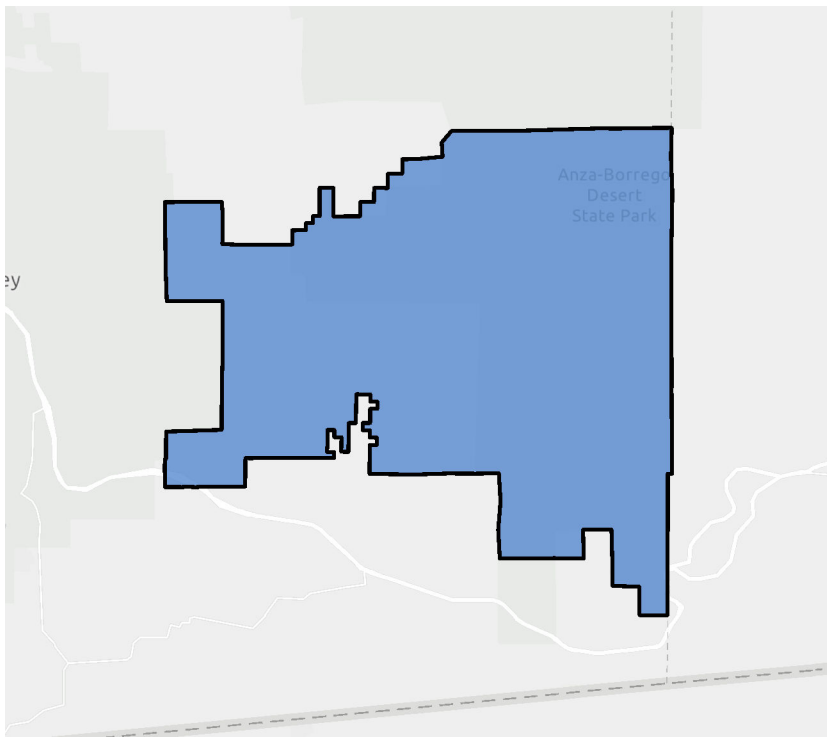
Currently, 57.1% of the 98 housing units in the area are owner occupied; 19.4%, renter occupied; and 23.5% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 91 housing units in the area - 56.0% owner occupied, 18.7% renter occupied, and 25.3% vacant. The annual rate of change in housing units since 2010 is 3.35%. Median home value in the area is \$307,692, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 4.86% annually to \$390,000.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

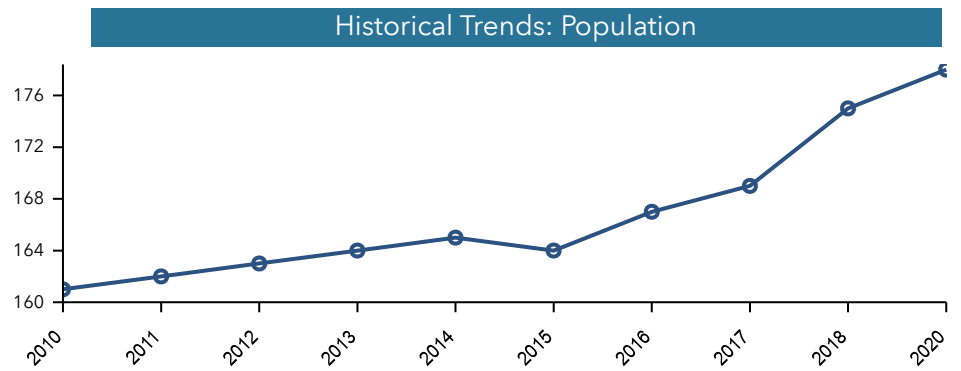
POPULATION TRENDS AND KEY INDICATORS

Mountain Empire

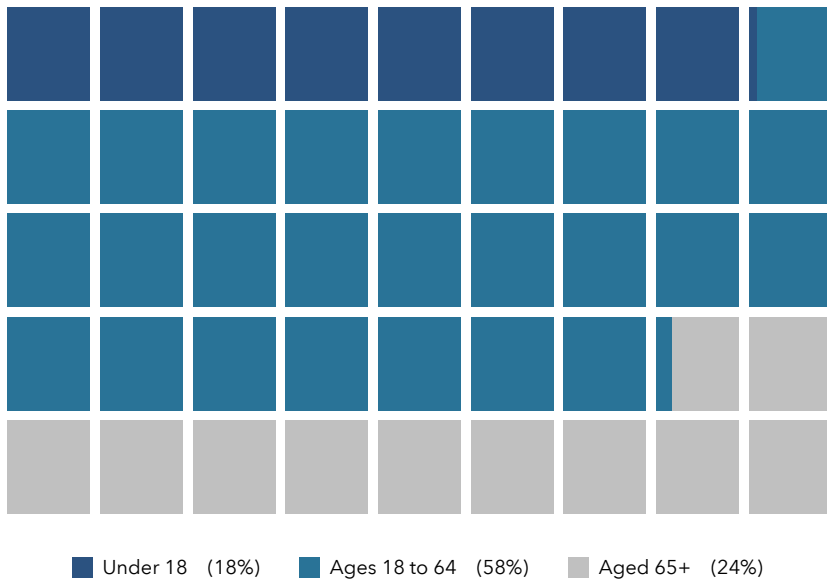


178	75	2.25	49.1	\$42,800	\$307,692	58	79	69
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

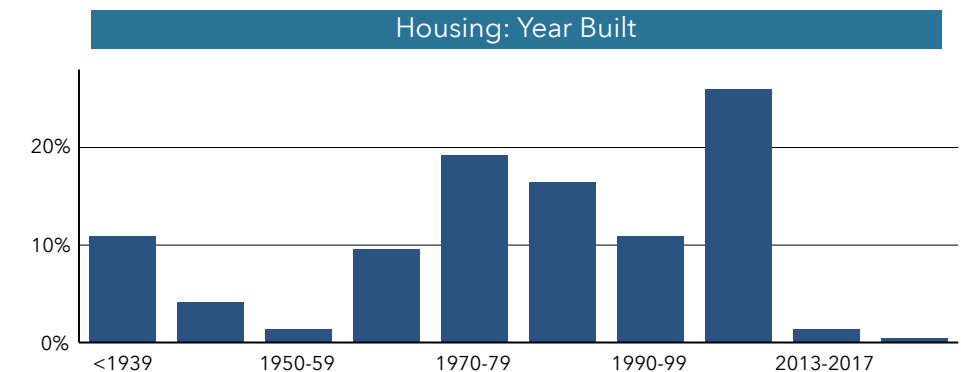
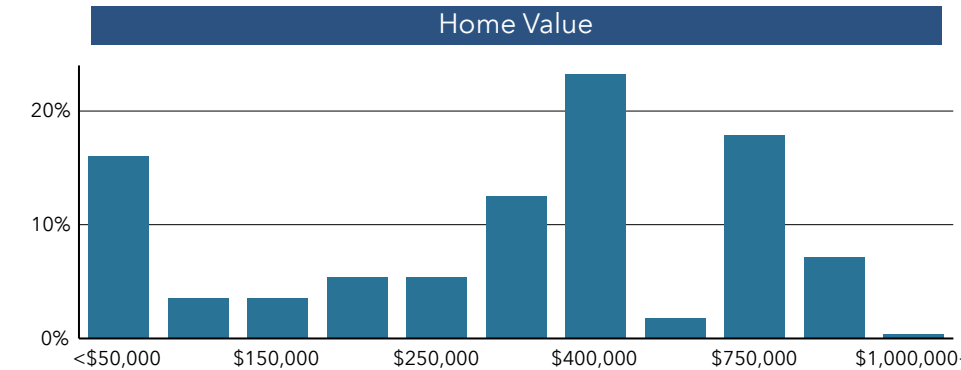
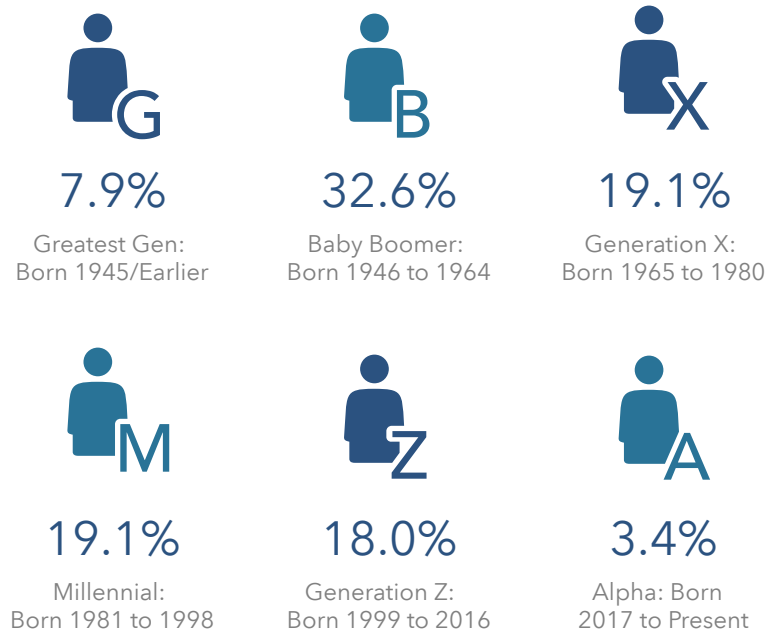
MORTGAGE INDICATORS



POPULATION BY AGE



POPULATION BY GENERATION





Community Profile

Mountain Empire

Prepared by Esri

Population Summary	
2000 Total Population	6
2010 Total Population	8
2020 Total Population	9
2020 Group Quarters	0
2025 Total Population	10
2020-2025 Annual Rate	2.13%
2020 Total Daytime Population	7
Workers	4
Residents	3
Household Summary	
2000 Households	0
2000 Average Household Size	0.00
2010 Households	0
2010 Average Household Size	0.00
2020 Households	0
2020 Average Household Size	0.00
2025 Households	0
2025 Average Household Size	0.00
2020-2025 Annual Rate	0.00%
2010 Families	0
2010 Average Family Size	0.00
2020 Families	0
2020 Average Family Size	0.00
2025 Families	0
2025 Average Family Size	0.00
2020-2025 Annual Rate	0.00%
Housing Unit Summary	
2000 Housing Units	0
Owner Occupied Housing Units	0.0%
Renter Occupied Housing Units	0.0%
Vacant Housing Units	0.0%
2010 Housing Units	0
Owner Occupied Housing Units	0.0%
Renter Occupied Housing Units	0.0%
Vacant Housing Units	0.0%
2020 Housing Units	0
Owner Occupied Housing Units	0.0%
Renter Occupied Housing Units	0.0%
Vacant Housing Units	0.0%
2025 Housing Units	0
Owner Occupied Housing Units	0.0%
Renter Occupied Housing Units	0.0%
Vacant Housing Units	0.0%
Median Household Income	
2020	\$0
2025	\$0
Median Home Value	
2020	\$0
2025	\$0
Per Capita Income	
2020	\$31,279
2025	\$30,134
Median Age	
2010	32.5
2020	37.5
2025	40.0

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	0
<\$15,000	0.0%
\$15,000 - \$24,999	0.0%
\$25,000 - \$34,999	0.0%
\$35,000 - \$49,999	0.0%
\$50,000 - \$74,999	0.0%
\$75,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000+	0.0%
Average Household Income	\$0

2025 Households by Income

Household Income Base	0
<\$15,000	0.0%
\$15,000 - \$24,999	0.0%
\$25,000 - \$34,999	0.0%
\$35,000 - \$49,999	0.0%
\$50,000 - \$74,999	0.0%
\$75,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000+	0.0%
Average Household Income	\$0

2020 Owner Occupied Housing Units by Value

Total	0
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	0.0%
\$300,000 - \$399,999	0.0%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$0

2025 Owner Occupied Housing Units by Value

Total	0
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	0.0%
\$300,000 - \$399,999	0.0%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$0

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age	
Total	0
0 - 4	0.0%
5 - 9	0.0%
10 - 14	0.0%
15 - 24	0.0%
25 - 34	0.0%
35 - 44	0.0%
45 - 54	0.0%
55 - 64	0.0%
65 - 74	0.0%
75 - 84	0.0%
85 +	0.0%
18 +	0.0%
2020 Population by Age	
Total	15
0 - 4	6.7%
5 - 9	6.7%
10 - 14	6.7%
15 - 24	13.3%
25 - 34	13.3%
35 - 44	13.3%
45 - 54	13.3%
55 - 64	13.3%
65 - 74	13.3%
75 - 84	0.0%
85 +	0.0%
18 +	46.7%
2025 Population by Age	
Total	14
0 - 4	7.1%
5 - 9	7.1%
10 - 14	7.1%
15 - 24	7.1%
25 - 34	14.3%
35 - 44	14.3%
45 - 54	14.3%
55 - 64	14.3%
65 - 74	14.3%
75 - 84	0.0%
85 +	0.0%
18 +	57.1%
2010 Population by Sex	
Males	4
Females	4
2020 Population by Sex	
Males	5
Females	5
2025 Population by Sex	
Males	5
Females	5

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	7
White Alone	57.1%
Black Alone	0.0%
American Indian Alone	0.0%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	42.9%
Two or More Races	0.0%
Hispanic Origin	62.5%
Diversity Index	86.7

2020 Population by Race/Ethnicity

Total	9
White Alone	55.6%
Black Alone	0.0%
American Indian Alone	0.0%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	44.4%
Two or More Races	0.0%
Hispanic Origin	77.8%
Diversity Index	79.8

2025 Population by Race/Ethnicity

Total	9
White Alone	55.6%
Black Alone	0.0%
American Indian Alone	0.0%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	44.4%
Two or More Races	0.0%
Hispanic Origin	70.0%
Diversity Index	85.5

2010 Population by Relationship and Household Type

Total	8
In Households	100.0%
In Family Households	87.5%
Householder	25.0%
Spouse	12.5%
Child	25.0%
Other relative	0.0%
Nonrelative	0.0%
In Nonfamily Households	12.5%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Population 25+ by Educational Attainment

Total	8
Less than 9th Grade	0.0%
9th - 12th Grade, No Diploma	12.5%
High School Graduate	25.0%
GED/Alternative Credential	0.0%
Some College, No Degree	12.5%
Associate Degree	0.0%
Bachelor's Degree	37.5%
Graduate/Professional Degree	12.5%

2020 Population 15+ by Marital Status

Total	7
Never Married	28.6%
Married	57.1%
Widowed	0.0%
Divorced	14.3%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	4
Population 16+ Employed	75.0%
Population 16+ Unemployment rate	25.0%
Population 16-24 Employed	0.0%
Population 16-24 Unemployment rate	0.0%
Population 25-54 Employed	66.7%
Population 25-54 Unemployment rate	0.0%
Population 55-64 Employed	0.0%
Population 55-64 Unemployment rate	0.0%
Population 65+ Employed	0.0%
Population 65+ Unemployment rate	0.0%

2020 Employed Population 16+ by Industry

Total	3
Agriculture/Mining	0.0%
Construction	33.3%
Manufacturing	0.0%
Wholesale Trade	0.0%
Retail Trade	33.3%
Transportation/Utilities	33.3%
Information	0.0%
Finance/Insurance/Real Estate	0.0%
Services	0.0%
Public Administration	0.0%

2020 Employed Population 16+ by Occupation

Total	1
White Collar	33.3%
Management/Business/Financial	0.0%
Professional	0.0%
Sales	33.3%
Administrative Support	0.0%
Services	0.0%
Blue Collar	0.0%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	0.0%
Installation/Maintenance/Repair	0.0%
Production	0.0%
Transportation/Material Moving	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	0
Households with 1 Person	0.0%
Households with 2+ People	0.0%
Family Households	0.0%
Husband-wife Families	0.0%
With Related Children	0.0%
Other Family (No Spouse Present)	0.0%
Other Family with Male Householder	0.0%
With Related Children	0.0%
Other Family with Female Householder	0.0%
With Related Children	0.0%
Nonfamily Households	0.0%
All Households with Children	0.0%
Multigenerational Households	0.0%
Unmarried Partner Households	0.0%
Male-female	0.0%
Same-sex	0.0%
2010 Households by Size	
Total	0
1 Person Household	0.0%
2 Person Household	0.0%
3 Person Household	0.0%
4 Person Household	0.0%
5 Person Household	0.0%
6 Person Household	0.0%
7 + Person Household	0.0%
2010 Households by Tenure and Mortgage Status	
Total	0
Owner Occupied	0.0%
Owned with a Mortgage/Loan	0.0%
Owned Free and Clear	0.0%
Renter Occupied	0.0%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	0
Percent of Income for Mortgage	0.0%
Wealth Index	0
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	0
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%
2010 Population By Urban/ Rural Status	
Total Population	8
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

- 1.
- 2.
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$0
Average Spent	\$0.00
Spending Potential Index	0
Education: Total \$	\$0
Average Spent	\$0.00
Spending Potential Index	0
Entertainment/Recreation: Total \$	\$0
Average Spent	\$0.00
Spending Potential Index	0
Food at Home: Total \$	\$0
Average Spent	\$0.00
Spending Potential Index	0
Food Away from Home: Total \$	\$0
Average Spent	\$0.00
Spending Potential Index	0
Health Care: Total \$	\$0
Average Spent	\$0.00
Spending Potential Index	0
HH Furnishings & Equipment: Total \$	\$0
Average Spent	\$0.00
Spending Potential Index	0
Personal Care Products & Services: Total \$	\$0
Average Spent	\$0.00
Spending Potential Index	0
Shelter: Total \$	\$0
Average Spent	\$0.00
Spending Potential Index	0
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$0
Average Spent	\$0.00
Spending Potential Index	0
Travel: Total \$	\$0
Average Spent	\$0.00
Spending Potential Index	0
Vehicle Maintenance & Repairs: Total \$	\$0
Average Spent	\$0.00
Spending Potential Index	0

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.

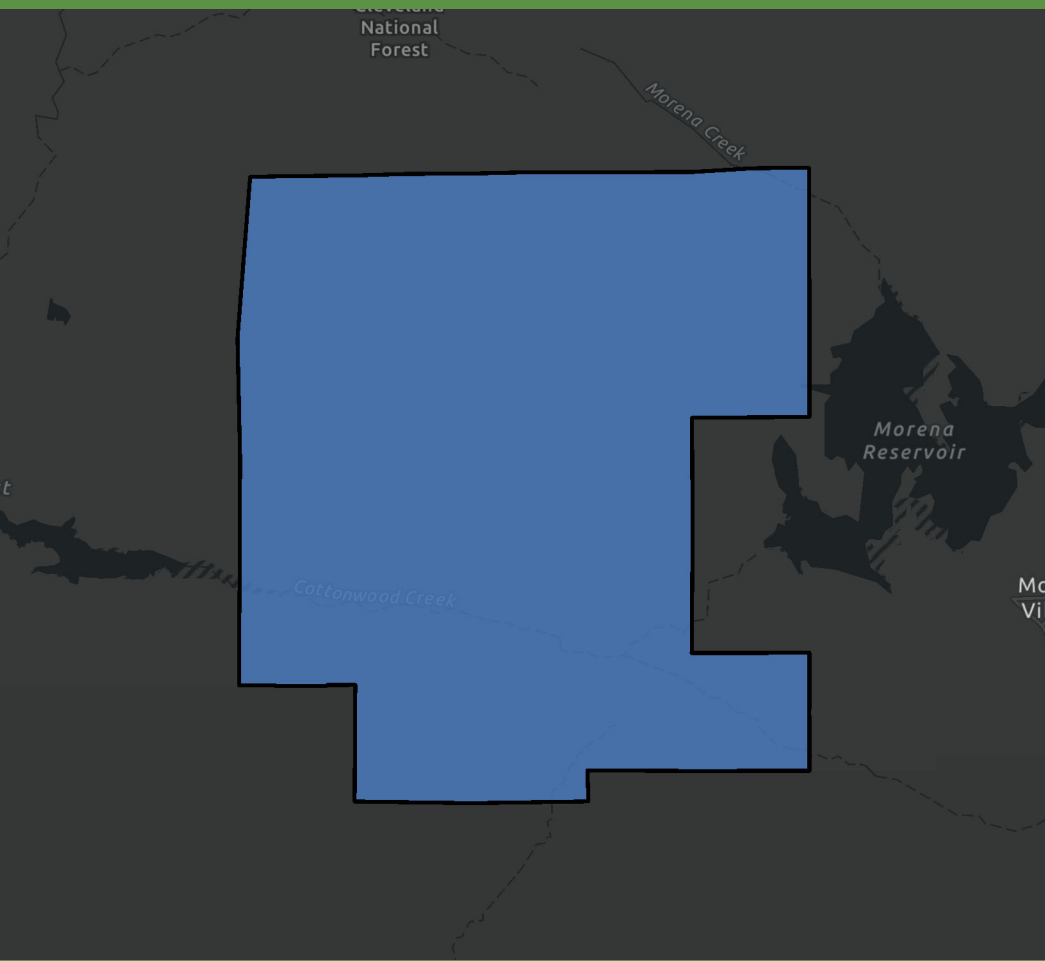
Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

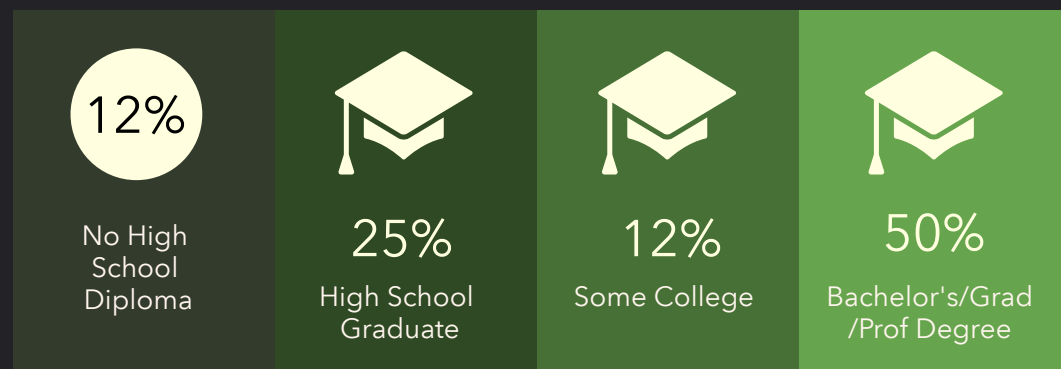
DEMOGRAPHIC PROFILE

Mountain Empire

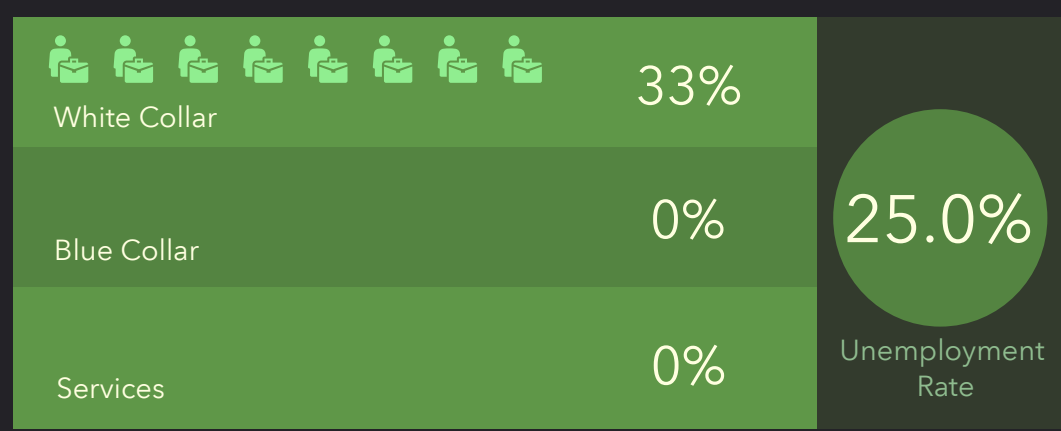
Mountain Empire



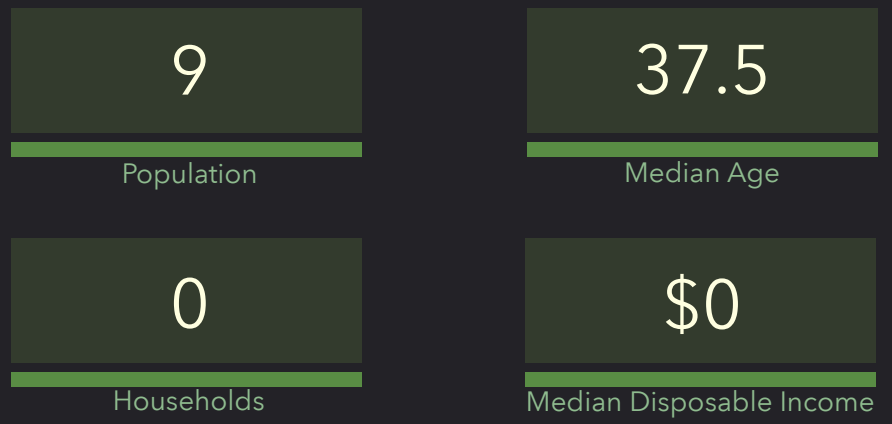
EDUCATION



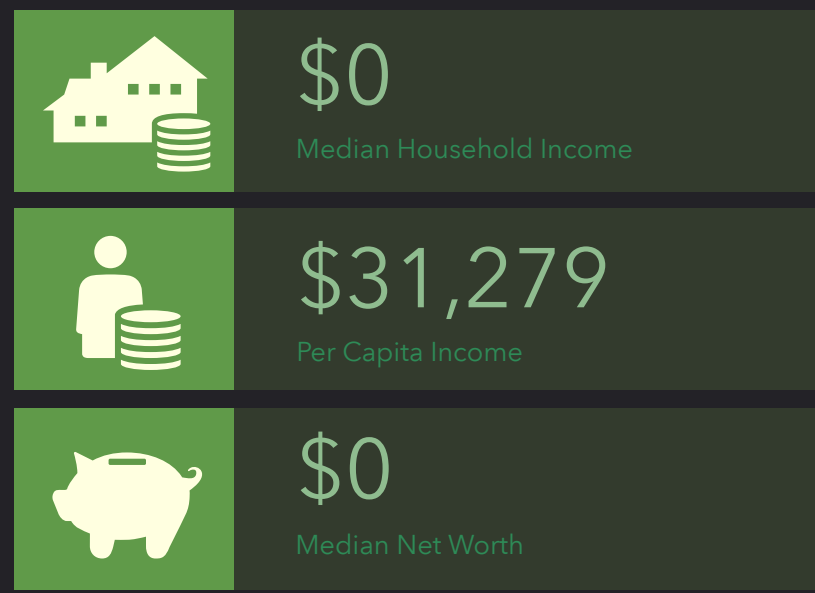
EMPLOYMENT



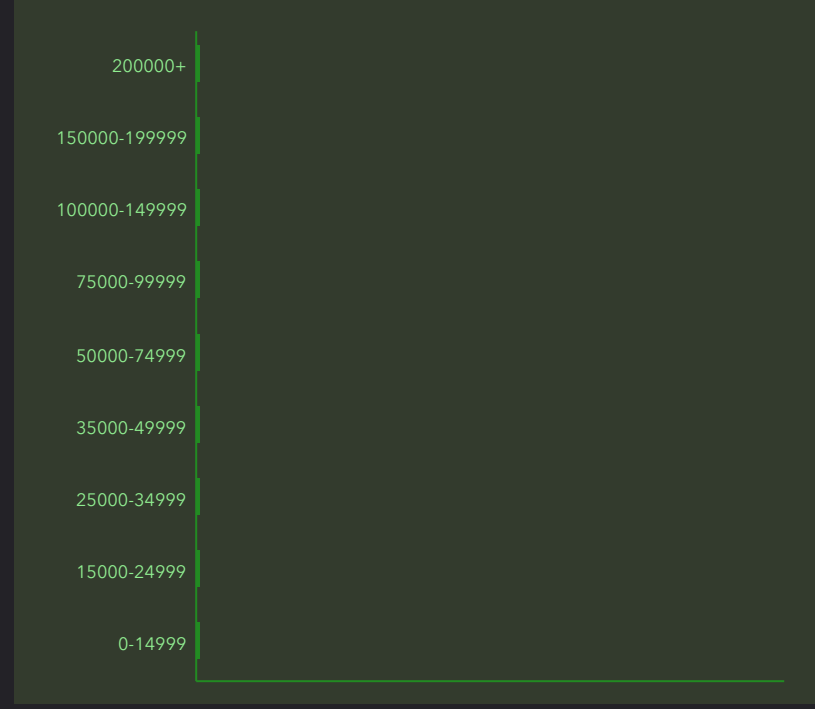
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Mountain Empire

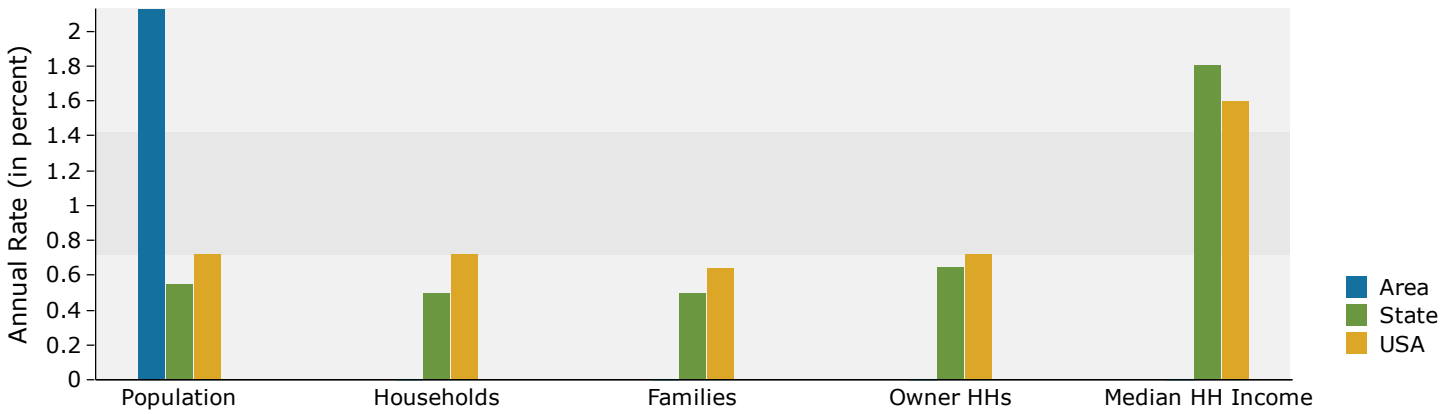
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	8		9		10	
Households	0		0		0	
Families	0		0		0	
Average Household Size	0.00		0.00		0.00	
Owner Occupied Housing Units	0		0		0	
Renter Occupied Housing Units	0		0		0	
Median Age	32.5		37.5		40.0	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	2.13%		0.55%		0.72%	
Households	0.00%		0.50%		0.72%	
Families	0.00%		0.50%		0.64%	
Owner HHs	0.00%		0.65%		0.72%	
Median Household Income	0.00%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			0	0.0%	0	0.0%
\$15,000 - \$24,999			0	0.0%	0	0.0%
\$25,000 - \$34,999			0	0.0%	0	0.0%
\$35,000 - \$49,999			0	0.0%	0	0.0%
\$50,000 - \$74,999			0	0.0%	0	0.0%
\$75,000 - \$99,999			0	0.0%	0	0.0%
\$100,000 - \$149,999			0	0.0%	0	0.0%
\$150,000 - \$199,999			0	0.0%	0	0.0%
\$200,000+			0	0.0%	0	0.0%
Median Household Income			\$0		\$0	
Average Household Income			\$0		\$0	
Per Capita Income			\$31,279		\$30,134	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	0	0.0%	1	6.7%	1	7.1%
5 - 9	1	12.5%	1	6.7%	1	7.1%
10 - 14	1	12.5%	1	6.7%	1	7.1%
15 - 19	1	12.5%	1	6.7%	1	7.1%
20 - 24	1	12.5%	1	6.7%	0	0.0%
25 - 34	0	0.0%	2	13.3%	2	14.3%
35 - 44	1	12.5%	2	13.3%	2	14.3%
45 - 54	1	12.5%	2	13.3%	2	14.3%
55 - 64	2	25.0%	2	13.3%	2	14.3%
65 - 74	0	0.0%	2	13.3%	2	14.3%
75 - 84	0	0.0%	0	0.0%	0	0.0%
85+	0	0.0%	0	0.0%	0	0.0%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	4	57.1%	5	55.6%	5	55.6%
Black Alone	0	0.0%	0	0.0%	0	0.0%
American Indian Alone	0	0.0%	0	0.0%	0	0.0%
Asian Alone	0	0.0%	0	0.0%	0	0.0%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	3	42.9%	4	44.4%	4	44.4%
Two or More Races	0	0.0%	0	0.0%	0	0.0%
Hispanic Origin (Any Race)	5	62.5%	6	66.7%	6	60.0%

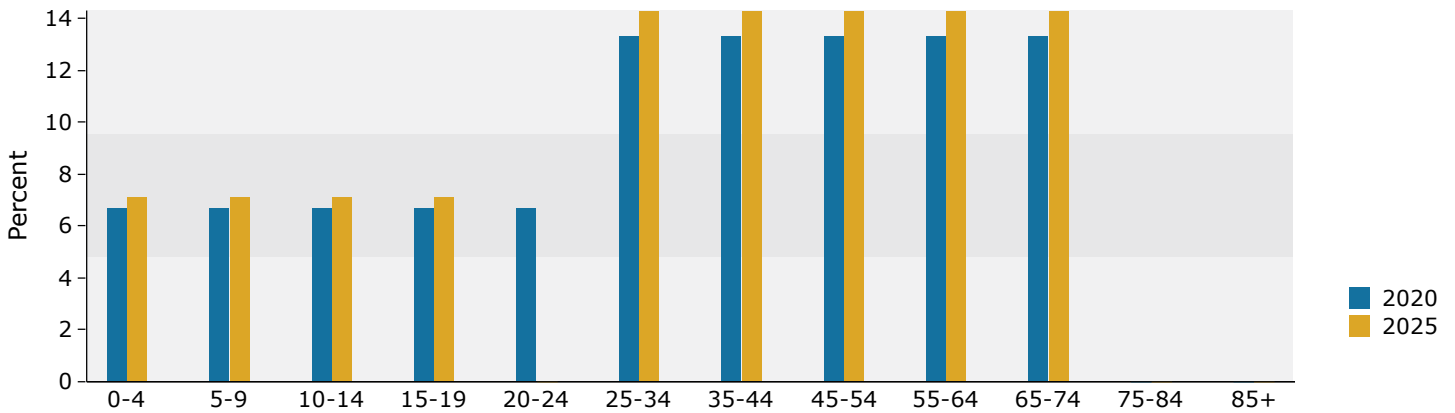
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Trends 2020-2025

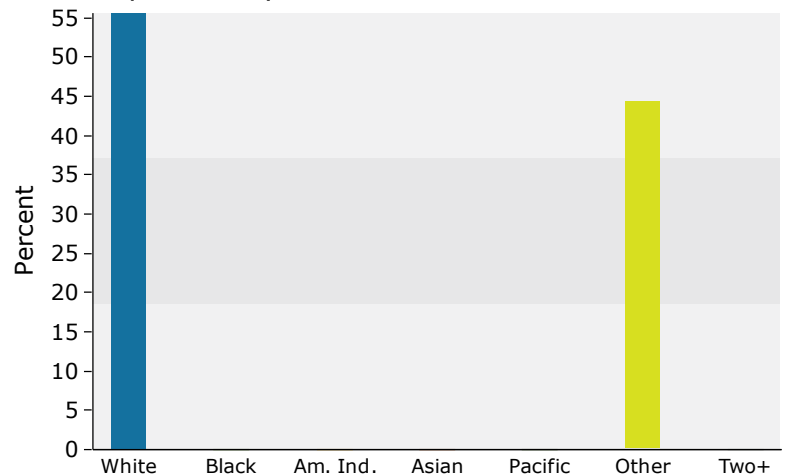


Population by Age



2020 Household Income

2020 Population by Race



2020 Percent Hispanic Origin: 66.7%



Population

2000 Population	6
2010 Population	8
2020 Population	9
2025 Population	10
2000-2010 Annual Rate	2.92%
2010-2020 Annual Rate	1.16%
2020-2025 Annual Rate	2.13%
2020 Male Population	55.6%
2020 Female Population	55.6%
2020 Median Age	37.5

In the identified area, the current year population is 9. In 2010, the Census count in the area was 8. The rate of change since 2010 was 1.16% annually. The five-year projection for the population in the area is 10 representing a change of 2.13% annually from 2020 to 2025. Currently, the population is 55.6% male and 55.6% female.

Median Age

The median age in this area is 37.5, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	55.6%
2020 Black Alone	0.0%
2020 American Indian/Alaska Native Alone	0.0%
2020 Asian Alone	0.0%
2020 Pacific Islander Alone	0.0%
2020 Other Race	44.4%
2020 Two or More Races	0.0%
2020 Hispanic Origin (Any Race)	77.8%

Persons of Hispanic origin represent 77.8% of the population in the identified area compared to 18.8% 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 79.8 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	0
2000 Households	0
2010 Households	0
2020 Total Households	0
2025 Total Households	0
2000-2010 Annual Rate	0.00%
2010-2020 Annual Rate	0.00%
2020-2025 Annual Rate	0.00%
2020 Average Household Size	0.00

The household count in this area has changed from 0 in 2010 to 0 in the current year, a change of 0.00% annually. The five-year projection of households is 0, a change of 0.00% annually from the current year total. Average household size is currently 0.00, compared to 0.00 in the year 2010. The number of families in the current year is 0 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage 0.0%

Median Household Income

2020 Median Household Income \$0

2025 Median Household Income \$0

2020-2025 Annual Rate 0.00%

Average Household Income

2020 Average Household Income \$0

2025 Average Household Income \$0

2020-2025 Annual Rate 0.00%

Per Capita Income

2020 Per Capita Income \$31,279

2025 Per Capita Income \$30,134

2020-2025 Annual Rate -0.74%

Households by Income

Current median household income is \$0 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$0 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$0 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$0 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$31,279 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$30,134 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index 0

2000 Total Housing Units 0

2000 Owner Occupied Housing Units 0

2000 Renter Occupied Housing Units 0

2000 Vacant Housing Units 0

2010 Total Housing Units 0

2010 Owner Occupied Housing Units 0

2010 Renter Occupied Housing Units 0

2010 Vacant Housing Units 0

2020 Total Housing Units 0

2020 Owner Occupied Housing Units 0

2020 Renter Occupied Housing Units 0

2020 Vacant Housing Units 0

2025 Total Housing Units 0

2025 Owner Occupied Housing Units 0

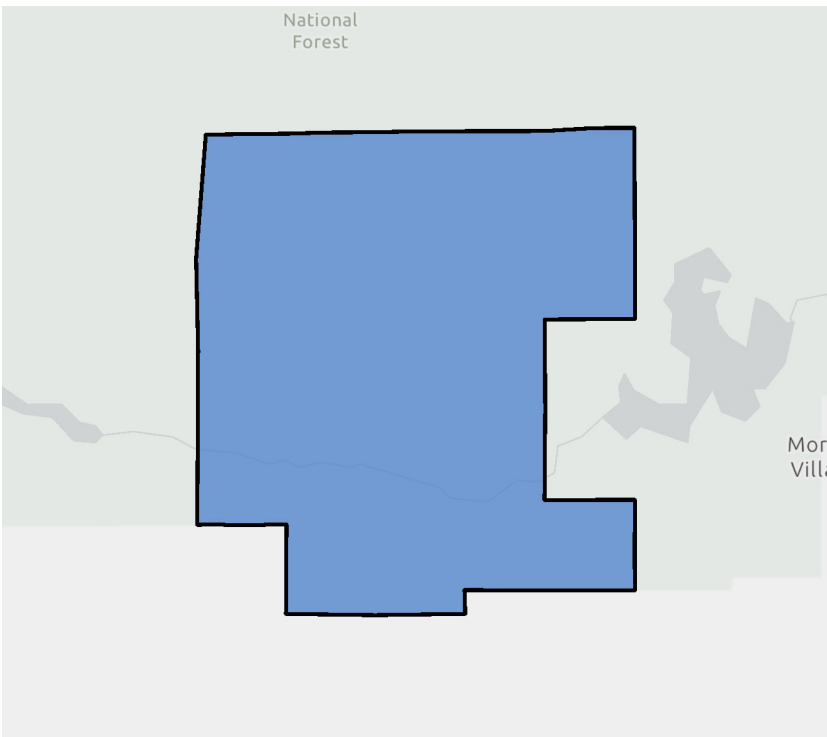
2025 Renter Occupied Housing Units 0

2025 Vacant Housing Units 0

Currently, 0.0% of the 0 housing units in the area are owner occupied; 0.0%, renter occupied; and 0.0% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 0 housing units in the area - 0.0% owner occupied, 0.0% renter occupied, and 0.0% vacant. The annual rate of change in housing units since 2010 is 0.00%. Median home value in the area is \$0, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 0.00% annually to \$0.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



POPULATION BY AGE

■ Under 18 (0%) ■ Ages 18 to 64 (0%) ■ Aged 65+ (0%)

POPULATION TRENDS AND KEY INDICATORS

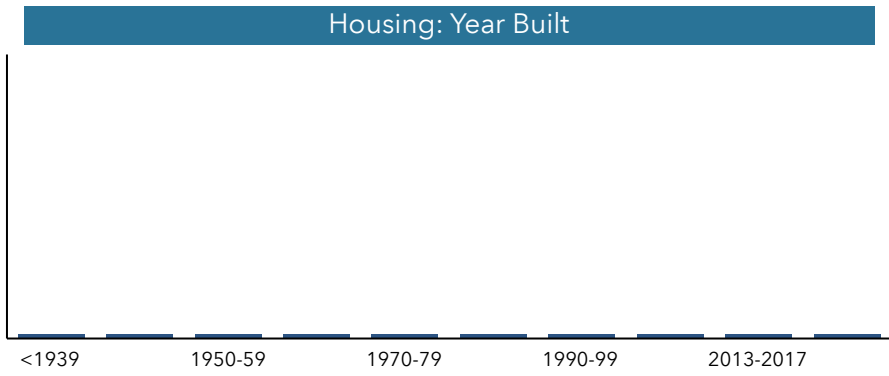
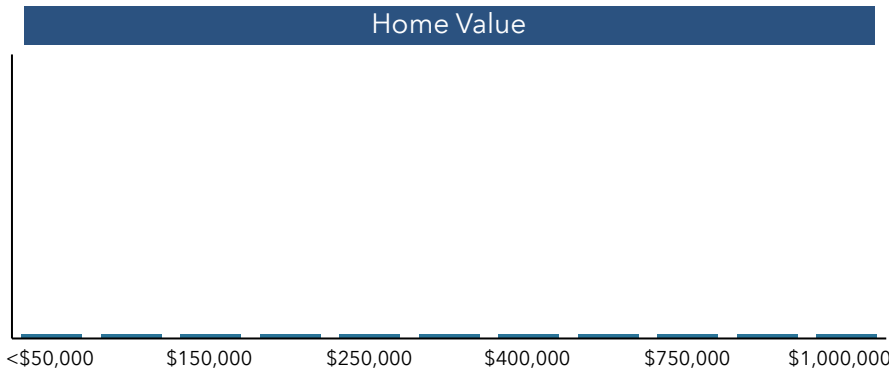
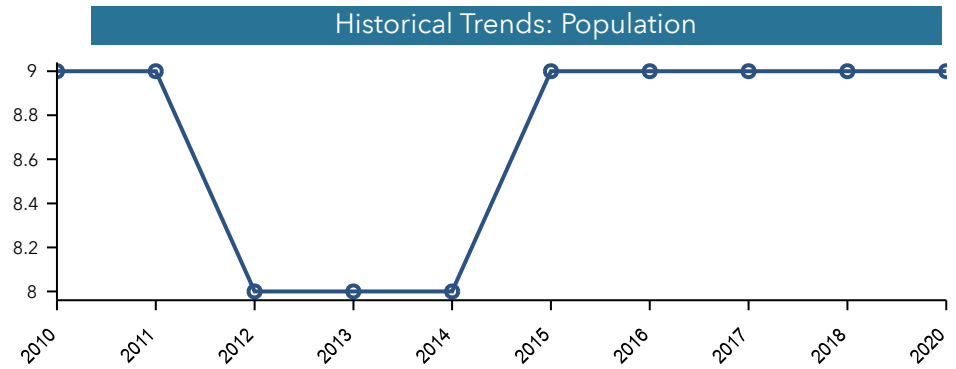
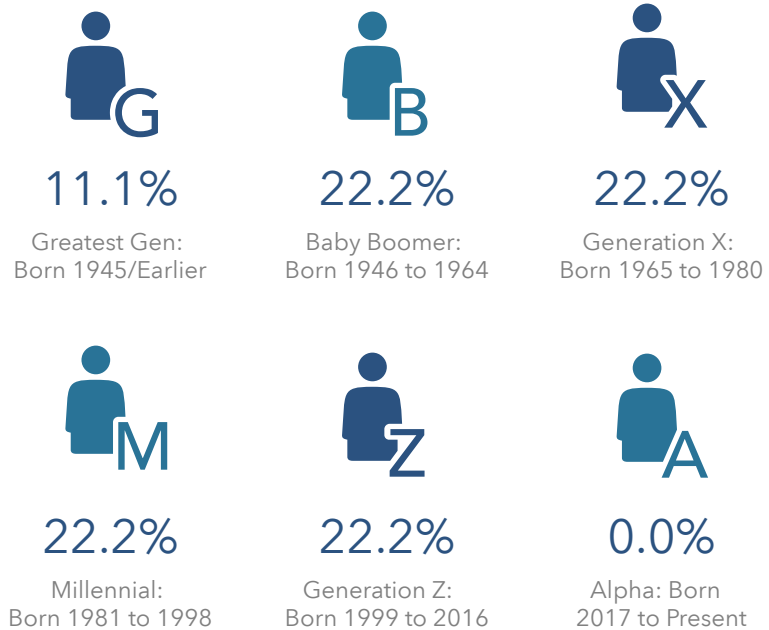
Mountain Empire

9	0	0.00	37.5	\$0	\$0	0	0	80
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



POPULATION BY GENERATION





Community Profile

North County Metro
Area: 81.79 square miles

Prepared by Esri

Population Summary	
2000 Total Population	34,888
2010 Total Population	39,819
2020 Total Population	41,862
2020 Group Quarters	437
2025 Total Population	42,885
2020-2025 Annual Rate	0.48%
2020 Total Daytime Population	36,064
Workers	12,246
Residents	23,818
Household Summary	
2000 Households	12,659
2000 Average Household Size	2.72
2010 Households	14,275
2010 Average Household Size	2.76
2020 Households	14,881
2020 Average Household Size	2.78
2025 Households	15,215
2025 Average Household Size	2.79
2020-2025 Annual Rate	0.44%
2010 Families	10,613
2010 Average Family Size	3.12
2020 Families	11,048
2020 Average Family Size	3.15
2025 Families	11,312
2025 Average Family Size	3.15
2020-2025 Annual Rate	0.47%
Housing Unit Summary	
2000 Housing Units	13,226
Owner Occupied Housing Units	76.1%
Renter Occupied Housing Units	19.6%
Vacant Housing Units	4.3%
2010 Housing Units	15,301
Owner Occupied Housing Units	70.7%
Renter Occupied Housing Units	22.6%
Vacant Housing Units	6.7%
2020 Housing Units	15,777
Owner Occupied Housing Units	71.8%
Renter Occupied Housing Units	22.6%
Vacant Housing Units	5.7%
2025 Housing Units	16,141
Owner Occupied Housing Units	72.4%
Renter Occupied Housing Units	21.9%
Vacant Housing Units	5.7%
Median Household Income	
2020	\$92,498
2025	\$102,306
Median Home Value	
2020	\$663,246
2025	\$736,108
Per Capita Income	
2020	\$42,956
2025	\$48,288
Median Age	
2010	43.1
2020	44.4
2025	44.6

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Community Profile

North County Metro
Area: 81.79 square miles

Prepared by Esri

2020 Households by Income

Household Income Base	14,881
<\$15,000	6.1%
\$15,000 - \$24,999	4.6%
\$25,000 - \$34,999	5.8%
\$35,000 - \$49,999	9.0%
\$50,000 - \$74,999	14.3%
\$75,000 - \$99,999	13.5%
\$100,000 - \$149,999	19.6%
\$150,000 - \$199,999	12.5%
\$200,000+	14.5%
Average Household Income	\$121,829

2025 Households by Income

Household Income Base	15,215
<\$15,000	5.3%
\$15,000 - \$24,999	3.8%
\$25,000 - \$34,999	5.1%
\$35,000 - \$49,999	8.1%
\$50,000 - \$74,999	13.2%
\$75,000 - \$99,999	13.1%
\$100,000 - \$149,999	19.9%
\$150,000 - \$199,999	14.2%
\$200,000+	17.3%
Average Household Income	\$137,335

2020 Owner Occupied Housing Units by Value

Total	11,321
<\$50,000	0.7%
\$50,000 - \$99,999	0.5%
\$100,000 - \$149,999	0.3%
\$150,000 - \$199,999	0.1%
\$200,000 - \$249,999	0.5%
\$250,000 - \$299,999	1.0%
\$300,000 - \$399,999	5.3%
\$400,000 - \$499,999	16.1%
\$500,000 - \$749,999	38.9%
\$750,000 - \$999,999	21.1%
\$1,000,000 - \$1,499,999	12.6%
\$1,500,000 - \$1,999,999	1.1%
\$2,000,000 +	1.7%
Average Home Value	\$738,807

2025 Owner Occupied Housing Units by Value

Total	11,680
<\$50,000	0.3%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.2%
\$250,000 - \$299,999	0.4%
\$300,000 - \$399,999	2.4%
\$400,000 - \$499,999	10.0%
\$500,000 - \$749,999	38.1%
\$750,000 - \$999,999	30.2%
\$1,000,000 - \$1,499,999	14.1%
\$1,500,000 - \$1,999,999	1.7%
\$2,000,000 +	1.9%
Average Home Value	\$807,041

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Community Profile

North County Metro
Area: 81.79 square miles

Prepared by Esri

2010 Population by Age	
Total	39,818
0 - 4	5.4%
5 - 9	5.6%
10 - 14	5.9%
15 - 24	12.9%
25 - 34	10.7%
35 - 44	11.8%
45 - 54	16.3%
55 - 64	14.5%
65 - 74	8.7%
75 - 84	5.4%
85 +	2.7%
18 +	79.0%
2020 Population by Age	
Total	41,859
0 - 4	5.0%
5 - 9	5.5%
10 - 14	5.9%
15 - 24	9.7%
25 - 34	12.6%
35 - 44	12.0%
45 - 54	11.9%
55 - 64	15.0%
65 - 74	12.5%
75 - 84	6.6%
85 +	3.3%
18 +	80.4%
2025 Population by Age	
Total	42,887
0 - 4	5.1%
5 - 9	5.3%
10 - 14	5.7%
15 - 24	9.4%
25 - 34	10.8%
35 - 44	14.3%
45 - 54	11.0%
55 - 64	13.0%
65 - 74	13.2%
75 - 84	8.5%
85 +	3.6%
18 +	80.7%
2010 Population by Sex	
Males	19,716
Females	20,103
2020 Population by Sex	
Males	20,606
Females	21,256
2025 Population by Sex	
Males	21,061
Females	21,824

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Community Profile

North County Metro
Area: 81.79 square miles

Prepared by Esri

2010 Population by Race/Ethnicity

Total	39,819
White Alone	75.8%
Black Alone	1.9%
American Indian Alone	0.8%
Asian Alone	5.8%
Pacific Islander Alone	0.3%
Some Other Race Alone	11.3%
Two or More Races	4.1%
Hispanic Origin	23.9%
Diversity Index	63.2

2020 Population by Race/Ethnicity

Total	41,860
White Alone	72.5%
Black Alone	2.0%
American Indian Alone	0.8%
Asian Alone	6.9%
Pacific Islander Alone	0.3%
Some Other Race Alone	12.9%
Two or More Races	4.8%
Hispanic Origin	27.2%
Diversity Index	68.0

2025 Population by Race/Ethnicity

Total	42,885
White Alone	70.7%
Black Alone	2.0%
American Indian Alone	0.8%
Asian Alone	7.5%
Pacific Islander Alone	0.3%
Some Other Race Alone	13.6%
Two or More Races	5.1%
Hispanic Origin	29.0%
Diversity Index	70.2

2010 Population by Relationship and Household Type

Total	39,819
In Households	99.0%
In Family Households	86.3%
Householder	26.5%
Spouse	21.8%
Child	29.1%
Other relative	5.7%
Nonrelative	3.2%
In Nonfamily Households	12.6%
In Group Quarters	1.0%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.9%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

December 03, 2020



Community Profile

North County Metro
Area: 81.79 square miles

Prepared by Esri

2020 Population 25+ by Educational Attainment

Total	30,949
Less than 9th Grade	3.4%
9th - 12th Grade, No Diploma	3.9%
High School Graduate	16.0%
GED/Alternative Credential	2.9%
Some College, No Degree	23.3%
Associate Degree	10.8%
Bachelor's Degree	24.6%
Graduate/Professional Degree	15.1%

2020 Population 15+ by Marital Status

Total	35,011
Never Married	25.9%
Married	58.7%
Widowed	5.7%
Divorced	9.8%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	21,072
Population 16+ Employed	85.9%
Population 16+ Unemployment rate	14.1%
Population 16-24 Employed	9.2%
Population 16-24 Unemployment rate	23.9%
Population 25-54 Employed	60.5%
Population 25-54 Unemployment rate	13.3%
Population 55-64 Employed	20.9%
Population 55-64 Unemployment rate	12.8%
Population 65+ Employed	9.3%
Population 65+ Unemployment rate	11.6%

2020 Employed Population 16+ by Industry

Total	18,098
Agriculture/Mining	2.3%
Construction	8.6%
Manufacturing	11.8%
Wholesale Trade	2.4%
Retail Trade	8.5%
Transportation/Utilities	4.6%
Information	1.6%
Finance/Insurance/Real Estate	5.1%
Services	51.8%
Public Administration	3.3%

2020 Employed Population 16+ by Occupation

Total	18,099
White Collar	64.6%
Management/Business/Financial	19.5%
Professional	24.8%
Sales	9.1%
Administrative Support	11.2%
Services	18.2%
Blue Collar	17.2%
Farming/Forestry/Fishing	1.9%
Construction/Extraction	5.0%
Installation/Maintenance/Repair	2.2%
Production	5.0%
Transportation/Material Moving	3.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

December 03, 2020

2010 Households by Type	
Total	14,275
Households with 1 Person	19.1%
Households with 2+ People	80.9%
Family Households	74.3%
Husband-wife Families	61.4%
With Related Children	23.6%
Other Family (No Spouse Present)	12.9%
Other Family with Male Householder	4.7%
With Related Children	2.4%
Other Family with Female Householder	8.3%
With Related Children	4.5%
Nonfamily Households	6.5%
All Households with Children	30.9%
Multigenerational Households	5.1%
Unmarried Partner Households	5.4%
Male-female	4.6%
Same-sex	0.8%
2010 Households by Size	
Total	14,274
1 Person Household	19.1%
2 Person Household	37.6%
3 Person Household	16.3%
4 Person Household	13.9%
5 Person Household	7.0%
6 Person Household	3.2%
7 + Person Household	3.0%
2010 Households by Tenure and Mortgage Status	
Total	14,275
Owner Occupied	75.8%
Owned with a Mortgage/Loan	58.3%
Owned Free and Clear	17.5%
Renter Occupied	24.2%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	79
Percent of Income for Mortgage	30.0%
Wealth Index	172
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	15,301
Housing Units Inside Urbanized Area	93.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	7.0%
2010 Population By Urban/ Rural Status	
Total Population	39,819
Population Inside Urbanized Area	93.7%
Population Inside Urbanized Cluster	0.0%
Rural Population	6.3%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Community Profile

North County Metro
Area: 81.79 square miles

Prepared by Esri

Top 3 Tapestry Segments

1. Exurbanites (1E)
2. Pleasantville (2B)
3. Savvy Suburbanites (1D)

2020 Consumer Spending

Apparel & Services: Total \$	\$41,873,552
Average Spent	\$2,813.89
Spending Potential Index	131
Education: Total \$	\$38,701,414
Average Spent	\$2,600.73
Spending Potential Index	145
Entertainment/Recreation: Total \$	\$63,694,761
Average Spent	\$4,280.27
Spending Potential Index	132
Food at Home: Total \$	\$103,238,708
Average Spent	\$6,937.62
Spending Potential Index	130
Food Away from Home: Total \$	\$73,369,455
Average Spent	\$4,930.41
Spending Potential Index	131
Health Care: Total \$	\$111,205,923
Average Spent	\$7,473.01
Spending Potential Index	130
HH Furnishings & Equipment: Total \$	\$43,016,435
Average Spent	\$2,890.70
Spending Potential Index	132
Personal Care Products & Services: Total \$	\$18,100,556
Average Spent	\$1,216.35
Spending Potential Index	132
Shelter: Total \$	\$397,274,431
Average Spent	\$26,696.76
Spending Potential Index	138
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$45,649,280
Average Spent	\$3,067.62
Spending Potential Index	131
Travel: Total \$	\$50,673,552
Average Spent	\$3,405.25
Spending Potential Index	141
Vehicle Maintenance & Repairs: Total \$	\$22,362,237
Average Spent	\$1,502.74
Spending Potential Index	130

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

December 03, 2020



Demographic and Income Profile

North County Metro
Area: 81.79 square miles

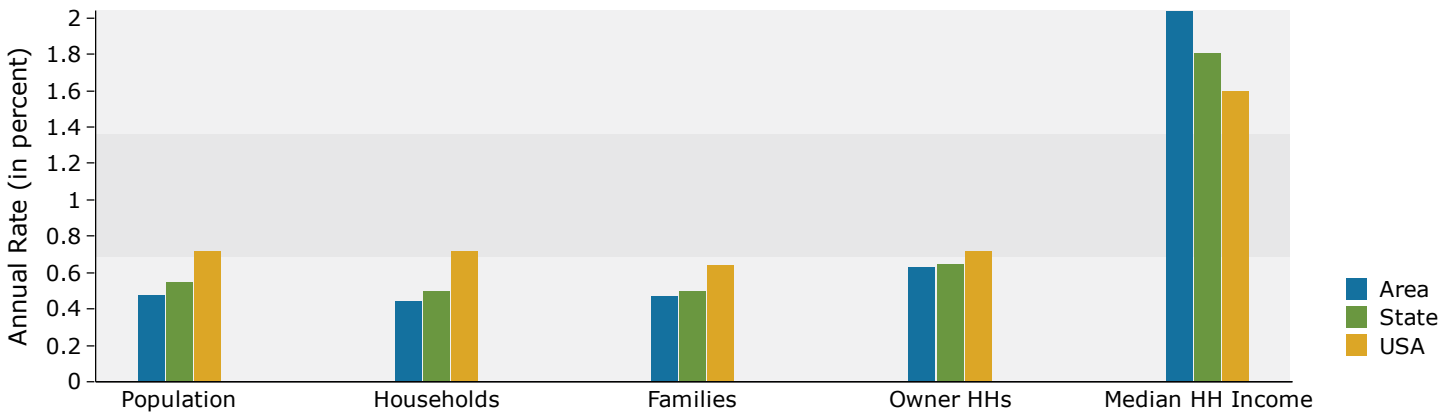
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	39,819		41,862		42,885	
Households	14,275		14,881		15,215	
Families	10,613		11,048		11,312	
Average Household Size	2.76		2.78		2.79	
Owner Occupied Housing Units	10,824		11,321		11,680	
Renter Occupied Housing Units	3,451		3,560		3,535	
Median Age	43.1		44.4		44.6	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.48%		0.55%		0.72%	
Households	0.44%		0.50%		0.72%	
Families	0.47%		0.50%		0.64%	
Owner HHs	0.63%		0.65%		0.72%	
Median Household Income	2.04%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			907	6.1%	809	5.3%
\$15,000 - \$24,999			687	4.6%	584	3.8%
\$25,000 - \$34,999			870	5.8%	774	5.1%
\$35,000 - \$49,999			1,340	9.0%	1,231	8.1%
\$50,000 - \$74,999			2,124	14.3%	2,002	13.2%
\$75,000 - \$99,999			2,008	13.5%	1,994	13.1%
\$100,000 - \$149,999			2,923	19.6%	3,035	19.9%
\$150,000 - \$199,999			1,863	12.5%	2,157	14.2%
\$200,000+			2,160	14.5%	2,628	17.3%
Median Household Income			\$92,498		\$102,306	
Average Household Income			\$121,829		\$137,335	
Per Capita Income			\$42,956		\$48,288	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,168	5.4%	2,100	5.0%	2,172	5.1%
5 - 9	2,246	5.6%	2,286	5.5%	2,291	5.3%
10 - 14	2,334	5.9%	2,466	5.9%	2,433	5.7%
15 - 19	2,660	6.7%	2,201	5.3%	2,261	5.3%
20 - 24	2,463	6.2%	1,861	4.4%	1,767	4.1%
25 - 34	4,278	10.7%	5,290	12.6%	4,637	10.8%
35 - 44	4,708	11.8%	5,010	12.0%	6,139	14.3%
45 - 54	6,494	16.3%	4,983	11.9%	4,739	11.0%
55 - 64	5,775	14.5%	6,270	15.0%	5,594	13.0%
65 - 74	3,455	8.7%	5,248	12.5%	5,677	13.2%
75 - 84	2,167	5.4%	2,764	6.6%	3,648	8.5%
85+	1,070	2.7%	1,380	3.3%	1,529	3.6%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	30,197	75.8%	30,333	72.5%	30,340	70.7%
Black Alone	755	1.9%	826	2.0%	851	2.0%
American Indian Alone	312	0.8%	325	0.8%	330	0.8%
Asian Alone	2,303	5.8%	2,872	6.9%	3,231	7.5%
Pacific Islander Alone	109	0.3%	114	0.3%	117	0.3%
Some Other Race Alone	4,518	11.3%	5,390	12.9%	5,818	13.6%
Two or More Races	1,625	4.1%	2,000	4.8%	2,198	5.1%
Hispanic Origin (Any Race)	9,531	23.9%	11,371	27.2%	12,440	29.0%

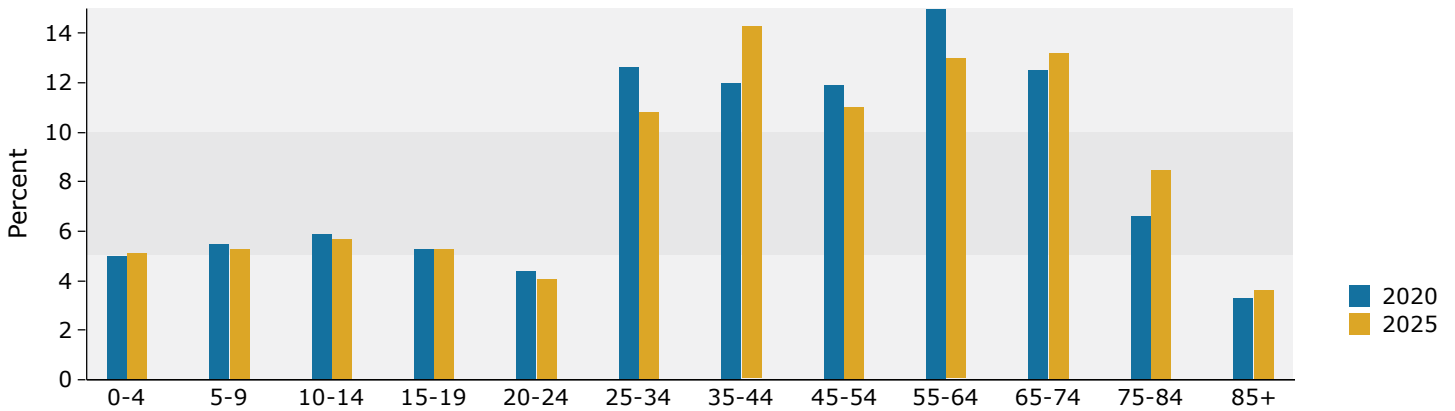
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

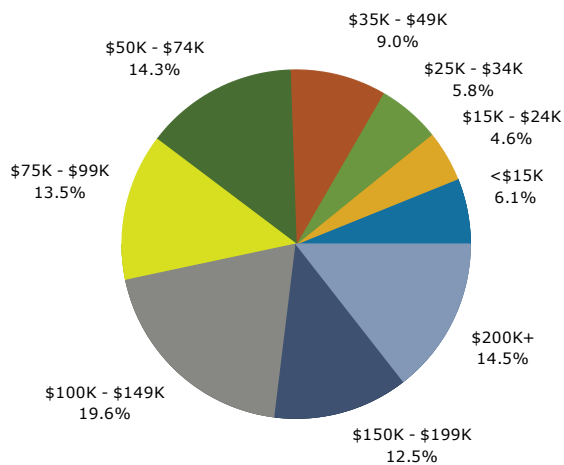
Trends 2020-2025



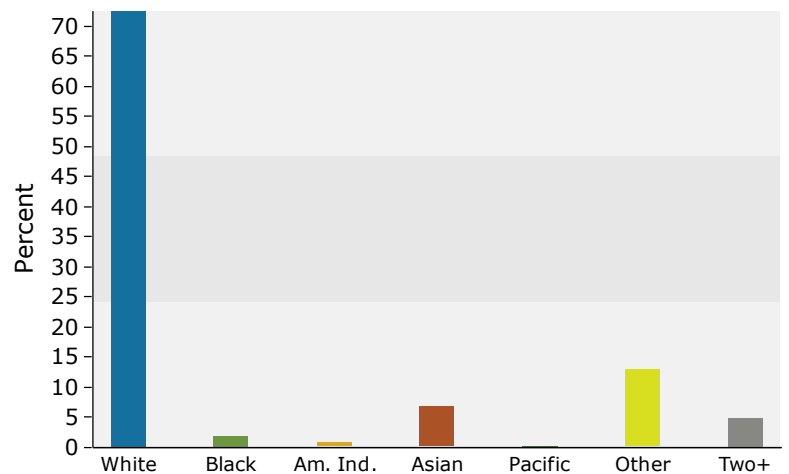
Population by Age



2020 Household Income



2020 Population by Race



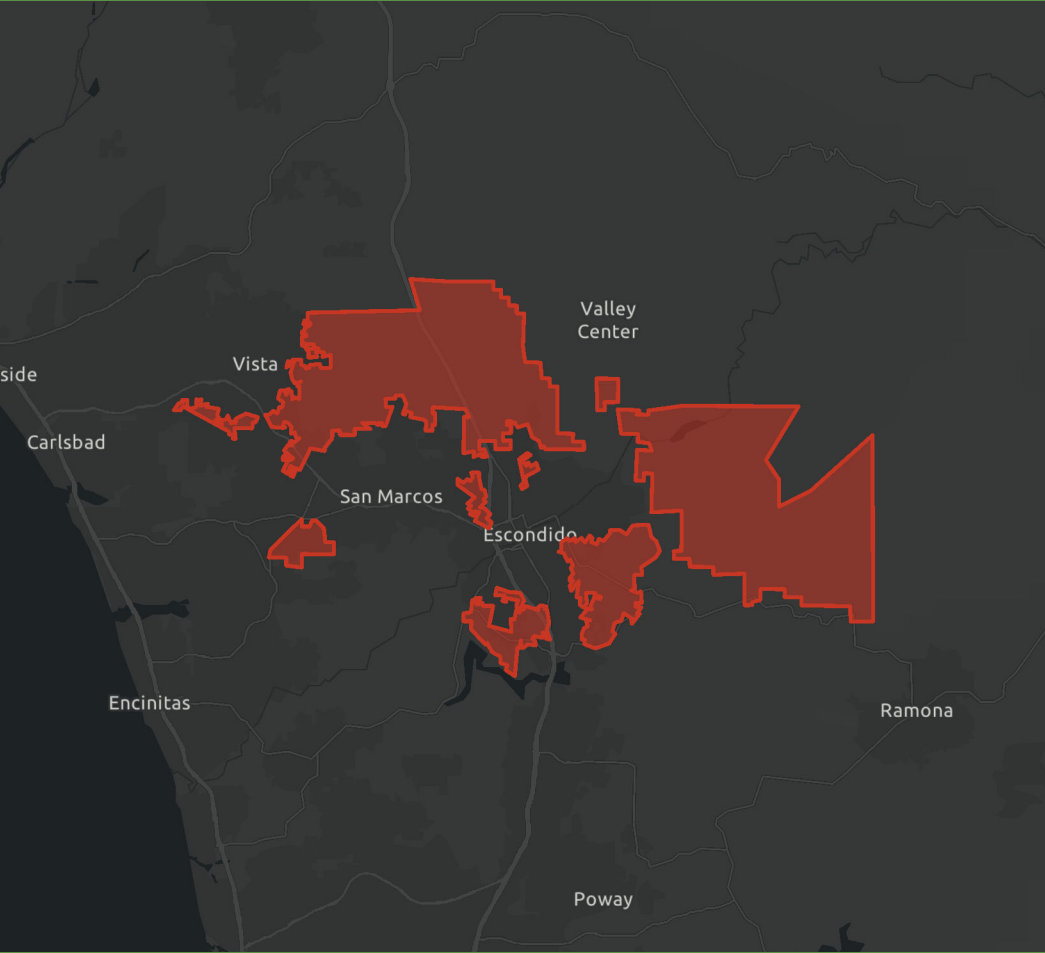
2020 Percent Hispanic Origin: 27.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

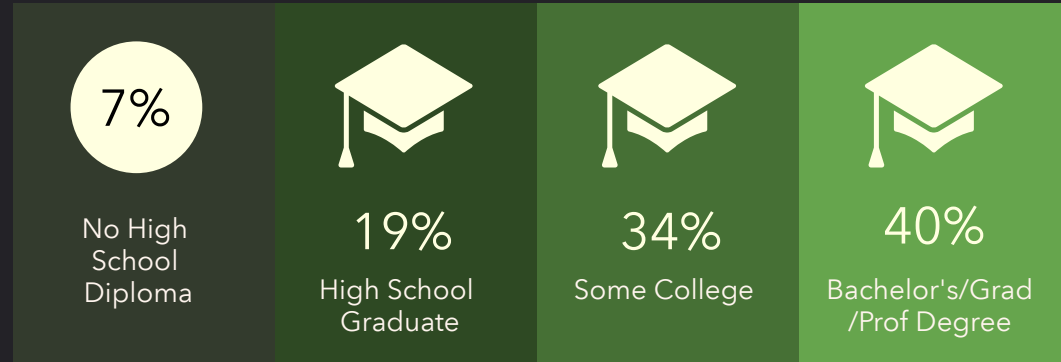
DEMOGRAPHIC PROFILE

North County Metro

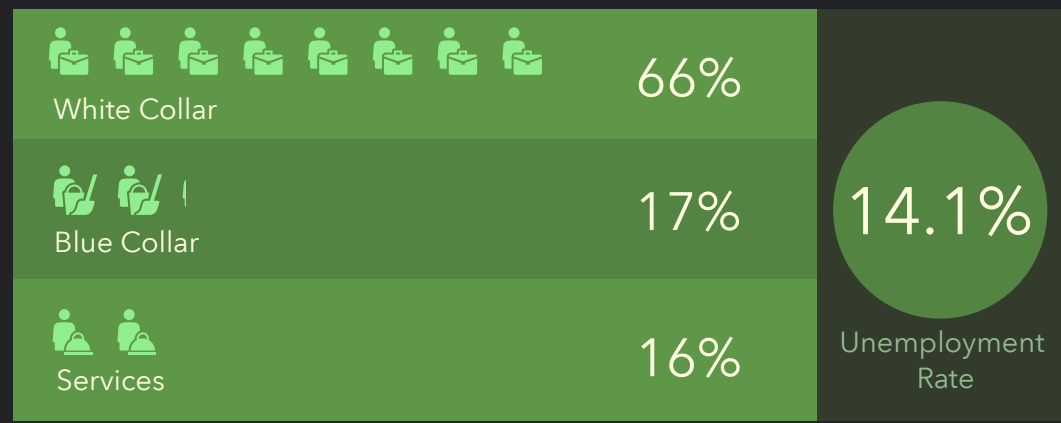
Area: 81.79 square miles



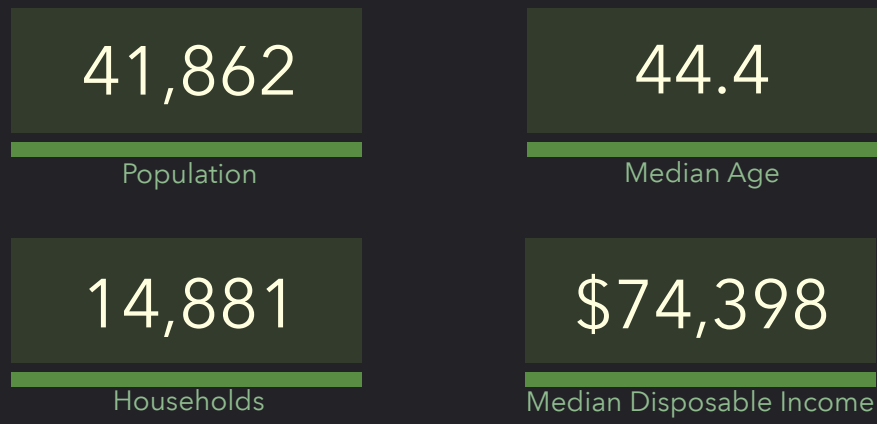
EDUCATION



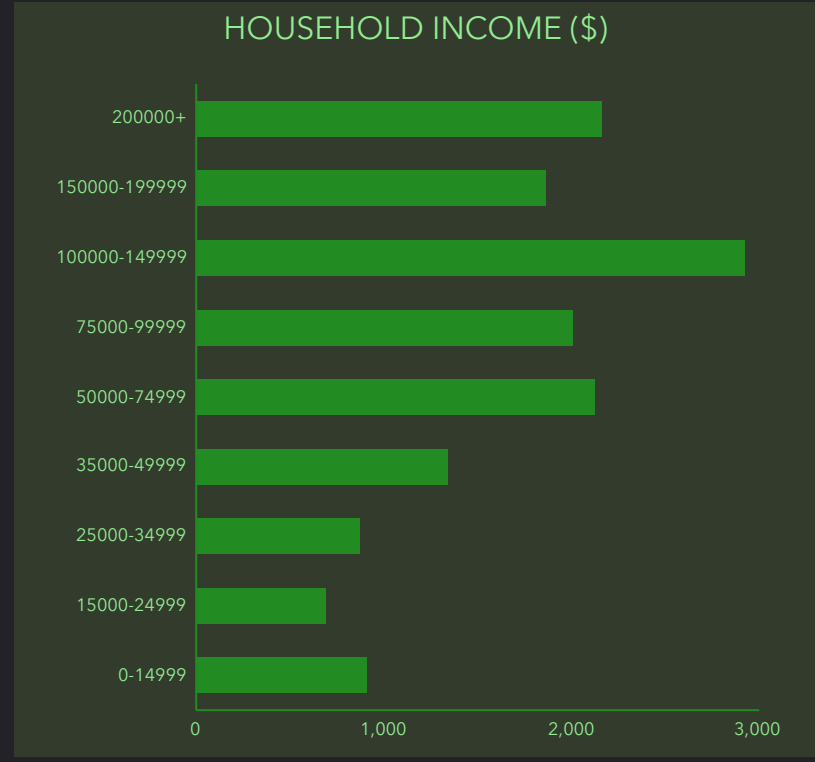
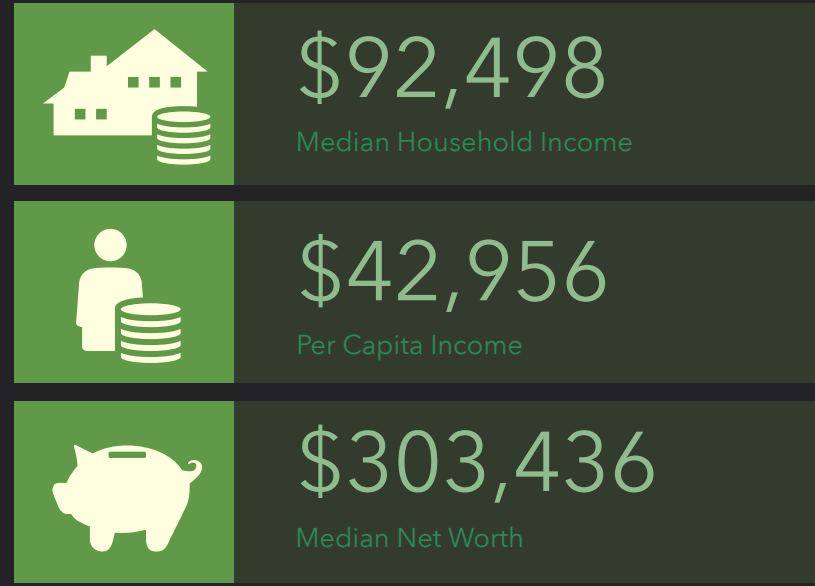
EMPLOYMENT



KEY FACTS



INCOME





Executive Summary

North County Metro
Area: 81.79 square miles

Prepared by Esri

Population

2000 Population	34,888
2010 Population	39,819
2020 Population	41,862
2025 Population	42,885
2000-2010 Annual Rate	1.33%
2010-2020 Annual Rate	0.49%
2020-2025 Annual Rate	0.48%
2020 Male Population	49.2%
2020 Female Population	50.8%
2020 Median Age	44.4

In the identified area, the current year population is 41,862. In 2010, the Census count in the area was 39,819. The rate of change since 2010 was 0.49% annually. The five-year projection for the population in the area is 42,885 representing a change of 0.48% annually from 2020 to 2025. Currently, the population is 49.2% male and 50.8% female.

Median Age

The median age in this area is 44.4, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	72.5%
2020 Black Alone	2.0%
2020 American Indian/Alaska Native Alone	0.8%
2020 Asian Alone	6.9%
2020 Pacific Islander Alone	0.3%
2020 Other Race	12.9%
2020 Two or More Races	4.8%
2020 Hispanic Origin (Any Race)	27.2%

Persons of Hispanic origin represent 27.2% of the population in the identified area compared to 18.8% 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 68.0 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	172
2000 Households	12,659
2010 Households	14,275
2020 Total Households	14,881
2025 Total Households	15,215
2000-2010 Annual Rate	1.21%
2010-2020 Annual Rate	0.41%
2020-2025 Annual Rate	0.44%
2020 Average Household Size	2.78

The household count in this area has changed from 14,275 in 2010 to 14,881 in the current year, a change of 0.41% annually. The five-year projection of households is 15,215, a change of 0.44% annually from the current year total. Average household size is currently 2.78, compared to 2.76 in the year 2010. The number of families in the current year is 11,048 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage 30.0%

Median Household Income

2020 Median Household Income \$92,498

2025 Median Household Income \$102,306

2020-2025 Annual Rate 2.04%

Average Household Income

2020 Average Household Income \$121,829

2025 Average Household Income \$137,335

2020-2025 Annual Rate 2.43%

Per Capita Income

2020 Per Capita Income \$42,956

2025 Per Capita Income \$48,288

2020-2025 Annual Rate 2.37%

Households by Income

Current median household income is \$92,498 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$102,306 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$121,829 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$137,335 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$42,956 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$48,288 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index 79

2000 Total Housing Units 13,226

2000 Owner Occupied Housing Units 10,062

2000 Renter Occupied Housing Units 2,597

2000 Vacant Housing Units 567

2010 Total Housing Units 15,301

2010 Owner Occupied Housing Units 10,824

2010 Renter Occupied Housing Units 3,451

2010 Vacant Housing Units 1,026

2020 Total Housing Units 15,777

2020 Owner Occupied Housing Units 11,321

2020 Renter Occupied Housing Units 3,560

2020 Vacant Housing Units 896

2025 Total Housing Units 16,141

2025 Owner Occupied Housing Units 11,680

2025 Renter Occupied Housing Units 3,535

2025 Vacant Housing Units 926

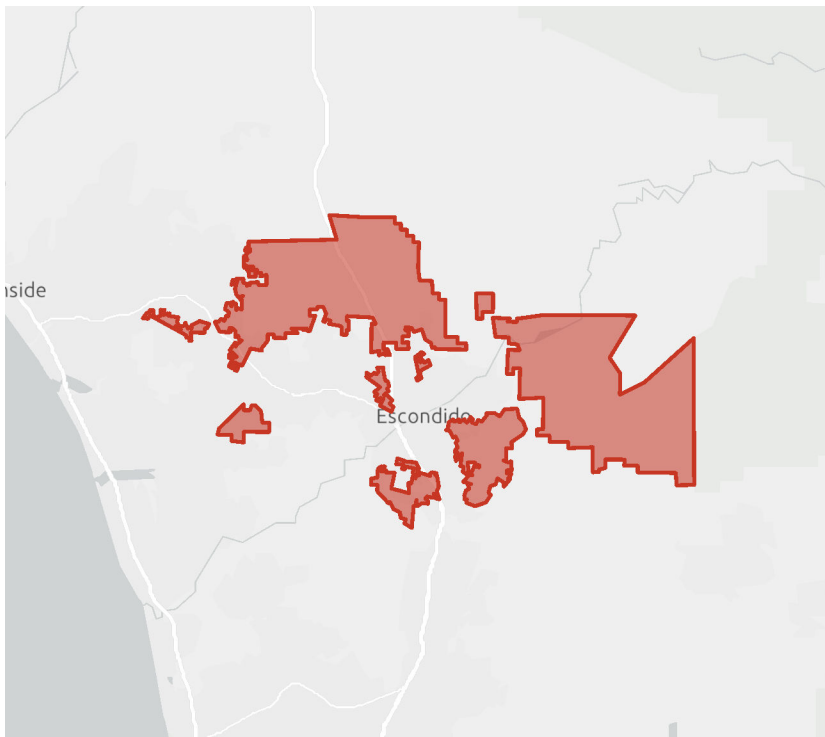
Currently, 71.8% of the 15,777 housing units in the area are owner occupied; 22.6% are renter occupied; and 5.7% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 15,301 housing units in the area - 70.7% owner occupied, 22.6% renter occupied, and 6.7% vacant. The annual rate of change in housing units since 2010 is 1.37%. Median home value in the area is \$663,246, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 2.11% annually to \$736,108.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

POPULATION TRENDS AND KEY INDICATORS

North County Metro



41,862	14,881	2.78	44.4	\$92,498	\$663,246	172	79	68
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



\$15,218

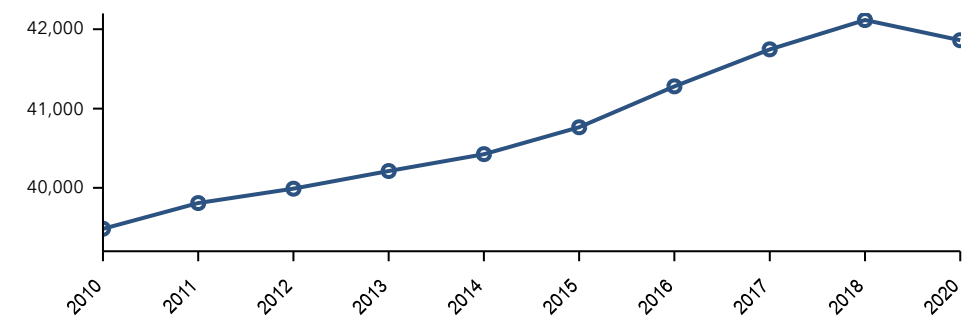
Avg Spent on Mortgage & Basics



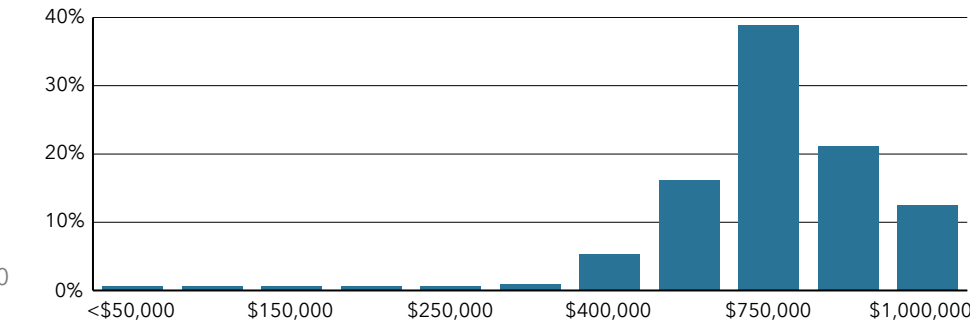
30.0%

Percent of Income for Mortgage

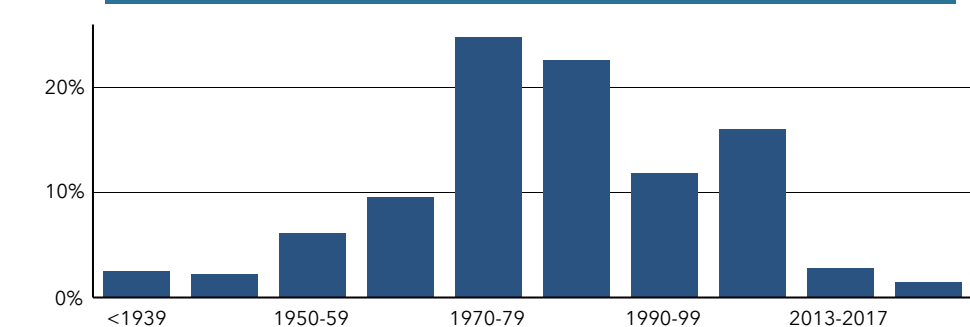
Historical Trends: Population



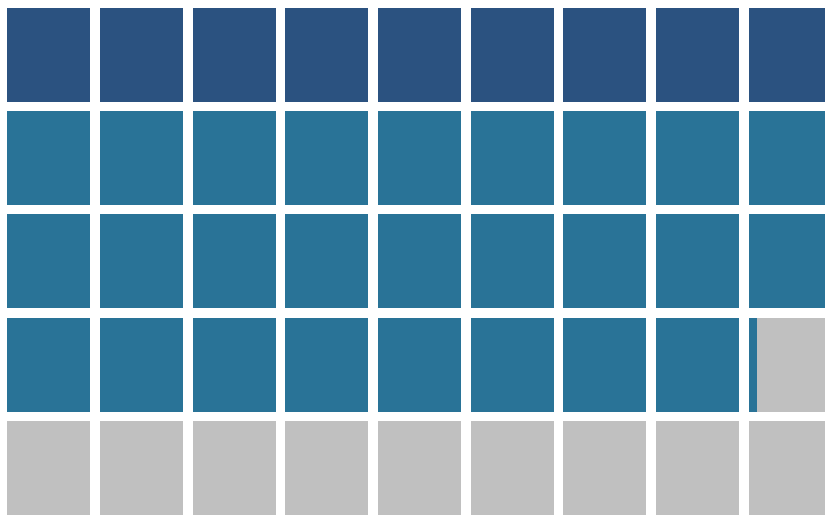
Home Value



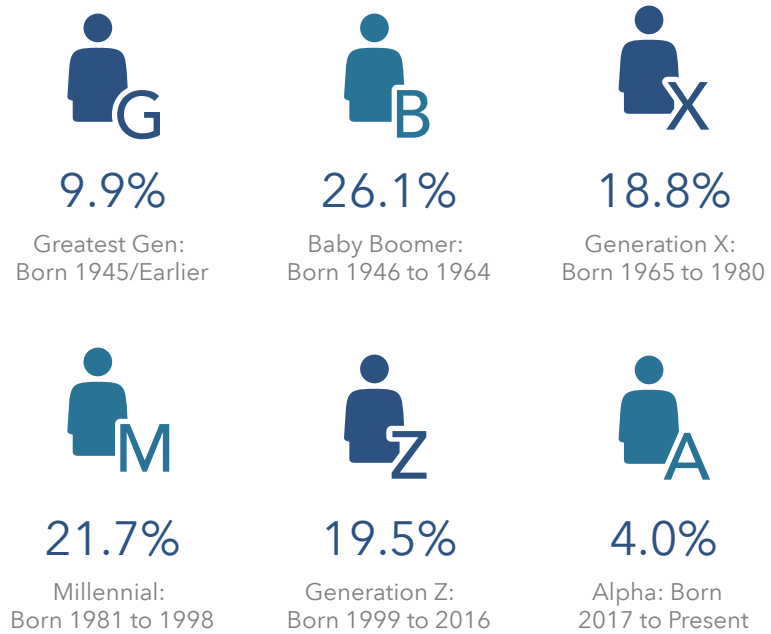
Housing: Year Built



POPULATION BY AGE



POPULATION BY GENERATION





Community Profile

North Mountain

Prepared by Esri

Population Summary

2000 Total Population	2,556
2010 Total Population	2,773
2020 Total Population	2,899
2020 Group Quarters	131
2025 Total Population	2,951
2020-2025 Annual Rate	0.36%
2020 Total Daytime Population	2,627
Workers	696
Residents	1,931

Household Summary

2000 Households	1,003
2000 Average Household Size	2.48
2010 Households	1,142
2010 Average Household Size	2.32
2020 Households	1,196
2020 Average Household Size	2.32
2025 Households	1,218
2025 Average Household Size	2.32
2020-2025 Annual Rate	0.37%
2010 Families	713
2010 Average Family Size	2.81
2020 Families	748
2020 Average Family Size	2.80
2025 Families	765
2025 Average Family Size	2.79
2020-2025 Annual Rate	0.45%

Housing Unit Summary

2000 Housing Units	1,444
Owner Occupied Housing Units	51.0%
Renter Occupied Housing Units	18.4%
Vacant Housing Units	30.5%
2010 Housing Units	1,428
Owner Occupied Housing Units	60.1%
Renter Occupied Housing Units	19.9%
Vacant Housing Units	20.0%
2020 Housing Units	1,460
Owner Occupied Housing Units	61.3%
Renter Occupied Housing Units	20.7%
Vacant Housing Units	18.1%
2025 Housing Units	1,483
Owner Occupied Housing Units	62.0%
Renter Occupied Housing Units	20.2%
Vacant Housing Units	17.9%

Median Household Income

2020	\$51,835
2025	\$61,444

Median Home Value

2020	\$278,093
2025	\$430,988

Per Capita Income

2020	\$32,345
2025	\$37,244

Median Age

2010	51.6
2020	55.4
2025	56.5

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

December 02, 2020



2020 Households by Income

Household Income Base	1,196
<\$15,000	14.4%
\$15,000 - \$24,999	12.8%
\$25,000 - \$34,999	9.6%
\$35,000 - \$49,999	11.6%
\$50,000 - \$74,999	15.3%
\$75,000 - \$99,999	11.4%
\$100,000 - \$149,999	14.3%
\$150,000 - \$199,999	4.5%
\$200,000+	6.1%
Average Household Income	\$76,129

2025 Households by Income

Household Income Base	1,218
<\$15,000	11.9%
\$15,000 - \$24,999	10.5%
\$25,000 - \$34,999	8.3%
\$35,000 - \$49,999	10.8%
\$50,000 - \$74,999	15.7%
\$75,000 - \$99,999	12.6%
\$100,000 - \$149,999	17.7%
\$150,000 - \$199,999	5.8%
\$200,000+	6.9%
Average Household Income	\$87,734

2020 Owner Occupied Housing Units by Value

Total	895
<\$50,000	6.5%
\$50,000 - \$99,999	5.9%
\$100,000 - \$149,999	3.4%
\$150,000 - \$199,999	4.4%
\$200,000 - \$249,999	23.8%
\$250,000 - \$299,999	10.8%
\$300,000 - \$399,999	18.9%
\$400,000 - \$499,999	3.8%
\$500,000 - \$749,999	10.8%
\$750,000 - \$999,999	4.2%
\$1,000,000 - \$1,499,999	2.6%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	4.8%
Average Home Value	\$431,480

2025 Owner Occupied Housing Units by Value

Total	920
<\$50,000	2.8%
\$50,000 - \$99,999	2.4%
\$100,000 - \$149,999	1.2%
\$150,000 - \$199,999	1.7%
\$200,000 - \$249,999	9.7%
\$250,000 - \$299,999	6.0%
\$300,000 - \$399,999	14.9%
\$400,000 - \$499,999	36.3%
\$500,000 - \$749,999	7.5%
\$750,000 - \$999,999	5.2%
\$1,000,000 - \$1,499,999	3.0%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	8.9%
Average Home Value	\$596,300

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age

Total	2,771
0 - 4	3.9%
5 - 9	4.0%
10 - 14	4.7%
15 - 24	9.4%
25 - 34	9.5%
35 - 44	9.6%
45 - 54	15.1%
55 - 64	21.5%
65 - 74	14.3%
75 - 84	6.1%
85 +	1.9%
18 +	84.2%

2020 Population by Age

Total	2,900
0 - 4	3.4%
5 - 9	3.5%
10 - 14	4.0%
15 - 24	8.0%
25 - 34	9.7%
35 - 44	8.7%
45 - 54	12.0%
55 - 64	22.0%
65 - 74	19.6%
75 - 84	7.0%
85 +	2.2%
18 +	86.7%

2025 Population by Age

Total	2,953
0 - 4	3.3%
5 - 9	3.4%
10 - 14	3.9%
15 - 24	7.5%
25 - 34	9.0%
35 - 44	9.1%
45 - 54	11.3%
55 - 64	20.5%
65 - 74	20.9%
75 - 84	9.0%
85 +	2.3%
18 +	87.0%

2010 Population by Sex

Males	1,354
Females	1,419

2020 Population by Sex

Males	1,431
Females	1,468

2025 Population by Sex

Males	1,467
Females	1,484

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	2,773
White Alone	72.0%
Black Alone	1.4%
American Indian Alone	17.5%
Asian Alone	1.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.4%
Two or More Races	3.1%
Hispanic Origin	13.9%
Diversity Index	58.2

2020 Population by Race/Ethnicity

Total	2,899
White Alone	70.5%
Black Alone	1.5%
American Indian Alone	16.8%
Asian Alone	2.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	5.3%
Two or More Races	3.8%
Hispanic Origin	16.7%
Diversity Index	62.0

2025 Population by Race/Ethnicity

Total	2,952
White Alone	69.7%
Black Alone	1.5%
American Indian Alone	16.5%
Asian Alone	2.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	5.9%
Two or More Races	4.1%
Hispanic Origin	18.4%
Diversity Index	64.0

2010 Population by Relationship and Household Type

Total	2,773
In Households	95.6%
In Family Households	74.9%
Householder	26.5%
Spouse	19.9%
Child	21.1%
Other relative	4.7%
Nonrelative	2.6%
In Nonfamily Households	20.7%
In Group Quarters	4.4%
Institutionalized Population	3.2%
Noninstitutionalized Population	1.2%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Population 25+ by Educational Attainment

Total	2,354
Less than 9th Grade	2.0%
9th - 12th Grade, No Diploma	9.3%
High School Graduate	26.3%
GED/Alternative Credential	3.7%
Some College, No Degree	30.6%
Associate Degree	10.2%
Bachelor's Degree	10.2%
Graduate/Professional Degree	7.8%

2020 Population 15+ by Marital Status

Total	2,585
Never Married	26.1%
Married	50.4%
Widowed	10.0%
Divorced	13.6%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	1,129
Population 16+ Employed	80.4%
Population 16+ Unemployment rate	19.6%
Population 16-24 Employed	6.9%
Population 16-24 Unemployment rate	42.2%
Population 25-54 Employed	47.4%
Population 25-54 Unemployment rate	20.4%
Population 55-64 Employed	32.2%
Population 55-64 Unemployment rate	15.4%
Population 65+ Employed	13.5%
Population 65+ Unemployment rate	9.6%

2020 Employed Population 16+ by Industry

Total	908
Agriculture/Mining	12.9%
Construction	9.8%
Manufacturing	5.0%
Wholesale Trade	2.8%
Retail Trade	10.1%
Transportation/Utilities	5.0%
Information	0.2%
Finance/Insurance/Real Estate	4.6%
Services	44.1%
Public Administration	5.8%

2020 Employed Population 16+ by Occupation

Total	910
White Collar	49.6%
Management/Business/Financial	13.4%
Professional	14.3%
Sales	8.3%
Administrative Support	13.5%
Services	23.7%
Blue Collar	27.0%
Farming/Forestry/Fishing	8.3%
Construction/Extraction	3.7%
Installation/Maintenance/Repair	5.1%
Production	2.6%
Transportation/Material Moving	7.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	1,142
Households with 1 Person	29.7%
Households with 2+ People	70.3%
Family Households	62.4%
Husband-wife Families	47.0%
With Related Children	9.2%
Other Family (No Spouse Present)	15.4%
Other Family with Male Householder	5.8%
With Related Children	2.5%
Other Family with Female Householder	9.6%
With Related Children	5.5%
Nonfamily Households	7.9%
All Households with Children	17.8%
Multigenerational Households	2.7%
Unmarried Partner Households	8.1%
Male-female	6.8%
Same-sex	1.2%
2010 Households by Size	
Total	1,143
1 Person Household	29.7%
2 Person Household	45.0%
3 Person Household	10.3%
4 Person Household	7.1%
5 Person Household	4.7%
6 Person Household	1.9%
7 + Person Household	1.3%
2010 Households by Tenure and Mortgage Status	
Total	1,142
Owner Occupied	75.1%
Owned with a Mortgage/Loan	39.7%
Owned Free and Clear	35.5%
Renter Occupied	24.9%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	109
Percent of Income for Mortgage	22.4%
Wealth Index	94
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	1,428
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.1%
Rural Housing Units	99.9%
2010 Population By Urban/ Rural Status	
Total Population	2,773
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.1%
Rural Population	99.9%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Senior Escapes (9D)
2. The Great Outdoors (6C)
3. Rural Resort Dwellers (6E)

2020 Consumer Spending

Apparel & Services: Total \$	\$2,138,033
Average Spent	\$1,787.65
Spending Potential Index	83
Education: Total \$	\$1,428,475
Average Spent	\$1,194.38
Spending Potential Index	67
Entertainment/Recreation: Total \$	\$3,405,461
Average Spent	\$2,847.38
Spending Potential Index	88
Food at Home: Total \$	\$5,781,459
Average Spent	\$4,834.00
Spending Potential Index	91
Food Away from Home: Total \$	\$3,882,300
Average Spent	\$3,246.07
Spending Potential Index	86
Health Care: Total \$	\$6,464,572
Average Spent	\$5,405.16
Spending Potential Index	94
HH Furnishings & Equipment: Total \$	\$2,251,011
Average Spent	\$1,882.12
Spending Potential Index	86
Personal Care Products & Services: Total \$	\$967,643
Average Spent	\$809.07
Spending Potential Index	88
Shelter: Total \$	\$19,408,442
Average Spent	\$16,227.79
Spending Potential Index	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,985,604
Average Spent	\$2,496.32
Spending Potential Index	107
Travel: Total \$	\$2,581,670
Average Spent	\$2,158.59
Spending Potential Index	90
Vehicle Maintenance & Repairs: Total \$	\$1,272,316
Average Spent	\$1,063.81
Spending Potential Index	92

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.

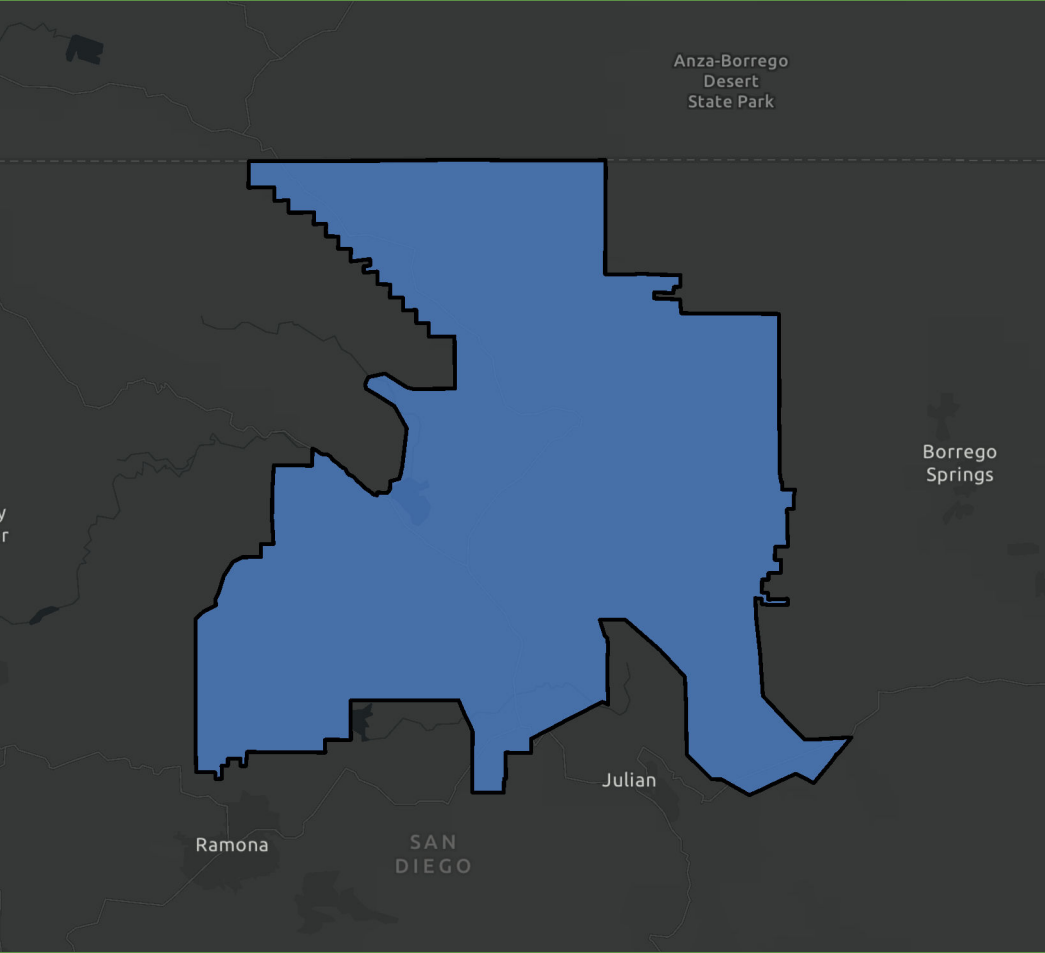
Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

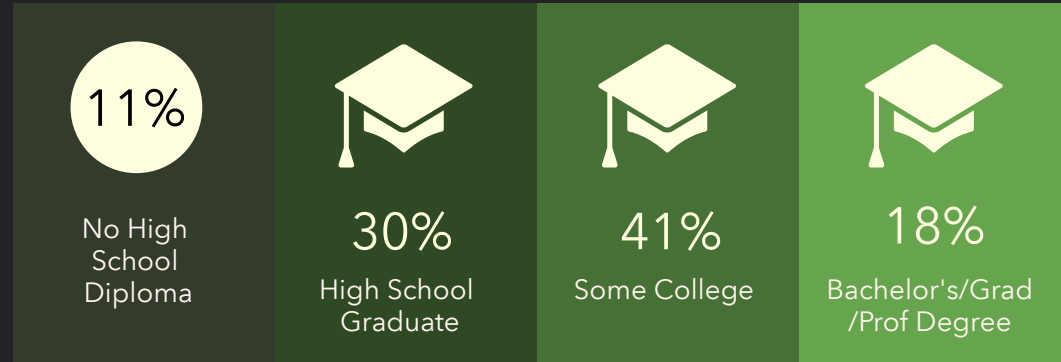
DEMOGRAPHIC PROFILE

North Mountain

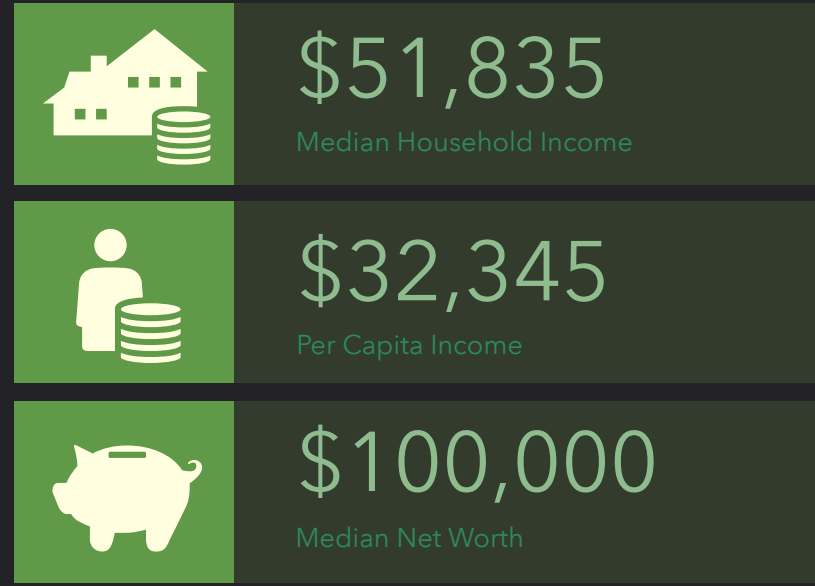
North Mountain



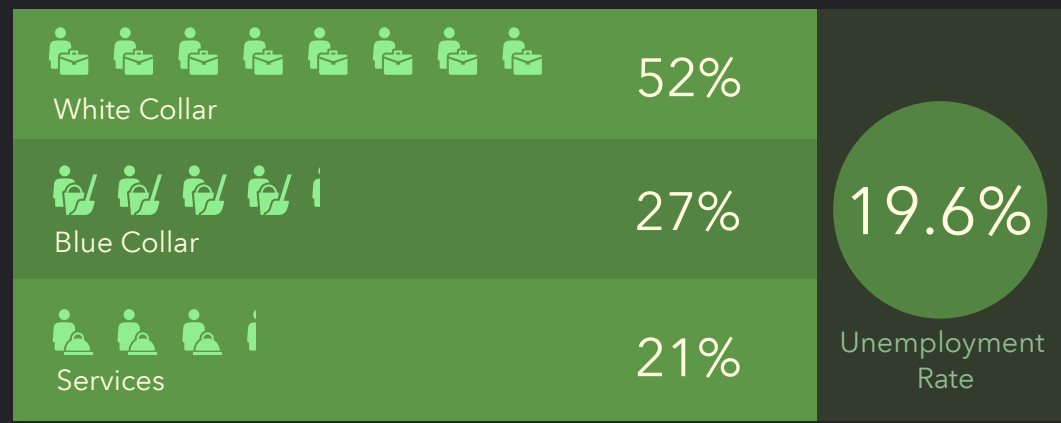
EDUCATION



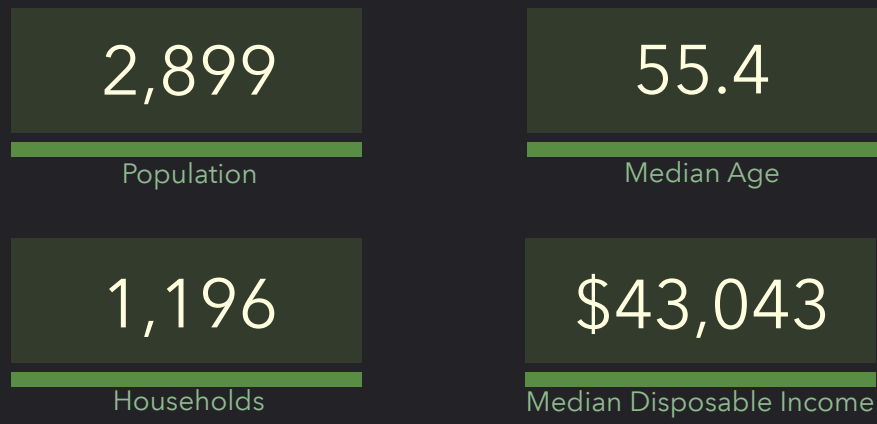
INCOME



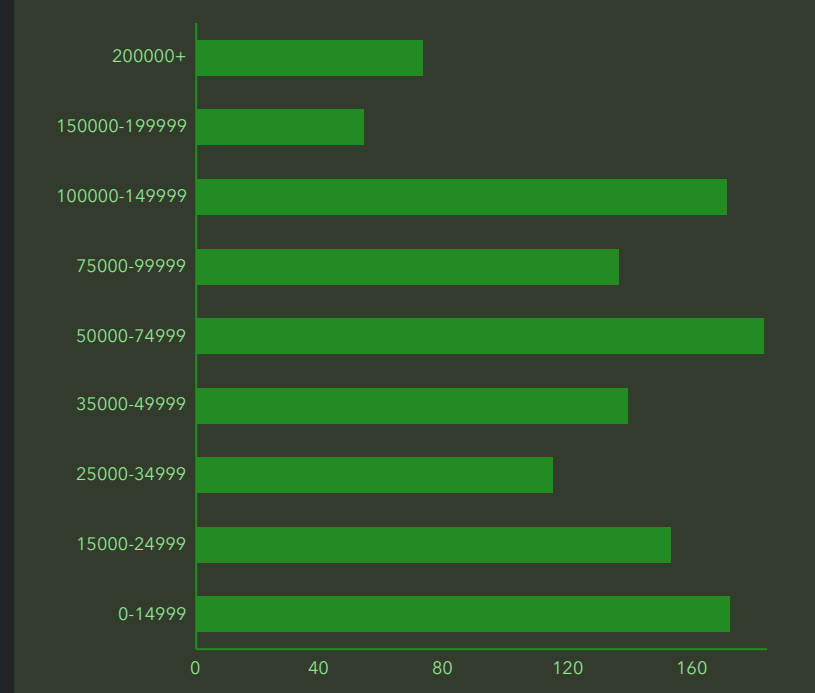
EMPLOYMENT



KEY FACTS



HOUSEHOLD INCOME (\$)



This infographic contains data provided by Esri. The vintage of the data is 2020, 2025.
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Demographic and Income Profile

North Mountain

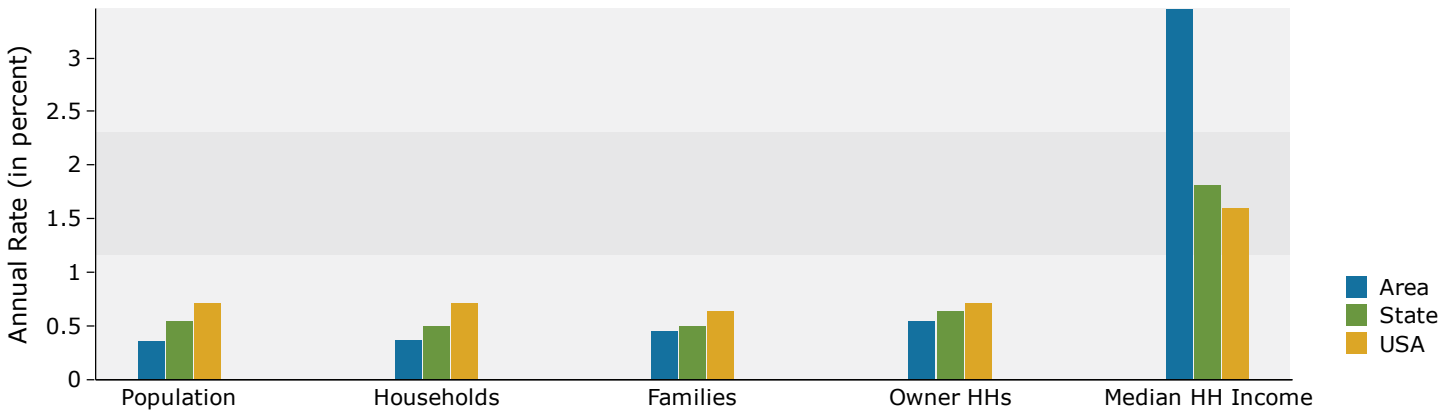
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	2,773		2,899		2,951	
Households	1,142		1,196		1,218	
Families	713		748		765	
Average Household Size	2.32		2.32		2.32	
Owner Occupied Housing Units	858		895		920	
Renter Occupied Housing Units	284		302		299	
Median Age	51.6		55.4		56.5	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.36%		0.55%		0.72%	
Households	0.37%		0.50%		0.72%	
Families	0.45%		0.50%		0.64%	
Owner HHs	0.55%		0.65%		0.72%	
Median Household Income	3.46%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			172	14.4%	145	11.9%
\$15,000 - \$24,999			153	12.8%	128	10.5%
\$25,000 - \$34,999			115	9.6%	101	8.3%
\$35,000 - \$49,999			139	11.6%	131	10.8%
\$50,000 - \$74,999			183	15.3%	191	15.7%
\$75,000 - \$99,999			136	11.4%	153	12.6%
\$100,000 - \$149,999			171	14.3%	215	17.7%
\$150,000 - \$199,999			54	4.5%	71	5.8%
\$200,000+			73	6.1%	84	6.9%
Median Household Income			\$51,835		\$61,444	
Average Household Income			\$76,129		\$87,734	
Per Capita Income			\$32,345		\$37,244	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	109	3.9%	98	3.4%	97	3.3%
5 - 9	110	4.0%	101	3.5%	99	3.4%
10 - 14	131	4.7%	115	4.0%	114	3.9%
15 - 19	132	4.8%	109	3.8%	111	3.8%
20 - 24	128	4.6%	122	4.2%	110	3.7%
25 - 34	263	9.5%	280	9.7%	267	9.0%
35 - 44	266	9.6%	253	8.7%	269	9.1%
45 - 54	419	15.1%	349	12.0%	334	11.3%
55 - 64	596	21.5%	639	22.0%	604	20.5%
65 - 74	396	14.3%	568	19.6%	616	20.9%
75 - 84	168	6.1%	202	7.0%	265	9.0%
85+	54	1.9%	64	2.2%	67	2.3%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,997	72.0%	2,045	70.5%	2,059	69.7%
Black Alone	38	1.4%	43	1.5%	44	1.5%
American Indian Alone	484	17.5%	487	16.8%	486	16.5%
Asian Alone	46	1.7%	58	2.0%	67	2.3%
Pacific Islander Alone	1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	122	4.4%	155	5.3%	173	5.9%
Two or More Races	85	3.1%	110	3.8%	122	4.1%
Hispanic Origin (Any Race)	385	13.9%	481	16.6%	542	18.4%

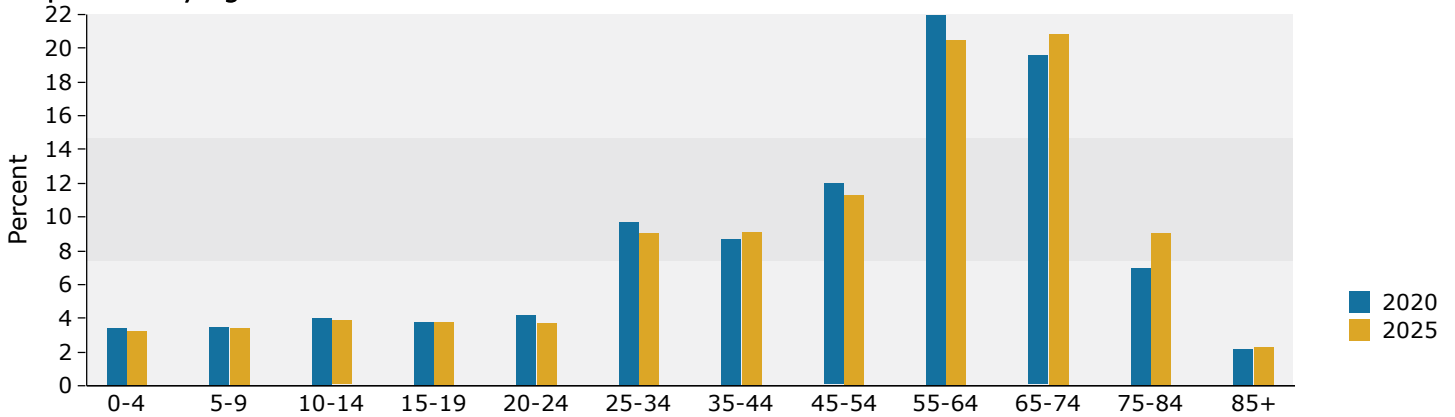
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

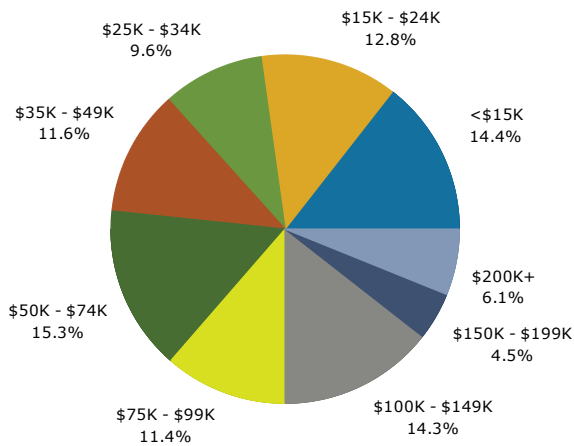
Trends 2020-2025



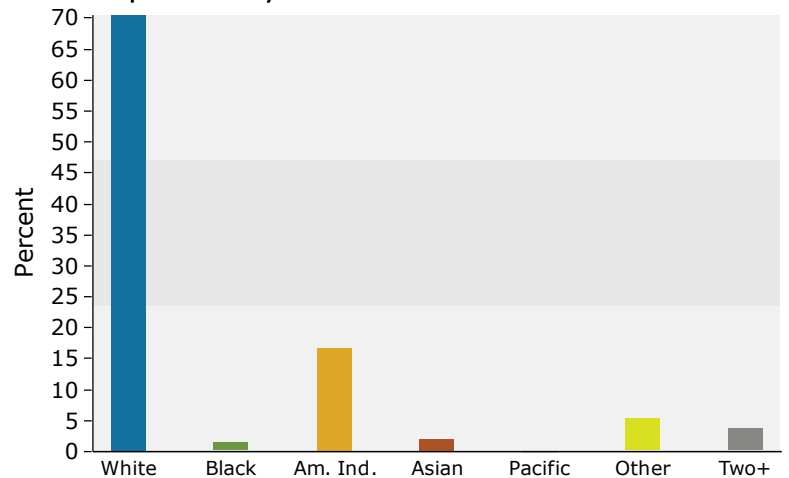
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 16.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	2,556
2010 Population	2,773
2020 Population	2,899
2025 Population	2,951
2000-2010 Annual Rate	0.82%
2010-2020 Annual Rate	0.43%
2020-2025 Annual Rate	0.36%
2020 Male Population	49.4%
2020 Female Population	50.6%
2020 Median Age	55.4

In the identified area, the current year population is 2,899. In 2010, the Census count in the area was 2,773. The rate of change since 2010 was 0.43% annually. The five-year projection for the population in the area is 2,951 representing a change of 0.36% annually from 2020 to 2025. Currently, the population is 49.4% male and 50.6% female.

Median Age

The median age in this area is 55.4, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	70.5%
2020 Black Alone	1.5%
2020 American Indian/Alaska Native Alone	16.8%
2020 Asian Alone	2.0%
2020 Pacific Islander Alone	0.0%
2020 Other Race	5.3%
2020 Two or More Races	3.8%
2020 Hispanic Origin (Any Race)	16.7%

Persons of Hispanic origin represent 16.7% of the population in the identified area compared to 18.8% 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 62.0 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	94
2000 Households	1,003
2010 Households	1,142
2020 Total Households	1,196
2025 Total Households	1,218
2000-2010 Annual Rate	1.31%
2010-2020 Annual Rate	0.45%
2020-2025 Annual Rate	0.37%
2020 Average Household Size	2.32

The household count in this area has changed from 1,142 in 2010 to 1,196 in the current year, a change of 0.45% annually. The five-year projection of households is 1,218, a change of 0.37% annually from the current year total. Average household size is currently 2.32, compared to 2.32 in the year 2010. The number of families in the current year is 748 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	22.4%
-------------------------------------	-------

Median Household Income

2020 Median Household Income	\$51,835
2025 Median Household Income	\$61,444
2020-2025 Annual Rate	3.46%

Average Household Income

2020 Average Household Income	\$76,129
2025 Average Household Income	\$87,734
2020-2025 Annual Rate	2.88%

Per Capita Income

2020 Per Capita Income	\$32,345
2025 Per Capita Income	\$37,244
2020-2025 Annual Rate	2.86%

Households by Income

Current median household income is \$51,835 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$61,444 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$76,129 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$87,734 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$32,345 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$37,244 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	109
2000 Total Housing Units	1,444
2000 Owner Occupied Housing Units	737
2000 Renter Occupied Housing Units	266
2000 Vacant Housing Units	441
2010 Total Housing Units	1,428
2010 Owner Occupied Housing Units	858
2010 Renter Occupied Housing Units	284
2010 Vacant Housing Units	286
2020 Total Housing Units	1,460
2020 Owner Occupied Housing Units	895
2020 Renter Occupied Housing Units	302
2020 Vacant Housing Units	264
2025 Total Housing Units	1,483
2025 Owner Occupied Housing Units	920
2025 Renter Occupied Housing Units	299
2025 Vacant Housing Units	265

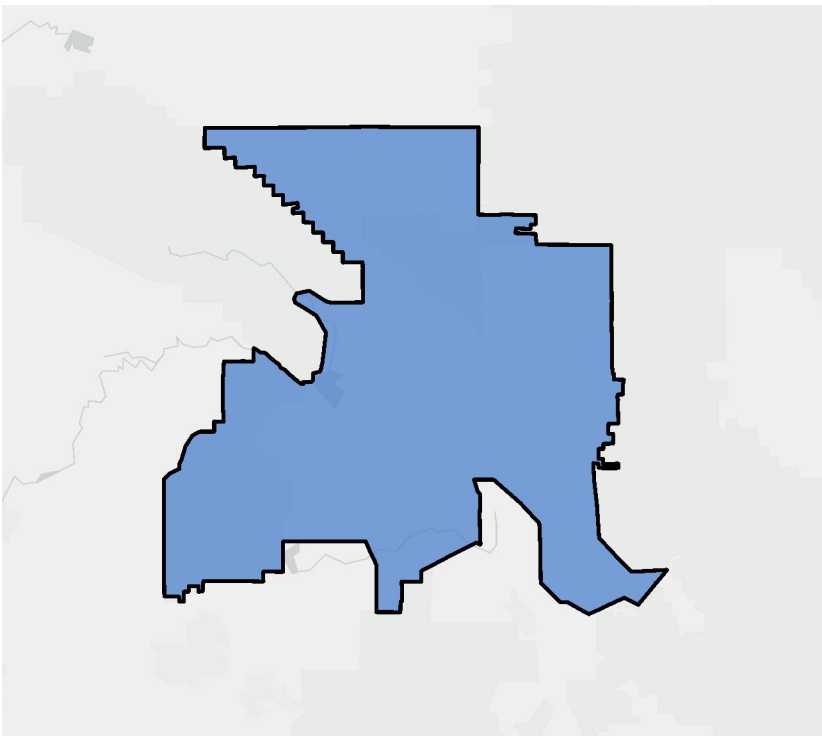
Currently, 61.3% of the 1,460 housing units in the area are owner occupied; 20.7%, renter occupied; and 18.1% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 1,428 housing units in the area - 60.1% owner occupied, 19.9% renter occupied, and 20.0% vacant. The annual rate of change in housing units since 2010 is 0.99%. Median home value in the area is \$278,093, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 9.16% annually to \$430,988.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

POPULATION TRENDS AND KEY INDICATORS

North Mountain



2,899	1,196	2.32	55.4	\$51,835	\$278,093	94	109	62
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



\$9,034

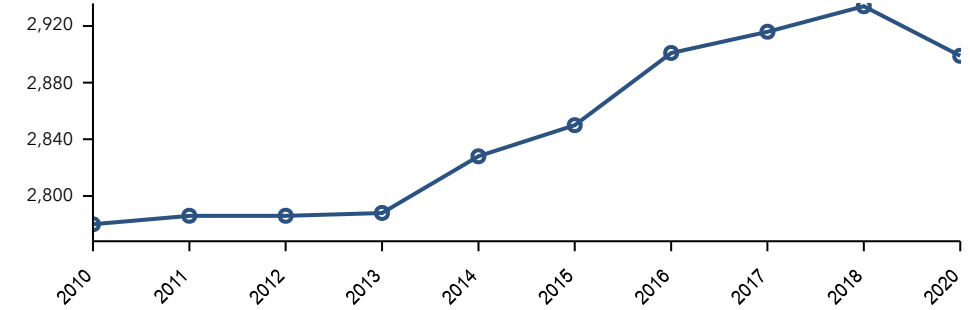
Avg Spent on Mortgage & Basics



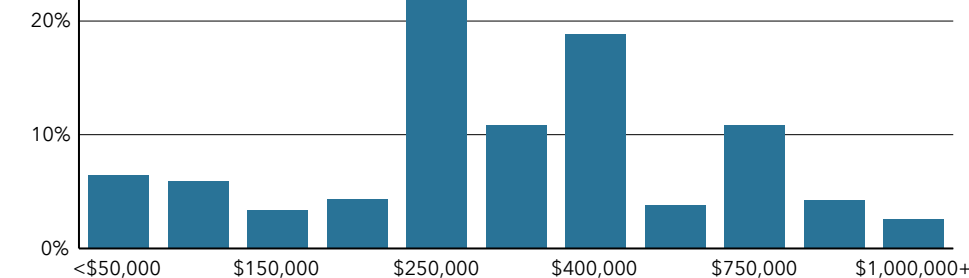
22.4%

Percent of Income for Mortgage

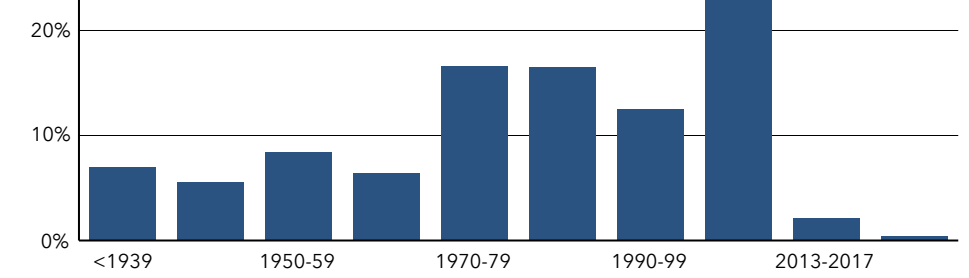
Historical Trends: Population



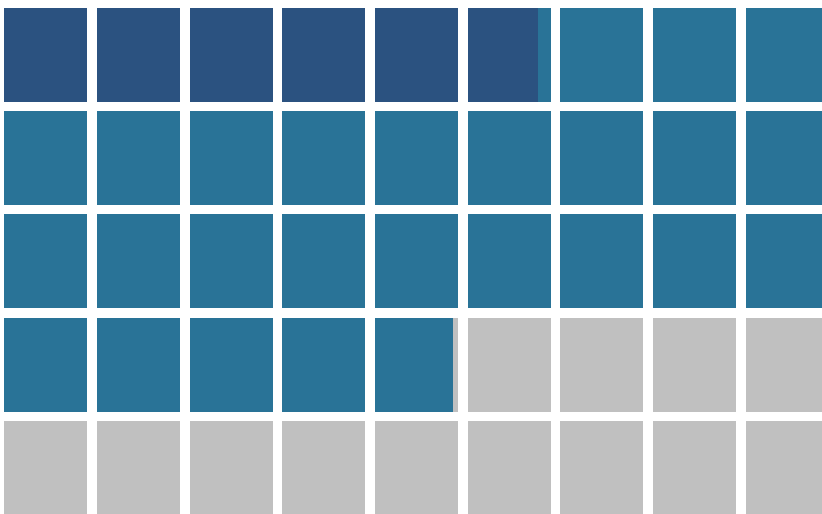
Home Value



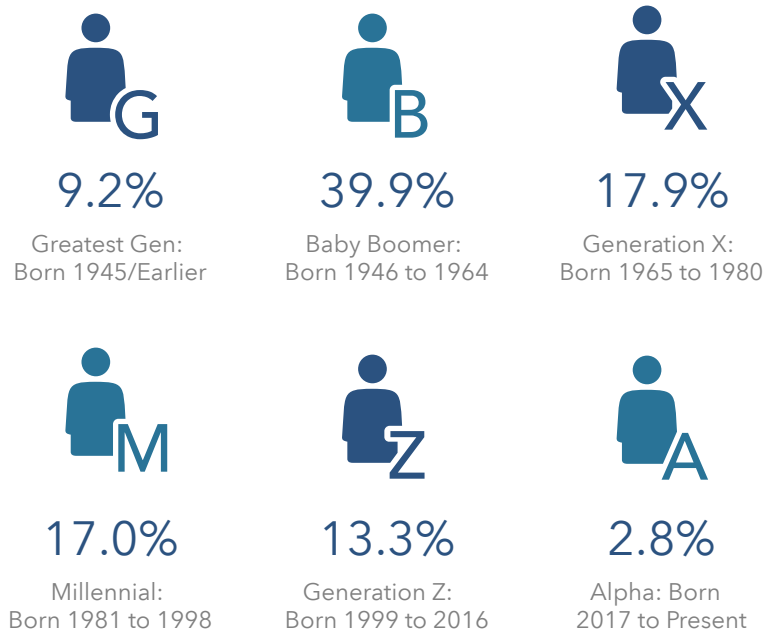
Housing: Year Built



POPULATION BY AGE



POPULATION BY GENERATION



This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2014-2018, 2020, 2025. © 2020 Esri





Population Summary

2000 Total Population	7,899
2010 Total Population	7,621
2020 Total Population	8,116
2020 Group Quarters	6,991
2025 Total Population	8,134
2020-2025 Annual Rate	0.04%
2020 Total Daytime Population	1,600
Workers	1,069
Residents	531

Household Summary

2000 Households	4
2000 Average Household Size	277.50
2010 Households	6
2010 Average Household Size	178.17
2020 Households	6
2020 Average Household Size	187.67
2025 Households	6
2025 Average Household Size	190.50
2020-2025 Annual Rate	0.00%
2010 Families	5
2010 Average Family Size	182.40
2020 Families	5
2020 Average Family Size	192.00
2025 Families	5
2025 Average Family Size	195.20
2020-2025 Annual Rate	0.00%

Housing Unit Summary

2000 Housing Units	5
Owner Occupied Housing Units	60.0%
Renter Occupied Housing Units	0.0%
Vacant Housing Units	40.0%
2010 Housing Units	7
Owner Occupied Housing Units	42.9%
Renter Occupied Housing Units	42.9%
Vacant Housing Units	14.3%
2020 Housing Units	7
Owner Occupied Housing Units	42.9%
Renter Occupied Housing Units	42.9%
Vacant Housing Units	14.3%
2025 Housing Units	7
Owner Occupied Housing Units	42.9%
Renter Occupied Housing Units	42.9%
Vacant Housing Units	14.3%

Median Household Income

2020	\$125,000
2025	\$125,000

Median Home Value

2020	\$500,000
2025	\$625,000

Per Capita Income

2020	\$6,820
2025	\$7,385

Median Age

2010	36.2
2020	36.2
2025	36.4

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	2
<\$15,000	0.0%
\$15,000 - \$24,999	0.0%
\$25,000 - \$34,999	0.0%
\$35,000 - \$49,999	0.0%
\$50,000 - \$74,999	0.0%
\$75,000 - \$99,999	0.0%
\$100,000 - \$149,999	50.0%
\$150,000 - \$199,999	0.0%
\$200,000+	0.0%
Average Household Income	\$103,392

2025 Households by Income

Household Income Base	2
<\$15,000	0.0%
\$15,000 - \$24,999	0.0%
\$25,000 - \$34,999	0.0%
\$35,000 - \$49,999	0.0%
\$50,000 - \$74,999	0.0%
\$75,000 - \$99,999	0.0%
\$100,000 - \$149,999	50.0%
\$150,000 - \$199,999	0.0%
\$200,000+	0.0%
Average Household Income	\$131,035

2020 Owner Occupied Housing Units by Value

Total	2
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	0.0%
\$300,000 - \$399,999	0.0%
\$400,000 - \$499,999	50.0%
\$500,000 - \$749,999	50.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$537,500

2025 Owner Occupied Housing Units by Value

Total	2
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	0.0%
\$300,000 - \$399,999	0.0%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	50.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$625,000

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age	
Total	7,620
0 - 4	0.7%
5 - 9	0.7%
10 - 14	1.1%
15 - 24	17.3%
25 - 34	27.3%
35 - 44	23.3%
45 - 54	18.9%
55 - 64	7.4%
65 - 74	2.2%
75 - 84	0.8%
85 +	0.2%
18 +	95.2%
2020 Population by Age	
Total	8,117
0 - 4	0.6%
5 - 9	0.7%
10 - 14	0.8%
15 - 24	17.2%
25 - 34	27.7%
35 - 44	22.9%
45 - 54	18.5%
55 - 64	7.1%
65 - 74	3.1%
75 - 84	1.1%
85 +	0.3%
18 +	95.7%
2025 Population by Age	
Total	8,133
0 - 4	0.6%
5 - 9	0.7%
10 - 14	0.9%
15 - 24	17.0%
25 - 34	27.7%
35 - 44	23.1%
45 - 54	18.0%
55 - 64	7.0%
65 - 74	3.2%
75 - 84	1.5%
85 +	0.4%
18 +	95.7%
2010 Population by Sex	
Males	6,999
Females	622
2020 Population by Sex	
Males	7,454
Females	662
2025 Population by Sex	
Males	7,467
Females	667

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Population by Race/Ethnicity

Total	7,621
White Alone	44.7%
Black Alone	23.3%
American Indian Alone	1.1%
Asian Alone	2.1%
Pacific Islander Alone	0.2%
Some Other Race Alone	27.6%
Two or More Races	1.2%
Hispanic Origin	38.8%
Diversity Index	86.7

2020 Population by Race/Ethnicity

Total	8,115
White Alone	41.8%
Black Alone	23.1%
American Indian Alone	1.0%
Asian Alone	2.3%
Pacific Islander Alone	0.2%
Some Other Race Alone	30.4%
Two or More Races	1.3%
Hispanic Origin	43.2%
Diversity Index	88.4

2025 Population by Race/Ethnicity

Total	8,134
White Alone	41.1%
Black Alone	22.8%
American Indian Alone	0.9%
Asian Alone	2.5%
Pacific Islander Alone	0.2%
Some Other Race Alone	31.2%
Two or More Races	1.4%
Hispanic Origin	44.9%
Diversity Index	88.8

2010 Population by Relationship and Household Type

Total	7,621
In Households	14.0%
In Family Households	12.5%
Householder	3.8%
Spouse	3.2%
Child	4.1%
Other relative	0.9%
Nonrelative	0.5%
In Nonfamily Households	1.5%
In Group Quarters	86.0%
Institutionalized Population	85.5%
Noninstitutionalized Population	0.5%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	6,542
Less than 9th Grade	8.3%
9th - 12th Grade, No Diploma	21.9%
High School Graduate	20.1%
GED/Alternative Credential	14.1%
Some College, No Degree	20.1%
Associate Degree	5.4%
Bachelor's Degree	7.0%
Graduate/Professional Degree	3.1%

2020 Population 15+ by Marital Status

Total	7,939
Never Married	62.5%
Married	22.9%
Widowed	2.1%
Divorced	12.6%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	452
Population 16+ Employed	83.2%
Population 16+ Unemployment rate	16.8%
Population 16-24 Employed	13.0%
Population 16-24 Unemployment rate	22.2%
Population 25-54 Employed	68.1%
Population 25-54 Unemployment rate	16.6%
Population 55-64 Employed	13.6%
Population 55-64 Unemployment rate	13.6%
Population 65+ Employed	5.3%
Population 65+ Unemployment rate	13.0%

2020 Employed Population 16+ by Industry

Total	376
Agriculture/Mining	0.0%
Construction	7.4%
Manufacturing	19.4%
Wholesale Trade	0.0%
Retail Trade	4.0%
Transportation/Utilities	3.7%
Information	0.0%
Finance/Insurance/Real Estate	7.4%
Services	53.5%
Public Administration	4.3%

2020 Employed Population 16+ by Occupation

Total	377
White Collar	62.0%
Management/Business/Financial	11.7%
Professional	15.4%
Sales	2.7%
Administrative Support	32.2%
Services	16.2%
Blue Collar	22.1%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	9.3%
Installation/Maintenance/Repair	2.9%
Production	6.9%
Transportation/Material Moving	2.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	6
Households with 1 Person	16.7%
Households with 2+ People	83.3%
Family Households	83.3%
Husband-wife Families	66.7%
With Related Children	66.7%
Other Family (No Spouse Present)	0.0%
Other Family with Male Householder	0.0%
With Related Children	0.0%
Other Family with Female Householder	0.0%
With Related Children	0.0%
Nonfamily Households	0.0%
All Households with Children	66.7%
Multigenerational Households	0.0%
Unmarried Partner Households	0.0%
Male-female	0.0%
Same-sex	0.0%
2010 Households by Size	
Total	5
1 Person Household	20.0%
2 Person Household	0.0%
3 Person Household	0.0%
4 Person Household	20.0%
5 Person Household	40.0%
6 Person Household	20.0%
7 + Person Household	0.0%
2010 Households by Tenure and Mortgage Status	
Total	6
Owner Occupied	50.0%
Owned with a Mortgage/Loan	33.3%
Owned Free and Clear	0.0%
Renter Occupied	50.0%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	0
Percent of Income for Mortgage	0.0%
Wealth Index	95
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	7
Housing Units Inside Urbanized Area	57.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	42.9%
2010 Population By Urban/ Rural Status	
Total Population	7,621
Population Inside Urbanized Area	85.7%
Population Inside Urbanized Cluster	0.0%
Rural Population	14.3%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Unclassified (15)
2. Urban Villages (7B)
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$9,738
Average Spent	\$1,623.00
Spending Potential Index	76
Education: Total \$	\$8,495
Average Spent	\$1,415.83
Spending Potential Index	79
Entertainment/Recreation: Total \$	\$13,735
Average Spent	\$2,289.17
Spending Potential Index	70
Food at Home: Total \$	\$23,899
Average Spent	\$3,983.17
Spending Potential Index	75
Food Away from Home: Total \$	\$17,945
Average Spent	\$2,990.83
Spending Potential Index	79
Health Care: Total \$	\$22,667
Average Spent	\$3,777.83
Spending Potential Index	66
HH Furnishings & Equipment: Total \$	\$9,360
Average Spent	\$1,560.00
Spending Potential Index	71
Personal Care Products & Services: Total \$	\$3,926
Average Spent	\$654.33
Spending Potential Index	71
Shelter: Total \$	\$99,303
Average Spent	\$16,550.50
Spending Potential Index	85
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,869
Average Spent	\$1,478.17
Spending Potential Index	63
Travel: Total \$	\$11,577
Average Spent	\$1,929.50
Spending Potential Index	80
Vehicle Maintenance & Repairs: Total \$	\$4,670
Average Spent	\$778.33
Spending Potential Index	67

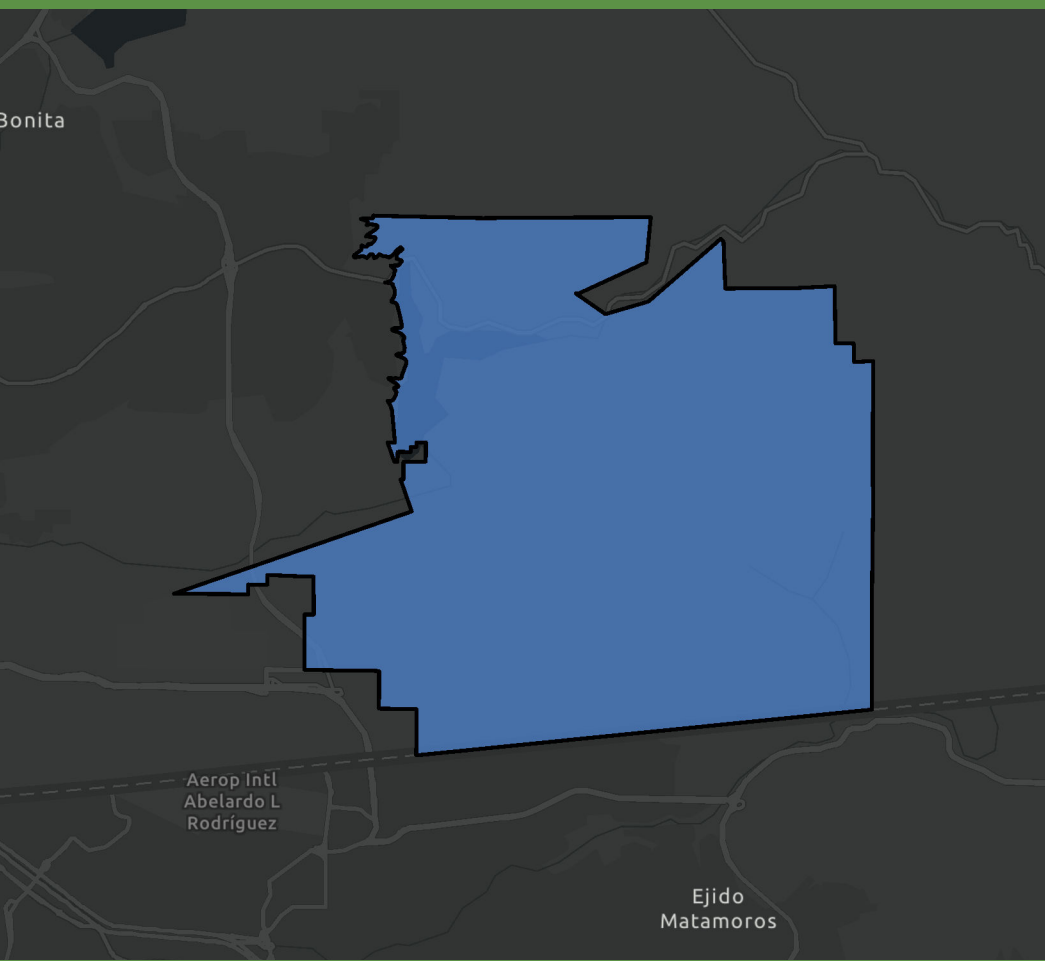
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

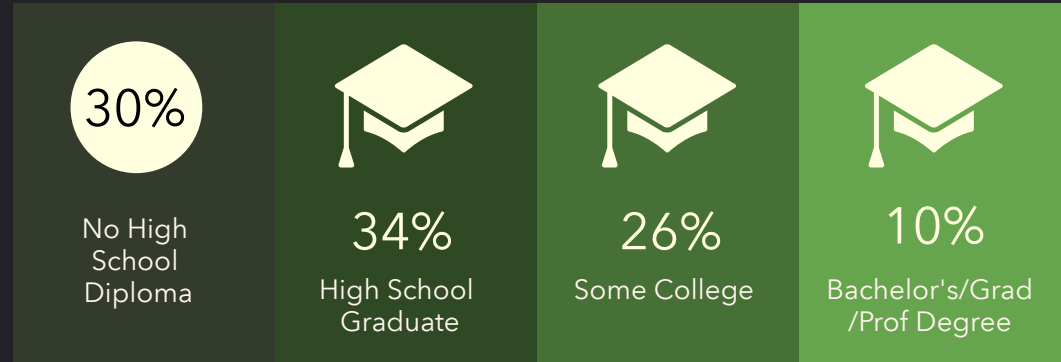
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

DEMOGRAPHIC PROFILE

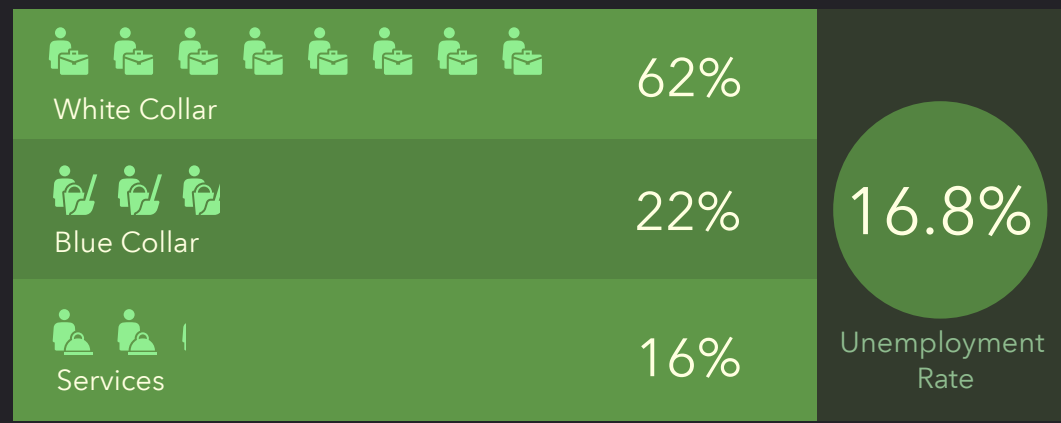
Otay
Otay



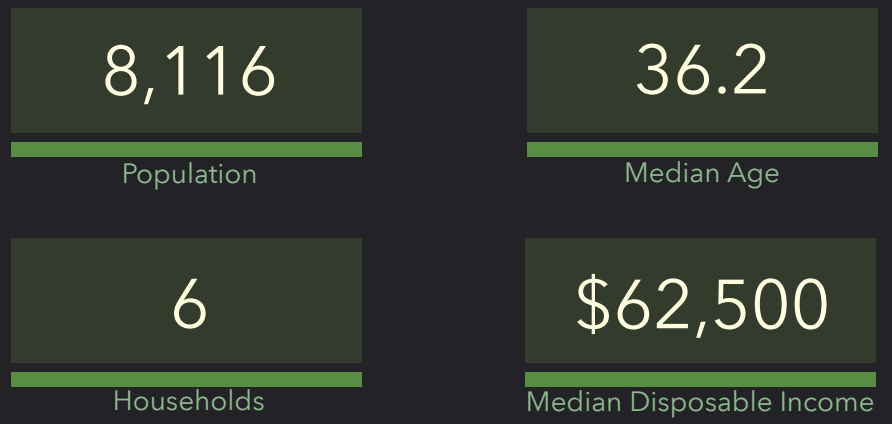
EDUCATION



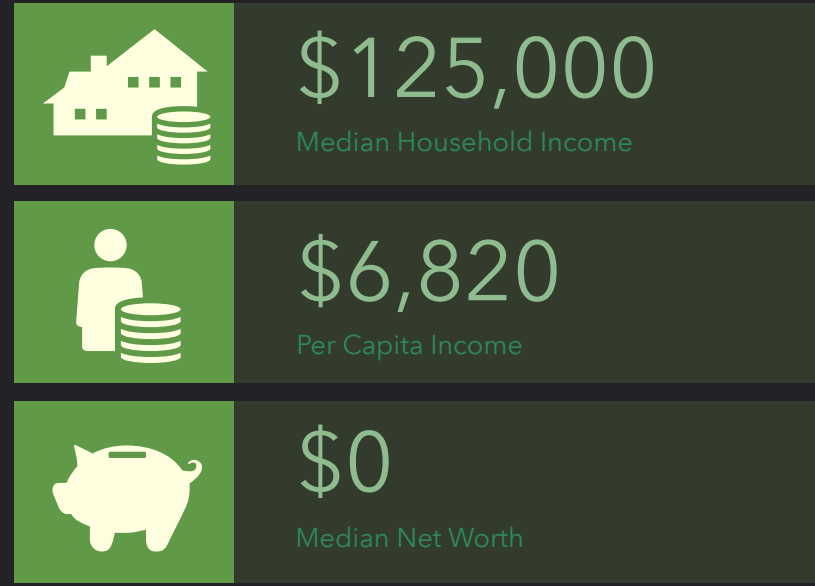
EMPLOYMENT



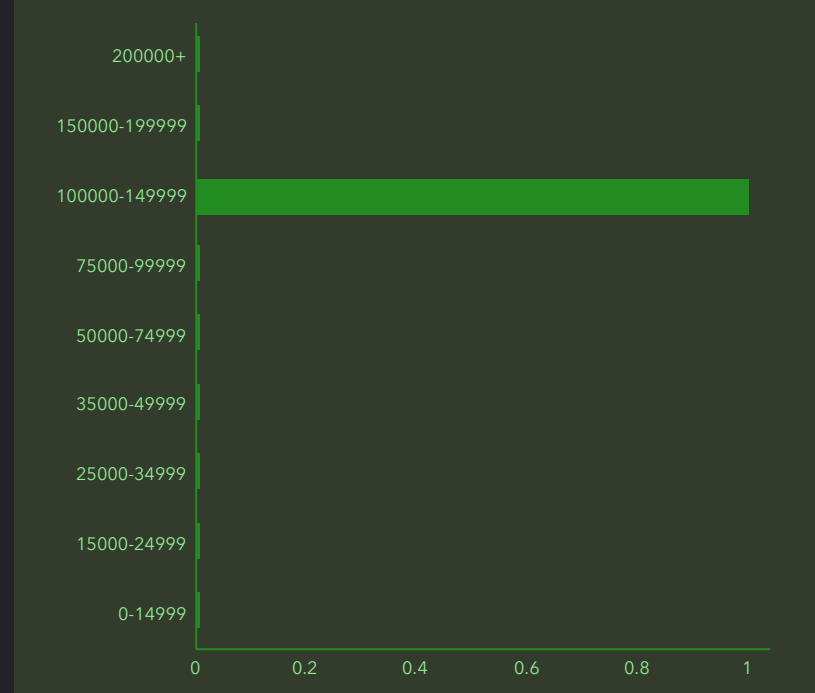
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Otay

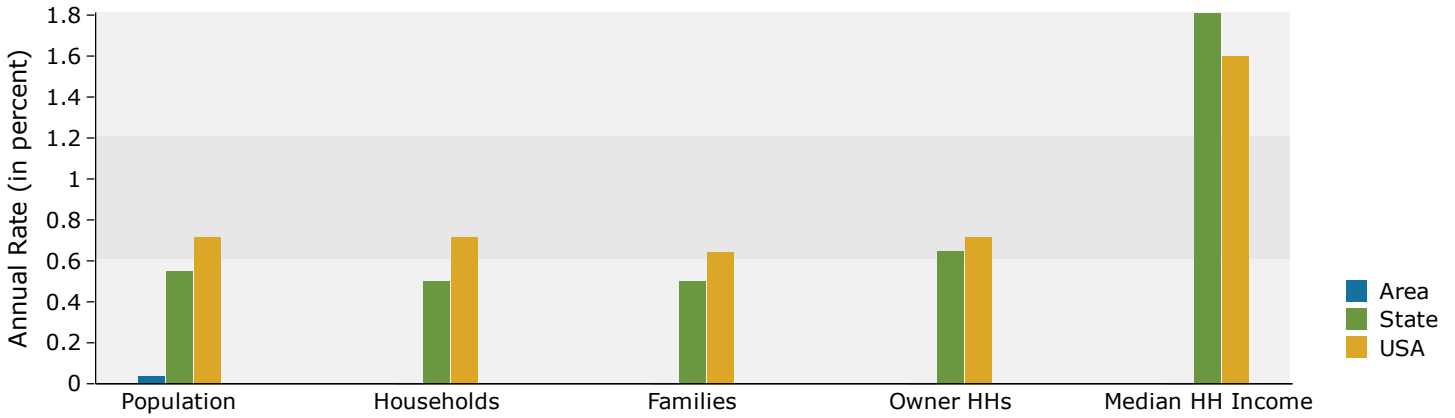
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	7,621		8,116		8,134	
Households	6		6		6	
Families	5		5		5	
Average Household Size	178.17		187.67		190.50	
Owner Occupied Housing Units	3		3		3	
Renter Occupied Housing Units	3		3		3	
Median Age	36.2		36.2		36.4	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.04%		0.55%		0.72%	
Households	0.00%		0.50%		0.72%	
Families	0.00%		0.50%		0.64%	
Owner HHs	0.00%		0.65%		0.72%	
Median Household Income	0.00%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			0	0.0%	0	0.0%
\$15,000 - \$24,999			0	0.0%	0	0.0%
\$25,000 - \$34,999			0	0.0%	0	0.0%
\$35,000 - \$49,999			0	0.0%	0	0.0%
\$50,000 - \$74,999			0	0.0%	0	0.0%
\$75,000 - \$99,999			0	0.0%	0	0.0%
\$100,000 - \$149,999			1	50.0%	1	50.0%
\$150,000 - \$199,999			0	0.0%	0	0.0%
\$200,000+			0	0.0%	0	0.0%
Median Household Income			\$125,000		\$125,000	
Average Household Income			\$103,392		\$131,035	
Per Capita Income			\$6,820		\$7,385	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	54	0.7%	51	0.6%	52	0.6%
5 - 9	52	0.7%	57	0.7%	55	0.7%
10 - 14	86	1.1%	68	0.8%	70	0.9%
15 - 19	387	5.1%	387	4.8%	395	4.9%
20 - 24	934	12.3%	1,010	12.4%	986	12.1%
25 - 34	2,077	27.3%	2,252	27.7%	2,251	27.7%
35 - 44	1,779	23.3%	1,855	22.9%	1,877	23.1%
45 - 54	1,438	18.9%	1,499	18.5%	1,465	18.0%
55 - 64	566	7.4%	574	7.1%	571	7.0%
65 - 74	171	2.2%	249	3.1%	261	3.2%
75 - 84	64	0.8%	89	1.1%	118	1.5%
85+	14	0.2%	26	0.3%	32	0.4%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,405	44.7%	3,392	41.8%	3,340	41.1%
Black Alone	1,772	23.3%	1,873	23.1%	1,856	22.8%
American Indian Alone	81	1.1%	78	1.0%	76	0.9%
Asian Alone	157	2.1%	187	2.3%	200	2.5%
Pacific Islander Alone	13	0.2%	13	0.2%	14	0.2%
Some Other Race Alone	2,104	27.6%	2,466	30.4%	2,537	31.2%
Two or More Races	89	1.2%	106	1.3%	111	1.4%
Hispanic Origin (Any Race)	2,957	38.8%	3,504	43.2%	3,649	44.9%

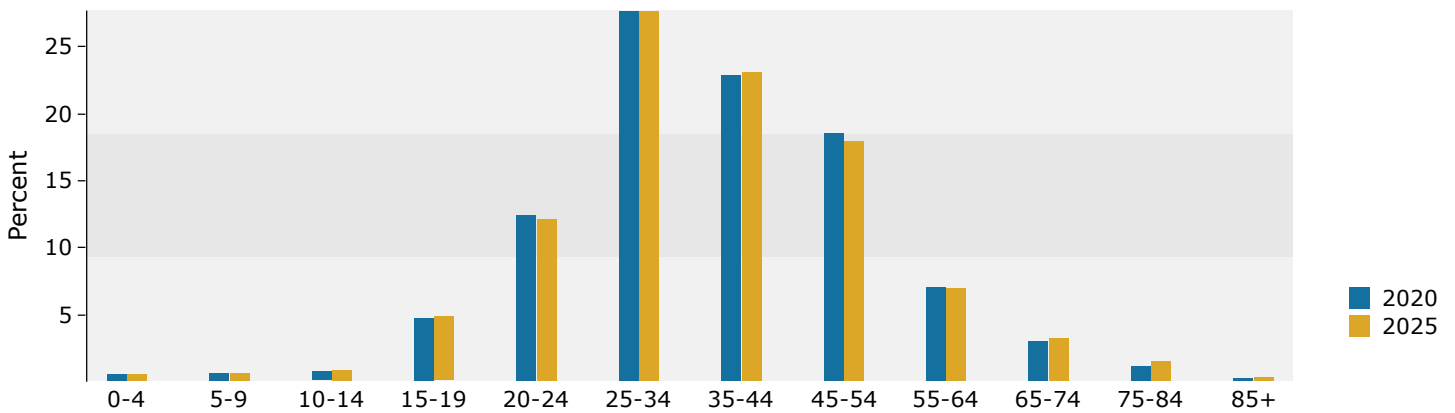
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

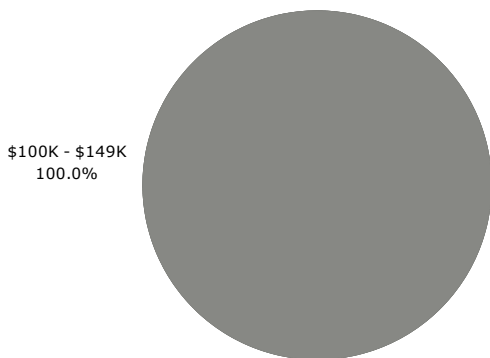
Trends 2020-2025



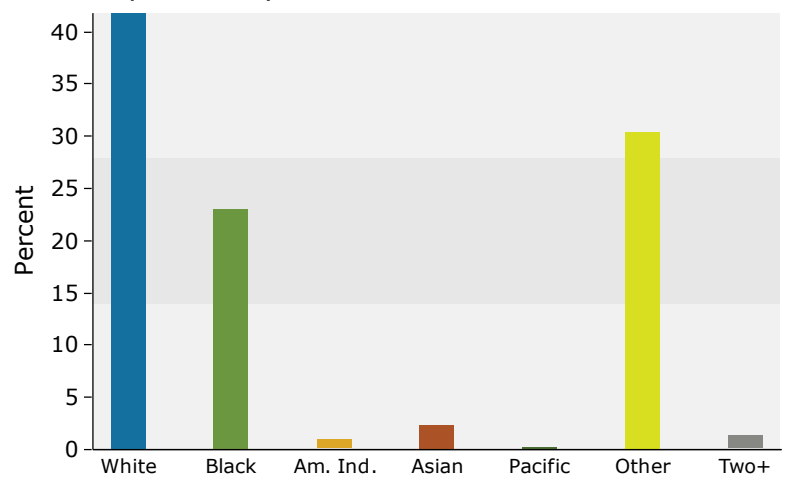
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 43.2%

Population

2000 Population	7,899
2010 Population	7,621
2020 Population	8,116
2025 Population	8,134
2000-2010 Annual Rate	-0.36%
2010-2020 Annual Rate	0.62%
2020-2025 Annual Rate	0.04%
2020 Male Population	91.8%
2020 Female Population	8.2%
2020 Median Age	36.2

In the identified area, the current year population is 8,116. In 2010, the Census count in the area was 7,621. The rate of change since 2010 was 0.62% annually. The five-year projection for the population in the area is 8,134 representing a change of 0.04% annually from 2020 to 2025. Currently, the population is 91.8% male and 8.2% female.

Median Age

The median age in this area is 36.2, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	41.8%
2020 Black Alone	23.1%
2020 American Indian/Alaska Native Alone	1.0%
2020 Asian Alone	2.3%
2020 Pacific Islander Alone	0.2%
2020 Other Race	30.4%
2020 Two or More Races	1.3%
2020 Hispanic Origin (Any Race)	43.2%

Persons of Hispanic origin represent 43.2% of the population in the identified area compared to 18.8% 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 88.4 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	95
2000 Households	4
2010 Households	6
2020 Total Households	6
2025 Total Households	6
2000-2010 Annual Rate	4.14%
2010-2020 Annual Rate	0.00%
2020-2025 Annual Rate	0.00%
2020 Average Household Size	187.67

The household count in this area has changed from 6 in 2010 to 6 in the current year, a change of 0.00% annually. The five-year projection of households is 6, a change of 0.00% annually from the current year total. Average household size is currently 187.67, compared to 178.17 in the year 2010. The number of families in the current year is 5 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	0.0%
-------------------------------------	------

Median Household Income

2020 Median Household Income	\$125,000
2025 Median Household Income	\$125,000
2020-2025 Annual Rate	0.00%

Average Household Income

2020 Average Household Income	\$103,392
2025 Average Household Income	\$131,035
2020-2025 Annual Rate	4.85%

Per Capita Income

2020 Per Capita Income	\$6,820
2025 Per Capita Income	\$7,385
2020-2025 Annual Rate	1.60%

Households by Income

Current median household income is \$125,000 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$125,000 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$103,392 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$131,035 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$6,820 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$7,385 in five years, compared to \$37,691 for all U.S. households

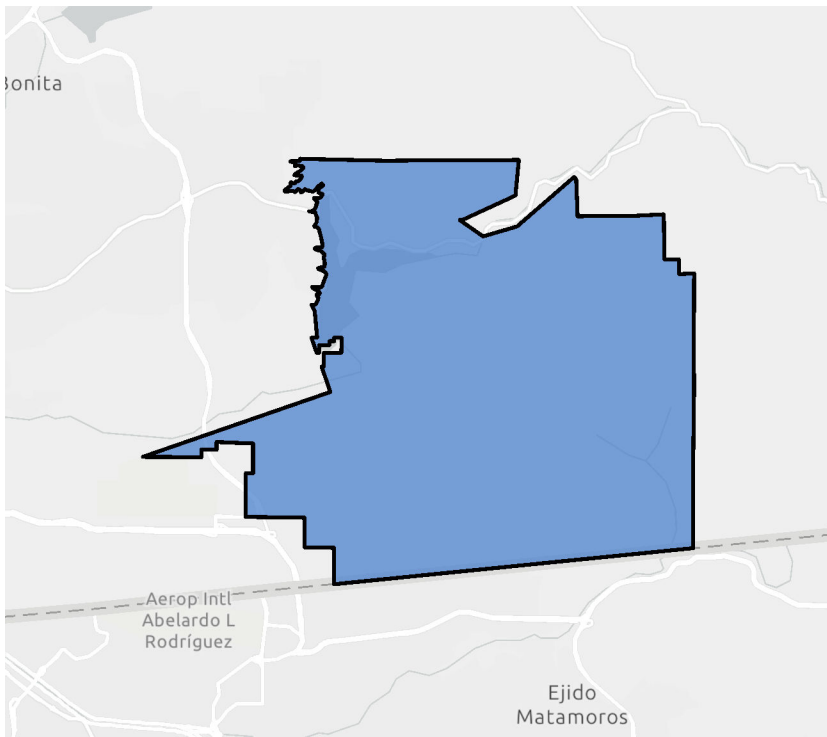
Housing

2020 Housing Affordability Index	0
2000 Total Housing Units	5
2000 Owner Occupied Housing Units	3
2000 Renter Occupied Housing Units	0
2000 Vacant Housing Units	2
2010 Total Housing Units	7
2010 Owner Occupied Housing Units	3
2010 Renter Occupied Housing Units	3
2010 Vacant Housing Units	1
2020 Total Housing Units	7
2020 Owner Occupied Housing Units	3
2020 Renter Occupied Housing Units	3
2020 Vacant Housing Units	1
2025 Total Housing Units	7
2025 Owner Occupied Housing Units	3
2025 Renter Occupied Housing Units	3
2025 Vacant Housing Units	1

Currently, 42.9% of the 7 housing units in the area are owner occupied; 42.9%, renter occupied; and 14.3% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 7 housing units in the area - 42.9% owner occupied, 42.9% renter occupied, and 14.3% vacant. The annual rate of change in housing units since 2010 is 0.00%. Median home value in the area is \$500,000, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 4.56% annually to \$625,000.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



POPULATION TRENDS AND KEY INDICATORS

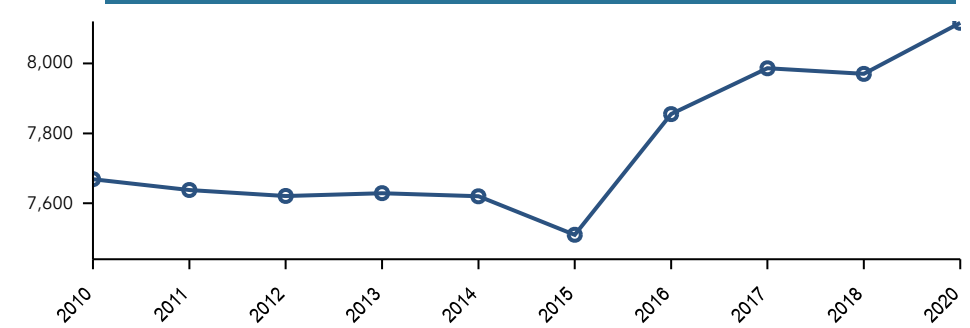
Otay

8,116	6	187.67	36.2	\$125,000	\$500,000	95	0	88
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

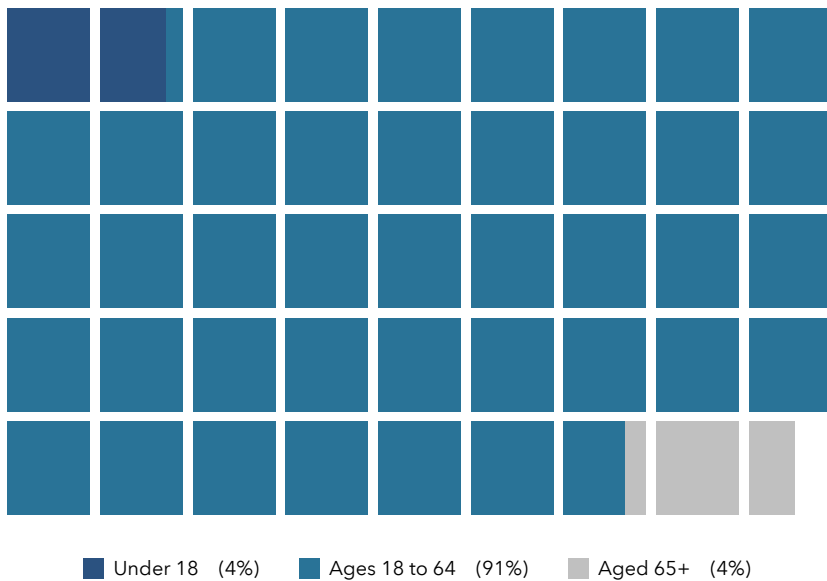
MORTGAGE INDICATORS



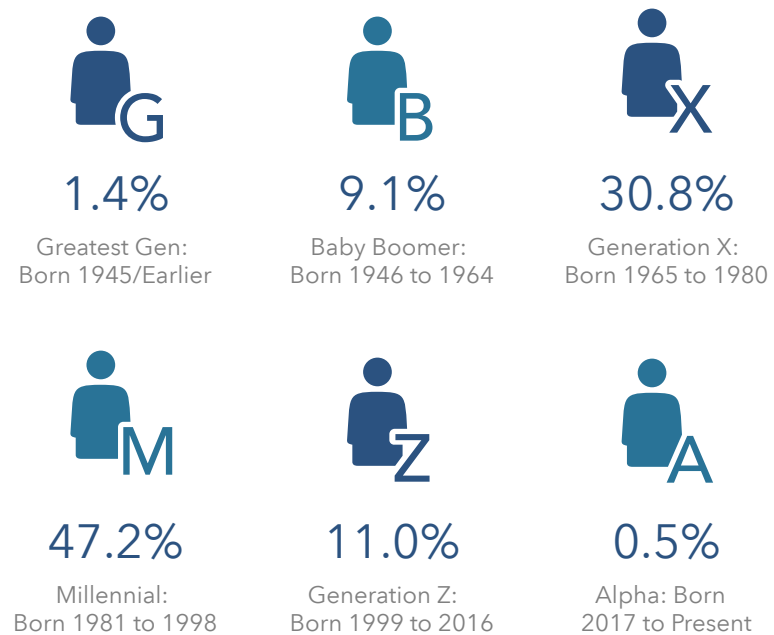
Historical Trends: Population



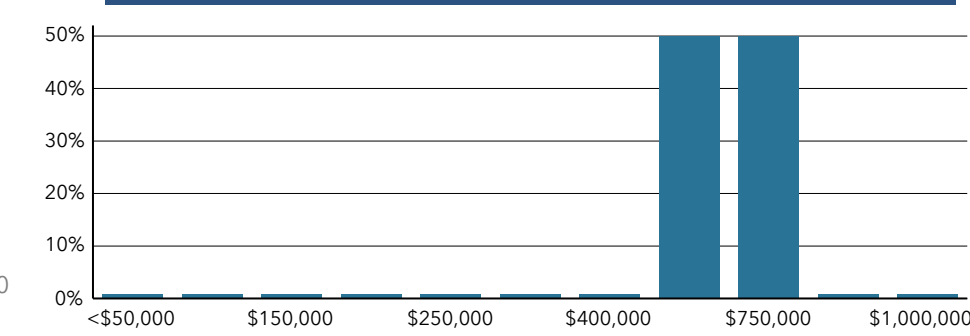
POPULATION BY AGE



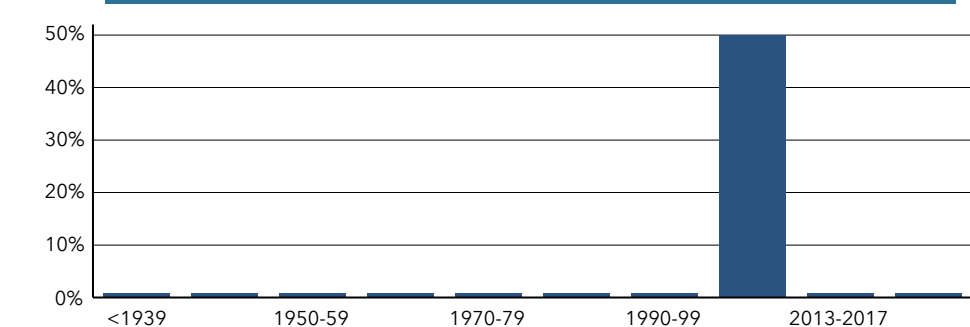
POPULATION BY GENERATION



Home Value



Housing: Year Built



This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2014-2018, 2020, 2025. © 2020 Esri

Population Summary	
2000 Total Population	5,373
2010 Total Population	5,467
2020 Total Population	5,740
2020 Group Quarters	18
2025 Total Population	5,879
2020-2025 Annual Rate	0.48%
2020 Total Daytime Population	10,853
Workers	7,246
Residents	3,607
Household Summary	
2000 Households	1,595
2000 Average Household Size	3.31
2010 Households	1,753
2010 Average Household Size	3.11
2020 Households	1,845
2020 Average Household Size	3.10
2025 Households	1,883
2025 Average Household Size	3.11
2020-2025 Annual Rate	0.41%
2010 Families	1,362
2010 Average Family Size	3.47
2020 Families	1,433
2020 Average Family Size	3.46
2025 Families	1,465
2025 Average Family Size	3.47
2020-2025 Annual Rate	0.44%
Housing Unit Summary	
2000 Housing Units	1,844
Owner Occupied Housing Units	59.7%
Renter Occupied Housing Units	26.8%
Vacant Housing Units	13.5%
2010 Housing Units	2,051
Owner Occupied Housing Units	62.2%
Renter Occupied Housing Units	23.3%
Vacant Housing Units	14.5%
2020 Housing Units	2,141
Owner Occupied Housing Units	62.6%
Renter Occupied Housing Units	23.5%
Vacant Housing Units	13.8%
2025 Housing Units	2,190
Owner Occupied Housing Units	63.2%
Renter Occupied Housing Units	22.8%
Vacant Housing Units	14.0%
Median Household Income	
2020	\$86,352
2025	\$101,481
Median Home Value	
2020	\$551,786
2025	\$667,290
Per Capita Income	
2020	\$36,972
2025	\$42,669
Median Age	
2010	36.2
2020	37.9
2025	38.4

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	1,845
<\$15,000	7.1%
\$15,000 - \$24,999	5.1%
\$25,000 - \$34,999	5.6%
\$35,000 - \$49,999	10.0%
\$50,000 - \$74,999	15.6%
\$75,000 - \$99,999	12.6%
\$100,000 - \$149,999	19.0%
\$150,000 - \$199,999	11.5%
\$200,000+	13.4%
Average Household Income	\$115,649

2025 Households by Income

Household Income Base	1,883
<\$15,000	5.9%
\$15,000 - \$24,999	4.1%
\$25,000 - \$34,999	4.7%
\$35,000 - \$49,999	8.5%
\$50,000 - \$74,999	13.9%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	20.3%
\$150,000 - \$199,999	14.2%
\$200,000+	16.5%
Average Household Income	\$133,737

2020 Owner Occupied Housing Units by Value

Total	1,341
<\$50,000	3.0%
\$50,000 - \$99,999	1.6%
\$100,000 - \$149,999	0.8%
\$150,000 - \$199,999	0.8%
\$200,000 - \$249,999	1.5%
\$250,000 - \$299,999	1.3%
\$300,000 - \$399,999	15.1%
\$400,000 - \$499,999	18.4%
\$500,000 - \$749,999	36.5%
\$750,000 - \$999,999	9.8%
\$1,000,000 - \$1,499,999	5.7%
\$1,500,000 - \$1,999,999	3.4%
\$2,000,000 +	2.2%
Average Home Value	\$640,585

2025 Owner Occupied Housing Units by Value

Total	1,383
<\$50,000	0.9%
\$50,000 - \$99,999	0.5%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	0.3%
\$200,000 - \$249,999	0.6%
\$250,000 - \$299,999	0.6%
\$300,000 - \$399,999	7.7%
\$400,000 - \$499,999	13.2%
\$500,000 - \$749,999	38.7%
\$750,000 - \$999,999	15.3%
\$1,000,000 - \$1,499,999	9.8%
\$1,500,000 - \$1,999,999	8.0%
\$2,000,000 +	4.0%
Average Home Value	\$821,255

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age	
Total	5,466
0 - 4	7.9%
5 - 9	7.0%
10 - 14	7.4%
15 - 24	15.3%
25 - 34	11.2%
35 - 44	11.2%
45 - 54	15.5%
55 - 64	13.0%
65 - 74	6.9%
75 - 84	3.5%
85 +	1.1%
18 +	72.6%
2020 Population by Age	
Total	5,740
0 - 4	7.1%
5 - 9	7.4%
10 - 14	7.4%
15 - 24	12.6%
25 - 34	12.7%
35 - 44	10.3%
45 - 54	12.8%
55 - 64	14.2%
65 - 74	9.6%
75 - 84	4.5%
85 +	1.5%
18 +	74.3%
2025 Population by Age	
Total	5,881
0 - 4	7.0%
5 - 9	7.0%
10 - 14	7.8%
15 - 24	12.1%
25 - 34	12.0%
35 - 44	11.7%
45 - 54	11.9%
55 - 64	13.1%
65 - 74	10.2%
75 - 84	5.7%
85 +	1.5%
18 +	73.9%
2010 Population by Sex	
Males	2,776
Females	2,691
2020 Population by Sex	
Males	2,914
Females	2,827
2025 Population by Sex	
Males	2,989
Females	2,891

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Population by Race/Ethnicity

Total	5,467
White Alone	46.6%
Black Alone	0.6%
American Indian Alone	21.9%
Asian Alone	1.6%
Pacific Islander Alone	0.2%
Some Other Race Alone	23.8%
Two or More Races	5.3%
Hispanic Origin	37.8%
Diversity Index	85.9

2020 Population by Race/Ethnicity

Total	5,741
White Alone	44.5%
Black Alone	0.6%
American Indian Alone	19.7%
Asian Alone	1.9%
Pacific Islander Alone	0.2%
Some Other Race Alone	27.0%
Two or More Races	6.1%
Hispanic Origin	42.7%
Diversity Index	87.9

2025 Population by Race/Ethnicity

Total	5,880
White Alone	43.4%
Black Alone	0.6%
American Indian Alone	18.6%
Asian Alone	2.0%
Pacific Islander Alone	0.2%
Some Other Race Alone	28.6%
Two or More Races	6.5%
Hispanic Origin	45.3%
Diversity Index	88.7

2010 Population by Relationship and Household Type

Total	5,467
In Households	99.7%
In Family Households	90.1%
Householder	25.0%
Spouse	18.2%
Child	36.3%
Other relative	6.9%
Nonrelative	3.7%
In Nonfamily Households	9.6%
In Group Quarters	0.3%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.3%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	3,765
Less than 9th Grade	10.7%
9th - 12th Grade, No Diploma	8.3%
High School Graduate	21.4%
GED/Alternative Credential	3.1%
Some College, No Degree	24.3%
Associate Degree	7.7%
Bachelor's Degree	16.4%
Graduate/Professional Degree	8.0%

2020 Population 15+ by Marital Status

Total	4,489
Never Married	30.0%
Married	58.2%
Widowed	4.3%
Divorced	7.5%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	2,549
Population 16+ Employed	83.0%
Population 16+ Unemployment rate	17.0%
Population 16-24 Employed	11.2%
Population 16-24 Unemployment rate	27.7%
Population 25-54 Employed	60.4%
Population 25-54 Unemployment rate	15.5%
Population 55-64 Employed	18.9%
Population 55-64 Unemployment rate	16.2%
Population 65+ Employed	9.6%
Population 65+ Unemployment rate	12.9%

2020 Employed Population 16+ by Industry

Total	2,115
Agriculture/Mining	13.0%
Construction	10.5%
Manufacturing	5.7%
Wholesale Trade	7.8%
Retail Trade	4.5%
Transportation/Utilities	2.5%
Information	0.9%
Finance/Insurance/Real Estate	4.0%
Services	44.4%
Public Administration	6.7%

2020 Employed Population 16+ by Occupation

Total	2,116
White Collar	55.9%
Management/Business/Financial	20.7%
Professional	19.3%
Sales	9.4%
Administrative Support	6.5%
Services	19.1%
Blue Collar	25.1%
Farming/Forestry/Fishing	5.9%
Construction/Extraction	8.0%
Installation/Maintenance/Repair	1.3%
Production	3.6%
Transportation/Material Moving	6.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	1,754
Households with 1 Person	17.0%
Households with 2+ People	83.0%
Family Households	77.7%
Husband-wife Families	56.7%
With Related Children	25.9%
Other Family (No Spouse Present)	20.9%
Other Family with Male Householder	7.8%
With Related Children	4.8%
Other Family with Female Householder	13.2%
With Related Children	8.4%
Nonfamily Households	5.3%
All Households with Children	39.8%
Multigenerational Households	8.1%
Unmarried Partner Households	7.3%
Male-female	6.3%
Same-sex	1.0%
2010 Households by Size	
Total	1,753
1 Person Household	17.1%
2 Person Household	32.0%
3 Person Household	16.9%
4 Person Household	15.5%
5 Person Household	9.0%
6 Person Household	4.4%
7 + Person Household	5.2%
2010 Households by Tenure and Mortgage Status	
Total	1,753
Owner Occupied	72.8%
Owned with a Mortgage/Loan	44.6%
Owned Free and Clear	28.2%
Renter Occupied	27.2%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	85
Percent of Income for Mortgage	26.7%
Wealth Index	148
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	2,051
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	2.9%
Rural Housing Units	97.1%
2010 Population By Urban/ Rural Status	
Total Population	5,467
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	3.7%
Rural Population	96.3%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Urban Villages (7B)
2. Green Acres (6A)
3. Pleasantville (2B)

2020 Consumer Spending

Apparel & Services: Total \$	\$4,903,003
Average Spent	\$2,657.45
Spending Potential Index	124
Education: Total \$	\$4,527,230
Average Spent	\$2,453.78
Spending Potential Index	137
Entertainment/Recreation: Total \$	\$7,458,548
Average Spent	\$4,042.57
Spending Potential Index	124
Food at Home: Total \$	\$12,063,881
Average Spent	\$6,538.69
Spending Potential Index	122
Food Away from Home: Total \$	\$8,688,377
Average Spent	\$4,709.15
Spending Potential Index	125
Health Care: Total \$	\$12,922,750
Average Spent	\$7,004.20
Spending Potential Index	122
HH Furnishings & Equipment: Total \$	\$5,054,155
Average Spent	\$2,739.38
Spending Potential Index	125
Personal Care Products & Services: Total \$	\$2,085,783
Average Spent	\$1,130.51
Spending Potential Index	123
Shelter: Total \$	\$46,954,190
Average Spent	\$25,449.43
Spending Potential Index	131
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,179,018
Average Spent	\$2,807.06
Spending Potential Index	120
Travel: Total \$	\$5,993,005
Average Spent	\$3,248.24
Spending Potential Index	135
Vehicle Maintenance & Repairs: Total \$	\$2,538,653
Average Spent	\$1,375.96
Spending Potential Index	119

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.

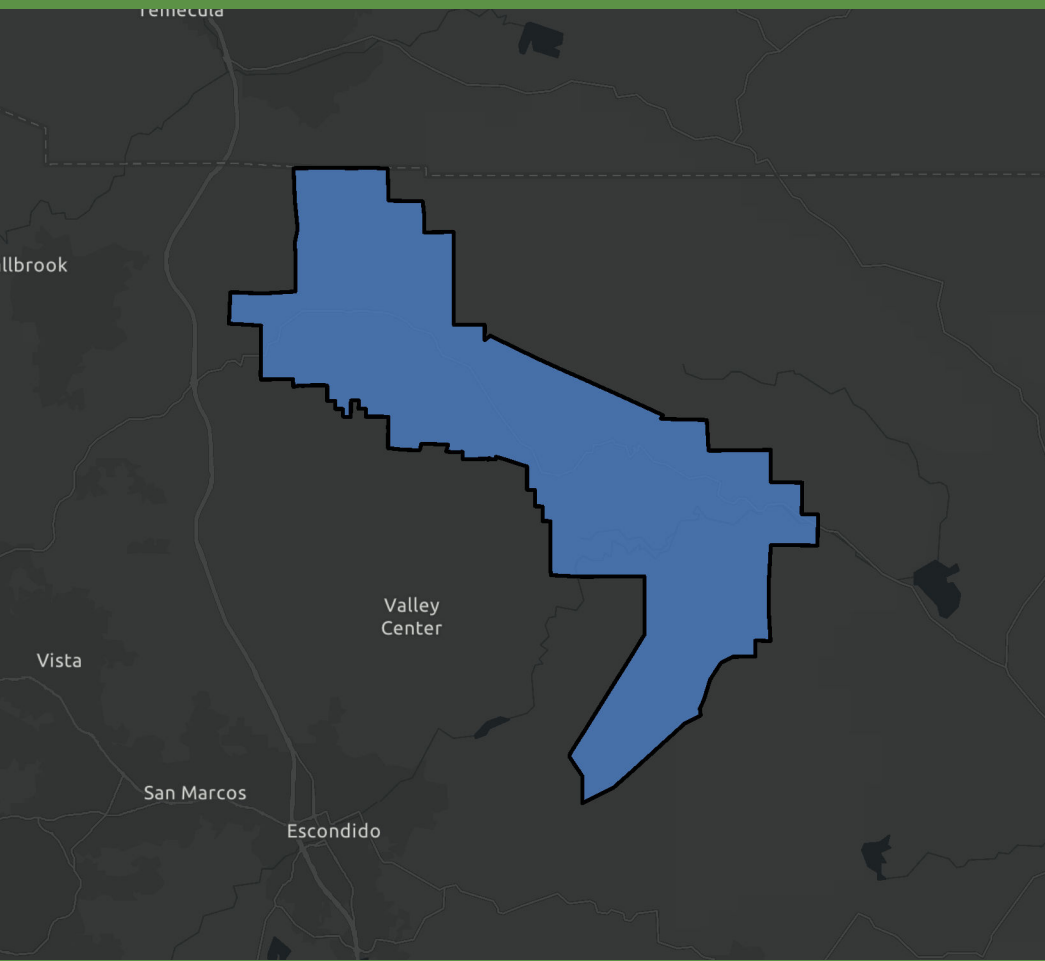
Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

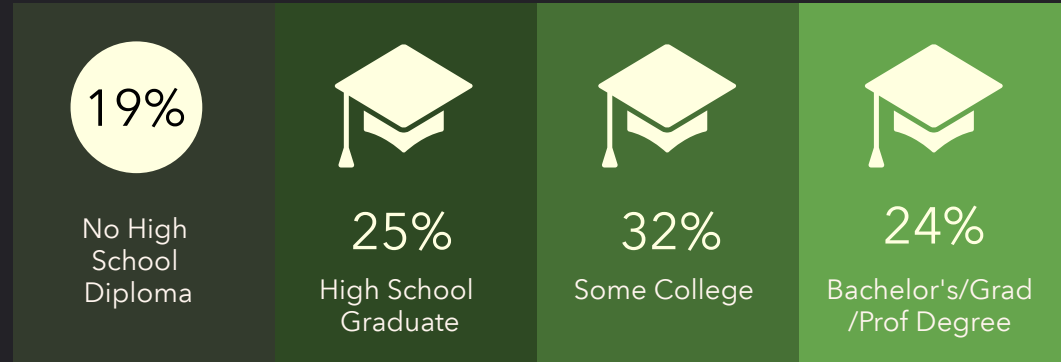
DEMOGRAPHIC PROFILE

Pala - Pauma

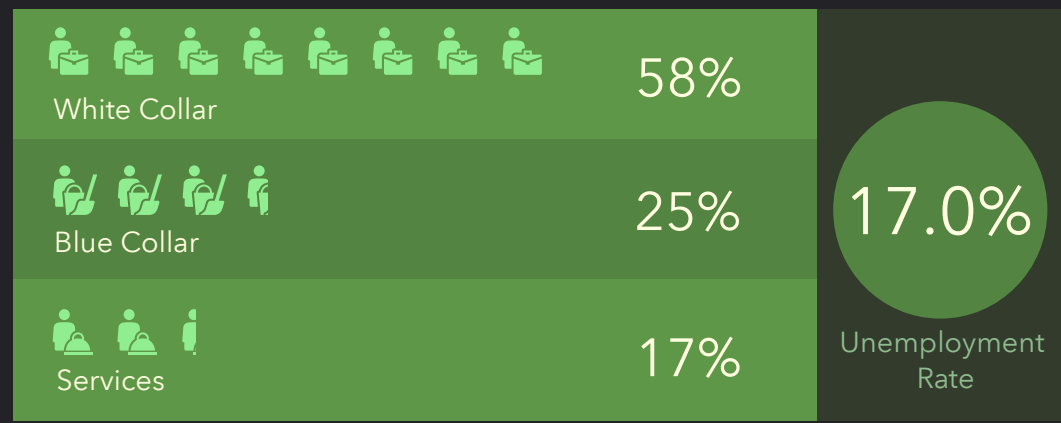
Pala - Pauma



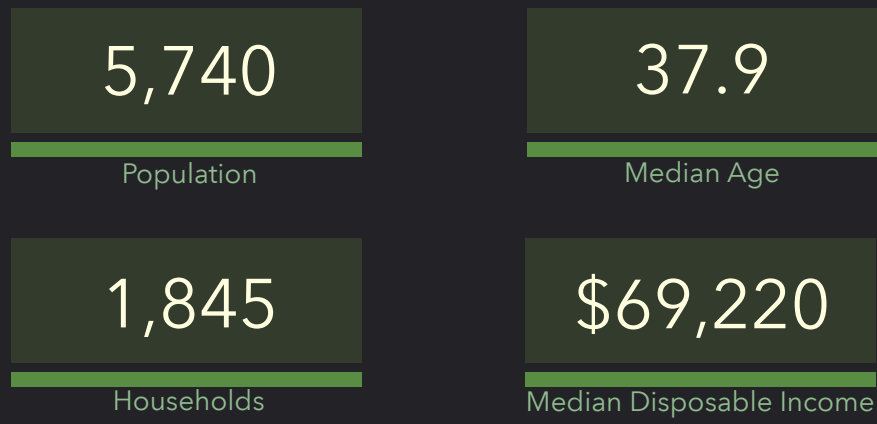
EDUCATION



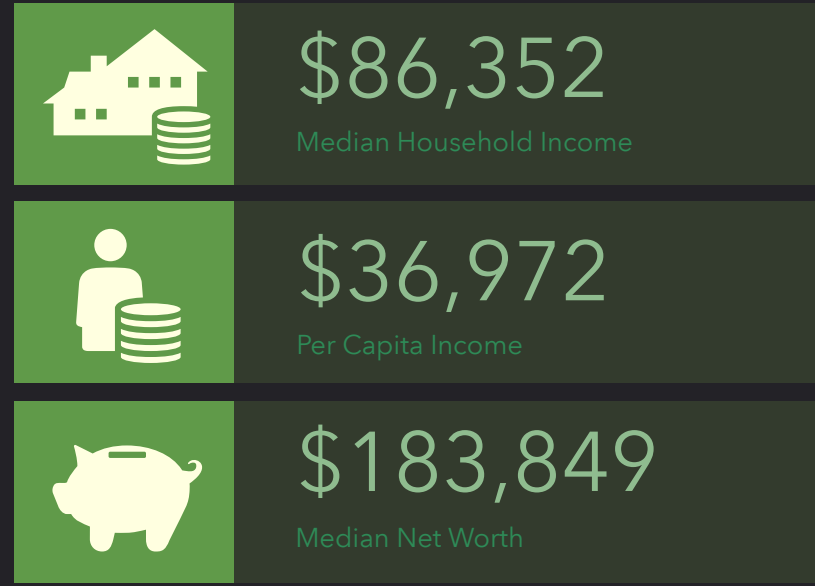
EMPLOYMENT



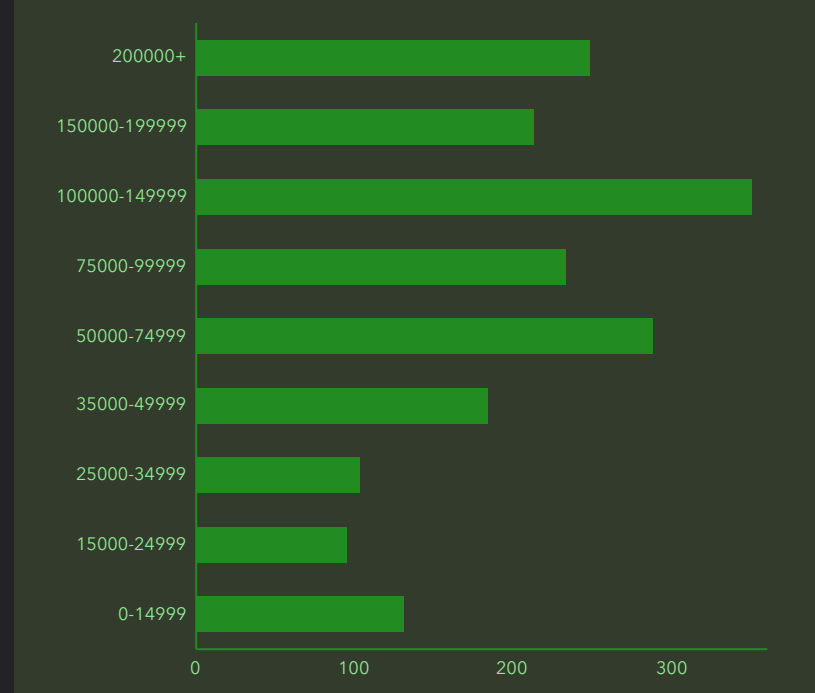
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Pala - Pauma

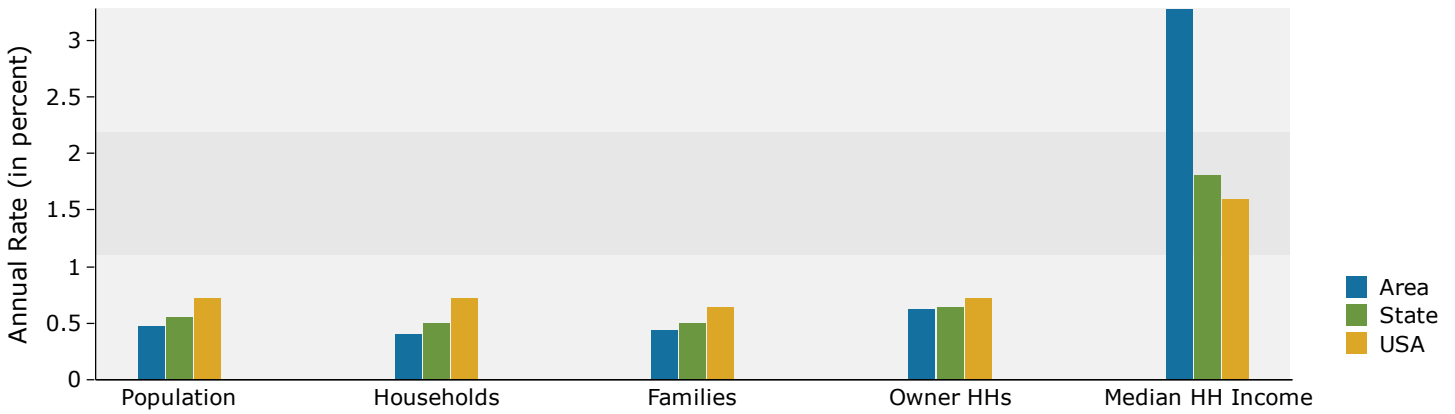
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	5,467		5,740		5,879	
Households	1,753		1,845		1,883	
Families	1,362		1,433		1,465	
Average Household Size	3.11		3.10		3.11	
Owner Occupied Housing Units	1,276		1,341		1,383	
Renter Occupied Housing Units	477		503		500	
Median Age	36.2		37.9		38.4	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.48%		0.55%		0.72%	
Households	0.41%		0.50%		0.72%	
Families	0.44%		0.50%		0.64%	
Owner HHs	0.62%		0.65%		0.72%	
Median Household Income	3.28%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			131	7.1%	111	5.9%
\$15,000 - \$24,999			95	5.1%	78	4.1%
\$25,000 - \$34,999			103	5.6%	88	4.7%
\$35,000 - \$49,999			184	10.0%	160	8.5%
\$50,000 - \$74,999			288	15.6%	262	13.9%
\$75,000 - \$99,999			233	12.6%	226	12.0%
\$100,000 - \$149,999			350	19.0%	382	20.3%
\$150,000 - \$199,999			213	11.5%	267	14.2%
\$200,000+			248	13.4%	311	16.5%
Median Household Income			\$86,352		\$101,481	
Average Household Income			\$115,649		\$133,737	
Per Capita Income			\$36,972		\$42,669	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	431	7.9%	406	7.1%	409	7.0%
5 - 9	381	7.0%	423	7.4%	413	7.0%
10 - 14	403	7.4%	423	7.4%	456	7.8%
15 - 19	453	8.3%	366	6.4%	406	6.9%
20 - 24	386	7.1%	359	6.3%	304	5.2%
25 - 34	613	11.2%	728	12.7%	708	12.0%
35 - 44	612	11.2%	592	10.3%	686	11.7%
45 - 54	849	15.5%	734	12.8%	702	11.9%
55 - 64	713	13.0%	814	14.2%	771	13.1%
65 - 74	377	6.9%	553	9.6%	602	10.2%
75 - 84	191	3.5%	257	4.5%	334	5.7%
85+	59	1.1%	85	1.5%	90	1.5%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,547	46.6%	2,553	44.5%	2,554	43.4%
Black Alone	35	0.6%	37	0.6%	38	0.6%
American Indian Alone	1,197	21.9%	1,133	19.7%	1,096	18.6%
Asian Alone	88	1.6%	107	1.9%	118	2.0%
Pacific Islander Alone	12	0.2%	12	0.2%	12	0.2%
Some Other Race Alone	1,300	23.8%	1,551	27.0%	1,682	28.6%
Two or More Races	288	5.3%	348	6.1%	380	6.5%
Hispanic Origin (Any Race)	2,066	37.8%	2,449	42.7%	2,665	45.3%

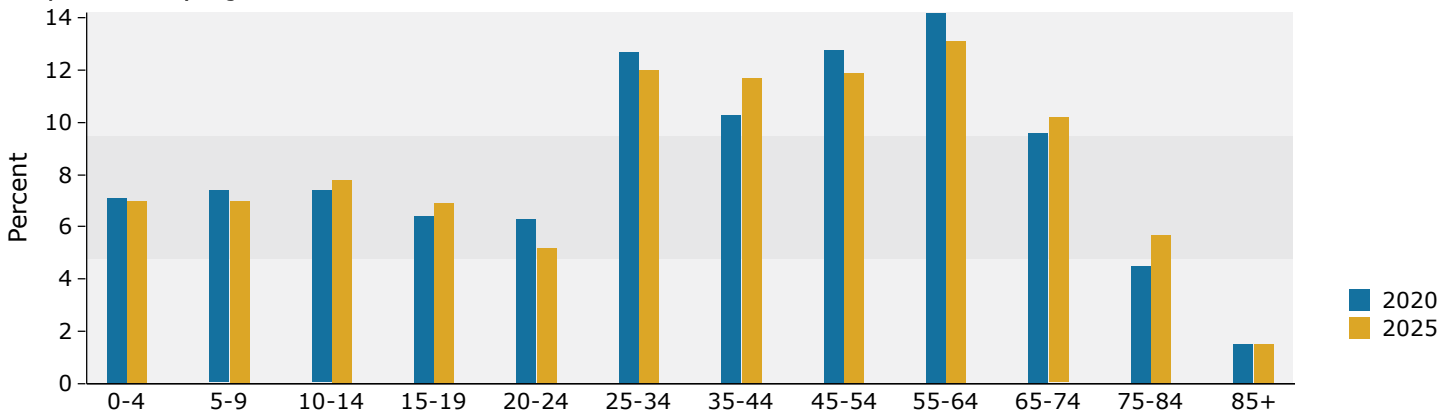
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

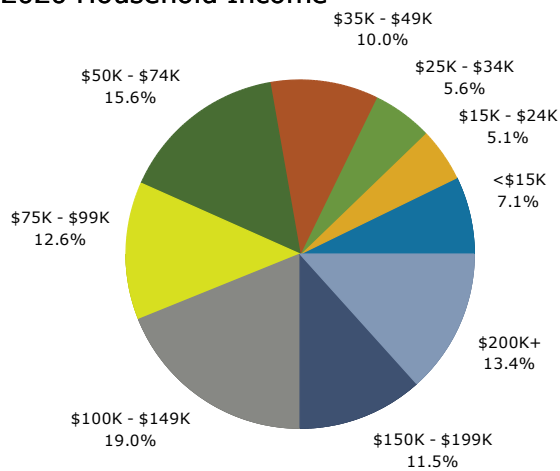
Trends 2020-2025



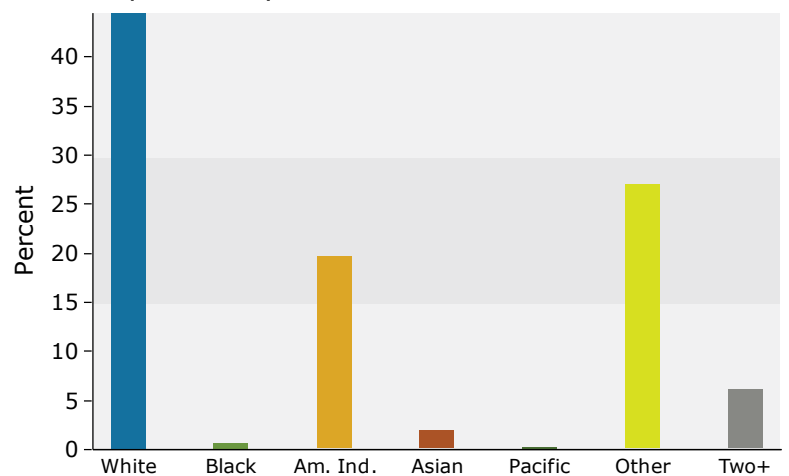
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 42.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	5,373
2010 Population	5,467
2020 Population	5,740
2025 Population	5,879
2000-2010 Annual Rate	0.17%
2010-2020 Annual Rate	0.48%
2020-2025 Annual Rate	0.48%
2020 Male Population	50.8%
2020 Female Population	49.3%
2020 Median Age	37.9

In the identified area, the current year population is 5,740. In 2010, the Census count in the area was 5,467. The rate of change since 2010 was 0.48% annually. The five-year projection for the population in the area is 5,879 representing a change of 0.48% annually from 2020 to 2025. Currently, the population is 50.8% male and 49.3% female.

Median Age

The median age in this area is 37.9, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	44.5%
2020 Black Alone	0.6%
2020 American Indian/Alaska Native Alone	19.7%
2020 Asian Alone	1.9%
2020 Pacific Islander Alone	0.2%
2020 Other Race	27.0%
2020 Two or More Races	6.1%
2020 Hispanic Origin (Any Race)	42.7%

Persons of Hispanic origin represent 42.7% of the population in the identified area compared to 18.8% 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 87.9 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	148
2000 Households	1,595
2010 Households	1,753
2020 Total Households	1,845
2025 Total Households	1,883
2000-2010 Annual Rate	0.95%
2010-2020 Annual Rate	0.50%
2020-2025 Annual Rate	0.41%
2020 Average Household Size	3.10

The household count in this area has changed from 1,753 in 2010 to 1,845 in the current year, a change of 0.50% annually. The five-year projection of households is 1,883, a change of 0.41% annually from the current year total. Average household size is currently 3.10, compared to 3.11 in the year 2010. The number of families in the current year is 1,433 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	26.7%
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Median Household Income

2020 Median Household Income	\$86,352
2025 Median Household Income	\$101,481
2020-2025 Annual Rate	3.28%

Average Household Income

2020 Average Household Income	\$115,649
2025 Average Household Income	\$133,737
2020-2025 Annual Rate	2.95%

Per Capita Income

2020 Per Capita Income	\$36,972
2025 Per Capita Income	\$42,669
2020-2025 Annual Rate	2.91%

Households by Income

Current median household income is \$86,352 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$101,481 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$115,649 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$133,737 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$36,972 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$42,669 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	85
2000 Total Housing Units	1,844
2000 Owner Occupied Housing Units	1,101
2000 Renter Occupied Housing Units	494
2000 Vacant Housing Units	249
2010 Total Housing Units	2,051
2010 Owner Occupied Housing Units	1,276
2010 Renter Occupied Housing Units	477
2010 Vacant Housing Units	298
2020 Total Housing Units	2,141
2020 Owner Occupied Housing Units	1,341
2020 Renter Occupied Housing Units	503
2020 Vacant Housing Units	296
2025 Total Housing Units	2,190
2025 Owner Occupied Housing Units	1,383
2025 Renter Occupied Housing Units	500
2025 Vacant Housing Units	307

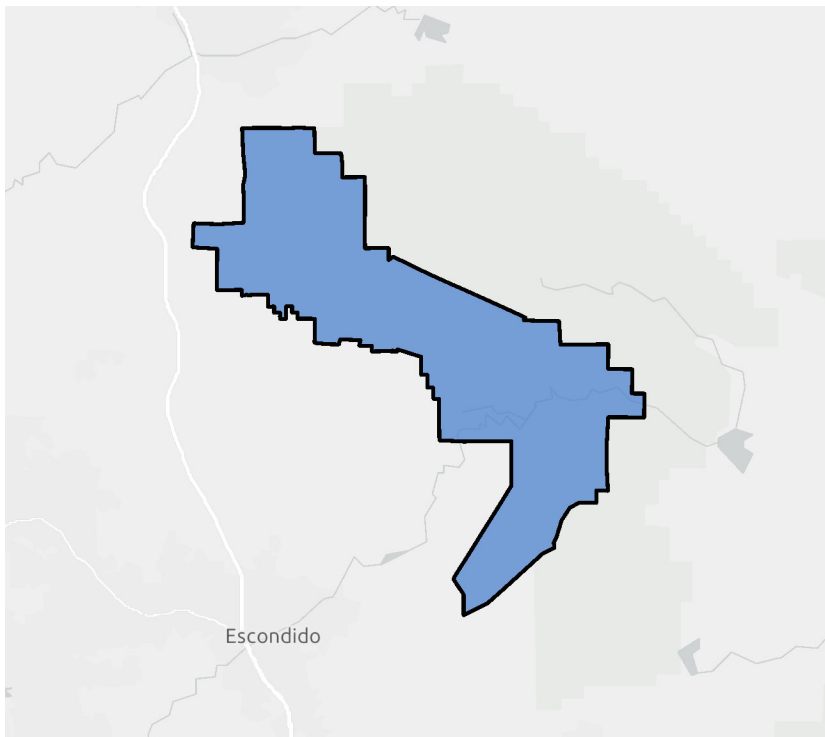
Currently, 62.6% of the 2,141 housing units in the area are owner occupied; 23.5%, renter occupied; and 13.8% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 2,051 housing units in the area - 62.2% owner occupied, 23.3% renter occupied, and 14.5% vacant. The annual rate of change in housing units since 2010 is 1.93%. Median home value in the area is \$551,786, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 3.87% annually to \$667,290.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

POPULATION TRENDS AND KEY INDICATORS

Pala - Pauma

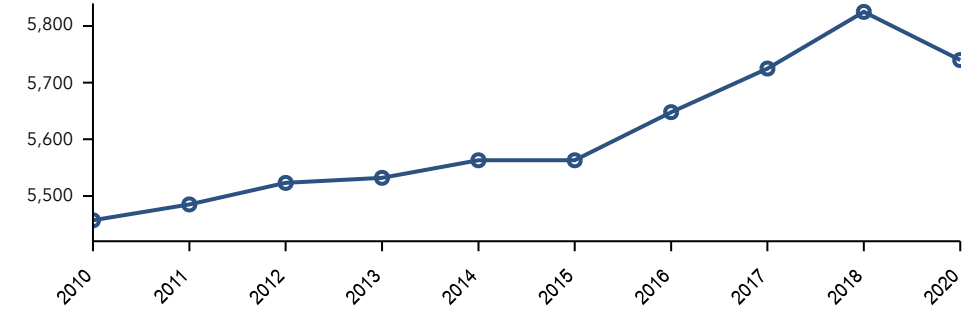


5,740	1,845	3.10	37.9	\$86,352	\$551,786	148	85	88
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

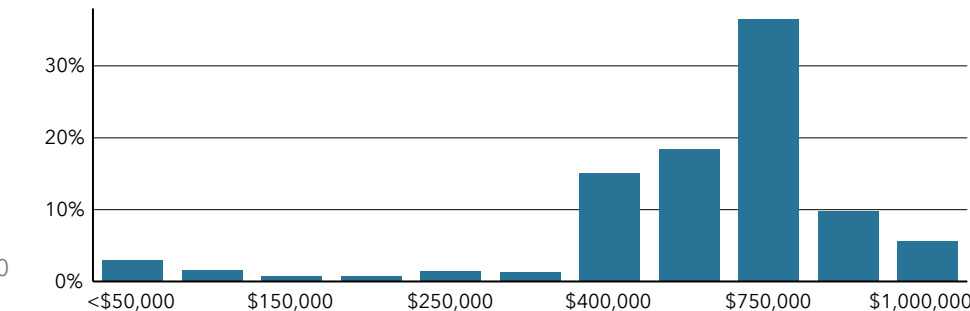
MORTGAGE INDICATORS



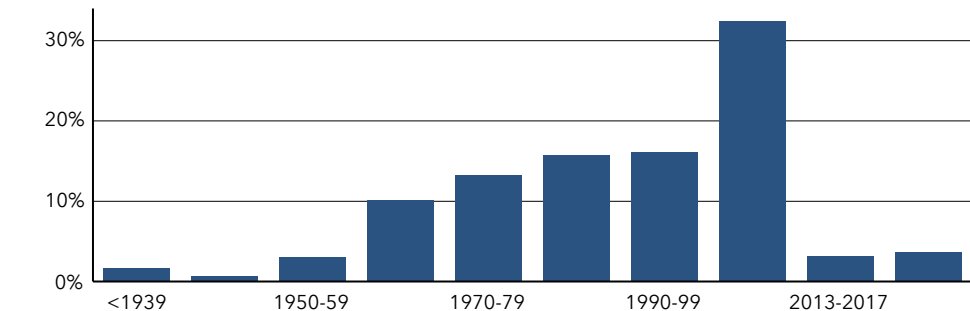
Historical Trends: Population



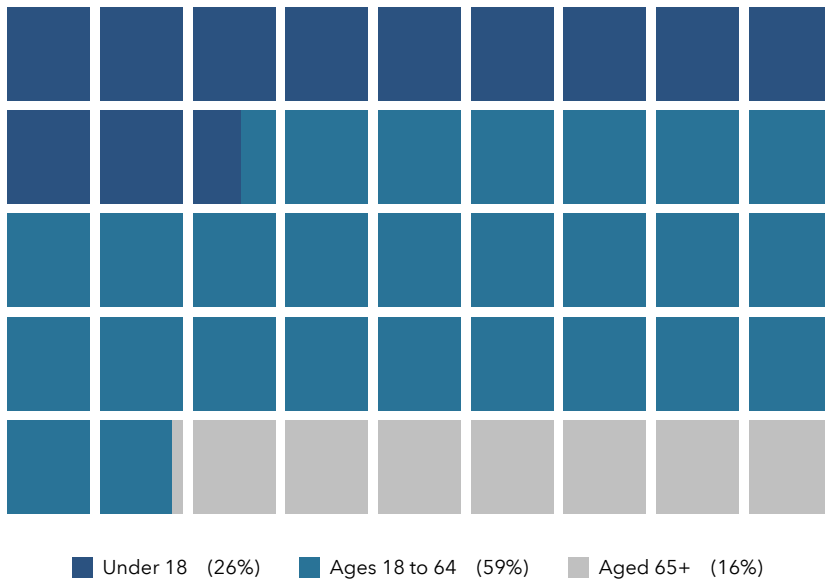
Home Value



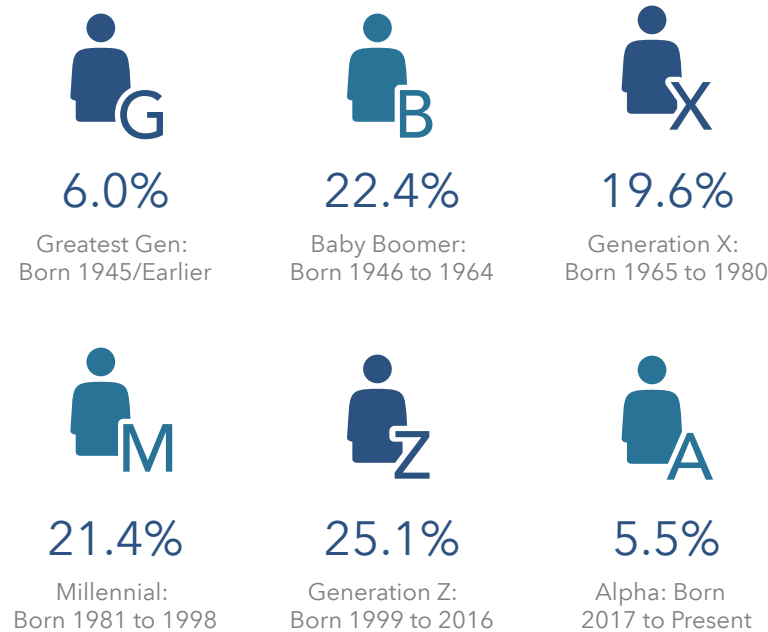
Housing: Year Built



POPULATION BY AGE



POPULATION BY GENERATION





Population Summary	
2000 Total Population	347
2010 Total Population	283
2020 Total Population	295
2020 Group Quarters	17
2025 Total Population	300
2020-2025 Annual Rate	0.34%
2020 Total Daytime Population	345
Workers	168
Residents	177
Household Summary	
2000 Households	141
2000 Average Household Size	2.01
2010 Households	145
2010 Average Household Size	1.84
2020 Households	152
2020 Average Household Size	1.83
2025 Households	154
2025 Average Household Size	1.84
2020-2025 Annual Rate	0.26%
2010 Families	86
2010 Average Family Size	2.31
2020 Families	90
2020 Average Family Size	2.30
2025 Families	92
2025 Average Family Size	2.29
2020-2025 Annual Rate	0.44%
Housing Unit Summary	
2000 Housing Units	274
Owner Occupied Housing Units	39.4%
Renter Occupied Housing Units	12.0%
Vacant Housing Units	48.5%
2010 Housing Units	254
Owner Occupied Housing Units	33.1%
Renter Occupied Housing Units	24.0%
Vacant Housing Units	42.9%
2020 Housing Units	260
Owner Occupied Housing Units	33.5%
Renter Occupied Housing Units	25.0%
Vacant Housing Units	41.5%
2025 Housing Units	263
Owner Occupied Housing Units	34.2%
Renter Occupied Housing Units	24.3%
Vacant Housing Units	41.4%
Median Household Income	
2020	\$75,372
2025	\$78,927
Median Home Value	
2020	\$304,167
2025	\$559,524
Per Capita Income	
2020	\$32,137
2025	\$35,622
Median Age	
2010	45.1
2020	46.6
2025	47.6

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	152
<\$15,000	17.1%
\$15,000 - \$24,999	0.0%
\$25,000 - \$34,999	2.6%
\$35,000 - \$49,999	20.4%
\$50,000 - \$74,999	9.2%
\$75,000 - \$99,999	27.0%
\$100,000 - \$149,999	19.7%
\$150,000 - \$199,999	0.0%
\$200,000+	3.9%
Average Household Income	\$77,847

2025 Households by Income

Household Income Base	154
<\$15,000	14.3%
\$15,000 - \$24,999	0.0%
\$25,000 - \$34,999	1.9%
\$35,000 - \$49,999	18.2%
\$50,000 - \$74,999	9.1%
\$75,000 - \$99,999	29.2%
\$100,000 - \$149,999	23.4%
\$150,000 - \$199,999	0.0%
\$200,000+	4.5%
Average Household Income	\$86,638

2020 Owner Occupied Housing Units by Value

Total	87
<\$50,000	8.0%
\$50,000 - \$99,999	11.5%
\$100,000 - \$149,999	5.7%
\$150,000 - \$199,999	9.2%
\$200,000 - \$249,999	4.6%
\$250,000 - \$299,999	10.3%
\$300,000 - \$399,999	13.8%
\$400,000 - \$499,999	16.1%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	20.7%
Average Home Value	\$658,908

2025 Owner Occupied Housing Units by Value

Total	90
<\$50,000	3.3%
\$50,000 - \$99,999	4.4%
\$100,000 - \$149,999	2.2%
\$150,000 - \$199,999	3.3%
\$200,000 - \$249,999	2.2%
\$250,000 - \$299,999	5.6%
\$300,000 - \$399,999	8.9%
\$400,000 - \$499,999	14.4%
\$500,000 - \$749,999	23.3%
\$750,000 - \$999,999	21.1%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	11.1%
Average Home Value	\$709,722

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age

Total	278
0 - 4	4.3%
5 - 9	4.3%
10 - 14	6.5%
15 - 24	12.2%
25 - 34	11.5%
35 - 44	11.5%
45 - 54	16.9%
55 - 64	21.2%
65 - 74	8.6%
75 - 84	2.9%
85 +	1.1%
18 +	83.5%

2020 Population by Age

Total	294
0 - 4	4.1%
5 - 9	4.8%
10 - 14	4.8%
15 - 24	8.5%
25 - 34	13.6%
35 - 44	12.6%
45 - 54	11.9%
55 - 64	16.7%
65 - 74	17.0%
75 - 84	5.1%
85 +	1.0%
18 +	84.4%

2025 Population by Age

Total	299
0 - 4	3.7%
5 - 9	4.7%
10 - 14	5.0%
15 - 24	7.4%
25 - 34	11.4%
35 - 44	14.4%
45 - 54	12.0%
55 - 64	14.7%
65 - 74	16.1%
75 - 84	9.4%
85 +	1.3%
18 +	83.9%

2010 Population by Sex

Males	154
Females	129

2020 Population by Sex

Males	162
Females	133

2025 Population by Sex

Males	168
Females	132

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	282
White Alone	86.5%
Black Alone	0.7%
American Indian Alone	3.5%
Asian Alone	0.4%
Pacific Islander Alone	0.4%
Some Other Race Alone	6.0%
Two or More Races	2.5%
Hispanic Origin	23.3%
Diversity Index	52.2

2020 Population by Race/Ethnicity

Total	295
White Alone	84.4%
Black Alone	0.7%
American Indian Alone	3.7%
Asian Alone	0.3%
Pacific Islander Alone	0.3%
Some Other Race Alone	7.5%
Two or More Races	3.1%
Hispanic Origin	27.5%
Diversity Index	57.0

2025 Population by Race/Ethnicity

Total	299
White Alone	83.6%
Black Alone	0.7%
American Indian Alone	3.7%
Asian Alone	0.3%
Pacific Islander Alone	0.3%
Some Other Race Alone	8.0%
Two or More Races	3.3%
Hispanic Origin	30.0%
Diversity Index	59.6

2010 Population by Relationship and Household Type

Total	283
In Households	94.3%
In Family Households	73.1%
Householder	24.4%
Spouse	18.4%
Child	23.7%
Other relative	3.2%
Nonrelative	2.8%
In Nonfamily Households	21.2%
In Group Quarters	5.7%
Institutionalized Population	0.0%
Noninstitutionalized Population	5.7%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	229
Less than 9th Grade	5.2%
9th - 12th Grade, No Diploma	2.6%
High School Graduate	20.1%
GED/Alternative Credential	6.1%
Some College, No Degree	38.4%
Associate Degree	9.6%
Bachelor's Degree	8.3%
Graduate/Professional Degree	9.6%

2020 Population 15+ by Marital Status

Total	255
Never Married	36.5%
Married	42.0%
Widowed	7.1%
Divorced	14.5%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	143
Population 16+ Employed	84.6%
Population 16+ Unemployment rate	15.4%
Population 16-24 Employed	8.3%
Population 16-24 Unemployment rate	28.6%
Population 25-54 Employed	56.2%
Population 25-54 Unemployment rate	15.0%
Population 55-64 Employed	23.1%
Population 55-64 Unemployment rate	12.5%
Population 65+ Employed	13.2%
Population 65+ Unemployment rate	11.1%

2020 Employed Population 16+ by Industry

Total	121
Agriculture/Mining	16.5%
Construction	5.0%
Manufacturing	3.3%
Wholesale Trade	5.8%
Retail Trade	6.6%
Transportation/Utilities	0.8%
Information	0.0%
Finance/Insurance/Real Estate	1.7%
Services	57.0%
Public Administration	1.7%

2020 Employed Population 16+ by Occupation

Total	117
White Collar	43.8%
Management/Business/Financial	9.1%
Professional	12.4%
Sales	5.0%
Administrative Support	17.4%
Services	28.1%
Blue Collar	24.8%
Farming/Forestry/Fishing	12.4%
Construction/Extraction	1.7%
Installation/Maintenance/Repair	9.1%
Production	0.8%
Transportation/Material Moving	0.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	145
Households with 1 Person	33.1%
Households with 2+ People	66.9%
Family Households	59.3%
Husband-wife Families	44.8%
With Related Children	13.8%
Other Family (No Spouse Present)	14.5%
Other Family with Male Householder	4.1%
With Related Children	2.8%
Other Family with Female Householder	10.3%
With Related Children	6.2%
Nonfamily Households	7.6%
All Households with Children	23.4%
Multigenerational Households	1.4%
Unmarried Partner Households	7.6%
Male-female	6.2%
Same-sex	1.4%
2010 Households by Size	
Total	145
1 Person Household	33.1%
2 Person Household	36.6%
3 Person Household	12.4%
4 Person Household	8.3%
5 Person Household	6.2%
6 Person Household	2.8%
7 + Person Household	0.7%
2010 Households by Tenure and Mortgage Status	
Total	145
Owner Occupied	57.9%
Owned with a Mortgage/Loan	31.7%
Owned Free and Clear	26.2%
Renter Occupied	42.1%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	145
Percent of Income for Mortgage	16.9%
Wealth Index	69
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	254
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%
2010 Population By Urban/ Rural Status	
Total Population	283
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. The Great Outdoors (6C)
- 2.
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$266,639
Average Spent	\$1,754.20
Spending Potential Index	82
Education: Total \$	\$219,592
Average Spent	\$1,444.68
Spending Potential Index	81
Entertainment/Recreation: Total \$	\$432,250
Average Spent	\$2,843.75
Spending Potential Index	88
Food at Home: Total \$	\$710,911
Average Spent	\$4,677.05
Spending Potential Index	88
Food Away from Home: Total \$	\$485,296
Average Spent	\$3,192.74
Spending Potential Index	85
Health Care: Total \$	\$774,406
Average Spent	\$5,094.78
Spending Potential Index	89
HH Furnishings & Equipment: Total \$	\$277,407
Average Spent	\$1,825.05
Spending Potential Index	84
Personal Care Products & Services: Total \$	\$112,411
Average Spent	\$739.55
Spending Potential Index	80
Shelter: Total \$	\$2,561,564
Average Spent	\$16,852.39
Spending Potential Index	87
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$364,626
Average Spent	\$2,398.86
Spending Potential Index	102
Travel: Total \$	\$335,872
Average Spent	\$2,209.68
Spending Potential Index	92
Vehicle Maintenance & Repairs: Total \$	\$157,234
Average Spent	\$1,034.43
Spending Potential Index	89

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.

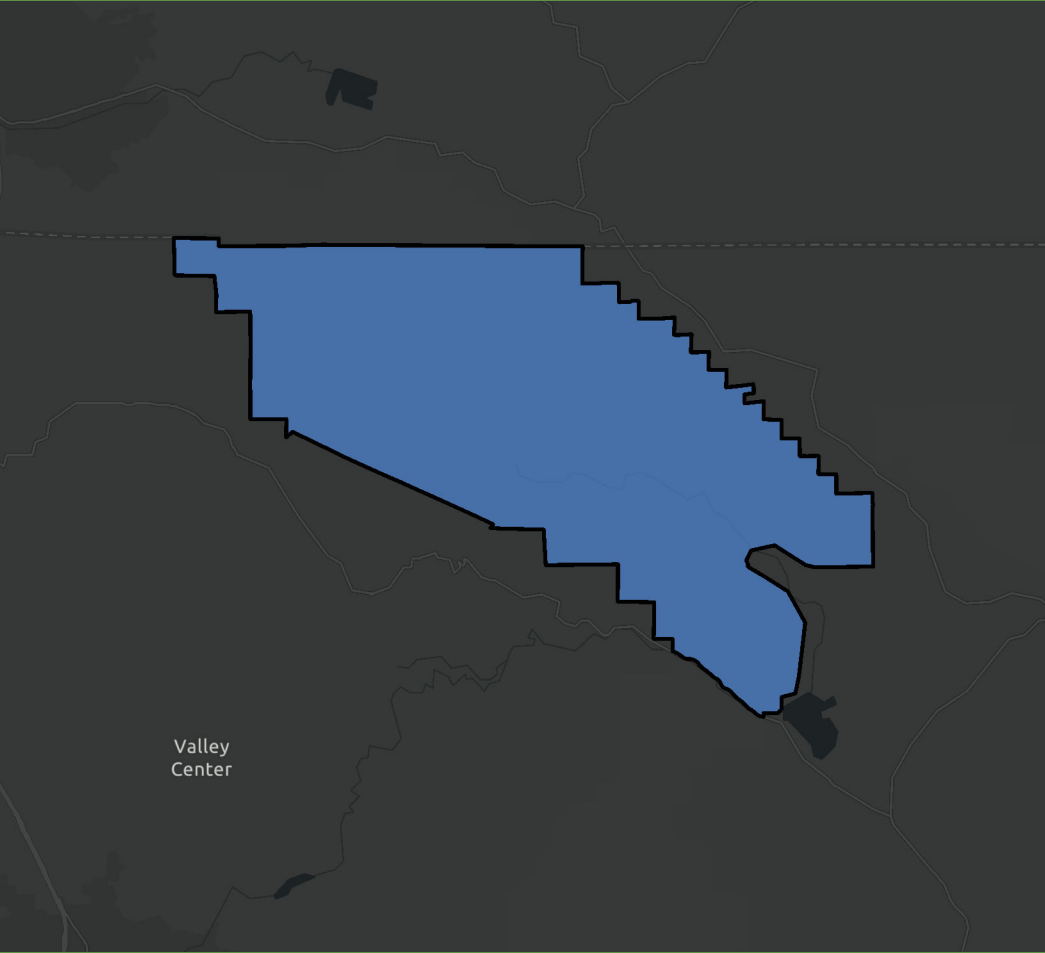
Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

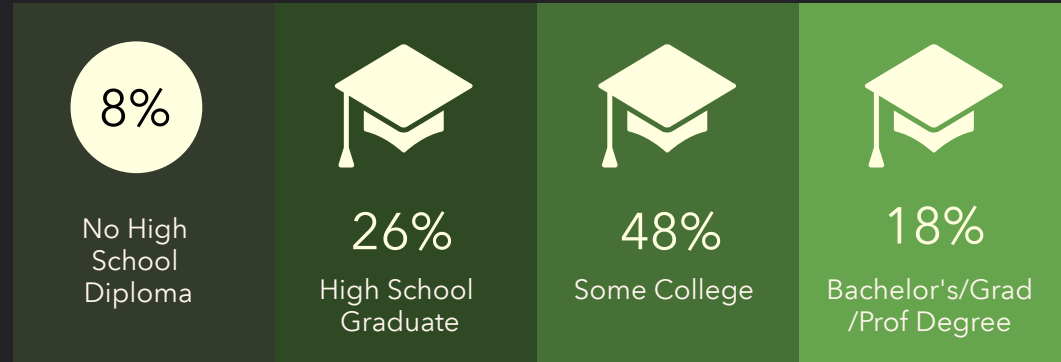
DEMOGRAPHIC PROFILE

Palomar Mountain

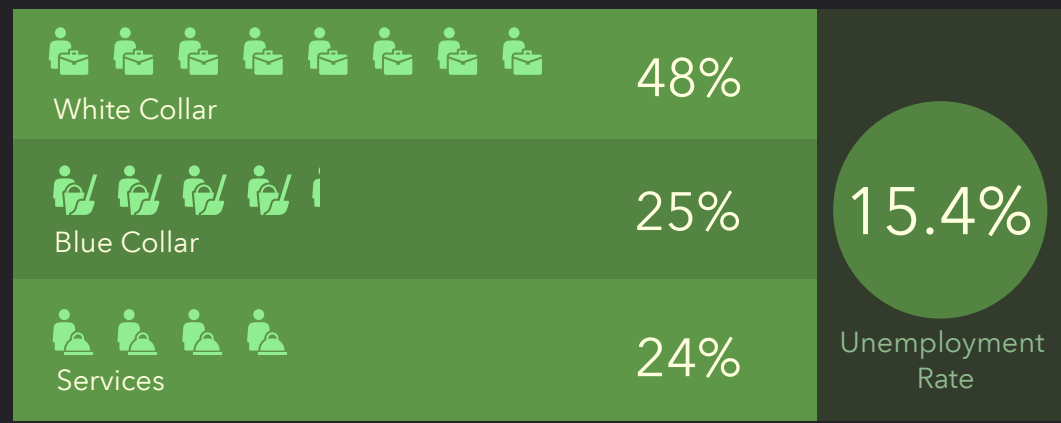
Palomar Mountain



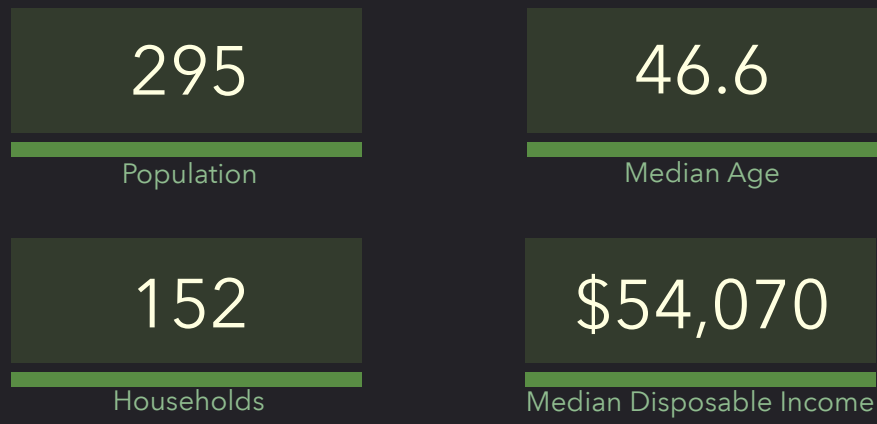
EDUCATION



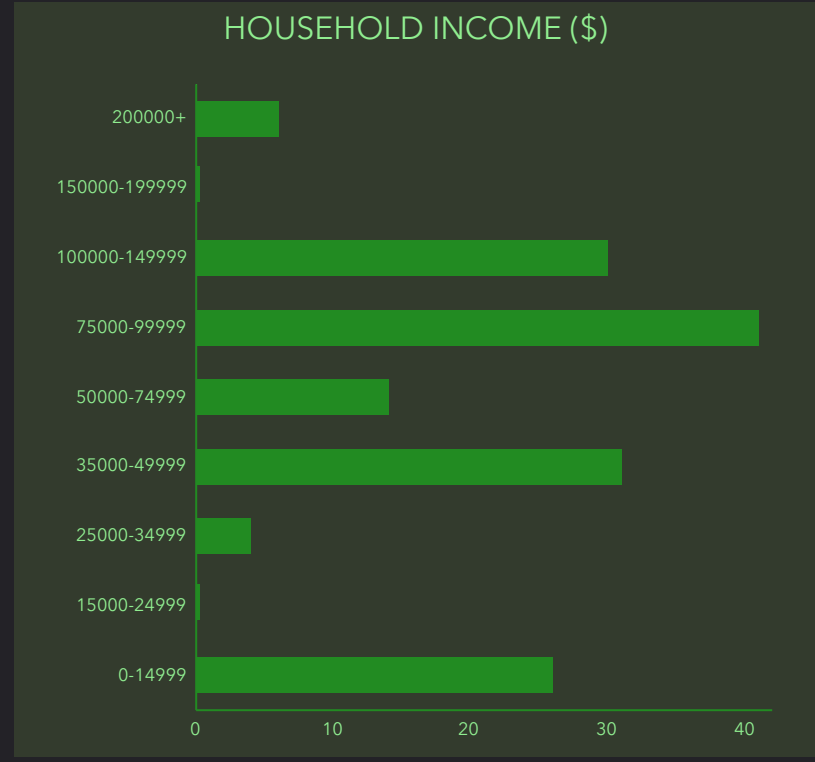
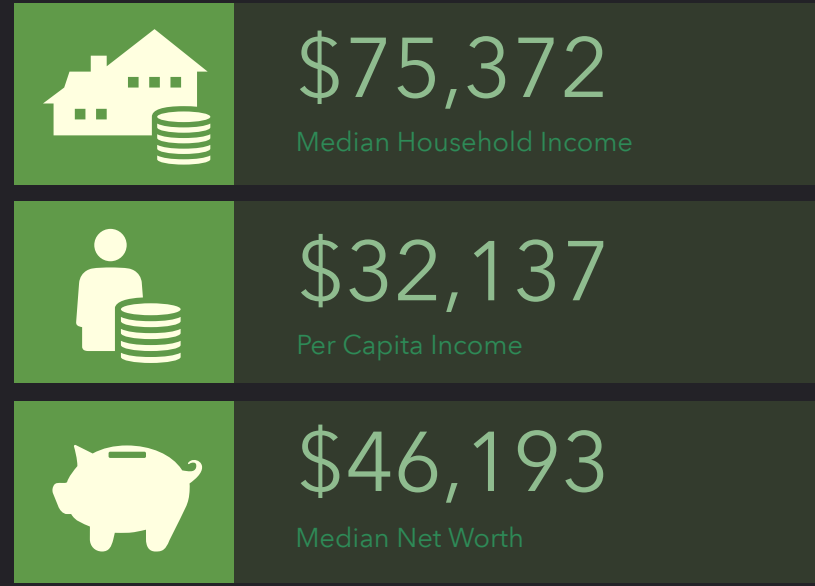
EMPLOYMENT



KEY FACTS



INCOME





Demographic and Income Profile

Palomar Mountain

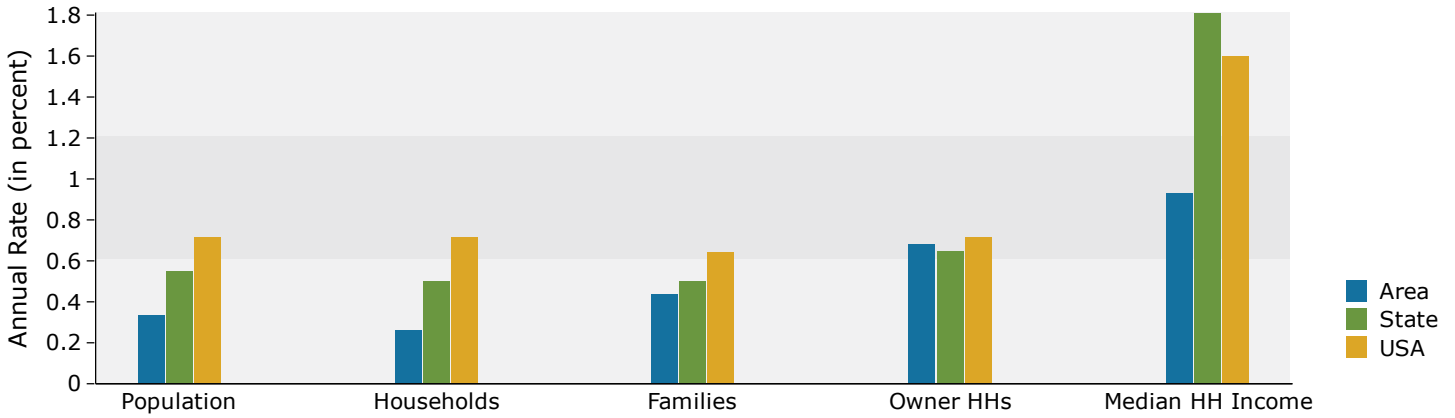
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	283		295		300	
Households	145		152		154	
Families	86		90		92	
Average Household Size	1.84		1.83		1.84	
Owner Occupied Housing Units	84		87		90	
Renter Occupied Housing Units	61		65		64	
Median Age	45.1		46.6		47.6	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.34%		0.55%		0.72%	
Households	0.26%		0.50%		0.72%	
Families	0.44%		0.50%		0.64%	
Owner HHs	0.68%		0.65%		0.72%	
Median Household Income	0.93%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			26	17.1%	22	14.3%
\$15,000 - \$24,999			0	0.0%	0	0.0%
\$25,000 - \$34,999			4	2.6%	3	1.9%
\$35,000 - \$49,999			31	20.4%	28	18.2%
\$50,000 - \$74,999			14	9.2%	14	9.1%
\$75,000 - \$99,999			41	27.0%	45	29.2%
\$100,000 - \$149,999			30	19.7%	36	23.4%
\$150,000 - \$199,999			0	0.0%	0	0.0%
\$200,000+			6	3.9%	7	4.5%
Median Household Income			\$75,372		\$78,927	
Average Household Income			\$77,847		\$86,638	
Per Capita Income			\$32,137		\$35,622	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	12	4.3%	12	4.1%	11	3.7%
5 - 9	12	4.3%	14	4.8%	14	4.7%
10 - 14	18	6.4%	14	4.8%	15	5.0%
15 - 19	18	6.4%	11	3.7%	14	4.7%
20 - 24	16	5.7%	14	4.8%	8	2.7%
25 - 34	32	11.4%	40	13.6%	34	11.4%
35 - 44	32	11.4%	37	12.6%	43	14.4%
45 - 54	47	16.7%	35	11.9%	36	12.0%
55 - 64	59	21.0%	49	16.7%	44	14.7%
65 - 74	24	8.5%	50	17.0%	48	16.1%
75 - 84	8	2.8%	15	5.1%	28	9.4%
85+	3	1.1%	3	1.0%	4	1.3%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	244	86.5%	249	84.4%	250	83.6%
Black Alone	2	0.7%	2	0.7%	2	0.7%
American Indian Alone	10	3.5%	11	3.7%	11	3.7%
Asian Alone	1	0.4%	1	0.3%	1	0.3%
Pacific Islander Alone	1	0.4%	1	0.3%	1	0.3%
Some Other Race Alone	17	6.0%	22	7.5%	24	8.0%
Two or More Races	7	2.5%	9	3.1%	10	3.3%
Hispanic Origin (Any Race)	66	23.3%	81	27.5%	89	29.7%

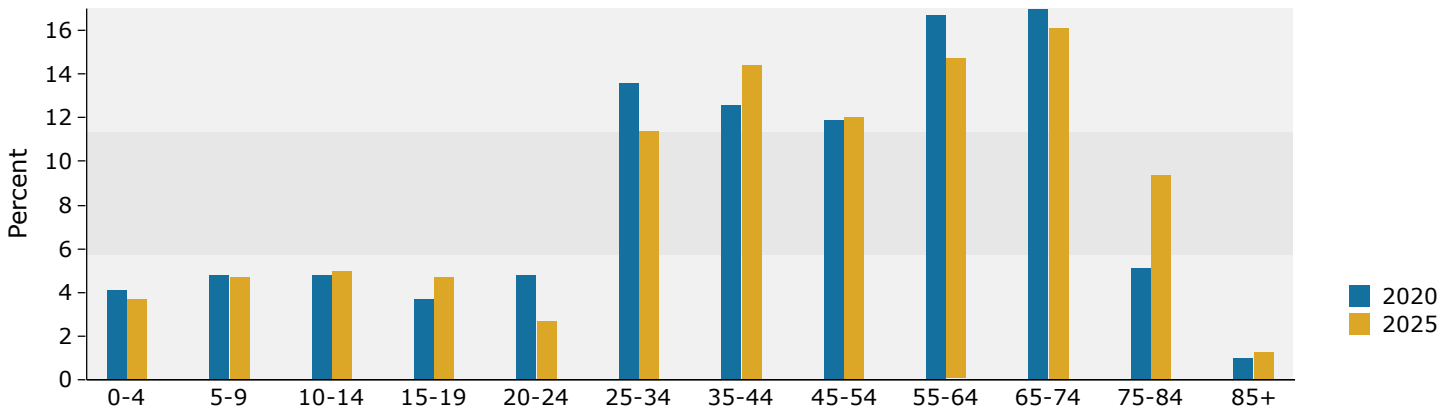
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

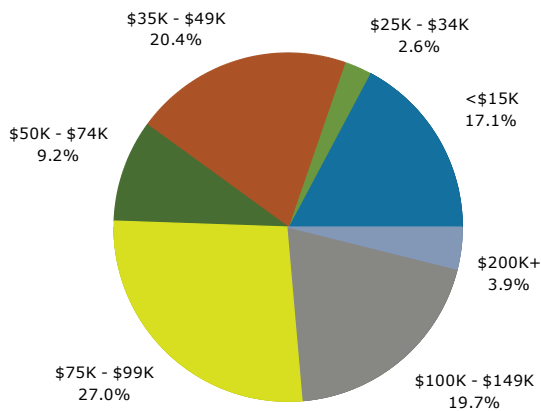
Trends 2020-2025



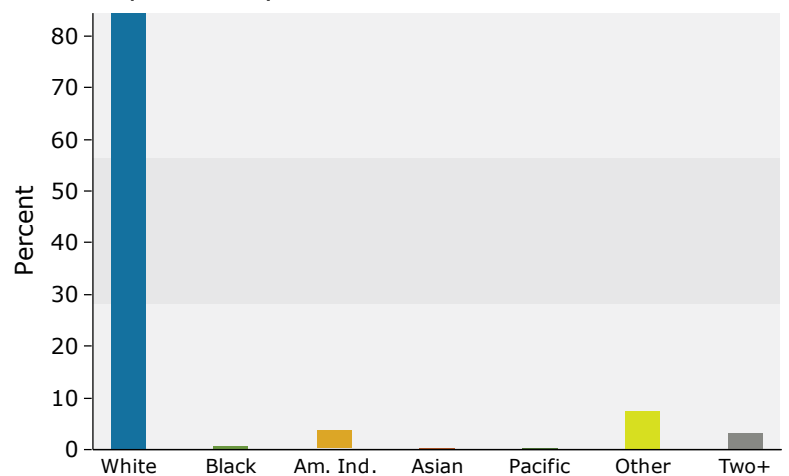
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 27.5%

Population

2000 Population	347
2010 Population	283
2020 Population	295
2025 Population	300
2000-2010 Annual Rate	-2.02%
2010-2020 Annual Rate	0.41%
2020-2025 Annual Rate	0.34%
2020 Male Population	54.9%
2020 Female Population	45.1%
2020 Median Age	46.6

In the identified area, the current year population is 295. In 2010, the Census count in the area was 283. The rate of change since 2010 was 0.41% annually. The five-year projection for the population in the area is 300 representing a change of 0.34% annually from 2020 to 2025. Currently, the population is 54.9% male and 45.1% female.

Median Age

The median age in this area is 46.6, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	84.4%
2020 Black Alone	0.7%
2020 American Indian/Alaska Native Alone	3.7%
2020 Asian Alone	0.3%
2020 Pacific Islander Alone	0.3%
2020 Other Race	7.5%
2020 Two or More Races	3.1%
2020 Hispanic Origin (Any Race)	27.5%

Persons of Hispanic origin represent 27.5% of the population in the identified area compared to 18.8% 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 57.0 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	69
2000 Households	141
2010 Households	145
2020 Total Households	152
2025 Total Households	154
2000-2010 Annual Rate	0.28%
2010-2020 Annual Rate	0.46%
2020-2025 Annual Rate	0.26%
2020 Average Household Size	1.83

The household count in this area has changed from 145 in 2010 to 152 in the current year, a change of 0.46% annually. The five-year projection of households is 154, a change of 0.26% annually from the current year total. Average household size is currently 1.83, compared to 1.84 in the year 2010. The number of families in the current year is 90 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	16.9%
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Median Household Income

2020 Median Household Income	\$75,372
2025 Median Household Income	\$78,927
2020-2025 Annual Rate	0.93%

Average Household Income

2020 Average Household Income	\$77,847
2025 Average Household Income	\$86,638
2020-2025 Annual Rate	2.16%

Per Capita Income

2020 Per Capita Income	\$32,137
2025 Per Capita Income	\$35,622
2020-2025 Annual Rate	2.08%

Households by Income

Current median household income is \$75,372 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$78,927 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$77,847 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$86,638 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$32,137 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$35,622 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	145
2000 Total Housing Units	274
2000 Owner Occupied Housing Units	108
2000 Renter Occupied Housing Units	33
2000 Vacant Housing Units	133
2010 Total Housing Units	254
2010 Owner Occupied Housing Units	84
2010 Renter Occupied Housing Units	61
2010 Vacant Housing Units	109
2020 Total Housing Units	260
2020 Owner Occupied Housing Units	87
2020 Renter Occupied Housing Units	65
2020 Vacant Housing Units	108
2025 Total Housing Units	263
2025 Owner Occupied Housing Units	90
2025 Renter Occupied Housing Units	64
2025 Vacant Housing Units	109

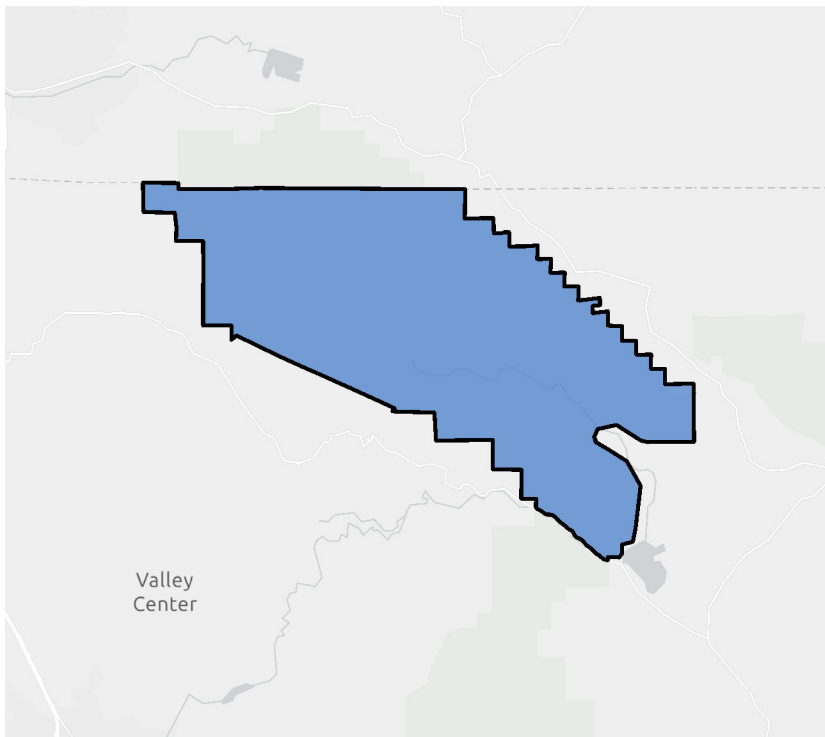
Currently, 33.5% of the 260 housing units in the area are owner occupied; 25.0% are renter occupied; and 41.5% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 254 housing units in the area - 33.1% owner occupied, 24.0% renter occupied, and 42.9% vacant. The annual rate of change in housing units since 2010 is 1.04%. Median home value in the area is \$304,167, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 12.96% annually to \$559,524.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

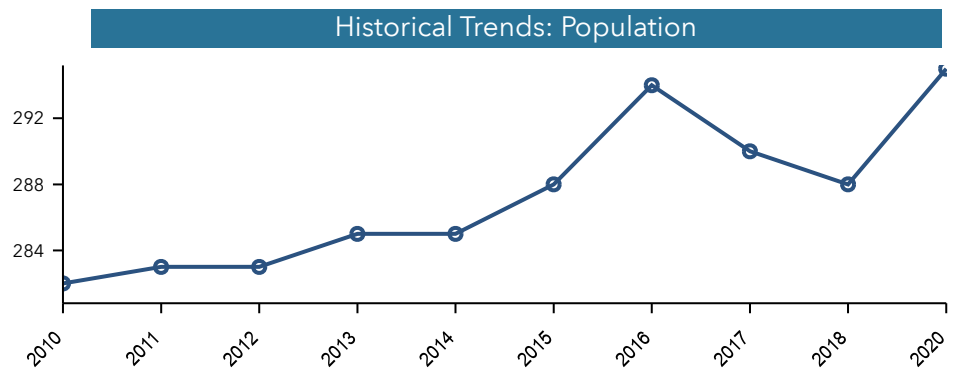
POPULATION TRENDS AND KEY INDICATORS

Palomar Mountain

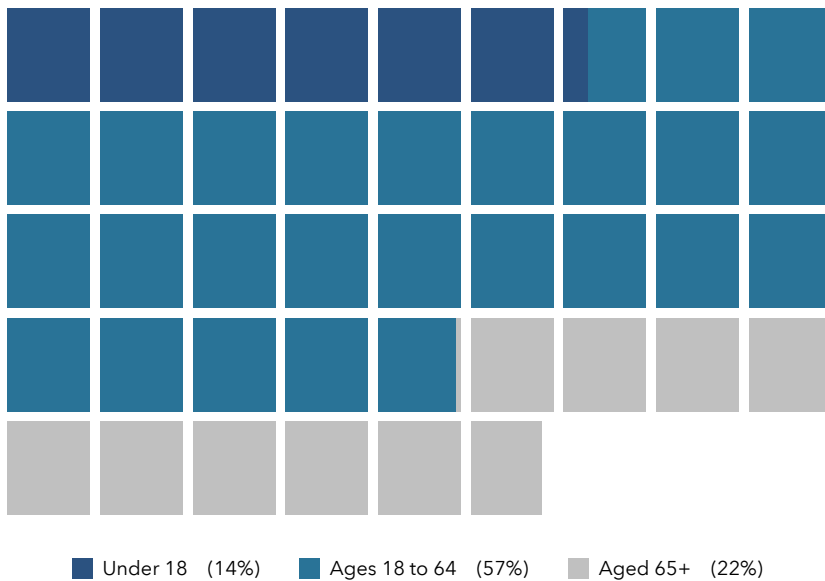


295	152	1.83	46.6	\$75,372	\$304,167	69	145	57
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

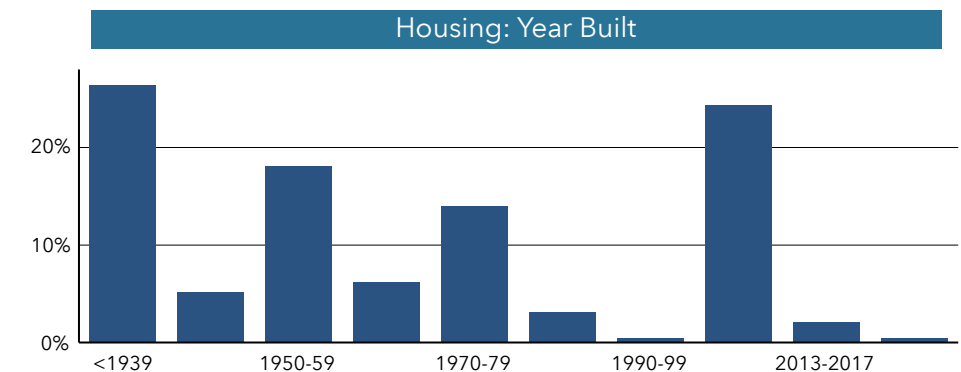
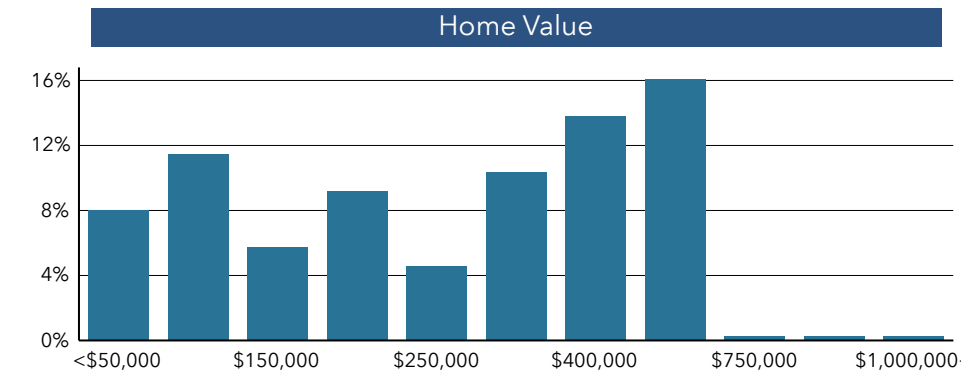
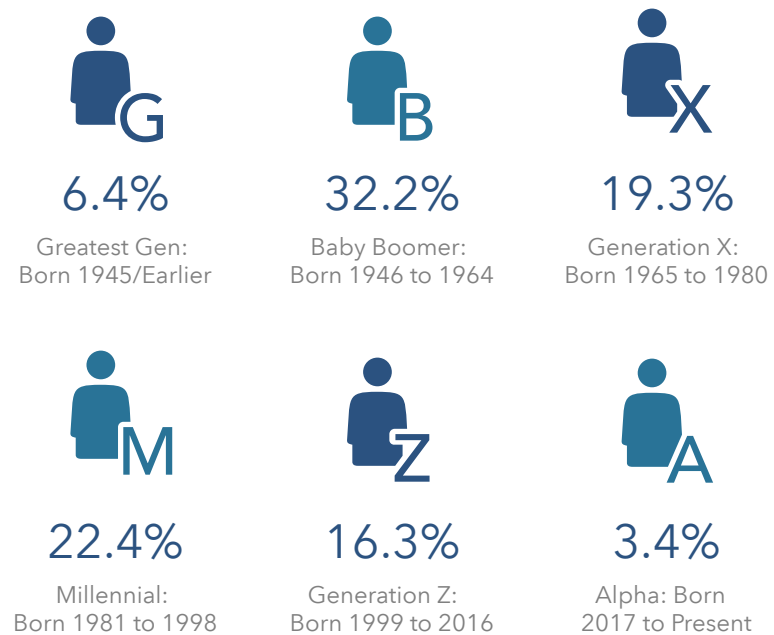
MORTGAGE INDICATORS



POPULATION BY AGE



POPULATION BY GENERATION



Population Summary	
2000 Total Population	36,992
2010 Total Population	38,304
2020 Total Population	41,762
2020 Group Quarters	17,593
2025 Total Population	42,781
2020-2025 Annual Rate	0.48%
2020 Total Daytime Population	48,229
Workers	34,966
Residents	13,263
Household Summary	
2000 Households	6,123
2000 Average Household Size	3.41
2010 Households	6,335
2010 Average Household Size	3.43
2020 Households	7,057
2020 Average Household Size	3.42
2025 Households	7,344
2025 Average Household Size	3.43
2020-2025 Annual Rate	0.80%
2010 Families	6,083
2010 Average Family Size	3.50
2020 Families	6,783
2020 Average Family Size	3.50
2025 Families	7,063
2025 Average Family Size	3.50
2020-2025 Annual Rate	0.81%
Housing Unit Summary	
2000 Housing Units	6,703
Owner Occupied Housing Units	7.6%
Renter Occupied Housing Units	83.8%
Vacant Housing Units	8.7%
2010 Housing Units	7,596
Owner Occupied Housing Units	3.7%
Renter Occupied Housing Units	79.7%
Vacant Housing Units	16.6%
2020 Housing Units	8,196
Owner Occupied Housing Units	3.5%
Renter Occupied Housing Units	82.6%
Vacant Housing Units	13.9%
2025 Housing Units	8,423
Owner Occupied Housing Units	3.5%
Renter Occupied Housing Units	83.6%
Vacant Housing Units	12.8%
Median Household Income	
2020	\$49,096
2025	\$54,014
Median Home Value	
2020	\$679,688
2025	\$762,658
Per Capita Income	
2020	\$17,000
2025	\$18,632
Median Age	
2010	21.9
2020	22.1
2025	22.0

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	7,057
<\$15,000	3.8%
\$15,000 - \$24,999	7.1%
\$25,000 - \$34,999	14.4%
\$35,000 - \$49,999	25.7%
\$50,000 - \$74,999	24.9%
\$75,000 - \$99,999	8.4%
\$100,000 - \$149,999	11.3%
\$150,000 - \$199,999	3.3%
\$200,000+	1.0%
Average Household Income	\$62,902

2025 Households by Income

Household Income Base	7,344
<\$15,000	2.7%
\$15,000 - \$24,999	5.4%
\$25,000 - \$34,999	12.2%
\$35,000 - \$49,999	23.7%
\$50,000 - \$74,999	25.1%
\$75,000 - \$99,999	9.9%
\$100,000 - \$149,999	15.2%
\$150,000 - \$199,999	4.7%
\$200,000+	1.2%
Average Household Income	\$72,301

2020 Owner Occupied Housing Units by Value

Total	289
<\$50,000	0.3%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.3%
\$200,000 - \$249,999	0.3%
\$250,000 - \$299,999	1.7%
\$300,000 - \$399,999	7.3%
\$400,000 - \$499,999	8.0%
\$500,000 - \$749,999	44.3%
\$750,000 - \$999,999	19.7%
\$1,000,000 - \$1,499,999	18.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$739,483

2025 Owner Occupied Housing Units by Value

Total	299
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	1.0%
\$300,000 - \$399,999	3.3%
\$400,000 - \$499,999	5.0%
\$500,000 - \$749,999	39.1%
\$750,000 - \$999,999	26.4%
\$1,000,000 - \$1,499,999	24.7%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$824,916

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age	
Total	38,302
0 - 4	12.8%
5 - 9	6.8%
10 - 14	3.5%
15 - 24	52.5%
25 - 34	17.9%
35 - 44	4.4%
45 - 54	1.0%
55 - 64	0.6%
65 - 74	0.3%
75 - 84	0.1%
85 +	0.0%
18 +	75.9%
2020 Population by Age	
Total	41,763
0 - 4	12.3%
5 - 9	6.7%
10 - 14	3.5%
15 - 24	51.3%
25 - 34	19.6%
35 - 44	4.6%
45 - 54	0.8%
55 - 64	0.5%
65 - 74	0.4%
75 - 84	0.2%
85 +	0.1%
18 +	76.6%
2025 Population by Age	
Total	42,782
0 - 4	12.9%
5 - 9	6.8%
10 - 14	3.6%
15 - 24	50.3%
25 - 34	19.4%
35 - 44	5.0%
45 - 54	0.8%
55 - 64	0.5%
65 - 74	0.4%
75 - 84	0.3%
85 +	0.1%
18 +	75.8%
2010 Population by Sex	
Males	26,540
Females	11,764
2020 Population by Sex	
Males	28,749
Females	13,013
2025 Population by Sex	
Males	29,241
Females	13,539

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Population by Race/Ethnicity

Total	38,304
White Alone	75.9%
Black Alone	7.7%
American Indian Alone	1.3%
Asian Alone	2.9%
Pacific Islander Alone	0.8%
Some Other Race Alone	5.4%
Two or More Races	5.9%
Hispanic Origin	22.1%
Diversity Index	61.8

2020 Population by Race/Ethnicity

Total	41,763
White Alone	73.1%
Black Alone	8.1%
American Indian Alone	1.3%
Asian Alone	3.4%
Pacific Islander Alone	0.8%
Some Other Race Alone	6.3%
Two or More Races	7.0%
Hispanic Origin	25.7%
Diversity Index	66.5

2025 Population by Race/Ethnicity

Total	42,781
White Alone	71.7%
Black Alone	8.1%
American Indian Alone	1.3%
Asian Alone	3.7%
Pacific Islander Alone	0.8%
Some Other Race Alone	6.8%
Two or More Races	7.5%
Hispanic Origin	27.8%
Diversity Index	68.7

2010 Population by Relationship and Household Type

Total	38,304
In Households	56.7%
In Family Households	55.9%
Householder	15.9%
Spouse	14.4%
Child	24.5%
Other relative	0.7%
Nonrelative	0.3%
In Nonfamily Households	0.8%
In Group Quarters	43.3%
Institutionalized Population	0.0%
Noninstitutionalized Population	43.3%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Population 25+ by Educational Attainment

Total	10,942
Less than 9th Grade	0.4%
9th - 12th Grade, No Diploma	1.8%
High School Graduate	30.8%
GED/Alternative Credential	0.8%
Some College, No Degree	32.2%
Associate Degree	12.5%
Bachelor's Degree	15.3%
Graduate/Professional Degree	6.2%

2020 Population 15+ by Marital Status

Total	32,386
Never Married	52.0%
Married	46.1%
Widowed	0.0%
Divorced	1.9%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	6,332
Population 16+ Employed	83.6%
Population 16+ Unemployment rate	16.4%
Population 16-24 Employed	40.3%
Population 16-24 Unemployment rate	18.4%
Population 25-54 Employed	55.4%
Population 25-54 Unemployment rate	15.0%
Population 55-64 Employed	2.6%
Population 55-64 Unemployment rate	13.1%
Population 65+ Employed	1.6%
Population 65+ Unemployment rate	17.1%

2020 Employed Population 16+ by Industry

Total	5,295
Agriculture/Mining	0.5%
Construction	1.7%
Manufacturing	3.0%
Wholesale Trade	0.5%
Retail Trade	10.6%
Transportation/Utilities	2.7%
Information	1.9%
Finance/Insurance/Real Estate	4.2%
Services	50.7%
Public Administration	24.3%

2020 Employed Population 16+ by Occupation

Total	5,296
White Collar	66.3%
Management/Business/Financial	13.8%
Professional	26.3%
Sales	13.2%
Administrative Support	13.1%
Services	16.4%
Blue Collar	17.3%
Farming/Forestry/Fishing	3.8%
Construction/Extraction	3.7%
Installation/Maintenance/Repair	2.6%
Production	0.9%
Transportation/Material Moving	6.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	6,334
Households with 1 Person	3.4%
Households with 2+ People	96.6%
Family Households	96.0%
Husband-wife Families	87.2%
With Related Children	66.4%
Other Family (No Spouse Present)	8.8%
Other Family with Male Householder	1.4%
With Related Children	1.1%
Other Family with Female Householder	7.4%
With Related Children	7.2%
Nonfamily Households	0.6%
All Households with Children	74.9%
Multigenerational Households	1.6%
Unmarried Partner Households	0.8%
Male-female	0.4%
Same-sex	0.4%
2010 Households by Size	
Total	6,335
1 Person Household	3.4%
2 Person Household	22.6%
3 Person Household	27.1%
4 Person Household	28.4%
5 Person Household	13.4%
6 Person Household	3.7%
7 + Person Household	1.3%
2010 Households by Tenure and Mortgage Status	
Total	6,335
Owner Occupied	4.4%
Owned with a Mortgage/Loan	3.0%
Owned Free and Clear	1.4%
Renter Occupied	95.6%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	45
Percent of Income for Mortgage	57.8%
Wealth Index	44
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	7,596
Housing Units Inside Urbanized Area	88.5%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	11.5%
2010 Population By Urban/ Rural Status	
Total Population	38,304
Population Inside Urbanized Area	83.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	17.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Military Proximity (14A)
2. Exurbanites (1E)
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$11,566,218
Average Spent	\$1,638.97
Spending Potential Index	76
Education: Total \$	\$9,702,416
Average Spent	\$1,374.86
Spending Potential Index	77
Entertainment/Recreation: Total \$	\$15,119,033
Average Spent	\$2,142.42
Spending Potential Index	66
Food at Home: Total \$	\$26,927,410
Average Spent	\$3,815.70
Spending Potential Index	71
Food Away from Home: Total \$	\$20,921,655
Average Spent	\$2,964.67
Spending Potential Index	79
Health Care: Total \$	\$23,941,081
Average Spent	\$3,392.53
Spending Potential Index	59
HH Furnishings & Equipment: Total \$	\$10,100,023
Average Spent	\$1,431.21
Spending Potential Index	66
Personal Care Products & Services: Total \$	\$4,520,934
Average Spent	\$640.63
Spending Potential Index	70
Shelter: Total \$	\$102,855,679
Average Spent	\$14,574.99
Spending Potential Index	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,143,171
Average Spent	\$1,295.62
Spending Potential Index	55
Travel: Total \$	\$11,315,664
Average Spent	\$1,603.47
Spending Potential Index	67
Vehicle Maintenance & Repairs: Total \$	\$5,563,940
Average Spent	\$788.43
Spending Potential Index	68

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.

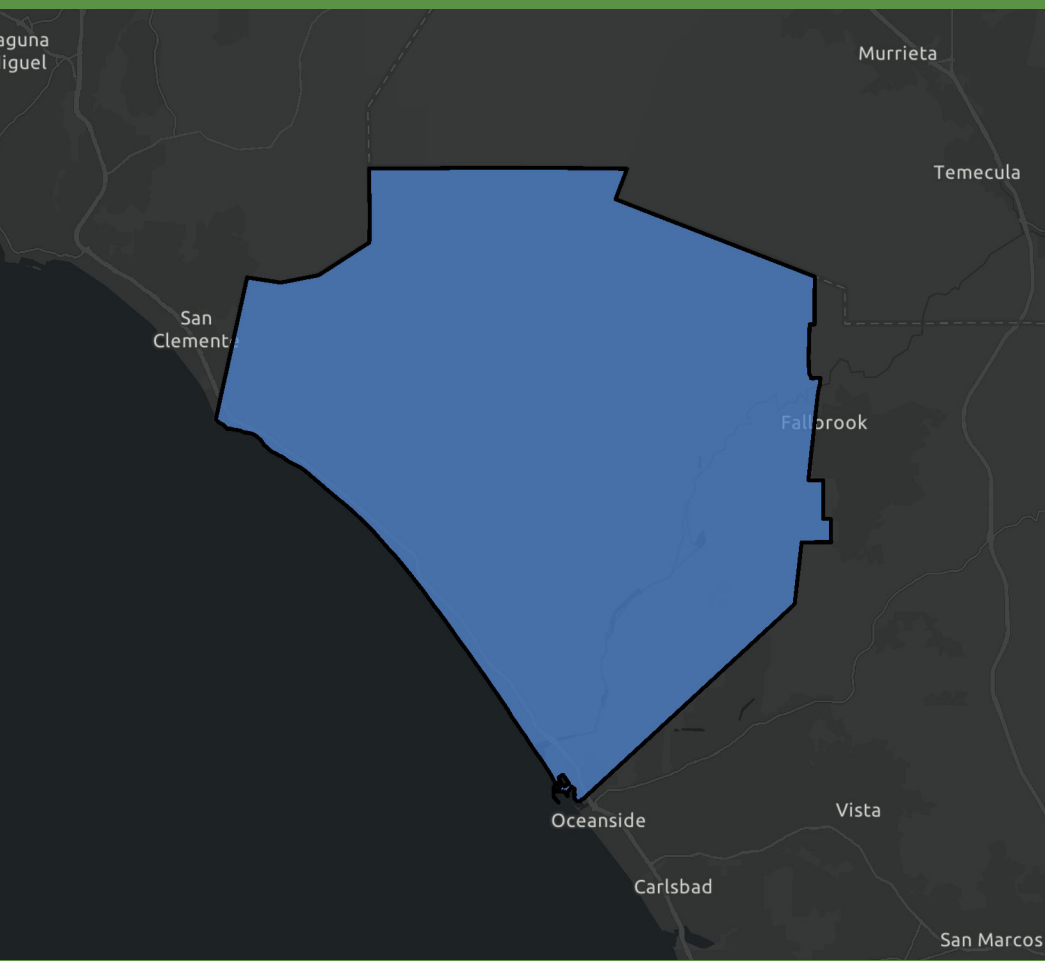
Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

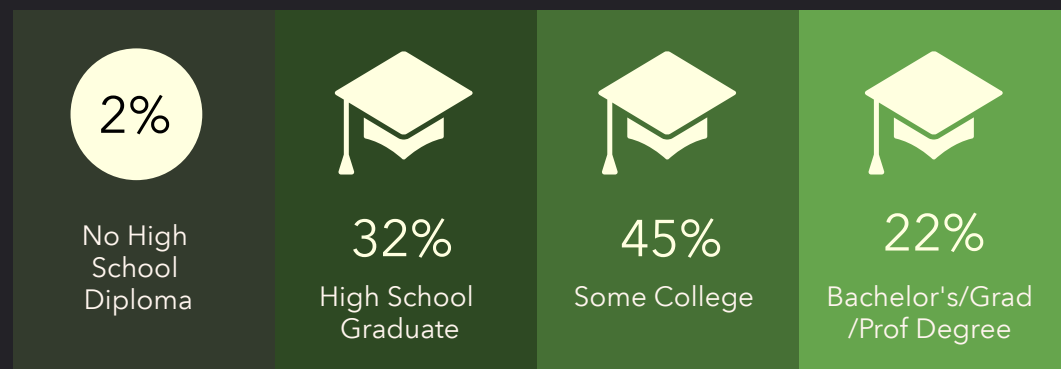
DEMOGRAPHIC PROFILE

Pendleton - De Luz

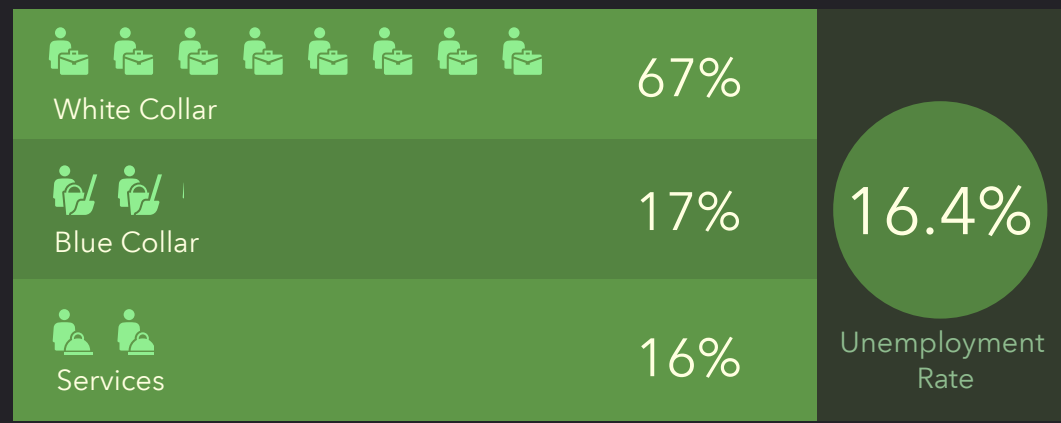
Pendleton - De Luz



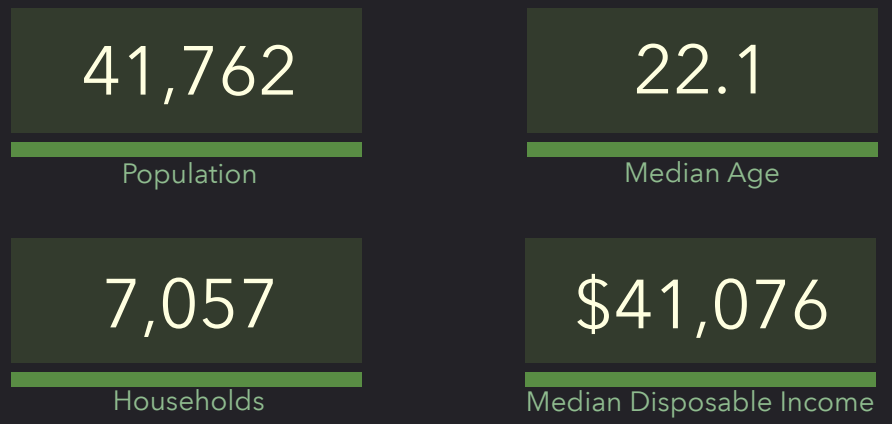
EDUCATION



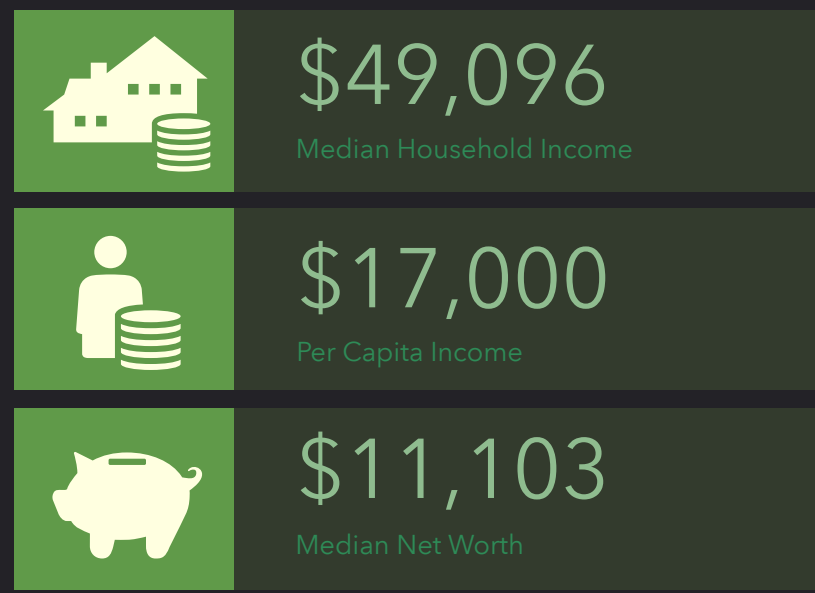
EMPLOYMENT



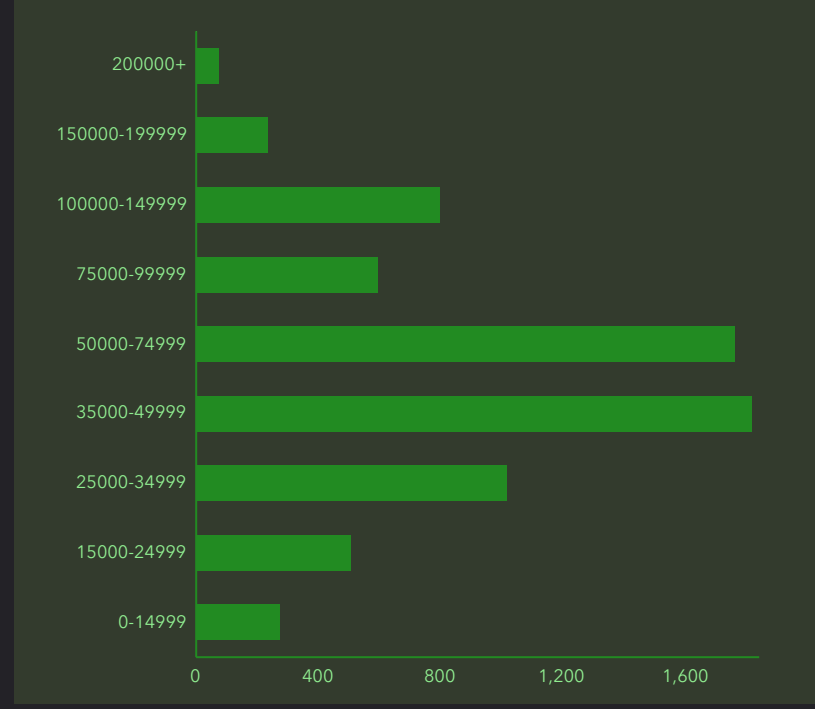
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)



This infographic contains data provided by Esri. The vintage of the data is 2020, 2025.
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Demographic and Income Profile

Pendleton - De Luz

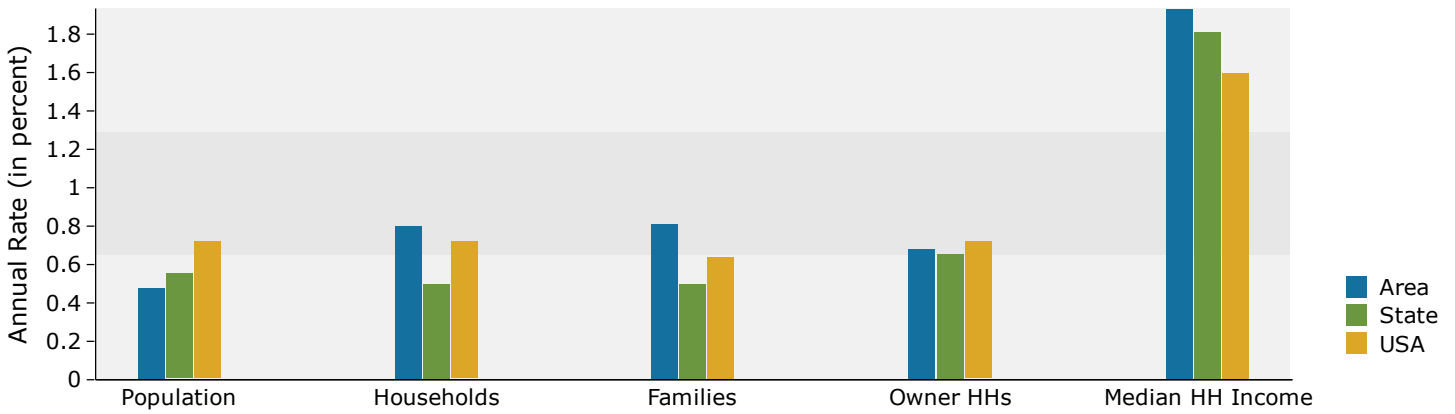
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	38,304		41,762		42,781	
Households	6,335		7,057		7,344	
Families	6,083		6,783		7,063	
Average Household Size	3.43		3.42		3.43	
Owner Occupied Housing Units	279		289		299	
Renter Occupied Housing Units	6,056		6,768		7,045	
Median Age	21.9		22.1		22.0	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.48%		0.55%		0.72%	
Households	0.80%		0.50%		0.72%	
Families	0.81%		0.50%		0.64%	
Owner HHs	0.68%		0.65%		0.72%	
Median Household Income	1.93%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			271	3.8%	198	2.7%
\$15,000 - \$24,999			504	7.1%	399	5.4%
\$25,000 - \$34,999			1,013	14.4%	896	12.2%
\$35,000 - \$49,999			1,816	25.7%	1,739	23.7%
\$50,000 - \$74,999			1,758	24.9%	1,844	25.1%
\$75,000 - \$99,999			592	8.4%	727	9.9%
\$100,000 - \$149,999			796	11.3%	1,113	15.2%
\$150,000 - \$199,999			233	3.3%	343	4.7%
\$200,000+			74	1.0%	86	1.2%
Median Household Income			\$49,096		\$54,014	
Average Household Income			\$62,902		\$72,301	
Per Capita Income			\$17,000		\$18,632	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,892	12.8%	5,123	12.3%	5,509	12.9%
5 - 9	2,601	6.8%	2,789	6.7%	2,902	6.8%
10 - 14	1,348	3.5%	1,465	3.5%	1,535	3.6%
15 - 19	4,240	11.1%	4,455	10.7%	4,510	10.5%
20 - 24	15,865	41.4%	16,988	40.7%	16,998	39.7%
25 - 34	6,858	17.9%	8,165	19.6%	8,283	19.4%
35 - 44	1,698	4.4%	1,907	4.6%	2,149	5.0%
45 - 54	380	1.0%	354	0.8%	343	0.8%
55 - 64	225	0.6%	215	0.5%	210	0.5%
65 - 74	123	0.3%	179	0.4%	187	0.4%
75 - 84	55	0.1%	95	0.2%	117	0.3%
85+	19	0.0%	28	0.1%	39	0.1%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	29,079	75.9%	30,521	73.1%	30,694	71.7%
Black Alone	2,940	7.7%	3,369	8.1%	3,480	8.1%
American Indian Alone	516	1.3%	539	1.3%	535	1.3%
Asian Alone	1,105	2.9%	1,419	3.4%	1,593	3.7%
Pacific Islander Alone	312	0.8%	348	0.8%	362	0.8%
Some Other Race Alone	2,085	5.4%	2,651	6.3%	2,906	6.8%
Two or More Races	2,267	5.9%	2,916	7.0%	3,211	7.5%
Hispanic Origin (Any Race)	8,484	22.1%	10,714	25.7%	11,907	27.8%

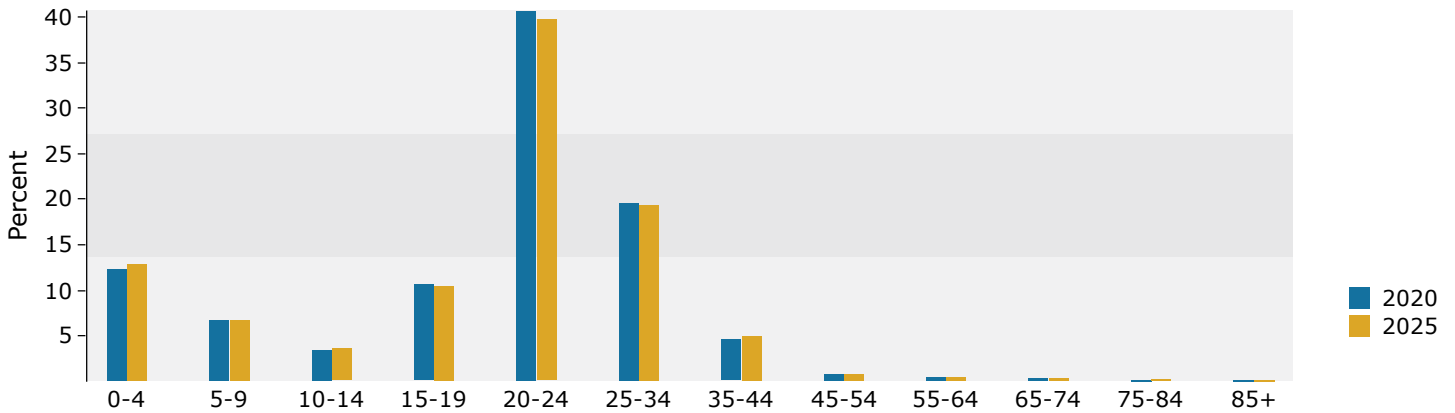
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

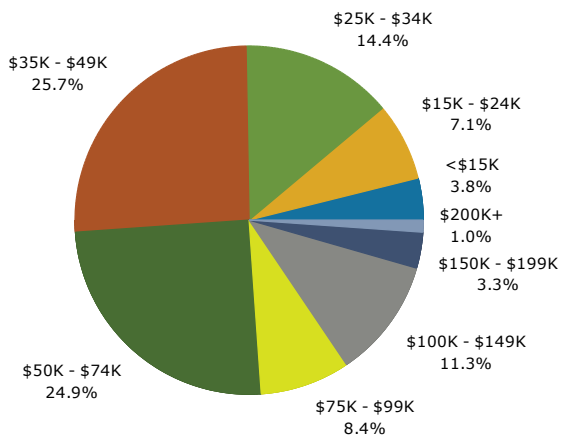
Trends 2020-2025



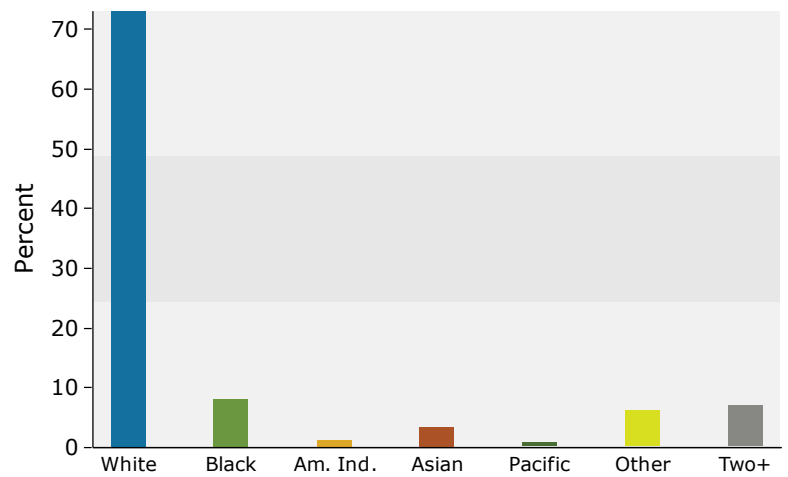
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 25.7%

Population

2000 Population	36,992
2010 Population	38,304
2020 Population	41,762
2025 Population	42,781
2000-2010 Annual Rate	0.35%
2010-2020 Annual Rate	0.85%
2020-2025 Annual Rate	0.48%
2020 Male Population	68.8%
2020 Female Population	31.2%
2020 Median Age	22.1

In the identified area, the current year population is 41,762. In 2010, the Census count in the area was 38,304. The rate of change since 2010 was 0.85% annually. The five-year projection for the population in the area is 42,781 representing a change of 0.48% annually from 2020 to 2025. Currently, the population is 68.8% male and 31.2% female.

Median Age

The median age in this area is 22.1, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	73.1%
2020 Black Alone	8.1%
2020 American Indian/Alaska Native Alone	1.3%
2020 Asian Alone	3.4%
2020 Pacific Islander Alone	0.8%
2020 Other Race	6.3%
2020 Two or More Races	7.0%
2020 Hispanic Origin (Any Race)	25.7%

Persons of Hispanic origin represent 25.7% of the population in the identified area compared to 18.8% 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 66.5 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	44
2000 Households	6,123
2010 Households	6,335
2020 Total Households	7,057
2025 Total Households	7,344
2000-2010 Annual Rate	0.34%
2010-2020 Annual Rate	1.06%
2020-2025 Annual Rate	0.80%
2020 Average Household Size	3.42

The household count in this area has changed from 6,335 in 2010 to 7,057 in the current year, a change of 1.06% annually. The five-year projection of households is 7,344, a change of 0.80% annually from the current year total. Average household size is currently 3.42, compared to 3.43 in the year 2010. The number of families in the current year is 6,783 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	57.8%
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Median Household Income

2020 Median Household Income	\$49,096
2025 Median Household Income	\$54,014
2020-2025 Annual Rate	1.93%

Average Household Income

2020 Average Household Income	\$62,902
2025 Average Household Income	\$72,301
2020-2025 Annual Rate	2.82%

Per Capita Income

2020 Per Capita Income	\$17,000
2025 Per Capita Income	\$18,632
2020-2025 Annual Rate	1.85%

Households by Income

Current median household income is \$49,096 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$54,014 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$62,902 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$72,301 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$17,000 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$18,632 in five years, compared to \$37,691 for all U.S. households

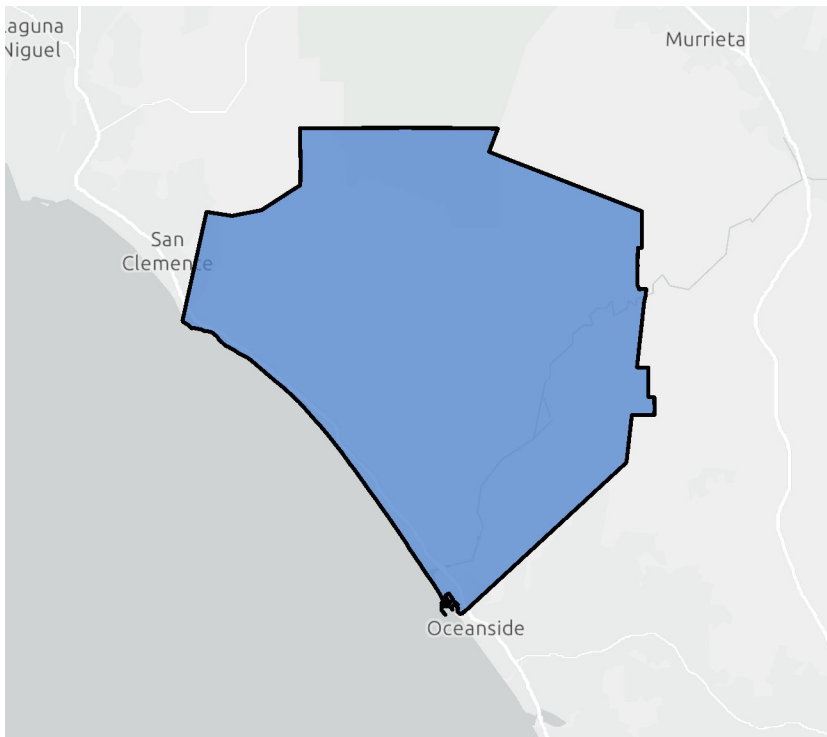
Housing

2020 Housing Affordability Index	45
2000 Total Housing Units	6,703
2000 Owner Occupied Housing Units	509
2000 Renter Occupied Housing Units	5,614
2000 Vacant Housing Units	580
2010 Total Housing Units	7,596
2010 Owner Occupied Housing Units	279
2010 Renter Occupied Housing Units	6,056
2010 Vacant Housing Units	1,261
2020 Total Housing Units	8,196
2020 Owner Occupied Housing Units	289
2020 Renter Occupied Housing Units	6,768
2020 Vacant Housing Units	1,139
2025 Total Housing Units	8,423
2025 Owner Occupied Housing Units	299
2025 Renter Occupied Housing Units	7,045
2025 Vacant Housing Units	1,079

Currently, 3.5% of the 8,196 housing units in the area are owner occupied; 82.6%, renter occupied; and 13.9% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 7,596 housing units in the area - 3.7% owner occupied, 79.7% renter occupied, and 16.6% vacant. The annual rate of change in housing units since 2010 is 3.44%. Median home value in the area is \$679,688, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 2.33% annually to \$762,658.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



POPULATION TRENDS AND KEY INDICATORS

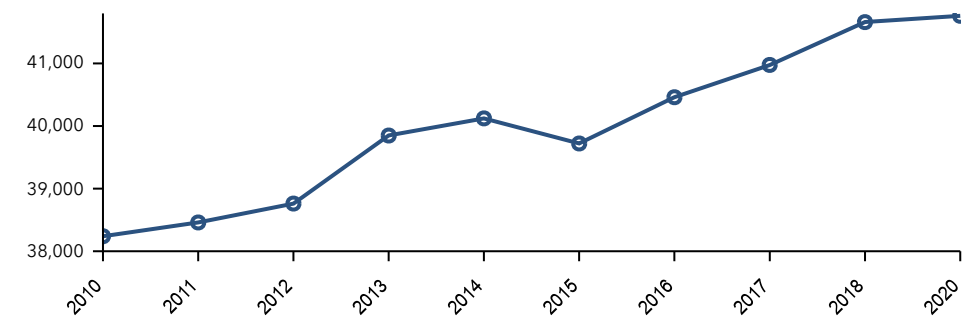
Pendleton - De Luz

41,762	7,057	3.42	22.1	\$49,096	\$679,688	44	45	67
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

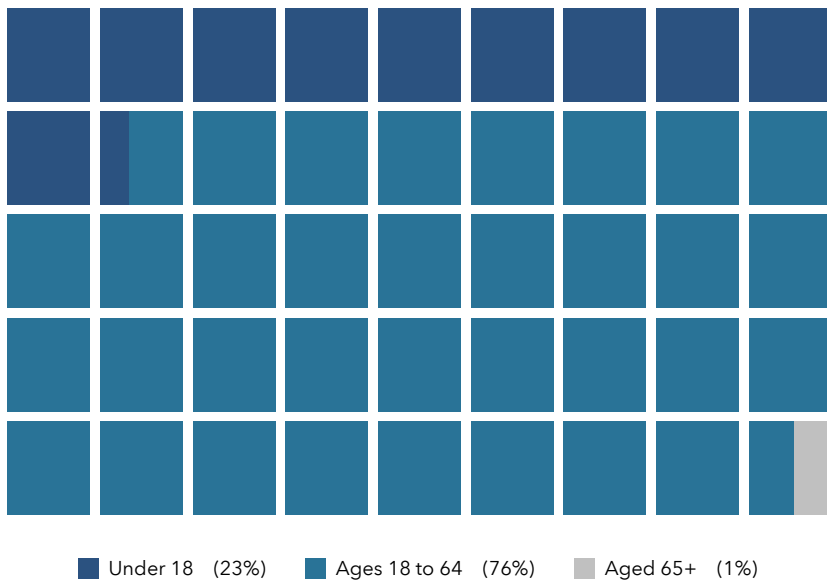
MORTGAGE INDICATORS



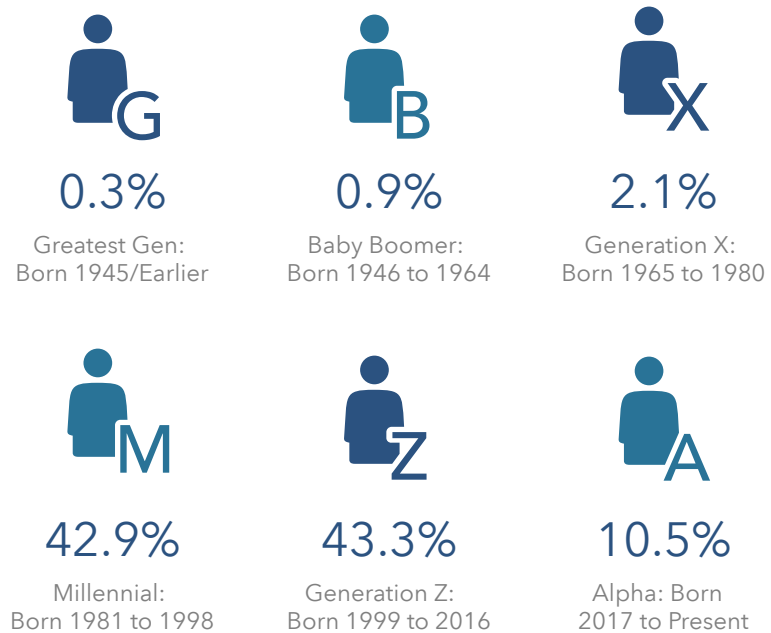
Historical Trends: Population



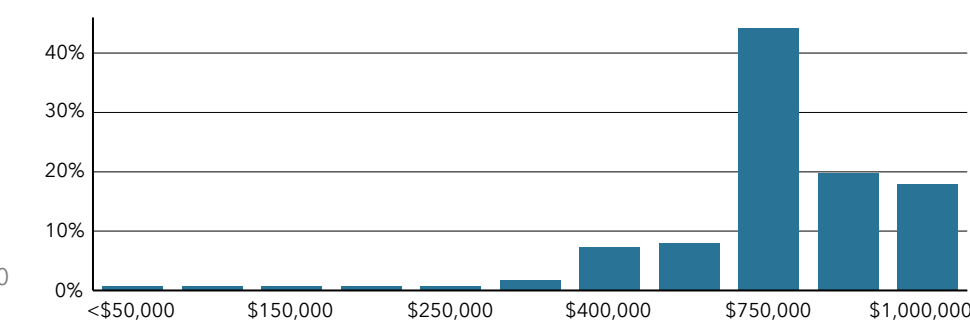
POPULATION BY AGE



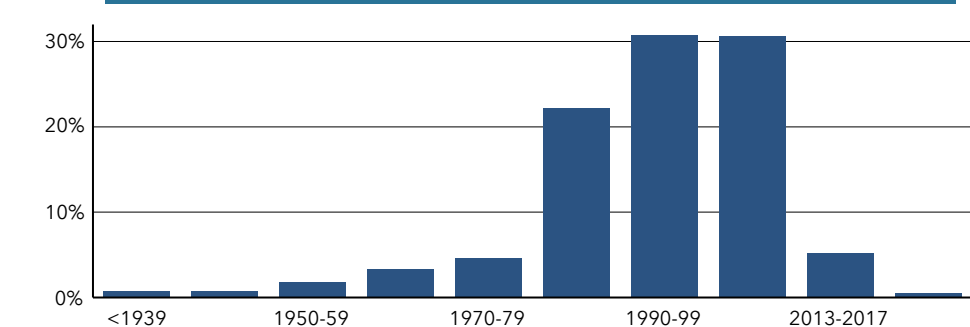
POPULATION BY GENERATION



Home Value



Housing: Year Built



Population Summary	
2000 Total Population	2,400
2010 Total Population	2,289
2020 Total Population	2,443
2020 Group Quarters	100
2025 Total Population	2,517
2020-2025 Annual Rate	0.60%
2020 Total Daytime Population	1,993
Workers	589
Residents	1,404
Household Summary	
2000 Households	889
2000 Average Household Size	2.48
2010 Households	957
2010 Average Household Size	2.29
2020 Households	1,031
2020 Average Household Size	2.27
2025 Households	1,060
2025 Average Household Size	2.28
2020-2025 Annual Rate	0.56%
2010 Families	658
2010 Average Family Size	2.73
2020 Families	708
2020 Average Family Size	2.71
2025 Families	731
2025 Average Family Size	2.71
2020-2025 Annual Rate	0.64%
Housing Unit Summary	
2000 Housing Units	1,225
Owner Occupied Housing Units	58.4%
Renter Occupied Housing Units	14.1%
Vacant Housing Units	27.4%
2010 Housing Units	1,299
Owner Occupied Housing Units	58.3%
Renter Occupied Housing Units	15.4%
Vacant Housing Units	26.3%
2020 Housing Units	1,379
Owner Occupied Housing Units	58.8%
Renter Occupied Housing Units	16.0%
Vacant Housing Units	25.2%
2025 Housing Units	1,419
Owner Occupied Housing Units	59.2%
Renter Occupied Housing Units	15.6%
Vacant Housing Units	25.3%
Median Household Income	
2020	\$100,873
2025	\$107,213
Median Home Value	
2020	\$513,783
2025	\$650,735
Per Capita Income	
2020	\$47,401
2025	\$51,765
Median Age	
2010	47.4
2020	51.2
2025	52.5

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	1,031
<\$15,000	4.3%
\$15,000 - \$24,999	4.4%
\$25,000 - \$34,999	7.6%
\$35,000 - \$49,999	8.1%
\$50,000 - \$74,999	10.9%
\$75,000 - \$99,999	14.1%
\$100,000 - \$149,999	23.7%
\$150,000 - \$199,999	16.0%
\$200,000+	11.0%
Average Household Income	\$118,512

2025 Households by Income

Household Income Base	1,060
<\$15,000	3.4%
\$15,000 - \$24,999	3.6%
\$25,000 - \$34,999	6.0%
\$35,000 - \$49,999	6.9%
\$50,000 - \$74,999	9.9%
\$75,000 - \$99,999	14.5%
\$100,000 - \$149,999	25.8%
\$150,000 - \$199,999	18.5%
\$200,000+	11.3%
Average Household Income	\$129,822

2020 Owner Occupied Housing Units by Value

Total	811
<\$50,000	1.0%
\$50,000 - \$99,999	0.7%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	1.1%
\$250,000 - \$299,999	3.7%
\$300,000 - \$399,999	16.8%
\$400,000 - \$499,999	24.5%
\$500,000 - \$749,999	32.4%
\$750,000 - \$999,999	16.5%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	2.7%
Average Home Value	\$592,645

2025 Owner Occupied Housing Units by Value

Total	840
<\$50,000	0.2%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.5%
\$250,000 - \$299,999	1.5%
\$300,000 - \$399,999	8.0%
\$400,000 - \$499,999	17.5%
\$500,000 - \$749,999	36.4%
\$750,000 - \$999,999	30.6%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	4.9%
Average Home Value	\$718,296

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age

Total	2,289
0 - 4	3.9%
5 - 9	4.5%
10 - 14	5.7%
15 - 24	13.1%
25 - 34	7.5%
35 - 44	11.5%
45 - 54	18.9%
55 - 64	21.1%
65 - 74	8.8%
75 - 84	3.7%
85 +	1.2%
18 +	80.8%

2020 Population by Age

Total	2,441
0 - 4	3.5%
5 - 9	4.1%
10 - 14	4.5%
15 - 24	11.2%
25 - 34	8.9%
35 - 44	10.5%
45 - 54	13.0%
55 - 64	21.3%
65 - 74	16.3%
75 - 84	5.2%
85 +	1.5%
18 +	83.5%

2025 Population by Age

Total	2,516
0 - 4	3.3%
5 - 9	4.1%
10 - 14	4.6%
15 - 24	9.9%
25 - 34	9.8%
35 - 44	9.4%
45 - 54	12.0%
55 - 64	17.3%
65 - 74	20.3%
75 - 84	7.6%
85 +	1.7%
18 +	83.9%

2010 Population by Sex

Males	1,203
Females	1,086

2020 Population by Sex

Males	1,286
Females	1,157

2025 Population by Sex

Males	1,322
Females	1,196

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Population by Race/Ethnicity

Total	2,289
White Alone	90.3%
Black Alone	1.5%
American Indian Alone	0.7%
Asian Alone	1.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.9%
Two or More Races	3.1%
Hispanic Origin	13.0%
Diversity Index	36.8

2020 Population by Race/Ethnicity

Total	2,443
White Alone	88.4%
Black Alone	1.7%
American Indian Alone	0.8%
Asian Alone	1.6%
Pacific Islander Alone	0.2%
Some Other Race Alone	3.6%
Two or More Races	3.8%
Hispanic Origin	15.7%
Diversity Index	42.5

2025 Population by Race/Ethnicity

Total	2,518
White Alone	87.5%
Black Alone	1.7%
American Indian Alone	0.8%
Asian Alone	1.7%
Pacific Islander Alone	0.2%
Some Other Race Alone	3.9%
Two or More Races	4.2%
Hispanic Origin	17.4%
Diversity Index	45.3

2010 Population by Relationship and Household Type

Total	2,289
In Households	95.8%
In Family Households	80.5%
Householder	27.3%
Spouse	22.5%
Child	25.3%
Other relative	3.2%
Nonrelative	2.1%
In Nonfamily Households	15.4%
In Group Quarters	4.2%
Institutionalized Population	4.2%
Noninstitutionalized Population	0.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	1,873
Less than 9th Grade	1.1%
9th - 12th Grade, No Diploma	7.5%
High School Graduate	21.7%
GED/Alternative Credential	5.1%
Some College, No Degree	23.6%
Associate Degree	10.8%
Bachelor's Degree	20.3%
Graduate/Professional Degree	9.9%

2020 Population 15+ by Marital Status

Total	2,147
Never Married	25.5%
Married	56.7%
Widowed	5.5%
Divorced	12.2%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	1,262
Population 16+ Employed	83.7%
Population 16+ Unemployment rate	16.4%
Population 16-24 Employed	11.1%
Population 16-24 Unemployment rate	25.0%
Population 25-54 Employed	46.9%
Population 25-54 Unemployment rate	18.6%
Population 55-64 Employed	28.4%
Population 55-64 Unemployment rate	11.0%
Population 65+ Employed	13.6%
Population 65+ Unemployment rate	11.1%

2020 Employed Population 16+ by Industry

Total	1,056
Agriculture/Mining	1.9%
Construction	11.5%
Manufacturing	6.9%
Wholesale Trade	0.9%
Retail Trade	11.7%
Transportation/Utilities	4.9%
Information	1.5%
Finance/Insurance/Real Estate	7.4%
Services	44.0%
Public Administration	9.3%

2020 Employed Population 16+ by Occupation

Total	1,058
White Collar	61.6%
Management/Business/Financial	20.7%
Professional	16.7%
Sales	15.6%
Administrative Support	8.6%
Services	23.2%
Blue Collar	15.3%
Farming/Forestry/Fishing	1.6%
Construction/Extraction	7.8%
Installation/Maintenance/Repair	2.8%
Production	2.7%
Transportation/Material Moving	0.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	958
Households with 1 Person	24.7%
Households with 2+ People	75.3%
Family Households	68.7%
Husband-wife Families	56.4%
With Related Children	18.3%
Other Family (No Spouse Present)	12.2%
Other Family with Male Householder	5.3%
With Related Children	2.0%
Other Family with Female Householder	6.9%
With Related Children	4.3%
Nonfamily Households	6.6%
All Households with Children	25.2%
Multigenerational Households	3.6%
Unmarried Partner Households	6.7%
Male-female	6.0%
Same-sex	0.7%
2010 Households by Size	
Total	958
1 Person Household	24.7%
2 Person Household	41.0%
3 Person Household	14.1%
4 Person Household	12.1%
5 Person Household	4.5%
6 Person Household	2.5%
7 + Person Household	1.0%
2010 Households by Tenure and Mortgage Status	
Total	957
Owner Occupied	79.1%
Owned with a Mortgage/Loan	58.0%
Owned Free and Clear	21.1%
Renter Occupied	20.9%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	114
Percent of Income for Mortgage	21.3%
Wealth Index	169
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	1,299
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%
2010 Population By Urban/ Rural Status	
Total Population	2,289
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Comfortable Empty Nesters (5A)
2. The Great Outdoors (6C)
3. Rural Resort Dwellers (6E)

2020 Consumer Spending

Apparel & Services: Total \$	\$2,773,525
Average Spent	\$2,690.13
Spending Potential Index	125
Education: Total \$	\$2,294,914
Average Spent	\$2,225.91
Spending Potential Index	124
Entertainment/Recreation: Total \$	\$4,551,727
Average Spent	\$4,414.87
Spending Potential Index	136
Food at Home: Total \$	\$7,260,506
Average Spent	\$7,042.20
Spending Potential Index	132
Food Away from Home: Total \$	\$4,933,058
Average Spent	\$4,784.73
Spending Potential Index	127
Health Care: Total \$	\$8,422,976
Average Spent	\$8,169.71
Spending Potential Index	142
HH Furnishings & Equipment: Total \$	\$2,993,435
Average Spent	\$2,903.43
Spending Potential Index	133
Personal Care Products & Services: Total \$	\$1,221,783
Average Spent	\$1,185.05
Spending Potential Index	129
Shelter: Total \$	\$25,195,694
Average Spent	\$24,438.11
Spending Potential Index	126
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,627,611
Average Spent	\$3,518.54
Spending Potential Index	150
Travel: Total \$	\$3,395,007
Average Spent	\$3,292.93
Spending Potential Index	137
Vehicle Maintenance & Repairs: Total \$	\$1,634,114
Average Spent	\$1,584.98
Spending Potential Index	137

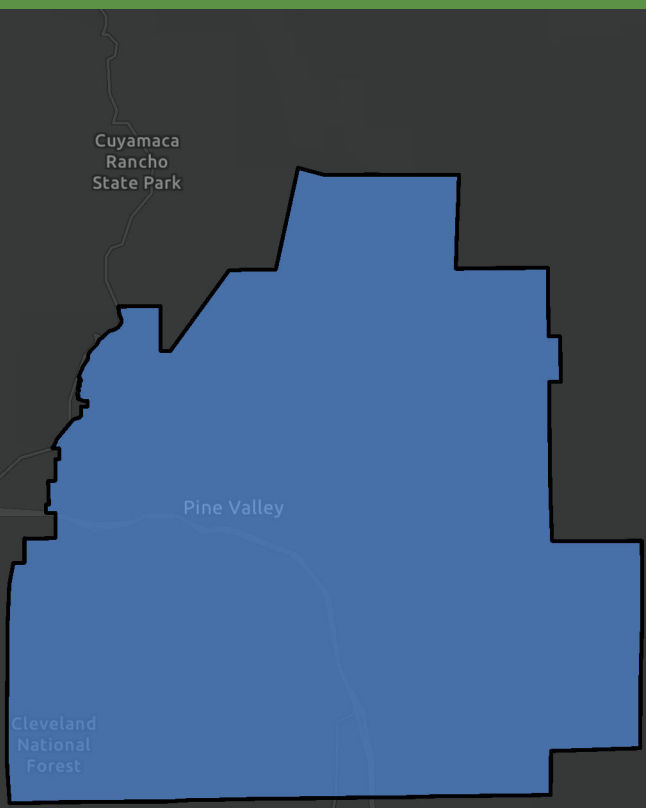
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

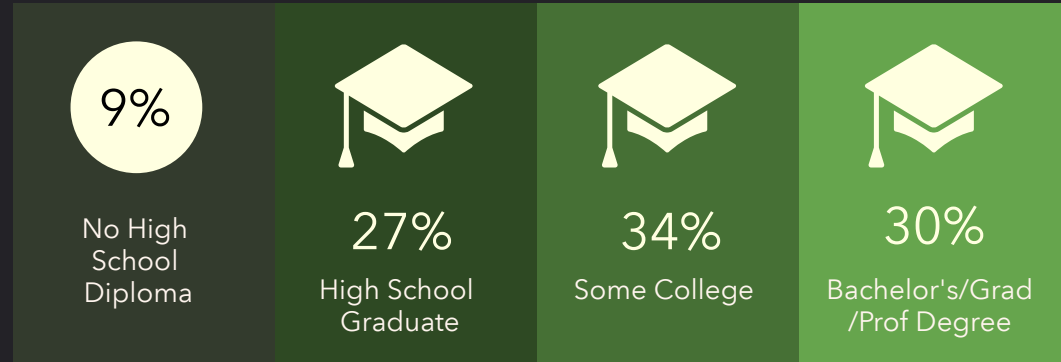
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

DEMOGRAPHIC PROFILE

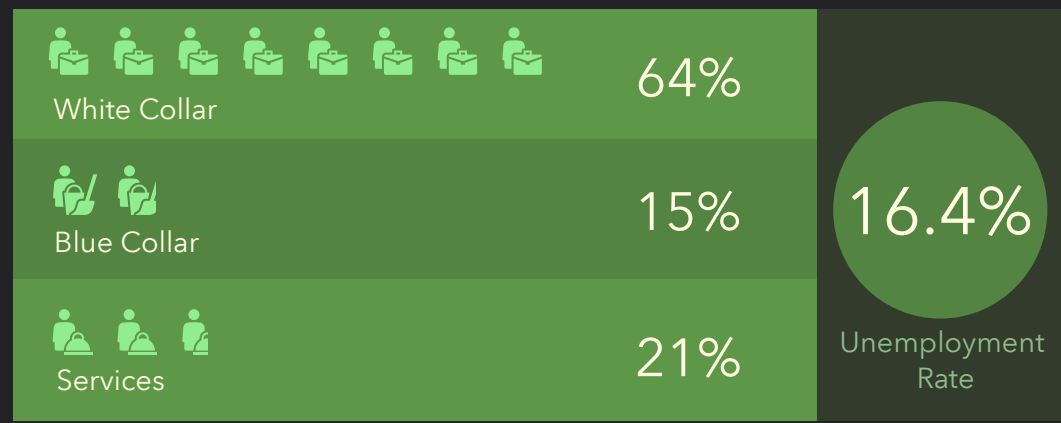
Pine Valley
Pine Valley



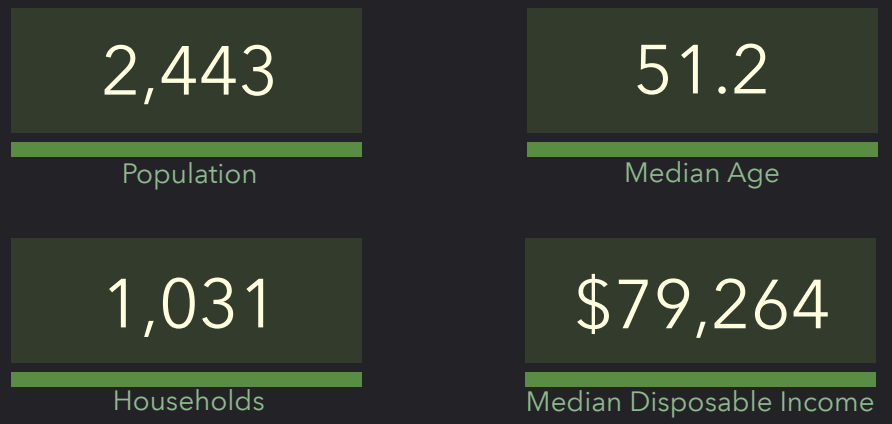
EDUCATION



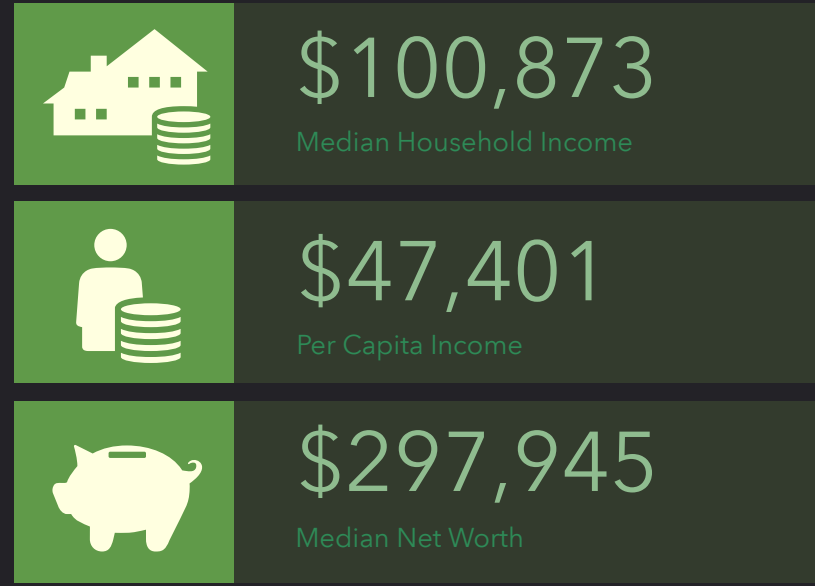
EMPLOYMENT



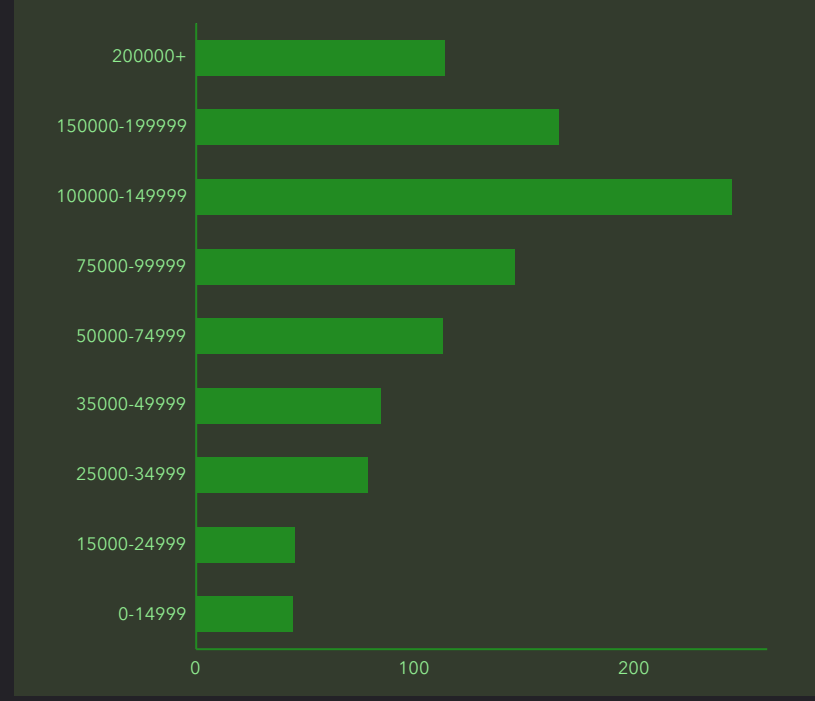
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Pine Valley

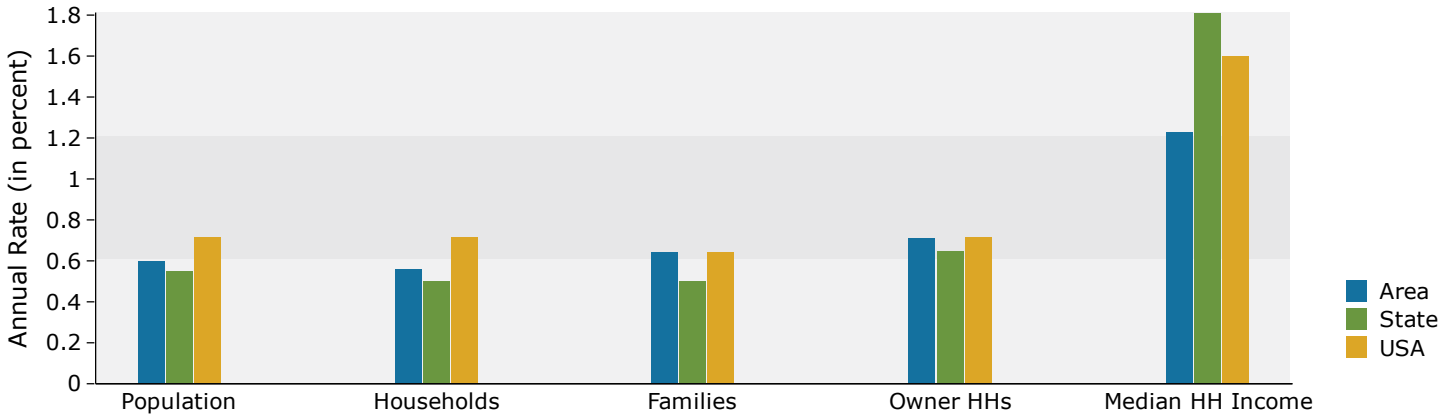
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	2,289		2,443		2,517	
Households	957		1,031		1,060	
Families	658		708		731	
Average Household Size	2.29		2.27		2.28	
Owner Occupied Housing Units	757		811		840	
Renter Occupied Housing Units	200		220		221	
Median Age	47.4		51.2		52.5	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.60%		0.55%		0.72%	
Households	0.56%		0.50%		0.72%	
Families	0.64%		0.50%		0.64%	
Owner HHs	0.71%		0.65%		0.72%	
Median Household Income	1.23%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			44	4.3%	36	3.4%
\$15,000 - \$24,999			45	4.4%	38	3.6%
\$25,000 - \$34,999			78	7.6%	64	6.0%
\$35,000 - \$49,999			84	8.1%	73	6.9%
\$50,000 - \$74,999			112	10.9%	105	9.9%
\$75,000 - \$99,999			145	14.1%	154	14.5%
\$100,000 - \$149,999			244	23.7%	274	25.8%
\$150,000 - \$199,999			165	16.0%	196	18.5%
\$200,000+			113	11.0%	120	11.3%
Median Household Income			\$100,873		\$107,213	
Average Household Income			\$118,512		\$129,822	
Per Capita Income			\$47,401		\$51,765	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	90	3.9%	85	3.5%	83	3.3%
5 - 9	103	4.5%	101	4.1%	102	4.1%
10 - 14	131	5.7%	109	4.5%	116	4.6%
15 - 19	181	7.9%	169	6.9%	158	6.3%
20 - 24	118	5.2%	105	4.3%	91	3.6%
25 - 34	171	7.5%	217	8.9%	246	9.8%
35 - 44	263	11.5%	256	10.5%	236	9.4%
45 - 54	433	18.9%	317	13.0%	303	12.0%
55 - 64	484	21.1%	519	21.3%	436	17.3%
65 - 74	202	8.8%	399	16.3%	510	20.3%
75 - 84	85	3.7%	127	5.2%	191	7.6%
85+	28	1.2%	37	1.5%	44	1.7%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,067	90.3%	2,160	88.4%	2,203	87.5%
Black Alone	34	1.5%	41	1.7%	44	1.7%
American Indian Alone	17	0.7%	19	0.8%	20	0.8%
Asian Alone	29	1.3%	38	1.6%	43	1.7%
Pacific Islander Alone	3	0.1%	4	0.2%	4	0.2%
Some Other Race Alone	67	2.9%	87	3.6%	98	3.9%
Two or More Races	72	3.1%	94	3.8%	106	4.2%
Hispanic Origin (Any Race)	297	13.0%	383	15.7%	438	17.4%

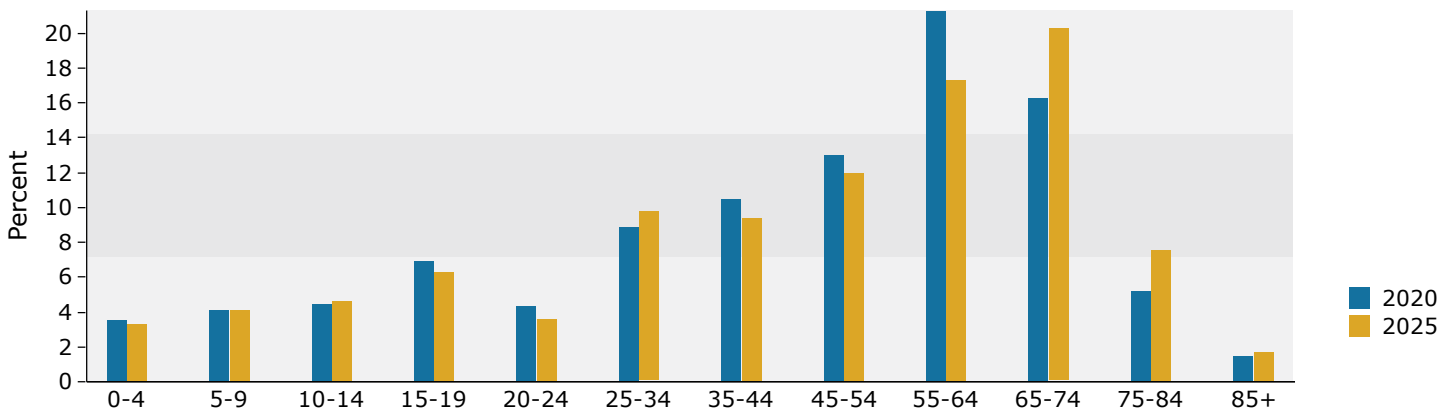
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

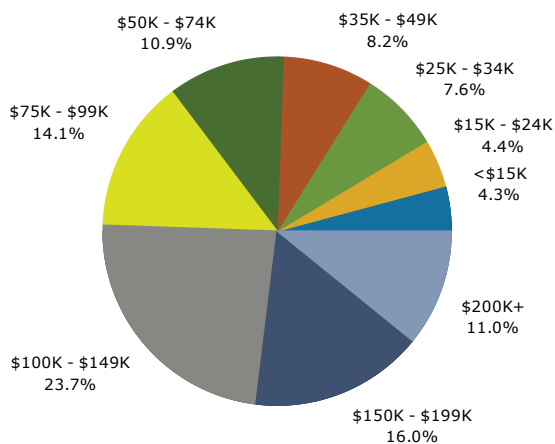
Trends 2020-2025



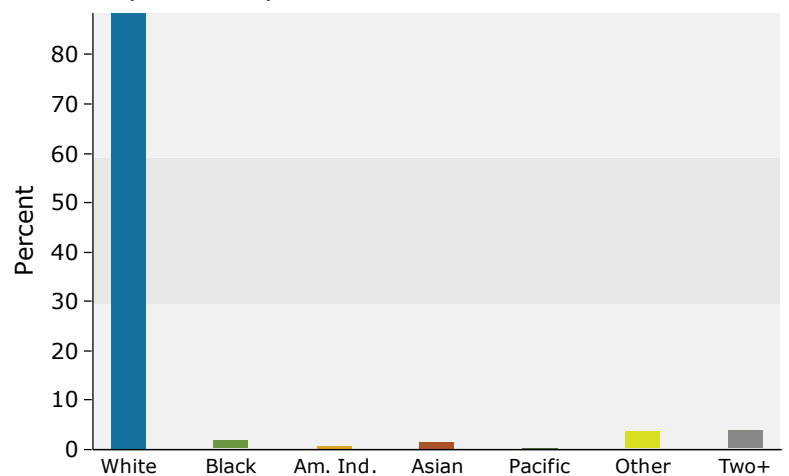
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 15.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	2,400
2010 Population	2,289
2020 Population	2,443
2025 Population	2,517
2000-2010 Annual Rate	-0.47%
2010-2020 Annual Rate	0.64%
2020-2025 Annual Rate	0.60%
2020 Male Population	52.6%
2020 Female Population	47.4%
2020 Median Age	51.2

In the identified area, the current year population is 2,443. In 2010, the Census count in the area was 2,289. The rate of change since 2010 was 0.64% annually. The five-year projection for the population in the area is 2,517 representing a change of 0.60% annually from 2020 to 2025. Currently, the population is 52.6% male and 47.4% female.

Median Age

The median age in this area is 51.2, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	88.4%
2020 Black Alone	1.7%
2020 American Indian/Alaska Native Alone	0.8%
2020 Asian Alone	1.6%
2020 Pacific Islander Alone	0.2%
2020 Other Race	3.6%
2020 Two or More Races	3.8%
2020 Hispanic Origin (Any Race)	15.7%

Persons of Hispanic origin represent 15.7% of the population in the identified area compared to 18.8% 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 42.5 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	169
2000 Households	889
2010 Households	957
2020 Total Households	1,031
2025 Total Households	1,060
2000-2010 Annual Rate	0.74%
2010-2020 Annual Rate	0.73%
2020-2025 Annual Rate	0.56%
2020 Average Household Size	2.27

The household count in this area has changed from 957 in 2010 to 1,031 in the current year, a change of 0.73% annually. The five-year projection of households is 1,060, a change of 0.56% annually from the current year total. Average household size is currently 2.27, compared to 2.29 in the year 2010. The number of families in the current year is 708 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage 21.3%

Median Household Income

2020 Median Household Income \$100,873

2025 Median Household Income \$107,213

2020-2025 Annual Rate 1.23%

Average Household Income

2020 Average Household Income \$118,512

2025 Average Household Income \$129,822

2020-2025 Annual Rate 1.84%

Per Capita Income

2020 Per Capita Income \$47,401

2025 Per Capita Income \$51,765

2020-2025 Annual Rate 1.78%

Households by Income

Current median household income is \$100,873 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$107,213 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$118,512 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$129,822 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$47,401 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$51,765 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index 114

2000 Total Housing Units 1,225

2000 Owner Occupied Housing Units 716

2000 Renter Occupied Housing Units 173

2000 Vacant Housing Units 336

2010 Total Housing Units 1,299

2010 Owner Occupied Housing Units 757

2010 Renter Occupied Housing Units 200

2010 Vacant Housing Units 342

2020 Total Housing Units 1,379

2020 Owner Occupied Housing Units 811

2020 Renter Occupied Housing Units 220

2020 Vacant Housing Units 348

2025 Total Housing Units 1,419

2025 Owner Occupied Housing Units 840

2025 Renter Occupied Housing Units 221

2025 Vacant Housing Units 359

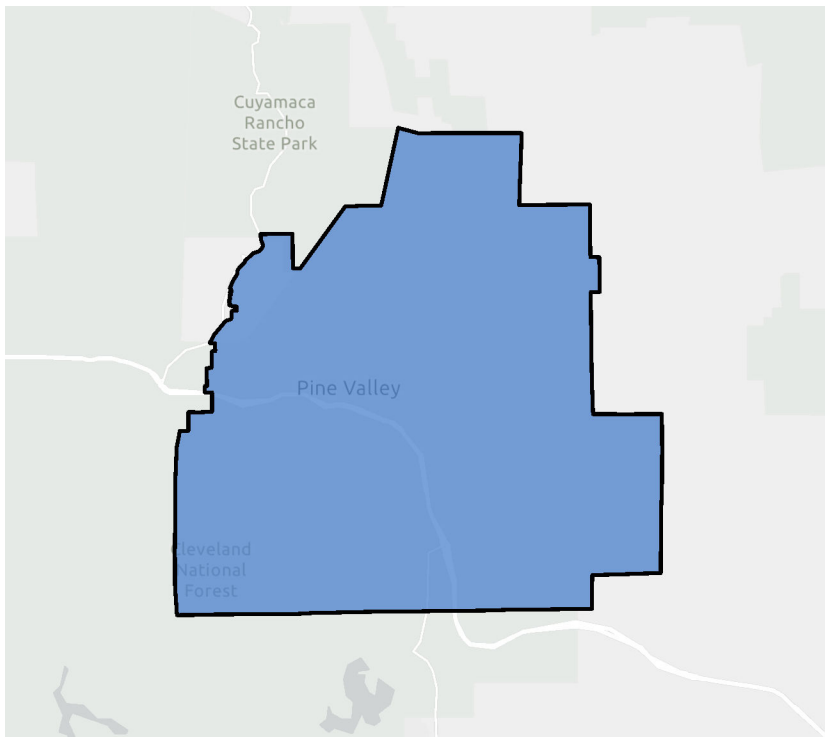
Currently, 58.8% of the 1,379 housing units in the area are owner occupied; 16.0%, renter occupied; and 25.2% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 1,299 housing units in the area - 58.3% owner occupied, 15.4% renter occupied, and 26.3% vacant. The annual rate of change in housing units since 2010 is 2.69%. Median home value in the area is \$513,783, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 4.84% annually to \$650,735.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

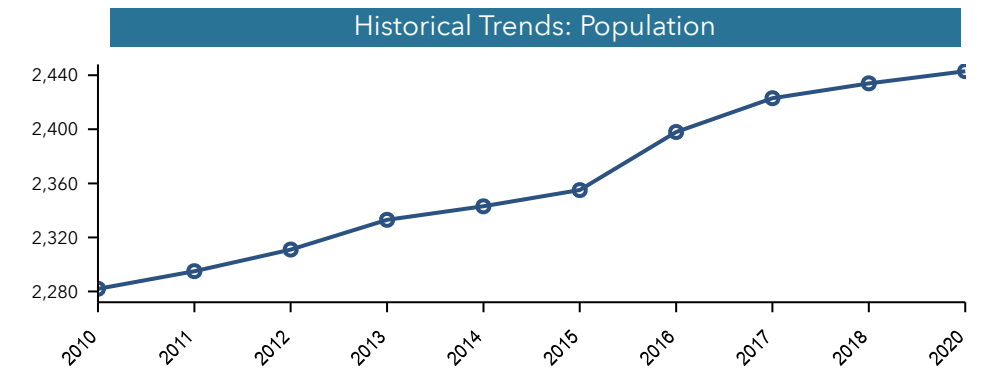
POPULATION TRENDS AND KEY INDICATORS

Pine Valley

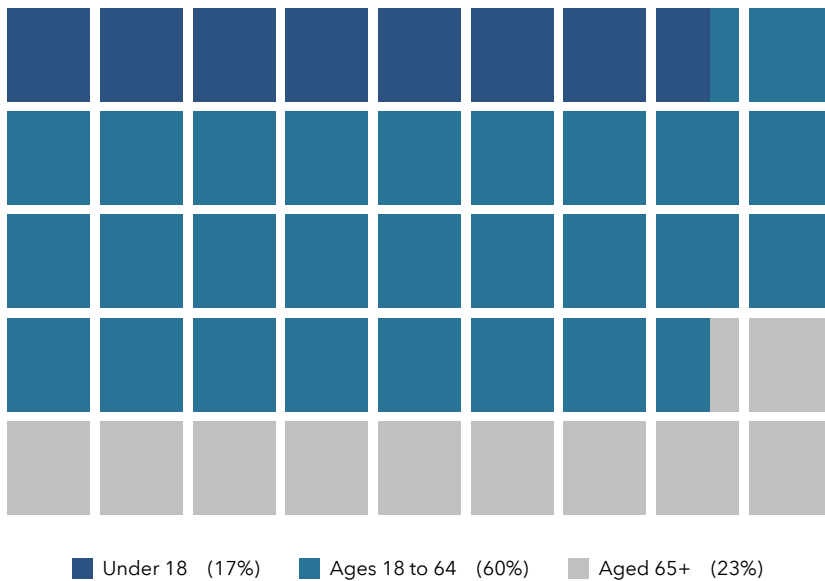


2,443	1,031	2.27	51.2	\$100,873	\$513,783	169	114	43
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

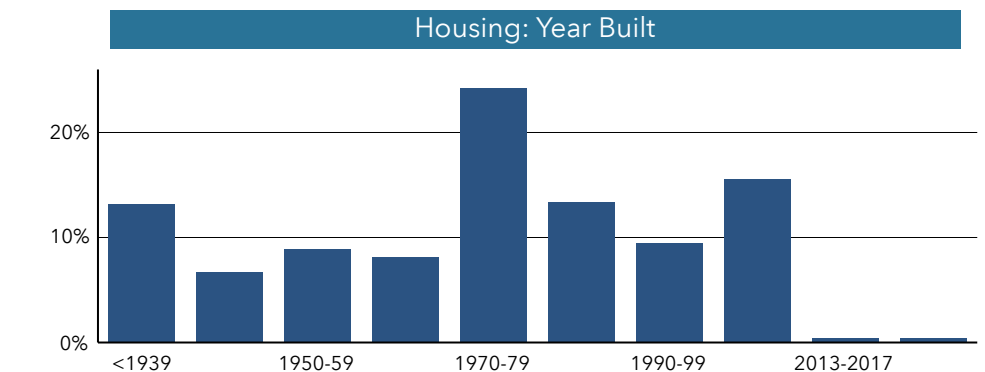
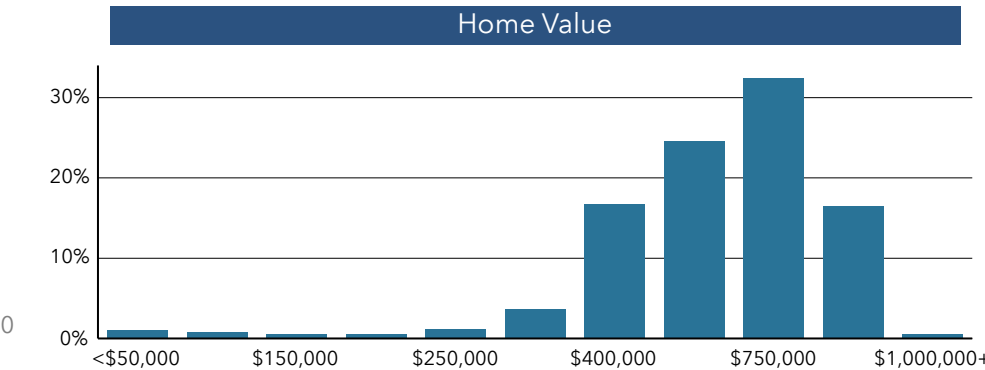
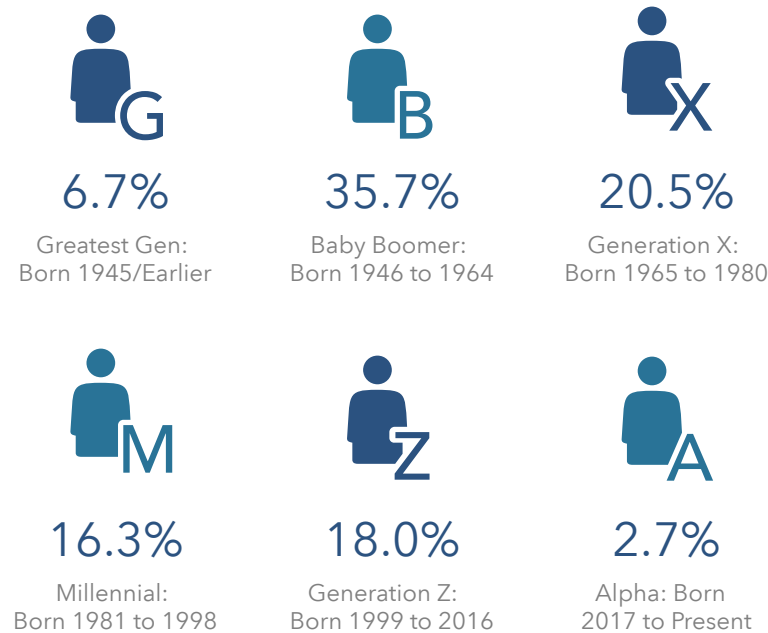
MORTGAGE INDICATORS



POPULATION BY AGE



POPULATION BY GENERATION



Population Summary	
2000 Total Population	916
2010 Total Population	1,139
2020 Total Population	1,198
2020 Group Quarters	9
2025 Total Population	1,226
2020-2025 Annual Rate	0.46%
2020 Total Daytime Population	997
Workers	183
Residents	814
Household Summary	
2000 Households	304
2000 Average Household Size	2.99
2010 Households	359
2010 Average Household Size	3.15
2020 Households	375
2020 Average Household Size	3.17
2025 Households	383
2025 Average Household Size	3.17
2020-2025 Annual Rate	0.42%
2010 Families	266
2010 Average Family Size	3.63
2020 Families	278
2020 Average Family Size	3.65
2025 Families	284
2025 Average Family Size	3.66
2020-2025 Annual Rate	0.43%
Housing Unit Summary	
2000 Housing Units	347
Owner Occupied Housing Units	63.4%
Renter Occupied Housing Units	23.9%
Vacant Housing Units	12.7%
2010 Housing Units	419
Owner Occupied Housing Units	54.2%
Renter Occupied Housing Units	31.5%
Vacant Housing Units	14.3%
2020 Housing Units	428
Owner Occupied Housing Units	55.4%
Renter Occupied Housing Units	32.5%
Vacant Housing Units	12.4%
2025 Housing Units	436
Owner Occupied Housing Units	56.2%
Renter Occupied Housing Units	31.7%
Vacant Housing Units	12.2%
Median Household Income	
2020	\$49,434
2025	\$55,313
Median Home Value	
2020	\$276,630
2025	\$458,333
Per Capita Income	
2020	\$29,697
2025	\$31,187
Median Age	
2010	37.1
2020	39.6
2025	42.2

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	375
<\$15,000	12.3%
\$15,000 - \$24,999	9.1%
\$25,000 - \$34,999	20.0%
\$35,000 - \$49,999	9.1%
\$50,000 - \$74,999	16.8%
\$75,000 - \$99,999	4.3%
\$100,000 - \$149,999	6.9%
\$150,000 - \$199,999	7.5%
\$200,000+	14.4%
Average Household Income	\$97,633

2025 Households by Income

Household Income Base	383
<\$15,000	9.7%
\$15,000 - \$24,999	7.3%
\$25,000 - \$34,999	18.0%
\$35,000 - \$49,999	9.1%
\$50,000 - \$74,999	19.3%
\$75,000 - \$99,999	5.0%
\$100,000 - \$149,999	9.1%
\$150,000 - \$199,999	9.4%
\$200,000+	12.5%
Average Household Income	\$102,624

2020 Owner Occupied Housing Units by Value

Total	237
<\$50,000	8.4%
\$50,000 - \$99,999	5.9%
\$100,000 - \$149,999	3.8%
\$150,000 - \$199,999	2.5%
\$200,000 - \$249,999	19.0%
\$250,000 - \$299,999	19.4%
\$300,000 - \$399,999	17.7%
\$400,000 - \$499,999	0.4%
\$500,000 - \$749,999	21.5%
\$750,000 - \$999,999	0.8%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$322,890

2025 Owner Occupied Housing Units by Value

Total	245
<\$50,000	4.5%
\$50,000 - \$99,999	2.9%
\$100,000 - \$149,999	1.2%
\$150,000 - \$199,999	1.6%
\$200,000 - \$249,999	10.2%
\$250,000 - \$299,999	13.1%
\$300,000 - \$399,999	15.1%
\$400,000 - \$499,999	2.4%
\$500,000 - \$749,999	46.5%
\$750,000 - \$999,999	1.2%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.4%
Average Home Value	\$451,327

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age

Total	1,138
0 - 4	5.7%
5 - 9	6.9%
10 - 14	8.6%
15 - 24	15.5%
25 - 34	11.1%
35 - 44	12.2%
45 - 54	13.5%
55 - 64	13.4%
65 - 74	8.1%
75 - 84	4.0%
85 +	1.2%
18 +	72.4%

2020 Population by Age

Total	1,201
0 - 4	5.7%
5 - 9	6.1%
10 - 14	5.7%
15 - 24	12.2%
25 - 34	14.9%
35 - 44	11.7%
45 - 54	12.5%
55 - 64	13.3%
65 - 74	11.7%
75 - 84	4.8%
85 +	1.3%
18 +	78.0%

2025 Population by Age

Total	1,226
0 - 4	5.5%
5 - 9	5.8%
10 - 14	6.2%
15 - 24	10.9%
25 - 34	12.2%
35 - 44	12.8%
45 - 54	12.2%
55 - 64	14.3%
65 - 74	11.7%
75 - 84	6.9%
85 +	1.5%
18 +	78.2%

2010 Population by Sex

Males	589
Females	550

2020 Population by Sex

Males	610
Females	588

2025 Population by Sex

Males	622
Females	603

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Population by Race/Ethnicity

Total	1,140
White Alone	55.0%
Black Alone	0.5%
American Indian Alone	1.5%
Asian Alone	0.9%
Pacific Islander Alone	0.7%
Some Other Race Alone	37.6%
Two or More Races	3.8%
Hispanic Origin	63.7%
Diversity Index	83.7

2020 Population by Race/Ethnicity

Total	1,198
White Alone	51.7%
Black Alone	0.5%
American Indian Alone	1.3%
Asian Alone	0.9%
Pacific Islander Alone	0.7%
Some Other Race Alone	40.8%
Two or More Races	4.1%
Hispanic Origin	68.4%
Diversity Index	84.8

2025 Population by Race/Ethnicity

Total	1,227
White Alone	50.4%
Black Alone	0.5%
American Indian Alone	1.3%
Asian Alone	1.0%
Pacific Islander Alone	0.7%
Some Other Race Alone	41.9%
Two or More Races	4.2%
Hispanic Origin	70.7%
Diversity Index	85.0

2010 Population by Relationship and Household Type

Total	1,139
In Households	99.2%
In Family Households	88.5%
Householder	22.7%
Spouse	17.2%
Child	35.8%
Other relative	9.0%
Nonrelative	3.7%
In Nonfamily Households	10.7%
In Group Quarters	0.8%
Institutionalized Population	0.2%
Noninstitutionalized Population	0.6%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	843
Less than 9th Grade	5.2%
9th - 12th Grade, No Diploma	11.4%
High School Graduate	25.3%
GED/Alternative Credential	0.2%
Some College, No Degree	10.2%
Associate Degree	0.1%
Bachelor's Degree	38.7%
Graduate/Professional Degree	8.9%

2020 Population 15+ by Marital Status

Total	988
Never Married	28.5%
Married	48.9%
Widowed	5.8%
Divorced	16.8%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	459
Population 16+ Employed	83.0%
Population 16+ Unemployment rate	17.0%
Population 16-24 Employed	10.0%
Population 16-24 Unemployment rate	33.3%
Population 25-54 Employed	69.0%
Population 25-54 Unemployment rate	16.2%
Population 55-64 Employed	15.2%
Population 55-64 Unemployment rate	9.4%
Population 65+ Employed	5.8%
Population 65+ Unemployment rate	8.3%

2020 Employed Population 16+ by Industry

Total	381
Agriculture/Mining	0.3%
Construction	21.5%
Manufacturing	3.9%
Wholesale Trade	2.6%
Retail Trade	23.4%
Transportation/Utilities	16.8%
Information	2.6%
Finance/Insurance/Real Estate	4.2%
Services	20.7%
Public Administration	3.9%

2020 Employed Population 16+ by Occupation

Total	382
White Collar	55.9%
Management/Business/Financial	19.4%
Professional	7.1%
Sales	25.7%
Administrative Support	3.7%
Services	12.3%
Blue Collar	32.0%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	13.1%
Installation/Maintenance/Repair	0.5%
Production	3.7%
Transportation/Material Moving	14.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

December 02, 2020

2010 Households by Type	
Total	359
Households with 1 Person	19.5%
Households with 2+ People	80.5%
Family Households	74.1%
Husband-wife Families	56.0%
With Related Children	29.2%
Other Family (No Spouse Present)	18.1%
Other Family with Male Householder	5.8%
With Related Children	2.8%
Other Family with Female Householder	12.3%
With Related Children	7.8%
Nonfamily Households	6.4%
All Households with Children	40.1%
Multigenerational Households	9.7%
Unmarried Partner Households	8.4%
Male-female	7.8%
Same-sex	0.6%
2010 Households by Size	
Total	360
1 Person Household	19.4%
2 Person Household	26.7%
3 Person Household	14.7%
4 Person Household	13.1%
5 Person Household	13.6%
6 Person Household	6.4%
7 + Person Household	6.1%
2010 Households by Tenure and Mortgage Status	
Total	359
Owner Occupied	63.2%
Owned with a Mortgage/Loan	29.2%
Owned Free and Clear	34.0%
Renter Occupied	36.8%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	103
Percent of Income for Mortgage	23.4%
Wealth Index	113
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	419
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%
2010 Population By Urban/ Rural Status	
Total Population	1,139
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Rural Bypasses (10E)
2. The Great Outdoors (6C)
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$821,389
Average Spent	\$2,190.37
Spending Potential Index	102
Education: Total \$	\$556,601
Average Spent	\$1,484.27
Spending Potential Index	83
Entertainment/Recreation: Total \$	\$1,506,250
Average Spent	\$4,016.67
Spending Potential Index	124
Food at Home: Total \$	\$2,576,396
Average Spent	\$6,870.39
Spending Potential Index	129
Food Away from Home: Total \$	\$1,591,285
Average Spent	\$4,243.43
Spending Potential Index	113
Health Care: Total \$	\$2,775,209
Average Spent	\$7,400.56
Spending Potential Index	129
HH Furnishings & Equipment: Total \$	\$933,665
Average Spent	\$2,489.77
Spending Potential Index	114
Personal Care Products & Services: Total \$	\$329,995
Average Spent	\$879.99
Spending Potential Index	96
Shelter: Total \$	\$6,407,153
Average Spent	\$17,085.74
Spending Potential Index	88
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,158,017
Average Spent	\$3,088.05
Spending Potential Index	132
Travel: Total \$	\$814,967
Average Spent	\$2,173.25
Spending Potential Index	90
Vehicle Maintenance & Repairs: Total \$	\$575,860
Average Spent	\$1,535.63
Spending Potential Index	132

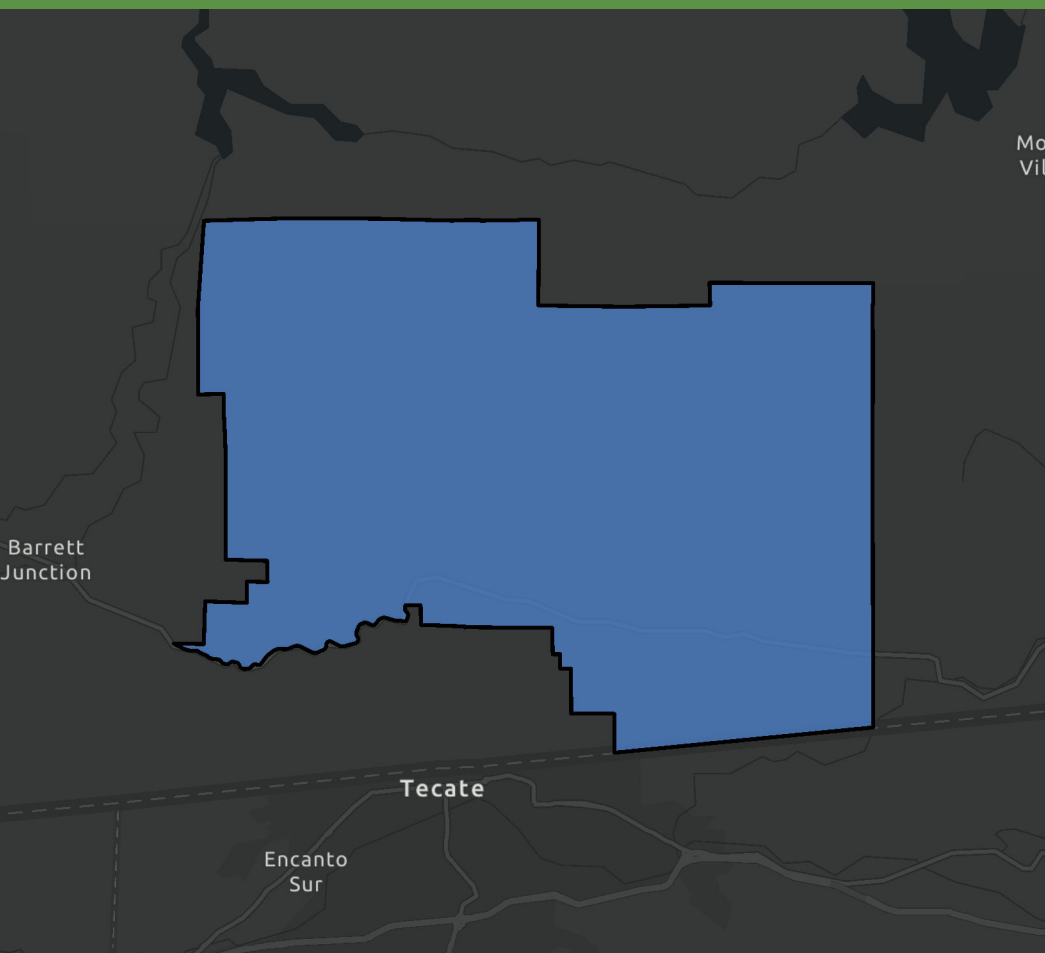
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

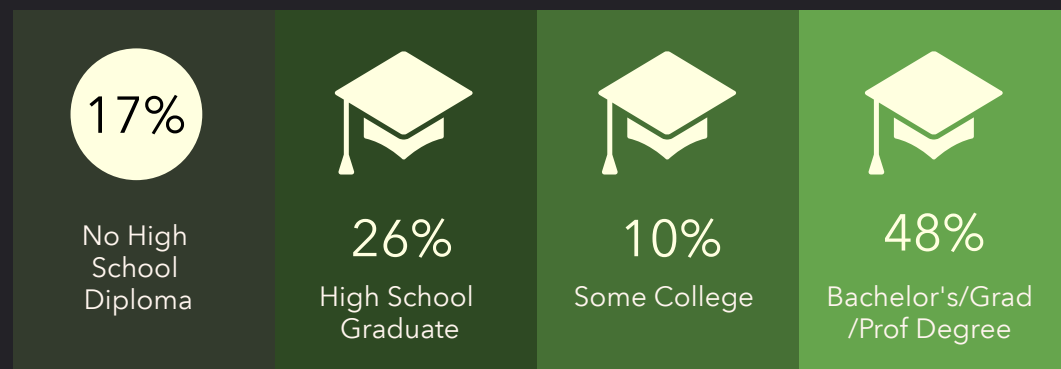
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

DEMOGRAPHIC PROFILE

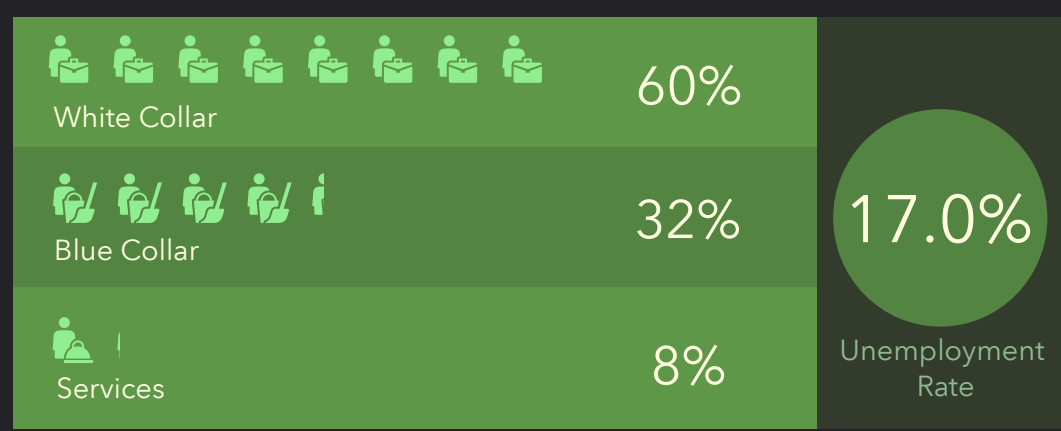
Potrero
Potrero



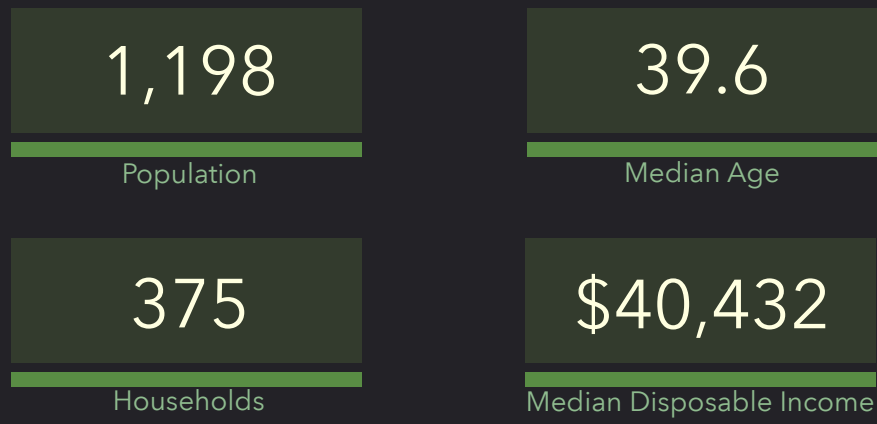
EDUCATION



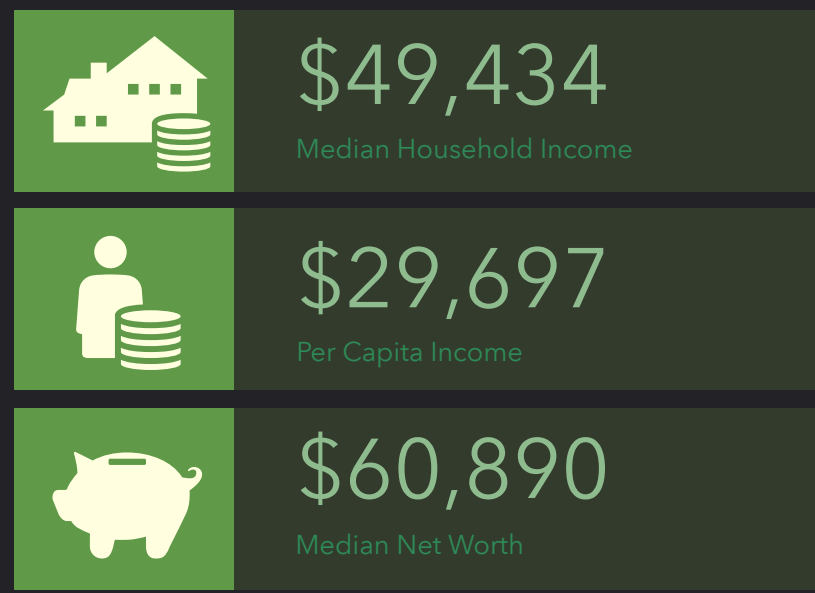
EMPLOYMENT



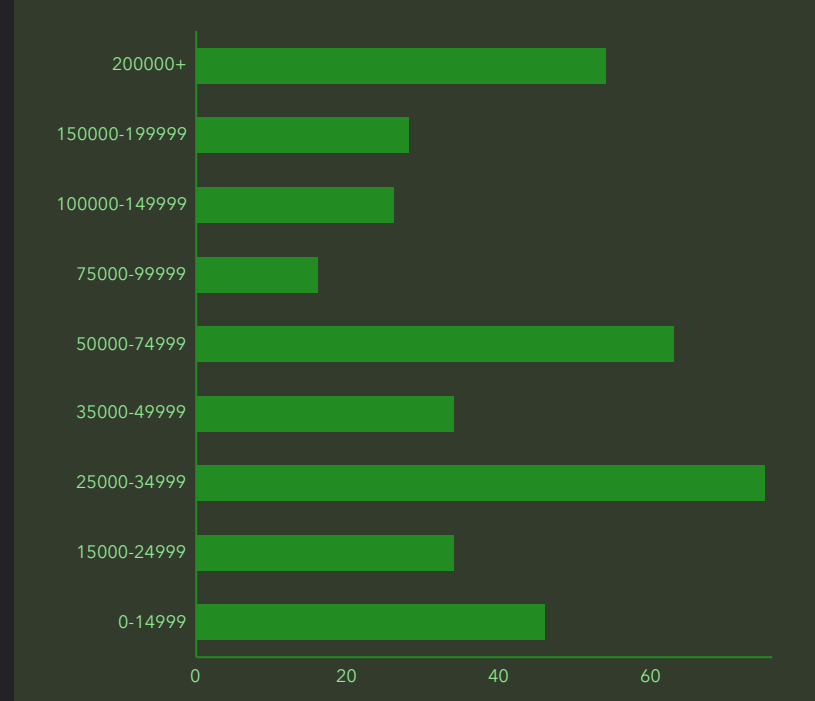
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Potrero

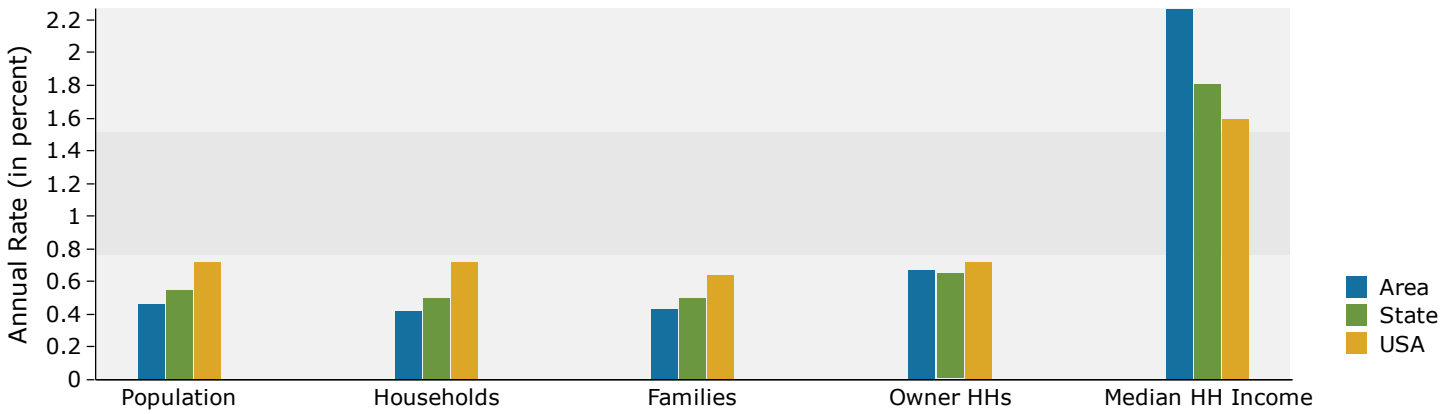
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	1,139		1,198		1,226	
Households	359		375		383	
Families	266		278		284	
Average Household Size	3.15		3.17		3.17	
Owner Occupied Housing Units	227		237		245	
Renter Occupied Housing Units	132		139		138	
Median Age	37.1		39.6		42.2	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.46%		0.55%		0.72%	
Households	0.42%		0.50%		0.72%	
Families	0.43%		0.50%		0.64%	
Owner HHs	0.67%		0.65%		0.72%	
Median Household Income	2.27%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			46	12.3%	37	9.7%
\$15,000 - \$24,999			34	9.1%	28	7.3%
\$25,000 - \$34,999			75	20.0%	69	18.0%
\$35,000 - \$49,999			34	9.1%	35	9.1%
\$50,000 - \$74,999			63	16.8%	74	19.3%
\$75,000 - \$99,999			16	4.3%	19	5.0%
\$100,000 - \$149,999			26	6.9%	35	9.1%
\$150,000 - \$199,999			28	7.5%	36	9.4%
\$200,000+			54	14.4%	48	12.5%
Median Household Income			\$49,434		\$55,313	
Average Household Income			\$97,633		\$102,624	
Per Capita Income			\$29,697		\$31,187	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	65	5.7%	68	5.7%	67	5.5%
5 - 9	79	6.9%	73	6.1%	71	5.8%
10 - 14	98	8.6%	69	5.7%	76	6.2%
15 - 19	101	8.9%	73	6.1%	73	6.0%
20 - 24	75	6.6%	74	6.2%	61	5.0%
25 - 34	126	11.0%	179	14.9%	149	12.2%
35 - 44	139	12.2%	140	11.7%	157	12.8%
45 - 54	154	13.5%	150	12.5%	149	12.2%
55 - 64	153	13.4%	160	13.3%	175	14.3%
65 - 74	92	8.1%	141	11.7%	144	11.7%
75 - 84	45	3.9%	58	4.8%	85	6.9%
85+	14	1.2%	16	1.3%	19	1.5%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	627	55.0%	619	51.7%	619	50.4%
Black Alone	6	0.5%	6	0.5%	6	0.5%
American Indian Alone	17	1.5%	16	1.3%	16	1.3%
Asian Alone	10	0.9%	11	0.9%	12	1.0%
Pacific Islander Alone	8	0.7%	8	0.7%	8	0.7%
Some Other Race Alone	429	37.6%	489	40.8%	514	41.9%
Two or More Races	43	3.8%	49	4.1%	52	4.2%
Hispanic Origin (Any Race)	725	63.7%	820	68.4%	867	70.7%

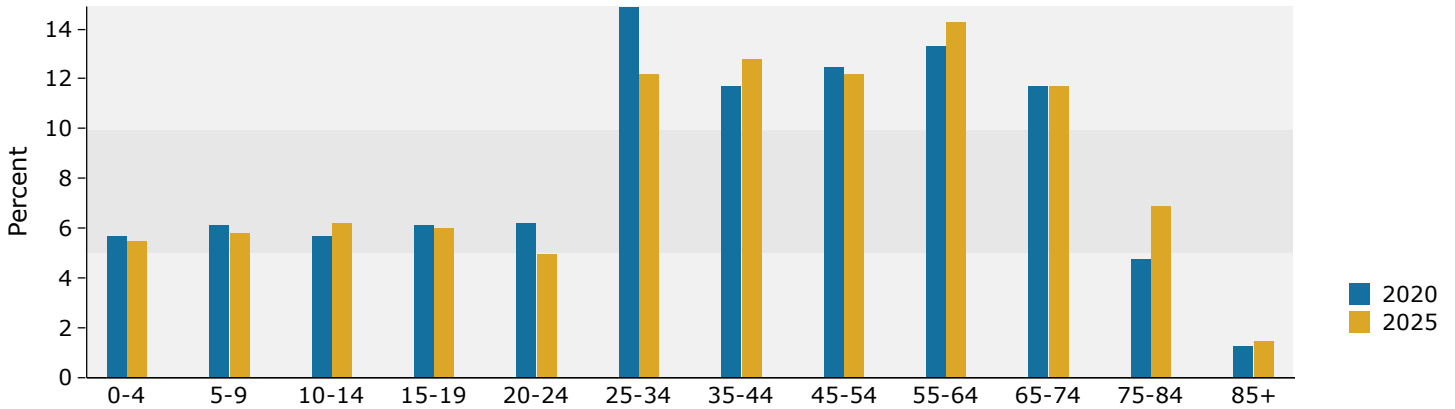
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

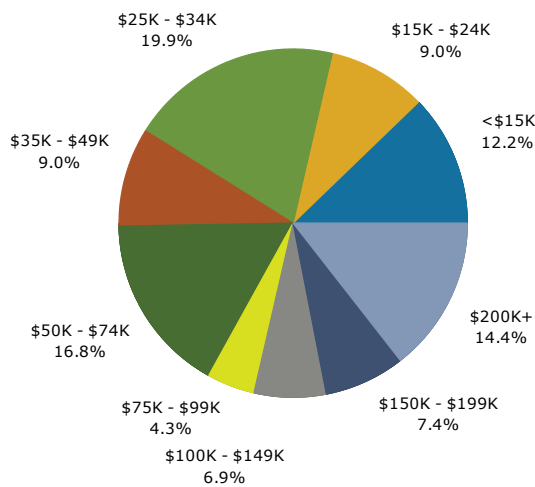
Trends 2020-2025



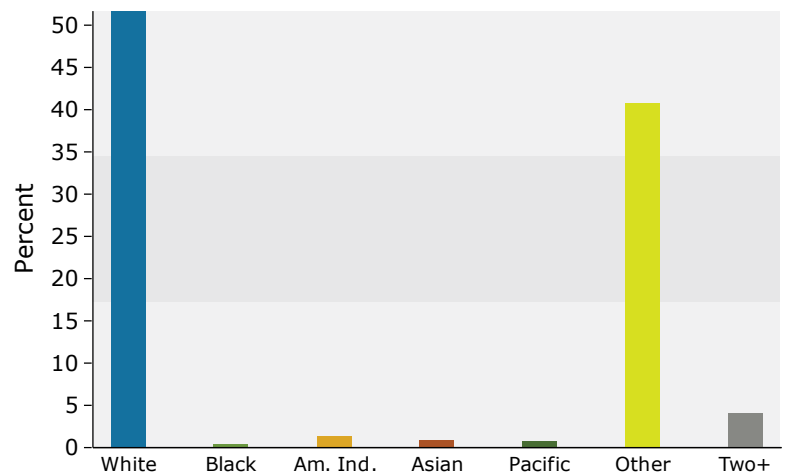
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 68.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	916
2010 Population	1,139
2020 Population	1,198
2025 Population	1,226
2000-2010 Annual Rate	2.20%
2010-2020 Annual Rate	0.49%
2020-2025 Annual Rate	0.46%
2020 Male Population	50.9%
2020 Female Population	49.1%
2020 Median Age	39.6

In the identified area, the current year population is 1,198. In 2010, the Census count in the area was 1,139. The rate of change since 2010 was 0.49% annually. The five-year projection for the population in the area is 1,226 representing a change of 0.46% annually from 2020 to 2025. Currently, the population is 50.9% male and 49.1% female.

Median Age

The median age in this area is 39.6, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	51.7%
2020 Black Alone	0.5%
2020 American Indian/Alaska Native Alone	1.3%
2020 Asian Alone	0.9%
2020 Pacific Islander Alone	0.7%
2020 Other Race	40.8%
2020 Two or More Races	4.1%
2020 Hispanic Origin (Any Race)	68.4%

Persons of Hispanic origin represent 68.4% of the population in the identified area compared to 18.8% 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 84.8 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	113
2000 Households	304
2010 Households	359
2020 Total Households	375
2025 Total Households	383
2000-2010 Annual Rate	1.68%
2010-2020 Annual Rate	0.43%
2020-2025 Annual Rate	0.42%
2020 Average Household Size	3.17

The household count in this area has changed from 359 in 2010 to 375 in the current year, a change of 0.43% annually. The five-year projection of households is 383, a change of 0.42% annually from the current year total. Average household size is currently 3.17, compared to 3.15 in the year 2010. The number of families in the current year is 278 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	23.4%
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Median Household Income

2020 Median Household Income	\$49,434
2025 Median Household Income	\$55,313
2020-2025 Annual Rate	2.27%

Average Household Income

2020 Average Household Income	\$97,633
2025 Average Household Income	\$102,624
2020-2025 Annual Rate	1.00%

Per Capita Income

2020 Per Capita Income	\$29,697
2025 Per Capita Income	\$31,187
2020-2025 Annual Rate	0.98%

Households by Income

Current median household income is \$49,434 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$55,313 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$97,633 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$102,624 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$29,697 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$31,187 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	103
2000 Total Housing Units	347
2000 Owner Occupied Housing Units	220
2000 Renter Occupied Housing Units	83
2000 Vacant Housing Units	44
2010 Total Housing Units	419
2010 Owner Occupied Housing Units	227
2010 Renter Occupied Housing Units	132
2010 Vacant Housing Units	60
2020 Total Housing Units	428
2020 Owner Occupied Housing Units	237
2020 Renter Occupied Housing Units	139
2020 Vacant Housing Units	53
2025 Total Housing Units	436
2025 Owner Occupied Housing Units	245
2025 Renter Occupied Housing Units	138
2025 Vacant Housing Units	53

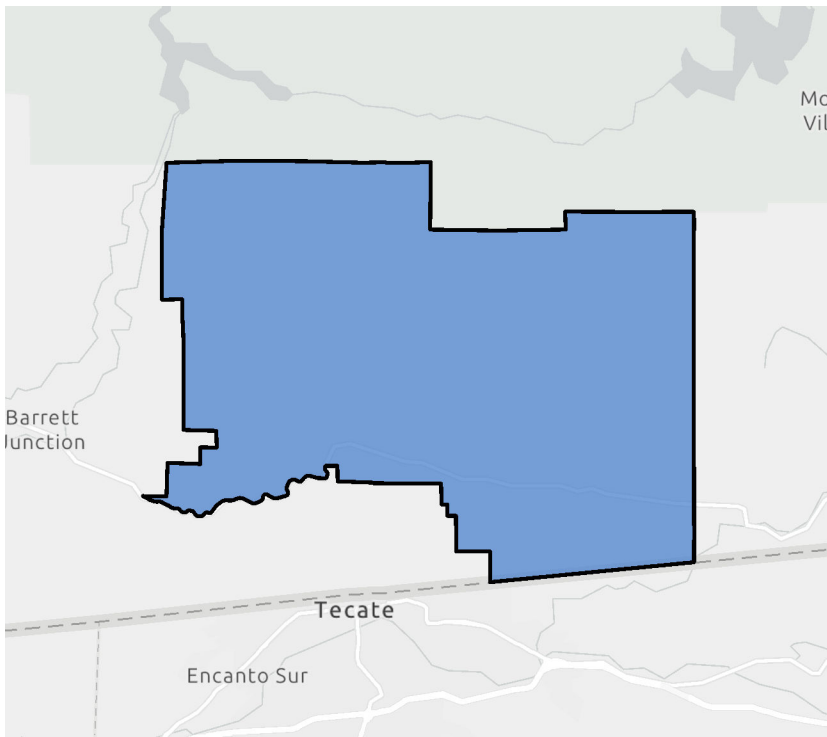
Currently, 55.4% of the 428 housing units in the area are owner occupied; 32.5% are renter occupied; and 12.4% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 419 housing units in the area - 54.2% owner occupied, 31.5% renter occupied, and 14.3% vacant. The annual rate of change in housing units since 2010 is 0.95%. Median home value in the area is \$276,630, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 10.63% annually to \$458,333.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

POPULATION TRENDS AND KEY INDICATORS

Potrero



1,198	375	3.17	39.6	\$49,434	\$276,630	113	103	85
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



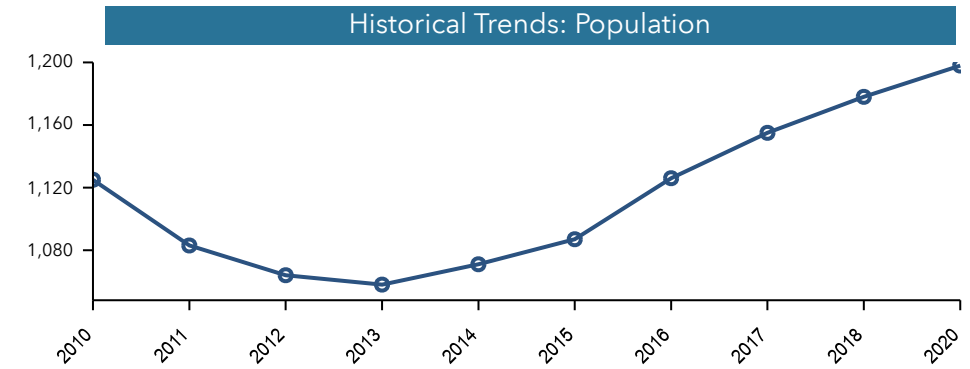
\$9,267

Avg Spent on Mortgage & Basics

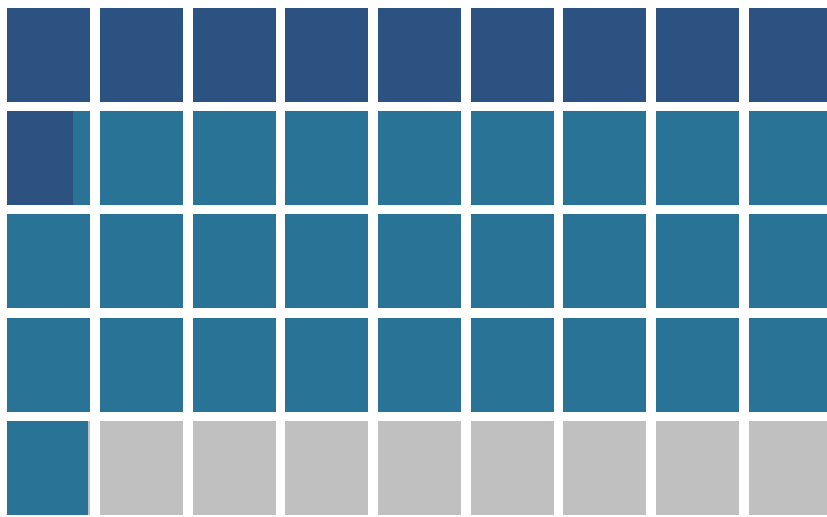


23.4%

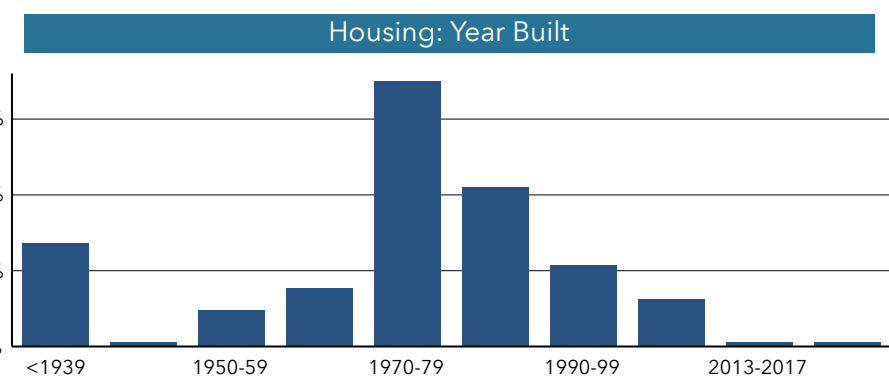
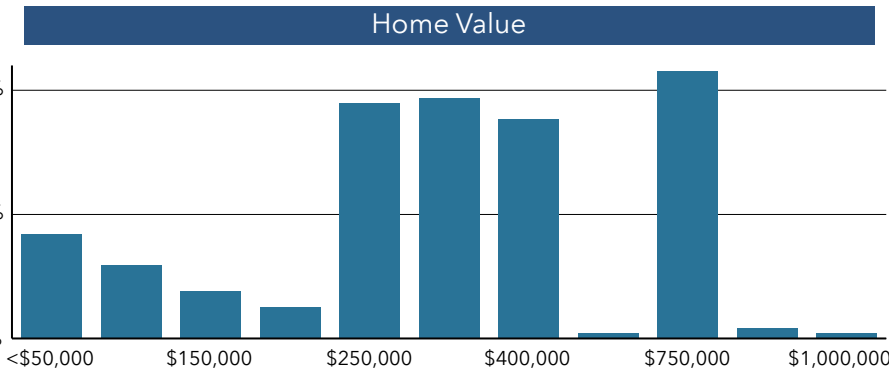
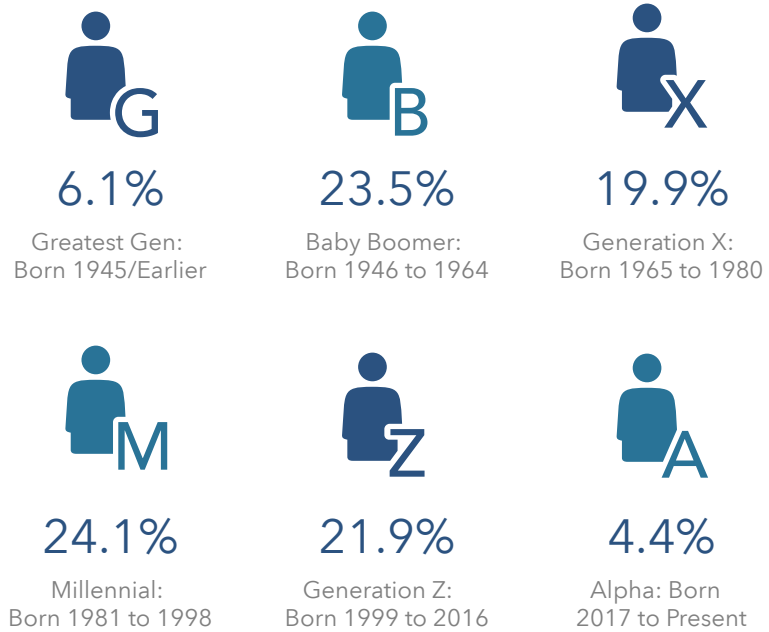
Percent of Income for Mortgage



POPULATION BY AGE



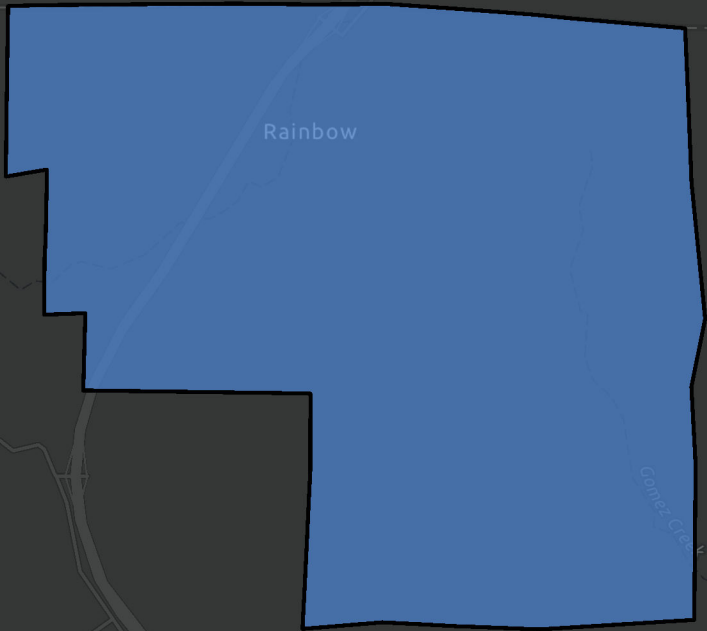
POPULATION BY GENERATION



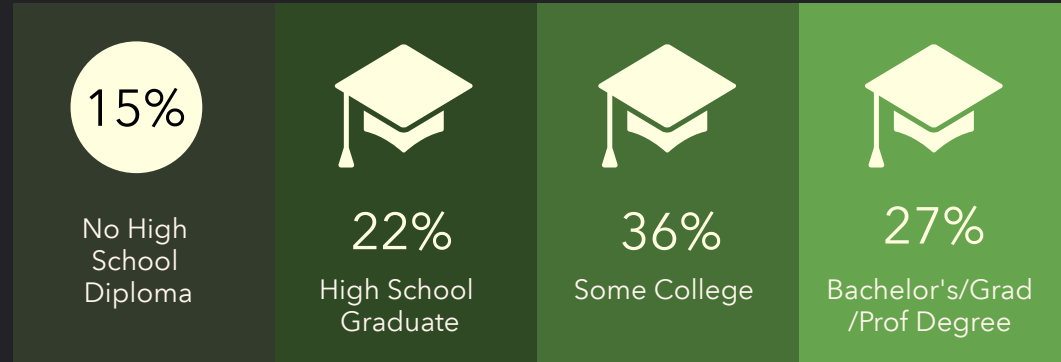
This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2014-2018, 2020, 2025. © 2020 Esri

DEMOGRAPHIC PROFILE

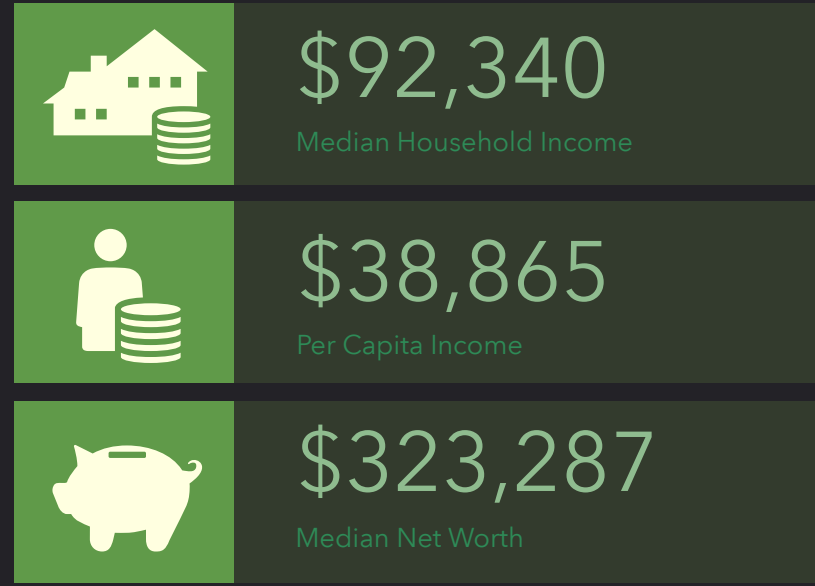
Rainbow
Rainbow



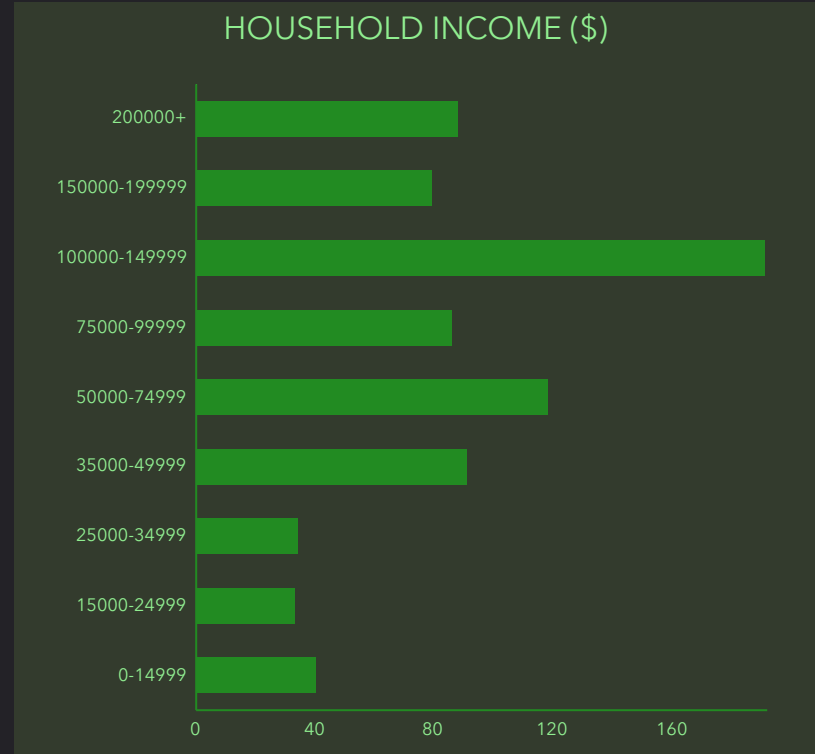
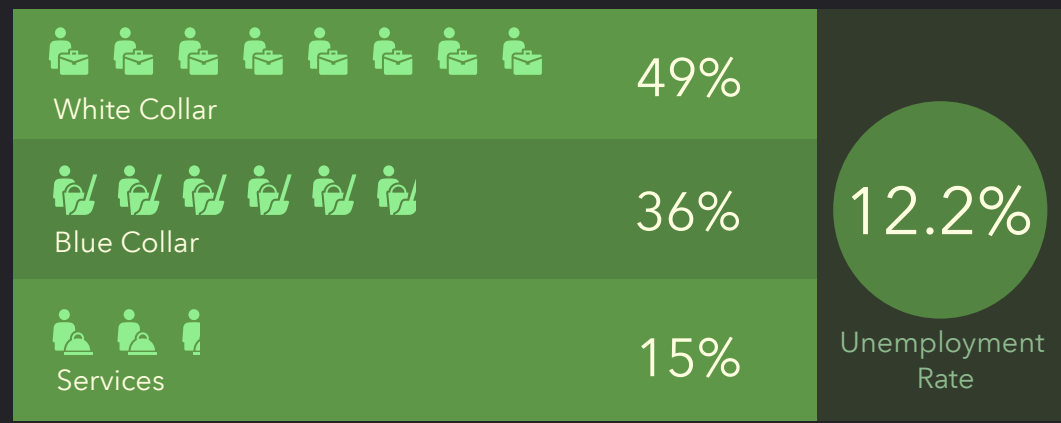
EDUCATION



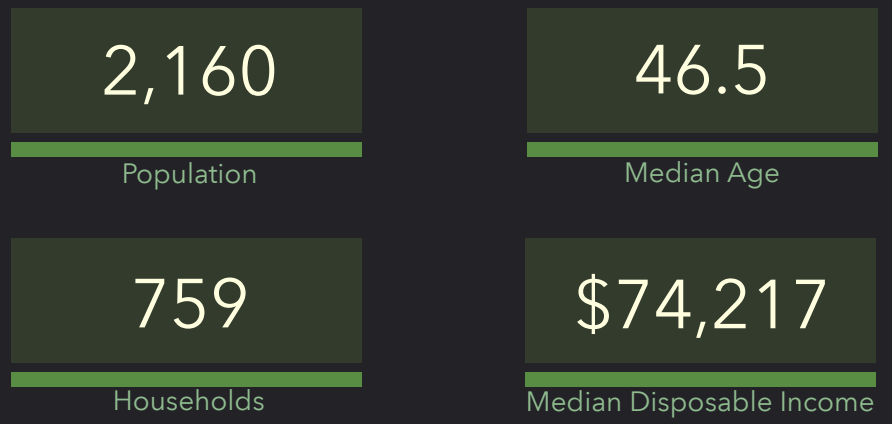
INCOME



EMPLOYMENT

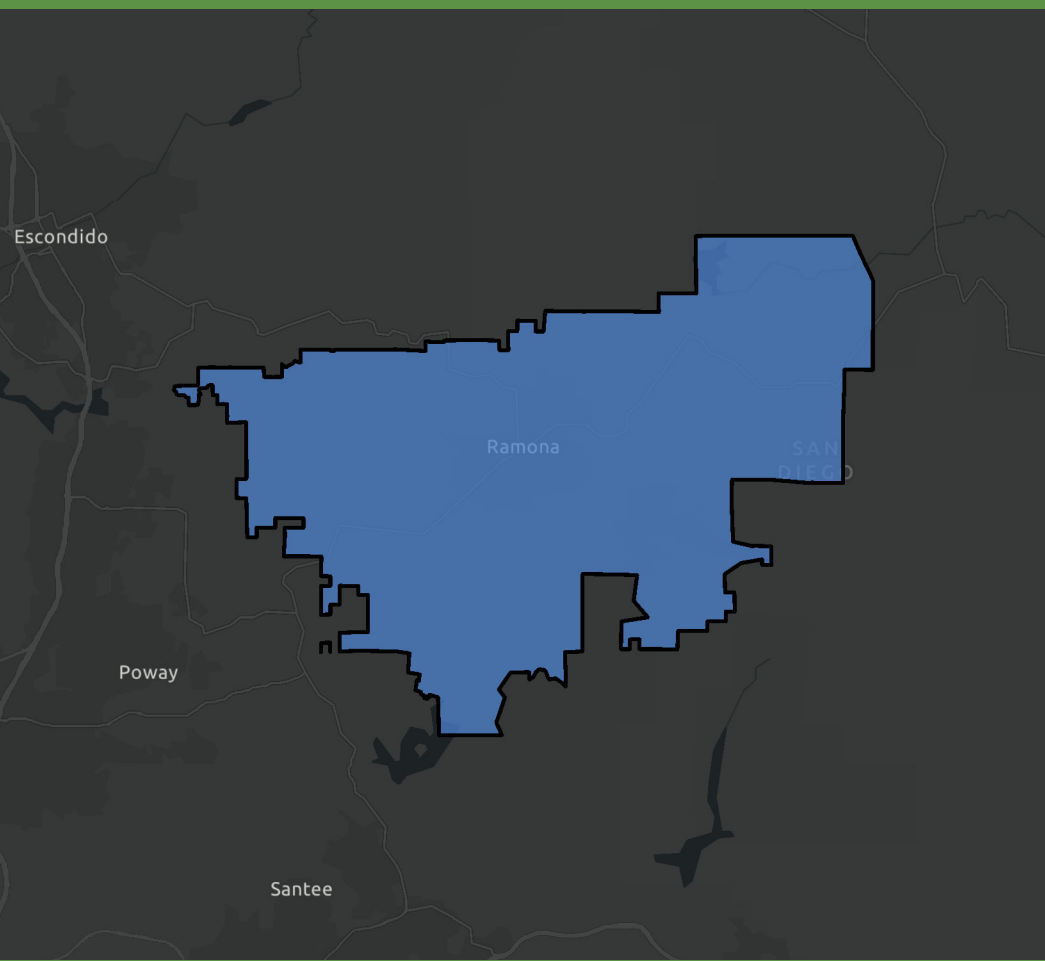


KEY FACTS

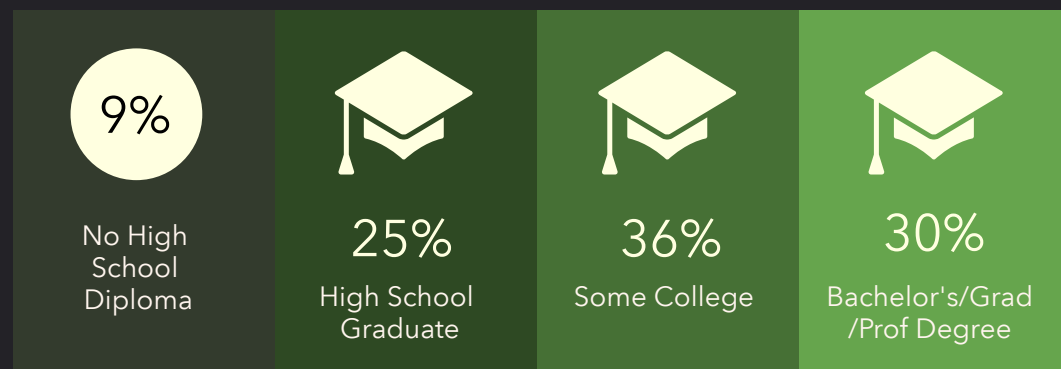


DEMOGRAPHIC PROFILE

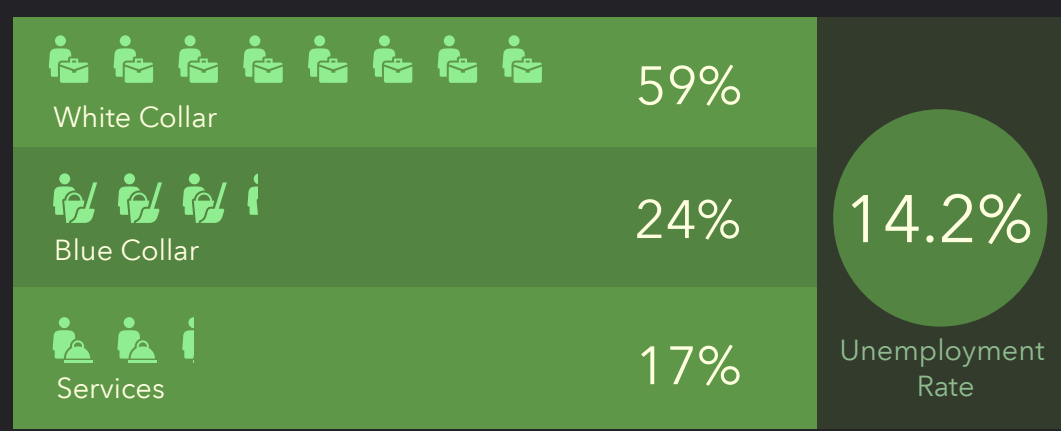
Ramona
Ramona



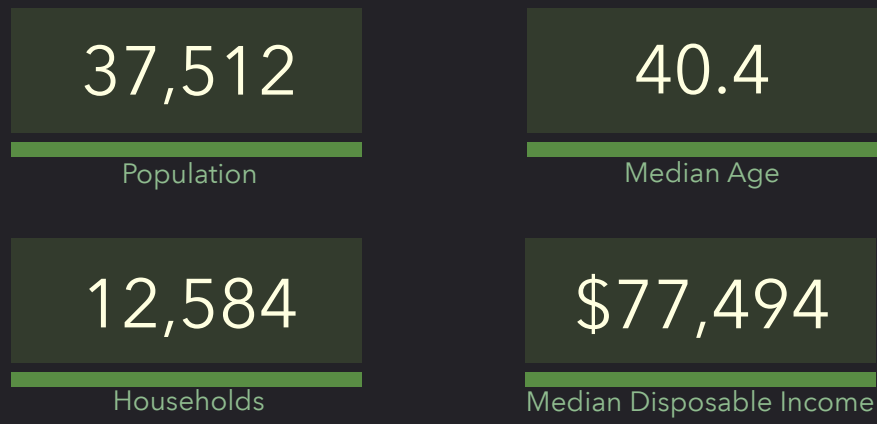
EDUCATION



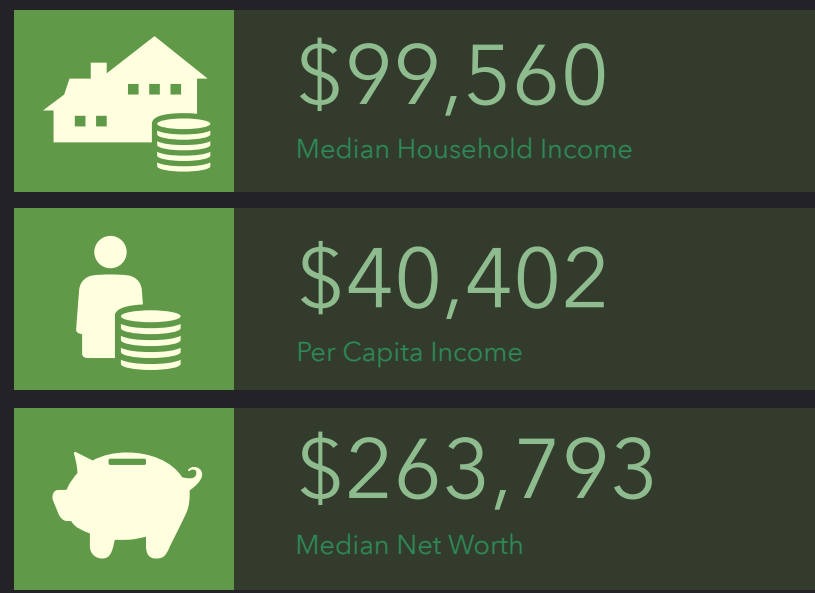
EMPLOYMENT



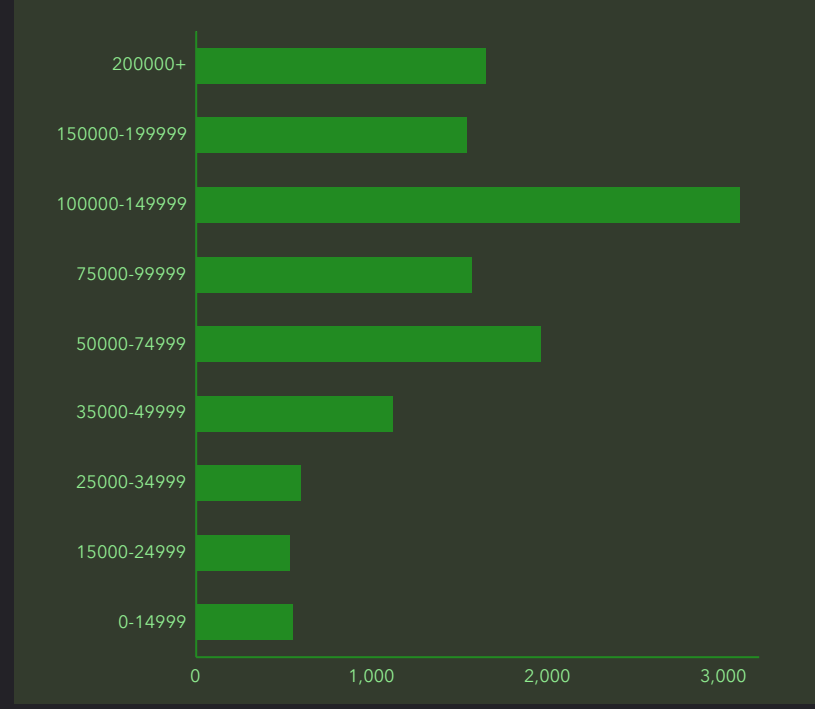
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)



Population Summary	
2000 Total Population	1,841
2010 Total Population	1,989
2020 Total Population	2,160
2020 Group Quarters	43
2025 Total Population	2,428
2020-2025 Annual Rate	2.37%
2020 Total Daytime Population	2,222
Workers	914
Residents	1,308
Household Summary	
2000 Households	640
2000 Average Household Size	2.84
2010 Households	698
2010 Average Household Size	2.75
2020 Households	759
2020 Average Household Size	2.79
2025 Households	846
2025 Average Household Size	2.82
2020-2025 Annual Rate	2.19%
2010 Families	510
2010 Average Family Size	3.15
2020 Families	555
2020 Average Family Size	3.19
2025 Families	619
2025 Average Family Size	3.22
2020-2025 Annual Rate	2.21%
Housing Unit Summary	
2000 Housing Units	697
Owner Occupied Housing Units	67.1%
Renter Occupied Housing Units	24.7%
Vacant Housing Units	8.2%
2010 Housing Units	789
Owner Occupied Housing Units	64.6%
Renter Occupied Housing Units	23.8%
Vacant Housing Units	11.5%
2020 Housing Units	827
Owner Occupied Housing Units	75.1%
Renter Occupied Housing Units	16.7%
Vacant Housing Units	8.2%
2025 Housing Units	917
Owner Occupied Housing Units	76.0%
Renter Occupied Housing Units	16.2%
Vacant Housing Units	7.7%
Median Household Income	
2020	\$92,340
2025	\$101,883
Median Home Value	
2020	\$660,573
2025	\$767,265
Per Capita Income	
2020	\$38,865
2025	\$42,138
Median Age	
2010	42.6
2020	46.5
2025	47.7

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	759
<\$15,000	5.3%
\$15,000 - \$24,999	4.3%
\$25,000 - \$34,999	4.5%
\$35,000 - \$49,999	12.0%
\$50,000 - \$74,999	15.5%
\$75,000 - \$99,999	11.3%
\$100,000 - \$149,999	25.2%
\$150,000 - \$199,999	10.4%
\$200,000+	11.6%
Average Household Income	\$115,351

2025 Households by Income

Household Income Base	846
<\$15,000	4.3%
\$15,000 - \$24,999	3.4%
\$25,000 - \$34,999	3.7%
\$35,000 - \$49,999	10.6%
\$50,000 - \$74,999	14.5%
\$75,000 - \$99,999	11.7%
\$100,000 - \$149,999	28.1%
\$150,000 - \$199,999	11.6%
\$200,000+	12.2%
Average Household Income	\$125,822

2020 Owner Occupied Housing Units by Value

Total	621
<\$50,000	1.0%
\$50,000 - \$99,999	0.5%
\$100,000 - \$149,999	0.3%
\$150,000 - \$199,999	0.2%
\$200,000 - \$249,999	0.6%
\$250,000 - \$299,999	1.1%
\$300,000 - \$399,999	6.1%
\$400,000 - \$499,999	14.0%
\$500,000 - \$749,999	40.7%
\$750,000 - \$999,999	17.7%
\$1,000,000 - \$1,499,999	11.9%
\$1,500,000 - \$1,999,999	2.1%
\$2,000,000 +	3.7%
Average Home Value	\$768,841

2025 Owner Occupied Housing Units by Value

Total	697
<\$50,000	0.1%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.1%
\$200,000 - \$249,999	0.1%
\$250,000 - \$299,999	0.4%
\$300,000 - \$399,999	2.3%
\$400,000 - \$499,999	8.2%
\$500,000 - \$749,999	36.7%
\$750,000 - \$999,999	26.0%
\$1,000,000 - \$1,499,999	16.2%
\$1,500,000 - \$1,999,999	3.4%
\$2,000,000 +	6.2%
Average Home Value	\$905,237

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age	
Total	1,989
0 - 4	5.8%
5 - 9	5.3%
10 - 14	5.8%
15 - 24	13.6%
25 - 34	11.0%
35 - 44	11.5%
45 - 54	15.7%
55 - 64	15.1%
65 - 74	9.8%
75 - 84	4.9%
85 +	1.6%
18 +	78.2%
2020 Population by Age	
Total	2,160
0 - 4	5.0%
5 - 9	5.6%
10 - 14	5.5%
15 - 24	9.2%
25 - 34	12.5%
35 - 44	10.6%
45 - 54	12.3%
55 - 64	16.6%
65 - 74	14.2%
75 - 84	6.5%
85 +	2.1%
18 +	81.0%
2025 Population by Age	
Total	2,428
0 - 4	4.9%
5 - 9	5.2%
10 - 14	5.7%
15 - 24	8.6%
25 - 34	10.7%
35 - 44	12.0%
45 - 54	11.5%
55 - 64	15.1%
65 - 74	15.6%
75 - 84	8.4%
85 +	2.3%
18 +	81.0%
2010 Population by Sex	
Males	984
Females	1,005
2020 Population by Sex	
Males	1,069
Females	1,091
2025 Population by Sex	
Males	1,208
Females	1,221

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	1,988
White Alone	68.0%
Black Alone	0.9%
American Indian Alone	4.2%
Asian Alone	2.2%
Pacific Islander Alone	0.7%
Some Other Race Alone	20.5%
Two or More Races	3.6%
Hispanic Origin	37.1%
Diversity Index	75.3

2020 Population by Race/Ethnicity

Total	2,162
White Alone	64.3%
Black Alone	0.9%
American Indian Alone	3.8%
Asian Alone	2.5%
Pacific Islander Alone	0.7%
Some Other Race Alone	23.6%
Two or More Races	4.1%
Hispanic Origin	42.3%
Diversity Index	78.7

2025 Population by Race/Ethnicity

Total	2,429
White Alone	62.6%
Black Alone	0.9%
American Indian Alone	3.4%
Asian Alone	2.8%
Pacific Islander Alone	0.7%
Some Other Race Alone	25.4%
Two or More Races	4.2%
Hispanic Origin	45.6%
Diversity Index	80.1

2010 Population by Relationship and Household Type

Total	1,989
In Households	96.6%
In Family Households	84.5%
Householder	24.4%
Spouse	20.2%
Child	30.2%
Other relative	5.9%
Nonrelative	3.8%
In Nonfamily Households	12.2%
In Group Quarters	3.4%
Institutionalized Population	3.4%
Noninstitutionalized Population	0.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	1,616
Less than 9th Grade	7.9%
9th - 12th Grade, No Diploma	7.1%
High School Graduate	19.5%
GED/Alternative Credential	2.4%
Some College, No Degree	25.4%
Associate Degree	10.7%
Bachelor's Degree	17.3%
Graduate/Professional Degree	9.7%

2020 Population 15+ by Marital Status

Total	1,813
Never Married	24.8%
Married	58.6%
Widowed	4.7%
Divorced	12.0%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	918
Population 16+ Employed	87.8%
Population 16+ Unemployment rate	12.2%
Population 16-24 Employed	10.0%
Population 16-24 Unemployment rate	19.8%
Population 25-54 Employed	55.8%
Population 25-54 Unemployment rate	11.2%
Population 55-64 Employed	24.6%
Population 55-64 Unemployment rate	11.2%
Population 65+ Employed	9.4%
Population 65+ Unemployment rate	11.6%

2020 Employed Population 16+ by Industry

Total	806
Agriculture/Mining	8.2%
Construction	17.2%
Manufacturing	9.7%
Wholesale Trade	2.7%
Retail Trade	8.7%
Transportation/Utilities	7.7%
Information	0.7%
Finance/Insurance/Real Estate	4.2%
Services	38.1%
Public Administration	2.5%

2020 Employed Population 16+ by Occupation

Total	806
White Collar	46.2%
Management/Business/Financial	14.0%
Professional	15.5%
Sales	9.4%
Administrative Support	7.2%
Services	17.6%
Blue Collar	36.2%
Farming/Forestry/Fishing	4.0%
Construction/Extraction	14.0%
Installation/Maintenance/Repair	4.7%
Production	8.2%
Transportation/Material Moving	5.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type

Total	698
Households with 1 Person	20.6%
Households with 2+ People	79.4%
Family Households	73.1%
Husband-wife Families	60.2%
With Related Children	24.2%
Other Family (No Spouse Present)	12.9%
Other Family with Male Householder	5.3%
With Related Children	2.9%
Other Family with Female Householder	7.6%
With Related Children	4.7%
Nonfamily Households	6.3%
All Households with Children	32.4%

Multigenerational Households	7.0%
Unmarried Partner Households	5.3%
Male-female	4.4%
Same-sex	0.9%

2010 Households by Size

Total	699
1 Person Household	20.6%
2 Person Household	36.3%
3 Person Household	15.7%
4 Person Household	12.2%
5 Person Household	7.2%
6 Person Household	2.4%
7 + Person Household	5.6%

2010 Households by Tenure and Mortgage Status

Total	698
Owner Occupied	73.1%
Owned with a Mortgage/Loan	48.7%
Owned Free and Clear	24.4%
Renter Occupied	26.9%

2020 Affordability, Mortgage and Wealth

Housing Affordability Index	80
Percent of Income for Mortgage	29.9%
Wealth Index	175

2010 Housing Units By Urban/ Rural Status

Total Housing Units	789
Housing Units Inside Urbanized Area	13.2%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	86.8%

2010 Population By Urban/ Rural Status

Total Population	1,989
Population Inside Urbanized Area	10.7%
Population Inside Urbanized Cluster	0.0%
Rural Population	89.3%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. The Great Outdoors (6C)
2. Silver & Gold (9A)
3. Pleasantville (2B)

2020 Consumer Spending

Apparel & Services: Total \$	\$1,958,870
Average Spent	\$2,580.86
Spending Potential Index	120
Education: Total \$	\$1,642,290
Average Spent	\$2,163.75
Spending Potential Index	121
Entertainment/Recreation: Total \$	\$3,166,571
Average Spent	\$4,172.03
Spending Potential Index	128
Food at Home: Total \$	\$5,159,923
Average Spent	\$6,798.32
Spending Potential Index	127
Food Away from Home: Total \$	\$3,541,561
Average Spent	\$4,666.09
Spending Potential Index	124
Health Care: Total \$	\$5,756,015
Average Spent	\$7,583.68
Spending Potential Index	132
HH Furnishings & Equipment: Total \$	\$2,062,877
Average Spent	\$2,717.89
Spending Potential Index	124
Personal Care Products & Services: Total \$	\$856,565
Average Spent	\$1,128.54
Spending Potential Index	123
Shelter: Total \$	\$18,797,568
Average Spent	\$24,766.23
Spending Potential Index	128
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,644,832
Average Spent	\$3,484.63
Spending Potential Index	149
Travel: Total \$	\$2,523,295
Average Spent	\$3,324.50
Spending Potential Index	138
Vehicle Maintenance & Repairs: Total \$	\$1,129,997
Average Spent	\$1,488.80
Spending Potential Index	128

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Demographic and Income Profile

Rainbow

Prepared by Esri

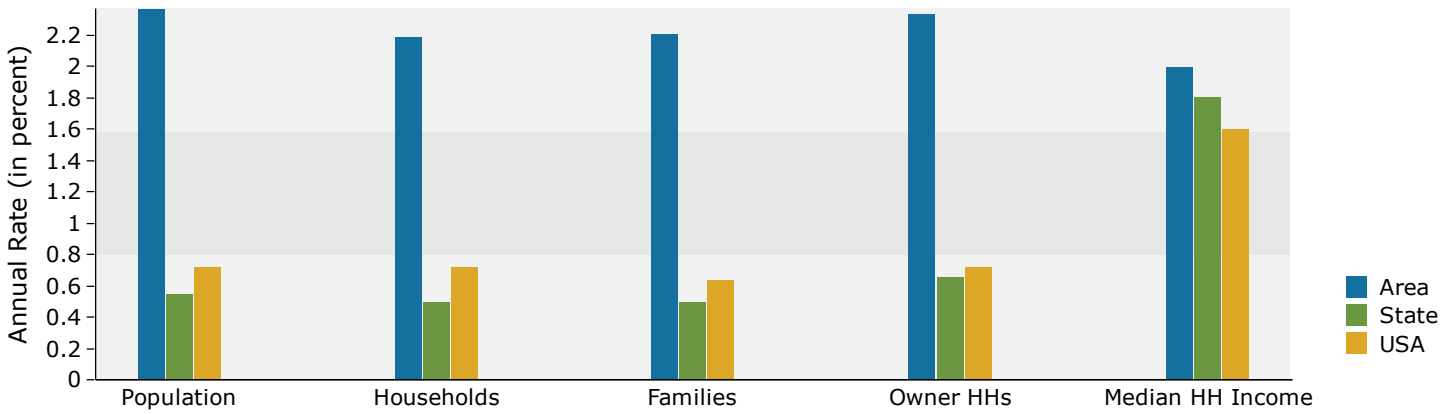
Summary	Census 2010		2020		2025	
Population	1,989		2,160		2,428	
Households	698		759		846	
Families	510		555		619	
Average Household Size	2.75		2.79		2.82	
Owner Occupied Housing Units	510		621		697	
Renter Occupied Housing Units	188		138		149	
Median Age	42.6		46.5		47.7	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	2.37%		0.55%		0.72%	
Households	2.19%		0.50%		0.72%	
Families	2.21%		0.50%		0.64%	
Owner HHs	2.34%		0.65%		0.72%	
Median Household Income	1.99%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			40	5.3%	36	4.3%
\$15,000 - \$24,999			33	4.3%	29	3.4%
\$25,000 - \$34,999			34	4.5%	31	3.7%
\$35,000 - \$49,999			91	12.0%	90	10.6%
\$50,000 - \$74,999			118	15.5%	123	14.5%
\$75,000 - \$99,999			86	11.3%	99	11.7%
\$100,000 - \$149,999			191	25.2%	238	28.1%
\$150,000 - \$199,999			79	10.4%	98	11.6%
\$200,000+			88	11.6%	103	12.2%
Median Household Income			\$92,340		\$101,883	
Average Household Income			\$115,351		\$125,822	
Per Capita Income			\$38,865		\$42,138	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	115	5.8%	109	5.0%	118	4.9%
5 - 9	105	5.3%	120	5.6%	127	5.2%
10 - 14	115	5.8%	119	5.5%	138	5.7%
15 - 19	158	7.9%	103	4.8%	127	5.2%
20 - 24	113	5.7%	95	4.4%	83	3.4%
25 - 34	219	11.0%	269	12.5%	260	10.7%
35 - 44	228	11.5%	229	10.6%	292	12.0%
45 - 54	312	15.7%	265	12.3%	279	11.5%
55 - 64	300	15.1%	359	16.6%	366	15.1%
65 - 74	195	9.8%	306	14.2%	379	15.6%
75 - 84	98	4.9%	140	6.5%	204	8.4%
85+	31	1.6%	46	2.1%	55	2.3%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,351	68.0%	1,390	64.3%	1,521	62.6%
Black Alone	18	0.9%	20	0.9%	22	0.9%
American Indian Alone	83	4.2%	83	3.8%	82	3.4%
Asian Alone	43	2.2%	55	2.5%	68	2.8%
Pacific Islander Alone	14	0.7%	15	0.7%	17	0.7%
Some Other Race Alone	408	20.5%	511	23.6%	616	25.4%
Two or More Races	71	3.6%	88	4.1%	103	4.2%
Hispanic Origin (Any Race)	738	37.1%	914	42.3%	1,106	45.6%

Data Note: Income is expressed in current dollars.

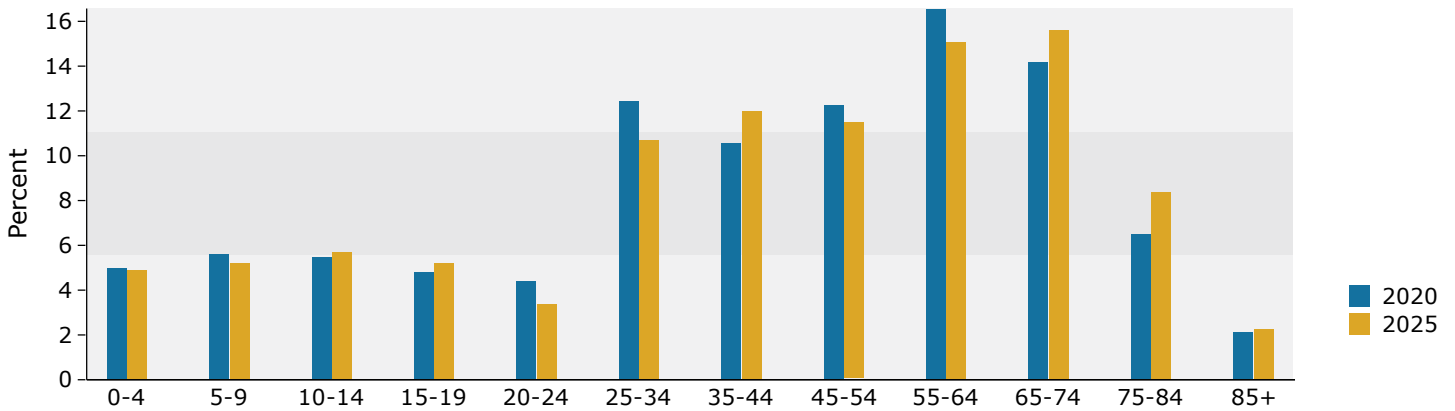
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

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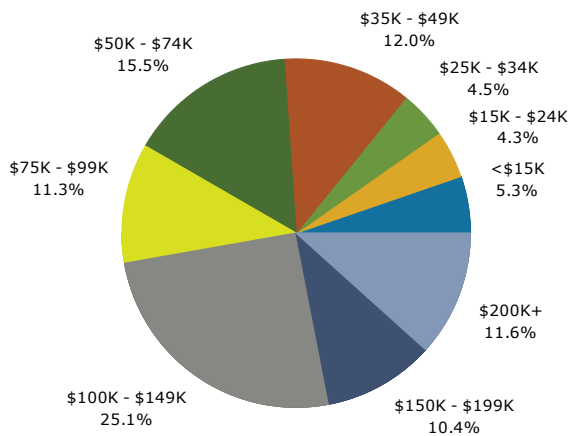
Trends 2020-2025



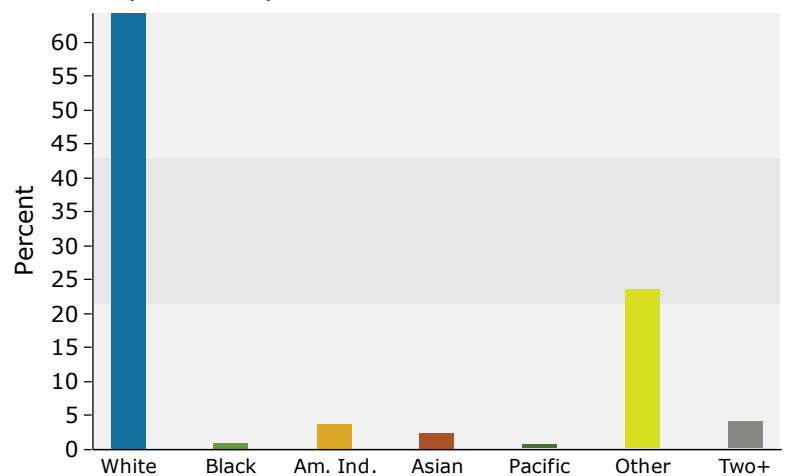
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 42.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	1,841
2010 Population	1,989
2020 Population	2,160
2025 Population	2,428
2000-2010 Annual Rate	0.78%
2010-2020 Annual Rate	0.81%
2020-2025 Annual Rate	2.37%
2020 Male Population	49.5%
2020 Female Population	50.5%
2020 Median Age	46.5

In the identified area, the current year population is 2,160. In 2010, the Census count in the area was 1,989. The rate of change since 2010 was 0.81% annually. The five-year projection for the population in the area is 2,428 representing a change of 2.37% annually from 2020 to 2025. Currently, the population is 49.5% male and 50.5% female.

Median Age

The median age in this area is 46.5, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	64.3%
2020 Black Alone	0.9%
2020 American Indian/Alaska Native Alone	3.8%
2020 Asian Alone	2.5%
2020 Pacific Islander Alone	0.7%
2020 Other Race	23.6%
2020 Two or More Races	4.1%
2020 Hispanic Origin (Any Race)	42.3%

Persons of Hispanic origin represent 42.3% of the population in the identified area compared to 18.8% 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 78.7 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	175
2000 Households	640
2010 Households	698
2020 Total Households	759
2025 Total Households	846
2000-2010 Annual Rate	0.87%
2010-2020 Annual Rate	0.82%
2020-2025 Annual Rate	2.19%
2020 Average Household Size	2.79

The household count in this area has changed from 698 in 2010 to 759 in the current year, a change of 0.82% annually. The five-year projection of households is 846, a change of 2.19% annually from the current year total. Average household size is currently 2.79, compared to 2.75 in the year 2010. The number of families in the current year is 555 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	29.9%
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Median Household Income

2020 Median Household Income	\$92,340
2025 Median Household Income	\$101,883
2020-2025 Annual Rate	1.99%

Average Household Income

2020 Average Household Income	\$115,351
2025 Average Household Income	\$125,822
2020-2025 Annual Rate	1.75%

Per Capita Income

2020 Per Capita Income	\$38,865
2025 Per Capita Income	\$42,138
2020-2025 Annual Rate	1.63%

Households by Income

Current median household income is \$92,340 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$101,883 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$115,351 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$125,822 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$38,865 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$42,138 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	80
2000 Total Housing Units	697
2000 Owner Occupied Housing Units	468
2000 Renter Occupied Housing Units	172
2000 Vacant Housing Units	57
2010 Total Housing Units	789
2010 Owner Occupied Housing Units	510
2010 Renter Occupied Housing Units	188
2010 Vacant Housing Units	91
2020 Total Housing Units	827
2020 Owner Occupied Housing Units	621
2020 Renter Occupied Housing Units	138
2020 Vacant Housing Units	68
2025 Total Housing Units	917
2025 Owner Occupied Housing Units	697
2025 Renter Occupied Housing Units	149
2025 Vacant Housing Units	71

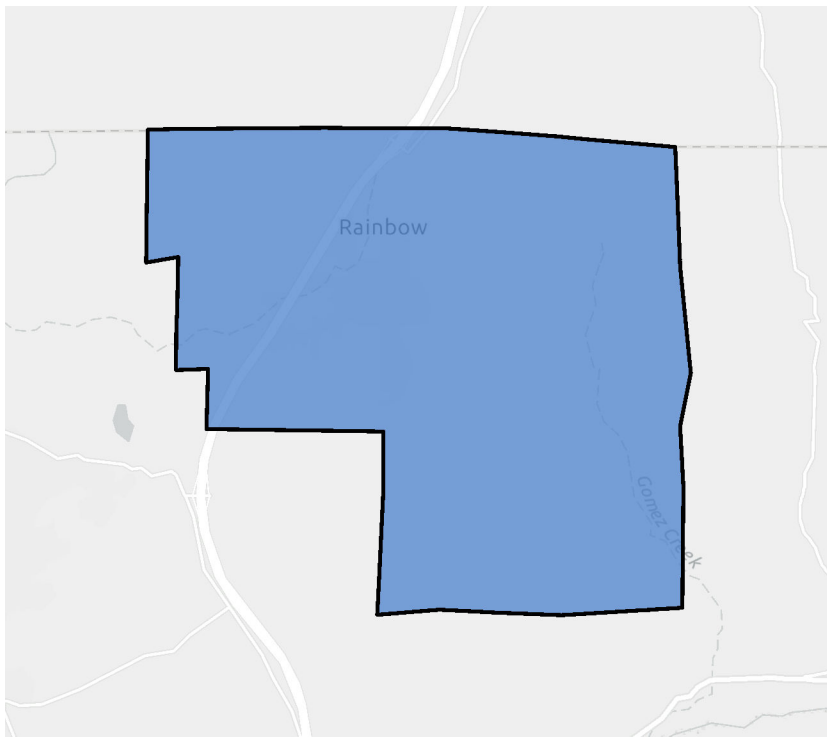
Currently, 75.1% of the 827 housing units in the area are owner occupied; 16.7%, renter occupied; and 8.2% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 789 housing units in the area - 64.6% owner occupied, 23.8% renter occupied, and 11.5% vacant. The annual rate of change in housing units since 2010 is 2.11%. Median home value in the area is \$660,573, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 3.04% annually to \$767,265.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

POPULATION TRENDS AND KEY INDICATORS

Rainbow



2,160	759	2.79	46.5	\$92,340	\$660,573	175	80	79
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



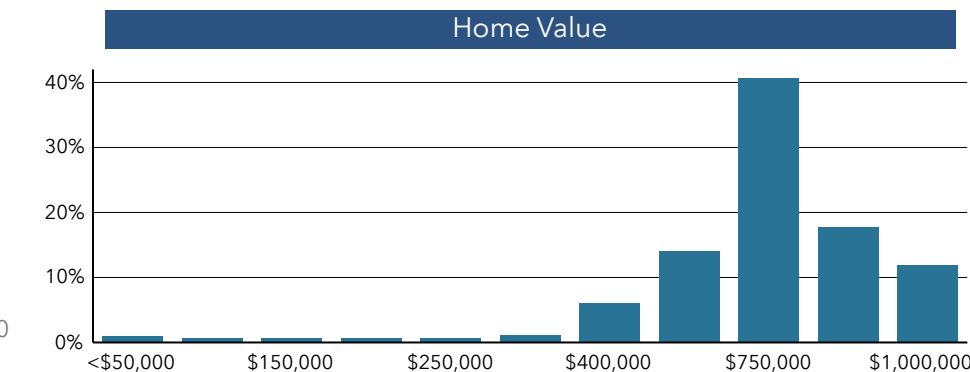
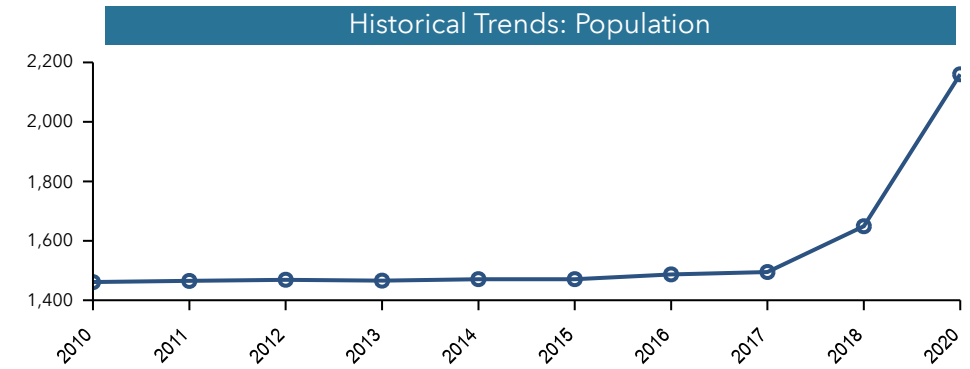
\$14,769

Avg Spent on Mortgage & Basics

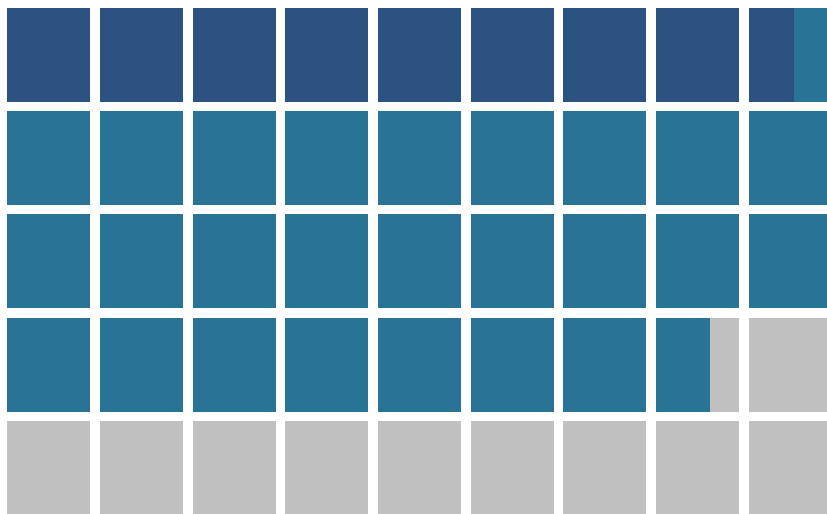


29.9%

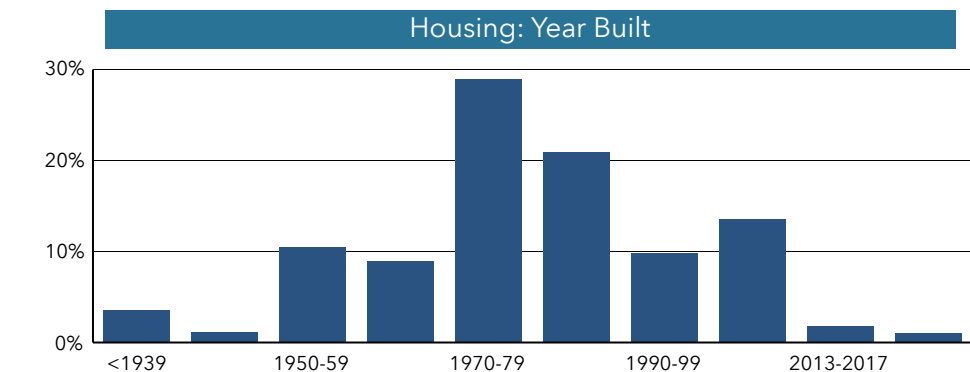
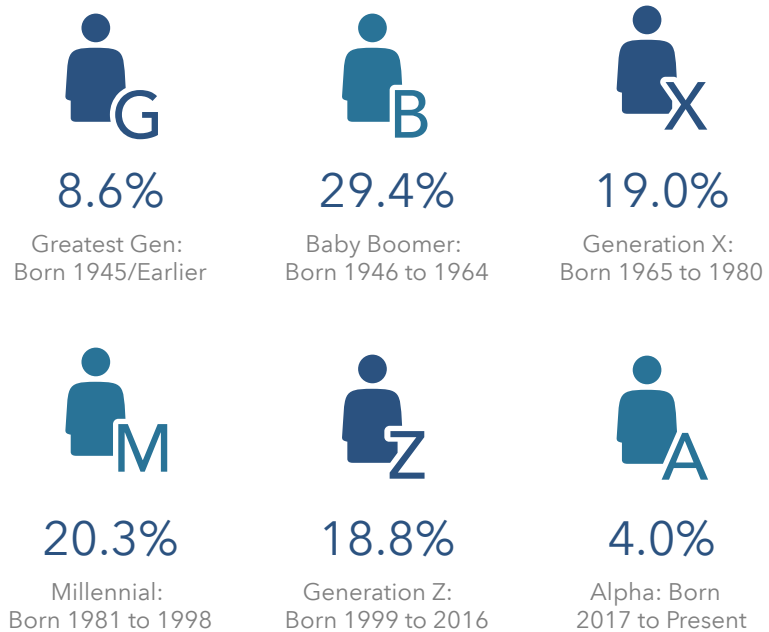
Percent of Income for Mortgage



POPULATION BY AGE



POPULATION BY GENERATION



This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2014-2018, 2020, 2025. © 2020 Esri

Population Summary	
2000 Total Population	33,160
2010 Total Population	35,578
2020 Total Population	37,512
2020 Group Quarters	371
2025 Total Population	38,383
2020-2025 Annual Rate	0.46%
2020 Total Daytime Population	31,804
Workers	10,942
Residents	20,862
Household Summary	
2000 Households	10,776
2000 Average Household Size	3.06
2010 Households	11,930
2010 Average Household Size	2.95
2020 Households	12,584
2020 Average Household Size	2.95
2025 Households	12,842
2025 Average Household Size	2.96
2020-2025 Annual Rate	0.41%
2010 Families	9,430
2010 Average Family Size	3.24
2020 Families	9,932
2020 Average Family Size	3.24
2025 Families	10,151
2025 Average Family Size	3.25
2020-2025 Annual Rate	0.44%
Housing Unit Summary	
2000 Housing Units	11,181
Owner Occupied Housing Units	72.7%
Renter Occupied Housing Units	23.7%
Vacant Housing Units	3.6%
2010 Housing Units	12,780
Owner Occupied Housing Units	68.4%
Renter Occupied Housing Units	24.9%
Vacant Housing Units	6.7%
2020 Housing Units	13,268
Owner Occupied Housing Units	69.3%
Renter Occupied Housing Units	25.6%
Vacant Housing Units	5.2%
2025 Housing Units	13,519
Owner Occupied Housing Units	69.8%
Renter Occupied Housing Units	25.2%
Vacant Housing Units	5.0%
Median Household Income	
2020	\$99,560
2025	\$106,194
Median Home Value	
2020	\$580,645
2025	\$663,056
Per Capita Income	
2020	\$40,402
2025	\$45,380
Median Age	
2010	39.4
2020	40.4
2025	41.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	12,584
<\$15,000	4.3%
\$15,000 - \$24,999	4.2%
\$25,000 - \$34,999	4.7%
\$35,000 - \$49,999	8.9%
\$50,000 - \$74,999	15.6%
\$75,000 - \$99,999	12.5%
\$100,000 - \$149,999	24.5%
\$150,000 - \$199,999	12.2%
\$200,000+	13.1%
Average Household Income	\$121,572

2025 Households by Income

Household Income Base	12,842
<\$15,000	3.8%
\$15,000 - \$24,999	3.4%
\$25,000 - \$34,999	4.1%
\$35,000 - \$49,999	8.0%
\$50,000 - \$74,999	14.3%
\$75,000 - \$99,999	11.7%
\$100,000 - \$149,999	25.2%
\$150,000 - \$199,999	13.8%
\$200,000+	15.8%
Average Household Income	\$136,902

2020 Owner Occupied Housing Units by Value

Total	9,190
<\$50,000	1.3%
\$50,000 - \$99,999	0.4%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	0.3%
\$200,000 - \$249,999	0.4%
\$250,000 - \$299,999	1.8%
\$300,000 - \$399,999	12.2%
\$400,000 - \$499,999	21.3%
\$500,000 - \$749,999	37.8%
\$750,000 - \$999,999	13.9%
\$1,000,000 - \$1,499,999	7.2%
\$1,500,000 - \$1,999,999	1.5%
\$2,000,000 +	1.8%
Average Home Value	\$659,692

2025 Owner Occupied Housing Units by Value

Total	9,437
<\$50,000	0.4%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	0.1%
\$200,000 - \$249,999	0.1%
\$250,000 - \$299,999	0.9%
\$300,000 - \$399,999	6.3%
\$400,000 - \$499,999	15.4%
\$500,000 - \$749,999	40.7%
\$750,000 - \$999,999	20.6%
\$1,000,000 - \$1,499,999	10.0%
\$1,500,000 - \$1,999,999	2.3%
\$2,000,000 +	2.9%
Average Home Value	\$760,321

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age	
Total	35,576
0 - 4	6.0%
5 - 9	6.4%
10 - 14	7.6%
15 - 24	14.7%
25 - 34	10.3%
35 - 44	12.3%
45 - 54	18.1%
55 - 64	13.7%
65 - 74	6.3%
75 - 84	3.3%
85 +	1.2%
18 +	74.6%
2020 Population by Age	
Total	37,512
0 - 4	5.5%
5 - 9	5.8%
10 - 14	6.7%
15 - 24	12.1%
25 - 34	13.2%
35 - 44	11.9%
45 - 54	12.4%
55 - 64	16.0%
65 - 74	10.6%
75 - 84	4.1%
85 +	1.6%
18 +	77.9%
2025 Population by Age	
Total	38,384
0 - 4	5.6%
5 - 9	5.7%
10 - 14	6.2%
15 - 24	11.0%
25 - 34	11.7%
35 - 44	14.7%
45 - 54	11.7%
55 - 64	13.7%
65 - 74	12.3%
75 - 84	5.8%
85 +	1.7%
18 +	78.5%
2010 Population by Sex	
Males	17,893
Females	17,685
2020 Population by Sex	
Males	18,776
Females	18,736
2025 Population by Sex	
Males	19,213
Females	19,169

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	35,579
White Alone	82.6%
Black Alone	0.9%
American Indian Alone	1.0%
Asian Alone	1.6%
Pacific Islander Alone	0.3%
Some Other Race Alone	10.0%
Two or More Races	3.5%
Hispanic Origin	23.2%
Diversity Index	56.0

2020 Population by Race/Ethnicity

Total	37,512
White Alone	79.9%
Black Alone	0.9%
American Indian Alone	1.0%
Asian Alone	1.9%
Pacific Islander Alone	0.3%
Some Other Race Alone	11.7%
Two or More Races	4.2%
Hispanic Origin	26.9%
Diversity Index	61.2

2025 Population by Race/Ethnicity

Total	38,384
White Alone	78.5%
Black Alone	1.0%
American Indian Alone	1.0%
Asian Alone	2.1%
Pacific Islander Alone	0.3%
Some Other Race Alone	12.6%
Two or More Races	4.5%
Hispanic Origin	29.2%
Diversity Index	63.8

2010 Population by Relationship and Household Type

Total	35,578
In Households	99.0%
In Family Households	89.3%
Householder	26.3%
Spouse	21.3%
Child	33.4%
Other relative	4.9%
Nonrelative	3.4%
In Nonfamily Households	9.7%
In Group Quarters	1.0%
Institutionalized Population	0.4%
Noninstitutionalized Population	0.5%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	26,232
Less than 9th Grade	4.4%
9th - 12th Grade, No Diploma	4.4%
High School Graduate	22.0%
GED/Alternative Credential	3.1%
Some College, No Degree	26.1%
Associate Degree	10.0%
Bachelor's Degree	19.2%
Graduate/Professional Degree	10.8%

2020 Population 15+ by Marital Status

Total	30,769
Never Married	28.5%
Married	57.0%
Widowed	4.5%
Divorced	10.0%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	19,434
Population 16+ Employed	85.8%
Population 16+ Unemployment rate	14.2%
Population 16-24 Employed	10.5%
Population 16-24 Unemployment rate	23.5%
Population 25-54 Employed	62.0%
Population 25-54 Unemployment rate	13.1%
Population 55-64 Employed	21.4%
Population 55-64 Unemployment rate	13.0%
Population 65+ Employed	6.1%
Population 65+ Unemployment rate	10.8%

2020 Employed Population 16+ by Industry

Total	16,682
Agriculture/Mining	1.8%
Construction	13.7%
Manufacturing	9.1%
Wholesale Trade	2.2%
Retail Trade	9.6%
Transportation/Utilities	4.0%
Information	1.1%
Finance/Insurance/Real Estate	6.1%
Services	47.5%
Public Administration	5.0%

2020 Employed Population 16+ by Occupation

Total	16,684
White Collar	57.8%
Management/Business/Financial	15.3%
Professional	21.1%
Sales	8.4%
Administrative Support	13.0%
Services	18.7%
Blue Collar	23.6%
Farming/Forestry/Fishing	1.1%
Construction/Extraction	9.2%
Installation/Maintenance/Repair	3.1%
Production	3.7%
Transportation/Material Moving	6.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

December 02, 2020

2010 Households by Type	
Total	11,930
Households with 1 Person	15.2%
Households with 2+ People	84.8%
Family Households	79.0%
Husband-wife Families	63.9%
With Related Children	28.8%
Other Family (No Spouse Present)	15.2%
Other Family with Male Householder	5.4%
With Related Children	3.1%
Other Family with Female Householder	9.8%
With Related Children	6.1%
Nonfamily Households	5.8%
All Households with Children	38.7%
Multigenerational Households	5.6%
Unmarried Partner Households	6.4%
Male-female	5.4%
Same-sex	1.0%
2010 Households by Size	
Total	11,930
1 Person Household	15.2%
2 Person Household	34.1%
3 Person Household	18.1%
4 Person Household	17.2%
5 Person Household	8.6%
6 Person Household	3.7%
7 + Person Household	3.2%
2010 Households by Tenure and Mortgage Status	
Total	11,930
Owner Occupied	73.3%
Owned with a Mortgage/Loan	61.0%
Owned Free and Clear	12.2%
Renter Occupied	26.7%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	96
Percent of Income for Mortgage	24.4%
Wealth Index	162
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	12,780
Housing Units Inside Urbanized Area	1.1%
Housing Units Inside Urbanized Cluster	70.6%
Rural Housing Units	28.3%
2010 Population By Urban/ Rural Status	
Total Population	35,578
Population Inside Urbanized Area	1.0%
Population Inside Urbanized Cluster	72.6%
Rural Population	26.4%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Savvy Suburbanites (1D)
2. Pleasantville (2B)
3. International Marketplace (13A)

2020 Consumer Spending

Apparel & Services: Total \$	\$35,481,112
Average Spent	\$2,819.54
Spending Potential Index	131
Education: Total \$	\$33,258,270
Average Spent	\$2,642.90
Spending Potential Index	148
Entertainment/Recreation: Total \$	\$53,826,484
Average Spent	\$4,277.37
Spending Potential Index	132
Food at Home: Total \$	\$86,547,065
Average Spent	\$6,877.55
Spending Potential Index	129
Food Away from Home: Total \$	\$61,656,445
Average Spent	\$4,899.59
Spending Potential Index	130
Health Care: Total \$	\$93,911,347
Average Spent	\$7,462.76
Spending Potential Index	130
HH Furnishings & Equipment: Total \$	\$36,845,934
Average Spent	\$2,928.00
Spending Potential Index	134
Personal Care Products & Services: Total \$	\$15,193,259
Average Spent	\$1,207.35
Spending Potential Index	131
Shelter: Total \$	\$330,327,253
Average Spent	\$26,249.78
Spending Potential Index	136
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$38,031,385
Average Spent	\$3,022.20
Spending Potential Index	129
Travel: Total \$	\$42,571,717
Average Spent	\$3,383.00
Spending Potential Index	140
Vehicle Maintenance & Repairs: Total \$	\$18,403,867
Average Spent	\$1,462.48
Spending Potential Index	126

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Demographic and Income Profile

Ramona

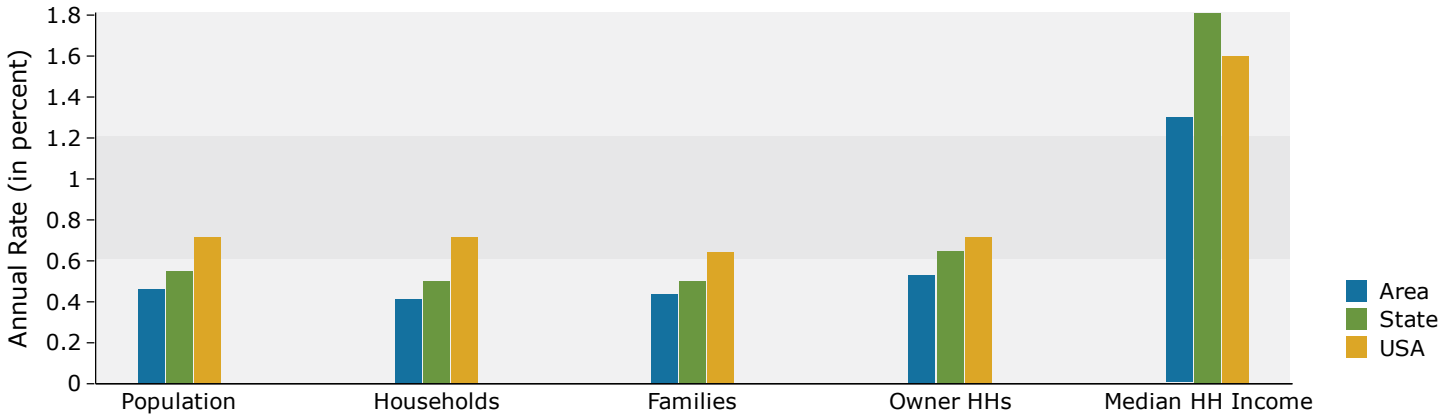
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	35,578		37,512		38,383	
Households	11,930		12,584		12,842	
Families	9,430		9,932		10,151	
Average Household Size	2.95		2.95		2.96	
Owner Occupied Housing Units	8,742		9,190		9,437	
Renter Occupied Housing Units	3,188		3,395		3,405	
Median Age	39.4		40.4		41.3	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.46%		0.55%		0.72%	
Households	0.41%		0.50%		0.72%	
Families	0.44%		0.50%		0.64%	
Owner HHs	0.53%		0.65%		0.72%	
Median Household Income	1.30%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			547	4.3%	485	3.8%
\$15,000 - \$24,999			530	4.2%	441	3.4%
\$25,000 - \$34,999			596	4.7%	521	4.1%
\$35,000 - \$49,999			1,116	8.9%	1,022	8.0%
\$50,000 - \$74,999			1,957	15.6%	1,831	14.3%
\$75,000 - \$99,999			1,568	12.5%	1,507	11.7%
\$100,000 - \$149,999			3,089	24.5%	3,234	25.2%
\$150,000 - \$199,999			1,538	12.2%	1,774	13.8%
\$200,000+			1,644	13.1%	2,026	15.8%
Median Household Income			\$99,560		\$106,194	
Average Household Income			\$121,572		\$136,902	
Per Capita Income			\$40,402		\$45,380	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,144	6.0%	2,062	5.5%	2,131	5.6%
5 - 9	2,294	6.4%	2,183	5.8%	2,192	5.7%
10 - 14	2,708	7.6%	2,499	6.7%	2,389	6.2%
15 - 19	2,997	8.4%	2,460	6.6%	2,457	6.4%
20 - 24	2,248	6.3%	2,076	5.5%	1,784	4.6%
25 - 34	3,668	10.3%	4,970	13.2%	4,487	11.7%
35 - 44	4,380	12.3%	4,454	11.9%	5,642	14.7%
45 - 54	6,427	18.1%	4,666	12.4%	4,473	11.7%
55 - 64	4,879	13.7%	6,013	16.0%	5,242	13.7%
65 - 74	2,240	6.3%	3,985	10.6%	4,706	12.3%
75 - 84	1,168	3.3%	1,548	4.1%	2,232	5.8%
85+	423	1.2%	596	1.6%	649	1.7%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	29,404	82.6%	29,983	79.9%	30,133	78.5%
Black Alone	316	0.9%	356	0.9%	371	1.0%
American Indian Alone	354	1.0%	372	1.0%	379	1.0%
Asian Alone	567	1.6%	709	1.9%	803	2.1%
Pacific Islander Alone	115	0.3%	122	0.3%	124	0.3%
Some Other Race Alone	3,561	10.0%	4,396	11.7%	4,828	12.6%
Two or More Races	1,262	3.5%	1,574	4.2%	1,746	4.5%
Hispanic Origin (Any Race)	8,251	23.2%	10,082	26.9%	11,191	29.2%

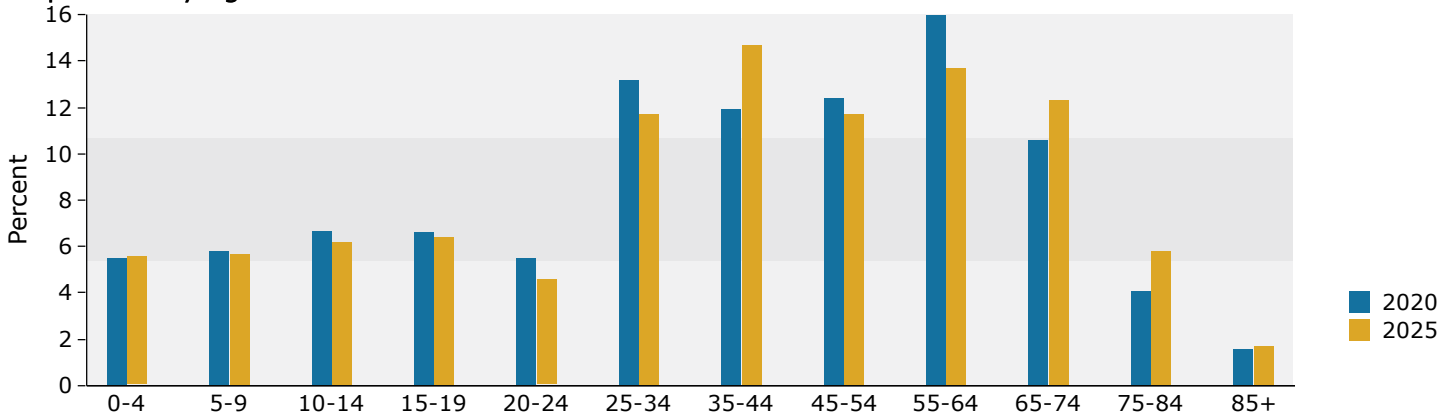
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

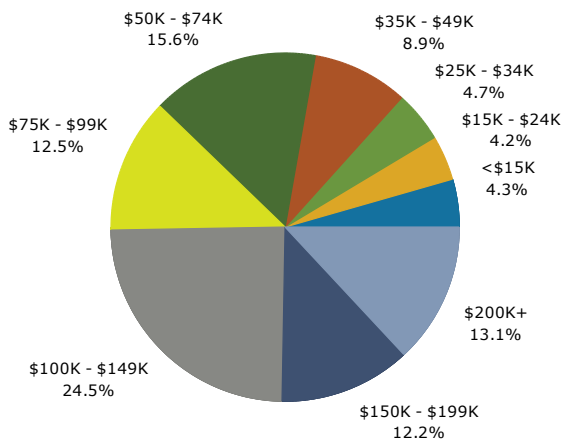
Trends 2020-2025



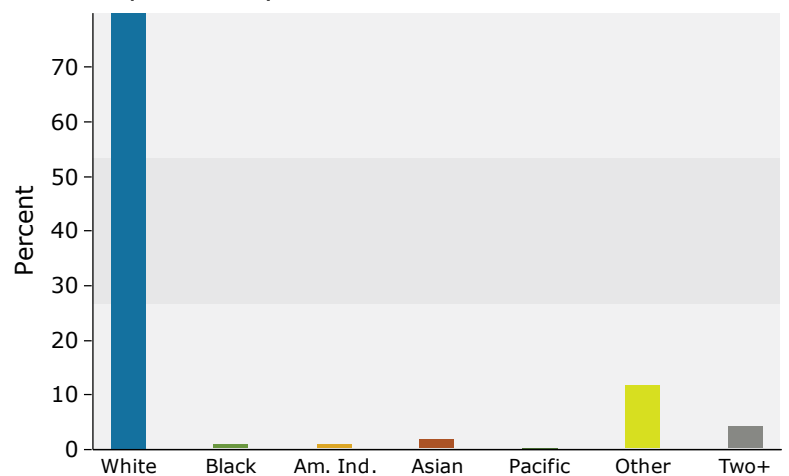
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 26.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	33,160
2010 Population	35,578
2020 Population	37,512
2025 Population	38,383
2000-2010 Annual Rate	0.71%
2010-2020 Annual Rate	0.52%
2020-2025 Annual Rate	0.46%
2020 Male Population	50.1%
2020 Female Population	49.9%
2020 Median Age	40.4

In the identified area, the current year population is 37,512. In 2010, the Census count in the area was 35,578. The rate of change since 2010 was 0.52% annually. The five-year projection for the population in the area is 38,383 representing a change of 0.46% annually from 2020 to 2025. Currently, the population is 50.1% male and 49.9% female.

Median Age

The median age in this area is 40.4, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	79.9%
2020 Black Alone	0.9%
2020 American Indian/Alaska Native Alone	1.0%
2020 Asian Alone	1.9%
2020 Pacific Islander Alone	0.3%
2020 Other Race	11.7%
2020 Two or More Races	4.2%
2020 Hispanic Origin (Any Race)	26.9%

Persons of Hispanic origin represent 26.9% of the population in the identified area compared to 18.8% 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 61.2 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	162
2000 Households	10,776
2010 Households	11,930
2020 Total Households	12,584
2025 Total Households	12,842
2000-2010 Annual Rate	1.02%
2010-2020 Annual Rate	0.52%
2020-2025 Annual Rate	0.41%
2020 Average Household Size	2.95

The household count in this area has changed from 11,930 in 2010 to 12,584 in the current year, a change of 0.52% annually. The five-year projection of households is 12,842, a change of 0.41% annually from the current year total. Average household size is currently 2.95, compared to 2.95 in the year 2010. The number of families in the current year is 9,932 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage 24.4%

Median Household Income

2020 Median Household Income \$99,560

2025 Median Household Income \$106,194

2020-2025 Annual Rate 1.30%

Average Household Income

2020 Average Household Income \$121,572

2025 Average Household Income \$136,902

2020-2025 Annual Rate 2.40%

Per Capita Income

2020 Per Capita Income \$40,402

2025 Per Capita Income \$45,380

2020-2025 Annual Rate 2.35%

Households by Income

Current median household income is \$99,560 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$106,194 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$121,572 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$136,902 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$40,402 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$45,380 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index 96

2000 Total Housing Units 11,181

2000 Owner Occupied Housing Units 8,127

2000 Renter Occupied Housing Units 2,649

2000 Vacant Housing Units 405

2010 Total Housing Units 12,780

2010 Owner Occupied Housing Units 8,742

2010 Renter Occupied Housing Units 3,188

2010 Vacant Housing Units 850

2020 Total Housing Units 13,268

2020 Owner Occupied Housing Units 9,190

2020 Renter Occupied Housing Units 3,395

2020 Vacant Housing Units 684

2025 Total Housing Units 13,519

2025 Owner Occupied Housing Units 9,437

2025 Renter Occupied Housing Units 3,405

2025 Vacant Housing Units 677

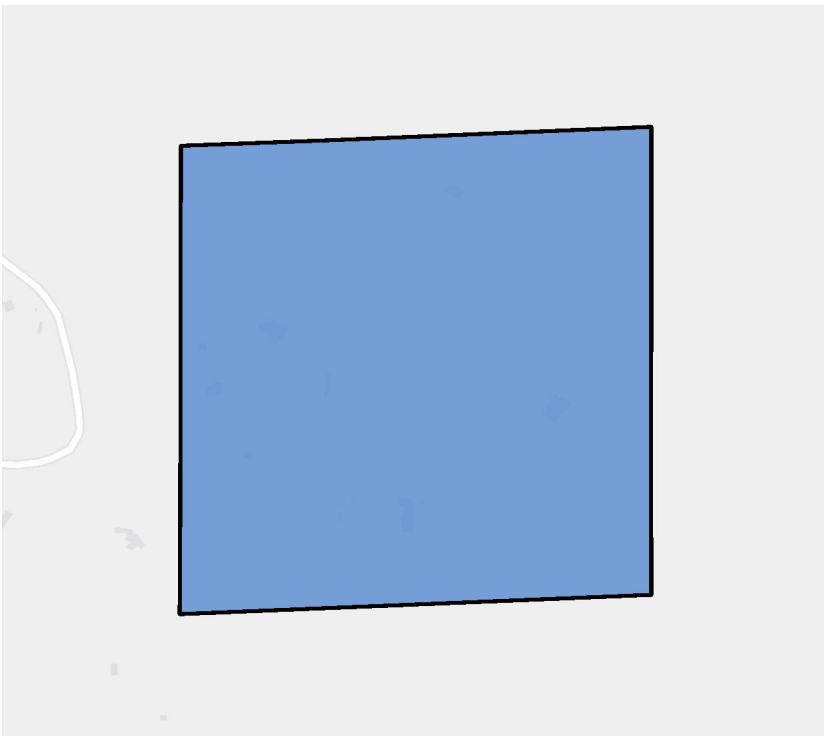
Currently, 69.3% of the 13,268 housing units in the area are owner occupied; 25.6%, renter occupied; and 5.2% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 12,780 housing units in the area - 68.4% owner occupied, 24.9% renter occupied, and 6.7% vacant. The annual rate of change in housing units since 2010 is 1.68%. Median home value in the area is \$580,645, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 2.69% annually to \$663,056.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

POPULATION TRENDS AND KEY INDICATORS

Ramona



POPULATION BY AGE

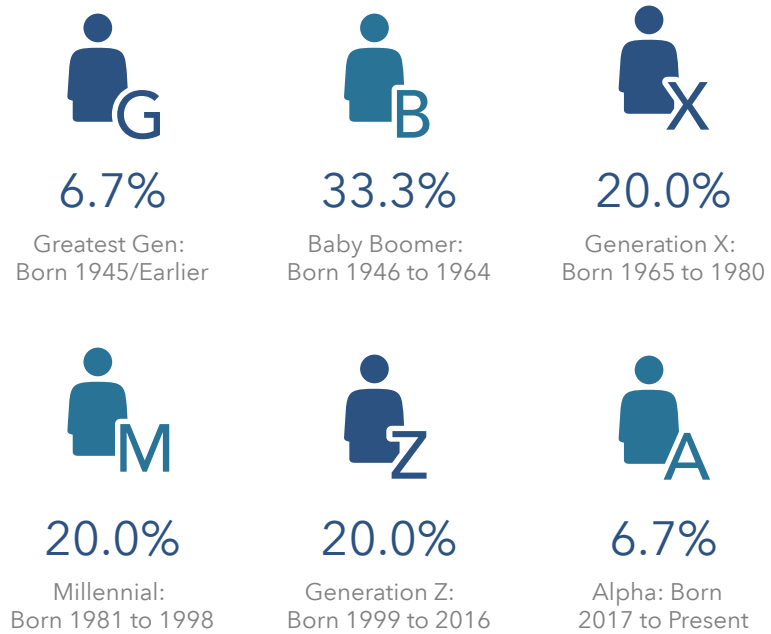
■ Under 18 (0%) ■ Ages 18 to 64 (0%) ■ Aged 65+ (0%)

15	5	3.00	40.0	\$120,000	\$687,500	250	0	49
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

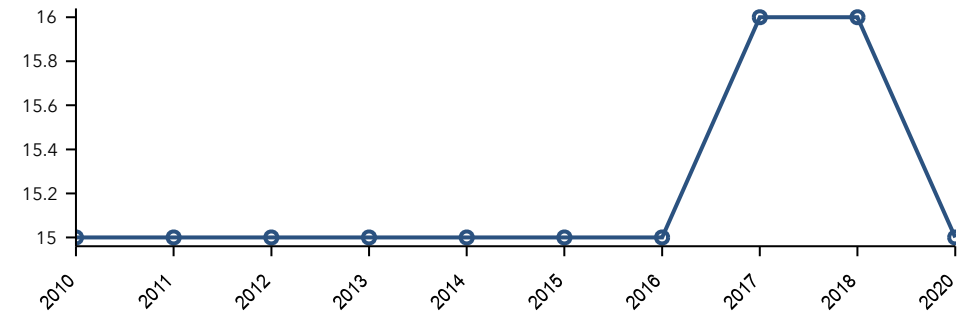
MORTGAGE INDICATORS



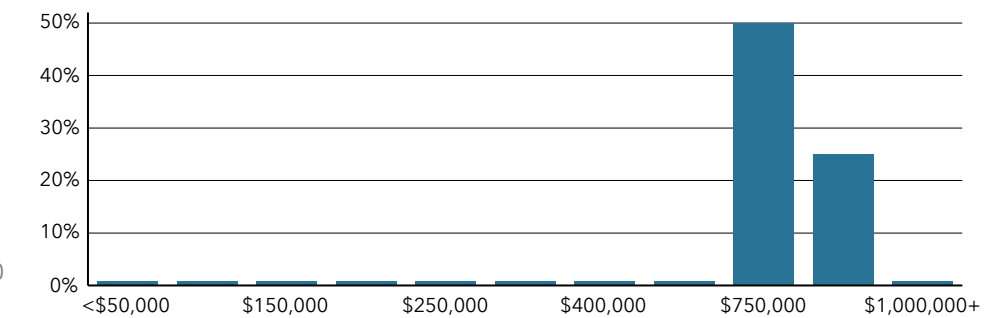
POPULATION BY GENERATION



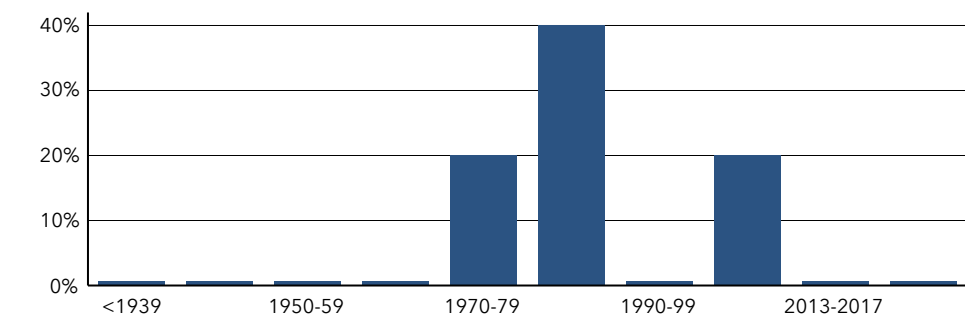
Historical Trends: Population



Home Value



Housing: Year Built



Population Summary	
2000 Total Population	15
2010 Total Population	15
2020 Total Population	15
2020 Group Quarters	0
2025 Total Population	16
2020-2025 Annual Rate	1.30%
2020 Total Daytime Population	10
Workers	3
Residents	7
Household Summary	
2000 Households	5
2000 Average Household Size	3.00
2010 Households	5
2010 Average Household Size	3.00
2020 Households	5
2020 Average Household Size	3.00
2025 Households	5
2025 Average Household Size	3.00
2020-2025 Annual Rate	0.00%
2010 Families	4
2010 Average Family Size	3.25
2020 Families	4
2020 Average Family Size	3.25
2025 Families	4
2025 Average Family Size	3.25
2020-2025 Annual Rate	0.00%
Housing Unit Summary	
2000 Housing Units	5
Owner Occupied Housing Units	80.0%
Renter Occupied Housing Units	20.0%
Vacant Housing Units	0.0%
2010 Housing Units	5
Owner Occupied Housing Units	80.0%
Renter Occupied Housing Units	20.0%
Vacant Housing Units	0.0%
2020 Housing Units	5
Owner Occupied Housing Units	80.0%
Renter Occupied Housing Units	20.0%
Vacant Housing Units	0.0%
2025 Housing Units	5
Owner Occupied Housing Units	80.0%
Renter Occupied Housing Units	20.0%
Vacant Housing Units	0.0%
Median Household Income	
2020	\$120,000
2025	\$200,001
Median Home Value	
2020	\$687,500
2025	\$812,500
Per Capita Income	
2020	\$60,764
2025	\$66,835
Median Age	
2010	42.5
2020	40.0
2025	42.5

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	5
<\$15,000	0.0%
\$15,000 - \$24,999	0.0%
\$25,000 - \$34,999	0.0%
\$35,000 - \$49,999	0.0%
\$50,000 - \$74,999	20.0%
\$75,000 - \$99,999	20.0%
\$100,000 - \$149,999	20.0%
\$150,000 - \$199,999	0.0%
\$200,000+	40.0%
Average Household Income	\$173,257

2025 Households by Income

Household Income Base	5
<\$15,000	0.0%
\$15,000 - \$24,999	0.0%
\$25,000 - \$34,999	0.0%
\$35,000 - \$49,999	0.0%
\$50,000 - \$74,999	0.0%
\$75,000 - \$99,999	0.0%
\$100,000 - \$149,999	20.0%
\$150,000 - \$199,999	0.0%
\$200,000+	40.0%
Average Household Income	\$203,277

2020 Owner Occupied Housing Units by Value

Total	4
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	0.0%
\$300,000 - \$399,999	0.0%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	50.0%
\$750,000 - \$999,999	25.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$708,333

2025 Owner Occupied Housing Units by Value

Total	4
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	0.0%
\$300,000 - \$399,999	0.0%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	25.0%
\$750,000 - \$999,999	50.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$791,667

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age

Total	13
0 - 4	7.7%
5 - 9	7.7%
10 - 14	7.7%
15 - 24	15.4%
25 - 34	15.4%
35 - 44	15.4%
45 - 54	30.8%
55 - 64	23.1%
65 - 74	7.7%
75 - 84	0.0%
85 +	0.0%
18 +	92.3%

2020 Population by Age

Total	16
0 - 4	6.2%
5 - 9	6.2%
10 - 14	6.2%
15 - 24	12.5%
25 - 34	12.5%
35 - 44	12.5%
45 - 54	12.5%
55 - 64	18.8%
65 - 74	12.5%
75 - 84	0.0%
85 +	0.0%
18 +	81.2%

2025 Population by Age

Total	15
0 - 4	6.7%
5 - 9	6.7%
10 - 14	6.7%
15 - 24	6.7%
25 - 34	13.3%
35 - 44	13.3%
45 - 54	13.3%
55 - 64	13.3%
65 - 74	13.3%
75 - 84	6.7%
85 +	0.0%
18 +	86.7%

2010 Population by Sex

Males	8
Females	7

2020 Population by Sex

Males	8
Females	8

2025 Population by Sex

Males	8
Females	8

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	14
White Alone	92.9%
Black Alone	0.0%
American Indian Alone	0.0%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	7.1%
Two or More Races	0.0%
Hispanic Origin	13.3%
Diversity Index	42.2

2020 Population by Race/Ethnicity

Total	14
White Alone	92.9%
Black Alone	0.0%
American Indian Alone	0.0%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	7.1%
Two or More Races	0.0%
Hispanic Origin	20.0%
Diversity Index	48.9

2025 Population by Race/Ethnicity

Total	15
White Alone	86.7%
Black Alone	0.0%
American Indian Alone	0.0%
Asian Alone	6.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	6.7%
Two or More Races	0.0%
Hispanic Origin	18.8%
Diversity Index	53.8

2010 Population by Relationship and Household Type

Total	15
In Households	100.0%
In Family Households	86.7%
Householder	26.7%
Spouse	20.0%
Child	26.7%
Other relative	0.0%
Nonrelative	6.7%
In Nonfamily Households	6.7%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Population 25+ by Educational Attainment

Total	12
Less than 9th Grade	0.0%
9th - 12th Grade, No Diploma	0.0%
High School Graduate	25.0%
GED/Alternative Credential	0.0%
Some College, No Degree	16.7%
Associate Degree	8.3%
Bachelor's Degree	33.3%
Graduate/Professional Degree	16.7%

2020 Population 15+ by Marital Status

Total	13
Never Married	30.8%
Married	61.5%
Widowed	0.0%
Divorced	7.7%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	9
Population 16+ Employed	88.9%
Population 16+ Unemployment rate	11.1%
Population 16-24 Employed	12.5%
Population 16-24 Unemployment rate	0.0%
Population 25-54 Employed	50.0%
Population 25-54 Unemployment rate	0.0%
Population 55-64 Employed	25.0%
Population 55-64 Unemployment rate	0.0%
Population 65+ Employed	12.5%
Population 65+ Unemployment rate	0.0%

2020 Employed Population 16+ by Industry

Total	8
Agriculture/Mining	0.0%
Construction	25.0%
Manufacturing	12.5%
Wholesale Trade	0.0%
Retail Trade	12.5%
Transportation/Utilities	0.0%
Information	0.0%
Finance/Insurance/Real Estate	0.0%
Services	37.5%
Public Administration	0.0%

2020 Employed Population 16+ by Occupation

Total	8
White Collar	62.5%
Management/Business/Financial	12.5%
Professional	25.0%
Sales	12.5%
Administrative Support	12.5%
Services	12.5%
Blue Collar	25.0%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	12.5%
Installation/Maintenance/Repair	0.0%
Production	0.0%
Transportation/Material Moving	12.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type		
Total		5
Households with 1 Person		20.0%
Households with 2+ People		80.0%
Family Households		80.0%
Husband-wife Families		60.0%
With Related Children		20.0%
Other Family (No Spouse Present)		20.0%
Other Family with Male Householder		0.0%
With Related Children		0.0%
Other Family with Female Householder		0.0%
With Related Children		0.0%
Nonfamily Households		0.0%
All Households with Children		40.0%
Multigenerational Households		0.0%
Unmarried Partner Households		0.0%
Male-female		0.0%
Same-sex		0.0%
2010 Households by Size		
Total		5
1 Person Household		20.0%
2 Person Household		40.0%
3 Person Household		20.0%
4 Person Household		20.0%
5 Person Household		0.0%
6 Person Household		0.0%
7 + Person Household		0.0%
2010 Households by Tenure and Mortgage Status		
Total		5
Owner Occupied		80.0%
Owned with a Mortgage/Loan		60.0%
Owned Free and Clear		20.0%
Renter Occupied		20.0%
2020 Affordability, Mortgage and Wealth		
Housing Affordability Index		0
Percent of Income for Mortgage		0.0%
Wealth Index		250
2010 Housing Units By Urban/ Rural Status		
Total Housing Units		5
Housing Units Inside Urbanized Area		0.0%
Housing Units Inside Urbanized Cluster		0.0%
Rural Housing Units		100.0%
2010 Population By Urban/ Rural Status		
Total Population		15
Population Inside Urbanized Area		0.0%
Population Inside Urbanized Cluster		6.7%
Rural Population		93.3%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Savvy Suburbanites (1D)
- 2.
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$19,413
Average Spent	\$3,882.60
Spending Potential Index	181
Education: Total \$	\$19,846
Average Spent	\$3,969.20
Spending Potential Index	222
Entertainment/Recreation: Total \$	\$30,641
Average Spent	\$6,128.20
Spending Potential Index	189
Food at Home: Total \$	\$47,057
Average Spent	\$9,411.40
Spending Potential Index	176
Food Away from Home: Total \$	\$33,392
Average Spent	\$6,678.40
Spending Potential Index	177
Health Care: Total \$	\$53,555
Average Spent	\$10,711.00
Spending Potential Index	186
HH Furnishings & Equipment: Total \$	\$21,003
Average Spent	\$4,200.60
Spending Potential Index	192
Personal Care Products & Services: Total \$	\$8,467
Average Spent	\$1,693.40
Spending Potential Index	184
Shelter: Total \$	\$180,673
Average Spent	\$36,134.60
Spending Potential Index	187
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$22,122
Average Spent	\$4,424.40
Spending Potential Index	189
Travel: Total \$	\$24,835
Average Spent	\$4,967.00
Spending Potential Index	206
Vehicle Maintenance & Repairs: Total \$	\$10,400
Average Spent	\$2,080.00
Spending Potential Index	179

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Demographic and Income Profile

Ramona

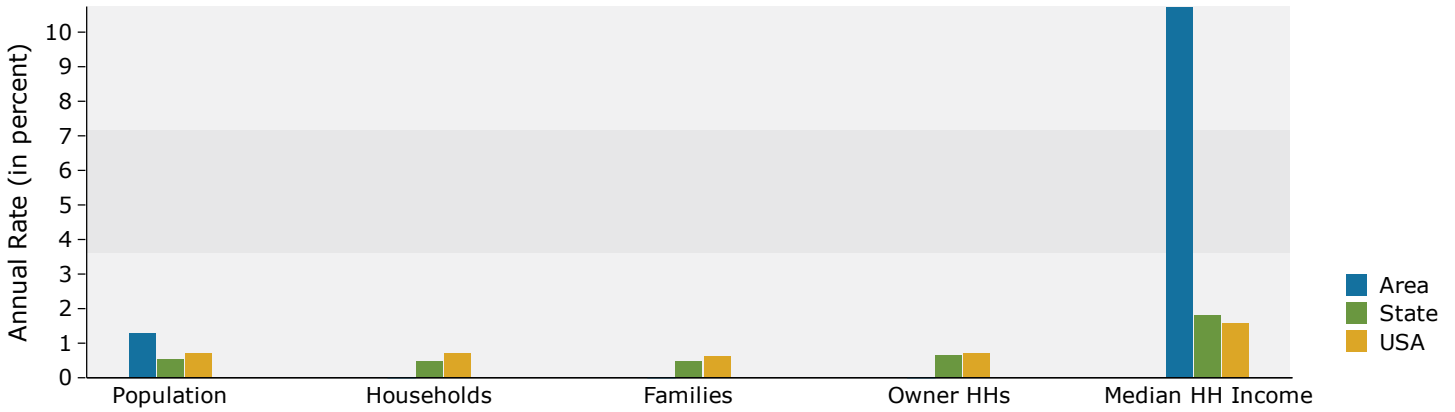
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	15		15		16	
Households	5		5		5	
Families	4		4		4	
Average Household Size	3.00		3.00		3.00	
Owner Occupied Housing Units	4		4		4	
Renter Occupied Housing Units	1		1		1	
Median Age	42.5		40.0		42.5	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	1.30%		0.55%		0.72%	
Households	0.00%		0.50%		0.72%	
Families	0.00%		0.50%		0.64%	
Owner HHs	0.00%		0.65%		0.72%	
Median Household Income	10.76%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			0	0.0%	0	0.0%
\$15,000 - \$24,999			0	0.0%	0	0.0%
\$25,000 - \$34,999			0	0.0%	0	0.0%
\$35,000 - \$49,999			0	0.0%	0	0.0%
\$50,000 - \$74,999			1	20.0%	0	0.0%
\$75,000 - \$99,999			1	20.0%	0	0.0%
\$100,000 - \$149,999			1	20.0%	1	20.0%
\$150,000 - \$199,999			0	0.0%	0	0.0%
\$200,000+			2	40.0%	2	40.0%
Median Household Income			\$120,000		\$200,001	
Average Household Income			\$173,257		\$203,277	
Per Capita Income			\$60,764		\$66,835	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1	5.9%	1	6.2%	1	6.7%
5 - 9	1	5.9%	1	6.2%	1	6.7%
10 - 14	1	5.9%	1	6.2%	1	6.7%
15 - 19	1	5.9%	1	6.2%	1	6.7%
20 - 24	1	5.9%	1	6.2%	0	0.0%
25 - 34	2	11.8%	2	12.5%	2	13.3%
35 - 44	2	11.8%	2	12.5%	2	13.3%
45 - 54	4	23.5%	2	12.5%	2	13.3%
55 - 64	3	17.6%	3	18.8%	2	13.3%
65 - 74	1	5.9%	2	12.5%	2	13.3%
75 - 84	0	0.0%	0	0.0%	1	6.7%
85+	0	0.0%	0	0.0%	0	0.0%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	13	92.9%	13	92.9%	13	86.7%
Black Alone	0	0.0%	0	0.0%	0	0.0%
American Indian Alone	0	0.0%	0	0.0%	0	0.0%
Asian Alone	0	0.0%	0	0.0%	1	6.7%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	1	7.1%	1	7.1%	1	6.7%
Two or More Races	0	0.0%	0	0.0%	0	0.0%
Hispanic Origin (Any Race)	2	13.3%	2	13.3%	3	18.8%

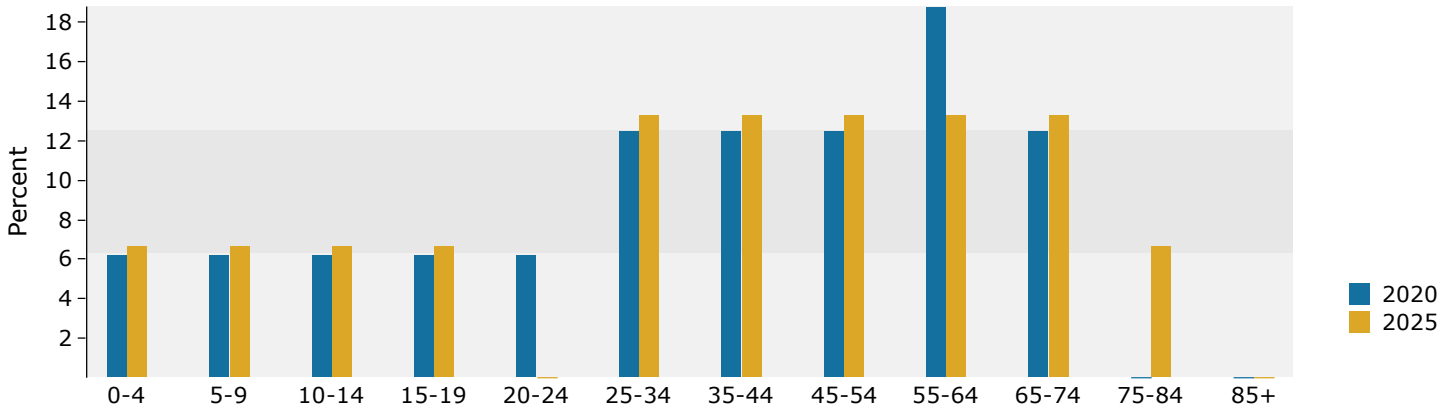
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

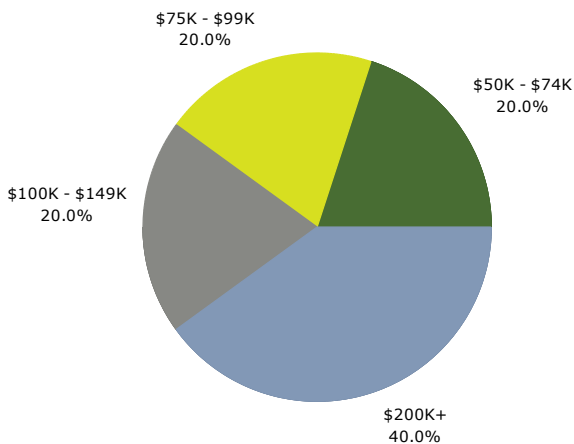
Trends 2020-2025



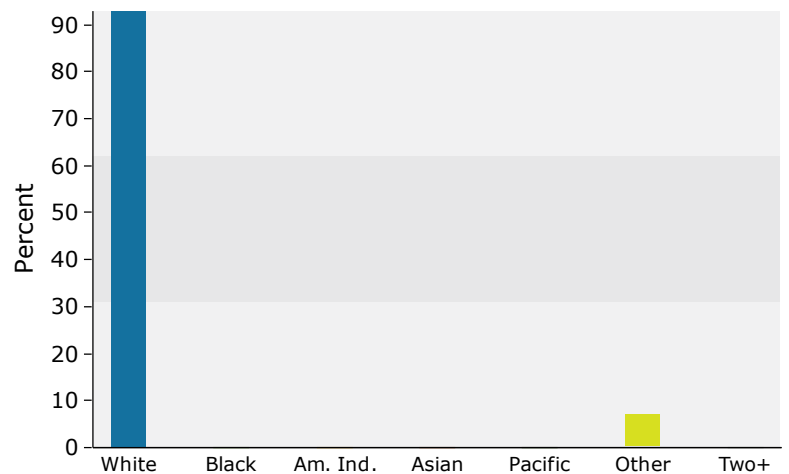
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 13.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	15
2010 Population	15
2020 Population	15
2025 Population	16
2000-2010 Annual Rate	0.00%
2010-2020 Annual Rate	0.00%
2020-2025 Annual Rate	1.30%
2020 Male Population	53.3%
2020 Female Population	53.3%
2020 Median Age	40.0

In the identified area, the current year population is 15. In 2010, the Census count in the area was 15. The rate of change since 2010 was 0.00% annually. The five-year projection for the population in the area is 16 representing a change of 1.30% annually from 2020 to 2025. Currently, the population is 53.3% male and 53.3% female.

Median Age

The median age in this area is 40.0, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	92.9%
2020 Black Alone	0.0%
2020 American Indian/Alaska Native Alone	0.0%
2020 Asian Alone	0.0%
2020 Pacific Islander Alone	0.0%
2020 Other Race	7.1%
2020 Two or More Races	0.0%
2020 Hispanic Origin (Any Race)	20.0%

Persons of Hispanic origin represent 20.0% of the population in the identified area compared to 18.8% 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 48.9 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	250
2000 Households	5
2010 Households	5
2020 Total Households	5
2025 Total Households	5
2000-2010 Annual Rate	0.00%
2010-2020 Annual Rate	0.00%
2020-2025 Annual Rate	0.00%
2020 Average Household Size	3.00

The household count in this area has changed from 5 in 2010 to 5 in the current year, a change of 0.00% annually. The five-year projection of households is 5, a change of 0.00% annually from the current year total. Average household size is currently 3.00, compared to 3.00 in the year 2010. The number of families in the current year is 4 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage 0.0%

Median Household Income

2020 Median Household Income \$120,000

2025 Median Household Income \$200,001

2020-2025 Annual Rate 10.76%

Average Household Income

2020 Average Household Income \$173,257

2025 Average Household Income \$203,277

2020-2025 Annual Rate 3.25%

Per Capita Income

2020 Per Capita Income \$60,764

2025 Per Capita Income \$66,835

2020-2025 Annual Rate 1.92%

Households by Income

Current median household income is \$120,000 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$200,001 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$173,257 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$203,277 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$60,764 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$66,835 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index 0

2000 Total Housing Units 5

2000 Owner Occupied Housing Units 4

2000 Renter Occupied Housing Units 1

2000 Vacant Housing Units 0

2010 Total Housing Units 5

2010 Owner Occupied Housing Units 4

2010 Renter Occupied Housing Units 1

2010 Vacant Housing Units 0

2020 Total Housing Units 5

2020 Owner Occupied Housing Units 4

2020 Renter Occupied Housing Units 1

2020 Vacant Housing Units 0

2025 Total Housing Units 5

2025 Owner Occupied Housing Units 4

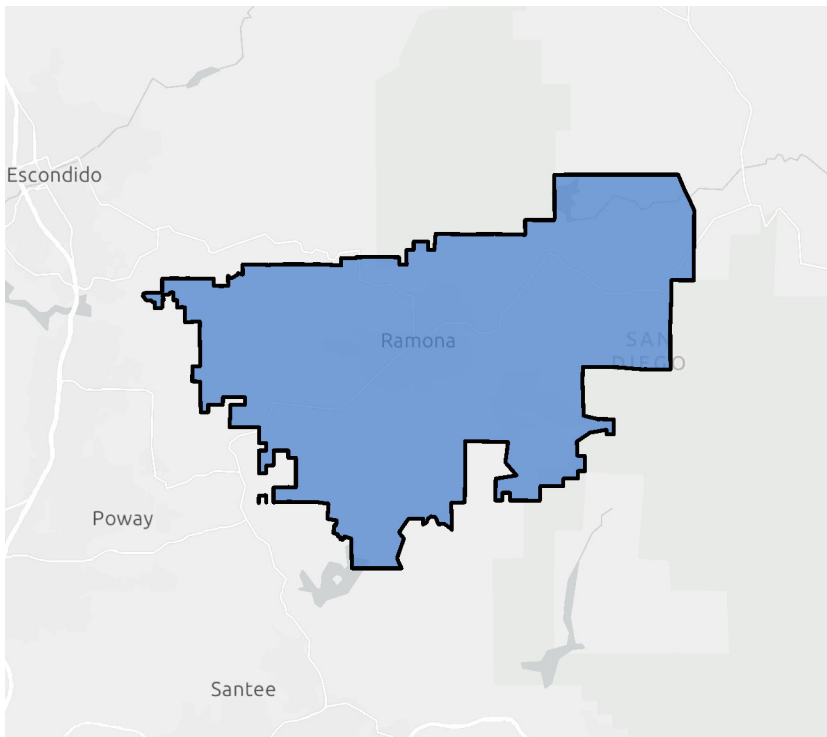
2025 Renter Occupied Housing Units 1

2025 Vacant Housing Units 0

Currently, 80.0% of the 5 housing units in the area are owner occupied; 20.0%, renter occupied; and 0.0% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 5 housing units in the area - 80.0% owner occupied, 20.0% renter occupied, and 0.0% vacant. The annual rate of change in housing units since 2010 is 0.00%. Median home value in the area is \$687,500, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 3.40% annually to \$812,500.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



POPULATION TRENDS AND KEY INDICATORS

Ramona

37,512	12,584	2.95	40.4	\$99,560	\$580,645	162	96	61
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



\$15,619

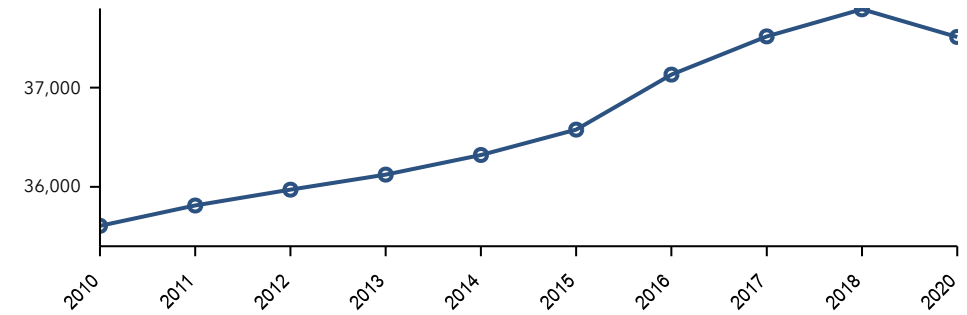
Avg Spent on Mortgage & Basics



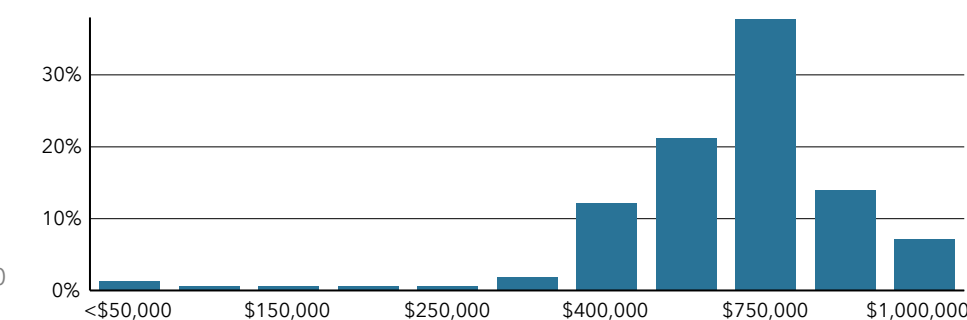
24.4%

Percent of Income for Mortgage

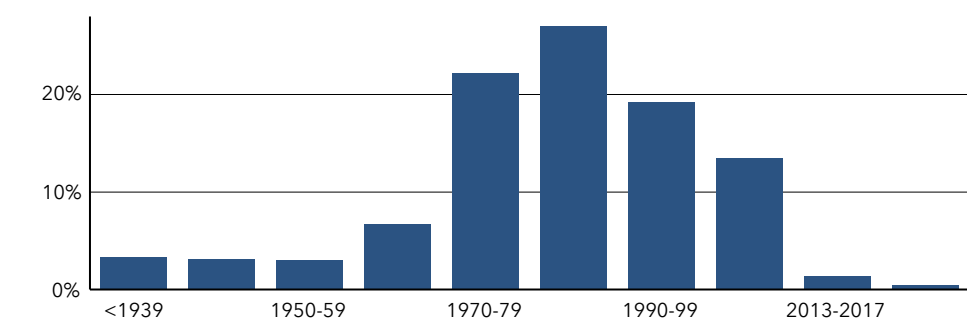
Historical Trends: Population



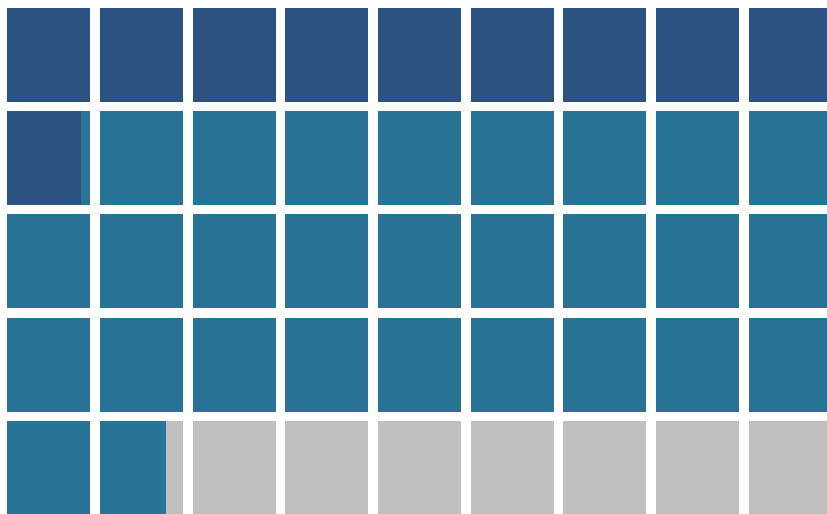
Home Value



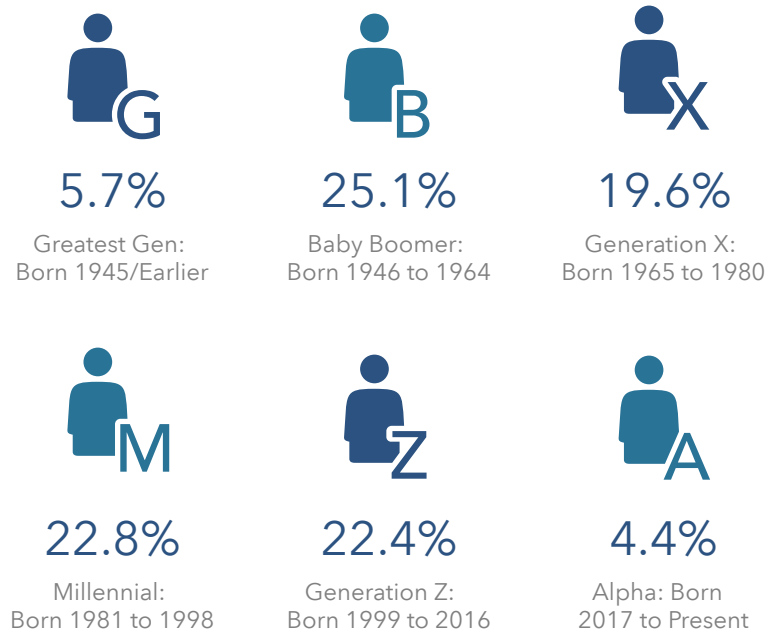
Housing: Year Built



POPULATION BY AGE



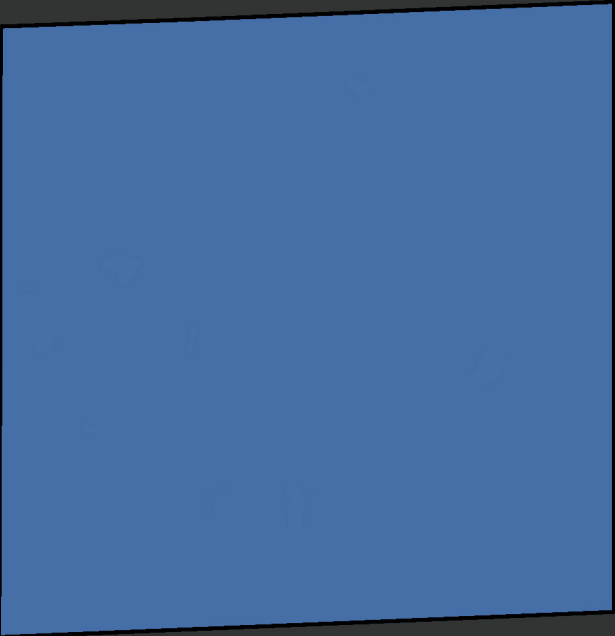
POPULATION BY GENERATION



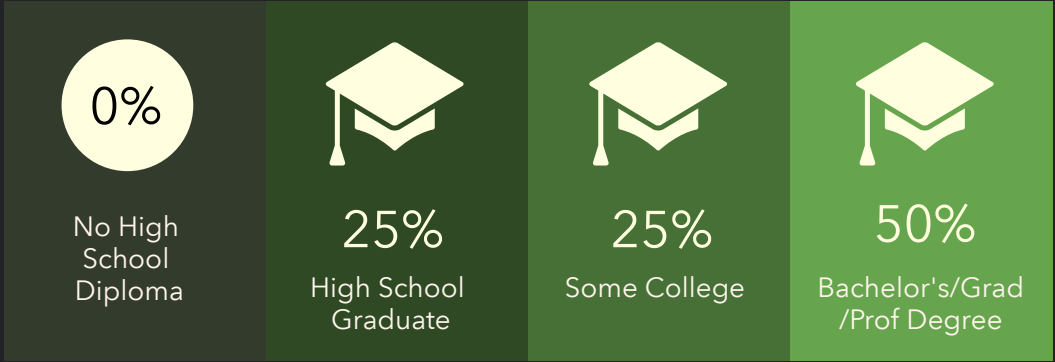
This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2014-2018, 2020, 2025. © 2020 Esri

DEMOGRAPHIC PROFILE

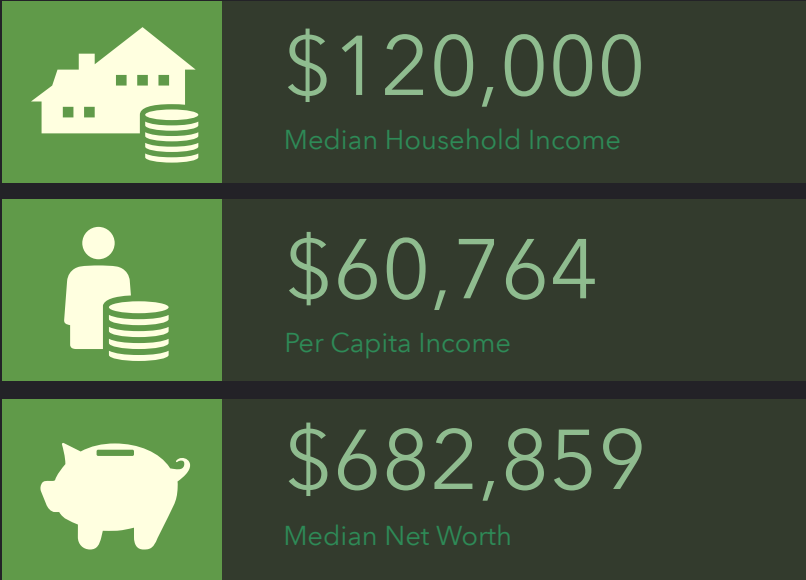
Ramona
Ramona



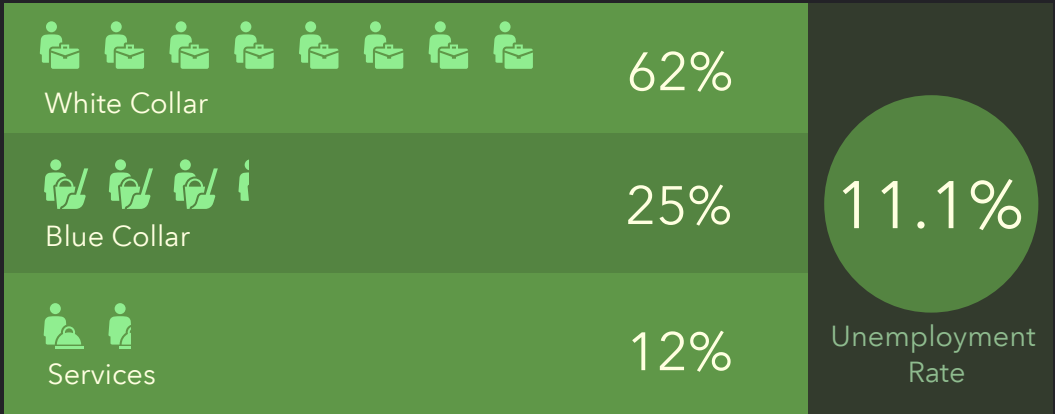
EDUCATION



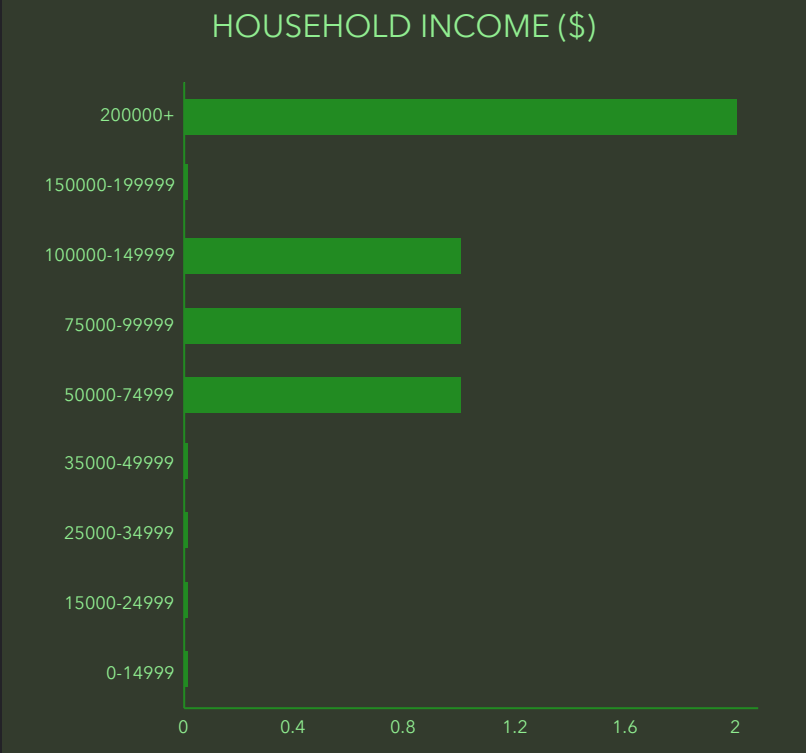
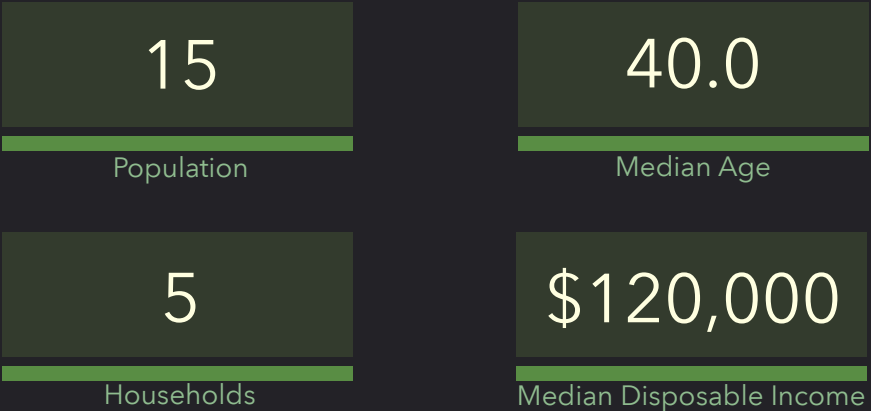
INCOME



EMPLOYMENT



KEY FACTS



Population Summary	
2000 Total Population	14,509
2010 Total Population	30,694
2020 Total Population	35,950
2020 Group Quarters	450
2025 Total Population	38,580
2020-2025 Annual Rate	1.42%
2020 Total Daytime Population	34,940
Workers	13,473
Residents	21,467
Household Summary	
2000 Households	5,198
2000 Average Household Size	2.74
2010 Households	10,424
2010 Average Household Size	2.91
2020 Households	11,909
2020 Average Household Size	2.98
2025 Households	12,680
2025 Average Household Size	3.01
2020-2025 Annual Rate	1.26%
2010 Families	8,408
2010 Average Family Size	3.24
2020 Families	9,507
2020 Average Family Size	3.32
2025 Families	10,142
2025 Average Family Size	3.35
2020-2025 Annual Rate	1.30%
Housing Unit Summary	
2000 Housing Units	5,625
Owner Occupied Housing Units	75.3%
Renter Occupied Housing Units	17.2%
Vacant Housing Units	7.6%
2010 Housing Units	11,320
Owner Occupied Housing Units	71.8%
Renter Occupied Housing Units	20.3%
Vacant Housing Units	7.9%
2020 Housing Units	12,653
Owner Occupied Housing Units	74.7%
Renter Occupied Housing Units	19.4%
Vacant Housing Units	5.9%
2025 Housing Units	13,435
Owner Occupied Housing Units	75.6%
Renter Occupied Housing Units	18.8%
Vacant Housing Units	5.6%
Median Household Income	
2020	\$164,752
2025	\$187,350
Median Home Value	
2020	\$1,157,143
2025	\$1,201,279
Per Capita Income	
2020	\$69,068
2025	\$77,098
Median Age	
2010	38.5
2020	39.8
2025	38.5

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	11,909
<\$15,000	3.8%
\$15,000 - \$24,999	3.1%
\$25,000 - \$34,999	2.7%
\$35,000 - \$49,999	5.1%
\$50,000 - \$74,999	7.9%
\$75,000 - \$99,999	5.8%
\$100,000 - \$149,999	16.0%
\$150,000 - \$199,999	15.4%
\$200,000+	40.2%
Average Household Income	\$206,820

2025 Households by Income

Household Income Base	12,680
<\$15,000	3.7%
\$15,000 - \$24,999	2.4%
\$25,000 - \$34,999	2.2%
\$35,000 - \$49,999	4.1%
\$50,000 - \$74,999	6.8%
\$75,000 - \$99,999	4.8%
\$100,000 - \$149,999	13.9%
\$150,000 - \$199,999	15.0%
\$200,000+	47.0%
Average Household Income	\$232,531

2020 Owner Occupied Housing Units by Value

Total	9,455
<\$50,000	0.1%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	0.1%
\$200,000 - \$249,999	0.2%
\$250,000 - \$299,999	0.3%
\$300,000 - \$399,999	1.3%
\$400,000 - \$499,999	2.9%
\$500,000 - \$749,999	12.9%
\$750,000 - \$999,999	24.2%
\$1,000,000 - \$1,499,999	24.8%
\$1,500,000 - \$1,999,999	7.1%
\$2,000,000 +	25.9%
Average Home Value	\$1,328,615

2025 Owner Occupied Housing Units by Value

Total	10,158
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	0.1%
\$300,000 - \$399,999	0.5%
\$400,000 - \$499,999	1.7%
\$500,000 - \$749,999	9.3%
\$750,000 - \$999,999	26.9%
\$1,000,000 - \$1,499,999	28.1%
\$1,500,000 - \$1,999,999	7.4%
\$2,000,000 +	25.8%
Average Home Value	\$1,365,016

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age	
Total	30,694
0 - 4	7.2%
5 - 9	8.4%
10 - 14	8.4%
15 - 24	10.1%
25 - 34	10.4%
35 - 44	15.9%
45 - 54	16.2%
55 - 64	12.1%
65 - 74	6.5%
75 - 84	3.3%
85 +	1.5%
18 +	71.5%
2020 Population by Age	
Total	35,952
0 - 4	6.3%
5 - 9	7.3%
10 - 14	8.2%
15 - 24	12.1%
25 - 34	10.4%
35 - 44	12.5%
45 - 54	14.4%
55 - 64	13.6%
65 - 74	9.1%
75 - 84	4.4%
85 +	1.7%
18 +	73.5%
2025 Population by Age	
Total	38,579
0 - 4	6.7%
5 - 9	7.5%
10 - 14	7.6%
15 - 24	10.9%
25 - 34	12.4%
35 - 44	13.6%
45 - 54	12.5%
55 - 64	12.2%
65 - 74	9.5%
75 - 84	5.3%
85 +	1.8%
18 +	73.7%
2010 Population by Sex	
Males	15,110
Females	15,584
2020 Population by Sex	
Males	17,561
Females	18,389
2025 Population by Sex	
Males	18,785
Females	19,795

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	30,695
White Alone	69.5%
Black Alone	1.8%
American Indian Alone	0.2%
Asian Alone	21.2%
Pacific Islander Alone	0.2%
Some Other Race Alone	2.4%
Two or More Races	4.7%
Hispanic Origin	8.9%
Diversity Index	55.7

2020 Population by Race/Ethnicity

Total	35,951
White Alone	64.7%
Black Alone	1.9%
American Indian Alone	0.3%
Asian Alone	24.4%
Pacific Islander Alone	0.2%
Some Other Race Alone	3.0%
Two or More Races	5.5%
Hispanic Origin	10.8%
Diversity Index	61.3

2025 Population by Race/Ethnicity

Total	38,581
White Alone	61.9%
Black Alone	1.9%
American Indian Alone	0.2%
Asian Alone	26.6%
Pacific Islander Alone	0.2%
Some Other Race Alone	3.2%
Two or More Races	5.9%
Hispanic Origin	11.6%
Diversity Index	63.9

2010 Population by Relationship and Household Type

Total	30,694
In Households	98.9%
In Family Households	90.3%
Householder	27.4%
Spouse	23.7%
Child	34.0%
Other relative	3.6%
Nonrelative	1.5%
In Nonfamily Households	8.6%
In Group Quarters	1.1%
Institutionalized Population	0.7%
Noninstitutionalized Population	0.4%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Population 25+ by Educational Attainment

Total	23,803
Less than 9th Grade	1.2%
9th - 12th Grade, No Diploma	1.4%
High School Graduate	8.8%
GED/Alternative Credential	0.4%
Some College, No Degree	12.7%
Associate Degree	6.1%
Bachelor's Degree	37.8%
Graduate/Professional Degree	31.6%

2020 Population 15+ by Marital Status

Total	28,145
Never Married	26.1%
Married	62.2%
Widowed	4.3%
Divorced	7.3%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	16,460
Population 16+ Employed	88.1%
Population 16+ Unemployment rate	11.9%
Population 16-24 Employed	8.8%
Population 16-24 Unemployment rate	20.4%
Population 25-54 Employed	67.0%
Population 25-54 Unemployment rate	11.1%
Population 55-64 Employed	18.2%
Population 55-64 Unemployment rate	10.8%
Population 65+ Employed	6.0%
Population 65+ Unemployment rate	9.4%

2020 Employed Population 16+ by Industry

Total	14,505
Agriculture/Mining	0.2%
Construction	3.7%
Manufacturing	11.7%
Wholesale Trade	3.4%
Retail Trade	5.9%
Transportation/Utilities	4.7%
Information	4.9%
Finance/Insurance/Real Estate	8.0%
Services	54.3%
Public Administration	3.1%

2020 Employed Population 16+ by Occupation

Total	14,502
White Collar	83.1%
Management/Business/Financial	24.3%
Professional	39.5%
Sales	10.6%
Administrative Support	8.8%
Services	8.2%
Blue Collar	8.7%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.1%
Installation/Maintenance/Repair	1.2%
Production	2.2%
Transportation/Material Moving	3.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	10,424
Households with 1 Person	14.8%
Households with 2+ People	85.2%
Family Households	80.7%
Husband-wife Families	69.7%
With Related Children	37.8%
Other Family (No Spouse Present)	11.0%
Other Family with Male Householder	3.4%
With Related Children	2.2%
Other Family with Female Householder	7.6%
With Related Children	5.1%
Nonfamily Households	4.5%
All Households with Children	45.3%
Multigenerational Households	3.8%
Unmarried Partner Households	3.8%
Male-female	3.1%
Same-sex	0.7%
2010 Households by Size	
Total	10,423
1 Person Household	14.8%
2 Person Household	31.9%
3 Person Household	19.9%
4 Person Household	20.5%
5 Person Household	8.7%
6 Person Household	2.9%
7 + Person Household	1.3%
2010 Households by Tenure and Mortgage Status	
Total	10,424
Owner Occupied	78.0%
Owned with a Mortgage/Loan	64.7%
Owned Free and Clear	13.3%
Renter Occupied	22.0%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	77
Percent of Income for Mortgage	29.3%
Wealth Index	281
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	11,320
Housing Units Inside Urbanized Area	96.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	3.9%
2010 Population By Urban/ Rural Status	
Total Population	30,694
Population Inside Urbanized Area	96.5%
Population Inside Urbanized Cluster	0.0%
Rural Population	3.5%

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

- 1. Boomburbs (1C)
- 2. Top Tier (1A)
- 3. Exurbanites (1E)

2020 Consumer Spending

Apparel & Services: Total \$	\$57,466,098
Average Spent	\$4,825.43
Spending Potential Index	225
Education: Total \$	\$52,588,175
Average Spent	\$4,415.83
Spending Potential Index	247
Entertainment/Recreation: Total \$	\$86,133,406
Average Spent	\$7,232.63
Spending Potential Index	223
Food at Home: Total \$	\$134,191,569
Average Spent	\$11,268.08
Spending Potential Index	211
Food Away from Home: Total \$	\$99,668,470
Average Spent	\$8,369.17
Spending Potential Index	222
Health Care: Total \$	\$145,757,585
Average Spent	\$12,239.28
Spending Potential Index	213
HH Furnishings & Equipment: Total \$	\$59,614,427
Average Spent	\$5,005.83
Spending Potential Index	229
Personal Care Products & Services: Total \$	\$25,010,316
Average Spent	\$2,100.12
Spending Potential Index	229
Shelter: Total \$	\$518,010,507
Average Spent	\$43,497.40
Spending Potential Index	225
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$64,940,978
Average Spent	\$5,453.10
Spending Potential Index	233
Travel: Total \$	\$69,149,037
Average Spent	\$5,806.45
Spending Potential Index	241
Vehicle Maintenance & Repairs: Total \$	\$29,285,604
Average Spent	\$2,459.12
Spending Potential Index	212

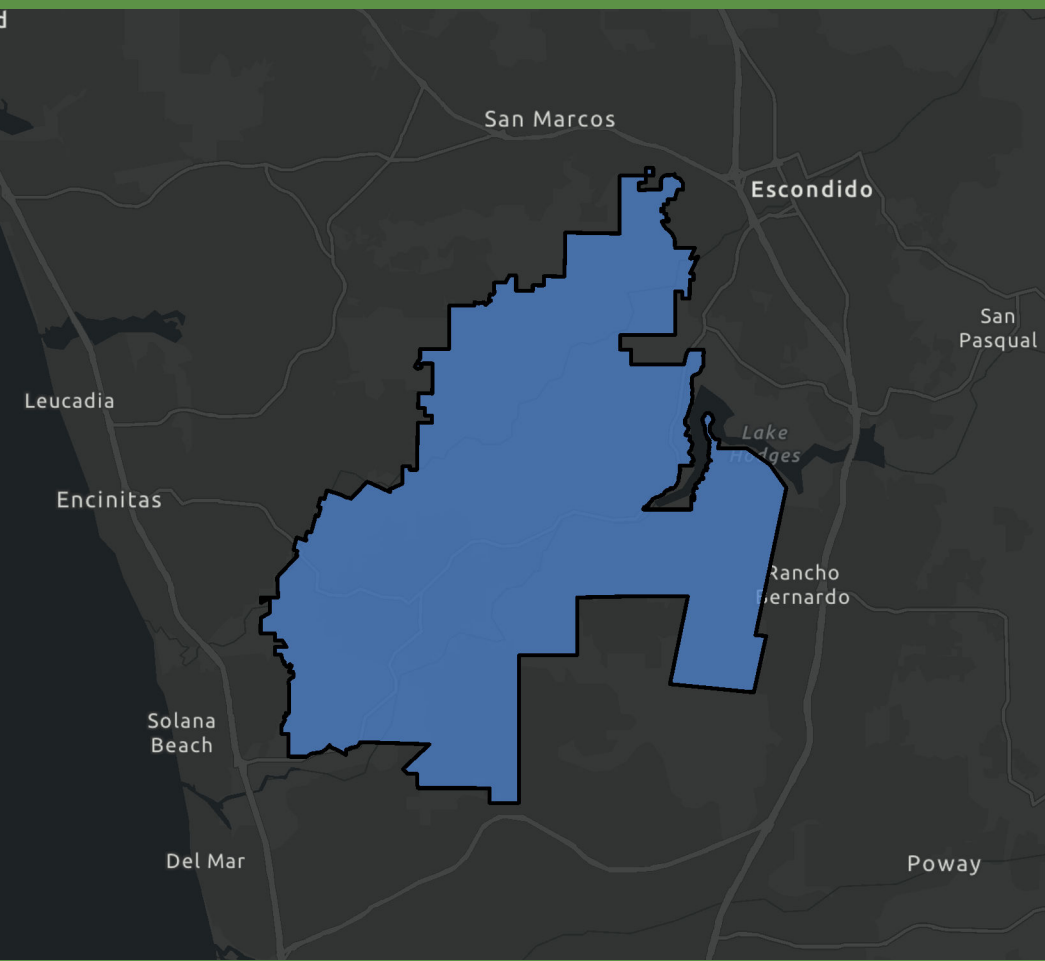
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

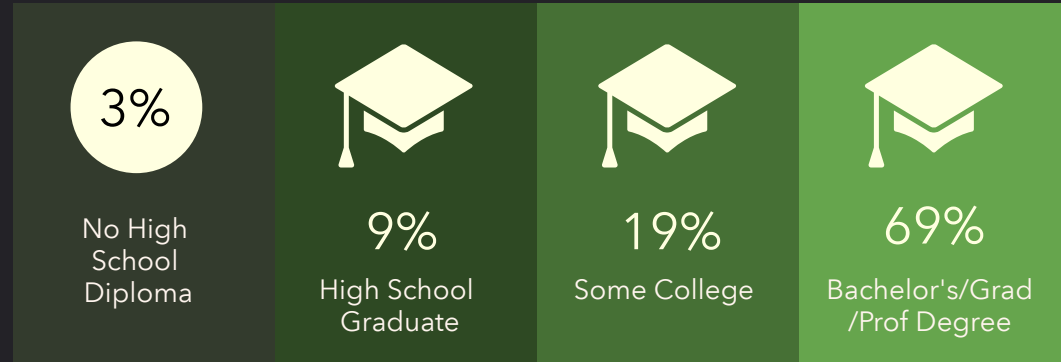
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

DEMOGRAPHIC PROFILE

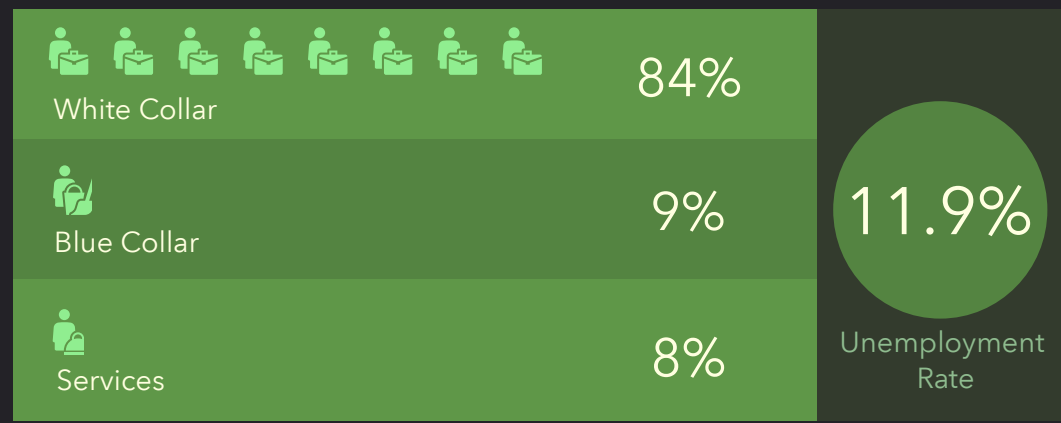
San Dieguito
San Dieguito



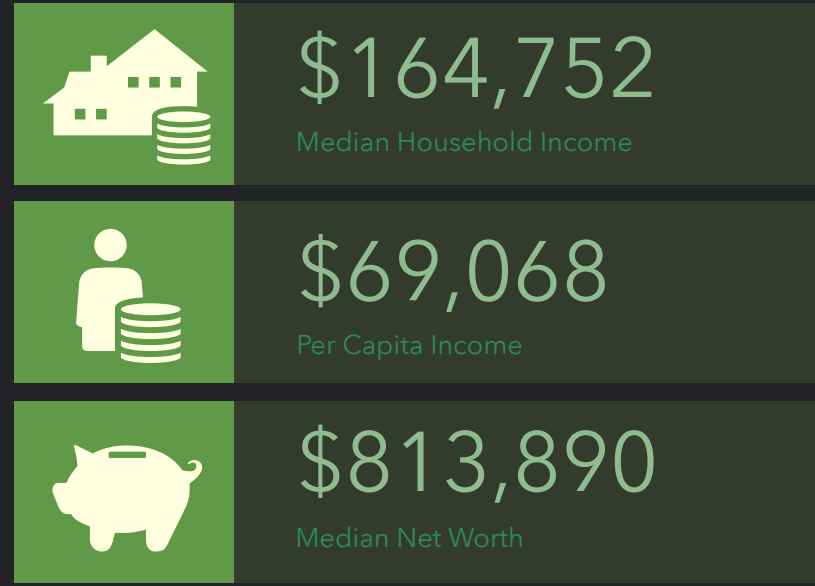
EDUCATION



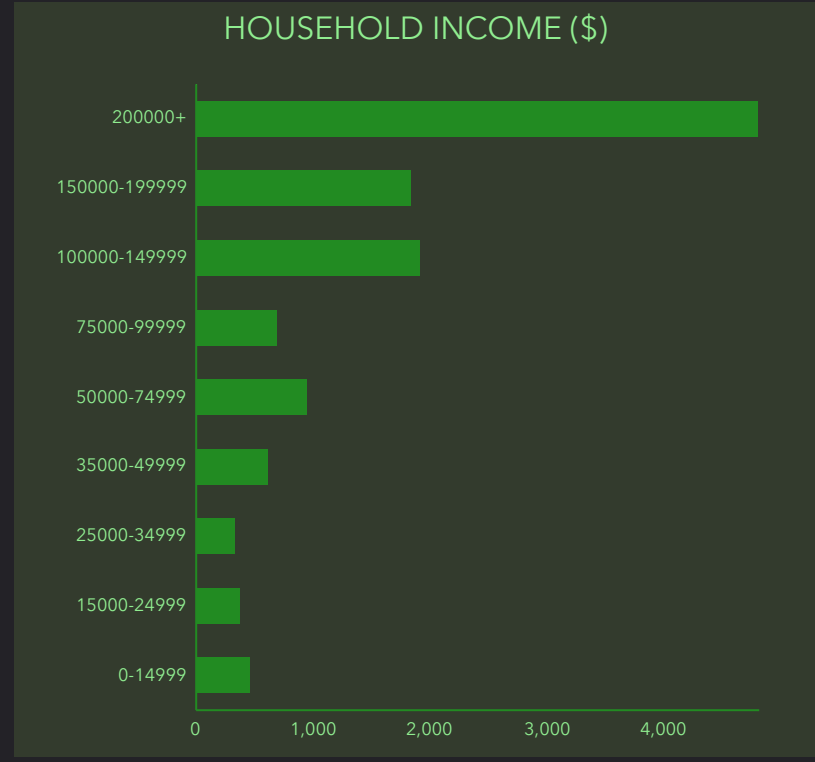
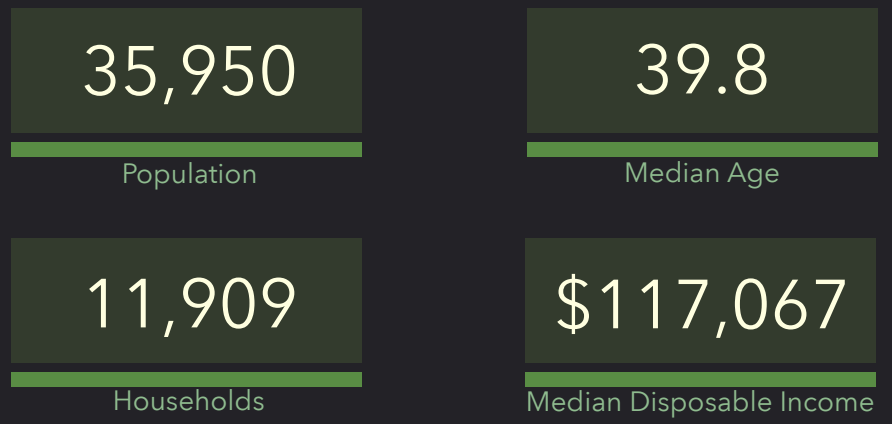
EMPLOYMENT



INCOME



KEY FACTS





Demographic and Income Profile

San Dieguito

Prepared by Esri

Summary	Census 2010	2020	2025
Population	30,694	35,950	38,580
Households	10,424	11,909	12,680
Families	8,408	9,507	10,142
Average Household Size	2.91	2.98	3.01
Owner Occupied Housing Units	8,127	9,455	10,158
Renter Occupied Housing Units	2,297	2,454	2,522
Median Age	38.5	39.8	38.5
Trends: 2020-2025 Annual Rate	Area	State	National
Population	1.42%	0.55%	0.72%
Households	1.26%	0.50%	0.72%
Families	1.30%	0.50%	0.64%
Owner HHs	1.44%	0.65%	0.72%
Median Household Income	2.60%	1.81%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	455	3.8%	465	3.7%
\$15,000 - \$24,999	370	3.1%	308	2.4%
\$25,000 - \$34,999	326	2.7%	284	2.2%
\$35,000 - \$49,999	608	5.1%	526	4.1%
\$50,000 - \$74,999	943	7.9%	868	6.8%
\$75,000 - \$99,999	685	5.8%	614	4.8%
\$100,000 - \$149,999	1,905	16.0%	1,764	13.9%
\$150,000 - \$199,999	1,829	15.4%	1,897	15.0%
\$200,000+	4,788	40.2%	5,954	47.0%
Median Household Income	\$164,752		\$187,350	
Average Household Income	\$206,820		\$232,531	
Per Capita Income	\$69,068		\$77,098	

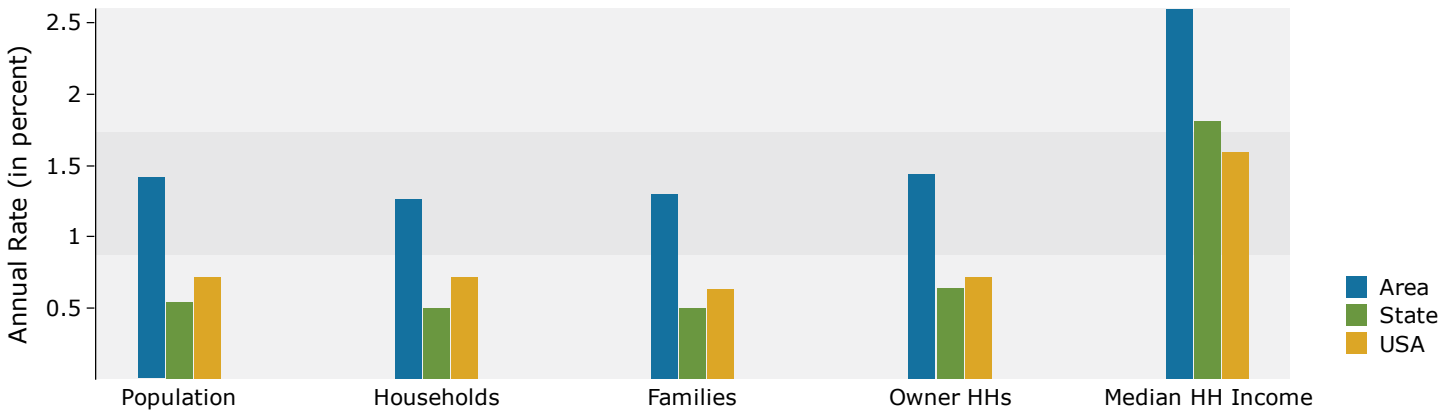
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,216	7.2%	2,251	6.3%	2,579	6.7%
5 - 9	2,577	8.4%	2,619	7.3%	2,906	7.5%
10 - 14	2,578	8.4%	2,936	8.2%	2,913	7.6%
15 - 19	1,960	6.4%	2,634	7.3%	2,629	6.8%
20 - 24	1,152	3.8%	1,707	4.7%	1,580	4.1%
25 - 34	3,183	10.4%	3,744	10.4%	4,772	12.4%
35 - 44	4,870	15.9%	4,502	12.5%	5,253	13.6%
45 - 54	4,977	16.2%	5,195	14.4%	4,832	12.5%
55 - 64	3,703	12.1%	4,883	13.6%	4,706	12.2%
65 - 74	1,999	6.5%	3,271	9.1%	3,652	9.5%
75 - 84	1,009	3.3%	1,591	4.4%	2,047	5.3%
85+	468	1.5%	619	1.7%	710	1.8%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	21,329	69.5%	23,265	64.7%	23,882	61.9%
Black Alone	544	1.8%	690	1.9%	745	1.9%
American Indian Alone	76	0.2%	91	0.3%	94	0.2%
Asian Alone	6,521	21.2%	8,760	24.4%	10,260	26.6%
Pacific Islander Alone	63	0.2%	74	0.2%	80	0.2%
Some Other Race Alone	732	2.4%	1,084	3.0%	1,234	3.2%
Two or More Races	1,430	4.7%	1,987	5.5%	2,286	5.9%
Hispanic Origin (Any Race)	2,737	8.9%	3,874	10.8%	4,478	11.6%

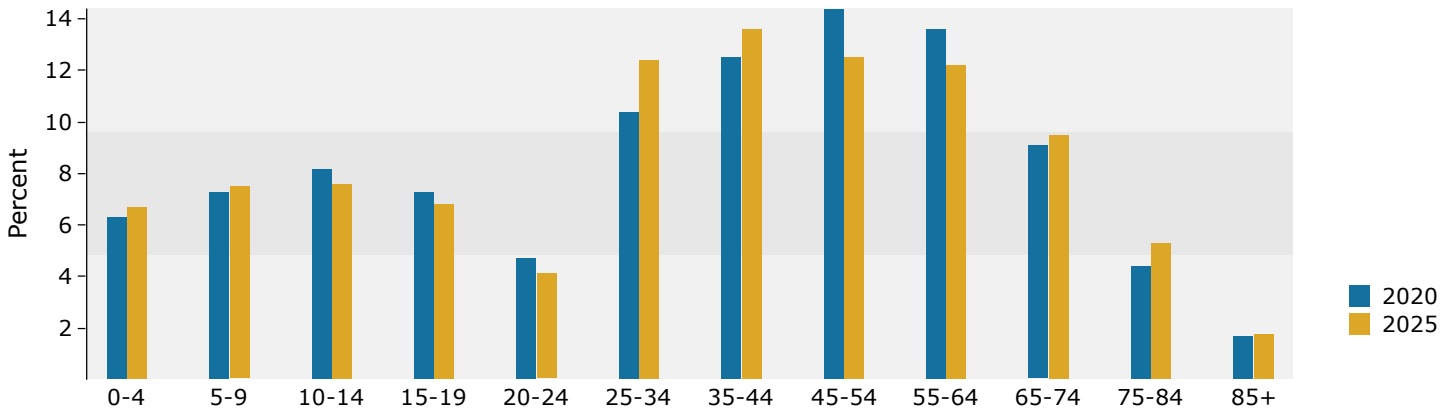
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

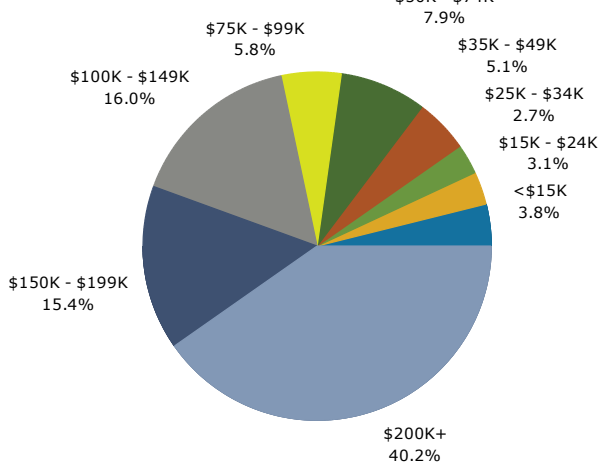
Trends 2020-2025



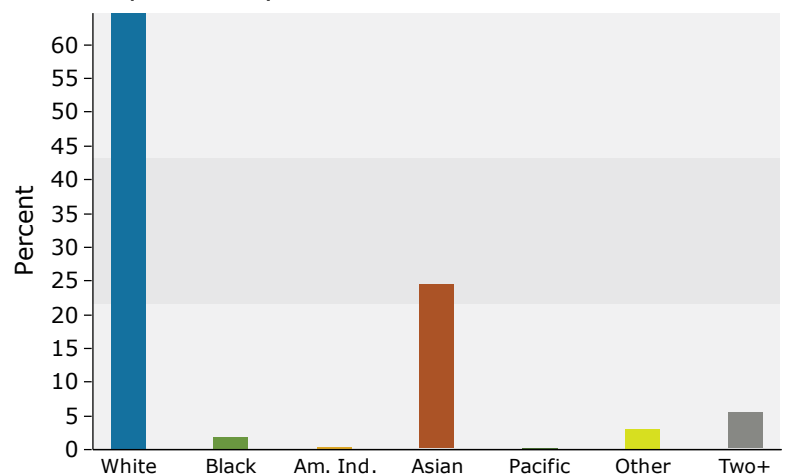
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 10.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	14,509
2010 Population	30,694
2020 Population	35,950
2025 Population	38,580
2000-2010 Annual Rate	7.78%
2010-2020 Annual Rate	1.55%
2020-2025 Annual Rate	1.42%
2020 Male Population	48.8%
2020 Female Population	51.2%
2020 Median Age	39.8

In the identified area, the current year population is 35,950. In 2010, the Census count in the area was 30,694. The rate of change since 2010 was 1.55% annually. The five-year projection for the population in the area is 38,580 representing a change of 1.42% annually from 2020 to 2025. Currently, the population is 48.8% male and 51.2% female.

Median Age

The median age in this area is 39.8, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	64.7%
2020 Black Alone	1.9%
2020 American Indian/Alaska Native Alone	0.3%
2020 Asian Alone	24.4%
2020 Pacific Islander Alone	0.2%
2020 Other Race	3.0%
2020 Two or More Races	5.5%
2020 Hispanic Origin (Any Race)	10.8%

Persons of Hispanic origin represent 10.8% of the population in the identified area compared to 18.8% 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 61.3 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	281
2000 Households	5,198
2010 Households	10,424
2020 Total Households	11,909
2025 Total Households	12,680
2000-2010 Annual Rate	7.21%
2010-2020 Annual Rate	1.31%
2020-2025 Annual Rate	1.26%
2020 Average Household Size	2.98

The household count in this area has changed from 10,424 in 2010 to 11,909 in the current year, a change of 1.31% annually. The five-year projection of households is 12,680, a change of 1.26% annually from the current year total. Average household size is currently 2.98, compared to 2.91 in the year 2010. The number of families in the current year is 9,507 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage 29.3%

Median Household Income

2020 Median Household Income \$164,752

2025 Median Household Income \$187,350

2020-2025 Annual Rate 2.60%

Average Household Income

2020 Average Household Income \$206,820

2025 Average Household Income \$232,531

2020-2025 Annual Rate 2.37%

Per Capita Income

2020 Per Capita Income \$69,068

2025 Per Capita Income \$77,098

2020-2025 Annual Rate 2.22%

Households by Income

Current median household income is \$164,752 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$187,350 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$206,820 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$232,531 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$69,068 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$77,098 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index 77

2000 Total Housing Units 5,625

2000 Owner Occupied Housing Units 4,233

2000 Renter Occupied Housing Units 965

2000 Vacant Housing Units 427

2010 Total Housing Units 11,320

2010 Owner Occupied Housing Units 8,127

2010 Renter Occupied Housing Units 2,297

2010 Vacant Housing Units 896

2020 Total Housing Units 12,653

2020 Owner Occupied Housing Units 9,455

2020 Renter Occupied Housing Units 2,454

2020 Vacant Housing Units 744

2025 Total Housing Units 13,435

2025 Owner Occupied Housing Units 10,158

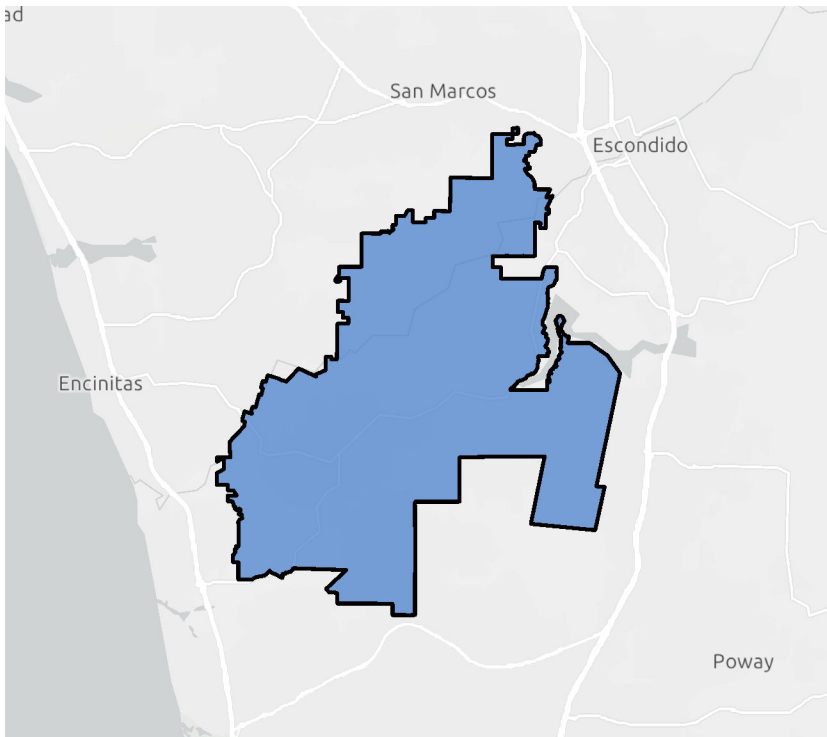
2025 Renter Occupied Housing Units 2,522

2025 Vacant Housing Units 755

Currently, 74.7% of the 12,653 housing units in the area are owner occupied; 19.4%, renter occupied; and 5.9% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 11,320 housing units in the area - 71.8% owner occupied, 20.3% renter occupied, and 7.9% vacant. The annual rate of change in housing units since 2010 is 5.07%. Median home value in the area is \$1,157,143, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 0.75% annually to \$1,201,279.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



POPULATION TRENDS AND KEY INDICATORS

San Diegouito

35,950	11,909	2.98	39.8	\$164,752	\$1,157,143	281	77	61
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



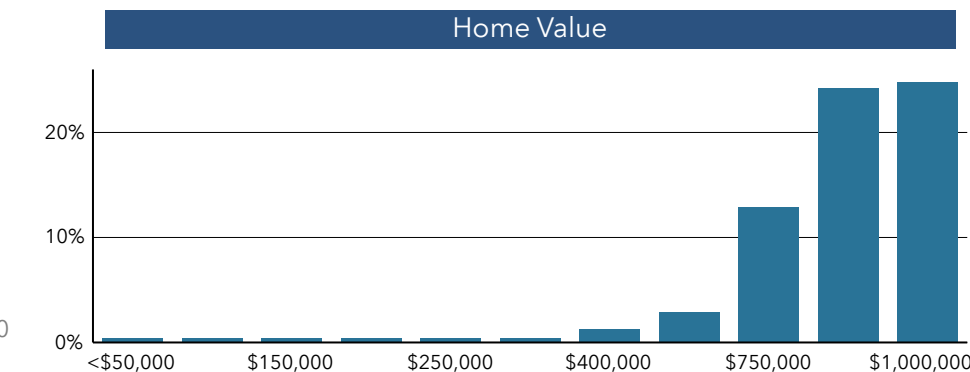
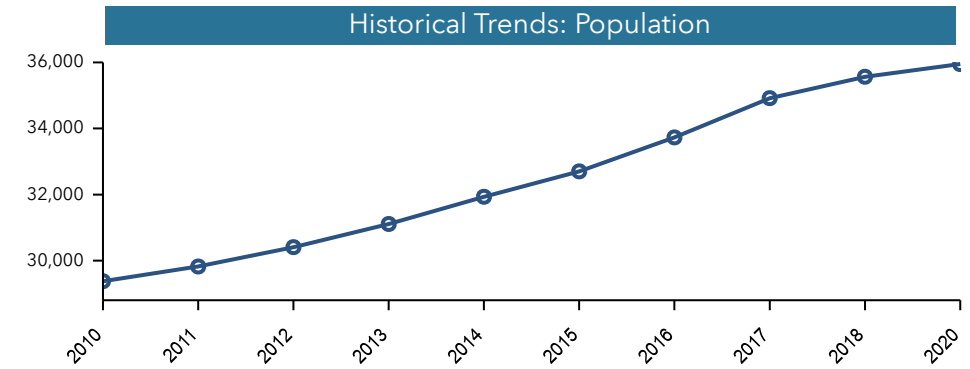
\$27,260

Avg Spent on Mortgage & Basics

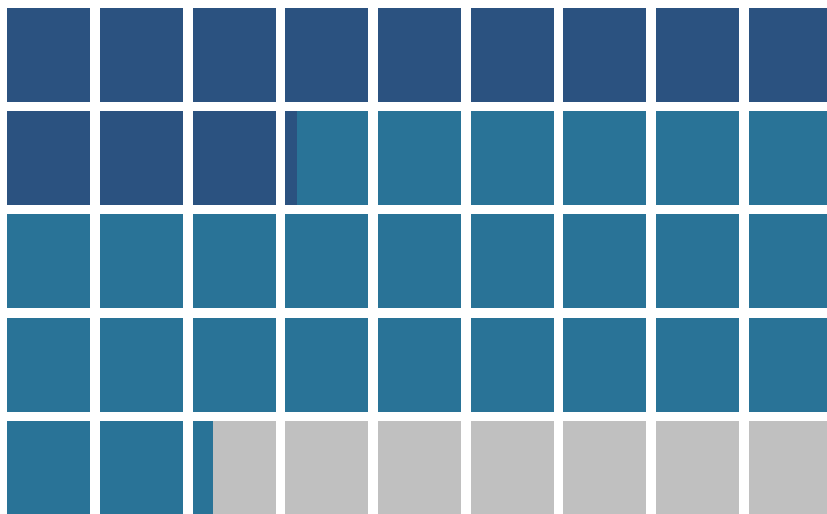


29.3%

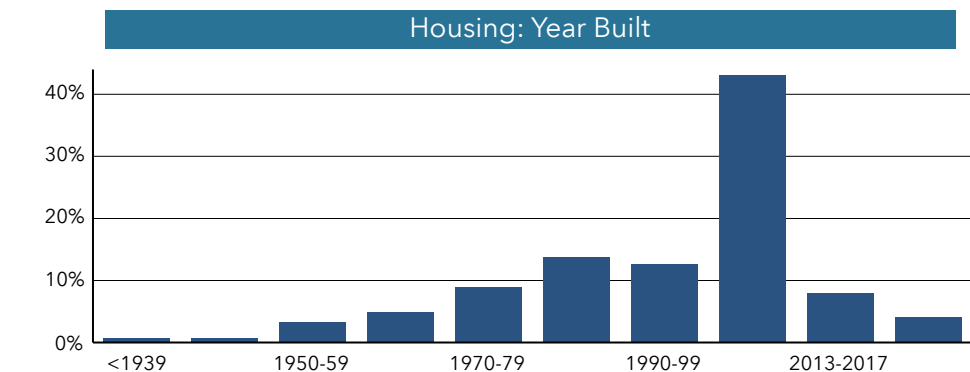
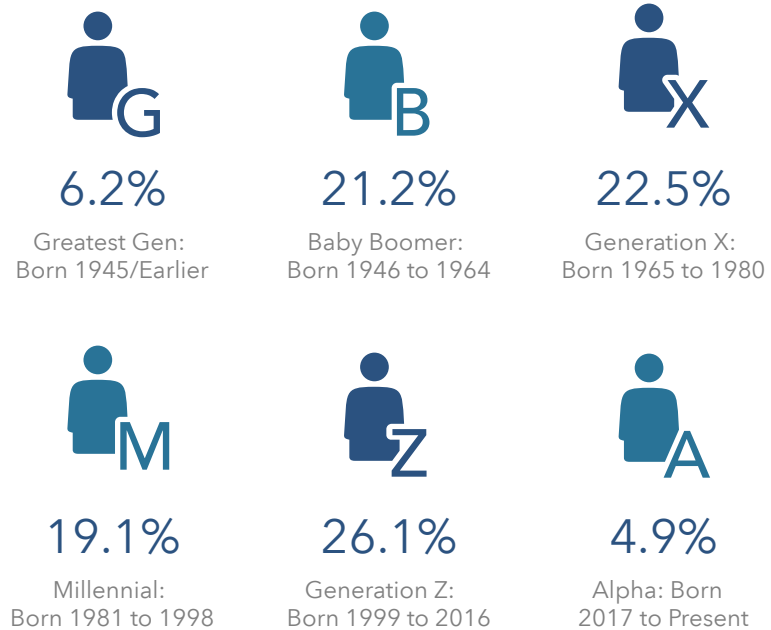
Percent of Income for Mortgage



POPULATION BY AGE



POPULATION BY GENERATION



This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2014-2018, 2020, 2025. © 2020 Esri

Population Summary	
2000 Total Population	58,669
2010 Total Population	61,933
2020 Total Population	64,541
2020 Group Quarters	557
2025 Total Population	65,677
2020-2025 Annual Rate	0.35%
2020 Total Daytime Population	52,209
Workers	14,448
Residents	37,761
Household Summary	
2000 Households	18,840
2000 Average Household Size	3.09
2010 Households	19,337
2010 Average Household Size	3.18
2020 Households	20,011
2020 Average Household Size	3.20
2025 Households	20,292
2025 Average Household Size	3.21
2020-2025 Annual Rate	0.28%
2010 Families	14,878
2010 Average Family Size	3.55
2020 Families	15,388
2020 Average Family Size	3.57
2025 Families	15,637
2025 Average Family Size	3.58
2020-2025 Annual Rate	0.32%
Housing Unit Summary	
2000 Housing Units	19,217
Owner Occupied Housing Units	63.0%
Renter Occupied Housing Units	35.0%
Vacant Housing Units	2.0%
2010 Housing Units	20,290
Owner Occupied Housing Units	59.1%
Renter Occupied Housing Units	36.2%
Vacant Housing Units	4.7%
2020 Housing Units	20,741
Owner Occupied Housing Units	59.6%
Renter Occupied Housing Units	36.9%
Vacant Housing Units	3.5%
2025 Housing Units	21,019
Owner Occupied Housing Units	60.6%
Renter Occupied Housing Units	36.0%
Vacant Housing Units	3.5%
Median Household Income	
2020	\$72,147
2025	\$80,272
Median Home Value	
2020	\$455,437
2025	\$505,805
Per Capita Income	
2020	\$27,676
2025	\$31,285
Median Age	
2010	33.7
2020	35.0
2025	36.2

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	20,011
<\$15,000	6.7%
\$15,000 - \$24,999	6.3%
\$25,000 - \$34,999	6.9%
\$35,000 - \$49,999	12.2%
\$50,000 - \$74,999	19.5%
\$75,000 - \$99,999	14.1%
\$100,000 - \$149,999	20.1%
\$150,000 - \$199,999	9.0%
\$200,000+	5.2%
Average Household Income	\$89,465

2025 Households by Income

Household Income Base	20,292
<\$15,000	5.9%
\$15,000 - \$24,999	5.3%
\$25,000 - \$34,999	5.9%
\$35,000 - \$49,999	10.9%
\$50,000 - \$74,999	18.3%
\$75,000 - \$99,999	13.9%
\$100,000 - \$149,999	22.1%
\$150,000 - \$199,999	11.0%
\$200,000+	6.7%
Average Household Income	\$101,526

2020 Owner Occupied Housing Units by Value

Total	12,365
<\$50,000	3.3%
\$50,000 - \$99,999	1.3%
\$100,000 - \$149,999	0.5%
\$150,000 - \$199,999	0.6%
\$200,000 - \$249,999	2.2%
\$250,000 - \$299,999	4.2%
\$300,000 - \$399,999	20.3%
\$400,000 - \$499,999	31.5%
\$500,000 - \$749,999	30.6%
\$750,000 - \$999,999	3.8%
\$1,000,000 - \$1,499,999	1.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.3%
Average Home Value	\$480,254

2025 Owner Occupied Housing Units by Value

Total	12,732
<\$50,000	1.6%
\$50,000 - \$99,999	0.6%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	0.3%
\$200,000 - \$249,999	1.2%
\$250,000 - \$299,999	2.4%
\$300,000 - \$399,999	13.5%
\$400,000 - \$499,999	29.2%
\$500,000 - \$749,999	40.1%
\$750,000 - \$999,999	7.7%
\$1,000,000 - \$1,499,999	2.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.8%
Average Home Value	\$555,155

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age	
Total	61,934
0 - 4	7.2%
5 - 9	7.3%
10 - 14	7.8%
15 - 24	15.6%
25 - 34	13.8%
35 - 44	13.1%
45 - 54	14.2%
55 - 64	10.6%
65 - 74	5.5%
75 - 84	3.4%
85 +	1.5%
18 +	72.6%
2020 Population by Age	
Total	64,541
0 - 4	6.7%
5 - 9	6.8%
10 - 14	6.9%
15 - 24	13.7%
25 - 34	15.9%
35 - 44	12.6%
45 - 54	11.9%
55 - 64	11.7%
65 - 74	8.1%
75 - 84	4.0%
85 +	1.8%
18 +	75.6%
2025 Population by Age	
Total	65,679
0 - 4	6.7%
5 - 9	6.5%
10 - 14	6.8%
15 - 24	12.5%
25 - 34	15.6%
35 - 44	14.4%
45 - 54	11.1%
55 - 64	10.9%
65 - 74	8.7%
75 - 84	4.9%
85 +	1.8%
18 +	76.1%
2010 Population by Sex	
Males	30,261
Females	31,672
2020 Population by Sex	
Males	31,553
Females	32,988
2025 Population by Sex	
Males	32,179
Females	33,497

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	61,933
White Alone	50.5%
Black Alone	12.5%
American Indian Alone	0.8%
Asian Alone	8.3%
Pacific Islander Alone	1.1%
Some Other Race Alone	19.9%
Two or More Races	7.0%
Hispanic Origin	40.1%
Diversity Index	85.6

2020 Population by Race/Ethnicity

Total	64,540
White Alone	47.5%
Black Alone	12.2%
American Indian Alone	0.8%
Asian Alone	9.0%
Pacific Islander Alone	1.0%
Some Other Race Alone	21.7%
Two or More Races	7.7%
Hispanic Origin	43.4%
Diversity Index	87.3

2025 Population by Race/Ethnicity

Total	65,677
White Alone	46.3%
Black Alone	11.9%
American Indian Alone	0.7%
Asian Alone	9.6%
Pacific Islander Alone	1.0%
Some Other Race Alone	22.4%
Two or More Races	8.0%
Hispanic Origin	45.2%
Diversity Index	88.0

2010 Population by Relationship and Household Type

Total	61,933
In Households	99.2%
In Family Households	89.1%
Householder	24.0%
Spouse	16.3%
Child	37.3%
Other relative	7.6%
Nonrelative	3.9%
In Nonfamily Households	10.1%
In Group Quarters	0.8%
Institutionalized Population	0.4%
Noninstitutionalized Population	0.4%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Population 25+ by Educational Attainment

Total	42,532
Less than 9th Grade	6.0%
9th - 12th Grade, No Diploma	7.6%
High School Graduate	21.0%
GED/Alternative Credential	2.9%
Some College, No Degree	28.5%
Associate Degree	10.4%
Bachelor's Degree	16.6%
Graduate/Professional Degree	7.0%

2020 Population 15+ by Marital Status

Total	51,391
Never Married	35.3%
Married	49.2%
Widowed	5.0%
Divorced	10.6%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	32,130
Population 16+ Employed	82.4%
Population 16+ Unemployment rate	17.6%
Population 16-24 Employed	11.9%
Population 16-24 Unemployment rate	30.2%
Population 25-54 Employed	67.7%
Population 25-54 Unemployment rate	16.2%
Population 55-64 Employed	15.0%
Population 55-64 Unemployment rate	13.2%
Population 65+ Employed	5.3%
Population 65+ Unemployment rate	13.2%

2020 Employed Population 16+ by Industry

Total	26,489
Agriculture/Mining	0.2%
Construction	9.9%
Manufacturing	7.7%
Wholesale Trade	2.2%
Retail Trade	10.9%
Transportation/Utilities	5.6%
Information	1.6%
Finance/Insurance/Real Estate	5.6%
Services	49.4%
Public Administration	6.9%

2020 Employed Population 16+ by Occupation

Total	26,491
White Collar	55.4%
Management/Business/Financial	12.5%
Professional	18.8%
Sales	9.4%
Administrative Support	14.7%
Services	21.9%
Blue Collar	22.8%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	8.0%
Installation/Maintenance/Repair	3.9%
Production	4.2%
Transportation/Material Moving	6.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	19,337
Households with 1 Person	16.8%
Households with 2+ People	83.2%
Family Households	76.9%
Husband-wife Families	52.2%
With Related Children	27.5%
Other Family (No Spouse Present)	24.7%
Other Family with Male Householder	7.3%
With Related Children	4.4%
Other Family with Female Householder	17.5%
With Related Children	11.5%
Nonfamily Households	6.2%
All Households with Children	44.1%
Multigenerational Households	9.5%
Unmarried Partner Households	7.1%
Male-female	6.2%
Same-sex	0.9%
2010 Households by Size	
Total	19,339
1 Person Household	16.8%
2 Person Household	27.0%
3 Person Household	18.0%
4 Person Household	17.3%
5 Person Household	10.8%
6 Person Household	5.5%
7 + Person Household	4.6%
2010 Households by Tenure and Mortgage Status	
Total	19,337
Owner Occupied	62.0%
Owned with a Mortgage/Loan	50.2%
Owned Free and Clear	11.8%
Renter Occupied	38.0%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	91
Percent of Income for Mortgage	26.4%
Wealth Index	86
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	20,290
Housing Units Inside Urbanized Area	99.9%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.1%
2010 Population By Urban/ Rural Status	
Total Population	61,933
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. City Lights (8A)
2. Pleasantville (2B)
3. Urban Villages (7B)

2020 Consumer Spending

Apparel & Services: Total \$	\$42,395,173
Average Spent	\$2,118.59
Spending Potential Index	99
Education: Total \$	\$38,990,660
Average Spent	\$1,948.46
Spending Potential Index	109
Entertainment/Recreation: Total \$	\$62,171,650
Average Spent	\$3,106.87
Spending Potential Index	96
Food at Home: Total \$	\$104,237,398
Average Spent	\$5,209.00
Spending Potential Index	98
Food Away from Home: Total \$	\$74,341,886
Average Spent	\$3,715.05
Spending Potential Index	99
Health Care: Total \$	\$105,102,196
Average Spent	\$5,252.22
Spending Potential Index	91
HH Furnishings & Equipment: Total \$	\$41,622,811
Average Spent	\$2,080.00
Spending Potential Index	95
Personal Care Products & Services: Total \$	\$17,590,423
Average Spent	\$879.04
Spending Potential Index	96
Shelter: Total \$	\$409,030,124
Average Spent	\$20,440.26
Spending Potential Index	106
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$40,518,745
Average Spent	\$2,024.82
Spending Potential Index	86
Travel: Total \$	\$48,929,096
Average Spent	\$2,445.11
Spending Potential Index	101
Vehicle Maintenance & Repairs: Total \$	\$21,142,352
Average Spent	\$1,056.54
Spending Potential Index	91

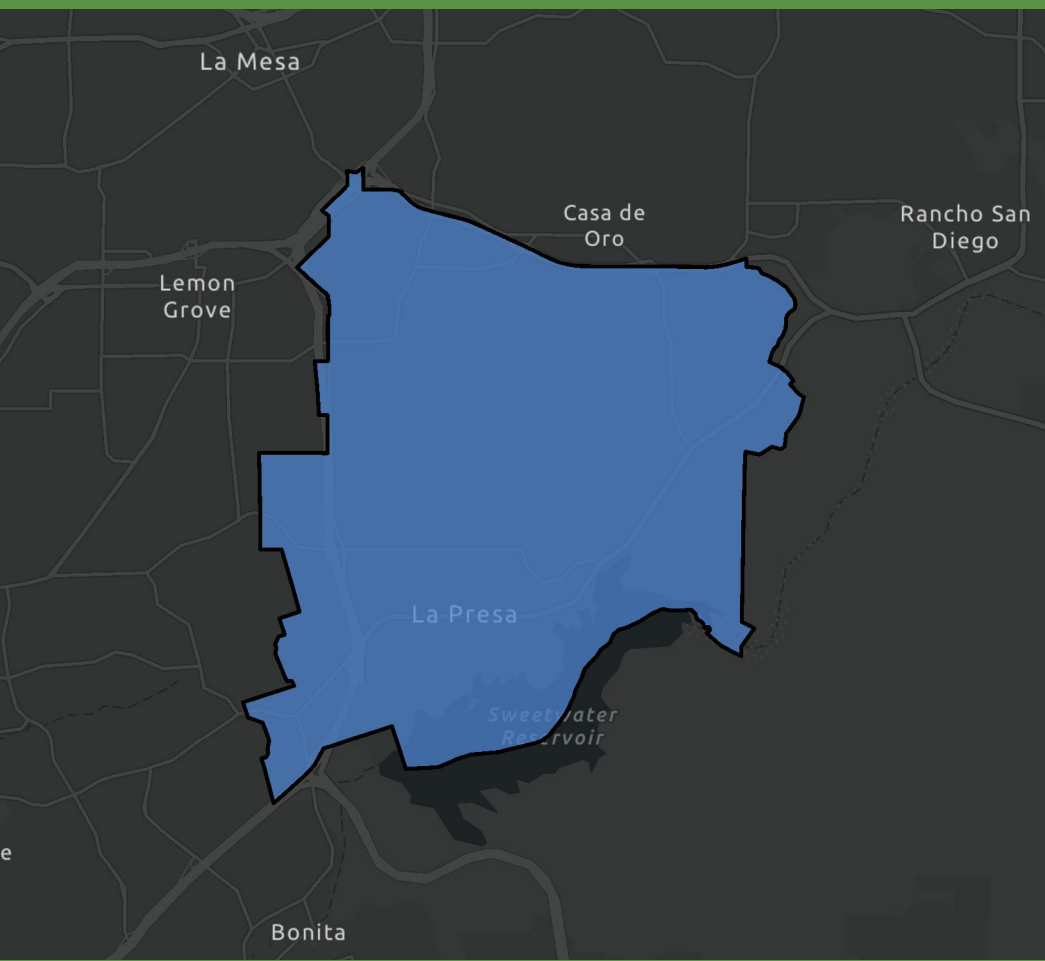
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

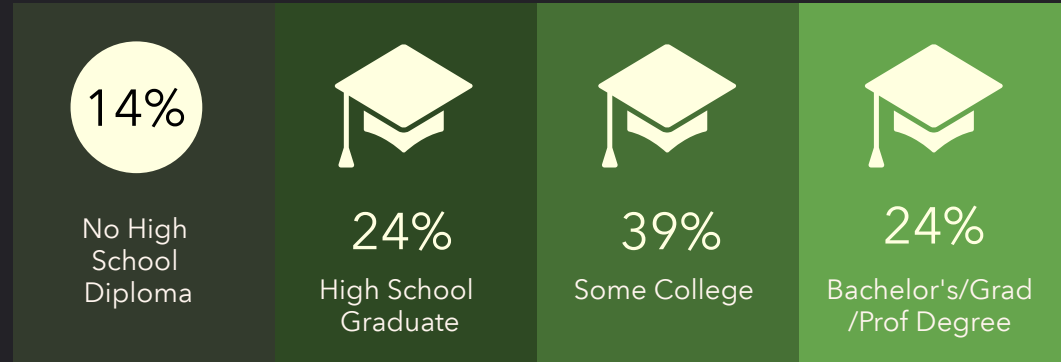
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

DEMOGRAPHIC PROFILE

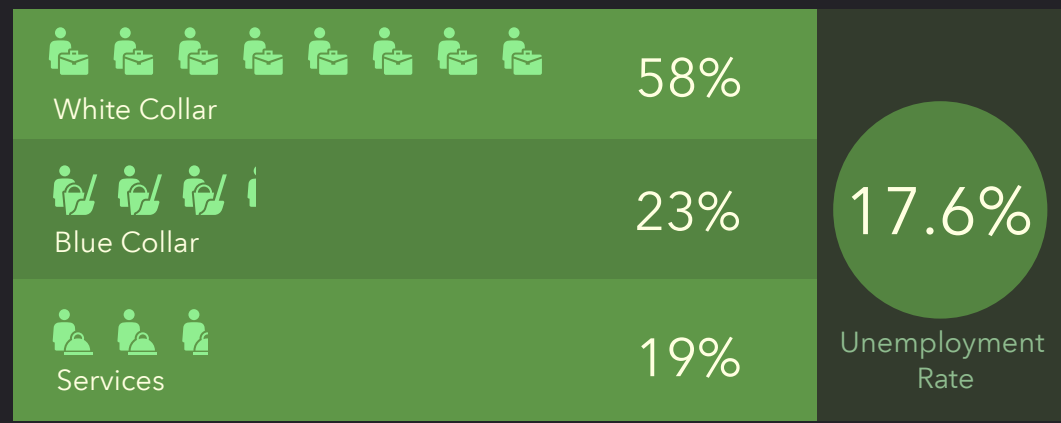
Spring Valley
Spring Valley



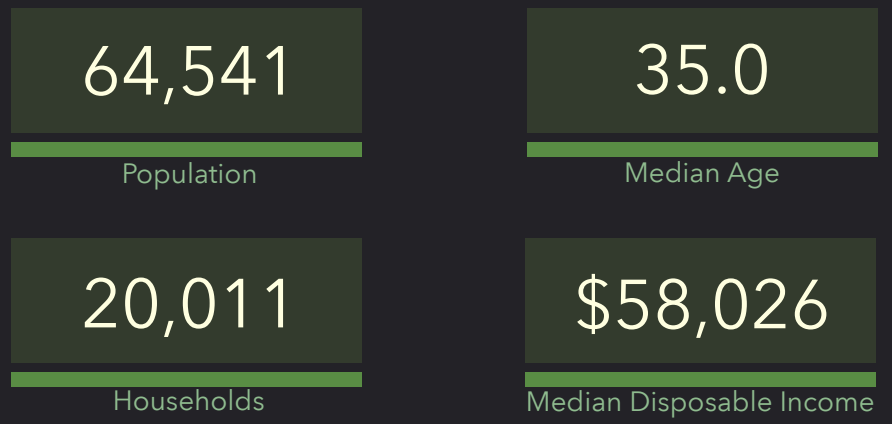
EDUCATION



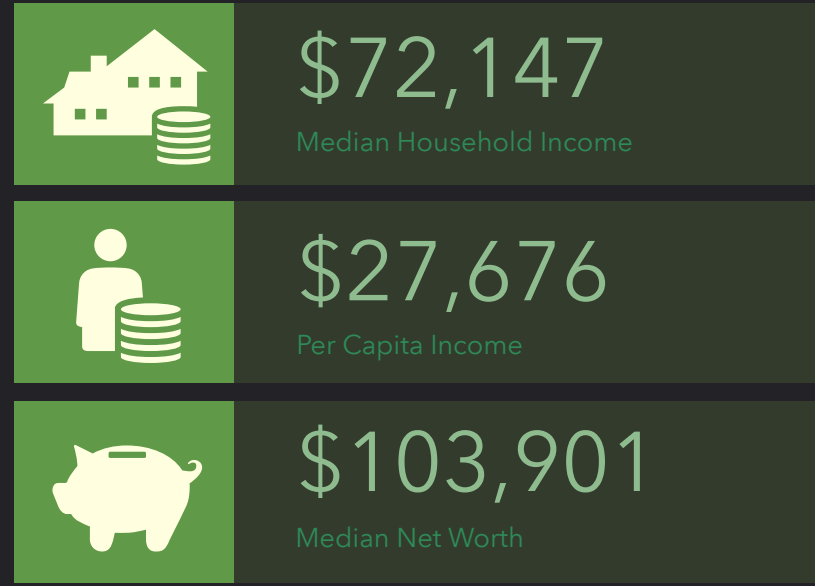
EMPLOYMENT



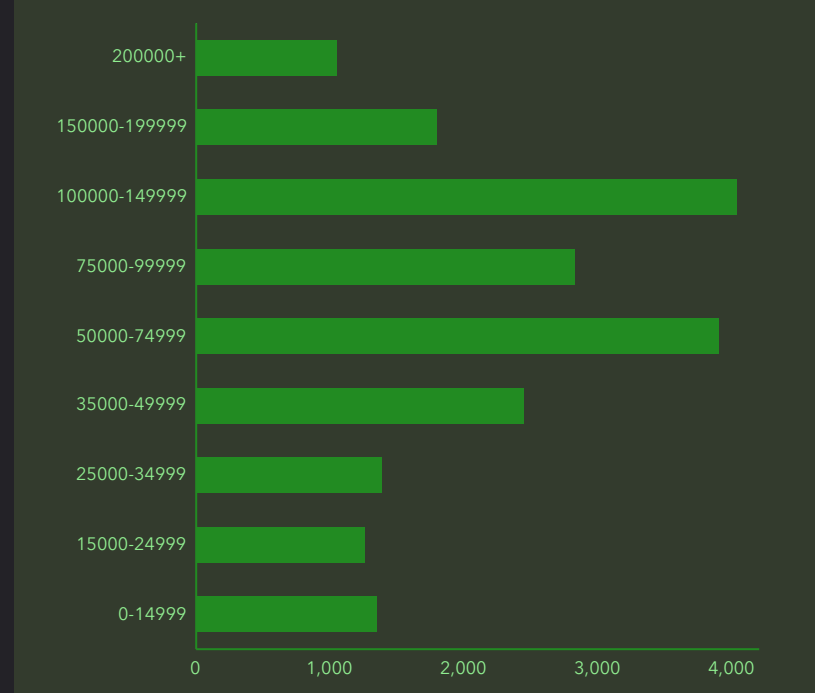
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Spring Valley

Prepared by Esri

Summary	Census 2010	2020	2025
Population	61,933	64,541	65,677
Households	19,337	20,011	20,292
Families	14,878	15,388	15,637
Average Household Size	3.18	3.20	3.21
Owner Occupied Housing Units	11,997	12,365	12,732
Renter Occupied Housing Units	7,340	7,646	7,560
Median Age	33.7	35.0	36.2
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.35%	0.55%	0.72%
Households	0.28%	0.50%	0.72%
Families	0.32%	0.50%	0.64%
Owner HHs	0.59%	0.65%	0.72%
Median Household Income	2.16%	1.81%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	1,349	6.7%	1,190	5.9%
\$15,000 - \$24,999	1,254	6.3%	1,079	5.3%
\$25,000 - \$34,999	1,380	6.9%	1,201	5.9%
\$35,000 - \$49,999	2,442	12.2%	2,219	10.9%
\$50,000 - \$74,999	3,899	19.5%	3,710	18.3%
\$75,000 - \$99,999	2,822	14.1%	2,830	13.9%
\$100,000 - \$149,999	4,030	20.1%	4,480	22.1%
\$150,000 - \$199,999	1,791	9.0%	2,233	11.0%
\$200,000+	1,044	5.2%	1,350	6.7%
Median Household Income	\$72,147		\$80,272	
Average Household Income	\$89,465		\$101,526	
Per Capita Income	\$27,676		\$31,285	

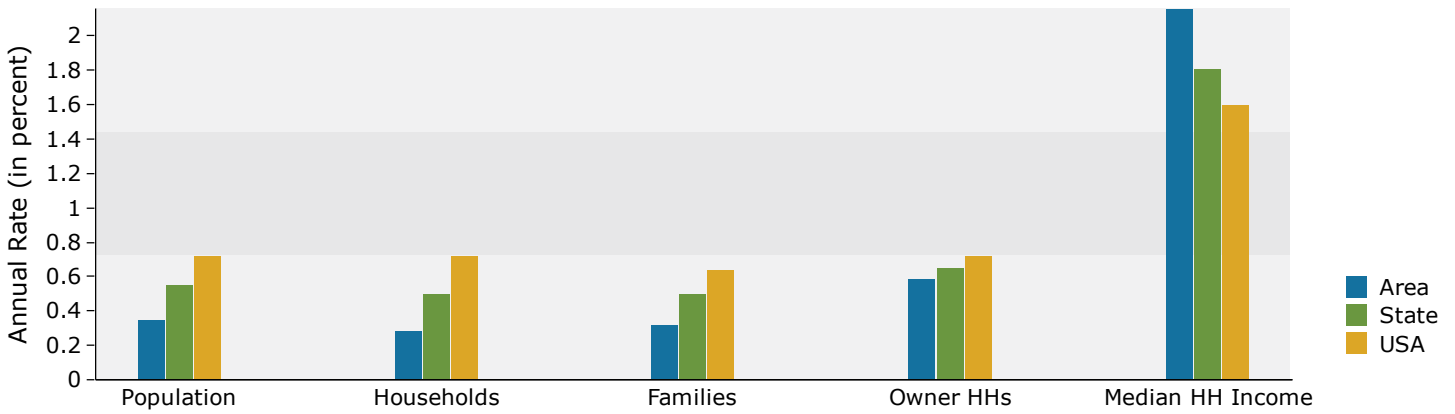
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,467	7.2%	4,333	6.7%	4,413	6.7%
5 - 9	4,521	7.3%	4,390	6.8%	4,284	6.5%
10 - 14	4,805	7.8%	4,427	6.9%	4,444	6.8%
15 - 19	5,072	8.2%	4,301	6.7%	4,176	6.4%
20 - 24	4,560	7.4%	4,558	7.1%	4,053	6.2%
25 - 34	8,570	13.8%	10,258	15.9%	10,272	15.6%
35 - 44	8,140	13.1%	8,151	12.6%	9,426	14.4%
45 - 54	8,767	14.2%	7,678	11.9%	7,296	11.1%
55 - 64	6,584	10.6%	7,539	11.7%	7,188	10.9%
65 - 74	3,407	5.5%	5,203	8.1%	5,720	8.7%
75 - 84	2,104	3.4%	2,556	4.0%	3,219	4.9%
85+	937	1.5%	1,147	1.8%	1,188	1.8%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	31,272	50.5%	30,687	47.5%	30,428	46.3%
Black Alone	7,716	12.5%	7,871	12.2%	7,803	11.9%
American Indian Alone	505	0.8%	498	0.8%	491	0.7%
Asian Alone	5,113	8.3%	5,837	9.0%	6,286	9.6%
Pacific Islander Alone	655	1.1%	647	1.0%	645	1.0%
Some Other Race Alone	12,333	19.9%	14,013	21.7%	14,740	22.4%
Two or More Races	4,339	7.0%	4,987	7.7%	5,284	8.0%
Hispanic Origin (Any Race)	24,860	40.1%	27,997	43.4%	29,701	45.2%

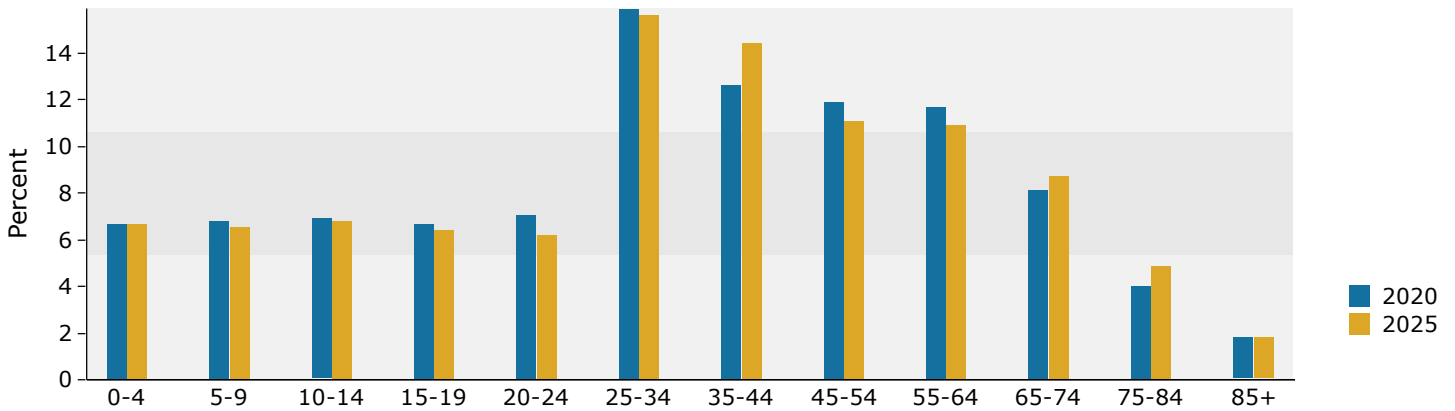
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

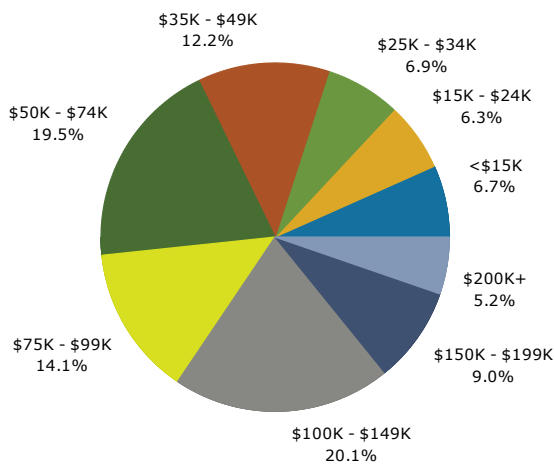
Trends 2020-2025



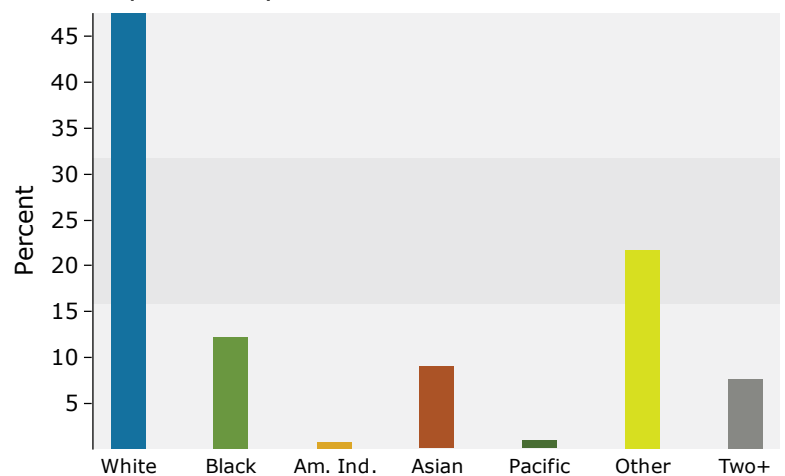
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 43.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	58,669
2010 Population	61,933
2020 Population	64,541
2025 Population	65,677
2000-2010 Annual Rate	0.54%
2010-2020 Annual Rate	0.40%
2020-2025 Annual Rate	0.35%
2020 Male Population	48.9%
2020 Female Population	51.1%
2020 Median Age	35.0

In the identified area, the current year population is 64,541. In 2010, the Census count in the area was 61,933. The rate of change since 2010 was 0.40% annually. The five-year projection for the population in the area is 65,677 representing a change of 0.35% annually from 2020 to 2025. Currently, the population is 48.9% male and 51.1% female.

Median Age

The median age in this area is 35.0, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	47.5%
2020 Black Alone	12.2%
2020 American Indian/Alaska Native Alone	0.8%
2020 Asian Alone	9.0%
2020 Pacific Islander Alone	1.0%
2020 Other Race	21.7%
2020 Two or More Races	7.7%
2020 Hispanic Origin (Any Race)	43.4%

Persons of Hispanic origin represent 43.4% of the population in the identified area compared to 18.8% 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 87.3 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	86
2000 Households	18,840
2010 Households	19,337
2020 Total Households	20,011
2025 Total Households	20,292
2000-2010 Annual Rate	0.26%
2010-2020 Annual Rate	0.33%
2020-2025 Annual Rate	0.28%
2020 Average Household Size	3.20

The household count in this area has changed from 19,337 in 2010 to 20,011 in the current year, a change of 0.33% annually. The five-year projection of households is 20,292, a change of 0.28% annually from the current year total. Average household size is currently 3.20, compared to 3.18 in the year 2010. The number of families in the current year is 15,388 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	26.4%
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Median Household Income

2020 Median Household Income	\$72,147
2025 Median Household Income	\$80,272
2020-2025 Annual Rate	2.16%

Average Household Income

2020 Average Household Income	\$89,465
2025 Average Household Income	\$101,526
2020-2025 Annual Rate	2.56%

Per Capita Income

2020 Per Capita Income	\$27,676
2025 Per Capita Income	\$31,285
2020-2025 Annual Rate	2.48%

Households by Income

Current median household income is \$72,147 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$80,272 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$89,465 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$101,526 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$27,676 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$31,285 in five years, compared to \$37,691 for all U.S. households

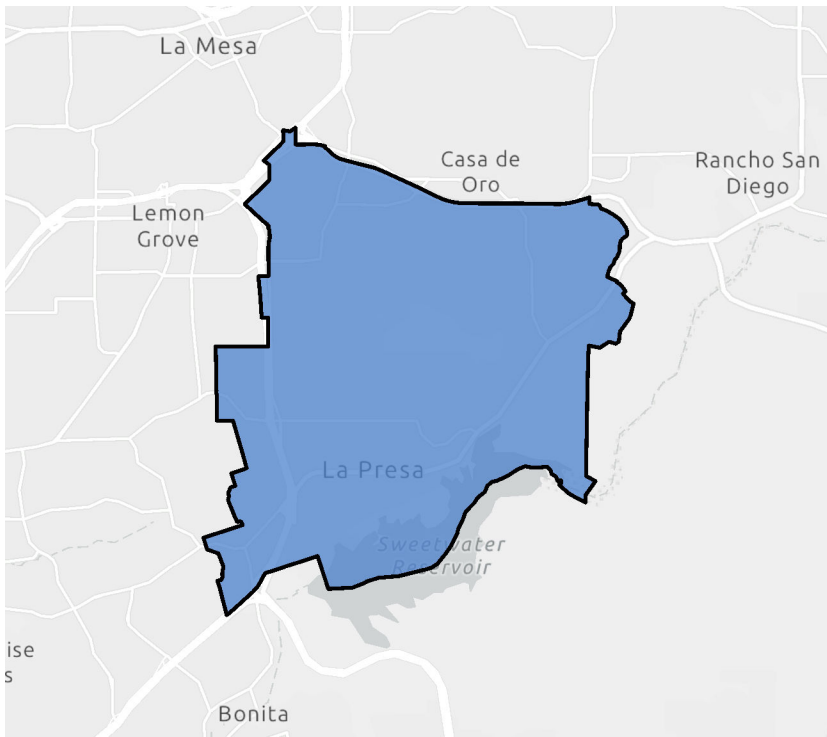
Housing

2020 Housing Affordability Index	91
2000 Total Housing Units	19,217
2000 Owner Occupied Housing Units	12,110
2000 Renter Occupied Housing Units	6,729
2000 Vacant Housing Units	378
2010 Total Housing Units	20,290
2010 Owner Occupied Housing Units	11,997
2010 Renter Occupied Housing Units	7,340
2010 Vacant Housing Units	953
2020 Total Housing Units	20,741
2020 Owner Occupied Housing Units	12,365
2020 Renter Occupied Housing Units	7,646
2020 Vacant Housing Units	730
2025 Total Housing Units	21,019
2025 Owner Occupied Housing Units	12,732
2025 Renter Occupied Housing Units	7,560
2025 Vacant Housing Units	727

Currently, 59.6% of the 20,741 housing units in the area are owner occupied; 36.9%, renter occupied; and 3.5% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 20,290 housing units in the area - 59.1% owner occupied, 36.2% renter occupied, and 4.7% vacant. The annual rate of change in housing units since 2010 is 0.98%. Median home value in the area is \$455,437, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 2.12% annually to \$505,805.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



POPULATION TRENDS AND KEY INDICATORS

Spring Valley

64,541	20,011	3.20	35.0	\$72,147	\$455,437	86	91	87
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



\$10,881

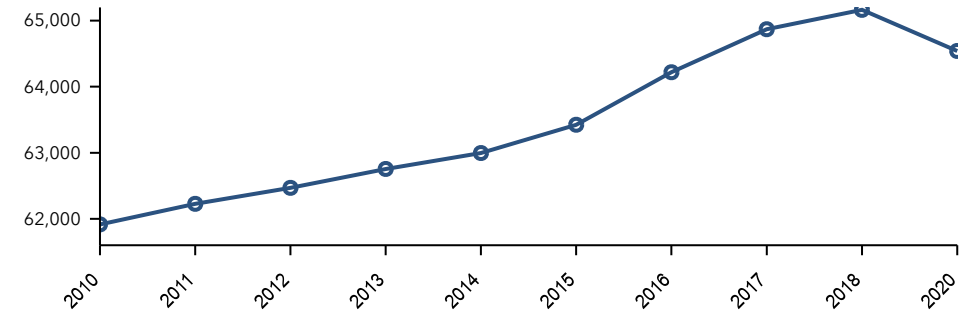
Avg Spent on Mortgage & Basics



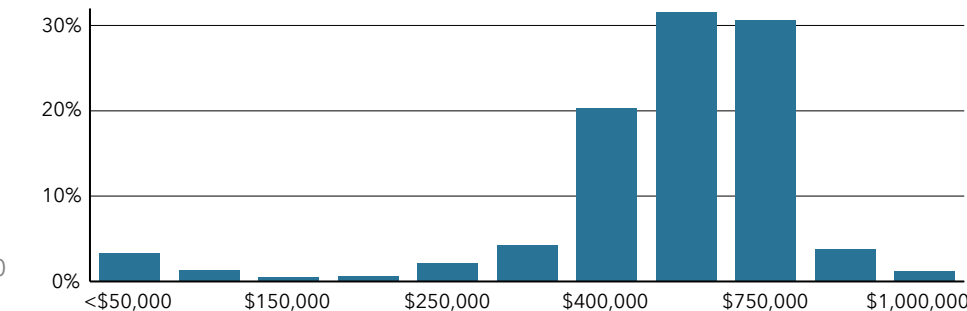
26.4%

Percent of Income for Mortgage

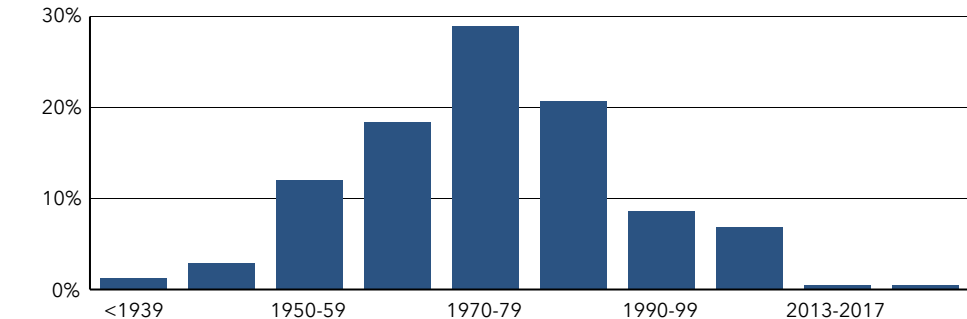
Historical Trends: Population



Home Value



Housing: Year Built

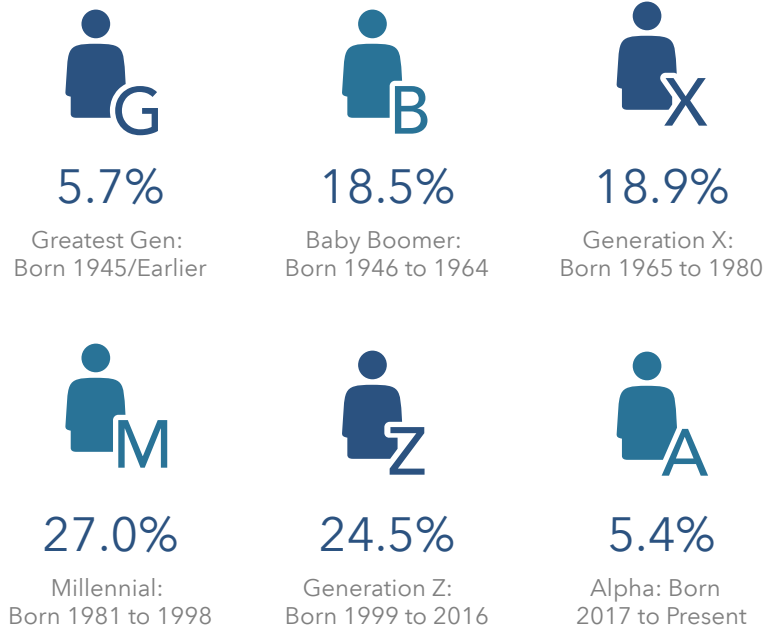


POPULATION BY AGE



Under 18 (24%) | Ages 18 to 64 (62%) | Aged 65+ (14%)

POPULATION BY GENERATION



This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2014-2018, 2020, 2025. © 2020 Esri

Population Summary	
2000 Total Population	12,152
2010 Total Population	13,094
2020 Total Population	13,300
2020 Group Quarters	32
2025 Total Population	13,398
2020-2025 Annual Rate	0.15%
2020 Total Daytime Population	10,981
Workers	3,591
Residents	7,390
Household Summary	
2000 Households	4,140
2000 Average Household Size	2.92
2010 Households	4,461
2010 Average Household Size	2.93
2020 Households	4,505
2020 Average Household Size	2.95
2025 Households	4,521
2025 Average Household Size	2.96
2020-2025 Annual Rate	0.07%
2010 Families	3,506
2010 Average Family Size	3.25
2020 Families	3,539
2020 Average Family Size	3.27
2025 Families	3,559
2025 Average Family Size	3.28
2020-2025 Annual Rate	0.11%
Housing Unit Summary	
2000 Housing Units	4,261
Owner Occupied Housing Units	75.3%
Renter Occupied Housing Units	21.8%
Vacant Housing Units	2.8%
2010 Housing Units	4,661
Owner Occupied Housing Units	71.0%
Renter Occupied Housing Units	24.7%
Vacant Housing Units	4.3%
2020 Housing Units	4,690
Owner Occupied Housing Units	71.0%
Renter Occupied Housing Units	25.0%
Vacant Housing Units	3.9%
2025 Housing Units	4,711
Owner Occupied Housing Units	71.6%
Renter Occupied Housing Units	24.4%
Vacant Housing Units	4.0%
Median Household Income	
2020	\$110,658
2025	\$121,026
Median Home Value	
2020	\$679,561
2025	\$736,458
Per Capita Income	
2020	\$45,456
2025	\$50,822
Median Age	
2010	41.6
2020	43.5
2025	43.7

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	4,505
<\$15,000	4.7%
\$15,000 - \$24,999	3.0%
\$25,000 - \$34,999	3.2%
\$35,000 - \$49,999	7.1%
\$50,000 - \$74,999	12.7%
\$75,000 - \$99,999	12.5%
\$100,000 - \$149,999	22.4%
\$150,000 - \$199,999	17.7%
\$200,000+	16.6%
Average Household Income	\$135,798

2025 Households by Income

Household Income Base	4,521
<\$15,000	3.9%
\$15,000 - \$24,999	2.4%
\$25,000 - \$34,999	2.7%
\$35,000 - \$49,999	6.0%
\$50,000 - \$74,999	11.0%
\$75,000 - \$99,999	12.1%
\$100,000 - \$149,999	22.6%
\$150,000 - \$199,999	19.9%
\$200,000+	19.4%
Average Household Income	\$152,421

2020 Owner Occupied Housing Units by Value

Total	3,332
<\$50,000	0.4%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.1%
\$200,000 - \$249,999	0.2%
\$250,000 - \$299,999	0.4%
\$300,000 - \$399,999	4.2%
\$400,000 - \$499,999	7.2%
\$500,000 - \$749,999	52.0%
\$750,000 - \$999,999	26.2%
\$1,000,000 - \$1,499,999	8.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.8%
Average Home Value	\$725,503

2025 Owner Occupied Housing Units by Value

Total	3,373
<\$50,000	0.1%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.1%
\$250,000 - \$299,999	0.1%
\$300,000 - \$399,999	1.7%
\$400,000 - \$499,999	4.2%
\$500,000 - \$749,999	46.2%
\$750,000 - \$999,999	35.1%
\$1,000,000 - \$1,499,999	11.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	1.2%
Average Home Value	\$788,297

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age	
Total	13,093
0 - 4	5.5%
5 - 9	5.5%
10 - 14	6.2%
15 - 24	13.8%
25 - 34	11.3%
35 - 44	11.8%
45 - 54	15.0%
55 - 64	14.4%
65 - 74	8.5%
75 - 84	5.6%
85 +	2.5%
18 +	78.2%
2020 Population by Age	
Total	13,300
0 - 4	5.0%
5 - 9	5.2%
10 - 14	5.8%
15 - 24	10.8%
25 - 34	12.9%
35 - 44	11.7%
45 - 54	12.0%
55 - 64	15.2%
65 - 74	12.6%
75 - 84	5.9%
85 +	2.8%
18 +	80.3%
2025 Population by Age	
Total	13,396
0 - 4	5.0%
5 - 9	5.1%
10 - 14	5.8%
15 - 24	10.2%
25 - 34	11.3%
35 - 44	14.4%
45 - 54	11.5%
55 - 64	13.5%
65 - 74	13.1%
75 - 84	7.4%
85 +	2.8%
18 +	80.6%
2010 Population by Sex	
Males	6,365
Females	6,729
2020 Population by Sex	
Males	6,496
Females	6,804
2025 Population by Sex	
Males	6,564
Females	6,834

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	13,094
White Alone	64.2%
Black Alone	4.0%
American Indian Alone	0.8%
Asian Alone	11.6%
Pacific Islander Alone	0.6%
Some Other Race Alone	13.4%
Two or More Races	5.3%
Hispanic Origin	42.3%
Diversity Index	78.1

2020 Population by Race/Ethnicity

Total	13,301
White Alone	61.2%
Black Alone	3.9%
American Indian Alone	0.8%
Asian Alone	12.8%
Pacific Islander Alone	0.6%
Some Other Race Alone	14.8%
Two or More Races	5.9%
Hispanic Origin	46.1%
Diversity Index	80.3

2025 Population by Race/Ethnicity

Total	13,398
White Alone	59.8%
Black Alone	3.8%
American Indian Alone	0.8%
Asian Alone	13.6%
Pacific Islander Alone	0.6%
Some Other Race Alone	15.3%
Two or More Races	6.1%
Hispanic Origin	48.2%
Diversity Index	81.1

2010 Population by Relationship and Household Type

Total	13,094
In Households	99.8%
In Family Households	89.9%
Householder	26.5%
Spouse	20.7%
Child	33.6%
Other relative	6.3%
Nonrelative	2.8%
In Nonfamily Households	9.8%
In Group Quarters	0.2%
Institutionalized Population	0.0%
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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	9,719
Less than 9th Grade	3.4%
9th - 12th Grade, No Diploma	6.0%
High School Graduate	16.0%
GED/Alternative Credential	2.4%
Some College, No Degree	25.1%
Associate Degree	7.3%
Bachelor's Degree	22.8%
Graduate/Professional Degree	17.0%

2020 Population 15+ by Marital Status

Total	11,163
Never Married	31.1%
Married	52.8%
Widowed	6.6%
Divorced	9.5%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	6,964
Population 16+ Employed	83.9%
Population 16+ Unemployment rate	16.1%
Population 16-24 Employed	8.8%
Population 16-24 Unemployment rate	30.6%
Population 25-54 Employed	61.3%
Population 25-54 Unemployment rate	15.9%
Population 55-64 Employed	21.1%
Population 55-64 Unemployment rate	10.8%
Population 65+ Employed	8.8%
Population 65+ Unemployment rate	11.4%

2020 Employed Population 16+ by Industry

Total	5,842
Agriculture/Mining	0.5%
Construction	6.3%
Manufacturing	6.5%
Wholesale Trade	2.5%
Retail Trade	8.1%
Transportation/Utilities	5.5%
Information	3.1%
Finance/Insurance/Real Estate	6.7%
Services	51.8%
Public Administration	8.9%

2020 Employed Population 16+ by Occupation

Total	5,843
White Collar	68.0%
Management/Business/Financial	19.2%
Professional	24.8%
Sales	10.1%
Administrative Support	13.8%
Services	15.1%
Blue Collar	17.0%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	3.1%
Installation/Maintenance/Repair	4.1%
Production	3.3%
Transportation/Material Moving	6.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

December 02, 2020

2010 Households by Type	
Total	4,461
Households with 1 Person	16.7%
Households with 2+ People	83.3%
Family Households	78.6%
Husband-wife Families	61.4%
With Related Children	25.5%
Other Family (No Spouse Present)	17.1%
Other Family with Male Householder	5.1%
With Related Children	2.7%
Other Family with Female Householder	12.1%
With Related Children	6.2%
Nonfamily Households	4.7%
All Households with Children	35.1%
Multigenerational Households	7.6%
Unmarried Partner Households	4.9%
Male-female	4.2%
Same-sex	0.6%
2010 Households by Size	
Total	4,461
1 Person Household	16.7%
2 Person Household	32.7%
3 Person Household	17.7%
4 Person Household	16.5%
5 Person Household	9.3%
6 Person Household	4.0%
7 + Person Household	3.1%
2010 Households by Tenure and Mortgage Status	
Total	4,461
Owner Occupied	74.2%
Owned with a Mortgage/Loan	58.8%
Owned Free and Clear	15.4%
Renter Occupied	25.8%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	93
Percent of Income for Mortgage	25.7%
Wealth Index	192
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	4,661
Housing Units Inside Urbanized Area	99.7%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.3%
2010 Population By Urban/ Rural Status	
Total Population	13,094
Population Inside Urbanized Area	99.7%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.3%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Pleasantville (2B)
2. Exurbanites (1E)
3. City Lights (8A)

2020 Consumer Spending

Apparel & Services: Total \$	\$13,869,707
Average Spent	\$3,078.74
Spending Potential Index	144
Education: Total \$	\$13,787,745
Average Spent	\$3,060.54
Spending Potential Index	171
Entertainment/Recreation: Total \$	\$21,486,843
Average Spent	\$4,769.55
Spending Potential Index	147
Food at Home: Total \$	\$34,059,896
Average Spent	\$7,560.47
Spending Potential Index	142
Food Away from Home: Total \$	\$24,169,536
Average Spent	\$5,365.05
Spending Potential Index	142
Health Care: Total \$	\$36,665,854
Average Spent	\$8,138.92
Spending Potential Index	142
HH Furnishings & Equipment: Total \$	\$14,310,549
Average Spent	\$3,176.59
Spending Potential Index	145
Personal Care Products & Services: Total \$	\$5,925,576
Average Spent	\$1,315.33
Spending Potential Index	143
Shelter: Total \$	\$134,310,561
Average Spent	\$29,813.67
Spending Potential Index	154
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,743,101
Average Spent	\$3,272.61
Spending Potential Index	140
Travel: Total \$	\$17,349,916
Average Spent	\$3,851.26
Spending Potential Index	160
Vehicle Maintenance & Repairs: Total \$	\$7,176,349
Average Spent	\$1,592.97
Spending Potential Index	137

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.

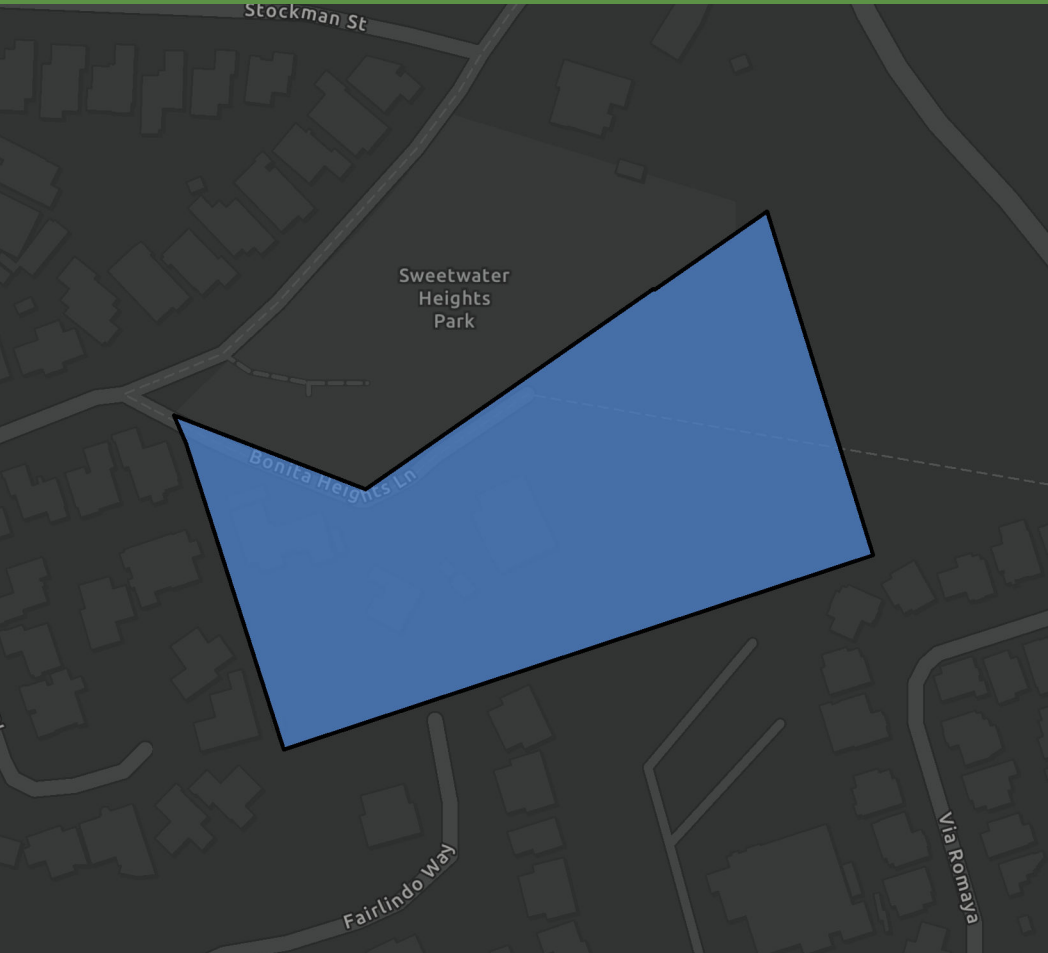
Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

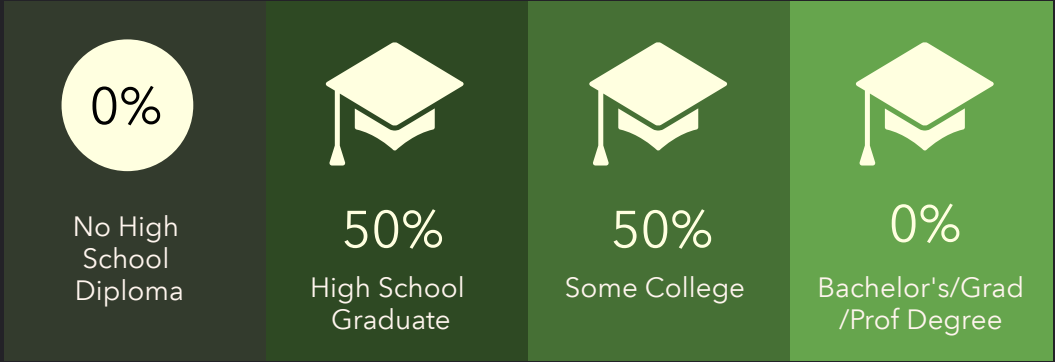
DEMOGRAPHIC PROFILE

Sweetwater

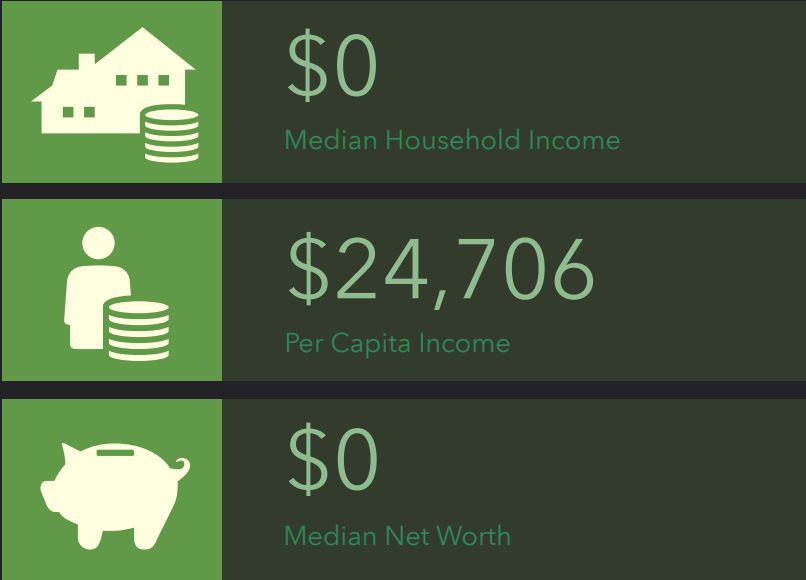
Sweetwater



EDUCATION



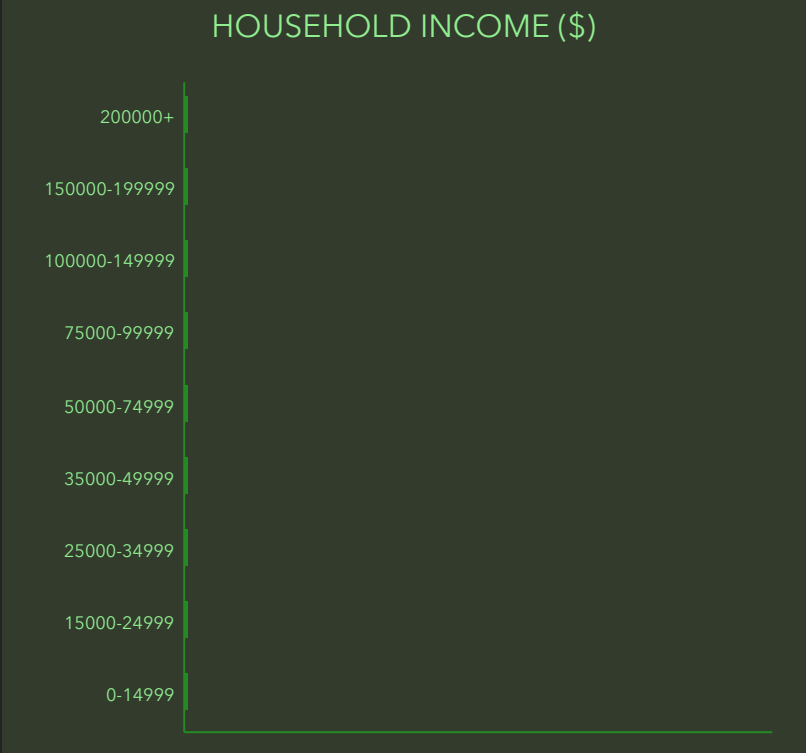
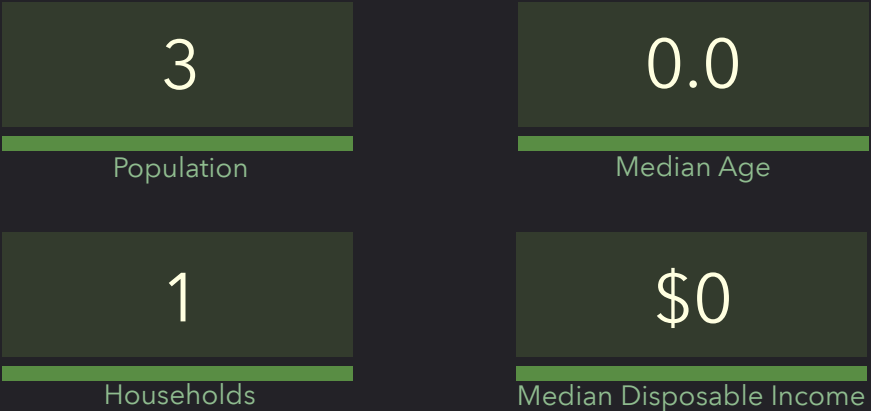
INCOME



EMPLOYMENT



KEY FACTS





Demographic and Income Profile

Sweetwater

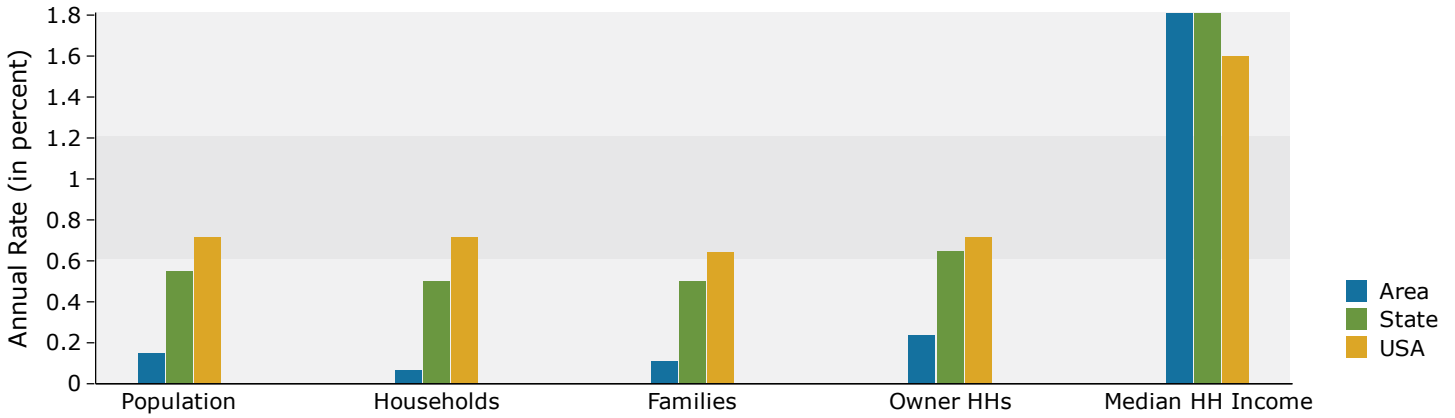
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	13,094		13,300		13,398	
Households	4,461		4,505		4,521	
Families	3,506		3,539		3,559	
Average Household Size	2.93		2.95		2.96	
Owner Occupied Housing Units	3,311		3,332		3,373	
Renter Occupied Housing Units	1,150		1,173		1,148	
Median Age	41.6		43.5		43.7	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.15%		0.55%		0.72%	
Households	0.07%		0.50%		0.72%	
Families	0.11%		0.50%		0.64%	
Owner HHs	0.24%		0.65%		0.72%	
Median Household Income	1.81%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			213	4.7%	175	3.9%
\$15,000 - \$24,999			135	3.0%	108	2.4%
\$25,000 - \$34,999			145	3.2%	121	2.7%
\$35,000 - \$49,999			322	7.1%	273	6.0%
\$50,000 - \$74,999			571	12.7%	499	11.0%
\$75,000 - \$99,999			565	12.5%	545	12.1%
\$100,000 - \$149,999			1,008	22.4%	1,024	22.6%
\$150,000 - \$199,999			799	17.7%	900	19.9%
\$200,000+			746	16.6%	877	19.4%
Median Household Income			\$110,658		\$121,026	
Average Household Income			\$135,798		\$152,421	
Per Capita Income			\$45,456		\$50,822	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	716	5.5%	663	5.0%	676	5.0%
5 - 9	719	5.5%	695	5.2%	685	5.1%
10 - 14	813	6.2%	778	5.8%	771	5.8%
15 - 19	956	7.3%	777	5.8%	746	5.6%
20 - 24	851	6.5%	666	5.0%	618	4.6%
25 - 34	1,480	11.3%	1,716	12.9%	1,516	11.3%
35 - 44	1,539	11.8%	1,557	11.7%	1,927	14.4%
45 - 54	1,968	15.0%	1,594	12.0%	1,535	11.5%
55 - 64	1,886	14.4%	2,017	15.2%	1,807	13.5%
65 - 74	1,111	8.5%	1,675	12.6%	1,751	13.1%
75 - 84	730	5.6%	784	5.9%	989	7.4%
85+	324	2.5%	378	2.8%	375	2.8%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	8,403	64.2%	8,134	61.2%	8,011	59.8%
Black Alone	524	4.0%	525	3.9%	514	3.8%
American Indian Alone	104	0.8%	101	0.8%	101	0.8%
Asian Alone	1,523	11.6%	1,707	12.8%	1,821	13.6%
Pacific Islander Alone	83	0.6%	81	0.6%	81	0.6%
Some Other Race Alone	1,759	13.4%	1,970	14.8%	2,053	15.3%
Two or More Races	698	5.3%	783	5.9%	817	6.1%
Hispanic Origin (Any Race)	5,536	42.3%	6,124	46.0%	6,456	48.2%

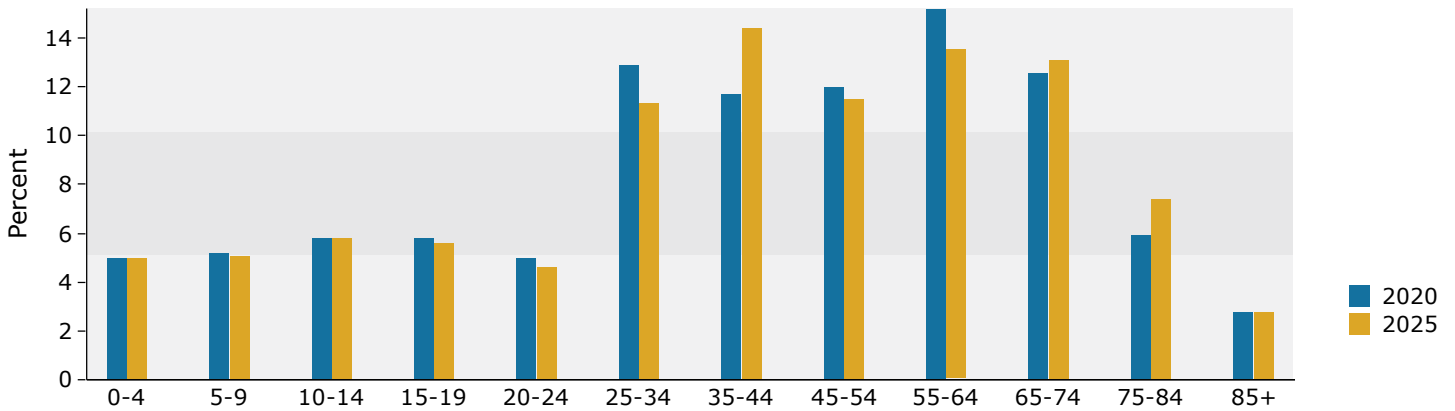
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

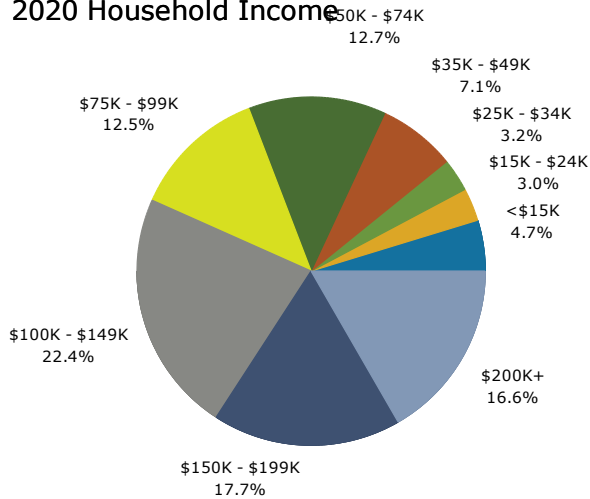
Trends 2020-2025



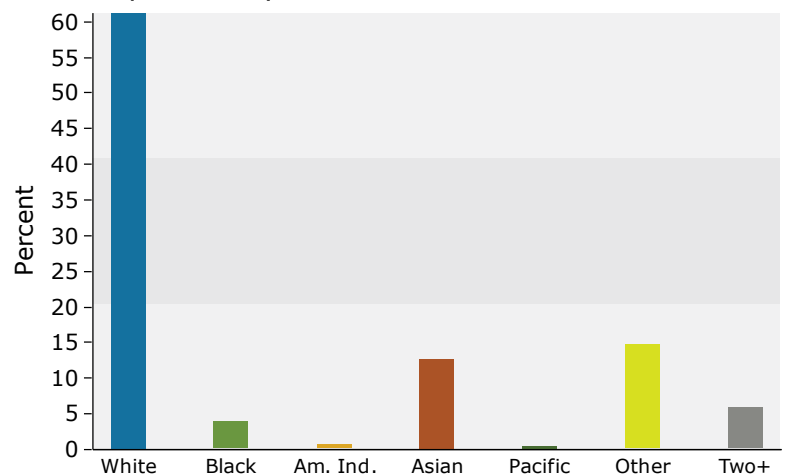
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 46.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	12,152
2010 Population	13,094
2020 Population	13,300
2025 Population	13,398
2000-2010 Annual Rate	0.75%
2010-2020 Annual Rate	0.15%
2020-2025 Annual Rate	0.15%
2020 Male Population	48.8%
2020 Female Population	51.2%
2020 Median Age	43.5

In the identified area, the current year population is 13,300. In 2010, the Census count in the area was 13,094. The rate of change since 2010 was 0.15% annually. The five-year projection for the population in the area is 13,398 representing a change of 0.15% annually from 2020 to 2025. Currently, the population is 48.8% male and 51.2% female.

Median Age

The median age in this area is 43.5, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	61.2%
2020 Black Alone	3.9%
2020 American Indian/Alaska Native Alone	0.8%
2020 Asian Alone	12.8%
2020 Pacific Islander Alone	0.6%
2020 Other Race	14.8%
2020 Two or More Races	5.9%
2020 Hispanic Origin (Any Race)	46.1%

Persons of Hispanic origin represent 46.1% of the population in the identified area compared to 18.8% 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 80.3 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	192
2000 Households	4,140
2010 Households	4,461
2020 Total Households	4,505
2025 Total Households	4,521
2000-2010 Annual Rate	0.75%
2010-2020 Annual Rate	0.10%
2020-2025 Annual Rate	0.07%
2020 Average Household Size	2.95

The household count in this area has changed from 4,461 in 2010 to 4,505 in the current year, a change of 0.10% annually. The five-year projection of households is 4,521, a change of 0.07% annually from the current year total. Average household size is currently 2.95, compared to 2.93 in the year 2010. The number of families in the current year is 3,539 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage 25.7%

Median Household Income

2020 Median Household Income \$110,658

2025 Median Household Income \$121,026

2020-2025 Annual Rate 1.81%

Average Household Income

2020 Average Household Income \$135,798

2025 Average Household Income \$152,421

2020-2025 Annual Rate 2.34%

Per Capita Income

2020 Per Capita Income \$45,456

2025 Per Capita Income \$50,822

2020-2025 Annual Rate 2.26%

Households by Income

Current median household income is \$110,658 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$121,026 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$135,798 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$152,421 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$45,456 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$50,822 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index 93

2000 Total Housing Units 4,261

2000 Owner Occupied Housing Units 3,209

2000 Renter Occupied Housing Units 931

2000 Vacant Housing Units 121

2010 Total Housing Units 4,661

2010 Owner Occupied Housing Units 3,311

2010 Renter Occupied Housing Units 1,150

2010 Vacant Housing Units 200

2020 Total Housing Units 4,690

2020 Owner Occupied Housing Units 3,332

2020 Renter Occupied Housing Units 1,173

2020 Vacant Housing Units 185

2025 Total Housing Units 4,711

2025 Owner Occupied Housing Units 3,373

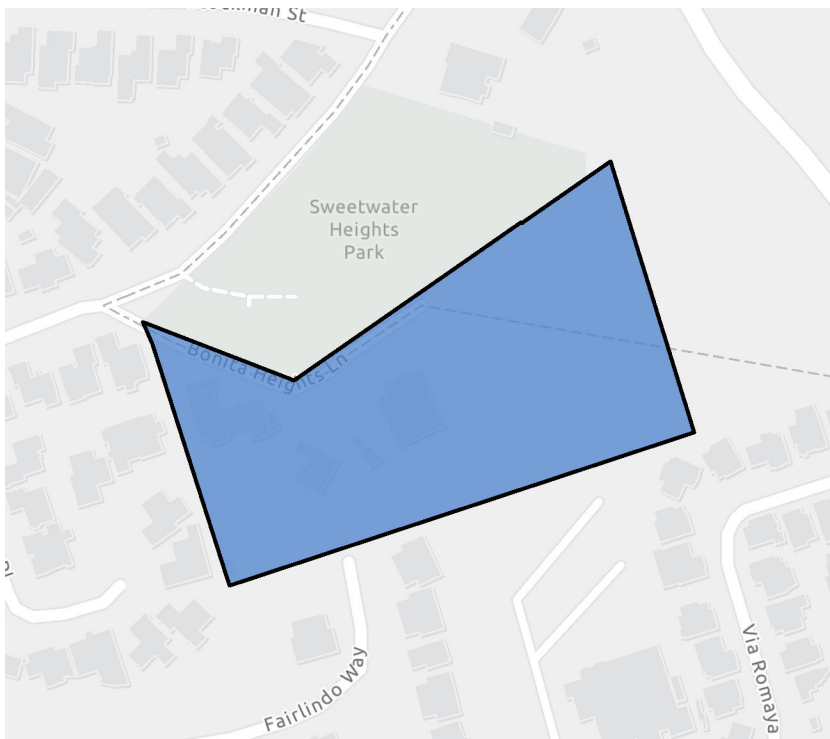
2025 Renter Occupied Housing Units 1,148

2025 Vacant Housing Units 190

Currently, 71.0% of the 4,690 housing units in the area are owner occupied; 25.0%, renter occupied; and 3.9% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 4,661 housing units in the area - 71.0% owner occupied, 24.7% renter occupied, and 4.3% vacant. The annual rate of change in housing units since 2010 is 0.28%. Median home value in the area is \$679,561, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 1.62% annually to \$736,458.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



POPULATION BY AGE

■ Under 18 (0%) ■ Ages 18 to 64 (0%) ■ Aged 65+ (0%)

POPULATION TRENDS AND KEY INDICATORS

Sweetwater

3	1	3.00	0.0	\$0	\$0	91	0	75
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



\$0

Avg Spent on Mortgage & Basics



0.0%

Percent of Income for Mortgage

POPULATION BY GENERATION



0.0%

Greatest Gen:
Born 1945/Earlier



33.3%

Baby Boomer:
Born 1946 to 1964



33.3%

Generation X:
Born 1965 to 1980



33.3%

Millennial:
Born 1981 to 1998



33.3%

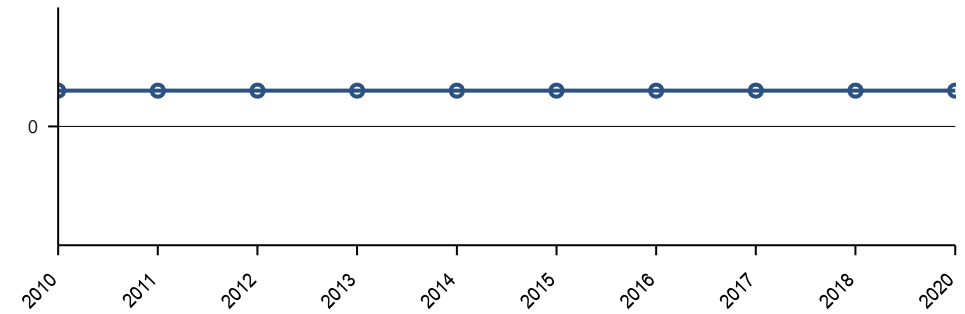
Generation Z:
Born 1999 to 2016



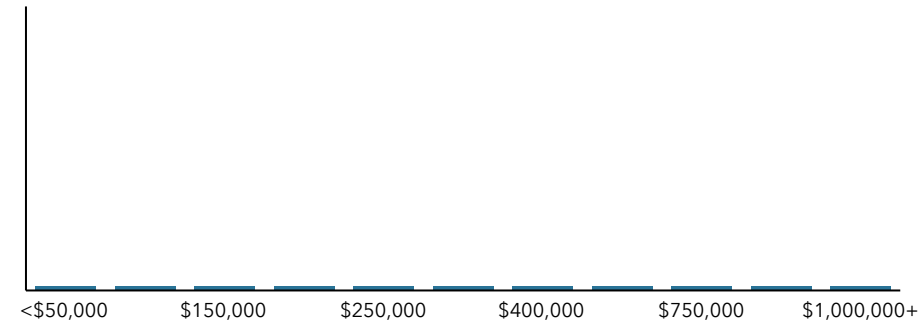
0.0%

Alpha: Born
2017 to Present

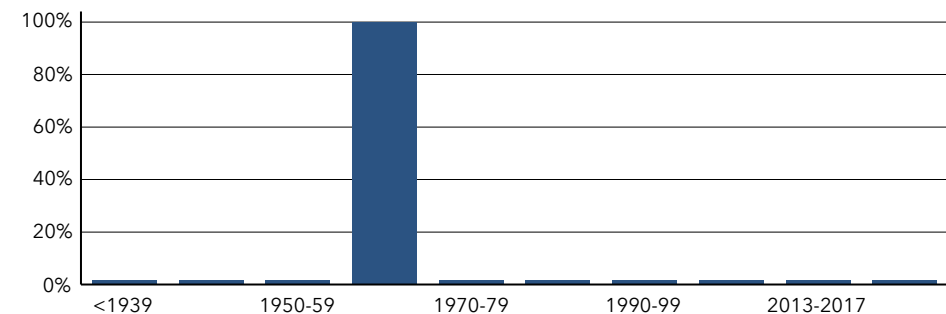
Historical Trends: Population



Home Value



Housing: Year Built





Population Summary	
2000 Total Population	3
2010 Total Population	3
2020 Total Population	3
2020 Group Quarters	0
2025 Total Population	3
2020-2025 Annual Rate	0.00%
2020 Total Daytime Population	2
Workers	0
Residents	2
Household Summary	
2000 Households	1
2000 Average Household Size	3.00
2010 Households	1
2010 Average Household Size	3.00
2020 Households	1
2020 Average Household Size	3.00
2025 Households	1
2025 Average Household Size	3.00
2020-2025 Annual Rate	0.00%
2010 Families	1
2010 Average Family Size	3.00
2020 Families	1
2020 Average Family Size	3.00
2025 Families	1
2025 Average Family Size	3.00
2020-2025 Annual Rate	0.00%
Housing Unit Summary	
2000 Housing Units	1
Owner Occupied Housing Units	100.0%
Renter Occupied Housing Units	0.0%
Vacant Housing Units	0.0%
2010 Housing Units	1
Owner Occupied Housing Units	100.0%
Renter Occupied Housing Units	0.0%
Vacant Housing Units	0.0%
2020 Housing Units	1
Owner Occupied Housing Units	100.0%
Renter Occupied Housing Units	0.0%
Vacant Housing Units	0.0%
2025 Housing Units	1
Owner Occupied Housing Units	100.0%
Renter Occupied Housing Units	0.0%
Vacant Housing Units	0.0%
Median Household Income	
2020	\$0
2025	\$0
Median Home Value	
2020	\$0
2025	\$0
Per Capita Income	
2020	\$24,706
2025	\$27,853
Median Age	
2010	0.0
2020	0.0
2025	0.0

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	1
<\$15,000	0.0%
\$15,000 - \$24,999	0.0%
\$25,000 - \$34,999	0.0%
\$35,000 - \$49,999	0.0%
\$50,000 - \$74,999	0.0%
\$75,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000+	0.0%
Average Household Income	\$87,938

2025 Households by Income

Household Income Base	1
<\$15,000	0.0%
\$15,000 - \$24,999	0.0%
\$25,000 - \$34,999	0.0%
\$35,000 - \$49,999	0.0%
\$50,000 - \$74,999	0.0%
\$75,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000+	0.0%
Average Household Income	\$99,141

2020 Owner Occupied Housing Units by Value

Total	1
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	0.0%
\$300,000 - \$399,999	0.0%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$0

2025 Owner Occupied Housing Units by Value

Total	1
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	0.0%
\$300,000 - \$399,999	0.0%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$0

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age	
Total	0
0 - 4	0.0%
5 - 9	0.0%
10 - 14	0.0%
15 - 24	0.0%
25 - 34	0.0%
35 - 44	0.0%
45 - 54	0.0%
55 - 64	0.0%
65 - 74	0.0%
75 - 84	0.0%
85 +	0.0%
18 +	0.0%
2020 Population by Age	
Total	0
0 - 4	0.0%
5 - 9	0.0%
10 - 14	0.0%
15 - 24	0.0%
25 - 34	0.0%
35 - 44	0.0%
45 - 54	0.0%
55 - 64	0.0%
65 - 74	0.0%
75 - 84	0.0%
85 +	0.0%
18 +	0.0%
2025 Population by Age	
Total	0
0 - 4	0.0%
5 - 9	0.0%
10 - 14	0.0%
15 - 24	0.0%
25 - 34	0.0%
35 - 44	0.0%
45 - 54	0.0%
55 - 64	0.0%
65 - 74	0.0%
75 - 84	0.0%
85 +	0.0%
18 +	0.0%
2010 Population by Sex	
Males	1
Females	2
2020 Population by Sex	
Males	2
Females	2
2025 Population by Sex	
Males	2
Females	2

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	3
White Alone	66.7%
Black Alone	0.0%
American Indian Alone	0.0%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	33.3%
Two or More Races	0.0%
Hispanic Origin	66.7%
Diversity Index	75.3

2020 Population by Race/Ethnicity

Total	3
White Alone	66.7%
Black Alone	0.0%
American Indian Alone	0.0%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	33.3%
Two or More Races	0.0%
Hispanic Origin	66.7%
Diversity Index	75.3

2025 Population by Race/Ethnicity

Total	3
White Alone	66.7%
Black Alone	0.0%
American Indian Alone	0.0%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	33.3%
Two or More Races	0.0%
Hispanic Origin	66.7%
Diversity Index	75.3

2010 Population by Relationship and Household Type

Total	3
In Households	100.0%
In Family Households	100.0%
Householder	33.3%
Spouse	33.3%
Child	33.3%
Other relative	0.0%
Nonrelative	0.0%
In Nonfamily Households	0.0%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Population 25+ by Educational Attainment

Total	2
Less than 9th Grade	0.0%
9th - 12th Grade, No Diploma	0.0%
High School Graduate	50.0%
GED/Alternative Credential	0.0%
Some College, No Degree	50.0%
Associate Degree	0.0%
Bachelor's Degree	0.0%
Graduate/Professional Degree	0.0%

2020 Population 15+ by Marital Status

Total	2
Never Married	50.0%
Married	50.0%
Widowed	0.0%
Divorced	0.0%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	2
Population 16+ Employed	50.0%
Population 16+ Unemployment rate	0.0%
Population 16-24 Employed	0.0%
Population 16-24 Unemployment rate	0.0%
Population 25-54 Employed	100.0%
Population 25-54 Unemployment rate	0.0%
Population 55-64 Employed	0.0%
Population 55-64 Unemployment rate	0.0%
Population 65+ Employed	0.0%
Population 65+ Unemployment rate	0.0%

2020 Employed Population 16+ by Industry

Total	1
Agriculture/Mining	0.0%
Construction	0.0%
Manufacturing	0.0%
Wholesale Trade	0.0%
Retail Trade	0.0%
Transportation/Utilities	0.0%
Information	0.0%
Finance/Insurance/Real Estate	0.0%
Services	0.0%
Public Administration	0.0%

2020 Employed Population 16+ by Occupation

Total	0
White Collar	0.0%
Management/Business/Financial	0.0%
Professional	0.0%
Sales	0.0%
Administrative Support	0.0%
Services	0.0%
Blue Collar	0.0%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	0.0%
Installation/Maintenance/Repair	0.0%
Production	0.0%
Transportation/Material Moving	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type

Total	1
Households with 1 Person	0.0%
Households with 2+ People	100.0%
Family Households	100.0%
Husband-wife Families	100.0%
With Related Children	0.0%
Other Family (No Spouse Present)	0.0%
Other Family with Male Householder	0.0%
With Related Children	0.0%
Other Family with Female Householder	0.0%
With Related Children	0.0%
Nonfamily Households	0.0%
All Households with Children	0.0%
Multigenerational Households	0.0%
Unmarried Partner Households	0.0%
Male-female	0.0%
Same-sex	0.0%

2010 Households by Size

Total	0
1 Person Household	0.0%
2 Person Household	0.0%
3 Person Household	0.0%
4 Person Household	0.0%
5 Person Household	0.0%
6 Person Household	0.0%
7 + Person Household	0.0%

2010 Households by Tenure and Mortgage Status

Total	1
Owner Occupied	100.0%
Owned with a Mortgage/Loan	100.0%
Owned Free and Clear	0.0%
Renter Occupied	0.0%

2020 Affordability, Mortgage and Wealth

Housing Affordability Index	0
Percent of Income for Mortgage	0.0%
Wealth Index	91

2010 Housing Units By Urban/ Rural Status

Total Housing Units	1
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%

2010 Population By Urban/ Rural Status

Total Population	3
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Urban Villages (7B)
- 2.
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$0
Average Spent	\$0.00
Spending Potential Index	0
Education: Total \$	\$0
Average Spent	\$0.00
Spending Potential Index	0
Entertainment/Recreation: Total \$	\$0
Average Spent	\$0.00
Spending Potential Index	0
Food at Home: Total \$	\$0
Average Spent	\$0.00
Spending Potential Index	0
Food Away from Home: Total \$	\$0
Average Spent	\$0.00
Spending Potential Index	0
Health Care: Total \$	\$0
Average Spent	\$0.00
Spending Potential Index	0
HH Furnishings & Equipment: Total \$	\$0
Average Spent	\$0.00
Spending Potential Index	0
Personal Care Products & Services: Total \$	\$0
Average Spent	\$0.00
Spending Potential Index	0
Shelter: Total \$	\$0
Average Spent	\$0.00
Spending Potential Index	0
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$0
Average Spent	\$0.00
Spending Potential Index	0
Travel: Total \$	\$0
Average Spent	\$0.00
Spending Potential Index	0
Vehicle Maintenance & Repairs: Total \$	\$0
Average Spent	\$0.00
Spending Potential Index	0

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.

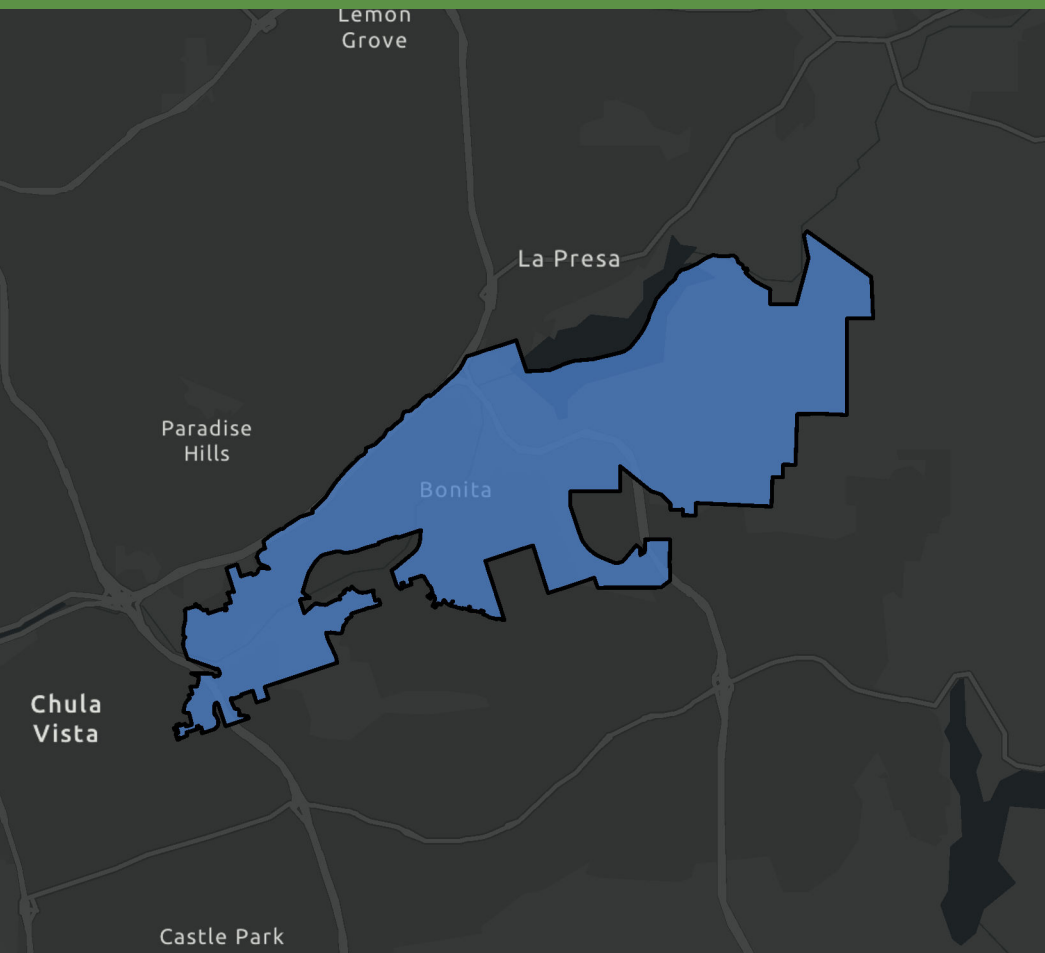
Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

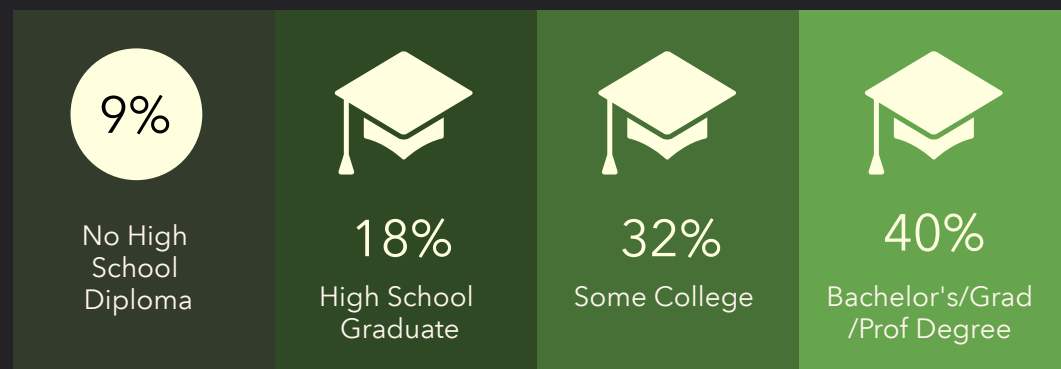
DEMOGRAPHIC PROFILE

Sweetwater

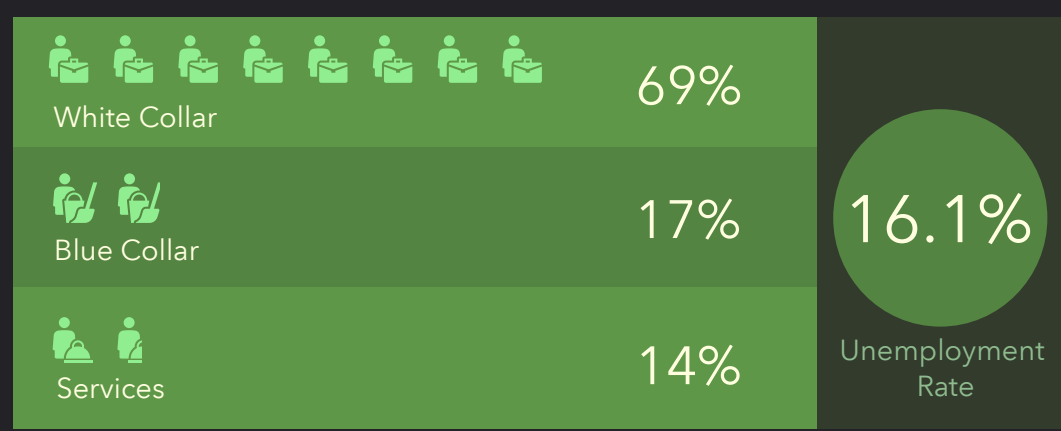
Sweetwater



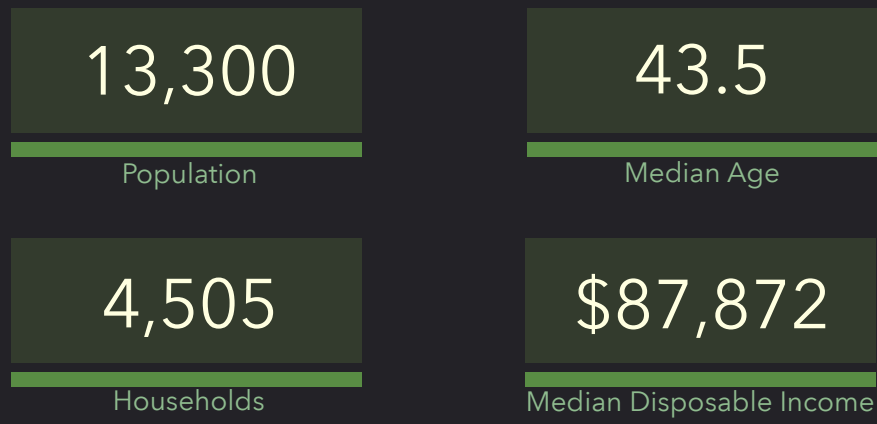
EDUCATION



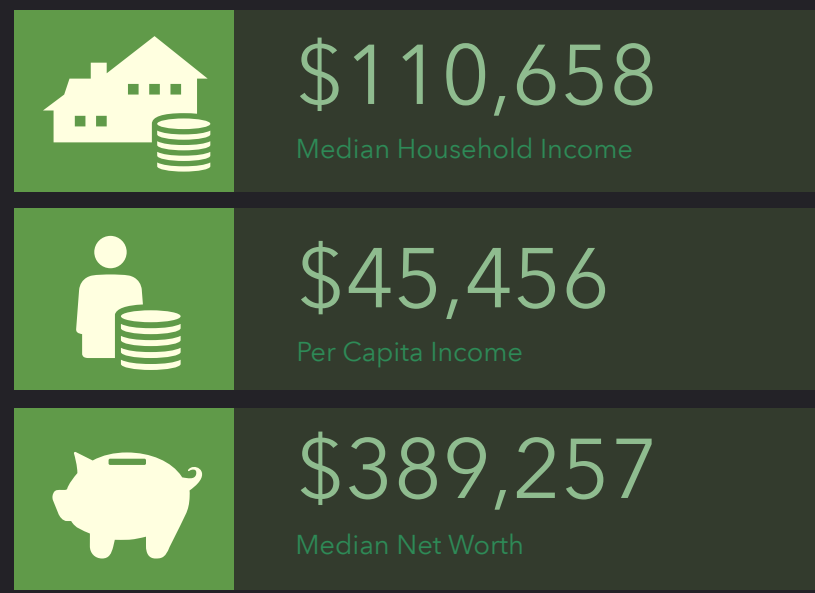
EMPLOYMENT



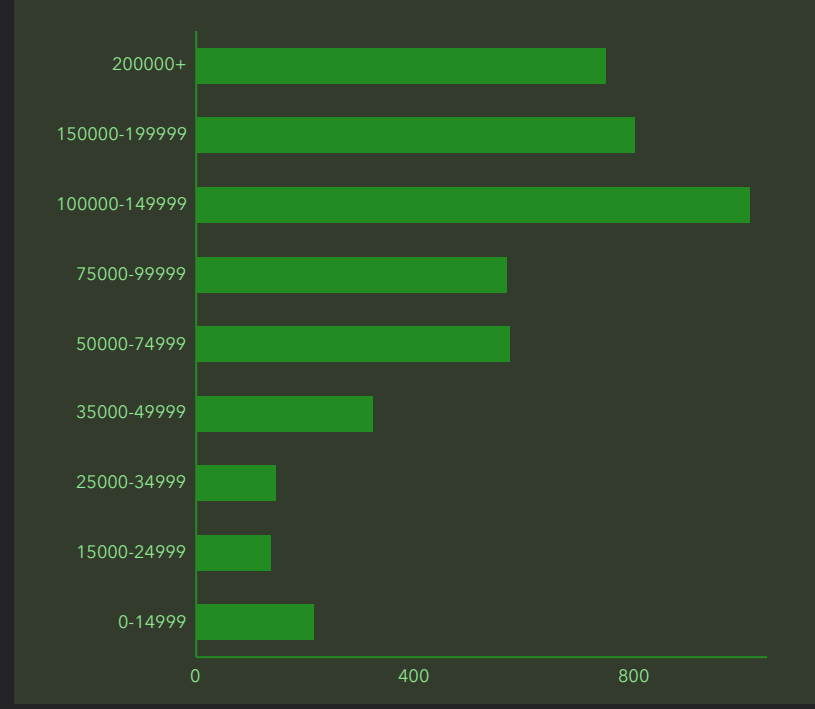
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Sweetwater

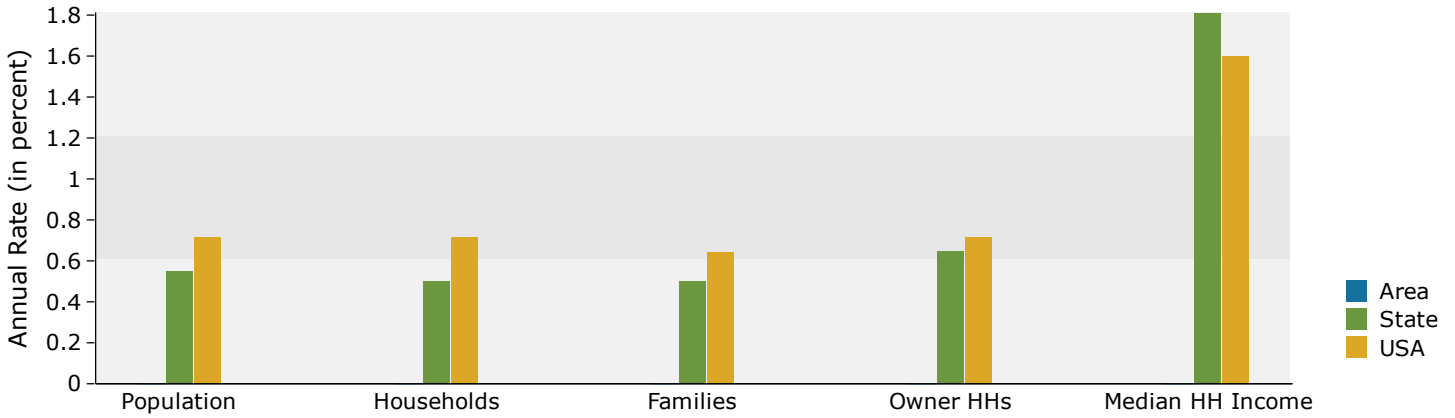
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	3		3		3	
Households	1		1		1	
Families	1		1		1	
Average Household Size	3.00		3.00		3.00	
Owner Occupied Housing Units	1		1		1	
Renter Occupied Housing Units	0		0		0	
Median Age	0.0		0.0		0.0	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.00%		0.55%		0.72%	
Households	0.00%		0.50%		0.72%	
Families	0.00%		0.50%		0.64%	
Owner HHs	0.00%		0.65%		0.72%	
Median Household Income	0.00%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			0	0.0%	0	0.0%
\$15,000 - \$24,999			0	0.0%	0	0.0%
\$25,000 - \$34,999			0	0.0%	0	0.0%
\$35,000 - \$49,999			0	0.0%	0	0.0%
\$50,000 - \$74,999			0	0.0%	0	0.0%
\$75,000 - \$99,999			0	0.0%	0	0.0%
\$100,000 - \$149,999			0	0.0%	0	0.0%
\$150,000 - \$199,999			0	0.0%	0	0.0%
\$200,000+			0	0.0%	0	0.0%
Median Household Income			\$0		\$0	
Average Household Income			\$87,938		\$99,141	
Per Capita Income			\$24,706		\$27,853	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	0	0.0%	0	0.0%	0	0.0%
5 - 9	0	0.0%	0	0.0%	0	0.0%
10 - 14	0	0.0%	0	0.0%	0	0.0%
15 - 19	0	0.0%	0	0.0%	0	0.0%
20 - 24	0	0.0%	0	0.0%	0	0.0%
25 - 34	0	0.0%	0	0.0%	0	0.0%
35 - 44	0	0.0%	0	0.0%	0	0.0%
45 - 54	0	0.0%	0	0.0%	0	0.0%
55 - 64	0	0.0%	0	0.0%	0	0.0%
65 - 74	0	0.0%	0	0.0%	0	0.0%
75 - 84	0	0.0%	0	0.0%	0	0.0%
85+	0	0.0%	0	0.0%	0	0.0%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2	66.7%	2	66.7%	2	66.7%
Black Alone	0	0.0%	0	0.0%	0	0.0%
American Indian Alone	0	0.0%	0	0.0%	0	0.0%
Asian Alone	0	0.0%	0	0.0%	0	0.0%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	1	33.3%	1	33.3%	1	33.3%
Two or More Races	0	0.0%	0	0.0%	0	0.0%
Hispanic Origin (Any Race)	2	66.7%	2	66.7%	2	66.7%

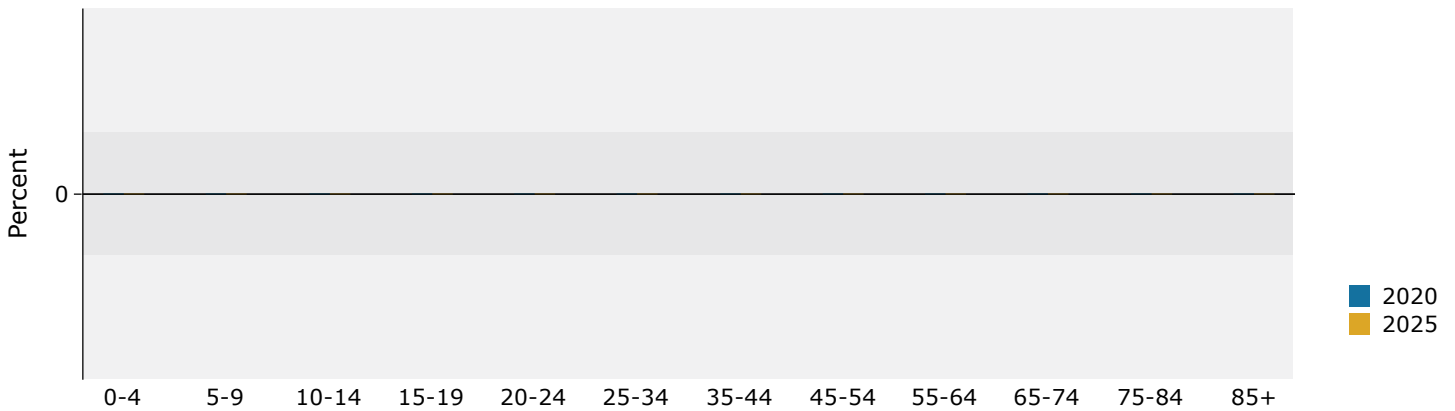
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Trends 2020-2025

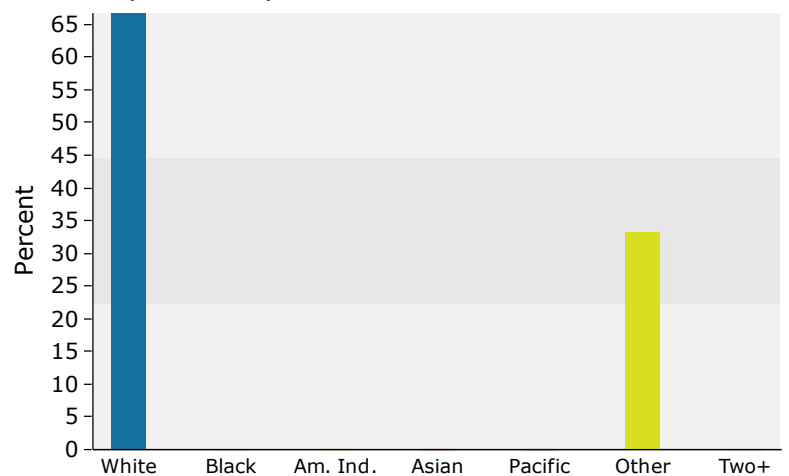


Population by Age



2020 Household Income

2020 Population by Race



2020 Percent Hispanic Origin: 66.7%

Population

2000 Population	3
2010 Population	3
2020 Population	3
2025 Population	3
2000-2010 Annual Rate	0.00%
2010-2020 Annual Rate	0.00%
2020-2025 Annual Rate	0.00%
2020 Male Population	66.7%
2020 Female Population	66.7%
2020 Median Age	0.0

In the identified area, the current year population is 3. In 2010, the Census count in the area was 3. The rate of change since 2010 was 0.00% annually. The five-year projection for the population in the area is 3 representing a change of 0.00% annually from 2020 to 2025. Currently, the population is 66.7% male and 66.7% female.

Median Age

The median age in this area is 0.0, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	66.7%
2020 Black Alone	0.0%
2020 American Indian/Alaska Native Alone	0.0%
2020 Asian Alone	0.0%
2020 Pacific Islander Alone	0.0%
2020 Other Race	33.3%
2020 Two or More Races	0.0%
2020 Hispanic Origin (Any Race)	66.7%

Persons of Hispanic origin represent 66.7% of the population in the identified area compared to 18.8% 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 75.3 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	91
2000 Households	1
2010 Households	1
2020 Total Households	1
2025 Total Households	1
2000-2010 Annual Rate	0.00%
2010-2020 Annual Rate	0.00%
2020-2025 Annual Rate	0.00%
2020 Average Household Size	3.00

The household count in this area has changed from 1 in 2010 to 1 in the current year, a change of 0.00% annually. The five-year projection of households is 1, a change of 0.00% annually from the current year total. Average household size is currently 3.00, compared to 3.00 in the year 2010. The number of families in the current year is 1 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage 0.0%

Median Household Income

2020 Median Household Income \$0

2025 Median Household Income \$0

2020-2025 Annual Rate 0.00%

Average Household Income

2020 Average Household Income \$87,938

2025 Average Household Income \$99,141

2020-2025 Annual Rate 2.43%

Per Capita Income

2020 Per Capita Income \$24,706

2025 Per Capita Income \$27,853

2020-2025 Annual Rate 2.43%

Households by Income

Current median household income is \$0 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$0 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$87,938 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$99,141 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$24,706 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$27,853 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index 0

2000 Total Housing Units 1

2000 Owner Occupied Housing Units 1

2000 Renter Occupied Housing Units 0

2000 Vacant Housing Units 0

2010 Total Housing Units 1

2010 Owner Occupied Housing Units 1

2010 Renter Occupied Housing Units 0

2010 Vacant Housing Units 0

2020 Total Housing Units 1

2020 Owner Occupied Housing Units 1

2020 Renter Occupied Housing Units 0

2020 Vacant Housing Units 0

2025 Total Housing Units 1

2025 Owner Occupied Housing Units 1

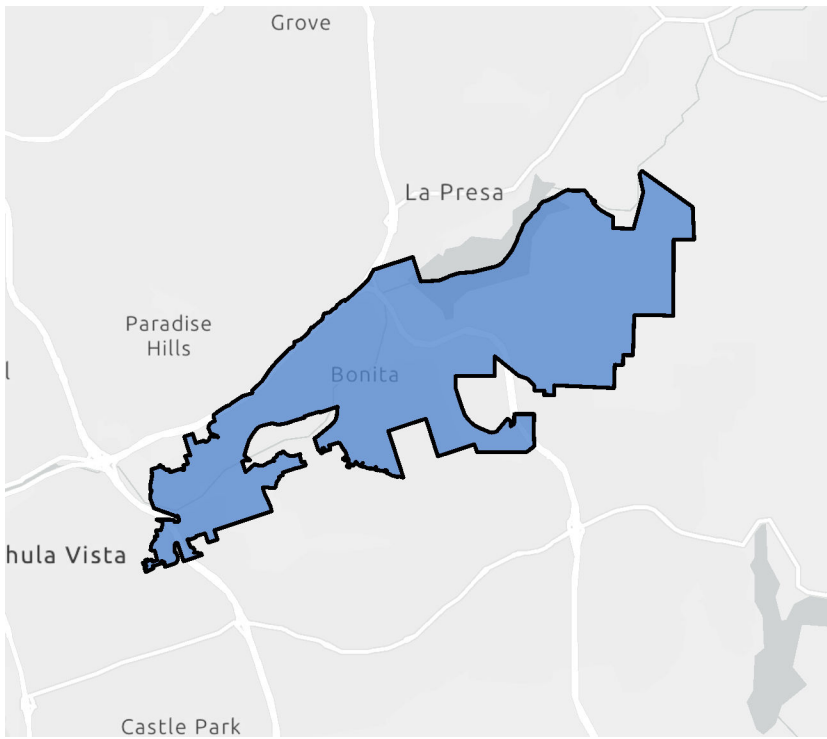
2025 Renter Occupied Housing Units 0

2025 Vacant Housing Units 0

Currently, 100.0% of the 1 housing units in the area are owner occupied; 0.0%, renter occupied; and 0.0% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 1 housing units in the area - 100.0% owner occupied, 0.0% renter occupied, and 0.0% vacant. The annual rate of change in housing units since 2010 is 0.00%. Median home value in the area is \$0, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 0.00% annually to \$0.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



POPULATION TRENDS AND KEY INDICATORS

Sweetwater

13,300	4,505	2.95	43.5	\$110,658	\$679,561	192	93	80
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



\$17,884

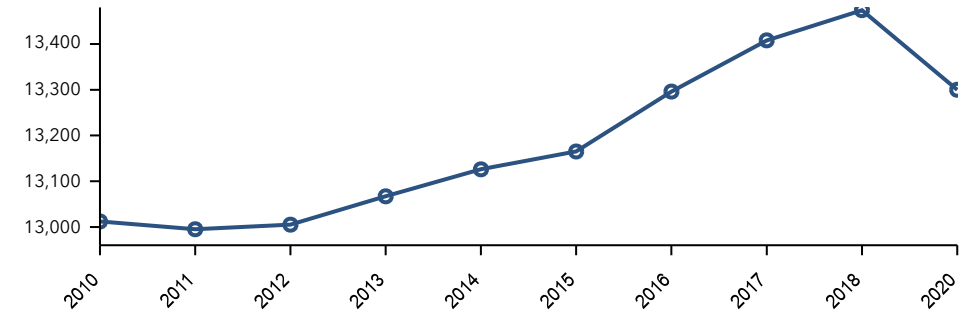
Avg Spent on Mortgage & Basics



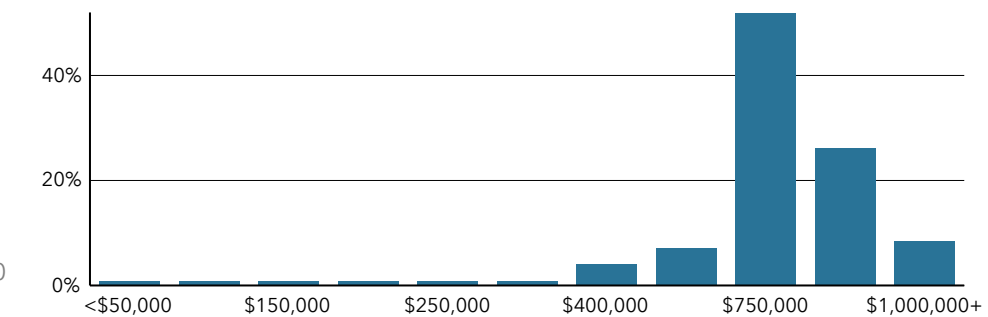
25.7%

Percent of Income for Mortgage

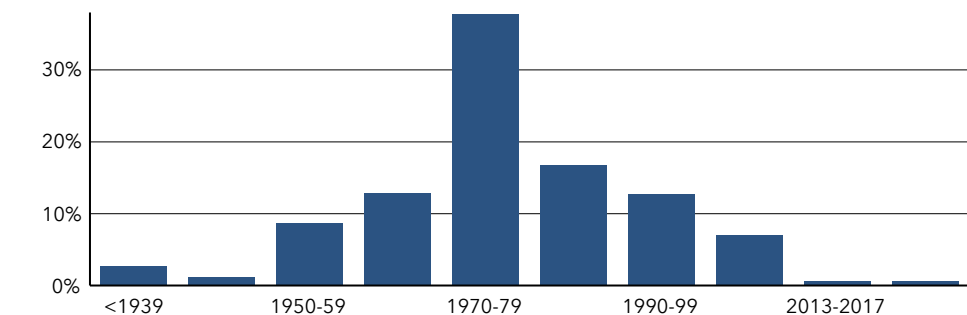
Historical Trends: Population



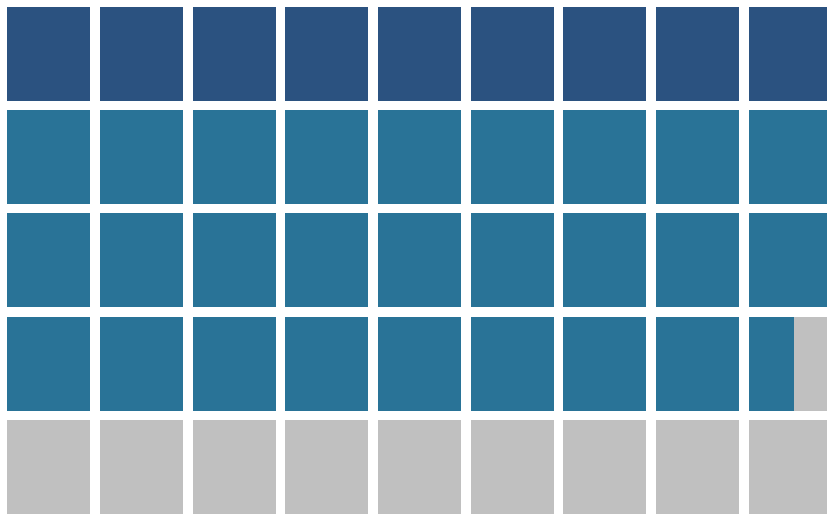
Home Value



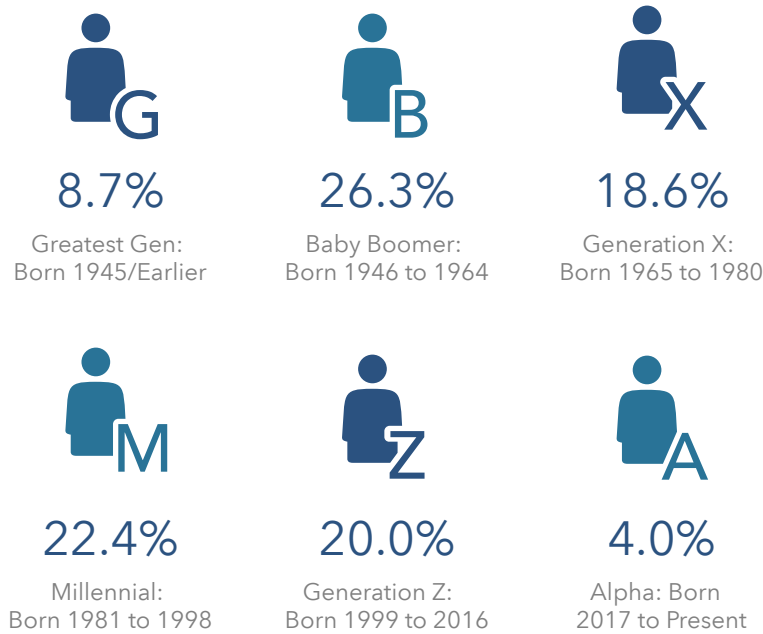
Housing: Year Built



POPULATION BY AGE



POPULATION BY GENERATION



This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2014-2018, 2020, 2025. © 2020 Esri

Population Summary	
2000 Total Population	142
2010 Total Population	177
2020 Total Population	186
2020 Group Quarters	1
2025 Total Population	190
2020-2025 Annual Rate	0.43%
2020 Total Daytime Population	322
Workers	194
Residents	128
Household Summary	
2000 Households	39
2000 Average Household Size	3.64
2010 Households	46
2010 Average Household Size	3.83
2020 Households	48
2020 Average Household Size	3.85
2025 Households	49
2025 Average Household Size	3.86
2020-2025 Annual Rate	0.41%
2010 Families	34
2010 Average Family Size	4.44
2020 Families	36
2020 Average Family Size	4.39
2025 Families	36
2025 Average Family Size	4.50
2020-2025 Annual Rate	0.00%
Housing Unit Summary	
2000 Housing Units	45
Owner Occupied Housing Units	62.2%
Renter Occupied Housing Units	24.4%
Vacant Housing Units	13.3%
2010 Housing Units	54
Owner Occupied Housing Units	53.7%
Renter Occupied Housing Units	31.5%
Vacant Housing Units	14.8%
2020 Housing Units	55
Owner Occupied Housing Units	54.5%
Renter Occupied Housing Units	32.7%
Vacant Housing Units	12.7%
2025 Housing Units	56
Owner Occupied Housing Units	55.4%
Renter Occupied Housing Units	32.1%
Vacant Housing Units	12.5%
Median Household Income	
2020	\$47,664
2025	\$53,457
Median Home Value	
2020	\$270,833
2025	\$450,000
Per Capita Income	
2020	\$29,765
2025	\$31,191
Median Age	
2010	37.0
2020	39.5
2025	42.5

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	48
<\$15,000	12.5%
\$15,000 - \$24,999	8.3%
\$25,000 - \$34,999	20.8%
\$35,000 - \$49,999	8.3%
\$50,000 - \$74,999	16.7%
\$75,000 - \$99,999	4.2%
\$100,000 - \$149,999	6.2%
\$150,000 - \$199,999	6.2%
\$200,000+	14.6%
Average Household Income	\$98,275

2025 Households by Income

Household Income Base	49
<\$15,000	10.2%
\$15,000 - \$24,999	8.2%
\$25,000 - \$34,999	18.4%
\$35,000 - \$49,999	8.2%
\$50,000 - \$74,999	20.4%
\$75,000 - \$99,999	4.1%
\$100,000 - \$149,999	8.2%
\$150,000 - \$199,999	8.2%
\$200,000+	12.2%
Average Household Income	\$103,052

2020 Owner Occupied Housing Units by Value

Total	30
<\$50,000	10.0%
\$50,000 - \$99,999	6.7%
\$100,000 - \$149,999	3.3%
\$150,000 - \$199,999	3.3%
\$200,000 - \$249,999	20.0%
\$250,000 - \$299,999	20.0%
\$300,000 - \$399,999	16.7%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	23.3%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$311,290

2025 Owner Occupied Housing Units by Value

Total	31
<\$50,000	3.2%
\$50,000 - \$99,999	3.2%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	3.2%
\$200,000 - \$249,999	9.7%
\$250,000 - \$299,999	12.9%
\$300,000 - \$399,999	16.1%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	48.4%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$439,167

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age

Total	176
0 - 4	5.7%
5 - 9	6.8%
10 - 14	8.5%
15 - 24	15.9%
25 - 34	11.4%
35 - 44	12.5%
45 - 54	13.6%
55 - 64	13.6%
65 - 74	8.0%
75 - 84	4.0%
85 +	1.1%
18 +	72.7%

2020 Population by Age

Total	184
0 - 4	5.4%
5 - 9	6.0%
10 - 14	5.4%
15 - 24	12.5%
25 - 34	15.2%
35 - 44	12.0%
45 - 54	12.5%
55 - 64	13.0%
65 - 74	12.0%
75 - 84	4.9%
85 +	1.1%
18 +	79.3%

2025 Population by Age

Total	191
0 - 4	5.2%
5 - 9	5.8%
10 - 14	6.3%
15 - 24	11.0%
25 - 34	12.0%
35 - 44	12.6%
45 - 54	12.6%
55 - 64	14.1%
65 - 74	12.0%
75 - 84	6.8%
85 +	1.6%
18 +	78.0%

2010 Population by Sex

Males	91
Females	86

2020 Population by Sex

Males	94
Females	92

2025 Population by Sex

Males	96
Females	94

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	178
White Alone	53.9%
Black Alone	0.6%
American Indian Alone	1.1%
Asian Alone	1.1%
Pacific Islander Alone	0.6%
Some Other Race Alone	38.8%
Two or More Races	3.9%
Hispanic Origin	65.5%
Diversity Index	83.9

2020 Population by Race/Ethnicity

Total	186
White Alone	50.5%
Black Alone	0.5%
American Indian Alone	1.1%
Asian Alone	1.1%
Pacific Islander Alone	0.5%
Some Other Race Alone	42.5%
Two or More Races	3.8%
Hispanic Origin	69.9%
Diversity Index	85.2

2025 Population by Race/Ethnicity

Total	191
White Alone	49.2%
Black Alone	0.5%
American Indian Alone	1.0%
Asian Alone	1.0%
Pacific Islander Alone	0.5%
Some Other Race Alone	43.5%
Two or More Races	4.2%
Hispanic Origin	72.6%
Diversity Index	85.2

2010 Population by Relationship and Household Type

Total	177
In Households	99.4%
In Family Households	88.7%
Householder	22.6%
Spouse	16.9%
Child	36.2%
Other relative	9.0%
Nonrelative	4.0%
In Nonfamily Households	10.7%
In Group Quarters	0.6%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.6%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	131
Less than 9th Grade	5.3%
9th - 12th Grade, No Diploma	11.5%
High School Graduate	25.2%
GED/Alternative Credential	0.0%
Some College, No Degree	9.2%
Associate Degree	0.0%
Bachelor's Degree	39.7%
Graduate/Professional Degree	9.2%

2020 Population 15+ by Marital Status

Total	154
Never Married	28.6%
Married	48.7%
Widowed	5.8%
Divorced	16.9%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	71
Population 16+ Employed	83.1%
Population 16+ Unemployment rate	16.9%
Population 16-24 Employed	10.2%
Population 16-24 Unemployment rate	33.3%
Population 25-54 Employed	69.5%
Population 25-54 Unemployment rate	16.3%
Population 55-64 Employed	15.3%
Population 55-64 Unemployment rate	10.0%
Population 65+ Employed	5.1%
Population 65+ Unemployment rate	0.0%

2020 Employed Population 16+ by Industry

Total	59
Agriculture/Mining	0.0%
Construction	22.0%
Manufacturing	3.4%
Wholesale Trade	3.4%
Retail Trade	23.7%
Transportation/Utilities	16.9%
Information	3.4%
Finance/Insurance/Real Estate	3.4%
Services	20.3%
Public Administration	3.4%

2020 Employed Population 16+ by Occupation

Total	59
White Collar	57.6%
Management/Business/Financial	20.3%
Professional	6.8%
Sales	27.1%
Administrative Support	3.4%
Services	10.2%
Blue Collar	32.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	13.6%
Installation/Maintenance/Repair	0.0%
Production	3.4%
Transportation/Material Moving	15.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

December 02, 2020

2010 Households by Type	
Total	46
Households with 1 Person	19.6%
Households with 2+ People	80.4%
Family Households	73.9%
Husband-wife Families	56.5%
With Related Children	30.4%
Other Family (No Spouse Present)	17.4%
Other Family with Male Householder	6.5%
With Related Children	2.2%
Other Family with Female Householder	13.0%
With Related Children	8.7%
Nonfamily Households	6.5%
All Households with Children	41.3%
Multigenerational Households	10.9%
Unmarried Partner Households	8.7%
Male-female	8.7%
Same-sex	0.0%
2010 Households by Size	
Total	45
1 Person Household	20.0%
2 Person Household	26.7%
3 Person Household	13.3%
4 Person Household	13.3%
5 Person Household	13.3%
6 Person Household	6.7%
7 + Person Household	6.7%
2010 Households by Tenure and Mortgage Status	
Total	46
Owner Occupied	63.0%
Owned with a Mortgage/Loan	28.3%
Owned Free and Clear	34.8%
Renter Occupied	37.0%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	0
Percent of Income for Mortgage	0.0%
Wealth Index	115
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	54
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%
2010 Population By Urban/ Rural Status	
Total Population	177
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Rural Bypasses (10E)
- 2.
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$108,362
Average Spent	\$2,257.54
Spending Potential Index	105
Education: Total \$	\$72,769
Average Spent	\$1,516.02
Spending Potential Index	85
Entertainment/Recreation: Total \$	\$199,674
Average Spent	\$4,159.88
Spending Potential Index	128
Food at Home: Total \$	\$342,018
Average Spent	\$7,125.38
Spending Potential Index	133
Food Away from Home: Total \$	\$210,460
Average Spent	\$4,384.58
Spending Potential Index	116
Health Care: Total \$	\$368,265
Average Spent	\$7,672.19
Spending Potential Index	133
HH Furnishings & Equipment: Total \$	\$123,609
Average Spent	\$2,575.19
Spending Potential Index	118
Personal Care Products & Services: Total \$	\$43,445
Average Spent	\$905.10
Spending Potential Index	99
Shelter: Total \$	\$837,091
Average Spent	\$17,439.40
Spending Potential Index	90
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$152,963
Average Spent	\$3,186.73
Spending Potential Index	136
Travel: Total \$	\$106,304
Average Spent	\$2,214.67
Spending Potential Index	92
Vehicle Maintenance & Repairs: Total \$	\$76,474
Average Spent	\$1,593.21
Spending Potential Index	137

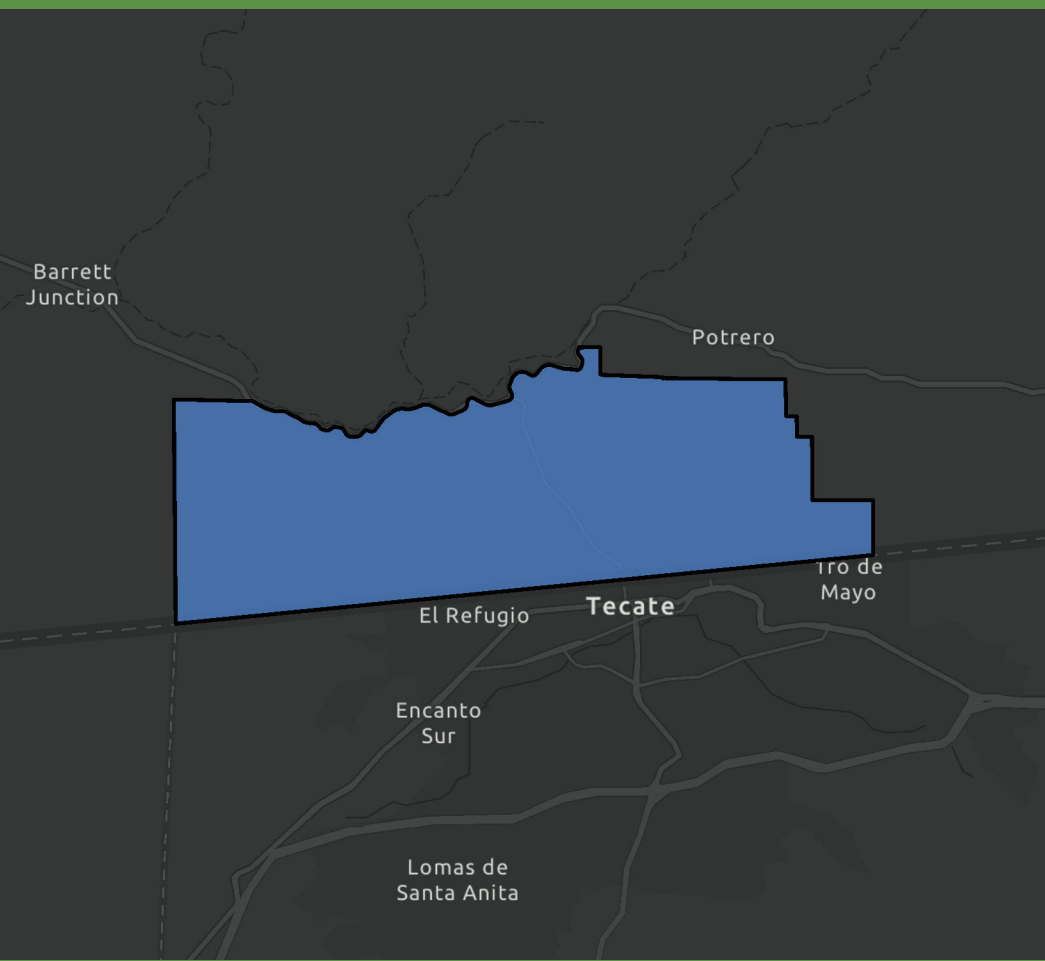
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

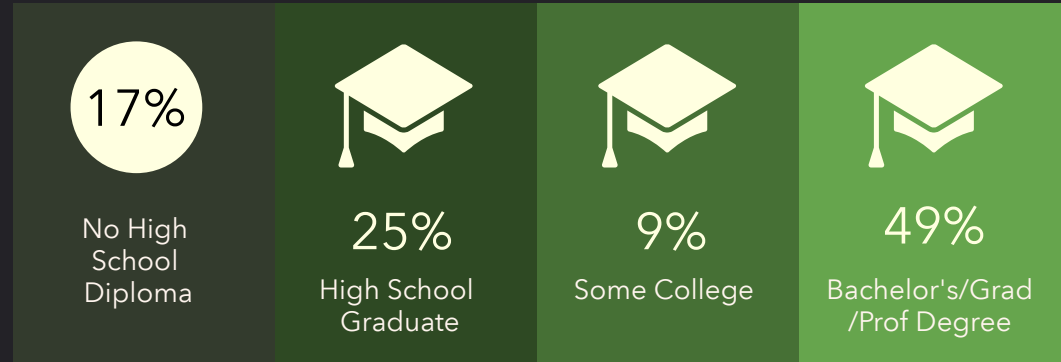
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

DEMOGRAPHIC PROFILE

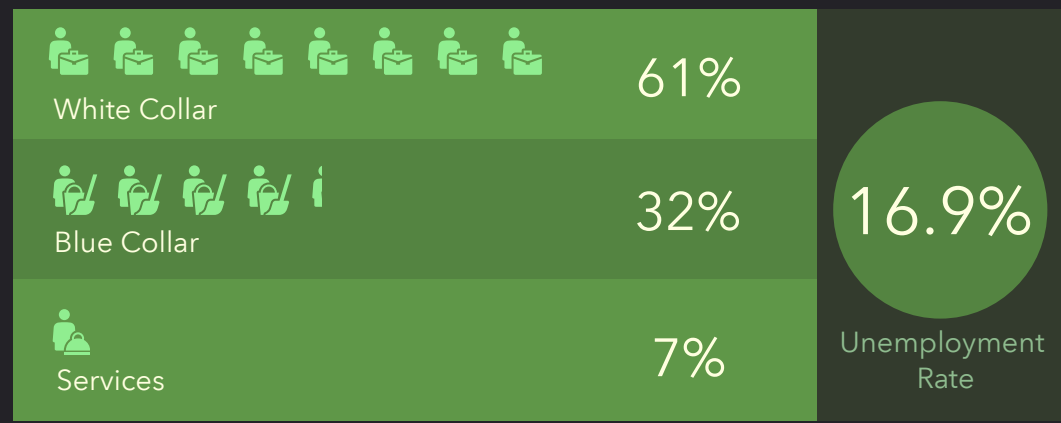
Tecate
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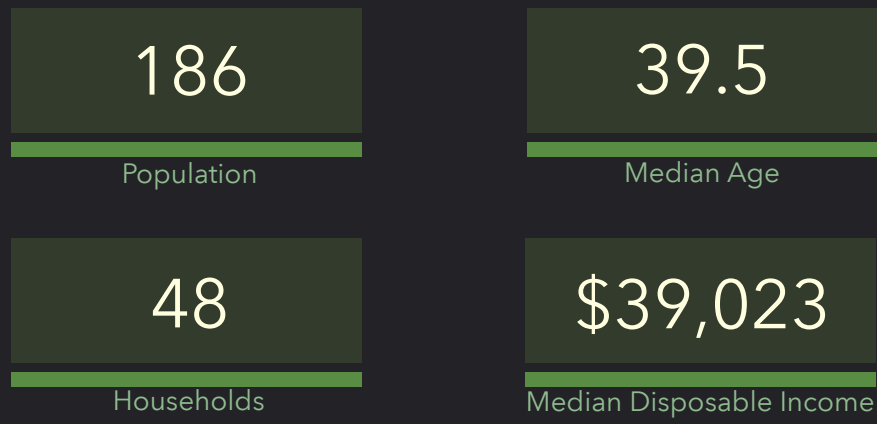
EDUCATION



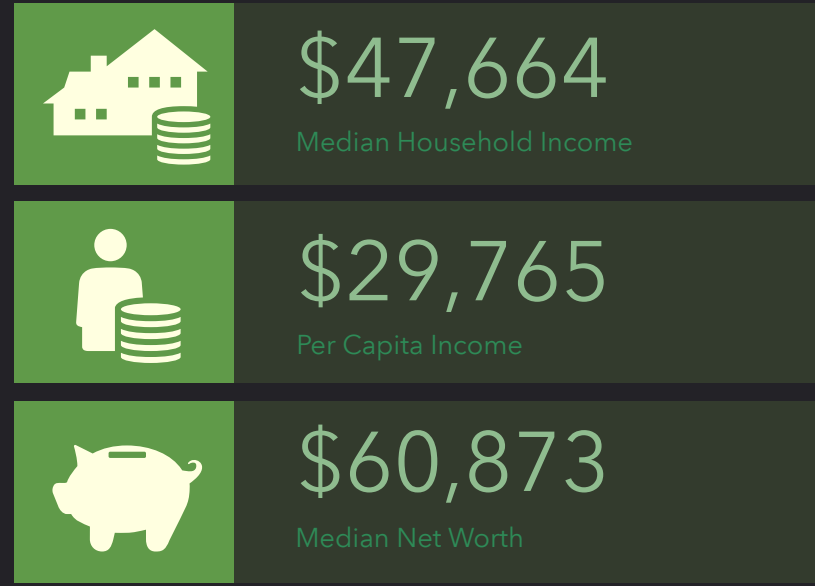
EMPLOYMENT



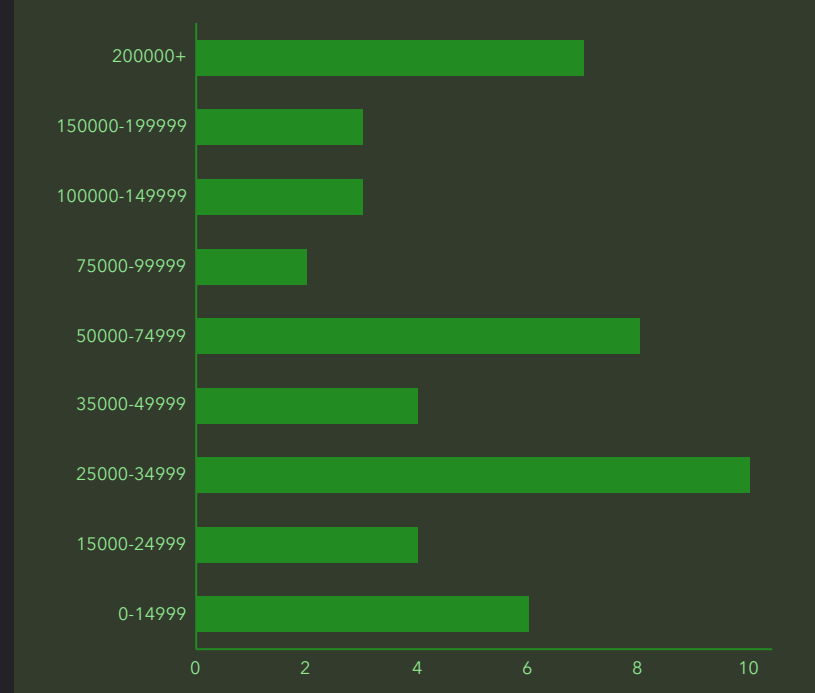
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Tecate

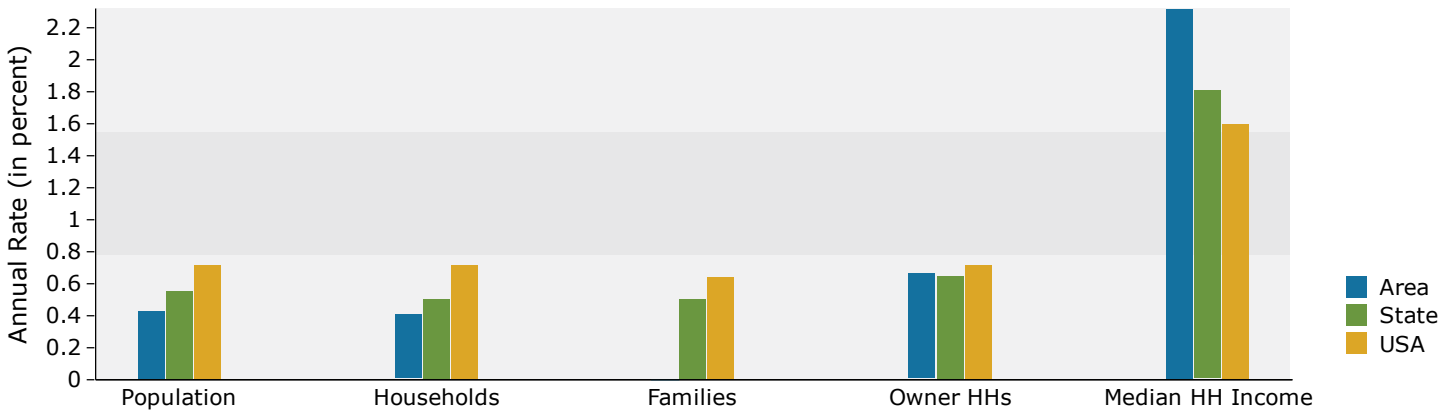
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	177		186		190	
Households	46		48		49	
Families	34		36		36	
Average Household Size	3.83		3.85		3.86	
Owner Occupied Housing Units	29		30		31	
Renter Occupied Housing Units	17		18		18	
Median Age	37.0		39.5		42.5	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.43%		0.55%		0.72%	
Households	0.41%		0.50%		0.72%	
Families	0.00%		0.50%		0.64%	
Owner HHs	0.66%		0.65%		0.72%	
Median Household Income	2.32%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			6	12.5%	5	10.2%
\$15,000 - \$24,999			4	8.3%	4	8.2%
\$25,000 - \$34,999			10	20.8%	9	18.4%
\$35,000 - \$49,999			4	8.3%	4	8.2%
\$50,000 - \$74,999			8	16.7%	10	20.4%
\$75,000 - \$99,999			2	4.2%	2	4.1%
\$100,000 - \$149,999			3	6.2%	4	8.2%
\$150,000 - \$199,999			3	6.2%	4	8.2%
\$200,000+			7	14.6%	6	12.2%
Median Household Income			\$47,664		\$53,457	
Average Household Income			\$98,275		\$103,052	
Per Capita Income			\$29,765		\$31,191	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	10	5.6%	10	5.4%	10	5.2%
5 - 9	12	6.7%	11	6.0%	11	5.8%
10 - 14	15	8.4%	10	5.4%	12	6.3%
15 - 19	16	9.0%	11	6.0%	11	5.8%
20 - 24	12	6.7%	12	6.5%	10	5.2%
25 - 34	20	11.2%	28	15.2%	23	12.0%
35 - 44	22	12.4%	22	12.0%	24	12.6%
45 - 54	24	13.5%	23	12.5%	24	12.6%
55 - 64	24	13.5%	24	13.0%	27	14.1%
65 - 74	14	7.9%	22	12.0%	23	12.0%
75 - 84	7	3.9%	9	4.9%	13	6.8%
85+	2	1.1%	2	1.1%	3	1.6%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	96	53.9%	94	50.5%	94	49.2%
Black Alone	1	0.6%	1	0.5%	1	0.5%
American Indian Alone	2	1.1%	2	1.1%	2	1.0%
Asian Alone	2	1.1%	2	1.1%	2	1.0%
Pacific Islander Alone	1	0.6%	1	0.5%	1	0.5%
Some Other Race Alone	69	38.8%	79	42.5%	83	43.5%
Two or More Races	7	3.9%	7	3.8%	8	4.2%
Hispanic Origin (Any Race)	116	65.5%	129	69.4%	137	72.1%

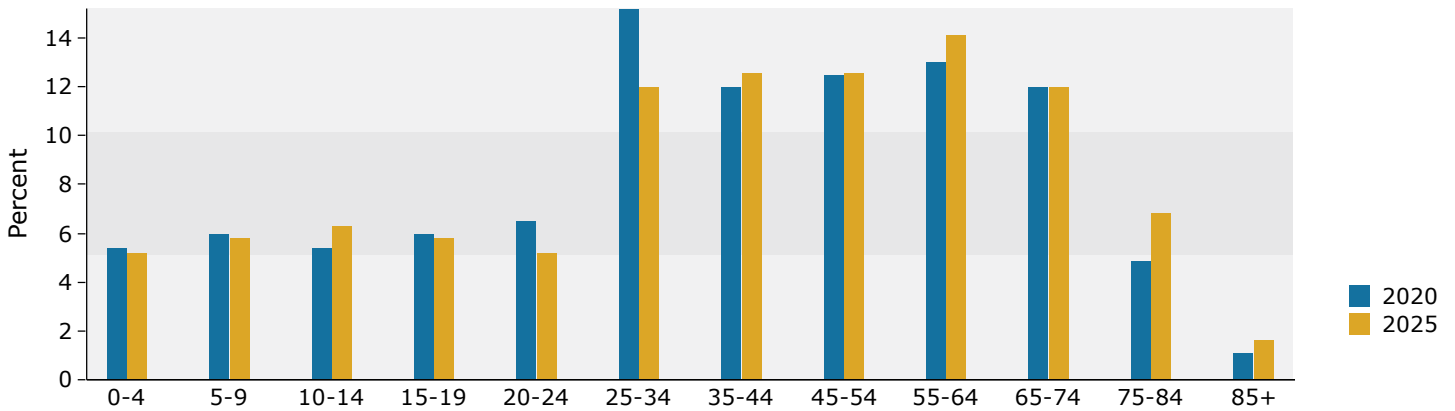
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

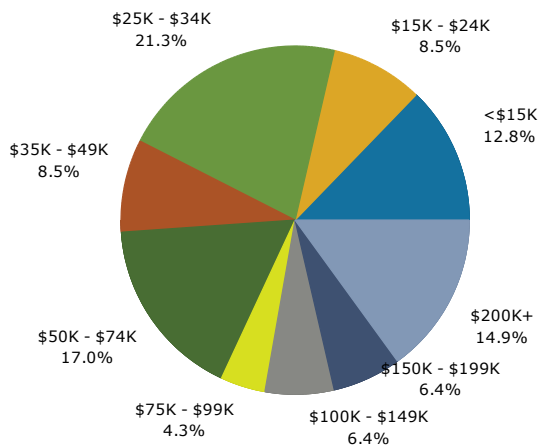
Trends 2020-2025



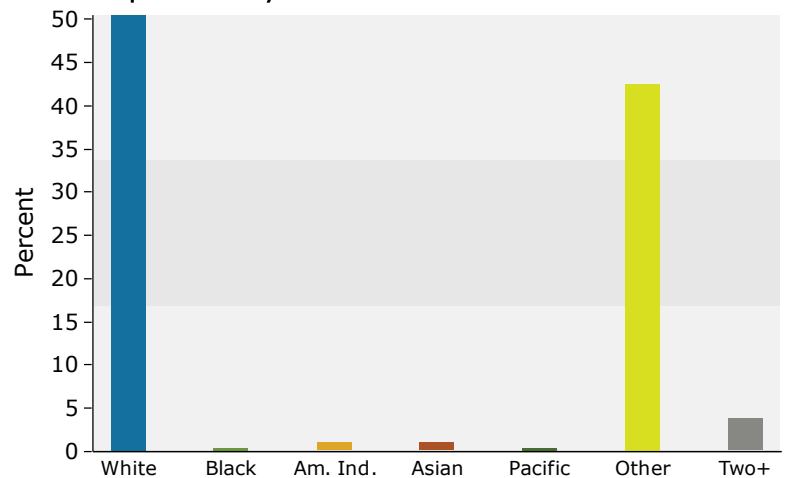
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 69.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	142
2010 Population	177
2020 Population	186
2025 Population	190
2000-2010 Annual Rate	2.23%
2010-2020 Annual Rate	0.49%
2020-2025 Annual Rate	0.43%
2020 Male Population	50.5%
2020 Female Population	49.5%
2020 Median Age	39.5

In the identified area, the current year population is 186. In 2010, the Census count in the area was 177. The rate of change since 2010 was 0.49% annually. The five-year projection for the population in the area is 190 representing a change of 0.43% annually from 2020 to 2025. Currently, the population is 50.5% male and 49.5% female.

Median Age

The median age in this area is 39.5, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	50.5%
2020 Black Alone	0.5%
2020 American Indian/Alaska Native Alone	1.1%
2020 Asian Alone	1.1%
2020 Pacific Islander Alone	0.5%
2020 Other Race	42.5%
2020 Two or More Races	3.8%
2020 Hispanic Origin (Any Race)	69.9%

Persons of Hispanic origin represent 69.9% of the population in the identified area compared to 18.8% 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 85.2 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	115
2000 Households	39
2010 Households	46
2020 Total Households	48
2025 Total Households	49
2000-2010 Annual Rate	1.66%
2010-2020 Annual Rate	0.42%
2020-2025 Annual Rate	0.41%
2020 Average Household Size	3.85

The household count in this area has changed from 46 in 2010 to 48 in the current year, a change of 0.42% annually. The five-year projection of households is 49, a change of 0.41% annually from the current year total. Average household size is currently 3.85, compared to 3.83 in the year 2010. The number of families in the current year is 36 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	0.0%
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Median Household Income

2020 Median Household Income	\$47,664
2025 Median Household Income	\$53,457
2020-2025 Annual Rate	2.32%

Average Household Income

2020 Average Household Income	\$98,275
2025 Average Household Income	\$103,052
2020-2025 Annual Rate	0.95%

Per Capita Income

2020 Per Capita Income	\$29,765
2025 Per Capita Income	\$31,191
2020-2025 Annual Rate	0.94%

Households by Income

Current median household income is \$47,664 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$53,457 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$98,275 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$103,052 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$29,765 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$31,191 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	0
2000 Total Housing Units	45
2000 Owner Occupied Housing Units	28
2000 Renter Occupied Housing Units	11
2000 Vacant Housing Units	6
2010 Total Housing Units	54
2010 Owner Occupied Housing Units	29
2010 Renter Occupied Housing Units	17
2010 Vacant Housing Units	8
2020 Total Housing Units	55
2020 Owner Occupied Housing Units	30
2020 Renter Occupied Housing Units	18
2020 Vacant Housing Units	7
2025 Total Housing Units	56
2025 Owner Occupied Housing Units	31
2025 Renter Occupied Housing Units	18
2025 Vacant Housing Units	7

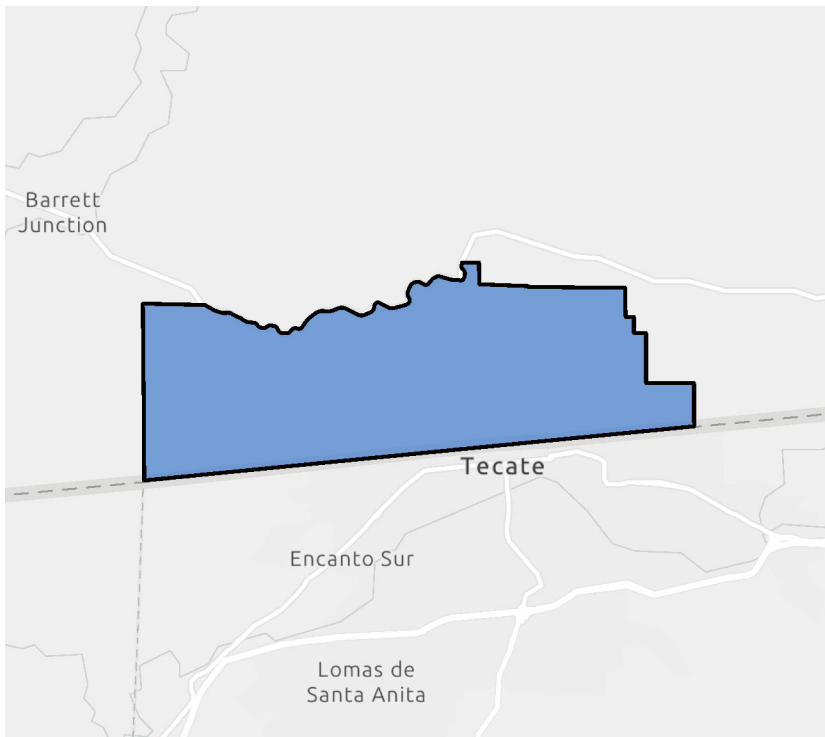
Currently, 54.5% of the 55 housing units in the area are owner occupied; 32.7%, renter occupied; and 12.7% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 54 housing units in the area - 53.7% owner occupied, 31.5% renter occupied, and 14.8% vacant. The annual rate of change in housing units since 2010 is 0.82%. Median home value in the area is \$270,833, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 10.69% annually to \$450,000.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

POPULATION TRENDS AND KEY INDICATORS

Tecate

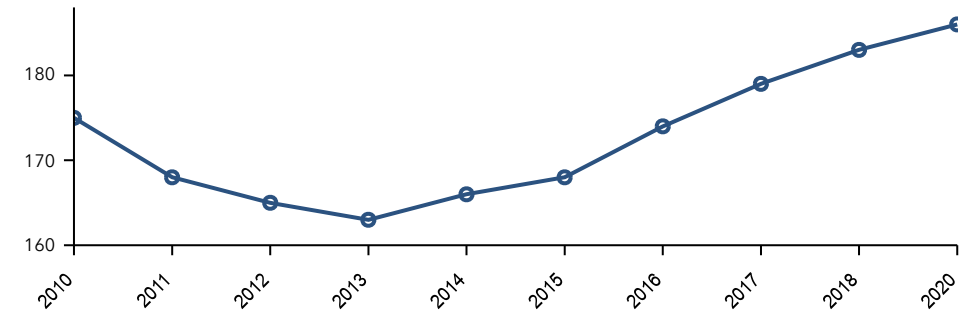


186	48	3.85	39.5	\$47,664	\$270,833	115	0	85
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

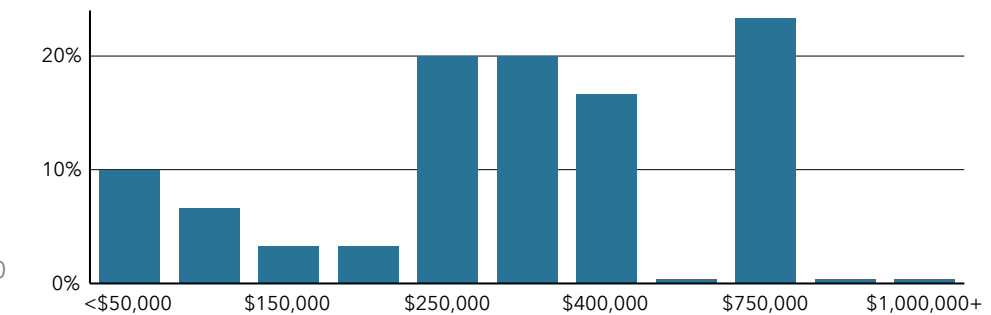
MORTGAGE INDICATORS



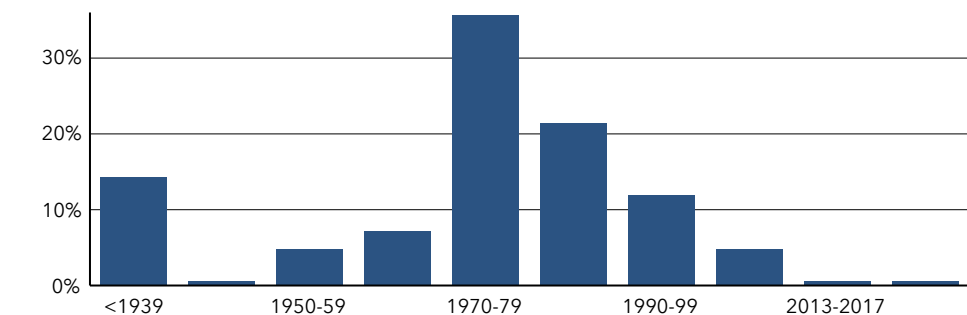
Historical Trends: Population



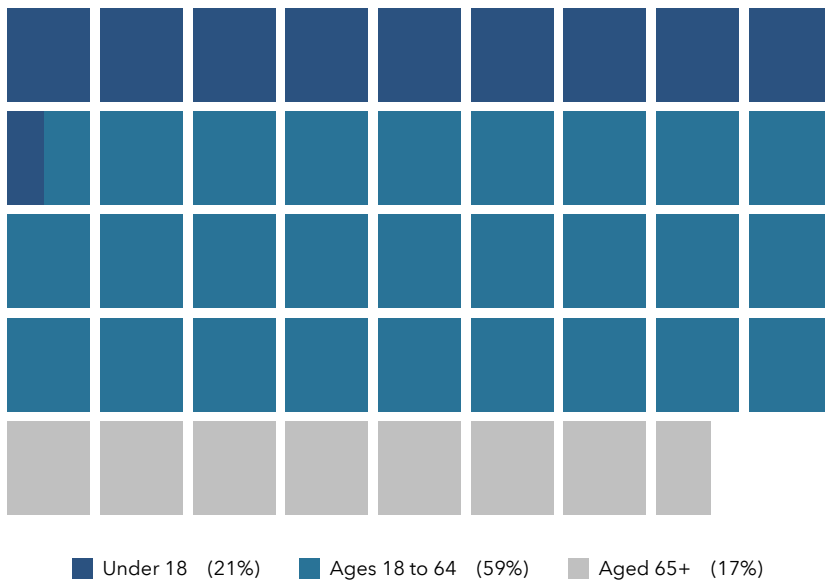
Home Value



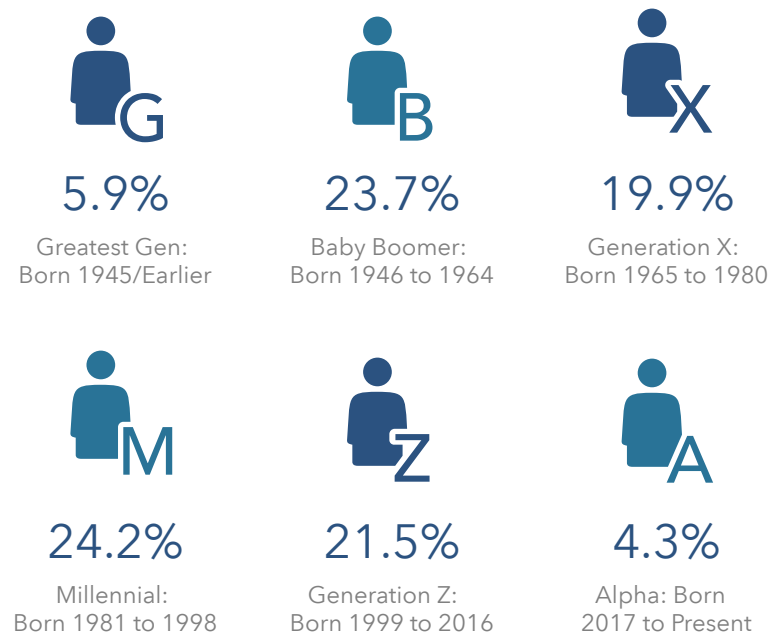
Housing: Year Built



POPULATION BY AGE



POPULATION BY GENERATION





Population Summary	
2000 Total Population	1,970
2010 Total Population	2,490
2020 Total Population	2,582
2020 Group Quarters	40
2025 Total Population	2,618
2020-2025 Annual Rate	0.28%
2020 Total Daytime Population	3,109
Workers	1,628
Residents	1,481
Household Summary	
2000 Households	686
2000 Average Household Size	2.84
2010 Households	854
2010 Average Household Size	2.87
2020 Households	879
2020 Average Household Size	2.89
2025 Households	887
2025 Average Household Size	2.91
2020-2025 Annual Rate	0.18%
2010 Families	659
2010 Average Family Size	3.20
2020 Families	679
2020 Average Family Size	3.22
2025 Families	687
2025 Average Family Size	3.23
2020-2025 Annual Rate	0.23%
Housing Unit Summary	
2000 Housing Units	712
Owner Occupied Housing Units	81.3%
Renter Occupied Housing Units	15.0%
Vacant Housing Units	3.7%
2010 Housing Units	937
Owner Occupied Housing Units	71.3%
Renter Occupied Housing Units	19.9%
Vacant Housing Units	8.9%
2020 Housing Units	957
Owner Occupied Housing Units	71.5%
Renter Occupied Housing Units	20.3%
Vacant Housing Units	8.2%
2025 Housing Units	966
Owner Occupied Housing Units	72.2%
Renter Occupied Housing Units	19.8%
Vacant Housing Units	8.2%
Median Household Income	
2020	\$94,787
2025	\$104,330
Median Home Value	
2020	\$737,546
2025	\$808,036
Per Capita Income	
2020	\$39,958
2025	\$45,145
Median Age	
2010	41.4
2020	41.9
2025	42.2

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	879
<\$15,000	5.3%
\$15,000 - \$24,999	4.0%
\$25,000 - \$34,999	3.5%
\$35,000 - \$49,999	11.3%
\$50,000 - \$74,999	16.0%
\$75,000 - \$99,999	11.7%
\$100,000 - \$149,999	20.7%
\$150,000 - \$199,999	13.7%
\$200,000+	13.5%
Average Household Income	\$121,633

2025 Households by Income

Household Income Base	887
<\$15,000	5.1%
\$15,000 - \$24,999	3.3%
\$25,000 - \$34,999	3.0%
\$35,000 - \$49,999	9.9%
\$50,000 - \$74,999	14.8%
\$75,000 - \$99,999	11.3%
\$100,000 - \$149,999	20.5%
\$150,000 - \$199,999	15.2%
\$200,000+	16.9%
Average Household Income	\$138,239

2020 Owner Occupied Housing Units by Value

Total	684
<\$50,000	0.7%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.3%
\$200,000 - \$249,999	0.7%
\$250,000 - \$299,999	0.6%
\$300,000 - \$399,999	2.8%
\$400,000 - \$499,999	7.0%
\$500,000 - \$749,999	39.6%
\$750,000 - \$999,999	38.3%
\$1,000,000 - \$1,499,999	6.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	3.5%
Average Home Value	\$784,993

2025 Owner Occupied Housing Units by Value

Total	697
<\$50,000	0.1%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.1%
\$200,000 - \$249,999	0.3%
\$250,000 - \$299,999	0.3%
\$300,000 - \$399,999	1.0%
\$400,000 - \$499,999	3.9%
\$500,000 - \$749,999	33.1%
\$750,000 - \$999,999	48.2%
\$1,000,000 - \$1,499,999	8.5%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	4.6%
Average Home Value	\$859,491

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age

Total	2,491
0 - 4	5.6%
5 - 9	6.6%
10 - 14	6.2%
15 - 24	13.2%
25 - 34	10.7%
35 - 44	12.2%
45 - 54	17.1%
55 - 64	14.2%
65 - 74	8.3%
75 - 84	4.1%
85 +	1.8%
18 +	77.1%

2020 Population by Age

Total	2,581
0 - 4	5.5%
5 - 9	6.1%
10 - 14	6.4%
15 - 24	10.0%
25 - 34	12.4%
35 - 44	13.9%
45 - 54	11.8%
55 - 64	14.8%
65 - 74	11.1%
75 - 84	5.8%
85 +	2.2%
18 +	78.4%

2025 Population by Age

Total	2,619
0 - 4	5.5%
5 - 9	6.2%
10 - 14	6.3%
15 - 24	9.2%
25 - 34	11.3%
35 - 44	15.5%
45 - 54	12.6%
55 - 64	11.1%
65 - 74	12.8%
75 - 84	7.1%
85 +	2.4%
18 +	78.5%

2010 Population by Sex

Males	1,238
Females	1,252

2020 Population by Sex

Males	1,257
Females	1,325

2025 Population by Sex

Males	1,265
Females	1,353

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	2,490
White Alone	75.2%
Black Alone	1.2%
American Indian Alone	0.8%
Asian Alone	5.4%
Pacific Islander Alone	0.2%
Some Other Race Alone	13.5%
Two or More Races	3.7%
Hispanic Origin	25.3%
Diversity Index	64.6

2020 Population by Race/Ethnicity

Total	2,583
White Alone	70.9%
Black Alone	1.3%
American Indian Alone	0.9%
Asian Alone	6.6%
Pacific Islander Alone	0.2%
Some Other Race Alone	15.7%
Two or More Races	4.4%
Hispanic Origin	29.3%
Diversity Index	70.3

2025 Population by Race/Ethnicity

Total	2,619
White Alone	68.8%
Black Alone	1.3%
American Indian Alone	0.8%
Asian Alone	7.3%
Pacific Islander Alone	0.2%
Some Other Race Alone	16.8%
Two or More Races	4.7%
Hispanic Origin	31.6%
Diversity Index	72.8

2010 Population by Relationship and Household Type

Total	2,490
In Households	98.5%
In Family Households	87.7%
Householder	25.6%
Spouse	21.7%
Child	31.6%
Other relative	5.7%
Nonrelative	3.1%
In Nonfamily Households	10.8%
In Group Quarters	1.5%
Institutionalized Population	0.0%
Noninstitutionalized Population	1.5%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Population 25+ by Educational Attainment

Total	1,860
Less than 9th Grade	2.9%
9th - 12th Grade, No Diploma	5.6%
High School Graduate	11.9%
GED/Alternative Credential	3.3%
Some College, No Degree	29.0%
Associate Degree	10.1%
Bachelor's Degree	20.1%
Graduate/Professional Degree	17.1%

2020 Population 15+ by Marital Status

Total	2,119
Never Married	24.7%
Married	59.4%
Widowed	4.1%
Divorced	11.8%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	1,279
Population 16+ Employed	86.2%
Population 16+ Unemployment rate	13.8%
Population 16-24 Employed	9.9%
Population 16-24 Unemployment rate	19.9%
Population 25-54 Employed	62.2%
Population 25-54 Unemployment rate	13.4%
Population 55-64 Employed	20.3%
Population 55-64 Unemployment rate	12.8%
Population 65+ Employed	7.7%
Population 65+ Unemployment rate	9.6%

2020 Employed Population 16+ by Industry

Total	1,103
Agriculture/Mining	2.5%
Construction	11.4%
Manufacturing	12.3%
Wholesale Trade	3.2%
Retail Trade	8.8%
Transportation/Utilities	3.0%
Information	1.0%
Finance/Insurance/Real Estate	7.3%
Services	48.6%
Public Administration	1.9%

2020 Employed Population 16+ by Occupation

Total	1,104
White Collar	70.1%
Management/Business/Financial	24.4%
Professional	26.7%
Sales	9.0%
Administrative Support	10.1%
Services	11.6%
Blue Collar	18.4%
Farming/Forestry/Fishing	1.5%
Construction/Extraction	5.3%
Installation/Maintenance/Repair	4.2%
Production	5.0%
Transportation/Material Moving	2.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	854
Households with 1 Person	16.9%
Households with 2+ People	83.1%
Family Households	77.2%
Husband-wife Families	65.6%
With Related Children	28.0%
Other Family (No Spouse Present)	11.7%
Other Family with Male Householder	5.0%
With Related Children	2.7%
Other Family with Female Householder	6.6%
With Related Children	3.4%
Nonfamily Households	6.0%
All Households with Children	34.4%
Multigenerational Households	5.9%
Unmarried Partner Households	4.8%
Male-female	4.1%
Same-sex	0.7%
2010 Households by Size	
Total	852
1 Person Household	16.9%
2 Person Household	34.4%
3 Person Household	17.0%
4 Person Household	16.0%
5 Person Household	8.1%
6 Person Household	3.6%
7 + Person Household	4.0%
2010 Households by Tenure and Mortgage Status	
Total	854
Owner Occupied	78.2%
Owned with a Mortgage/Loan	61.4%
Owned Free and Clear	16.9%
Renter Occupied	21.8%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	72
Percent of Income for Mortgage	32.5%
Wealth Index	164
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	937
Housing Units Inside Urbanized Area	70.8%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	29.2%
2010 Population By Urban/ Rural Status	
Total Population	2,490
Population Inside Urbanized Area	70.3%
Population Inside Urbanized Cluster	0.0%
Rural Population	29.7%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Exurbanites (1E)
2. Savvy Suburbanites (1D)
3. Boomburbs (1C)

2020 Consumer Spending

Apparel & Services: Total \$	\$2,438,825
Average Spent	\$2,774.54
Spending Potential Index	129
Education: Total \$	\$2,318,534
Average Spent	\$2,637.70
Spending Potential Index	147
Entertainment/Recreation: Total \$	\$3,752,566
Average Spent	\$4,269.13
Spending Potential Index	131
Food at Home: Total \$	\$5,917,292
Average Spent	\$6,731.85
Spending Potential Index	126
Food Away from Home: Total \$	\$4,260,519
Average Spent	\$4,847.01
Spending Potential Index	129
Health Care: Total \$	\$6,490,375
Average Spent	\$7,383.82
Spending Potential Index	128
HH Furnishings & Equipment: Total \$	\$2,559,830
Average Spent	\$2,912.21
Spending Potential Index	133
Personal Care Products & Services: Total \$	\$1,059,944
Average Spent	\$1,205.85
Spending Potential Index	131
Shelter: Total \$	\$22,963,220
Average Spent	\$26,124.25
Spending Potential Index	135
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,778,693
Average Spent	\$3,161.20
Spending Potential Index	135
Travel: Total \$	\$3,047,496
Average Spent	\$3,467.00
Spending Potential Index	144
Vehicle Maintenance & Repairs: Total \$	\$1,285,098
Average Spent	\$1,462.00
Spending Potential Index	126

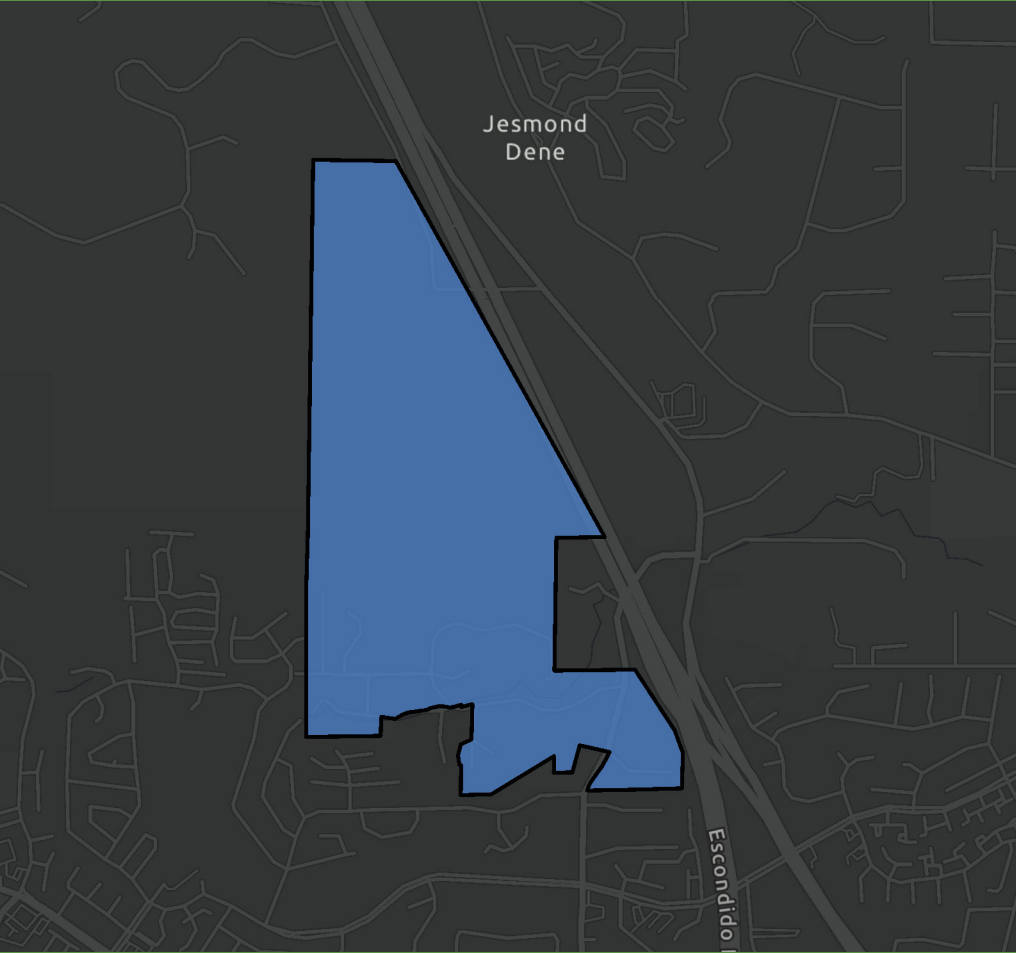
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

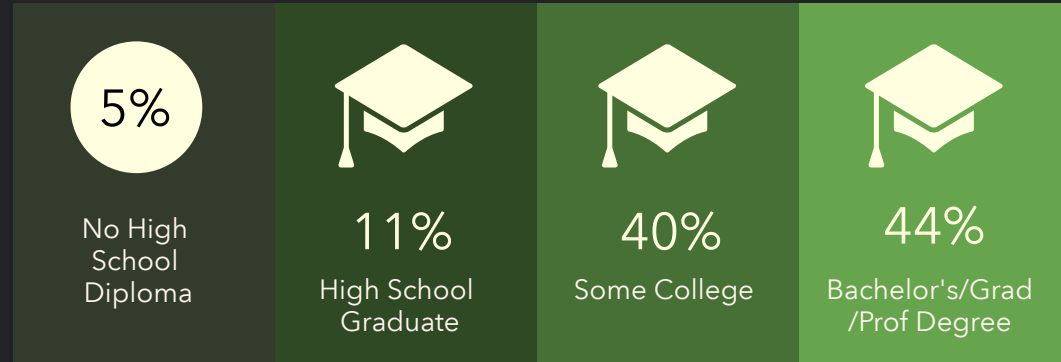
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

DEMOGRAPHIC PROFILE

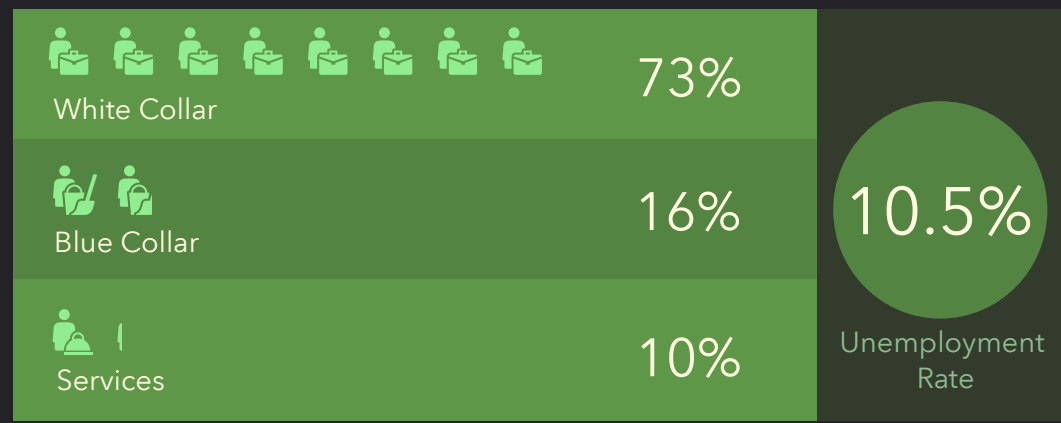
Twin Oaks
Twin Oaks



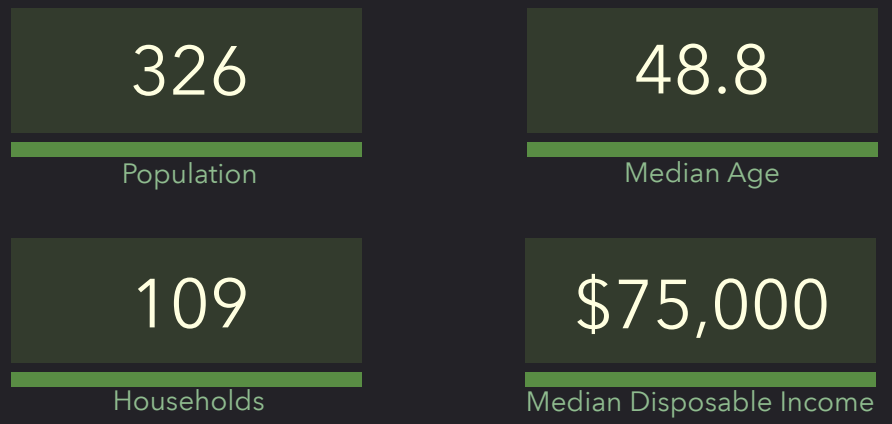
EDUCATION



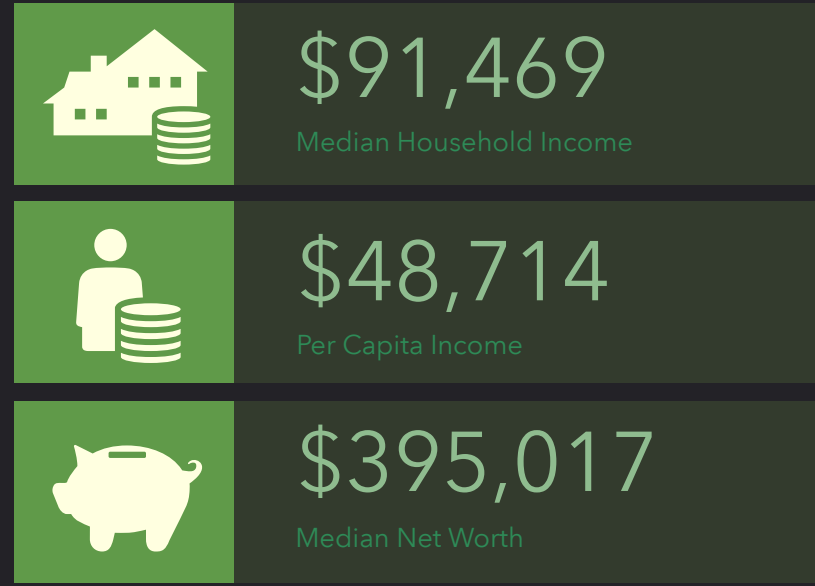
EMPLOYMENT



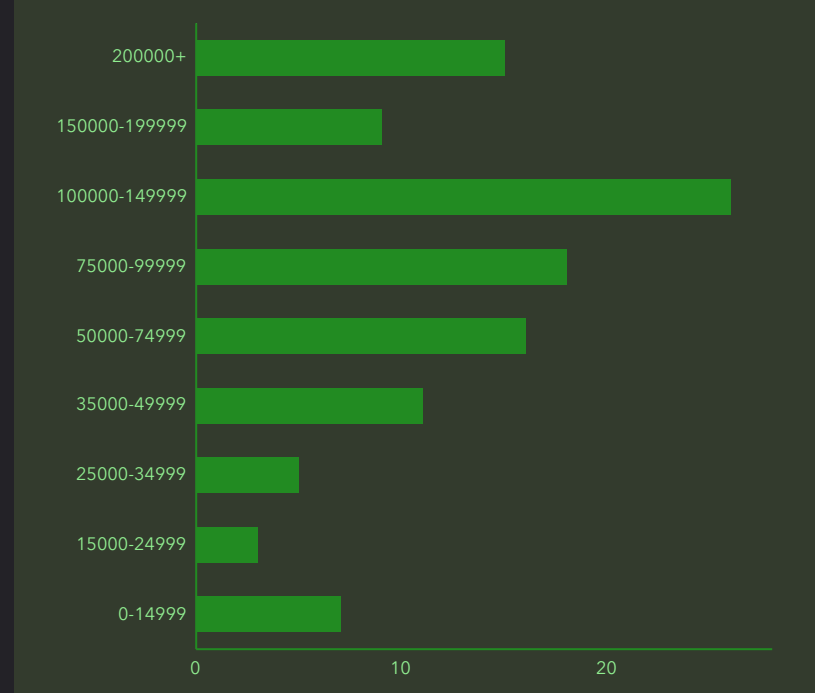
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Twin Oaks

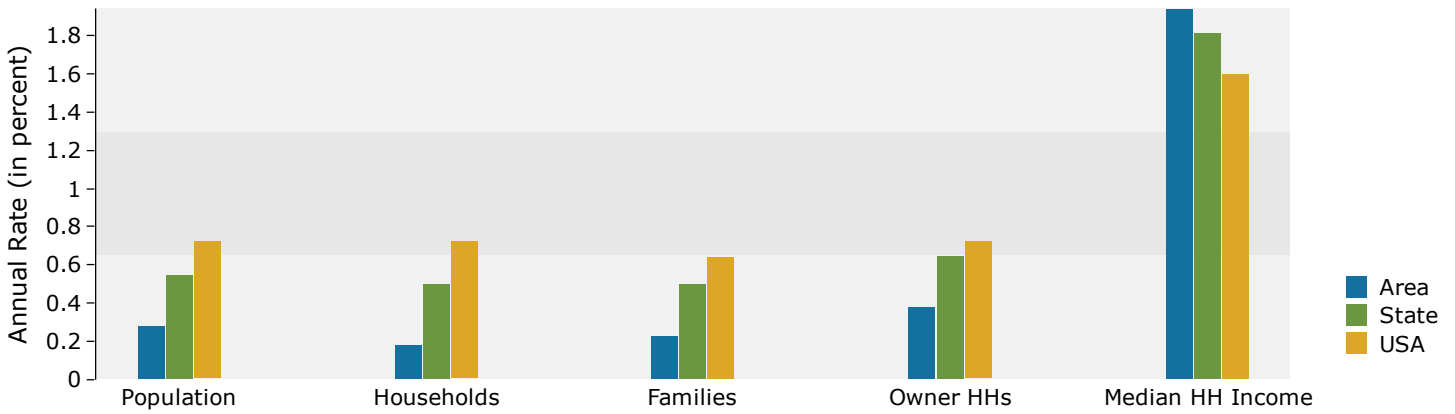
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	2,490		2,582		2,618	
Households	854		879		887	
Families	659		679		687	
Average Household Size	2.87		2.89		2.91	
Owner Occupied Housing Units	668		684		697	
Renter Occupied Housing Units	186		194		191	
Median Age	41.4		41.9		42.2	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.28%		0.55%		0.72%	
Households	0.18%		0.50%		0.72%	
Families	0.23%		0.50%		0.64%	
Owner HHs	0.38%		0.65%		0.72%	
Median Household Income	1.94%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			47	5.3%	45	5.1%
\$15,000 - \$24,999			35	4.0%	29	3.3%
\$25,000 - \$34,999			31	3.5%	27	3.0%
\$35,000 - \$49,999			99	11.3%	88	9.9%
\$50,000 - \$74,999			141	16.0%	131	14.8%
\$75,000 - \$99,999			103	11.7%	100	11.3%
\$100,000 - \$149,999			182	20.7%	182	20.5%
\$150,000 - \$199,999			120	13.7%	135	15.2%
\$200,000+			119	13.5%	150	16.9%
Median Household Income			\$94,787		\$104,330	
Average Household Income			\$121,633		\$138,239	
Per Capita Income			\$39,958		\$45,145	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	139	5.6%	141	5.5%	144	5.5%
5 - 9	164	6.6%	157	6.1%	163	6.2%
10 - 14	155	6.2%	166	6.4%	166	6.3%
15 - 19	177	7.1%	153	5.9%	142	5.4%
20 - 24	152	6.1%	104	4.0%	98	3.7%
25 - 34	266	10.7%	321	12.4%	296	11.3%
35 - 44	303	12.2%	358	13.9%	407	15.5%
45 - 54	427	17.1%	305	11.8%	329	12.6%
55 - 64	353	14.2%	381	14.8%	291	11.1%
65 - 74	207	8.3%	287	11.1%	334	12.8%
75 - 84	102	4.1%	150	5.8%	186	7.1%
85+	46	1.8%	58	2.2%	63	2.4%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,873	75.2%	1,832	70.9%	1,803	68.8%
Black Alone	30	1.2%	33	1.3%	34	1.3%
American Indian Alone	20	0.8%	22	0.9%	22	0.8%
Asian Alone	135	5.4%	171	6.6%	191	7.3%
Pacific Islander Alone	5	0.2%	5	0.2%	6	0.2%
Some Other Race Alone	335	13.5%	406	15.7%	440	16.8%
Two or More Races	92	3.7%	114	4.4%	123	4.7%
Hispanic Origin (Any Race)	629	25.3%	757	29.3%	827	31.6%

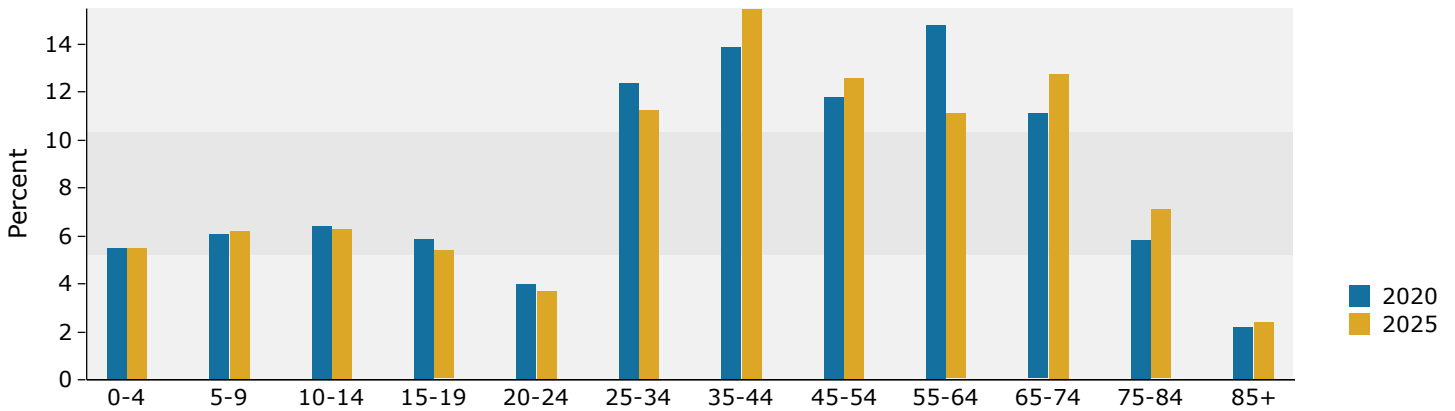
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

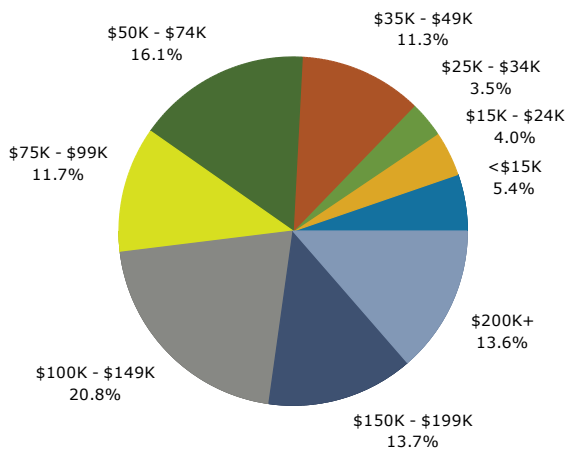
Trends 2020-2025



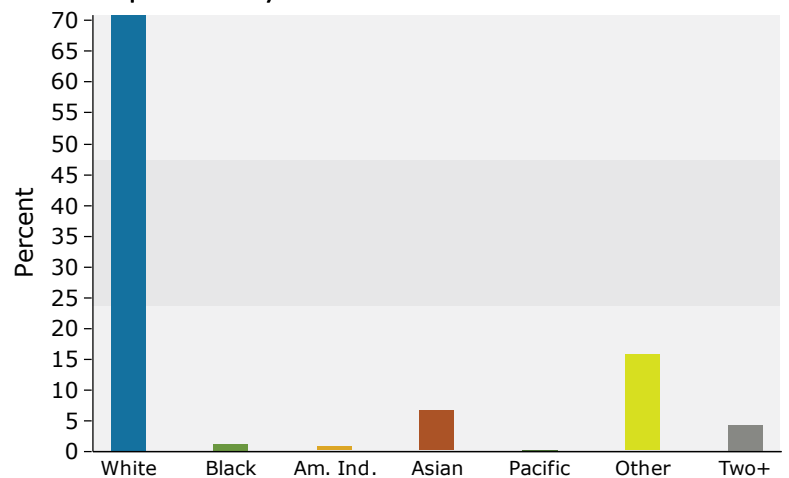
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 29.3%

Population

2000 Population	1,970
2010 Population	2,490
2020 Population	2,582
2025 Population	2,618
2000-2010 Annual Rate	2.37%
2010-2020 Annual Rate	0.35%
2020-2025 Annual Rate	0.28%
2020 Male Population	48.7%
2020 Female Population	51.3%
2020 Median Age	41.9

In the identified area, the current year population is 2,582. In 2010, the Census count in the area was 2,490. The rate of change since 2010 was 0.35% annually. The five-year projection for the population in the area is 2,618 representing a change of 0.28% annually from 2020 to 2025. Currently, the population is 48.7% male and 51.3% female.

Median Age

The median age in this area is 41.9, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	70.9%
2020 Black Alone	1.3%
2020 American Indian/Alaska Native Alone	0.9%
2020 Asian Alone	6.6%
2020 Pacific Islander Alone	0.2%
2020 Other Race	15.7%
2020 Two or More Races	4.4%
2020 Hispanic Origin (Any Race)	29.3%

Persons of Hispanic origin represent 29.3% of the population in the identified area compared to 18.8% 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 70.3 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	164
2000 Households	686
2010 Households	854
2020 Total Households	879
2025 Total Households	887
2000-2010 Annual Rate	2.21%
2010-2020 Annual Rate	0.28%
2020-2025 Annual Rate	0.18%
2020 Average Household Size	2.89

The household count in this area has changed from 854 in 2010 to 879 in the current year, a change of 0.28% annually. The five-year projection of households is 887, a change of 0.18% annually from the current year total. Average household size is currently 2.89, compared to 2.87 in the year 2010. The number of families in the current year is 679 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	32.5%
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Median Household Income

2020 Median Household Income	\$94,787
2025 Median Household Income	\$104,330
2020-2025 Annual Rate	1.94%

Average Household Income

2020 Average Household Income	\$121,633
2025 Average Household Income	\$138,239
2020-2025 Annual Rate	2.59%

Per Capita Income

2020 Per Capita Income	\$39,958
2025 Per Capita Income	\$45,145
2020-2025 Annual Rate	2.47%

Households by Income

Current median household income is \$94,787 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$104,330 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$121,633 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$138,239 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$39,958 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$45,145 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	72
2000 Total Housing Units	712
2000 Owner Occupied Housing Units	579
2000 Renter Occupied Housing Units	107
2000 Vacant Housing Units	26
2010 Total Housing Units	937
2010 Owner Occupied Housing Units	668
2010 Renter Occupied Housing Units	186
2010 Vacant Housing Units	83
2020 Total Housing Units	957
2020 Owner Occupied Housing Units	684
2020 Renter Occupied Housing Units	194
2020 Vacant Housing Units	78
2025 Total Housing Units	966
2025 Owner Occupied Housing Units	697
2025 Renter Occupied Housing Units	191
2025 Vacant Housing Units	79

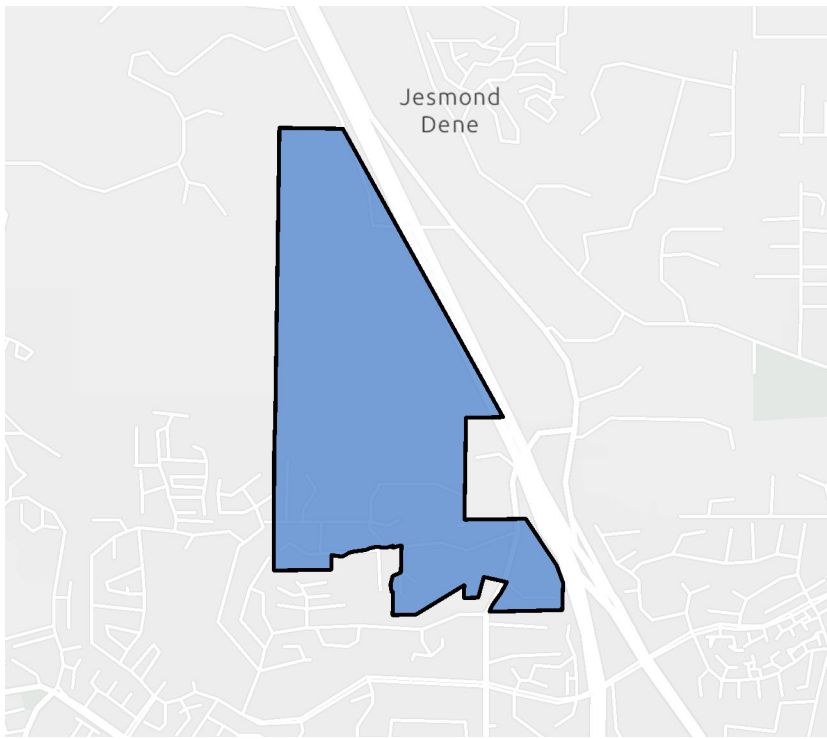
Currently, 71.5% of the 957 housing units in the area are owner occupied; 20.3%, renter occupied; and 8.2% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 937 housing units in the area - 71.3% owner occupied, 19.9% renter occupied, and 8.9% vacant. The annual rate of change in housing units since 2010 is 0.94%. Median home value in the area is \$737,546, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 1.84% annually to \$808,036.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

POPULATION TRENDS AND KEY INDICATORS

Twin Oaks



326	109	2.99	48.8	\$91,469	\$523,438	199	97	56
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



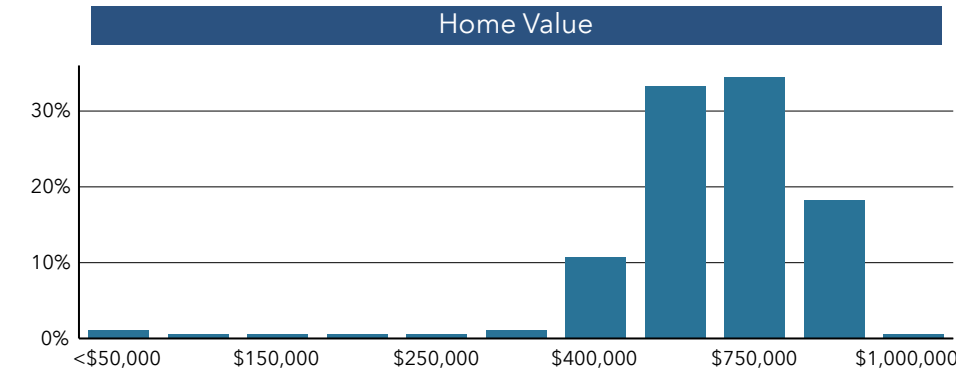
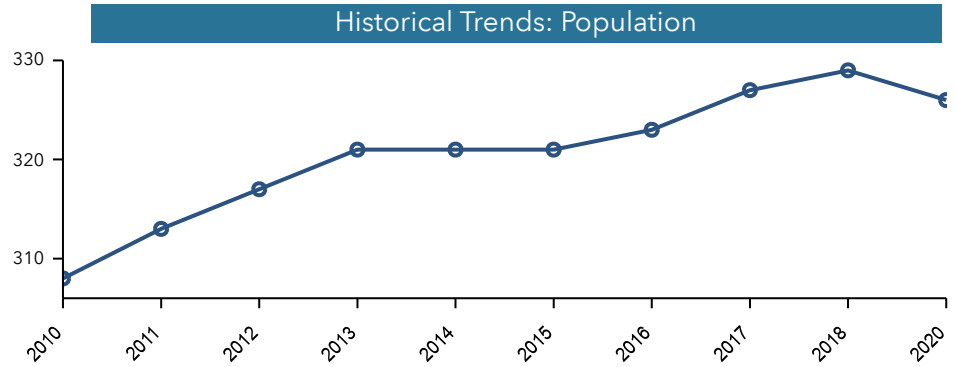
\$15,468

Avg Spent on Mortgage & Basics

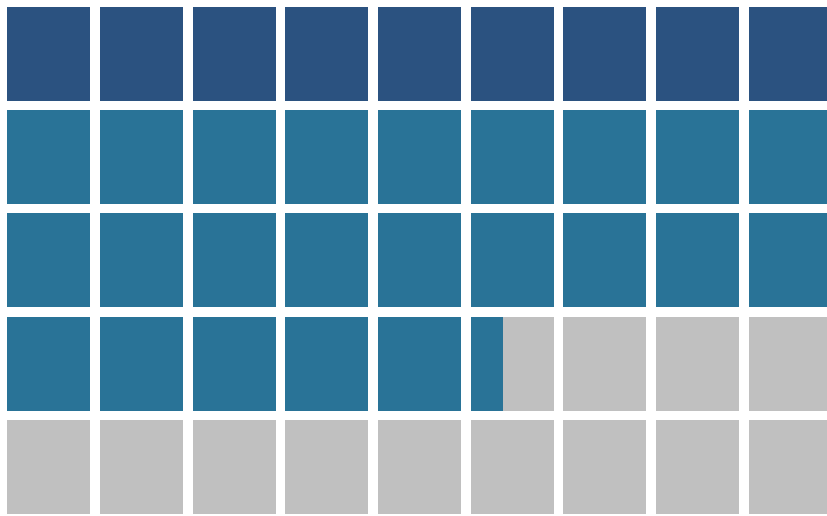


23.9%

Percent of Income for Mortgage



POPULATION BY AGE



■ Under 18 (20%) ■ Ages 18 to 64 (52%) ■ Aged 65+ (28%)

POPULATION BY GENERATION



13.5%

Greatest Gen:
Born 1945/Earlier



27.9%

Baby Boomer:
Born 1946 to 1964



18.7%

Generation X:
Born 1965 to 1980



16.9%

Millennial:
Born 1981 to 1998



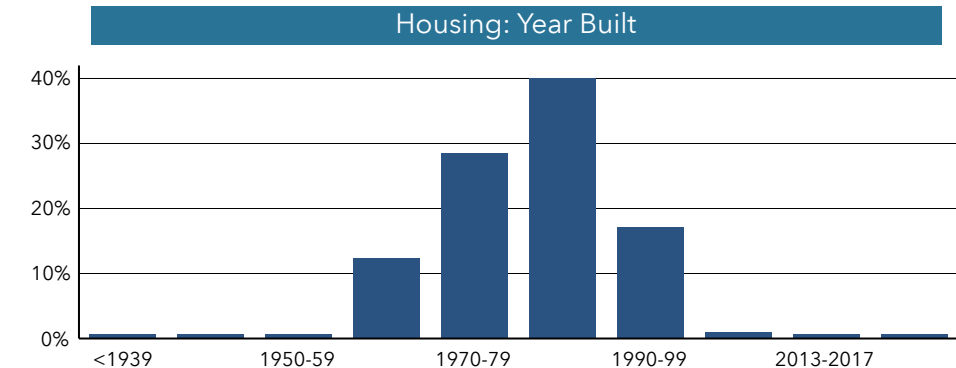
19.3%

Generation Z:
Born 1999 to 2016



4.0%

Alpha: Born
2017 to Present





Population Summary	
2000 Total Population	233
2010 Total Population	307
2020 Total Population	326
2020 Group Quarters	0
2025 Total Population	335
2020-2025 Annual Rate	0.55%
2020 Total Daytime Population	285
Workers	93
Residents	192
Household Summary	
2000 Households	83
2000 Average Household Size	2.81
2010 Households	104
2010 Average Household Size	2.95
2020 Households	109
2020 Average Household Size	2.99
2025 Households	112
2025 Average Household Size	2.99
2020-2025 Annual Rate	0.54%
2010 Families	74
2010 Average Family Size	3.47
2020 Families	78
2020 Average Family Size	3.51
2025 Families	80
2025 Average Family Size	3.51
2020-2025 Annual Rate	0.51%
Housing Unit Summary	
2000 Housing Units	87
Owner Occupied Housing Units	86.2%
Renter Occupied Housing Units	9.2%
Vacant Housing Units	4.6%
2010 Housing Units	111
Owner Occupied Housing Units	79.3%
Renter Occupied Housing Units	14.4%
Vacant Housing Units	6.3%
2020 Housing Units	114
Owner Occupied Housing Units	81.6%
Renter Occupied Housing Units	14.9%
Vacant Housing Units	4.4%
2025 Housing Units	117
Owner Occupied Housing Units	81.2%
Renter Occupied Housing Units	13.7%
Vacant Housing Units	4.3%
Median Household Income	
2020	\$91,469
2025	\$101,470
Median Home Value	
2020	\$523,438
2025	\$638,158
Per Capita Income	
2020	\$48,714
2025	\$53,365
Median Age	
2010	48.7
2020	48.8
2025	48.6

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	109
<\$15,000	6.4%
\$15,000 - \$24,999	2.8%
\$25,000 - \$34,999	4.6%
\$35,000 - \$49,999	10.1%
\$50,000 - \$74,999	14.7%
\$75,000 - \$99,999	16.5%
\$100,000 - \$149,999	23.9%
\$150,000 - \$199,999	8.3%
\$200,000+	13.8%
Average Household Income	\$119,714

2025 Households by Income

Household Income Base	112
<\$15,000	5.4%
\$15,000 - \$24,999	2.7%
\$25,000 - \$34,999	3.6%
\$35,000 - \$49,999	8.0%
\$50,000 - \$74,999	13.4%
\$75,000 - \$99,999	16.1%
\$100,000 - \$149,999	26.8%
\$150,000 - \$199,999	9.8%
\$200,000+	15.2%
Average Household Income	\$131,197

2020 Owner Occupied Housing Units by Value

Total	93
<\$50,000	1.1%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	1.1%
\$300,000 - \$399,999	10.8%
\$400,000 - \$499,999	33.3%
\$500,000 - \$749,999	34.4%
\$750,000 - \$999,999	18.3%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$572,011

2025 Owner Occupied Housing Units by Value

Total	95
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	0.0%
\$300,000 - \$399,999	5.3%
\$400,000 - \$499,999	22.1%
\$500,000 - \$749,999	40.0%
\$750,000 - \$999,999	31.6%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$651,064

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age	
Total	305
0 - 4	5.9%
5 - 9	4.6%
10 - 14	4.9%
15 - 24	8.5%
25 - 34	10.5%
35 - 44	10.8%
45 - 54	14.8%
55 - 64	16.7%
65 - 74	12.1%
75 - 84	7.9%
85 +	3.9%
18 +	82.0%
2020 Population by Age	
Total	326
0 - 4	4.9%
5 - 9	5.8%
10 - 14	6.7%
15 - 24	7.7%
25 - 34	8.3%
35 - 44	12.6%
45 - 54	11.3%
55 - 64	14.1%
65 - 74	15.0%
75 - 84	9.2%
85 +	4.3%
18 +	79.8%
2025 Population by Age	
Total	334
0 - 4	4.8%
5 - 9	5.4%
10 - 14	6.3%
15 - 24	9.3%
25 - 34	7.8%
35 - 44	12.0%
45 - 54	11.7%
55 - 64	12.9%
65 - 74	14.4%
75 - 84	11.4%
85 +	4.2%
18 +	79.3%
2010 Population by Sex	
Males	151
Females	156
2020 Population by Sex	
Males	162
Females	164
2025 Population by Sex	
Males	167
Females	168

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	307
White Alone	81.4%
Black Alone	1.6%
American Indian Alone	0.3%
Asian Alone	6.8%
Pacific Islander Alone	0.3%
Some Other Race Alone	5.9%
Two or More Races	3.6%
Hispanic Origin	14.7%
Diversity Index	49.9

2020 Population by Race/Ethnicity

Total	327
White Alone	78.0%
Black Alone	1.5%
American Indian Alone	0.3%
Asian Alone	8.3%
Pacific Islander Alone	0.3%
Some Other Race Alone	7.0%
Two or More Races	4.6%
Hispanic Origin	17.2%
Diversity Index	55.7

2025 Population by Race/Ethnicity

Total	335
White Alone	76.1%
Black Alone	1.8%
American Indian Alone	0.3%
Asian Alone	9.0%
Pacific Islander Alone	0.3%
Some Other Race Alone	7.8%
Two or More Races	4.8%
Hispanic Origin	18.8%
Diversity Index	59.2

2010 Population by Relationship and Household Type

Total	307
In Households	100.0%
In Family Households	85.3%
Householder	29.3%
Spouse	24.8%
Child	25.4%
Other relative	4.2%
Nonrelative	1.6%
In Nonfamily Households	14.7%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Population 25+ by Educational Attainment

Total	244
Less than 9th Grade	2.9%
9th - 12th Grade, No Diploma	1.6%
High School Graduate	9.0%
GED/Alternative Credential	2.0%
Some College, No Degree	32.0%
Associate Degree	8.2%
Bachelor's Degree	32.0%
Graduate/Professional Degree	12.3%

2020 Population 15+ by Marital Status

Total	269
Never Married	24.9%
Married	50.9%
Widowed	9.7%
Divorced	14.5%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	151
Population 16+ Employed	90.1%
Population 16+ Unemployment rate	10.5%
Population 16-24 Employed	7.4%
Population 16-24 Unemployment rate	16.7%
Population 25-54 Employed	59.6%
Population 25-54 Unemployment rate	9.0%
Population 55-64 Employed	19.1%
Population 55-64 Unemployment rate	10.3%
Population 65+ Employed	14.0%
Population 65+ Unemployment rate	9.5%

2020 Employed Population 16+ by Industry

Total	136
Agriculture/Mining	0.0%
Construction	8.8%
Manufacturing	12.5%
Wholesale Trade	4.4%
Retail Trade	8.8%
Transportation/Utilities	2.2%
Information	3.7%
Finance/Insurance/Real Estate	10.3%
Services	46.3%
Public Administration	3.7%

2020 Employed Population 16+ by Occupation

Total	134
White Collar	72.8%
Management/Business/Financial	26.5%
Professional	26.5%
Sales	10.3%
Administrative Support	9.6%
Services	9.6%
Blue Collar	16.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	8.1%
Installation/Maintenance/Repair	0.0%
Production	5.9%
Transportation/Material Moving	2.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	104
Households with 1 Person	24.0%
Households with 2+ People	76.0%
Family Households	71.2%
Husband-wife Families	60.6%
With Related Children	20.2%
Other Family (No Spouse Present)	10.6%
Other Family with Male Householder	2.9%
With Related Children	1.9%
Other Family with Female Householder	7.7%
With Related Children	2.9%
Nonfamily Households	4.8%
All Households with Children	24.0%
Multigenerational Households	2.9%
Unmarried Partner Households	3.8%
Male-female	3.8%
Same-sex	0.0%
2010 Households by Size	
Total	104
1 Person Household	24.0%
2 Person Household	43.3%
3 Person Household	13.5%
4 Person Household	11.5%
5 Person Household	3.8%
6 Person Household	2.9%
7 + Person Household	1.0%
2010 Households by Tenure and Mortgage Status	
Total	104
Owner Occupied	84.6%
Owned with a Mortgage/Loan	63.5%
Owned Free and Clear	21.2%
Renter Occupied	15.4%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	97
Percent of Income for Mortgage	23.9%
Wealth Index	199
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	111
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%
2010 Population By Urban/ Rural Status	
Total Population	307
Population Inside Urbanized Area	99.7%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.3%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Comfortable Empty Nesters (5A)
2. Golden Years (9B)
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$299,173
Average Spent	\$2,744.71
Spending Potential Index	128
Education: Total \$	\$260,891
Average Spent	\$2,393.50
Spending Potential Index	134
Entertainment/Recreation: Total \$	\$472,036
Average Spent	\$4,330.61
Spending Potential Index	133
Food at Home: Total \$	\$747,487
Average Spent	\$6,857.68
Spending Potential Index	128
Food Away from Home: Total \$	\$523,586
Average Spent	\$4,803.54
Spending Potential Index	127
Health Care: Total \$	\$873,930
Average Spent	\$8,017.71
Spending Potential Index	139
HH Furnishings & Equipment: Total \$	\$323,263
Average Spent	\$2,965.72
Spending Potential Index	136
Personal Care Products & Services: Total \$	\$134,602
Average Spent	\$1,234.88
Spending Potential Index	134
Shelter: Total \$	\$2,698,170
Average Spent	\$24,753.85
Spending Potential Index	128
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$356,109
Average Spent	\$3,267.06
Spending Potential Index	140
Travel: Total \$	\$362,680
Average Spent	\$3,327.34
Spending Potential Index	138
Vehicle Maintenance & Repairs: Total \$	\$167,122
Average Spent	\$1,533.23
Spending Potential Index	132

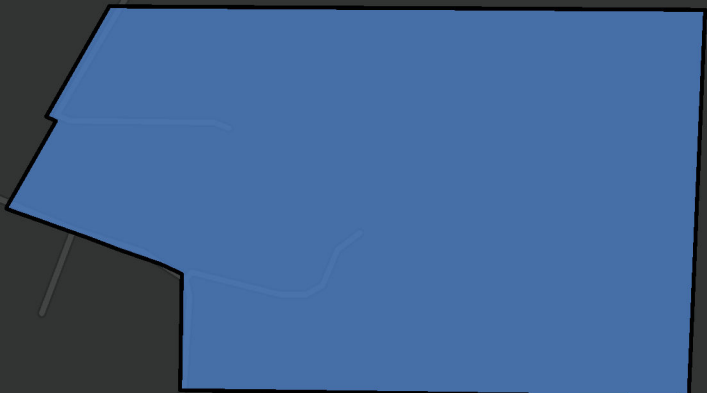
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

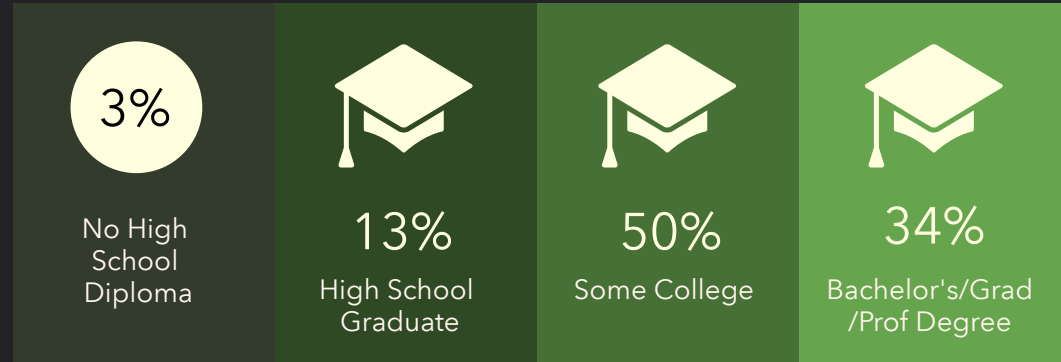
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

DEMOGRAPHIC PROFILE

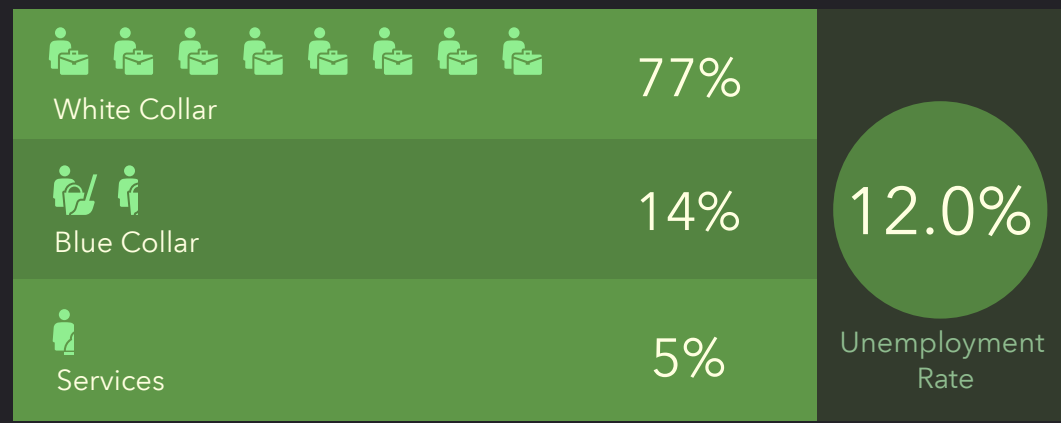
Twin Oaks
Twin Oaks



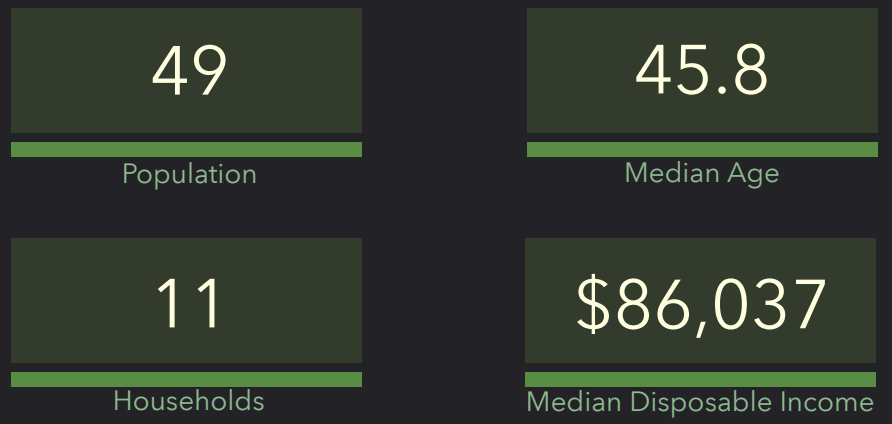
EDUCATION



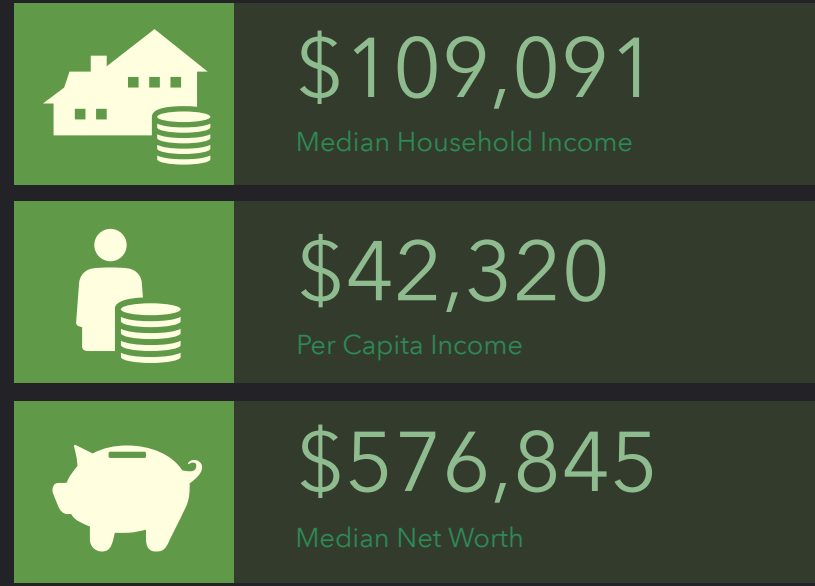
EMPLOYMENT



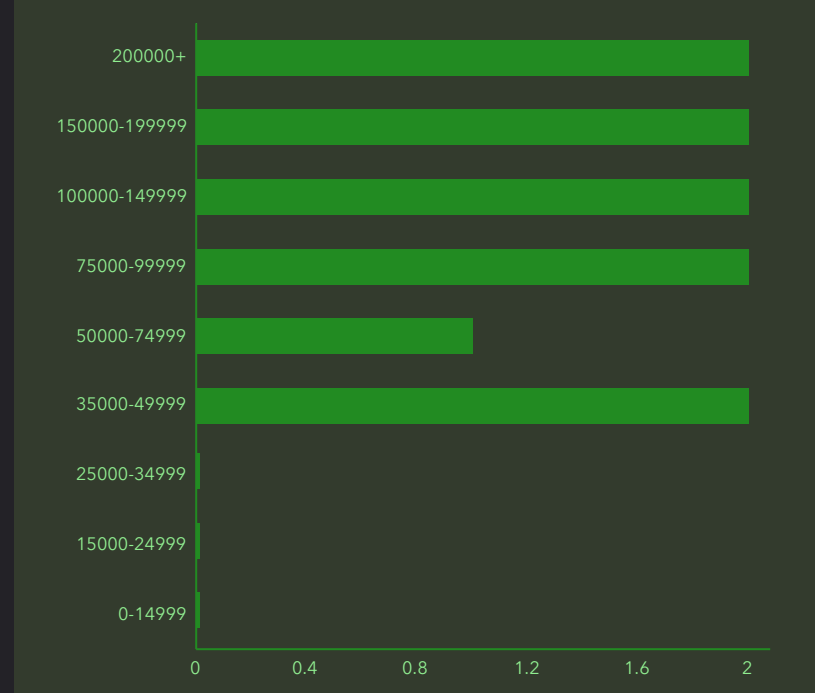
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Twin Oaks

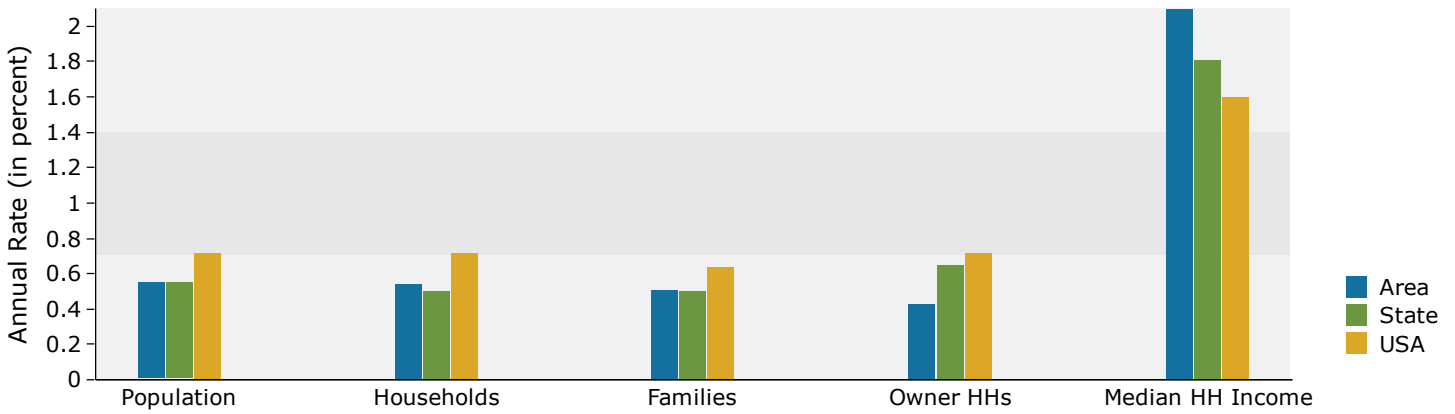
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	307		326		335	
Households	104		109		112	
Families	74		78		80	
Average Household Size	2.95		2.99		2.99	
Owner Occupied Housing Units	88		93		95	
Renter Occupied Housing Units	16		17		16	
Median Age	48.7		48.8		48.6	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.55%		0.55%		0.72%	
Households	0.54%		0.50%		0.72%	
Families	0.51%		0.50%		0.64%	
Owner HHs	0.43%		0.65%		0.72%	
Median Household Income	2.10%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			7	6.4%	6	5.4%
\$15,000 - \$24,999			3	2.8%	3	2.7%
\$25,000 - \$34,999			5	4.6%	4	3.6%
\$35,000 - \$49,999			11	10.1%	9	8.0%
\$50,000 - \$74,999			16	14.7%	15	13.4%
\$75,000 - \$99,999			18	16.5%	18	16.1%
\$100,000 - \$149,999			26	23.9%	30	26.8%
\$150,000 - \$199,999			9	8.3%	11	9.8%
\$200,000+			15	13.8%	17	15.2%
Median Household Income			\$91,469		\$101,470	
Average Household Income			\$119,714		\$131,197	
Per Capita Income			\$48,714		\$53,365	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	18	5.9%	16	4.9%	16	4.8%
5 - 9	14	4.6%	19	5.8%	18	5.4%
10 - 14	15	4.9%	22	6.7%	21	6.3%
15 - 19	15	4.9%	14	4.3%	21	6.3%
20 - 24	11	3.6%	11	3.4%	10	3.0%
25 - 34	32	10.4%	27	8.3%	26	7.8%
35 - 44	33	10.7%	41	12.6%	40	12.0%
45 - 54	45	14.7%	37	11.3%	39	11.7%
55 - 64	51	16.6%	46	14.1%	43	12.9%
65 - 74	37	12.1%	49	15.0%	48	14.4%
75 - 84	24	7.8%	30	9.2%	38	11.4%
85+	12	3.9%	14	4.3%	14	4.2%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	250	81.4%	255	78.0%	255	76.1%
Black Alone	5	1.6%	5	1.5%	6	1.8%
American Indian Alone	1	0.3%	1	0.3%	1	0.3%
Asian Alone	21	6.8%	27	8.3%	30	9.0%
Pacific Islander Alone	1	0.3%	1	0.3%	1	0.3%
Some Other Race Alone	18	5.9%	23	7.0%	26	7.8%
Two or More Races	11	3.6%	15	4.6%	16	4.8%
Hispanic Origin (Any Race)	45	14.7%	56	17.2%	62	18.5%

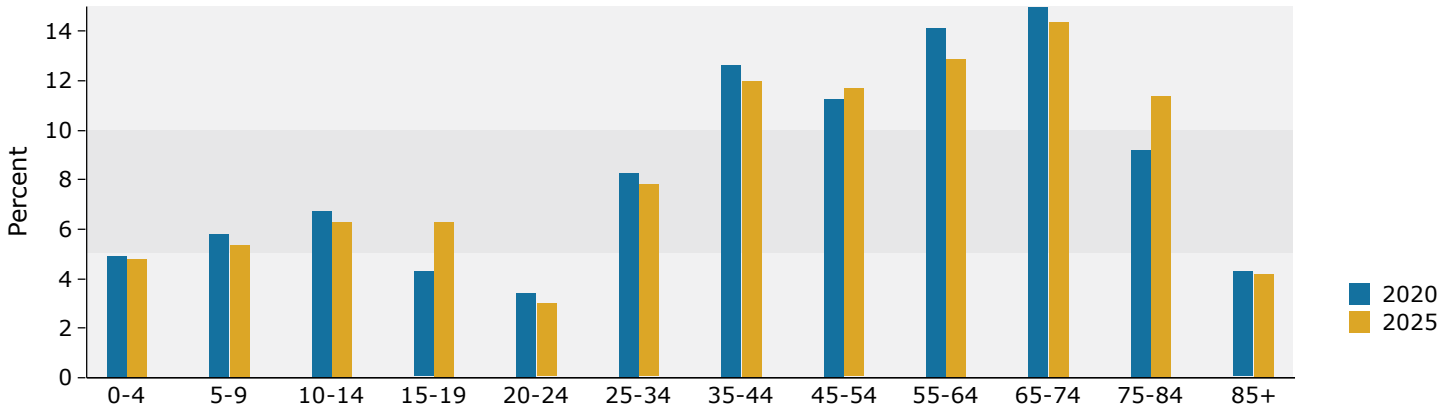
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

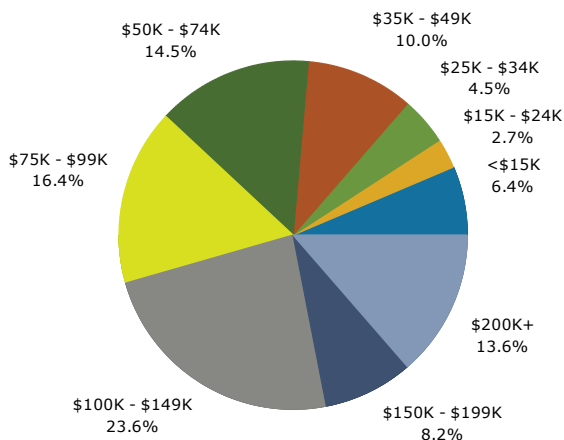
Trends 2020-2025



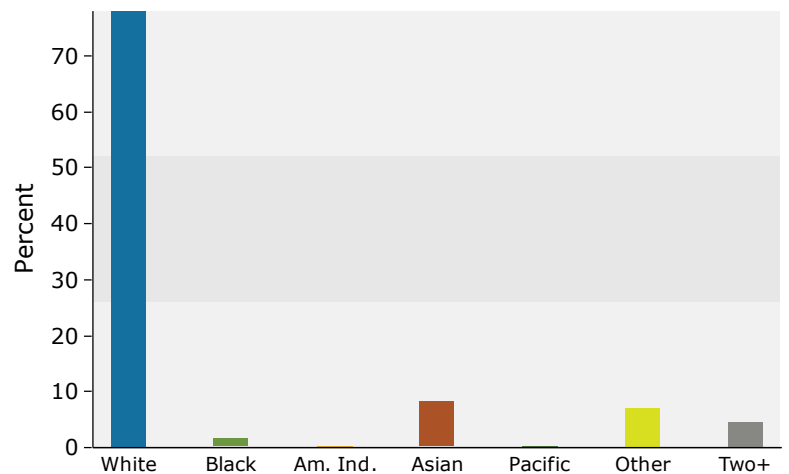
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 17.2%

Population

2000 Population	233
2010 Population	307
2020 Population	326
2025 Population	335
2000-2010 Annual Rate	2.80%
2010-2020 Annual Rate	0.59%
2020-2025 Annual Rate	0.55%
2020 Male Population	49.7%
2020 Female Population	50.3%
2020 Median Age	48.8

In the identified area, the current year population is 326. In 2010, the Census count in the area was 307. The rate of change since 2010 was 0.59% annually. The five-year projection for the population in the area is 335 representing a change of 0.55% annually from 2020 to 2025. Currently, the population is 49.7% male and 50.3% female.

Median Age

The median age in this area is 48.8, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	78.0%
2020 Black Alone	1.5%
2020 American Indian/Alaska Native Alone	0.3%
2020 Asian Alone	8.3%
2020 Pacific Islander Alone	0.3%
2020 Other Race	7.0%
2020 Two or More Races	4.6%
2020 Hispanic Origin (Any Race)	17.2%

Persons of Hispanic origin represent 17.2% of the population in the identified area compared to 18.8% 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 55.7 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	199
2000 Households	83
2010 Households	104
2020 Total Households	109
2025 Total Households	112
2000-2010 Annual Rate	2.28%
2010-2020 Annual Rate	0.46%
2020-2025 Annual Rate	0.54%
2020 Average Household Size	2.99

The household count in this area has changed from 104 in 2010 to 109 in the current year, a change of 0.46% annually. The five-year projection of households is 112, a change of 0.54% annually from the current year total. Average household size is currently 2.99, compared to 2.95 in the year 2010. The number of families in the current year is 78 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	23.9%
-------------------------------------	-------

Median Household Income

2020 Median Household Income	\$91,469
2025 Median Household Income	\$101,470
2020-2025 Annual Rate	2.10%

Average Household Income

2020 Average Household Income	\$119,714
2025 Average Household Income	\$131,197
2020-2025 Annual Rate	1.85%

Per Capita Income

2020 Per Capita Income	\$48,714
2025 Per Capita Income	\$53,365
2020-2025 Annual Rate	1.84%

Households by Income

Current median household income is \$91,469 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$101,470 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$119,714 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$131,197 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$48,714 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$53,365 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	97
2000 Total Housing Units	87
2000 Owner Occupied Housing Units	75
2000 Renter Occupied Housing Units	8
2000 Vacant Housing Units	4
2010 Total Housing Units	111
2010 Owner Occupied Housing Units	88
2010 Renter Occupied Housing Units	16
2010 Vacant Housing Units	7
2020 Total Housing Units	114
2020 Owner Occupied Housing Units	93
2020 Renter Occupied Housing Units	17
2020 Vacant Housing Units	5
2025 Total Housing Units	117
2025 Owner Occupied Housing Units	95
2025 Renter Occupied Housing Units	16
2025 Vacant Housing Units	5

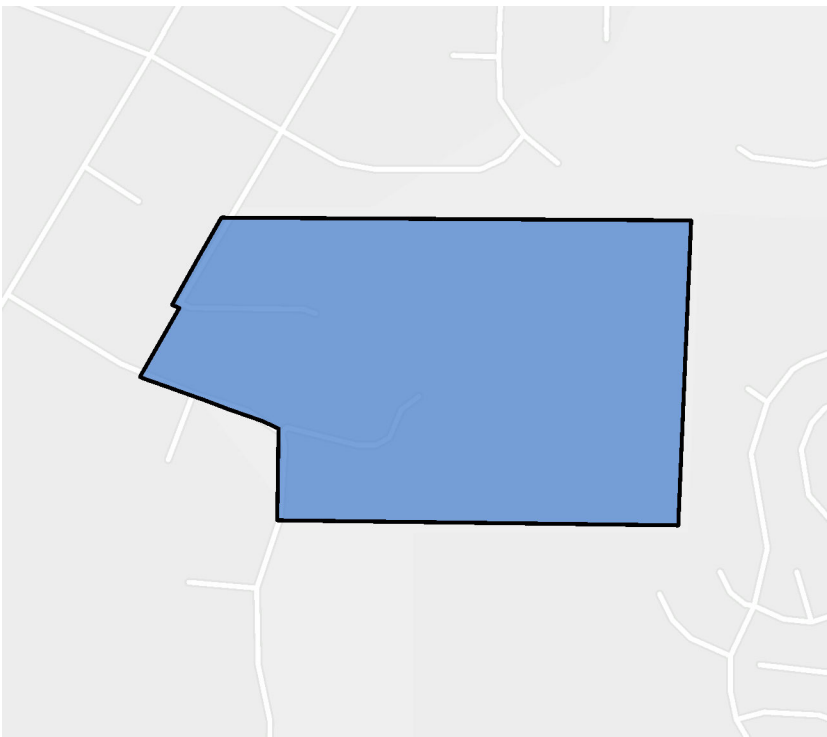
Currently, 81.6% of the 114 housing units in the area are owner occupied; 14.9%, renter occupied; and 4.4% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 111 housing units in the area - 79.3% owner occupied, 14.4% renter occupied, and 6.3% vacant. The annual rate of change in housing units since 2010 is 1.19%. Median home value in the area is \$523,438, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 4.04% annually to \$638,158.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

POPULATION TRENDS AND KEY INDICATORS

Twin Oaks

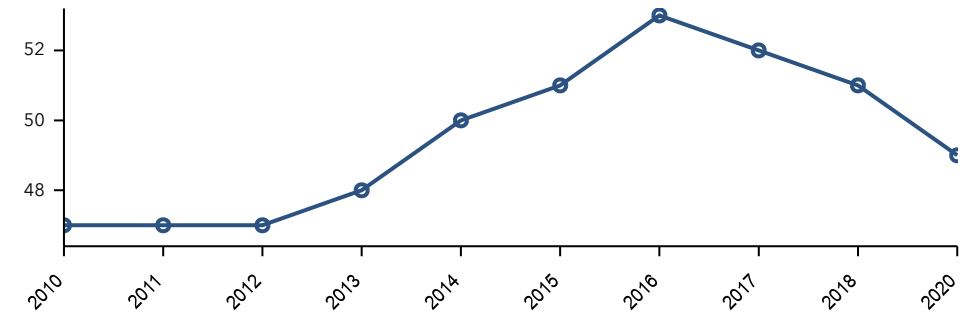


49	11	4.36	45.8	\$109,091	\$725,000	197	0	64
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

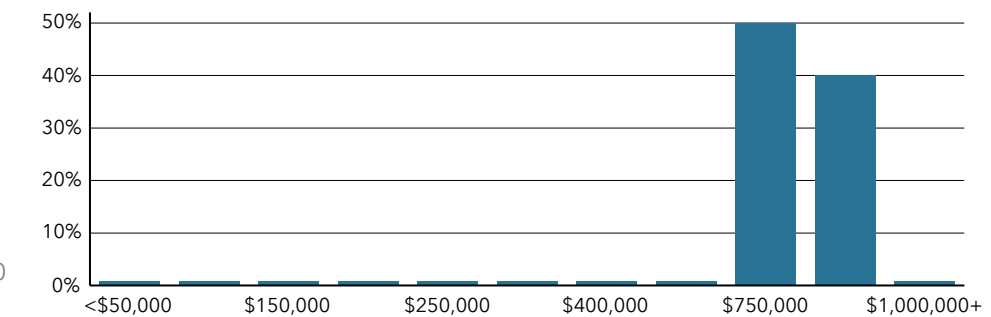
MORTGAGE INDICATORS



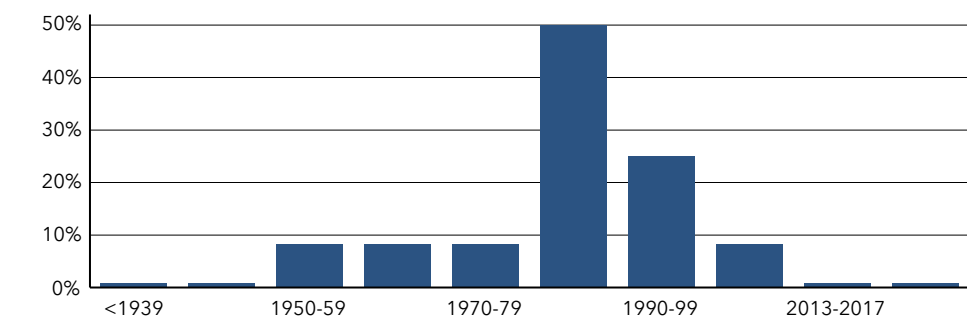
Historical Trends: Population



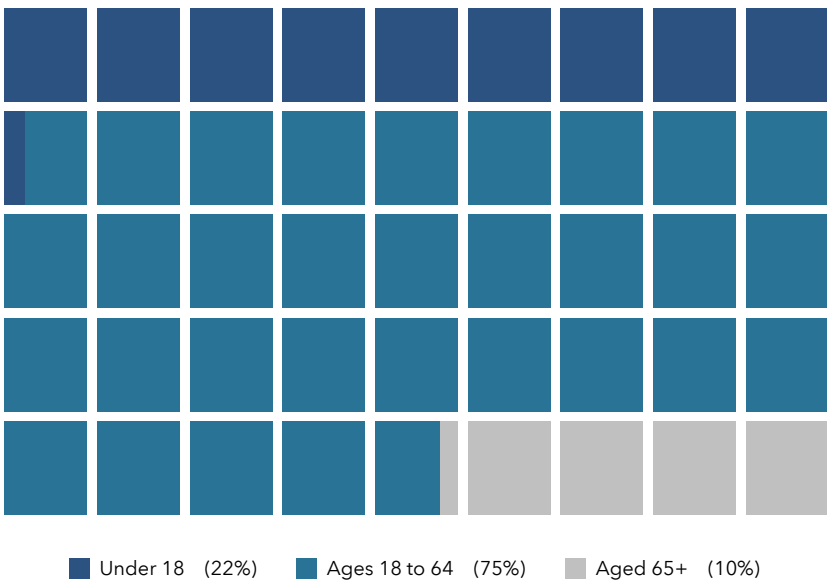
Home Value



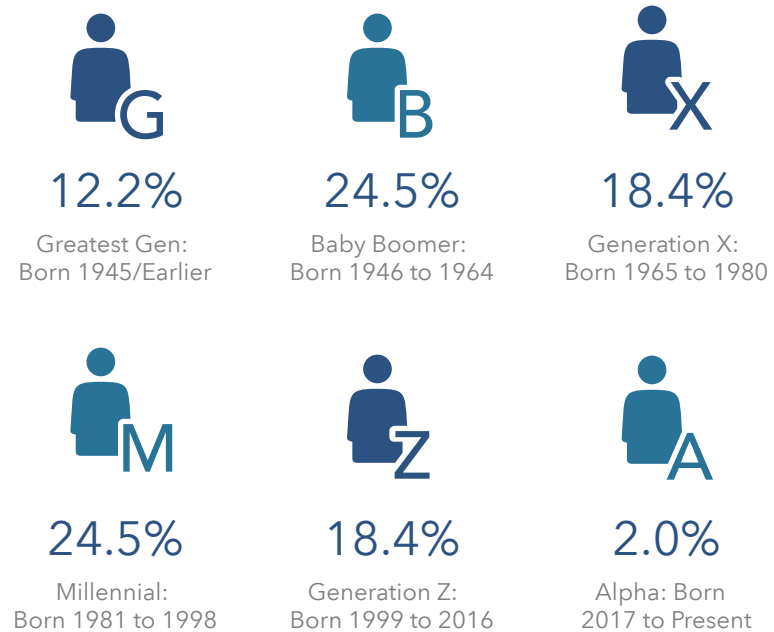
Housing: Year Built



POPULATION BY AGE



POPULATION BY GENERATION



This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2014-2018, 2020, 2025. © 2020 Esri





Population Summary	
2000 Total Population	52
2010 Total Population	47
2020 Total Population	49
2020 Group Quarters	1
2025 Total Population	49
2020-2025 Annual Rate	0.00%
2020 Total Daytime Population	38
Workers	11
Residents	27
Household Summary	
2000 Households	13
2000 Average Household Size	4.00
2010 Households	11
2010 Average Household Size	4.18
2020 Households	11
2020 Average Household Size	4.36
2025 Households	11
2025 Average Household Size	4.45
2020-2025 Annual Rate	0.00%
2010 Families	8
2010 Average Family Size	4.88
2020 Families	8
2020 Average Family Size	5.00
2025 Families	8
2025 Average Family Size	5.12
2020-2025 Annual Rate	0.00%
Housing Unit Summary	
2000 Housing Units	14
Owner Occupied Housing Units	85.7%
Renter Occupied Housing Units	7.1%
Vacant Housing Units	7.1%
2010 Housing Units	12
Owner Occupied Housing Units	83.3%
Renter Occupied Housing Units	8.3%
Vacant Housing Units	8.3%
2020 Housing Units	12
Owner Occupied Housing Units	83.3%
Renter Occupied Housing Units	16.7%
Vacant Housing Units	8.3%
2025 Housing Units	12
Owner Occupied Housing Units	83.3%
Renter Occupied Housing Units	16.7%
Vacant Housing Units	8.3%
Median Household Income	
2020	\$109,091
2025	\$120,413
Median Home Value	
2020	\$725,000
2025	\$775,000
Per Capita Income	
2020	\$42,320
2025	\$48,762
Median Age	
2010	44.2
2020	45.8
2025	43.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	11
<\$15,000	0.0%
\$15,000 - \$24,999	0.0%
\$25,000 - \$34,999	0.0%
\$35,000 - \$49,999	18.2%
\$50,000 - \$74,999	9.1%
\$75,000 - \$99,999	18.2%
\$100,000 - \$149,999	18.2%
\$150,000 - \$199,999	18.2%
\$200,000+	18.2%
Average Household Income	\$130,079

2025 Households by Income

Household Income Base	11
<\$15,000	0.0%
\$15,000 - \$24,999	0.0%
\$25,000 - \$34,999	0.0%
\$35,000 - \$49,999	18.2%
\$50,000 - \$74,999	9.1%
\$75,000 - \$99,999	18.2%
\$100,000 - \$149,999	18.2%
\$150,000 - \$199,999	27.3%
\$200,000+	18.2%
Average Household Income	\$149,893

2020 Owner Occupied Housing Units by Value

Total	10
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	0.0%
\$300,000 - \$399,999	0.0%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	50.0%
\$750,000 - \$999,999	40.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$736,111

2025 Owner Occupied Housing Units by Value

Total	10
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	0.0%
\$300,000 - \$399,999	0.0%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	40.0%
\$750,000 - \$999,999	50.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$763,889

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age

Total	47
0 - 4	4.3%
5 - 9	6.4%
10 - 14	6.4%
15 - 24	12.8%
25 - 34	10.6%
35 - 44	12.8%
45 - 54	17.0%
55 - 64	12.8%
65 - 74	10.6%
75 - 84	8.5%
85 +	2.1%
18 +	78.7%

2020 Population by Age

Total	49
0 - 4	4.1%
5 - 9	4.1%
10 - 14	6.1%
15 - 24	10.2%
25 - 34	12.2%
35 - 44	12.2%
45 - 54	12.2%
55 - 64	16.3%
65 - 74	10.2%
75 - 84	8.2%
85 +	4.1%
18 +	81.6%

2025 Population by Age

Total	50
0 - 4	4.0%
5 - 9	4.0%
10 - 14	4.0%
15 - 24	10.0%
25 - 34	14.0%
35 - 44	16.0%
45 - 54	12.0%
55 - 64	14.0%
65 - 74	10.0%
75 - 84	8.0%
85 +	4.0%
18 +	82.0%

2010 Population by Sex

Males	23
Females	24

2020 Population by Sex

Males	24
Females	25

2025 Population by Sex

Males	24
Females	25

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	46
White Alone	82.6%
Black Alone	0.0%
American Indian Alone	0.0%
Asian Alone	4.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	8.7%
Two or More Races	4.3%
Hispanic Origin	25.5%
Diversity Index	59.4

2020 Population by Race/Ethnicity

Total	48
White Alone	79.2%
Black Alone	0.0%
American Indian Alone	0.0%
Asian Alone	6.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	10.4%
Two or More Races	4.2%
Hispanic Origin	28.6%
Diversity Index	64.2

2025 Population by Race/Ethnicity

Total	49
White Alone	77.6%
Black Alone	0.0%
American Indian Alone	0.0%
Asian Alone	6.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	10.2%
Two or More Races	6.1%
Hispanic Origin	32.7%
Diversity Index	66.1

2010 Population by Relationship and Household Type

Total	47
In Households	97.9%
In Family Households	85.1%
Householder	23.4%
Spouse	21.3%
Child	29.8%
Other relative	6.4%
Nonrelative	2.1%
In Nonfamily Households	12.8%
In Group Quarters	2.1%
Institutionalized Population	0.0%
Noninstitutionalized Population	2.1%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	38
Less than 9th Grade	0.0%
9th - 12th Grade, No Diploma	2.6%
High School Graduate	10.5%
GED/Alternative Credential	2.6%
Some College, No Degree	34.2%
Associate Degree	15.8%
Bachelor's Degree	18.4%
Graduate/Professional Degree	15.8%

2020 Population 15+ by Marital Status

Total	43
Never Married	20.9%
Married	62.8%
Widowed	4.7%
Divorced	11.6%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	25
Population 16+ Employed	88.0%
Population 16+ Unemployment rate	12.0%
Population 16-24 Employed	9.1%
Population 16-24 Unemployment rate	0.0%
Population 25-54 Employed	63.6%
Population 25-54 Unemployment rate	12.5%
Population 55-64 Employed	18.2%
Population 55-64 Unemployment rate	20.0%
Population 65+ Employed	9.1%
Population 65+ Unemployment rate	0.0%

2020 Employed Population 16+ by Industry

Total	22
Agriculture/Mining	0.0%
Construction	9.1%
Manufacturing	9.1%
Wholesale Trade	4.5%
Retail Trade	9.1%
Transportation/Utilities	0.0%
Information	0.0%
Finance/Insurance/Real Estate	9.1%
Services	59.1%
Public Administration	0.0%

2020 Employed Population 16+ by Occupation

Total	21
White Collar	77.3%
Management/Business/Financial	31.8%
Professional	18.2%
Sales	13.6%
Administrative Support	13.6%
Services	4.5%
Blue Collar	13.6%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.5%
Installation/Maintenance/Repair	9.1%
Production	0.0%
Transportation/Material Moving	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	10
Households with 1 Person	20.0%
Households with 2+ People	80.0%
Family Households	80.0%
Husband-wife Families	70.0%
With Related Children	30.0%
Other Family (No Spouse Present)	10.0%
Other Family with Male Householder	0.0%
With Related Children	0.0%
Other Family with Female Householder	10.0%
With Related Children	0.0%
Nonfamily Households	0.0%
All Households with Children	27.3%
Multigenerational Households	9.1%
Unmarried Partner Households	0.0%
Male-female	0.0%
Same-sex	0.0%
2010 Households by Size	
Total	10
1 Person Household	20.0%
2 Person Household	30.0%
3 Person Household	20.0%
4 Person Household	20.0%
5 Person Household	10.0%
6 Person Household	0.0%
7 + Person Household	0.0%
2010 Households by Tenure and Mortgage Status	
Total	11
Owner Occupied	90.9%
Owned with a Mortgage/Loan	63.6%
Owned Free and Clear	18.2%
Renter Occupied	9.1%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	0
Percent of Income for Mortgage	0.0%
Wealth Index	197
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	12
Housing Units Inside Urbanized Area	83.3%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	16.7%
2010 Population By Urban/ Rural Status	
Total Population	47
Population Inside Urbanized Area	83.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	17.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Pleasantville (2B)
- 2.
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$31,764
Average Spent	\$2,887.64
Spending Potential Index	135
Education: Total \$	\$35,224
Average Spent	\$3,202.18
Spending Potential Index	179
Entertainment/Recreation: Total \$	\$50,152
Average Spent	\$4,559.27
Spending Potential Index	140
Food at Home: Total \$	\$78,387
Average Spent	\$7,126.09
Spending Potential Index	133
Food Away from Home: Total \$	\$54,771
Average Spent	\$4,979.18
Spending Potential Index	132
Health Care: Total \$	\$83,172
Average Spent	\$7,561.09
Spending Potential Index	132
HH Furnishings & Equipment: Total \$	\$32,451
Average Spent	\$2,950.09
Spending Potential Index	135
Personal Care Products & Services: Total \$	\$13,268
Average Spent	\$1,206.18
Spending Potential Index	131
Shelter: Total \$	\$319,263
Average Spent	\$29,023.91
Spending Potential Index	150
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$30,389
Average Spent	\$2,762.64
Spending Potential Index	118
Travel: Total \$	\$40,940
Average Spent	\$3,721.82
Spending Potential Index	154
Vehicle Maintenance & Repairs: Total \$	\$15,782
Average Spent	\$1,434.73
Spending Potential Index	124

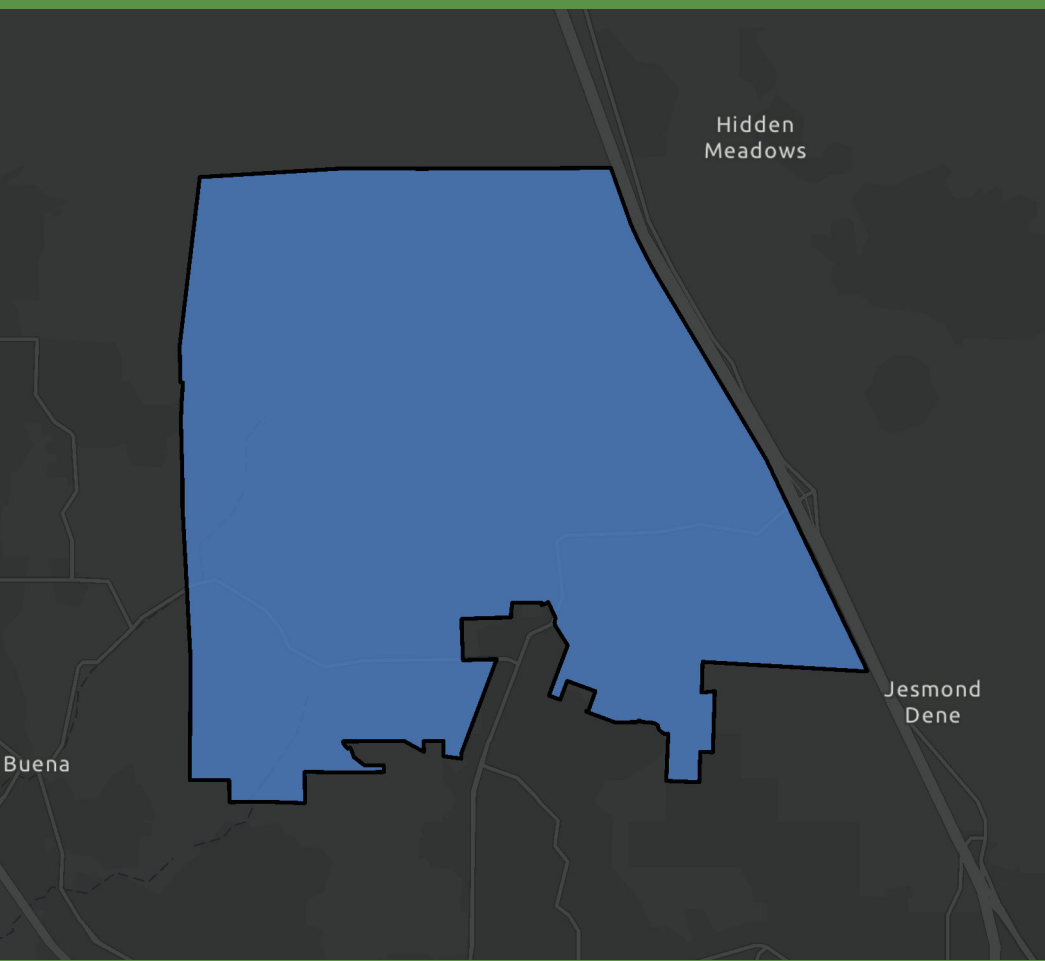
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

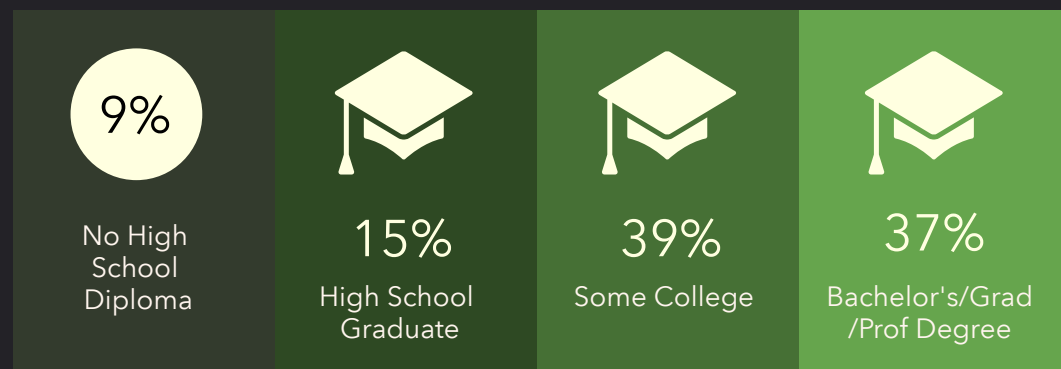
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

DEMOGRAPHIC PROFILE

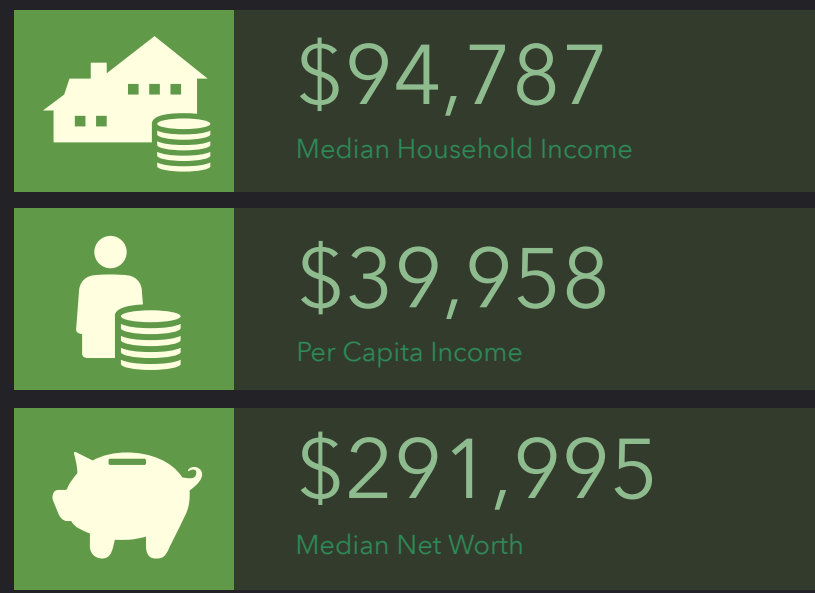
Twin Oaks
Twin Oaks



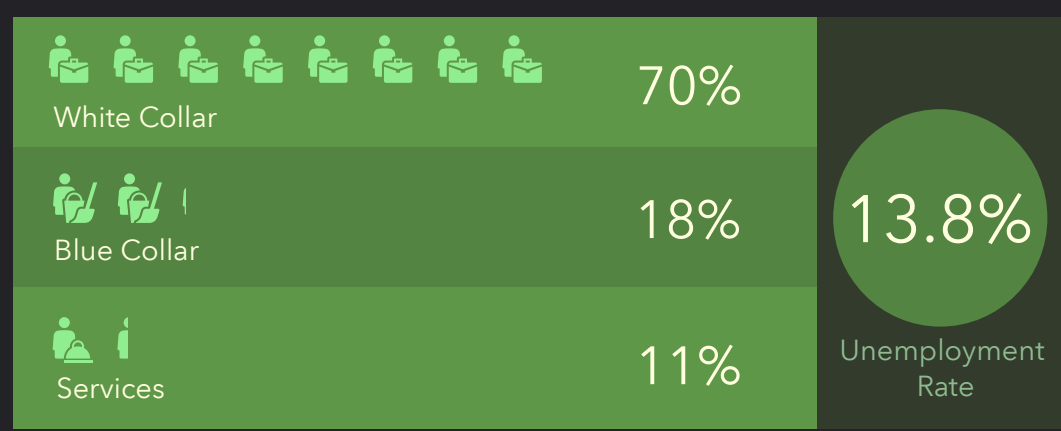
EDUCATION



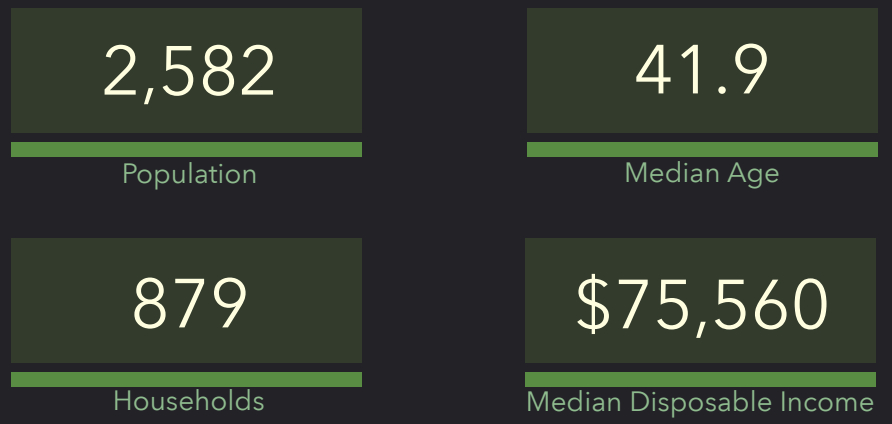
INCOME



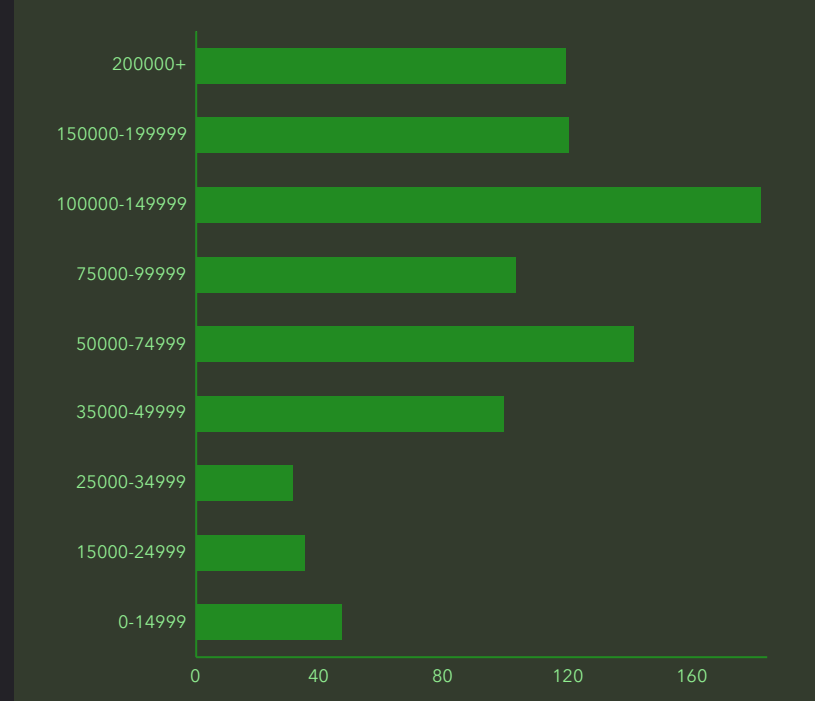
EMPLOYMENT



KEY FACTS



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Twin Oaks

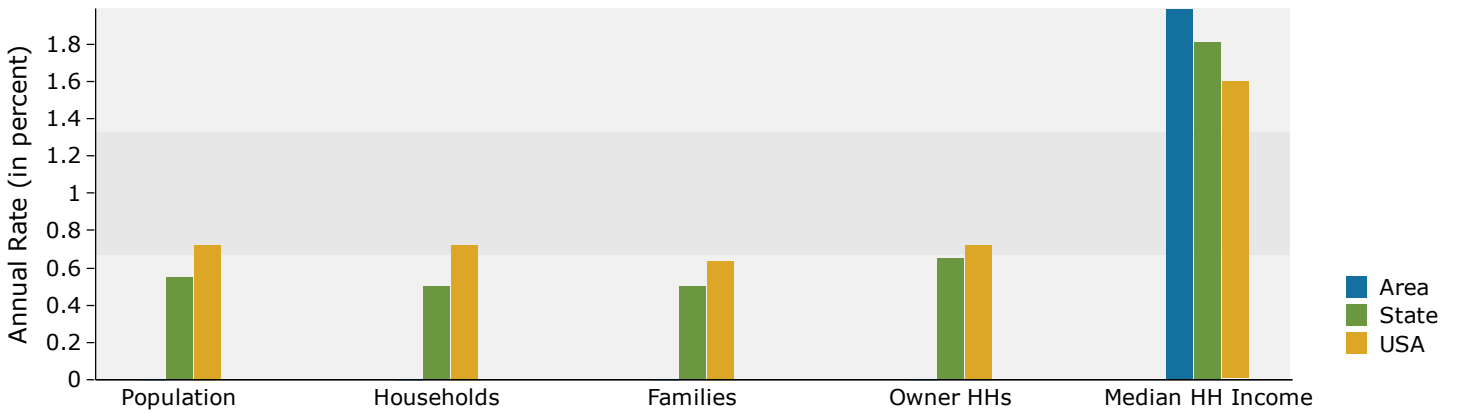
Prepared by Esri

Summary	Census 2010		2020		2025	
Population	47		49		49	
Households	11		11		11	
Families	8		8		8	
Average Household Size	4.18		4.36		4.45	
Owner Occupied Housing Units	10		10		10	
Renter Occupied Housing Units	1		2		2	
Median Age	44.2		45.8		43.8	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.00%		0.55%		0.72%	
Households	0.00%		0.50%		0.72%	
Families	0.00%		0.50%		0.64%	
Owner HHs	0.00%		0.65%		0.72%	
Median Household Income	1.99%		1.81%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			0	0.0%	0	0.0%
\$15,000 - \$24,999			0	0.0%	0	0.0%
\$25,000 - \$34,999			0	0.0%	0	0.0%
\$35,000 - \$49,999			2	18.2%	2	18.2%
\$50,000 - \$74,999			1	9.1%	1	9.1%
\$75,000 - \$99,999			2	18.2%	2	18.2%
\$100,000 - \$149,999			2	18.2%	2	18.2%
\$150,000 - \$199,999			2	18.2%	3	27.3%
\$200,000+			2	18.2%	2	18.2%
Median Household Income			\$109,091		\$120,413	
Average Household Income			\$130,079		\$149,893	
Per Capita Income			\$42,320		\$48,762	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2	4.1%	2	4.1%	2	4.0%
5 - 9	3	6.1%	2	4.1%	2	4.0%
10 - 14	3	6.1%	3	6.1%	2	4.0%
15 - 19	4	8.2%	3	6.1%	3	6.0%
20 - 24	2	4.1%	2	4.1%	2	4.0%
25 - 34	5	10.2%	6	12.2%	7	14.0%
35 - 44	6	12.2%	6	12.2%	8	16.0%
45 - 54	8	16.3%	6	12.2%	6	12.0%
55 - 64	6	12.2%	8	16.3%	7	14.0%
65 - 74	5	10.2%	5	10.2%	5	10.0%
75 - 84	4	8.2%	4	8.2%	4	8.0%
85+	1	2.0%	2	4.1%	2	4.0%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	38	82.6%	38	79.2%	38	77.6%
Black Alone	0	0.0%	0	0.0%	0	0.0%
American Indian Alone	0	0.0%	0	0.0%	0	0.0%
Asian Alone	2	4.3%	3	6.2%	3	6.1%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	4	8.7%	5	10.4%	5	10.2%
Two or More Races	2	4.3%	2	4.2%	3	6.1%
Hispanic Origin (Any Race)	12	25.5%	14	28.6%	15	30.6%

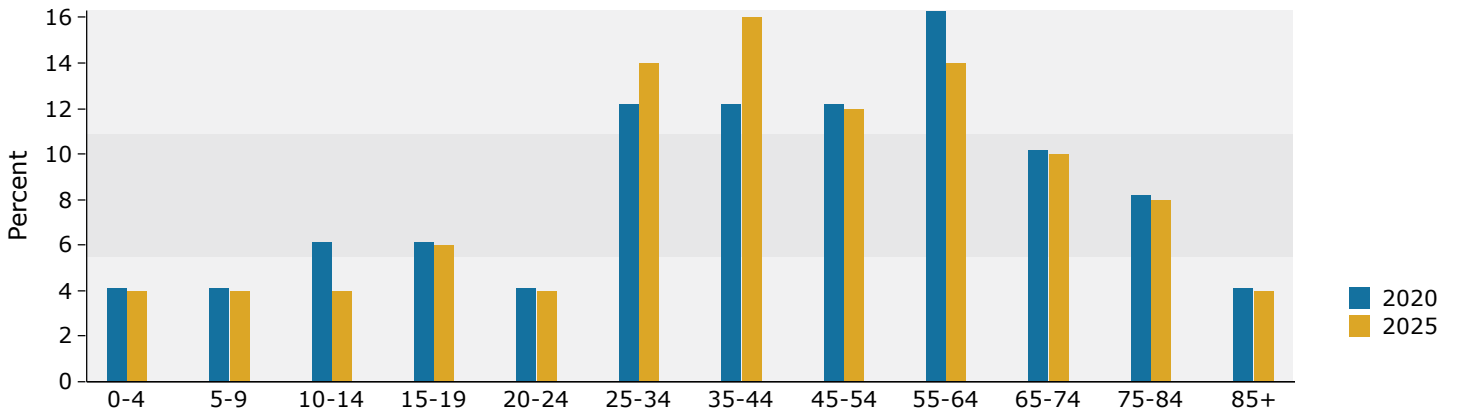
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

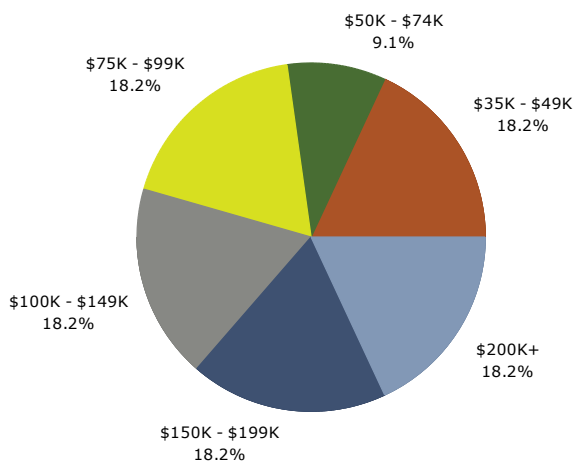
Trends 2020-2025



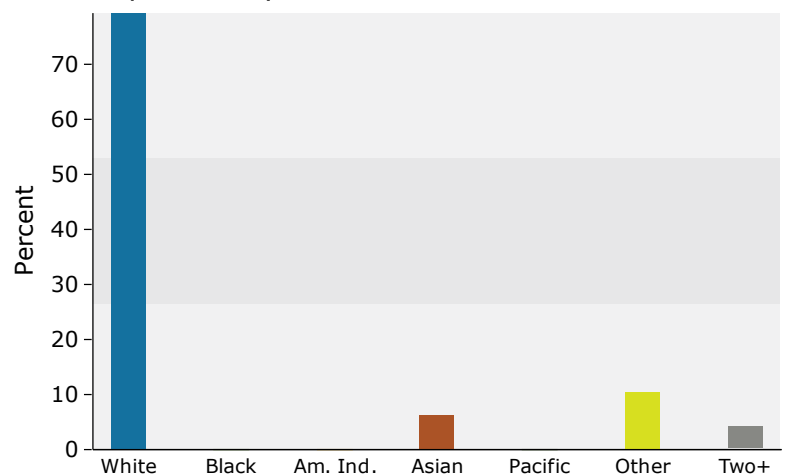
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 28.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	52
2010 Population	47
2020 Population	49
2025 Population	49
2000-2010 Annual Rate	-1.01%
2010-2020 Annual Rate	0.41%
2020-2025 Annual Rate	0.00%
2020 Male Population	49.0%
2020 Female Population	51.0%
2020 Median Age	45.8

In the identified area, the current year population is 49. In 2010, the Census count in the area was 47. The rate of change since 2010 was 0.41% annually. The five-year projection for the population in the area is 49 representing a change of 0.00% annually from 2020 to 2025. Currently, the population is 49.0% male and 51.0% female.

Median Age

The median age in this area is 45.8, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	79.2%
2020 Black Alone	0.0%
2020 American Indian/Alaska Native Alone	0.0%
2020 Asian Alone	6.2%
2020 Pacific Islander Alone	0.0%
2020 Other Race	10.4%
2020 Two or More Races	4.2%
2020 Hispanic Origin (Any Race)	28.6%

Persons of Hispanic origin represent 28.6% of the population in the identified area compared to 18.8% 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 64.2 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	197
2000 Households	13
2010 Households	11
2020 Total Households	11
2025 Total Households	11
2000-2010 Annual Rate	-1.66%
2010-2020 Annual Rate	0.00%
2020-2025 Annual Rate	0.00%
2020 Average Household Size	4.36

The household count in this area has changed from 11 in 2010 to 11 in the current year, a change of 0.00% annually. The five-year projection of households is 11, a change of 0.00% annually from the current year total. Average household size is currently 4.36, compared to 4.18 in the year 2010. The number of families in the current year is 8 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	0.0%
-------------------------------------	------

Median Household Income

2020 Median Household Income	\$109,091
2025 Median Household Income	\$120,413
2020-2025 Annual Rate	1.99%

Average Household Income

2020 Average Household Income	\$130,079
2025 Average Household Income	\$149,893
2020-2025 Annual Rate	2.88%

Per Capita Income

2020 Per Capita Income	\$42,320
2025 Per Capita Income	\$48,762
2020-2025 Annual Rate	2.87%

Households by Income

Current median household income is \$109,091 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$120,413 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$130,079 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$149,893 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$42,320 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$48,762 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	0
2000 Total Housing Units	14
2000 Owner Occupied Housing Units	12
2000 Renter Occupied Housing Units	1
2000 Vacant Housing Units	1
2010 Total Housing Units	12
2010 Owner Occupied Housing Units	10
2010 Renter Occupied Housing Units	1
2010 Vacant Housing Units	1
2020 Total Housing Units	12
2020 Owner Occupied Housing Units	10
2020 Renter Occupied Housing Units	2
2020 Vacant Housing Units	1
2025 Total Housing Units	12
2025 Owner Occupied Housing Units	10
2025 Renter Occupied Housing Units	2
2025 Vacant Housing Units	1

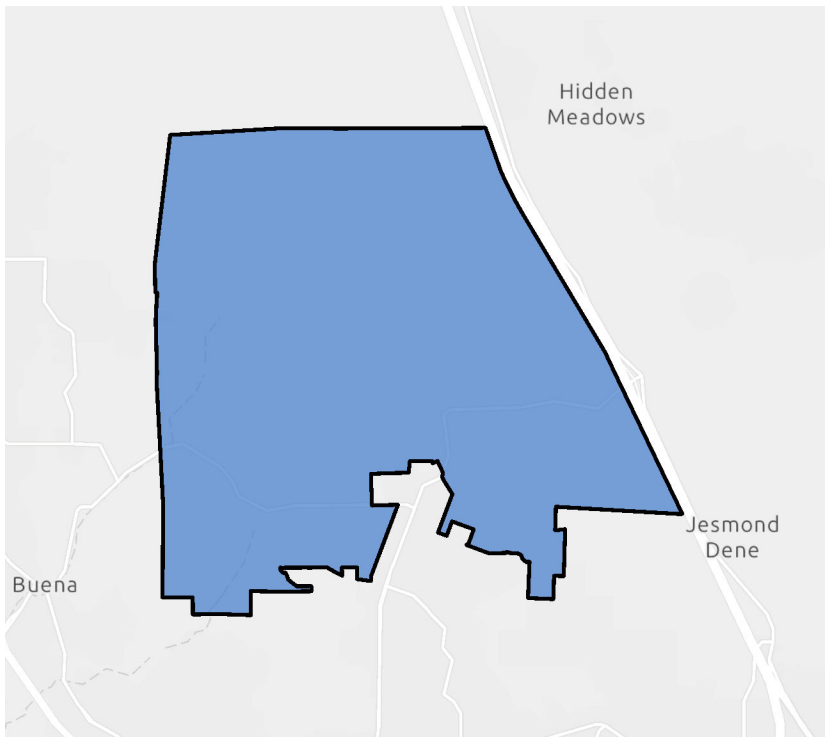
Currently, 83.3% of the 12 housing units in the area are owner occupied; 16.7%, renter occupied; and 8.3% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 12 housing units in the area - 83.3% owner occupied, 8.3% renter occupied, and 8.3% vacant. The annual rate of change in housing units since 2010 is 0.00%. Median home value in the area is \$725,000, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 1.34% annually to \$775,000.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

POPULATION TRENDS AND KEY INDICATORS

Twin Oaks



2,582

Population

879

Households

2.89

Avg Size Household

41.9

Median Age

\$94,787

Median Household Income

\$737,546

Median Home Value

164

Wealth Index

72

Housing Affordability

70

Diversity Index

MORTGAGE INDICATORS



\$15,975

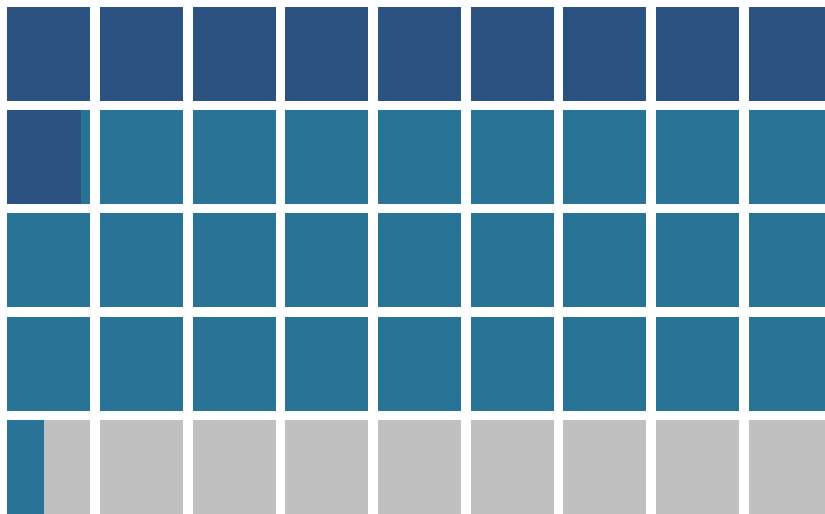
Avg Spent on Mortgage & Basics



32.5%

Percent of Income for Mortgage

POPULATION BY AGE



■ Under 18 (22%) ■ Ages 18 to 64 (59%) ■ Aged 65+ (19%)

POPULATION BY GENERATION



8.1%

Greatest Gen:
Born 1945/Earlier



24.6%

Baby Boomer:
Born 1946 to 1964



20.0%

Generation X:
Born 1965 to 1980



21.7%

Millennial:
Born 1981 to 1998



21.2%

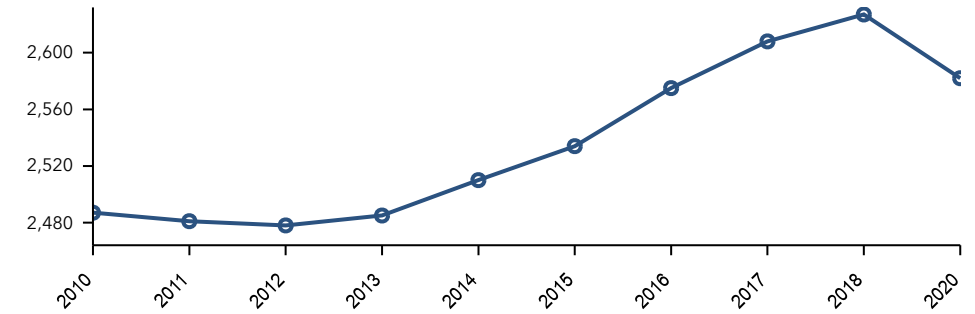
Generation Z:
Born 1999 to 2016



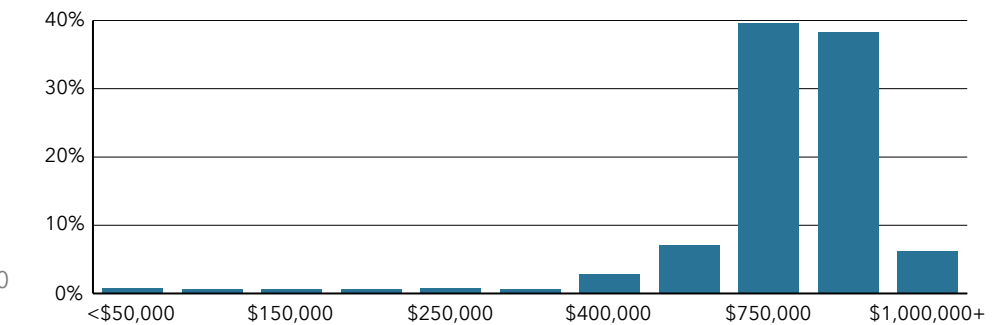
4.5%

Alpha: Born
2017 to Present

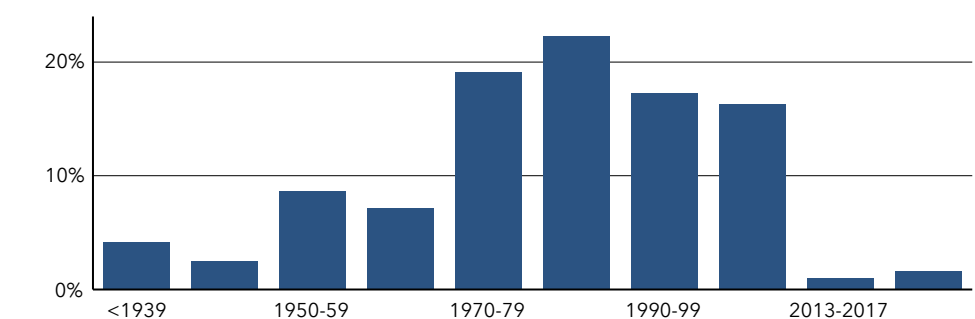
Historical Trends: Population



Home Value



Housing: Year Built





Population Summary	
2000 Total Population	39,456
2010 Total Population	41,050
2020 Total Population	41,947
2020 Group Quarters	188
2025 Total Population	42,429
2020-2025 Annual Rate	0.23%
2020 Total Daytime Population	37,248
Workers	14,122
Residents	23,126
Household Summary	
2000 Households	14,175
2000 Average Household Size	2.78
2010 Households	15,010
2010 Average Household Size	2.72
2020 Households	15,335
2020 Average Household Size	2.72
2025 Households	15,471
2025 Average Household Size	2.73
2020-2025 Annual Rate	0.18%
2010 Families	11,155
2010 Average Family Size	3.13
2020 Families	11,388
2020 Average Family Size	3.13
2025 Families	11,517
2025 Average Family Size	3.13
2020-2025 Annual Rate	0.23%
Housing Unit Summary	
2000 Housing Units	14,449
Owner Occupied Housing Units	73.9%
Renter Occupied Housing Units	24.2%
Vacant Housing Units	1.9%
2010 Housing Units	15,632
Owner Occupied Housing Units	69.2%
Renter Occupied Housing Units	26.8%
Vacant Housing Units	4.0%
2020 Housing Units	15,890
Owner Occupied Housing Units	68.8%
Renter Occupied Housing Units	27.7%
Vacant Housing Units	3.5%
2025 Housing Units	16,042
Owner Occupied Housing Units	69.1%
Renter Occupied Housing Units	27.3%
Vacant Housing Units	3.6%
Median Household Income	
2020	\$100,488
2025	\$107,289
Median Home Value	
2020	\$670,000
2025	\$726,074
Per Capita Income	
2020	\$48,452
2025	\$53,607
Median Age	
2010	42.7
2020	44.3
2025	44.4

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	15,335
<\$15,000	4.8%
\$15,000 - \$24,999	4.0%
\$25,000 - \$34,999	5.7%
\$35,000 - \$49,999	8.1%
\$50,000 - \$74,999	13.0%
\$75,000 - \$99,999	14.1%
\$100,000 - \$149,999	20.1%
\$150,000 - \$199,999	13.9%
\$200,000+	16.4%
Average Household Income	\$131,977

2025 Households by Income

Household Income Base	15,471
<\$15,000	4.2%
\$15,000 - \$24,999	3.4%
\$25,000 - \$34,999	5.1%
\$35,000 - \$49,999	7.3%
\$50,000 - \$74,999	12.3%
\$75,000 - \$99,999	13.5%
\$100,000 - \$149,999	20.3%
\$150,000 - \$199,999	15.2%
\$200,000+	18.8%
Average Household Income	\$146,407

2020 Owner Occupied Housing Units by Value

Total	10,940
<\$50,000	0.5%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	0.2%
\$200,000 - \$249,999	0.4%
\$250,000 - \$299,999	1.0%
\$300,000 - \$399,999	5.0%
\$400,000 - \$499,999	12.3%
\$500,000 - \$749,999	44.6%
\$750,000 - \$999,999	26.3%
\$1,000,000 - \$1,499,999	6.5%
\$1,500,000 - \$1,999,999	1.6%
\$2,000,000 +	1.3%
Average Home Value	\$725,238

2025 Owner Occupied Housing Units by Value

Total	11,085
<\$50,000	0.1%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.1%
\$200,000 - \$249,999	0.2%
\$250,000 - \$299,999	0.5%
\$300,000 - \$399,999	2.7%
\$400,000 - \$499,999	9.5%
\$500,000 - \$749,999	40.7%
\$750,000 - \$999,999	33.5%
\$1,000,000 - \$1,499,999	8.6%
\$1,500,000 - \$1,999,999	2.2%
\$2,000,000 +	1.8%
Average Home Value	\$788,113

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age	
Total	41,050
0 - 4	5.1%
5 - 9	5.7%
10 - 14	6.6%
15 - 24	13.6%
25 - 34	10.4%
35 - 44	11.6%
45 - 54	16.5%
55 - 64	15.1%
65 - 74	7.9%
75 - 84	5.1%
85 +	2.4%
18 +	78.1%
2020 Population by Age	
Total	41,945
0 - 4	4.7%
5 - 9	5.1%
10 - 14	5.8%
15 - 24	11.3%
25 - 34	12.7%
35 - 44	11.1%
45 - 54	12.1%
55 - 64	15.5%
65 - 74	12.6%
75 - 84	5.9%
85 +	3.1%
18 +	80.9%
2025 Population by Age	
Total	42,429
0 - 4	4.7%
5 - 9	5.0%
10 - 14	5.5%
15 - 24	10.3%
25 - 34	11.6%
35 - 44	13.6%
45 - 54	11.0%
55 - 64	13.7%
65 - 74	13.4%
75 - 84	7.8%
85 +	3.3%
18 +	81.3%
2010 Population by Sex	
Males	19,997
Females	21,053
2020 Population by Sex	
Males	20,489
Females	21,458
2025 Population by Sex	
Males	20,739
Females	21,690

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	41,050
White Alone	80.6%
Black Alone	4.6%
American Indian Alone	0.5%
Asian Alone	4.2%
Pacific Islander Alone	0.3%
Some Other Race Alone	4.7%
Two or More Races	5.0%
Hispanic Origin	16.6%
Diversity Index	52.8

2020 Population by Race/Ethnicity

Total	41,947
White Alone	77.8%
Black Alone	4.9%
American Indian Alone	0.5%
Asian Alone	5.0%
Pacific Islander Alone	0.3%
Some Other Race Alone	5.5%
Two or More Races	6.0%
Hispanic Origin	19.4%
Diversity Index	58.1

2025 Population by Race/Ethnicity

Total	42,428
White Alone	76.3%
Black Alone	5.0%
American Indian Alone	0.5%
Asian Alone	5.5%
Pacific Islander Alone	0.3%
Some Other Race Alone	5.9%
Two or More Races	6.5%
Hispanic Origin	21.2%
Diversity Index	60.8

2010 Population by Relationship and Household Type

Total	41,050
In Households	99.6%
In Family Households	87.3%
Householder	27.2%
Spouse	21.6%
Child	31.8%
Other relative	4.3%
Nonrelative	2.4%
In Nonfamily Households	12.3%
In Group Quarters	0.4%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.4%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	30,662
Less than 9th Grade	2.7%
9th - 12th Grade, No Diploma	2.6%
High School Graduate	14.7%
GED/Alternative Credential	1.6%
Some College, No Degree	23.3%
Associate Degree	10.0%
Bachelor's Degree	27.6%
Graduate/Professional Degree	17.6%

2020 Population 15+ by Marital Status

Total	35,404
Never Married	28.0%
Married	56.1%
Widowed	6.2%
Divorced	9.7%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	21,938
Population 16+ Employed	85.7%
Population 16+ Unemployment rate	14.3%
Population 16-24 Employed	9.6%
Population 16-24 Unemployment rate	25.4%
Population 25-54 Employed	59.2%
Population 25-54 Unemployment rate	14.2%
Population 55-64 Employed	22.2%
Population 55-64 Unemployment rate	10.6%
Population 65+ Employed	9.0%
Population 65+ Unemployment rate	9.9%

2020 Employed Population 16+ by Industry

Total	18,803
Agriculture/Mining	0.8%
Construction	5.6%
Manufacturing	6.2%
Wholesale Trade	3.2%
Retail Trade	9.3%
Transportation/Utilities	4.7%
Information	2.0%
Finance/Insurance/Real Estate	7.6%
Services	52.5%
Public Administration	8.2%

2020 Employed Population 16+ by Occupation

Total	18,802
White Collar	75.2%
Management/Business/Financial	21.4%
Professional	30.5%
Sales	11.1%
Administrative Support	12.3%
Services	14.2%
Blue Collar	10.6%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	3.1%
Installation/Maintenance/Repair	1.8%
Production	1.6%
Transportation/Material Moving	4.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	15,009
Households with 1 Person	19.8%
Households with 2+ People	80.2%
Family Households	74.3%
Husband-wife Families	59.0%
With Related Children	24.5%
Other Family (No Spouse Present)	15.3%
Other Family with Male Householder	4.7%
With Related Children	2.5%
Other Family with Female Householder	10.6%
With Related Children	5.9%
Nonfamily Households	5.9%
All Households with Children	33.3%
Multigenerational Households	4.4%
Unmarried Partner Households	5.4%
Male-female	4.4%
Same-sex	0.9%
2010 Households by Size	
Total	15,010
1 Person Household	19.8%
2 Person Household	34.7%
3 Person Household	18.1%
4 Person Household	15.7%
5 Person Household	7.2%
6 Person Household	3.0%
7 + Person Household	1.4%
2010 Households by Tenure and Mortgage Status	
Total	15,010
Owner Occupied	72.1%
Owned with a Mortgage/Loan	58.1%
Owned Free and Clear	14.0%
Renter Occupied	27.9%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	86
Percent of Income for Mortgage	27.9%
Wealth Index	196
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	15,632
Housing Units Inside Urbanized Area	99.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.6%
2010 Population By Urban/ Rural Status	
Total Population	41,050
Population Inside Urbanized Area	99.3%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.7%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Exurbanites (1E)
2. Savvy Suburbanites (1D)
3. Pleasantville (2B)

2020 Consumer Spending

Apparel & Services: Total \$	\$46,734,046
Average Spent	\$3,047.54
Spending Potential Index	142
Education: Total \$	\$43,264,642
Average Spent	\$2,821.30
Spending Potential Index	158
Entertainment/Recreation: Total \$	\$71,429,769
Average Spent	\$4,657.96
Spending Potential Index	143
Food at Home: Total \$	\$114,597,245
Average Spent	\$7,472.92
Spending Potential Index	140
Food Away from Home: Total \$	\$81,610,196
Average Spent	\$5,321.83
Spending Potential Index	141
Health Care: Total \$	\$125,395,180
Average Spent	\$8,177.06
Spending Potential Index	142
HH Furnishings & Equipment: Total \$	\$48,646,029
Average Spent	\$3,172.22
Spending Potential Index	145
Personal Care Products & Services: Total \$	\$20,307,466
Average Spent	\$1,324.26
Spending Potential Index	144
Shelter: Total \$	\$437,222,694
Average Spent	\$28,511.42
Spending Potential Index	147
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$52,310,742
Average Spent	\$3,411.20
Spending Potential Index	146
Travel: Total \$	\$56,539,623
Average Spent	\$3,686.97
Spending Potential Index	153
Vehicle Maintenance & Repairs: Total \$	\$25,314,827
Average Spent	\$1,650.79
Spending Potential Index	142

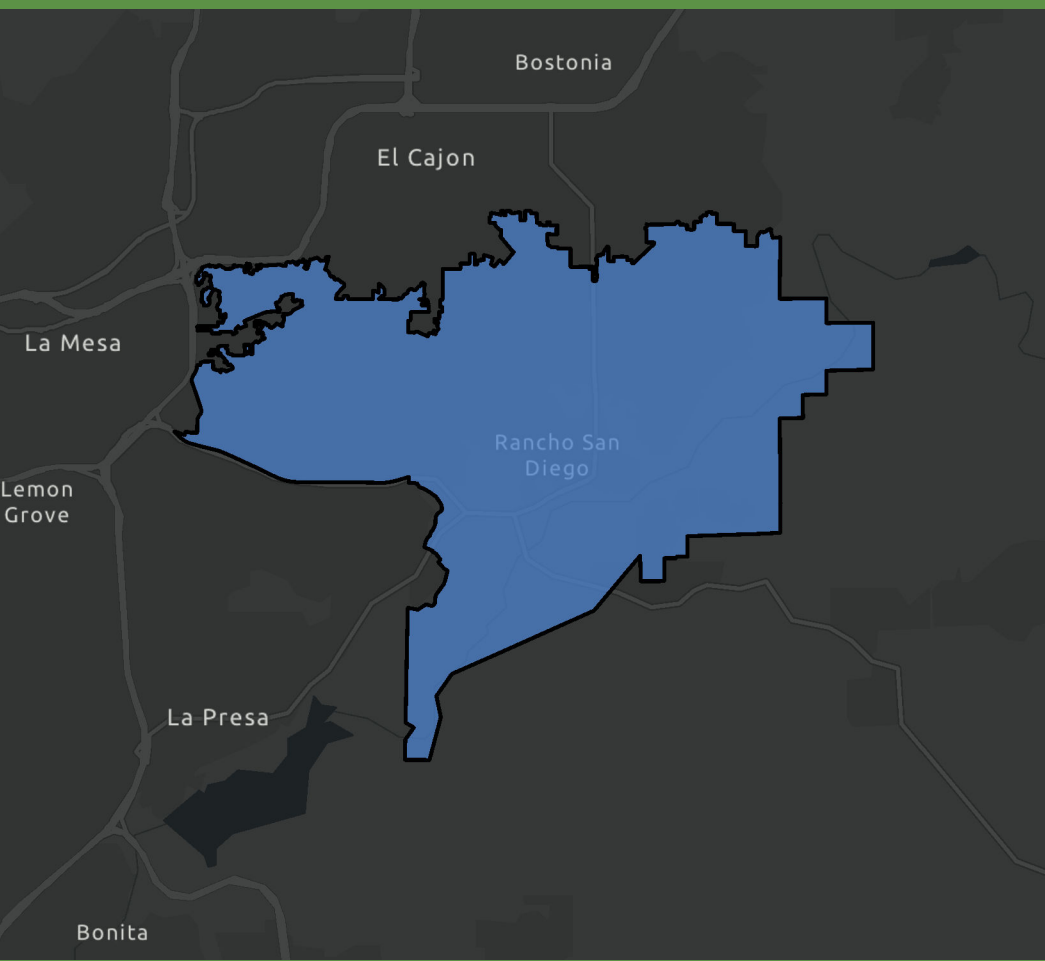
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

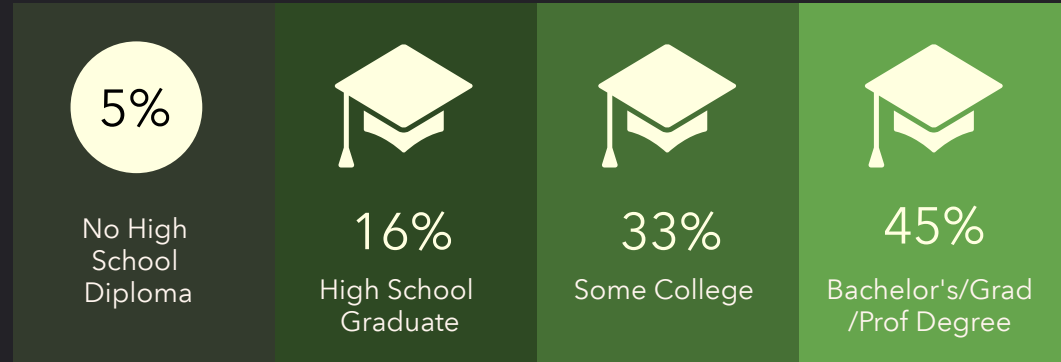
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

DEMOGRAPHIC PROFILE

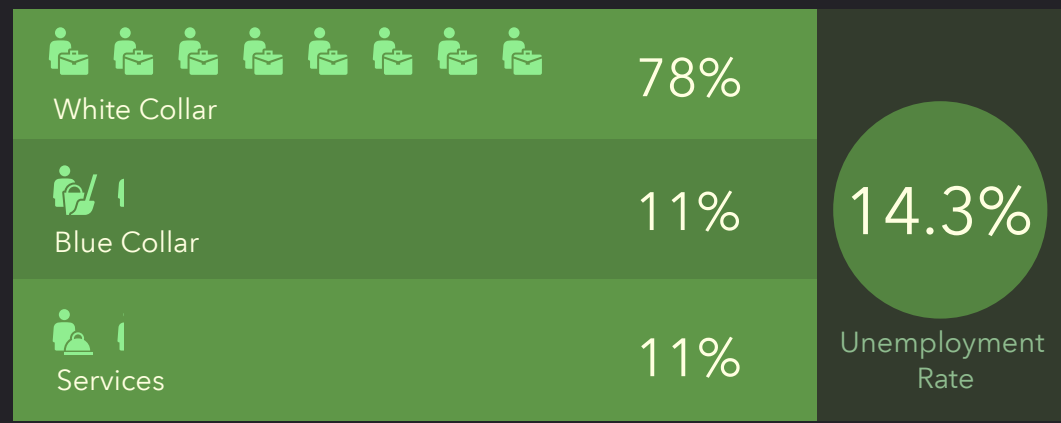
Valle De Oro
Valle De Oro



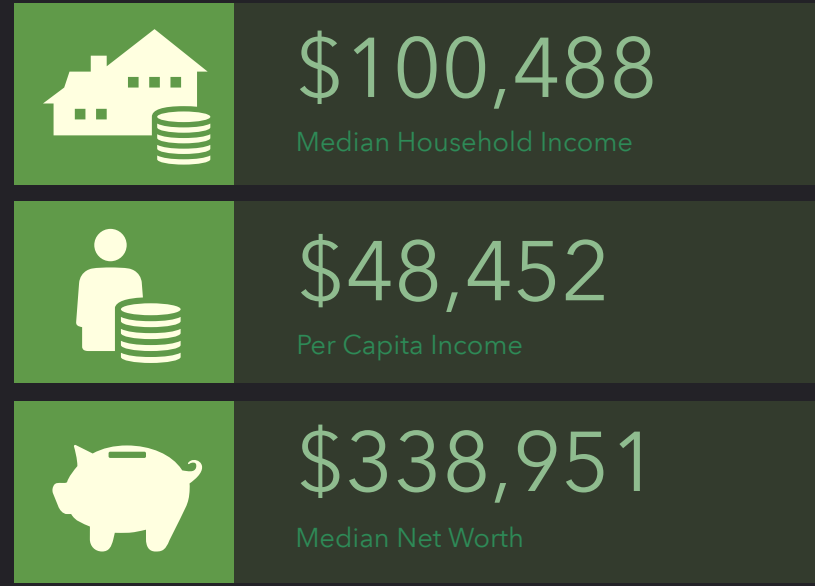
EDUCATION



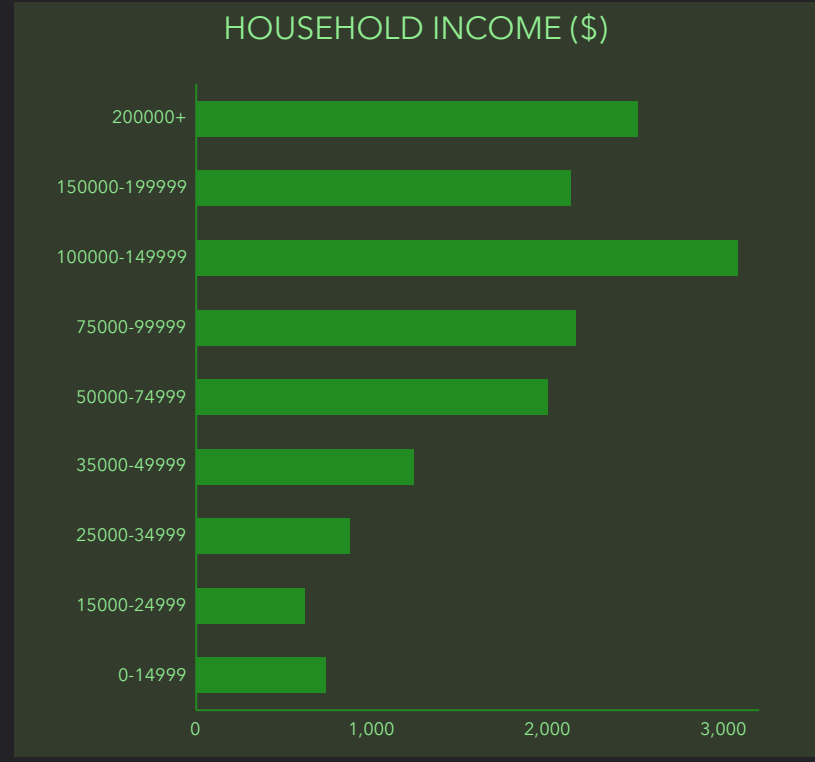
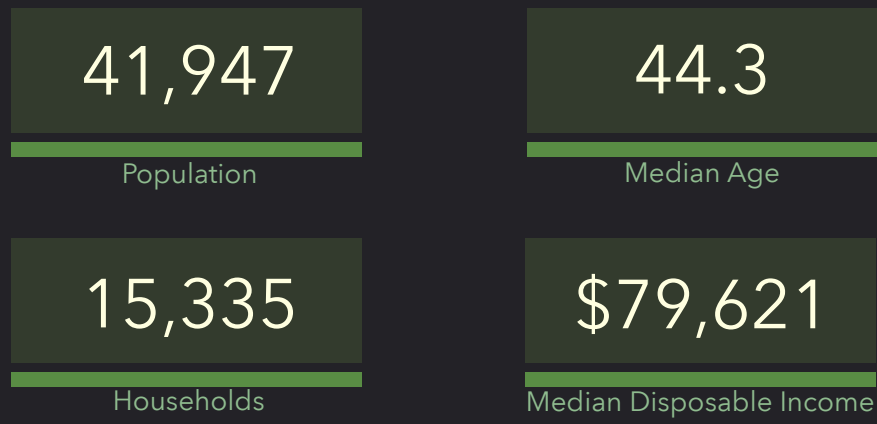
EMPLOYMENT



INCOME



KEY FACTS





Demographic and Income Profile

Valle De Oro

Prepared by Esri

Summary	Census 2010	2020	2025
Population	41,050	41,947	42,429
Households	15,010	15,335	15,471
Families	11,155	11,388	11,517
Average Household Size	2.72	2.72	2.73
Owner Occupied Housing Units	10,817	10,940	11,085
Renter Occupied Housing Units	4,193	4,395	4,387
Median Age	42.7	44.3	44.4
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.23%	0.55%	0.72%
Households	0.18%	0.50%	0.72%
Families	0.23%	0.50%	0.64%
Owner HHs	0.26%	0.65%	0.72%
Median Household Income	1.32%	1.81%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	736	4.8%	652	4.2%
\$15,000 - \$24,999	618	4.0%	521	3.4%
\$25,000 - \$34,999	872	5.7%	793	5.1%
\$35,000 - \$49,999	1,237	8.1%	1,125	7.3%
\$50,000 - \$74,999	1,999	13.0%	1,906	12.3%
\$75,000 - \$99,999	2,159	14.1%	2,082	13.5%
\$100,000 - \$149,999	3,078	20.1%	3,144	20.3%
\$150,000 - \$199,999	2,129	13.9%	2,347	15.2%
\$200,000+	2,508	16.4%	2,901	18.8%
Median Household Income	\$100,488		\$107,289	
Average Household Income	\$131,977		\$146,407	
Per Capita Income	\$48,452		\$53,607	

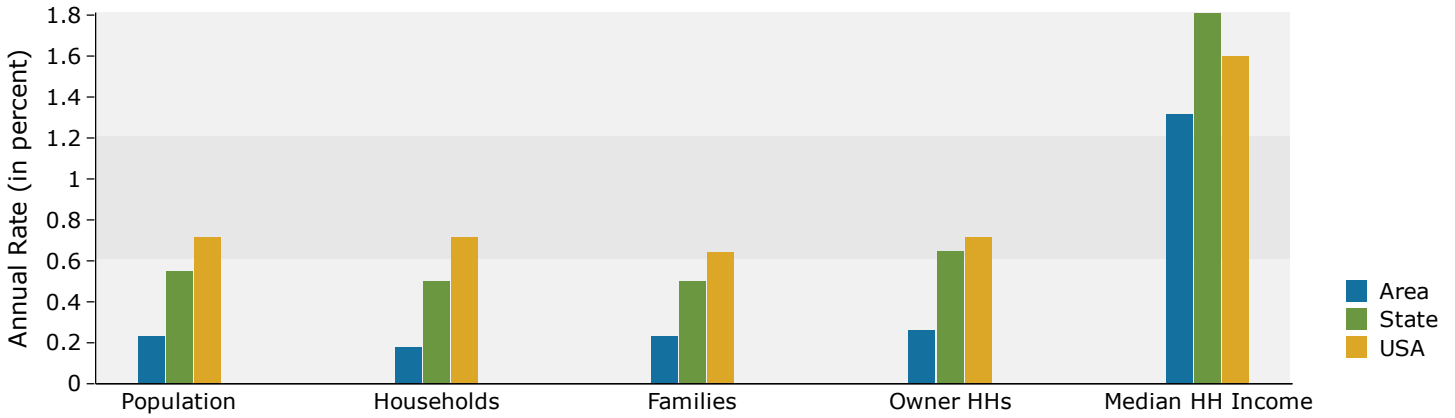
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,088	5.1%	1,955	4.7%	2,013	4.7%
5 - 9	2,330	5.7%	2,135	5.1%	2,135	5.0%
10 - 14	2,726	6.6%	2,452	5.8%	2,341	5.5%
15 - 19	3,000	7.3%	2,431	5.8%	2,339	5.5%
20 - 24	2,579	6.3%	2,311	5.5%	2,026	4.8%
25 - 34	4,275	10.4%	5,335	12.7%	4,925	11.6%
35 - 44	4,753	11.6%	4,665	11.1%	5,777	13.6%
45 - 54	6,756	16.5%	5,096	12.1%	4,665	11.0%
55 - 64	6,184	15.1%	6,498	15.5%	5,795	13.7%
65 - 74	3,245	7.9%	5,286	12.6%	5,705	13.4%
75 - 84	2,113	5.1%	2,464	5.9%	3,319	7.8%
85+	1,004	2.4%	1,317	3.1%	1,389	3.3%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	33,087	80.6%	32,625	77.8%	32,375	76.3%
Black Alone	1,904	4.6%	2,057	4.9%	2,105	5.0%
American Indian Alone	203	0.5%	206	0.5%	207	0.5%
Asian Alone	1,737	4.2%	2,100	5.0%	2,344	5.5%
Pacific Islander Alone	141	0.3%	143	0.3%	143	0.3%
Some Other Race Alone	1,910	4.7%	2,288	5.5%	2,487	5.9%
Two or More Races	2,068	5.0%	2,528	6.0%	2,767	6.5%
Hispanic Origin (Any Race)	6,823	16.6%	8,132	19.4%	8,980	21.2%

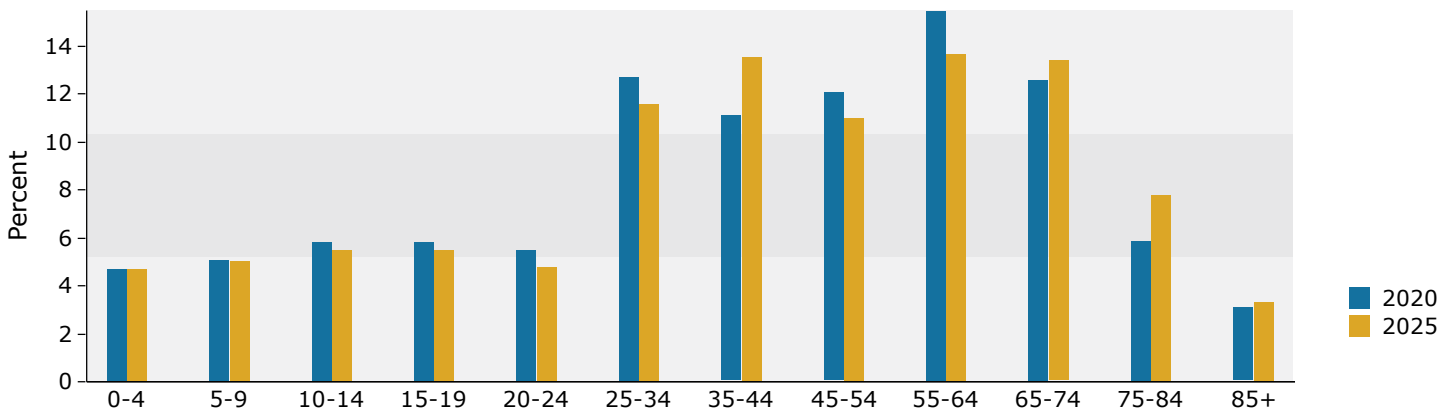
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

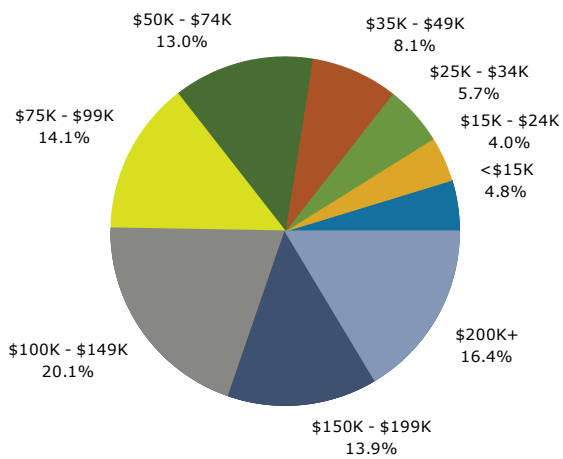
Trends 2020-2025



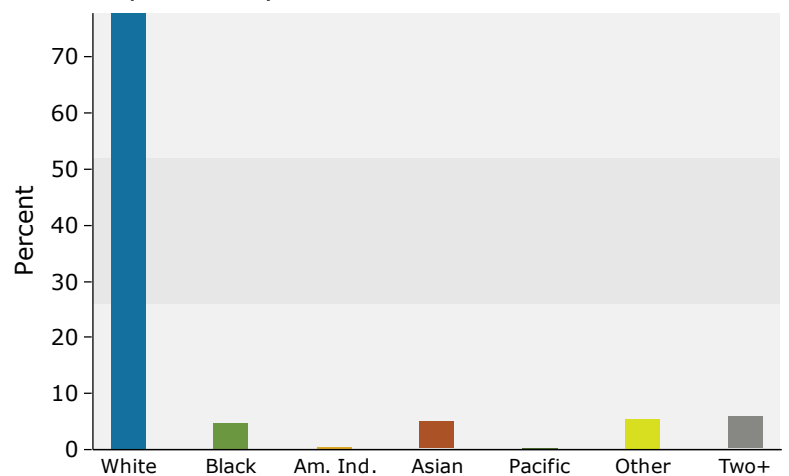
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 19.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	39,456
2010 Population	41,050
2020 Population	41,947
2025 Population	42,429
2000-2010 Annual Rate	0.40%
2010-2020 Annual Rate	0.21%
2020-2025 Annual Rate	0.23%
2020 Male Population	48.8%
2020 Female Population	51.2%
2020 Median Age	44.3

In the identified area, the current year population is 41,947. In 2010, the Census count in the area was 41,050. The rate of change since 2010 was 0.21% annually. The five-year projection for the population in the area is 42,429 representing a change of 0.23% annually from 2020 to 2025. Currently, the population is 48.8% male and 51.2% female.

Median Age

The median age in this area is 44.3, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	77.8%
2020 Black Alone	4.9%
2020 American Indian/Alaska Native Alone	0.5%
2020 Asian Alone	5.0%
2020 Pacific Islander Alone	0.3%
2020 Other Race	5.5%
2020 Two or More Races	6.0%
2020 Hispanic Origin (Any Race)	19.4%

Persons of Hispanic origin represent 19.4% of the population in the identified area compared to 18.8% 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 58.1 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	196
2000 Households	14,175
2010 Households	15,010
2020 Total Households	15,335
2025 Total Households	15,471
2000-2010 Annual Rate	0.57%
2010-2020 Annual Rate	0.21%
2020-2025 Annual Rate	0.18%
2020 Average Household Size	2.72

The household count in this area has changed from 15,010 in 2010 to 15,335 in the current year, a change of 0.21% annually. The five-year projection of households is 15,471, a change of 0.18% annually from the current year total. Average household size is currently 2.72, compared to 2.72 in the year 2010. The number of families in the current year is 11,388 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage	27.9%
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Median Household Income

2020 Median Household Income	\$100,488
2025 Median Household Income	\$107,289
2020-2025 Annual Rate	1.32%

Average Household Income

2020 Average Household Income	\$131,977
2025 Average Household Income	\$146,407
2020-2025 Annual Rate	2.10%

Per Capita Income

2020 Per Capita Income	\$48,452
2025 Per Capita Income	\$53,607
2020-2025 Annual Rate	2.04%

Households by Income

Current median household income is \$100,488 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$107,289 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$131,977 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$146,407 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$48,452 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$53,607 in five years, compared to \$37,691 for all U.S. households

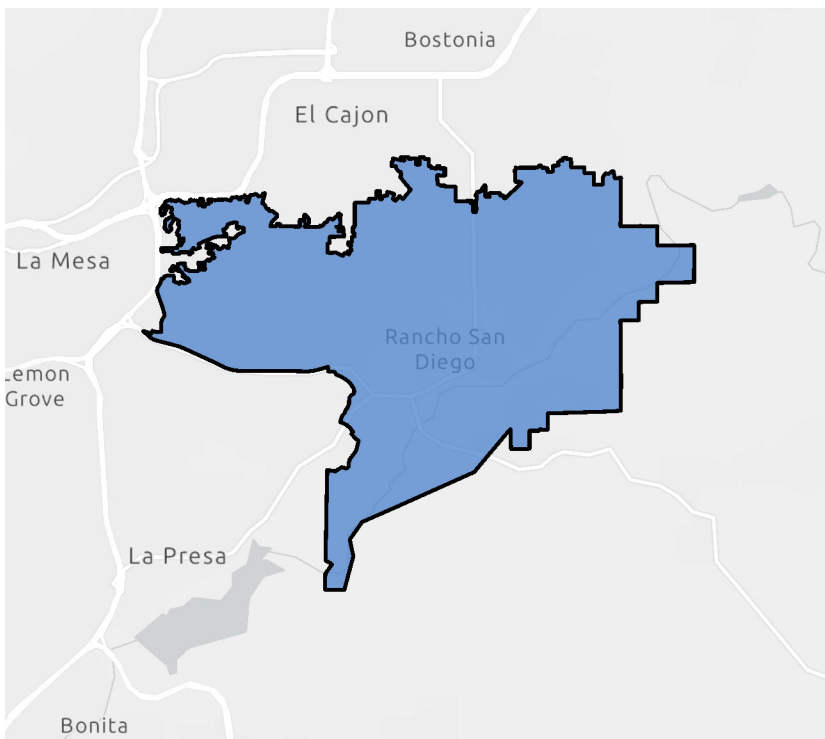
Housing

2020 Housing Affordability Index	86
2000 Total Housing Units	14,449
2000 Owner Occupied Housing Units	10,680
2000 Renter Occupied Housing Units	3,495
2000 Vacant Housing Units	274
2010 Total Housing Units	15,632
2010 Owner Occupied Housing Units	10,817
2010 Renter Occupied Housing Units	4,193
2010 Vacant Housing Units	622
2020 Total Housing Units	15,890
2020 Owner Occupied Housing Units	10,940
2020 Renter Occupied Housing Units	4,395
2020 Vacant Housing Units	555
2025 Total Housing Units	16,042
2025 Owner Occupied Housing Units	11,085
2025 Renter Occupied Housing Units	4,387
2025 Vacant Housing Units	571

Currently, 68.8% of the 15,890 housing units in the area are owner occupied; 27.7%, renter occupied; and 3.5% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 15,632 housing units in the area - 69.2% owner occupied, 26.8% renter occupied, and 4.0% vacant. The annual rate of change in housing units since 2010 is 0.73%. Median home value in the area is \$670,000, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 1.62% annually to \$726,074.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



POPULATION TRENDS AND KEY INDICATORS

Valle De Oro

41,947	15,335	2.72	44.3	\$100,488	\$670,000	196	86	58
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



\$16,386

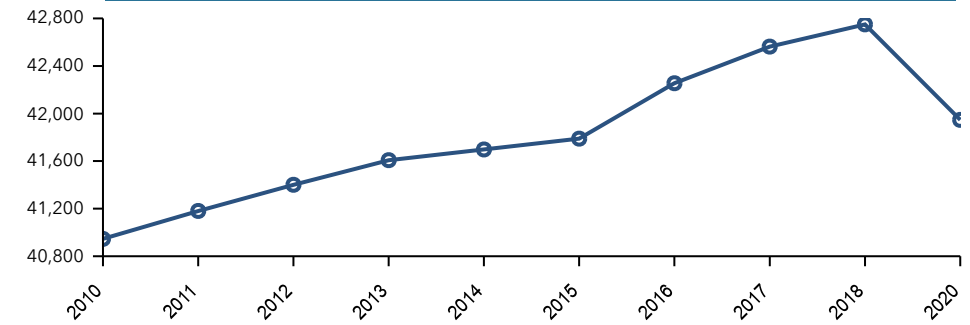
Avg Spent on Mortgage & Basics



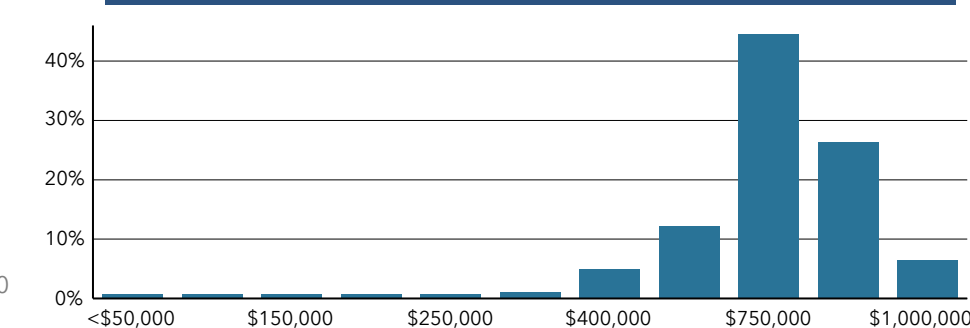
27.9%

Percent of Income for Mortgage

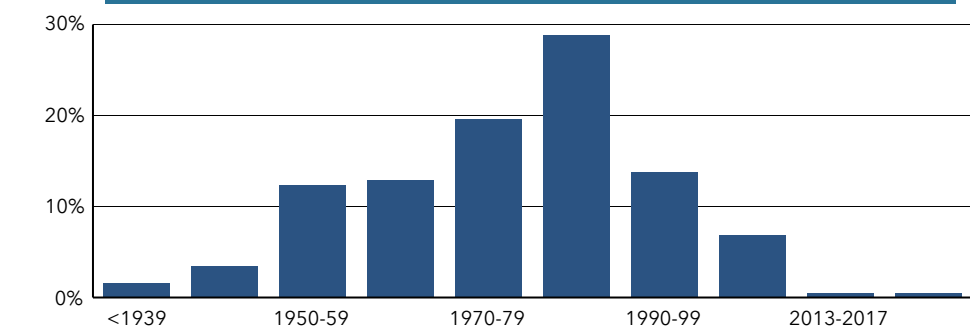
Historical Trends: Population



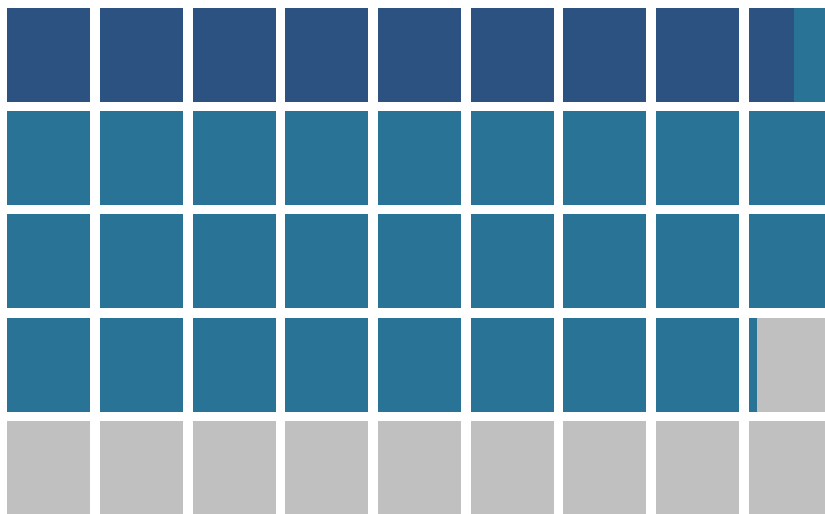
Home Value



Housing: Year Built

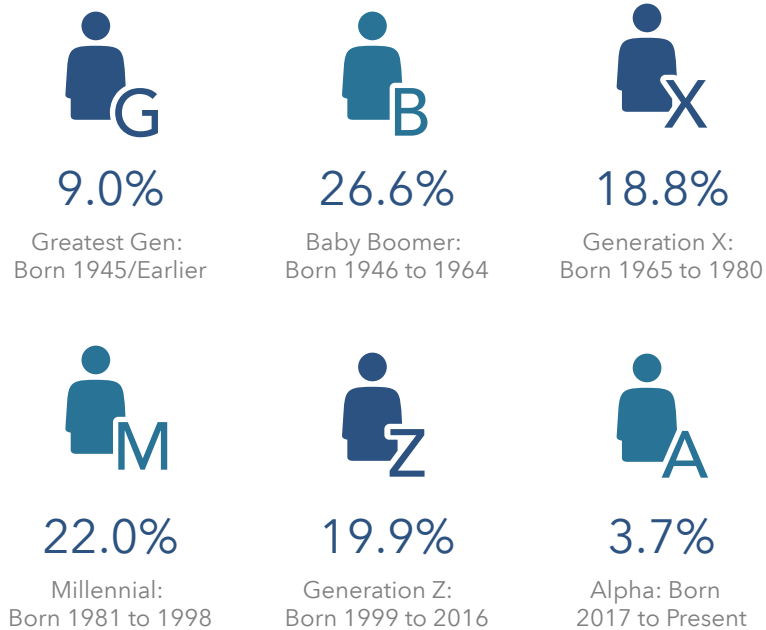


POPULATION BY AGE



Under 18 (19%) | Ages 18 to 64 (59%) | Aged 65+ (22%)

POPULATION BY GENERATION



This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2014-2018, 2020, 2025. © 2020 Esri

Population Summary	
2000 Total Population	15,920
2010 Total Population	19,837
2020 Total Population	21,478
2020 Group Quarters	62
2025 Total Population	22,236
2020-2025 Annual Rate	0.70%
2020 Total Daytime Population	18,934
Workers	6,337
Residents	12,597
Household Summary	
2000 Households	5,335
2000 Average Household Size	2.97
2010 Households	6,653
2010 Average Household Size	2.97
2020 Households	7,187
2020 Average Household Size	2.98
2025 Households	7,415
2025 Average Household Size	2.99
2020-2025 Annual Rate	0.63%
2010 Families	5,111
2010 Average Family Size	3.32
2020 Families	5,522
2020 Average Family Size	3.33
2025 Families	5,709
2025 Average Family Size	3.34
2020-2025 Annual Rate	0.67%
Housing Unit Summary	
2000 Housing Units	5,653
Owner Occupied Housing Units	77.9%
Renter Occupied Housing Units	16.5%
Vacant Housing Units	5.6%
2010 Housing Units	7,183
Owner Occupied Housing Units	73.3%
Renter Occupied Housing Units	19.3%
Vacant Housing Units	7.4%
2020 Housing Units	7,569
Owner Occupied Housing Units	74.9%
Renter Occupied Housing Units	20.1%
Vacant Housing Units	5.0%
2025 Housing Units	7,792
Owner Occupied Housing Units	76.0%
Renter Occupied Housing Units	19.1%
Vacant Housing Units	4.8%
Median Household Income	
2020	\$101,036
2025	\$110,449
Median Home Value	
2020	\$591,077
2025	\$670,959
Per Capita Income	
2020	\$40,849
2025	\$46,509
Median Age	
2010	41.9
2020	43.6
2025	44.1

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Households by Income

Household Income Base	7,187
<\$15,000	7.4%
\$15,000 - \$24,999	6.0%
\$25,000 - \$34,999	4.8%
\$35,000 - \$49,999	7.7%
\$50,000 - \$74,999	12.0%
\$75,000 - \$99,999	11.4%
\$100,000 - \$149,999	22.2%
\$150,000 - \$199,999	15.1%
\$200,000+	13.4%
Average Household Income	\$121,271

2025 Households by Income

Household Income Base	7,415
<\$15,000	6.2%
\$15,000 - \$24,999	4.9%
\$25,000 - \$34,999	4.1%
\$35,000 - \$49,999	6.6%
\$50,000 - \$74,999	10.8%
\$75,000 - \$99,999	10.8%
\$100,000 - \$149,999	22.6%
\$150,000 - \$199,999	17.7%
\$200,000+	16.4%
Average Household Income	\$138,632

2020 Owner Occupied Housing Units by Value

Total	5,668
<\$50,000	1.9%
\$50,000 - \$99,999	1.0%
\$100,000 - \$149,999	0.4%
\$150,000 - \$199,999	0.4%
\$200,000 - \$249,999	0.7%
\$250,000 - \$299,999	1.7%
\$300,000 - \$399,999	12.1%
\$400,000 - \$499,999	15.3%
\$500,000 - \$749,999	45.4%
\$750,000 - \$999,999	14.1%
\$1,000,000 - \$1,499,999	3.8%
\$1,500,000 - \$1,999,999	1.9%
\$2,000,000 +	1.4%
Average Home Value	\$638,290

2025 Owner Occupied Housing Units by Value

Total	5,922
<\$50,000	0.6%
\$50,000 - \$99,999	0.4%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	0.1%
\$200,000 - \$249,999	0.3%
\$250,000 - \$299,999	0.8%
\$300,000 - \$399,999	6.3%
\$400,000 - \$499,999	9.9%
\$500,000 - \$749,999	46.1%
\$750,000 - \$999,999	23.4%
\$1,000,000 - \$1,499,999	6.4%
\$1,500,000 - \$1,999,999	3.3%
\$2,000,000 +	2.3%
Average Home Value	\$752,867

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age	
Total	19,838
0 - 4	5.7%
5 - 9	6.1%
10 - 14	7.1%
15 - 24	13.7%
25 - 34	9.7%
35 - 44	11.7%
45 - 54	16.8%
55 - 64	14.9%
65 - 74	8.4%
75 - 84	4.3%
85 +	1.6%
18 +	76.1%
2020 Population by Age	
Total	21,481
0 - 4	5.2%
5 - 9	5.9%
10 - 14	6.6%
15 - 24	11.0%
25 - 34	11.4%
35 - 44	11.4%
45 - 54	12.6%
55 - 64	15.7%
65 - 74	12.1%
75 - 84	6.1%
85 +	2.0%
18 +	78.5%
2025 Population by Age	
Total	22,236
0 - 4	5.2%
5 - 9	5.6%
10 - 14	6.4%
15 - 24	10.4%
25 - 34	10.6%
35 - 44	13.0%
45 - 54	12.0%
55 - 64	14.0%
65 - 74	12.9%
75 - 84	7.6%
85 +	2.3%
18 +	78.9%
2010 Population by Sex	
Males	10,008
Females	9,829
2020 Population by Sex	
Males	10,740
Females	10,738
2025 Population by Sex	
Males	11,103
Females	11,133

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	19,836
White Alone	71.0%
Black Alone	0.8%
American Indian Alone	5.4%
Asian Alone	3.3%
Pacific Islander Alone	0.2%
Some Other Race Alone	14.7%
Two or More Races	4.6%
Hispanic Origin	27.6%
Diversity Index	69.5

2020 Population by Race/Ethnicity

Total	21,478
White Alone	67.3%
Black Alone	0.8%
American Indian Alone	5.2%
Asian Alone	3.8%
Pacific Islander Alone	0.2%
Some Other Race Alone	17.2%
Two or More Races	5.4%
Hispanic Origin	31.9%
Diversity Index	74.2

2025 Population by Race/Ethnicity

Total	22,236
White Alone	65.5%
Black Alone	0.8%
American Indian Alone	5.1%
Asian Alone	4.2%
Pacific Islander Alone	0.2%
Some Other Race Alone	18.4%
Two or More Races	5.8%
Hispanic Origin	34.4%
Diversity Index	76.2

2010 Population by Relationship and Household Type

Total	19,837
In Households	99.7%
In Family Households	89.3%
Householder	25.9%
Spouse	21.6%
Child	32.8%
Other relative	5.3%
Nonrelative	3.7%
In Nonfamily Households	10.4%
In Group Quarters	0.3%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.3%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Population 25+ by Educational Attainment

Total	15,318
Less than 9th Grade	5.8%
9th - 12th Grade, No Diploma	3.7%
High School Graduate	19.1%
GED/Alternative Credential	2.8%
Some College, No Degree	26.4%
Associate Degree	9.1%
Bachelor's Degree	22.3%
Graduate/Professional Degree	10.7%

2020 Population 15+ by Marital Status

Total	17,683
Never Married	26.5%
Married	58.9%
Widowed	5.5%
Divorced	9.1%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	10,200
Population 16+ Employed	86.3%
Population 16+ Unemployment rate	13.7%
Population 16-24 Employed	9.6%
Population 16-24 Unemployment rate	25.6%
Population 25-54 Employed	60.2%
Population 25-54 Unemployment rate	12.6%
Population 55-64 Employed	21.0%
Population 55-64 Unemployment rate	11.2%
Population 65+ Employed	9.2%
Population 65+ Unemployment rate	12.6%

2020 Employed Population 16+ by Industry

Total	8,798
Agriculture/Mining	6.4%
Construction	12.6%
Manufacturing	5.9%
Wholesale Trade	2.9%
Retail Trade	6.9%
Transportation/Utilities	3.7%
Information	2.1%
Finance/Insurance/Real Estate	5.2%
Services	48.8%
Public Administration	5.5%

2020 Employed Population 16+ by Occupation

Total	8,798
White Collar	60.5%
Management/Business/Financial	18.6%
Professional	21.0%
Sales	8.1%
Administrative Support	12.7%
Services	18.1%
Blue Collar	21.4%
Farming/Forestry/Fishing	2.7%
Construction/Extraction	8.7%
Installation/Maintenance/Repair	3.6%
Production	2.9%
Transportation/Material Moving	3.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	6,654
Households with 1 Person	17.4%
Households with 2+ People	82.6%
Family Households	76.8%
Husband-wife Families	64.0%
With Related Children	26.9%
Other Family (No Spouse Present)	12.8%
Other Family with Male Householder	5.0%
With Related Children	2.9%
Other Family with Female Householder	7.8%
With Related Children	4.7%
Nonfamily Households	5.7%
All Households with Children	35.0%
Multigenerational Households	5.9%
Unmarried Partner Households	5.9%
Male-female	5.0%
Same-sex	0.9%
2010 Households by Size	
Total	6,653
1 Person Household	17.5%
2 Person Household	35.7%
3 Person Household	15.6%
4 Person Household	14.4%
5 Person Household	8.8%
6 Person Household	4.1%
7 + Person Household	4.0%
2010 Households by Tenure and Mortgage Status	
Total	6,653
Owner Occupied	79.2%
Owned with a Mortgage/Loan	58.7%
Owned Free and Clear	20.5%
Renter Occupied	20.8%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	93
Percent of Income for Mortgage	24.4%
Wealth Index	167
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	7,183
Housing Units Inside Urbanized Area	3.8%
Housing Units Inside Urbanized Cluster	3.1%
Rural Housing Units	93.1%
2010 Population By Urban/ Rural Status	
Total Population	19,837
Population Inside Urbanized Area	3.7%
Population Inside Urbanized Cluster	3.0%
Rural Population	93.3%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Pleasantville (2B)
2. Exurbanites (1E)
3. Green Acres (6A)

2020 Consumer Spending

Apparel & Services: Total \$	\$19,586,552
Average Spent	\$2,725.28
Spending Potential Index	127
Education: Total \$	\$19,109,542
Average Spent	\$2,658.90
Spending Potential Index	149
Entertainment/Recreation: Total \$	\$30,907,043
Average Spent	\$4,300.41
Spending Potential Index	132
Food at Home: Total \$	\$48,631,074
Average Spent	\$6,766.53
Spending Potential Index	127
Food Away from Home: Total \$	\$34,308,490
Average Spent	\$4,773.69
Spending Potential Index	127
Health Care: Total \$	\$53,714,961
Average Spent	\$7,473.91
Spending Potential Index	130
HH Furnishings & Equipment: Total \$	\$20,617,823
Average Spent	\$2,868.77
Spending Potential Index	131
Personal Care Products & Services: Total \$	\$8,448,272
Average Spent	\$1,175.49
Spending Potential Index	128
Shelter: Total \$	\$187,889,024
Average Spent	\$26,142.90
Spending Potential Index	135
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$22,245,419
Average Spent	\$3,095.23
Spending Potential Index	132
Travel: Total \$	\$24,882,286
Average Spent	\$3,462.12
Spending Potential Index	144
Vehicle Maintenance & Repairs: Total \$	\$10,489,141
Average Spent	\$1,459.46
Spending Potential Index	126

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.

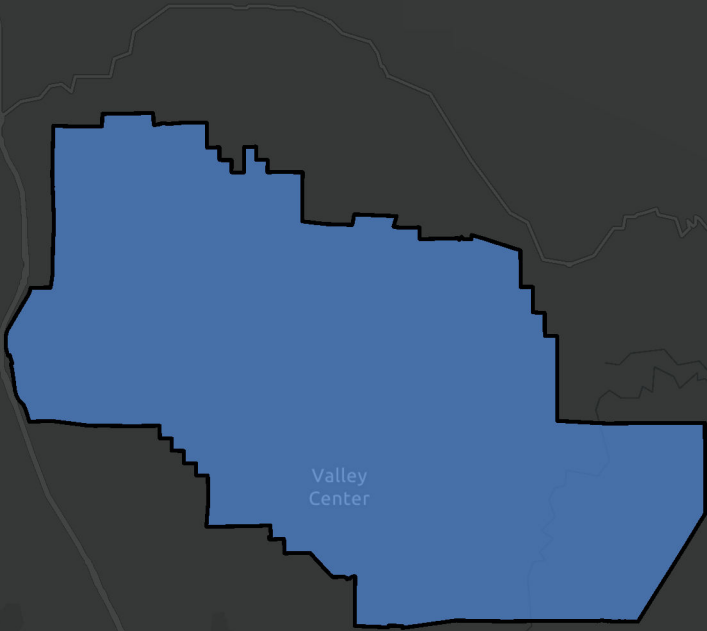
Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

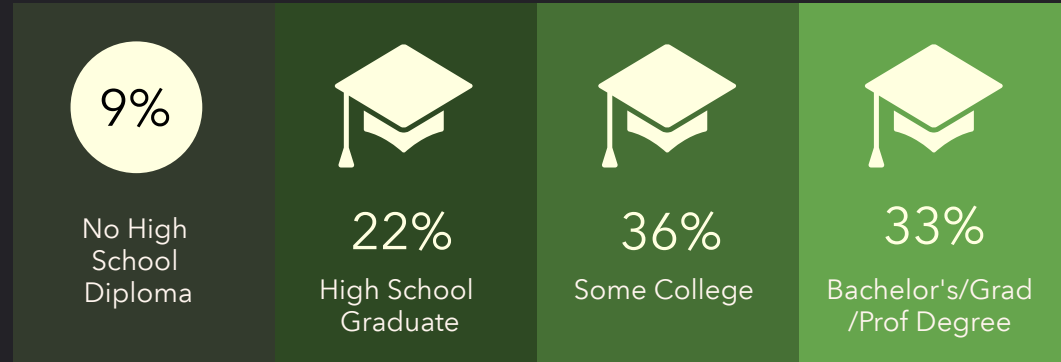
DEMOGRAPHIC PROFILE

Valley Center

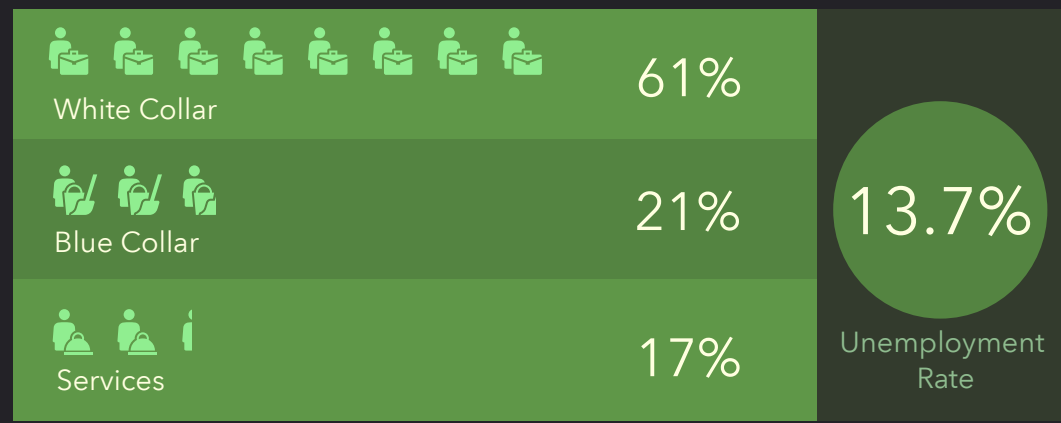
Valley Center



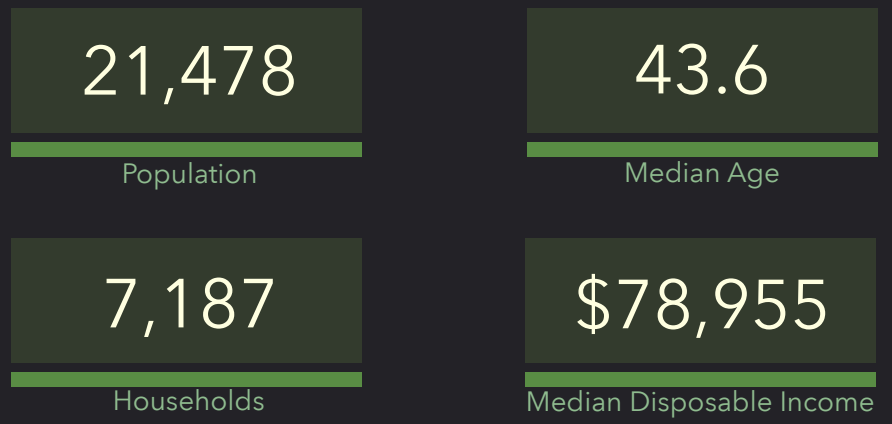
EDUCATION



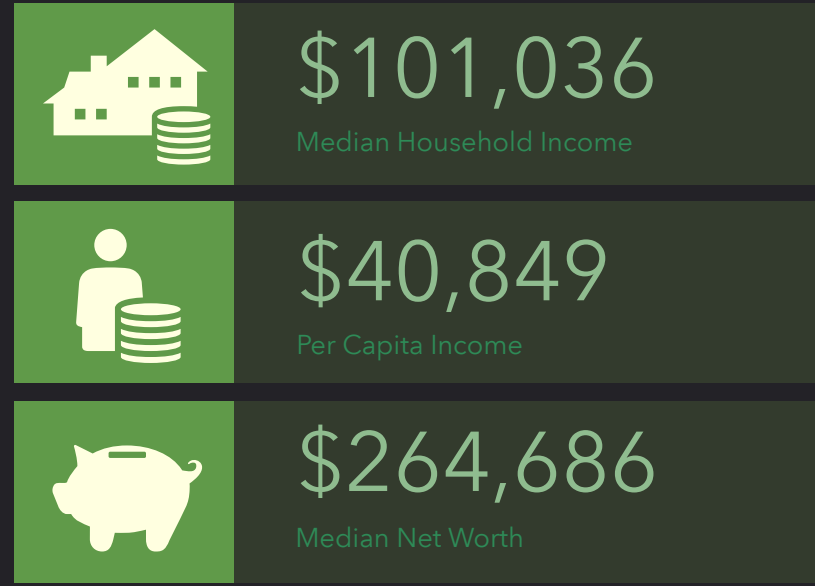
EMPLOYMENT



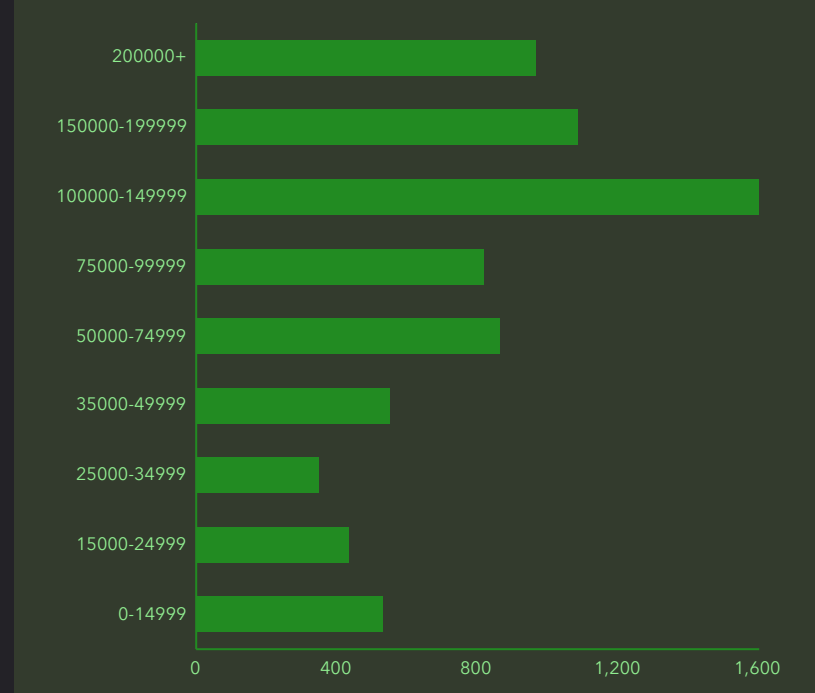
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)





Demographic and Income Profile

Valley Center

Prepared by Esri

Summary	Census 2010	2020	2025
Population	19,837	21,478	22,236
Households	6,653	7,187	7,415
Families	5,111	5,522	5,709
Average Household Size	2.97	2.98	2.99
Owner Occupied Housing Units	5,267	5,668	5,922
Renter Occupied Housing Units	1,386	1,519	1,492
Median Age	41.9	43.6	44.1
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.70%	0.55%	0.72%
Households	0.63%	0.50%	0.72%
Families	0.67%	0.50%	0.64%
Owner HHs	0.88%	0.65%	0.72%
Median Household Income	1.80%	1.81%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	530	7.4%	458	6.2%
\$15,000 - \$24,999	434	6.0%	362	4.9%
\$25,000 - \$34,999	348	4.8%	302	4.1%
\$35,000 - \$49,999	550	7.7%	486	6.6%
\$50,000 - \$74,999	862	12.0%	804	10.8%
\$75,000 - \$99,999	816	11.4%	803	10.8%
\$100,000 - \$149,999	1,597	22.2%	1,675	22.6%
\$150,000 - \$199,999	1,084	15.1%	1,312	17.7%
\$200,000+	965	13.4%	1,213	16.4%
Median Household Income	\$101,036		\$110,449	
Average Household Income	\$121,271		\$138,632	
Per Capita Income	\$40,849		\$46,509	

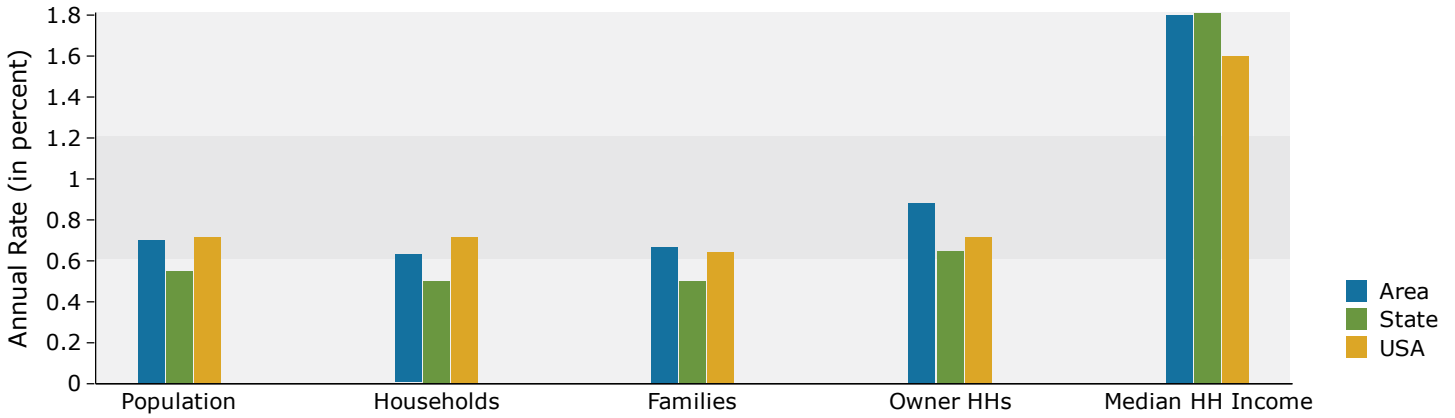
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,140	5.7%	1,117	5.2%	1,165	5.2%
5 - 9	1,210	6.1%	1,268	5.9%	1,253	5.6%
10 - 14	1,401	7.1%	1,411	6.6%	1,413	6.4%
15 - 19	1,571	7.9%	1,327	6.2%	1,356	6.1%
20 - 24	1,145	5.8%	1,039	4.8%	962	4.3%
25 - 34	1,917	9.7%	2,450	11.4%	2,350	10.6%
35 - 44	2,330	11.7%	2,454	11.4%	2,894	13.0%
45 - 54	3,331	16.8%	2,699	12.6%	2,660	12.0%
55 - 64	2,965	14.9%	3,367	15.7%	3,114	14.0%
65 - 74	1,657	8.4%	2,606	12.1%	2,870	12.9%
75 - 84	852	4.3%	1,303	6.1%	1,690	7.6%
85+	317	1.6%	440	2.0%	509	2.3%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	14,087	71.0%	14,456	67.3%	14,556	65.5%
Black Alone	161	0.8%	181	0.8%	186	0.8%
American Indian Alone	1,074	5.4%	1,124	5.2%	1,133	5.1%
Asian Alone	646	3.3%	817	3.8%	931	4.2%
Pacific Islander Alone	40	0.2%	43	0.2%	43	0.2%
Some Other Race Alone	2,913	14.7%	3,695	17.2%	4,096	18.4%
Two or More Races	915	4.6%	1,162	5.4%	1,291	5.8%
Hispanic Origin (Any Race)	5,466	27.6%	6,863	32.0%	7,651	34.4%

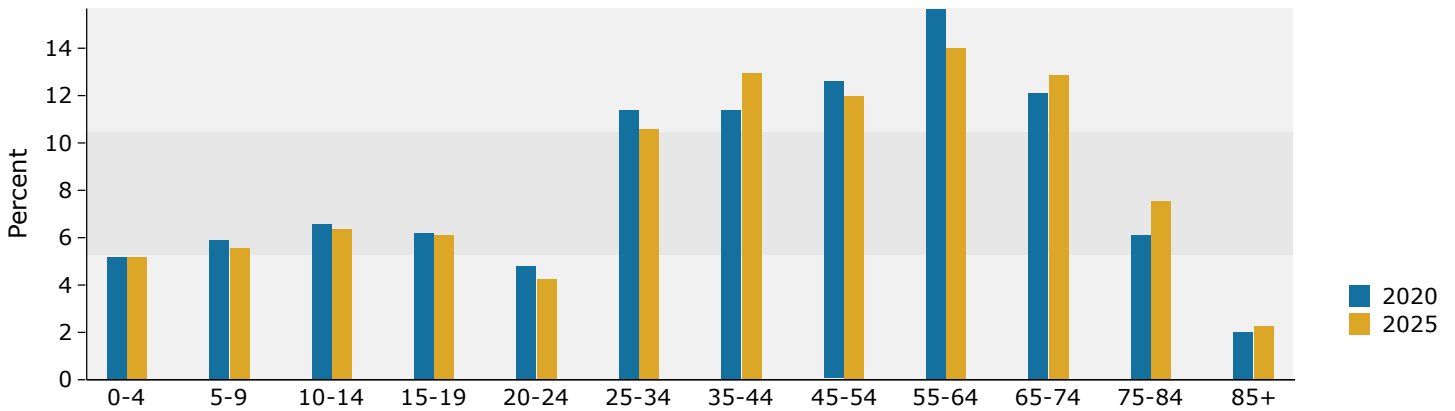
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

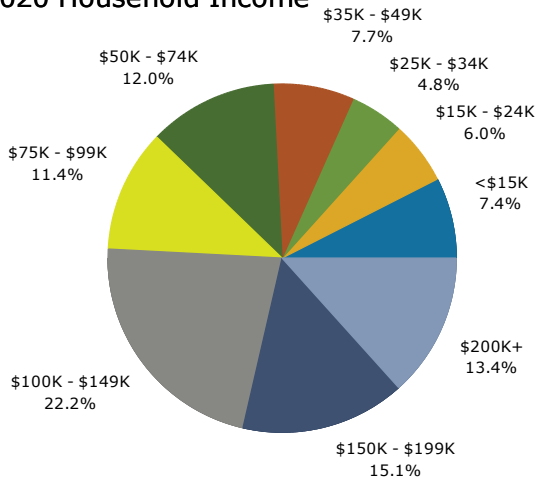
Trends 2020-2025



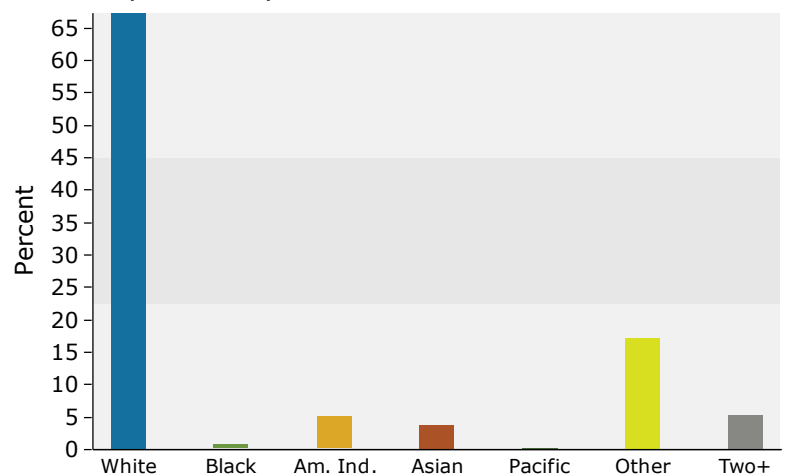
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 32.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Population

2000 Population	15,920
2010 Population	19,837
2020 Population	21,478
2025 Population	22,236
2000-2010 Annual Rate	2.22%
2010-2020 Annual Rate	0.78%
2020-2025 Annual Rate	0.70%
2020 Male Population	50.0%
2020 Female Population	50.0%
2020 Median Age	43.6

In the identified area, the current year population is 21,478. In 2010, the Census count in the area was 19,837. The rate of change since 2010 was 0.78% annually. The five-year projection for the population in the area is 22,236 representing a change of 0.70% annually from 2020 to 2025. Currently, the population is 50.0% male and 50.0% female.

Median Age

The median age in this area is 43.6, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	67.3%
2020 Black Alone	0.8%
2020 American Indian/Alaska Native Alone	5.2%
2020 Asian Alone	3.8%
2020 Pacific Islander Alone	0.2%
2020 Other Race	17.2%
2020 Two or More Races	5.4%
2020 Hispanic Origin (Any Race)	31.9%

Persons of Hispanic origin represent 31.9% of the population in the identified area compared to 18.8% 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 74.2 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	167
2000 Households	5,335
2010 Households	6,653
2020 Total Households	7,187
2025 Total Households	7,415
2000-2010 Annual Rate	2.23%
2010-2020 Annual Rate	0.76%
2020-2025 Annual Rate	0.63%
2020 Average Household Size	2.98

The household count in this area has changed from 6,653 in 2010 to 7,187 in the current year, a change of 0.76% annually. The five-year projection of households is 7,415, a change of 0.63% annually from the current year total. Average household size is currently 2.98, compared to 2.97 in the year 2010. The number of families in the current year is 5,522 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

Mortgage Income

2020 Percent of Income for Mortgage 24.4%

Median Household Income

2020 Median Household Income \$101,036

2025 Median Household Income \$110,449

2020-2025 Annual Rate 1.80%

Average Household Income

2020 Average Household Income \$121,271

2025 Average Household Income \$138,632

2020-2025 Annual Rate 2.71%

Per Capita Income

2020 Per Capita Income \$40,849

2025 Per Capita Income \$46,509

2020-2025 Annual Rate 2.63%

Households by Income

Current median household income is \$101,036 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$110,449 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$121,271 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$138,632 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$40,849 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$46,509 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index 93

2000 Total Housing Units 5,653

2000 Owner Occupied Housing Units 4,404

2000 Renter Occupied Housing Units 930

2000 Vacant Housing Units 319

2010 Total Housing Units 7,183

2010 Owner Occupied Housing Units 5,267

2010 Renter Occupied Housing Units 1,386

2010 Vacant Housing Units 530

2020 Total Housing Units 7,569

2020 Owner Occupied Housing Units 5,668

2020 Renter Occupied Housing Units 1,519

2020 Vacant Housing Units 382

2025 Total Housing Units 7,792

2025 Owner Occupied Housing Units 5,922

2025 Renter Occupied Housing Units 1,492

2025 Vacant Housing Units 377

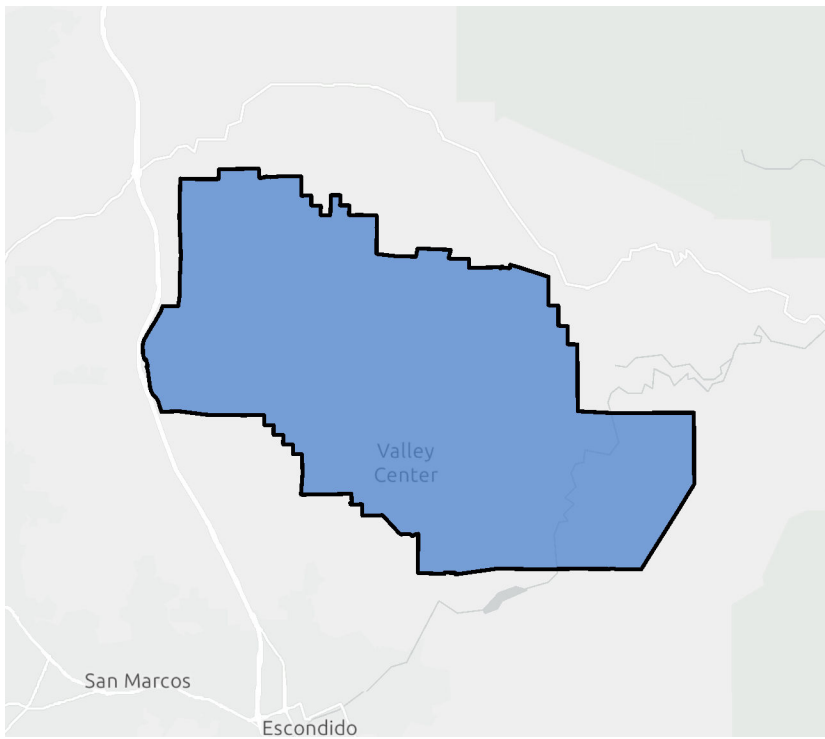
Currently, 74.9% of the 7,569 housing units in the area are owner occupied; 20.1%, renter occupied; and 5.0% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 7,183 housing units in the area - 73.3% owner occupied, 19.3% renter occupied, and 7.4% vacant. The annual rate of change in housing units since 2010 is 2.35%. Median home value in the area is \$591,077, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 2.57% annually to \$670,959.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

POPULATION TRENDS AND KEY INDICATORS

Valley Center

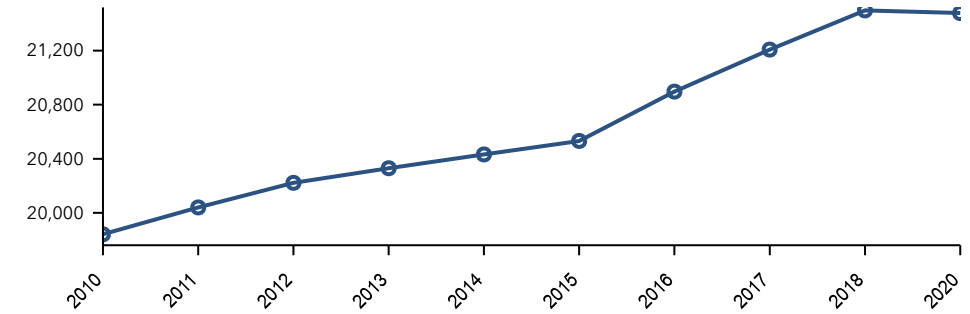


21,478	7,187	2.98	43.6	\$101,036	\$591,077	167	93	74
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

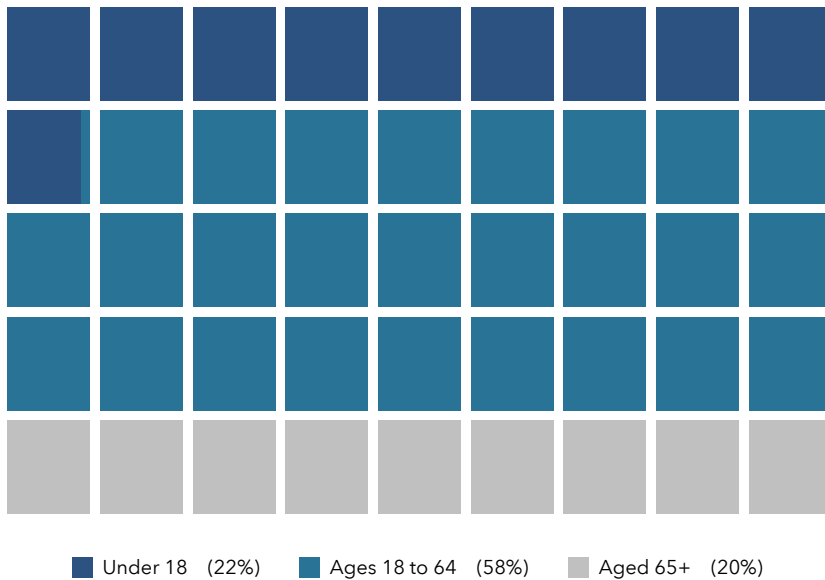
MORTGAGE INDICATORS



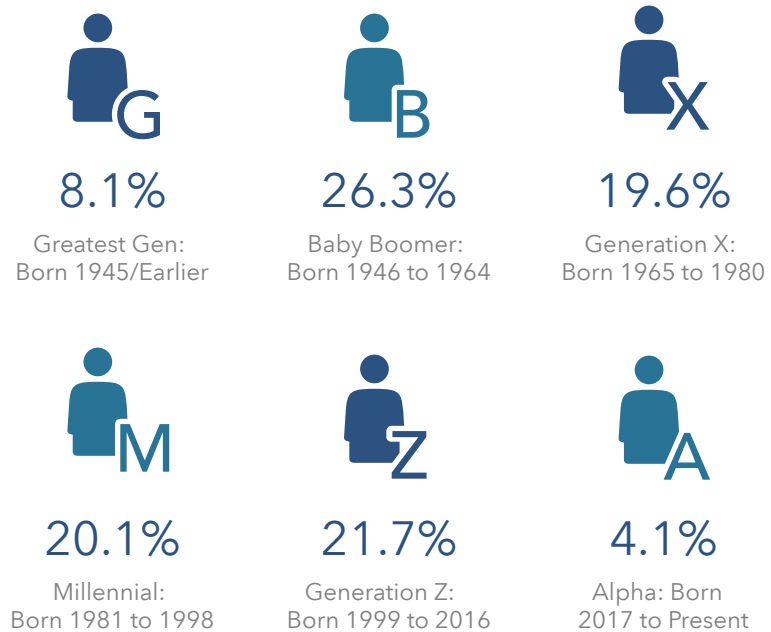
Historical Trends: Population



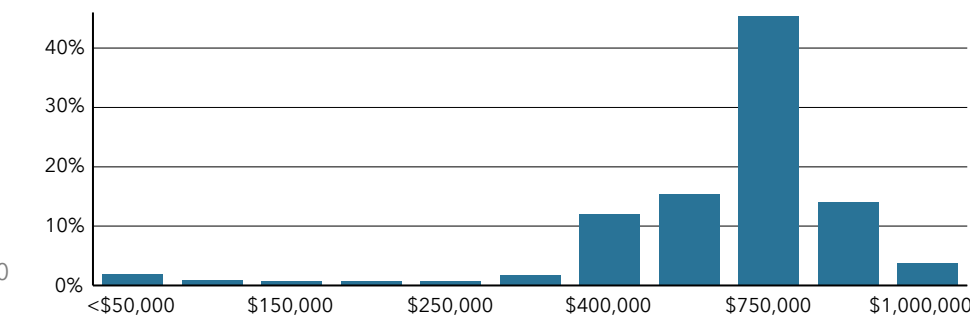
POPULATION BY AGE



POPULATION BY GENERATION



Home Value



Housing: Year Built

