



Market Profile

Site name: Downtown Benchmark Area
Area: 1.75 square miles

Prepared by Esri

Population Summary	
2000 Total Population	3,657
2010 Total Population	4,576
2016 Total Population	5,074
2016 Group Quarters	1,353
2021 Total Population	5,498
2016-2021 Annual Rate	1.62%
Household Summary	
2000 Households	1,762
2000 Average Household Size	1.54
2010 Households	2,091
2010 Average Household Size	1.54
2016 Households	2,365
2016 Average Household Size	1.57
2021 Households	2,609
2021 Average Household Size	1.59
2016-2021 Annual Rate	1.98%
2010 Families	651
2010 Average Family Size	2.46
2016 Families	716
2016 Average Family Size	2.53
2021 Families	780
2021 Average Family Size	2.57
2016-2021 Annual Rate	1.73%
Housing Unit Summary	
2000 Housing Units	1,973
Owner Occupied Housing Units	28.2%
Renter Occupied Housing Units	61.1%
Vacant Housing Units	10.7%
2010 Housing Units	2,455
Owner Occupied Housing Units	30.8%
Renter Occupied Housing Units	54.3%
Vacant Housing Units	14.8%
2016 Housing Units	2,788
Owner Occupied Housing Units	28.6%
Renter Occupied Housing Units	56.2%
Vacant Housing Units	15.2%
2021 Housing Units	3,084
Owner Occupied Housing Units	28.4%
Renter Occupied Housing Units	56.2%
Vacant Housing Units	15.4%
Median Household Income	
2016	\$33,185
2021	\$34,171
Median Home Value	
2016	\$316,234
2021	\$326,543
Per Capita Income	
2016	\$31,521
2021	\$33,970
Median Age	
2010	39.6
2016	40.2
2021	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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income

Household Income Base	2,365
<\$15,000	24.7%
\$15,000 - \$24,999	14.8%
\$25,000 - \$34,999	12.2%
\$35,000 - \$49,999	9.6%
\$50,000 - \$74,999	14.9%
\$75,000 - \$99,999	9.1%
\$100,000 - \$149,999	8.5%
\$150,000 - \$199,999	3.9%
\$200,000+	2.2%

Average Household Income \$54,204

2021 Households by Income

Household Income Base	2,609
<\$15,000	23.4%
\$15,000 - \$24,999	17.6%
\$25,000 - \$34,999	9.7%
\$35,000 - \$49,999	7.0%
\$50,000 - \$74,999	14.4%
\$75,000 - \$99,999	10.0%
\$100,000 - \$149,999	10.7%
\$150,000 - \$199,999	4.9%
\$200,000+	2.5%

Average Household Income \$59,599

2016 Owner Occupied Housing Units by Value

Total	797
<\$50,000	3.8%
\$50,000 - \$99,999	5.3%
\$100,000 - \$149,999	9.4%
\$150,000 - \$199,999	7.0%
\$200,000 - \$249,999	11.7%
\$250,000 - \$299,999	9.7%
\$300,000 - \$399,999	19.3%
\$400,000 - \$499,999	15.1%
\$500,000 - \$749,999	10.9%
\$750,000 - \$999,999	4.6%
\$1,000,000 +	3.1%

Average Home Value \$365,672

2021 Owner Occupied Housing Units by Value

Total	877
<\$50,000	2.7%
\$50,000 - \$99,999	2.7%
\$100,000 - \$149,999	4.0%
\$150,000 - \$199,999	6.3%
\$200,000 - \$249,999	15.4%
\$250,000 - \$299,999	13.9%
\$300,000 - \$399,999	18.5%
\$400,000 - \$499,999	14.3%
\$500,000 - \$749,999	13.3%
\$750,000 - \$999,999	5.9%
\$1,000,000 +	2.9%

Average Home Value \$391,724

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.

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2010 Population by Age	
Total	4,576
0 - 4	2.5%
5 - 9	2.5%
10 - 14	1.7%
15 - 24	10.3%
25 - 34	23.8%
35 - 44	18.7%
45 - 54	15.6%
55 - 64	13.7%
65 - 74	6.5%
75 - 84	2.9%
85 +	2.0%
18 +	91.7%
2016 Population by Age	
Total	5,075
0 - 4	2.5%
5 - 9	2.4%
10 - 14	1.7%
15 - 24	10.0%
25 - 34	23.6%
35 - 44	17.6%
45 - 54	14.3%
55 - 64	14.3%
65 - 74	8.4%
75 - 84	3.1%
85 +	2.0%
18 +	91.9%
2021 Population by Age	
Total	5,498
0 - 4	2.5%
5 - 9	2.1%
10 - 14	2.0%
15 - 24	9.7%
25 - 34	22.6%
35 - 44	17.2%
45 - 54	13.4%
55 - 64	13.8%
65 - 74	10.5%
75 - 84	4.1%
85 +	2.1%
18 +	91.9%
2010 Population by Sex	
Males	2,759
Females	1,817
2016 Population by Sex	
Males	3,007
Females	2,067
2021 Population by Sex	
Males	3,223
Females	2,275

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity

Total	4,576
White Alone	67.1%
Black Alone	29.2%
American Indian Alone	0.3%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.3%
Two or More Races	1.2%
Hispanic Origin	3.5%
Diversity Index	50.1

2016 Population by Race/Ethnicity

Total	5,075
White Alone	67.0%
Black Alone	28.4%
American Indian Alone	0.5%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.5%
Two or More Races	1.4%
Hispanic Origin	4.0%
Diversity Index	51.1

2021 Population by Race/Ethnicity

Total	5,499
White Alone	66.8%
Black Alone	28.0%
American Indian Alone	0.5%
Asian Alone	1.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.7%
Two or More Races	1.7%
Hispanic Origin	4.6%
Diversity Index	52.1

2010 Population by Relationship and Household Type

Total	4,576
In Households	70.3%
In Family Households	35.8%
Householder	13.7%
Spouse	9.6%
Child	10.2%
Other relative	1.5%
Nonrelative	0.9%
In Nonfamily Households	34.5%
In Group Quarters	29.7%
Institutionalized Population	24.6%
Noninstitutionalized Population	5.1%

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



2016 Population 25+ by Educational Attainment

Total	4,232
Less than 9th Grade	4.7%
9th - 12th Grade, No Diploma	13.8%
High School Graduate	19.9%
GED/Alternative Credential	6.0%
Some College, No Degree	15.1%
Associate Degree	4.7%
Bachelor's Degree	18.6%
Graduate/Professional Degree	17.1%

2016 Population 15+ by Marital Status

Total	4,739
Never Married	44.8%
Married	33.0%
Widowed	5.1%
Divorced	17.2%

2016 Civilian Population 16+ in Labor Force

Civilian Employed	95.9%
Civilian Unemployed	4.1%

2016 Employed Population 16+ by Industry

Total	2,093
Agriculture/Mining	0.1%
Construction	4.6%
Manufacturing	12.7%
Wholesale Trade	4.6%
Retail Trade	10.3%
Transportation/Utilities	2.5%
Information	1.5%
Finance/Insurance/Real Estate	7.5%
Services	53.8%
Public Administration	2.3%

2016 Employed Population 16+ by Occupation

Total	2,099
White Collar	82.1%
Management/Business/Financial	25.0%
Professional	31.9%
Sales	16.9%
Administrative Support	8.3%
Services	10.2%
Blue Collar	7.9%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	1.3%
Installation/Maintenance/Repair	1.9%
Production	1.8%
Transportation/Material Moving	2.8%

2010 Population By Urban/ Rural Status

Total Population	4,576
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%



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2010 Households by Type

Total	2,091
Households with 1 Person	60.3%
Households with 2+ People	39.7%
Family Households	31.1%
Husband-wife Families	22.0%
With Related Children	6.2%
Other Family (No Spouse Present)	9.2%
Other Family with Male Householder	2.8%
With Related Children	1.1%
Other Family with Female Householder	6.4%
With Related Children	3.4%
Nonfamily Households	8.6%
All Households with Children	10.9%
Multigenerational Households	0.9%
Unmarried Partner Households	4.9%
Male-female	4.4%
Same-sex	0.5%

2010 Households by Size

Total	2,090
1 Person Household	60.3%
2 Person Household	27.1%
3 Person Household	6.8%
4 Person Household	4.0%
5 Person Household	1.2%
6 Person Household	0.4%
7 + Person Household	0.1%

2010 Households by Tenure and Mortgage Status

Total	2,091
Owner Occupied	36.2%
Owned with a Mortgage/Loan	26.8%
Owned Free and Clear	9.4%
Renter Occupied	63.8%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	2,455
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

September 12, 2016



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Top 3 Tapestry Segments

1. Metro Renters (3B)
2. Old and Newcomers (8F)
3. Social Security Set (9F)

2016 Consumer Spending

Apparel & Services: Total \$	\$3,540,549
Average Spent	\$1,497.06
Spending Potential Index	74
Education: Total \$	\$2,509,551
Average Spent	\$1,061.12
Spending Potential Index	75
Entertainment/Recreation: Total \$	\$4,816,598
Average Spent	\$2,036.62
Spending Potential Index	70
Food at Home: Total \$	\$8,761,729
Average Spent	\$3,704.75
Spending Potential Index	74
Food Away from Home: Total \$	\$5,480,218
Average Spent	\$2,317.22
Spending Potential Index	75
Health Care: Total \$	\$8,343,349
Average Spent	\$3,527.84
Spending Potential Index	67
HH Furnishings & Equipment: Total \$	\$2,933,197
Average Spent	\$1,240.25
Spending Potential Index	70
Personal Care Products & Services: Total \$	\$1,246,337
Average Spent	\$526.99
Spending Potential Index	72
Shelter: Total \$	\$28,026,548
Average Spent	\$11,850.55
Spending Potential Index	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,654,830
Average Spent	\$1,545.38
Spending Potential Index	67
Travel: Total \$	\$2,876,159
Average Spent	\$1,216.13
Spending Potential Index	65
Vehicle Maintenance & Repairs: Total \$	\$1,711,264
Average Spent	\$723.58
Spending Potential Index	70

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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