



LifeMode Group: Hometown

Modest Income Homes

12D

Households: 1,627,600

Average Household Size: 2.56

Median Age: 37.0

Median Household Income: \$23,900



WHO ARE WE?

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. High poverty rates in this market make it difficult to make ends meet. Nonetheless, rents are relatively low (Index 70), public transportation is available, and Medicaid can assist families in need.

OUR NEIGHBORHOOD

- Households are single person or single parent (usually female householders). Multigenerational families are also present.
- Homes are predominantly single family; values reflect the age of the housing, built more than 60 years ago.
- Over half of the homes are renter occupied; average rent is lower than the US average.
- Most households have one car (or no vehicle); nearly a third rely on car pooling, walking, biking or public transportation.

SOCIOECONOMIC TRAITS

- Almost a quarter of adults aged 25 or more have no high school diploma.
- Labor force participation is only 50%, with unemployment at almost three times the US rate.
- Income is less than half of the US median income; more than one in three households are in poverty, dependent on Social Security, public assistance, and Supplemental Security Income.
- Consumers in this market consider traditional gender roles and religious faith very important.
- This market lives for today, choosing to save only for a specific purpose.
- They favor TV as their media of choice and will purchase a product with a celebrity endorsement.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



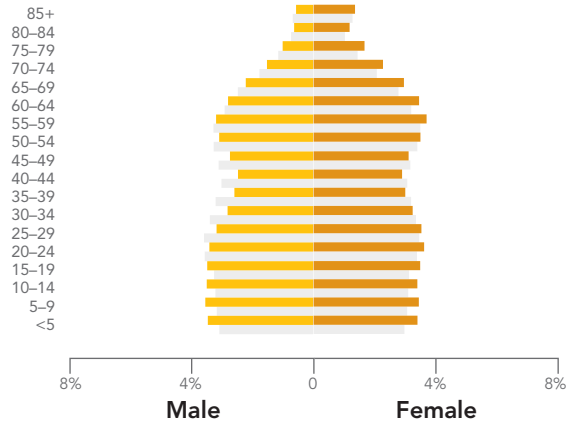
Modest Income Homes



AGE BY SEX (Esri data)

Median Age: **37.0** US: 38.2

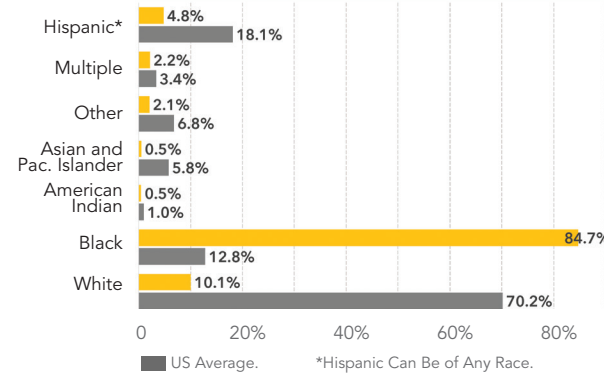
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **34.0** US: 64.0



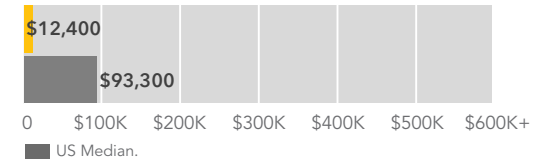
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

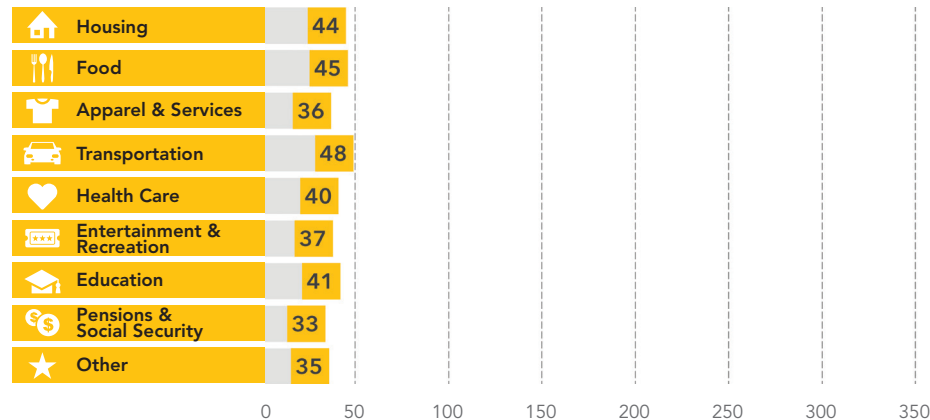


Median Net Worth



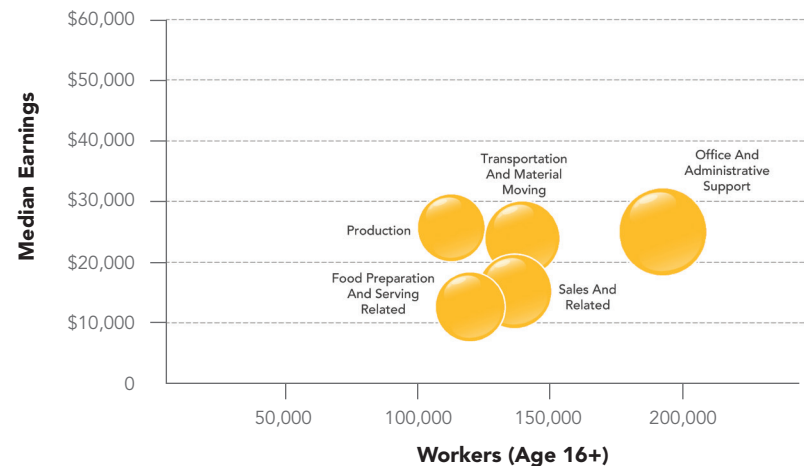
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- To make ends meet, consumers shop at warehouse clubs and low-cost retailers.
- Unlikely to own a credit card, they pay their bills in person.
- This market supports multigenerational families; they are often primary caregivers for elderly family members. On average, *Modest Income Homes* residents have a higher reliance on Medicaid.
- For entertainment, they listen to gospel and R&B music and prefer to watch BET.
- The recreational activity of choice for residents is basketball.

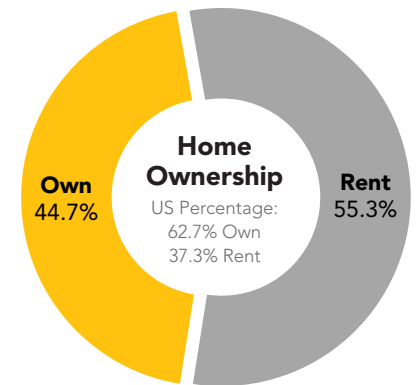
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



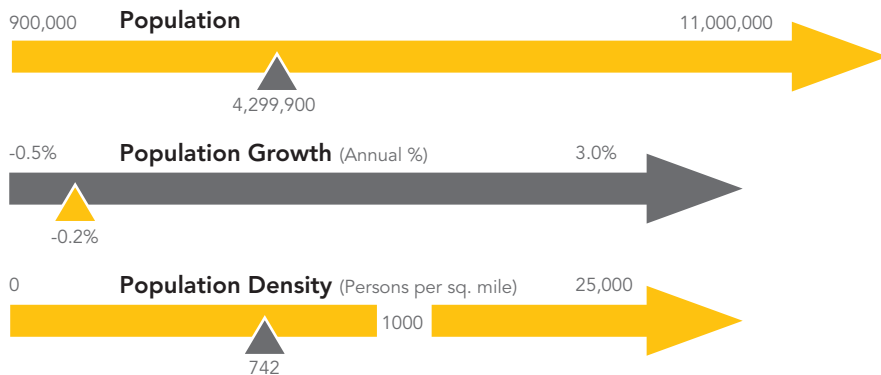
Typical Housing:
Single Family

Average Rent:
\$723
US Average: \$1,038



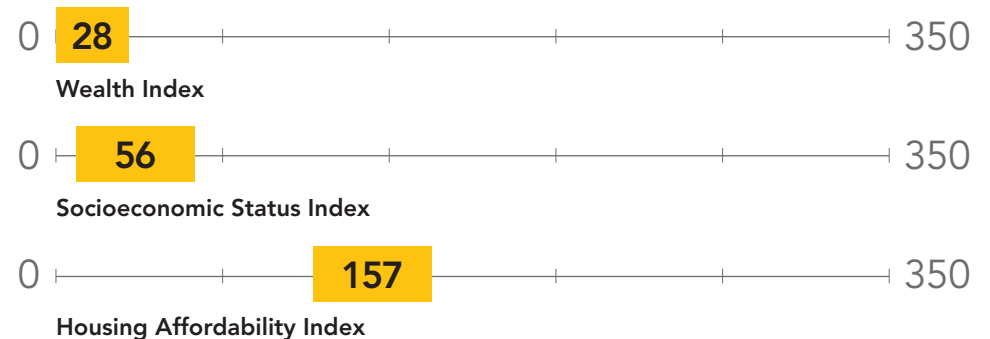
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Hometown

Modest Income Homes

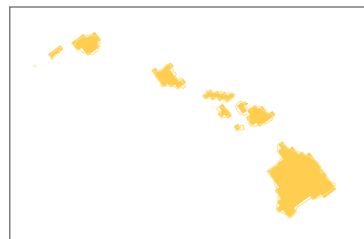
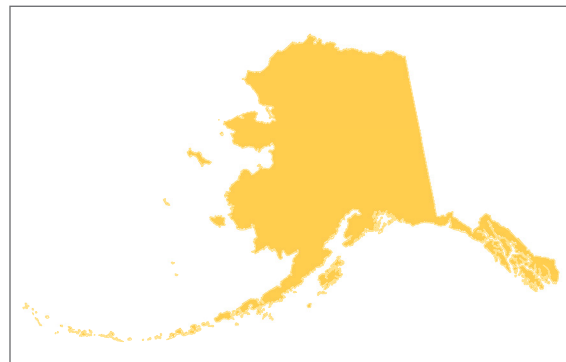
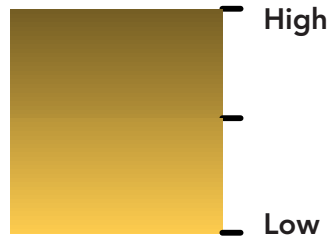
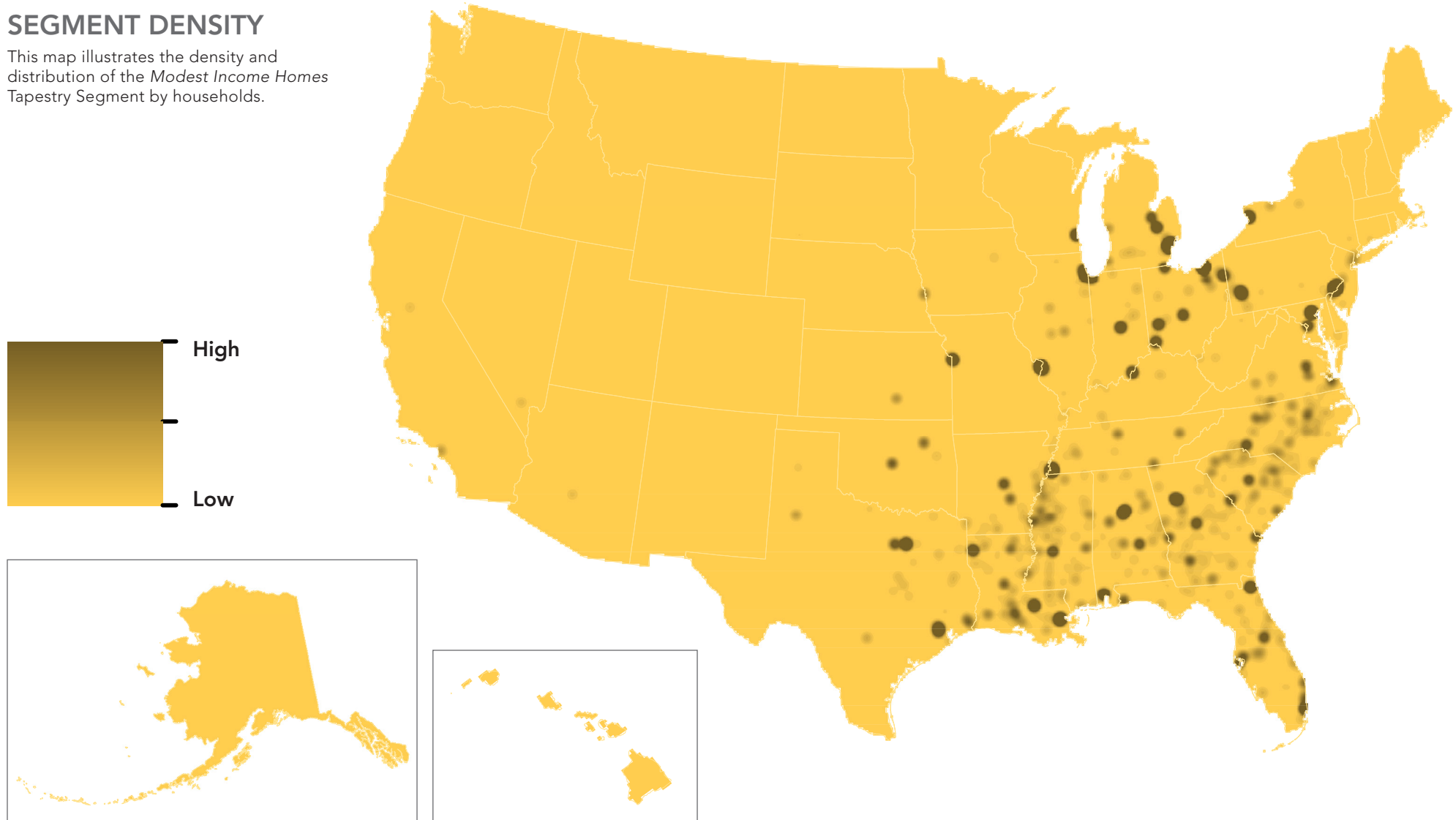


TAPESTRY
SEGMENTATION

esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Modest Income Homes* Tapestry Segment by households.



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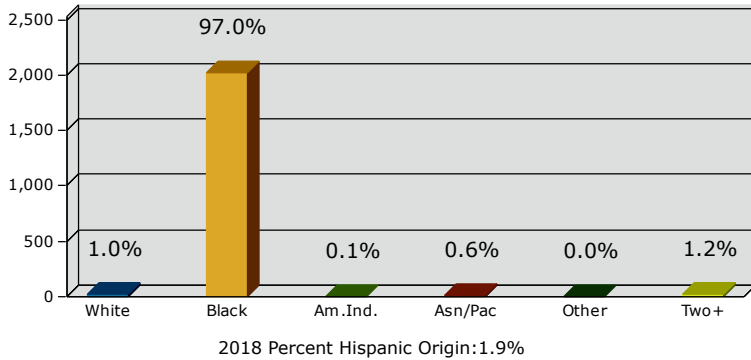
THE
SCIENCE
OF
WHERE™

Tapestry Segmentation

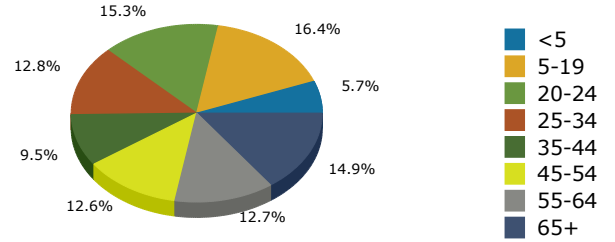
Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

- | | |
|---|---|
| Segment 1A (Top Tier) | Segment 8C (Bright Young Professionals) |
| Segment 1B (Professional Pride) | Segment 8D (Downtown Melting Pot) |
| Segment 1C (Boomburbs) | Segment 8E (Front Porches) |
| Segment 1D (Savvy Suburbanites) | Segment 8F (Old and Newcomers) |
| Segment 1E (Exurbanites) | Segment 8G (Hardscrabble Road) |
| Segment 2A (Urban Chic) | Segment 9A (Silver & Gold) |
| Segment 2B (Pleasantville) | Segment 9B (Golden Years) |
| Segment 2C (Pacific Heights) | Segment 9C (The Elders) |
| Segment 2D (Enterprising Professionals) | Segment 9D (Senior Escapes) |
| Segment 3A (Laptops and Lattes) | Segment 9E (Retirement Communities) |
| Segment 3B (Metro Renters) | Segment 9F (Social Security Set) |
| Segment 3C (Trendsetters) | Segment 10A (Southern Satellites) |
| Segment 4A (Soccer Moms) | Segment 10B (Rooted Rural) |
| Segment 4B (Home Improvement) | Segment 10C (Diners & Miners) |
| Segment 4C (Middleburg) | Segment 10D (Down the Road) |
| Segment 5A (Comfortable Empty Nesters) | Segment 10E (Rural Bypasses) |
| Segment 5B (In Style) | Segment 11A (City Strivers) |
| Segment 5C (Parks and Rec) | Segment 11B (Young and Restless) |
| Segment 5D (Rustbelt Traditions) | Segment 11C (Metro Fusion) |
| Segment 5E (Midlife Constants) | Segment 11D (Set to Impress) |
| Segment 6A (Green Acres) | Segment 11E (City Commons) |
| Segment 6B (Salt of the Earth) | Segment 12A (Family Foundations) |
| Segment 6C (The Great Outdoors) | Segment 12B (Traditional Living) |
| Segment 6D (Prairie Living) | Segment 12C (Small Town Simplicity) |
| Segment 6E (Rural Resort Dwellers) | Segment 12D (Modest Income Homes) |
| Segment 6F (Heartland Communities) | Segment 13A (International Marketplace) |
| Segment 7A (Up and Coming Families) | Segment 13B (Las Casas) |
| Segment 7B (Urban Villages) | Segment 13C (NeWest Residents) |
| Segment 7C (American Dreamers) | Segment 13D (Fresh Ambitions) |
| Segment 7D (Barrios Urbanos) | Segment 13E (High Rise Renters) |
| Segment 7E (Valley Growers) | Segment 14A (Military Proximity) |
| Segment 7F (Southwestern Families) | Segment 14B (College Towns) |
| Segment 8A (City Lights) | Segment 14C (Dorms to Diplomas) |
| Segment 8B (Emerald City) | Segment 15 (Unclassified) |

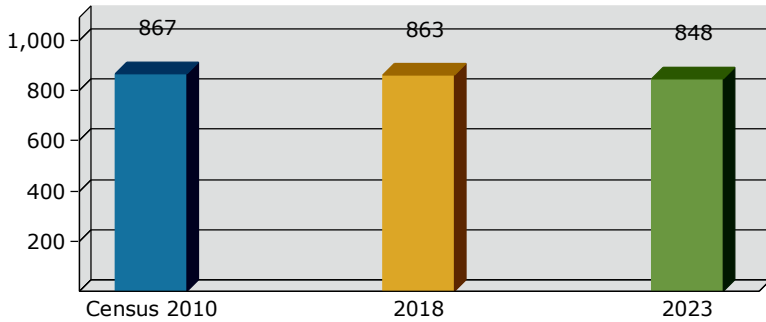
2018 Population by Race



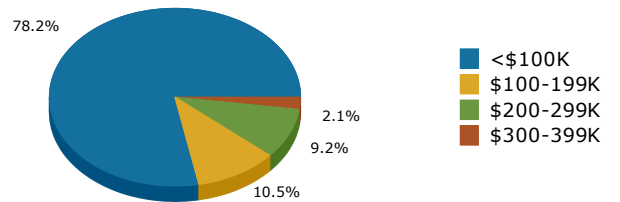
2018 Population by Age



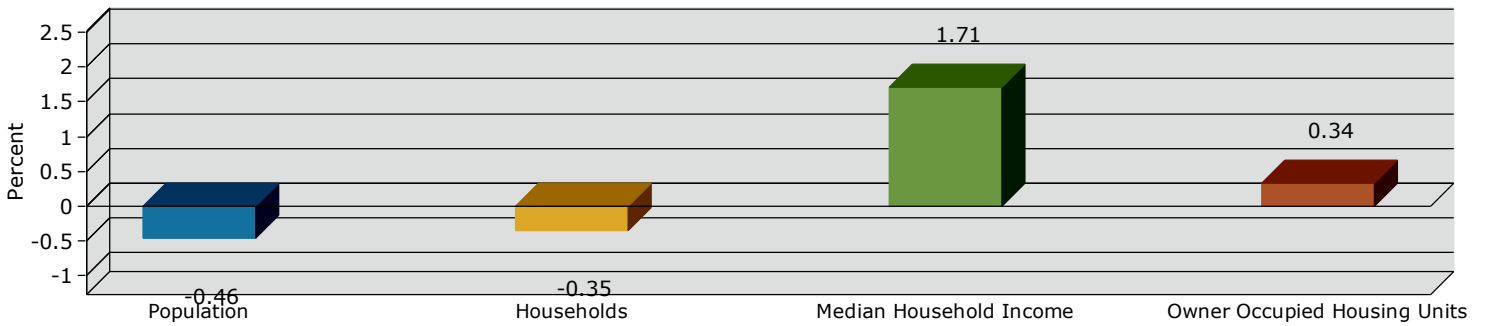
Households



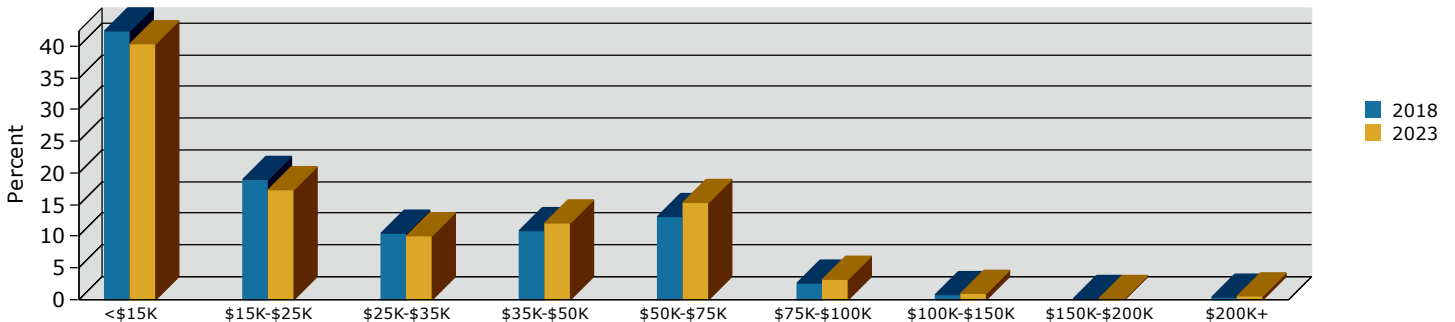
2018 Home Value



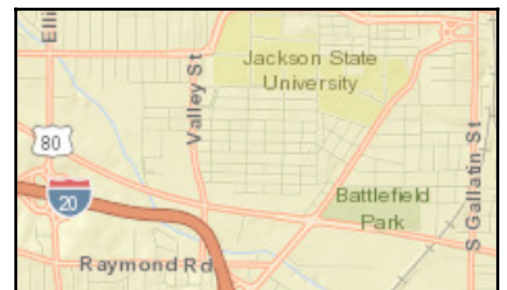
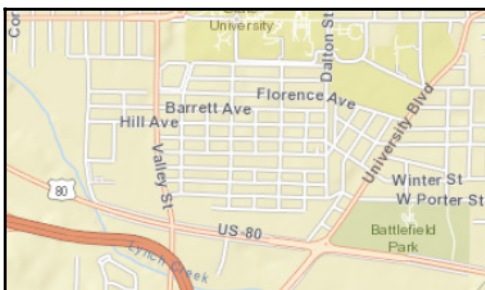
2018-2023 Annual Growth Rate



Household Income



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.





ACS Housing Summary

Washington Addition Neighborhood
Area: 0.56 square miles

Prepared by Esri

	2012-2016 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	2,052		158	High
Total Households	882		45	High
Total Housing Units	1,191		38	High
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	170	100.0%	21	High
Housing units with a mortgage/contract to purchase/similar debt	49	28.8%	10	Medium
Second mortgage only	0	0.0%	0	
Home equity loan only	6	3.5%	8	Low
Both second mortgage and home equity loan	0	0.0%	0	
No second mortgage and no home equity loan	43	25.3%	8	High
Housing units without a mortgage	121	71.2%	20	High
AVERAGE VALUE BY MORTGAGE STATUS				
Housing units with a mortgage	N/A		N/A	
Housing units without a mortgage	N/A		N/A	
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS & SELECTED MONTHLY OWNER COSTS				
Total	170	100.0%	21	High
With a mortgage: Monthly owner costs as a percentage of household income in past 12 months				
Less than 10.0 percent	4	2.4%	5	Low
10.0 to 14.9 percent	0	0.0%	0	
15.0 to 19.9 percent	6	3.5%	8	Low
20.0 to 24.9 percent	13	7.6%	10	Low
25.0 to 29.9 percent	0	0.0%	0	
30.0 to 34.9 percent	3	1.8%	5	Low
35.0 to 39.9 percent	0	0.0%	0	
40.0 to 49.9 percent	3	1.8%	5	Low
50.0 percent or more	16	9.4%	7	Medium
Not computed	3	1.8%	4	Low
Without a mortgage: Monthly owner costs as a percentage of household income in past 12 months				
Less than 10.0 percent	61	35.9%	13	Medium
10.0 to 14.9 percent	30	17.6%	10	Medium
15.0 to 19.9 percent	18	10.6%	20	Low
20.0 to 24.9 percent	3	1.8%	6	Low
25.0 to 29.9 percent	0	0.0%	0	
30.0 to 34.9 percent	0	0.0%	0	
35.0 to 39.9 percent	5	2.9%	6	Low
40.0 to 49.9 percent	0	0.0%	0	
50.0 percent or more	3	1.8%	6	Low
Not computed	0	0.0%	0	



ACS Housing Summary

Washington Addition Neighborhood
Area: 0.56 square miles

Prepared by Esri

	2012-2016 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	712	100.0%	51	High
With cash rent	615	86.4%	53	High
Less than \$100	0	0.0%	0	
\$100 to \$149	6	0.8%	6	Low
\$150 to \$199	19	2.7%	21	Low
\$200 to \$249	38	5.3%	12	Medium
\$250 to \$299	60	8.4%	38	Medium
\$300 to \$349	129	18.1%	37	Medium
\$350 to \$399	62	8.7%	25	Medium
\$400 to \$449	44	6.2%	23	Medium
\$450 to \$499	5	0.7%	7	Low
\$500 to \$549	89	12.5%	18	Medium
\$550 to \$599	56	7.9%	16	Medium
\$600 to \$649	24	3.4%	16	Low
\$650 to \$699	22	3.1%	18	Low
\$700 to \$749	47	6.6%	22	Medium
\$750 to \$799	16	2.2%	18	Low
\$800 to \$899	0	0.0%	0	
\$900 to \$999	0	0.0%	0	
\$1,000 to \$1,249	0	0.0%	0	
\$1,250 to \$1,499	0	0.0%	0	
\$1,500 to \$1,999	0	0.0%	0	
\$2,000 to \$2,499	0	0.0%	0	
\$2,500 to \$2,999	0	0.0%	0	
\$3,000 to \$3,499	0	0.0%	0	
\$3,500 or more	0	0.0%	0	
No cash rent	98	13.8%	18	High
Median Contract Rent	\$396		N/A	
Average Contract Rent	\$432		\$57	High
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	712	100.0%	51	High
Pay extra for one or more utilities	640	89.9%	52	High
No extra payment for any utilities	73	10.3%	26	Medium

















ACS Housing Summary

Washington Addition Neighborhood
Area: 0.56 square miles

Prepared by Esri

	2012-2016 ACS Estimate	Percent	MOE(±)	Reliability
HOUSING UNITS BY UNITS IN STRUCTURE				
Total	1,191	100.0%	38	High
1, detached	686	57.6%	47	High
1, attached	22	1.8%	12	Medium
2	174	14.6%	42	Medium
3 or 4	53	4.5%	27	Medium
5 to 9	75	6.3%	20	Medium
10 to 19	76	6.4%	24	Medium
20 to 49	61	5.1%	29	Medium
50 or more	38	3.2%	26	Low
Mobile home	6	0.5%	9	Low
Boat, RV, van, etc.	0	0.0%	0	
HOUSING UNITS BY YEAR STRUCTURE BUILT				
Total	1,191	100.0%	38	High
Built 2014 or later	0	0.0%	0	
Built 2010 to 2013	110	9.2%	59	Medium
Built 2000 to 2009	62	5.2%	34	Medium
Built 1990 to 1999	105	8.8%	21	Medium
Built 1980 to 1989	59	5.0%	11	High
Built 1970 to 1979	58	4.9%	13	Medium
Built 1960 to 1969	193	16.2%	43	Medium
Built 1950 to 1959	270	22.7%	37	High
Built 1940 to 1949	222	18.6%	44	Medium
Built 1939 or earlier	113	9.5%	28	Medium
Median Year Structure Built	1960		N/A	
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	882	100.0%	45	High
Owner occupied				
Moved in 2015 or later	0	0.0%	0	
Moved in 2010 to 2014	10	1.1%	7	Low
Moved in 2000 to 2009	57	6.5%	16	Medium
Moved in 1990 to 1999	19	2.2%	12	Medium
Moved in 1980 to 1989	22	2.5%	7	Medium
Moved in 1979 or earlier	61	6.9%	9	High
Renter occupied				
Moved in 2015 or later	86	9.8%	26	Medium
Moved in 2010 to 2014	304	34.5%	43	High
Moved in 2000 to 2009	231	26.2%	49	Medium
Moved in 1990 to 1999	36	4.1%	10	Medium
Moved in 1980 to 1989	25	2.8%	19	Low
Moved in 1979 or earlier	30	3.4%	19	Medium
Median Year Householder Moved Into Unit	2009		N/A	




	2012-2016 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	882	100.0%	45	
Utility gas	475	53.9%	51	
Bottled, tank, or LP gas	0	0.0%	0	
Electricity	407	46.1%	42	
Fuel oil, kerosene, etc.	0	0.0%	0	
Coal or coke	0	0.0%	0	
Wood	0	0.0%	0	
Solar energy	0	0.0%	0	
Other fuel	0	0.0%	0	
No fuel used	0	0.0%	0	
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	882	100.0%	45	
Owner occupied				
No vehicle available	35	4.0%	10	
1 vehicle available	85	9.6%	25	
2 vehicles available	36	4.1%	7	
3 vehicles available	14	1.6%	11	
4 vehicles available	0	0.0%	0	
5 or more vehicles available	0	0.0%	0	
Renter occupied				
No vehicle available	138	15.6%	24	
1 vehicle available	353	40.0%	54	
2 vehicles available	182	20.6%	46	
3 vehicles available	33	3.7%	30	
4 vehicles available	6	0.7%	8	
5 or more vehicles available	0	0.0%	0	
Average Number of Vehicles Available	1.2		0.1	

Data Note: N/A means not available.

2012-2016 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2012-2016 ACS estimates, five-year period data collected monthly from January 1, 2010 through December 31, 2014. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

-  High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
-  Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
-  Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



ACS Population Summary

Washington Addition Neighborhood
Area: 0.56 square miles

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	2012 - 2016 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	2,052		158	High
Total Households	882		45	High
Total Housing Units	1,191		38	High
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	1,993	100.0%	151	High
Enrolled in school	525	26.3%	74	High
Enrolled in nursery school, preschool	56	2.8%	21	Medium
Public school	56	2.8%	21	Medium
Private school	0	0.0%	0	
Enrolled in kindergarten	15	0.8%	24	Low
Public school	15	0.8%	24	Low
Private school	0	0.0%	0	
Enrolled in grade 1 to grade 4	99	5.0%	34	Medium
Public school	99	5.0%	34	Medium
Private school	0	0.0%	0	
Enrolled in grade 5 to grade 8	113	5.7%	40	Medium
Public school	113	5.7%	40	Medium
Private school	0	0.0%	0	
Enrolled in grade 9 to grade 12	45	2.3%	17	Medium
Public school	45	2.3%	17	Medium
Private school	0	0.0%	0	
Enrolled in college undergraduate years	189	9.5%	71	Medium
Public school	176	8.8%	76	Medium
Private school	13	0.7%	20	Low
Enrolled in graduate or professional school	9	0.5%	12	Low
Public school	9	0.5%	12	Low
Private school	0	0.0%	0	
Not enrolled in school	1,468	73.7%	107	High
POPULATION AGE 65+ BY RELATIONSHIP AND HOUSEHOLD TYPE				
Total	240	100.0%	39	High
Living in Households	235	97.9%	39	High
Living in Family Households	129	53.8%	26	Medium
Householder	73	30.4%	17	Medium
Spouse	24	10.0%	5	Medium
Parent	32	13.3%	21	Medium
Parent-in-law	0	0.0%	0	
Other Relative	0	0.0%	0	
Nonrelative	0	0.0%	0	
Living in Nonfamily Households	106	44.2%	36	Medium
Householder	106	44.2%	36	Medium
Nonrelative	0	0.0%	0	
Living in Group Quarters	4	1.7%	4	Low



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	2012 - 2016 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY TYPE AND SIZE AND AGE				
Family Households	414	46.9%	46	High
2-Person	188	21.3%	29	High
3-Person	90	10.2%	25	Medium
4-Person	79	9.0%	21	Medium
5-Person	23	2.6%	23	Low
6-Person	11	1.2%	5	Medium
7+ Person	22	2.5%	27	Low
Nonfamily Households	469	53.2%	54	High
1-Person	373	42.3%	51	High
2-Person	83	9.4%	19	Medium
3-Person	5	0.6%	7	Low
4-Person	8	0.9%	12	Low
5-Person	0	0.0%	0	
6-Person	0	0.0%	0	
7+ Person	0	0.0%	0	
HOUSEHOLDS BY PRESENCE OF PEOPLE UNDER 18 YEARS BY HOUSEHOLD TYPE				
Households with one or more people under 18 years	168	19.0%	34	Medium
Family households	168	19.0%	34	Medium
Married-couple family	43	4.9%	14	Medium
Male householder, no wife present	24	2.7%	29	Low
Female householder, no husband present	101	11.5%	23	Medium
Nonfamily households	0	0.0%	0	
Households with no people under 18 years	715	81.1%	50	High
Married-couple family	81	9.2%	14	High
Other family	165	18.7%	36	Medium
Nonfamily households	469	53.2%	54	High
HOUSEHOLDS BY PRESENCE OF PEOPLE 65 YEARS AND OVER, HOUSEHOLD SIZE AND HOUSEHOLD TYPE				
Households with Pop 65+	197	22.3%	37	High
1-Person	106	12.0%	36	Medium
2+ Person Family	91	10.3%	20	Medium
2+ Person Nonfamily	0	0.0%	0	
Households with No Pop 65+	685	77.7%	53	High
1-Person	267	30.3%	46	High
2+ Person Family	322	36.5%	41	High
2+ Person Nonfamily	96	10.9%	19	Medium



ACS Population Summary

Washington Addition Neighborhood
Area: 0.56 square miles

Prepared by Esri

	2012 - 2016 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	1,944	100.0%	145	High
5 to 17 years				
Speak only English	280	14.4%	89	Medium
Speak Spanish	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
18 to 64 years				
Speak only English	1,343	69.1%	90	High
Speak Spanish	7	0.4%	8	Low
Speak English "very well" or "well"	7	0.4%	8	Low
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	74	3.8%	91	Low
Speak English "very well" or "well"	74	3.8%	68	Low
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
65 years and over				
Speak only English	240	12.3%	39	High
Speak Spanish	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	

Source: U.S. Census Bureau, 2012-2016 American Community Survey

Reliability: High Medium Low

November 14, 2018



ACS Population Summary

Washington Addition Neighborhood
Area: 0.56 square miles

Prepared by Esri

	2012 - 2016 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	872	100.0%	84	High
Worked in state and in county of residence	668	76.6%	81	High
Worked in state and outside county of residence	182	20.9%	34	High
Worked outside state of residence	22	2.5%	14	Medium
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	872	100.0%	84	High
Drove alone	645	74.0%	58	High
Carpooled	102	11.7%	24	Medium
Public transportation (excluding taxicab)	24	2.8%	33	Low
Bus or trolley bus	24	2.8%	33	Low
Streetcar or trolley car	0	0.0%	0	
Subway or elevated	0	0.0%	0	
Railroad	0	0.0%	0	
Ferryboat	0	0.0%	0	
Taxicab	0	0.0%	0	
Motorcycle	0	0.0%	0	
Bicycle	0	0.0%	0	
Walked	68	7.8%	86	Low
Other means	28	3.2%	30	Low
Worked at home	6	0.7%	8	Low
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	867	100.0%	83	High
Less than 5 minutes	49	5.7%	14	Medium
5 to 9 minutes	147	17.0%	72	Medium
10 to 14 minutes	70	8.1%	23	Medium
15 to 19 minutes	202	23.3%	34	High
20 to 24 minutes	178	20.5%	40	Medium
25 to 29 minutes	57	6.6%	18	Medium
30 to 34 minutes	48	5.5%	22	Medium
35 to 39 minutes	14	1.6%	21	Low
40 to 44 minutes	59	6.8%	43	Low
45 to 59 minutes	24	2.8%	33	Low
60 to 89 minutes	14	1.6%	16	Low
90 or more minutes	5	0.6%	6	Low
Average Travel Time to Work (in minutes)	N/A		N/A	Low
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	669	100.0%	52	High
Own children under 6 years only	35	5.2%	14	Medium
In labor force	35	5.2%	14	Medium
Not in labor force	0	0.0%	0	
Own children under 6 years and 6 to 17 years	14	2.1%	21	Low
In labor force	14	2.1%	21	Low
Not in labor force	0	0.0%	0	
Own children 6 to 17 years only	102	15.2%	24	Medium
In labor force	92	13.8%	20	Medium
Not in labor force	10	1.5%	16	Low
No own children under 18 years	519	77.6%	48	High
In labor force	398	59.5%	47	High
Not in labor force	121	18.1%	19	High

Source: U.S. Census Bureau, 2012-2016 American Community Survey

Reliability: High Medium Low

November 14, 2018



ACS Population Summary

Washington Addition Neighborhood
Area: 0.56 square miles

Prepared by Esri

	2012 - 2016 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE				
Total	2,052	100.0%	158	High
Under 18 years:	388	18.9%	105	Medium
One Type of Health Insurance:	378	18.4%	108	Medium
Employer-Based Health Ins Only	34	1.7%	14	Medium
Direct-Purchase Health Ins Only	8	0.4%	13	Low
Medicare Coverage Only	11	0.5%	16	Low
Medicaid Coverage Only	325	15.8%	112	Medium
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance	0	0.0%	0	
No Health Insurance Coverage	10	0.5%	13	Low
18 to 34 years:	634	30.9%	68	High
One Type of Health Insurance:	398	19.4%	55	High
Employer-Based Health Ins Only	221	10.8%	39	High
Direct-Purchase Health Ins Only	25	1.2%	28	Low
Medicare Coverage Only	0	0.0%	0	
Medicaid Coverage Only	139	6.8%	53	Medium
TRICARE/Military Hlth Cov Only	9	0.4%	15	Low
VA Health Care Only	4	0.2%	6	Low
2+ Types of Health Insurance	23	1.1%	26	Low
No Health Insurance Coverage	213	10.4%	44	Medium
35 to 64 years:	790	38.5%	77	High
One Type of Health Insurance:	435	21.2%	49	High
Employer-Based Health Ins Only	256	12.5%	52	Medium
Direct-Purchase Health Ins Only	59	2.9%	29	Medium
Medicare Coverage Only	12	0.6%	18	Low
Medicaid Coverage Only	84	4.1%	19	Medium
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	24	1.2%	8	Medium
2+ Types of Health Insurance	78	3.8%	29	Medium
No Health Insurance Coverage	277	13.5%	54	High
65+ years:	240	11.7%	39	High
One Type of Health Insurance:	114	5.6%	47	Medium
Employer-Based Health Ins Only	0	0.0%	0	
Direct-Purchase Health Ins Only	6	0.3%	10	Low
Medicare Coverage Only	108	5.3%	46	Medium
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance:	121	5.9%	16	High
Employer-Based & Direct-Purchase Health Insurance	0	0.0%	0	
Employer-Based Health & Medicare Insurance	25	1.2%	16	Medium
Direct-Purchase Health & Medicare Insurance	19	0.9%	8	Medium
Medicare & Medicaid Coverage	50	2.4%	12	Medium
Other Private Health Insurance Combos	0	0.0%	0	
Other Public Health Insurance Combos	13	0.6%	6	Medium
Other Health Insurance Combinations	14	0.7%	5	Medium
No Health Insurance Coverage	4	0.2%	6	Low



ACS Population Summary

Washington Addition Neighborhood
Area: 0.56 square miles

Prepared by Esri

	2012 - 2016 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	2,006	100.0%	136	High
Under .50	426	21.2%	84	High
.50 to .99	524	26.1%	107	Medium
1.00 to 1.24	164	8.2%	25	High
1.25 to 1.49	116	5.8%	53	Medium
1.50 to 1.84	149	7.4%	52	Medium
1.85 to 1.99	79	3.9%	26	Medium
2.00 and over	549	27.4%	98	High
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	1,664	100.0%	101	High
Veteran	119	7.2%	21	High
Nonveteran	1,545	92.8%	97	High
Male	813	48.9%	91	High
Veteran	100	6.0%	22	Medium
Nonveteran	713	42.8%	94	High
Female	851	51.1%	59	High
Veteran	19	1.1%	23	Low
Nonveteran	832	50.0%	59	High
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	119	100.0%	21	High
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	20	16.8%	23	Low
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	4	3.4%	6	High
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era	0	0.0%	0	
Gulf War (8/90 to 8/01), no Vietnam Era	25	21.0%	15	Medium
Gulf War (8/90 to 8/01) and Vietnam Era	0	0.0%	0	
Vietnam Era, no Korean War, no World War II	23	19.3%	8	Medium
Vietnam Era and Korean War, no World War II	0	0.0%	0	
Vietnam Era and Korean War and World War II	0	0.0%	0	
Korean War, no Vietnam Era, no World War II	7	5.9%	5	Low
Korean War and World War II, no Vietnam Era	0	0.0%	0	
World War II, no Korean War, no Vietnam Era	4	3.4%	6	Low
Between Gulf War and Vietnam Era only	24	20.2%	21	Low
Between Vietnam Era and Korean War only	6	5.0%	9	Low
Between Korean War and World War II only	5	4.2%	8	Low
Pre-World War II only	0	0.0%	0	
HOUSEHOLDS BY POVERTY STATUS				
Total	882	100.0%	45	High
Income in the past 12 months below poverty level	367	41.6%	41	High
Married-couple family	42	4.8%	26	Medium
Other family - male householder (no wife present)	40	4.5%	13	Medium
Other family - female householder (no husband present)	84	9.5%	26	Medium
Nonfamily household - male householder	61	6.9%	13	Medium
Nonfamily household - female householder	140	15.9%	23	High
Income in the past 12 months at or above poverty level	516	58.5%	57	High
Married-couple family	82	9.3%	15	High
Other family - male householder (no wife present)	69	7.8%	50	Low
Other family - female householder (no husband present)	98	11.1%	15	High
Nonfamily household - male householder	204	23.1%	56	Medium
Nonfamily household - female householder	63	7.1%	21	Medium

Source: U.S. Census Bureau, 2012-2016 American Community Survey

Reliability: High Medium Low

November 14, 2018



ACS Population Summary

Washington Addition Neighborhood
Area: 0.56 square miles

Prepared by Esri

	2012 - 2016 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY OTHER INCOME				
Social Security Income	220	24.9%	37	High
No Social Security Income	662	75.1%	53	High
Retirement Income	107	12.1%	33	Medium
No Retirement Income	775	87.9%	48	High
GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME IN THE PAST 12 MONTHS				
<10% of Income	17	2.4%	12	Low
10-14.9% of Income	54	7.6%	36	Low
15-19.9% of Income	56	7.9%	30	Medium
20-24.9% of Income	98	13.8%	56	Medium
25-29.9% of Income	31	4.4%	12	Medium
30-34.9% of Income	29	4.1%	15	Medium
35-39.9% of Income	40	5.6%	30	Low
40-49.9% of Income	62	8.7%	20	Medium
50+% of Income	223	31.3%	32	High
Gross Rent % Inc Not Computed	103	14.5%	18	High
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	882	100.0%	45	High
With public assistance income	25	2.8%	11	Medium
No public assistance income	858	97.2%	44	High
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	882	100.0%	45	High
With Food Stamps/SNAP	289	32.8%	48	High
With No Food Stamps/SNAP	594	67.3%	48	High
HOUSEHOLDS BY DISABILITY STATUS				
Total	882	100.0%	45	High
With 1+ Persons w/Disability	279	31.6%	30	High
With No Person w/Disability	604	68.5%	65	High

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2014, adjusted for inflation.

2012-2016 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2012-2016 ACS estimates, five-year period data collected monthly from January 1, 2010 through December 31, 2014. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



Business Summary

Washington Addition Neighborhood
 Area: 0.56 square miles

Prepared by Esri

Data for all businesses in area

Total Businesses:	75
Total Employees:	618
Total Residential Population:	2,085
Employee/Residential Population Ratio (per 100 Residents)	30

	Businesses		Employees	
	Number	Percent	Number	Percent
by SIC Codes				
Agriculture & Mining	0	0.0%	0	0.0%
Construction	1	1.3%	2	0.3%
Manufacturing	0	0.0%	5	0.8%
Transportation	3	4.0%	82	13.3%
Communication	2	2.7%	6	1.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	4	5.3%	33	5.3%
Retail Trade Summary	20	26.7%	144	23.3%
Home Improvement	1	1.3%	14	2.3%
General Merchandise Stores	1	1.3%	8	1.3%
Food Stores	2	2.7%	6	1.0%
Auto Dealers, Gas Stations, Auto Aftermarket	6	8.0%	38	6.1%
Apparel & Accessory Stores	0	0.0%	1	0.2%
Furniture & Home Furnishings	0	0.0%	2	0.3%
Eating & Drinking Places	6	8.0%	67	10.8%
Miscellaneous Retail	3	4.0%	7	1.1%
Finance, Insurance, Real Estate Summary	6	8.0%	27	4.4%
Banks, Savings & Lending Institutions	3	4.0%	13	2.1%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	3	4.0%	13	2.1%
Real Estate, Holding, Other Investment Offices	0	0.0%	1	0.2%
Services Summary	35	46.7%	254	41.1%
Hotels & Lodging	1	1.3%	2	0.3%
Automotive Services	5	6.7%	35	5.7%
Motion Pictures & Amusements	3	4.0%	25	4.0%
Health Services	4	5.3%	33	5.3%
Legal Services	0	0.0%	3	0.5%
Education Institutions & Libraries	2	2.7%	68	11.0%
Other Services	20	26.7%	88	14.2%
Government	1	1.3%	62	10.0%
Unclassified Establishments	2	2.7%	3	0.5%
Totals	75	100.0%	618	100.0%

Source: Copyright 2018 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2018.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

November 14, 2018



Business Summary

Washington Addition Neighborhood
 Area: 0.56 square miles

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	1	1.3%	2	0.3%
Manufacturing	0	0.0%	5	0.8%
Wholesale Trade	4	5.3%	33	5.3%
Retail Trade	13	17.3%	73	11.8%
Motor Vehicle & Parts Dealers	5	6.7%	33	5.3%
Furniture & Home Furnishings Stores	0	0.0%	2	0.3%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	1	1.3%	14	2.3%
Food & Beverage Stores	2	2.7%	7	1.1%
Health & Personal Care Stores	0	0.0%	1	0.2%
Gasoline Stations	1	1.3%	5	0.8%
Clothing & Clothing Accessories Stores	0	0.0%	1	0.2%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	1	1.3%	8	1.3%
Miscellaneous Store Retailers	1	1.3%	2	0.3%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	2	2.7%	81	13.1%
Information	2	2.7%	7	1.1%
Finance & Insurance	7	9.3%	30	4.9%
Central Bank/Credit Intermediation & Related Activities	4	5.3%	17	2.8%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	3	4.0%	13	2.1%
Real Estate, Rental & Leasing	3	4.0%	19	3.1%
Professional, Scientific & Tech Services	4	5.3%	20	3.2%
Legal Services	1	1.3%	3	0.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	0	0.0%	11	1.8%
Educational Services	2	2.7%	68	11.0%
Health Care & Social Assistance	7	9.3%	49	7.9%
Arts, Entertainment & Recreation	2	2.7%	25	4.0%
Accommodation & Food Services	7	9.3%	69	11.2%
Accommodation	1	1.3%	2	0.3%
Food Services & Drinking Places	6	8.0%	67	10.8%
Other Services (except Public Administration)	17	22.7%	63	10.2%
Automotive Repair & Maintenance	4	5.3%	20	3.2%
Public Administration	1	1.3%	62	10.0%
Unclassified Establishments	2	2.7%	3	0.5%
Total	75	100.0%	618	100.0%

Source: Copyright 2018 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2018.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

November 14, 2018