



Community Profile

DOWNTOWN
Area: 0.21 square miles

Prepared by Esri

Population Summary	
2000 Total Population	2,831
2010 Total Population	2,486
2021 Total Population	2,681
2021 Group Quarters	218
2026 Total Population	3,098
2021-2026 Annual Rate	2.93%
2021 Total Daytime Population	5,934
Workers	4,452
Residents	1,482
Household Summary	
2000 Households	940
2000 Average Household Size	2.95
2010 Households	932
2010 Average Household Size	2.46
2021 Households	999
2021 Average Household Size	2.47
2026 Households	1,138
2026 Average Household Size	2.53
2021-2026 Annual Rate	2.64%
2010 Families	478
2010 Average Family Size	3.47
2021 Families	521
2021 Average Family Size	3.42
2026 Families	602
2026 Average Family Size	3.49
2021-2026 Annual Rate	2.93%
Housing Unit Summary	
2000 Housing Units	958
Owner Occupied Housing Units	15.0%
Renter Occupied Housing Units	83.1%
Vacant Housing Units	1.9%
2010 Housing Units	972
Owner Occupied Housing Units	11.9%
Renter Occupied Housing Units	84.0%
Vacant Housing Units	4.1%
2021 Housing Units	1,014
Owner Occupied Housing Units	10.5%
Renter Occupied Housing Units	88.1%
Vacant Housing Units	1.5%
2026 Housing Units	1,139
Owner Occupied Housing Units	9.4%
Renter Occupied Housing Units	90.6%
Vacant Housing Units	0.1%
Median Household Income	
2021	\$30,258
2026	\$40,391
Median Home Value	
2021	\$493,478
2026	\$699,468
Per Capita Income	
2021	\$16,857
2026	\$19,817
Median Age	
2010	32.5
2021	33.8
2026	32.6

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income

Household Income Base	999
<\$15,000	31.7%
\$15,000 - \$24,999	14.1%
\$25,000 - \$34,999	7.1%
\$35,000 - \$49,999	10.5%
\$50,000 - \$74,999	18.6%
\$75,000 - \$99,999	6.9%
\$100,000 - \$149,999	7.6%
\$150,000 - \$199,999	0.5%
\$200,000+	2.9%
Average Household Income	\$49,595

2026 Households by Income

Household Income Base	1,138
<\$15,000	28.5%
\$15,000 - \$24,999	11.9%
\$25,000 - \$34,999	5.4%
\$35,000 - \$49,999	10.2%
\$50,000 - \$74,999	21.4%
\$75,000 - \$99,999	8.3%
\$100,000 - \$149,999	10.0%
\$150,000 - \$199,999	0.7%
\$200,000+	3.8%
Average Household Income	\$59,137

2021 Owner Occupied Housing Units by Value

Total	106
<\$50,000	1.9%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.9%
\$150,000 - \$199,999	0.9%
\$200,000 - \$249,999	0.9%
\$250,000 - \$299,999	0.9%
\$300,000 - \$399,999	3.8%
\$400,000 - \$499,999	43.4%
\$500,000 - \$749,999	15.1%
\$750,000 - \$999,999	2.8%
\$1,000,000 - \$1,499,999	29.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$701,179

2026 Owner Occupied Housing Units by Value

Total	107
<\$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	0.9%
\$400,000 - \$499,999	14.0%
\$500,000 - \$749,999	43.9%
\$750,000 - \$999,999	27.1%
\$1,000,000 - \$1,499,999	14.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$753,271

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	2,486
0 - 4	7.2%
5 - 9	7.6%
10 - 14	6.5%
15 - 24	15.5%
25 - 34	16.8%
35 - 44	12.0%
45 - 54	10.3%
55 - 64	6.7%
65 - 74	7.2%
75 - 84	7.3%
85 +	3.0%
18 +	74.8%

2021 Population by Age

Total	2,681
0 - 4	6.5%
5 - 9	5.6%
10 - 14	6.6%
15 - 24	16.4%
25 - 34	16.7%
35 - 44	10.8%
45 - 54	10.1%
55 - 64	7.3%
65 - 74	8.1%
75 - 84	8.2%
85 +	3.7%
18 +	77.8%

2026 Population by Age

Total	3,097
0 - 4	7.5%
5 - 9	6.3%
10 - 14	5.5%
15 - 24	16.0%
25 - 34	18.2%
35 - 44	12.1%
45 - 54	9.2%
55 - 64	7.1%
65 - 74	7.6%
75 - 84	7.3%
85 +	3.3%
18 +	77.3%

2010 Population by Sex

Males	1,262
Females	1,224

2021 Population by Sex

Males	1,376
Females	1,304

2026 Population by Sex

Males	1,602
Females	1,496

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2010 Population by Race/Ethnicity

Total	2,487
White Alone	52.2%
Black Alone	2.7%
American Indian Alone	1.0%
Asian Alone	13.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	27.9%
Two or More Races	2.8%
Hispanic Origin	74.8%
Diversity Index	81.8

2021 Population by Race/Ethnicity

Total	2,680
White Alone	49.1%
Black Alone	2.8%
American Indian Alone	0.9%
Asian Alone	16.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	28.0%
Two or More Races	2.9%
Hispanic Origin	73.3%
Diversity Index	83.7

2026 Population by Race/Ethnicity

Total	3,098
White Alone	48.5%
Black Alone	2.8%
American Indian Alone	0.9%
Asian Alone	17.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	28.0%
Two or More Races	2.8%
Hispanic Origin	73.7%
Diversity Index	83.8

2010 Population by Relationship and Household Type

Total	2,486
In Households	92.3%
In Family Households	72.5%
Householder	17.4%
Spouse	11.3%
Child	29.3%
Other relative	8.7%
Nonrelative	5.6%
In Nonfamily Households	19.8%
In Group Quarters	7.7%
Institutionalized Population	0.0%
Noninstitutionalized Population	7.7%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment

Total	1,741
Less than 9th Grade	22.6%
9th - 12th Grade, No Diploma	22.9%
High School Graduate	18.8%
GED/Alternative Credential	4.0%
Some College, No Degree	13.0%
Associate Degree	1.3%
Bachelor's Degree	13.3%
Graduate/Professional Degree	4.3%

2021 Population 15+ by Marital Status

Total	2,181
Never Married	42.6%
Married	42.3%
Widowed	7.0%
Divorced	8.1%

2021 Civilian Population 16+ in Labor Force

Civilian Population 16+	1,284
Population 16+ Employed	94.7%
Population 16+ Unemployment rate	5.3%
Population 16-24 Employed	21.0%
Population 16-24 Unemployment rate	11.1%
Population 25-54 Employed	64.8%
Population 25-54 Unemployment rate	3.7%
Population 55-64 Employed	11.1%
Population 55-64 Unemployment rate	4.3%
Population 65+ Employed	3.0%
Population 65+ Unemployment rate	0.0%

2021 Employed Population 16+ by Industry

Total	1,216
Agriculture/Mining	0.2%
Construction	6.8%
Manufacturing	15.1%
Wholesale Trade	0.9%
Retail Trade	5.8%
Transportation/Utilities	1.1%
Information	1.7%
Finance/Insurance/Real Estate	5.1%
Services	56.6%
Public Administration	6.7%

2021 Employed Population 16+ by Occupation

Total	1,214
White Collar	38.5%
Management/Business/Financial	7.0%
Professional	11.3%
Sales	9.4%
Administrative Support	10.9%
Services	23.0%
Blue Collar	38.3%
Farming/Forestry/Fishing	5.8%
Construction/Extraction	6.7%
Installation/Maintenance/Repair	2.6%
Production	9.8%
Transportation/Material Moving	13.4%

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2010 Households by Type	
Total	931
Households with 1 Person	41.1%
Households with 2+ People	58.9%
Family Households	51.3%
Husband-wife Families	33.3%
With Related Children	19.5%
Other Family (No Spouse Present)	18.0%
Other Family with Male Householder	6.6%
With Related Children	3.5%
Other Family with Female Householder	11.4%
With Related Children	7.5%
Nonfamily Households	7.5%
All Households with Children	31.7%
Multigenerational Households	5.4%
Unmarried Partner Households	7.1%
Male-female	6.4%
Same-sex	0.6%
2010 Households by Size	
Total	933
1 Person Household	41.1%
2 Person Household	21.3%
3 Person Household	9.4%
4 Person Household	8.1%
5 Person Household	7.9%
6 Person Household	5.0%
7 + Person Household	7.1%
2010 Households by Tenure and Mortgage Status	
Total	932
Owner Occupied	12.4%
Owned with a Mortgage/Loan	11.2%
Owned Free and Clear	1.2%
Renter Occupied	87.6%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	34
Percent of Income for Mortgage	68.4%
Wealth Index	30
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	972
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	2,486
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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. NeWest Residents (13C)
2. Retirement Communities (9E)
- 3.

2021 Consumer Spending

Apparel & Services: Total \$	\$1,244,911
Average Spent	\$1,246.16
Spending Potential Index	59
Education: Total \$	\$913,390
Average Spent	\$914.30
Spending Potential Index	53
Entertainment/Recreation: Total \$	\$1,682,153
Average Spent	\$1,683.84
Spending Potential Index	52
Food at Home: Total \$	\$3,191,659
Average Spent	\$3,194.85
Spending Potential Index	59
Food Away from Home: Total \$	\$2,232,043
Average Spent	\$2,234.28
Spending Potential Index	59
Health Care: Total \$	\$3,291,489
Average Spent	\$3,294.78
Spending Potential Index	53
HH Furnishings & Equipment: Total \$	\$1,197,372
Average Spent	\$1,198.57
Spending Potential Index	53
Personal Care Products & Services: Total \$	\$511,653
Average Spent	\$512.17
Spending Potential Index	57
Shelter: Total \$	\$11,668,480
Average Spent	\$11,680.16
Spending Potential Index	58
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,206,312
Average Spent	\$1,207.52
Spending Potential Index	51
Travel: Total \$	\$1,256,405
Average Spent	\$1,257.66
Spending Potential Index	50
Vehicle Maintenance & Repairs: Total \$	\$618,309
Average Spent	\$618.93
Spending Potential Index	56

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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