



# Community Profile

MORNING SUNWOOD  
Area: 0.21 square miles

Prepared by Esri

<b>Population Summary</b>	
2000 Total Population	2,562
2010 Total Population	2,520
2021 Total Population	2,471
2021 Group Quarters	6
2026 Total Population	2,464
2021-2026 Annual Rate	-0.06%
2021 Total Daytime Population	1,890
Workers	491
Residents	1,399
<b>Household Summary</b>	
2000 Households	614
2000 Average Household Size	4.16
2010 Households	616
2010 Average Household Size	4.08
2021 Households	599
2021 Average Household Size	4.12
2026 Households	594
2026 Average Household Size	4.14
2021-2026 Annual Rate	-0.17%
2010 Families	545
2010 Average Family Size	4.18
2021 Families	531
2021 Average Family Size	4.21
2026 Families	527
2026 Average Family Size	4.24
2021-2026 Annual Rate	-0.15%
<b>Housing Unit Summary</b>	
2000 Housing Units	619
Owner Occupied Housing Units	85.6%
Renter Occupied Housing Units	13.6%
Vacant Housing Units	0.8%
2010 Housing Units	620
Owner Occupied Housing Units	83.1%
Renter Occupied Housing Units	16.3%
Vacant Housing Units	0.6%
2021 Housing Units	620
Owner Occupied Housing Units	78.9%
Renter Occupied Housing Units	17.7%
Vacant Housing Units	3.4%
2026 Housing Units	620
Owner Occupied Housing Units	78.4%
Renter Occupied Housing Units	17.4%
Vacant Housing Units	4.2%
<b>Median Household Income</b>	
2021	\$107,541
2026	\$115,142
<b>Median Home Value</b>	
2021	\$651,171
2026	\$696,488
<b>Per Capita Income</b>	
2021	\$28,016
2026	\$31,222
<b>Median Age</b>	
2010	38.7
2021	40.9
2026	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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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## 2021 Households by Income

Household Income Base	599
<\$15,000	2.0%
\$15,000 - \$24,999	7.3%
\$25,000 - \$34,999	1.3%
\$35,000 - \$49,999	6.7%
\$50,000 - \$74,999	11.9%
\$75,000 - \$99,999	13.5%
\$100,000 - \$149,999	30.4%
\$150,000 - \$199,999	19.4%
\$200,000+	7.5%
Average Household Income	\$115,546

## 2026 Households by Income

Household Income Base	594
<\$15,000	1.5%
\$15,000 - \$24,999	5.7%
\$25,000 - \$34,999	1.0%
\$35,000 - \$49,999	5.4%
\$50,000 - \$74,999	9.9%
\$75,000 - \$99,999	12.6%
\$100,000 - \$149,999	32.2%
\$150,000 - \$199,999	22.7%
\$200,000+	8.9%
Average Household Income	\$129,490

## 2021 Owner Occupied Housing Units by Value

Total	489
<\$50,000	0.2%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.2%
\$250,000 - \$299,999	0.2%
\$300,000 - \$399,999	1.0%
\$400,000 - \$499,999	3.5%
\$500,000 - \$749,999	74.2%
\$750,000 - \$999,999	17.8%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	2.9%
Average Home Value	\$704,346

## 2026 Owner Occupied Housing Units by Value

Total	486
<\$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	0.2%
\$400,000 - \$499,999	1.4%
\$500,000 - \$749,999	61.5%
\$750,000 - \$999,999	28.8%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	8.0%
Average Home Value	\$824,331

**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	2,520
0 - 4	5.3%
5 - 9	6.0%
10 - 14	6.6%
15 - 24	14.3%
25 - 34	12.0%
35 - 44	15.5%
45 - 54	14.4%
55 - 64	12.8%
65 - 74	8.4%
75 - 84	3.5%
85 +	1.1%
18 +	77.3%

## 2021 Population by Age

Total	2,471
0 - 4	5.0%
5 - 9	5.5%
10 - 14	5.5%
15 - 24	11.1%
25 - 34	14.3%
35 - 44	12.7%
45 - 54	14.2%
55 - 64	12.5%
65 - 74	10.9%
75 - 84	6.6%
85 +	1.7%
18 +	80.5%

## 2026 Population by Age

Total	2,464
0 - 4	5.0%
5 - 9	5.3%
10 - 14	5.8%
15 - 24	10.6%
25 - 34	12.3%
35 - 44	15.0%
45 - 54	12.4%
55 - 64	12.6%
65 - 74	11.5%
75 - 84	7.3%
85 +	2.4%
18 +	80.7%

## 2010 Population by Sex

Males	1,276
Females	1,244

## 2021 Population by Sex

Males	1,254
Females	1,217

## 2026 Population by Sex

Males	1,252
Females	1,212

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## 2010 Population by Race/Ethnicity

Total	2,520
White Alone	34.4%
Black Alone	2.3%
American Indian Alone	0.6%
Asian Alone	39.8%
Pacific Islander Alone	0.6%
Some Other Race Alone	18.2%
Two or More Races	4.0%
Hispanic Origin	42.6%
Diversity Index	85.8

## 2021 Population by Race/Ethnicity

Total	2,471
White Alone	29.8%
Black Alone	2.3%
American Indian Alone	0.6%
Asian Alone	44.9%
Pacific Islander Alone	0.6%
Some Other Race Alone	17.7%
Two or More Races	4.0%
Hispanic Origin	40.7%
Diversity Index	84.9

## 2026 Population by Race/Ethnicity

Total	2,464
White Alone	28.0%
Black Alone	2.3%
American Indian Alone	0.5%
Asian Alone	47.6%
Pacific Islander Alone	0.6%
Some Other Race Alone	17.0%
Two or More Races	4.0%
Hispanic Origin	39.4%
Diversity Index	84.0

## 2010 Population by Relationship and Household Type

Total	2,520
In Households	99.8%
In Family Households	95.5%
Householder	21.6%
Spouse	17.1%
Child	36.9%
Other relative	14.8%
Nonrelative	5.0%
In Nonfamily Households	4.3%
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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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## 2021 Population 25+ by Educational Attainment

Total	1,800
Less than 9th Grade	12.3%
9th - 12th Grade, No Diploma	10.7%
High School Graduate	18.0%
GED/Alternative Credential	1.6%
Some College, No Degree	24.3%
Associate Degree	6.0%
Bachelor's Degree	18.1%
Graduate/Professional Degree	9.0%

## 2021 Population 15+ by Marital Status

Total	2,075
Never Married	32.8%
Married	58.8%
Widowed	2.6%
Divorced	5.8%

## 2021 Civilian Population 16+ in Labor Force

Civilian Population 16+	1,166
Population 16+ Employed	93.8%
Population 16+ Unemployment rate	6.2%
Population 16-24 Employed	9.9%
Population 16-24 Unemployment rate	0.0%
Population 25-54 Employed	65.7%
Population 25-54 Unemployment rate	4.9%
Population 55-64 Employed	14.8%
Population 55-64 Unemployment rate	17.8%
Population 65+ Employed	9.6%
Population 65+ Unemployment rate	0.0%

## 2021 Employed Population 16+ by Industry

Total	1,094
Agriculture/Mining	0.0%
Construction	11.8%
Manufacturing	12.6%
Wholesale Trade	1.6%
Retail Trade	8.9%
Transportation/Utilities	5.2%
Information	0.4%
Finance/Insurance/Real Estate	11.9%
Services	46.3%
Public Administration	1.3%

## 2021 Employed Population 16+ by Occupation

Total	1,094
White Collar	68.0%
Management/Business/Financial	17.7%
Professional	23.8%
Sales	10.7%
Administrative Support	15.8%
Services	10.1%
Blue Collar	21.9%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	8.8%
Installation/Maintenance/Repair	2.2%
Production	6.6%
Transportation/Material Moving	4.4%

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<b>2010 Households by Type</b>	
Total	616
Households with 1 Person	7.8%
Households with 2+ People	92.2%
Family Households	88.5%
Husband-wife Families	69.8%
With Related Children	35.2%
Other Family (No Spouse Present)	18.7%
Other Family with Male Householder	7.1%
With Related Children	2.3%
Other Family with Female Householder	11.5%
With Related Children	5.8%
Nonfamily Households	3.7%
All Households with Children	44.2%
Multigenerational Households	16.9%
Unmarried Partner Households	3.1%
Male-female	2.9%
Same-sex	0.2%
<b>2010 Households by Size</b>	
Total	616
1 Person Household	7.8%
2 Person Household	22.6%
3 Person Household	13.8%
4 Person Household	17.9%
5 Person Household	16.2%
6 Person Household	8.8%
7 + Person Household	13.0%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	616
Owner Occupied	83.6%
Owned with a Mortgage/Loan	66.2%
Owned Free and Clear	17.4%
Renter Occupied	16.4%
<b>2021 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	96
Percent of Income for Mortgage	25.4%
Wealth Index	128
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	620
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	2,520
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. Pacific Heights (2C)
- 2.
- 3.

## 2021 Consumer Spending

Apparel & Services: Total \$	\$1,424,661
Average Spent	\$2,378.40
Spending Potential Index	112
Education: Total \$	\$1,419,332
Average Spent	\$2,369.50
Spending Potential Index	137
Entertainment/Recreation: Total \$	\$2,277,630
Average Spent	\$3,802.39
Spending Potential Index	118
Food at Home: Total \$	\$3,683,812
Average Spent	\$6,149.94
Spending Potential Index	113
Food Away from Home: Total \$	\$2,751,179
Average Spent	\$4,592.95
Spending Potential Index	121
Health Care: Total \$	\$3,857,949
Average Spent	\$6,440.65
Spending Potential Index	103
HH Furnishings & Equipment: Total \$	\$1,560,593
Average Spent	\$2,605.33
Spending Potential Index	116
Personal Care Products & Services: Total \$	\$619,656
Average Spent	\$1,034.48
Spending Potential Index	115
Shelter: Total \$	\$16,630,895
Average Spent	\$27,764.43
Spending Potential Index	138
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,650,431
Average Spent	\$2,755.31
Spending Potential Index	115
Travel: Total \$	\$2,086,536
Average Spent	\$3,483.37
Spending Potential Index	138
Vehicle Maintenance & Repairs: Total \$	\$686,791
Average Spent	\$1,146.56
Spending Potential Index	103

**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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