



Community Profile

SHADOW RUN
Area: 0.14 square miles

Prepared by Esri

Population Summary	
2000 Total Population	1,945
2010 Total Population	1,749
2021 Total Population	1,602
2021 Group Quarters	11
2026 Total Population	1,563
2021-2026 Annual Rate	-0.49%
2021 Total Daytime Population	1,201
Workers	339
Residents	862
Household Summary	
2000 Households	364
2000 Average Household Size	5.31
2010 Households	358
2010 Average Household Size	4.86
2021 Households	325
2021 Average Household Size	4.90
2026 Households	316
2026 Average Household Size	4.91
2021-2026 Annual Rate	-0.56%
2010 Families	302
2010 Average Family Size	4.93
2021 Families	274
2021 Average Family Size	4.98
2026 Families	266
2026 Average Family Size	5.01
2021-2026 Annual Rate	-0.59%
Housing Unit Summary	
2000 Housing Units	370
Owner Occupied Housing Units	66.2%
Renter Occupied Housing Units	32.2%
Vacant Housing Units	1.6%
2010 Housing Units	377
Owner Occupied Housing Units	58.9%
Renter Occupied Housing Units	36.1%
Vacant Housing Units	5.0%
2021 Housing Units	377
Owner Occupied Housing Units	50.7%
Renter Occupied Housing Units	35.5%
Vacant Housing Units	13.8%
2026 Housing Units	377
Owner Occupied Housing Units	49.6%
Renter Occupied Housing Units	34.2%
Vacant Housing Units	16.2%
Median Household Income	
2021	\$67,695
2026	\$72,217
Median Home Value	
2021	\$501,316
2026	\$581,835
Per Capita Income	
2021	\$18,522
2026	\$20,248
Median Age	
2010	28.5
2021	30.5
2026	31.0

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

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2021 Households by Income

Household Income Base	325
<\$15,000	2.2%
\$15,000 - \$24,999	5.5%
\$25,000 - \$34,999	11.1%
\$35,000 - \$49,999	16.6%
\$50,000 - \$74,999	18.8%
\$75,000 - \$99,999	7.1%
\$100,000 - \$149,999	24.3%
\$150,000 - \$199,999	7.1%
\$200,000+	7.4%
Average Household Income	\$91,239

2026 Households by Income

Household Income Base	316
<\$15,000	1.6%
\$15,000 - \$24,999	4.4%
\$25,000 - \$34,999	9.2%
\$35,000 - \$49,999	16.5%
\$50,000 - \$74,999	19.9%
\$75,000 - \$99,999	6.6%
\$100,000 - \$149,999	25.0%
\$150,000 - \$199,999	8.5%
\$200,000+	8.2%
Average Household Income	\$100,088

2021 Owner Occupied Housing Units by Value

Total	191
<\$50,000	0.0%
\$50,000 - \$99,999	0.5%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.5%
\$250,000 - \$299,999	0.0%
\$300,000 - \$399,999	10.5%
\$400,000 - \$499,999	38.2%
\$500,000 - \$749,999	49.7%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$527,618

2026 Owner Occupied Housing Units by Value

Total	187
<\$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	3.2%
\$400,000 - \$499,999	22.5%
\$500,000 - \$749,999	74.3%
\$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	\$576,872

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	1,749
0 - 4	8.1%
5 - 9	8.6%
10 - 14	8.9%
15 - 24	18.5%
25 - 34	16.0%
35 - 44	15.5%
45 - 54	12.6%
55 - 64	6.7%
65 - 74	3.1%
75 - 84	1.4%
85 +	0.5%
18 +	68.6%

2021 Population by Age

Total	1,602
0 - 4	7.4%
5 - 9	7.4%
10 - 14	7.2%
15 - 24	17.1%
25 - 34	18.9%
35 - 44	13.5%
45 - 54	12.3%
55 - 64	9.4%
65 - 74	4.7%
75 - 84	1.6%
85 +	0.5%
18 +	73.2%

2026 Population by Age

Total	1,563
0 - 4	7.5%
5 - 9	7.3%
10 - 14	7.2%
15 - 24	16.9%
25 - 34	18.2%
35 - 44	14.2%
45 - 54	12.0%
55 - 64	8.8%
65 - 74	5.2%
75 - 84	2.1%
85 +	0.5%
18 +	73.1%

2010 Population by Sex

Males	883
Females	866

2021 Population by Sex

Males	793
Females	809

2026 Population by Sex

Males	775
Females	788

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2010 Population by Race/Ethnicity

Total	1,749
White Alone	35.2%
Black Alone	1.4%
American Indian Alone	0.6%
Asian Alone	10.1%
Pacific Islander Alone	0.4%
Some Other Race Alone	47.9%
Two or More Races	4.3%
Hispanic Origin	84.5%
Diversity Index	90.1

2021 Population by Race/Ethnicity

Total	1,602
White Alone	33.3%
Black Alone	1.4%
American Indian Alone	0.6%
Asian Alone	11.8%
Pacific Islander Alone	0.4%
Some Other Race Alone	48.1%
Two or More Races	4.4%
Hispanic Origin	83.5%
Diversity Index	90.9

2026 Population by Race/Ethnicity

Total	1,563
White Alone	33.0%
Black Alone	1.5%
American Indian Alone	0.5%
Asian Alone	12.8%
Pacific Islander Alone	0.4%
Some Other Race Alone	47.5%
Two or More Races	4.3%
Hispanic Origin	82.7%
Diversity Index	91.0

2010 Population by Relationship and Household Type

Total	1,749
In Households	99.4%
In Family Households	94.2%
Householder	17.3%
Spouse	12.8%
Child	40.4%
Other relative	14.6%
Nonrelative	9.0%
In Nonfamily Households	5.3%
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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment

Total	976
Less than 9th Grade	25.8%
9th - 12th Grade, No Diploma	15.0%
High School Graduate	20.4%
GED/Alternative Credential	4.8%
Some College, No Degree	13.2%
Associate Degree	2.3%
Bachelor's Degree	14.2%
Graduate/Professional Degree	4.3%

2021 Population 15+ by Marital Status

Total	1,250
Never Married	44.9%
Married	48.2%
Widowed	2.4%
Divorced	4.6%

2021 Civilian Population 16+ in Labor Force

Civilian Population 16+	799
Population 16+ Employed	94.2%
Population 16+ Unemployment rate	5.8%
Population 16-24 Employed	18.5%
Population 16-24 Unemployment rate	2.1%
Population 25-54 Employed	70.7%
Population 25-54 Unemployment rate	7.2%
Population 55-64 Employed	10.1%
Population 55-64 Unemployment rate	2.6%
Population 65+ Employed	0.8%
Population 65+ Unemployment rate	0.0%

2021 Employed Population 16+ by Industry

Total	753
Agriculture/Mining	0.0%
Construction	16.7%
Manufacturing	16.5%
Wholesale Trade	0.5%
Retail Trade	15.0%
Transportation/Utilities	5.6%
Information	2.3%
Finance/Insurance/Real Estate	9.2%
Services	29.1%
Public Administration	5.2%

2021 Employed Population 16+ by Occupation

Total	753
White Collar	36.7%
Management/Business/Financial	4.8%
Professional	6.9%
Sales	13.4%
Administrative Support	11.6%
Services	23.2%
Blue Collar	40.1%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	19.5%
Installation/Maintenance/Repair	2.1%
Production	12.7%
Transportation/Material Moving	5.7%

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2010 Households by Type	
Total	358
Households with 1 Person	10.6%
Households with 2+ People	89.4%
Family Households	84.4%
Husband-wife Families	62.6%
With Related Children	48.3%
Other Family (No Spouse Present)	21.8%
Other Family with Male Householder	7.8%
With Related Children	5.0%
Other Family with Female Householder	14.0%
With Related Children	8.9%
Nonfamily Households	5.0%
All Households with Children	63.7%
Multigenerational Households	17.9%
Unmarried Partner Households	4.2%
Male-female	3.9%
Same-sex	0.3%
2010 Households by Size	
Total	358
1 Person Household	10.6%
2 Person Household	11.7%
3 Person Household	10.9%
4 Person Household	19.8%
5 Person Household	12.0%
6 Person Household	11.2%
7 + Person Household	23.7%
2010 Households by Tenure and Mortgage Status	
Total	358
Owner Occupied	62.0%
Owned with a Mortgage/Loan	54.5%
Owned Free and Clear	7.5%
Renter Occupied	38.0%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	78
Percent of Income for Mortgage	31.1%
Wealth Index	66
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	377
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	1,749
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. Family Extensions (13B)
- 2.
- 3.

2021 Consumer Spending

Apparel & Services: Total \$	\$717,417
Average Spent	\$2,207.44
Spending Potential Index	104
Education: Total \$	\$544,245
Average Spent	\$1,674.60
Spending Potential Index	97
Entertainment/Recreation: Total \$	\$964,305
Average Spent	\$2,967.09
Spending Potential Index	92
Food at Home: Total \$	\$1,823,995
Average Spent	\$5,612.29
Spending Potential Index	103
Food Away from Home: Total \$	\$1,361,058
Average Spent	\$4,187.87
Spending Potential Index	110
Health Care: Total \$	\$1,650,675
Average Spent	\$5,079.00
Spending Potential Index	81
HH Furnishings & Equipment: Total \$	\$666,088
Average Spent	\$2,049.50
Spending Potential Index	91
Personal Care Products & Services: Total \$	\$273,427
Average Spent	\$841.31
Spending Potential Index	94
Shelter: Total \$	\$7,536,405
Average Spent	\$23,188.94
Spending Potential Index	115
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$596,019
Average Spent	\$1,833.90
Spending Potential Index	77
Travel: Total \$	\$789,562
Average Spent	\$2,429.42
Spending Potential Index	96
Vehicle Maintenance & Repairs: Total \$	\$328,285
Average Spent	\$1,010.11
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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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