



# Community Profile

WILLARD  
Area: 0.23 square miles

Prepared by Esri

<b>Population Summary</b>	
2000 Total Population	10,530
2010 Total Population	9,666
2021 Total Population	9,623
2021 Group Quarters	95
2026 Total Population	9,728
2021-2026 Annual Rate	0.22%
2021 Total Daytime Population	7,122
Workers	1,671
Residents	5,451
<b>Household Summary</b>	
2000 Households	2,324
2000 Average Household Size	4.51
2010 Households	2,259
2010 Average Household Size	4.24
2021 Households	2,238
2021 Average Household Size	4.26
2026 Households	2,257
2026 Average Household Size	4.27
2021-2026 Annual Rate	0.17%
2010 Families	1,853
2010 Average Family Size	4.42
2021 Families	1,840
2021 Average Family Size	4.44
2026 Families	1,854
2026 Average Family Size	4.45
2021-2026 Annual Rate	0.15%
<b>Housing Unit Summary</b>	
2000 Housing Units	2,364
Owner Occupied Housing Units	13.2%
Renter Occupied Housing Units	85.2%
Vacant Housing Units	1.7%
2010 Housing Units	2,354
Owner Occupied Housing Units	13.5%
Renter Occupied Housing Units	82.5%
Vacant Housing Units	4.0%
2021 Housing Units	2,362
Owner Occupied Housing Units	12.4%
Renter Occupied Housing Units	82.4%
Vacant Housing Units	5.2%
2026 Housing Units	2,386
Owner Occupied Housing Units	12.4%
Renter Occupied Housing Units	82.1%
Vacant Housing Units	5.4%
<b>Median Household Income</b>	
2021	\$41,683
2026	\$45,423
<b>Median Home Value</b>	
2021	\$592,715
2026	\$668,712
<b>Per Capita Income</b>	
2021	\$13,499
2026	\$15,299
<b>Median Age</b>	
2010	25.0
2021	25.2
2026	26.5

**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	2,238
<\$15,000	10.1%
\$15,000 - \$24,999	13.4%
\$25,000 - \$34,999	15.5%
\$35,000 - \$49,999	20.4%
\$50,000 - \$74,999	19.1%
\$75,000 - \$99,999	7.7%
\$100,000 - \$149,999	8.1%
\$150,000 - \$199,999	3.8%
\$200,000+	1.9%
Average Household Income	\$57,353

## 2026 Households by Income

Household Income Base	2,257
<\$15,000	9.0%
\$15,000 - \$24,999	11.2%
\$25,000 - \$34,999	14.4%
\$35,000 - \$49,999	20.2%
\$50,000 - \$74,999	19.5%
\$75,000 - \$99,999	8.6%
\$100,000 - \$149,999	9.9%
\$150,000 - \$199,999	5.0%
\$200,000+	2.3%
Average Household Income	\$65,088

## 2021 Owner Occupied Housing Units by Value

Total	292
<\$50,000	0.3%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	2.1%
\$200,000 - \$249,999	1.4%
\$250,000 - \$299,999	2.4%
\$300,000 - \$399,999	2.4%
\$400,000 - \$499,999	21.9%
\$500,000 - \$749,999	51.7%
\$750,000 - \$999,999	13.0%
\$1,000,000 - \$1,499,999	4.5%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$613,356

## 2026 Owner Occupied Housing Units by Value

Total	297
<\$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	0.3%
\$400,000 - \$499,999	12.8%
\$500,000 - \$749,999	54.9%
\$750,000 - \$999,999	29.0%
\$1,000,000 - \$1,499,999	3.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$694,883

**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	9,666
0 - 4	12.3%
5 - 9	10.5%
10 - 14	9.6%
15 - 24	17.6%
25 - 34	17.3%
35 - 44	15.6%
45 - 54	8.5%
55 - 64	4.4%
65 - 74	2.4%
75 - 84	1.3%
85 +	0.5%
18 +	61.8%

## 2021 Population by Age

Total	9,624
0 - 4	11.0%
5 - 9	9.9%
10 - 14	8.8%
15 - 24	19.8%
25 - 34	17.2%
35 - 44	11.9%
45 - 54	10.8%
55 - 64	5.7%
65 - 74	2.9%
75 - 84	1.4%
85 +	0.5%
18 +	64.7%

## 2026 Population by Age

Total	9,726
0 - 4	11.0%
5 - 9	9.5%
10 - 14	8.3%
15 - 24	17.8%
25 - 34	19.4%
35 - 44	11.4%
45 - 54	10.0%
55 - 64	7.1%
65 - 74	3.3%
75 - 84	1.6%
85 +	0.5%
18 +	66.3%

## 2010 Population by Sex

Males	4,955
Females	4,711

## 2021 Population by Sex

Males	5,027
Females	4,596

## 2026 Population by Sex

Males	5,100
Females	4,627

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## 2010 Population by Race/Ethnicity

Total	9,667
White Alone	53.1%
Black Alone	1.3%
American Indian Alone	1.1%
Asian Alone	2.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	38.6%
Two or More Races	3.9%
Hispanic Origin	91.3%
Diversity Index	76.3

## 2021 Population by Race/Ethnicity

Total	9,623
White Alone	51.4%
Black Alone	1.3%
American Indian Alone	1.0%
Asian Alone	2.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	39.9%
Two or More Races	3.9%
Hispanic Origin	91.7%
Diversity Index	77.5

## 2026 Population by Race/Ethnicity

Total	9,728
White Alone	51.3%
Black Alone	1.3%
American Indian Alone	0.9%
Asian Alone	2.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	39.8%
Two or More Races	3.9%
Hispanic Origin	91.8%
Diversity Index	77.6

## 2010 Population by Relationship and Household Type

Total	9,666
In Households	99.1%
In Family Households	92.8%
Householder	19.5%
Spouse	12.1%
Child	41.8%
Other relative	11.3%
Nonrelative	8.0%
In Nonfamily Households	6.3%
In Group Quarters	0.9%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.7%

**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.

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## 2021 Population 25+ by Educational Attainment

Total	4,853
Less than 9th Grade	25.9%
9th - 12th Grade, No Diploma	24.4%
High School Graduate	18.7%
GED/Alternative Credential	4.0%
Some College, No Degree	15.6%
Associate Degree	2.5%
Bachelor's Degree	5.1%
Graduate/Professional Degree	3.9%

## 2021 Population 15+ by Marital Status

Total	6,760
Never Married	48.8%
Married	39.7%
Widowed	2.7%
Divorced	8.8%

## 2021 Civilian Population 16+ in Labor Force

Civilian Population 16+	4,531
Population 16+ Employed	93.8%
Population 16+ Unemployment rate	6.2%
Population 16-24 Employed	21.0%
Population 16-24 Unemployment rate	10.8%
Population 25-54 Employed	67.2%
Population 25-54 Unemployment rate	5.3%
Population 55-64 Employed	9.7%
Population 55-64 Unemployment rate	1.0%
Population 65+ Employed	2.1%
Population 65+ Unemployment rate	8.2%

## 2021 Employed Population 16+ by Industry

Total	4,251
Agriculture/Mining	1.7%
Construction	12.8%
Manufacturing	13.1%
Wholesale Trade	2.1%
Retail Trade	8.8%
Transportation/Utilities	2.7%
Information	0.0%
Finance/Insurance/Real Estate	5.3%
Services	50.5%
Public Administration	3.1%

## 2021 Employed Population 16+ by Occupation

Total	4,251
White Collar	29.5%
Management/Business/Financial	9.3%
Professional	5.2%
Sales	5.9%
Administrative Support	9.2%
Services	32.5%
Blue Collar	37.9%
Farming/Forestry/Fishing	1.0%
Construction/Extraction	11.9%
Installation/Maintenance/Repair	1.5%
Production	12.1%
Transportation/Material Moving	11.4%

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<b>2010 Households by Type</b>	
Total	2,259
Households with 1 Person	12.9%
Households with 2+ People	87.1%
Family Households	82.0%
Husband-wife Families	51.0%
With Related Children	40.9%
Other Family (No Spouse Present)	31.1%
Other Family with Male Householder	11.6%
With Related Children	8.5%
Other Family with Female Householder	19.5%
With Related Children	15.5%
Nonfamily Households	5.1%
All Households with Children	66.0%
Multigenerational Households	10.5%
Unmarried Partner Households	11.3%
Male-female	10.8%
Same-sex	0.5%
<b>2010 Households by Size</b>	
Total	2,260
1 Person Household	12.9%
2 Person Household	13.5%
3 Person Household	13.5%
4 Person Household	19.0%
5 Person Household	17.2%
6 Person Household	10.9%
7 + Person Household	13.1%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	2,259
Owner Occupied	14.1%
Owned with a Mortgage/Loan	12.2%
Owned Free and Clear	1.9%
Renter Occupied	85.9%
<b>2021 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	40
Percent of Income for Mortgage	59.7%
Wealth Index	37
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	2,354
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	9,666
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. Family Extensions (13B)
3. Southwestern Families (7F)

## 2021 Consumer Spending

Apparel & Services: Total \$	\$3,330,930
Average Spent	\$1,488.35
Spending Potential Index	70
Education: Total \$	\$2,354,207
Average Spent	\$1,051.92
Spending Potential Index	61
Entertainment/Recreation: Total \$	\$4,214,105
Average Spent	\$1,882.98
Spending Potential Index	58
Food at Home: Total \$	\$8,422,906
Average Spent	\$3,763.59
Spending Potential Index	69
Food Away from Home: Total \$	\$6,081,390
Average Spent	\$2,717.33
Spending Potential Index	72
Health Care: Total \$	\$7,871,069
Average Spent	\$3,517.01
Spending Potential Index	56
HH Furnishings & Equipment: Total \$	\$3,080,768
Average Spent	\$1,376.57
Spending Potential Index	61
Personal Care Products & Services: Total \$	\$1,285,415
Average Spent	\$574.36
Spending Potential Index	64
Shelter: Total \$	\$30,896,158
Average Spent	\$13,805.25
Spending Potential Index	68
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,936,022
Average Spent	\$1,311.90
Spending Potential Index	55
Travel: Total \$	\$3,156,969
Average Spent	\$1,410.62
Spending Potential Index	56
Vehicle Maintenance & Repairs: Total \$	\$1,603,331
Average Spent	\$716.41
Spending Potential Index	65

**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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