



Community Profile

Southwest District
Area: 10.39 square miles

Prepared by Esri

Population Summary	
2000 Total Population	96,553
2010 Total Population	95,302
2018 Total Population	103,199
2018 Group Quarters	1,642
2023 Total Population	107,567
2018-2023 Annual Rate	0.83%
2018 Total Daytime Population	114,386
Workers	56,166
Residents	58,220
Household Summary	
2000 Households	35,144
2000 Average Household Size	2.72
2010 Households	32,400
2010 Average Household Size	2.90
2018 Households	34,356
2018 Average Household Size	2.96
2023 Households	35,603
2023 Average Household Size	2.98
2018-2023 Annual Rate	0.72%
2010 Families	21,300
2010 Average Family Size	3.51
2018 Families	22,495
2018 Average Family Size	3.61
2023 Families	23,255
2023 Average Family Size	3.65
2018-2023 Annual Rate	0.67%
Housing Unit Summary	
2000 Housing Units	37,474
Owner Occupied Housing Units	21.6%
Renter Occupied Housing Units	72.2%
Vacant Housing Units	6.2%
2010 Housing Units	38,578
Owner Occupied Housing Units	20.7%
Renter Occupied Housing Units	63.3%
Vacant Housing Units	16.0%
2018 Housing Units	40,018
Owner Occupied Housing Units	18.4%
Renter Occupied Housing Units	67.5%
Vacant Housing Units	14.1%
2023 Housing Units	41,577
Owner Occupied Housing Units	18.9%
Renter Occupied Housing Units	66.8%
Vacant Housing Units	14.4%
Median Household Income	
2018	\$32,769
2023	\$36,692
Median Home Value	
2018	\$122,775
2023	\$131,214
Per Capita Income	
2018	\$16,106
2023	\$18,314
Median Age	
2010	29.5
2018	30.6
2023	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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income

Household Income Base	34,356
<\$15,000	18.2%
\$15,000 - \$24,999	18.3%
\$25,000 - \$34,999	16.3%
\$35,000 - \$49,999	17.7%
\$50,000 - \$74,999	13.8%
\$75,000 - \$99,999	6.5%
\$100,000 - \$149,999	5.5%
\$150,000 - \$199,999	1.9%
\$200,000+	1.7%
Average Household Income	\$46,982

2023 Households by Income

Household Income Base	35,603
<\$15,000	15.2%
\$15,000 - \$24,999	16.2%
\$25,000 - \$34,999	15.7%
\$35,000 - \$49,999	18.4%
\$50,000 - \$74,999	15.4%
\$75,000 - \$99,999	7.7%
\$100,000 - \$149,999	7.0%
\$150,000 - \$199,999	2.2%
\$200,000+	2.2%
Average Household Income	\$53,984

2018 Owner Occupied Housing Units by Value

Total	7,337
<\$50,000	8.8%
\$50,000 - \$99,999	23.2%
\$100,000 - \$149,999	39.5%
\$150,000 - \$199,999	16.6%
\$200,000 - \$249,999	3.4%
\$250,000 - \$299,999	1.8%
\$300,000 - \$399,999	3.3%
\$400,000 - \$499,999	0.8%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.7%
\$1,000,000 - \$1,499,999	0.9%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$150,814

2023 Owner Occupied Housing Units by Value

Total	7,830
<\$50,000	8.0%
\$50,000 - \$99,999	19.9%
\$100,000 - \$149,999	35.4%
\$150,000 - \$199,999	18.2%
\$200,000 - \$249,999	4.7%
\$250,000 - \$299,999	2.8%
\$300,000 - \$399,999	4.9%
\$400,000 - \$499,999	1.8%
\$500,000 - \$749,999	1.8%
\$750,000 - \$999,999	1.4%
\$1,000,000 - \$1,499,999	1.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$175,852

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age	
Total	95,296
0 - 4	10.1%
5 - 9	8.2%
10 - 14	6.5%
15 - 24	16.1%
25 - 34	19.2%
35 - 44	14.4%
45 - 54	10.9%
55 - 64	6.9%
65 - 74	3.7%
75 - 84	2.5%
85 +	1.3%
18 +	71.4%
2018 Population by Age	
Total	103,198
0 - 4	9.2%
5 - 9	8.2%
10 - 14	7.2%
15 - 24	15.2%
25 - 34	18.1%
35 - 44	14.4%
45 - 54	10.6%
55 - 64	8.1%
65 - 74	5.0%
75 - 84	2.5%
85 +	1.5%
18 +	71.4%
2023 Population by Age	
Total	107,566
0 - 4	9.3%
5 - 9	8.0%
10 - 14	7.1%
15 - 24	15.4%
25 - 34	17.0%
35 - 44	14.6%
45 - 54	10.5%
55 - 64	8.1%
65 - 74	5.6%
75 - 84	2.9%
85 +	1.5%
18 +	71.7%
2010 Population by Sex	
Males	49,775
Females	45,527
2018 Population by Sex	
Males	53,763
Females	49,436
2023 Population by Sex	
Males	55,876
Females	51,691

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity

Total	95,302
White Alone	41.5%
Black Alone	16.8%
American Indian Alone	1.1%
Asian Alone	12.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	22.6%
Two or More Races	5.1%
Hispanic Origin	58.9%
Diversity Index	88.8

2018 Population by Race/Ethnicity

Total	103,200
White Alone	40.1%
Black Alone	16.6%
American Indian Alone	1.0%
Asian Alone	13.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	23.7%
Two or More Races	5.3%
Hispanic Origin	61.3%
Diversity Index	89.2

2023 Population by Race/Ethnicity

Total	107,568
White Alone	39.9%
Black Alone	16.3%
American Indian Alone	1.0%
Asian Alone	13.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	23.9%
Two or More Races	5.5%
Hispanic Origin	62.9%
Diversity Index	89.2

2010 Population by Relationship and Household Type

Total	95,302
In Households	98.4%
In Family Households	82.6%
Householder	22.4%
Spouse	13.0%
Child	33.9%
Other relative	9.3%
Nonrelative	4.1%
In Nonfamily Households	15.9%
In Group Quarters	1.6%
Institutionalized Population	0.7%
Noninstitutionalized Population	0.9%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment	
Total	62,061
Less than 9th Grade	25.1%
9th - 12th Grade, No Diploma	9.9%
High School Graduate	25.8%
GED/Alternative Credential	2.5%
Some College, No Degree	17.2%
Associate Degree	3.1%
Bachelor's Degree	12.2%
Graduate/Professional Degree	4.3%
2018 Population 15+ by Marital Status	
Total	77,774
Never Married	44.6%
Married	42.4%
Widowed	4.7%
Divorced	8.2%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	92.3%
Civilian Unemployed (Unemployment Rate)	7.7%
2018 Employed Population 16+ by Industry	
Total	45,851
Agriculture/Mining	0.8%
Construction	17.1%
Manufacturing	5.5%
Wholesale Trade	1.6%
Retail Trade	10.4%
Transportation/Utilities	4.5%
Information	1.0%
Finance/Insurance/Real Estate	5.0%
Services	52.7%
Public Administration	1.4%
2018 Employed Population 16+ by Occupation	
Total	45,850
White Collar	33.2%
Management/Business/Financial	5.9%
Professional	8.8%
Sales	9.4%
Administrative Support	9.1%
Services	33.7%
Blue Collar	33.1%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	13.5%
Installation/Maintenance/Repair	4.8%
Production	5.9%
Transportation/Material Moving	8.5%
2010 Population By Urban/ Rural Status	
Total Population	95,302
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



2010 Households by Type	
Total	32,400
Households with 1 Person	26.1%
Households with 2+ People	73.9%
Family Households	65.7%
Husband-wife Families	38.1%
With Related Children	22.9%
Other Family (No Spouse Present)	27.6%
Other Family with Male Householder	10.0%
With Related Children	5.0%
Other Family with Female Householder	17.7%
With Related Children	12.7%
Nonfamily Households	8.1%
All Households with Children	41.3%
Multigenerational Households	5.4%
Unmarried Partner Households	8.3%
Male-female	7.4%
Same-sex	0.8%
2010 Households by Size	
Total	32,399
1 Person Household	26.1%
2 Person Household	24.3%
3 Person Household	16.9%
4 Person Household	14.8%
5 Person Household	9.4%
6 Person Household	4.6%
7 + Person Household	3.8%
2010 Households by Tenure and Mortgage Status	
Total	32,400
Owner Occupied	24.7%
Owned with a Mortgage/Loan	14.0%
Owned Free and Clear	10.6%
Renter Occupied	75.3%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	38,578
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. NeWest Residents (13C)
2. Metro Fusion (11C)
3. Urban Villages (7B)

2018 Consumer Spending

Apparel & Services: Total \$	\$46,640,236
Average Spent	\$1,357.56
Spending Potential Index	62
Education: Total \$	\$27,963,916
Average Spent	\$813.95
Spending Potential Index	56
Entertainment/Recreation: Total \$	\$60,812,247
Average Spent	\$1,770.06
Spending Potential Index	55
Food at Home: Total \$	\$107,566,968
Average Spent	\$3,130.95
Spending Potential Index	62
Food Away from Home: Total \$	\$74,529,663
Average Spent	\$2,169.33
Spending Potential Index	62
Health Care: Total \$	\$100,929,171
Average Spent	\$2,937.75
Spending Potential Index	51
HH Furnishings & Equipment: Total \$	\$40,723,022
Average Spent	\$1,185.32
Spending Potential Index	57
Personal Care Products & Services: Total \$	\$16,664,730
Average Spent	\$485.06
Spending Potential Index	59
Shelter: Total \$	\$357,041,487
Average Spent	\$10,392.41
Spending Potential Index	62
Support Payments/Cash Contributions/Gifts in Kind: Total	\$42,893,653
Average Spent	\$1,248.51
Spending Potential Index	50
Travel: Total \$	\$38,749,473
Average Spent	\$1,127.88
Spending Potential Index	52
Vehicle Maintenance & Repairs: Total \$	\$21,703,972
Average Spent	\$631.74
Spending Potential Index	59

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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