Southern Area   Prepared by Esri
Area: 7.53 square miles

Population Summary	
2000 Total Population	23,601
2010 Total Population	21,781
2020 Total Population	22,979
2020 Group Quarters	712
2025 Total Population	23,580
2020-2025 Annual Rate	0.52%
2020 Total Daytime Population	26,619
Workers	16,607
Residents	10,012
Household Summary	
2000 Households	12,677
2000 Average Household Size	1.79
2010 Households	12,027
2010 Average Household Size	1.75
2020 Households	12,778
2020 Average Household Size	1.74
2025 Households	13,143
2025 Average Household Size	1.74
2020-2025 Annual Rate	0.56%
2010 Families	4,639
2010 Average Family Size	2.58
2020 Families	4,823
2020 Average Family Size	2.57
2025 Families	4,887
2025 Average Family Size	2.57
2020-2025 Annual Rate	0.26%
Housing Unit Summary	
2000 Housing Units	13,715
Owner Occupied Housing Units	48.7%
Renter Occupied Housing Units	43.7%
Vacant Housing Units	7.6%
2010 Housing Units	13,773
Owner Occupied Housing Units	47.2%
Renter Occupied Housing Units	40.1%
Vacant Housing Units	12.7%
2020 Housing Units	14,729
Owner Occupied Housing Units	43.6%
Renter Occupied Housing Units	43.2%
Vacant Housing Units	13.2%
2025 Housing Units	15,145
Owner Occupied Housing Units	42.4%
Renter Occupied Housing Units	44.3%
Vacant Housing Units	13.2%
Median Household Income	
2020	$63,202
2025	$68,996
Median Home Value	
2020	$254,471
2025	$270,018
Per Capita Income	
2020	$50,059
2025	$56,029
Median Age	
2010	38.8
2020	40.8
2025	41.9

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Households by Income

Household Income Base	12,778
<$15,000	11.3%
$15,000 - $24,999	9.6%
$25,000 - $34,999	6.9%
$35,000 - $49,999	11.0%
$50,000 - $74,999	18.2%
$75,000 - $99,999	12.8%
$100,000 - $149,999	15.5%
$150,000 - $199,999	6.0%
$200,000+	8.9%
Average Household Income	$92,852

2025 Households by Income

Household Income Base	13,143
<$15,000	10.5%
$15,000 - $24,999	8.8%
$25,000 - $34,999	6.3%
$35,000 - $49,999	10.1%
$50,000 - $74,999	17.5%
$75,000 - $99,999	13.1%
$100,000 - $149,999	16.4%
$150,000 - $199,999	6.9%
$200,000+	10.4%
Average Household Income	$103,803

2020 Owner Occupied Housing Units by Value

Total	6,421
<$50,000	2.1%
$50,000 - $99,999	2.2%
$100,000 - $149,999	8.7%
$150,000 - $199,999	15.5%
$200,000 - $249,999	20.4%
$250,000 - $299,999	12.4%
$300,000 - $399,999	12.7%
$400,000 - $499,999	5.0%
$500,000 - $749,999	10.8%
$750,000 - $999,999	8.0%
$1,000,000 - $1,499,999	1.3%
$1,500,000 - $1,999,999	0.6%
$2,000,000 +	0.4%
Average Home Value	$359,759

2025 Owner Occupied Housing Units by Value

Total	6,429
<$50,000	1.4%
$50,000 - $99,999	1.6%
$100,000 - $149,999	7.3%
$150,000 - $199,999	14.1%
$200,000 - $249,999	20.4%
$250,000 - $299,999	13.0%
$300,000 - $399,999	13.8%
$400,000 - $499,999	5.4%
$500,000 - $749,999	12.1%
$750,000 - $999,999	8.4%
$1,000,000 - $1,499,999	1.4%
$1,500,000 - $1,999,999	0.5%
$2,000,000 +	0.5%
Average Home Value	$376,940

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age	
Total	21,781
0 - 4	5.5%
5 - 9	3.3%
10 - 14	2.6%
15 - 24	10.0%
25 - 34	22.9%
35 - 44	13.7%
45 - 54	12.6%
55 - 64	12.4%
65 - 74	6.8%
75 - 84	5.7%
85 +	4.4%
18 +	87.0%
2020 Population by Age	
Total	22,978
0 - 4	4.7%
5 - 9	4.0%
10 - 14	3.5%
15 - 24	8.8%
25 - 34	19.9%
35 - 44	14.7%
45 - 54	11.1%
55 - 64	12.2%
65 - 74	10.1%
75 - 84	6.4%
85 +	4.7%
18 +	86.0%
2025 Population by Age	
Total	23,580
0 - 4	4.7%
5 - 9	3.8%
10 - 14	3.4%
15 - 24	9.6%
25 - 34	18.9%
35 - 44	14.1%
45 - 54	11.3%
55 - 64	11.2%
65 - 74	10.5%
75 - 84	7.9%
85 +	4.7%
18 +	86.3%
2010 Population by Sex	
Males	10,471
Females	11,310
2020 Population by Sex	
Males	11,005
Females	11,974
2025 Population by Sex	
Males	11,267
Females	12,314

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2010 Population by Race/Ethnicity	
Total	21,780
White Alone	74.8%
Black Alone	21.3%
American Indian Alone	0.2%
Asian Alone	1.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.1%
Two or More Races	1.2%
Hispanic Origin	2.5%
Diversity Index	42.5
2020 Population by Race/Ethnicity	
Total	22,978
White Alone	71.4%
Black Alone	23.7%
American Indian Alone	0.2%
Asian Alone	1.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	1.7%
Hispanic Origin	2.8%
Diversity Index	46.5
2025 Population by Race/Ethnicity	
Total	23,580
White Alone	69.4%
Black Alone	24.9%
American Indian Alone	0.2%
Asian Alone	2.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	2.0%
Hispanic Origin	3.0%
Diversity Index	48.8
2010 Population by Relationship and Household Type	
Total	21,781
In Households	96.9%
In Family Households	56.0%
Householder	20.8%
Spouse	14.9%
Child	16.6%
Other relative	2.5%
Nonrelative	1.1%
In Nonfamily Households	40.9%
In Group Quarters	3.1%
Institutionalized Population	2.8%
Noninstitutionalized Population	0.3%

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2020 Population 25+ by Educational Attainment	
Total	18,166
Less than 9th Grade	1.2%
9th - 12th Grade, No Diploma	3.6%
High School Graduate	10.9%
GED/Alternative Credential	2.5%
Some College, No Degree	15.6%
Associate Degree	5.8%
Bachelor's Degree	33.3%
Graduate/Professional Degree	27.0%
2020 Population 15+ by Marital Status	
Total	20,178
Never Married	38.8%
Married	41.1%
Widowed	5.7%
Divorced	14.4%
2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	14,637
Population 16+ Employed	89.0%
Population 16+ Unemployment rate	11.0%
Population 16-24 Employed	8.0%
Population 16-24 Unemployment rate	20.5%
Population 25-54 Employed	67.8%
Population 25-54 Unemployment rate	10.4%
Population 55-64 Employed	14.6%
Population 55-64 Unemployment rate	9.0%
Population 65+ Employed	9.6%
Population 65+ Unemployment rate	9.1%
2020 Employed Population 16+ by Industry	
Total	13,034
Agriculture/Mining	0.2%
Construction	4.8%
Manufacturing	4.7%
Wholesale Trade	2.5%
Retail Trade	6.2%
Transportation/Utilities	3.1%
Information	1.8%
Finance/Insurance/Real Estate	11.0%
Services	62.6%
Public Administration	3.2%
2020 Employed Population 16+ by Occupation	
Total	13,033
White Collar	76.7%
Management/Business/Financial	20.3%
Professional	35.1%
Sales	9.6%
Administrative Support	11.7%
Services	13.5%
Blue Collar	9.8%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.7%
Installation/Maintenance/Repair	1.5%
Production	2.6%
Transportation/Material Moving	2.9%

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2010 Households by Type

Total	12,027
Households with 1 Person	50.4%
Households with 2+ People	49.6%
Family Households	38.6%
Husband-wife Families	27.6%
With Related Children	8.5%
Other Family (No Spouse Present)	11.0%
Other Family with Male Householder	2.6%
With Related Children	1.1%
Other Family with Female Householder	8.4%
With Related Children	4.9%
Nonfamily Households	11.0%
All Households with Children	14.8%
Multigenerational Households	1.3%
Unmarried Partner Households	6.2%
Male-female	4.1%
Same-sex	2.2%

2010 Households by Size

Total	12,026
1 Person Household	50.4%
2 Person Household	32.2%
3 Person Household	9.7%
4 Person Household	5.1%
5 Person Household	1.7%
6 Person Household	0.6%
7 + Person Household	0.3%

2010 Households by Tenure and Mortgage Status

Total	12,027
Owner Occupied	54.1%
Owned with a Mortgage/Loan	39.3%
Owned Free and Clear	14.8%
Renter Occupied	45.9%

2020 Affordability, Mortgage and Wealth

Housing Affordability Index	144
Percent of Income for Mortgage	16.8%
Wealth Index	99

2010 Housing Units By Urban/ Rural Status

Total Housing Units	13,773
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	21,781
Population Inside Urbanized Area	100.0%
Housing Units 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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments	
1.	Metro Renters (3B)
2.	Emerald City (8B)
3.	Urban Chic (2A)

2020 Consumer Spending	
Apparel & Services: Total $	$29,212,773
Average Spent	$2,286.18
Spending Potential Index	107
Education: Total $	$24,112,681
Average Spent	$1,887.05
Spending Potential Index	106
Entertainment/Recreation: Total $	$41,588,298
Average Spent	$3,254.68
Spending Potential Index	100
Food at Home: Total $	$70,059,575
Average Spent	$5,482.83
Spending Potential Index	103
Food Away from Home: Total $	$51,214,084
Average Spent	$4,007.99
Spending Potential Index	106
Health Care: Total $	$71,100,466
Average Spent	$5,564.29
Spending Potential Index	97
HH Furnishings & Equipment: Total $	$28,195,732
Average Spent	$2,206.58
Spending Potential Index	101
Personal Care Products & Services: Total $	$12,335,375
Average Spent	$965.36
Spending Potential Index	105
Shelter: Total $	$267,299,313
Average Spent	$20,918.71
Spending Potential Index	108
Support Payments/Cash Contributions/Gifts in Kind: Total $	$29,146,740
Average Spent	$2,281.01
Spending Potential Index	97
Travel: Total $	$31,198,167
Average Spent	$2,441.55
Spending Potential Index	101
Vehicle Maintenance & Repairs: Total $	$15,497,246
Average Spent	$1,212.81
Spending Potential Index	105

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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