



Who are your current customers?

Once you know where your customers are located, you can learn more about their demographic makeup. Esri appends demographic characteristics to each customer record based on where customer addresses are located. The summarized results of this analysis are found in the Demographic Profile. The Demographic Profile provides a snapshot of the demographics surrounding customer locations. Based on the information in this report, you get a sense of the demographic makeup of your customer base.



A. 38.6 is the ratio of the young population (<15 years) and the older population (65+ years) to the working age population (15-64 years) in your area.	Trends: Annual Rate		2010-2011	2011-2016	Race and Ethnicity		2011	
	Population		0.50%	0.82%	White Alone		50.7%	
	Households		0.51%	0.87%	Black Alone		6.1%	
	Families		0.57%	0.88%	American Indian Alone		0.5%	
	Per Capita Income		N/A	3.52%	Asian Alone		29.1%	
	Median Household Income		N/A	3.16%	Pacific Islander Alone		0.3%	
					Some Other Race Alone		8.2%	
					Two or More Races		5.2%	
					Hispanic Origin (Any Race)		18.9%	
					Diversity Index		76.1	
B. 38.2% of all husband-wife families contain their own children age <18. Children under age 18 are classified as own children by birth, marriage (a stepchild), or adoption.	Population by Age		2011		Households by Tenure and Mortgage		2010	2011
	0 - 4			4.4%	Occupied Housing Units		92.8%	92.8%
	5 - 9			4.0%	Owner Occupied		39.8%	38.0%
	10 - 14			3.6%	Owned with a Mortgage/Loan		75.0%	N/A
	15 - 19			3.7%	Owned Free and Clear		25.0%	N/A
	20 - 24			6.1%	Renter Occupied		60.2%	62.0%
	25 - 34			19.9%	Vacant Housing Units		7.2%	7.2%
	35 - 44			16.4%				
	45 - 54			13.8%				
	55 - 64			12.2%				
C. There is a 76.1% chance that two people in your area, chosen at random, will belong to different race or ethnic groups. A diversity index of 100% represents an area where a variety of races are evenly represented.	65 - 74			8.4%				
	75 - 84			4.8%				
	85+			2.5%				
	Median Age			39.8				
	Age Dependency Index			38.6				
	Household Type		2010					
	Households with 1 Person			38.0%				
	Households with 2+ People			62.0%				
	Family Households			71.2%				
	Husband-wife Families			71.8%				
D. 39.8% of the homes in your area are owner-occupied.	With Own Children			38.2%				
	Other Family (No Spouse Present)			28.2%				
	With Own Children			35.0%				
	Nonfamily Households			90.2%				
	Households by Income		2011					
	<\$15,000			12.2%				
	\$15,000 - \$24,999			6.8%				
	\$25,000 - \$34,999			7.0%				
	\$35,000 - \$49,999			9.1%				
	\$50,000 - \$74,999			12.3%				
E. 75.0% of the housing units in your area are specified owner occupied housing units with a mortgage.	\$75,000 - \$99,999			12.2%				
	\$100,000 - \$149,999			18.8%				
	\$150,000 - \$199,999			9.4%				
	\$200,000+			12.2%				
	Median Household Income			\$79,250				
	Average Household Income			\$105,282				
	Per Capita Income			\$45,633				