



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.



Demographic Profile - Bayview Customers

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| <p>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.</p> <p>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.</p> <p>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.</p> <p>D. 39.8% of the homes in your area are owner-occupied.</p> <p>E. 75.0% of the housing units in your area are specified owner occupied housing units with a mortgage.</p> | <p>Trends: Annual Rate</p> <p>Population 0.50% 0.82%</p> <p>Households 0.51% 0.87%</p> <p>Families 0.57% 0.88%</p> <p>Per Capita Income N/A 3.52%</p> <p>Median Household Income N/A 3.16%</p> | <p>Race and Ethnicity</p> <p>White Alone 50.7%</p> <p>Black Alone 6.1%</p> <p>American Indian Alone 0.5%</p> <p>Asian Alone 29.1%</p> <p>Pacific Islander Alone 0.3%</p> <p>Some Other Race Alone 8.2%</p> <p>Two or More Races 5.2%</p> <p>Hispanic Origin (Any Race) 18.9%</p> <p>Diversity Index 76.1</p> |
| | <p>Population by Age</p> <p>0 - 4 4.4%</p> <p>5 - 9 4.0%</p> <p>10 - 14 3.6%</p> <p>15 - 19 3.7%</p> <p>20 - 24 6.1%</p> <p>25 - 34 19.9%</p> <p>35 - 44 16.4%</p> <p>45 - 54 13.8%</p> <p>55 - 64 12.2%</p> <p>65 - 74 8.4%</p> <p>75 - 84 4.8%</p> <p>85+ 2.5%</p> <p>Median Age 39.8</p> <p>Age Dependency Index 38.6</p> | <p>Households by Tenure and Mortgage</p> <p>Occupied Housing Units 92.8% 92.8%</p> <p>Owner Occupied 39.8% 38.0%</p> <p>Owned with a Mortgage/Loan 75.0% N/A</p> <p>Owned Free and Clear 25.0% N/A</p> <p>Renter Occupied 60.2% 62.0%</p> <p>Vacant Housing Units 7.2% 7.2%</p> <p>Average Household Size 2.28 2.28</p> |
| | <p>Household Type</p> <p>Households with 1 Person 38.0%</p> <p>Households with 2+ People 62.0%</p> <p>Family Households 71.2%</p> <p>Husband-wife Families 71.8%</p> <p>With Own Children 38.2%</p> <p>Other Family (No Spouse Present) 28.2%</p> <p>With Own Children 35.0%</p> <p>Nonfamily Households 90.2%</p> | |
| | <p>Households by Income</p> <p><\$15,000 12.2%</p> <p>\$15,000 - \$24,999 6.8%</p> <p>\$25,000 - \$34,999 7.0%</p> <p>\$35,000 - \$49,999 9.1%</p> <p>\$50,000 - \$74,999 12.3%</p> <p>\$75,000 - \$99,999 12.2%</p> <p>\$100,000 - \$149,999 18.8%</p> <p>\$150,000 - \$199,999 9.4%</p> <p>\$200,000+ 12.2%</p> <p>Median Household Income \$79,250</p> <p>Average Household Income \$105,282</p> <p>Per Capita Income \$45,633</p> | |

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2014 and 2019

Data Note: Income is expressed in current dollars