



Market Profile

Four Square Industrial
Area: 0.37 square miles

Prepared by Esri

Population Summary	
2000 Total Population	946
2010 Total Population	906
2017 Total Population	991
2017 Group Quarters	0
2022 Total Population	1,050
2017-2022 Annual Rate	1.16%
2017 Total Daytime Population	1,004
Workers	534
Residents	470
Household Summary	
2000 Households	364
2000 Average Household Size	2.60
2010 Households	364
2010 Average Household Size	2.49
2017 Households	400
2017 Average Household Size	2.48
2022 Households	424
2022 Average Household Size	2.48
2017-2022 Annual Rate	1.17%
2010 Families	214
2010 Average Family Size	3.07
2017 Families	232
2017 Average Family Size	3.05
2022 Families	243
2022 Average Family Size	3.07
2017-2022 Annual Rate	0.93%
Housing Unit Summary	
2000 Housing Units	413
Owner Occupied Housing Units	37.3%
Renter Occupied Housing Units	50.8%
Vacant Housing Units	11.9%
2010 Housing Units	480
Owner Occupied Housing Units	8.8%
Renter Occupied Housing Units	67.1%
Vacant Housing Units	24.2%
2017 Housing Units	522
Owner Occupied Housing Units	7.9%
Renter Occupied Housing Units	68.8%
Vacant Housing Units	23.4%
2022 Housing Units	536
Owner Occupied Housing Units	8.2%
Renter Occupied Housing Units	70.9%
Vacant Housing Units	20.9%
Median Household Income	
2017	\$28,787
2022	\$28,941
Median Home Value	
2017	\$178,333
2022	\$198,438
Per Capita Income	
2017	\$14,914
2022	\$16,141
Median Age	
2010	27.0
2017	28.1
2022	28.0

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income

Household Income Base	400
<\$15,000	15.5%
\$15,000 - \$24,999	25.5%
\$25,000 - \$34,999	19.0%
\$35,000 - \$49,999	16.5%
\$50,000 - \$74,999	18.0%
\$75,000 - \$99,999	1.5%
\$100,000 - \$149,999	3.8%
\$150,000 - \$199,999	0.0%
\$200,000+	0.0%

Average Household Income \$36,223

2022 Households by Income

Household Income Base	424
<\$15,000	16.3%
\$15,000 - \$24,999	25.0%
\$25,000 - \$34,999	17.9%
\$35,000 - \$49,999	15.6%
\$50,000 - \$74,999	18.2%
\$75,000 - \$99,999	1.9%
\$100,000 - \$149,999	5.0%
\$150,000 - \$199,999	0.0%
\$200,000+	0.0%

Average Household Income \$39,185

2017 Owner Occupied Housing Units by Value

Total	41
<\$50,000	4.9%
\$50,000 - \$99,999	9.8%
\$100,000 - \$149,999	12.2%
\$150,000 - \$199,999	36.6%
\$200,000 - \$249,999	19.5%
\$250,000 - \$299,999	7.3%
\$300,000 - \$399,999	4.9%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%

Average Home Value \$177,564

2022 Owner Occupied Housing Units by Value

Total	44
<\$50,000	2.3%
\$50,000 - \$99,999	4.5%
\$100,000 - \$149,999	6.8%
\$150,000 - \$199,999	36.4%
\$200,000 - \$249,999	27.3%
\$250,000 - \$299,999	11.4%
\$300,000 - \$399,999	9.1%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%

Average Home Value \$205,233

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	911
0 - 4	11.7%
5 - 9	8.7%
10 - 14	6.6%
15 - 24	17.6%
25 - 34	23.4%
35 - 44	12.4%
45 - 54	10.8%
55 - 64	5.7%
65 - 74	2.0%
75 - 84	0.7%
85 +	0.3%
18 +	68.8%
2017 Population by Age	
Total	993
0 - 4	10.6%
5 - 9	9.4%
10 - 14	7.8%
15 - 24	15.9%
25 - 34	20.3%
35 - 44	14.5%
45 - 54	9.9%
55 - 64	7.3%
65 - 74	3.3%
75 - 84	0.8%
85 +	0.3%
18 +	68.3%
2022 Population by Age	
Total	1,049
0 - 4	10.8%
5 - 9	9.2%
10 - 14	8.0%
15 - 24	16.2%
25 - 34	18.1%
35 - 44	15.3%
45 - 54	9.6%
55 - 64	7.4%
65 - 74	3.9%
75 - 84	1.2%
85 +	0.2%
18 +	67.9%
2010 Population by Sex	
Males	416
Females	490
2017 Population by Sex	
Males	463
Females	528
2022 Population by Sex	
Males	492
Females	558

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity

Total	908
White Alone	57.6%
Black Alone	31.2%
American Indian Alone	0.3%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.4%
Two or More Races	6.2%
Hispanic Origin	6.8%
Diversity Index	62.4

2017 Population by Race/Ethnicity

Total	991
White Alone	46.8%
Black Alone	41.3%
American Indian Alone	0.3%
Asian Alone	1.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.5%
Two or More Races	6.6%
Hispanic Origin	7.3%
Diversity Index	66.3

2022 Population by Race/Ethnicity

Total	1,050
White Alone	39.4%
Black Alone	48.5%
American Indian Alone	0.3%
Asian Alone	1.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.6%
Two or More Races	6.6%
Hispanic Origin	7.4%
Diversity Index	66.3

2010 Population by Relationship and Household Type

Total	906
In Households	100.0%
In Family Households	76.6%
Householder	24.1%
Spouse	8.6%
Child	35.2%
Other relative	4.6%
Nonrelative	4.0%
In Nonfamily Households	23.4%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



2017 Population 25+ by Educational Attainment

Total	557
Less than 9th Grade	11.1%
9th - 12th Grade, No Diploma	14.2%
High School Graduate	25.9%
GED/Alternative Credential	3.9%
Some College, No Degree	33.2%
Associate Degree	2.3%
Bachelor's Degree	7.5%
Graduate/Professional Degree	1.8%

2017 Population 15+ by Marital Status

Total	717
Never Married	61.5%
Married	17.0%
Widowed	7.1%
Divorced	14.4%

2017 Civilian Population 16+ in Labor Force

Civilian Employed	93.2%
Civilian Unemployed (Unemployment Rate)	6.8%

2017 Employed Population 16+ by Industry

Total	535
Agriculture/Mining	0.0%
Construction	3.7%
Manufacturing	56.1%
Wholesale Trade	3.2%
Retail Trade	9.3%
Transportation/Utilities	5.4%
Information	0.0%
Finance/Insurance/Real Estate	1.9%
Services	20.4%
Public Administration	0.0%

2017 Employed Population 16+ by Occupation

Total	536
White Collar	29.3%
Management/Business/Financial	1.9%
Professional	6.2%
Sales	5.0%
Administrative Support	16.3%
Services	10.7%
Blue Collar	60.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	1.9%
Installation/Maintenance/Repair	1.7%
Production	46.9%
Transportation/Material Moving	9.7%

2010 Population By Urban/ Rural Status

Total Population	906
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%



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2010 Households by Type

Total	364
Households with 1 Person	28.8%
Households with 2+ People	71.2%
Family Households	58.8%
Husband-wife Families	21.2%
With Related Children	14.3%
Other Family (No Spouse Present)	37.6%
Other Family with Male Householder	7.4%
With Related Children	4.7%
Other Family with Female Householder	30.5%
With Related Children	24.5%
Nonfamily Households	12.4%
All Households with Children	44.5%
Multigenerational Households	3.8%
Unmarried Partner Households	12.6%
Male-female	11.8%
Same-sex	0.8%

2010 Households by Size

Total	362
1 Person Household	29.0%
2 Person Household	28.7%
3 Person Household	23.2%
4 Person Household	11.6%
5 Person Household	5.5%
6 Person Household	1.4%
7 + Person Household	0.6%

2010 Households by Tenure and Mortgage Status

Total	364
Owner Occupied	11.5%
Owned with a Mortgage/Loan	11.0%
Owned Free and Clear	0.5%
Renter Occupied	88.5%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	480
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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Metro Fusion (11C)
2. Top Tier (1A)
3. Professional Pride (1B)

2017 Consumer Spending

Apparel & Services: Total \$	\$426,167
Average Spent	\$1,065.42
Spending Potential Index	49
Education: Total \$	\$270,118
Average Spent	\$675.29
Spending Potential Index	46
Entertainment/Recreation: Total \$	\$557,623
Average Spent	\$1,394.06
Spending Potential Index	45
Food at Home: Total \$	\$1,009,602
Average Spent	\$2,524.01
Spending Potential Index	50
Food Away from Home: Total \$	\$670,269
Average Spent	\$1,675.67
Spending Potential Index	50
Health Care: Total \$	\$914,096
Average Spent	\$2,285.24
Spending Potential Index	41
HH Furnishings & Equipment: Total \$	\$352,347
Average Spent	\$880.87
Spending Potential Index	45
Personal Care Products & Services: Total \$	\$149,280
Average Spent	\$373.20
Spending Potential Index	47
Shelter: Total \$	\$3,234,168
Average Spent	\$8,085.42
Spending Potential Index	50
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$387,514
Average Spent	\$968.78
Spending Potential Index	41
Travel: Total \$	\$336,703
Average Spent	\$841.76
Spending Potential Index	41
Vehicle Maintenance & Repairs: Total \$	\$198,565
Average Spent	\$496.41
Spending Potential Index	46

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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