



Market Profile

North Bay New Haven
Area: 1.45 square miles

Prepared by Esri

Population Summary	
2000 Total Population	155
2010 Total Population	172
2017 Total Population	186
2017 Group Quarters	4
2022 Total Population	196
2017-2022 Annual Rate	1.05%
2017 Total Daytime Population	1,144
Workers	1,037
Residents	107
Household Summary	
2000 Households	41
2000 Average Household Size	3.68
2010 Households	48
2010 Average Household Size	3.50
2017 Households	52
2017 Average Household Size	3.50
2022 Households	55
2022 Average Household Size	3.47
2017-2022 Annual Rate	1.13%
2010 Families	35
2010 Average Family Size	4.09
2017 Families	38
2017 Average Family Size	4.05
2022 Families	40
2022 Average Family Size	4.05
2017-2022 Annual Rate	1.03%
Housing Unit Summary	
2000 Housing Units	51
Owner Occupied Housing Units	62.7%
Renter Occupied Housing Units	17.6%
Vacant Housing Units	19.6%
2010 Housing Units	62
Owner Occupied Housing Units	59.7%
Renter Occupied Housing Units	17.7%
Vacant Housing Units	22.6%
2017 Housing Units	67
Owner Occupied Housing Units	59.7%
Renter Occupied Housing Units	17.9%
Vacant Housing Units	22.4%
2022 Housing Units	70
Owner Occupied Housing Units	58.6%
Renter Occupied Housing Units	20.0%
Vacant Housing Units	21.4%
Median Household Income	
2017	\$56,773
2022	\$67,458
Median Home Value	
2017	\$141,667
2022	\$175,000
Per Capita Income	
2017	\$24,277
2022	\$27,493
Median Age	
2010	34.8
2017	36.2
2022	36.5

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	52
<\$15,000	11.5%
\$15,000 - \$24,999	7.7%
\$25,000 - \$34,999	9.6%
\$35,000 - \$49,999	13.5%
\$50,000 - \$74,999	21.2%
\$75,000 - \$99,999	17.3%
\$100,000 - \$149,999	13.5%
\$150,000 - \$199,999	3.8%
\$200,000+	1.9%

Average Household Income \$68,932

2022 Households by Income

Household Income Base	55
<\$15,000	10.9%
\$15,000 - \$24,999	5.5%
\$25,000 - \$34,999	7.3%
\$35,000 - \$49,999	10.9%
\$50,000 - \$74,999	20.0%
\$75,000 - \$99,999	18.2%
\$100,000 - \$149,999	18.2%
\$150,000 - \$199,999	5.5%
\$200,000+	3.6%

Average Household Income \$78,510

2017 Owner Occupied Housing Units by Value

Total	40
<\$50,000	17.5%
\$50,000 - \$99,999	17.5%
\$100,000 - \$149,999	15.0%
\$150,000 - \$199,999	20.0%
\$200,000 - \$249,999	12.5%
\$250,000 - \$299,999	2.5%
\$300,000 - \$399,999	5.0%
\$400,000 - \$499,999	2.5%
\$500,000 - \$749,999	2.5%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%

Average Home Value \$158,553

2022 Owner Occupied Housing Units by Value

Total	41
<\$50,000	14.6%
\$50,000 - \$99,999	12.2%
\$100,000 - \$149,999	12.2%
\$150,000 - \$199,999	24.4%
\$200,000 - \$249,999	19.5%
\$250,000 - \$299,999	2.4%
\$300,000 - \$399,999	9.8%
\$400,000 - \$499,999	4.9%
\$500,000 - \$749,999	2.4%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%

Average Home Value \$188,095

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	172
0 - 4	7.6%
5 - 9	8.7%
10 - 14	8.1%
15 - 24	14.0%
25 - 34	11.6%
35 - 44	14.0%
45 - 54	15.7%
55 - 64	11.0%
65 - 74	5.2%
75 - 84	2.9%
85 +	0.6%
18 +	70.9%
2017 Population by Age	
Total	186
0 - 4	7.0%
5 - 9	7.0%
10 - 14	7.5%
15 - 24	14.5%
25 - 34	12.4%
35 - 44	12.9%
45 - 54	14.5%
55 - 64	13.4%
65 - 74	7.0%
75 - 84	2.7%
85 +	1.1%
18 +	73.7%
2022 Population by Age	
Total	195
0 - 4	6.7%
5 - 9	7.2%
10 - 14	7.2%
15 - 24	13.8%
25 - 34	13.3%
35 - 44	12.3%
45 - 54	13.3%
55 - 64	12.8%
65 - 74	8.7%
75 - 84	3.6%
85 +	1.0%
18 +	74.4%
2010 Population by Sex	
Males	82
Females	90
2017 Population by Sex	
Males	89
Females	97
2022 Population by Sex	
Males	94
Females	102

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	172
White Alone	79.1%
Black Alone	14.0%
American Indian Alone	0.6%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	4.7%
Hispanic Origin	7.0%
Diversity Index	43.9

2017 Population by Race/Ethnicity

Total	187
White Alone	72.2%
Black Alone	19.8%
American Indian Alone	0.5%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.6%
Two or More Races	5.3%
Hispanic Origin	7.5%
Diversity Index	51.2

2022 Population by Race/Ethnicity

Total	196
White Alone	66.8%
Black Alone	25.0%
American Indian Alone	0.5%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.5%
Two or More Races	5.6%
Hispanic Origin	7.7%
Diversity Index	56.3

2010 Population by Relationship and Household Type

Total	172
In Households	97.7%
In Family Households	86.0%
Householder	25.0%
Spouse	16.9%
Child	37.2%
Other relative	4.1%
Nonrelative	2.9%
In Nonfamily Households	11.6%
In Group Quarters	2.3%
Institutionalized Population	0.0%
Noninstitutionalized Population	2.3%

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	120
Less than 9th Grade	3.3%
9th - 12th Grade, No Diploma	5.0%
High School Graduate	34.2%
GED/Alternative Credential	4.2%
Some College, No Degree	27.5%
Associate Degree	5.8%
Bachelor's Degree	10.8%
Graduate/Professional Degree	9.2%

2017 Population 15+ by Marital Status

Total	146
Never Married	30.8%
Married	51.4%
Widowed	6.8%
Divorced	11.0%

2017 Civilian Population 16+ in Labor Force

Civilian Employed	91.8%
Civilian Unemployed (Unemployment Rate)	8.2%

2017 Employed Population 16+ by Industry

Total	78
Agriculture/Mining	0.0%
Construction	6.4%
Manufacturing	17.9%
Wholesale Trade	1.3%
Retail Trade	10.3%
Transportation/Utilities	2.6%
Information	1.3%
Finance/Insurance/Real Estate	3.8%
Services	51.3%
Public Administration	5.1%

2017 Employed Population 16+ by Occupation

Total	77
White Collar	47.4%
Management/Business/Financial	10.3%
Professional	9.0%
Sales	15.4%
Administrative Support	12.8%
Services	17.9%
Blue Collar	33.3%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	7.7%
Installation/Maintenance/Repair	3.8%
Production	14.1%
Transportation/Material Moving	7.7%

2010 Population By Urban/ Rural Status

Total Population	172
Population Inside Urbanized Area	82.6%
Population Inside Urbanized Cluster	0.0%
Rural Population	17.4%



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2010 Households by Type

Total	47
Households with 1 Person	21.3%
Households with 2+ People	78.7%
Family Households	74.5%
Husband-wife Families	51.1%
With Related Children	27.7%
Other Family (No Spouse Present)	23.4%
Other Family with Male Householder	6.4%
With Related Children	4.3%
Other Family with Female Householder	19.1%
With Related Children	12.8%
Nonfamily Households	4.3%
All Households with Children	43.8%
Multigenerational Households	4.2%
Unmarried Partner Households	6.2%
Male-female	6.2%
Same-sex	0.0%

2010 Households by Size

Total	48
1 Person Household	20.8%
2 Person Household	29.2%
3 Person Household	18.8%
4 Person Household	16.7%
5 Person Household	8.3%
6 Person Household	4.2%
7 + Person Household	2.1%

2010 Households by Tenure and Mortgage Status

Total	48
Owner Occupied	77.1%
Owned with a Mortgage/Loan	60.4%
Owned Free and Clear	18.8%
Renter Occupied	22.9%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	62
Housing Units Inside Urbanized Area	82.3%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	17.7%

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. Traditional Living (12B)
2. Southern Satellites (10A)
3. Green Acres (6A)

2017 Consumer Spending

Apparel & Services: Total \$	\$95,157
Average Spent	\$1,829.94
Spending Potential Index	85
Education: Total \$	\$60,731
Average Spent	\$1,167.90
Spending Potential Index	80
Entertainment/Recreation: Total \$	\$141,357
Average Spent	\$2,718.40
Spending Potential Index	87
Food at Home: Total \$	\$232,091
Average Spent	\$4,463.29
Spending Potential Index	89
Food Away from Home: Total \$	\$149,468
Average Spent	\$2,874.38
Spending Potential Index	86
Health Care: Total \$	\$262,367
Average Spent	\$5,045.52
Spending Potential Index	90
HH Furnishings & Equipment: Total \$	\$88,787
Average Spent	\$1,707.44
Spending Potential Index	88
Personal Care Products & Services: Total \$	\$35,308
Average Spent	\$679.00
Spending Potential Index	85
Shelter: Total \$	\$691,177
Average Spent	\$13,291.87
Spending Potential Index	82
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$105,793
Average Spent	\$2,034.48
Spending Potential Index	87
Travel: Total \$	\$87,616
Average Spent	\$1,684.92
Spending Potential Index	81
Vehicle Maintenance & Repairs: Total \$	\$49,389
Average Spent	\$949.79
Spending Potential Index	89

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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