Market Profile

Romeo Hub
Area: 2.07 square miles

Population Summary	
2000 Total Population	33
2010 Total Population	48
2017 Total Population	53
2017 Group Quarters	0
2022 Total Population	57
2017-2022 Annual Rate	1.47%
2017 Total Daytime Population	2,639
Workers	2,613
Residents	26

Household Summary	
2000 Households	10
2000 Average Household Size	3.30
2010 Households	15
2010 Average Household Size	3.20
2017 Households	17
2017 Average Household Size	3.12
2022 Households	18
2022 Average Household Size	3.17
2017-2022 Annual Rate	1.15%
2010 Families	12
2010 Average Family Size	3.58
2017 Families	13
2017 Average Family Size	3.62
2022 Families	14
2022 Average Family Size	3.57
2017-2022 Annual Rate	1.49%

Housing Unit Summary	
2000 Housing Units	11
Owner Occupied Housing Units	72.7%
Renter Occupied Housing Units	18.2%
Vacant Housing Units	9.1%
2010 Housing Units	17
Owner Occupied Housing Units	76.5%
Renter Occupied Housing Units	11.8%
Vacant Housing Units	11.8%
2017 Housing Units	19
Owner Occupied Housing Units	73.7%
Renter Occupied Housing Units	10.5%
Vacant Housing Units	10.5%
2022 Housing Units	20
Owner Occupied Housing Units	75.0%
Renter Occupied Housing Units	10.0%
Vacant Housing Units	10.0%

Median Household Income	
2017	$80,071
2022	$100,000

Median Home Value	
2017	$300,000
2022	$350,000

Per Capita Income	
2017	$34,947
2022	$40,001

Median Age	
2010	44.4
2017	46.2
2022	45.6

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.

April 30, 2018

2017 Households by Income	
Household Income Base	17
<$15,000	11.8%
$15,000 - $24,999	5.9%
$25,000 - $34,999	5.9%
$35,000 - $49,999	11.8%
$50,000 - $74,999	11.8%
$75,000 - $99,999	11.8%
$100,000 - $149,999	17.6%
$150,000 - $199,999	17.6%
$200,000+	5.9%
Average Household Income	$90,631
2022 Households by Income	
Household Income Base	18
<$15,000	11.1%
$15,000 - $24,999	5.6%
$25,000 - $34,999	5.6%
$35,000 - $49,999	5.6%
$50,000 - $74,999	11.1%
$75,000 - $99,999	11.1%
$100,000 - $149,999	22.2%
$150,000 - $199,999	22.2%
$200,000+	5.6%
Average Household Income	$105,367
2017 Owner Occupied Housing Units by Value	
Total	14
<$50,000	0.0%
$50,000 - $99,999	0.0%
$100,000 - $149,999	7.1%
$150,000 - $199,999	7.1%
$200,000 - $249,999	21.4%
$250,000 - $299,999	14.3%
$300,000 - $399,999	21.4%
$400,000 - $499,999	14.3%
$500,000 - $749,999	14.3%
$750,000 - $999,999	0.0%
$1,000,000 +	0.0%
Average Home Value	$337,500
2022 Owner Occupied Housing Units by Value	
Total	15
<$50,000	0.0%
$50,000 - $99,999	0.0%
$100,000 - $149,999	0.0%
$150,000 - $199,999	6.7%
$200,000 - $249,999	20.0%
$250,000 - $299,999	13.3%
$300,000 - $399,999	20.0%
$400,000 - $499,999	20.0%
$500,000 - $749,999	13.3%
$750,000 - $999,999	6.7%
$1,000,000 +	0.0%
Average Home Value	$395,000

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

April 30, 2018

2010 Population by Age

Total	49
0 - 4	4.1%
5 - 9	6.1%
10 - 14	6.1%
15 - 24	10.2%
25 - 34	8.2%
35 - 44	14.3%
45 - 54	16.3%
55 - 64	14.3%
65 - 74	10.2%
75 - 84	4.1%
85 +	2.0%
18 +	77.6%

2017 Population by Age

Total	52
0 - 4	3.8%
5 - 9	5.8%
10 - 14	5.8%
15 - 24	9.6%
25 - 34	11.5%
35 - 44	11.5%
45 - 54	15.4%
55 - 64	15.4%
65 - 74	13.5%
75 - 84	5.8%
85 +	1.9%
18 +	82.7%

2022 Population by Age

Total	57
0 - 4	5.3%
5 - 9	5.3%
10 - 14	5.3%
15 - 24	8.8%
25 - 34	10.5%
35 - 44	14.0%
45 - 54	14.0%
55 - 64	14.0%
65 - 74	12.3%
75 - 84	8.8%
85 +	1.8%
18 +	80.7%

2010 Population by Sex

Males	24
Females	24

2017 Population by Sex

Males	26
Females	27

2022 Population by Sex

Males	28
Females	29

April 30, 2018

2010 Population by Race/Ethnicity

Total	47
White Alone	97.9%
Black Alone	0.0%
American Indian Alone	0.0%
Asian Alone	2.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	0.0%
Hispanic Origin	2.1%
Diversity Index	11.9

2017 Population by Race/Ethnicity

Total	53
White Alone	94.3%
Black Alone	1.9%
American Indian Alone	0.0%
Asian Alone	1.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	1.9%
Hispanic Origin	1.9%
Diversity Index	14.2

2022 Population by Race/Ethnicity

Total	58
White Alone	91.4%
Black Alone	1.7%
American Indian Alone	0.0%
Asian Alone	3.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.7%
Two or More Races	1.7%
Hispanic Origin	3.5%
Diversity Index	19.3

2010 Population by Relationship and Household Type

Total	48
In Households	100.0%
In Family Households	89.6%
Householder	29.2%
Spouse	27.1%
Child	31.2%
Other relative	0.0%
Nonrelative	2.1%
In Nonfamily Households	10.4%
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.

April 30, 2018

2017 Population 25+ by Educational Attainment	
Total	39
Less than 9th Grade	5.1%
9th - 12th Grade, No Diploma	5.1%
High School Graduate	33.3%
GED/Alternative Credential	0.0%
Some College, No Degree	20.5%
Associate Degree	7.7%
Bachelor's Degree	17.9%
Graduate/Professional Degree	10.3%
2017 Population 15+ by Marital Status	
Total	45
Never Married	31.1%
Married	57.8%
Widowed	2.2%
Divorced	8.9%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	93.1%
Civilian Unemployed (Unemployment Rate)	6.9%
2017 Employed Population 16+ by Industry	
Total	27
Agriculture/Mining	0.0%
Construction	11.1%
Manufacturing	29.6%
Wholesale Trade	3.7%
Retail Trade	14.8%
Transportation/Utilities	0.0%
Information	0.0%
Finance/Insurance/Real Estate	0.0%
Services	29.6%
Public Administration	3.7%
2017 Employed Population 16+ by Occupation	
Total	27
White Collar	63.0%
Management/Business/Financial	22.2%
Professional	14.8%
Sales	11.1%
Administrative Support	14.8%
Services	7.4%
Blue Collar	29.6%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	11.1%
Installation/Maintenance/Repair	3.7%
Production	14.8%
Transportation/Material Moving	0.0%
2010 Population By Urban/ Rural Status	
Total Population	48
Population Inside Urbanized Area	62.5%
Population Inside Urbanized Cluster	0.0%
Rural Population	37.5%

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

April 30, 2018

2010 Households by Type

Total	15
Households with 1 Person	20.0%
Households with 2+ People	80.0%
Family Households	80.0%
Husband-wife Families	73.3%
With Related Children	26.7%
Other Family (No Spouse Present)	6.7%
Other Family with Male Householder	0.0%
With Related Children	0.0%
Other Family with Female Householder	6.7%
With Related Children	0.0%
Nonfamily Households	0.0%
All Households with Children	33.3%
Multigenerational Households	0.0%
Unmarried Partner Households	6.7%
Male-female	6.7%
Same-sex	0.0%

2010 Households by Size

Total	15
1 Person Household	20.0%
2 Person Household	40.0%
3 Person Household	20.0%
4 Person Household	13.3%
5 Person Household	6.7%
6 Person Household	0.0%
7 + Person Household	0.0%

2010 Households by Tenure and Mortgage Status

Total	15
Owner Occupied	86.7%
Owned with a Mortgage/Loan	66.7%
Owned Free and Clear	26.7%
Renter Occupied	13.3%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	17
Housing Units Inside Urbanized Area	64.7%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	35.3%

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.

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April 30, 2018

Top 3 Tapestry Segments	
1.	Green Acres (6A)
2.	Salt of the Earth (6B)
3.	Top Tier (1A)

2017 Consumer Spending	
Apparel & Services: Total $	$40,111
Average Spent	$2,359.47
Spending Potential Index	109
Education: Total $	$27,951
Average Spent	$1,644.18
Spending Potential Index	113
Entertainment/Recreation: Total $	$59,353
Average Spent	$3,491.35
Spending Potential Index	112
Food at Home: Total $	$92,347
Average Spent	$5,432.18
Spending Potential Index	108
Food Away from Home: Total $	$61,715
Average Spent	$3,630.29
Spending Potential Index	109
Health Care: Total $	$109,428
Average Spent	$6,436.94
Spending Potential Index	115
HH Furnishings & Equipment: Total $	$37,318
Average Spent	$2,195.18
Spending Potential Index	113
Personal Care Products & Services: Total $	$15,206
Average Spent	$894.47
Spending Potential Index	112
Shelter: Total $	$293,959
Average Spent	$17,291.71
Spending Potential Index	106
Support Payments/Cash Contributions/Gifts in Kind: Total $	$45,540
Average Spent	$2,678.82
Spending Potential Index	114
Travel: Total $	$41,096
Average Spent	$2,417.41
Spending Potential Index	117
Vehicle Maintenance & Repairs: Total $	$20,322
Average Spent	$1,195.41
Spending Potential Index	111

April 30, 2018