

Demographic and Income Profile

Port Vincent + 1/2 mile
Area: 5.80 Square miles

Prepared by Esri

Summary	Census 2010	2017	2022
Population	1,212	1,432	1,537
Households	504	595	643
Families	374	433	465
Average Household Size	2.36	2.36	2.35
Owner Occupied Housing Units	426	482	522
Renter Occupied Housing Units	78	113	121
Median Age	36.8	38.5	40.3
Trends: 2017 - 2022 Annual Rate	Area	State	National
Population	1.43%	0.71%	0.83%
Households	1.56%	0.75%	0.79%
Families	1.44%	0.58%	0.71%
Owner HHs	1.61%	0.76%	0.72%
Median Household Income	2.15%	2.15%	2.12%

Households by Income	2017		2022	
	Number	Percent	Number	Percent
<\$15,000	66	11.1%	69	10.7%
\$15,000 - \$24,999	60	10.1%	61	9.5%
\$25,000 - \$34,999	92	15.5%	88	13.7%
\$35,000 - \$49,999	64	10.8%	55	8.6%
\$50,000 - \$74,999	125	21.0%	118	18.4%
\$75,000 - \$99,999	55	9.2%	68	10.6%
\$100,000 - \$149,999	80	13.4%	111	17.3%
\$150,000 - \$199,999	36	6.1%	48	7.5%
\$200,000+	18	3.0%	25	3.9%
Median Household Income	\$52,133		\$57,995	
Average Household Income	\$69,294		\$81,001	
Per Capita Income	\$25,976		\$30,406	

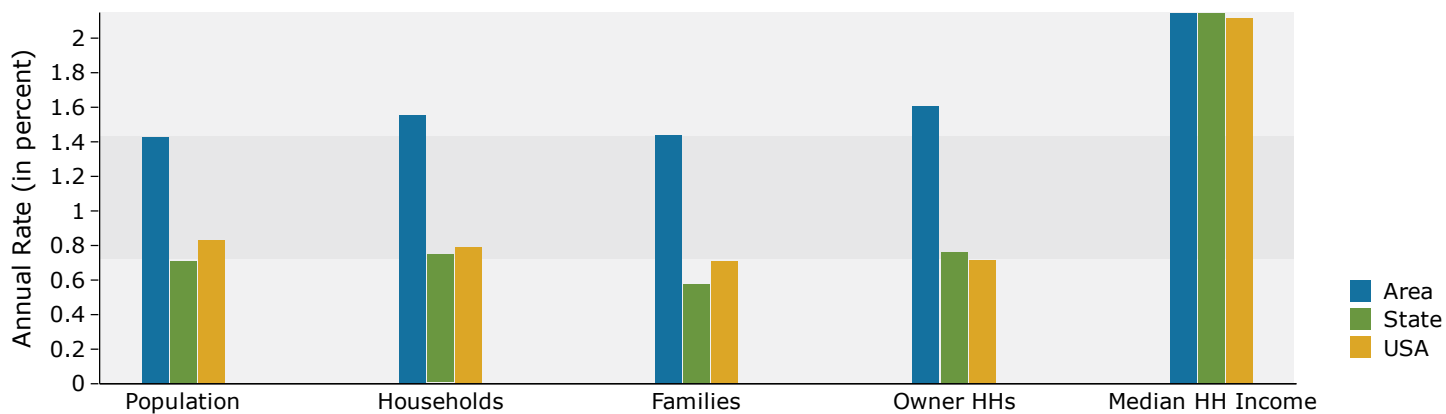
Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	85	7.0%	92	6.4%	93	6.1%
5 - 9	87	7.2%	98	6.9%	101	6.6%
10 - 14	86	7.1%	96	6.7%	110	7.2%
15 - 19	88	7.3%	83	5.8%	97	6.3%
20 - 24	72	5.9%	80	5.6%	71	4.6%
25 - 34	159	13.1%	195	13.6%	185	12.0%
35 - 44	169	13.9%	195	13.6%	211	13.7%
45 - 54	187	15.4%	198	13.9%	202	13.2%
55 - 64	137	11.3%	191	13.4%	211	13.7%
65 - 74	88	7.3%	125	8.7%	154	10.0%
75 - 84	39	3.2%	57	4.0%	79	5.1%
85+	16	1.3%	19	1.3%	22	1.4%

Race and Ethnicity	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,177	97.0%	1,377	96.2%	1,466	95.4%
Black Alone	8	0.7%	12	0.8%	16	1.0%
American Indian Alone	7	0.6%	9	0.6%	11	0.7%
Asian Alone	2	0.2%	3	0.2%	4	0.3%
Pacific Islander Alone	0	0.0%	1	0.1%	1	0.1%
Some Other Race Alone	9	0.7%	15	1.0%	19	1.2%
Two or More Races	10	0.8%	15	1.0%	20	1.3%
Hispanic Origin (Any Race)	25	2.1%	42	2.9%	53	3.4%

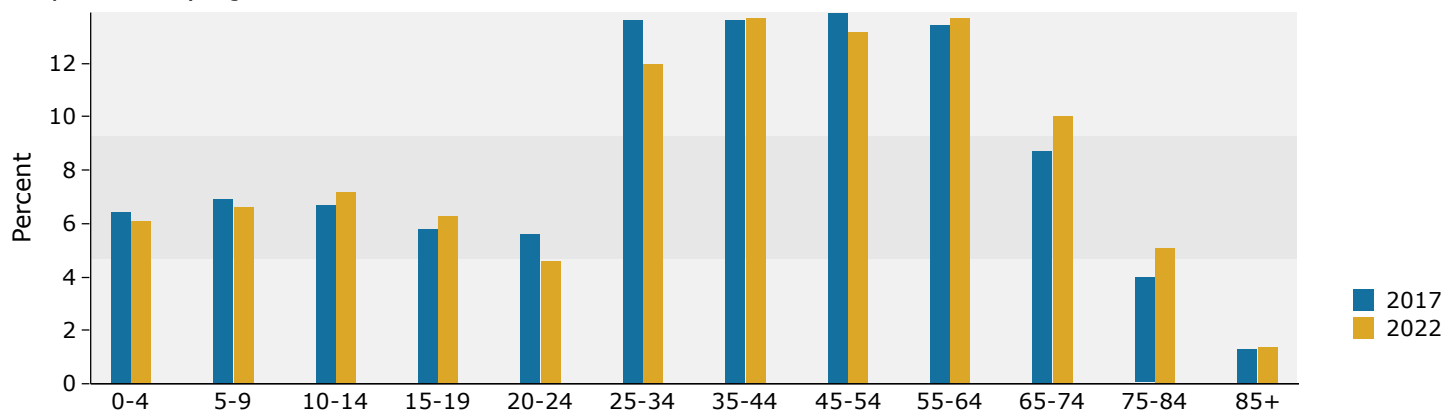
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

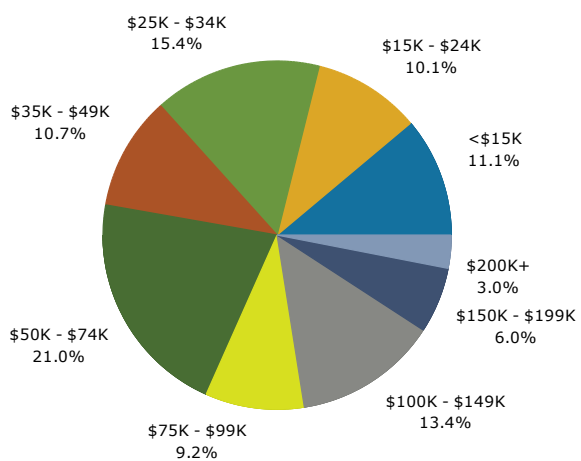
Trends 2017-2022



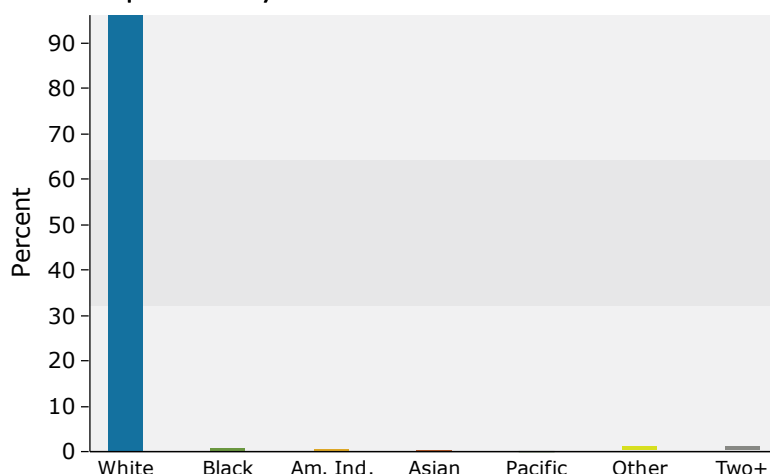
Population by Age



2017 Household Income



2017 Population by Race



2017 Percent Hispanic Origin: 2.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

Population Summary

2000 Total Population	979
2010 Total Population	1,212
2017 Total Population	1,432
2017 Group Quarters	27
2022 Total Population	1,537
2017-2022 Annual Rate	1.43%
2017 Total Daytime Population	1,048
Workers	247
Residents	801

Household Summary

2000 Households	395
2000 Average Household Size	2.43
2010 Households	504
2010 Average Household Size	2.36
2017 Households	595
2017 Average Household Size	2.36
2022 Households	643
2022 Average Household Size	2.35
2017-2022 Annual Rate	1.56%
2010 Families	374
2010 Average Family Size	2.73
2017 Families	433
2017 Average Family Size	2.75
2022 Families	465
2022 Average Family Size	2.74
2017-2022 Annual Rate	1.44%

Housing Unit Summary

2000 Housing Units	491
Owner Occupied Housing Units	71.5%
Renter Occupied Housing Units	9.0%
Vacant Housing Units	19.6%
2010 Housing Units	605
Owner Occupied Housing Units	70.4%
Renter Occupied Housing Units	12.9%
Vacant Housing Units	16.7%
2017 Housing Units	701
Owner Occupied Housing Units	68.8%
Renter Occupied Housing Units	16.1%
Vacant Housing Units	15.1%
2022 Housing Units	758
Owner Occupied Housing Units	68.9%
Renter Occupied Housing Units	16.0%
Vacant Housing Units	15.2%

Median Household Income

2017	\$52,133
2022	\$57,995

Median Home Value

2017	\$172,143
2022	\$240,260

Per Capita Income

2017	\$25,976
2022	\$30,406

Median Age

2010	36.8
2017	38.5
2022	40.3

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.

Market Profile

Port Vincent + 1/2 mile
Area: 5.80 Square miles

Prepared by Esri

2017 Households by Income

Household Income Base	595
<\$15,000	11.1%
\$15,000 - \$24,999	10.1%
\$25,000 - \$34,999	15.5%
\$35,000 - \$49,999	10.8%
\$50,000 - \$74,999	21.0%
\$75,000 - \$99,999	9.2%
\$100,000 - \$149,999	13.4%
\$150,000 - \$199,999	6.1%
\$200,000+	3.0%
Average Household Income	\$69,294

2022 Households by Income

Household Income Base	643
<\$15,000	10.7%
\$15,000 - \$24,999	9.5%
\$25,000 - \$34,999	13.7%
\$35,000 - \$49,999	8.6%
\$50,000 - \$74,999	18.4%
\$75,000 - \$99,999	10.6%
\$100,000 - \$149,999	17.3%
\$150,000 - \$199,999	7.5%
\$200,000+	3.9%
Average Household Income	\$81,001

2017 Owner Occupied Housing Units by Value

Total	482
<\$50,000	12.2%
\$50,000 - \$99,999	18.7%
\$100,000 - \$149,999	12.7%
\$150,000 - \$199,999	14.5%
\$200,000 - \$249,999	12.4%
\$250,000 - \$299,999	11.6%
\$300,000 - \$399,999	11.0%
\$400,000 - \$499,999	4.8%
\$500,000 - \$749,999	0.6%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	0.8%
Average Home Value	\$197,925

2022 Owner Occupied Housing Units by Value

Total	522
<\$50,000	6.5%
\$50,000 - \$99,999	10.7%
\$100,000 - \$149,999	8.4%
\$150,000 - \$199,999	12.3%
\$200,000 - \$249,999	14.8%
\$250,000 - \$299,999	14.8%
\$300,000 - \$399,999	17.0%
\$400,000 - \$499,999	10.7%
\$500,000 - \$749,999	1.3%
\$750,000 - \$999,999	1.3%
\$1,000,000 +	1.7%
Average Home Value	\$266,058

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.

June 28, 2017

2010 Population by Age

Total	1,215
0 - 4	7.0%
5 - 9	7.2%
10 - 14	7.1%
15 - 24	13.2%
25 - 34	13.1%
35 - 44	13.9%
45 - 54	15.4%
55 - 64	11.3%
65 - 74	7.2%
75 - 84	3.2%
85 +	1.3%
18 +	74.2%

2017 Population by Age

Total	1,429
0 - 4	6.4%
5 - 9	6.9%
10 - 14	6.7%
15 - 24	11.4%
25 - 34	13.6%
35 - 44	13.6%
45 - 54	13.9%
55 - 64	13.4%
65 - 74	8.7%
75 - 84	4.0%
85 +	1.3%
18 +	76.6%

2022 Population by Age

Total	1,536
0 - 4	6.1%
5 - 9	6.6%
10 - 14	7.2%
15 - 24	10.9%
25 - 34	12.0%
35 - 44	13.7%
45 - 54	13.2%
55 - 64	13.7%
65 - 74	10.0%
75 - 84	5.1%
85 +	1.4%
18 +	76.4%

2010 Population by Sex

Males	605
Females	607

2017 Population by Sex

Males	712
Females	720

2022 Population by Sex

Males	764
Females	773

2010 Population by Race/Ethnicity

Total	1,213
White Alone	97.0%
Black Alone	0.7%
American Indian Alone	0.6%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	0.8%
Hispanic Origin	2.1%
Diversity Index	9.5

2017 Population by Race/Ethnicity

Total	1,432
White Alone	96.2%
Black Alone	0.8%
American Indian Alone	0.6%
Asian Alone	0.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.0%
Two or More Races	1.0%
Hispanic Origin	2.9%
Diversity Index	12.7

2022 Population by Race/Ethnicity

Total	1,537
White Alone	95.4%
Black Alone	1.0%
American Indian Alone	0.7%
Asian Alone	0.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.2%
Two or More Races	1.3%
Hispanic Origin	3.4%
Diversity Index	15.1

2010 Population by Relationship and Household Type

Total	1,212
In Households	98.3%
In Family Households	86.8%
Householder	26.7%
Spouse	20.7%
Child	33.7%
Other relative	3.1%
Nonrelative	2.6%
In Nonfamily Households	11.5%
In Group Quarters	1.7%
Institutionalized Population	1.7%
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	982
Less than 9th Grade	2.4%
9th - 12th Grade, No Diploma	12.1%
High School Graduate	33.8%
GED/Alternative Credential	7.1%
Some College, No Degree	17.7%
Associate Degree	5.4%
Bachelor's Degree	18.1%
Graduate/Professional Degree	3.3%

2017 Population 15+ by Marital Status

Total	1,146
Never Married	23.9%
Married	54.5%
Widowed	4.6%
Divorced	17.0%

2017 Civilian Population 16+ in Labor Force

Civilian Employed	96.5%
Civilian Unemployed (Unemployment Rate)	3.5%

2017 Employed Population 16+ by Industry

Total	639
Agriculture/Mining	1.3%
Construction	15.6%
Manufacturing	14.1%
Wholesale Trade	4.7%
Retail Trade	12.2%
Transportation/Utilities	5.2%
Information	1.7%
Finance/Insurance/Real Estate	4.4%
Services	38.3%
Public Administration	2.5%

2017 Employed Population 16+ by Occupation

Total	638
White Collar	53.8%
Management/Business/Financial	14.9%
Professional	15.3%
Sales	11.9%
Administrative Support	11.7%
Services	13.3%
Blue Collar	32.7%
Farming/Forestry/Fishing	1.7%
Construction/Extraction	10.3%
Installation/Maintenance/Repair	3.1%
Production	10.8%
Transportation/Material Moving	6.7%

2010 Population By Urban/ Rural Status

Total Population	1,212
Population Inside Urbanized Area	34.7%
Population Inside Urbanized Cluster	0.0%
Rural Population	65.3%

2010 Households by Type

Total	504
Households with 1 Person	21.0%
Households with 2+ People	79.0%
Family Households	74.2%
Husband-wife Families	57.1%
With Related Children	27.8%
Other Family (No Spouse Present)	17.1%
Other Family with Male Householder	6.3%
With Related Children	4.0%
Other Family with Female Householder	10.7%
With Related Children	6.9%
Nonfamily Households	4.8%
All Households with Children	39.3%

2010 Households by Size

Multigenerational Households	5.6%
Unmarried Partner Households	7.1%
Male-female	6.5%
Same-sex	0.6%

2010 Households by Size

Total	504
1 Person Household	21.0%
2 Person Household	32.3%
3 Person Household	18.8%
4 Person Household	15.7%
5 Person Household	7.7%
6 Person Household	2.8%
7 + Person Household	1.6%

2010 Households by Tenure and Mortgage Status

Total	504
Owner Occupied	84.5%
Owned with a Mortgage/Loan	49.2%
Owned Free and Clear	35.3%
Renter Occupied	15.5%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	605
Housing Units Inside Urbanized Area	37.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	63.0%

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.

Top 3 Tapestry Segments

1.	Southern Satellites (10A)
2.	Middleburg (4C)
3.	Top Tier (1A)

2017 Consumer Spending

Apparel & Services: Total \$	\$1,109,649
Average Spent	\$1,864.96
Spending Potential Index	86
Education: Total \$	\$589,929
Average Spent	\$991.48
Spending Potential Index	68
Entertainment/Recreation: Total \$	\$1,646,934
Average Spent	\$2,767.96
Spending Potential Index	89
Food at Home: Total \$	\$2,702,077
Average Spent	\$4,541.31
Spending Potential Index	90
Food Away from Home: Total \$	\$1,763,724
Average Spent	\$2,964.24
Spending Potential Index	89
Health Care: Total \$	\$3,164,456
Average Spent	\$5,318.41
Spending Potential Index	95
HH Furnishings & Equipment: Total \$	\$1,023,550
Average Spent	\$1,720.25
Spending Potential Index	88
Personal Care Products & Services: Total \$	\$403,474
Average Spent	\$678.11
Spending Potential Index	85
Shelter: Total \$	\$7,687,431
Average Spent	\$12,920.05
Spending Potential Index	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,284,302
Average Spent	\$2,158.49
Spending Potential Index	92
Travel: Total \$	\$964,613
Average Spent	\$1,621.20
Spending Potential Index	78
Vehicle Maintenance & Repairs: Total \$	\$580,657
Average Spent	\$975.89
Spending Potential Index	91

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.