



# Market Profile

43372 E Florida Ave, Hemet, California, 92544 3  
 43372 E Florida Ave, Hemet, California, 92544  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 33.74791  
 Longitude: -116.90470

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	10,605	48,618	103,007
2020 Total Population	11,793	54,938	118,014
2020 Group Quarters	31	424	1,421
2023 Total Population	12,098	55,201	119,042
2023 Group Quarters	31	438	1,425
2028 Total Population	12,298	55,698	120,820
2023-2028 Annual Rate	0.33%	0.18%	0.30%
2023 Total Daytime Population	8,321	39,671	100,759
Workers	1,251	7,206	25,923
Residents	7,070	32,465	74,836
<b>Household Summary</b>			
2010 Households	3,816	16,399	36,048
2010 Average Household Size	2.78	2.95	2.83
2020 Total Households	4,000	17,388	38,897
2020 Average Household Size	2.94	3.14	3.00
2023 Total Households	4,060	17,428	39,233
2023 Average Household Size	2.97	3.14	3.00
2028 Total Households	4,113	17,558	39,742
2028 Average Household Size	2.98	3.15	3.00
2023-2028 Annual Rate	0.26%	0.15%	0.26%
2010 Families	2,667	12,019	24,646
2010 Average Family Size	3.31	3.41	3.40
2023 Families	2,773	12,569	26,345
2023 Average Family Size	3.60	3.67	3.65
2028 Families	2,807	12,656	26,675
2028 Average Family Size	3.62	3.68	3.66
2023-2028 Annual Rate	0.24%	0.14%	0.25%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,549	15,488	36,503
Owner Occupied Housing Units	76.2%	68.1%	59.3%
Renter Occupied Housing Units	16.7%	25.0%	30.9%
Vacant Housing Units	7.1%	6.8%	9.8%
2010 Housing Units	4,261	18,450	41,094
Owner Occupied Housing Units	68.0%	62.0%	54.1%
Renter Occupied Housing Units	21.5%	26.9%	33.6%
Vacant Housing Units	10.4%	11.1%	12.3%
2020 Housing Units	4,230	18,325	41,176
Vacant Housing Units	5.4%	5.1%	5.5%
2023 Housing Units	4,306	18,353	41,432
Owner Occupied Housing Units	71.4%	64.2%	56.7%
Renter Occupied Housing Units	22.9%	30.8%	38.0%
Vacant Housing Units	5.7%	5.0%	5.3%
2028 Housing Units	4,351	18,480	41,880
Owner Occupied Housing Units	72.3%	65.0%	57.9%
Renter Occupied Housing Units	22.2%	30.0%	37.0%
Vacant Housing Units	5.5%	5.0%	5.1%
<b>Median Household Income</b>			
2023	\$60,010	\$62,775	\$52,459
2028	\$67,177	\$73,654	\$59,517
<b>Median Home Value</b>			
2023	\$339,276	\$356,037	\$271,140
2028	\$370,788	\$376,831	\$290,705
<b>Per Capita Income</b>			
2023	\$29,366	\$27,329	\$24,500
2028	\$34,305	\$31,676	\$28,337
<b>Median Age</b>			
2010	40.3	35.4	34.9
2023	41.4	36.9	36.5
2028	41.9	37.4	37.2

**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:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2023 Households by Income</b>			
Household Income Base	4,060	17,428	39,233
<\$15,000	11.2%	10.2%	11.7%
\$15,000 - \$24,999	7.5%	8.9%	11.1%
\$25,000 - \$34,999	10.1%	8.1%	10.2%
\$35,000 - \$49,999	9.1%	11.1%	14.3%
\$50,000 - \$74,999	23.7%	19.2%	18.9%
\$75,000 - \$99,999	9.9%	12.0%	11.4%
\$100,000 - \$149,999	15.8%	18.5%	13.5%
\$150,000 - \$199,999	7.1%	6.8%	5.2%
\$200,000+	5.6%	5.2%	3.7%
Average Household Income	\$85,974	\$86,452	\$74,475
<b>2028 Households by Income</b>			
Household Income Base	4,113	17,558	39,742
<\$15,000	10.8%	9.4%	11.2%
\$15,000 - \$24,999	6.0%	6.9%	8.9%
\$25,000 - \$34,999	8.7%	7.1%	8.6%
\$35,000 - \$49,999	8.2%	9.6%	12.4%
\$50,000 - \$74,999	21.4%	17.6%	18.6%
\$75,000 - \$99,999	9.9%	12.5%	12.6%
\$100,000 - \$149,999	17.8%	21.2%	16.1%
\$150,000 - \$199,999	9.8%	9.0%	6.9%
\$200,000+	7.4%	6.6%	4.7%
Average Household Income	\$100,706	\$100,378	\$86,317
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	3,076	11,780	23,493
<\$50,000	13.4%	10.3%	16.7%
\$50,000 - \$99,999	9.5%	5.4%	9.6%
\$100,000 - \$149,999	7.3%	4.4%	6.0%
\$150,000 - \$199,999	5.4%	4.1%	6.1%
\$200,000 - \$249,999	3.8%	7.2%	8.5%
\$250,000 - \$299,999	5.7%	8.6%	7.3%
\$300,000 - \$399,999	12.6%	17.9%	12.8%
\$400,000 - \$499,999	6.4%	11.6%	7.9%
\$500,000 - \$749,999	21.7%	20.3%	15.4%
\$750,000 - \$999,999	6.0%	6.1%	5.7%
\$1,000,000 - \$1,499,999	6.6%	2.7%	1.8%
\$1,500,000 - \$1,999,999	0.5%	0.5%	0.6%
\$2,000,000 +	1.3%	1.0%	1.5%
Average Home Value	\$433,975	\$417,983	\$362,470
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	3,145	12,018	24,229
<\$50,000	12.5%	10.0%	16.1%
\$50,000 - \$99,999	10.4%	6.0%	10.5%
\$100,000 - \$149,999	6.0%	3.5%	4.8%
\$150,000 - \$199,999	4.4%	3.4%	4.7%
\$200,000 - \$249,999	3.3%	6.3%	8.4%
\$250,000 - \$299,999	5.1%	7.7%	6.6%
\$300,000 - \$399,999	11.7%	17.0%	12.2%
\$400,000 - \$499,999	5.8%	11.2%	8.2%
\$500,000 - \$749,999	22.2%	20.9%	15.7%
\$750,000 - \$999,999	7.4%	8.0%	7.1%
\$1,000,000 - \$1,499,999	8.7%	3.7%	2.4%
\$1,500,000 - \$1,999,999	0.7%	0.7%	0.9%
\$2,000,000 +	1.9%	1.5%	2.2%
Average Home Value	\$480,207	\$455,814	\$399,326

**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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<b>2010 Population by Age</b>			
Total	10,607	48,619	103,007
0 - 4	5.9%	7.2%	7.7%
5 - 9	6.9%	7.5%	7.6%
10 - 14	7.9%	8.1%	7.9%
15 - 24	13.5%	15.2%	14.9%
25 - 34	10.0%	11.6%	12.0%
35 - 44	11.7%	12.2%	11.7%
45 - 54	13.1%	13.3%	12.4%
55 - 64	11.6%	10.5%	10.2%
65 - 74	9.3%	7.1%	7.5%
75 - 84	6.9%	5.1%	5.5%
85 +	3.2%	2.3%	2.6%
18 +	74.1%	71.7%	71.7%
<b>2023 Population by Age</b>			
Total	12,099	55,202	119,042
0 - 4	5.7%	6.6%	6.9%
5 - 9	5.9%	6.8%	7.0%
10 - 14	5.9%	6.8%	6.8%
15 - 24	11.2%	13.1%	13.3%
25 - 34	14.1%	14.5%	14.2%
35 - 44	11.1%	11.7%	11.3%
45 - 54	10.5%	10.7%	10.1%
55 - 64	13.5%	12.0%	11.3%
65 - 74	12.2%	10.0%	10.2%
75 - 84	7.0%	5.6%	6.1%
85 +	2.9%	2.4%	2.7%
18 +	78.9%	75.7%	75.2%
<b>2028 Population by Age</b>			
Total	12,297	55,698	120,818
0 - 4	5.7%	6.7%	7.0%
5 - 9	5.8%	6.7%	6.8%
10 - 14	6.2%	6.9%	6.9%
15 - 24	10.0%	11.9%	12.2%
25 - 34	13.0%	14.5%	14.0%
35 - 44	12.9%	13.0%	12.4%
45 - 54	10.2%	10.2%	9.9%
55 - 64	12.6%	10.9%	10.4%
65 - 74	12.9%	10.4%	10.3%
75 - 84	7.8%	6.3%	6.9%
85 +	2.9%	2.5%	2.9%
18 +	78.9%	75.7%	75.3%
<b>2010 Population by Sex</b>			
Males	5,043	23,466	49,385
Females	5,562	25,152	53,622
<b>2023 Population by Sex</b>			
Males	5,843	26,872	57,736
Females	6,255	28,329	61,306
<b>2028 Population by Sex</b>			
Males	5,964	27,128	58,667
Females	6,334	28,570	62,153

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<b>2010 Population by Race/Ethnicity</b>			
Total	10,604	48,618	103,006
White Alone	77.3%	71.1%	66.3%
Black Alone	3.0%	4.6%	5.2%
American Indian Alone	1.9%	2.7%	2.2%
Asian Alone	2.3%	2.0%	1.8%
Pacific Islander Alone	0.3%	0.2%	0.3%
Some Other Race Alone	10.0%	14.3%	19.0%
Two or More Races	5.2%	5.0%	5.1%
Hispanic Origin	28.5%	35.1%	41.7%
Diversity Index	63.8	71.1	75.2
<b>2020 Population by Race/Ethnicity</b>			
Total	11,793	54,938	118,014
White Alone	53.2%	46.3%	42.1%
Black Alone	5.5%	6.7%	8.2%
American Indian Alone	2.3%	3.3%	2.9%
Asian Alone	2.3%	2.3%	2.3%
Pacific Islander Alone	0.4%	0.4%	0.4%
Some Other Race Alone	20.0%	25.5%	28.1%
Two or More Races	16.3%	15.4%	16.0%
Hispanic Origin	42.7%	48.9%	52.7%
Diversity Index	81.9	84.5	85.5
<b>2023 Population by Race/Ethnicity</b>			
Total	12,098	55,200	119,042
White Alone	50.8%	44.3%	40.2%
Black Alone	5.6%	6.7%	8.2%
American Indian Alone	2.3%	3.3%	2.9%
Asian Alone	2.4%	2.4%	2.3%
Pacific Islander Alone	0.4%	0.4%	0.4%
Some Other Race Alone	21.3%	26.9%	29.5%
Two or More Races	17.1%	16.0%	16.4%
Hispanic Origin	45.2%	51.2%	54.9%
Diversity Index	83.0	85.0	85.7
<b>2028 Population by Race/Ethnicity</b>			
Total	12,297	55,699	120,821
White Alone	46.9%	40.7%	36.8%
Black Alone	5.8%	6.7%	8.2%
American Indian Alone	2.5%	3.5%	3.1%
Asian Alone	2.6%	2.6%	2.5%
Pacific Islander Alone	0.4%	0.4%	0.4%
Some Other Race Alone	23.5%	29.2%	31.9%
Two or More Races	18.3%	16.9%	17.2%
Hispanic Origin	48.2%	54.0%	57.5%
Diversity Index	84.3	85.6	86.0
<b>2010 Population by Relationship and Household Type</b>			
Total	10,605	48,618	103,007
In Households	99.9%	99.5%	99.0%
In Family Households	86.3%	88.0%	85.3%
Householder	25.6%	24.7%	23.8%
Spouse	18.9%	17.3%	15.7%
Child	33.7%	36.5%	36.0%
Other relative	5.0%	5.8%	6.0%
Nonrelative	3.2%	3.7%	3.8%
In Nonfamily Households	13.6%	11.5%	13.8%
In Group Quarters	0.1%	0.5%	1.0%
Institutionalized Population	0.0%	0.2%	0.4%
Noninstitutionalized Population	0.1%	0.3%	0.6%

**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.

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<b>2023 Population 25+ by Educational Attainment</b>			
Total	8,626	36,870	78,625
Less than 9th Grade	5.3%	5.9%	8.2%
9th - 12th Grade, No Diploma	12.7%	10.9%	12.1%
High School Graduate	30.8%	28.2%	28.2%
GED/Alternative Credential	6.1%	6.5%	5.5%
Some College, No Degree	21.0%	23.9%	23.4%
Associate Degree	7.1%	8.6%	8.6%
Bachelor's Degree	9.0%	9.8%	8.6%
Graduate/Professional Degree	8.0%	6.3%	5.3%
<b>2023 Population 15+ by Marital Status</b>			
Total	9,980	44,100	94,412
Never Married	35.6%	37.1%	37.5%
Married	47.6%	48.7%	44.9%
Widowed	5.9%	5.2%	6.0%
Divorced	10.9%	9.0%	11.7%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,401	24,807	49,390
Population 16+ Employed	94.7%	93.4%	91.3%
Population 16+ Unemployment rate	5.3%	6.6%	8.7%
Population 16-24 Employed	11.7%	13.9%	13.8%
Population 16-24 Unemployment rate	7.6%	12.7%	16.3%
Population 25-54 Employed	65.5%	65.0%	66.3%
Population 25-54 Unemployment rate	5.5%	5.5%	7.5%
Population 55-64 Employed	16.4%	15.5%	14.6%
Population 55-64 Unemployment rate	4.1%	6.5%	7.7%
Population 65+ Employed	6.3%	5.6%	5.3%
Population 65+ Unemployment rate	2.7%	3.8%	4.3%
<b>2023 Employed Population 16+ by Industry</b>			
Total	5,113	23,170	45,094
Agriculture/Mining	1.4%	1.7%	1.7%
Construction	9.4%	9.5%	11.2%
Manufacturing	6.2%	7.0%	7.5%
Wholesale Trade	2.2%	1.9%	1.6%
Retail Trade	16.7%	13.5%	14.1%
Transportation/Utilities	13.7%	10.5%	10.3%
Information	0.1%	1.1%	0.9%
Finance/Insurance/Real Estate	4.8%	3.4%	3.1%
Services	41.1%	46.5%	45.1%
Public Administration	4.5%	4.9%	4.5%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	5,115	23,170	45,095
White Collar	49.7%	47.3%	43.6%
Management/Business/Financial	8.2%	9.4%	9.3%
Professional	19.1%	17.8%	14.8%
Sales	11.7%	8.9%	9.0%
Administrative Support	10.8%	11.2%	10.4%
Services	14.3%	21.8%	22.7%
Blue Collar	36.0%	30.8%	33.7%
Farming/Forestry/Fishing	0.7%	0.7%	0.9%
Construction/Extraction	9.3%	7.6%	9.0%
Installation/Maintenance/Repair	3.1%	3.4%	4.3%
Production	5.6%	5.5%	6.4%
Transportation/Material Moving	17.2%	13.7%	13.1%

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<b>2010 Households by Type</b>			
Total	3,816	16,399	36,046
Households with 1 Person	25.1%	21.0%	25.6%
Households with 2+ People	74.9%	79.0%	74.4%
Family Households	69.9%	73.3%	68.4%
Husband-wife Families	51.8%	51.5%	45.1%
With Related Children	22.8%	25.2%	22.2%
Other Family (No Spouse Present)	18.1%	21.8%	23.3%
Other Family with Male Householder	5.7%	6.7%	6.6%
With Related Children	3.4%	4.3%	4.2%
Other Family with Female Householder	12.4%	15.1%	16.7%
With Related Children	7.4%	10.1%	11.4%
Nonfamily Households	5.0%	5.7%	6.0%
All Households with Children	34.4%	40.4%	38.5%
Multigenerational Households	5.7%	7.3%	7.0%
Unmarried Partner Households	6.5%	7.8%	8.2%
Male-female	5.9%	7.0%	7.5%
Same-sex	0.6%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	3,815	16,399	36,049
1 Person Household	25.1%	21.0%	25.6%
2 Person Household	32.6%	30.2%	29.0%
3 Person Household	14.2%	15.5%	14.3%
4 Person Household	13.5%	15.0%	13.5%
5 Person Household	8.1%	9.7%	9.2%
6 Person Household	3.3%	4.6%	4.4%
7 + Person Household	3.1%	4.0%	3.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,816	16,399	36,048
Owner Occupied	76.0%	69.7%	61.6%
Owned with a Mortgage/Loan	48.0%	49.2%	39.0%
Owned Free and Clear	28.0%	20.5%	22.6%
Renter Occupied	24.0%	30.3%	38.4%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	73	72	80
Percent of Income for Mortgage	34.0%	34.1%	31.1%
Wealth Index	81	75	59
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,261	18,450	41,094
Housing Units Inside Urbanized Area	99.7%	98.0%	98.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.3%	2.0%	1.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	10,605	48,618	103,007
Population Inside Urbanized Area	99.6%	98.1%	98.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.4%	1.9%	1.5%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Senior Escapes (9D)	Parks and Rec (5C)	Urban Edge Families (7C)
2.	Home Improvement (4B)	Urban Edge Families (7C)	Fresh Ambitions (13D)
3.	Comfortable Empty Nesters (5A)	Senior Escapes (9D)	Senior Escapes (9D)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,872,490	\$30,743,719	\$61,244,515
Average Spent	\$1,692.73	\$1,764.04	\$1,561.05
Spending Potential Index	77	80	71
Education: Total \$	\$5,352,639	\$25,285,698	\$47,397,481
Average Spent	\$1,318.38	\$1,450.87	\$1,208.10
Spending Potential Index	74	81	67
Entertainment/Recreation: Total \$	\$12,535,708	\$53,060,731	\$103,011,971
Average Spent	\$3,087.61	\$3,044.57	\$2,625.65
Spending Potential Index	82	81	69
Food at Home: Total \$	\$22,268,815	\$96,649,445	\$193,644,302
Average Spent	\$5,484.93	\$5,545.64	\$4,935.75
Spending Potential Index	81	82	73
Food Away from Home: Total \$	\$11,968,140	\$52,484,954	\$104,134,238
Average Spent	\$2,947.82	\$3,011.53	\$2,654.25
Spending Potential Index	79	81	71
Health Care: Total \$	\$25,299,122	\$103,557,816	\$204,020,157
Average Spent	\$6,231.31	\$5,942.04	\$5,200.22
Spending Potential Index	85	81	71
HH Furnishings & Equipment: Total \$	\$9,764,999	\$41,655,889	\$80,838,770
Average Spent	\$2,405.17	\$2,390.17	\$2,060.48
Spending Potential Index	81	81	70
Personal Care Products & Services: Total \$	\$3,205,182	\$13,691,445	\$26,889,530
Average Spent	\$789.45	\$785.60	\$685.38
Spending Potential Index	83	82	72
Shelter: Total \$	\$80,846,393	\$355,092,324	\$696,940,329
Average Spent	\$19,912.90	\$20,374.82	\$17,764.14
Spending Potential Index	80	82	72
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,099,154	\$44,907,114	\$85,075,288
Average Spent	\$2,733.78	\$2,576.72	\$2,168.46
Spending Potential Index	87	82	69
Travel: Total \$	\$7,409,906	\$31,569,308	\$60,011,861
Average Spent	\$1,825.10	\$1,811.41	\$1,529.63
Spending Potential Index	81	81	68
Vehicle Maintenance & Repairs: Total \$	\$4,422,725	\$18,707,742	\$37,140,759
Average Spent	\$1,089.34	\$1,073.43	\$946.67
Spending Potential Index	83	82	72

**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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.