



# Market Profile

4000 E Florida Ave, Hemet, California, 92544 3  
 4000 E Florida Ave, Hemet, California, 92544  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 33.74807  
 Longitude: -116.92943

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	9,925	79,097	139,008
2020 Total Population	11,277	90,150	159,612
2020 Group Quarters	119	1,055	1,738
2022 Total Population	11,258	90,267	160,277
2022 Group Quarters	119	1,055	1,738
2027 Total Population	11,362	91,490	162,915
2022-2027 Annual Rate	0.18%	0.27%	0.33%
2022 Total Daytime Population	8,729	77,662	139,627
Workers	2,192	21,840	38,536
Residents	6,537	55,822	101,091
<b>Household Summary</b>			
2010 Households	3,145	26,513	49,200
2010 Average Household Size	3.14	2.96	2.80
2020 Total Households	3,342	28,562	53,232
2020 Average Household Size	3.34	3.12	2.97
2022 Total Households	3,330	28,586	53,349
2022 Average Household Size	3.35	3.12	2.97
2027 Total Households	3,357	28,955	54,189
2027 Average Household Size	3.35	3.12	2.97
2022-2027 Annual Rate	0.16%	0.26%	0.31%
2010 Families	2,413	18,659	33,335
2010 Average Family Size	3.49	3.49	3.39
2022 Families	2,526	19,836	35,752
2022 Average Family Size	3.74	3.72	3.62
2027 Families	2,547	20,073	36,313
2027 Average Family Size	3.74	3.73	3.63
2022-2027 Annual Rate	0.17%	0.24%	0.31%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,135	26,610	49,067
Owner Occupied Housing Units	64.9%	59.7%	60.3%
Renter Occupied Housing Units	30.6%	31.2%	28.0%
Vacant Housing Units	4.5%	9.0%	11.7%
2010 Housing Units	3,519	30,200	56,894
Owner Occupied Housing Units	57.6%	53.4%	54.9%
Renter Occupied Housing Units	31.7%	34.4%	31.5%
Vacant Housing Units	10.6%	12.2%	13.5%
2020 Housing Units	3,492	30,187	56,931
Vacant Housing Units	4.3%	5.4%	6.5%
2022 Housing Units	3,481	30,195	57,006
Owner Occupied Housing Units	58.6%	56.5%	58.1%
Renter Occupied Housing Units	37.1%	38.2%	35.5%
Vacant Housing Units	4.3%	5.3%	6.4%
2027 Housing Units	3,513	30,581	57,845
Owner Occupied Housing Units	58.8%	56.9%	58.6%
Renter Occupied Housing Units	36.8%	37.8%	35.1%
Vacant Housing Units	4.4%	5.3%	6.3%
<b>Median Household Income</b>			
2022	\$66,043	\$52,728	\$51,912
2027	\$82,235	\$63,443	\$63,042
<b>Median Home Value</b>			
2022	\$345,621	\$274,780	\$255,884
2027	\$507,180	\$425,193	\$380,898
<b>Per Capita Income</b>			
2022	\$26,798	\$23,196	\$24,223
2027	\$33,608	\$28,359	\$30,311
<b>Median Age</b>			
2010	33.4	33.7	35.8
2022	35.0	35.0	37.2
2027	35.4	35.6	37.6

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2022 Households by Income</b>			
Household Income Base	3,330	28,586	53,347
<\$15,000	11.9%	12.3%	12.4%
\$15,000 - \$24,999	7.8%	10.9%	11.2%
\$25,000 - \$34,999	5.6%	9.1%	9.3%
\$35,000 - \$49,999	12.1%	14.6%	14.9%
\$50,000 - \$74,999	17.5%	18.7%	19.0%
\$75,000 - \$99,999	14.9%	11.8%	11.6%
\$100,000 - \$149,999	17.0%	14.4%	13.2%
\$150,000 - \$199,999	7.1%	4.9%	4.9%
\$200,000+	6.1%	3.1%	3.4%
Average Household Income	\$89,291	\$72,843	\$72,907
<b>2027 Households by Income</b>			
Household Income Base	3,357	28,955	54,187
<\$15,000	8.6%	9.6%	10.0%
\$15,000 - \$24,999	5.7%	8.3%	8.6%
\$25,000 - \$34,999	5.4%	8.8%	8.8%
\$35,000 - \$49,999	10.5%	13.2%	12.9%
\$50,000 - \$74,999	14.4%	16.3%	16.1%
\$75,000 - \$99,999	15.0%	12.5%	12.1%
\$100,000 - \$149,999	20.5%	19.5%	18.5%
\$150,000 - \$199,999	10.1%	7.2%	7.6%
\$200,000+	9.8%	4.7%	5.5%
Average Household Income	\$112,056	\$89,223	\$91,379
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	2,039	17,058	33,111
<\$50,000	3.2%	14.3%	16.8%
\$50,000 - \$99,999	0.8%	6.2%	7.9%
\$100,000 - \$149,999	4.0%	6.7%	5.8%
\$150,000 - \$199,999	3.6%	6.5%	6.5%
\$200,000 - \$249,999	13.2%	11.0%	11.7%
\$250,000 - \$299,999	11.1%	10.7%	10.3%
\$300,000 - \$399,999	30.8%	19.8%	19.5%
\$400,000 - \$499,999	13.1%	9.7%	6.9%
\$500,000 - \$749,999	14.3%	9.9%	8.7%
\$750,000 - \$999,999	4.0%	2.5%	2.3%
\$1,000,000 - \$1,499,999	1.2%	1.9%	1.7%
\$1,500,000 - \$1,999,999	0.2%	0.6%	0.6%
\$2,000,000 +	0.5%	0.3%	1.4%
Average Home Value	\$393,906	\$319,931	\$319,272
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	2,065	17,406	33,905
<\$50,000	0.8%	8.5%	11.7%
\$50,000 - \$99,999	0.2%	2.7%	4.7%
\$100,000 - \$149,999	0.1%	2.7%	2.5%
\$150,000 - \$199,999	0.3%	2.1%	2.3%
\$200,000 - \$249,999	1.6%	4.9%	6.3%
\$250,000 - \$299,999	2.9%	6.2%	6.6%
\$300,000 - \$399,999	24.4%	19.0%	19.7%
\$400,000 - \$499,999	18.8%	15.6%	11.2%
\$500,000 - \$749,999	32.9%	23.1%	19.8%
\$750,000 - \$999,999	12.7%	7.3%	6.2%
\$1,000,000 - \$1,499,999	3.4%	5.5%	4.6%
\$1,500,000 - \$1,999,999	0.7%	1.5%	1.4%
\$2,000,000 +	1.2%	1.0%	3.0%
Average Home Value	\$580,841	\$500,330	\$493,308

**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	9,924	79,097	139,006
0 - 4	7.3%	7.8%	7.6%
5 - 9	7.8%	7.8%	7.4%
10 - 14	8.4%	8.1%	7.8%
15 - 24	15.9%	15.4%	14.5%
25 - 34	12.5%	12.3%	11.9%
35 - 44	12.2%	12.1%	11.5%
45 - 54	13.7%	12.6%	12.0%
55 - 64	10.0%	10.0%	10.1%
65 - 74	6.1%	6.7%	7.9%
75 - 84	3.9%	4.7%	6.3%
85 +	2.1%	2.3%	3.1%
18 +	70.8%	70.8%	72.2%
<b>2022 Population by Age</b>			
Total	11,257	90,267	160,277
0 - 4	6.8%	7.3%	7.0%
5 - 9	6.7%	7.2%	6.9%
10 - 14	7.0%	6.9%	6.5%
15 - 24	14.7%	13.7%	12.7%
25 - 34	14.9%	14.9%	14.3%
35 - 44	11.8%	11.4%	11.0%
45 - 54	10.8%	10.4%	10.0%
55 - 64	11.7%	11.3%	11.2%
65 - 74	8.6%	9.1%	10.2%
75 - 84	4.7%	5.2%	6.8%
85 +	2.4%	2.4%	3.4%
18 +	75.3%	74.4%	75.7%
<b>2027 Population by Age</b>			
Total	11,362	91,492	162,913
0 - 4	7.0%	7.4%	7.0%
5 - 9	6.7%	7.2%	6.8%
10 - 14	6.7%	7.1%	6.8%
15 - 24	13.3%	12.5%	11.6%
25 - 34	15.8%	15.0%	14.4%
35 - 44	12.9%	12.6%	12.1%
45 - 54	10.2%	10.0%	9.5%
55 - 64	10.5%	10.4%	10.4%
65 - 74	9.1%	9.6%	10.5%
75 - 84	5.4%	5.8%	7.6%
85 +	2.3%	2.4%	3.3%
18 +	75.4%	74.3%	75.6%
<b>2010 Population by Sex</b>			
Males	4,843	38,056	66,567
Females	5,081	41,041	72,441
<b>2022 Population by Sex</b>			
Males	5,511	43,724	77,359
Females	5,747	46,543	82,917
<b>2027 Population by Sex</b>			
Males	5,564	44,475	78,960
Females	5,798	47,015	83,955

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	9,924	79,097	139,009
White Alone	71.8%	66.5%	66.5%
Black Alone	4.4%	5.3%	5.6%
American Indian Alone	1.9%	2.3%	2.0%
Asian Alone	1.9%	1.9%	2.4%
Pacific Islander Alone	0.1%	0.3%	0.3%
Some Other Race Alone	14.4%	18.6%	18.1%
Two or More Races	5.4%	5.2%	5.1%
Hispanic Origin	34.8%	41.4%	40.0%
Diversity Index	70.4	75.1	75.0
<b>2020 Population by Race/Ethnicity</b>			
Total	11,277	90,150	159,612
White Alone	46.8%	42.3%	42.9%
Black Alone	7.3%	8.1%	8.5%
American Indian Alone	2.2%	2.9%	2.7%
Asian Alone	2.1%	2.3%	2.9%
Pacific Islander Alone	0.3%	0.4%	0.4%
Some Other Race Alone	27.1%	28.3%	26.6%
Two or More Races	14.2%	15.7%	16.0%
Hispanic Origin	50.1%	52.7%	51.0%
Diversity Index	84.1	85.4	85.5
<b>2022 Population by Race/Ethnicity</b>			
Total	11,257	90,267	160,277
White Alone	45.7%	41.1%	41.9%
Black Alone	7.3%	8.1%	8.4%
American Indian Alone	2.3%	3.0%	2.7%
Asian Alone	2.2%	2.3%	2.9%
Pacific Islander Alone	0.3%	0.4%	0.4%
Some Other Race Alone	27.7%	29.0%	27.2%
Two or More Races	14.5%	16.1%	16.3%
Hispanic Origin	50.7%	53.4%	51.5%
Diversity Index	84.4	85.6	85.7
<b>2027 Population by Race/Ethnicity</b>			
Total	11,362	91,489	162,915
White Alone	42.5%	38.1%	38.9%
Black Alone	7.4%	8.1%	8.5%
American Indian Alone	2.5%	3.3%	3.0%
Asian Alone	2.4%	2.5%	3.2%
Pacific Islander Alone	0.4%	0.4%	0.4%
Some Other Race Alone	29.5%	30.7%	28.8%
Two or More Races	15.4%	17.0%	17.2%
Hispanic Origin	51.8%	54.5%	52.5%
Diversity Index	85.1	86.1	86.3
<b>2010 Population by Relationship and Household Type</b>			
Total	9,925	79,098	139,008
In Households	99.5%	99.1%	99.2%
In Family Households	88.8%	86.4%	85.0%
Householder	24.6%	23.7%	23.9%
Spouse	16.7%	15.6%	16.3%
Child	37.9%	37.0%	35.1%
Other relative	5.5%	6.1%	6.1%
Nonrelative	4.1%	3.9%	3.7%
In Nonfamily Households	10.7%	12.7%	14.1%
In Group Quarters	0.5%	0.9%	0.8%
Institutionalized Population	0.1%	0.4%	0.4%
Noninstitutionalized Population	0.4%	0.5%	0.4%

**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>2022 Population 25+ by Educational Attainment</b>			
Total	7,301	58,570	107,192
Less than 9th Grade	6.0%	7.6%	7.7%
9th - 12th Grade, No Diploma	13.4%	12.6%	11.5%
High School Graduate	21.6%	28.0%	27.9%
GED/Alternative Credential	4.2%	4.1%	4.1%
Some College, No Degree	30.5%	26.3%	26.3%
Associate Degree	8.8%	8.7%	8.9%
Bachelor's Degree	9.3%	7.8%	8.9%
Graduate/Professional Degree	6.3%	4.9%	4.8%
<b>2022 Population 15+ by Marital Status</b>			
Total	8,959	70,952	127,576
Never Married	36.6%	36.5%	33.5%
Married	48.1%	45.8%	46.7%
Widowed	5.1%	5.8%	7.1%
Divorced	10.2%	11.9%	12.7%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,321	38,632	65,988
Population 16+ Employed	90.5%	90.8%	91.2%
Population 16+ Unemployment rate	9.5%	9.2%	8.8%
Population 16-24 Employed	16.1%	15.0%	14.5%
Population 16-24 Unemployment rate	20.0%	16.9%	16.2%
Population 25-54 Employed	61.7%	66.1%	65.1%
Population 25-54 Unemployment rate	7.2%	7.7%	7.5%
Population 55-64 Employed	16.1%	14.1%	14.4%
Population 55-64 Unemployment rate	3.8%	7.0%	7.3%
Population 65+ Employed	6.1%	4.9%	5.9%
Population 65+ Unemployment rate	14.9%	10.4%	7.0%
<b>2022 Employed Population 16+ by Industry</b>			
Total	4,813	35,062	60,151
Agriculture/Mining	1.3%	1.3%	1.3%
Construction	10.2%	10.4%	9.9%
Manufacturing	4.9%	6.6%	6.5%
Wholesale Trade	1.3%	2.0%	2.0%
Retail Trade	11.7%	13.4%	14.2%
Transportation/Utilities	9.2%	9.5%	9.2%
Information	1.2%	1.3%	1.3%
Finance/Insurance/Real Estate	3.0%	4.2%	4.1%
Services	50.4%	45.9%	46.3%
Public Administration	6.9%	5.5%	5.3%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	4,813	35,064	60,151
White Collar	44.3%	44.4%	46.3%
Management/Business/Financial	10.4%	9.3%	9.9%
Professional	15.3%	14.8%	15.4%
Sales	7.2%	8.9%	9.4%
Administrative Support	11.4%	11.4%	11.7%
Services	24.8%	21.5%	21.6%
Blue Collar	30.9%	34.1%	32.1%
Farming/Forestry/Fishing	0.7%	1.0%	0.9%
Construction/Extraction	8.7%	9.6%	8.8%
Installation/Maintenance/Repair	5.1%	4.4%	4.0%
Production	3.7%	5.4%	5.6%
Transportation/Material Moving	12.6%	13.6%	12.8%

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<b>2010 Households by Type</b>			
Total	3,146	26,513	49,198
Households with 1 Person	16.9%	23.6%	26.4%
Households with 2+ People	83.1%	76.4%	73.6%
Family Households	76.7%	70.4%	67.8%
Husband-wife Families	52.1%	46.4%	46.1%
With Related Children	27.0%	23.9%	22.1%
Other Family (No Spouse Present)	24.6%	24.0%	21.7%
Other Family with Male Householder	7.6%	7.0%	6.2%
With Related Children	5.0%	4.6%	3.9%
Other Family with Female Householder	17.0%	17.0%	15.5%
With Related Children	11.9%	11.9%	10.4%
Nonfamily Households	6.4%	6.0%	5.9%
All Households with Children	44.5%	41.1%	37.0%
Multigenerational Households	7.9%	7.5%	6.7%
Unmarried Partner Households	8.9%	8.4%	7.7%
Male-female	7.8%	7.7%	7.0%
Same-sex	1.1%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	3,145	26,514	49,199
1 Person Household	16.9%	23.6%	26.4%
2 Person Household	29.7%	28.0%	29.9%
3 Person Household	17.3%	15.1%	13.7%
4 Person Household	16.5%	14.6%	12.8%
5 Person Household	10.2%	9.8%	8.9%
6 Person Household	5.1%	4.7%	4.4%
7 + Person Household	4.3%	4.2%	3.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,144	26,513	49,200
Owner Occupied	64.5%	60.9%	63.5%
Owned with a Mortgage/Loan	50.4%	41.4%	40.0%
Owned Free and Clear	14.0%	19.5%	23.5%
Renter Occupied	35.5%	39.1%	36.5%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	88	88	92
Percent of Income for Mortgage	27.6%	27.5%	26.0%
Wealth Index	76	59	62
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,519	30,200	56,894
Housing Units Inside Urbanized Area	99.9%	98.8%	98.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.2%	1.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	9,925	79,097	139,008
Population Inside Urbanized Area	99.9%	98.8%	98.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.1%	1.2%	1.7%

**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.

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<b>Top 3 Tapestry Segments</b>			
1.	Home Improvement (4B)	Urban Edge Families (7C)	Senior Escapes (9D)
2.	Urban Edge Families (7C)	Fresh Ambitions (13D)	Urban Edge Families (7C)
3.	Front Porches (8E)	Parks and Rec (5C)	Down the Road (10D)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,859,904	\$48,671,363	\$90,126,689
Average Spent	\$2,060.03	\$1,702.63	\$1,689.38
Spending Potential Index	86	71	70
Education: Total \$	\$5,710,168	\$39,330,883	\$69,070,262
Average Spent	\$1,714.77	\$1,375.88	\$1,294.69
Spending Potential Index	87	70	66
Entertainment/Recreation: Total \$	\$10,156,520	\$72,101,716	\$135,852,827
Average Spent	\$3,050.01	\$2,522.27	\$2,546.49
Spending Potential Index	83	69	69
Food at Home: Total \$	\$17,605,301	\$126,883,945	\$238,618,545
Average Spent	\$5,286.88	\$4,438.67	\$4,472.78
Spending Potential Index	85	72	72
Food Away from Home: Total \$	\$12,391,395	\$87,578,005	\$163,435,917
Average Spent	\$3,721.14	\$3,063.67	\$3,063.52
Spending Potential Index	86	71	71
Health Care: Total \$	\$19,490,484	\$140,209,281	\$271,609,027
Average Spent	\$5,853.00	\$4,904.82	\$5,091.17
Spending Potential Index	83	69	72
HH Furnishings & Equipment: Total \$	\$7,259,139	\$50,791,062	\$95,957,313
Average Spent	\$2,179.92	\$1,776.78	\$1,798.67
Spending Potential Index	85	69	70
Personal Care Products & Services: Total \$	\$2,916,798	\$20,634,234	\$39,097,223
Average Spent	\$875.92	\$721.83	\$732.86
Spending Potential Index	86	71	72
Shelter: Total \$	\$66,686,931	\$468,116,110	\$865,118,640
Average Spent	\$20,026.11	\$16,375.71	\$16,216.21
Spending Potential Index	87	72	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,557,979	\$53,761,307	\$106,494,554
Average Spent	\$2,269.66	\$1,880.69	\$1,996.19
Spending Potential Index	84	69	73
Travel: Total \$	\$8,145,798	\$55,914,131	\$105,663,481
Average Spent	\$2,446.19	\$1,956.00	\$1,980.61
Spending Potential Index	85	68	69
Vehicle Maintenance & Repairs: Total \$	\$3,575,766	\$25,424,878	\$48,450,137
Average Spent	\$1,073.80	\$889.42	\$908.17
Spending Potential Index	85	71	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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.