



Community Profile

Rings: 1, 3, 5 mile radii

2950 Pine Lake Rd Suite D, Lincoln, NE

Latitude: 40.7421

Longitude: -96.67874

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	12,498	57,553	136,355
2020 Total Population	12,996	64,184	152,148
2020 Group Quarters	78	2,086	3,892
2022 Total Population	13,256	65,584	155,658
2022 Group Quarters	78	2,086	3,895
2027 Total Population	13,570	67,021	159,486
2022-2027 Annual Rate	0.47%	0.43%	0.49%
2022 Total Daytime Population	13,393	59,806	158,682
Workers	7,259	31,813	89,823
Residents	6,134	27,993	68,859
Household Summary			
2010 Households	4,513	22,731	56,934
2010 Average Household Size	2.77	2.45	2.33
2020 Total Households	4,945	25,688	63,566
2020 Average Household Size	2.61	2.42	2.33
2022 Total Households	5,044	26,202	64,873
2022 Average Household Size	2.61	2.42	2.34
2027 Total Households	5,155	26,759	66,426
2027 Average Household Size	2.62	2.43	2.34
2022-2027 Annual Rate	0.44%	0.42%	0.47%
2010 Families	3,330	15,270	34,284
2010 Average Family Size	3.27	2.98	2.97
2022 Total Families	3,609	17,230	38,369
2022 Average Family Size	3.15	2.99	3.02
2027 Total Families	3,691	17,610	39,259
2027 Average Family Size	3.15	2.99	3.01
2022-2027 Annual Rate	0.45%	0.44%	0.46%
Housing Unit Summary			
2000 Housing Units	3,216	19,407	52,973
Owner Occupied Housing Units	74.5%	68.1%	57.5%
Renter Occupied Housing Units	22.2%	28.8%	37.8%
Vacant Housing Units	3.3%	3.2%	4.7%
2010 Housing Units	4,658	23,670	60,703
Owner Occupied Housing Units	72.1%	67.2%	58.0%
Renter Occupied Housing Units	24.8%	28.9%	35.7%
Vacant Housing Units	3.1%	4.0%	6.2%
2020 Housing Units	5,129	26,704	67,316
Vacant Housing Units	3.6%	3.8%	5.6%
2022 Housing Units	5,212	27,253	68,764
Owner Occupied Housing Units	64.8%	65.4%	58.5%
Renter Occupied Housing Units	32.0%	30.7%	35.9%
Vacant Housing Units	3.2%	3.9%	5.7%
2027 Housing Units	5,351	28,008	70,826
Owner Occupied Housing Units	66.2%	65.8%	58.9%
Renter Occupied Housing Units	30.1%	29.8%	34.9%
Vacant Housing Units	3.7%	4.5%	6.2%
Median Household Income			
2022	\$95,059	\$81,445	\$69,205
2027	\$106,235	\$95,177	\$81,983
Median Home Value			
2022	\$266,448	\$249,556	\$248,603
2027	\$282,536	\$272,369	\$279,553
Per Capita Income			
2022	\$51,371	\$46,056	\$43,424
2027	\$59,376	\$53,408	\$50,748
Median Age			
2010	36.4	35.9	35.8
2022	38.3	38.3	38.2
2027	38.7	39.2	39.0

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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2022 Households by Income			
Household Income Base	5,044	26,202	64,873
<\$15,000	4.4%	4.2%	7.2%
\$15,000 - \$24,999	3.7%	4.4%	6.5%
\$25,000 - \$34,999	3.9%	6.6%	7.7%
\$35,000 - \$49,999	8.0%	11.0%	11.9%
\$50,000 - \$74,999	16.8%	19.4%	20.1%
\$75,000 - \$99,999	15.7%	13.8%	12.3%
\$100,000 - \$149,999	20.3%	19.0%	15.7%
\$150,000 - \$199,999	12.5%	9.9%	8.4%
\$200,000+	14.8%	11.7%	10.1%
Average Household Income	\$129,272	\$115,233	\$103,956
2027 Households by Income			
Household Income Base	5,155	26,759	66,426
<\$15,000	2.9%	2.9%	5.6%
\$15,000 - \$24,999	2.4%	3.2%	5.0%
\$25,000 - \$34,999	2.1%	5.1%	6.0%
\$35,000 - \$49,999	6.0%	9.2%	9.5%
\$50,000 - \$74,999	18.0%	17.6%	19.1%
\$75,000 - \$99,999	15.3%	14.2%	14.3%
\$100,000 - \$149,999	18.8%	20.7%	17.5%
\$150,000 - \$199,999	16.6%	13.0%	10.8%
\$200,000+	17.9%	14.1%	12.3%
Average Household Income	\$149,641	\$133,688	\$121,620
2022 Owner Occupied Housing Units by Value			
Total	3,377	17,824	40,210
<\$50,000	0.1%	0.7%	1.7%
\$50,000 - \$99,999	0.0%	0.8%	2.0%
\$100,000 - \$149,999	0.4%	5.1%	7.7%
\$150,000 - \$199,999	8.2%	17.1%	17.3%
\$200,000 - \$249,999	33.1%	26.5%	21.9%
\$250,000 - \$299,999	24.8%	17.6%	15.4%
\$300,000 - \$399,999	16.6%	14.9%	16.2%
\$400,000 - \$499,999	5.2%	6.3%	7.5%
\$500,000 - \$749,999	9.5%	8.9%	7.8%
\$750,000 - \$999,999	1.6%	1.6%	1.8%
\$1,000,000 - \$1,499,999	0.2%	0.3%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.2%	0.2%	0.1%
Average Home Value	\$320,463	\$302,804	\$298,067
2027 Owner Occupied Housing Units by Value			
Total	3,541	18,425	41,723
<\$50,000	0.0%	0.3%	0.7%
\$50,000 - \$99,999	0.0%	0.3%	0.7%
\$100,000 - \$149,999	0.0%	2.5%	3.7%
\$150,000 - \$199,999	3.8%	11.7%	12.4%
\$200,000 - \$249,999	27.1%	25.9%	21.5%
\$250,000 - \$299,999	29.2%	20.9%	18.7%
\$300,000 - \$399,999	20.2%	18.1%	20.7%
\$400,000 - \$499,999	6.0%	7.3%	9.3%
\$500,000 - \$749,999	11.7%	11.0%	9.7%
\$750,000 - \$999,999	1.6%	1.7%	2.2%
\$1,000,000 - \$1,499,999	0.2%	0.3%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.0%	0.0%
Average Home Value	\$337,369	\$324,425	\$327,847

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: 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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2010 Population by Age			
Total	12,497	57,553	136,353
0 - 4	7.2%	7.0%	6.9%
5 - 9	8.6%	6.9%	6.6%
10 - 14	8.8%	6.5%	6.0%
15 - 24	11.5%	13.6%	14.2%
25 - 34	12.0%	14.7%	15.2%
35 - 44	15.0%	12.9%	12.5%
45 - 54	15.3%	14.4%	14.0%
55 - 64	11.3%	12.6%	12.4%
65 - 74	4.7%	5.9%	6.0%
75 - 84	3.2%	3.6%	4.0%
85 +	2.5%	1.9%	2.1%
18 +	70.6%	75.5%	76.7%
2022 Population by Age			
Total	13,255	65,582	155,658
0 - 4	6.4%	6.1%	6.0%
5 - 9	7.0%	6.4%	6.2%
10 - 14	7.5%	6.7%	6.3%
15 - 24	12.4%	12.1%	12.1%
25 - 34	12.5%	13.9%	14.8%
35 - 44	13.0%	14.0%	13.5%
45 - 54	13.2%	11.6%	11.3%
55 - 64	12.8%	12.3%	12.2%
65 - 74	9.2%	10.4%	10.3%
75 - 84	3.8%	4.6%	4.9%
85 +	2.3%	1.9%	2.3%
18 +	74.6%	77.1%	77.9%
2027 Population by Age			
Total	13,572	67,023	159,485
0 - 4	6.4%	6.0%	6.1%
5 - 9	6.9%	6.3%	6.1%
10 - 14	7.3%	6.6%	6.1%
15 - 24	11.4%	12.0%	12.1%
25 - 34	12.7%	13.0%	13.6%
35 - 44	13.5%	14.4%	14.4%
45 - 54	12.4%	11.9%	11.4%
55 - 64	12.0%	10.8%	10.7%
65 - 74	10.2%	10.8%	10.7%
75 - 84	5.1%	6.2%	6.4%
85 +	2.1%	2.0%	2.4%
18 +	75.4%	77.3%	78.2%
2010 Population by Sex			
Males	6,039	28,438	67,444
Females	6,458	29,115	68,911
2022 Population by Sex			
Males	6,374	32,484	77,061
Females	6,883	33,100	78,597
2027 Population by Sex			
Males	6,537	33,211	78,885
Females	7,033	33,810	80,601

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



Community Profile

Rings: 1, 3, 5 mile radii

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2010 Population by Race/Ethnicity			
Total	12,497	57,552	136,353
White Alone	91.8%	91.2%	88.1%
Black Alone	1.1%	2.3%	3.3%
American Indian Alone	0.2%	0.4%	0.7%
Asian Alone	4.8%	2.8%	3.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.4%	1.0%	2.1%
Two or More Races	1.7%	2.2%	2.7%
Hispanic Origin	2.2%	3.6%	5.4%
Diversity Index	19.3	22.4	30.1
2020 Population by Race/Ethnicity			
Total	12,996	64,184	152,148
White Alone	85.4%	84.9%	81.4%
Black Alone	2.0%	3.1%	4.0%
American Indian Alone	0.3%	0.5%	0.8%
Asian Alone	5.2%	3.3%	4.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.1%	1.9%	2.9%
Two or More Races	6.0%	6.2%	6.9%
Hispanic Origin	4.1%	5.3%	7.2%
Diversity Index	32.2	34.6	41.8
2022 Population by Race/Ethnicity			
Total	13,256	65,584	155,657
White Alone	85.2%	84.7%	81.1%
Black Alone	2.0%	3.1%	4.0%
American Indian Alone	0.3%	0.5%	0.8%
Asian Alone	5.3%	3.4%	4.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.1%	1.9%	2.9%
Two or More Races	6.2%	6.3%	7.1%
Hispanic Origin	4.1%	5.4%	7.3%
Diversity Index	32.6	35.0	42.3
2027 Population by Race/Ethnicity			
Total	13,570	67,021	159,486
White Alone	84.1%	83.7%	79.9%
Black Alone	2.0%	3.2%	4.1%
American Indian Alone	0.3%	0.5%	0.8%
Asian Alone	5.5%	3.5%	4.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.1%	2.1%	3.1%
Two or More Races	6.9%	7.0%	7.8%
Hispanic Origin	4.2%	5.5%	7.5%
Diversity Index	34.2	36.5	44.0
2010 Population by Relationship and Household Type			
Total	12,498	57,552	136,356
In Households	99.9%	96.8%	97.4%
In Family Households	88.0%	80.4%	76.4%
Householder	27.5%	26.5%	25.1%
Spouse	24.1%	21.8%	19.8%
Child	34.0%	29.0%	27.7%
Other relative	1.5%	1.7%	2.1%
Nonrelative	0.8%	1.4%	1.7%
In Nonfamily Households	11.9%	16.4%	21.0%
In Group Quarters	0.1%	3.2%	2.6%
Institutionalized Population	0.1%	2.4%	2.0%
Noninstitutionalized Population	0.0%	0.8%	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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2022 Population 25+ by Educational Attainment			
Total	8,840	45,051	107,962
Less than 9th Grade	0.9%	1.0%	1.7%
9th - 12th Grade, No Diploma	1.5%	2.2%	2.4%
High School Graduate	12.0%	12.3%	14.4%
GED/Alternative Credential	0.6%	2.5%	3.2%
Some College, No Degree	14.2%	17.0%	17.7%
Associate Degree	11.8%	13.0%	11.6%
Bachelor's Degree	37.6%	32.6%	29.7%
Graduate/Professional Degree	21.5%	19.3%	19.4%
2022 Population 15+ by Marital Status			
Total	10,487	52,969	126,803
Never Married	25.1%	29.4%	32.7%
Married	62.5%	57.6%	53.3%
Widowed	6.0%	3.8%	4.4%
Divorced	6.3%	9.2%	9.6%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,329	37,337	87,985
Population 16+ Employed	98.4%	98.2%	98.0%
Population 16+ Unemployment rate	1.6%	1.8%	2.0%
Population 16-24 Employed	14.6%	13.9%	14.9%
Population 16-24 Unemployment rate	3.8%	6.1%	4.7%
Population 25-54 Employed	62.7%	61.8%	61.8%
Population 25-54 Unemployment rate	1.3%	1.0%	1.6%
Population 55-64 Employed	18.8%	17.0%	16.5%
Population 55-64 Unemployment rate	1.0%	1.0%	1.2%
Population 65+ Employed	3.9%	7.3%	6.8%
Population 65+ Unemployment rate	0.4%	1.7%	1.4%
2022 Employed Population 16+ by Industry			
Total	7,210	36,655	86,237
Agriculture/Mining	0.5%	0.6%	0.7%
Construction	4.8%	5.5%	6.2%
Manufacturing	5.3%	6.1%	6.9%
Wholesale Trade	1.6%	1.8%	1.7%
Retail Trade	9.0%	9.3%	9.3%
Transportation/Utilities	3.1%	4.0%	4.0%
Information	1.3%	1.7%	1.8%
Finance/Insurance/Real Estate	13.3%	10.6%	9.6%
Services	53.4%	52.9%	53.2%
Public Administration	7.7%	7.6%	6.6%
2022 Employed Population 16+ by Occupation			
Total	7,210	36,656	86,237
White Collar	80.4%	75.0%	70.4%
Management/Business/Financial	28.9%	22.9%	20.6%
Professional	32.4%	31.8%	30.4%
Sales	8.9%	9.8%	8.3%
Administrative Support	10.2%	10.6%	11.2%
Services	11.3%	11.4%	13.0%
Blue Collar	8.3%	13.6%	16.6%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	1.8%	3.0%	4.0%
Installation/Maintenance/Repair	1.3%	2.2%	2.2%
Production	1.7%	3.4%	4.6%
Transportation/Material Moving	3.4%	4.8%	5.6%

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August 01, 2022



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2010 Households by Type			
Total	4,512	22,731	56,934
Households with 1 Person	21.8%	25.9%	31.5%
Households with 2+ People	78.2%	74.1%	68.5%
Family Households	73.8%	67.2%	60.2%
Husband-wife Families	64.8%	55.2%	47.5%
With Related Children	34.4%	25.0%	20.7%
Other Family (No Spouse Present)	9.0%	12.0%	12.7%
Other Family with Male Householder	2.6%	3.2%	3.5%
With Related Children	1.4%	1.8%	2.0%
Other Family with Female Householder	6.4%	8.8%	9.2%
With Related Children	4.3%	6.1%	6.5%
Nonfamily Households	4.4%	6.9%	8.3%
All Households with Children	40.2%	33.2%	29.5%
Multigenerational Households	1.2%	1.4%	1.6%
Unmarried Partner Households	2.9%	5.0%	5.9%
Male-female	2.5%	4.4%	5.2%
Same-sex	0.4%	0.6%	0.7%
2010 Households by Size			
Total	4,513	22,731	56,935
1 Person Household	21.8%	25.9%	31.5%
2 Person Household	32.6%	36.3%	34.7%
3 Person Household	16.6%	16.0%	14.4%
4 Person Household	18.7%	13.9%	11.7%
5 Person Household	7.5%	5.4%	5.0%
6 Person Household	2.2%	1.8%	1.8%
7 + Person Household	0.7%	0.7%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	4,513	22,731	56,934
Owner Occupied	74.4%	69.9%	61.9%
Owned with a Mortgage/Loan	60.2%	53.8%	46.2%
Owned Free and Clear	14.2%	16.1%	15.7%
Renter Occupied	25.6%	30.1%	38.1%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	143	131	111
Percent of Income for Mortgage	14.8%	16.1%	18.9%
Wealth Index	129	119	105
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,658	23,670	60,703
Housing Units Inside Urbanized Area	100.0%	98.2%	97.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.8%	2.1%
2010 Population By Urban/ Rural Status			
Total Population	12,498	57,553	136,355
Population Inside Urbanized Area	100.0%	98.1%	97.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.9%	2.3%

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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Top 3 Tapestry Segments			
1.	Workday Drive (4A)	In Style (5B)	In Style (5B)
2.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
3.	In Style (5B)	Workday Drive (4A)	Set to Impress (11D)
2022 Consumer Spending			
Apparel & Services: Total \$	\$14,601,610	\$68,925,952	\$156,266,243
Average Spent	\$2,894.85	\$2,630.56	\$2,408.80
Spending Potential Index	120	109	100
Education: Total \$	\$12,340,722	\$56,708,766	\$126,782,548
Average Spent	\$2,446.61	\$2,164.29	\$1,954.32
Spending Potential Index	125	110	100
Entertainment/Recreation: Total \$	\$22,506,869	\$104,959,544	\$235,179,502
Average Spent	\$4,462.11	\$4,005.78	\$3,625.23
Spending Potential Index	122	109	99
Food at Home: Total \$	\$36,312,064	\$172,445,647	\$391,311,751
Average Spent	\$7,199.06	\$6,581.39	\$6,031.97
Spending Potential Index	116	106	97
Food Away from Home: Total \$	\$25,865,766	\$122,074,932	\$276,558,187
Average Spent	\$5,128.03	\$4,658.99	\$4,263.07
Spending Potential Index	119	108	99
Health Care: Total \$	\$42,974,732	\$202,065,077	\$453,221,037
Average Spent	\$8,519.97	\$7,711.82	\$6,986.28
Spending Potential Index	120	109	99
HH Furnishings & Equipment: Total \$	\$16,246,154	\$74,893,187	\$166,439,999
Average Spent	\$3,220.89	\$2,858.30	\$2,565.63
Spending Potential Index	126	112	100
Personal Care Products & Services: Total \$	\$6,251,232	\$29,404,042	\$66,346,662
Average Spent	\$1,239.34	\$1,122.21	\$1,022.72
Spending Potential Index	122	110	100
Shelter: Total \$	\$138,165,351	\$648,600,761	\$1,466,537,523
Average Spent	\$27,392.02	\$24,753.86	\$22,606.28
Spending Potential Index	120	108	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,777,102	\$81,243,020	\$178,270,791
Average Spent	\$3,524.41	\$3,100.64	\$2,748.00
Spending Potential Index	130	114	101
Travel: Total \$	\$18,631,346	\$84,646,930	\$186,032,809
Average Spent	\$3,693.76	\$3,230.55	\$2,867.65
Spending Potential Index	129	112	100
Vehicle Maintenance & Repairs: Total \$	\$7,643,322	\$36,222,933	\$81,911,874
Average Spent	\$1,515.33	\$1,382.45	\$1,262.65
Spending Potential Index	120	110	100

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.