Community Profile

Rings: 1, 3, 5 mile radii

1196 W Olive Ave, Merced, CA 95348, USA
Latitude: 37.3183
Longitude: -120.4894

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	16,539	71,301	78,862
2010 Total Population	16,980	83,834	96,940
2019 Total Population	17,386	89,231	103,621
2019 Group Quarters	642	2,300	3,282
2024 Total Population	17,633	91,528	106,686
2019-2024 Annual Rate	0.28%	0.51%	0.58%
2019 Total Daytime Population	23,102	96,818	109,255
Workers	12,013	40,035	43,018
Residents	11,089	56,783	66,237
Household Summary			
2000 Households	5,884	22,761	25,179
2000 Average Household Size	2.72	3.07	3.07
2010 Households	6,223	26,570	30,046
2010 Average Household Size	2.65	3.09	3.14
2019 Households	6,311	28,094	31,794
2019 Average Household Size	2.65	3.09	3.16
2024 Households	6,394	28,822	32,721
2024 Average Household Size	2.66	3.10	3.16
2019-2024 Annual Rate	0.26%	0.51%	0.58%
2010 Families	3,836	19,065	21,937
2010 Average Family Size	3.31	3.60	3.63
2019 Families	3,886	20,132	23,187
2019 Average Family Size	3.32	3.61	3.66
2024 Families	3,938	20,641	23,857
2024 Average Family Size	3.33	3.61	3.66
2019-2024 Annual Rate	0.27%	0.50%	0.57%
Housing Unit Summary			
2000 Housing Units	6,221	23,973	26,574
Owner Occupied Housing Units	30.2%	47.0%	48.6%
Renter Occupied Housing Units	64.4%	48.0%	46.1%
Vacant Housing Units	5.4%	5.1%	5.2%
2010 Housing Units	6,890	29,336	33,153
Owner Occupied Housing Units	26.3%	40.8%	42.5%
Renter Occupied Housing Units	64.0%	49.8%	48.1%
Vacant Housing Units	9.7%	9.4%	9.4%
2019 Housing Units	7,032	30,637	34,610
Owner Occupied Housing Units	23.1%	37.2%	38.9%
Renter Occupied Housing Units	66.7%	54.5%	53.0%
Vacant Housing Units	10.3%	8.3%	8.1%
2024 Housing Units	7,163	31,485	35,665
Owner Occupied Housing Units	23.4%	37.7%	39.5%
Renter Occupied Housing Units	65.9%	53.9%	52.3%
Vacant Housing Units	10.7%	8.5%	8.3%
Median Household Income			
2019	$37,129	$44,766	$45,652
2024	$41,851	$51,313	$52,359
Median Home Value			
2019	$225,238	$260,609	$262,596
2024	$277,992	$321,223	$324,270
Per Capita Income			
2019	$19,247	$20,466	$20,618
2024	$22,711	$23,961	$24,156
Median Age			
2010	29.4	28.6	28.4
2019	30.9	30.0	29.8
2024	31.7	31.4	31.1

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 mile	5 mile
2019 Households by Income			
Household Income Base	6,311	28,094	31,794
<$15,000	20.8%	15.9%	15.7%
$15,000 - $24,999	15.0%	13.4%	13.0%
$25,000 - $34,999	10.9%	9.1%	9.0%
$35,000 - $49,999	17.5%	16.1%	16.0%
$50,000 - $74,999	14.3%	15.4%	15.9%
$75,000 - $99,999	8.1%	11.3%	11.2%
$100,000 - $149,999	8.4%	10.2%	10.4%
$150,000 - $199,999	2.8%	4.7%	4.6%
$200,000+	2.2%	3.9%	4.2%
Average Household Income	$53,437	$65,913	$67,196
2024 Households by Income			
Household Income Base	6,394	28,822	32,721
<$15,000	18.3%	13.9%	13.7%
$15,000 - $24,999	12.8%	11.5%	11.1%
$25,000 - $34,999	9.9%	8.4%	8.2%
$35,000 - $49,999	16.7%	15.0%	14.9%
$50,000 - $74,999	15.5%	15.6%	16.0%
$75,000 - $99,999	9.4%	12.3%	12.3%
$100,000 - $149,999	10.4%	11.9%	12.2%
$150,000 - $199,999	4.0%	6.1%	6.0%
$200,000+	3.1%	5.2%	5.7%
Average Household Income	$63,362	$77,156	$78,822
2019 Owner Occupied Housing Units by Value			
Total	1,616	11,404	13,460
<$50,000	11.1%	5.6%	7.2%
$50,000 - $99,999	7.6%	5.7%	5.3%
$100,000 - $149,999	6.6%	5.9%	5.8%
$150,000 - $199,999	18.1%	16.2%	15.0%
$200,000 - $249,999	13.0%	13.6%	13.3%
$250,000 - $299,999	15.2%	14.5%	13.5%
$300,000 - $399,999	19.7%	20.0%	20.1%
$400,000 - $499,999	2.0%	6.5%	6.5%
$500,000 - $749,999	1.1%	5.3%	5.8%
$750,000 - $999,999	1.5%	3.5%	3.5%
$1,000,000 - $1,499,999	4.0%	2.3%	2.8%
$1,500,000 - $1,999,999	0.0%	0.7%	0.9%
$2,000,000 +	0.0%	0.3%	0.2%
Average Home Value	$267,317	$321,186	$329,225
2024 Owner Occupied Housing Units by Value			
Total	1,669	11,858	14,076
<$50,000	10.2%	4.6%	6.0%
$50,000 - $99,999	5.7%	3.7%	3.4%
$100,000 - $149,999	3.9%	3.3%	3.7%
$150,000 - $199,999	12.8%	7.5%	6.9%
$200,000 - $249,999	8.7%	9.2%	9.1%
$250,000 - $299,999	15.5%	16.9%	15.2%
$300,000 - $399,999	25.8%	22.9%	23.1%
$400,000 - $499,999	5.4%	9.7%	9.1%
$500,000 - $749,999	4.6%	12.5%	12.6%
$750,000 - $999,999	2.2%	5.5%	5.7%
$1,000,000 - $1,499,999	5.2%	3.1%	3.6%
$1,500,000 - $1,999,999	0.0%	0.7%	1.0%
$2,000,000 +	0.0%	0.5%	0.5%
Average Home Value	$323,456	$401,189	$406,716

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 mile	5 mile
2010 Population by Age			
Total	16,978	83,835	96,938
0 - 4	9.1%	9.0%	9.0%
5 - 9	7.4%	8.3%	8.4%
10 - 14	6.9%	8.1%	8.3%
15 - 24	19.2%	19.1%	19.2%
25 - 34	14.7%	14.2%	14.1%
35 - 44	11.2%	11.6%	11.7%
45 - 54	11.0%	11.4%	11.4%
55 - 64	8.9%	8.9%	8.8%
65 - 74	5.3%	5.0%	4.9%
75 - 84	3.8%	3.1%	3.0%
85 +	2.5%	1.4%	1.3%
18 +	72.2%	69.3%	69.0%
2019 Population by Age			
Total	17,385	89,231	103,620
0 - 4	8.5%	8.5%	8.5%
5 - 9	7.3%	7.9%	8.0%
10 - 14	6.7%	7.5%	7.6%
15 - 24	15.5%	16.2%	16.5%
25 - 34	18.5%	17.6%	17.5%
35 - 44	11.1%	11.6%	11.6%
45 - 54	9.6%	9.7%	9.8%
55 - 64	9.2%	9.5%	9.4%
65 - 74	6.8%	6.7%	6.6%
75 - 84	4.0%	3.2%	3.1%
85 +	2.6%	1.5%	1.4%
18 +	73.9%	71.8%	71.6%
2024 Population by Age			
Total	17,632	91,527	106,688
0 - 4	8.7%	8.6%	8.6%
5 - 9	7.3%	7.9%	8.0%
10 - 14	6.5%	7.5%	7.6%
15 - 24	14.7%	14.9%	15.3%
25 - 34	18.9%	17.9%	17.7%
35 - 44	12.6%	13.1%	13.2%
45 - 54	9.0%	9.3%	9.3%
55 - 64	8.5%	8.6%	8.5%
65 - 74	6.8%	7.0%	6.8%
75 - 84	4.5%	3.7%	3.6%
85 +	2.5%	1.5%	1.4%
18 +	73.9%	71.8%	71.5%
2010 Population by Sex			
Males	8,077	41,322	47,962
Females	8,903	42,512	48,978
2019 Population by Sex			
Males	8,391	44,191	51,492
Females	8,995	45,040	52,128
2024 Population by Sex			
Males	8,536	45,297	52,985
Females	9,097	46,230	53,701

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	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
Total	16,979	83,834	96,940
White Alone	55.4%	53.7%	53.9%
Black Alone	9.4%	6.1%	5.8%
American Indian Alone	1.5%	1.4%	1.4%
Asian Alone	9.9%	11.9%	11.9%
Pacific Islander Alone	0.3%	0.2%	0.2%
Some Other Race Alone	17.5%	21.4%	21.4%
Two or More Races	6.0%	5.3%	5.3%
Hispanic Origin	43.8%	48.6%	48.2%
Diversity Index	83.5	84.7	84.6
2019 Population by Race/Ethnicity			
Total	17,386	89,232	103,621
White Alone	53.0%	51.5%	51.6%
Black Alone	8.0%	5.1%	4.8%
American Indian Alone	1.6%	1.5%	1.4%
Asian Alone	10.3%	12.1%	12.2%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	20.2%	23.7%	23.8%
Two or More Races	6.7%	5.9%	5.9%
Hispanic Origin	50.3%	54.1%	53.8%
Diversity Index	85.1	85.8	85.8
2024 Population by Race/Ethnicity			
Total	17,633	91,529	106,687
White Alone	52.4%	51.1%	51.1%
Black Alone	7.2%	4.6%	4.4%
American Indian Alone	1.7%	1.5%	1.4%
Asian Alone	10.5%	12.2%	12.2%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	21.1%	24.4%	24.5%
Two or More Races	6.8%	6.0%	6.0%
Hispanic Origin	54.2%	57.4%	57.2%
Diversity Index	85.3	85.8	85.8
2010 Population by Relationship and Household Type			
Total	16,980	83,834	96,940
In Households	97.1%	97.8%	97.4%
In Family Households	78.8%	85.6%	85.9%
Householder	22.5%	22.5%	22.6%
Spouse	12.0%	14.2%	14.4%
Child	34.7%	38.3%	38.6%
Other relative	5.7%	6.8%	6.7%
Nonrelative	4.0%	3.7%	3.6%
In Nonfamily Households	18.3%	12.3%	11.5%
In Group Quarters	2.9%	2.2%	2.6%
Institutionalized Population	2.0%	0.7%	0.9%
Noninstitutionalized Population	0.9%	1.5%	1.7%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 mile	5 mile
2019 Population 25+ by Educational Attainment			
Total	10,774	53,397	61,519
Less than 9th Grade	9.7%	14.5%	14.6%
9th - 12th Grade, No Diploma	9.8%	10.1%	10.2%
High School Graduate	22.7%	19.7%	19.9%
GED/Alternative Credential	4.6%	3.8%	3.9%
Some College, No Degree	25.9%	23.4%	23.5%
Associate Degree	9.0%	9.1%	8.8%
Bachelor's Degree	10.3%	11.4%	11.5%
Graduate/Professional Degree	8.0%	7.9%	7.6%
2019 Population 15+ by Marital Status			
Total	13,476	67,827	78,654
Never Married	44.3%	43.8%	43.1%
Married	34.0%	40.4%	41.4%
Widowed	7.5%	4.8%	4.8%
Divorced	14.2%	11.0%	10.7%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	89.1%	89.8%	89.8%
Civilian Unemployed (Unemployment Rate)	10.9%	10.2%	10.2%
2019 Employed Population 16+ by Industry			
Total	6,377	33,015	38,036
Agriculture/Mining	2.6%	7.2%	7.2%
Construction	4.1%	6.3%	6.3%
Manufacturing	8.0%	7.8%	7.7%
Wholesale Trade	1.6%	2.3%	2.3%
Retail Trade	13.8%	10.3%	10.5%
Transportation/Utilities	8.3%	5.7%	5.9%
Information	0.5%	0.9%	1.0%
Finance/Insurance/Real Estate	2.8%	4.0%	4.2%
Services	50.4%	49.6%	49.0%
Public Administration	7.9%	5.7%	5.9%
2019 Employed Population 16+ by Occupation			
Total	6,375	33,015	38,036
White Collar	54.3%	49.0%	49.7%
Management/Business/Financial	7.3%	7.7%	8.1%
Professional	21.8%	19.3%	19.1%
Sales	9.9%	8.6%	8.9%
Administrative Support	15.3%	13.4%	13.6%
Services	21.9%	22.6%	21.8%
Blue Collar	23.7%	28.4%	28.6%
Farming/Forestry/Fishing	2.2%	7.8%	7.6%
Construction/Extraction	3.2%	4.4%	4.6%
Installation/Maintenance/Repair	3.6%	3.2%	3.2%
Production	4.5%	5.0%	5.1%
Transportation/Material Moving	10.1%	7.9%	8.1%
2010 Population By Urban/ Rural Status			
Total Population	16,980	83,834	96,940
Population Inside Urbanized Area	99.3%	98.1%	95.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.7%	1.9%	4.4%

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	1 mile	3 mile	5 mile
2010 Households by Type			
Total	6,223	26,570	30,045
Households with 1 Person	30.3%	21.4%	20.5%
Households with 2+ People	69.7%	78.6%	79.5%
Family Households	61.6%	71.8%	73.0%
Husband-wife Families	32.9%	45.2%	46.5%
With Related Children	16.8%	25.2%	26.2%
Other Family (No Spouse Present)	28.8%	26.5%	26.5%
Other Family with Male Householder	7.6%	7.7%	7.8%
With Related Children	5.2%	5.1%	5.1%
Other Family with Female Householder	21.2%	18.8%	18.7%
With Related Children	15.4%	13.8%	13.8%
Nonfamily Households	8.1%	6.8%	6.5%
All Households with Children	37.9%	44.6%	45.7%
Multigenerational Households	5.4%	7.4%	7.5%
Unmarried Partner Households	10.0%	9.1%	9.0%
Male-female	9.3%	8.4%	8.3%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	6,223	26,571	30,045
1 Person Household	30.3%	21.4%	20.5%
2 Person Household	27.1%	26.0%	25.8%
3 Person Household	16.2%	16.5%	16.6%
4 Person Household	12.4%	15.2%	15.5%
5 Person Household	7.3%	10.0%	10.3%
6 Person Household	3.5%	5.4%	5.6%
7 + Person Household	3.2%	5.5%	5.6%
2010 Households by Tenure and Mortgage Status			
Total	6,223	26,570	30,046
Owner Occupied	29.1%	45.0%	46.9%
Owned with a Mortgage/Loan	20.8%	34.0%	35.3%
Owned Free and Clear	8.3%	11.0%	11.6%
Renter Occupied	70.9%	55.0%	53.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,890	29,336	33,153
Housing Units Inside Urbanized Area	99.5%	98.2%	95.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.5%	1.8%	4.5%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 mile	5 mile
Top 3 Tapestry Segments			
1.	Hardscrabble Road (8G)	Up and Coming Families (7A)	Up and Coming Families (7A)
2.	Set to Impress (11D)	Valley Growers (7E)	Barrios Urbanos (7D)
3.	Metro Fusion (11C)	Front Porches (8E)	Soccer Moms (4A)
2019 Consumer Spending			
Apparel & Services: Total $	$8,921,697	$47,557,623	$54,874,795
Average Spent	$1,413.67	$1,692.80	$1,725.95
Spending Potential Index	66	79	81
Education: Total $	$5,933,614	$32,724,519	$37,509,967
Average Spent	$940.20	$1,164.82	$1,179.78
Spending Potential Index	59	73	74
Entertainment/Recreation: Total $	$12,509,212	$68,388,737	$79,015,767
Average Spent	$1,982.13	$2,434.28	$2,485.24
Spending Potential Index	61	74	76
Food at Home: Total $	$21,396,904	$113,922,199	$131,304,246
Average Spent	$3,390.41	$4,055.04	$4,129.84
Spending Potential Index	66	78	80
Food Away from Home: Total $	$14,933,720	$80,956,447	$93,510,763
Average Spent	$2,366.30	$2,881.63	$2,941.14
Spending Potential Index	64	78	80
Health Care: Total $	$22,529,650	$122,447,716	$141,800,197
Average Spent	$3,569.90	$4,358.50	$4,459.97
Spending Potential Index	60	73	75
HH Furnishings & Equipment: Total $	$8,306,417	$45,996,677	$53,334,731
Average Spent	$1,316.18	$1,637.24	$1,677.51
Spending Potential Index	62	77	79
Personal Care Products & Services: Total $	$3,528,623	$19,220,697	$22,219,270
Average Spent	$559.12	$684.16	$698.85
Spending Potential Index	63	77	79
Shelter: Total $	$75,450,652	$406,081,390	$465,836,680
Average Spent	$11,955.42	$14,454.38	$14,651.72
Spending Potential Index	65	78	79
Support Payments/Cash Contributions/Gifts in Kind: Total $	$9,522,748	$50,380,702	$58,346,017
Average Spent	$1,508.91	$1,793.29	$1,835.13
Spending Potential Index	61	72	74
Travel: Total $	$8,129,188	$46,474,505	$53,622,303
Average Spent	$1,288.10	$1,654.25	$1,686.55
Spending Potential Index	57	74	75
Vehicle Maintenance & Repairs: Total $	$4,690,869	$24,813,798	$28,626,252
Average Spent	$743.28	$883.24	$900.37
Spending Potential Index	65	77	79

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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