



# Market Profile

Aspen Dental  
 940 Veterans Memorial Pkwy, Tuscaloosa, Alabama, 35404  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 33.19741  
 Longitude: -87.52344

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	8,553	66,846	112,355
2020 Total Population	9,712	71,053	122,155
2020 Group Quarters	763	9,807	11,031
2022 Total Population	10,038	73,188	125,045
2022 Group Quarters	763	9,807	11,031
2027 Total Population	10,301	74,950	127,994
2022-2027 Annual Rate	0.52%	0.48%	0.47%
2022 Total Daytime Population	21,405	100,753	159,942
Workers	15,394	54,122	82,296
Residents	6,011	46,631	77,646
<b>Household Summary</b>			
2010 Households	3,987	26,945	45,365
2010 Average Household Size	1.98	2.16	2.25
2020 Total Households	4,798	28,905	50,287
2020 Average Household Size	1.87	2.12	2.21
2022 Total Households	4,943	29,833	51,811
2022 Average Household Size	1.88	2.12	2.20
2027 Total Households	5,075	30,748	53,319
2027 Average Household Size	1.88	2.12	2.19
2022-2027 Annual Rate	0.53%	0.61%	0.58%
2010 Families	1,263	11,303	22,862
2010 Average Family Size	2.60	2.92	2.96
2022 Total Families	1,497	11,542	24,607
2022 Average Family Size	2.53	2.91	2.93
2027 Total Families	1,525	11,796	25,137
2027 Average Family Size	2.51	2.89	2.92
2022-2027 Annual Rate	0.37%	0.44%	0.43%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,878	26,979	45,508
Owner Occupied Housing Units	33.9%	36.1%	45.0%
Renter Occupied Housing Units	55.8%	52.9%	44.9%
Vacant Housing Units	10.3%	11.1%	10.1%
2010 Housing Units	4,749	30,786	51,011
Owner Occupied Housing Units	27.3%	29.5%	38.9%
Renter Occupied Housing Units	56.6%	58.0%	50.0%
Vacant Housing Units	16.0%	12.5%	11.1%
2020 Housing Units	6,052	34,279	58,039
Vacant Housing Units	20.7%	15.7%	13.4%
2022 Housing Units	6,240	35,366	59,785
Owner Occupied Housing Units	25.2%	29.9%	39.9%
Renter Occupied Housing Units	54.0%	54.5%	46.7%
Vacant Housing Units	20.8%	15.6%	13.3%
2027 Housing Units	6,475	36,820	62,132
Owner Occupied Housing Units	25.7%	30.2%	40.3%
Renter Occupied Housing Units	52.6%	53.3%	45.5%
Vacant Housing Units	21.6%	16.5%	14.2%
<b>Median Household Income</b>			
2022	\$36,921	\$37,373	\$44,254
2027	\$41,844	\$45,136	\$52,320
<b>Median Home Value</b>			
2022	\$194,520	\$188,706	\$191,962
2027	\$226,456	\$220,456	\$229,859
<b>Per Capita Income</b>			
2022	\$27,905	\$26,552	\$30,627
2027	\$33,324	\$31,062	\$35,884
<b>Median Age</b>			
2010	24.0	24.3	27.1
2022	24.9	26.1	30.3
2027	24.9	26.3	31.2

**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 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	4,943	29,833	51,811
<\$15,000	26.8%	22.9%	18.1%
\$15,000 - \$24,999	8.4%	12.9%	11.8%
\$25,000 - \$34,999	12.1%	11.7%	11.3%
\$35,000 - \$49,999	15.4%	12.3%	12.9%
\$50,000 - \$74,999	17.1%	16.2%	17.1%
\$75,000 - \$99,999	4.8%	6.2%	6.9%
\$100,000 - \$149,999	8.5%	9.4%	11.9%
\$150,000 - \$199,999	2.2%	4.1%	4.6%
\$200,000+	4.7%	4.3%	5.4%
Average Household Income	\$60,875	\$64,588	\$73,556
<b>2027 Households by Income</b>			
Household Income Base	5,075	30,748	53,319
<\$15,000	22.7%	19.8%	15.4%
\$15,000 - \$24,999	8.0%	11.3%	10.2%
\$25,000 - \$34,999	11.4%	10.7%	10.5%
\$35,000 - \$49,999	14.6%	11.2%	11.6%
\$50,000 - \$74,999	17.5%	17.5%	17.3%
\$75,000 - \$99,999	4.8%	6.7%	6.9%
\$100,000 - \$149,999	12.1%	12.5%	15.6%
\$150,000 - \$199,999	3.2%	5.5%	6.4%
\$200,000+	5.7%	4.8%	6.2%
Average Household Income	\$72,526	\$75,204	\$85,810
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	1,571	10,557	23,864
<\$50,000	0.8%	6.0%	7.9%
\$50,000 - \$99,999	4.0%	5.0%	5.8%
\$100,000 - \$149,999	13.9%	17.3%	13.8%
\$150,000 - \$199,999	35.1%	28.1%	26.8%
\$200,000 - \$249,999	19.0%	12.4%	13.2%
\$250,000 - \$299,999	10.9%	7.8%	9.2%
\$300,000 - \$399,999	2.7%	6.9%	6.8%
\$400,000 - \$499,999	3.6%	4.9%	4.9%
\$500,000 - \$749,999	4.8%	7.6%	6.1%
\$750,000 - \$999,999	4.8%	3.4%	5.1%
\$1,000,000 - \$1,499,999	0.3%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.2%
\$2,000,000 +	0.0%	0.3%	0.2%
Average Home Value	\$256,015	\$261,708	\$261,851
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	1,666	11,137	25,053
<\$50,000	0.5%	4.3%	5.1%
\$50,000 - \$99,999	1.7%	3.0%	3.3%
\$100,000 - \$149,999	7.6%	11.6%	9.6%
\$150,000 - \$199,999	30.4%	26.0%	24.2%
\$200,000 - \$249,999	18.5%	12.5%	13.1%
\$250,000 - \$299,999	11.9%	8.3%	9.6%
\$300,000 - \$399,999	3.3%	7.2%	8.1%
\$400,000 - \$499,999	7.3%	6.3%	6.5%
\$500,000 - \$749,999	9.0%	12.7%	10.4%
\$750,000 - \$999,999	9.5%	7.0%	9.5%
\$1,000,000 - \$1,499,999	0.2%	0.1%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.7%	0.5%
\$2,000,000 +	0.0%	0.3%	0.1%
Average Home Value	\$325,405	\$327,748	\$331,263

**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	8,553	66,846	112,354
0 - 4	3.1%	4.6%	5.4%
5 - 9	2.7%	4.1%	5.0%
10 - 14	2.5%	4.1%	5.0%
15 - 24	49.5%	41.1%	31.2%
25 - 34	13.4%	13.4%	13.5%
35 - 44	6.7%	8.2%	9.6%
45 - 54	7.3%	8.6%	10.2%
55 - 64	6.6%	7.5%	9.4%
65 - 74	3.4%	3.9%	5.1%
75 - 84	3.5%	3.2%	4.0%
85 +	1.3%	1.2%	1.6%
18 +	90.2%	84.7%	81.5%
<b>2022 Population by Age</b>			
Total	10,037	73,188	125,046
0 - 4	3.2%	4.1%	4.9%
5 - 9	2.8%	3.8%	4.8%
10 - 14	2.5%	3.8%	4.8%
15 - 24	41.9%	36.2%	26.5%
25 - 34	16.1%	16.4%	15.9%
35 - 44	7.6%	8.9%	10.3%
45 - 54	6.8%	7.3%	8.8%
55 - 64	7.8%	8.0%	9.6%
65 - 74	5.5%	6.2%	7.9%
75 - 84	4.0%	3.7%	4.5%
85 +	1.8%	1.7%	2.1%
18 +	89.5%	85.8%	82.7%
<b>2027 Population by Age</b>			
Total	10,300	74,950	127,993
0 - 4	3.2%	4.1%	4.9%
5 - 9	2.7%	3.8%	4.7%
10 - 14	2.4%	3.8%	4.8%
15 - 24	42.6%	36.1%	26.3%
25 - 34	13.9%	14.5%	13.9%
35 - 44	8.5%	10.1%	11.7%
45 - 54	6.6%	7.6%	9.2%
55 - 64	7.7%	7.5%	8.8%
65 - 74	5.7%	6.5%	8.2%
75 - 84	4.8%	4.4%	5.4%
85 +	1.8%	1.7%	2.2%
18 +	89.7%	86.0%	82.9%
<b>2010 Population by Sex</b>			
Males	4,318	32,611	53,725
Females	4,236	34,235	58,629
<b>2022 Population by Sex</b>			
Males	5,053	35,947	60,332
Females	4,985	37,240	64,713
<b>2027 Population by Sex</b>			
Males	5,194	36,887	61,899
Females	5,107	38,063	66,095

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<b>2010 Population by Race/Ethnicity</b>			
Total	8,553	66,845	112,353
White Alone	70.9%	55.6%	54.1%
Black Alone	23.7%	39.2%	41.0%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	1.8%	1.8%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.1%	2.0%	1.8%
Two or More Races	1.2%	1.2%	1.1%
Hispanic Origin	4.3%	3.8%	3.6%
Diversity Index	48.7	57.1	57.0
<b>2020 Population by Race/Ethnicity</b>			
Total	9,712	71,053	122,155
White Alone	60.7%	49.0%	47.5%
Black Alone	24.9%	39.7%	41.9%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	3.1%	2.2%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.0%	2.6%	3.0%
Two or More Races	9.0%	6.0%	5.2%
Hispanic Origin	8.6%	6.8%	6.3%
Diversity Index	62.9	64.8	64.2
<b>2022 Population by Race/Ethnicity</b>			
Total	10,038	73,189	125,046
White Alone	59.8%	48.3%	47.0%
Black Alone	25.3%	40.1%	42.1%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	3.2%	2.3%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.1%	2.7%	3.1%
Two or More Races	9.3%	6.3%	5.5%
Hispanic Origin	8.8%	6.9%	6.4%
Diversity Index	63.7	65.2	64.6
<b>2027 Population by Race/Ethnicity</b>			
Total	10,301	74,950	127,992
White Alone	58.1%	46.8%	45.6%
Black Alone	26.0%	40.8%	42.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.3%	2.4%	2.1%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.2%	2.8%	3.2%
Two or More Races	10.0%	6.8%	6.0%
Hispanic Origin	9.0%	7.1%	6.7%
Diversity Index	65.1	66.0	65.4
<b>2010 Population by Relationship and Household Type</b>			
Total	8,554	66,846	112,355
In Households	92.1%	86.9%	90.8%
In Family Households	39.9%	51.1%	62.2%
Householder	13.9%	16.9%	20.3%
Spouse	7.9%	9.0%	11.7%
Child	12.7%	19.8%	24.5%
Other relative	3.8%	3.7%	3.8%
Nonrelative	1.5%	1.8%	1.8%
In Nonfamily Households	52.2%	35.8%	28.7%
In Group Quarters	7.9%	13.1%	9.2%
Institutionalized Population	0.8%	1.3%	1.4%
Noninstitutionalized Population	7.0%	11.8%	7.8%

**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	4,977	38,076	73,823
Less than 9th Grade	2.0%	2.6%	2.6%
9th - 12th Grade, No Diploma	4.5%	7.2%	7.3%
High School Graduate	26.0%	25.7%	25.7%
GED/Alternative Credential	2.8%	3.8%	3.6%
Some College, No Degree	21.5%	19.3%	18.6%
Associate Degree	5.9%	5.1%	6.0%
Bachelor's Degree	24.9%	20.8%	20.7%
Graduate/Professional Degree	12.4%	15.5%	15.5%
<b>2022 Population 15+ by Marital Status</b>			
Total	9,186	64,571	106,908
Never Married	67.6%	63.4%	53.5%
Married	17.8%	24.9%	32.0%
Widowed	4.0%	3.3%	4.7%
Divorced	10.6%	8.4%	9.9%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	4,364	28,412	50,426
Population 16+ Employed	95.0%	94.1%	94.9%
Population 16+ Unemployment rate	5.0%	5.9%	5.1%
Population 16-24 Employed	38.3%	30.9%	23.4%
Population 16-24 Unemployment rate	7.1%	11.6%	11.5%
Population 25-54 Employed	47.7%	54.9%	59.7%
Population 25-54 Unemployment rate	4.7%	3.7%	3.3%
Population 55-64 Employed	9.6%	10.5%	12.7%
Population 55-64 Unemployment rate	0.0%	1.1%	1.8%
Population 65+ Employed	4.5%	3.7%	4.1%
Population 65+ Unemployment rate	0.0%	0.1%	0.5%
<b>2022 Employed Population 16+ by Industry</b>			
Total	4,145	26,737	47,871
Agriculture/Mining	0.0%	0.4%	0.4%
Construction	7.6%	5.5%	5.1%
Manufacturing	8.3%	12.5%	12.8%
Wholesale Trade	1.2%	1.8%	1.7%
Retail Trade	10.9%	9.6%	9.2%
Transportation/Utilities	4.4%	4.9%	4.4%
Information	2.2%	1.6%	1.5%
Finance/Insurance/Real Estate	3.5%	3.2%	3.8%
Services	59.6%	58.2%	57.9%
Public Administration	2.2%	2.3%	3.1%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	4,146	26,738	47,872
White Collar	54.0%	51.1%	55.0%
Management/Business/Financial	12.1%	10.7%	12.4%
Professional	24.8%	24.0%	26.1%
Sales	8.2%	8.1%	8.1%
Administrative Support	8.9%	8.4%	8.4%
Services	24.5%	21.8%	19.5%
Blue Collar	21.5%	27.1%	25.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	4.9%	4.3%	3.8%
Installation/Maintenance/Repair	3.2%	2.0%	2.3%
Production	3.6%	8.3%	8.0%
Transportation/Material Moving	9.8%	12.4%	11.4%

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<b>2010 Households by Type</b>			
Total	3,987	26,945	45,366
Households with 1 Person	36.5%	38.1%	35.3%
Households with 2+ People	63.5%	61.9%	64.7%
Family Households	31.7%	41.9%	50.4%
Husband-wife Families	18.1%	22.4%	29.0%
With Related Children	6.0%	8.6%	11.6%
Other Family (No Spouse Present)	13.6%	19.6%	21.4%
Other Family with Male Householder	4.0%	4.1%	4.2%
With Related Children	1.2%	1.6%	1.8%
Other Family with Female Householder	9.6%	15.5%	17.2%
With Related Children	5.3%	10.2%	11.3%
Nonfamily Households	31.9%	20.0%	14.3%
All Households with Children	12.8%	20.8%	25.0%
Multigenerational Households	1.7%	2.7%	3.4%
Unmarried Partner Households	5.4%	5.5%	5.3%
Male-female	4.9%	5.0%	4.8%
Same-sex	0.5%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	3,987	26,945	45,366
1 Person Household	36.5%	38.1%	35.3%
2 Person Household	35.3%	32.2%	32.3%
3 Person Household	16.1%	14.8%	15.4%
4 Person Household	8.5%	9.2%	10.3%
5 Person Household	2.3%	3.6%	4.2%
6 Person Household	0.7%	1.2%	1.5%
7 + Person Household	0.6%	0.9%	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,987	26,945	45,367
Owner Occupied	32.6%	33.7%	43.8%
Owned with a Mortgage/Loan	20.4%	22.5%	29.4%
Owned Free and Clear	12.1%	11.2%	14.3%
Renter Occupied	67.4%	66.3%	56.2%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	92	97	114
Percent of Income for Mortgage	27.8%	26.6%	22.9%
Wealth Index	38	47	60
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,749	30,786	51,011
Housing Units Inside Urbanized Area	100.0%	100.0%	98.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	1.9%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	8,553	66,846	112,355
Population Inside Urbanized Area	100.0%	99.9%	98.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	2.0%

**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.

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<b>Top 3 Tapestry Segments</b>			
1.	College Towns (14B)	Dorms to Diplomas (14C)	College Towns (14B)
2.	Dorms to Diplomas (14C)	College Towns (14B)	Modest Income Homes (12D)
3.	Old and Newcomers (8F)	Old and Newcomers (8F)	Dorms to Diplomas (14C)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$7,507,807	\$47,442,479	\$91,921,821
Average Spent	\$1,518.88	\$1,590.27	\$1,774.18
Spending Potential Index	63	66	74
Education: Total \$	\$7,195,147	\$42,414,046	\$77,552,711
Average Spent	\$1,455.62	\$1,421.72	\$1,496.84
Spending Potential Index	74	72	76
Entertainment/Recreation: Total \$	\$10,533,451	\$67,394,871	\$133,762,650
Average Spent	\$2,130.98	\$2,259.07	\$2,581.74
Spending Potential Index	58	62	70
Food at Home: Total \$	\$18,095,518	\$117,588,348	\$231,034,213
Average Spent	\$3,660.84	\$3,941.55	\$4,459.17
Spending Potential Index	59	64	72
Food Away from Home: Total \$	\$13,515,301	\$84,952,021	\$164,042,469
Average Spent	\$2,734.23	\$2,847.59	\$3,166.17
Spending Potential Index	63	66	73
Health Care: Total \$	\$19,381,174	\$127,417,886	\$258,217,869
Average Spent	\$3,920.93	\$4,271.04	\$4,983.84
Spending Potential Index	55	60	70
HH Furnishings & Equipment: Total \$	\$7,204,202	\$46,347,202	\$92,742,189
Average Spent	\$1,457.46	\$1,553.55	\$1,790.01
Spending Potential Index	57	61	70
Personal Care Products & Services: Total \$	\$3,023,952	\$19,396,568	\$38,125,062
Average Spent	\$611.76	\$650.17	\$735.85
Spending Potential Index	60	64	72
Shelter: Total \$	\$69,770,216	\$440,903,561	\$850,676,979
Average Spent	\$14,114.95	\$14,779.06	\$16,418.85
Spending Potential Index	62	65	72
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,123,462	\$45,924,119	\$94,228,791
Average Spent	\$1,441.12	\$1,539.37	\$1,818.70
Spending Potential Index	53	57	67
Travel: Total \$	\$7,717,933	\$49,462,310	\$99,595,290
Average Spent	\$1,561.39	\$1,657.97	\$1,922.28
Spending Potential Index	54	58	67
Vehicle Maintenance & Repairs: Total \$	\$3,909,158	\$24,693,437	\$48,377,697
Average Spent	\$790.85	\$827.72	\$933.73
Spending Potential Index	63	66	74

**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.