



Community Profile

Superior city
Place

Superior city, N...

Population Summary	
2000 Total Population	27,352
2010 Total Population	27,244
2016 Total Population	27,581
2016 Group Quarters	1,153
2021 Total Population	27,907
2016-2021 Annual Rate	0.24%
Household Summary	
2000 Households	11,604
2000 Average Household Size	2.26
2010 Households	11,670
2010 Average Household Size	2.23
2016 Households	11,792
2016 Average Household Size	2.24
2021 Households	11,915
2021 Average Household Size	2.25
2016-2021 Annual Rate	0.21%
2010 Families	6,548
2010 Average Family Size	2.84
2016 Families	6,582
2016 Average Family Size	2.85
2021 Families	6,620
2021 Average Family Size	2.86
2016-2021 Annual Rate	0.12%
Housing Unit Summary	
2000 Housing Units	12,179
Owner Occupied Housing Units	59.0%
Renter Occupied Housing Units	36.3%
Vacant Housing Units	4.7%
2010 Housing Units	12,328
Owner Occupied Housing Units	55.1%
Renter Occupied Housing Units	39.6%
Vacant Housing Units	5.3%
2016 Housing Units	12,635
Owner Occupied Housing Units	51.8%
Renter Occupied Housing Units	41.5%
Vacant Housing Units	6.7%
2021 Housing Units	12,839
Owner Occupied Housing Units	51.3%
Renter Occupied Housing Units	41.5%
Vacant Housing Units	7.2%
Median Household Income	
2016	\$39,385
2021	\$40,130
Median Home Value	
2016	\$113,512
2021	\$144,948
Per Capita Income	
2016	\$23,102
2021	\$24,873
Median Age	
2010	35.4
2016	36.5
2021	37.0

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

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2016 Households by Income

Household Income Base	11,793
<\$15,000	16.7%
\$15,000 - \$24,999	14.1%
\$25,000 - \$34,999	13.0%
\$35,000 - \$49,999	16.7%
\$50,000 - \$74,999	17.3%
\$75,000 - \$99,999	10.4%
\$100,000 - \$149,999	8.8%
\$150,000 - \$199,999	1.8%
\$200,000+	1.2%

Average Household Income \$52,490

2021 Households by Income

Household Income Base	11,914
<\$15,000	17.4%
\$15,000 - \$24,999	13.5%
\$25,000 - \$34,999	14.2%
\$35,000 - \$49,999	11.8%
\$50,000 - \$74,999	17.1%
\$75,000 - \$99,999	11.8%
\$100,000 - \$149,999	10.4%
\$150,000 - \$199,999	2.4%
\$200,000+	1.4%

Average Household Income \$56,742

2016 Owner Occupied Housing Units by Value

Total	6,547
<\$50,000	10.5%
\$50,000 - \$99,999	32.3%
\$100,000 - \$149,999	26.6%
\$150,000 - \$199,999	13.4%
\$200,000 - \$249,999	8.0%
\$250,000 - \$299,999	3.2%
\$300,000 - \$399,999	3.7%
\$400,000 - \$499,999	1.5%
\$500,000 - \$749,999	0.5%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.4%

Average Home Value \$138,323

2021 Owner Occupied Housing Units by Value

Total	6,585
<\$50,000	9.9%
\$50,000 - \$99,999	25.6%
\$100,000 - \$149,999	16.2%
\$150,000 - \$199,999	13.9%
\$200,000 - \$249,999	12.9%
\$250,000 - \$299,999	9.0%
\$300,000 - \$399,999	8.7%
\$400,000 - \$499,999	2.3%
\$500,000 - \$749,999	1.0%
\$750,000 - \$999,999	0.1%
\$1,000,000 +	0.5%

Average Home Value \$174,461

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 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age	
Total	27,244
0 - 4	6.5%
5 - 9	5.7%
10 - 14	5.7%
15 - 24	16.8%
25 - 34	14.9%
35 - 44	11.2%
45 - 54	14.0%
55 - 64	11.9%
65 - 74	6.5%
75 - 84	4.5%
85 +	2.4%
18 +	78.7%
2016 Population by Age	
Total	27,579
0 - 4	6.1%
5 - 9	5.6%
10 - 14	5.3%
15 - 24	15.5%
25 - 34	15.7%
35 - 44	11.3%
45 - 54	12.1%
55 - 64	12.9%
65 - 74	8.3%
75 - 84	4.6%
85 +	2.4%
18 +	79.8%
2021 Population by Age	
Total	27,907
0 - 4	6.1%
5 - 9	5.5%
10 - 14	5.3%
15 - 24	15.0%
25 - 34	15.6%
35 - 44	12.0%
45 - 54	10.8%
55 - 64	12.6%
65 - 74	9.8%
75 - 84	5.1%
85 +	2.3%
18 +	80.1%
2010 Population by Sex	
Males	13,357
Females	13,887
2016 Population by Sex	
Males	13,546
Females	14,033
2021 Population by Sex	
Males	13,742
Females	14,165

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity

Total	27,244
White Alone	91.5%
Black Alone	1.4%
American Indian Alone	2.6%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	3.1%
Hispanic Origin	1.4%
Diversity Index	18.5

2016 Population by Race/Ethnicity

Total	27,581
White Alone	90.6%
Black Alone	1.6%
American Indian Alone	2.5%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	3.6%
Hispanic Origin	2.0%
Diversity Index	21.0

2021 Population by Race/Ethnicity

Total	27,907
White Alone	89.5%
Black Alone	1.9%
American Indian Alone	2.5%
Asian Alone	1.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	4.3%
Hispanic Origin	2.6%
Diversity Index	23.8

2010 Population by Relationship and Household Type

Total	27,244
In Households	95.6%
In Family Households	71.6%
Householder	24.0%
Spouse	15.9%
Child	26.3%
Other relative	2.0%
Nonrelative	3.3%
In Nonfamily Households	24.0%
In Group Quarters	4.4%
Institutionalized Population	1.4%
Noninstitutionalized Population	2.9%

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 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

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2016 Population 25+ by Educational Attainment	
Total	18,615
Less than 9th Grade	1.2%
9th - 12th Grade, No Diploma	5.1%
High School Graduate	26.5%
GED/Alternative Credential	4.7%
Some College, No Degree	25.8%
Associate Degree	13.3%
Bachelor's Degree	16.2%
Graduate/Professional Degree	7.2%
2016 Population 15+ by Marital Status	
Total	22,891
Never Married	38.1%
Married	40.1%
Widowed	6.7%
Divorced	15.1%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	94.6%
Civilian Unemployed	5.4%
2016 Employed Population 16+ by Industry	
Total	13,830
Agriculture/Mining	0.8%
Construction	4.0%
Manufacturing	7.6%
Wholesale Trade	2.7%
Retail Trade	12.4%
Transportation/Utilities	4.8%
Information	0.8%
Finance/Insurance/Real Estate	5.7%
Services	58.5%
Public Administration	2.6%
2016 Employed Population 16+ by Occupation	
Total	13,830
White Collar	53.8%
Management/Business/Financial	11.7%
Professional	18.5%
Sales	10.6%
Administrative Support	13.1%
Services	25.5%
Blue Collar	20.7%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	3.3%
Installation/Maintenance/Repair	2.6%
Production	5.7%
Transportation/Material Moving	8.7%
2010 Population By Urban/ Rural Status	
Total Population	27,244
Population Inside Urbanized Area	95.6%
Population Inside Urbanized Cluster	0.0%
Rural Population	4.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type

Total	11,670
Households with 1 Person	34.6%
Households with 2+ People	65.4%
Family Households	56.1%
Husband-wife Families	37.2%
With Related Children	14.7%
Other Family (No Spouse Present)	18.9%
Other Family with Male Householder	5.4%
With Related Children	3.5%
Other Family with Female Householder	13.5%
With Related Children	9.6%
Nonfamily Households	9.3%
All Households with Children	28.3%

2010 Households by Size

Multigenerational Households	1.7%
Unmarried Partner Households	10.2%
Male-female	9.6%
Same-sex	0.5%

2010 Households by Size

Total	11,670
1 Person Household	34.6%
2 Person Household	33.6%
3 Person Household	15.1%
4 Person Household	10.2%
5 Person Household	4.3%
6 Person Household	1.5%
7 + Person Household	0.6%

2010 Households by Tenure and Mortgage Status

Total	11,670
Owner Occupied	58.2%
Owned with a Mortgage/Loan	38.1%
Owned Free and Clear	20.0%
Renter Occupied	41.8%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	12,328
Housing Units Inside Urbanized Area	96.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	3.9%

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 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Set to Impress (11D)
2. Rustbelt Traditions (5D)
3. Old and Newcomers (8F)

2016 Consumer Spending

Apparel & Services: Total \$	\$16,340,552
Average Spent	\$1,385.73
Spending Potential Index	69
Education: Total \$	\$11,473,508
Average Spent	\$972.99
Spending Potential Index	69
Entertainment/Recreation: Total \$	\$23,647,597
Average Spent	\$2,005.39
Spending Potential Index	69
Food at Home: Total \$	\$42,486,122
Average Spent	\$3,602.96
Spending Potential Index	72
Food Away from Home: Total \$	\$25,391,187
Average Spent	\$2,153.26
Spending Potential Index	70
Health Care: Total \$	\$43,650,779
Average Spent	\$3,701.73
Spending Potential Index	70
HH Furnishings & Equipment: Total \$	\$14,285,671
Average Spent	\$1,211.47
Spending Potential Index	69
Personal Care Products & Services: Total \$	\$5,910,489
Average Spent	\$501.23
Spending Potential Index	68
Shelter: Total \$	\$127,521,132
Average Spent	\$10,814.21
Spending Potential Index	69
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$18,913,373
Average Spent	\$1,603.92
Spending Potential Index	69
Travel: Total \$	\$14,180,142
Average Spent	\$1,202.52
Spending Potential Index	65
Vehicle Maintenance & Repairs: Total \$	\$8,557,287
Average Spent	\$725.69
Spending Potential Index	70

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

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