



# Market Profile

Dixon, California  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.44479  
Longitude: -121.85461

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	3,846	16,662	18,235
2010 Total Population	4,216	18,927	20,862
2018 Total Population	4,349	20,192	22,070
2018 Group Quarters	0	3	11
2023 Total Population	4,485	21,150	23,174
2018-2023 Annual Rate	0.62%	0.93%	0.98%
2018 Total Daytime Population	2,579	15,366	17,603
Workers	543	5,285	6,616
Residents	2,036	10,081	10,987
<b>Household Summary</b>			
2000 Households	1,201	5,259	5,753
2000 Average Household Size	3.20	3.15	3.14
2010 Households	1,312	6,070	6,754
2010 Average Household Size	3.21	3.12	3.09
2018 Households	1,356	6,484	7,164
2018 Average Household Size	3.21	3.11	3.08
2023 Households	1,398	6,796	7,533
2023 Average Household Size	3.21	3.11	3.07
2018-2023 Annual Rate	0.61%	0.94%	1.01%
2010 Families	1,091	4,827	5,308
2010 Average Family Size	3.51	3.46	3.45
2018 Families	1,125	5,142	5,626
2018 Average Family Size	3.52	3.48	3.46
2023 Families	1,159	5,384	5,906
2023 Average Family Size	3.53	3.48	3.46
2018-2023 Annual Rate	0.60%	0.92%	0.98%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,238	5,361	5,887
Owner Occupied Housing Units	81.0%	70.8%	69.9%
Renter Occupied Housing Units	16.0%	27.3%	27.9%
Vacant Housing Units	3.0%	1.9%	2.3%
2010 Housing Units	1,384	6,402	7,169
Owner Occupied Housing Units	74.1%	62.7%	61.5%
Renter Occupied Housing Units	20.7%	32.1%	32.7%
Vacant Housing Units	5.2%	5.2%	5.8%
2018 Housing Units	1,404	6,707	7,444
Owner Occupied Housing Units	73.1%	61.9%	61.1%
Renter Occupied Housing Units	23.4%	34.8%	35.1%
Vacant Housing Units	3.4%	3.3%	3.8%
2023 Housing Units	1,448	7,026	7,813
Owner Occupied Housing Units	75.2%	64.8%	64.1%
Renter Occupied Housing Units	21.3%	31.9%	32.3%
Vacant Housing Units	3.5%	3.3%	3.6%
<b>Median Household Income</b>			
2018	\$86,743	\$76,629	\$77,821
2023	\$98,701	\$88,178	\$90,158
<b>Median Home Value</b>			
2018	\$434,236	\$393,561	\$410,591
2023	\$525,000	\$474,332	\$490,108
<b>Per Capita Income</b>			
2018	\$33,155	\$30,135	\$31,231
2023	\$39,211	\$35,830	\$37,309
<b>Median Age</b>			
2010	34.1	33.4	33.8
2018	35.1	34.4	34.8
2023	36.9	35.9	36.3

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2018 Households by Income</b>			
Household Income Base	1,356	6,484	7,164
<\$15,000	2.4%	5.0%	5.1%
\$15,000 - \$24,999	2.8%	5.1%	4.9%
\$25,000 - \$34,999	6.9%	6.4%	6.3%
\$35,000 - \$49,999	11.3%	13.5%	13.2%
\$50,000 - \$74,999	15.5%	18.6%	18.2%
\$75,000 - \$99,999	20.1%	16.0%	15.8%
\$100,000 - \$149,999	20.0%	18.6%	18.8%
\$150,000 - \$199,999	14.1%	11.1%	11.3%
\$200,000+	7.0%	5.8%	6.5%
Average Household Income	\$105,614	\$94,001	\$96,418
<b>2023 Households by Income</b>			
Household Income Base	1,398	6,796	7,533
<\$15,000	1.9%	3.9%	3.9%
\$15,000 - \$24,999	2.3%	3.9%	3.7%
\$25,000 - \$34,999	5.4%	5.0%	4.9%
\$35,000 - \$49,999	9.2%	11.1%	10.8%
\$50,000 - \$74,999	13.5%	16.7%	16.3%
\$75,000 - \$99,999	18.4%	15.6%	15.5%
\$100,000 - \$149,999	21.1%	20.9%	20.9%
\$150,000 - \$199,999	17.6%	14.4%	14.5%
\$200,000+	10.6%	8.4%	9.5%
Average Household Income	\$124,930	\$111,706	\$115,058
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	1,027	4,152	4,551
<\$50,000	1.7%	1.8%	1.7%
\$50,000 - \$99,999	0.0%	0.4%	0.4%
\$100,000 - \$149,999	0.2%	1.4%	1.3%
\$150,000 - \$199,999	1.5%	3.6%	3.3%
\$200,000 - \$249,999	3.7%	7.5%	6.9%
\$250,000 - \$299,999	8.7%	12.9%	11.8%
\$300,000 - \$399,999	27.6%	23.9%	22.7%
\$400,000 - \$499,999	19.8%	17.8%	17.8%
\$500,000 - \$749,999	27.2%	24.1%	24.3%
\$750,000 - \$999,999	4.1%	4.2%	5.7%
\$1,000,000 - \$1,499,999	5.6%	2.2%	3.0%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.6%
\$2,000,000 +	0.1%	0.1%	0.4%
Average Home Value	\$499,611	\$443,858	\$475,461
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	1,089	4,555	5,007
<\$50,000	0.5%	0.7%	0.6%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.1%	0.4%	0.4%
\$150,000 - \$199,999	0.5%	1.1%	1.0%
\$200,000 - \$249,999	1.2%	3.1%	2.8%
\$250,000 - \$299,999	3.2%	9.6%	8.7%
\$300,000 - \$399,999	19.3%	21.1%	19.7%
\$400,000 - \$499,999	21.6%	18.9%	18.6%
\$500,000 - \$749,999	36.7%	33.0%	32.3%
\$750,000 - \$999,999	7.2%	8.1%	9.9%
\$1,000,000 - \$1,499,999	9.5%	3.8%	4.8%
\$1,500,000 - \$1,999,999	0.2%	0.1%	0.7%
\$2,000,000 +	0.1%	0.1%	0.5%
Average Home Value	\$593,451	\$524,407	\$556,999

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	4,217	18,926	20,863
0 - 4	7.0%	7.2%	7.1%
5 - 9	7.6%	8.1%	7.8%
10 - 14	8.8%	8.2%	8.0%
15 - 24	15.2%	15.4%	15.3%
25 - 34	12.6%	13.2%	13.3%
35 - 44	14.3%	14.1%	13.9%
45 - 54	16.6%	14.8%	14.9%
55 - 64	10.9%	10.4%	10.7%
65 - 74	4.0%	4.9%	5.1%
75 - 84	2.2%	2.6%	2.7%
85 +	0.8%	1.0%	1.0%
18 +	70.7%	71.0%	71.6%
<b>2018 Population by Age</b>			
Total	4,349	20,192	22,071
0 - 4	6.5%	6.9%	6.8%
5 - 9	6.8%	7.2%	7.1%
10 - 14	7.0%	7.3%	7.1%
15 - 24	12.8%	13.3%	13.1%
25 - 34	16.7%	16.3%	16.3%
35 - 44	12.9%	13.0%	13.0%
45 - 54	13.1%	12.5%	12.5%
55 - 64	13.3%	11.9%	12.1%
65 - 74	7.4%	7.5%	7.7%
75 - 84	2.5%	3.0%	3.1%
85 +	0.9%	1.1%	1.1%
18 +	75.6%	74.5%	74.9%
<b>2023 Population by Age</b>			
Total	4,485	21,151	23,175
0 - 4	6.4%	6.9%	6.8%
5 - 9	6.6%	6.9%	6.8%
10 - 14	6.9%	7.0%	6.9%
15 - 24	10.8%	11.9%	11.7%
25 - 34	15.8%	15.9%	15.8%
35 - 44	15.5%	15.0%	15.0%
45 - 54	11.6%	11.4%	11.4%
55 - 64	12.6%	11.6%	11.7%
65 - 74	9.3%	8.6%	8.9%
75 - 84	3.4%	3.7%	3.9%
85 +	1.0%	1.2%	1.2%
18 +	76.2%	75.2%	75.5%
<b>2010 Population by Sex</b>			
Males	2,132	9,360	10,364
Females	2,084	9,567	10,498
<b>2018 Population by Sex</b>			
Males	2,164	9,920	10,893
Females	2,185	10,272	11,177
<b>2023 Population by Sex</b>			
Males	2,229	10,417	11,465
Females	2,257	10,733	11,709

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Race/Ethnicity</b>			
Total	4,215	18,927	20,863
White Alone	72.0%	71.1%	71.0%
Black Alone	2.8%	3.0%	3.0%
American Indian Alone	0.9%	1.0%	1.0%
Asian Alone	4.8%	3.6%	3.9%
Pacific Islander Alone	0.4%	0.3%	0.3%
Some Other Race Alone	14.1%	15.6%	15.4%
Two or More Races	5.0%	5.5%	5.4%
Hispanic Origin	34.1%	40.6%	39.7%
Diversity Index	71.3	73.7	73.6
<b>2018 Population by Race/Ethnicity</b>			
Total	4,350	20,193	22,069
White Alone	69.3%	68.7%	68.6%
Black Alone	2.6%	2.9%	2.9%
American Indian Alone	1.0%	1.0%	1.0%
Asian Alone	4.9%	3.6%	3.9%
Pacific Islander Alone	0.4%	0.3%	0.3%
Some Other Race Alone	16.4%	17.5%	17.4%
Two or More Races	5.4%	5.9%	5.8%
Hispanic Origin	39.1%	45.4%	44.7%
Diversity Index	74.7	76.1	76.1
<b>2023 Population by Race/Ethnicity</b>			
Total	4,486	21,150	23,173
White Alone	67.3%	67.0%	66.8%
Black Alone	2.5%	2.8%	2.9%
American Indian Alone	1.0%	1.0%	1.0%
Asian Alone	5.0%	3.7%	4.1%
Pacific Islander Alone	0.4%	0.3%	0.3%
Some Other Race Alone	18.1%	19.0%	18.8%
Two or More Races	5.8%	6.3%	6.2%
Hispanic Origin	43.1%	49.3%	48.4%
Diversity Index	76.7	77.5	77.6
<b>2010 Population by Relationship and Household Type</b>			
Total	4,216	18,927	20,862
In Households	100.0%	100.0%	99.9%
In Family Households	92.7%	91.0%	90.5%
Householder	26.1%	25.5%	25.4%
Spouse	21.4%	19.3%	19.4%
Child	38.5%	38.3%	37.6%
Other relative	4.8%	5.3%	5.3%
Nonrelative	1.8%	2.6%	2.7%
In Nonfamily Households	7.3%	9.0%	9.5%
In Group Quarters	0.0%	0.0%	0.1%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.0%	0.0%	0.1%

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2018 Population 25+ by Educational Attainment</b>			
Total	2,906	13,186	14,538
Less than 9th Grade	11.3%	11.8%	11.5%
9th - 12th Grade, No Diploma	6.8%	8.5%	8.3%
High School Graduate	19.3%	21.3%	21.3%
GED/Alternative Credential	4.3%	3.0%	3.0%
Some College, No Degree	28.2%	24.6%	24.8%
Associate Degree	8.9%	9.3%	9.2%
Bachelor's Degree	11.9%	13.4%	13.5%
Graduate/Professional Degree	9.2%	8.1%	8.4%
<b>2018 Population 15+ by Marital Status</b>			
Total	3,463	15,883	17,426
Never Married	33.7%	32.1%	31.8%
Married	54.5%	54.8%	54.9%
Widowed	2.7%	3.9%	3.9%
Divorced	9.1%	9.2%	9.4%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.4%	95.7%	95.8%
Civilian Unemployed (Unemployment Rate)	3.6%	4.3%	4.2%
<b>2018 Employed Population 16+ by Industry</b>			
Total	2,327	10,133	11,081
Agriculture/Mining	2.8%	3.2%	4.1%
Construction	6.1%	8.1%	8.4%
Manufacturing	17.9%	11.2%	10.8%
Wholesale Trade	2.9%	3.3%	3.3%
Retail Trade	8.5%	9.6%	9.4%
Transportation/Utilities	6.3%	3.7%	3.8%
Information	0.6%	1.2%	1.2%
Finance/Insurance/Real Estate	4.2%	3.7%	3.6%
Services	40.4%	45.9%	45.2%
Public Administration	10.1%	10.2%	10.2%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	2,327	10,134	11,083
White Collar	50.5%	50.1%	50.4%
Management/Business/Financial	10.8%	11.2%	12.1%
Professional	18.1%	15.9%	16.0%
Sales	6.9%	8.5%	8.4%
Administrative Support	14.7%	14.5%	13.8%
Services	18.1%	22.2%	21.6%
Blue Collar	31.4%	27.7%	28.0%
Farming/Forestry/Fishing	1.4%	2.4%	3.0%
Construction/Extraction	3.9%	5.8%	6.0%
Installation/Maintenance/Repair	1.8%	3.0%	3.1%
Production	16.0%	9.3%	9.0%
Transportation/Material Moving	8.4%	7.2%	7.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	4,216	18,927	20,862
Population Inside Urbanized Area	0.0%	0.0%	2.1%
Population Inside Urbanized Cluster	97.7%	97.4%	88.4%
Rural Population	2.3%	2.6%	9.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Households by Type</b>			
Total	1,313	6,071	6,754
Households with 1 Person	12.3%	15.1%	15.9%
Households with 2+ People	87.7%	84.9%	84.1%
Family Households	83.1%	79.5%	78.6%
Husband-wife Families	68.2%	60.4%	60.0%
With Related Children	38.2%	33.4%	32.6%
Other Family (No Spouse Present)	14.8%	19.1%	18.6%
Other Family with Male Householder	5.2%	5.8%	5.8%
With Related Children	3.3%	3.9%	3.8%
Other Family with Female Householder	9.7%	13.3%	12.8%
With Related Children	6.5%	9.0%	8.6%
Nonfamily Households	4.6%	5.4%	5.6%
All Households with Children	48.6%	46.9%	45.4%
Multigenerational Households	6.2%	6.7%	6.6%
Unmarried Partner Households	4.6%	6.1%	6.2%
Male-female	4.1%	5.6%	5.7%
Same-sex	0.5%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	1,312	6,071	6,752
1 Person Household	12.3%	15.1%	15.9%
2 Person Household	29.1%	28.4%	29.0%
3 Person Household	19.4%	19.5%	19.2%
4 Person Household	19.7%	18.2%	17.7%
5 Person Household	12.0%	10.5%	10.2%
6 Person Household	4.0%	4.6%	4.4%
7 + Person Household	3.4%	3.6%	3.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,312	6,070	6,754
Owner Occupied	78.2%	66.2%	65.3%
Owned with a Mortgage/Loan	67.5%	55.7%	54.1%
Owned Free and Clear	10.6%	10.5%	11.2%
Renter Occupied	21.8%	33.8%	34.7%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,384	6,402	7,169
Housing Units Inside Urbanized Area	0.0%	0.0%	2.7%
Housing Units Inside Urbanized Cluster	98.0%	96.9%	86.6%
Rural Housing Units	2.0%	3.1%	10.7%

**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>			
<b>1.</b>	Soccer Moms (4A)	Soccer Moms (4A)	Soccer Moms (4A)
<b>2.</b>	Home Improvement (4B)	American Dreamers (7C)	American Dreamers (7C)
<b>3.</b>	American Dreamers (7C)	International Marketplace	International Marketplace
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,731,365	\$16,079,900	\$18,195,649
Average Spent	\$2,751.74	\$2,479.94	\$2,539.87
Spending Potential Index	126	114	117
Education: Total \$	\$2,417,740	\$10,331,360	\$11,616,754
Average Spent	\$1,782.99	\$1,593.36	\$1,621.55
Spending Potential Index	123	110	112
Entertainment/Recreation: Total \$	\$5,490,732	\$23,242,188	\$26,458,749
Average Spent	\$4,049.21	\$3,584.54	\$3,693.29
Spending Potential Index	126	111	115
Food at Home: Total \$	\$8,340,786	\$36,176,199	\$41,172,668
Average Spent	\$6,151.02	\$5,579.30	\$5,747.16
Spending Potential Index	123	111	115
Food Away from Home: Total \$	\$6,033,706	\$25,831,086	\$29,282,140
Average Spent	\$4,449.64	\$3,983.82	\$4,087.40
Spending Potential Index	127	113	116
Health Care: Total \$	\$9,722,048	\$40,810,415	\$46,616,023
Average Spent	\$7,169.65	\$6,294.02	\$6,506.98
Spending Potential Index	125	110	114
HH Furnishings & Equipment: Total \$	\$3,655,397	\$15,421,683	\$17,485,685
Average Spent	\$2,695.72	\$2,378.42	\$2,440.77
Spending Potential Index	129	114	117
Personal Care Products & Services: Total \$	\$1,440,240	\$6,099,906	\$6,914,144
Average Spent	\$1,062.12	\$940.76	\$965.12
Spending Potential Index	128	114	117
Shelter: Total \$	\$27,879,701	\$122,244,329	\$137,950,963
Average Spent	\$20,560.25	\$18,853.23	\$19,256.14
Spending Potential Index	122	112	115
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,137,030	\$17,492,124	\$19,925,417
Average Spent	\$3,050.91	\$2,697.74	\$2,781.33
Spending Potential Index	123	109	112
Travel: Total \$	\$3,796,245	\$15,979,209	\$18,051,660
Average Spent	\$2,799.59	\$2,464.41	\$2,519.77
Spending Potential Index	130	114	117
Vehicle Maintenance & Repairs: Total \$	\$1,833,788	\$7,831,998	\$8,903,824
Average Spent	\$1,352.35	\$1,207.90	\$1,242.86
Spending Potential Index	126	112	116

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.