

Woodlawn Community Area

POPULATION

Population (2010)	26,853	Down 3.2%
Pop. Chg. (2000-2010)	27,731	Stabilizing compared with past decades
Racial/Ethnic Makeup (2010)	91% Black	Down from 95% in 2000; white pop. 4.7%

HOUSING

Total Occupied Units (2010)	9,884	Down 5.8% from 2000
Owned Occupied Units (2010)	2,237	Up 8.6% from 2000

INCOME

Median Household Income (2010)	\$25,454	Up 22.9% since 2000
Percentage Above \$50,000 (2010)	24%	12% above \$75,000

RETAIL POTENTIAL

Concentrated Buying Power (2010)	\$116M/sq. mi.	1,170 middle/upper-inc households/sq. mi.
Total Retail "Float"*	\$120.1 million	Gen. merch. \$35M, food/beverage \$21M

* Float = Retail dollars spent outside the community

Source: LISC/MetroEdge market profile