



Site Type: Geography



**2000 Households by Income**

Household Income Base	256
< \$15,000	14.8%
\$15,000 - \$24,999	13.7%
\$25,000 - \$34,999	9.8%
\$35,000 - \$49,999	25.8%
\$50,000 - \$74,999	20.7%
\$75,000 - \$99,999	9.4%
\$100,000 - \$149,999	5.5%
\$150,000 - \$199,999	0.4%
\$200,000+	0.0%
Average Household Income	\$44,508

**2009 Households by Income**

Household Income Base	279
< \$15,000	11.1%
\$15,000 - \$24,999	13.6%
\$25,000 - \$34,999	16.1%
\$35,000 - \$49,999	15.8%
\$50,000 - \$74,999	24.4%
\$75,000 - \$99,999	11.1%
\$100,000 - \$149,999	6.5%
\$150,000 - \$199,999	0.4%
\$200,000+	1.1%
Average Household Income	\$52,204

**2014 Households by Income**

Household Income Base	279
< \$15,000	10.4%
\$15,000 - \$24,999	12.9%
\$25,000 - \$34,999	14.3%
\$35,000 - \$49,999	17.9%
\$50,000 - \$74,999	25.4%
\$75,000 - \$99,999	10.8%
\$100,000 - \$149,999	6.8%
\$150,000 - \$199,999	0.4%
\$200,000+	1.1%
Average Household Income	\$52,979

**2000 Owner Occupied HUs by Value**

Total	188
<\$50,000	17.0%
\$50,000 - 99,999	50.5%
\$100,000 - 149,999	20.7%
\$150,000 - 199,999	9.6%
\$200,000 - \$299,999	2.1%
\$300,000 - 499,999	0.0%
\$500,000 - 999,999	0.0%
\$1,000,000+	0.0%
Average Home Value	\$90,253


**2000 Specified Renter Occupied HUs by Contract Rent**

Total	66
With Cash Rent	86.4%
No Cash Rent	13.6%
Median Rent	\$314
Average Rent	\$321

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

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		<b>2000 Population by Age</b>	
	Total		659
	0 - 4		5.9%
	5 - 9		6.8%
	10 - 14		7.6%
	15 - 19		8.2%
	20 - 24		6.1%
	25 - 34		12.3%
	35 - 44		18.1%
	45 - 54		13.2%
	55 - 64		9.3%
	65 - 74		7.9%
	75 - 84		3.5%
	85+		1.2%
	18+		74.4%
		<b>2009 Population by Age</b>	
	Total		676
	0 - 4		6.8%
	5 - 9		7.0%
	10 - 14		7.1%
	15 - 19		6.7%
	20 - 24		5.3%
	25 - 34		11.8%
	35 - 44		14.9%
	45 - 54		16.9%
	55 - 64		11.8%
	65 - 74		6.7%
	75 - 84		3.8%
	85+		1.2%
	18+		75.1%
		<b>2014 Population by Age</b>	
	Total		671
	0 - 4		6.6%
	5 - 9		6.7%
	10 - 14		7.2%
	15 - 19		6.6%
	20 - 24		5.5%
	25 - 34		10.9%
	35 - 44		13.7%
	45 - 54		15.6%
	55 - 64		14.2%
	65 - 74		8.3%
	75 - 84		3.6%
	85+		1.2%
	18+		75.1%
		<b>2000 Population by Sex</b>	
	Males		48.6%
	Females		51.4%
		<b>2009 Population by Sex</b>	
	Males		49.4%
	Females		50.6%
		<b>2014 Population by Sex</b>	
	Males		49.3%
	Females		50.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

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**2000 Population by Race/Ethnicity**

Total	659
White Alone	95.1%
Black Alone	1.2%
American Indian Alone	0.9%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	1.7%
Two or More Races	0.9%
Hispanic Origin	8.5%
Diversity Index	23.5

**2009 Population by Race/Ethnicity**

Total	675
White Alone	91.1%
Black Alone	2.4%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	4.7%
Two or More Races	0.9%
Hispanic Origin	8.1%
Diversity Index	29.4

**2014 Population by Race/Ethnicity**

Total	675
White Alone	89.3%
Black Alone	2.4%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	6.1%
Two or More Races	1.0%
Hispanic Origin	10.1%
Diversity Index	34.4



**2000 Population 3+ by School Enrollment**

Total	649
Enrolled in Nursery/Preschool	0.3%
Enrolled in Kindergarten	0.8%
Enrolled in Grade 1-8	14.8%
Enrolled in Grade 9-12	8.6%
Enrolled in College	3.5%
Enrolled in Grad/Prof School	2.3%
Not Enrolled in School	69.6%

**2009 Population 25+ by Educational Attainment**

Total	453
Less than 9th Grade	6.4%
9th - 12th Grade, No Diploma	17.0%
High School Graduate	41.5%
Some College, No Degree	17.9%
Associate Degree	6.8%
Bachelor's Degree	7.3%
Graduate/Professional Degree	3.1%

**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. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

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**2009 Population 15+ by Marital Status**

Total	535
Never Married	18.3%
Married	64.7%
Widowed	7.1%
Divorced	9.9%



**2000 Population 16+ by Employment Status**

Total	506
In Labor Force	63.8%
Civilian Employed	63.0%
Civilian Unemployed	0.8%
In Armed Forces	0.0%
Not in Labor Force	36.2%

**2009 Civilian Population 16+ in Labor Force**

Civilian Employed	89.3%
Civilian Unemployed	10.7%

**2014 Civilian Population 16+ in Labor Force**

Civilian Employed	92.9%
Civilian Unemployed	7.1%

**2000 Females 16+ by Employment Status and Age of Children**

Total	252
Own Children < 6 Only	7.1%
Employed/in Armed Forces	5.2%
Unemployed	0.0%
Not in Labor Force	2.0%
Own Children < 6 and 6-17 Only	3.2%
Employed/in Armed Forces	0.0%
Unemployed	0.0%
Not in Labor Force	3.2%
Own Children 6-17 Only	25.8%
Employed/in Armed Forces	21.8%
Unemployed	0.0%
Not in Labor Force	4.0%
No Own Children < 18	63.9%
Employed/in Armed Forces	31.7%
Unemployed	0.0%
Not in Labor Force	32.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

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**2009 Employed Population 16+ by Industry**

Total	311
Agriculture/Mining	1.0%
Construction	12.9%
Manufacturing	22.5%
Wholesale Trade	2.3%
Retail Trade	14.1%
Transportation/Utilities	2.9%
Information	1.9%
Finance/Insurance/Real Estate	5.5%
Services	35.4%
Public Administration	1.6%

**2009 Employed Population 16+ by Occupation**

Total	311
White Collar	49.5%
Management/Business/Financial	12.2%
Professional	14.5%
Sales	9.3%
Administrative Support	13.5%
Services	15.1%
Blue Collar	35.4%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	10.3%
Installation/Maintenance/Repair	6.4%
Production	11.6%
Transportation/Material Moving	7.1%



**2000 Workers 16+ by Means of Transportation to Work**

Total	313
Drove Alone - Car, Truck, or Van	80.2%
Carpooled - Car, Truck, or Van	18.8%
Public Transportation	0.0%
Walked	1.0%
Other Means	0.0%
Worked at Home	0.0%

**2000 Workers 16+ by Travel Time to Work**

Total	313
Did Not Work at Home	100.0%
Less than 5 minutes	4.2%
5 to 9 minutes	7.3%
10 to 19 minutes	16.3%
20 to 24 minutes	19.5%
25 to 34 minutes	35.5%
35 to 44 minutes	9.6%
45 to 59 minutes	4.8%
60 to 89 minutes	2.2%
90 or more minutes	0.6%
Worked at Home	0.0%
Average Travel Time to Work (in min)	24.6

**2000 Households by Vehicles Available**

Total	260
None	5.8%
1	33.5%
2	35.8%
3	16.5%
4	5.8%
5+	2.7%
Average Number of Vehicles Available	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

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**2000 Households by Type**

Total	271
Family Households	69.4%
Married-couple Family	56.1%
With Related Children	27.3%
Other Family (No Spouse)	13.3%
With Related Children	7.7%
Nonfamily Households	30.6%
Householder Living Alone	28.8%
Householder Not Living Alone	1.8%

Households with Related Children	35.1%
Households with Persons 65+	24.4%

**2000 Households by Size**

Total	271
1 Person Household	28.8%
2 Person Household	33.9%
3 Person Household	17.3%
4 Person Household	12.2%
5 Person Household	4.4%
6 Person Household	1.5%
7+ Person Household	1.8%

**2000 Households by Year Householder Moved In**

Total	260
Moved in 1999 to March 2000	12.7%
Moved in 1995 to 1998	26.5%
Moved in 1990 to 1994	20.0%
Moved in 1980 to 1989	15.8%
Moved in 1970 to 1979	8.5%
Moved in 1969 or Earlier	16.5%
Median Year Householder Moved In	1992



**2000 Housing Units by Units in Structure**

Total	293
1, Detached	82.9%
1, Attached	0.0%
2	2.7%
3 or 4	1.7%
5 to 9	0.7%
10 to 19	0.0%
20+	0.0%
Mobile Home	11.9%
Other	0.0%

**2000 Housing Units by Year Structure Built**


Total	293
1999 to March 2000	3.1%
1995 to 1998	6.8%
1990 to 1994	7.5%
1980 to 1989	10.2%
1970 to 1979	15.7%
1969 or Earlier	56.7%
Median Year Structure Built	1964

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

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**Top 3 Tapestry Segments**

1.	Southern Satellites
2.	Midland Crowd
3.	Salt of the Earth

 **2009 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$360,943
Average Spent	\$1,284.49
Spending Potential Index	51
Computers & Accessories: Total \$	\$45,142
Average Spent	\$160.65
Spending Potential Index	70
Education: Total \$	\$211,677
Average Spent	\$753.30
Spending Potential Index	60
Entertainment/Recreation: Total \$	\$711,979
Average Spent	\$2,533.73
Spending Potential Index	78
Food at Home: Total \$	\$991,756
Average Spent	\$3,529.38
Spending Potential Index	77
Food Away from Home: Total \$	\$706,834
Average Spent	\$2,515.42
Spending Potential Index	76
Health Care: Total \$	\$901,107
Average Spent	\$3,206.79
Spending Potential Index	85
HH Furnishings & Equipment: Total \$	\$392,215
Average Spent	\$1,395.78
Spending Potential Index	64
Investments: Total \$	\$306,017
Average Spent	\$1,089.03
Spending Potential Index	76
Retail Goods: Total \$	\$5,506,360
Average Spent	\$19,595.59
Spending Potential Index	76
Shelter: Total \$	\$2,795,169
Average Spent	\$9,947.22
Spending Potential Index	64
TV/Video/Sound Equipment: Total \$	\$264,005
Average Spent	\$939.52
Spending Potential Index	77
Travel: Total \$	\$340,596
Average Spent	\$1,212.09
Spending Potential Index	66
Vehicle Maintenance & Repairs: Total \$	\$202,138
Average Spent	\$719.35
Spending Potential Index	77

**Data Note:** 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.