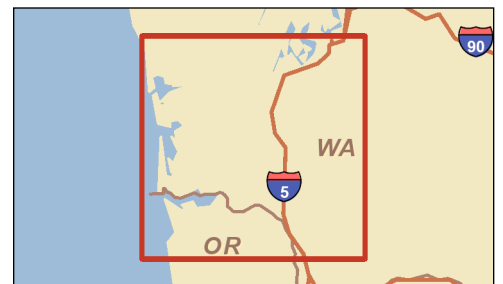
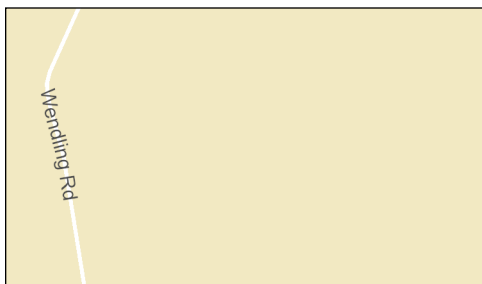
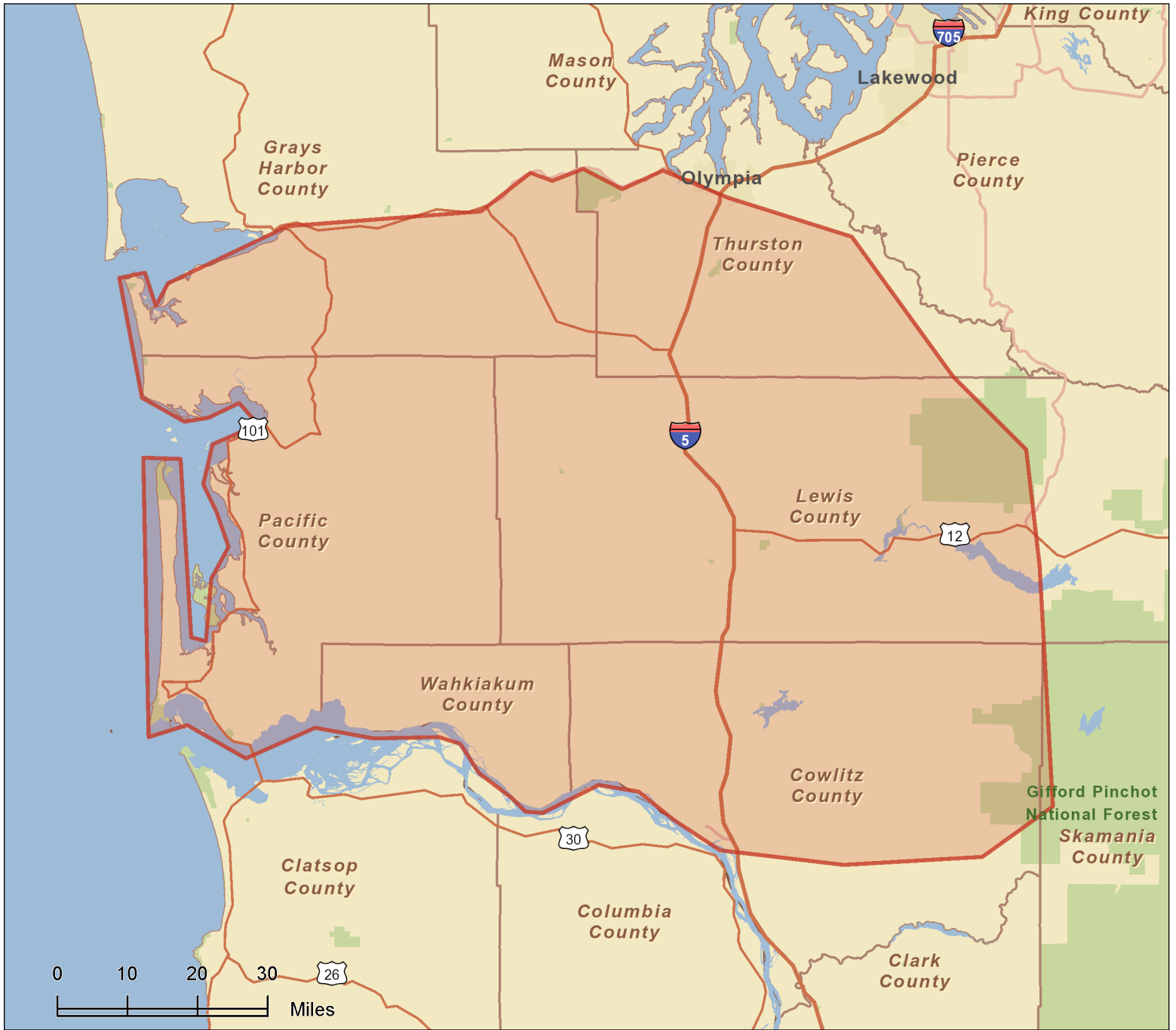




Site Map

Polygon_20
Area: 4,709.08 Square miles
Custom Polygon

Prepared for Ashley Rhea

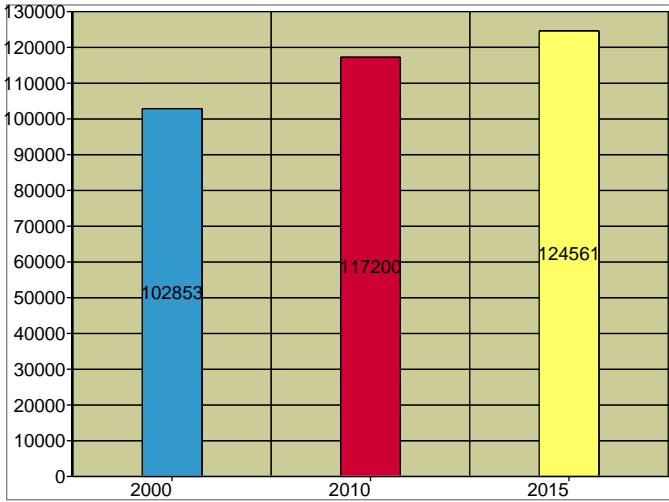


October 13, 2011

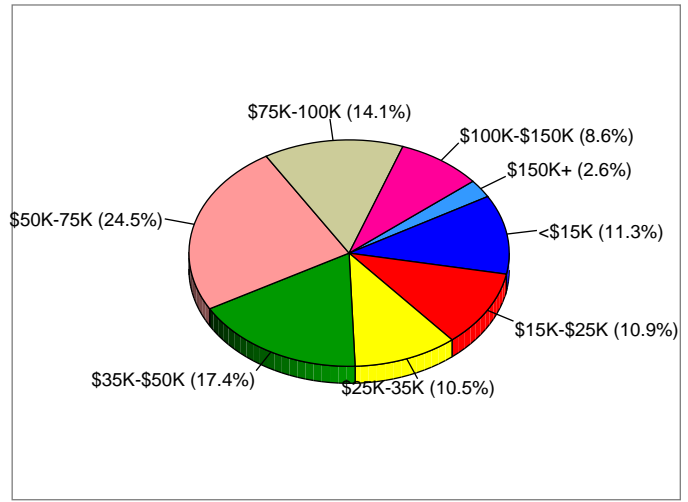
Made with Esri Business Analyst

Polygon_20
Area: 4,709.08 Square miles

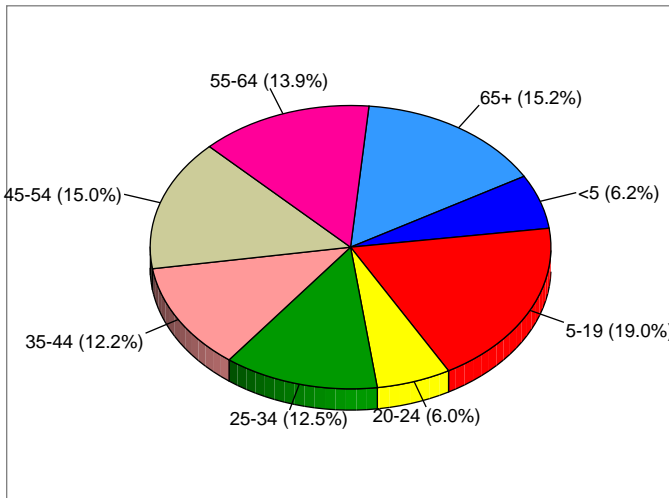
Households



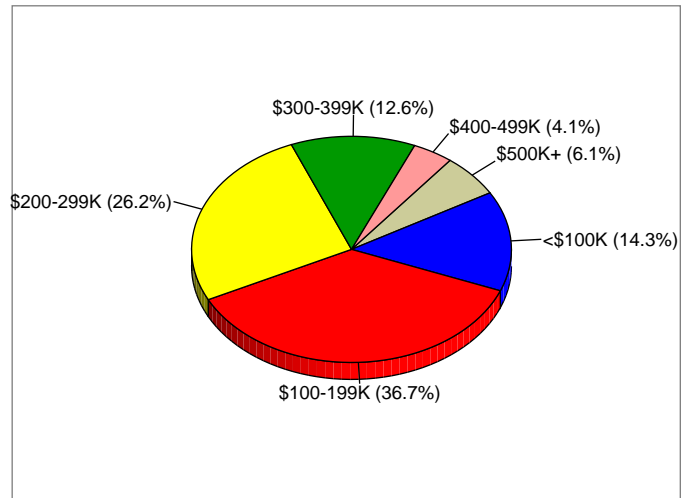
2010 Households by Income



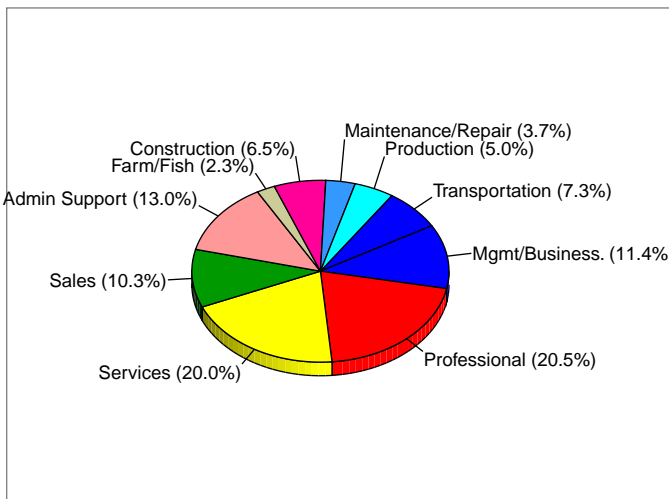
2010 Population by Age



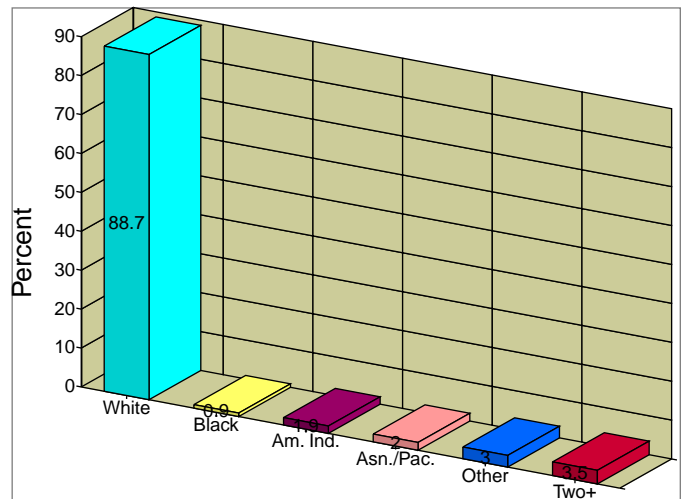
2010 Owner Occupied HUs by Value



2010 Employed 16+ by Occupation






2010 Population by Race



2010 Percent Hispanic Origin: 7.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Polygon_20
Area: 4,709.08 Square miles

	2000 Total Population	263,326
	2000 Group Quarters	3,742
	2010 Total Population	300,180
	2015 Total Population	318,267
	2010 - 2015 Annual Rate	1.18%
	2000 Households	102,853
	2000 Average Household Size	2.52
	2010 Households	117,200
	2010 Average Household Size	2.51
	2015 Households	124,561
	2015 Average Household Size	2.51
	2010 - 2015 Annual Rate	1.23%
	2000 Families	71,591
	2000 Average Family Size	2.98
	2010 Families	80,525
	2010 Average Family Size	2.98
	2015 Families	85,230
	2015 Average Family Size	2.98
	2010 - 2015 Annual Rate	1.14%
	2000 Housing Units	115,596
	Owner Occupied Housing Units	63.2%
	Renter Occupied Housing Units	25.8%
	Vacant Housing Units	11.0%
	2010 Housing Units	133,552
	Owner Occupied Housing Units	61.7%
	Renter Occupied Housing Units	26.1%
	Vacant Housing Units	12.2%
	2015 Housing Units	142,630
	Owner Occupied Housing Units	61.3%
	Renter Occupied Housing Units	26.0%
	Vacant Housing Units	12.7%
	Median Household Income	
	2000	\$39,335
	2010	\$49,844
	2015	\$56,999
	Median Home Value	
	2000	\$121,658
	2010	\$197,436
	2015	\$239,305
	Per Capita Income	
	2000	\$19,000
	2010	\$22,856
	2015	\$26,229
	Median Age	
	2000	38.1
	2010	40.3
	2015	40.5

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Polygon_20
Area: 4,709.08 Square miles



2000 Households by Income

Household Income Base	102,947
< \$15,000	16.1%
\$15,000 - \$24,999	14.1%
\$25,000 - \$34,999	14.0%
\$35,000 - \$49,999	18.3%
\$50,000 - \$74,999	21.2%
\$75,000 - \$99,999	9.1%
\$100,000 - \$149,999	5.0%
\$150,000 - \$199,999	1.1%
\$200,000+	1.1%
Average Household Income	\$47,979

2010 Households by Income

Household Income Base	117,200
< \$15,000	11.3%
\$15,000 - \$24,999	10.9%
\$25,000 - \$34,999	10.5%
\$35,000 - \$49,999	17.4%
\$50,000 - \$74,999	24.5%
\$75,000 - \$99,999	14.1%
\$100,000 - \$149,999	8.6%
\$150,000 - \$199,999	1.5%
\$200,000+	1.1%
Average Household Income	\$57,617

2015 Households by Income

Household Income Base	124,561
< \$15,000	9.3%
\$15,000 - \$24,999	8.9%
\$25,000 - \$34,999	9.0%
\$35,000 - \$49,999	13.7%
\$50,000 - \$74,999	27.1%
\$75,000 - \$99,999	14.0%
\$100,000 - \$149,999	13.6%
\$150,000 - \$199,999	2.8%
\$200,000+	1.6%
Average Household Income	\$66,033

2000 Owner Occupied HUs by Value

Total	72,970
<\$50,000	10.3%
\$50,000 - 99,999	25.7%
\$100,000 - 149,999	31.5%
\$150,000 - 199,999	17.8%
\$200,000 - \$299,999	10.8%
\$300,000 - 499,999	2.9%
\$500,000 - 999,999	0.7%
\$1,000,000+	0.2%
Average Home Value	\$138,332

2000 Specified Renter Occupied HUs by Contract Rent

Total	29,089
With Cash Rent	94.9%
No Cash Rent	5.1%
Median Rent	\$480
Average Rent	\$492

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 2010 and 2015.



Polygon_20
Area: 4,709.08 Square miles



2000 Population by Age

Total	263,326
Age 0 - 4	6.2%
Age 5 - 9	7.0%
Age 10 - 14	7.8%
Age 15 - 19	7.7%
Age 20 - 24	5.3%
Age 25 - 34	11.5%
Age 35 - 44	15.2%
Age 45 - 54	15.0%
Age 55 - 64	10.1%
Age 65 - 74	7.5%
Age 75 - 84	5.1%
Age 85+	1.7%
Age 18+	74.0%

2010 Population by Age

Total	300,180
Age 0 - 4	6.2%
Age 5 - 9	6.1%
Age 10 - 14	6.2%
Age 15 - 19	6.6%
Age 20 - 24	6.0%
Age 25 - 34	12.5%
Age 35 - 44	12.2%
Age 45 - 54	15.0%
Age 55 - 64	13.9%
Age 65 - 74	8.2%
Age 75 - 84	4.8%
Age 85+	2.1%
Age 18+	77.3%

2015 Population by Age

Total	318,267
Age 0 - 4	6.1%
Age 5 - 9	6.1%
Age 10 - 14	6.4%
Age 15 - 19	6.1%
Age 20 - 24	5.6%
Age 25 - 34	13.1%
Age 35 - 44	12.0%
Age 45 - 54	13.1%
Age 55 - 64	14.4%
Age 65 - 74	10.2%
Age 75 - 84	4.9%
Age 85+	2.1%
Age 18+	77.6%

2000 Population by Sex

Males	49.5%
Females	50.5%

2010 Population by Sex

Males	49.7%
Females	50.3%

2015 Population by Sex

Males	49.7%
Females	50.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Polygon_20
Area: 4,709.08 Square miles



2000 Population by Race/Ethnicity

Total	263,326
White Alone	91.3%
Black Alone	0.6%
American Indian Alone	1.7%
Asian or Pacific Islander Alone	1.6%
Some Other Race Alone	2.0%
Two or More Races	2.7%
Hispanic Origin	4.6%
Diversity Index	23.8

2010 Population by Race/Ethnicity

Total	300,180
White Alone	88.7%
Black Alone	0.9%
American Indian Alone	1.9%
Asian or Pacific Islander Alone	2.0%
Some Other Race Alone	3.0%
Two or More Races	3.5%
Hispanic Origin	7.1%
Diversity Index	31.5

2015 Population by Race/Ethnicity

Total	318,267
White Alone	87.8%
Black Alone	1.0%
American Indian Alone	1.9%
Asian or Pacific Islander Alone	2.1%
Some Other Race Alone	3.4%
Two or More Races	3.8%
Hispanic Origin	8.1%
Diversity Index	34.3



2000 Population 3+ by School Enrollment

Total	253,151
Enrolled in Nursery/Preschool	1.6%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	12.5%
Enrolled in Grade 9-12	6.7%
Enrolled in College	3.7%
Enrolled in Grad/Prof School	0.4%
Not Enrolled in School	73.6%

2010 Population 25+ by Educational Attainment

Total	206,551
Less than 9th Grade	4.1%
9th - 12th Grade, No Diploma	8.7%
High School Graduate	32.1%
Some College, No Degree	25.8%
Associate Degree	10.2%
Bachelor's Degree	11.6%
Graduate/Professional Degree	7.4%

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 2010 and 2015.

Polygon_20
Area: 4,709.08 Square miles



2010 Population 15+ by Marital Status

Total	244,496
Never Married	23.9%
Married	56.9%
Widowed	6.3%
Divorced	12.9%



2000 Population 16+ by Employment Status

Total	203,574
In Labor Force	60.4%
Civilian Employed	55.8%
Civilian Unemployed	4.4%
In Armed Forces	0.2%
Not in Labor Force	39.6%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	87.9%
Civilian Unemployed	12.1%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	89.9%
Civilian Unemployed	10.1%

2000 Females 16+ by Employment Status and Age of Children

Total	103,831
Own Children < 6 Only	6.6%
Employed/in Armed Forces	3.6%
Unemployed	0.4%
Not in Labor Force	2.6%
Own Children < 6 and 6-17 Only	5.9%
Employed/in Armed Forces	3.3%
Unemployed	0.2%
Not in Labor Force	2.4%
Own Children 6-17 Only	17.8%
Employed/in Armed Forces	13.0%
Unemployed	0.7%
Not in Labor Force	4.1%
No Own Children < 18	69.7%
Employed/in Armed Forces	30.5%
Unemployed	2.6%
Not in Labor Force	36.5%



2010 Employed Population 16+ by Industry

Total	120,695
Agriculture/Mining	4.6%
Construction	7.2%
Manufacturing	8.8%
Wholesale Trade	2.2%
Retail Trade	10.3%
Transportation/Utilities	4.4%
Information	1.4%
Finance/Insurance/Real Estate	4.5%
Services	46.2%
Public Administration	10.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Polygon_20
Area: 4,709.08 Square miles

2010 Employed Population 16+ by Occupation

Total	120,695
White Collar	55.2%
Management/Business/Financial	11.4%
Professional	20.5%
Sales	10.3%
Administrative Support	13.0%
Services	20.0%
Blue Collar	24.8%
Farming/Forestry/Fishing	2.3%
Construction/Extraction	6.5%
Installation/Maintenance/Repair	3.7%
Production	5.0%
Transportation/Material Moving	7.3%



2000 Workers 16+ by Means of Transportation to Work

Total	112,082
Drove Alone - Car, Truck, or Van	79.4%
Carpooled - Car, Truck, or Van	12.5%
Public Transportation	0.7%
Walked	2.4%
Other Means	1.2%
Worked at Home	3.9%

2000 Workers 16+ by Travel Time to Work

Total	112,082
Did Not Work at Home	96.1%
Less than 5 minutes	4.7%
5 to 9 minutes	12.9%
10 to 19 minutes	35.2%
20 to 24 minutes	12.7%
25 to 34 minutes	13.6%
35 to 44 minutes	4.4%
45 to 59 minutes	5.3%
60 to 89 minutes	4.1%
90 or more minutes	3.1%
Worked at Home	3.9%
Average Travel Time to Work (in min)	23.3

2000 Households by Vehicles Available

Total	102,783
None	6.3%
1	29.1%
2	39.2%
3	17.5%
4	5.4%
5+	2.5%
Average Number of Vehicles Available	2.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Polygon_20
Area: 4,709.08 Square miles



2000 Households by Type

Total	102,853
Family Households	69.6%
Married-couple Family	54.9%
With Related Children	23.3%
Other Family (No Spouse)	14.7%
With Related Children	10.6%
Nonfamily Households	30.4%
Householder Living Alone	24.5%
Householder Not Living Alone	5.9%
Households with Related Children	34.0%
Households with Persons 65+	25.5%

2000 Households by Size

Total	102,853
1 Person Household	24.5%
2 Person Household	36.8%
3 Person Household	15.8%
4 Person Household	13.6%
5 Person Household	5.9%
6 Person Household	2.2%
7+ Person Household	1.3%

2000 Households by Year Householder Moved In

Total	102,783
Moved in 1999 to March 2000	19.8%
Moved in 1995 to 1998	28.7%
Moved in 1990 to 1994	17.5%
Moved in 1980 to 1989	15.4%
Moved in 1970 to 1979	10.0%
Moved in 1969 or Earlier	8.5%
Median Year Householder Moved In	1995



2000 Housing Units by Units in Structure

Total	115,529
1, Detached	65.9%
1, Attached	2.0%
2	2.5%
3 or 4	2.7%
5 to 9	2.6%
10 to 19	2.4%
20+	3.7%
Mobile Home	17.2%
Other	1.0%

2000 Housing Units by Year Structure Built

Total	115,529
1999 to March 2000	2.3%
1995 to 1998	9.1%
1990 to 1994	9.4%
1980 to 1989	12.8%
1970 to 1979	22.5%
1969 or Earlier	44.0%
Median Year Structure Built	1973


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



Polygon_20
Area: 4,709.08 Square miles

Top 3 Tapestry Segments

1. Midland Crowd
2. Green Acres
3. In Style

 **2010 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 \$	\$159,623,295
Average Spent	\$1,361.97
Spending Potential Index	57
Computers & Accessories: Total \$	\$21,093,769
Average Spent	\$179.98
Spending Potential Index	82
Education: Total \$	\$115,608,796
Average Spent	\$986.42
Spending Potential Index	81
Entertainment/Recreation: Total \$	\$323,621,701
Average Spent	\$2,761.28
Spending Potential Index	86
Food at Home: Total \$	\$440,890,963
Average Spent	\$3,761.87
Spending Potential Index	84
Food Away from Home: Total \$	\$312,536,101
Average Spent	\$2,666.69
Spending Potential Index	83
Health Care: Total \$	\$388,797,896
Average Spent	\$3,317.39
Spending Potential Index	89
HH Furnishings & Equipment: Total \$	\$175,964,340
Average Spent	\$1,501.40
Spending Potential Index	73
Investments: Total \$	\$172,948,446
Average Spent	\$1,475.67
Spending Potential Index	85
Retail Goods: Total \$	\$2,378,007,068
Average Spent	\$20,290.16
Spending Potential Index	82
Shelter: Total \$	\$1,472,472,444
Average Spent	\$12,563.76
Spending Potential Index	80
TV/Video/Audio: Total \$	\$121,657,877
Average Spent	\$1,038.04
Spending Potential Index	84
Travel: Total \$	\$179,990,621
Average Spent	\$1,535.76
Spending Potential Index	81
Vehicle Maintenance & Repairs: Total \$	\$93,373,354
Average Spent	\$796.70
Spending Potential Index	85

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.



Census 2010 Profile

Polygon_20
Area: 4,709.08 Square miles

Prepared for Ashley Rhea

Summary	Total		Age 18 Years and Over	
	Number	Percent	Number	Percent
Total Population	304,332	-	233,651	76.8%
Hispanic Population	23,281	7.6%	13,080	56.2%
Population by Race				
Total	304,332	100.0%	233,651	100.0%
Population Reporting One Race	292,427	96.1%	227,560	97.4%
White	266,970	87.7%	210,137	89.9%
Black or African American	3,353	1.1%	2,383	1.0%
American Indian and Alaska Native	5,126	1.7%	3,691	1.6%
Asian	6,194	2.0%	4,736	2.0%
Native Hawaiian and Other Pacific Islander	841	0.3%	604	0.3%
Some Other Race	9,943	3.3%	6,009	2.6%
Population Reporting Two or More Races	11,905	3.9%	6,091	2.6%
Hispanic Population by Race				
Total	23,281	100.0%	13,080	100.0%
Hispanic Population Reporting One Race	20,818	89.4%	12,167	93.0%
White	10,213	43.9%	5,806	44.4%
Black or African American	194	0.8%	102	0.8%
American Indian and Alaska Native	574	2.5%	339	2.6%
Asian	127	0.5%	77	0.6%
Native Hawaiian and Other Pacific Islander	48	0.2%	27	0.2%
Some Other Race	9,662	41.5%	5,816	44.5%
Hispanic Population Reporting Two or More Races	2,463	10.6%	913	7.0%
Housing Units by Occupancy Status				
Total	136,208	100.0%	-	-
Occupied Housing Units	120,211	88.3%	-	-
Vacant Housing Units	15,997	11.7%	-	-

Data Note: Population Reporting Two or More Races includes unique counts of the population who reported at least two races. Hispanic population can be of any race. Hispanic Population Reporting Two or More Races includes unique counts of the Hispanic population who reported at least two races. Detail may not sum to totals due to rounding.

Source: U.S. Census Bureau, Census 2010 Redistricting Data (P.L. 94-171).