

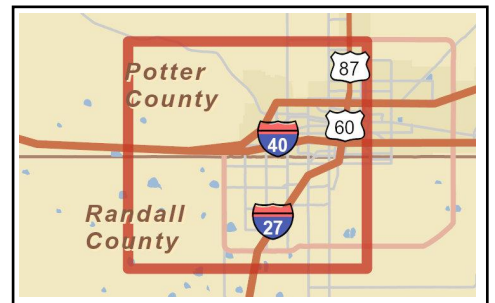
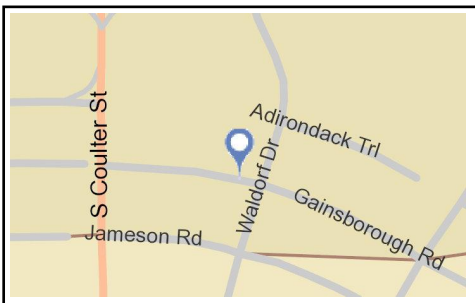
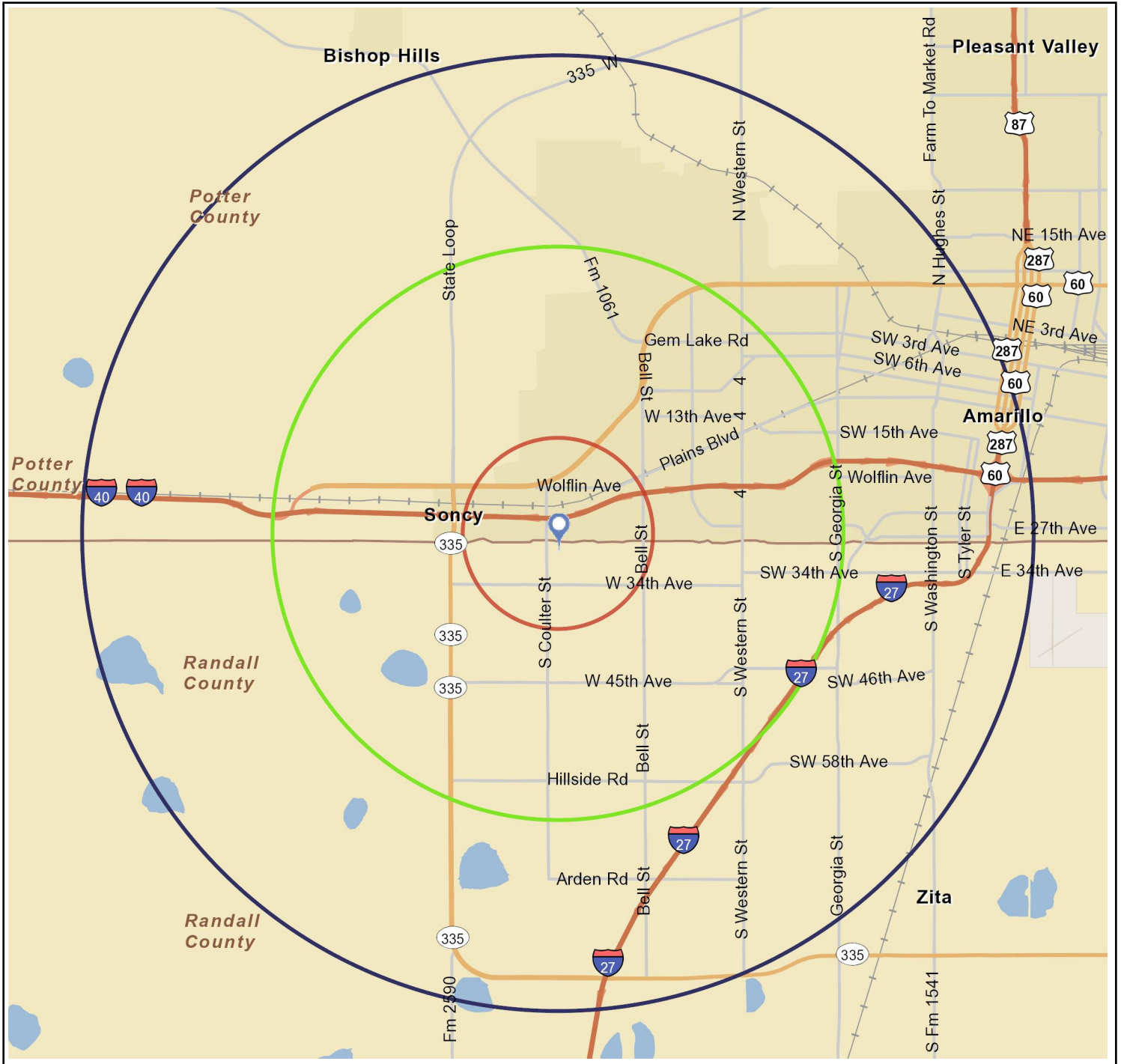
Lat: 35.184313, Lon: -101.91...

Latitude: 35.184313

Longitude: -101.918228

Rings: 1, 3, 5 Miles

Site Type: Ring





Lat: 35.184313, Lon: -101.918228

Site Type: Ring

Radius: 1 Miles

Radius: 3 Miles

Radius: 5 Miles

2009 Population

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total Population	11,735	64,944	125,119
Male Population	48.0%	47.5%	48.0%
Female Population	52.0%	52.5%	52.0%
Median Age	41.6	39.0	36.8

2009 Income

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Median HH Income	\$51,514	\$51,442	\$50,695
Per Capita Income	\$27,922	\$28,716	\$26,390
Average HH Income	\$62,618	\$65,539	\$63,518

2009 Households

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total Households	5,321	28,128	51,506
Average Household Size	2.12	2.26	2.39

2009 Housing

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Owner Occupied Housing Units	46.4%	53.0%	56.4%
Renter Occupied Housing Units	46.3%	39.6%	34.9%
Vacant Housing Units	7.3%	7.4%	8.7%

Population

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
1990 Population	11,085	58,160	104,363
2000 Population	11,419	62,864	116,662
2009 Population	11,735	64,944	125,119
2014 Population	11,929	66,434	129,461
1990-2000 Annual Rate	0.3%	0.78%	1.12%
2000-2009 Annual Rate	0.3%	0.35%	0.76%
2009-2014 Annual Rate	0.33%	0.45%	0.68%

In the identified market area, the current year population is 125,119. In 2000, the Census count in the market area was 116,662. The rate of change since 2000 was 0.76 percent annually. The five-year projection for the population in the market area is 129,461, representing a change of 0.68 percent annually from 2009 to 2014. Currently, the population is 48.0 percent male and 52.0 percent female.

Households

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
1990 Households	4,818	24,884	43,365
2000 Households	5,194	27,447	48,853
2009 Households	5,321	28,128	51,506
2014 Households	5,436	28,839	53,262
1990-2000 Annual Rate	0.75%	0.99%	1.2%
2000-2009 Annual Rate	0.26%	0.27%	0.57%
2009-2014 Annual Rate	0.43%	0.5%	0.67%

The household count in this market area has changed from 48,853 in 2000 to 51,506 in the current year, a change of 0.57 percent annually. The five-year projection of households is 53,262, a change of 0.67 percent annually from the current year total. Average household size is currently 2.39, compared to 2.35 in the year 2000. The number of families in the current year is 32,543 in the market area.

Housing

Currently, 56.4 percent of the 56,396 housing units in the market area are owner occupied; 34.9 percent, renter occupied; and 8.7 percent are vacant. In 2000, there were 52,047 housing units—58.7 percent owner occupied, 35.3 percent renter occupied and 6.1 percent vacant. The rate of change in housing units since 2000 is 0.87 percent. Median home value in the market area is \$110,199, compared to a median home value of \$162,279 for the U.S. In five years, median home value is projected to change by 2.05 percent annually to \$121,941. From 2000 to the current year, median home value changed by 2.48 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography.



Lat: 35.184313, Lon: -101.918228

Site Type: Ring

Radius: 1 Miles

Radius: 3 Miles

Radius: 5 Miles

Median Household Income

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
1990 Median HH Income	\$34,410	\$30,183	\$27,164
2000 Median HH Income	\$40,496	\$39,535	\$38,071
2009 Median HH Income	\$51,514	\$51,442	\$50,695
2014 Median HH Income	\$52,529	\$53,290	\$52,844
1990-2000 Annual Rate	1.64%	2.74%	3.43%
2000-2009 Annual Rate	2.64%	2.89%	3.14%
2009-2014 Annual Rate	0.39%	0.71%	0.83%

Per Capita Income

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
1990 Per Capita Income	\$18,290	\$17,026	\$15,312
2000 Per Capita Income	\$23,710	\$23,917	\$22,113
2009 Per Capita Income	\$27,922	\$28,716	\$26,390
2014 Per Capita Income	\$28,124	\$29,425	\$27,103
1990-2000 Annual Rate	2.63%	3.46%	3.74%
2000-2009 Annual Rate	1.78%	2%	1.93%
2009-2014 Annual Rate	0.14%	0.49%	0.53%

Average Household Income

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
1990 Average Household Income	\$42,887	\$39,393	\$36,451
2000 Average Household Income	\$52,246	\$54,141	\$52,461
2009 Average HH Income	\$62,618	\$65,539	\$63,518
2014 Average HH Income	\$62,724	\$66,940	\$65,231
1990-2000 Annual Rate	1.99%	3.23%	3.71%
2000-2009 Annual Rate	1.98%	2.09%	2.09%
2009-2014 Annual Rate	0.03%	0.42%	0.53%

Households by Income

Current median household income is \$50,695 in the market area, compared to \$54,719 for all U.S. households. Median household income is projected to be \$52,844 in five years. In 2000, median household income was \$38,071, compared to \$27,164 in 1990.

Current average household income is \$63,518 in this market area, compared to \$71,437 for all U.S. households. Average household income is projected to be \$65,231 in five years. In 2000, average household income was \$52,461, compared to \$36,451 in 1990.

Current per capita income is \$26,390 in the market area, compared to the U.S. per capita income of \$27,277. The per capita income is projected to be \$27,103 in five years. In 2000, the per capita income was \$22,113, compared to \$15,312 in 1990.

Population by Employment

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total Businesses	782	3,652	7,160
Total Employees	14,992	42,913	73,903

Currently, 94.9 percent of the civilian labor force in the identified market area is employed and 5.1 percent are unemployed. In comparison, 89.4 percent of the U.S. civilian labor force is employed, and 10.6 percent are unemployed. In five years the rate of employment in the market area will be 96.5 percent of the civilian labor force, and unemployment will be 3.5 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 92.9 percent, and 7.1 percent will be unemployed. In 2000, 67.6 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 63.9 percent in white collar jobs (compared to 61.5 percent of U.S. employment)
- 17.9 percent in service jobs (compared to 17.1 percent of U.S. employment)
- 18.2 percent in blue collar jobs (compared to 21.4 percent of U.S. employment)

In 2000, 84.6 percent of the market area population drove alone to work, and 2.5 percent worked at home. The average travel time to work in 2000 was 16.9 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2009, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 11.5 percent had not earned a high school diploma (16.2 percent in the U.S.)
- 24.4 percent were high school graduates only (29.8 percent in the U.S.)
- 8.4 percent had completed an Associate degree (7.2 percent in the U.S.)
- 18.8 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 9.3 percent had earned a Master's/Professional/Doctorate Degree (9.8 percent in the U.S.)



Demographic and Income Profile

Risha Kuhler

Lat: 35.184313, Lon: -101.91...

Latitude: 35.184313
Longitude: -101.918228
Radius: 1 Miles

Site Type: Ring

Summary	2000	2009	2014
Population	11,419	11,735	11,929
Households	5,194	5,321	5,436
Families	3,115	3,074	3,077
Average Household Size	2.12	2.12	2.11
Owner Occupied HUs	2,722	2,661	2,753
Renter Occupied HUs	2,472	2,660	2,684
Median Age	39.5	41.6	41.2

Trends: 2009-2014 Annual Rate	Area	State	National
Population	0.33%	1.79%	0.91%
Households	0.43%	1.76%	0.94%
Families	0.02%	1.59%	0.74%
Owner HHs	0.68%	2.41%	1.19%
Median Household Income	0.39%	0.79%	0.80%

Households by Income	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	913	17.4%	693	13.0%	642	11.8%
\$15,000 - \$24,999	631	12.0%	491	9.2%	496	9.1%
\$25,000 - \$34,999	675	12.9%	510	9.6%	481	8.8%
\$35,000 - \$49,999	941	17.9%	833	15.7%	845	15.5%
\$50,000 - \$74,999	992	18.9%	1,293	24.3%	1,584	29.1%
\$75,000 - \$99,999	581	11.1%	713	13.4%	663	12.2%
\$100,000 - \$149,999	321	6.1%	550	10.3%	490	9.0%
\$150,000 - \$199,000	102	1.9%	107	2.0%	107	2.0%
\$200,000+	91	1.7%	130	2.4%	129	2.4%
Median Household Income	\$40,496		\$51,514		\$52,529	
Average Household Income	\$52,246		\$62,618		\$62,724	
Per Capita Income	\$23,710		\$27,922		\$28,124	

Population by Age	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	615	5.4%	607	5.2%	618	5.2%
5 - 9	625	5.5%	574	4.9%	573	4.8%
10 - 14	665	5.8%	581	5.0%	574	4.8%
15 - 19	763	6.7%	672	5.7%	622	5.2%
20 - 24	987	8.6%	925	7.9%	949	8.0%
25 - 34	1,403	12.3%	1,744	14.9%	1,841	15.4%
35 - 44	1,589	13.9%	1,188	10.1%	1,213	10.2%
45 - 54	1,521	13.3%	1,609	13.7%	1,372	11.5%
55 - 64	1,085	9.5%	1,423	12.1%	1,605	13.5%
65 - 74	1,163	10.2%	1,032	8.8%	1,162	9.7%
75 - 84	733	6.4%	974	8.3%	947	7.9%
85+	268	2.3%	404	3.4%	452	3.8%

Race and Ethnicity	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
White Alone	10,327	90.4%	10,152	86.5%	10,031	84.1%
Black Alone	268	2.3%	333	2.8%	368	3.1%
American Indian Alone	43	0.4%	52	0.4%	56	0.5%
Asian Alone	197	1.7%	295	2.5%	361	3.0%
Pacific Islander Alone	3	0.0%	4	0.0%	4	0.0%
Some Other Race Alone	414	3.6%	670	5.7%	842	7.1%
Two or More Races	167	1.5%	228	1.9%	267	2.2%
Hispanic Origin (Any Race)	959	8.4%	1,496	12.7%	1,854	15.5%

Data Note: Income is expressed in current dollars.

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

Lat: 35.184313, Lon: -101.91...

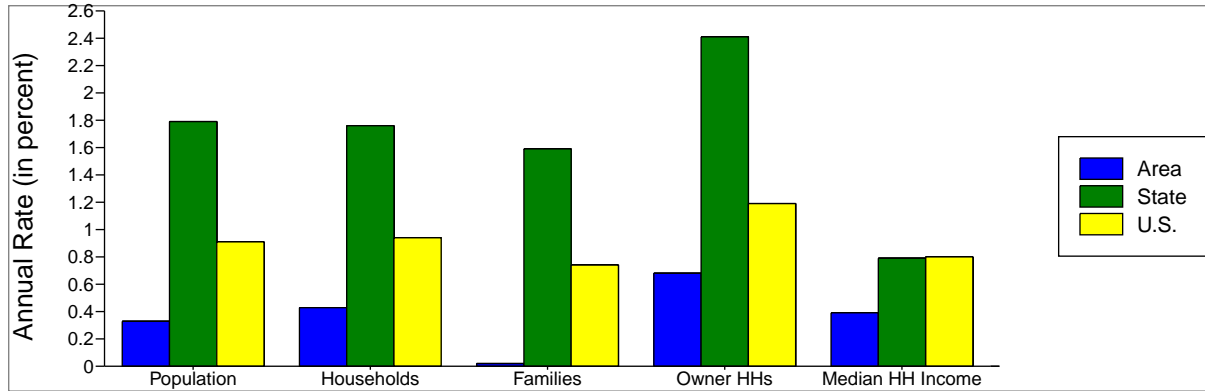
Latitude: 35.184313

Longitude: -101.918228

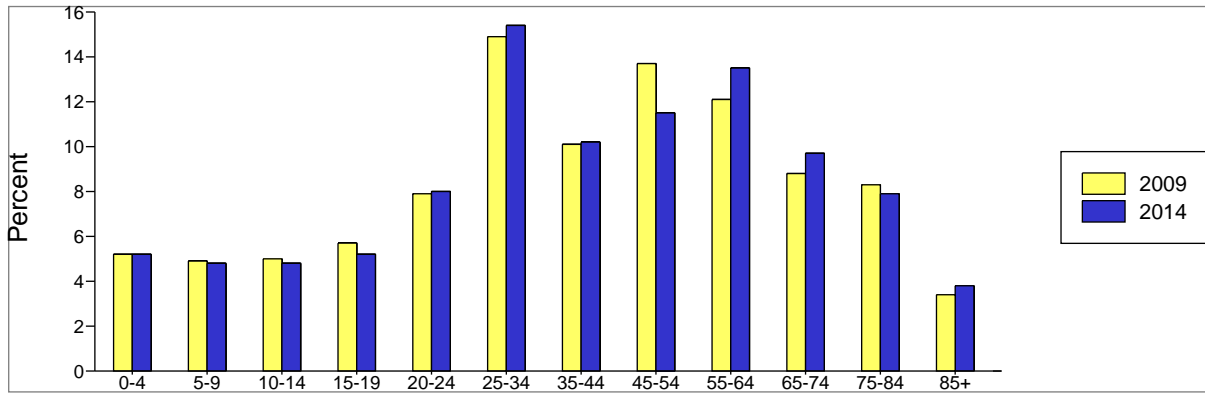
Radius: 1 Miles

Site Type: Ring

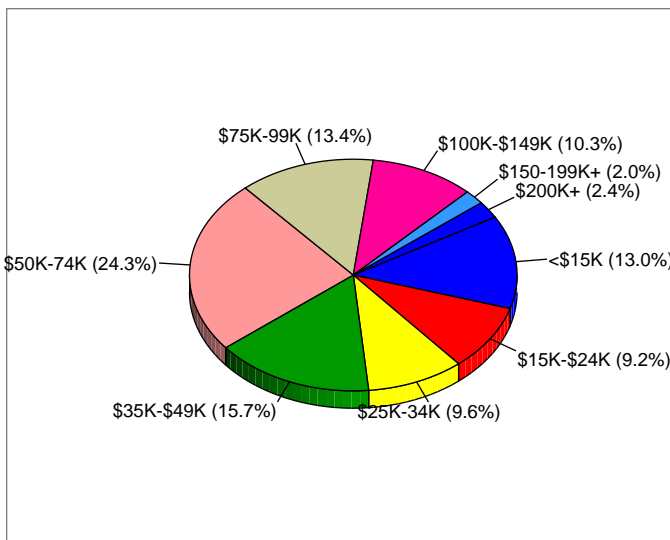
Trends 2009-2014



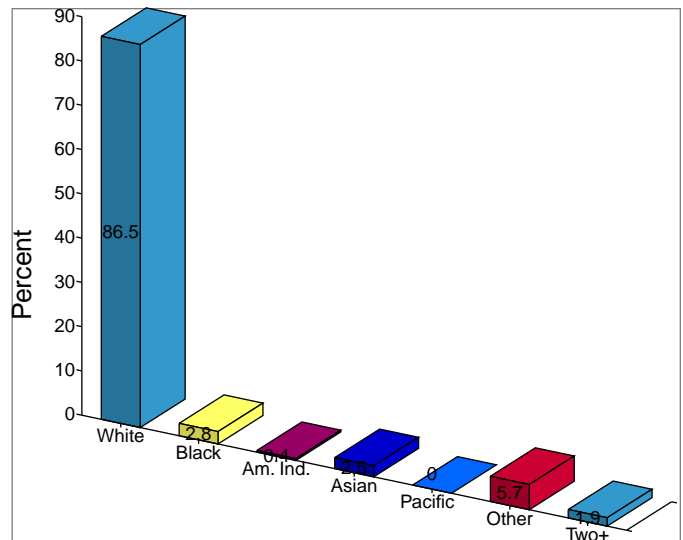
Population by Age



2009 Household Income



2009 Population by Race



2009 Percent Hispanic Origin: 12.7%



Demographic and Income Profile

Risha Kuhler

Lat: 35.184313, Lon: -101.91...

Latitude: 35.184313
Longitude: -101.918228
Radius: 3 Miles

Site Type: Ring

Summary	2000	2009	2014
Population	62,864	64,944	66,434
Households	27,447	28,128	28,839
Families	17,105	17,046	17,198
Average Household Size	2.25	2.26	2.26
Owner Occupied HUs	16,180	16,104	16,949
Renter Occupied HUs	11,267	12,024	11,890
Median Age	38.2	39.0	39.1

Trends: 2009-2014 Annual Rate	Area	State	National
Population	0.45%	1.79%	0.91%
Households	0.5%	1.76%	0.94%
Families	0.18%	1.59%	0.74%
Owner HHs	1.03%	2.41%	1.19%
Median Household Income	0.71%	0.79%	0.80%

Households by Income	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	4,696	17.1%	3,511	12.5%	3,244	11.2%
\$15,000 - \$24,999	3,747	13.7%	2,792	9.9%	2,811	9.7%
\$25,000 - \$34,999	3,671	13.4%	3,137	11.2%	2,894	10.0%
\$35,000 - \$49,999	4,585	16.7%	4,099	14.6%	4,146	14.4%
\$50,000 - \$74,999	5,140	18.7%	6,125	21.8%	7,643	26.5%
\$75,000 - \$99,999	2,731	10.0%	3,760	13.4%	3,480	12.1%
\$100,000 - \$149,999	1,846	6.7%	3,104	11.0%	2,945	10.2%
\$150,000 - \$199,000	404	1.5%	808	2.9%	844	2.9%
\$200,000+	605	2.2%	791	2.8%	833	2.9%
Median Household Income	\$39,535		\$51,442		\$53,290	
Average Household Income	\$54,141		\$65,539		\$66,940	
Per Capita Income	\$23,917		\$28,716		\$29,425	

Population by Age	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,907	6.2%	4,058	6.2%	4,119	6.2%
5 - 9	3,796	6.0%	3,849	5.9%	3,939	5.9%
10 - 14	3,896	6.2%	3,735	5.8%	3,891	5.9%
15 - 19	4,435	7.1%	3,874	6.0%	3,782	5.7%
20 - 24	4,776	7.6%	4,387	6.8%	4,367	6.6%
25 - 34	7,880	12.5%	9,565	14.7%	9,872	14.9%
35 - 44	9,181	14.6%	7,566	11.7%	7,806	11.8%
45 - 54	8,623	13.7%	9,272	14.3%	8,293	12.5%
55 - 64	5,900	9.4%	7,610	11.7%	8,529	12.8%
65 - 74	5,358	8.5%	5,002	7.7%	5,824	8.8%
75 - 84	3,742	6.0%	4,097	6.3%	3,966	6.0%
85+	1,371	2.2%	1,928	3.0%	2,045	3.1%

Race and Ethnicity	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
White Alone	56,667	90.1%	56,396	86.8%	56,301	84.7%
Black Alone	1,560	2.5%	1,877	2.9%	2,061	3.1%
American Indian Alone	349	0.6%	423	0.7%	464	0.7%
Asian Alone	812	1.3%	1,199	1.8%	1,477	2.2%
Pacific Islander Alone	24	0.0%	30	0.0%	32	0.0%
Some Other Race Alone	2,438	3.9%	3,677	5.7%	4,542	6.8%
Two or More Races	1,014	1.6%	1,341	2.1%	1,555	2.3%
Hispanic Origin (Any Race)	5,740	9.1%	8,611	13.3%	10,589	15.9%

Data Note: Income is expressed in current dollars.

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

Lat: 35.184313, Lon: -101.91...

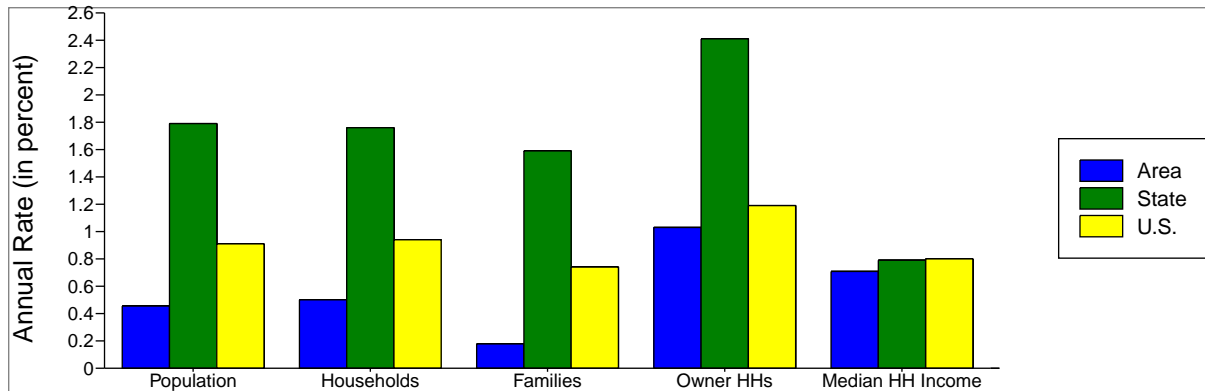
Latitude: 35.184313

Longitude: -101.918228

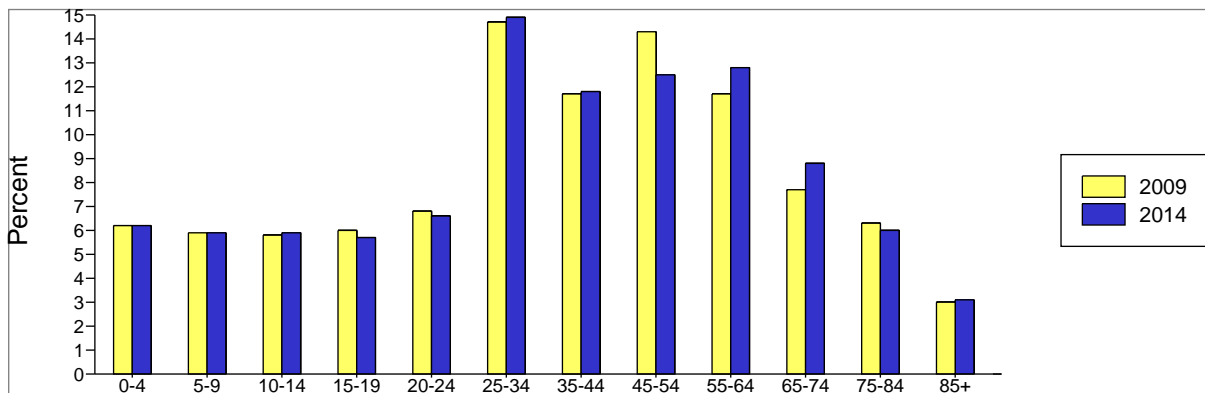
Radius: 3 Miles

Site Type: Ring

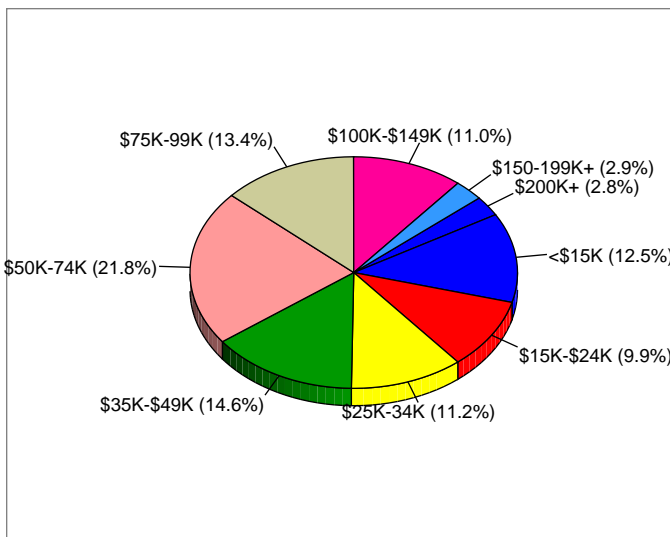
Trends 2009-2014



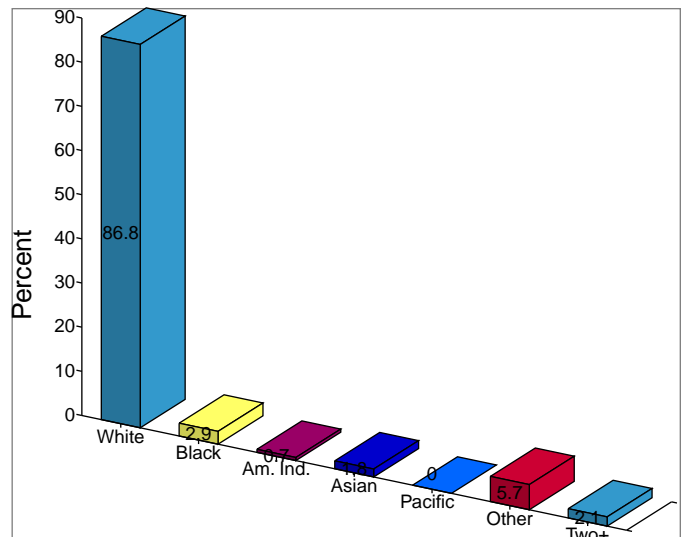
Population by Age



2009 Household Income



2009 Population by Race



2009 Percent Hispanic Origin: 13.3%



Demographic and Income Profile

Risha Kuhler

Lat: 35.184313, Lon: -101.91...

Latitude: 35.184313
Longitude: -101.918228
Radius: 5 Miles

Site Type: Ring

Summary	2000	2009	2014
Population	116,662	125,119	129,461
Households	48,853	51,506	53,262
Families	31,453	32,543	33,234
Average Household Size	2.35	2.39	2.39
Owner Occupied HUs	30,521	31,809	33,924
Renter Occupied HUs	18,332	19,698	19,338
Median Age	36.0	36.8	37.0

Trends: 2009-2014 Annual Rate	Area	State	National
Population	0.68%	1.79%	0.91%
Households	0.67%	1.76%	0.94%
Families	0.42%	1.59%	0.74%
Owner HHs	1.3%	2.41%	1.19%
Median Household Income	0.83%	0.79%	0.80%

Households by Income	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	8,531	17.5%	6,374	12.4%	5,881	11.0%
\$15,000 - \$24,999	7,191	14.7%	5,352	10.4%	5,393	10.1%
\$25,000 - \$34,999	6,776	13.9%	6,097	11.8%	5,601	10.5%
\$35,000 - \$49,999	8,158	16.7%	7,444	14.5%	7,555	14.2%
\$50,000 - \$74,999	9,217	18.9%	11,579	22.5%	14,561	27.3%
\$75,000 - \$99,999	4,518	9.2%	6,903	13.4%	6,516	12.2%
\$100,000 - \$149,999	2,789	5.7%	5,152	10.0%	4,981	9.4%
\$150,000 - \$199,000	680	1.4%	1,294	2.5%	1,379	2.6%
\$200,000+	994	2.0%	1,311	2.5%	1,395	2.6%
Median Household Income	\$38,071		\$50,695		\$52,844	
Average Household Income	\$52,461		\$63,518		\$65,231	
Per Capita Income	\$22,113		\$26,390		\$27,103	

Population by Age	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	8,293	7.1%	8,952	7.2%	9,211	7.1%
5 - 9	8,025	6.9%	8,521	6.8%	8,835	6.8%
10 - 14	7,894	6.8%	8,211	6.6%	8,714	6.7%
15 - 19	8,161	7.0%	8,069	6.4%	8,086	6.2%
20 - 24	8,468	7.3%	7,984	6.4%	8,239	6.4%
25 - 34	15,817	13.6%	17,952	14.3%	18,237	14.1%
35 - 44	17,815	15.3%	16,124	12.9%	16,643	12.9%
45 - 54	15,568	13.3%	17,965	14.4%	16,529	12.8%
55 - 64	9,892	8.5%	13,772	11.0%	15,725	12.1%
65 - 74	8,525	7.3%	8,239	6.6%	9,932	7.7%
75 - 84	5,920	5.1%	6,321	5.1%	6,148	4.7%
85+	2,282	2.0%	3,013	2.4%	3,163	2.4%

Race and Ethnicity	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
White Alone	101,263	86.8%	104,010	83.1%	104,690	80.9%
Black Alone	4,646	4.0%	5,341	4.3%	5,691	4.4%
American Indian Alone	822	0.7%	989	0.8%	1,086	0.8%
Asian Alone	1,129	1.0%	1,799	1.4%	2,258	1.7%
Pacific Islander Alone	37	0.0%	48	0.0%	51	0.0%
Some Other Race Alone	6,556	5.6%	9,912	7.9%	12,156	9.4%
Two or More Races	2,209	1.9%	3,020	2.4%	3,529	2.7%
Hispanic Origin (Any Race)	13,932	11.9%	20,922	16.7%	25,562	19.7%

Data Note: Income is expressed in current dollars.

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

Lat: 35.184313, Lon: -101.91...

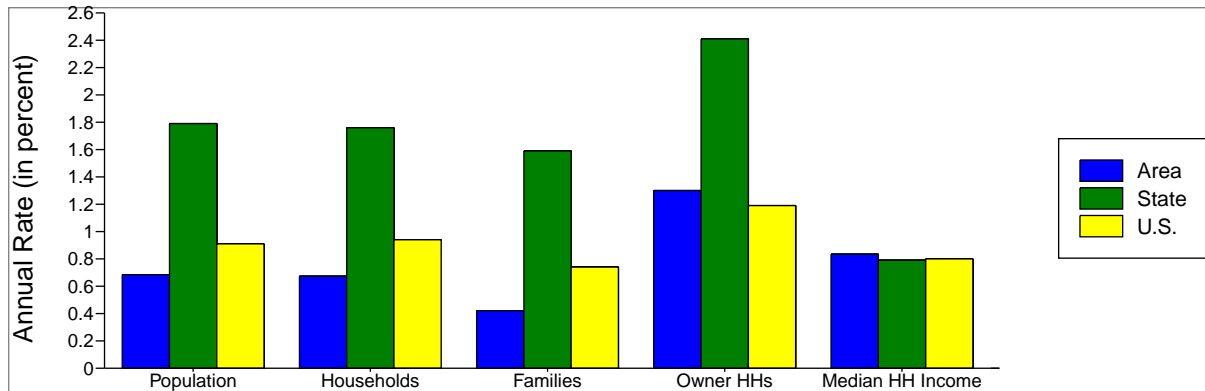
Latitude: 35.184313

Longitude: -101.918228

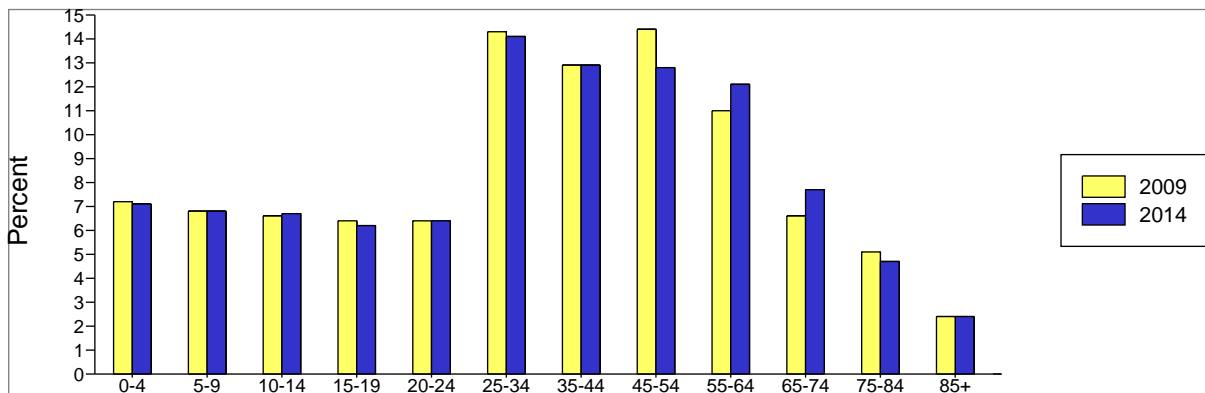
Radius: 5 Miles

Site Type: Ring

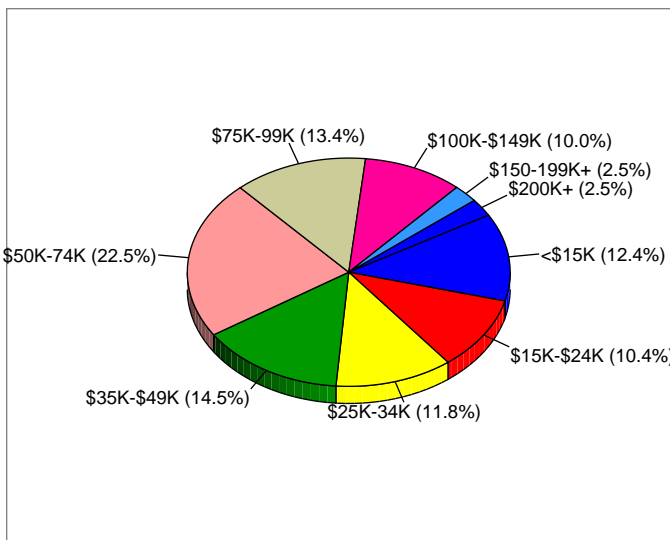
Trends 2009-2014



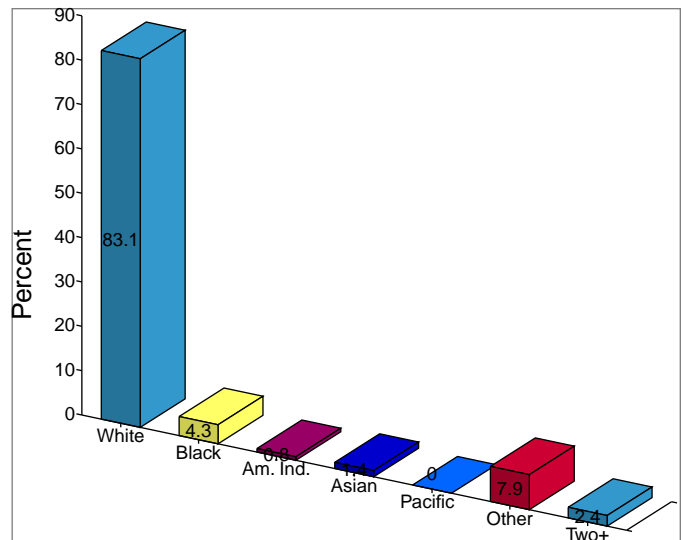
Population by Age



2009 Household Income



2009 Population by Race






2009 Percent Hispanic Origin: 16.7%

Lat: 35.184313, Lon: -101.91...

Latitude: 35.184313
Longitude: -101.918228

Site Type: Ring

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
 2000 Total Population	11,419	62,864	116,662
2000 Group Quarters	405	1,230	2,057
2009 Total Population	11,735	64,944	125,119
2014 Total Population	11,929	66,434	129,461
2009 - 2014 Annual Rate	0.33%	0.45%	0.68%
 2000 Households	5,194	27,447	48,853
2000 Average Household Size	2.12	2.25	2.35
2009 Households	5,321	28,128	51,506
2009 Average Household Size	2.12	2.26	2.39
2014 Households	5,436	28,839	53,262
2014 Average Household Size	2.11	2.26	2.39
2009 - 2014 Annual Rate	0.43%	0.5%	0.67%
2000 Families	3,115	17,105	31,453
2000 Average Family Size	2.76	2.86	2.94
2009 Families	3,074	17,046	32,543
2009 Average Family Size	2.8	2.91	3.02
2014 Families	3,077	17,198	33,234
2014 Average Family Size	2.8	2.93	3.03
2009 - 2014 Annual Rate	0.02%	0.18%	0.42%
 2000 Housing Units	5,481	29,002	52,047
Owner Occupied Housing Units	49.7%	55.9%	58.7%
Renter Occupied Housing Units	45.1%	38.9%	35.3%
Vacant Housing Units	5.2%	5.1%	6.1%
2009 Housing Units	5,740	30,391	56,395
Owner Occupied Housing Units	46.4%	53.0%	56.4%
Renter Occupied Housing Units	46.3%	39.6%	34.9%
Vacant Housing Units	7.3%	7.4%	8.7%
2014 Housing Units	5,822	31,044	58,065
Owner Occupied Housing Units	47.3%	54.6%	58.4%
Renter Occupied Housing Units	46.1%	38.3%	33.3%
Vacant Housing Units	6.6%	7.1%	8.3%
Median Household Income			
2000	\$40,496	\$39,535	\$38,071
2009	\$51,514	\$51,442	\$50,695
2014	\$52,529	\$53,290	\$52,844
Median Home Value			
2000	\$116,859	\$96,285	\$87,826
2009	\$140,598	\$119,672	\$110,199
2014	\$154,078	\$134,135	\$121,941
Per Capita Income			
2000	\$23,710	\$23,917	\$22,113
2009	\$27,922	\$28,716	\$26,390
2014	\$28,124	\$29,425	\$27,103
Median Age			
2000	39.5	38.2	36.0
2009	41.6	39.0	36.8
2014	41.2	39.1	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 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 2009 and 2014.




Lat: 35.184313, Lon: -101.91...

Latitude: 35.184313

Longitude: -101.918228

Site Type: Ring

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
2000 Households by Income			
 Household Income Base	5,247	27,425	48,854
< \$15,000	17.4%	17.1%	17.5%
\$15,000 - \$24,999	12.0%	13.7%	14.7%
\$25,000 - \$34,999	12.9%	13.4%	13.9%
\$35,000 - \$49,999	17.9%	16.7%	16.7%
\$50,000 - \$74,999	18.9%	18.7%	18.9%
\$75,000 - \$99,999	11.1%	10.0%	9.2%
\$100,000 - \$149,999	6.1%	6.7%	5.7%
\$150,000 - \$199,999	1.9%	1.5%	1.4%
\$200,000+	1.7%	2.2%	2.0%
Average Household Income	\$52,246	\$54,141	\$52,461
2009 Households by Income			
Household Income Base	5,320	28,127	51,506
< \$15,000	13.0%	12.5%	12.4%
\$15,000 - \$24,999	9.2%	9.9%	10.4%
\$25,000 - \$34,999	9.6%	11.2%	11.8%
\$35,000 - \$49,999	15.7%	14.6%	14.5%
\$50,000 - \$74,999	24.3%	21.8%	22.5%
\$75,000 - \$99,999	13.4%	13.4%	13.4%
\$100,000 - \$149,999	10.3%	11.0%	10.0%
\$150,000 - \$199,999	2.0%	2.9%	2.5%
\$200,000+	2.4%	2.8%	2.5%
Average Household Income	\$62,618	\$65,539	\$63,518
2014 Households by Income			
Household Income Base	5,437	28,840	53,262
< \$15,000	11.8%	11.2%	11.0%
\$15,000 - \$24,999	9.1%	9.7%	10.1%
\$25,000 - \$34,999	8.8%	10.0%	10.5%
\$35,000 - \$49,999	15.5%	14.4%	14.2%
\$50,000 - \$74,999	29.1%	26.5%	27.3%
\$75,000 - \$99,999	12.2%	12.1%	12.2%
\$100,000 - \$149,999	9.0%	10.2%	9.4%
\$150,000 - \$199,999	2.0%	2.9%	2.6%
\$200,000+	2.4%	2.9%	2.6%
Average Household Income	\$62,724	\$66,940	\$65,231
2000 Owner Occupied HUs by Value			
Total	2,749	16,173	30,541
<\$50,000	1.2%	6.6%	17.6%
\$50,000 - 99,999	30.2%	48.3%	45.2%
\$100,000 - 149,999	48.0%	27.6%	22.4%
\$150,000 - 199,999	14.1%	10.1%	8.2%
\$200,000 - \$299,999	5.6%	4.9%	4.3%
\$300,000 - 499,999	0.4%	1.6%	1.5%
\$500,000 - 999,999	0.3%	0.5%	0.6%
\$1,000,000+	0.1%	0.3%	0.2%
Average Home Value	\$128,965	\$117,447	\$105,375
2000 Specified Renter Occupied HUs by Contract Rent			
Total	2,442	11,367	18,297
With Cash Rent	98.4%	97.4%	96.5%
No Cash Rent	1.6%	2.6%	3.5%
Median Rent	\$435	\$440	\$428
Average Rent	\$459	\$471	\$462

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.



Lat: 35.184313, Lon: -101.91...

Latitude: 35.184313
Longitude: -101.918228

Site Type: Ring



	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
2000 Population by Age			
 Total	11,417	62,865	116,660
Age 0 - 4	5.4%	6.2%	7.1%
Age 5 - 9	5.5%	6.0%	6.9%
Age 10 - 14	5.8%	6.2%	6.8%
Age 15 - 19	6.7%	7.1%	7.0%
Age 20 - 24	8.6%	7.6%	7.3%
Age 25 - 34	12.3%	12.5%	13.6%
Age 35 - 44	13.9%	14.6%	15.3%
Age 45 - 54	13.3%	13.7%	13.3%
Age 55 - 64	9.5%	9.4%	8.5%
Age 65 - 74	10.2%	8.5%	7.3%
Age 75 - 84	6.4%	6.0%	5.1%
Age 85+	2.3%	2.2%	2.0%
Age 18+	79.6%	77.5%	75.1%
2009 Population by Age			
Total	11,733	64,943	125,123
Age 0 - 4	5.2%	6.2%	7.2%
Age 5 - 9	4.9%	5.9%	6.8%
Age 10 - 14	5.0%	5.8%	6.6%
Age 15 - 19	5.7%	6.0%	6.4%
Age 20 - 24	7.9%	6.8%	6.4%
Age 25 - 34	14.9%	14.7%	14.3%
Age 35 - 44	10.1%	11.7%	12.9%
Age 45 - 54	13.7%	14.3%	14.4%
Age 55 - 64	12.1%	11.7%	11.0%
Age 65 - 74	8.8%	7.7%	6.6%
Age 75 - 84	8.3%	6.3%	5.1%
Age 85+	3.4%	3.0%	2.4%
Age 18+	82.0%	78.6%	75.7%
2014 Population by Age			
Total	11,928	66,433	129,462
Age 0 - 4	5.2%	6.2%	7.1%
Age 5 - 9	4.8%	5.9%	6.8%
Age 10 - 14	4.8%	5.9%	6.7%
Age 15 - 19	5.2%	5.7%	6.2%
Age 20 - 24	8.0%	6.6%	6.4%
Age 25 - 34	15.4%	14.9%	14.1%
Age 35 - 44	10.2%	11.8%	12.9%
Age 45 - 54	11.5%	12.5%	12.8%
Age 55 - 64	13.5%	12.8%	12.1%
Age 65 - 74	9.7%	8.8%	7.7%
Age 75 - 84	7.9%	6.0%	4.7%
Age 85+	3.8%	3.1%	2.4%
Age 18+	82.5%	78.8%	75.7%
2000 Population by Sex			
Males	47.8%	47.2%	47.7%
Females	52.2%	52.8%	52.3%
2009 Population by Sex			
Males	48.0%	47.5%	48.0%
Females	52.0%	52.5%	52.0%
2014 Population by Sex			
Males	48.3%	47.7%	48.2%
Females	51.7%	52.3%	51.8%

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

Lat: 35.184313, Lon: -101.91...

Latitude: 35.184313
Longitude: -101.918228

Site Type: Ring

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
2000 Population by Race/Ethnicity			
 Total	11,419	62,864	116,662
White Alone	90.4%	90.1%	86.8%
Black Alone	2.3%	2.5%	4.0%
American Indian Alone	0.4%	0.6%	0.7%
Asian or Pacific Islander Alone	1.8%	1.3%	1.0%
Some Other Race Alone	3.6%	3.9%	5.6%
Two or More Races	1.5%	1.6%	1.9%
Hispanic Origin	8.4%	9.1%	11.9%
Diversity Index	30.7	32.2	40.4
2009 Population by Race/Ethnicity			
Total	11,734	64,943	125,119
White Alone	86.5%	86.8%	83.1%
Black Alone	2.8%	2.9%	4.3%
American Indian Alone	0.4%	0.7%	0.8%
Asian or Pacific Islander Alone	2.5%	1.9%	1.5%
Some Other Race Alone	5.7%	5.7%	7.9%
Two or More Races	1.9%	2.1%	2.4%
Hispanic Origin	12.7%	13.3%	16.7%
Diversity Index	41.7	41.8	50.0
2014 Population by Race/Ethnicity			
Total	11,929	66,432	129,461
White Alone	84.1%	84.7%	80.9%
Black Alone	3.1%	3.1%	4.4%
American Indian Alone	0.5%	0.7%	0.8%
Asian or Pacific Islander Alone	3.1%	2.3%	1.8%
Some Other Race Alone	7.1%	6.8%	9.4%
Two or More Races	2.2%	2.3%	2.7%
Hispanic Origin	15.5%	15.9%	19.7%
Diversity Index	47.7	47.3	55.2
2000 Population 3+ by School Enrollment			
 Total	10,981	60,161	111,490
Enrolled in Nursery/Preschool	1.8%	1.7%	2.0%
Enrolled in Kindergarten	1.2%	1.1%	1.4%
Enrolled in Grade 1-8	9.6%	10.1%	11.4%
Enrolled in Grade 9-12	5.3%	5.2%	5.6%
Enrolled in College	5.9%	6.6%	5.9%
Enrolled in Grad/Prof School	1.2%	1.2%	0.9%
Not Enrolled in School	75.0%	74.0%	72.7%
2009 Population 25+ by Educational Attainment			
Total	8,375	45,040	83,384
Less than 9th Grade	3.2%	2.5%	3.2%
9th - 12th Grade, No Diploma	6.7%	6.9%	8.3%
High School Graduate	22.4%	22.5%	24.4%
Some College, No Degree	25.2%	27.7%	27.5%
Associate Degree	8.3%	8.4%	8.4%
Bachelor's Degree	21.7%	20.9%	18.8%
Graduate/Professional Degree	12.6%	11.0%	9.3%



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.

Lat: 35.184313, Lon: -101.91...

Latitude: 35.184313
Longitude: -101.918228

Site Type: Ring

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
2009 Population 15+ by Marital Status			
 Total	9,972	53,302	99,437
Never Married	23.2%	23.5%	23.7%
Married	55.5%	57.1%	56.5%
Widowed	7.8%	7.0%	6.9%
Divorced	13.4%	12.3%	12.9%
2000 Population 16+ by Employment Status			
 Total	9,318	50,560	91,024
In Labor Force	63.4%	66.6%	67.6%
Civilian Employed	60.6%	64.0%	64.6%
Civilian Unemployed	2.7%	2.4%	2.9%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	36.6%	33.4%	32.4%
2009 Civilian Population 16+ in Labor Force			
Civilian Employed	95.2%	95.3%	94.9%
Civilian Unemployed	4.8%	4.7%	5.1%
2014 Civilian Population 16+ in Labor Force			
Civilian Employed	96.8%	96.8%	96.5%
Civilian Unemployed	3.2%	3.2%	3.5%
2000 Females 16+ by Employment Status and Age of Children			
Total	4,944	27,100	48,516
Own Children < 6 Only	5.7%	7.1%	8.3%
Employed/in Armed Forces	3.9%	4.9%	5.5%
Unemployed	0.1%	0.3%	0.4%
Not in Labor Force	1.7%	1.9%	2.5%
Own Children < 6 and 6-17 Only	3.2%	4.4%	5.1%
Employed/in Armed Forces	1.7%	2.5%	3.0%
Unemployed	0.3%	0.2%	0.1%
Not in Labor Force	1.2%	1.6%	2.0%
Own Children 6-17 Only	15.3%	15.8%	16.9%
Employed/in Armed Forces	12.4%	12.3%	13.0%
Unemployed	0.5%	0.4%	0.4%
Not in Labor Force	2.4%	3.1%	3.5%
No Own Children < 18	75.8%	72.7%	69.7%
Employed/in Armed Forces	37.2%	37.3%	36.1%
Unemployed	1.7%	1.3%	1.7%
Not in Labor Force	36.8%	34.1%	32.0%

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



Lat: 35.184313, Lon: -101.91...

Latitude: 35.184313
Longitude: -101.918228

Site Type: Ring

Radius: 1 Miles

Radius: 3 Miles

Radius: 5 Miles



2009 Employed Population 16+ by Industry

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	6,193	34,813	65,343
Agriculture/Mining	0.9%	1.0%	1.0%
Construction	5.3%	6.2%	7.6%
Manufacturing	5.2%	4.8%	5.1%
Wholesale Trade	3.3%	3.8%	3.8%
Retail Trade	14.1%	15.3%	14.3%
Transportation/Utilities	4.3%	4.7%	4.7%
Information	2.2%	2.6%	2.4%
Finance/Insurance/Real Estate	9.7%	9.1%	8.3%
Services	51.0%	47.6%	47.5%
Public Administration	3.9%	5.0%	5.3%

2009 Employed Population 16+ by Occupation

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	6,194	34,815	65,344
White Collar	71.4%	68.6%	63.9%
Management/Business/Financial	14.9%	13.3%	12.2%
Professional	31.2%	26.2%	24.2%
Sales	12.4%	14.9%	13.9%
Administrative Support	12.9%	14.2%	13.5%
Services	15.4%	16.0%	17.9%
Blue Collar	13.2%	15.3%	18.2%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	2.9%	4.9%	6.1%
Installation/Maintenance/Repair	2.2%	2.9%	3.3%
Production	3.1%	3.5%	4.0%
Transportation/Material Moving	4.9%	3.9%	4.5%



2000 Workers 16+ by Means of Transportation to Work

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,586	31,941	57,853
Drove Alone - Car, Truck, or Van	89.0%	86.2%	84.6%
Carpooled - Car, Truck, or Van	7.1%	9.6%	10.8%
Public Transportation	0.4%	0.4%	0.5%
Walked	1.3%	0.9%	1.1%
Other Means	0.2%	0.4%	0.6%
Worked at Home	2.0%	2.5%	2.5%

2000 Workers 16+ by Travel Time to Work

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,585	31,939	57,850
Did Not Work at Home	98.0%	97.5%	97.5%
Less than 5 minutes	4.0%	4.5%	3.8%
5 to 9 minutes	20.7%	16.6%	16.1%
10 to 19 minutes	48.4%	54.0%	53.0%
20 to 24 minutes	10.2%	10.1%	10.9%
25 to 34 minutes	6.0%	6.0%	6.8%
35 to 44 minutes	2.1%	1.7%	1.7%
45 to 59 minutes	2.3%	2.1%	2.2%
60 to 89 minutes	2.5%	1.3%	1.5%
90 or more minutes	1.8%	1.3%	1.5%
Worked at Home	2.0%	2.5%	2.5%
Average Travel Time to Work (in min)	17.0	16.1	16.9

2000 Households by Vehicles Available

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,189	27,545	48,859
None	6.4%	6.0%	6.2%
1	40.6%	38.6%	38.2%
2	40.2%	41.2%	41.2%
3	10.0%	10.8%	11.0%
4	2.1%	2.6%	2.7%
5+	0.7%	0.8%	0.7%
Average Number of Vehicles Available	1.6	1.7	1.7

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



Lat: 35.184313, Lon: -101.91...

Latitude: 35.184313
Longitude: -101.918228

Site Type: Ring

Radius: 1 Miles

Radius: 3 Miles

Radius: 5 Miles



2000 Households by Type

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,195	27,447	48,853
Family Households	60.0%	62.3%	64.4%
Married-couple Family	49.8%	49.9%	50.2%
With Related Children	19.9%	20.9%	22.8%
Other Family (No Spouse)	10.1%	12.4%	14.2%
With Related Children	6.2%	8.4%	9.9%
Nonfamily Households	40.0%	37.7%	35.6%
Householder Living Alone	34.4%	32.7%	30.5%
Householder Not Living Alone	5.6%	5.0%	5.1%
Households with Related Children	26.2%	29.3%	32.7%
Households with Persons 65+	25.4%	25.0%	23.3%

2000 Households by Size

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,194	27,447	48,853
1 Person Household	34.4%	32.7%	30.5%
2 Person Household	36.5%	35.8%	34.4%
3 Person Household	13.3%	14.2%	15.4%
4 Person Household	10.6%	11.4%	12.5%
5 Person Household	3.7%	4.3%	4.9%
6 Person Household	1.2%	1.2%	1.5%
7+ Person Household	0.4%	0.5%	0.7%

2000 Households by Year Householder Moved In

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,189	27,546	48,859
Moved in 1999 to March 2000	26.9%	28.0%	26.4%
Moved in 1995 to 1998	28.8%	27.4%	28.2%
Moved in 1990 to 1994	16.4%	15.4%	15.5%
Moved in 1980 to 1989	13.5%	13.8%	13.8%
Moved in 1970 to 1979	8.1%	8.0%	8.1%
Moved in 1969 or Earlier	6.3%	7.4%	8.0%
Median Year Householder Moved In	1996	1996	1996



2000 Housing Units by Units in Structure

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,485	29,032	52,011
1, Detached	50.8%	60.7%	68.1%
1, Attached	4.6%	4.5%	3.8%
2	2.9%	2.6%	3.7%
3 or 4	3.6%	2.8%	2.5%
5 to 9	9.7%	6.5%	4.3%
10 to 19	8.8%	5.2%	3.8%
20+	19.3%	17.2%	11.6%
Mobile Home	0.1%	0.4%	2.2%
Other	0.0%	0.1%	0.1%

2000 Housing Units by Year Structure Built

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,484	29,096	52,058
1999 to March 2000	0.0%	1.0%	1.3%
1995 to 1998	1.6%	3.4%	4.6%
1990 to 1994	3.7%	4.2%	3.6%
1980 to 1989	27.1%	20.8%	16.4%
1970 to 1979	39.4%	27.1%	21.2%
1969 or Earlier	28.1%	43.4%	53.0%
Median Year Structure Built	1976	1972	1968

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



Lat: 35.184313, Lon: -101.91...

Latitude: 35.184313

Longitude: -101.918228

Site Type: Ring

Radius: 1 Miles

Radius: 3 Miles

Radius: 5 Miles

Top 3 Tapestry Segments

1.	Prosperous Empty Nests	Prosperous Empty Nests	Rustbelt Traditions
2.	Young and Restless	Young and Restless	Prosperous Empty Nests
3.	College Towns	Midlife Junction	Midlife Junction



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 \$	\$8,616,963	\$46,758,876	\$82,631,685
Average Spent	\$1,619.43	\$1,662.36	\$1,604.31
Spending Potential Index	65	66	64
Computers & Accessories: Total \$	\$1,124,417	\$6,060,556	\$10,723,457
Average Spent	\$211.32	\$215.46	\$208.20
Spending Potential Index	93	94	91
Education: Total \$	\$6,403,011	\$34,136,438	\$60,208,576
Average Spent	\$1,203.35	\$1,213.61	\$1,168.96
Spending Potential Index	96	97	93
Entertainment/Recreation: Total \$	\$15,097,537	\$84,211,133	\$149,943,651
Average Spent	\$2,837.35	\$2,993.85	\$2,911.19
Spending Potential Index	88	92	90
Food at Home: Total \$	\$21,842,244	\$119,994,976	\$213,079,415
Average Spent	\$4,104.91	\$4,266.03	\$4,136.98
Spending Potential Index	90	94	91
Food Away from Home: Total \$	\$16,336,362	\$88,779,379	\$156,898,600
Average Spent	\$3,070.17	\$3,156.26	\$3,046.22
Spending Potential Index	92	95	92
Health Care: Total \$	\$17,381,149	\$98,462,275	\$175,500,631
Average Spent	\$3,266.52	\$3,500.51	\$3,407.38
Spending Potential Index	87	93	90
HH Furnishings & Equipment: Total \$	\$8,982,163	\$49,825,432	\$88,710,452
Average Spent	\$1,688.06	\$1,771.38	\$1,722.33
Spending Potential Index	78	82	79
Investments: Total \$	\$5,793,221	\$33,372,681	\$58,994,785
Average Spent	\$1,088.75	\$1,186.46	\$1,145.40
Spending Potential Index	76	82	80
Retail Goods: Total \$	\$115,751,811	\$640,244,068	\$1,138,638,307
Average Spent	\$21,753.77	\$22,761.81	\$22,106.91
Spending Potential Index	85	89	86
Shelter: Total \$	\$74,156,774	\$407,453,592	\$719,967,921
Average Spent	\$13,936.62	\$14,485.69	\$13,978.33
Spending Potential Index	89	93	89
TV/Video/Sound Equipment: Total \$	\$5,943,071	\$32,358,390	\$57,346,948
Average Spent	\$1,116.91	\$1,150.40	\$1,113.40
Spending Potential Index	92	95	92
Travel: Total \$	\$8,355,631	\$47,037,825	\$83,323,982
Average Spent	\$1,570.31	\$1,672.28	\$1,617.75
Spending Potential Index	85	91	88
Vehicle Maintenance & Repairs: Total \$	\$4,467,954	\$24,516,242	\$43,388,711
Average Spent	\$839.68	\$871.60	\$842.40
Spending Potential Index	90	93	90

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.