



Area ID: 0

Name:

Market Profile

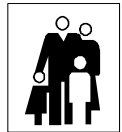
ROSENBERG

Demographic

ROSENBERG



2000 Total Population	23,981
2000 Group Quarters	224
2008 Total Population	29,593
2013 Total Population	35,150
2008-2013 Annual Rate	3.50%



2000 Households	7,914
2000 Average Household Size	3.00
2008 Households	9,246
2008 Average Household Size	3.18
2013 Households	10,882
2013 Average Household Size	3.21
2008-2013 Annual Rate	3.31%
2000 Families	5,998
2000 Average Family Size	3.47
2008 Families	6,974
2008 Average Family Size	3.70
2013 Families	8,159
2013 Average Family Size	3.76
2008-2013 Annual Rate	3.19%



2000 Housing Units	8,416
Owner Occupied Housing Units	54.7%
Renter Occupied Housing Units	39.5%
Vacant Housing Units	5.9%

2008 Housing Units	9,884
Owner Occupied Housing Units	55.8%
Renter Occupied Housing Units	37.8%
Vacant Housing Units	6.5%

2013 Housing Units	11,428
Owner Occupied Housing Units	56.4%
Renter Occupied Housing Units	38.8%
Vacant Housing Units	4.8%

Median Household Income

2000	\$35,730
2008	\$46,231
2013	\$60,773

Median Home Value

2000	\$64,222
2008	\$96,789
2013	\$105,028

Per Capita Income

2000	\$14,980
2008	\$18,222
2013	\$21,054

Median Age

2000	30.3
2008	32.5
2013	33.8

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 2008 and 2013.



Area ID: 0

Name:

Demographic

ROSENBERG



2000 Household by Income

Household Income Base	7,927
<\$15,000	18.1%
\$15,000 - \$24,999	14.3%
\$25,000 - \$34,999	16.6%
\$35,000 - \$49,999	17.0%
\$50,000 - \$74,999	20.1%
\$75,000 - \$99,999	7.9%
\$100,000 - \$149,999	4.4%
\$150,000 - \$199,999	0.9%
\$200,000+	0.7%
Average Household Income	\$44,697

2008 Household by Income

Household Income Base	9,247
<\$15,000	12.1%
\$15,000 - \$24,999	11.1%
\$25,000 - \$34,999	12.9%
\$35,000 - \$49,999	16.9%
\$50,000 - \$74,999	23.1%
\$75,000 - \$99,999	11.7%
\$100,000 - \$149,999	9.4%
\$150,000 - \$199,999	1.4%
\$200,000+	1.4%
Average Household Income	\$58,007

2013 Household by Income

Household Income Base	10,885
<\$15,000	9.1%
\$15,000 - \$24,999	9.0%
\$25,000 - \$34,999	8.6%
\$35,000 - \$49,999	16.4%
\$50,000 - \$74,999	25.2%
\$75,000 - \$99,999	15.6%
\$100,000 - \$149,999	12.4%
\$150,000 - \$199,999	2.1%
\$200,000+	1.7%
Average Household Income	\$67,614

2000 Owner Occupied HUs by Value

Total	4,581
<\$50,000	31.1%
\$50,000 - \$99,999	56.1%
\$100,000 - \$149,999	10.2%
\$150,000 - \$199,999	2.1%
\$200,000 - \$299,999	0.3%
\$300,000 - \$499,999	0.1%
\$500,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$66,558

2000 Specified Renter Occupied HUs by Contract Rent

Total	3,298
With Cash Rent	97.2%
No Cash Rent	2.8%
Median Rent	\$449
Average Rent	\$426

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 HUs 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 2008 and 2013.



Area ID: 0

Name:

Demographic

ROSENBERG



2000 Population by Age

Total	23,977
0 - 4	8.7%
5 - 9	8.6%
10 - 14	8.5%
15 - 24	15.9%
25 - 34	15.4%
35 - 44	14.7%
45 - 54	11.2%
55 - 64	7.4%
65 - 74	5.2%
75 - 84	3.2%
85 +	1.2%
18 +	68.9%

2008 Population by Age

Total	29,592
0 - 4	8.7%
5 - 9	8.0%
10 - 14	7.6%
15 - 24	14.3%
25 - 34	15.1%
35 - 44	14.3%
45 - 54	13.2%
55 - 64	9.3%
65 - 74	5.3%
75 - 84	3.1%
85 +	1.3%
18 +	71.1%

2013 Population by Age

Total	35,153
0 - 4	8.6%
5 - 9	7.9%
10 - 14	7.6%
15 - 24	13.9%
25 - 34	13.7%
35 - 44	13.8%
45 - 54	13.5%
55 - 64	11.0%
65 - 74	5.7%
75 - 84	3.1%
85 +	1.3%
18 +	71.4%

2000 Population by Sex

Males	49.4%
Females	50.6%

2008 Population by Sex

Males	49.3%
Females	50.7%

2013 Population by Sex

Males	49.3%
Females	50.7%



Area ID: 0

Name:

Demographic

ROSENBERG



2000 Population by Race/Ethnicity

Total	23,981
White Alone	65.6%
Black Alone	8.5%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	22.3%
Two or More Races	2.8%
Hispanic Origin	54.4%
Diversity Index	78.0

2008 Population by Race/Ethnicity

Total	29,593
White Alone	61.6%
Black Alone	8.8%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	25.4%
Two or More Races	3.1%
Hispanic Origin	61.6%
Diversity Index	79.6

2013 Population by Race/Ethnicity

Total	35,150
White Alone	60.1%
Black Alone	8.6%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.8%
Some Other Race Alone	26.9%
Two or More Races	3.3%
Hispanic Origin	64.9%
Diversity Index	79.9

2000 Population 3+ by School Enrollment

Total	22,693
Enrolled in Nursery/Preschool	2.2%
Enrolled in Kindergarten	1.9%
Enrolled in Grade 1-8	14.8%
Enrolled in Grade 9-12	6.9%
Enrolled in College	2.2%
Enrolled in Grad/Prof School	0.2%
Not Enrolled in School	71.7%

2008 Population 25+ by Educational Attainment

Total	18,165
Less Than 9th Grade	17.7%
9th to 12th Grade, No Diploma	15.3%
High School Graduate	33.7%
Some College, No Degree	16.9%
Associate Degree	3.9%
Bachelor's Degree	9.0%
Master's/Prof/Doctorate Degree	3.6%

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 2008 and 2013.



Area ID: 0

Name:

Demographic

ROSENBERG



2008 Population 15+ Marital Status

Total	22,410
Married	53.92%
Never Married	28.9%
Widowed	6.1%
Divorced	11.14%



2000 Population 16+ by Employment Status

Total	17,433
In Labor Force	64.5%
Civilian Employed	60.5%
Civilian Unemployed	4.0%
In Armed Forces	0.1%
Not In Labor Force	35.5%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	91.7%
Civilian Unemployed	8.3%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	91.8%
Civilian Unemployed	8.2%

2000 Females 16+ by Employment Status and Age of Children

Total	8,870
Own Children < 6 Only	10.0%
Employed/in Armed Forces	6.0%
Unemployed	0.3%
Not in Labor Force	3.7%
Own Children <6 and 6-17 Only	9.4%
Employed/in Armed Forces	5.2%
Unemployed	0.5%
Not in Labor Force	3.6%
Own Children 6-17 Only	19.0%
Employed/in Armed Forces	13.4%
Unemployed	0.6%
Not in Labor Force	4.9%
No Own Children < 18	61.6%
Employed/in Armed Forces	28.3%
Unemployed	2.2%
Not in Labor Force	31.1%



Area ID: 0

Name:

Demographic

ROSENBERG



2008 Employed Population 16+ by Industry

Total	11,588
Agriculture/Mining	2.8%
Construction	13.6%
Manufacturing	7.8%
Wholesale Trade	4.1%
Retail Trade	13.2%
Transportation/Utilities	4.3%
Information	2.1%
Finance/Insurance/Real Estate	5.6%
Services	41.6%
Public Administration	4.8%

2008 Employed Population 16+ by Occupation

Total	11,584
White Collar	48.6%
Management/Business/Financial	10.2%
Professional	14.3%
Sales	11.1%
Administrative Support	13.0%
Services	20.6%
Blue Collar	30.8%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	12.5%
Installation/Maintenance/Repair	4.0%
Production	7.6%
Transportation/Material Moving	5.9%



2000 Workers 16+ by Means of Transportation to Work

Total	10,303
Drove Alone - Car, Truck, or Van	75.5%
Carpooled - Car, Truck, or Van	19.8%
Public Transportation	0.5%
Walked	0.7%
Other Means	2.1%
Worked at Home	1.3%

2000 Workers 16+ by Travel Time to Work

Total	10,304
Did not Work at Home	98.7%
Less than 5 minutes	2.2%
5 to 9 minutes	13.4%
10 to 19 minutes	28.3%
20 to 24 minutes	10.4%
25 to 34 minutes	17.7%
35 to 44 minutes	5.1%
45 to 59 minutes	9.6%
60 to 89 minutes	9.4%
90 or more minutes	2.5%
Worked at Home	1.3%
Average Travel Time to Work (in min)	27.2

2000 Households by Vehicles Available

Total	7,914
None	9.8%
1	37.7%
2	37.8%
3	10.5%
4	3.0%
5+	1.2%
Average Number of Vehicles Available	1.6



Area ID: 0

Name:

Demographic

ROSENBERG



2000 Households by Type

Total	7,916
Family Households	75.8%
Married-couple Family	54.1%
With Related Children	31.5%
Other Family (No Spouse)	21.7%
With Related Children	15.5%
Nonfamily Households	24.2%
Householder Living Alone	20.4%
Householder Not Living Alone	3.8%
Households with Related Children	47.0%
Households with Persons 65+	20.8%

2000 Households by Size

Total	7,914
1 Person Household	20.4%
2 Person Household	26.4%
3 Person Household	18.5%
4 Person Household	16.8%
5 Person Household	9.1%
6 Person Household	4.9%
7 + Person Household	3.7%

2000 Households by Year Householder Moved In

Total	7,914
Moved in 1999 to March 2000	21.0%
Moved in 1995 to 1998	31.9%
Moved in 1990 to 1994	14.6%
Moved in 1980 to 1989	13.7%
Moved in 1970 to 1979	10.3%
Moved in 1969 or Earlier	8.4%
Median Year Householder Moved In	1995



2000 Housing Units by Units in Structure

Total	8,417
1, Detached	63.7%
1, Attached	2.1%
2	1.6%
3 or 4	2.7%
5 to 9	3.0%
10 to 19	3.0%
20 +	11.7%
Mobile Home	12.0%
Other	0.1%

2000 Housing Units by Year Structure Built

Total	8,417
1999 to March 2000	3.1%
1995 to 1998	9.7%
1990 to 1994	4.1%
1980 to 1989	20.9%
1970 to 1979	26.3%
1969 or Earlier	36.0%
Median Year Structure Built	1975



Area ID: 0

Name:

Market Profile

ROSENBERG

Demographic

ROSENBERG



2008 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 \$	\$16,762,019
Average Spent	\$1,812.89
Spending Potential Index	68
Computers & Accessories: Total \$	\$1,702,490
Average Spent	\$184.13
Spending Potential Index	74
Education: Total \$	\$9,258,375
Average Spent	\$1,001.34
Spending Potential Index	73
Entertainment/Recreation: Total \$	\$26,933,474
Average Spent	\$2,912.99
Spending Potential Index	78
Food at Home: Total \$	\$36,463,593
Average Spent	\$3,943.72
Spending Potential Index	81
Food Away from Home: Total \$	\$25,133,720
Average Spent	\$2,718.33
Spending Potential Index	79
Health Care: Total \$	\$30,256,463
Average Spent	\$3,272.38
Spending Potential Index	80
HH Furnishings & Equip: Total \$	\$15,926,444
Average Spent	\$1,722.52
Spending Potential Index	75
Investments: Total \$	\$6,889,029
Average Spent	\$745.08
Spending Potential Index	73
Retail Goods: Total \$	\$196,762,537
Average Spent	\$21,280.83
Spending Potential Index	78
Shelter: Total \$	\$111,688,142
Average Spent	\$12,079.62
Spending Potential Index	78
TV/Video/Sound Equipment: Total \$	\$10,531,546
Average Spent	\$1,139.04
Spending Potential Index	79
Travel: Total \$	\$13,173,434
Average Spent	\$1,424.77
Spending Potential Index	76
Vehicle Maintenance & Repairs: Total \$	\$7,291,613
Average Spent	\$788.62
Spending Potential Index	79

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013