



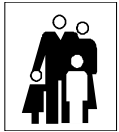
Area ID: 0

Demographic

RICHMOND



2000 Total Population	11,548
2000 Group Quarters	972
2008 Total Population	12,533
2013 Total Population	14,930
2008-2013 Annual Rate	3.56%



2000 Households	3,559
2000 Average Household Size	2.97
2008 Households	3,749
2008 Average Household Size	3.16
2013 Households	4,570
2013 Average Household Size	3.11
2008-2013 Annual Rate	4.04%
2000 Families	2,764
2000 Average Family Size	3.36
2008 Families	2,868
2008 Average Family Size	3.61
2013 Families	3,449
2013 Average Family Size	3.60
2008-2013 Annual Rate	3.76%



2000 Housing Units	3,742
Owner Occupied Housing Units	52.3%
Renter Occupied Housing Units	41.0%
Vacant Housing Units	6.7%

2008 Housing Units	3,980
Owner Occupied Housing Units	52.4%
Renter Occupied Housing Units	41.8%
Vacant Housing Units	5.8%

2013 Housing Units	4,748
Owner Occupied Housing Units	52.2%
Renter Occupied Housing Units	44.1%
Vacant Housing Units	3.7%

Median Household Income	
2000	\$34,719
2008	\$42,169
2013	\$55,666

Median Home Value	
2000	\$66,107
2008	\$93,776
2013	\$105,607

Per Capita Income	
2000	\$14,467
2008	\$17,083
2013	\$20,057

Median Age	
2000	29.8
2008	30.8
2013	31.5

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 2008 and 2013.



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2000 Household by Income

Household Income Base	3,564
<15,000	16.9%
\$15,000 - \$24,999	18.8%
\$25,000 - \$34,999	14.7%
\$35,000 - \$49,999	14.1%
\$50,000 - \$74,999	16.8%
\$75,000 - \$99,999	8.5%
\$100,000 - \$149,999	6.8%
\$150,000 - \$199,999	1.8%
\$200,000+	1.6%
Average Household Income	\$49,314

2008 Household by Income

Household Income Base	3,750
<15,000	13.3%
\$15,000 - \$24,999	13.6%
\$25,000 - \$34,999	13.9%
\$35,000 - \$49,999	15.8%
\$50,000 - \$74,999	20.6%
\$75,000 - \$99,999	7.9%
\$100,000 - \$149,999	10.0%
\$150,000 - \$199,999	2.6%
\$200,000+	2.3%
Average Household Income	\$59,700

2013 Household by Income

Household Income Base	4,570
<15,000	10.4%
\$15,000 - \$24,999	10.6%
\$25,000 - \$34,999	10.9%
\$35,000 - \$49,999	14.9%
\$50,000 - \$74,999	22.3%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	12.8%
\$150,000 - \$199,999	3.2%
\$200,000+	2.9%
Average Household Income	\$70,509

2000 Owner Occupied HUs by Value

Total	1,997
<50,000	40.0%
\$50,000 - \$99,999	31.4%
\$100,000 - \$149,999	16.0%
\$150,000 - \$199,999	6.8%
\$200,000 - \$299,999	5.9%
\$300,000 - \$499,999	0.0%
\$500,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$78,942

2000 Specified Renter Occupied HUs by Contract Rent

Total	1,546
With Cash Rent	93.8%
No Cash Rent	6.2%
Median Rent	\$397
Average Rent	\$395

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.



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2000 Population by Age

Total	11,547
0 - 4	8.2%
5 - 9	8.3%
10 - 14	8.3%
15 - 24	17.1%
25 - 34	16.1%
35 - 44	14.6%
45 - 54	11.4%
55 - 64	6.8%
65 - 74	5.2%
75 - 84	2.7%
85 +	1.3%
18 +	70.0%

2008 Population by Age

Total	12,535
0 - 4	8.7%
5 - 9	8.1%
10 - 14	7.8%
15 - 24	16.0%
25 - 34	15.8%
35 - 44	13.6%
45 - 54	12.2%
55 - 64	8.2%
65 - 74	5.0%
75 - 84	3.3%
85 +	1.3%
18 +	70.5%

2013 Population by Age

Total	14,932
0 - 4	8.8%
5 - 9	8.1%
10 - 14	7.6%
15 - 24	15.9%
25 - 34	14.5%
35 - 44	13.4%
45 - 54	12.0%
55 - 64	9.9%
65 - 74	5.2%
75 - 84	3.2%
85 +	1.5%
18 +	70.7%

2000 Population by Sex

Males	51.7%
Females	48.3%

2008 Population by Sex

Males	50.9%
Females	49.1%

2013 Population by Sex

Males	50.8%
Females	49.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2000 Population by Race/Ethnicity

Total	11,548
White Alone	49.4%
Black Alone	16.1%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	1.3%
Some Other Race Alone	29.8%
Two or More Races	2.9%
Hispanic Origin	56.9%
Diversity Index	86.3

2008 Population by Race/Ethnicity

Total	12,533
White Alone	44.8%
Black Alone	15.3%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	1.3%
Some Other Race Alone	34.8%
Two or More Races	3.1%
Hispanic Origin	65.0%
Diversity Index	87.8

2013 Population by Race/Ethnicity

Total	14,930
White Alone	43.5%
Black Alone	14.6%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	1.6%
Some Other Race Alone	36.3%
Two or More Races	3.2%
Hispanic Origin	67.5%
Diversity Index	88.1

2000 Population 3+ by School Enrollment

Total	10,999
Enrolled in Nursery/Preschool	1.6%
Enrolled in Kindergarten	1.9%
Enrolled in Grade 1-8	14.7%
Enrolled in Grade 9-12	6.9%
Enrolled in College	2.0%
Enrolled in Grad/Prof School	0.4%
Not Enrolled in School	72.5%

2008 Population 25+ by Educational Attainment

Total	7,440
Less Than 9th Grade	26.1%
9th to 12th Grade, No Diploma	18.3%
High School Graduate	28.1%
Some College, No Degree	11.3%
Associate Degree	3.3%
Bachelor's Degree	8.0%
Master's/Prof/Doctorate Degree	5.1%

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 2008 and 2013.



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2008 Population 15+ Marital Status

Total	9,446.0
Married	53.1%
Never Married	32.1%
Widowed	4.8%
Divorced	10.0%



2000 Population 16+ by Employment Status

Total	8,390
In Labor Force	57.1%
Civilian Employed	52.1%
Civilian Unemployed	4.8%
In Armed Forces	0.1%
Not In Labor Force	42.9%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	88.1%
Civilian Unemployed	11.9%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	88.2%
Civilian Unemployed	11.8%

2000 Females 16+ by Employment Status and Age of Children

Total	4,022
Own Children < 6 Only	8.1%
Employed/in Armed Forces	3.6%
Unemployed	0.9%
Not in Labor Force	3.6%
Own Children <6 and 6-17 Only	7.0%
Employed/in Armed Forces	3.8%
Unemployed	0.5%
Not in Labor Force	2.7%
Own Children 6-17 Only	19.3%
Employed/in Armed Forces	11.3%
Unemployed	1.4%
Not in Labor Force	6.6%
No Own Children < 18	65.6%
Employed/in Armed Forces	25.2%
Unemployed	2.7%
Not in Labor Force	37.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2008 Employed Population 16+ by Industry

Total	4,269
Agriculture/Mining	3.1%
Construction	16.9%
Manufacturing	6.6%
Wholesale Trade	2.3%
Retail Trade	13.1%
Transportation/Utilities	2.9%
Information	0.4%
Finance/Insurance/Real Estate	5.3%
Services	46.0%
Public Administration	3.6%

2008 Employed Population 16+ by Occupation

Total	4,269
White Collar	40.0%
Management/Business/Financial	8.0%
Professional	9.5%
Sales	10.9%
Administrative Support	11.5%
Services	27.9%
Blue Collar	32.1%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	14.8%
Installation/Maintenance/Repair	3.4%
Production	7.3%
Transportation/Material Moving	6.1%



2000 Workers 16+ by Means of Transportation to Work

Total	4,315
Drove Alone - Car, Truck, or Van	70.3%
Carpooled - Car, Truck, or Van	22.1%
Public Transportation	0.4%
Walked	3.0%
Other Means	2.4%
Worked at Home	1.9%

2000 Workers 16+ by Travel Time to Work

Total	4,314
Did not Work at Home	98.1%
Less than 5 minutes	4.5%
5 to 9 minutes	12.6%
10 to 19 minutes	25.7%
20 to 24 minutes	10.5%
25 to 34 minutes	21.0%
35 to 44 minutes	4.0%
45 to 59 minutes	9.7%
60 to 89 minutes	7.4%
90 or more minutes	2.5%
Worked at Home	1.9%
Average Travel Time to Work (in min)	26.7

2000 Households by Vehicles Available

Total	3,542
None	11.9%
1	37.8%
2	36.2%
3	9.7%
4	3.6%
5+	0.8%
Average Number of Vehicles Available	1.6

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2000 Households by Type

Total	3,558
Family Households	77.7%
Married-couple Family	52.9%
With Related Children	29.5%
Other Family (No Spouse)	24.7%
With Related Children	17.4%
Nonfamily Households	22.3%
Householder Living Alone	18.2%
Householder Not Living Alone	4.1%
Households with Related Children	46.9%
Households with Persons 65+	20.7%

2000 Households by Size

Total	3,559
1 Person Household	18.2%
2 Person Household	26.0%
3 Person Household	19.3%
4 Person Household	14.8%
5 Person Household	11.4%
6 Person Household	5.2%
7 + Person Household	5.1%

2000 Households by Year Householder Moved In

Total	3,543
Moved in 1999 to March 2000	27.4%
Moved in 1995 to 1998	25.5%
Moved in 1990 to 1994	13.2%
Moved in 1980 to 1989	13.5%
Moved in 1970 to 1979	11.9%
Moved in 1969 or Earlier	8.5%
Median Year Householder Moved In	1995



2000 Housing Units by Units in Structure

Total	3,727
1, Detached	55.2%
1, Attached	1.3%
2	2.3%
3 or 4	2.4%
5 to 9	3.0%
10 to 19	4.3%
20 +	14.5%
Mobile Home	16.6%
Other	0.3%

2000 Housing Units by Year Structure Built

Total	3,726
1999 to March 2000	5.9%
1995 to 1998	5.0%
1990 to 1994	5.4%
1980 to 1989	17.2%
1970 to 1979	33.2%
1969 or Earlier	33.3%
Median Year Structure Built	1975

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



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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 \$	\$7,143,602
Average Spent	\$1,905.47
Spending Potential Index	71
Computers & Accessories: Total \$	\$727,653
Average Spent	\$194.09
Spending Potential Index	81
Education: Total \$	\$3,932,782
Average Spent	\$1,049.02
Spending Potential Index	76
Entertainment/Recreation: Total \$	\$11,009,091
Average Spent	\$2,936.54
Spending Potential Index	79
Food at Home: Total \$	\$15,626,124
Average Spent	\$4,168.08
Spending Potential Index	85
Food Away from Home: Total \$	\$10,560,443
Average Spent	\$2,816.87
Spending Potential Index	82
Health Care: Total \$	\$12,245,232
Average Spent	\$3,266.27
Spending Potential Index	80
HH Furnishings & Equip: Total \$	\$6,548,090
Average Spent	\$1,746.62
Spending Potential Index	76
Investments: Total \$	\$2,724,719
Average Spent	\$726.79
Spending Potential Index	72
Retail Goods: Total \$	\$82,065,887
Average Spent	\$21,890.07
Spending Potential Index	81
Shelter: Total \$	\$48,037,388
Average Spent	\$12,813.39
Spending Potential Index	82
TV/Video/Sound Equipment: Total \$	\$4,428,656
Average Spent	\$1,181.29
Spending Potential Index	82
Travel: Total \$	\$5,481,965
Average Spent	\$1,462.25
Spending Potential Index	78
Vehicle Maintenance & Repairs: Total \$	\$3,088,285
Average Spent	\$823.76
Spending Potential Index	83

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