



Date: 10/06/08

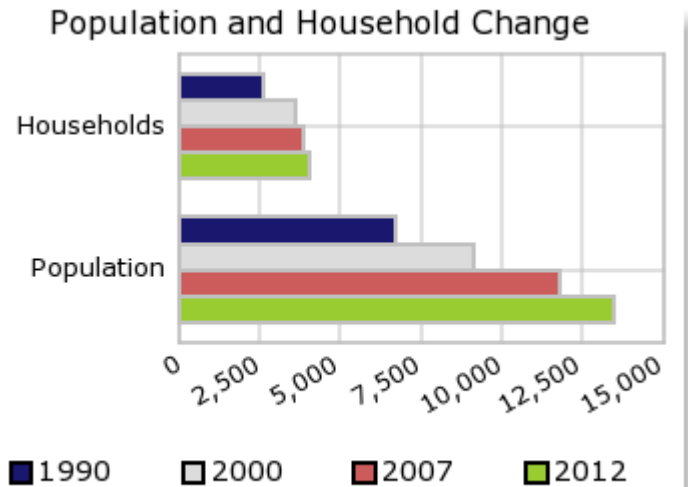
Current Geography Selection: (1 Selected) Counties: Rains County

Executive Summary Report with Charts

Population Demographics:

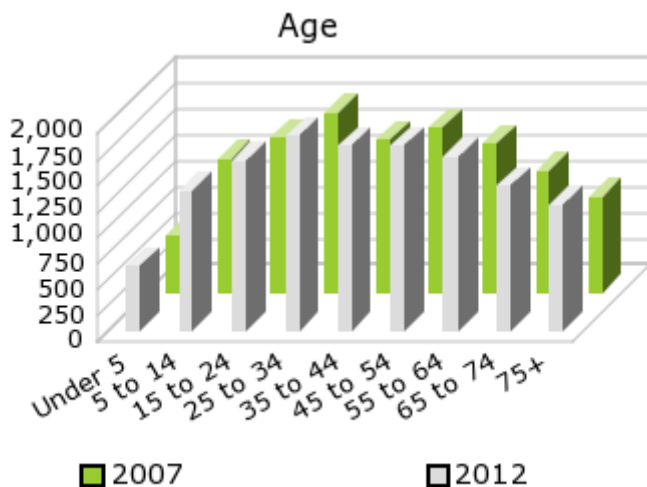
The number of households in the study area in 1990 was **2,610** and changed to **3,617** in 2000, representing a change of **38.6%**. The household count in 2007 was **3,861** and the household projection for 2012 is **4,049**, a change of **4.9%**.

The population in the study area in 1990 was **6,715** and in 2000 it was **9,139**, roughly a **36.1%** change. The population in 2007 was **11,764** and the projection for 2012 is **13,422** representing a change of **14.1%**.



	1990 Census	2000 Census	2007 Estimate	2012 Projection	Percent Change	
					1990 to 2000	2007 to 2012
Total Population	6,715	9,139	11,764	13,422	36.1%	14.1%
Total Households	2,610	3,617	3,861	4,049	38.6%	4.9%

Population by Age



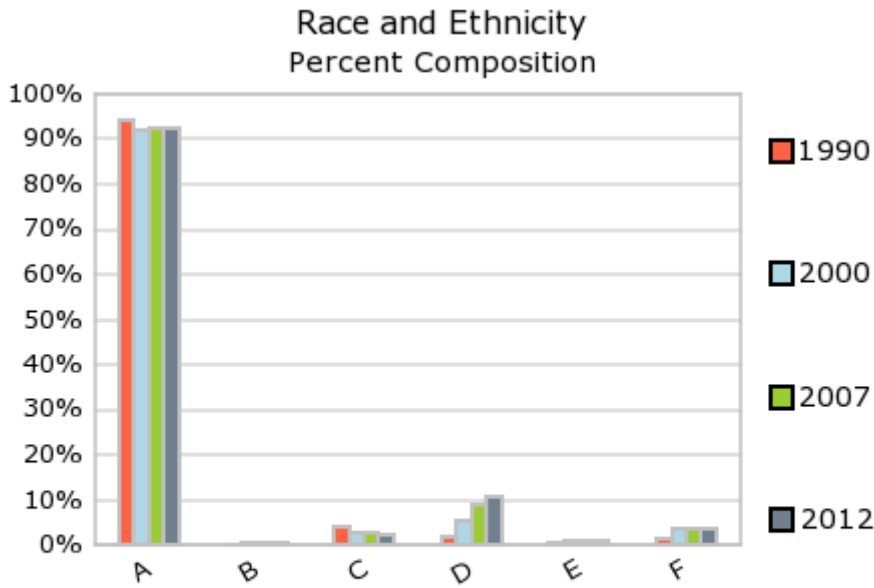
In 1990, the median age of the total population in the study area was **38.2**, and in 2000, it was **40.9**. The median age in 2007 is **40.3** and it is predicted to change in five years to **41.4** years. In 2007, females represented **49.8%** of the population with a median age of **41.6** and males represented **50.2%** of the population with a median age of **39.0** years. In 2007, the most prominent age group in this geography is **Age 25 to 34** years. The age group least represented in this geography is **0 to 4** years.

Age Groups

	1990	%	2000	%	2007	%	2012	%	Percent Change	
									1990 to 2000	2007 to 2012

	Census		Census		Estimate		Projection		2000	2012
0 to 4	396	5.9%	508	5.6%	554	4.7%	623	4.6%	28.3%	12.5%
5 to 14	1,013	15.1%	1,236	13.5%	1,305	11.1%	1,344	10.0%	22.0%	3.0%
15 to 19	477	7.1%	666	7.3%	744	6.3%	795	5.9%	39.6%	6.9%
20 to 24	299	4.5%	433	4.7%	762	6.5%	854	6.4%	44.8%	12.1%
25 to 34	914	13.6%	966	10.6%	1,739	14.8%	1,889	14.1%	5.7%	8.6%
35 to 44	871	13.0%	1,325	14.5%	1,488	12.6%	1,800	13.4%	52.1%	21.0%
45 to 54	740	11.0%	1,307	14.3%	1,600	13.6%	1,788	13.3%	76.6%	11.8%
55 to 64	795	11.8%	1,227	13.4%	1,453	12.4%	1,693	12.6%	54.3%	16.5%
65 to 74	730	10.9%	871	9.5%	1,185	10.1%	1,416	10.6%	19.3%	19.5%
75 +	482	7.2%	600	6.6%	933	7.9%	1,218	9.1%	24.5%	30.5%

Population by Race/Ethnicity



In 2007, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **Asian or Pacific Islander**.

A: White
 B: Asian Pac Islldr
 C: Black
 D: Hispanic
 E: Amer Indian or Alaska Native
 F: Other or Multi Race

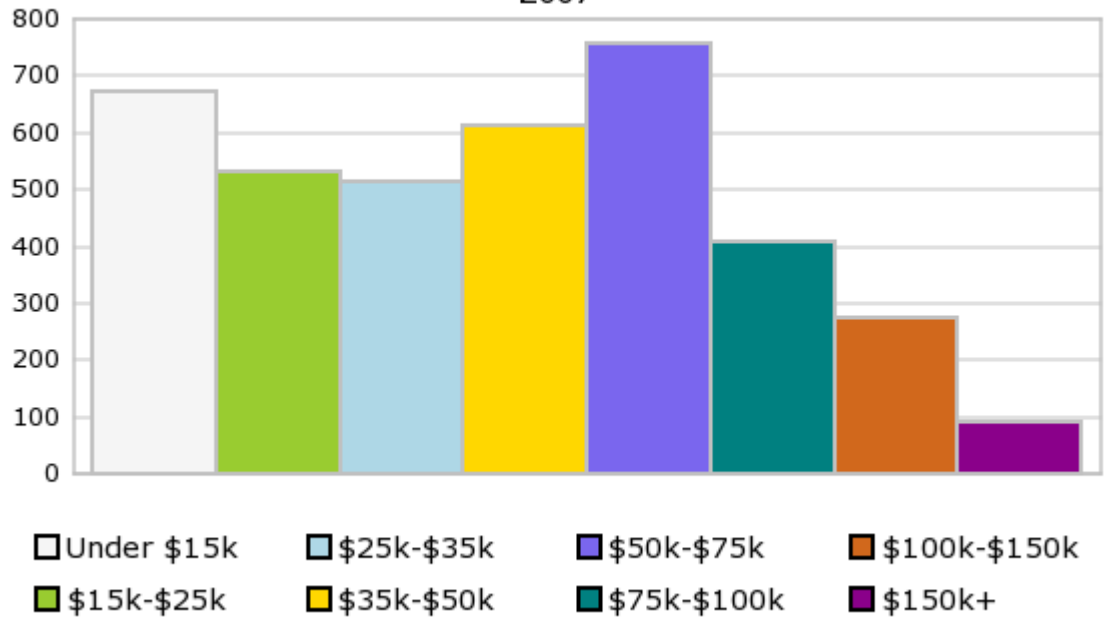
Race & Ethnicity

	1990		2000		2007		2012		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	1990 to 2000	2007 to 2012
White	6,310	94.0%	8,400	91.9%	10,831	92.1%	12,386	92.3%	33.1%	14.4%
Black	286	4.3%	267	2.9%	333	2.8%	372	2.8%	-6.6%	11.7%
American Indian or Alaska Native	28	0.4%	75	0.8%	97	0.8%	106	0.8%	167.9%	9.3%
Asian or Pacific Islander	8	0.1%	35	0.4%	44	0.4%	51	0.4%	337.5%	15.9%
Other Race	82	1.2%	233	2.6%	300	2.6%	338	2.5%	184.1%	12.7%
Two or More Races			129	1.4%	159	1.4%	169	1.3%		6.3%
Hispanic Ethnicity	158	2.4%	505	5.5%	1,035	8.8%	1,429	10.7%	219.6%	38.1%
Not Hispanic or Latino	6,558	97.7%	8,634	94.5%	10,729	91.2%	11,993	89.4%	31.7%	11.8%

Households by Income

Households by Income Group 2007

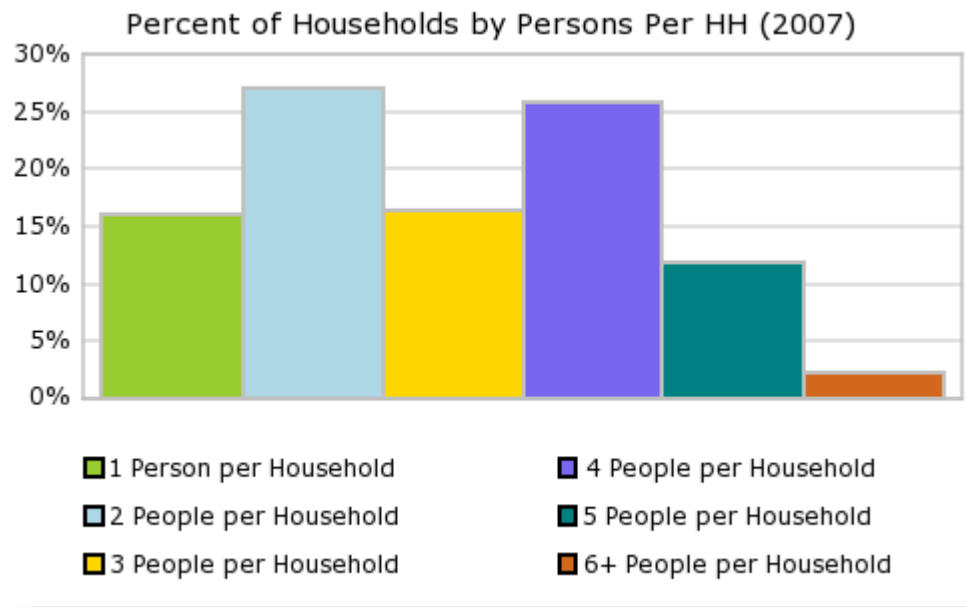
In 2007 the predominant household income category in this study area is **\$50K - \$75K**, and the income group that is least represented in this geography is **\$150K +**.



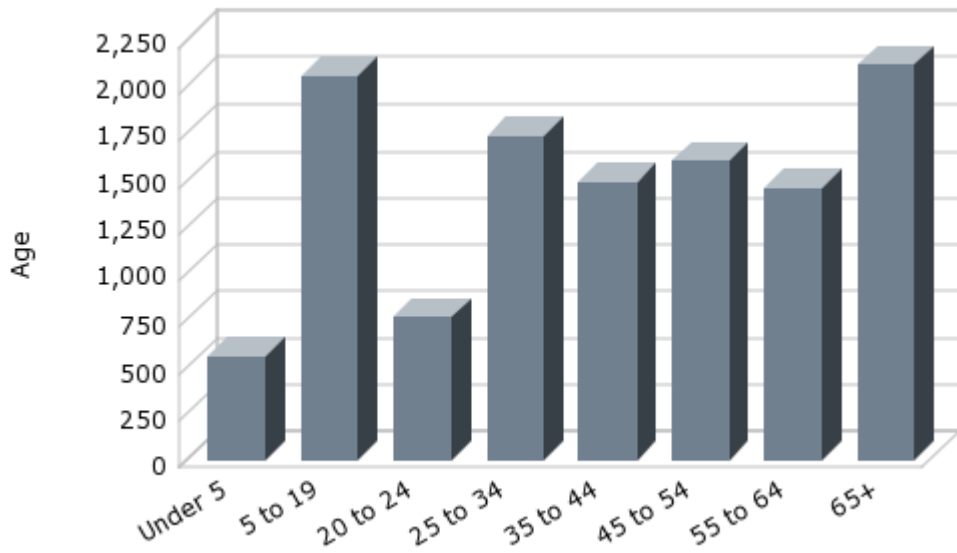
HH Income Categories

	1990		2000		2007		2012		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	1990 to 2000	2007 to 2012
\$0 - \$15,000	866	33.2%	746	20.6%	673	17.4%	640	15.8%	-13.9%	-4.9%
\$15,000 - \$24,999	613	23.5%	573	15.8%	530	13.7%	532	13.1%	-6.5%	0.4%
\$25,000 - \$34,999	419	16.1%	557	15.4%	514	13.3%	457	11.3%	32.9%	-11.1%
\$35,000 - \$49,999	380	14.6%	660	18.2%	614	15.9%	650	16.1%	73.7%	5.9%
\$50,000 - \$74,999	231	8.9%	628	17.4%	755	19.6%	791	19.5%	171.9%	4.8%
\$75,000 - \$99,999	66	2.5%	278	7.7%	407	10.5%	453	11.2%	321.2%	11.3%
\$100,000 - \$149,999	28	1.1%	134	3.7%	275	7.1%	383	9.5%	378.6%	39.3%
\$150,000 +	6	0.2%	41	1.1%	93	2.4%	143	3.5%	583.3%	53.8%
Average Hhld Income	\$27,558		\$41,319		\$45,026		\$48,142		49.9%	6.9%
Median Hhld Income	\$21,697		\$33,692		\$39,673		\$43,596		55.3%	9.9%
Per Capita Income	\$10,768		\$16,353		\$14,898		\$14,620		51.9%	-1.9%

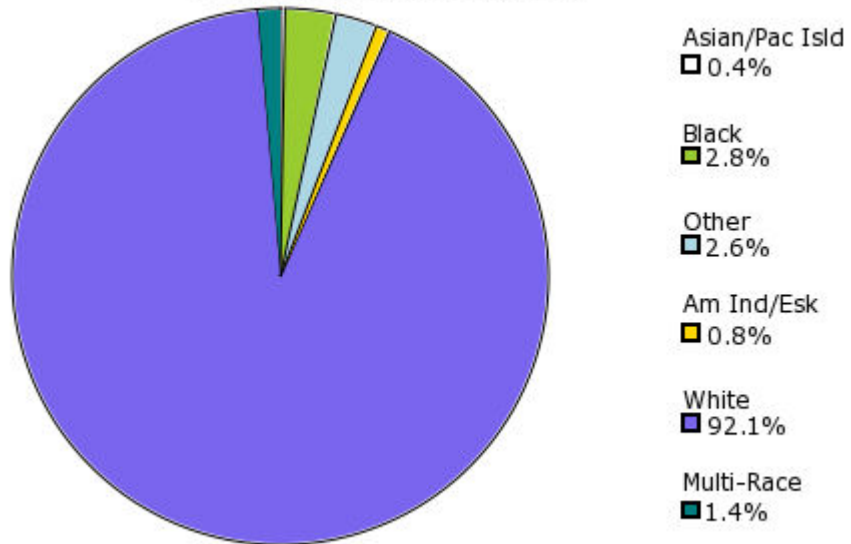
Demographic Snapshot Summary Report with Charts

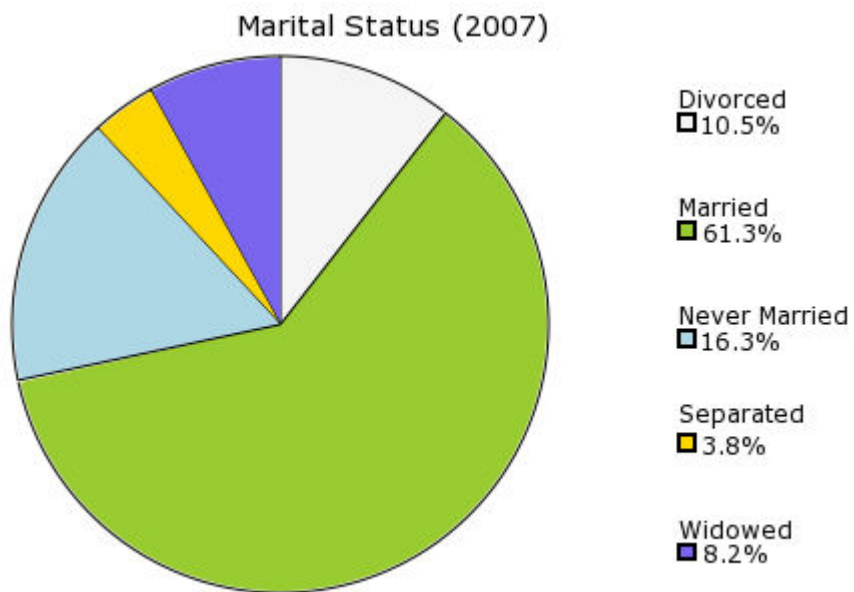
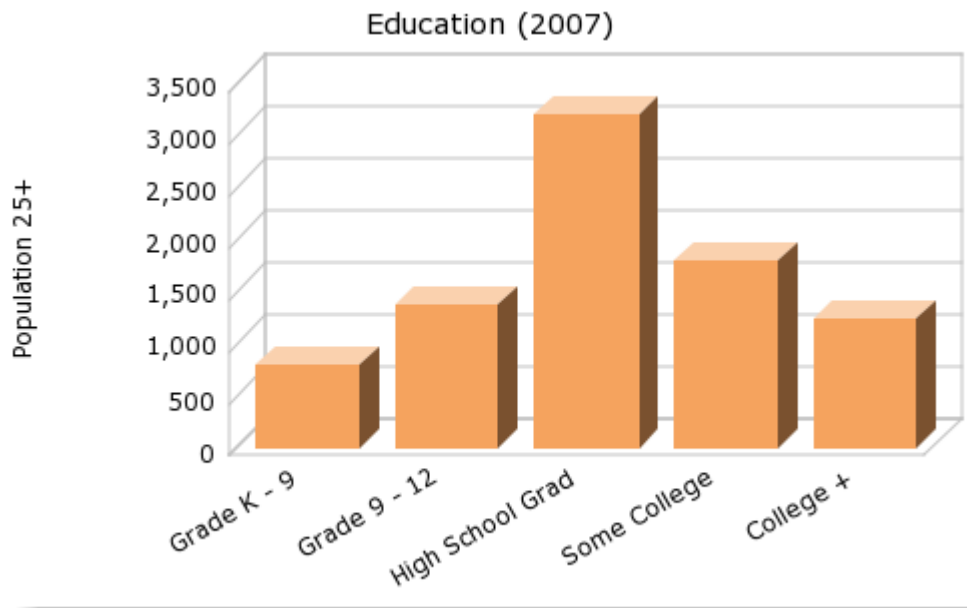


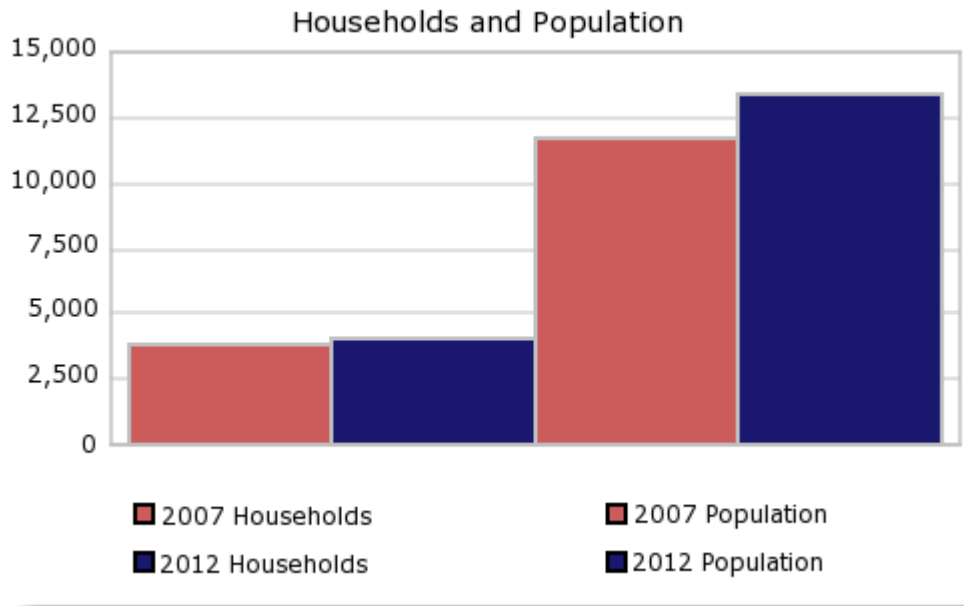
Population by Age (2007)



Population by Race (2007)







Demographic Detail Summary Report

Population Demographics

	1990 Census	2000 Census	2007 Estimate	2012 Projection	Percent Change	
					1990 to 2000	2007 to 2012
Total Population	6,715	9,139	11,764	13,422	36.1%	14.1%
Population Density (Pop/Sq Mi)	25.9	35.3	45.4	51.9	36.1%	14.1%
Total Households	2,610	3,617	3,861	4,049	38.6%	4.9%

Population by Gender:

	2007	%	2012	%	2007	%	2012	%	1990 to 2000	2007 to 2012
Male	3,300	49.1%	4,564	49.9%	5,908	50.2%	6,758	50.4%	38.3%	14.4%
Female	3,415	50.9%	4,575	50.1%	5,856	49.8%	6,664	49.7%	34.0%	13.8%

Population by Race/Ethnicity

	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2007 to 2012
White	6,310	94.0%	8,400	91.9%	10,831	92.1%	12,386	92.3%	33.1%	14.4%
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American Indian or Alaska Native	28	0.4%	75	0.8%	97	0.8%	106	0.8%	167.9%	9.3%
Asian or Pacific Islander	8	0.1%	35	0.4%	44	0.4%	51	0.4%	337.5%	15.9%
Some Other Race	82	1.2%	233	2.6%	300	2.6%	338	2.5%	184.1%	12.7%
Two or More Races			129	1.4%	159	1.4%	169	1.3%		6.3%
Hispanic Ethnicity	158	2.4%	505	5.5%	1,035	8.8%	1,429	10.7%	219.6%	38.1%
Not Hispanic or Latino	6,558	97.7%	8,634	94.5%	10,729	91.2%	11,993	89.4%	31.7%	11.8%

Population by Age

	1990	2000	2007	2012	Percent Change	
	Count	Count	Count	Count	1990 to 2000	2007 to 2012

	Census		Census		Estimate		Projection		2000	2012
0 to 4	396	5.9%	508	5.6%	554	4.7%	623	4.6%	28.3%	12.5%
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65 to 74	730	10.9%	871	9.5%	1,185	10.1%	1,416	10.6%	19.3%	19.5%
75 to 84	383	5.7%	452	4.9%	696	5.9%	920	6.9%	18.0%	32.2%
85+	99	1.5%	148	1.6%	237	2.0%	298	2.2%	49.5%	25.7%

Median Age:

Total Population	38.2	40.9	40.3	41.4	7.1%	2.5%
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Households by Income

	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
									1990 to 2000	2007 to 2012
\$0 - \$15,000	866	33.2%	746	20.6%	673	17.4%	640	15.8%	-13.9%	-4.9%
\$15,000 - \$24,999	613	23.5%	573	15.8%	530	13.7%	532	13.1%	-6.5%	0.4%
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\$150,000 +	6	0.2%	41	1.1%	93	2.4%	143	3.5%	583.3%	53.8%
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Median Hhld Income	\$21,697		\$33,692		\$39,673		\$43,596		55.3%	9.9%
Per Capita Income	\$10,768		\$16,353		\$14,898		\$14,620		51.9%	-1.9%

Employment and Business

	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
									1990 to 2000	2007 to 2012
Age 16 + Population	5,215		7,255		9,764		11,302		39.1%	15.8%
In Labor Force	2,826	54.2%	4,177	57.6%	5,730	58.7%	6,625	58.6%	47.8%	15.6%
Employed	2,666	94.3%	3,919	93.8%	5,407	94.4%	6,253	94.4%	47.0%	15.6%
Unemployed	166	5.9%	256	6.1%	319	5.6%	368	5.6%	54.2%	15.4%
In Armed Forces	0	0.0%	2	0.1%	4	0.0%	4	0.0%	N/A%	0.0%
Not In Labor Force	2,389	45.8%	3,078	42.4%	4,030	41.3%	4,673	41.4%	28.8%	16.0%
Number of Employees (Daytime Pop)					1,693					
Number of Establishments					299					
Emp in Blue Collar Occupations			1,917	48.9%						
Emp in White Collar Occupations			2,002	51.1%						

Housing Units

Percent Change

	1990 Census		2000 Census		2007 Estimate		2012 Projection		1990 to 2000	2007 to 2012
Total Housing Units	3,533		4,523		4,839		5,094		28.0%	5.3%
Owner Occupied	2,129	60.3%	2,994	66.2%	3,184	65.8%	3,338	65.5%	40.6%	4.8%
Renter Occupied	480	13.6%	623	13.8%	677	14.0%	711	14.0%	29.8%	5.0%
Vacant	924	26.2%	906	20.0%	978	20.2%	1,045	20.5%	-1.9%	6.9%

Vehicles Available

	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
									1990 to 2000	2007 to 2012
Average Vehicles Per Hhld	1.90		1.50		1.90		2.00		-22.4%	5.9%
0 Vehicles Available	122	4.5%	179	5.0%	174	4.5%	163	4.0%	46.7%	-6.3%
1 Vehicle Available	768	28.4%	1,058	29.3%	1,119	29.0%	1,167	28.8%	37.8%	4.3%
2+ Vehicles Available	1,810	67.0%	2,380	65.8%	2,568	66.5%	2,719	67.2%	31.5%	5.9%

Marital Status

	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
									1990 to 2000	2007 to 2012
Age 15+ Population	5,308		7,395		9,904		11,454		39.3%	15.7%
Married, Spouse Present	3,521	66.3%	4,601	62.2%	6,068	61.3%	6,967	60.8%	30.7%	14.8%
Married, Spouse Absent	98	1.9%	256	3.5%	372	3.8%	447	3.9%	161.2%	20.2%
Divorced	436	8.2%	757	10.2%	1,036	10.5%	1,210	10.6%	73.6%	16.8%
Widowed	506	9.5%	606	8.2%	809	8.2%	931	8.1%	19.8%	15.1%
Never Married	746	14.1%	1,175	15.9%	1,619	16.4%	1,899	16.6%	57.5%	17.3%

Educational Attainment

	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
									1990 to 2000	2007 to 2012
Age 25+ Population	4,532		6,296		8,398		9,804		38.9%	16.7%
Grade K - 8	581	12.8%	560	8.9%	800	9.5%	905	9.2%	-3.6%	13.1%
Grade 9 - 12	1,119	24.7%	1,083	17.2%	1,369	16.3%	1,527	15.6%	-3.2%	11.5%
High School Graduate	1,542	34.0%	2,360	37.5%	3,201	38.1%	3,782	38.6%	53.0%	18.2%
Some College, No Degree	775	17.1%	1,336	21.2%	1,795	21.4%	2,107	21.5%	72.4%	17.4%
Associates Degree	173	3.8%	177	2.8%	244	2.9%	296	3.0%	2.3%	21.3%
Bachelor's Degree	159	3.5%	469	7.5%	647	7.7%	780	8.0%	195.0%	20.6%
Graduate Degree	178	3.9%	254	4.0%	342	4.1%	407	4.2%	42.7%	19.0%
No Schooling Completed			57	0.9%						

Current year data is for the year **2007**, 5 year projected data is for the year **2012**. More [About Our Data](#).

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