



Area ID: ROSENBERG

Demographic

City Limits 2007



2000 Total Population	23,981
2000 Group Quarters	224
2007 Total Population	27,391
2012 Total Population	31,873
2007-2012 Annual Rate	3.08%



2000 Households	7,914
2000 Average Household Size	3.00
2007 Households	8,707
2007 Average Household Size	3.12
2012 Households	10,064
2012 Average Household Size	3.14
2007-2012 Annual Rate	2.94%
2000 Families	5,999
2000 Average Family Size	3.48
2007 Families	6,520
2007 Average Family Size	3.63
2012 Families	7,487
2012 Average Family Size	3.67
2007-2012 Annual Rate	2.80%



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

2007 Housing Units	9,209
Owner Occupied Housing Units	54.3%
Renter Occupied Housing Units	40.3%
Vacant Housing Units	5.5%

2012 Housing Units	10,405
Owner Occupied Housing Units	55.6%
Renter Occupied Housing Units	41.1%
Vacant Housing Units	3.3%

Median Household Income	
2000	\$35,730
2007	\$44,175
2012	\$51,775

Median Home Value	
2000	\$64,222
2007	\$92,571
2012	\$108,240

Per Capita Income	
2000	\$14,980
2007	\$17,652
2012	\$20,479

Median Age	
2000	30.3
2007	31.7
2012	32.7

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

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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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

2007 Household by Income

Household Income Base	8,710
<15,000	13.3%
\$15,000 - \$24,999	10.9%
\$25,000 - \$34,999	14.3%
\$35,000 - \$49,999	16.6%
\$50,000 - \$74,999	23.1%
\$75,000 - \$99,999	10.3%
\$100,000 - \$149,999	8.5%
\$150,000 - \$199,999	1.7%
\$200,000+	1.1%
Average Household Income	\$55,219

2012 Household by Income

Household Income Base	10,064
<15,000	10.9%
\$15,000 - \$24,999	9.1%
\$25,000 - \$34,999	10.6%
\$35,000 - \$49,999	17.5%
\$50,000 - \$74,999	20.3%
\$75,000 - \$99,999	15.6%
\$100,000 - \$149,999	11.5%
\$150,000 - \$199,999	2.7%
\$200,000+	1.8%
Average Household Income	\$64,567

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 2007 and 2012.



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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%

2007 Population by Age

Total	27,390
0 - 4	9.0%
5 - 9	8.0%
10 - 14	7.4%
15 - 24	14.9%
25 - 34	15.6%
35 - 44	14.0%
45 - 54	12.9%
55 - 64	8.4%
65 - 74	5.4%
75 - 84	3.0%
85 +	1.2%
18 +	71.1%

2012 Population by Age

Total	31,872
0 - 4	9.0%
5 - 9	8.1%
10 - 14	7.8%
15 - 24	13.8%
25 - 34	14.8%
35 - 44	13.6%
45 - 54	13.1%
55 - 64	10.3%
65 - 74	5.4%
75 - 84	3.0%
85 +	1.2%
18 +	70.8%

2000 Population by Sex

Males	49.4%
Females	50.6%

2007 Population by Sex

Males	49.5%
Females	50.5%

2012 Population by Sex

Males	49.6%
Females	50.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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Demographic

City Limits 2007



2000 Population by Race/Ethnicity

Total	23,982
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

2007 Population by Race/Ethnicity

Total	27,392
White Alone	61.9%
Black Alone	8.7%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	25.5%
Two or More Races	3.1%
Hispanic Origin	61.9%
Diversity Index	79.4

2012 Population by Race/Ethnicity

Total	31,872
White Alone	60.3%
Black Alone	8.2%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	27.3%
Two or More Races	3.3%
Hispanic Origin	66.1%
Diversity Index	79.6

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%

2000 Population 25+ by Educational Attainment

Total	14,065
Less Than 9th Grade	20.2%
9th to 12th Grade, No Diploma	17.6%
High School Graduate	29.9%
Some College, No Degree	18.0%
Associate Degree	3.5%
Bachelor's Degree	7.8%
Master's/Prof/Doctorate Degree	3.0%

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 2007 and 2012.



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2000 Population 15+ by Sex and Marital Status

Total	17,801
Females	50.8%
Never Married	11.0%
Married, Not Separated	26.7%
Married, Separated	1.6%
Widowed	5.4%
Divorced	6.2%
Males	49.2%
Never Married	15.3%
Married, Not Separated	27.5%
Married, Separated	1.2%
Widowed	0.9%
Divorced	4.2%



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%

2007 Civilian Population 16+ in Labor Force

Civilian Employed	92.0%
Civilian Unemployed	8.0%

2012 Civilian Population 16+ in Labor Force

Civilian Employed	92.9%
Civilian Unemployed	7.1%

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%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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2007 Employed Population 16+ by Industry

Total	11,192
Agriculture/Mining	2.5%
Construction	14.4%
Manufacturing	7.7%
Wholesale Trade	4.0%
Retail Trade	13.6%
Transportation/Utilities	4.1%
Information	2.1%
Finance/Insurance/Real Estate	5.5%
Services	41.3%
Public Administration	4.8%

2007 Employed Population 16+ by Occupation

Total	11,195
White Collar	47.4%
Management/Business/Financial	9.6%
Professional	13.6%
Sales	11.1%
Administrative Support	13.1%
Services	21.4%
Blue Collar	31.2%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	13.8%
Installation/Maintenance/Repair	3.9%
Production	6.7%
Transportation/Material Moving	6.0%



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

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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Market Profile



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

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



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2007 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 \$	\$16,474,715
Average Spent	\$1,892.12
Spending Potential Index	69
Computers & Accessories: Total \$	\$1,597,091
Average Spent	\$183.43
Spending Potential Index	74
Education: Total \$	\$7,876,231
Average Spent	\$904.59
Spending Potential Index	70
Entertainment/Recreation: Total \$	\$22,206,687
Average Spent	\$2,550.44
Spending Potential Index	74
Food at Home: Total \$	\$34,606,378
Average Spent	\$3,974.55
Spending Potential Index	79
Food Away from Home: Total \$	\$22,562,074
Average Spent	\$2,591.26
Spending Potential Index	76
Health Care: Total \$	\$26,236,113
Average Spent	\$3,013.22
Spending Potential Index	77
HH Furnishings & Equip: Total \$	\$14,306,258
Average Spent	\$1,643.08
Spending Potential Index	73
Investments: Total \$	\$8,614,289
Average Spent	\$989.35
Spending Potential Index	66
Retail Goods: Total \$	\$176,233,855
Average Spent	\$20,240.48
Spending Potential Index	76
Shelter: Total \$	\$97,440,085
Average Spent	\$11,191.01
Spending Potential Index	74
TV/Video/Sound Equipment: Total \$	\$7,773,046
Average Spent	\$892.74
Spending Potential Index	77
Travel: Total \$	\$11,570,177
Average Spent	\$1,328.84
Spending Potential Index	72
Vehicle Maintenance & Repairs: Total \$	\$7,164,113
Average Spent	\$822.80
Spending Potential Index	77

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 2002, 2003, and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics, ESRI forecasts for 2007 and 2012