



Gatesville, TX

Latitude: 31.426552

Longitude: -97.717922

2805 S State Highway 36

Gatesville, TX 76528

Radius: 5.0 miles

2805 S State Highway 36

Gatesville, TX 76528

Radius: 10.0 miles

2805 S State Highway 36

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Radius: 15.0 miles



2000 Total Population	18,680	20,837	23,849
2000 Group Quarters	9,007	9,208	9,559
2005 Total Population	19,036	21,239	24,256
2010 Total Population	19,277	21,523	24,585
2005 - 2010 Annual Rate	0.25%	0.27%	0.27%



2000 Households	3,786	4,556	5,712
2000 Average Household Size	2.55	2.55	2.5
2005 Households	3,965	4,756	5,920
2005 Average Household Size	2.57	2.56	2.51
2010 Households	4,054	4,864	6,048
2010 Average Household Size	2.57	2.57	2.51
2005 - 2010 Annual Rate	0.44%	0.45%	0.43%
2000 Families	2,676	3,281	4,180
2000 Average Family Size	3.06	3.03	2.95
2005 Families	2,795	3,416	4,320
2005 Average Family Size	3.09	3.06	2.97
2010 Families	2,848	3,483	4,400
2010 Average Family Size	3.09	3.05	2.97
2005 - 2010 Annual Rate	0.38%	0.39%	0.37%



2000 Housing Units	4,198	5,082	6,417
Owner Occupied Housing Units	62.1%	63.7%	64.9%
Renter Occupied Housing Units	28.1%	25.9%	23.8%
Vacant Housing Units	9.8%	10.4%	11.2%
2005 Housing Units	4,400	5,307	6,653
Owner Occupied Housing Units	64.1%	65.6%	66.8%
Renter Occupied Housing Units	26.0%	24.1%	22.2%
Vacant Housing Units	9.9%	10.4%	11.0%
2010 Housing Units	4,514	5,446	6,821
Owner Occupied Housing Units	64.5%	65.9%	67.0%
Renter Occupied Housing Units	25.3%	23.4%	21.6%
Vacant Housing Units	10.2%	10.7%	11.3%

Median Household Income

2000	\$32,700	\$33,461	\$34,634
2005	\$37,869	\$38,639	\$39,848
2010	\$42,564	\$43,342	\$44,618

Median Home Value

2000	\$58,820	\$60,098	\$61,658
2005	\$73,244	\$74,805	\$75,967
2010	\$88,977	\$90,520	\$91,657

Per Capita Income

2000	\$12,365	\$12,808	\$13,440
2005	\$15,924	\$16,278	\$16,741
2010	\$18,211	\$18,640	\$19,199

Median Age

2000	35.7	35.7	35.6
2005	35.9	36.0	36.0
2010	36.1	36.3	36.3

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 2005 and 2010.



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Radius: 15.0 miles



2000 Households by Income

Household Income Base	2805 S State Highway 36	2805 S State Highway 36	2805 S State Highway 36
< \$15,000	3,769	4,533	5,686
\$15,000 - \$24,999	19.7%	19.1%	18.6%
\$25,000 - \$34,999	17.6%	17.1%	16.5%
\$35,000 - \$49,999	16.3%	16.1%	15.4%
\$50,000 - \$74,999	18.4%	18.4%	18.8%
\$75,000 - \$99,999	17.4%	18.2%	18.9%
\$100,000 - \$149,999	6.3%	6.4%	6.8%
\$150,000 - \$199,999	3.0%	3.1%	3.1%
\$200,000+	1.2%	1.3%	1.4%
Average Household Income	0.2%	0.3%	0.5%
	\$40,008	\$41,036	\$42,765

2005 Households by Income

Household Income Base	2805 S State Highway 36	2805 S State Highway 36	2805 S State Highway 36
< \$15,000	3,966	4,756	5,920
\$15,000 - \$24,999	15.6%	15.2%	14.8%
\$25,000 - \$34,999	18.6%	17.7%	16.7%
\$35,000 - \$49,999	11.5%	11.7%	11.8%
\$50,000 - \$74,999	19.0%	19.0%	19.2%
\$75,000 - \$99,999	18.9%	19.4%	19.9%
\$100,000 - \$149,999	8.7%	8.9%	9.2%
\$150,000 - \$199,999	5.2%	5.4%	5.7%
\$200,000+	1.6%	1.6%	1.6%
Average Household Income	0.9%	1.1%	1.3%
	\$47,134	\$48,228	\$49,885

2010 Households by Income

Household Income Base	2805 S State Highway 36	2805 S State Highway 36	2805 S State Highway 36
< \$15,000	4,055	4,865	6,050
\$15,000 - \$24,999	12.8%	12.6%	12.4%
\$25,000 - \$34,999	16.3%	15.7%	14.9%
\$35,000 - \$49,999	12.1%	12.0%	11.8%
\$50,000 - \$74,999	17.2%	17.0%	16.7%
\$75,000 - \$99,999	19.9%	20.2%	20.8%
\$100,000 - \$149,999	9.9%	10.3%	10.6%
\$150,000 - \$199,999	7.8%	8.0%	8.4%
\$200,000+	1.9%	2.0%	2.0%
Average Household Income	2.0%	2.2%	2.3%
	\$54,904	\$56,076	\$57,955

2000 Owner Occupied HUs by Value

Total	2805 S State Highway 36	2805 S State Highway 36	2805 S State Highway 36
<\$50,000	2,597	3,220	4,157
\$50,000 - 99,999	35.5%	34.9%	34.8%
\$100,000 - 149,999	46.2%	43.5%	41.0%
\$150,000 - 199,999	12.1%	14.0%	15.0%
\$200,000 - \$299,999	3.5%	3.5%	3.6%
\$300,000 - 499,999	1.7%	2.5%	3.3%
\$500,000 - 999,999	0.9%	1.1%	1.5%
\$1,000,000+	0.0%	0.4%	0.7%
Average Home Value	0.0%	0.1%	0.1%
	\$71,636	\$77,718	\$83,788

2000 Specified Renter Occupied HUs by Contract Rent

Total	2805 S State Highway 36	2805 S State Highway 36	2805 S State Highway 36
With Cash Rent	1,103	1,220	1,391
No Cash Rent	94.6%	92.7%	90.3%
Median Rent	5.4%	7.3%	9.7%
Average Rent	\$310	\$309	\$307
	\$294	\$294	\$297

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 2005 and 2010.



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2000 Population by Age

Total	18,681	20,837	23,849
0 - 4	3.5%	3.7%	4.0%
5 - 9	3.8%	4.1%	4.4%
10 - 14	4.5%	4.7%	5.0%
15 - 24	12.4%	12.7%	13.4%
25 - 34	24.0%	22.9%	21.6%
35 - 44	25.3%	24.2%	23.0%
45 - 54	12.2%	12.4%	12.5%
55 - 64	5.9%	6.3%	6.7%
65 - 74	4.1%	4.4%	4.8%
75 - 84	2.9%	3.1%	3.2%
85+	1.5%	1.4%	1.4%
18+	85.6%	84.5%	83.5%

2005 Population by Age

Total	19,036	21,241	24,257
0 - 4	3.8%	4.1%	4.3%
5 - 9	3.6%	3.9%	4.2%
10 - 14	3.8%	4.1%	4.4%
15 - 24	12.9%	13.2%	13.8%
25 - 34	23.3%	22.2%	21.0%
35 - 44	24.6%	23.5%	22.3%
45 - 54	12.7%	12.8%	12.8%
55 - 64	6.8%	7.3%	7.8%
65 - 74	4.0%	4.3%	4.7%
75 - 84	2.9%	3.1%	3.2%
85+	1.5%	1.5%	1.5%
18+	86.1%	85.2%	84.3%

2010 Population by Age

Total	19,276	21,524	24,586
0 - 4	4.1%	4.3%	4.5%
5 - 9	3.5%	3.8%	4.0%
10 - 14	3.8%	4.1%	4.4%
15 - 24	12.5%	12.7%	13.4%
25 - 34	23.1%	22.0%	20.7%
35 - 44	23.6%	22.5%	21.2%
45 - 54	13.1%	13.2%	13.3%
55 - 64	7.8%	8.3%	8.8%
65 - 74	4.2%	4.6%	5.0%
75 - 84	2.8%	3.0%	3.1%
85+	1.5%	1.5%	1.5%
18+	86.2%	85.3%	84.4%

2000 Population by Sex

Males	40.6%	41.8%	43.4%
Females	59.4%	58.2%	56.6%

2005 Population by Sex

Males	41.2%	42.4%	43.9%
Females	58.8%	57.6%	56.1%

2010 Population by Sex

Males	41.4%	42.6%	44.1%
Females	58.6%	57.4%	55.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



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2000 Population by Race/Ethnicity

Total	18,680	20,838	23,848
White Alone	68.3%	70.4%	72.6%
Black Alone	22.5%	20.6%	18.6%
American Indian Alone	0.4%	0.5%	0.5%
Asian or Pacific Islander Alone	0.4%	0.4%	0.4%
Some Other Race Alone	7.7%	7.4%	7.0%
Two or More Races	0.6%	0.7%	0.8%
Hispanic Origin	13.3%	12.8%	12.1%
Diversity Index	60.2	58.2	55.7

2005 Population by Race/Ethnicity

Total	19,037	21,238	24,256
White Alone	66.6%	68.8%	71.0%
Black Alone	22.6%	20.7%	18.7%
American Indian Alone	0.4%	0.5%	0.6%
Asian or Pacific Islander Alone	0.5%	0.5%	0.5%
Some Other Race Alone	9.1%	8.7%	8.3%
Two or More Races	0.7%	0.8%	0.9%
Hispanic Origin	15.7%	15.1%	14.3%
Diversity Index	63.6	61.6	59.3

2010 Population by Race/Ethnicity

Total	19,276	21,523	24,585
White Alone	64.8%	67.0%	69.2%
Black Alone	22.7%	20.8%	18.9%
American Indian Alone	0.5%	0.5%	0.6%
Asian or Pacific Islander Alone	0.6%	0.6%	0.6%
Some Other Race Alone	10.6%	10.1%	9.7%
Two or More Races	0.8%	0.9%	1.0%
Hispanic Origin	18.3%	17.5%	16.7%
Diversity Index	66.9	65.0	62.9



2000 Population 3+ by School Enrollment

Total	18,169	20,239	23,147
Enrolled in Nursery/Preschool	0.7%	0.8%	0.9%
Enrolled in Kindergarten	0.4%	0.6%	0.8%
Enrolled in Grade 1-8	7.0%	7.3%	7.7%
Enrolled in Grade 9-12	4.6%	4.7%	4.9%
Enrolled in College	5.7%	5.4%	5.2%
Enrolled in Grad/Prof School	0.1%	0.1%	0.1%
Not Enrolled in School	81.5%	81.0%	80.4%

2000 Population 25+ by Educational Attainment

Total	14,086	15,483	17,345
Less than 9th Grade	14.9%	14.3%	13.5%
9th - 12th Grade, No Diploma	21.3%	20.7%	19.8%
High School Graduate	33.1%	33.3%	33.4%
Some College, No Degree	17.0%	17.4%	18.2%
Associate Degree	5.4%	5.6%	5.6%
Bachelor's Degree	6.1%	6.3%	6.7%
Master's/Prof/Doctorate Degree	2.1%	2.4%	2.8%

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 2005 and 2010.



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2000 Population 15+ by Sex and Marital Status

Total	16,427	18,154	20,582
Females	61.0%	59.6%	57.9%
Never Married	3.7%	3.9%	4.2%
Married, not Separated	44.1%	42.8%	41.3%
Married, Separated	2.8%	2.6%	2.3%
Widowed	5.6%	5.6%	5.5%
Divorced	4.8%	4.7%	4.6%
Males	39.0%	40.4%	42.1%
Never Married	8.1%	8.7%	9.8%
Married, not Separated	27.6%	28.2%	28.6%
Married, Separated	0.2%	0.3%	0.3%
Widowed	1.2%	1.2%	1.2%
Divorced	1.9%	2.0%	2.1%



2000 Population 16+ by Employment Status

Total	16,267	17,965	20,351
In Labor Force	29.6%	32.9%	37.4%
Civilian Employed	27.4%	30.1%	33.0%
Civilian Unemployed	1.5%	1.5%	1.6%
In Armed Forces	0.6%	1.2%	2.8%
Not in Labor Force	70.4%	67.1%	62.6%

2005 Civilian Population 16+ in Labor Force

Civilian Employed	94.0%	94.4%	94.7%
Civilian Unemployed	6.0%	5.6%	5.3%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	94.6%	95.0%	95.3%
Civilian Unemployed	5.4%	5.0%	4.7%

2000 Females 16+ by Employment Status and Age of Children

Total	9,928	10,721	11,807
Own Children < 6 Only	4.0%	4.3%	4.6%
Employed/in Armed Forces	3.0%	3.1%	3.3%
Unemployed	0.3%	0.3%	0.3%
Not in Labor Force	0.8%	0.9%	1.1%
Own Children < 6 and 6-17 Only	3.1%	3.3%	3.6%
Employed/in Armed Forces	2.6%	2.7%	2.8%
Unemployed	0.1%	0.1%	0.1%
Not in Labor Force	0.4%	0.5%	0.7%
Own Children 6-17 Only	8.1%	8.8%	9.7%
Employed/in Armed Forces	6.2%	6.8%	7.5%
Unemployed	0.4%	0.4%	0.4%
Not in Labor Force	1.5%	1.6%	1.8%
No Own Children < 18	84.7%	83.5%	82.1%
Employed/in Armed Forces	12.3%	13.9%	15.9%
Unemployed	0.6%	0.7%	0.7%
Not in Labor Force	71.8%	68.9%	65.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005.



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2005 Employed Population 16+ by Industry

	2005	2010	2015
Total	4,553	5,517	6,814
Agriculture/Mining	1.0%	2.0%	3.3%
Construction	12.2%	12.0%	11.8%
Manufacturing	7.1%	7.4%	7.7%
Wholesale Trade	2.0%	2.0%	2.0%
Retail Trade	11.7%	11.0%	10.4%
Transportation/Utilities	4.0%	4.1%	4.2%
Information	1.2%	1.1%	1.0%
Finance/Insurance/Real Estate	5.0%	4.8%	4.7%
Services	34.3%	34.1%	34.3%
Public Administration	21.7%	21.4%	20.7%

2005 Employed Population 16+ by Occupation

	2005	2010	2015
Total	4,549	5,517	6,812
White Collar	49.0%	48.8%	49.0%
Management/Business/Financial	10.7%	10.8%	11.0%
Professional	14.0%	14.5%	15.4%
Sales	9.6%	9.4%	9.1%
Administrative Support	14.6%	14.1%	13.6%
Services	25.4%	24.9%	24.2%
Blue Collar	25.7%	26.3%	26.8%
Farming/Forestry/Fishing	0.4%	0.7%	0.9%
Construction/Extraction	10.4%	10.3%	10.1%
Installation/Maintenance/Repair	4.0%	4.2%	4.5%
Production	6.0%	6.2%	6.5%
Transportation/Material Moving	4.9%	4.9%	4.8%



2000 Workers 16+ by Means of Transportation to Work

	2000	2010	2015
Total	4,510	5,563	7,188
Drove Alone - Car, Truck, or Van	80.8%	79.5%	77.4%
Carpooled - Car, Truck, or Van	15.3%	15.9%	17.1%
Public Transportation	0.0%	0.0%	0.1%
Walked	1.1%	1.4%	1.8%
Other Means	1.2%	1.1%	1.0%
Worked at Home	1.6%	2.1%	2.6%

2000 Workers 16+ by Travel Time to Work

	2000	2010	2015
Total	4,511	5,563	7,187
Did Not Work at Home	98.4%	97.9%	97.4%
Less than 5 minutes	7.8%	7.2%	6.7%
5 to 9 minutes	20.0%	17.6%	15.5%
10 to 19 minutes	33.8%	32.8%	31.4%
20 to 24 minutes	4.3%	6.6%	9.1%
25 to 34 minutes	8.9%	11.4%	13.8%
35 to 44 minutes	7.5%	6.8%	6.1%
45 to 59 minutes	9.0%	8.6%	8.2%
60 to 89 minutes	4.1%	3.9%	3.7%
90 or more minutes	2.9%	3.0%	3.0%
Worked at Home	1.6%	2.1%	2.6%
Average Travel Time to Work (in min)	23.1	23.6	23.8

2000 Households by Vehicles Available

	2000	2010	2015
Total	3,749	4,519	5,676
None	7.0%	6.3%	5.5%
1	37.1%	35.3%	33.1%
2	38.5%	38.6%	39.1%
3	13.5%	15.2%	17.1%
4	2.6%	3.2%	3.5%
5+	1.3%	1.4%	1.6%
Average Number of Vehicles Available	1.7	1.8	1.9

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2000 Households by Type

Total	3,787	4,556	5,712
Family Households	70.7%	72.0%	73.2%
Married-couple Family	55.5%	57.4%	59.3%
With Related Children	26.2%	26.9%	27.5%
Other Family (No Spouse)	15.1%	14.6%	13.9%
With Related Children	10.4%	9.9%	9.3%
Nonfamily Households	29.3%	28.0%	26.8%
Householder Living Alone	26.0%	24.8%	23.8%
Householder Not Living Alone	3.4%	3.2%	3.1%
Households with Related Children	36.6%	36.8%	36.7%
Households with Persons 65+	28.2%	27.9%	27.9%

2000 Households by Size

Total	3,786	4,556	5,712
1 Person Household	26.0%	24.8%	23.7%
2 Person Household	33.5%	34.3%	35.1%
3 Person Household	16.3%	16.5%	16.7%
4 Person Household	14.7%	14.6%	14.6%
5 Person Household	6.3%	6.4%	6.4%
6 Person Household	2.2%	2.3%	2.5%
7+ Person Household	1.0%	1.0%	1.0%

2000 Households by Year Householder Moved In

Total	3,749	4,519	5,675
Moved in 1999 to March 2000	21.0%	19.6%	18.2%
Moved in 1995 to 1998	26.2%	25.9%	25.6%
Moved in 1990 to 1994	14.2%	14.9%	15.5%
Moved in 1980 to 1989	19.0%	19.5%	19.8%
Moved in 1970 to 1979	10.7%	11.0%	11.3%
Moved in 1969 or Earlier	8.8%	9.1%	9.5%
Median Year Householder Moved In	1994	1993	1993



2000 Housing Units by Units in Structure

Total	4,156	5,040	6,390
1, Detached	78.0%	77.9%	77.7%
1, Attached	1.6%	1.4%	1.2%
2	4.7%	4.1%	3.4%
3 or 4	4.9%	4.1%	3.2%
5 to 9	1.0%	0.8%	0.7%
10 to 19	0.5%	0.4%	0.3%
20+	2.4%	2.0%	1.6%
Mobile Home	6.9%	9.3%	11.7%
Other	0.0%	0.1%	0.1%

2000 Housing Units by Year Structure Built

Total	4,157	5,039	6,374
1999 to March 2000	2.1%	2.3%	2.5%
1995 to 1998	5.6%	6.9%	7.9%
1990 to 1994	5.1%	5.5%	5.9%
1980 to 1989	15.6%	16.1%	16.4%
1970 to 1979	18.5%	17.5%	16.3%
1969 or Earlier	53.1%	51.8%	50.9%
Median Year Structure Built	1968	1969	1969

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



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Radius: 15.0 miles

Top 3 Tapestry Segments

1.	Heartland Communities	Heartland Communities	Heartland Communities
2.	Southern Satellites	Southern Satellites	Southern Satellites
3.	Midland Crowd	Rooted Rural	Salt of the Earth



2005 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 \$	\$7,177,710	\$8,794,521	\$11,289,689
Average Spent	\$1,810.27	\$1,849.14	\$1,907.04
Spending Potential Index	66	67	69
Computers & Accessories: Total \$	\$682,568	\$832,115	\$1,063,897
Average Spent	\$172.15	\$174.96	\$179.71
Spending Potential Index	62	63	65
Education: Total \$	\$2,528,922	\$3,023,394	\$3,780,523
Average Spent	\$637.81	\$635.70	\$638.60
Spending Potential Index	60	60	60
Entertainment/Recreation: Total \$	\$8,582,886	\$10,589,370	\$13,705,974
Average Spent	\$2,164.66	\$2,226.53	\$2,315.20
Spending Potential Index	70	72	74
Food at Home: Total \$	\$13,710,240	\$16,811,207	\$21,627,796
Average Spent	\$3,457.82	\$3,534.74	\$3,653.34
Spending Potential Index	73	74	77
Food Away from Home: Total \$	\$8,559,778	\$10,470,007	\$13,423,521
Average Spent	\$2,158.83	\$2,201.43	\$2,267.49
Spending Potential Index	68	70	72
Health Care: Total \$	\$11,641,574	\$14,269,007	\$18,367,019
Average Spent	\$2,936.08	\$3,000.21	\$3,102.54
Spending Potential Index	85	86	89
HH Furnishings & Equipment: Total \$	\$5,525,656	\$6,791,471	\$8,755,681
Average Spent	\$1,393.61	\$1,427.98	\$1,479.00
Spending Potential Index	66	67	70
Investments: Total \$	\$11,886,600	\$14,266,077	\$17,880,720
Average Spent	\$2,997.88	\$2,999.60	\$3,020.39
Spending Potential Index	36	36	36
Retail Goods: Total \$	\$73,547,899	\$90,662,780	\$117,294,842
Average Spent	\$18,549.28	\$19,062.82	\$19,813.32
Spending Potential Index	74	76	79
Shelter: Total \$	\$32,619,924	\$39,863,854	\$51,073,515
Average Spent	\$8,226.97	\$8,381.80	\$8,627.28
Spending Potential Index	60	61	63
TV/Video/Sound Equipment: Total \$	\$2,902,531	\$3,544,695	\$4,539,304
Average Spent	\$732.04	\$745.31	\$766.77
Spending Potential Index	71	72	74
Travel: Total \$	\$4,662,385	\$5,694,240	\$7,292,173
Average Spent	\$1,175.89	\$1,197.28	\$1,231.79
Spending Potential Index	65	66	68
Vehicle Maintenance & Repairs: Total \$	\$2,897,622	\$3,561,869	\$4,598,183
Average Spent	\$730.80	\$748.92	\$776.72
Spending Potential Index	71	72	75

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 2000, 2001 and 2002 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2005 and 2010.