

county: Missoula



2000 Total Population	95,802
2000 Group Quarters	3,619
2007 Total Population	105,157
2012 Total Population	110,763
2007 - 2012 Annual Rate	1.04%



2000 Households	38,439
2000 Average Household Size	2.4
2007 Households	42,622
2007 Average Household Size	2.38
2012 Households	45,133
2012 Average Household Size	2.37
2007 - 2012 Annual Rate	1.15%
2000 Families	23,145
2000 Average Family Size	2.96
2007 Families	24,687
2007 Average Family Size	2.98
2012 Families	25,455
2012 Average Family Size	2.99
2007 - 2012 Annual Rate	0.61%



<b>2000 Housing Units</b>	41,319
Owner Occupied Housing Units	57.6%
Renter Occupied Housing Units	35.4%
Vacant Housing Units	7.0%
<b>2007 Housing Units</b>	46,418
Owner Occupied Housing Units	57.0%
Renter Occupied Housing Units	34.8%
Vacant Housing Units	8.2%
<b>2012 Housing Units</b>	49,439
Owner Occupied Housing Units	55.8%
Renter Occupied Housing Units	35.5%
Vacant Housing Units	8.7%

**Median Household Income**

2000	\$34,390
2007	\$42,796
2012	\$49,135

**Median Home Value**

2000	\$128,707
2007	\$245,857
2012	\$264,682

**Per Capita Income**

2000	\$17,808
2007	\$22,602
2012	\$25,673

**Median Age**

2000	33.2
2007	34.8
2012	35.9

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 2007 and 2012.

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**2000 Households by Income**

Household Income Base	38,493
< \$15,000	19.6%
\$15,000 - \$24,999	16.6%
\$25,000 - \$34,999	14.6%
\$35,000 - \$49,999	16.7%
\$50,000 - \$74,999	18.8%
\$75,000 - \$99,999	7.5%
\$100,000 - \$149,999	4.2%
\$150,000 - \$199,999	0.9%
\$200,000+	1.1%
Average Household Income	\$43,812

**2007 Households by Income**

Household Income Base	42,622
< \$15,000	14.6%
\$15,000 - \$24,999	14.3%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	22.0%
\$75,000 - \$99,999	10.5%
\$100,000 - \$149,999	6.8%
\$150,000 - \$199,999	1.6%
\$200,000+	1.8%
Average Household Income	\$54,811

**2012 Households by Income**

Household Income Base	45,133
< \$15,000	12.3%
\$15,000 - \$24,999	11.7%
\$25,000 - \$34,999	11.8%
\$35,000 - \$49,999	15.1%
\$50,000 - \$74,999	23.1%
\$75,000 - \$99,999	13.1%
\$100,000 - \$149,999	8.3%
\$150,000 - \$199,999	2.1%
\$200,000+	2.5%
Average Household Income	\$61,986

**2000 Owner Occupied HUs by Value**

Total	23,793
<\$50,000	12.0%
\$50,000 - 99,999	17.3%
\$100,000 - 149,999	35.6%
\$150,000 - 199,999	18.1%
\$200,000 - \$299,999	11.4%
\$300,000 - 499,999	3.9%
\$500,000 - 999,999	1.2%
\$1,000,000+	0.5%
Average Home Value	\$148,424

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	14,359
With Cash Rent	96.6%
No Cash Rent	3.4%
Median Rent	\$470
Average Rent	\$494

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	95,802
0 - 4	5.7%
5 - 9	6.2%
10 - 14	6.8%
15 - 19	8.4%
20 - 24	11.2%
25 - 34	14.0%
35 - 44	15.1%
45 - 54	14.6%
55 - 64	7.9%
65 - 74	5.0%
75 - 84	3.7%
85+	1.3%
18+	77.1%

**2007 Population by Age**

Total	105,157
0 - 4	5.8%
5 - 9	5.4%
10 - 14	5.7%
15 - 19	7.7%
20 - 24	10.8%
25 - 34	14.9%
35 - 44	12.7%
45 - 54	15.2%
55 - 64	11.2%
65 - 74	5.5%
75 - 84	3.5%
85+	1.6%
18+	79.3%

**2012 Population by Age**

Total	110,763
0 - 4	5.9%
5 - 9	5.3%
10 - 14	5.5%
15 - 19	7.2%
20 - 24	10.5%
25 - 34	14.7%
35 - 44	12.3%
45 - 54	14.6%
55 - 64	12.5%
65 - 74	6.4%
75 - 84	3.5%
85+	1.7%
18+	79.9%

**2000 Population by Sex**

Males	50.0%
Females	50.0%

**2007 Population by Sex**

Males	49.8%
Females	50.2%

**2012 Population by Sex**

Males	49.7%
Females	50.3%

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 Race/Ethnicity**

Total	95,802
White Alone	94.0%
Black Alone	0.3%
American Indian Alone	2.3%
Asian or Pacific Islander Alone	1.1%
Some Other Race Alone	0.4%
Two or More Races	1.9%
Hispanic Origin	1.6%
Diversity Index	14.3

**2007 Population by Race/Ethnicity**

Total	105,157
White Alone	93.1%
Black Alone	0.3%
American Indian Alone	2.6%
Asian or Pacific Islander Alone	1.4%
Some Other Race Alone	0.6%
Two or More Races	2.0%
Hispanic Origin	2.0%
Diversity Index	16.8

**2012 Population by Race/Ethnicity**

Total	110,763
White Alone	92.4%
Black Alone	0.4%
American Indian Alone	2.8%
Asian or Pacific Islander Alone	1.6%
Some Other Race Alone	0.7%
Two or More Races	2.1%
Hispanic Origin	2.3%
Diversity Index	18.4



**2000 Population 3+ by School Enrollment**

Total	92,600
Enrolled in Nursery/Preschool	1.4%
Enrolled in Kindergarten	1.2%
Enrolled in Grade 1-8	11.2%
Enrolled in Grade 9-12	5.7%
Enrolled in College	10.9%
Enrolled in Grad/Prof School	2.1%
Not Enrolled in School	67.6%

**2000 Population 25+ by Educational Attainment**

Total	59,298
Less than 9th Grade	2.5%
9th - 12th Grade, No Diploma	6.5%
High School Graduate	26.5%
Some College, No Degree	26.8%
Associate Degree	4.9%
Bachelor's Degree	22.1%
Master's/Prof/Doctorate Degree	10.7%

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	77,985
Females	50.4%
Never Married	14.5%
Married, not Separated	25.3%
Married, Separated	0.7%
Widowed	3.9%
Divorced	6.1%
Males	49.6%
Never Married	18.0%
Married, not Separated	25.3%
Married, Separated	0.5%
Widowed	1.0%
Divorced	4.8%



**2000 Population 16+ by Employment Status**

Total	76,484
In Labor Force	70.4%
Civilian Employed	65.9%
Civilian Unemployed	4.3%
In Armed Forces	0.1%
Not in Labor Force	29.6%

**2007 Civilian Population 16+ in Labor Force**

Civilian Employed	96.0%
Civilian Unemployed	4.0%

**2012 Civilian Population 16+ in Labor Force**

Civilian Employed	96.3%
Civilian Unemployed	3.7%

**2000 Females 16+ by Employment Status and Age of Children**

Total	38,629
Own Children < 6 Only	6.7%
Employed/in Armed Forces	4.6%
Unemployed	0.2%
Not in Labor Force	1.9%
Own Children < 6 and 6-17 Only	5.1%
Employed/in Armed Forces	3.1%
Unemployed	0.1%
Not in Labor Force	1.9%
Own Children 6-17 Only	16.2%
Employed/in Armed Forces	13.1%
Unemployed	0.3%
Not in Labor Force	2.8%
No Own Children < 18	71.9%
Employed/in Armed Forces	40.5%
Unemployed	3.1%
Not in Labor Force	28.3%

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

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**2007 Employed Population 16+ by Industry**

Total	58,246
Agriculture/Mining	2.8%
Construction	7.9%
Manufacturing	4.6%
Wholesale Trade	2.9%
Retail Trade	12.8%
Transportation/Utilities	5.0%
Information	2.3%
Finance/Insurance/Real Estate	5.5%
Services	52.8%
Public Administration	3.4%

**2007 Employed Population 16+ by Occupation**

Total	58,246
White Collar	59.0%
Management/Business/Financial	11.1%
Professional	22.2%
Sales	12.3%
Administrative Support	13.3%
Services	19.5%
Blue Collar	21.5%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	6.4%
Installation/Maintenance/Repair	4.4%
Production	4.4%
Transportation/Material Moving	5.4%



**2000 Workers 16+ by Means of Transportation to Work**

Total	49,448
Drove Alone - Car, Truck, or Van	73.3%
Carpooled - Car, Truck, or Van	11.0%
Public Transportation	1.3%
Walked	5.5%
Other Means	4.3%
Worked at Home	4.5%

**2000 Workers 16+ by Travel Time to Work**

Total	49,448
Did Not Work at Home	95.5%
Less than 5 minutes	4.1%
5 to 9 minutes	17.8%
10 to 19 minutes	44.3%
20 to 24 minutes	12.9%
25 to 34 minutes	9.8%
35 to 44 minutes	1.7%
45 to 59 minutes	1.9%
60 to 89 minutes	1.4%
90 or more minutes	1.6%
Worked at Home	4.5%
Average Travel Time to Work (in min)	17.5

**2000 Households by Vehicles Available**

Total	38,439
None	6.2%
1	31.4%
2	40.1%
3	14.9%
4	5.3%
5+	2.1%
Average Number of Vehicles Available	1.9

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

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**2000 Households by Type**

Total	38,439
Family Households	60.2%
Married-couple Family	47.4%
With Related Children	21.6%
Other Family (No Spouse)	12.8%
With Related Children	8.8%
Nonfamily Households	39.8%
Householder Living Alone	28.0%
Householder Not Living Alone	11.8%
Households with Related Children	30.4%
Households with Persons 65+	17.6%

**2000 Households by Size**

Total	38,439
1 Person Household	28.0%
2 Person Household	35.8%
3 Person Household	16.0%
4 Person Household	13.0%
5 Person Household	5.0%
6 Person Household	1.5%
7+ Person Household	0.8%

**2000 Households by Year Householder Moved In**

Total	38,439
Moved in 1999 to March 2000	27.4%
Moved in 1995 to 1998	29.8%
Moved in 1990 to 1994	16.0%
Moved in 1980 to 1989	13.7%
Moved in 1970 to 1979	7.7%
Moved in 1969 or Earlier	5.3%
Median Year Householder Moved In	1996



**2000 Housing Units by Units in Structure**

Total	41,319
1, Detached	60.1%
1, Attached	3.0%
2	5.0%
3 or 4	7.1%
5 to 9	3.5%
10 to 19	2.6%
20+	5.0%
Mobile Home	13.4%
Other	0.2%

**2000 Housing Units by Year Structure Built**

Total	41,319
1999 to March 2000	3.0%
1995 to 1998	10.4%
1990 to 1994	9.0%
1980 to 1989	11.9%
1970 to 1979	24.3%
1969 or Earlier	41.5%
Median Year Structure Built	1974

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

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Top 3 Tapestry Segments

1.	College Towns
2.	Midland Crowd
3.	Metropolitans



**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 \$	\$73,498,194
Average Spent	\$1,724.42
Spending Potential Index	64
Computers & Accessories: Total \$	\$8,018,399
Average Spent	\$188.13
Spending Potential Index	79
Education: Total \$	\$49,047,146
Average Spent	\$1,150.75
Spending Potential Index	84
Entertainment/Recreation: Total \$	\$119,310,430
Average Spent	\$2,799.27
Spending Potential Index	75
Food at Home: Total \$	\$157,351,060
Average Spent	\$3,691.78
Spending Potential Index	76
Food Away from Home: Total \$	\$112,219,510
Average Spent	\$2,632.90
Spending Potential Index	77
Health Care: Total \$	\$129,997,242
Average Spent	\$3,050.00
Spending Potential Index	74
HH Furnishings & Equipment: Total \$	\$68,912,410
Average Spent	\$1,616.83
Spending Potential Index	70
Investments: Total \$	\$30,155,548
Average Spent	\$707.51
Spending Potential Index	70
Retail Goods: Total \$	\$850,889,429
Average Spent	\$19,963.62
Spending Potential Index	74
Shelter: Total \$	\$487,439,012
Average Spent	\$11,436.32
Spending Potential Index	74
TV/Video/Sound Equipment: Total \$	\$46,807,057
Average Spent	\$1,098.19
Spending Potential Index	76
Travel: Total \$	\$58,505,280
Average Spent	\$1,372.65
Spending Potential Index	73
Vehicle Maintenance & Repairs: Total \$	\$32,087,927
Average Spent	\$752.85
Spending Potential Index	76

**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 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.