

county: Ravalli



2000 Total Population	36,070
2000 Group Quarters	587
2007 Total Population	40,901
2012 Total Population	43,970
2007 - 2012 Annual Rate	1.46%



2000 Households	14,289
2000 Average Household Size	2.48
2007 Households	16,364
2007 Average Household Size	2.46
2012 Households	17,665
2012 Average Household Size	2.46
2007 - 2012 Annual Rate	1.54%
2000 Families	10,182
2000 Average Family Size	2.94
2007 Families	11,337
2007 Average Family Size	2.96
2012 Families	12,004
2012 Average Family Size	2.97
2007 - 2012 Annual Rate	1.15%



2000 Housing Units	15,946
Owner Occupied Housing Units	67.8%
Renter Occupied Housing Units	21.8%
Vacant Housing Units	10.4%
2007 Housing Units	18,195
Owner Occupied Housing Units	68.2%
Renter Occupied Housing Units	21.7%
Vacant Housing Units	10.1%
2012 Housing Units	19,587
Owner Occupied Housing Units	67.6%
Renter Occupied Housing Units	22.6%
Vacant Housing Units	9.8%

Median Household Income

2000	\$32,359
2007	\$38,451
2012	\$42,265

Median Home Value

2000	\$134,666
2007	\$228,171
2012	\$249,541

Per Capita Income

2000	\$17,935
2007	\$20,928
2012	\$22,886

Median Age

2000	41.0
2007	44.1
2012	45.9

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	14,259
< \$15,000	18.1%
\$15,000 - \$24,999	18.3%
\$25,000 - \$34,999	17.5%
\$35,000 - \$49,999	18.9%
\$50,000 - \$74,999	15.5%
\$75,000 - \$99,999	5.0%
\$100,000 - \$149,999	4.3%
\$150,000 - \$199,999	0.9%
\$200,000+	1.5%
Average Household Income	\$44,966

2007 Households by Income

Household Income Base	16,364
< \$15,000	13.6%
\$15,000 - \$24,999	15.7%
\$25,000 - \$34,999	15.5%
\$35,000 - \$49,999	18.4%
\$50,000 - \$74,999	21.9%
\$75,000 - \$99,999	6.0%
\$100,000 - \$149,999	5.5%
\$150,000 - \$199,999	1.3%
\$200,000+	2.1%
Average Household Income	\$51,907

2012 Households by Income

Household Income Base	17,665
< \$15,000	12.2%
\$15,000 - \$24,999	13.6%
\$25,000 - \$34,999	14.7%
\$35,000 - \$49,999	18.0%
\$50,000 - \$74,999	23.6%
\$75,000 - \$99,999	8.2%
\$100,000 - \$149,999	5.9%
\$150,000 - \$199,999	1.3%
\$200,000+	2.4%
Average Household Income	\$56,544

2000 Owner Occupied HUs by Value

Total	10,815
<\$50,000	9.8%
\$50,000 - 99,999	21.1%
\$100,000 - 149,999	28.4%
\$150,000 - 199,999	17.8%
\$200,000 - \$299,999	12.6%
\$300,000 - 499,999	6.8%
\$500,000 - 999,999	3.0%
\$1,000,000+	0.6%
Average Home Value	\$171,498

2000 Specified Renter Occupied HUs by Contract Rent

Total	3,154
With Cash Rent	91.0%
No Cash Rent	9.0%
Median Rent	\$423
Average Rent	\$413

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	36,070
0 - 4	5.7%
5 - 9	6.9%
10 - 14	7.9%
15 - 19	7.4%
20 - 24	3.8%
25 - 34	9.9%
35 - 44	14.8%
45 - 54	16.2%
55 - 64	11.8%
65 - 74	8.3%
75 - 84	5.4%
85+	1.8%
18+	74.4%

2007 Population by Age

Total	40,901
0 - 4	5.6%
5 - 9	5.8%
10 - 14	6.4%
15 - 19	6.8%
20 - 24	5.1%
25 - 34	9.3%
35 - 44	12.2%
45 - 54	17.1%
55 - 64	15.6%
65 - 74	8.9%
75 - 84	4.9%
85+	2.2%
18+	77.7%

2012 Population by Age

Total	43,970
0 - 4	5.5%
5 - 9	5.5%
10 - 14	6.2%
15 - 19	6.3%
20 - 24	4.6%
25 - 34	9.8%
35 - 44	10.8%
45 - 54	16.1%
55 - 64	17.7%
65 - 74	10.1%
75 - 84	5.1%
85+	2.4%
18+	78.7%

2000 Population by Sex

Males	49.7%
Females	50.3%

2007 Population by Sex

Males	49.6%
Females	50.4%

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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2000 Population by Race/Ethnicity

Total	36,070
White Alone	96.7%
Black Alone	0.1%
American Indian Alone	0.9%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.4%
Two or More Races	1.4%
Hispanic Origin	1.9%
Diversity Index	9.9

2007 Population by Race/Ethnicity

Total	40,901
White Alone	96.2%
Black Alone	0.2%
American Indian Alone	1.0%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	0.6%
Two or More Races	1.6%
Hispanic Origin	2.4%
Diversity Index	11.9

2012 Population by Race/Ethnicity

Total	43,970
White Alone	95.8%
Black Alone	0.2%
American Indian Alone	1.1%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	0.6%
Two or More Races	1.7%
Hispanic Origin	2.8%
Diversity Index	13.2



2000 Population 3+ by School Enrollment

Total	34,773
Enrolled in Nursery/Preschool	1.1%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	12.9%
Enrolled in Grade 9-12	6.4%
Enrolled in College	1.9%
Enrolled in Grad/Prof School	0.4%
Not Enrolled in School	76.0%

2000 Population 25+ by Educational Attainment

Total	24,565
Less than 9th Grade	2.7%
9th - 12th Grade, No Diploma	9.9%
High School Graduate	31.5%
Some College, No Degree	28.2%
Associate Degree	5.2%
Bachelor's Degree	15.9%
Master's/Prof/Doctorate Degree	6.6%

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	28,590
Females	50.8%
Never Married	7.6%
Married, not Separated	31.9%
Married, Separated	0.7%
Widowed	5.4%
Divorced	5.2%
Males	49.2%
Never Married	10.6%
Married, not Separated	31.6%
Married, Separated	0.6%
Widowed	1.2%
Divorced	5.2%



2000 Population 16+ by Employment Status

Total	28,076
In Labor Force	59.6%
Civilian Employed	56.0%
Civilian Unemployed	3.5%
In Armed Forces	0.0%
Not in Labor Force	40.4%

2007 Civilian Population 16+ in Labor Force

Civilian Employed	96.2%
Civilian Unemployed	3.8%

2012 Civilian Population 16+ in Labor Force

Civilian Employed	96.5%
Civilian Unemployed	3.5%

2000 Females 16+ by Employment Status and Age of Children

Total	14,286
Own Children < 6 Only	5.8%
Employed/in Armed Forces	3.7%
Unemployed	0.0%
Not in Labor Force	2.1%
Own Children < 6 and 6-17 Only	6.3%
Employed/in Armed Forces	3.2%
Unemployed	0.3%
Not in Labor Force	2.8%
Own Children 6-17 Only	17.1%
Employed/in Armed Forces	12.8%
Unemployed	0.3%
Not in Labor Force	4.0%
No Own Children < 18	70.8%
Employed/in Armed Forces	33.0%
Unemployed	1.5%
Not in Labor Force	36.3%

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	17,457
Agriculture/Mining	7.6%
Construction	12.5%
Manufacturing	6.2%
Wholesale Trade	3.0%
Retail Trade	11.4%
Transportation/Utilities	4.0%
Information	1.5%
Finance/Insurance/Real Estate	5.5%
Services	44.8%
Public Administration	3.5%

2007 Employed Population 16+ by Occupation

Total	17,457
White Collar	54.5%
Management/Business/Financial	12.2%
Professional	20.7%
Sales	9.9%
Administrative Support	11.7%
Services	16.9%
Blue Collar	28.6%
Farming/Forestry/Fishing	2.5%
Construction/Extraction	10.4%
Installation/Maintenance/Repair	5.3%
Production	5.8%
Transportation/Material Moving	4.7%



2000 Workers 16+ by Means of Transportation to Work

Total	15,362
Drove Alone - Car, Truck, or Van	69.7%
Carpooled - Car, Truck, or Van	14.3%
Public Transportation	0.2%
Walked	4.7%
Other Means	1.3%
Worked at Home	9.8%

2000 Workers 16+ by Travel Time to Work

Total	15,362
Did Not Work at Home	90.2%
Less than 5 minutes	6.4%
5 to 9 minutes	14.9%
10 to 19 minutes	28.3%
20 to 24 minutes	8.5%
25 to 34 minutes	13.5%
35 to 44 minutes	5.6%
45 to 59 minutes	7.3%
60 to 89 minutes	3.9%
90 or more minutes	1.9%
Worked at Home	9.8%
Average Travel Time to Work (in min)	23.0

2000 Households by Vehicles Available

Total	14,289
None	3.5%
1	27.5%
2	40.0%
3	20.5%
4	5.4%
5+	3.1%
Average Number of Vehicles Available	2.1

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	14,289
Family Households	71.3%
Married-couple Family	60.3%
With Related Children	23.8%
Other Family (No Spouse)	11.0%
With Related Children	7.9%
Nonfamily Households	28.7%
Householder Living Alone	24.1%
Householder Not Living Alone	4.6%
Households with Related Children	31.8%
Households with Persons 65+	27.0%

2000 Households by Size

Total	14,289
1 Person Household	24.1%
2 Person Household	40.5%
3 Person Household	14.1%
4 Person Household	12.2%
5 Person Household	5.4%
6 Person Household	2.3%
7+ Person Household	1.4%

2000 Households by Year Householder Moved In

Total	14,289
Moved in 1999 to March 2000	21.2%
Moved in 1995 to 1998	31.3%
Moved in 1990 to 1994	19.2%
Moved in 1980 to 1989	15.4%
Moved in 1970 to 1979	8.9%
Moved in 1969 or Earlier	4.1%
Median Year Householder Moved In	1995



2000 Housing Units by Units in Structure

Total	15,946
1, Detached	74.2%
1, Attached	1.7%
2	2.2%
3 or 4	2.2%
5 to 9	1.0%
10 to 19	0.8%
20+	1.6%
Mobile Home	15.9%
Other	0.5%

2000 Housing Units by Year Structure Built

Total	15,946
1999 to March 2000	4.6%
1995 to 1998	14.1%
1990 to 1994	13.1%
1980 to 1989	15.8%
1970 to 1979	23.9%
1969 or Earlier	28.6%
Median Year Structure Built	1979

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

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Top 3 Tapestry Segments

- | | | |
|----|--|-----------------------|
| 1. | | Rural Resort Dwellers |
| 2. | | Green Acres |
| 3. | | Midlife Junction |



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 \$	\$24,519,528
Average Spent	\$1,498.38
Spending Potential Index	56
Computers & Accessories: Total \$	\$2,589,750
Average Spent	\$158.26
Spending Potential Index	66
Education: Total \$	\$13,787,885
Average Spent	\$842.57
Spending Potential Index	61
Entertainment/Recreation: Total \$	\$45,550,676
Average Spent	\$2,783.59
Spending Potential Index	75
Food at Home: Total \$	\$58,578,764
Average Spent	\$3,579.73
Spending Potential Index	73
Food Away from Home: Total \$	\$38,941,098
Average Spent	\$2,379.68
Spending Potential Index	69
Health Care: Total \$	\$55,517,363
Average Spent	\$3,392.65
Spending Potential Index	83
HH Furnishings & Equipment: Total \$	\$24,326,814
Average Spent	\$1,486.61
Spending Potential Index	65
Investments: Total \$	\$8,990,758
Average Spent	\$549.42
Spending Potential Index	54
Retail Goods: Total \$	\$327,140,863
Average Spent	\$19,991.50
Spending Potential Index	74
Shelter: Total \$	\$160,642,309
Average Spent	\$9,816.81
Spending Potential Index	63
TV/Video/Sound Equipment: Total \$	\$16,281,228
Average Spent	\$994.94
Spending Potential Index	69
Travel: Total \$	\$21,686,380
Average Spent	\$1,325.25
Spending Potential Index	70
Vehicle Maintenance & Repairs: Total \$	\$12,223,356
Average Spent	\$746.97
Spending Potential Index	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 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.