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Missoula County, MT (30063)  
Geography: County

	2000 Total Population	95,802
	2000 Group Quarters	3,619
	2010 Total Population	109,336
	2015 Total Population	117,182
	2010 - 2015 Annual Rate	1.4%
	2000 Households	38,439
	2000 Average Household Size	2.4
	2010 Households	43,872
	2010 Average Household Size	2.4
	2015 Households	47,115
	2015 Average Household Size	2.4
	2010 - 2015 Annual Rate	1.44%
	2000 Families	23,145
	2000 Average Family Size	2.96
	2010 Families	25,396
	2010 Average Family Size	2.98
	2015 Families	26,806
	2015 Average Family Size	3
	2010 - 2015 Annual Rate	1.09%
	<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>2010 Housing Units</b>	48,292
	Owner Occupied Housing Units	56.2%
	Renter Occupied Housing Units	34.6%
	Vacant Housing Units	9.2%
	<b>2015 Housing Units</b>	52,065
	Owner Occupied Housing Units	56.2%
	Renter Occupied Housing Units	34.2%
	Vacant Housing Units	9.5%
	<b>Median Household Income</b>	
	2000	\$34,390
	2010	\$42,213
	2015	\$47,604
	<b>Median Home Value</b>	
	2000	\$128,707
	2010	\$234,980
	2015	\$295,852
	<b>Per Capita Income</b>	
	2000	\$17,808
	2010	\$21,648
	2015	\$23,021
	<b>Median Age</b>	
	2000	33.2
	2010	34.8
	2015	35.7

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 rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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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

**2010 Households by Income**

Household Income Base	43,872
< \$15,000	14.8%
\$15,000 - \$24,999	13.2%
\$25,000 - \$34,999	12.5%
\$35,000 - \$49,999	17.3%
\$50,000 - \$74,999	22.1%
\$75,000 - \$99,999	10.1%
\$100,000 - \$149,999	7.1%
\$150,000 - \$199,999	1.4%
\$200,000+	1.4%
Average Household Income	\$52,944

**2015 Households by Income**

Household Income Base	47,115
< \$15,000	14.1%
\$15,000 - \$24,999	11.4%
\$25,000 - \$34,999	11.4%
\$35,000 - \$49,999	15.4%
\$50,000 - \$74,999	24.9%
\$75,000 - \$99,999	11.5%
\$100,000 - \$149,999	8.3%
\$150,000 - \$199,999	1.6%
\$200,000+	1.4%
Average Household Income	\$56,189

**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 Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

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**2000 Population by Age**

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

**2010 Population by Age**

Total	109,336
Age 0 - 4	5.8%
Age 5 - 9	5.5%
Age 10 - 14	5.6%
Age 15 - 19	7.6%
Age 20 - 24	10.4%
Age 25 - 34	15.4%
Age 35 - 44	12.1%
Age 45 - 54	14.6%
Age 55 - 64	11.8%
Age 65 - 74	6.0%
Age 75 - 84	3.5%
Age 85+	1.7%
Age 18+	79.4%

**2015 Population by Age**

Total	117,182
Age 0 - 4	5.8%
Age 5 - 9	5.6%
Age 10 - 14	5.8%
Age 15 - 19	6.9%
Age 20 - 24	9.9%
Age 25 - 34	14.9%
Age 35 - 44	12.9%
Age 45 - 54	12.9%
Age 55 - 64	12.3%
Age 65 - 74	7.8%
Age 75 - 84	3.6%
Age 85+	1.6%
Age 18+	79.5%

**2000 Population by Sex**

Males	50.0%
Females	50.0%

**2010 Population by Sex**

Males	49.9%
Females	50.1%

**2015 Population by Sex**

Males	49.9%
Females	50.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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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

**2010 Population by Race/Ethnicity**

Total	109,336
White Alone	92.1%
Black Alone	0.5%
American Indian Alone	2.8%
Asian or Pacific Islander Alone	1.3%
Some Other Race Alone	0.8%
Two or More Races	2.4%
Hispanic Origin	3.1%
Diversity Index	20.1

**2015 Population by Race/Ethnicity**

Total	117,182
White Alone	91.5%
Black Alone	0.6%
American Indian Alone	2.9%
Asian or Pacific Islander Alone	1.4%
Some Other Race Alone	0.8%
Two or More Races	2.7%
Hispanic Origin	3.6%
Diversity Index	22.0



**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%

**2010 Population 25+ by Educational Attainment**

Total	71,175
Less than 9th Grade	1.6%
9th - 12th Grade, No Diploma	4.0%
High School Graduate	26.9%
Some College, No Degree	23.5%
Associate Degree	7.5%
Bachelor's Degree	23.6%
Graduate/Professional Degree	12.8%

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 2010 and 2015.

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**2010 Population 15+ by Marital Status**

Total	90,793
Never Married	36.0%
Married	47.1%
Widowed	4.3%
Divorced	12.6%



**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%

**2010 Civilian Population 16+ in Labor Force**

Civilian Employed	93.4%
Civilian Unemployed	6.6%

**2015 Civilian Population 16+ in Labor Force**

Civilian Employed	94.6%
Civilian Unemployed	5.4%

**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%



**2010 Employed Population 16+ by Industry**

Total	56,415
Agriculture/Mining	2.4%
Construction	6.1%
Manufacturing	4.5%
Wholesale Trade	2.7%
Retail Trade	13.3%
Transportation/Utilities	5.4%
Information	2.3%
Finance/Insurance/Real Estate	5.7%
Services	53.9%
Public Administration	3.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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**2010 Employed Population 16+ by Occupation**

Total	56,415
White Collar	60.3%
Management/Business/Financial	11.1%
Professional	23.1%
Sales	12.6%
Administrative Support	13.6%
Services	19.8%
Blue Collar	19.9%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	5.4%
Installation/Maintenance/Repair	4.3%
Production	4.3%
Transportation/Material Moving	5.3%



**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 2010 and 2015.

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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



**2010 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 \$	\$57,260,115
Average Spent	\$1,305.16
Spending Potential Index	55
Computers & Accessories: Total \$	\$7,697,588
Average Spent	\$175.46
Spending Potential Index	80
Education: Total \$	\$44,762,627
Average Spent	\$1,020.30
Spending Potential Index	84
Entertainment/Recreation: Total \$	\$109,593,470
Average Spent	\$2,498.03
Spending Potential Index	77
Food at Home: Total \$	\$151,449,935
Average Spent	\$3,452.09
Spending Potential Index	77
Food Away from Home: Total \$	\$110,574,842
Average Spent	\$2,520.40
Spending Potential Index	78
Health Care: Total \$	\$123,773,374
Average Spent	\$2,821.24
Spending Potential Index	76
HH Furnishings & Equipment: Total \$	\$60,367,107
Average Spent	\$1,375.98
Spending Potential Index	67
Investments: Total \$	\$53,171,250
Average Spent	\$1,211.96
Spending Potential Index	70
Retail Goods: Total \$	\$804,824,186
Average Spent	\$18,344.83
Spending Potential Index	74
Shelter: Total \$	\$524,634,301
Average Spent	\$11,958.29
Spending Potential Index	76
TV/Video/Audio: Total \$	\$42,501,877
Average Spent	\$968.77
Spending Potential Index	78
Travel: Total \$	\$61,200,008
Average Spent	\$1,394.97
Spending Potential Index	74
Vehicle Maintenance & Repairs: Total \$	\$31,949,872
Average Spent	\$728.25
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:** Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.