



Market Profile

8 Counties
Broadwater County, MT (30007) et al.
Geography: 8 Counties

Broadwater County, MT (30...

Population Summary	
2000 Total Population	112,610
2000 Group Quarters	4,120
2010 Total Population	140,976
2015 Total Population	156,443
2010-2015 Annual Rate	2.10%
Household Summary	
2000 Households	44,738
2000 Average Household Size	2.43
2010 Households	56,409
2010 Average Household Size	2.42
2015 Households	62,754
2015 Average Household Size	2.42
2010-2015 Annual Rate	2.16%
2000 Families	28,513
2000 Average Family Size	2.94
2010 Families	34,558
2010 Average Family Size	2.94
2015 Families	37,780
2015 Average Family Size	2.95
2010-2015 Annual Rate	1.80%
Housing Unit Summary	
2000 Housing Units	52,985
Owner Occupied Housing Units	56.4%
Renter Occupied Housing Units	28.1%
Vacant Housing Units	15.6%
2010 Housing Units	67,751
Owner Occupied Housing Units	55.2%
Renter Occupied Housing Units	28.1%
Vacant Housing Units	16.7%
2015 Housing Units	76,497
Owner Occupied Housing Units	54.4%
Renter Occupied Housing Units	27.7%
Vacant Housing Units	18.0%
Median Household Income	
2000	\$35,960
2010	\$44,535
2015	\$49,676
Median Home Value	
2000	\$125,865
2010	\$231,393
2015	\$288,373
Per Capita Income	
2000	\$18,319
2010	\$22,228
2015	\$23,639
Median Age	
2000	35.4
2010	37.0
2015	37.3

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 the 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	44,742
<\$15,000	16.7%
\$15,000 - \$24,999	16.0%
\$25,000 - \$34,999	15.7%
\$35,000 - \$49,999	19.5%
\$50,000 - \$74,999	17.9%
\$75,000 - \$99,999	7.3%
\$100,000 - \$149,999	4.7%
\$150,000 - \$199,999	1.2%
\$200,000+	1.0%
Average Household Income	\$45,373

2010 Households by Income

Household Income Base	56,409
<\$15,000	12.4%
\$15,000 - \$24,999	12.1%
\$25,000 - \$34,999	12.6%
\$35,000 - \$49,999	19.5%
\$50,000 - \$74,999	23.8%
\$75,000 - \$99,999	9.4%
\$100,000 - \$149,999	7.1%
\$150,000 - \$199,999	1.6%
\$200,000+	1.5%
Average Household Income	\$54,694

2015 Households by Income

Household Income Base	62,754
<\$15,000	11.7%
\$15,000 - \$24,999	10.2%
\$25,000 - \$34,999	11.2%
\$35,000 - \$49,999	17.2%
\$50,000 - \$74,999	27.4%
\$75,000 - \$99,999	10.6%
\$100,000 - \$149,999	8.2%
\$150,000 - \$199,999	1.8%
\$200,000+	1.6%
Average Household Income	\$58,055

2000 Owner Occupied Housing Units by Value

Total	29,853
<\$50,000	13.2%
\$50,000 - \$99,999	23.2%
\$100,000 - \$149,999	26.1%
\$150,000 - \$199,999	15.5%
\$200,000 - \$299,999	12.2%
\$300,000 - \$499,999	6.1%
\$500,000 - \$999,999	2.5%
\$1,000,000 +	1.3%
Average Home Value	\$166,163

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	13,834
With Cash Rent	91.4%
No Cash Rent	8.6%
Median Rent	\$442
Average Rent	\$461

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.

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 Age	
Total	112,610
0 - 4	5.6%
5 - 9	6.2%
10 - 14	7.0%
15 - 24	17.7%
25 - 34	12.8%
35 - 44	16.0%
45 - 54	15.1%
55 - 64	8.4%
65 - 74	5.8%
75 - 84	3.9%
85 +	1.4%
18 +	76.8%
2010 Population by Age	
Total	140,976
0 - 4	5.7%
5 - 9	5.6%
10 - 14	6.0%
15 - 24	17.4%
25 - 34	12.9%
35 - 44	12.5%
45 - 54	15.9%
55 - 64	12.5%
65 - 74	6.2%
75 - 84	3.6%
85 +	1.6%
18 +	78.7%
2015 Population by Age	
Total	156,443
0 - 4	5.6%
5 - 9	5.6%
10 - 14	6.1%
15 - 24	16.6%
25 - 34	13.2%
35 - 44	12.4%
45 - 54	13.8%
55 - 64	13.6%
65 - 74	7.9%
75 - 84	3.6%
85 +	1.6%
18 +	78.9%
2000 Population by Sex	
Males	51.2%
Females	48.8%
2010 Population by Sex	
Males	51.1%
Females	48.9%
2015 Population by Sex	
Males	51.1%
Females	48.9%

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



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2000 Population by Race/Ethnicity

Total	112,610
White Alone	96.4%
Black Alone	0.2%
American Indian Alone	0.9%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	0.5%
Two or More Races	1.2%
Hispanic Origin	1.6%
Diversity Index	10.0

2010 Population by Race/Ethnicity

Total	140,976
White Alone	95.4%
Black Alone	0.3%
American Indian Alone	1.0%
Asian or Pacific Islander Alone	0.8%
Some Other Race Alone	0.9%
Two or More Races	1.6%
Hispanic Origin	2.8%
Diversity Index	14.0

2015 Population by Race/Ethnicity

Total	156,443
White Alone	95.2%
Black Alone	0.3%
American Indian Alone	1.0%
Asian or Pacific Islander Alone	0.9%
Some Other Race Alone	0.9%
Two or More Races	1.7%
Hispanic Origin	3.1%
Diversity Index	14.8

2000 Population 3+ by School Enrollment

Total	108,874
Enrolled in Nursery/Preschool	1.6%
Enrolled in Kindergarten	1.2%
Enrolled in Grade 1-8	11.1%
Enrolled in Grade 9-12	5.6%
Enrolled in College	9.6%
Enrolled in Grad/Prof School	1.2%
Not Enrolled in School	69.7%

2010 Population 25+ by Educational Attainment

Total	92,054
Less Than 9th Grade	2.0%
9th to 12th Grade, No Diploma	3.8%
High School Graduate	26.0%
Some College, No Degree	22.7%
Associate Degree	7.9%
Bachelor's Degree	25.3%
Graduate/Professional Degree	12.4%

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	116,556
Never Married	31.1%
Married	54.1%
Widowed	4.1%
Divorced	10.7%
2000 Population 16+ by Employment Status	
Total	89,806
In Labor Force	70.0%
Civilian Employed	66.0%
Civilian Unemployed	4.0%
In Armed Forces	0.1%
Not In Labor Force	30.0%
2010 Civilian Population 16+ in Labor Force	
Civilian Employed	94.3%
Civilian Unemployed	5.8%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	95.2%
Civilian Unemployed	4.8%
2000 Females 16+ by Employment Status and Age of Children	
Total	43,832
Own Children < 6 Only	7.3%
Employed/in Armed Forces	5.0%
Unemployed	0.1%
Not in Labor Force	2.2%
Own Children <6 and 6-17 Only	5.4%
Employed/in Armed Forces	3.4%
Unemployed	0.1%
Not in Labor Force	2.0%
Own Children 6-17 Only	16.7%
Employed/in Armed Forces	13.2%
Unemployed	0.3%
Not in Labor Force	3.2%
No Own Children < 18	70.6%
Employed/in Armed Forces	39.8%
Unemployed	2.4%
Not in Labor Force	28.3%
2010 Employed Population 16+ by Industry	
Total	72,855
Agriculture/Mining	7.6%
Construction	9.6%
Manufacturing	4.5%
Wholesale Trade	2.3%
Retail Trade	11.0%
Transportation/Utilities	3.5%
Information	1.6%
Finance/Insurance/Real Estate	4.4%
Services	50.1%
Public Administration	5.4%

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	72,855
White Collar	58.7%
Management/Business/Financial	15.3%
Professional	21.1%
Sales	10.5%
Administrative Support	11.8%
Services	18.1%
Blue Collar	23.2%
Farming/Forestry/Fishing	1.7%
Construction/Extraction	8.5%
Installation/Maintenance/Repair	3.6%
Production	4.9%
Transportation/Material Moving	4.4%

2000 Workers 16+ by Means of Transportation to Work

Total	58,088
Drove Alone - Car, Truck, or Van	69.2%
Carpooled - Car, Truck, or Van	12.8%
Public Transportation	0.5%
Walked	7.0%
Other Means	2.1%
Worked at Home	8.4%

2000 Workers 16+ by Travel Time to Work

Total	58,088
Did not Work at Home	91.6%
Less than 5 minutes	8.0%
5 to 9 minutes	19.8%
10 to 19 minutes	34.4%
20 to 24 minutes	9.9%
25 to 34 minutes	9.9%
35 to 44 minutes	2.1%
45 to 59 minutes	2.8%
60 to 89 minutes	2.5%
90 or more minutes	2.2%
Worked at Home	8.4%
Average Travel Time to Work (in min)	18.6

2000 Households by Vehicles Available

Total	44,738
None	3.9%
1	28.4%
2	40.0%
3	19.1%
4	6.0%
5+	2.5%
Average Number of Vehicles Available	2.0

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	44,738
Family Households	63.7%
Married-couple Family	54.1%
With Related Children	24.1%
Other Family (No Spouse)	9.6%
With Related Children	6.4%
Nonfamily Households	36.3%
Householder Living Alone	25.9%
Householder Not Living Alone	10.4%
Households with Related Children	30.5%
Households with Persons 65+	19.3%

2000 Households by Size

Total	44,738
1 Person Household	25.9%
2 Person Household	38.0%
3 Person Household	15.3%
4 Person Household	13.2%
5 Person Household	5.3%
6 Person Household	1.6%
7 + Person Household	0.8%

2000 Households by Year Householder Moved In

Total	44,738
Moved in 1999 to March 2000	25.9%
Moved in 1995 to 1998	30.0%
Moved in 1990 to 1994	16.7%
Moved in 1980 to 1989	14.4%
Moved in 1970 to 1979	7.3%
Moved in 1969 or Earlier	5.7%
Median Year Householder Moved In	1996

2000 Housing Units by Units in Structure

Total	52,985
1, Detached	63.9%
1, Attached	3.8%
2	3.5%
3 or 4	6.5%
5 to 9	3.0%
10 to 19	2.0%
20 +	2.7%
Mobile Home	14.3%
Other	0.4%

2000 Housing Units by Year Structure Built

Total	52,985
1999 to March 2000	4.8%
1995 to 1998	12.8%
1990 to 1994	9.9%
1980 to 1989	14.0%
1970 to 1979	21.3%
1969 or Earlier	37.2%
Median Year Structure Built	1976

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



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Top 3 Tapestry Segments

1. Midland Crowd
2. Rural Resort Dwellers
3. College Towns

2010 Consumer Spending

Apparel & Services: Total \$	\$73,562,095
Average Spent	\$1,304.08
Spending Potential Index	54
Computers & Accessories: Total \$	\$9,987,934
Average Spent	\$177.06
Spending Potential Index	80
Education: Total \$	\$54,287,213
Average Spent	\$962.39
Spending Potential Index	79
Entertainment/Recreation: Total \$	\$149,149,805
Average Spent	\$2,644.08
Spending Potential Index	82
Food at Home: Total \$	\$204,107,183
Average Spent	\$3,618.34
Spending Potential Index	81
Food Away from Home: Total \$	\$144,160,687
Average Spent	\$2,555.63
Spending Potential Index	79
Health Care: Total \$	\$176,927,324
Average Spent	\$3,136.51
Spending Potential Index	84
HH Furnishings & Equipment: Total \$	\$80,694,047
Average Spent	\$1,430.52
Spending Potential Index	69
Investments: Total \$	\$81,060,643
Average Spent	\$1,437.02
Spending Potential Index	83
Retail Goods: Total \$	\$1,099,225,000
Average Spent	\$19,486.70
Spending Potential Index	78
Shelter: Total \$	\$662,995,868
Average Spent	\$11,753.37
Spending Potential Index	74
TV/Video/Audio: Total \$	\$56,080,374
Average Spent	\$994.17
Spending Potential Index	80
Travel: Total \$	\$80,910,239
Average Spent	\$1,434.35
Spending Potential Index	76
Vehicle Maintenance & Repairs: Total \$	\$43,133,886
Average Spent	\$764.66
Spending Potential Index	81

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

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