



## Dumas Workforce Region

Demographic	2010	2015
<b>Population:</b>		
Population	170,972	173,070
Persons in Group	4,203	4,203
<b>Households:</b>		
Households	61,608	62,167
Family Households	42,974	42,985
Average Household Size	2.71	2.72
<b>Population by Race and Ethnicity:</b>		
Total	170,972	173,070
White	115,859	113,199
Black	10,515	10,446
American Indian/Alaska Native	1,796	1,913
Asian	3,319	3,401
Pacific Islander	69	71
Other Race	33,997	37,980
Two or More Races	5,417	6,060
Hispanic Population	60,172	66,591
<b>Population by Sex:</b>		
Male	84,334	85,588
Female	86,638	87,482
<b>Income:</b>		
Median Household Income	\$39,683	\$45,566
Average Household Income	\$48,985	\$53,252
Median Family Income	\$46,468	\$52,122
Average Family Income	\$55,721	\$62,051
Per Capita Income	\$18,003	\$19,523
Median Disposable Income	\$33,036	-
Average Disposable Income	\$42,104	-
<b>Net Worth:</b>		
Median Net Worth	50,205	-
<b>Housing Units:</b>		
Owner-Occupied	40,184	40,497
Renter-Occupied	21,424	21,670

Source: Esri forecasts for 2010 and 2015.



## Dumas Workforce Region

Population by Age	2010		2015	
	Number	Percent	Number	Percent
Total	170,972	100.0%	173,070	100.0%
0 - 4	14,309	8.4%	14,221	8.2%
5 - 9	13,726	8.0%	13,762	8.0%
10 - 14	12,715	7.4%	13,346	7.7%
15 - 19	12,458	7.3%	12,213	7.1%
20 - 24	11,182	6.5%	11,246	6.5%
25 - 29	12,056	7.1%	11,429	6.6%
30 - 34	10,953	6.4%	11,570	6.7%
35 - 39	10,775	6.3%	10,664	6.2%
40 - 44	10,507	6.1%	10,377	6.0%
45 - 49	11,483	6.7%	9,905	5.7%
50 - 54	11,182	6.5%	10,497	6.1%
55 - 59	10,217	6.0%	10,705	6.2%
60 - 64	8,116	4.7%	9,760	5.6%
65 - 69	5,999	3.5%	7,540	4.4%
70 - 74	4,682	2.7%	5,428	3.1%
75 - 79	3,859	2.3%	3,913	2.3%
80 - 84	3,309	1.9%	2,982	1.7%
85+	3,444	2.0%	3,512	2.0%
Median Age	34.1	-	34.5	-

### Population by Age - Males

Total	84,334	100.0%	85,588	100.0%
0 - 4	7,316	8.7%	7,269	8.5%
5 - 9	7,066	8.4%	7,084	8.3%
10 - 14	6,483	7.7%	6,823	8.0%
15 - 19	6,296	7.5%	6,241	7.3%
20 - 24	5,611	6.7%	5,534	6.5%
25 - 29	5,941	7.0%	5,732	6.7%
30 - 34	5,488	6.5%	5,839	6.8%
35 - 39	5,397	6.4%	5,337	6.2%
40 - 44	5,381	6.4%	5,247	6.1%
45 - 49	5,823	6.9%	5,071	5.9%
50 - 54	5,624	6.7%	5,222	6.1%
55 - 59	5,044	6.0%	5,294	6.2%
60 - 64	3,864	4.6%	4,711	5.5%
65 - 69	2,873	3.4%	3,582	4.2%
70 - 74	2,127	2.5%	2,549	3.0%
75 - 79	1,653	2.0%	1,703	2.0%
80 - 84	1,250	1.5%	1,192	1.4%
85+	1,097	1.3%	1,158	1.4%
Median Age	33.1	-	33.5	-

Source: Esri forecasts for 2010 and 2015.



Dumas Workforce Region

Population by Age - Females	2010		2015	
	Number	Percent	Number	Percent
Total	86,638	100.0%	87,482	100.0%
0 - 4	6,993	8.1%	6,952	7.9%
5 - 9	6,660	7.7%	6,678	7.6%
10 - 14	6,232	7.2%	6,523	7.5%
15 - 19	6,162	7.1%	5,972	6.8%
20 - 24	5,571	6.4%	5,712	6.5%
25 - 29	6,115	7.1%	5,697	6.5%
30 - 34	5,465	6.3%	5,731	6.6%
35 - 39	5,378	6.2%	5,327	6.1%
40 - 44	5,126	5.9%	5,130	5.9%
45 - 49	5,660	6.5%	4,834	5.5%
50 - 54	5,558	6.4%	5,275	6.0%
55 - 59	5,173	6.0%	5,411	6.2%
60 - 64	4,252	4.9%	5,049	5.8%
65 - 69	3,126	3.6%	3,958	4.5%
70 - 74	2,555	2.9%	2,879	3.3%
75 - 79	2,206	2.5%	2,210	2.5%
80 - 84	2,059	2.4%	1,790	2.0%
85+	2,347	2.7%	2,354	2.7%
Median Age	35.1	-	35.4	-

**Households by Household Income:**

Total	61,608	100.0%	62,167	100.0%
< \$10,000	5,927	9.6%	5,051	8.1%
\$10,000 - \$14,999	3,753	6.1%	3,231	5.2%
\$15,000 - \$19,999	4,245	6.9%	3,377	5.4%
\$20,000 - \$24,999	3,795	6.2%	3,629	5.8%
\$25,000 - \$29,999	5,116	8.3%	3,997	6.4%
\$30,000 - \$34,999	4,651	7.5%	4,609	7.4%
\$35,000 - \$39,999	3,516	5.7%	3,691	5.9%
\$40,000 - \$44,999	3,026	4.9%	3,148	5.1%
\$45,000 - \$49,999	4,154	6.7%	2,834	4.6%
\$50,000 - \$59,999	6,705	10.9%	9,138	14.7%
\$60,000 - \$74,999	6,543	10.6%	8,429	13.6%
\$75,000 - \$99,999	5,447	8.8%	5,523	8.9%
\$100,000 - \$124,999	2,564	4.2%	2,933	4.7%
\$125,000 - \$149,999	852	1.4%	940	1.5%
\$150,000 - \$199,999	615	1.0%	774	1.2%
\$200,000 - \$249,999	357	0.6%	413	0.7%
\$250,000 - \$499,999	291	0.5%	401	0.6%
\$500,000+	51	0.1%	49	0.1%

Source: Esri forecasts for 2010 and 2015.

## Dumas Workforce Region

<b>Families by Family Income:</b>	<b>2010</b>		<b>2015</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
Total	42,974	100.0%	42,985	100.0%
< \$10,000	2,730	6.4%	1,997	4.6%
\$10,000 - \$14,999	1,719	4.0%	2,005	4.7%
\$15,000 - \$19,999	2,490	5.8%	1,971	4.6%
\$20,000 - \$24,999	2,379	5.5%	2,262	5.3%
\$25,000 - \$29,999	3,238	7.5%	2,581	6.0%
\$30,000 - \$34,999	2,795	6.5%	2,532	5.9%
\$35,000 - \$39,999	2,466	5.7%	2,020	4.7%
\$40,000 - \$44,999	2,753	6.4%	2,190	5.1%
\$45,000 - \$49,999	2,871	6.7%	2,326	5.4%
\$50,000 - \$59,999	4,884	11.4%	6,269	14.6%
\$60,000 - \$74,999	4,955	11.5%	5,412	12.6%
\$75,000 - \$99,999	5,840	13.6%	5,862	13.6%
\$100,000 - \$124,999	1,692	3.9%	2,404	5.6%
\$125,000 - \$149,999	918	2.1%	1,293	3.0%
\$150,000 - \$199,999	657	1.5%	1,011	2.4%
\$200,000 - \$249,999	309	0.7%	474	1.1%
\$250,000 - \$499,999	240	0.6%	342	0.8%
\$500,000+	38	0.1%	34	0.1%

### Households by Disposable Income:

Total	61,608	100.0%
<\$15,000	11,000	17.9%
\$15,000 - \$24,999	10,135	16.5%
\$25,000 - \$34,999	11,363	18.4%
\$35,000 - \$49,999	11,781	19.1%
\$50,000 - \$74,999	11,277	18.3%
\$75,000 - \$99,999	3,122	5.1%
\$100,000 - \$149,999	2,138	3.5%
\$150,000 - \$199,999	342	0.6%
\$200,000+	450	0.7%

### Households by Net Worth:

Total	61,608	100.0%
<\$15,000	21,919	35.6%
\$15,000 - \$34,999	5,693	9.2%
\$35,000 - \$49,999	3,146	5.1%
\$50,000 - \$74,999	4,245	6.9%
\$75,000 - \$99,999	3,211	5.2%
\$100,000 - \$149,999	4,764	7.7%
\$150,000 - \$249,999	6,288	10.2%
\$250,000 - \$499,999	6,821	11.1%
\$500,000 - \$999,999	3,271	5.3%
\$1,000,000+	2,250	3.7%

Source: Esri forecasts for 2010 and 2015.



## Dumas Workforce Region

Consumer Spending (2010)	Total
<b>Retail Summary:</b>	
Retail Expenditures	\$1,068,382,101
<b>Apparel:</b>	
Apparel and Services	\$72,905,044
Men's Apparel	\$13,074,265
Women's Apparel	\$22,058,617
Children's Apparel	\$13,795,065
Infant Apparel (Under 2 Years)	\$4,448,803
Footwear	\$9,270,211
Watches & Jewelry	\$7,930,961
Other Apparel and Services	\$6,775,924
<b>Education:</b>	
Education	\$51,926,408
School Books & Supplies	\$8,025,113
<b>Transportation (Local):</b>	
Gasoline and Motor Oil	\$136,462,811
Vehicle Maintenance & Repairs	\$41,948,314
Vehicle Insurance	\$52,469,072
<b>Entertainment/Recreation:</b>	
Entertainment & Recreation	\$141,868,136
Fees and Admissions	\$24,482,085
Membership Fees for Social/Recreation/Civic Clubs	\$6,366,559
Fees for Participant Sports, excl. Trips	\$4,400,165
Admission to Movie/Theatre/Opera/Ballet	\$6,241,918
Admission to Sporting Events, excl. Trips	\$2,443,688
Fees for Recreational Lessons	\$5,001,430
TV/Video/Sound Equipment	\$55,552,407
Community Antenna or Cable Television	\$33,234,176
Televisions	\$8,339,862
VCRs, Video Cameras, and DVD Players	\$903,553
Video Cassettes and DVDs	\$2,377,144
Video Game Hardware and Software	\$2,479,103
Satellite Dishes	\$55,329
Rental of Video Cassettes and DVDs	\$1,878,099
Sound Equipment	\$5,929,201
Rental of TV/VCR/Radio/Sound Equipment	\$52,729
Repair of TV/Radio/Sound Equipment	\$249,942
Pets	\$23,485,133
Toys and Games	\$6,517,923
Recreational Vehicles and Fees	\$13,495,490
Sports/Recreation/Exercise Equipment	\$6,263,616
Photo Equipment and Supplies	\$4,446,813
Film Processing	\$998,221
Reading	\$6,521,561

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri forecasts for 2010.



## Dumas Workforce Region

Consumer Spending (2010)	Total
<b><u>Life Insurance/Pensions:</u></b>	
Life/Other Personal Insurance	\$17,628,017
<b><u>Health Care:</u></b>	
Health Care	\$171,593,929
Health Insurance	\$89,008,455
Nonprescription Drugs	\$4,911,080
Prescription Drugs	\$24,011,436
Eyeglasses and Contact Lenses	\$3,432,495
<b><u>Food Services:</u></b>	
Food at Home	\$203,695,100
Bakery and Cereal Products	\$27,110,933
Meat, Poultry, Fish, and Eggs	\$47,440,456
Dairy Products	\$22,759,455
Fruits and Vegetables	\$35,011,108
Snacks and Other Food at Home	\$71,373,148
Nonalcoholic Beverages at Home	\$20,173,596
Food Away from Home - Meals at Restaurants/Other	\$130,923,023
Alcoholic Beverages	\$24,569,178
<b><u>Housing:</u></b>	
Shelter	\$658,602,843
Mortgage Payment & Basics	\$384,196,855
Owned Dwellings	
Maintenance & Remodeling Services	\$78,097,745
Maintenance & Remodeling Materials	\$16,120,764
Paint/Wallpaper/Supplies	\$899,884
Rented Dwellings	
Maintenance & Remodeling Services	\$1,001,575
Maintenance & Remodeling Materials	\$2,185,530
Paint/Wallpaper/Supplies	\$69,424
Utilities/Fuel/Public Services	\$211,421,050
Telephone Services	\$67,912,141
Insurance - Owners & Renters	\$20,908,312
<b><u>Household Goods:</u></b>	
Household Textiles	\$5,735,925
Furniture	\$25,492,918
Floor Coverings	\$3,064,551
Major Appliances	\$13,532,864
Housewares	\$3,342,725
Small Appliances	\$1,481,814
Luggage	\$379,701
Telephones and Accessories	\$1,321,726
Housekeeping Supplies	\$32,296,291
Computer & Hardware for Home Use	\$8,326,269
Software & Accessories for Home Use	\$1,209,552

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri forecasts for 2010.



## Dumas Workforce Region

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Consumer Spending (2010)	Total
<b><u>Personal Care:</u></b>	
Personal Care Products	\$18,153,812
Personal Care Services	\$12,714,011
<b><u>Financial:</u></b>	
Investments	\$70,528,868
Vehicle Loans	\$232,736,957
<b><u>Household Services:</u></b>	
Computer Information Services	\$10,688,241
Child Care	\$19,559,870
Lawn & Garden	\$17,793,819
Moving/Storage/Freight Express	\$2,467,970
Housekeeping Services	\$5,959,202
<b><u>Transportation (Local):</u></b>	
Vehicle Insurance	\$52,469,072
Vehicle Purchases (Net Outlay)	\$200,392,633
Gasoline	\$133,342,504
Motor Oil	\$607,012
Vehicle Maintenance and Repairs	\$41,948,314
<b><u>Travel:</u></b>	
Travel	\$76,100,656
Airline Fares	\$17,592,592
Lodging on Trips	\$17,306,697
Auto/Truck/Van Rental on Trips	\$1,393,233
Food and Drink on Trips	\$17,877,371
<b><u>Miscellaneous Expenses:</u></b>	
Smoking Products	\$21,046,840

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Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri forecasts for 2010.

## Dumas Workforce Region

<u>Tapestry Segmentation System (2010):</u>	<u>Total</u>
<b>L1. High Society</b>	1,939
01 Top Rung	0
02 Suburban Splendor	0
03 Connoisseurs	0
04 Boomburbs	0
05 Wealthy Seaboard Suburbs	0
06 Sophisticated Squires	548
07 Exurbanites	1,391
<b>L2. Upscale Avenues</b>	2,700
09 Urban Chic	0
10 Pleasant-Ville	0
11 Pacific Heights	0
13 In Style	0
16 Enterprising Professionals	0
17 Green Acres	1,886
18 Cozy and Comfortable	814
<b>L3. Metropolis</b>	3,505
20 City Lights	0
22 Metropolitans	1,111
45 City Strivers	0
51 Metro City Edge	1,337
54 Urban Rows	0
62 Modest Income Homes	1,057
<b>L4. Solo Acts</b>	1,233
08 Laptops and Lattes	0
23 Trendsetters	0
27 Metro Renters	0
36 Old and Newcomers	495
39 Young and Restless	738
<b>L5. Senior Styles</b>	5,520
14 Prosperous Empty Nesters	1,513
15 Silver and Gold	0
29 Rustbelt Retirees	928
30 Retirement Communities	293
43 The Elders	0
49 Senior Sun Seekers	352
50 Heartland Communities	1,143
57 Simple Living	1,291
65 Social Security Set	0
<b>L6. Scholars &amp; Patriots</b>	0
40 Military Proximity	0
55 College Towns	0
63 Dorms to Diplomas	0

Source: Esri.

## Dumas Workforce Region

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<u>Tapestry Segmentation System (2010):</u>	<u>Total</u>
<b>L7. High Hopes</b>	2,348
28 Aspiring Young Families	0
48 Great Expectations	2,348
<b>L8. Global Roots</b>	8,528
35 International Marketplace	0
38 Industrious Urban Fringe	3,313
44 Urban Melting Pot	0
47 Las Casas	716
52 Inner City Tenants	1,679
58 NeWest Residents	0
60 City Dimensions	2,820
61 High Rise Renters	0
<b>L9. Family Portrait</b>	8,871
12 Up and Coming Families	0
19 Milk and Cookies	0
21 Urban Villages	0
59 Southwestern Families	8,871
64 City Commons	0
<b>L10. Traditional Living</b>	7,625
24 Main Street, USA	0
32 Rustbelt Traditions	5,856
33 Midlife Junction	1,377
34 Family Foundations	392
<b>L11. Factories &amp; Farms</b>	13,538
25 Salt of the Earth	2,287
37 Prairie Living	3,980
42 Southern Satellites	0
53 Home Town	7,271
56 Rural Bypasses	0
<b>L12. American Quilt</b>	5,801
26 Midland Crowd	2,420
31 Rural Resort Dwellers	0
41 Crossroads	1,783
46 Rooted Rural	1,598
66 Unclassified	0

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Source: Esri.



## Dumas Workforce Region

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### 2010 Population 25+ by Educational Attainment

Total	106,582
Less than 9th Grade	10.7%
9th - 12th Grade, No Diploma	13.1%
High School Graduate	32.0%
Some College, No Degree	22.2%
Associate Degree	6.6%
Bachelor's Degree	10.3%
Graduate/Professional Degree	5.0%

### 2000 Households by Type

Total	59,927
Family Households	70.9%
Married-couple Family	53.5%
With Related Children	27.3%
Other Family (No Spouse)	17.4%
With Related Children	12.6%
Nonfamily Households	29.1%
Householder Living Alone	25.1%
Householder Not Living Alone	4.0%
Households with Related Children	39.8%
Households with Persons 65+	23.7%

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Source: Esri forecasts for 2010 and 2015.