Lubbock Opportunity Zones

Trade Area: LBK Opportunity Zones

Population: 34,667 | Households: 11,843
### Pop-Facts® Demographics | Population & Race

**Trade Area:** LBK Opportunity Zones

#### POPULATION

- **34,667**

#### HOUSEHOLDS

- **11,843**

#### ETHNICITY

- **52.1%**
  - Index: 283
  - Hispanic/Latino

#### HISPANIC ORIGIN*

- **83.9%**
  - Index: 135
  - Mexican

#### HOME LANGUAGE*

- **59.7%**
  - Index: 76
  - Only English

#### MARITAL STATUS

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Trade Area</th>
<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never Married</td>
<td>44.4%</td>
<td>33.6%</td>
</tr>
<tr>
<td>Married, Spouse Present</td>
<td>28.7%</td>
<td>44.8%</td>
</tr>
<tr>
<td>Married, Spouse Absent</td>
<td>8.4%</td>
<td>4.7%</td>
</tr>
<tr>
<td>Divorced</td>
<td>12.2%</td>
<td>11.0%</td>
</tr>
<tr>
<td>Widowed</td>
<td>6.4%</td>
<td>5.8%</td>
</tr>
</tbody>
</table>

#### POPULATION BY AGE

<table>
<thead>
<tr>
<th>Age</th>
<th>Count</th>
<th>%</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 4</td>
<td>2,601</td>
<td>7.5</td>
<td>123</td>
</tr>
<tr>
<td>5 - 9</td>
<td>2,515</td>
<td>7.3</td>
<td>117</td>
</tr>
<tr>
<td>10 - 14</td>
<td>2,437</td>
<td>7.0</td>
<td>112</td>
</tr>
<tr>
<td>15 - 17</td>
<td>1,519</td>
<td>4.4</td>
<td>113</td>
</tr>
<tr>
<td>18 - 20</td>
<td>1,836</td>
<td>5.3</td>
<td>127</td>
</tr>
<tr>
<td>21 - 24</td>
<td>3,613</td>
<td>10.4</td>
<td>193</td>
</tr>
<tr>
<td>25 - 34</td>
<td>5,397</td>
<td>15.6</td>
<td>116</td>
</tr>
<tr>
<td>35 - 44</td>
<td>3,997</td>
<td>11.5</td>
<td>91</td>
</tr>
<tr>
<td>45 - 54</td>
<td>3,238</td>
<td>9.3</td>
<td>74</td>
</tr>
<tr>
<td>55 - 64</td>
<td>3,429</td>
<td>9.9</td>
<td>77</td>
</tr>
<tr>
<td>65 - 74</td>
<td>2,411</td>
<td>7.0</td>
<td>72</td>
</tr>
<tr>
<td>75 - 84</td>
<td>1,232</td>
<td>3.6</td>
<td>77</td>
</tr>
<tr>
<td>85+</td>
<td>442</td>
<td>1.3</td>
<td>64</td>
</tr>
</tbody>
</table>

#### POPULATION BY RACE**

<table>
<thead>
<tr>
<th>Race</th>
<th>Trade Area</th>
<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>61.3%</td>
<td>69.8%</td>
</tr>
<tr>
<td>African American</td>
<td>17.0%</td>
<td>12.9%</td>
</tr>
<tr>
<td>Asian</td>
<td>3.4%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>3.4%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Some Other Race</td>
<td>14.4%</td>
<td>6.9%</td>
</tr>
</tbody>
</table>

*Top variable chosen from percent composition ranking

**Top 5 variables chosen from percent composition ranking

Benchmark: USA

*Top variable chosen from percent composition ranking

**Top 5 variables chosen from percent composition ranking

**Pop-Facts® Demographics | Housing & Household**

**Trade Area:** LBK Opportunity Zones

**Population:** 34,667 | **Households:** 11,843

### MEDIAN AGE OF HOUSEHOLDER

47

**Index:** 89

### PRESENCE OF CHILDREN*

35.2%

**Index:** 105

### HOUSEHOLD TYPE

- **Family HHs:** 62.4%
- **NonFamily HHs:** 37.6%

### HOUSING TENURE

- **Own:** 53.0%
  **Index:** 82
- **Rent:** 47.0%
  **Index:** 134

### AGE OF HOUSING**

- **59 - 68 years old**
  - **% Comp:** 17.7
  - **Index:** 179

### HOUSEHOLD SIZE

- **1:** 26.6%
- **2:** 28.3%
- **3:** 16.5%
- **4:** 14.0%
- **5:** 7.6%
- **6:** 6.4%
- **7+:** 3.9%

### HOUSING UNITS IN STRUCTURE

- **1 Unit Detached:** 58.9%
- **1 Unit Attached:** 6.1%
- **2 Units:** 5.9%
- **3 to 4 Units:** 3.6%
- **5 to 19 Units:** 5.7%
- **20 to 49 Units:** 4.4%
- **50+ Units:** 11.2%

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Benchmark: USA

*Uses the variable "Households with people under age 18"

**Chosen from percent composition ranking**

**EDUCATIONAL ATTAINMENT: TOP 2***

- **High School Graduate**: 32.8% (Index: 120)
- **Some College, No Degree**: 21.3% (Index: 103)
- **Bachelor’s degree or higher**: 2.2% (Index: 95)
- **At or above poverty**: 79.4% (Index: 89)

**HOUSEHOLD INCOME**

- **Median Household Income**: $38,214 (Index: 61)
- **Average Household Income**: $52,913 (Index: 59)

**HOUSEHOLD INCOME DISTRIBUTION**

- **Less than $15,000**: 19.4%
- **$15,000 - $24,999**: 10.5%
- **$25,000 - $34,999**: 12.9%
- **$35,000 - $44,999**: 13.9%
- **$45,000 - $54,999**: 15.4%
- **$55,000 - $64,999**: 17.6%
- **$65,000 - $74,999**: 16.9%
- **$75,000 - $84,999**: 8.9%
- **$85,000 - $94,999**: 12.3%
- **$95,000 - $104,999**: 9.1%
- **$105,000 - $114,999**: 6.2%
- **$115,000 - $124,999**: 6.4%
- **$125,000 - $134,999**: 2.6%
- **$135,000 - $144,999**: 3.1%
- **$145,000 - $154,999**: 3.3%
- **$155,000 - $164,999**: 0.7%
- **$165,000 - $174,999**: 1.7%
- **$175,000 - $184,999**: 0.3%
- **$185,000 - $194,999**: 0.3%
- **$195,000 - $204,999**: 0.3%
- **$205,000 - $214,999**: 0.3%
- **$215,000 - $224,999**: 0.3%
- **$225,000 - $234,999**: 0.3%
- **$235,000 - $244,999**: 0.3%
- **$245,000 - $254,999**: 0.3%
- **$255,000 - $264,999**: 0.3%
- **$265,000 - $274,999**: 0.3%
- **$275,000 - $284,999**: 0.3%
- **$285,000 - $294,999**: 0.3%
- **$295,000 - $304,999**: 0.3%
- **$305,000 - $314,999**: 0.3%
- **$315,000 - $324,999**: 0.3%
- **$325,000 - $334,999**: 0.3%
- **$335,000 - $344,999**: 0.3%
- **$345,000 - $354,999**: 0.3%
- **$355,000 - $364,999**: 0.3%
- **$365,000 - $374,999**: 0.3%
- **$375,000 - $384,999**: 0.3%
- **$385,000 - $394,999**: 0.3%
- **$395,000 - $404,999**: 0.3%
- **$405,000 - $414,999**: 0.3%
- **$415,000 - $424,999**: 0.3%
- **$425,000 - $434,999**: 0.3%
- **$435,000 - $444,999**: 0.3%
- **$445,000 - $454,999**: 0.3%
- **$455,000 - $464,999**: 0.3%
- **$465,000 - $474,999**: 0.3%
- **$475,000 - $484,999**: 0.3%
- **$485,000 - $494,999**: 0.3%
- **$495,000 - $504,999**: 0.3%
- **$505,000 - $514,999**: 0.3%
- **$515,000 - $524,999**: 0.3%
- **$525,000 - $534,999**: 0.3%
- **$535,000 - $544,999**: 0.3%
- **$545,000 - $554,999**: 0.3%
- **$555,000 - $564,999**: 0.3%
- **$565,000 - $574,999**: 0.3%
- **$575,000 - $584,999**: 0.3%
- **$585,000 - $594,999**: 0.3%
- **$595,000 - $604,999**: 0.3%
- **$605,000 - $614,999**: 0.3%
- **$615,000 - $624,999**: 0.3%
- **$625,000 - $634,999**: 0.3%
- **$635,000 - $644,999**: 0.3%
- **$645,000 - $654,999**: 0.3%
- **$655,000 - $664,999**: 0.3%
- **$665,000 - $674,999**: 0.3%
- **$675,000 - $684,999**: 0.3%
- **$685,000 - $694,999**: 0.3%
- **$695,000 - $704,999**: 0.3%
- **$705,000 - $714,999**: 0.3%
- **$715,000 - $724,999**: 0.3%
- **$725,000 - $734,999**: 0.3%
- **$735,000 - $744,999**: 0.3%
- **$745,000 - $754,999**: 0.3%
- **$755,000 - $764,999**: 0.3%
- **$765,000 - $774,999**: 0.3%
- **$775,000 - $784,999**: 0.3%
- **$785,000 - $794,999**: 0.3%
- **$795,000 - $804,999**: 0.3%
- **$805,000 - $814,999**: 0.3%
- **$815,000 - $824,999**: 0.3%
- **$825,000 - $834,999**: 0.3%
- **$835,000 - $844,999**: 0.3%
- **$845,000 - $854,999**: 0.3%
- **$855,000 - $864,999**: 0.3%
- **$865,000 - $874,999**: 0.3%
- **$875,000 - $884,999**: 0.3%
- **$885,000 - $894,999**: 0.3%
- **$895,000 - $904,999**: 0.3%
- **$905,000 - $914,999**: 0.3%
- **$915,000 - $924,999**: 0.3%
- **$925,000 - $934,999**: 0.3%
- **$935,000 - $944,999**: 0.3%
- **$945,000 - $954,999**: 0.3%
- **$955,000 - $964,999**: 0.3%
- **$965,000 - $974,999**: 0.3%
- **$975,000 - $984,999**: 0.3%
- **$985,000 - $994,999**: 0.3%
- **$995,000 - $1,000,000**: 0.3%

*Ranked by percent composition

Benchmark: USA

Trade Area: LBK Opportunity Zones

Population: 34,667 | Households: 11,843

**OCCUPATIONAL CLASS**

- White Collar: 44.8% (Index: 74)

**UNEMPLOYMENT RATE**

- Percent of civilian labor force unemployed: 5.0% (Index: 83)

**METHOD OF TRAVEL TO WORK: TOP 2**

- Drive to work: 76.0% (Index: 99)
- Carpooling: 15.1% (Index: 166)

**OCCUPATION: TOP 10**

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Trade Area</th>
<th>Benchmark</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office/Admin. Support</td>
<td>13.0%</td>
<td>12.9%</td>
<td>10.2%</td>
</tr>
<tr>
<td>Food Prep./Serving Related</td>
<td>10.3%</td>
<td>5.9%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Sales/Related</td>
<td>9.9%</td>
<td>9.9%</td>
<td>10.6%</td>
</tr>
<tr>
<td>Transportation/ Material Moving</td>
<td>6.4%</td>
<td>6.4%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Production</td>
<td>7.7%</td>
<td>7.1%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Construction/Extraction</td>
<td>5.8%</td>
<td>5.1%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Bldg/Grounds Cleaning/Maint.</td>
<td>4.0%</td>
<td>4.0%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Personal Care/Service</td>
<td>5.2%</td>
<td>3.8%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Education/Library</td>
<td>6.0%</td>
<td>5.1%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Management</td>
<td>5.0%</td>
<td>6.0%</td>
<td>6.0%</td>
</tr>
</tbody>
</table>

Benchmark: USA

*Chosen from percent composition ranking

Lubbock Opportunity Zones 1 of 8

Pop-Facts® Demographics | Map

Trade Area: 48303-000100

Population: 2,713 | Households: 965

Census Tract: 48303000100

This area is located in Lubbock County and is a certified opportunity zone.

Total population: 2,944
Median household income: 42,774
Households in poverty: 15%

Total jobs: 906
Total businesses: 39

Source: Esri 2017 Updated Demographics, Esri 2017 Business Data
Poverty data based on ACS 2012-2016
Pop-Facts® Demographics | Housing & Household

Trade Area: 48303-000100

Population: 2,713 | Households: 965

**MEDIAN AGE OF HOUSEHOLDER**
54
Index: 102

**PRESENCE OF CHILDREN***
38.5%
Index: 115

**HOUSEHOLD SIZE**

<table>
<thead>
<tr>
<th>Household Size</th>
<th>Trade Area</th>
<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>27.2%</td>
<td>21.3%</td>
</tr>
<tr>
<td>2</td>
<td>32.4%</td>
<td>31.6%</td>
</tr>
<tr>
<td>3</td>
<td>16.2%</td>
<td>16.9%</td>
</tr>
<tr>
<td>4</td>
<td>14.7%</td>
<td>13.1%</td>
</tr>
<tr>
<td>5</td>
<td>9.2%</td>
<td>6.4%</td>
</tr>
<tr>
<td>6</td>
<td>4.0%</td>
<td>2.7%</td>
</tr>
<tr>
<td>7+</td>
<td>2.2%</td>
<td>1.9%</td>
</tr>
</tbody>
</table>

**HOUSEHOLD TYPE**
- Family HHS: 74.9%
- Non-Family HHS: 25.1%

**HOUSING TENURE**
- Own: 76.1%
  Index: 117
- Rent: 23.9%
  Index: 68

**AGE OF HOUSING**
- 59 - 68 years old
  % Comp: 24.6
  Index: 250

**HOUSEHOLD UNITS IN STRUCTURE**

<table>
<thead>
<tr>
<th>Housing Units in Structure</th>
<th>Trade Area</th>
<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Unit Detached</td>
<td>85.6%</td>
<td></td>
</tr>
<tr>
<td>1 Unit Attached</td>
<td>61.4%</td>
<td></td>
</tr>
<tr>
<td>2 Units</td>
<td>0.5%</td>
<td></td>
</tr>
<tr>
<td>3 to 4 Units</td>
<td>0.8%</td>
<td></td>
</tr>
<tr>
<td>5 to 19 Units</td>
<td>4.4%</td>
<td></td>
</tr>
<tr>
<td>20 to 49 Units</td>
<td>0.3%</td>
<td></td>
</tr>
<tr>
<td>50+ Units</td>
<td>5.3%</td>
<td></td>
</tr>
</tbody>
</table>

Benchmark: USA

*Uses the variable "Households with people under age 18"

**Chosen from percent composition ranking

Pop-Facts® Demographics | Affluence & Education

Trade Area: 48303-000100

Population: 2,713 | Households: 965

EDUCATIONAL ATTAINMENT: TOP 2*

- High School Graduate: 28.0% (Index: 103)
- Some College, No Degree: 21.3% (Index: 103)
- Bachelor's degree or higher: 4.0% (Index: 173)
- At or above poverty: 88.4% (Index: 99)

HOUSEHOLD INCOME

Median Household Income:
- $47,979 (Index: 77)

Average Household Income:
- $67,290 (Index: 75)

HOUSEHOLD INCOME DISTRIBUTION

Benchmark: USA
*Ranked by percent composition

Pop-Facts® Demographics | Employment & Occupation

**Trade Area**: 48303-000100

**Population**: 2,713 | **Households**: 965

- **OCCUPATIONAL CLASS**
  - **White Collar**: 46.2%
    - Index: 76

- **UNEMPLOYMENT RATE**
  - Percent of civilian labor force unemployed: 3.6%
    - Index: 59

- **METHOD OF TRAVEL TO WORK: TOP 2**
  - Travel to work by **Driving Alone**: 85.9%
    - Index: 112
  - Travel to work by **Carpooling**: 10.9%
    - Index: 121

**OCCUPATION: TOP 10**

- **Office/Admin. Support**: 16.6%
- **Sales/Related**: 12.9%
- **Transportation/Material Moving**: 11.1%
- **Production**: 10.6%
- **Food Prep./Serving Related**: 6.4%
- **Construction/Extraction**: 5.8%
- **Healthcare Support**: 5.6%
- **Healthcare Practitioner/Technician**: 5.1%
- **Installation/Maint./Repair**: 4.5%
- **Management**: 4.3%

Benchmark: USA

*Chosen from percent composition ranking

This area is located in Lubbock County and is a certified opportunity zone.

Total population: 2,054
Median household income: 47,453
Households in poverty: 22%

Total jobs: 3,681
Total businesses: 154

Source: Enr 2017 Updated Demographics, Enr 2017 Business Data
Poverty data based on ACS 2012-2016
**Pop-Facts® Demographics | Population & Race**

**Trade Area:** 48303-000201

**POPULATION**

- **1,877**

**HOUSEHOLDS**

- **519**

**ETHNICITY**

- **47.9%**
  - Index: 260
  - Hispanic/Latino

**HISPANIC ORIGIN**

- **88.3%**
  - Index: 142
  - Mexican

**HOME LANGUAGE**

- **67.1%**
  - Index: 85
  - Only English

**MARITAL STATUS**

```
<table>
<thead>
<tr>
<th>Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never Married</td>
<td>39.5%</td>
</tr>
<tr>
<td>Married, Spouse Present</td>
<td>36.1%</td>
</tr>
<tr>
<td>Married, Spouse Absent</td>
<td>4.7%</td>
</tr>
<tr>
<td>Divorced</td>
<td>12.9%</td>
</tr>
<tr>
<td>Widowed</td>
<td>5.3%</td>
</tr>
</tbody>
</table>
```

**POPULATION BY AGE**

<table>
<thead>
<tr>
<th>Age</th>
<th>Count</th>
<th>%</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 4</td>
<td>139</td>
<td>7.4</td>
<td>121</td>
</tr>
<tr>
<td>5 - 9</td>
<td>128</td>
<td>6.8</td>
<td>110</td>
</tr>
<tr>
<td>10 - 14</td>
<td>166</td>
<td>8.8</td>
<td>140</td>
</tr>
<tr>
<td>15 - 17</td>
<td>114</td>
<td>6.1</td>
<td>156</td>
</tr>
<tr>
<td>18 - 20</td>
<td>97</td>
<td>5.2</td>
<td>124</td>
</tr>
<tr>
<td>21 - 24</td>
<td>96</td>
<td>5.1</td>
<td>95</td>
</tr>
<tr>
<td>25 - 34</td>
<td>234</td>
<td>12.5</td>
<td>93</td>
</tr>
<tr>
<td>35 - 44</td>
<td>231</td>
<td>12.3</td>
<td>98</td>
</tr>
<tr>
<td>45 - 54</td>
<td>238</td>
<td>12.7</td>
<td>100</td>
</tr>
<tr>
<td>55 - 64</td>
<td>225</td>
<td>12.0</td>
<td>93</td>
</tr>
<tr>
<td>65 - 74</td>
<td>137</td>
<td>7.3</td>
<td>76</td>
</tr>
<tr>
<td>75 - 84</td>
<td>55</td>
<td>2.9</td>
<td>64</td>
</tr>
<tr>
<td>85+</td>
<td>17</td>
<td>0.9</td>
<td>46</td>
</tr>
</tbody>
</table>

**POPULATION BY RACE**

```
<table>
<thead>
<tr>
<th>Race</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>78.3%</td>
</tr>
<tr>
<td>Some Other Race</td>
<td>10.0%</td>
</tr>
<tr>
<td>African American</td>
<td>7.7%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>12.9%</td>
</tr>
<tr>
<td>American Indian</td>
<td>2.7%</td>
</tr>
</tbody>
</table>
```

*Benchmark: USA

*Top variable chosen from percent composition ranking

**Top 5 variables chosen from percent composition ranking**
**MEDIAN AGE OF HOUSEHOLDER**

- Median Age: 51
- Index: 97

**PRESENCE OF CHILDREN***

- Prevalence: 44.5%
- Index: 133

**HOUSEHOLD TYPE**

- Family HHs: 77.8%
- Non-Family HHs: 22.2%

**HOUSING TENURE**

- Own: 67.2%
  - Index: 103
- Rent: 32.8%
  - Index: 94

**AGE OF HOUSING**

- 9 - 18 years old: 24.6%
  - % Comp: 24.6
  - Index: 170

**HOUSEHOLD SIZE**

- 1: 27.2%
- 2: 17.0%
- 3: 16.2%
- 4: 12.7%
- 5: 10.0%
- 6: 6.4%
- 7+: 2.7%
- 8+: 2.7%

**HOUSING UNITS IN STRUCTURE**

- 1 Unit Detached: 68.4%
- 1 Unit Attached: 61.4%
- 2 Units: 3.6%
- 3 to 4 Units: 4.9%
- 5 to 19 Units: 4.4%
- 20 to 49 Units: 9.4%
- 50+ Units: 3.6%

Benchmark: USA

*Uses the variable "Households with people under age 18"

**Chosen from percent composition ranking**
Pop-Facts® Demographics | Affluence & Education

Trade Area: 48303-000201

Population: 1,877 | Households: 519

EDUCATIONAL ATTAINMENT: TOP 2*

- High School Graduate: 27.4% (Index: 100)
- Some College, No Degree: 18.6% (Index: 90)

EDUCATION: HISPANIC/LATINO

- Bachelor's degree or higher: 2.2% (Index: 94)

POVERTY STATUS

- At or above poverty: 83.2% (Index: 93)

HOUSEHOLD INCOME

Median Household Income: $58,423 (Index: 94)

Average Household Income: $75,555 (Index: 84)

HOUSEHOLD INCOME DISTRIBUTION

- Less than $15,000: 14.1%
- $15,000 - $24,999: 10.5%
- $25,000 - $34,999: 10.0%
- $35,000 - $49,999: 9.1%
- $50,000 - $74,999: 8.9%
- $75,000 - $99,999: 7.9%
- $100,000 - $124,999: 16.6%
- $125,000 - $149,999: 16.9%
- $150,000 - $199,999: 16.6%
- $200,000 - $249,999: 11.6%
- $250,000 - $499,999: 9.1%
- $500,000+: 3.7%

Benchmark: USA

*Ranked by percent composition
**Pop-Facts® Demographics | Employment & Occupation**

**Trade Area:** 48303-000201

**Population:** 1,877 | **Households:** 519

### OCCUPATIONAL CLASS*

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Collar</td>
<td>56.2%</td>
<td>92</td>
</tr>
</tbody>
</table>

### UNEMPLOYMENT RATE

- **Percent of civilian labor force unemployed:** 6.7%
  - Index: 110

### METHOD OF TRAVEL TO WORK: TOP 2*

- **Driving Alone:** 85.0%
  - Index: 111
- **Carpooling:** 9.4%
  - Index: 103

### OCCUPATION: TOP 10*

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office/Admin. Support</td>
<td>15.3%</td>
<td></td>
</tr>
<tr>
<td>Management</td>
<td>12.9%</td>
<td></td>
</tr>
<tr>
<td>Sales/Related</td>
<td>11.8%</td>
<td></td>
</tr>
<tr>
<td>Food Prep./Serving Related</td>
<td>10.2%</td>
<td></td>
</tr>
<tr>
<td>Transportation/ Material Moving</td>
<td>10.6%</td>
<td></td>
</tr>
<tr>
<td>Transportation/ Material Moving</td>
<td>8.9%</td>
<td></td>
</tr>
<tr>
<td>Construction/ Extraction</td>
<td>8.5%</td>
<td></td>
</tr>
<tr>
<td>Production</td>
<td>7.0%</td>
<td></td>
</tr>
<tr>
<td>Healthcare Practitioner/ Technician</td>
<td>5.9%</td>
<td></td>
</tr>
<tr>
<td>Installation/Maint./Repair</td>
<td>5.9%</td>
<td></td>
</tr>
<tr>
<td>Bldg/Grounds Cleaning/Maint.</td>
<td>5.1%</td>
<td></td>
</tr>
<tr>
<td>Bldg/Grounds Cleaning/Maint.</td>
<td>5.9%</td>
<td></td>
</tr>
<tr>
<td>Bldg/Grounds Cleaning/Maint.</td>
<td>5.1%</td>
<td></td>
</tr>
<tr>
<td>Bldg/Grounds Cleaning/Maint.</td>
<td>4.8%</td>
<td></td>
</tr>
<tr>
<td>Bldg/Grounds Cleaning/Maint.</td>
<td>3.1%</td>
<td></td>
</tr>
<tr>
<td>Bldg/Grounds Cleaning/Maint.</td>
<td>3.0%</td>
<td></td>
</tr>
<tr>
<td>Bldg/Grounds Cleaning/Maint.</td>
<td>4.0%</td>
<td></td>
</tr>
</tbody>
</table>

**Benchmark:** USA

*Chosen from percent composition ranking

---

Lubbock Opportunity Zones 3 of 8

Census Tract: 48303000301
This area is located in Lubbock County and is a certified opportunity zone.

Total population: 4,280
Median household income: 24,415
Households in poverty: 44%

Total Jobs: 349
Total businesses: 39

Source: Envi 2017 Updated Demographics, Envi 2017 Business Data
Poverty data based on ACS 2012-2015
### Pop-Facts® Demographics | Population & Race

**Trade Area: 48303-000301**

#### POPULATION

- **4,076**

#### HOUSEHOLDS

- **1,750**

### ETHNICITY

- **46.7%**
  - Index: 254
  - Hispanic/Latino

### HISPANIC ORIGIN*

- **83.4%**
  - Index: 135
  - Mexican

### HOME LANGUAGE*

- **53.2%**
  - Index: 68
  - Only English

### MARITAL STATUS

<table>
<thead>
<tr>
<th>Status</th>
<th>Count</th>
<th>%</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never Married</td>
<td>2628</td>
<td>66.1%</td>
<td></td>
</tr>
<tr>
<td>Married, Spouse Present</td>
<td>757</td>
<td>18.6%</td>
<td></td>
</tr>
<tr>
<td>Married, Spouse Absent</td>
<td>287</td>
<td>7.0%</td>
<td></td>
</tr>
<tr>
<td>Divorced</td>
<td>340</td>
<td>8.3%</td>
<td></td>
</tr>
<tr>
<td>Widowed</td>
<td>38</td>
<td>0.9%</td>
<td></td>
</tr>
</tbody>
</table>

### POPULATION BY AGE

<table>
<thead>
<tr>
<th>Age</th>
<th>Count</th>
<th>%</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 4</td>
<td>180</td>
<td>4.4%</td>
<td>72</td>
</tr>
<tr>
<td>5 - 9</td>
<td>180</td>
<td>4.4%</td>
<td>71</td>
</tr>
<tr>
<td>10 - 14</td>
<td>164</td>
<td>4.0%</td>
<td>64</td>
</tr>
<tr>
<td>15 - 17</td>
<td>180</td>
<td>4.4%</td>
<td>113</td>
</tr>
<tr>
<td>18 - 20</td>
<td>376</td>
<td>9.2%</td>
<td>221</td>
</tr>
<tr>
<td>21 - 24</td>
<td>1,068</td>
<td>26.2%</td>
<td>486</td>
</tr>
<tr>
<td>25 - 34</td>
<td>788</td>
<td>19.3%</td>
<td>143</td>
</tr>
<tr>
<td>35 - 44</td>
<td>480</td>
<td>11.8%</td>
<td>93</td>
</tr>
<tr>
<td>45 - 54</td>
<td>217</td>
<td>5.3%</td>
<td>42</td>
</tr>
<tr>
<td>55 - 64</td>
<td>213</td>
<td>5.2%</td>
<td>40</td>
</tr>
<tr>
<td>65 - 74</td>
<td>142</td>
<td>3.5%</td>
<td>36</td>
</tr>
<tr>
<td>75 - 84</td>
<td>68</td>
<td>1.7%</td>
<td>36</td>
</tr>
<tr>
<td>85+</td>
<td>20</td>
<td>0.5%</td>
<td>25</td>
</tr>
</tbody>
</table>

### POPULATION BY RACE**

<table>
<thead>
<tr>
<th>Race</th>
<th>Count</th>
<th>%</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>2483</td>
<td>59.6%</td>
<td>69.8%</td>
</tr>
<tr>
<td>Asian</td>
<td>685</td>
<td>16.3%</td>
<td>15.5%</td>
</tr>
<tr>
<td>Some Other Race</td>
<td>568</td>
<td>13.8%</td>
<td>11.0%</td>
</tr>
<tr>
<td>African American</td>
<td>377</td>
<td>9.3%</td>
<td>10.8%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>136</td>
<td>3.3%</td>
<td>5.1%</td>
</tr>
</tbody>
</table>

**Benchmark:** USA

*Top variable chosen from percent composition ranking

**Top 5 variables chosen from percent composition ranking

Pop-Facts® Demographics | Housing & Household

**Trade Area: 48303-000301**

**Population:** 4,076 | **Households:** 1,750

### Demographics

- **MEDIAN AGE OF HOUSEHOLDER:** 29 (Index: 56)
- **PRESENCE OF CHILDREN:** 16.6% (Index: 49)

### Household Type

- **Family HHs:** 31.1%
- **NonFamily HHs:** 68.9%

### Housing Tenure

- **Own:** 19.9% (Index: 31)
- **Rent:** 80.1% (Index: 229)

### Age of Housing

- **49 - 58 years old**
  - **% Comp:** 23.2 (Index: 230)

### Household Size

- **1 Unit Detached:** 61.4%
- **1 Unit Attached:** 27.3%
- **2 Units:** 5.9%
- **3 to 4 Units:** 4.1%
- **5 to 19 Units:** 23.0%
- **20 to 49 Units:** 9.4%
- **50+ Units:** 3.6%

---

**Benchmark:** USA

*Uses the variable "Households with people under age 18”

**Chosen from percent composition ranking**

### Pop-Facts® Demographics | Affluence & Education

**Trade Area:** 48303-000301  
**Population:** 4,076 | **Households:** 1,750

#### EDUCATIONAL ATTAINMENT: TOP 2*

- **26.3%**  
  - High School Graduate  
  - Index: 97
- **20.3%**  
  - Some College, No Degree  
  - Index: 98

#### EDUCATION: HISPANIC/LATINO

- **3.1%**  
  - Bachelor’s degree or higher  
  - Index: 133

#### POVERTY STATUS

- **73.0%**  
  - At or above poverty  
  - Index: 82

### HOUSEHOLD INCOME

- **Median Household Income**  
  - $25,971  
  - Index: 42
- **Average Household Income**  
  - $35,642  
  - Index: 40

#### HOUSEHOLD INCOME DISTRIBUTION

<table>
<thead>
<tr>
<th>Income Interval</th>
<th>Trade Area</th>
<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25,000 - $49,999</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$100,000 - $124,999</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$125,000 - $149,999</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$150,000 - $199,999</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$200,000 - $249,999</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$250,000 - $499,999</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$500,000+</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **32.6%**  
  - Less than $15,000
- **15.8%**  
  - $15,000 - $24,999
- **16.0%**  
  - $25,000 - $34,999
- **16.3%**  
  - $35,000 - $49,999
- **16.9%**  
  - $50,000 - $74,999
- **12.3%**  
  - $75,000 - $99,999
- **9.1%**   
  - $100,000 - $124,999
- **6.2%**   
  - $125,000 - $149,999
- **6.4%**   
  - $150,000 - $199,999
- **3.1%**   
  - $200,000 - $249,999
- **3.3%**   
  - $250,000 - $499,999
- **1.7%**   
  - $500,000+

**Benchmark:** USA  
*Ranked by percent composition

**OCCUPATIONAL CLASS**

- **White Collar** 51.7%
  - Index: 85

**UNEMPLOYMENT RATE**

- Percent of civilian labor force unemployed 5.6%
  - Index: 91

**METHOD OF TRAVEL TO WORK: TOP 2**

- Travel to work by **Driving Alone** 66.4%
  - Index: 87
- Travel to work by **Walking** 12.1%
  - Index: 445

**OCCUPATION: TOP 10**

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Trade Area</th>
<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales/Related</td>
<td>13.9%</td>
<td>13.7%</td>
</tr>
<tr>
<td>Food Prep./Serving Related</td>
<td>10.6%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Transportation/ Material Moving</td>
<td>11.7%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Education/Training/Library</td>
<td>9.9%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Office/Admin. Support</td>
<td>6.3%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Healthcare Practitioner/ Technician</td>
<td>12.9%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Personal Care/Service</td>
<td>5.5%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Construction/ Extraction</td>
<td>5.3%</td>
<td>5.5%</td>
</tr>
<tr>
<td>Management</td>
<td>10.2%</td>
<td>5.3%</td>
</tr>
<tr>
<td>Healthcare Support</td>
<td>4.0%</td>
<td>2.4%</td>
</tr>
</tbody>
</table>
Lubbock Opportunity Zones 4 of 8

Census Tract: 48303000302
This area is located in Lubbock County and is a certified opportunity zone.

Total population: 7,903
Median household income: 26,034
Households in poverty: 28%

Total jobs: 1,120
Total businesses: 127

Source: Epi 2017 Updated Demographics, Epi 2017 Business Data
Poverty data based on ACS 2012-2016
## Pop-Facts® Demographics | Population & Race

**Trade Area:** 48303-000302

### Population
- **Total Population:** 7,787
- **Households:** 2,692

### Ethnicity
- **Ethnicity:** 70.5%
  - Index: 383

### Hispanic Origin*
- **Hispanic/Latino:** 84.6%
  - Index: 136

### Home Language*
- **Only English:** 48.5%
  - Index: 62

### Marital Status

<table>
<thead>
<tr>
<th>Status</th>
<th>Trade Area</th>
<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never Married</td>
<td>46.5%</td>
<td>33.6%</td>
</tr>
<tr>
<td>Married, Spouse Present</td>
<td>27.1%</td>
<td>44.8%</td>
</tr>
<tr>
<td>Married, Spouse Absent</td>
<td>7.5%</td>
<td>4.7%</td>
</tr>
<tr>
<td>Divorced</td>
<td>11.6%</td>
<td>11.0%</td>
</tr>
<tr>
<td>Widowed</td>
<td>7.3%</td>
<td>5.8%</td>
</tr>
</tbody>
</table>

### Population by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Count</th>
<th>%</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 4</td>
<td>682</td>
<td>8.8</td>
<td>143</td>
</tr>
<tr>
<td>5 - 9</td>
<td>642</td>
<td>8.2</td>
<td>133</td>
</tr>
<tr>
<td>10 - 14</td>
<td>590</td>
<td>7.6</td>
<td>120</td>
</tr>
<tr>
<td>15 - 17</td>
<td>377</td>
<td>4.8</td>
<td>124</td>
</tr>
<tr>
<td>18 - 20</td>
<td>481</td>
<td>6.2</td>
<td>148</td>
</tr>
<tr>
<td>21 - 24</td>
<td>1,020</td>
<td>13.1</td>
<td>243</td>
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<tr>
<td>25 - 34</td>
<td>1,191</td>
<td>15.3</td>
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<td>35 - 44</td>
<td>907</td>
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<td>92</td>
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<tr>
<td>45 - 54</td>
<td>588</td>
<td>7.6</td>
<td>59</td>
</tr>
<tr>
<td>55 - 64</td>
<td>569</td>
<td>7.3</td>
<td>57</td>
</tr>
<tr>
<td>65 - 74</td>
<td>425</td>
<td>5.5</td>
<td>56</td>
</tr>
<tr>
<td>75 - 84</td>
<td>223</td>
<td>2.9</td>
<td>62</td>
</tr>
<tr>
<td>85+</td>
<td>92</td>
<td>1.2</td>
<td>60</td>
</tr>
</tbody>
</table>

### Population by Race**

<table>
<thead>
<tr>
<th>Race</th>
<th>Total</th>
<th>%</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>62.3%</td>
<td>69.8%</td>
<td></td>
</tr>
<tr>
<td>Some Other Race</td>
<td>21.5%</td>
<td>6.9%</td>
<td></td>
</tr>
<tr>
<td>African American</td>
<td>12.9%</td>
<td>3.9%</td>
<td></td>
</tr>
<tr>
<td>Two or More Races</td>
<td>3.8%</td>
<td>3.5%</td>
<td></td>
</tr>
<tr>
<td>Asian</td>
<td>3.7%</td>
<td>5.8%</td>
<td></td>
</tr>
</tbody>
</table>

*Benchmark: USA*

*Top variable chosen from percent composition ranking
**Top 5 variables chosen from percent composition ranking

**Pop-Facts® Demographics | Housing & Household**

**Trade Area**: 48303-000302

**Population**: 7,787 | **Households**: 2,692

---

**MEDIAN AGE OF HOUSEHOLDER**

41

Index: 77

**PRESENCE OF CHILDREN***

36.8%

Index: 110

---

**HOUSEHOLD TYPE**

- Family HHs: 59.1%
- NonFamily HHs: 40.9%

---

**HOUSING TENURE**

- **Own**: 40.3%
  
  Index: 62
- **Rent**: 59.7%
  
  Index: 171

---

**AGE OF HOUSING**

- **59 - 68 years old**: 59.7%
  
  % Comp: 16.7
  
  Index: 169

---

**HOUSEHOLD SIZE**

- 1: 27.2%
- 2: 27.0%
- 3: 32.4%
- 4: 16.2%
- 5: 15.1%
- 6: 8.5%
- 7+: 6.4%
- 8+: 4.3%
- 9+: 2.7%
- 10+: 3.2%
- 11+: 1.9%

---

**HOUSING UNITS IN STRUCTURE**

- 1 Unit Detached: 55.1%
- 1 Unit Attached: 81.4%
- 2 Units: 4.4%
- 3 to 4 Units: 5.9%
- 5 to 9 Units: 1.9%
- 10 to 19 Units: 3.6%
- 20 to 49 Units: 12.0%
- 50+ Units: 18.7%

---

Benchmark: USA

*Uses the variable "Households with people under age 18"

**Chosen from percent composition ranking**

### Pop-Facts® Demographics | Population & Race

**Trade Area:** 48303-000700

<table>
<thead>
<tr>
<th>POPULATION</th>
<th>ETHNICITY</th>
<th>HISPANIC ORIGIN*</th>
<th>HOME LANGUAGE*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2,198</strong></td>
<td><strong>53.5%</strong></td>
<td><strong>85.5%</strong></td>
<td><strong>54.1%</strong></td>
</tr>
<tr>
<td><strong>HOUSEHOLDS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>411</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Ethnicity
- **Hispanic/Latino:** 53.5% (Index: 290)
- **Mexican:** 85.5% (Index: 138)
- **Spanish:** 54.1% (Index: 406)

#### Marital Status
- Never Married: 42.4%
- Married, Spouse Present: 30.3%
- Married, Spouse Absent: 6.2%
- Divorced: 14.3%
- Widowed: 6.8%

#### Population by Age
<table>
<thead>
<tr>
<th>Age</th>
<th>Count</th>
<th>%</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 4</td>
<td>62</td>
<td>2.8</td>
<td>46</td>
</tr>
<tr>
<td>5 - 9</td>
<td>61</td>
<td>2.8</td>
<td>45</td>
</tr>
<tr>
<td>10 - 14</td>
<td>60</td>
<td>2.7</td>
<td>43</td>
</tr>
<tr>
<td>15 - 17</td>
<td>56</td>
<td>2.5</td>
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<td>18 - 20</td>
<td>79</td>
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<tr>
<td>25 - 34</td>
<td>494</td>
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<td>167</td>
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<td>35 - 44</td>
<td>378</td>
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<td>136</td>
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<td>45 - 54</td>
<td>326</td>
<td>14.8</td>
<td>117</td>
</tr>
<tr>
<td>55 - 64</td>
<td>283</td>
<td>12.9</td>
<td>100</td>
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<tr>
<td>65 - 74</td>
<td>141</td>
<td>6.4</td>
<td>66</td>
</tr>
<tr>
<td>75 - 84</td>
<td>83</td>
<td>3.8</td>
<td>82</td>
</tr>
<tr>
<td>85+</td>
<td>29</td>
<td>1.3</td>
<td>67</td>
</tr>
</tbody>
</table>

#### Population by Race
- **White:** 72.1% (69.8% Benchmark)
- **African American:** 15.0% (12.9% Benchmark)
- **American Indian:** 0.8% (1.0% Benchmark)
- **Some Other Race:** 10.1% (6.9% Benchmark)
- **Two or More Races:** 2.0% (3.5% Benchmark)
- **Hispanic/Latino:** 53.5% (Index: 290)

*Top variable chosen from percent composition ranking
**Top 5 variables chosen from percent composition ranking

Benchmark: USA

### Pop-Facts® Demographics | Housing & Household

**Mediation Area: 48303-000700**

**Population:** 2,198  |  **Households:** 411

---

#### Median Age of Householder

- **55**
  - Index: 103

#### Presence of Children*

- **28.7%**
  - Index: 86

#### Household Type

- **Family HHs:** 54.0%
- **Non-Family HHs:** 46.0%

#### Housing Tenure

- **Own:** 48.2%
  - Index: 74
- **Rent:** 51.8%
  - Index: 148

#### Age of Housing**

- **39 - 48 years old**
  - % Comp: 21.9
  - Index: 150

---

#### Household Size

- **1:** 35.8%
- **2:** 27.2%
- **3:** 16.2%
- **4:** 14.4%
- **5:** 13.1%
- **6:** 8.8%
- **7+:** 6.4%

**Household Size:**

- **Benchmark:**
  - USA

**Notes:**

* Uses the variable "Households with people under age 18"

** Chosen from percent composition ranking
**EDUCATIONAL ATTAINMENT: TOP 2**

- High School Graduate: 43.1%  
  Index: 158
- Some College, No Degree: 20.5%  
  Index: 99

**EDUCATION: HISPANIC/LATINO**

- Bachelor's degree or higher: 3.1%  
  Index: 133

**POVERTY STATUS**

- At or above poverty: 91.9%  
  Index: 103

**HOUSEHOLD INCOME**

- Median Household Income: $45,795  
  Index: 74
- Average Household Income: $58,333  
  Index: 65

**HOUSEHOLD INCOME DISTRIBUTION**

- Less than $15,000: 15.1%  
- $15,000 - $24,999: 10.5%  
- $25,000 - $34,999: 9.1%  
- $35,000 - $49,999: 8.9%  
- $50,000 - $74,999: 23.8%  
- $75,000 - $99,999: 16.9%  
- $100,000 - $124,999: 15.8%  
- $125,000 - $149,999: 12.3%  
- $150,000 - $199,999: 9.1%  
- $200,000 - $249,999: 6.2%  
- $250,000 - $499,999: 6.4%  
- $500,000+: 3.1%  

**Benchmark:** USA  
*Ranked by percent composition*
**Trade Area: 48303-000700**

**Population:** 2,198 | **Households:** 411

---

### Occupational Class*

- **White Collar:** 44.2%
  - Index: 73

### Unemployment Rate

- **3.5%**
  - Index: 58

### Method of Travel to Work: Top 2*

- **Driving Alone:** 66.7%
  - Index: 87
- **Carpooling:** 27.9%
  - Index: 307

### Occupation: Top 10*

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Trade Area</th>
<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office/Admin. Support</td>
<td>22.9%</td>
<td></td>
</tr>
<tr>
<td>Food Prep./Serving Related</td>
<td>12.9%</td>
<td></td>
</tr>
<tr>
<td>Transportation/Material Moving</td>
<td>11.1%</td>
<td></td>
</tr>
<tr>
<td>Production</td>
<td>10.0%</td>
<td></td>
</tr>
<tr>
<td>Blgd/Grounds Cleaning/Maint.</td>
<td>8.4%</td>
<td></td>
</tr>
<tr>
<td>Production</td>
<td>8.5%</td>
<td></td>
</tr>
<tr>
<td>Sales/Related</td>
<td>7.1%</td>
<td></td>
</tr>
<tr>
<td>Management</td>
<td>7.4%</td>
<td></td>
</tr>
<tr>
<td>Management</td>
<td>4.0%</td>
<td></td>
</tr>
<tr>
<td>Construction/Extraction</td>
<td>6.8%</td>
<td></td>
</tr>
<tr>
<td>Personal Care/Service</td>
<td>10.2%</td>
<td></td>
</tr>
<tr>
<td>Education/Training/Library</td>
<td>6.1%</td>
<td></td>
</tr>
<tr>
<td>Construction/Extraction</td>
<td>5.1%</td>
<td></td>
</tr>
<tr>
<td>Personal Care/Service</td>
<td>4.6%</td>
<td></td>
</tr>
<tr>
<td>Education/Training/Library</td>
<td>3.1%</td>
<td></td>
</tr>
<tr>
<td>Employment/Training/Library</td>
<td>6.0%</td>
<td></td>
</tr>
</tbody>
</table>

*Chosen from percent composition ranking

*Benchmark: USA

Lubbock Opportunity Zones 6 of 8

This area is located in Lubbock County and is a certified opportunity zone.

Total population: 5,631
Median household income: $31,488
Households in poverty: 31%
Total jobs: 2,013
Total businesses: 101

Source: for 2017 Updated Demographics, for 2017 Business Data
Poverty data based on ACS 2012-2016
**Trade Area: 48303-00900**

### Pop-Facts® Demographics | Population & Race

**Pop-Facts®**

**Demographics**

**Population & Race**

#### Trade Area

- **POPULATION**: 5,464
- **HOUSEHOLDS**: 1,816

#### Demographic Breakdowns

**ETHNICITY**

- Hispanic/Latino: 36.8% (Index: 200)

**HISPANIC ORIGIN***

- Mexican: 81.3% (Index: 131)

**HOME LANGUAGE***

- Only English: 75.6% (Index: 96)

#### Marital Status

- Never Married: 44.5%
- Married, Spouse Present: 21.5%
- Married, Spouse Absent: 12.2%
- Divorced: 15.0%
- Widowed: 6.7%

#### Population by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Count</th>
<th>%</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 4</td>
<td>577</td>
<td>10.6</td>
<td>173</td>
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<tr>
<td>5 - 9</td>
<td>526</td>
<td>9.6</td>
<td>156</td>
</tr>
<tr>
<td>10 - 14</td>
<td>479</td>
<td>8.8</td>
<td>139</td>
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<tr>
<td>15 - 17</td>
<td>246</td>
<td>4.5</td>
<td>116</td>
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<tr>
<td>18 - 20</td>
<td>238</td>
<td>4.4</td>
<td>105</td>
</tr>
<tr>
<td>21 - 24</td>
<td>365</td>
<td>6.7</td>
<td>124</td>
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<td>25 - 34</td>
<td>796</td>
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<td>35 - 44</td>
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<td>45 - 54</td>
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<td>55 - 64</td>
<td>507</td>
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<td>72</td>
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<td>65 - 74</td>
<td>404</td>
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<tr>
<td>75 - 84</td>
<td>201</td>
<td>3.7</td>
<td>80</td>
</tr>
<tr>
<td>85+</td>
<td>73</td>
<td>1.3</td>
<td>67</td>
</tr>
</tbody>
</table>

#### Population by Race

- **African American**: 56.1%
- **White**: 30.2%
- **Some Other Race**: 12.9%
- **Two or More Races**: 10.5%
- **American Indian**: 6.9%

*Top variable chosen from percent composition ranking

**Top 5 variables chosen from percent composition ranking**

---

Benchmark: USA

**Copyright © 2019 by Environics Analytics (EA). Source: Claritas - Pop-Facts Premier 2019.**

**Index Colors:**

- <80
- 80 - 110
- 110+
**MEDIAN AGE OF HOUSEHOLDER**

51
Index: 97

**PRESENCE OF CHILDREN***

44.9%
Index: 134

**HOUSEHOLD TYPE**

- Family HHS: 73.0%
- Non-Family HHS: 27.0%

**HOUSING TENURE**

- Own: 54.2%
  Index: 83
- Rent: 45.8%
  Index: 131

**AGE OF HOUSING**

- 49 - 58 years old
  % Comp: 25.9
  Index: 256

**HOUSEHOLD SIZE**

<table>
<thead>
<tr>
<th>Household Size</th>
<th>Trade Area</th>
<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>24.3%</td>
<td>27.2%</td>
</tr>
<tr>
<td>2</td>
<td>32.4%</td>
<td>22.5%</td>
</tr>
<tr>
<td>3</td>
<td>19.5%</td>
<td>16.2%</td>
</tr>
<tr>
<td>4</td>
<td>16.0%</td>
<td>13.1%</td>
</tr>
<tr>
<td>5</td>
<td>8.6%</td>
<td>6.4%</td>
</tr>
<tr>
<td>6</td>
<td>4.4%</td>
<td>2.7%</td>
</tr>
<tr>
<td>7+</td>
<td>5.6%</td>
<td>1.9%</td>
</tr>
</tbody>
</table>

**HOUSING UNITS IN STRUCTURE**

<table>
<thead>
<tr>
<th>Housing Units in Structure</th>
<th>Trade Area</th>
<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Unit Detached</td>
<td>64.8%</td>
<td>61.4%</td>
</tr>
<tr>
<td>1 Unit Attached</td>
<td>4.6%</td>
<td>5.9%</td>
</tr>
<tr>
<td>2 Units</td>
<td>3.5%</td>
<td>3.6%</td>
</tr>
<tr>
<td>3 to 4 Units</td>
<td>7.8%</td>
<td>4.4%</td>
</tr>
<tr>
<td>5 to 9 Units</td>
<td>13.0%</td>
<td>9.4%</td>
</tr>
<tr>
<td>10 to 19 Units</td>
<td>3.4%</td>
<td>0.0%</td>
</tr>
<tr>
<td>20 to 49 Units</td>
<td>3.4%</td>
<td>3.6%</td>
</tr>
<tr>
<td>50+ Units</td>
<td>5.3%</td>
<td>3.6%</td>
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</table>

Benchmark: USA

*Uses the variable "Households with people under age 18"

**Chosen from percent composition ranking**
**Pop-Facts® Demographics | Affluence & Education**

**Trade Area:** 48303-000900

**Population:** 5,464 | **Households:** 1,816

---

### EDUCATIONAL ATTAINMENT: TOP 2*

- **High School Graduate:** 35.6%  
  - Index: 130
- **Some College, No Degree:** 21.1%  
  - Index: 102

### EDUCATION: HISPANIC/LATINO

- **Bachelor's degree or higher:** 1.0%  
  - Index: 42

### POVERTY STATUS

- **At or above poverty:** 73.7%  
  - Index: 82

---

### HOUSEHOLD INCOME

**Median Household Income:**

- $36,287  
- Index: 58

**Average Household Income:**

- $44,599  
- Index: 50

---

### HOUSEHOLD INCOME DISTRIBUTION

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Trade Area</th>
<th>Benchmark</th>
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<tbody>
<tr>
<td>Less than $15,000</td>
<td>20.2%</td>
<td>10.5%</td>
</tr>
<tr>
<td>$15,000 - $24,999</td>
<td>13.6%</td>
<td>9.1%</td>
</tr>
<tr>
<td>$25,000 - $34,999</td>
<td>14.4%</td>
<td>8.9%</td>
</tr>
<tr>
<td>$35,000 - $49,999</td>
<td>20.3%</td>
<td>12.6%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>16.9%</td>
<td>16.9%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>12.3%</td>
<td>7.3%</td>
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<td>$100,000 - $124,999</td>
<td>4.0%</td>
<td>4.0%</td>
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<tr>
<td>$125,000 - $149,999</td>
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<td>6.2%</td>
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<td>$150,000 - $199,999</td>
<td>6.4%</td>
<td>6.4%</td>
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<tr>
<td>$200,000 - $249,999</td>
<td>3.1%</td>
<td>3.1%</td>
</tr>
<tr>
<td>$250,000 - $499,999</td>
<td>3.3%</td>
<td>3.3%</td>
</tr>
<tr>
<td>$500,000+</td>
<td>1.7%</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

**Benchmark:** USA

*Ranked by percent composition

---

**Pop-Facts® Demographics | Employment & Occupation**

**Trade Area:** 48303-000900

**Population:** 5,464 | **Households:** 1,816

**OCCUPATIONAL CLASS**

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Index</th>
<th>Value</th>
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<tbody>
<tr>
<td>White Collar</td>
<td>73</td>
<td>44.2%</td>
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**UNEMPLOYMENT RATE**

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<tr>
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**METHOD OF TRAVEL TO WORK: TOP 2**

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<th>Index</th>
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<tbody>
<tr>
<td>Driving Alone</td>
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<tr>
<td>Carpooling</td>
<td>274</td>
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</tbody>
</table>

**OCCUPATION: TOP 10**

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Trade Area</th>
<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office/Admin. Support</td>
<td>15.5%</td>
<td>12.9%</td>
</tr>
<tr>
<td>Transportation/Material Moving</td>
<td>11.3%</td>
<td></td>
</tr>
<tr>
<td>Food Prep./Serving Related</td>
<td>9.8%</td>
<td></td>
</tr>
<tr>
<td>Sales/Related</td>
<td>9.0%</td>
<td></td>
</tr>
<tr>
<td>Production</td>
<td>8.7%</td>
<td></td>
</tr>
<tr>
<td>Bldg/Grounds Cleaning/Maint.</td>
<td>8.5%</td>
<td></td>
</tr>
<tr>
<td>Healthcare Practitioner/Technician</td>
<td>6.3%</td>
<td></td>
</tr>
<tr>
<td>Healthcare Support</td>
<td>5.9%</td>
<td></td>
</tr>
<tr>
<td>Personal Care/Service</td>
<td>5.8%</td>
<td></td>
</tr>
<tr>
<td>Management</td>
<td>4.0%</td>
<td></td>
</tr>
</tbody>
</table>

**Benchmark:** USA

*Chosen from percent composition ranking

Lubbock Opportunity Zones 7 of 8

This area is located in Lubbock County and is a certified opportunity zone.

- Total population: 3,439
- Median household income: 25,509
- Households in poverty: 34%
- Total jobs: 1,388
- Total businesses: 109

Source: Tab 2017 Updated Demographics, Tab 2017 Business Data
Poverty data based on ACS 2012-2016
## Pop-Facts® Demographics | Population & Race

**Trade Area:** 48303-001000

### Population
- **3,307**

### Households
- **1,140**

### Ethnicity
- **52.2%**  
  Index: 283
  - Hispanic/Latino

### Hispanic Origin*
- **80.5%**  
  Index: 130
  - Mexican

### Home Language*
- **70.1%**  
  Index: 89
  - Only English

### Marital Status

<table>
<thead>
<tr>
<th>Status</th>
<th>Trade Area</th>
<th>Benchmark</th>
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<tbody>
<tr>
<td>Never Married</td>
<td>46.9%</td>
<td>33.6%</td>
</tr>
<tr>
<td>Married, Spouse Present</td>
<td>22.2%</td>
<td>44.8%</td>
</tr>
<tr>
<td>Married, Spouse Absent</td>
<td>11.4%</td>
<td>4.7%</td>
</tr>
<tr>
<td>Divorced</td>
<td>13.3%</td>
<td>11.0%</td>
</tr>
<tr>
<td>Widowed</td>
<td>6.2%</td>
<td>5.8%</td>
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</tbody>
</table>

### Population by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Count</th>
<th>%</th>
<th>Index</th>
</tr>
</thead>
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<tr>
<td>0 - 4</td>
<td>293</td>
<td>8.9</td>
<td>145</td>
</tr>
<tr>
<td>5 - 9</td>
<td>287</td>
<td>8.7</td>
<td>140</td>
</tr>
<tr>
<td>10 - 14</td>
<td>262</td>
<td>7.9</td>
<td>126</td>
</tr>
<tr>
<td>15 - 17</td>
<td>143</td>
<td>4.3</td>
<td>111</td>
</tr>
<tr>
<td>18 - 20</td>
<td>143</td>
<td>4.3</td>
<td>104</td>
</tr>
<tr>
<td>21 - 24</td>
<td>237</td>
<td>7.2</td>
<td>133</td>
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<td>25 - 34</td>
<td>513</td>
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<td>35 - 44</td>
<td>332</td>
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<td>80</td>
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<td>45 - 54</td>
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<td>55 - 64</td>
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<td>75 - 84</td>
<td>138</td>
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<tr>
<td>85+</td>
<td>51</td>
<td>1.5</td>
<td>78</td>
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</tbody>
</table>

### Population by Race**

<table>
<thead>
<tr>
<th>Race</th>
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<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>43.1%</td>
<td>69.8%</td>
</tr>
<tr>
<td>African American</td>
<td>38.0%</td>
<td>12.9%</td>
</tr>
<tr>
<td>Some Other Race</td>
<td>15.4%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>2.6%</td>
<td>3.5%</td>
</tr>
<tr>
<td>American Indian</td>
<td>0.8%</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

*Benchmark: USA

*Top variable chosen from percent composition ranking

**Top 5 variables chosen from percent composition ranking
**Pop-Facts® Demographics | Housing & Household**

**Trade Area:** 48303-001000

**Population:** 3,307 | **Households:** 1,140

---

**MEDIAN AGE OF HOUSEHOLDER**

53

Index: 100

**PRESENCE OF CHILDREN**

40.3%

Index: 120

**HOUSEHOLD TYPE**

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family HHSs</td>
<td>38.2%</td>
</tr>
<tr>
<td>NonFamily HHSs</td>
<td>31.8%</td>
</tr>
</tbody>
</table>

**HOUSING TENURE**

<table>
<thead>
<tr>
<th>Tenure</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own</td>
<td>62.5%</td>
</tr>
<tr>
<td>Rent</td>
<td>37.5%</td>
</tr>
</tbody>
</table>

Index:

- Own: 96
- Rent: 107

**AGE OF HOUSING**

59 - 68 years old

% Comp: 32.5

Index: 330

---

**HOUSEHOLD SIZE**

- 1: 27.0%
- 2: 27.2%
- 3: 26.5%
- 4: 16.8%
- 5: 16.2%
- 6: 13.2%
- 7+: 3.1%

**HOUSING UNITS IN STRUCTURE**

- 1 Unit Detached: 87.4%
- 1 Unit Attached: 61.4%
- 2 Units: 0.0%
- 3 to 4 Units: 3.6%
- 5 to 19 Units: 1.8%
- 20 to 49 Units: 4.4%
- 50+ Units: 7.5%

---

Benchmark: USA

*Uses the variable "Households with people under age 18"

**Chosen from percent composition ranking

**Pop-Facts® Demographics | Affluence & Education**

**Trade Area:** 48303-001000

**Population:** 3,307 | **Households:** 1,140

---

### Educational Attainment: Top 2*

- **High School Graduate**: 35.9%
  - Index: 132
- **Some College, No Degree**: 22.4%
  - Index: 108

### Education: Hispanic/Latino

- **Bachelor's degree or higher**: 1.8%
  - Index: 77

### Poverty Status

- **At or above poverty**: 70.1%
  - Index: 78

---

### Household Income

- **Median Household Income**: $33,404
  - Index: 54
- **Average Household Income**: $39,498
  - Index: 44

---

### Household Income Distribution

**Index Colors:**
- <80
- 80 - 110
- 110+

*Ranked by percent composition*
**OCCUPATIONAL CLASS**

- **38.3%**
  - Index: 63
  - White Collar

**UNEMPLOYMENT RATE**

- **13.5%**
  - Index: 221
  - Percent of civilian labor force unemployed

**METHOD OF TRAVEL TO WORK: TOP 2**

- **72.1%**
  - Index: 94
  - Travel to work by **Driving Alone**

- **23.4%**
  - Index: 258
  - Travel to work by **Carpooling**

**OCCUPATION: TOP 10**

<table>
<thead>
<tr>
<th>Occupation Type</th>
<th>Trade Area %</th>
<th>Benchmark %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Prep./Serving Related</td>
<td>16.5%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Office/Admin. Support</td>
<td>13.6%</td>
<td>12.9%</td>
</tr>
<tr>
<td>Sales/Related</td>
<td>12.9%</td>
<td>10.9%</td>
</tr>
<tr>
<td>Bldg/Grounds Cleaning/Maint.</td>
<td>10.6%</td>
<td>10.6%</td>
</tr>
<tr>
<td>Production</td>
<td>8.1%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Transportation/ Material Moving</td>
<td>7.7%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Construction/ Extraction</td>
<td>7.1%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Personal Care/Service</td>
<td>6.4%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Healthcare Practitioner/ Technician</td>
<td>5.4%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Installation/Maint./Repair</td>
<td>5.9%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Installation/Maint./Repair</td>
<td>4.1%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Installation/Maint./Repair</td>
<td>3.1%</td>
<td>3.1%</td>
</tr>
</tbody>
</table>

Benchmark: USA

*Chosen from percent composition ranking

*Chosen from percent composition ranking


Index Colors: <80 80 - 110 110+
This area is located in Lubbock County and is a certified opportunity zone.

Total population: 7,370
Median household income: 47,575
Households in poverty: 15%

Total jobs: 3,198
Total businesses: 195

Source: Envi 2017 Updated Demographics, Envi 2017 Business Data
Poverty data based on ACS 2012-2016
Pop-Facts® Demographics | Population & Race

Trade Area: 48303-010200

**POPULATION**
- 7,245

**HOUSEHOLDS**
- 2,550

**ETHNICITY**
- 41.1%
  - Index: 223

**HISPANIC ORIGIN***
- 85.8%
  - Index: 138

**HOME LANGUAGE***
- 65.0%
  - Index: 83

**MARITAL STATUS**

<table>
<thead>
<tr>
<th>Status</th>
<th>Trade Area</th>
<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never Married</td>
<td>34.5%</td>
<td>33.6%</td>
</tr>
<tr>
<td>Married, Spouse Present</td>
<td>40.1%</td>
<td>44.8%</td>
</tr>
<tr>
<td>Married, Spouse Absent</td>
<td>7.7%</td>
<td>4.7%</td>
</tr>
<tr>
<td>Divorced</td>
<td>11.8%</td>
<td>11.0%</td>
</tr>
<tr>
<td>Widowed</td>
<td>5.8%</td>
<td>5.8%</td>
</tr>
</tbody>
</table>

**POPULATION BY AGE**

<table>
<thead>
<tr>
<th>Age</th>
<th>Count</th>
<th>%</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 4</td>
<td>479</td>
<td>6.6</td>
<td>108</td>
</tr>
<tr>
<td>5 - 9</td>
<td>501</td>
<td>6.9</td>
<td>112</td>
</tr>
<tr>
<td>10 - 14</td>
<td>520</td>
<td>7.2</td>
<td>114</td>
</tr>
<tr>
<td>15 - 17</td>
<td>295</td>
<td>4.1</td>
<td>105</td>
</tr>
<tr>
<td>18 - 20</td>
<td>311</td>
<td>4.3</td>
<td>103</td>
</tr>
<tr>
<td>21 - 24</td>
<td>496</td>
<td>6.8</td>
<td>127</td>
</tr>
<tr>
<td>25 - 34</td>
<td>978</td>
<td>13.5</td>
<td>100</td>
</tr>
<tr>
<td>35 - 44</td>
<td>771</td>
<td>10.6</td>
<td>84</td>
</tr>
<tr>
<td>45 - 54</td>
<td>805</td>
<td>11.1</td>
<td>88</td>
</tr>
<tr>
<td>55 - 64</td>
<td>964</td>
<td>13.3</td>
<td>103</td>
</tr>
<tr>
<td>65 - 74</td>
<td>662</td>
<td>9.1</td>
<td>95</td>
</tr>
<tr>
<td>75 - 84</td>
<td>348</td>
<td>4.8</td>
<td>104</td>
</tr>
<tr>
<td>85+</td>
<td>115</td>
<td>1.6</td>
<td>80</td>
</tr>
</tbody>
</table>

**POPULATION BY RACE**

<table>
<thead>
<tr>
<th>Race</th>
<th>Trade Area</th>
<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>81.1%</td>
<td>69.8%</td>
</tr>
<tr>
<td>Some Other Race</td>
<td>12.0%</td>
<td>6.9%</td>
</tr>
<tr>
<td>African American</td>
<td>2.8%</td>
<td>12.9%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>2.7%</td>
<td>3.5%</td>
</tr>
<tr>
<td>American Indian</td>
<td>0.8%</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

Benchmark: USA

*Top variable chosen from percent composition ranking

**Top 5 variables chosen from percent composition ranking**
MEDIAN AGE OF HOUSEHOLDER

55
Index: 104

PRESENCE OF CHILDREN*

35.2%
Index: 105

HOUSEHOLD TYPE

NonFamily HHs 29.4%
Family HHs 70.6%

HOUSEHOLD SIZE

HOUSEHOLD SIZE

1 2 3 4 5 6 7+

24.3% 32.4% 34.0% 14.7% 13.6% 13.1% 7.1% 6.4% 3.5% 2.7% 3.0% 1.9%

HOUSEHOLD TYPE

NonFamily HHs 29.4%
Family HHs 70.6%

HOUSING TENURE

Own 73.3%
Rent 26.7%

AGE OF HOUSING**

9 - 18 years old
% Comp: 15.8
Index: 109

HOUSEHOLD TENURE

OWN

73.3%
Index: 113

RENT

26.7%
Index: 76

AGE OF HOUSING**

9 - 18 years old
% Comp: 15.8
Index: 109

HOUSEHOLD UNITS IN STRUCTURE

1 Unit Detached 1 Unit Attached 2 units 3 to 4 units 5 to 19 units 20 to 49 units 50+

56.9% 81.4% 5.9% 3.6% 2.2% 4.4% 1.0% 9.4% 3.6% 5.3%

BENCHMARK: USA

*Uses the variable "Households with people under age 18"

**Chosen from percent composition ranking

Pop-Facts® Demographics | Affluence & Education

Trade Area: 48303-010200

Population: 7,245 | Households: 2,550

**EDUCATIONAL ATTAINMENT: TOP 2***

- **High School Graduate**: 33.4% Index: 123
- **Some College, No Degree**: 21.6% Index: 104

**EDUCATION: HISPANIC/LATINO**

- **Bachelor's degree or higher**: 0.6% Index: 25

**POVERTY STATUS**

- **At or above poverty**: 85.1% Index: 95

**HOUSEHOLD INCOME**

- **Median Household Income**: $58,647 Index: 94
- **Average Household Income**: $74,519 Index: 83

**HOUSEHOLD INCOME DISTRIBUTION**

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Trade Area</th>
<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $15,000</td>
<td>8.6%</td>
<td>9.3%</td>
</tr>
<tr>
<td>$15,000 - $24,999</td>
<td>10.5%</td>
<td>9.1%</td>
</tr>
<tr>
<td>$25,000 - $34,999</td>
<td>8.3%</td>
<td>10.1%</td>
</tr>
<tr>
<td>$35,000 - $49,999</td>
<td>9.1%</td>
<td>8.9%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>13.4%</td>
<td>12.6%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>16.9%</td>
<td>14.2%</td>
</tr>
<tr>
<td>$100,000 - $124,999</td>
<td>14.2%</td>
<td>12.3%</td>
</tr>
<tr>
<td>$125,000 - $149,999</td>
<td>7.9%</td>
<td>9.1%</td>
</tr>
<tr>
<td>$150,000 - $199,999</td>
<td>6.2%</td>
<td>6.4%</td>
</tr>
<tr>
<td>$200,000 - $249,999</td>
<td>3.8%</td>
<td>3.1%</td>
</tr>
<tr>
<td>$250,000 - $499,999</td>
<td>1.5%</td>
<td>1.7%</td>
</tr>
<tr>
<td>$500,000+</td>
<td>0.9%</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

*Benchmark: USA

*Ranked by percent composition
### Pop-Facts® Demographics | Employment & Occupation

**Trade Area:** 48303-010200  
**Population:** 7,245 | **Households:** 2,550

#### Occupational Class*

<table>
<thead>
<tr>
<th>Class</th>
<th>Percentage</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Collar</td>
<td>43.0%</td>
<td>71</td>
</tr>
</tbody>
</table>

#### Unemployment Rate

<table>
<thead>
<tr>
<th>Rate</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.2%</td>
<td>85</td>
</tr>
</tbody>
</table>

#### Method of Travel to Work: Top 2*

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving Alone</td>
<td>85.5%</td>
<td>112</td>
</tr>
<tr>
<td>Carpooling</td>
<td>8.8%</td>
<td>97</td>
</tr>
</tbody>
</table>

#### Occupation: Top 10*

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Trade Area</th>
<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office/Admin. Support</td>
<td>11.9%</td>
<td>12.9%</td>
</tr>
<tr>
<td>Transportation/Material Moving</td>
<td>11.1%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Sales/Related</td>
<td>9.3%</td>
<td>10.6%</td>
</tr>
<tr>
<td>Construction/Extraction</td>
<td>9.1%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Production</td>
<td>8.6%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Food Prep./Serving Related</td>
<td>7.6%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Bldg/Grounds Cleaning/Maint.</td>
<td>6.0%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Healthcare Practitioner/Technician</td>
<td>5.8%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Management</td>
<td>5.3%</td>
<td>10.2%</td>
</tr>
<tr>
<td>Education/Training/Library</td>
<td>4.9%</td>
<td>6.0%</td>
</tr>
</tbody>
</table>

*Chosen from percent composition ranking

Benchmark: USA