



Market Profile

1001 Synergy Boulevard, Kilgore, TX 75622
 Drive Time Bands: 0 - 20, 20 - 40, 40 - 60 drive time minute radii

Latitude: 32.4116
 Longitude: -94.8314

	0 - 20 drive time	20 - 40 drive time	40 - 60 drive time
Population Summary			
2000 Total Population	123,432	234,065	287,268
2010 Total Population	136,211	262,820	311,386
2017 Total Population	141,901	276,726	322,351
2017 Group Quarters	7,301	8,990	5,602
2022 Total Population	146,158	286,203	330,088
2017-2022 Annual Rate	0.59%	0.68%	0.48%
2017 Total Daytime Population	160,208	288,689	302,321
Workers	78,479	132,366	115,270
Residents	81,729	156,323	187,051
Household Summary			
2000 Households	46,833	86,782	109,458
2000 Average Household Size	2.52	2.62	2.56
2010 Households	50,218	96,312	121,437
2010 Average Household Size	2.56	2.65	2.52
2017 Households	52,203	100,418	125,370
2017 Average Household Size	2.58	2.67	2.53
2022 Households	53,722	103,580	128,248
2022 Average Household Size	2.58	2.68	2.53
2017-2022 Annual Rate	0.58%	0.62%	0.45%
2010 Families	34,428	67,604	84,535
2010 Average Family Size	3.10	3.17	3.03
2017 Families	35,616	70,072	86,543
2017 Average Family Size	3.13	3.20	3.05
2022 Families	36,533	72,078	88,235
2022 Average Family Size	3.14	3.22	3.06
2017-2022 Annual Rate	0.51%	0.57%	0.39%
Housing Unit Summary			
2000 Housing Units	51,126	95,990	125,928
Owner Occupied Housing Units	60.7%	65.3%	62.8%
Renter Occupied Housing Units	30.9%	25.1%	24.1%
Vacant Housing Units	8.4%	9.6%	13.1%
2010 Housing Units	54,630	106,758	139,010
Owner Occupied Housing Units	58.1%	62.0%	61.1%
Renter Occupied Housing Units	33.8%	28.2%	26.2%
Vacant Housing Units	8.1%	9.8%	12.6%
2017 Housing Units	57,649	111,808	144,618
Owner Occupied Housing Units	55.3%	59.7%	58.3%
Renter Occupied Housing Units	35.3%	30.1%	28.3%
Vacant Housing Units	9.4%	10.2%	13.3%
2022 Housing Units	59,608	115,763	148,870
Owner Occupied Housing Units	54.6%	59.2%	57.9%
Renter Occupied Housing Units	35.5%	30.2%	28.2%
Vacant Housing Units	9.9%	10.5%	13.9%
Median Household Income			
2017	\$47,857	\$49,143	\$46,712
2022	\$52,347	\$53,394	\$51,235
Median Home Value			
2017	\$136,021	\$126,314	\$129,031
2022	\$166,718	\$163,796	\$160,325
Per Capita Income			
2017	\$25,464	\$25,575	\$25,633
2022	\$28,772	\$28,832	\$29,063
Median Age			
2010	35.5	35.7	39.0
2017	36.6	36.6	40.2
2022	37.6	37.5	41.3

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	52,200	100,418	125,369
<\$15,000	12.4%	12.4%	14.7%
\$15,000 - \$24,999	12.2%	12.0%	12.6%
\$25,000 - \$34,999	11.3%	10.9%	10.8%
\$35,000 - \$49,999	15.8%	15.3%	14.5%
\$50,000 - \$74,999	19.2%	18.8%	18.1%
\$75,000 - \$99,999	11.0%	11.8%	11.4%
\$100,000 - \$149,999	11.4%	11.2%	11.3%
\$150,000 - \$199,999	3.5%	3.7%	3.3%
\$200,000+	3.2%	3.8%	3.5%
Average Household Income	\$65,598	\$67,701	\$65,107
2022 Households by Income			
Household Income Base	53,719	103,580	128,247
<\$15,000	12.1%	12.2%	14.6%
\$15,000 - \$24,999	11.3%	11.2%	11.8%
\$25,000 - \$34,999	10.1%	9.7%	9.7%
\$35,000 - \$49,999	14.1%	13.6%	12.7%
\$50,000 - \$74,999	18.1%	17.6%	17.2%
\$75,000 - \$99,999	12.1%	13.0%	12.4%
\$100,000 - \$149,999	14.0%	13.7%	13.3%
\$150,000 - \$199,999	4.4%	4.6%	4.2%
\$200,000+	3.9%	4.5%	4.2%
Average Household Income	\$74,742	\$76,963	\$74,019
2017 Owner Occupied Housing Units by Value			
Total	31,850	66,774	84,368
<\$50,000	16.2%	15.5%	15.8%
\$50,000 - \$99,999	19.7%	24.7%	23.3%
\$100,000 - \$149,999	19.6%	18.6%	18.8%
\$150,000 - \$199,999	16.9%	14.1%	14.5%
\$200,000 - \$249,999	10.4%	8.6%	9.0%
\$250,000 - \$299,999	5.0%	5.7%	6.8%
\$300,000 - \$399,999	6.7%	6.2%	5.7%
\$400,000 - \$499,999	2.0%	2.5%	2.6%
\$500,000 - \$749,999	1.8%	2.5%	2.2%
\$750,000 - \$999,999	0.8%	0.8%	0.6%
\$1,000,000 +	0.8%	0.8%	0.9%
Average Home Value	\$171,587	\$170,836	\$170,646
2022 Owner Occupied Housing Units by Value			
Total	32,558	68,580	86,223
<\$50,000	13.6%	12.2%	12.0%
\$50,000 - \$99,999	14.8%	18.0%	17.8%
\$100,000 - \$149,999	16.0%	15.7%	17.0%
\$150,000 - \$199,999	16.8%	14.9%	15.4%
\$200,000 - \$249,999	11.7%	10.4%	10.9%
\$250,000 - \$299,999	6.7%	7.6%	8.8%
\$300,000 - \$399,999	10.7%	9.7%	8.2%
\$400,000 - \$499,999	3.5%	4.5%	4.1%
\$500,000 - \$749,999	3.3%	4.4%	3.3%
\$750,000 - \$999,999	1.6%	1.3%	1.0%
\$1,000,000 +	1.4%	1.4%	1.4%
Average Home Value	\$213,719	\$216,107	\$207,895

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	136,210	262,818	311,386
0 - 4	7.2%	7.2%	6.7%
5 - 9	6.9%	7.2%	6.8%
10 - 14	6.6%	7.0%	7.0%
15 - 24	14.7%	14.9%	13.0%
25 - 34	14.0%	12.7%	12.0%
35 - 44	12.3%	12.0%	11.8%
45 - 54	13.9%	13.5%	14.1%
55 - 64	11.2%	11.6%	13.0%
65 - 74	6.8%	7.4%	8.9%
75 - 84	4.6%	4.5%	5.0%
85 +	1.8%	1.8%	1.8%
18 +	75.1%	74.2%	75.3%
2017 Population by Age			
Total	141,902	276,725	322,351
0 - 4	6.8%	6.8%	6.3%
5 - 9	6.7%	6.8%	6.4%
10 - 14	6.5%	6.7%	6.4%
15 - 24	13.5%	13.9%	12.2%
25 - 34	14.5%	13.8%	12.6%
35 - 44	12.3%	11.7%	11.7%
45 - 54	12.0%	11.7%	12.3%
55 - 64	12.3%	12.4%	13.7%
65 - 74	8.7%	9.3%	11.0%
75 - 84	4.6%	4.8%	5.5%
85 +	2.1%	2.0%	2.1%
18 +	76.5%	76.0%	77.3%
2022 Population by Age			
Total	146,158	286,203	330,088
0 - 4	6.7%	6.7%	6.1%
5 - 9	6.6%	6.7%	6.2%
10 - 14	6.6%	6.9%	6.5%
15 - 24	13.1%	13.3%	11.6%
25 - 34	13.6%	13.2%	11.9%
35 - 44	13.1%	12.4%	12.2%
45 - 54	11.3%	11.1%	11.5%
55 - 64	11.8%	11.9%	13.1%
65 - 74	9.8%	10.2%	12.1%
75 - 84	5.3%	5.6%	6.6%
85 +	2.2%	2.1%	2.2%
18 +	76.3%	75.9%	77.4%
2010 Population by Sex			
Males	68,133	128,157	151,190
Females	68,078	134,663	160,196
2017 Population by Sex			
Males	71,066	135,438	157,000
Females	70,836	141,288	165,351
2022 Population by Sex			
Males	73,307	140,599	161,330
Females	72,851	145,605	168,758

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	136,210	262,821	311,386
White Alone	68.1%	68.3%	66.4%
Black Alone	19.7%	19.7%	26.6%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	1.0%	0.8%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.4%	8.7%	3.9%
Two or More Races	2.3%	2.0%	1.8%
Hispanic Origin	16.1%	17.1%	8.8%
Diversity Index	63.3	63.8	57.1
2017 Population by Race/Ethnicity			
Total	141,902	276,727	322,351
White Alone	65.7%	66.8%	65.2%
Black Alone	19.8%	19.0%	26.3%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	1.2%	1.1%	1.0%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	9.9%	10.2%	4.7%
Two or More Races	2.8%	2.3%	2.2%
Hispanic Origin	19.0%	20.0%	10.5%
Diversity Index	67.4	67.3	59.9
2022 Population by Race/Ethnicity			
Total	146,159	286,203	330,088
White Alone	63.7%	65.5%	64.3%
Black Alone	19.6%	18.3%	25.9%
American Indian Alone	0.6%	0.6%	0.7%
Asian Alone	1.4%	1.3%	1.3%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	11.4%	11.5%	5.4%
Two or More Races	3.2%	2.7%	2.5%
Hispanic Origin	21.8%	22.7%	12.2%
Diversity Index	70.7	70.0	62.2
2010 Population by Relationship and Household Type			
Total	136,211	262,820	311,386
In Households	94.3%	97.0%	98.3%
In Family Households	80.6%	83.6%	84.3%
Householder	25.1%	25.8%	27.1%
Spouse	17.8%	18.8%	19.2%
Child	31.3%	32.8%	31.9%
Other relative	4.1%	4.1%	4.0%
Nonrelative	2.2%	2.1%	2.1%
In Nonfamily Households	13.8%	13.3%	13.9%
In Group Quarters	5.7%	3.0%	1.7%
Institutionalized Population	4.0%	1.7%	1.4%
Noninstitutionalized Population	1.6%	1.3%	0.3%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	94,440	182,065	221,707
Less than 9th Grade	6.2%	7.5%	5.0%
9th - 12th Grade, No Diploma	10.2%	9.9%	9.7%
High School Graduate	24.2%	24.1%	27.1%
GED/Alternative Credential	5.5%	5.2%	5.8%
Some College, No Degree	25.8%	24.4%	23.2%
Associate Degree	8.8%	8.4%	8.1%
Bachelor's Degree	13.3%	14.4%	14.5%
Graduate/Professional Degree	6.0%	6.1%	6.6%
2017 Population 15+ by Marital Status			
Total	113,596	220,522	260,987
Never Married	30.5%	30.0%	28.3%
Married	49.0%	50.9%	50.9%
Widowed	6.8%	7.1%	7.8%
Divorced	13.7%	12.0%	13.0%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	92.9%	93.7%	94.2%
Civilian Unemployed (Unemployment Rate)	7.1%	6.3%	5.8%
2017 Employed Population 16+ by Industry			
Total	58,845	119,998	135,521
Agriculture/Mining	5.9%	4.6%	4.3%
Construction	8.1%	8.9%	6.8%
Manufacturing	10.8%	9.7%	8.5%
Wholesale Trade	3.9%	2.8%	2.8%
Retail Trade	12.3%	12.6%	12.4%
Transportation/Utilities	4.9%	5.0%	5.3%
Information	1.1%	1.3%	1.5%
Finance/Insurance/Real Estate	5.6%	4.6%	4.8%
Services	44.5%	47.2%	49.6%
Public Administration	2.8%	3.4%	4.0%
2017 Employed Population 16+ by Occupation			
Total	58,845	119,998	135,521
White Collar	53.2%	51.8%	55.4%
Management/Business/Financial	11.4%	10.8%	11.3%
Professional	15.5%	18.1%	20.3%
Sales	12.1%	10.3%	10.8%
Administrative Support	14.1%	12.6%	13.0%
Services	17.3%	19.9%	20.1%
Blue Collar	29.6%	28.3%	24.5%
Farming/Forestry/Fishing	0.3%	0.9%	0.7%
Construction/Extraction	8.4%	8.0%	6.2%
Installation/Maintenance/Repair	4.4%	4.1%	3.8%
Production	8.1%	7.9%	6.5%
Transportation/Material Moving	8.4%	7.5%	7.4%
2010 Population By Urban/ Rural Status			
Total Population	136,211	262,820	311,386
Population Inside Urbanized Area	62.7%	40.0%	35.7%
Population Inside Urbanized Cluster	14.9%	18.4%	17.1%
Rural Population	22.4%	41.5%	47.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	50,218	96,312	121,437
Households with 1 Person	26.7%	25.0%	26.1%
Households with 2+ People	73.3%	75.0%	73.9%
Family Households	68.6%	70.2%	69.6%
Husband-wife Families	48.5%	51.1%	49.2%
With Related Children	21.8%	22.9%	19.7%
Other Family (No Spouse Present)	20.1%	19.1%	20.4%
Other Family with Male Householder	5.4%	4.8%	4.8%
With Related Children	3.2%	2.8%	2.8%
Other Family with Female Householder	14.7%	14.3%	15.6%
With Related Children	10.0%	9.6%	10.3%
Nonfamily Households	4.7%	4.8%	4.3%
All Households with Children	35.5%	35.8%	33.2%
Multigenerational Households	4.9%	5.2%	4.9%
Unmarried Partner Households	5.6%	5.1%	5.4%
Male-female	5.0%	4.5%	4.7%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	50,219	96,312	121,437
1 Person Household	26.7%	25.0%	26.1%
2 Person Household	32.6%	33.2%	35.6%
3 Person Household	16.7%	16.4%	15.9%
4 Person Household	12.7%	13.2%	12.3%
5 Person Household	6.7%	7.1%	6.0%
6 Person Household	2.6%	3.0%	2.4%
7 + Person Household	1.9%	2.1%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	50,218	96,312	121,437
Owner Occupied	63.2%	68.8%	70.0%
Owned with a Mortgage/Loan	35.1%	37.4%	38.4%
Owned Free and Clear	28.1%	31.4%	31.6%
Renter Occupied	36.8%	31.2%	30.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	54,630	106,758	139,010
Housing Units Inside Urbanized Area	63.6%	39.4%	34.9%
Housing Units Inside Urbanized Cluster	13.2%	17.9%	16.1%
Rural Housing Units	23.2%	42.7%	49.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Diners & Miners (10C)	Southern Satellites (10A)	Rooted Rural (10B)
2.	Southern Satellites (10A)	Middleburg (4C)	Southern Satellites (10A)
3.	Middleburg (4C)	Barrios Urbanos (7D)	Diners & Miners (10C)
2017 Consumer Spending			
Apparel & Services: Total \$	\$91,539,396	\$181,049,820	\$214,081,934
Average Spent	\$1,753.53	\$1,802.96	\$1,707.60
Spending Potential Index	81	83	79
Education: Total \$	\$55,678,655	\$108,736,118	\$125,468,024
Average Spent	\$1,066.58	\$1,082.83	\$1,000.78
Spending Potential Index	73	74	69
Entertainment/Recreation: Total \$	\$135,381,650	\$269,936,050	\$327,703,681
Average Spent	\$2,593.37	\$2,688.12	\$2,613.89
Spending Potential Index	83	86	84
Food at Home: Total \$	\$224,887,952	\$446,156,788	\$542,449,667
Average Spent	\$4,307.95	\$4,443.00	\$4,326.79
Spending Potential Index	86	88	86
Food Away from Home: Total \$	\$144,378,188	\$286,036,408	\$341,351,688
Average Spent	\$2,765.71	\$2,848.46	\$2,722.75
Spending Potential Index	83	85	82
Health Care: Total \$	\$250,527,177	\$504,645,735	\$621,670,647
Average Spent	\$4,799.10	\$5,025.45	\$4,958.69
Spending Potential Index	86	90	89
HH Furnishings & Equipment: Total \$	\$84,450,008	\$168,185,325	\$202,375,605
Average Spent	\$1,617.72	\$1,674.85	\$1,614.23
Spending Potential Index	83	86	83
Personal Care Products & Services: Total \$	\$33,919,931	\$67,110,043	\$80,415,917
Average Spent	\$649.77	\$668.31	\$641.43
Spending Potential Index	82	84	81
Shelter: Total \$	\$674,895,657	\$1,322,085,029	\$1,569,661,297
Average Spent	\$12,928.29	\$13,165.82	\$12,520.23
Spending Potential Index	80	81	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$101,544,716	\$203,737,591	\$247,610,032
Average Spent	\$1,945.19	\$2,028.90	\$1,975.03
Spending Potential Index	83	87	84
Travel: Total \$	\$83,796,294	\$165,717,365	\$197,740,585
Average Spent	\$1,605.20	\$1,650.28	\$1,577.26
Spending Potential Index	77	80	76
Vehicle Maintenance & Repairs: Total \$	\$47,514,242	\$94,885,971	\$115,557,876
Average Spent	\$910.18	\$944.91	\$921.73
Spending Potential Index	85	88	86

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.