



Market Profile

Giddings Texas
 78942, Giddings, Texas
 Rings: 5, 15, 30 mile radii

Latitude: 30.18163
 Longitude: -96.93608

	5 miles	15 miles	30 miles
Population Summary			
2000 Total Population	7,124	15,408	93,518
2010 Total Population	7,484	16,193	107,426
2013 Total Population	7,573	16,206	108,451
2013 Group Quarters	518	525	3,122
2018 Total Population	7,675	16,580	111,646
2013-2018 Annual Rate	0.27%	0.46%	0.58%
Household Summary			
2000 Households	2,346	5,634	34,703
2000 Average Household Size	2.77	2.62	2.61
2010 Households	2,479	6,105	40,611
2010 Average Household Size	2.81	2.57	2.57
2013 Households	2,503	6,105	41,117
2013 Average Household Size	2.82	2.57	2.56
2018 Households	2,545	6,268	42,455
2018 Average Household Size	2.81	2.56	2.56
2013-2018 Annual Rate	0.33%	0.53%	0.64%
2010 Families	1,789	4,321	28,821
2010 Average Family Size	3.34	3.07	3.05
2013 Families	1,801	4,308	29,083
2013 Average Family Size	3.35	3.08	3.05
2018 Families	1,825	4,405	29,914
2018 Average Family Size	3.35	3.08	3.05
2013-2018 Annual Rate	0.27%	0.45%	0.57%
Housing Unit Summary			
2000 Housing Units	2,693	7,064	41,758
Owner Occupied Housing Units	61.8%	63.6%	65.9%
Renter Occupied Housing Units	25.3%	16.1%	17.2%
Vacant Housing Units	12.9%	20.2%	16.9%
2010 Housing Units	2,911	7,889	50,265
Owner Occupied Housing Units	59.9%	61.2%	62.6%
Renter Occupied Housing Units	25.3%	16.2%	18.1%
Vacant Housing Units	14.8%	22.6%	19.2%
2013 Housing Units	2,974	8,088	51,528
Owner Occupied Housing Units	58.3%	59.0%	61.2%
Renter Occupied Housing Units	25.9%	16.5%	18.6%
Vacant Housing Units	15.8%	24.5%	20.2%
2018 Housing Units	3,048	8,325	53,280
Owner Occupied Housing Units	58.3%	59.3%	61.6%
Renter Occupied Housing Units	25.2%	16.0%	18.0%
Vacant Housing Units	16.5%	24.7%	20.3%
Median Household Income			
2013	\$39,321	\$44,492	\$49,474
2018	\$44,512	\$52,005	\$57,458
Median Home Value			
2013	\$182,353	\$165,625	\$158,113
2018	\$190,225	\$192,989	\$215,253
Per Capita Income			
2013	\$19,282	\$22,840	\$24,948
2018	\$21,032	\$25,437	\$28,798
Median Age			
2010	34.0	41.4	41.8
2013	34.1	41.8	42.4
2018	34.5	42.5	43.2

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2013 Households by Income			
Household Income Base	2,503	6,105	41,117
<\$15,000	15.5%	13.9%	13.4%
\$15,000 - \$24,999	14.3%	12.5%	11.0%
\$25,000 - \$34,999	14.8%	13.4%	11.2%
\$35,000 - \$49,999	15.0%	14.5%	14.9%
\$50,000 - \$74,999	15.3%	18.9%	19.6%
\$75,000 - \$99,999	12.2%	11.5%	13.1%
\$100,000 - \$149,999	8.5%	10.8%	12.0%
\$150,000 - \$199,999	3.2%	2.9%	2.4%
\$200,000+	1.3%	1.6%	2.5%
Average Household Income	\$55,269	\$59,440	\$64,379
2018 Households by Income			
Household Income Base	2,545	6,268	42,455
<\$15,000	14.8%	13.1%	12.1%
\$15,000 - \$24,999	12.7%	10.0%	8.1%
\$25,000 - \$34,999	10.3%	9.5%	8.4%
\$35,000 - \$49,999	17.1%	14.9%	13.6%
\$50,000 - \$74,999	16.5%	21.5%	20.0%
\$75,000 - \$99,999	13.9%	13.8%	17.0%
\$100,000 - \$149,999	9.2%	11.9%	14.4%
\$150,000 - \$199,999	4.0%	3.6%	3.5%
\$200,000+	1.4%	1.9%	2.9%
Average Household Income	\$60,330	\$66,116	\$74,360
2013 Owner Occupied Housing Units by Value			
Total	1,735	4,773	31,538
<\$50,000	10.1%	11.4%	9.2%
\$50,000 - \$99,999	16.5%	18.6%	18.9%
\$100,000 - \$149,999	15.8%	16.6%	19.5%
\$150,000 - \$199,999	11.8%	11.2%	15.1%
\$200,000 - \$249,999	11.1%	9.9%	10.6%
\$250,000 - \$299,999	8.7%	7.7%	7.1%
\$300,000 - \$399,999	12.3%	10.6%	8.4%
\$400,000 - \$499,999	5.2%	5.5%	4.4%
\$500,000 - \$749,999	6.7%	6.7%	4.4%
\$750,000 - \$999,999	0.7%	1.2%	1.3%
\$1,000,000 +	1.0%	0.8%	1.2%
Average Home Value	\$232,128	\$224,015	\$213,478
2018 Owner Occupied Housing Units by Value			
Total	1,778	4,935	32,838
<\$50,000	5.3%	5.6%	3.9%
\$50,000 - \$99,999	12.7%	12.8%	9.4%
\$100,000 - \$149,999	19.0%	17.9%	14.4%
\$150,000 - \$199,999	16.3%	16.0%	17.4%
\$200,000 - \$249,999	14.1%	12.7%	16.3%
\$250,000 - \$299,999	8.0%	7.8%	10.6%
\$300,000 - \$399,999	11.4%	11.1%	11.2%
\$400,000 - \$499,999	5.3%	6.5%	6.7%
\$500,000 - \$749,999	5.8%	7.0%	6.2%
\$750,000 - \$999,999	1.2%	1.8%	2.5%
\$1,000,000 +	1.1%	0.8%	1.4%
Average Home Value	\$240,781	\$249,271	\$269,822

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	7,485	16,195	107,425
0 - 4	7.5%	6.2%	6.1%
5 - 9	7.3%	6.3%	6.5%
10 - 14	7.8%	7.0%	7.0%
15 - 24	16.8%	13.2%	11.7%
25 - 34	11.8%	10.3%	10.6%
35 - 44	11.8%	11.4%	12.3%
45 - 54	13.2%	15.5%	15.9%
55 - 64	9.7%	13.2%	14.1%
65 - 74	7.1%	9.1%	8.8%
75 - 84	4.6%	5.6%	5.0%
85 +	2.5%	2.3%	2.0%
18 +	70.5%	75.1%	76.1%
2013 Population by Age			
Total	7,572	16,203	108,450
0 - 4	7.4%	6.0%	5.9%
5 - 9	7.2%	6.2%	6.2%
10 - 14	7.4%	6.6%	6.6%
15 - 24	17.4%	13.5%	11.9%
25 - 34	11.8%	10.5%	10.8%
35 - 44	11.4%	10.8%	11.7%
45 - 54	12.6%	14.4%	14.8%
55 - 64	10.8%	14.4%	15.0%
65 - 74	7.2%	9.8%	9.8%
75 - 84	4.4%	5.4%	5.1%
85 +	2.5%	2.4%	2.1%
18 +	71.3%	76.2%	77.2%
2018 Population by Age			
Total	7,673	16,580	111,647
0 - 4	7.4%	6.0%	5.9%
5 - 9	6.9%	5.9%	5.9%
10 - 14	7.2%	6.4%	6.4%
15 - 24	16.9%	12.9%	11.3%
25 - 34	12.1%	10.7%	11.3%
35 - 44	11.2%	10.8%	11.3%
45 - 54	11.4%	12.5%	13.2%
55 - 64	11.2%	15.2%	15.3%
65 - 74	8.4%	11.7%	11.9%
75 - 84	4.7%	5.6%	5.5%
85 +	2.6%	2.4%	2.2%
18 +	71.8%	76.9%	78.0%
2010 Population by Sex			
Males	3,858	8,212	54,354
Females	3,626	7,981	53,072
2013 Population by Sex			
Males	3,901	8,229	54,908
Females	3,672	7,976	53,543
2018 Population by Sex			
Males	3,948	8,431	56,626
Females	3,727	8,148	55,020

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	7,484	16,194	107,425
White Alone	72.5%	78.8%	79.0%
Black Alone	11.5%	10.2%	8.7%
American Indian Alone	0.9%	0.7%	0.7%
Asian Alone	0.6%	0.4%	0.5%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	12.2%	7.9%	8.8%
Two or More Races	2.2%	1.9%	2.2%
Hispanic Origin	36.3%	23.7%	22.5%
Diversity Index	71.0	59.7	58.8
2013 Population by Race/Ethnicity			
Total	7,573	16,205	108,450
White Alone	71.6%	77.9%	78.0%
Black Alone	11.4%	10.4%	8.8%
American Indian Alone	0.9%	0.7%	0.8%
Asian Alone	1.0%	0.6%	0.7%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	12.7%	8.4%	9.3%
Two or More Races	2.3%	2.0%	2.3%
Hispanic Origin	37.7%	25.0%	23.9%
Diversity Index	72.1	61.5	60.7
2018 Population by Race/Ethnicity			
Total	7,676	16,580	111,646
White Alone	70.6%	76.9%	76.4%
Black Alone	10.9%	10.2%	8.6%
American Indian Alone	0.9%	0.7%	0.8%
Asian Alone	1.9%	1.1%	1.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	13.0%	8.8%	10.5%
Two or More Races	2.5%	2.2%	2.6%
Hispanic Origin	40.1%	27.2%	26.7%
Diversity Index	73.4	63.7	64.1
2010 Population by Relationship and Household Type			
Total	7,484	16,193	107,426
In Households	93.1%	96.8%	97.0%
In Family Households	82.0%	83.9%	84.0%
Householder	24.1%	26.8%	26.8%
Spouse	18.2%	21.4%	21.0%
Child	33.8%	30.3%	30.4%
Other relative	3.8%	3.4%	3.7%
Nonrelative	2.2%	2.0%	2.2%
In Nonfamily Households	11.1%	12.9%	13.0%
In Group Quarters	6.9%	3.2%	3.0%
Institutionalized Population	6.6%	3.0%	2.8%
Noninstitutionalized Population	0.3%	0.2%	0.1%

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2013 Population 25+ by Educational Attainment			
Total	4,600	10,978	75,198
Less than 9th Grade	18.8%	12.0%	8.5%
9th - 12th Grade, No Diploma	11.1%	9.0%	9.8%
High School Graduate	32.2%	35.8%	33.9%
Some College, No Degree	22.5%	22.5%	23.3%
Associate Degree	5.2%	6.2%	6.9%
Bachelor's Degree	7.2%	10.1%	12.1%
Graduate/Professional Degree	3.2%	4.4%	5.6%
2013 Population 15+ by Marital Status			
Total	5,912	13,168	88,106
Never Married	32.1%	24.1%	21.7%
Married	47.5%	57.7%	58.7%
Widowed	8.8%	7.5%	6.8%
Divorced	11.6%	10.7%	12.7%
2013 Civilian Population 16+ in Labor Force			
Civilian Employed	98.0%	96.7%	95.2%
Civilian Unemployed	2.0%	3.3%	4.8%
2013 Employed Population 16+ by Industry			
Total	3,349	7,415	49,405
Agriculture/Mining	11.8%	11.4%	5.2%
Construction	10.4%	9.6%	9.4%
Manufacturing	7.0%	7.5%	10.5%
Wholesale Trade	3.0%	2.9%	1.9%
Retail Trade	16.6%	14.1%	11.3%
Transportation/Utilities	6.4%	7.2%	7.4%
Information	0.1%	0.2%	0.7%
Finance/Insurance/Real Estate	2.1%	2.8%	5.0%
Services	35.8%	36.3%	42.5%
Public Administration	6.8%	8.0%	6.2%
2013 Employed Population 16+ by Occupation			
Total	3,348	7,418	49,403
White Collar	55.7%	56.1%	56.5%
Management/Business/Financial	10.5%	11.6%	13.9%
Professional	13.6%	15.4%	18.0%
Sales	8.1%	8.7%	8.4%
Administrative Support	23.6%	20.5%	16.2%
Services	11.3%	12.2%	14.4%
Blue Collar	33.0%	31.7%	29.0%
Farming/Forestry/Fishing	0.9%	1.0%	0.7%
Construction/Extraction	11.6%	10.8%	9.1%
Installation/Maintenance/Repair	4.0%	5.2%	5.2%
Production	8.8%	7.4%	7.1%
Transportation/Material Moving	7.6%	7.3%	7.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	2,480	6,105	40,611
Households with 1 Person	23.8%	25.3%	24.8%
Households with 2+ People	76.3%	74.7%	75.2%
Family Households	72.1%	70.8%	71.0%
Husband-wife Families	54.2%	56.6%	55.5%
With Related Children	26.9%	23.0%	22.3%
Other Family (No Spouse Present)	17.9%	14.2%	15.4%
Other Family with Male Householder	6.1%	4.8%	4.9%
With Related Children	3.6%	2.7%	2.8%
Other Family with Female Householder	11.8%	9.4%	10.6%
With Related Children	8.3%	6.1%	6.8%
Nonfamily Households	4.1%	3.9%	4.3%
All Households with Children	39.3%	32.2%	32.3%
Multigenerational Households	5.5%	4.3%	4.4%
Unmarried Partner Households	6.1%	4.9%	5.1%
Male-female	5.1%	4.1%	4.4%
Same-sex	1.0%	0.8%	0.8%
2010 Households by Size			
Total	2,478	6,104	40,612
1 Person Household	23.8%	25.3%	24.8%
2 Person Household	31.5%	36.5%	36.9%
3 Person Household	15.5%	14.9%	15.0%
4 Person Household	13.7%	12.0%	12.4%
5 Person Household	8.2%	6.5%	6.4%
6 Person Household	4.3%	2.8%	2.7%
7 + Person Household	3.0%	2.0%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	2,479	6,105	40,611
Owner Occupied	70.3%	79.0%	77.5%
Owned with a Mortgage/Loan	32.0%	35.8%	40.4%
Owned Free and Clear	38.3%	43.2%	37.1%
Renter Occupied	29.7%	21.0%	22.5%

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.

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Top 3 Tapestry Segments			
1.	Industrious Urban Fringe	Rooted Rural	Midland Crowd
2.	Midlife Junction	Industrious Urban Fringe	Rooted Rural
3.	Crossroads	Rural Resort Dwellers	Rural Resort Dwellers
2013 Consumer Spending			
Apparel & Services: Total \$	\$2,860,637	\$7,028,052	\$51,860,286
Average Spent	\$1,142.88	\$1,151.20	\$1,261.29
Spending Potential Index	50	51	56
Computers & Accessories: Total \$	\$475,306	\$1,187,034	\$8,677,698
Average Spent	\$189.89	\$194.44	\$211.05
Spending Potential Index	76	78	85
Education: Total \$	\$2,480,323	\$5,838,996	\$43,795,545
Average Spent	\$990.94	\$956.43	\$1,065.14
Spending Potential Index	68	66	73
Entertainment/Recreation: Total \$	\$6,528,507	\$17,575,593	\$128,163,160
Average Spent	\$2,608.27	\$2,878.89	\$3,117.04
Spending Potential Index	80	89	96
Food at Home: Total \$	\$10,204,451	\$27,493,952	\$197,564,424
Average Spent	\$4,076.89	\$4,503.51	\$4,804.93
Spending Potential Index	81	89	95
Food Away from Home: Total \$	\$6,305,196	\$15,877,071	\$115,853,110
Average Spent	\$2,519.06	\$2,600.67	\$2,817.65
Spending Potential Index	79	81	88
Health Care: Total \$	\$8,901,504	\$25,791,713	\$186,814,158
Average Spent	\$3,556.33	\$4,224.69	\$4,543.48
Spending Potential Index	80	95	102
HH Furnishings & Equipment: Total \$	\$3,140,130	\$8,289,263	\$60,463,961
Average Spent	\$1,254.55	\$1,357.78	\$1,470.53
Spending Potential Index	70	75	82
Investments: Total \$	\$3,992,678	\$8,749,823	\$57,497,246
Average Spent	\$1,595.16	\$1,433.22	\$1,398.38
Spending Potential Index	77	69	67
Retail Goods: Total \$	\$46,832,885	\$128,870,723	\$931,195,787
Average Spent	\$18,710.70	\$21,109.05	\$22,647.46
Spending Potential Index	78	87	94
Shelter: Total \$	\$30,801,356	\$75,020,726	\$548,345,546
Average Spent	\$12,305.78	\$12,288.41	\$13,336.22
Spending Potential Index	76	76	82
TV/Video/Audio: Total \$	\$2,566,406	\$6,866,844	\$50,240,371
Average Spent	\$1,025.33	\$1,124.79	\$1,221.89
Spending Potential Index	80	87	95
Travel: Total \$	\$3,432,316	\$8,870,738	\$64,792,037
Average Spent	\$1,371.28	\$1,453.03	\$1,575.80
Spending Potential Index	75	79	86
Vehicle Maintenance & Repairs: Total \$	\$2,182,395	\$5,777,772	\$41,863,132
Average Spent	\$871.91	\$946.40	\$1,018.15
Spending Potential Index	80	87	93

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 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.