



Market Profile

Prepared by CAPCOG

0
Places: Lago Vista
city, TX



2000 Total Population	4,507
2000 Group Quarters	0
2008 Total Population	5,729
2013 Total Population	6,498
2008 - 2013 Annual Rate	2.55%



2000 Households	1,944
2000 Average Household Size	2.32
2008 Households	2,501
2008 Average Household Size	2.29
2013 Households	2,844
2013 Average Household Size	2.28
2008 - 2013 Annual Rate	2.60%
2000 Families	1,964
2000 Average Family Size	2.73
2008 Families	1,673
2008 Average Family Size	2.77
2013 Families	1,857
2013 Average Family Size	2.80
2008 - 2013 Annual Rate	2.11%



2000 Housing Units	2,155
Owner Occupied Housing Units	67.1%
Renter Occupied Housing Units	23.1%
Vacant Housing Units	9.8%
2008 Housing Units	2,875
Owner Occupied Housing Units	65.2%
Renter Occupied Housing Units	21.7%
Vacant Housing Units	13.0%
2013 Housing Units	3,277
Owner Occupied Housing Units	62.8%
Renter Occupied Housing Units	24.0%
Vacant Housing Units	13.2%

Median Household Income	
2000	\$57,099
2008	\$67,167
2013	\$77,586

Median Home Value	
2000	\$136,255
2008	\$188,651
2013	\$194,511

Per Capita Income	
2000	\$28,438
2008	\$34,772
2013	\$40,363

Median Age	
2000	42.8
2008	46.5
2013	48.5

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2000 Households by Income	
Household Income Base	1,929
< \$15,000	4.0%
\$15,000 - \$24,999	10.0%
\$25,000 - \$34,999	12.9%
\$35,000 - \$49,999	16.1%
\$50,000 - \$74,999	23.1%
\$75,000 - \$99,999	17.2%
\$100,000 - \$149,999	11.9%
\$150,000 - \$199,999	3.6%
\$200,000 +	1.3%
Average Household Income	\$65,191

2008 Households by Income	
Household Income Base	2,500
< \$15,000	2.8%
\$15,000 - \$24,999	7.5%
\$25,000 - \$34,999	6.4%
\$35,000 - \$49,999	16.7%
\$50,000 - \$74,999	22.6%
\$75,000 - \$99,999	18.0%
\$100,000 - \$149,999	19.4%
\$150,000 - \$199,999	3.5%
\$200,000 +	3.2%
Average Household Income	\$79,407

2013 Households by Income	
Household Income Base	2,845
< \$15,000	2.2%
\$15,000 - \$24,999	4.0%
\$25,000 - \$34,999	5.6%
\$35,000 - \$49,999	12.8%
\$50,000 - \$74,999	22.7%
\$75,000 - \$99,999	19.7%
\$100,000 - \$149,999	23.1%
\$150,000 - \$199,999	6.0%
\$200,000 +	4.0%
Average Household Income	\$91,861

2000 Owner Occupied HUs by Value	
Total	1,442
< \$50,000	6.0%
\$50,000 - \$99,999	18.9%
\$100,000 - \$149,999	35.4%
\$150,000 - \$199,999	23.2%
\$200,000 - \$299,999	11.1%
\$300,000 - \$499,999	4.2%
\$500,000 - \$999,999	1.2%
\$1,000,000+	0.0%
Average Home Value	\$153,350

2000 Specified Renter Occupied HUs by Contract Rent	
Total	488
With Cash Rent	96.9%
No Cash Rent	3.1%
Median Rent	\$763
Average Rent	\$1,075

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2000 Population by Age

Total	4,507
0 - 4	5.4%
5 - 9	5.5%
10 - 14	6.6%
15 - 19	4.9%
20 - 24	2.6%
25 - 34	11.9%
35 - 44	16.7%
45 - 54	14.6%
55 - 64	11.4%
65 - 74	11.4%
75 - 84	7.5%
85+	1.4%
18+	79.2%

2008 Population by Age

Total	5,730
0 - 4	5.4%
5 - 9	4.9%
10 - 14	5.3%
15 - 19	4.9%
20 - 24	4.3%
25 - 34	9.1%
35 - 44	13.6%
45 - 54	16.6%
55 - 64	14.3%
65 - 74	11.0%
75 - 84	7.9%
85+	2.5%
18+	81.3%

2013 Population by Age

Total	6,498
0 - 4	5.3%
5 - 9	4.7%
10 - 14	5.1%
15 - 19	4.5%
20 - 24	4.0%
25 - 34	10.2%
35 - 44	10.5%
45 - 54	16.7%
55 - 64	16.3%
65 - 74	11.5%
75 - 84	7.9%
85+	3.3%
18+	82.2%

2000 Population by Sex

Males	48.7%
Females	51.3%

2008 Population by Sex

Males	49.1%
Females	50.9%

2013 Population by Sex

Males	48.9%
Females	51.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2000 Population by Race/Ethnicity

Total	4,507
White Alone	94.0%
Black Alone	0.8%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.8%
Some Other Race Alone	2.4%
Two or More Races	1.7%
Hispanic Origin	7.9%
Diversity Index	24.4

2008 Population by Race/Ethnicity

Total	5,730
White Alone	91.3%
Black Alone	1.1%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	1.0%
Some Other Race Alone	4.1%
Two or More Races	2.1%
Hispanic Origin	11.9%
Diversity Index	34.2

2013 Population by Race/Ethnicity

Total	6,498
White Alone	89.4%
Black Alone	1.2%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	1.2%
Some Other Race Alone	5.2%
Two or More Races	2.5%
Hispanic Origin	15.0%
Diversity Index	40.4



2000 Population 3+ by School Enrollment

Total	4,273
Enrolled in Nursery/Preschool	2.2%



Enrolled in Kindergarten	0.5%
Enrolled in Grade 1-8	9.5%
Enrolled in Grade 9-12	4.6%
Enrolled in College	1.9%
Enrolled in Grad/Prof School	0.2%
Not Enrolled in School	81.1%

2008 Population 25+ by Educational Attainment

Total	4,305
Less than 9th Grade	2.0%
9th - 12th Grade, No Diploma	6.6%
High School Graduate	19.9%
Some College, No Degree	31.2%
Associate Degree	5.9%
Bachelor's Degree	25.4%
Graduate/Professional Degree	9.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2008 Population 15+ by Marital Status

Total	4,832
Never Married	16.6%
Married	60.0%
Widowed	9.5%
Divorced	13.9%



2000 Population 16+ by Employment Status

Total	3,609
In Labor Force	60.1%
Civilian Employed	57.7%
Civilian Unemployed	2.3%
In Armed Forces	0.0%
Not in Labor Force	39.9%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	95.2%
Civilian Unemployed	4.8%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	95.4%
Civilian Unemployed	4.6%

2000 Females 16+ by Employment Status and Age of Children

Total	1,881
Own Children < 6 Only	10.6%
Employed/in Armed Forces	4.6%
Unemployed	1.4%
Not in Labor Force	4.6%
Own Children <6 and 6-17	4.4%
Employed/in Armed Forces	1.9%
Unemployed	0.0%
Not in Labor Force	2.6%
Own Children 6-17 Only	11.2%
Employed/in Armed Forces	7.1%
Unemployed	0.4%
Not in Labor Force	3.7%
No Own Children <18	73.8%
Employed/in Armed Forces	33.2%
Unemployed	1.9%
Not in Labor Force	38.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2008 Employed Population 16+ by Industry

Total	2,545
Agriculture/Mining	0.0%
Construction	12.6%
Manufacturing	11.8%
Wholesale Trade	3.2%
Retail Trade	8.7%
Transportation/Utilities	5.0%
Information	1.4%
Finance/Insurance/Real Estate	10.0%
Services	30.1%
Public Administration	8.1%

2008 Employed Population 16+ by Occupation

Total	2,547
White Collar	66.9%
Management/Business/Financial	17.0%
Professional	24.6%
Sales	10.4%
Administrative Support	15.0%
Services	14.1%
Blue Collar	18.9%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	6.6%
Installation/Maintenance/Repair	3.8%
Production	4.8%
Transportation/Material Moving	3.8%



2000 Workers 16+ by Means of Transportation to Work

Total	2,066
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Drove Alone - Car, Truck, or Van	78.2%
Carpooled - Car, Truck, or Van	13.7%
Public Transportation	0.0%
Walked	2.3%
Other Means	0.0%
Worked at Home	5.8%

2000 Workers 16+ by Travel Time to Work

Total	2,066
Did not Work at Home	94.2%
Less than 5 minutes	1.9%
5 to 9 minutes	11.5%
10 to 19 minutes	12.9%
20 to 24 minutes	4.6%
25 to 34 minutes	13.4%
35 to 44 minutes	8.6%
45 to 59 minutes	25.8%
60 to 89 minutes	13.5%
90 or more minutes	2.0%
Worked at Home	5.8%
Average Travel Time to Work (in min)	35.5

2000 Households by Vehicles Available

Total	1,932
None	4.0%
1	30.5%
2	50.9%
3	11.9%
4	2.7%
5+	0.0%
Average Number of Vehicles Available	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



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2000 Households by Type

Total	1,944
Family Households	70.2%
Married-couple Family	61.6%
With Related Children	21.0%
Other Family (No Spouse)	8.6%
With Related Children	5.7%
Nonfamily Households	29.8%
Householder Living Alone	24.3%
Householder Not Living Alone	5.5%
Households with Related Children	26.6%
Households with Persons 65+	33.0%

2000 Households by Size

Total	1,944
1 Person Household	24.3%
2 Person Household	45.3%
3 Person Household	13.0%
4 Person Household	11.2%
5 Person Household	4.7%
6 Person Household	0.9%
7+ Person Household	0.5%

2000 Households by Year Householder Moved In

Total	1,932
Moved in 1999 to March 2000	30.6%
Moved in 1995 to 1998	35.1%
Moved in 1990 to 1994	17.0%
Moved in 1980 to 1989	13.9%
Moved in 1970 to 1979	2.5%
Moved in 1969 or Earlier	0.9%
Median Year Householder Moved In	1997



2000 Housing Units by Units in Structure

Total	2,137
1, Detached	67.8%
1, Attached	4.8%
2	4.4%
3 or 4	2.6%
5 to 9	1.4%
10 to 19	1.5%
20+	12.1%
Mobile Home	5.6%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	2,137
1999 to March 2000	6.6%
1995 to 1998	18.2%
1990 to 1994	8.9%
1980 to 1989	37.9%
1970 to 1979	22.8%
1969 or Earlier	5.6%
Median Year Structure Built	1986

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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Top 3 Tapestry Segments

1. Retirement Communities
2. Midland Crowd
3. Silver and Gold



2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$5,949,011
Average Spent	\$2,378.65
Spending Potential Index	89

Computers & Accessories: Total \$	\$605,230
Average Spent	\$242.00
Spending Potential Index	101
Education: Total \$	\$3,431,425
Average Spent	\$1,372.02
Spending Potential Index	100
Entertainment/Recreation: Total \$	\$10,135,590
Average Spent	\$4,052.61
Spending Potential Index	109
Food at Home: Total \$	\$13,256,054
Average Spent	\$5,300.30
Spending Potential Index	108
Food Away from Home: Total \$	\$9,136,548
Average Spent	\$3,653.16
Spending Potential Index	107
Health Care: Total \$	\$12,472,518
Average Spent	\$4,987.01
Spending Potential Index	122
HH Furnishings & Equipment: Total \$	\$5,841,341
Average Spent	\$2,335.60
Spending Potential Index	102
Investments: Total \$	\$3,059,886
Average Spent	\$1,223.47
Spending Potential Index	121
Retail Goods: Total \$	\$72,227,825
Average Spent	\$28,879.58
Spending Potential Index	106
Shelter: Total \$	\$41,165,669
Average Spent	\$16,459.68
Spending Potential Index	106
TV/Video/Sound Equipment: Total \$	\$3,846,670
Average Spent	\$1,538.05
Spending Potential Index	107
Travel: Total \$	\$5,150,937
Average Spent	\$2,059.55
Spending Potential Index	109
Vehicle Maintenance & Repairs: Total \$	\$2,689,674
Average Spent	\$1,075.44
Spending Potential Index	108

Data Note: 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 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics, ESRI.