



San Jacinto College District Office of Research and Institutional Effectiveness



Profile of La Porte Area, TX Includes Shoreacres & Morgan's Point Detailed spatial analysis of zipcode - 77571 Claritas 2004 Demographics

*Trends for 1970 to 2004
with 2009 Projections*

Published March, 2005
San Jacinto College District
William Lindemann, Ed.D., Chancellor

*Report prepared by:
Peggy Johnson, Associate Director, Research & IE*



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with 2009 Projections

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March, 2005

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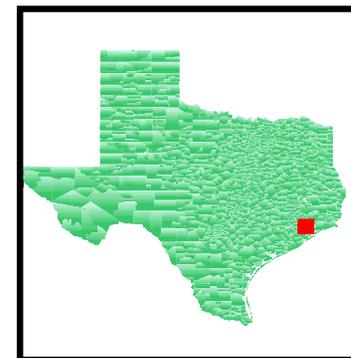
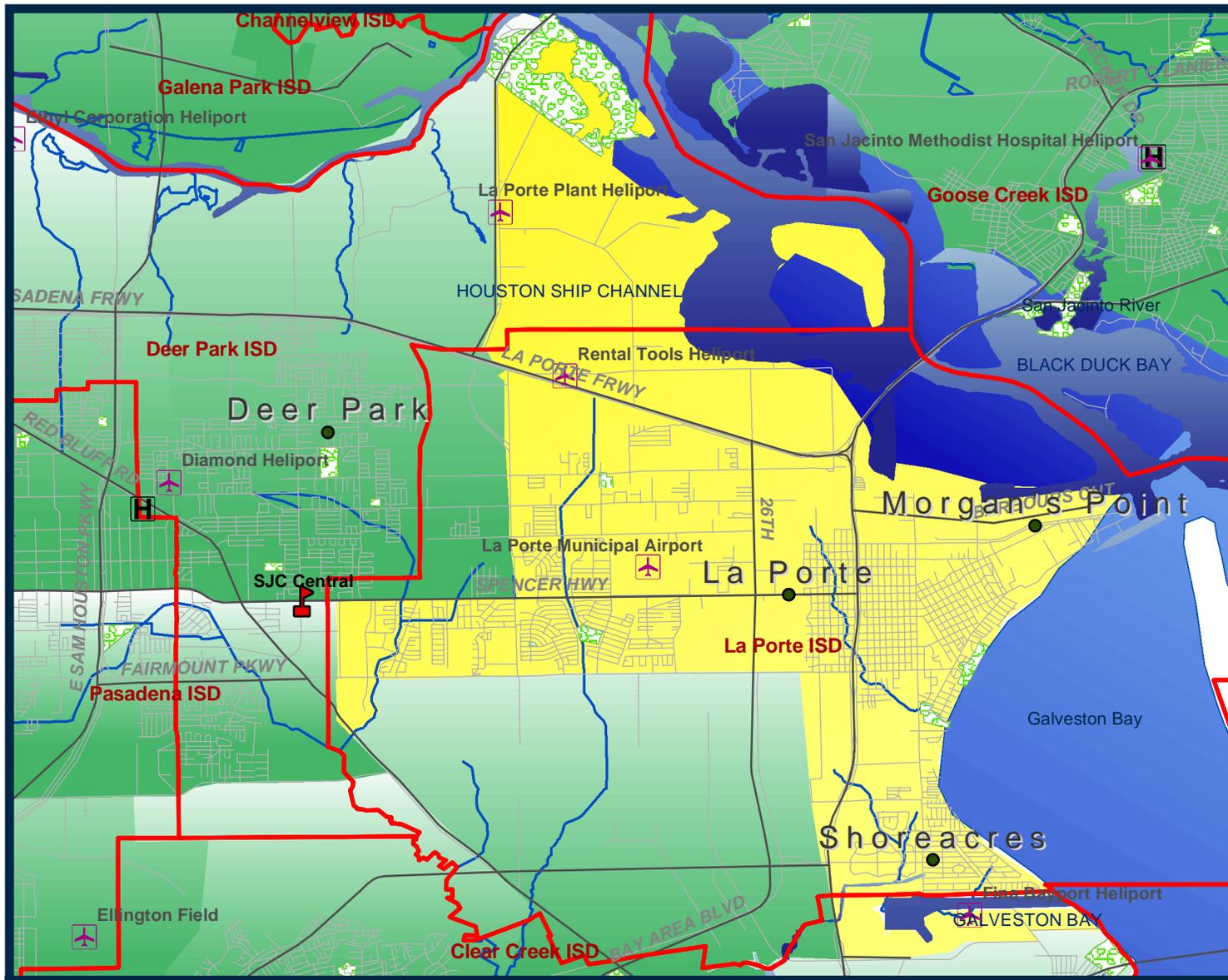


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Profile of La Porte Area, TX
Claritas 2004 Demographics

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*Inset Map of Texas
La Porte Area Highlighted*

Legend

- 77571 - La Porte
- Streets
- Airports / Heliports
- Parks
- other zip areas
- ISD boundaries



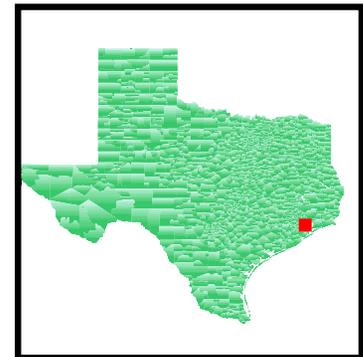
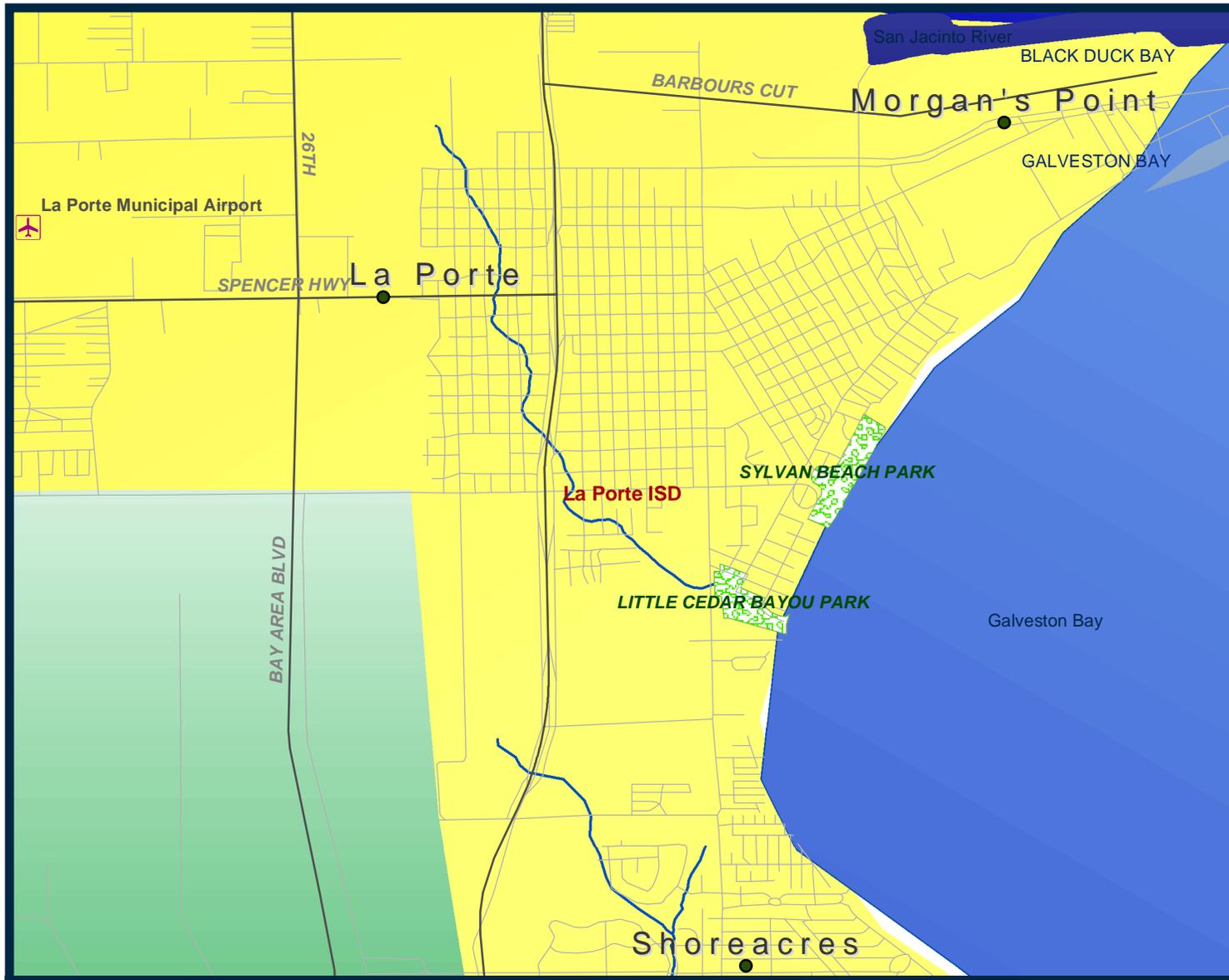
P. Johnson: March 2005

0 1 2 4 Miles

1 inch equals 1.84 miles

La Porte Area, TX - 77571

Note: The spatial areas defined for the demographic analysis included in this report used census tracts and block groups contained within the La Porte Area (77571), TX including Shoreacres and Morgan's Point. The display shown describes the zip areas of La Porte, not the city boundaries. 9 census tracts and 24 census block groups were used for the analysis of 77571.



*Inset Map of Texas
La Porte Area Highlighted*

Legend

- 77571 - La Porte
- Streets
- ✈ Airports / Heliports
- ▤ Parks
- other zip areas



P. Johnson: March 2005

0 0.45 0.9 1.8 Miles

1 inch equals 0.73 miles

La Porte Area, TX - 77571 - Zoom View

Note: The spatial areas defined for the demographic analysis included in this report used census tracts and block groups contained within the La Porte Area (77571), TX including Shoreacres and Morgan's Point. The display shown describes the zip areas of La Porte, not the city boundaries. 9 census tracts and 24 census block groups were used for the analysis of 77571.

San Jacinto College
Office of Research and Institutional Effectiveness
Profile of La Porte Area, TX
Claritas 2004 Demographics – Trends for 1970 to 2004 with 2009 Projections

Introduction and Data Methodology

Introduction and Data Methodology:

The figures derived in this report are based on information gathered by the U.S. Bureau of the Census in its decennial censuses. The database used for this report is referred to as a Neighborhood Change Data Base (NCDB) and was made available by The Urban Institute in collaboration with GeoLytics (www.geolytics.com). After the La Porte area was spatially defined by zip area 77571 (includes Shoreacres and Morgan's Point), census tracts that fell within the zip boundaries were summarized by several social, demographic, economic and housing trends for 1970, 1980 and 1990. Claritas block group areas were used for 2000, 2004 and 2009 projections. Census tracts are locally determined geographic units, usually encompassing between 2,500 and 8,000 persons. Tracts are meant to represent "neighborhoods" by capturing a group of residents with similar social characteristics. The old adage that "birds of a feather stick together" is usually representative of the demography of a neighborhood. Because census tracts are re-defined every ten years, the NCDB made it possible to analyze the same geographic area by normalizing previous census tract data (1970 – 1990) to apply to the 2000 census tract boundaries. This technique then allowed for an electronic

analysis of trend data to link such tracts and their associated variables to standard geographic boundaries. Moreover, the same physical space can be analyzed over time. Data for 2000, 2004 and 2009 used block group areas for the spatial selection, which is an even smaller geographical area than census tracts resulting in more precise demographic analysis for the La Porte area for current year estimates. Therefore, use caution when comparing Claritas data to other published demographic data that may not have used similar methodologies.

The figures outlined in this report contain selected data elements that can be made comparable from one census to the next and are of importance for communities to recognize the changing climate of their area. The NCDB data contained in this report does not provide information on individuals directly in that all data have been aggregated to the census tracts or block group area contained by the La Porte area region. Aggregated data preserves the confidentiality of individual respondents. Although data covers the four census points in time, it does not cover all of the time in-between the census periods when other important events may have occurred. Use local knowledge of the La Porte area to further assess changes that have

occurred over time. For example, the La Porte area population upsurge between 1970 and 1990 may be attributed to other events not recorded in census years. It is also important to note that this report focuses on the La Porte area that covers a small portion of Harris County. It is more complex to analyze a smaller portion of an area than it is to analyze larger geographic areas.

There has been much debate over census undercounts over the last several decades. For example, homeless individuals and other individuals may be missing from overall census counts. However, it is calculated that the number of missed individuals in the U.S. Census has fallen from around 5 percent in 1950 to under 2 percent in 1990. The 2000 census is thought to be one of the most accurate counts to date, although an actual measure is not yet available. Census 2000 is also considered to be the largest peacetime effort in the history of the United States.

In order to tabulate population by race for Census 2000, the Census Bureau provided counts for all 63 combinations of the six racial groups (White, Black/African American, Native American/Alaskan Native, Asian, Native Hawaiian/Other Pacific Islander, and some other race) that respondents could have chosen. In order to have comparable data, "race bridging" variables take all of the multiracial categories for Census 2000 and assign them into single racial groups. In addition to the race question, a separate "ethnicity" question asks each respondent whether he or she considers himself or herself to be Hispanic or Latino. The ethnicity trend figure provided in this report aggregates the race variables by Non-Hispanic single race compared

to actual Hispanic race. Other figures in the report may not provide for aggregation using this methodology so use caution when doing comparisons. In 1970, aggregation by Hispanic and non-Hispanic were not determined so easily. The 1970 census determined "Spanish-American" population depending on the mother tongue spoken by the wife or head of the family and reported figures also based on the region of the nation in which they lived.

Use caution when making comparisons of any variables used in this report to any other published figures that may not have used the same methodology or the same spatial extractions. Thank you for your interest.

Please contact the Office of Research & Institutional Effectiveness at San Jacinto College if you have any questions (281-998-6170).

Thank you.

For a comprehensive Claritas data definition glossary and methodology, please access the following site:

<http://www.claritas.com>

Please access the SJC Office of Research & Institutional Effectiveness website for an electronic copy of this report and for other published reports:

<http://www2.sjcd.edu/research/index.htm>

Please provide the appropriate credits to San Jacinto College & other mentioned data providers (Geolytics and Claritas) if you plan on external use of any part of this report.



San Jacinto College
Office of Research & Institutional Effectiveness
Executive Summary with Comparison to the United States



*La Porte Area, TX (including Shoreacres & Morgan's Point): 77571
Published: March, 2005*



Population

- The population in the La Porte area is estimated to change from 33,069 to 34,993, resulting in a growth of 5.8% between the year 2000 and the current year. Over the next five years, the population is projected to grow by 7.1%.
- The Population in the United States is estimated to change from 281,421,906 to 292,936,668, resulting in a growth of 4.1% between 2000 and the current year. Over the next five years, the population is expected to grow by 4.8%.
- The current year median age for the La Porte area population is 34.1, and the average age is 34.1. Five years from now, the median age is projected to be 34.9.
- The current year median age for the United States is 36.0, while the average age is 36.9. Five years from now, the median age is projected to be 36.7.

The ethnicities for the information presented below represent single race selections (except for the Hispanic category) that represent the Non-Hispanic population:

- Of the La Porte area current year population:
68.3% are White, 5.7% are Black or African American, 0.4% are American Indian or Alaska Native, 1.1% are Asian and 1.4% are Some Other Race.
- For the entire United States:
67.0% are White, 12.1% are Black or African American, 0.7% are American Indian or Alaska Native, 4.0% are Asian, 0.1% are Native Hawaiian or other Pacific Islander and 1.9% are Some Other Race.
- La Porte Area's Hispanic or Latino population is 23.0%, while the United States current estimated Hispanic or Latino population is 14.0%.



Households

- The number of households in the La Porte area is estimated to change from 11,399 to 12,167, resulting in an increase of 6.7% between 2000 and the current year. Over the next five years, the number is expected to increase by 8.1%.

The number of households in the United States is estimated to change from 105,480,101 to 109,949,228, resulting in an increase of 4.2% between 2000 and the current year. Over the next five years, the number is projected to increase by 5.0%.



Household Income

- The average **household income** is estimated to be \$72,183 for the La Porte area current year, while the average household income for the United States is estimated to be \$63,301 for the same time frame.

The average **household income** for the La Porte area is projected to increase 15.5% over the next five years, from \$72,183 to \$83,387. The United States is projected to have a 13.3% increase in average household income.

- The current year estimated per capita income for this area is \$25,432, compared to an estimate of \$24,092 for the United States as a whole.



Employment

- For the La Porte area, 74.4% of the population is estimated to be age 16 and over for the current year. The employment status of this labor force is as follows: 0.0% are in the armed forces, 66.6% are employed civilians, 3.6% are unemployed civilians, 29.7% are not in the labor force.

For the United States, 77.8% of the population is estimated to be age 16 and over for the current year. Of this labor force: 0.5% are in the Armed Forces, 59.9% are employed civilians, 3.6% are unemployed civilians, and 35.9% are not in the labor force.

For the La Porte area, 49.6% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows: 32.3% have occupation type blue collar, 54.9% are white collar, and 12.8% are service & farm workers.

For the United States, 46.6% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows: 24.0% have occupation type blue collar, 60.0% are white collar, and 16.1% are service & farm workers.

- For the civilian employed population age 16 and over in the La Porte area, it is estimated that they are employed in the following occupational categories:
11.4% are in "Management, Business and Financial Operations", 16.5% are in "Professional and Related Occupations", 12.8% are in "Service", and 27.1% are in "Sales and Office".
0.0% is in "Farming, Forestry and Fishing", 13.8% are in "Construction, Extraction, and Maintenance", and 18.5% are in "Production, Transportation, and Material Moving".

For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:

13.6% are in "Management, Business and Financial Operations", 20.2% are in "Professional and Related Occupations", 14.8% are in "Service", and 26.7% are in "Sales and Office".

0.7% are in "Farming, Forestry and Fishing", 9.5% are in "Construction, Extraction, and Maintenance", and 14.5% are in "Production, Transportation, and Material Moving".



Educational Attainment

- Currently, it is estimated that 3.9% of the population over 25 in the La Porte area had earned a Masters. Professional, or Doctorate Degree and 10.2% had earned a Bachelor's Degree.

In comparison, for the United States, it is estimated that 8.9% of the population over 25 in this area had earned a Masters. Professional, or Doctorate Degree and 15.7% had earned a Bachelor's Degree.



Dwellings

- Most of the dwellings (78.5%) in the La Porte area are estimated to be Owner Occupied for the current year. For the entire country, the majority of housing units are Owner Occupied.
- The majority of dwellings in the La Porte area (78.7%) are estimated to be "detached single units" for the current year. In the United States, the majority of dwellings are estimated to be "detached single units".
- The majority of housing units in this area (24.6%) are estimated to have been built between 1970 and 1979 for the current year. Most of the housing units in the United States (17.4%) are estimated to have been built between 1970 and 1979 for the current year.

**San Jacinto College
Office of Research & Institutional Effectiveness
Profile of La Porte Area, TX
Claritas 2004 Demographics**

The figures in this report were derived from a 2004 Claritas iexpress demographic software using block group analysis for the La Porte Area of 77571, which includes Shoreacres and Morgan's Point. Historical figures were derived using a GeoLytics database that normalized previous year census tract data to match 2000 boundaries for trend analysis reporting. All 2000 and current estimates and projections use Claritas. 1970, 1980 and 1990 used Geolytics. Variances for comparative analysis appear insignificant.



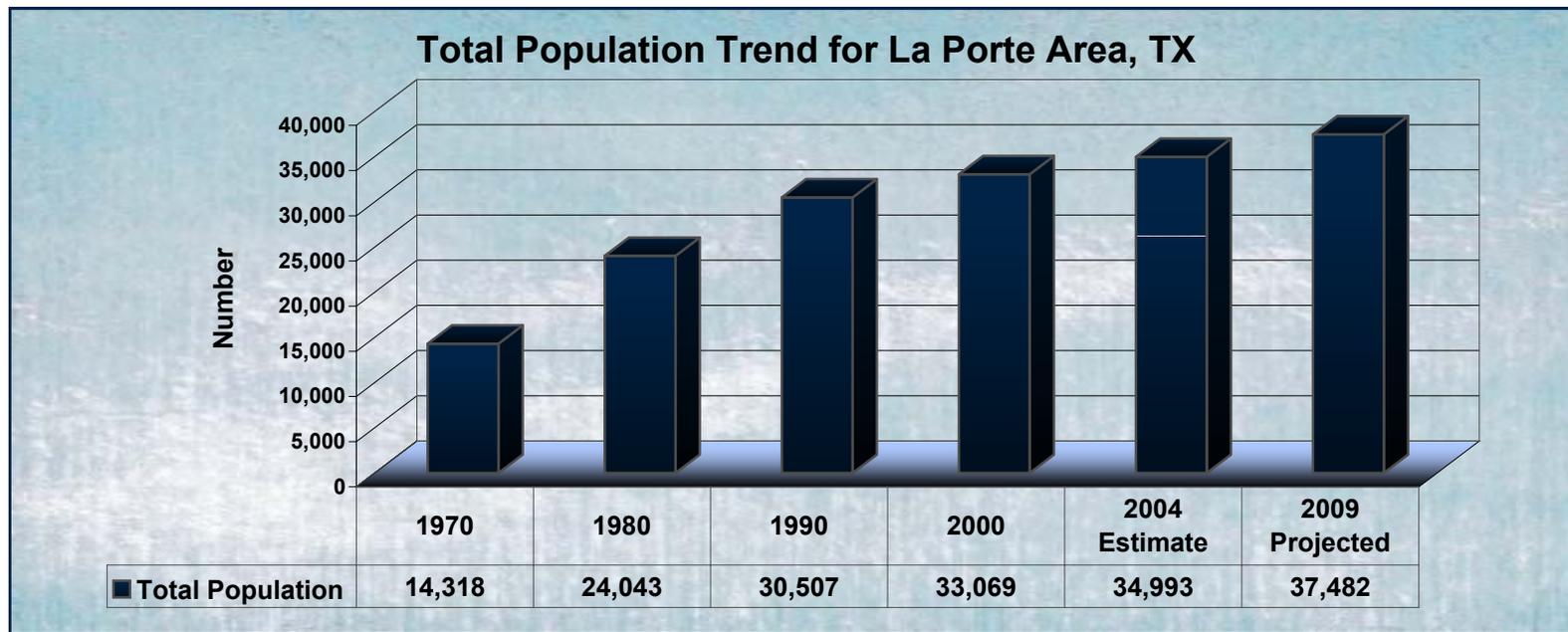
Figure 1: La Porte Area, TX - Population

Comparing 1970 to 2004:

| Population: | 1970 | 1980 | 1990 | 2000 | 2004 Estimate | 2009 Projected | Change | Percent Change |
|-------------------------|---------------|--------|---------------|--------|---------------|----------------|---------------|----------------|
| Total Population | 14,318 | 24,043 | 30,507 | 33,069 | 34,993 | 37,482 | 20,675 | 144.4 |

- Comparing population changes from 1970 to 2004, La Porte Area, TX experienced a 125.9 percent increase. The annual average growth rate for La Porte Area is estimated at about 3.7% comparing 1970 to 2004.

Estimated figures use currently available data sources, whereas Projected figures use a projection calculation.



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Figure 2: La Porte Area, TX - Ethnicity

| Ethnic Category: | ³ 1970 | | 1980 | | 1990 | | 2000 | | 2004 Estimate | | 2009 Projected | |
|--------------------------------------|-------------------|---------|--------|---------|--------|---------|--------|---------|---------------|---------|----------------|---------|
| | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| White | 12,398 | 86.6 | 19,912 | 82.8 | 23,910 | 78.4 | 23,675 | 71.6 | 23,917 | 68.3 | 23,773 | 63.4 |
| African American | 735 | 5.1 | 1,501 | 6.2 | 1,967 | 6.4 | 1,951 | 5.9 | 1,979 | 5.7 | 2,073 | 5.5 |
| American Indian | n/a | n/a | 155 | 0.6 | 184 | 0.6 | 130 | 0.4 | 156 | 0.4 | 190 | 0.5 |
| Asian | n/a | n/a | 325 | 1.4 | 269 | 0.9 | 358 | 1.1 | 398 | 1.1 | 468 | 1.2 |
| ² Other Race | n/a | n/a | n/a | n/a | 11 | 0.0 | 426 | 1.3 | 505 | 1.4 | 600 | 1.6 |
| Hispanic | 1,186 | 8.3 | 2,179 | 9.1 | 4,166 | 13.7 | 6,529 | 19.7 | 8,038 | 23.0 | 10,378 | 27.7 |
| ¹ Actual Total Population | 14,318 | 100.0 | 24,043 | 100.0 | 30,507 | 100.0 | 33,069 | 100.0 | 34,993 | 100.0 | 37,482 | 100.0 |

Note: The US census 2000 has changed the way it captures ethnicity. In addition to the six racial groups, a separate "ethnicity" questions asks each respondent whether they consider themselves to be Hispanic or Latino. Respondents to the 2000 census were also allowed to select one or more of six racial groups. The ethnicities for this table represent single race selections (except for the Hispanic category) that represent the Non-Hispanic population.

¹ Early census ethnicity data may not sum to the actual total population number, differences are slight and insignificant and due to changes in Hispanic counts. (Summed total 1970 = 14,319; 1980 = 24,072)

² Other Race includes Native Hawaiian and other Pacific Islander as well as other races that are not currently captured by the US census.

³ If an ethnic population is small for a particular geographic selection - the US Census will not report figures other than population totals to protect the confidentiality of respondents.

Comparing 1970 to 2004:

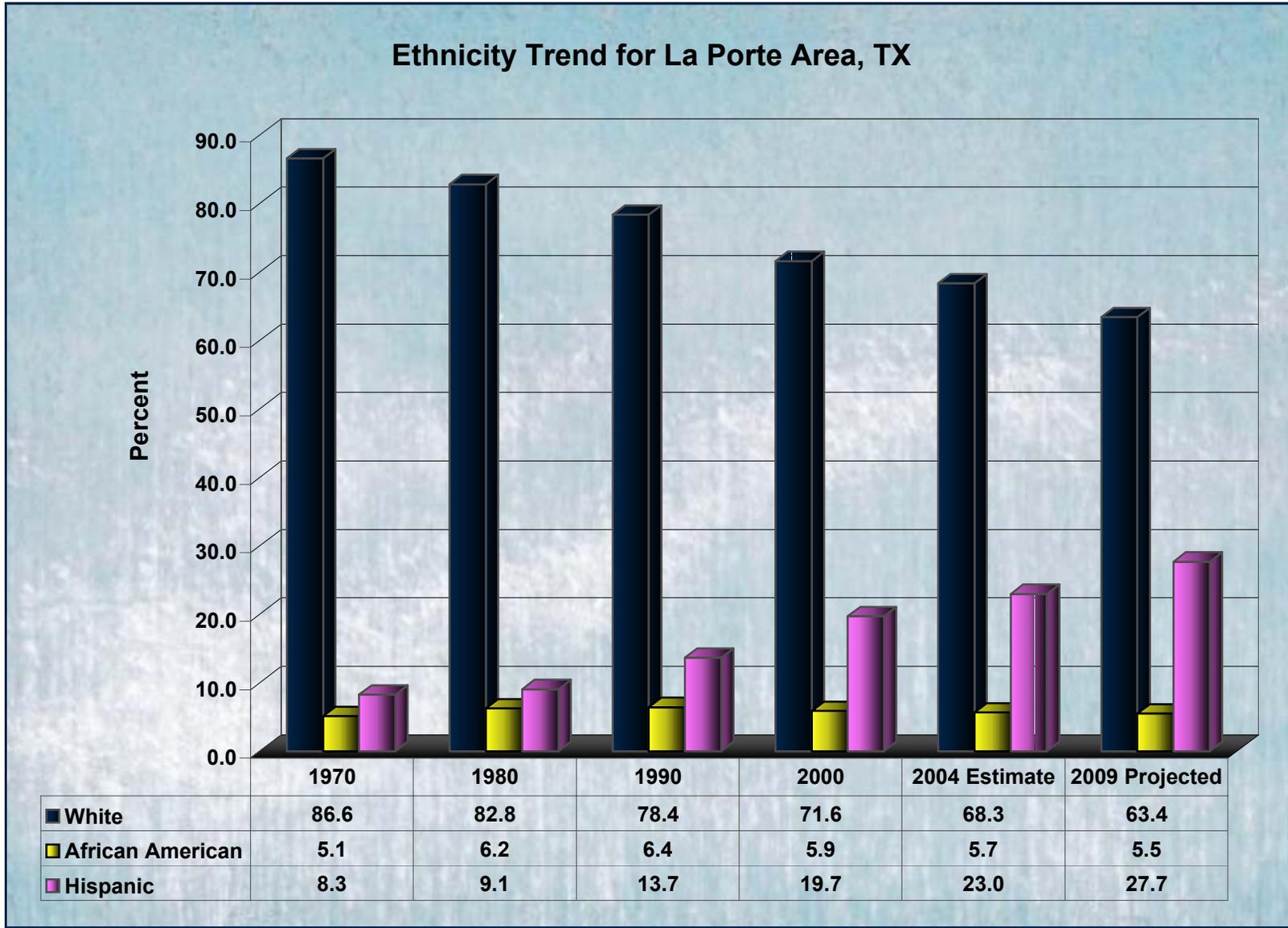
| Ethnic Category: | Change | Percent Change |
|------------------|--------|----------------|
| White | 11,519 | 92.9 |
| African American | 1,244 | 169.3 |
| Hispanic | 6,852 | 577.7 |
| Total Population | 20,675 | 144.4 |



Comparing ethnicity changes from 1970 to 2004 estimates, La Porte Area, TX experienced a 577.7 percent increase in Hispanic population (17.0% avg. annual growth). Although the White population for La Porte Area shows an increase of 92.9 percent compared to 1970, trend analysis shows a steady decline in the overall percentage of the white population for this area. The African American population experienced a 169.3 percent change (5.0% avg. annual growth).



Figure 2 continued: La Porte Area, TX - Ethnicity



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Profile of La Porte Area, TX
Claritas 2004 Demographics

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Figure 3: La Porte Area, TX - Age Categories - Totals may differ slightly from actual total population for early census years

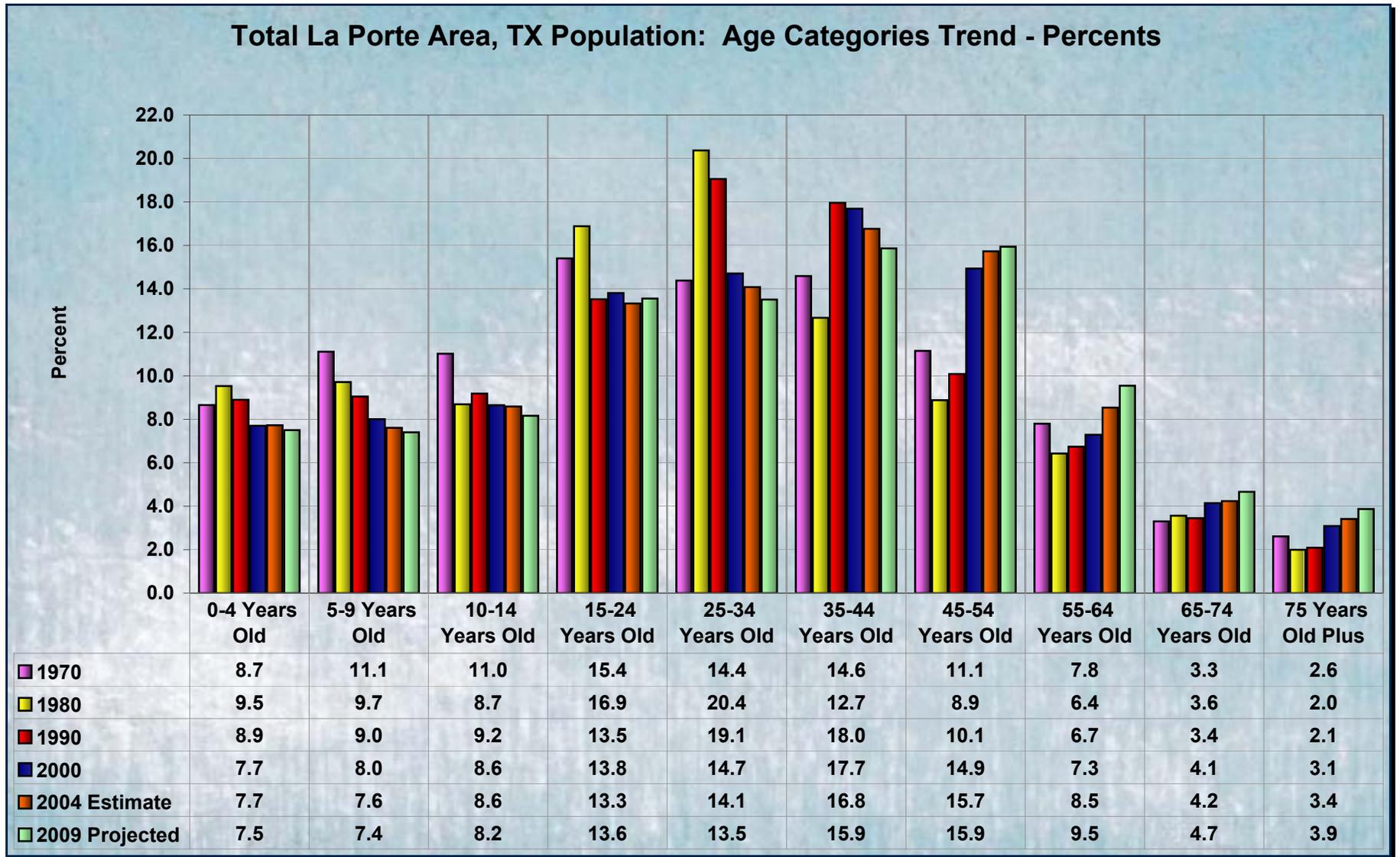
| Total Population (All Races) | ¹ 1970 | | 1980 | | 1990 | | 2000 | | 2004 Estimate | | 2009 Projected | |
|------------------------------|-------------------|--------------|---------------|--------------|---------------|--------------|---------------|--------------|---------------|--------------|----------------|--------------|
| | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| 0-4 Years Old | 1,239 | 8.7 | 2,291 | 9.5 | 2,713 | 8.9 | 2,547 | 7.7 | 2,703 | 7.7 | 2,812 | 7.5 |
| 5-9 Years Old | 1,590 | 11.1 | 2,335 | 9.7 | 2,759 | 9.0 | 2,646 | 8.0 | 2,662 | 7.6 | 2,774 | 7.4 |
| 10-14 Years Old | 1,577 | 11.0 | 2,088 | 8.7 | 2,800 | 9.2 | 2,859 | 8.6 | 3,004 | 8.6 | 3,059 | 8.2 |
| 15-24 Years Old | 2,205 | 15.4 | 4,058 | 16.9 | 4,125 | 13.5 | 4,566 | 13.8 | 4,665 | 13.3 | 5,080 | 13.6 |
| 25-34 Years Old | 2,059 | 14.4 | 4,898 | 20.4 | 5,812 | 19.1 | 4,863 | 14.7 | 4,928 | 14.1 | 5,063 | 13.5 |
| 35-44 Years Old | 2,089 | 14.6 | 3,046 | 12.7 | 5,478 | 18.0 | 5,849 | 17.7 | 5,866 | 16.8 | 5,946 | 15.9 |
| 45-54 Years Old | 1,596 | 11.1 | 2,135 | 8.9 | 3,075 | 10.1 | 4,940 | 14.9 | 5,503 | 15.7 | 5,974 | 15.9 |
| 55-64 Years Old | 1,116 | 7.8 | 1,545 | 6.4 | 2,056 | 6.7 | 2,409 | 7.3 | 2,987 | 8.5 | 3,577 | 9.5 |
| 65-74 Years Old | 472 | 3.3 | 857 | 3.6 | 1,052 | 3.4 | 1,369 | 4.1 | 1,481 | 4.2 | 1,747 | 4.7 |
| 75 Years Old Plus | 374 | 2.6 | 480 | 2.0 | 637 | 2.1 | 1,021 | 3.1 | 1,194 | 3.4 | 1,450 | 3.9 |
| Total | 14,318 | 100.0 | 24,043 | 100.0 | 30,507 | 100.0 | 33,069 | 100.0 | 34,993 | 100.0 | 37,482 | 100.0 |

| | | | | | | | | | | | | |
|-------------------------------------|-------|-------------|--------|-------------|--------|-------------|--------|-------------|--------|-------------|--------|-------------|
| Population 25 Years Old Plus | 7,706 | 53.8 | 12,961 | 53.9 | 18,110 | 59.4 | 20,451 | 61.8 | 21,959 | 62.8 | 23,757 | 63.4 |
|-------------------------------------|-------|-------------|--------|-------------|--------|-------------|--------|-------------|--------|-------------|--------|-------------|

¹ Early census ethnicity data may not sum to the actual total population number, differences are slight and insignificant and due to census methodology. (Summed total 1970 = 14,317; 1980 = 23,733 - 1980 census undercounted age by 310)



Figure 3: La Porte Area, TX - Age Categories continued:



The most prominent age group pyramid for La Porte Area, TX for 2004 exists among the 35 to 44 age categories and the 45 to 54 age categories which suggests that the current population majority is middle-aged. This age group projects a spike in the 55 to 64 age group range for 2009.

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Profile of La Porte Area, TX
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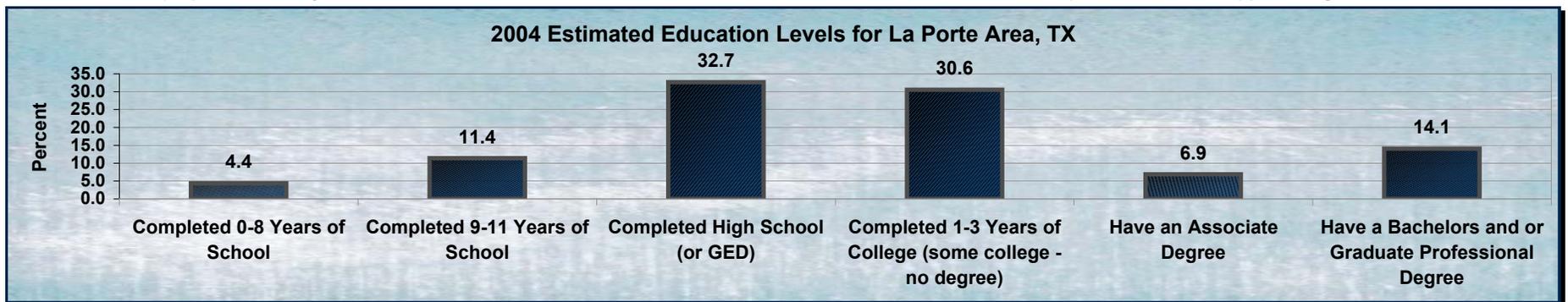
Figure 4a: La Porte Area, TX - Educational Levels - Detailed

For Population 25 Years and Older: 2009 projections not available.

1970 & 1980 do not include "Associate degree."

| Education Category: | 1970 | | 1980 | | 1990 | | 2000 | | 2004 Estimate | |
|---|--------|---------|--------|---------|--------|---------|--------|---------|---------------|---------|
| | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| Completed 0-8 Years of School | 1,373 | 17.8 | 1,407 | 10.9 | 1,126 | 6.2 | 906 | 4.4 | 962 | 4.4 |
| Completed 9-11 Years of School | 1,804 | 23.4 | 2,141 | 16.5 | 2,088 | 11.5 | 2,348 | 11.5 | 2,503 | 11.4 |
| Completed High School (or GED) | 2,439 | 31.7 | 4,841 | 37.4 | 5,912 | 32.6 | 6,670 | 32.6 | 7,173 | 32.7 |
| Completed 1-3 Years of College (some college - no degree) | 976 | 12.7 | 2,816 | 21.7 | 4,977 | 27.5 | 6,185 | 30.2 | 6,713 | 30.6 |
| Have an Associate Degree | n/a | n/a | n/a | n/a | 1,222 | 6.7 | 1,399 | 6.8 | 1,515 | 6.9 |
| Have a Bachelors and or Graduate Professional Degree | 1,112 | 14.4 | 1,754 | 13.5 | 2,785 | 15.4 | 2,856 | 14.0 | 3,093 | 14.1 |
| ¹ Actual Population 25 Years and Older | 7,706 | 100.0 | 12,961 | 100.0 | 18,110 | 100.0 | 20,451 | 100.0 | 21,959 | 100.0 |

¹ Actual Population 25 Years and Older differs slightly from the actual summed count prior to 2004 for this figure due to US Census methodology - (25 plus totals only: summed total 1970 = 7,704; summed total 1980 = 12,959; summed total 2000 = 20,364). The differences appear insignificant.



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1970 data was not captured by the US census. 1980 does not include "other" or "Associate degree."

Figure 4b: La Porte Area, TX - Educational Levels - Detailed by Ethnicity Percents

For Population 25 Years and Older: 1970 data was not captured by the US census. 2004 estimates & 2009 Projections not available for this table.

| Education Category: | 1980: | | | | | 1990: | | | | | ² 2000: | | | | |
|--|--------------|--------------|--------------|--------------------|--------------|--------------|--------------|--------------|--------------------|--------------|--------------------|--------------|--------------|--------------------|--------------|
| | White | African Am. | Hispanic | ¹ Other | Total | White | African Am. | Hispanic | ¹ Other | Total | White | African Am. | Hispanic | ¹ Other | Total |
| Persons with Less than 9th grade Education | 9.2 | 26.7 | 36.3 | 21.5 | 10.9 | 5.4 | 9.6 | 19.5 | 14.8 | 6.2 | 2.5 | 3.5 | 13.0 | 14.4 | 4.4 |
| Persons with Less than High School Diploma | 15.8 | 27.0 | 15.1 | 21.0 | 16.5 | 10.7 | 17.9 | 19.5 | 18.1 | 11.5 | 9.7 | 15.4 | 20.3 | 19.3 | 11.5 |
| Persons with High School Diploma (or GED) | 37.9 | 30.4 | 29.7 | 32.8 | 37.4 | 32.6 | 36.7 | 28.4 | 30.0 | 32.6 | 32.9 | 36.9 | 32.1 | 33.6 | 32.6 |
| Persons with Some College No Degree | 22.7 | 12.2 | 14.3 | 18.6 | 21.7 | 28.2 | 25.8 | 18.8 | 18.1 | 27.5 | 32.0 | 26.2 | 22.6 | 20.9 | 30.2 |
| Persons with an Associate Degree | n/a | n/a | n/a | n/a | n/a | 7.0 | 0.0 | 8.1 | 8.7 | 6.7 | 7.7 | 4.2 | 3.6 | 4.7 | 6.8 |
| Have a Bachelors and or Graduate Professional Degree | 14.5 | 3.6 | 4.6 | 6.1 | 13.5 | 16.1 | 10.0 | 5.6 | 10.3 | 15.4 | 15.2 | 13.9 | 8.5 | 7.2 | 14.0 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Figure 4c: Educational Levels of Total Population (25 Years & Older) by Summarized Categories & Ethnicity

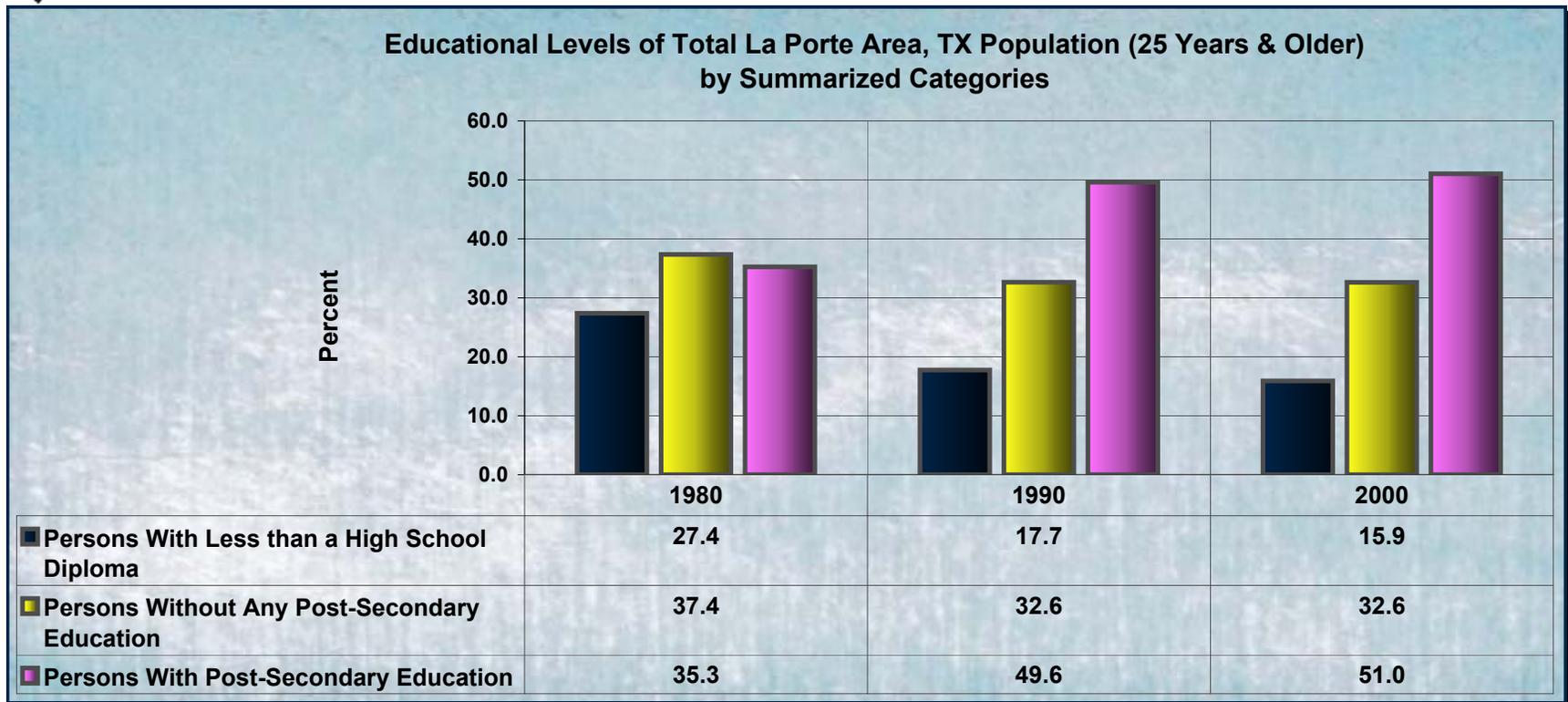
| Education Category: | 1980: | | | | | 1990: | | | | | ² 2000: | | | | |
|---|-------|-------------|----------|--------------------|-------|-------|-------------|----------|--------------------|-------|--------------------|-------------|----------|--------------------|-------|
| | White | African Am. | Hispanic | ¹ Other | Total | White | African Am. | Hispanic | ¹ Other | Total | White | African Am. | Hispanic | ¹ Other | Total |
| Persons <i>With Less than a High School Diploma</i> | 25.0 | 53.7 | 51.4 | 42.5 | 27.4 | 16.1 | 27.5 | 39.0 | 32.9 | 17.7 | 12.2 | 18.8 | 33.3 | 33.6 | 15.9 |
| Persons <i>Without Any Post-Secondary Education</i> who have HS Diploma | 37.9 | 30.4 | 29.7 | 32.8 | 37.4 | 32.6 | 36.7 | 28.4 | 30.0 | 32.6 | 32.9 | 36.9 | 32.1 | 33.6 | 32.6 |
| Persons <i>With Post-Secondary Education</i> | 37.2 | 15.8 | 18.9 | 24.7 | 35.3 | 51.3 | 35.9 | 32.6 | 37.1 | 49.6 | 54.9 | 44.3 | 34.7 | 32.8 | 51.0 |

Note: The US Census 2000 has changed the way it captures ethnicity; In addition to the six racial groups, a separate "ethnicity" question asks each respondent whether they consider themselves to be Hispanic or Latino. Respondents to the 2000 census were also allowed to select one or more of six racial groups. The majority of data for this table does not provide a count for Hispanic vs. Non-Hispanic, therefore ethnicity counts may be duplicated in some categories as Hispanics may have chosen more than one race. The 2000 census gives a Non-Hispanic white count, but does not provide a count for other racial groups who may have chosen more than one race. Data for the African American population for educational levels by ethnicity are not available for 1980. Data sample may be too small for an analysis and respondents confidentiality is protected under the census data methodology.

See footnotes for more definitions.



Figure 4c continued: La Porte Area, TX - Educational Levels of Total Population (25 Years & Older) by Summarized Categories



The educational levels for La Porte Area, TX indicate that the population 25 years and older are obtaining Post-Secondary education at a higher percentage comparing 2000 to 1980. Figure 4a estimates that for 2004, 51.6 percent of the La Porte Area, TX population who are 25 and older are obtaining Post-Secondary education. However, comparing 2000 to 1990, the percent of persons with Post-Secondary education has not experienced a significant change. 2004 estimates (51.6 percent) do not show that persons 25 plus are obtaining Post-Secondary education at a significantly higher rate compared to 2000.

¹ Other Race includes Asian, Native Hawaiian and other Pacific Islander as well as other races that are not currently captured by the US census.

² For this figure, Claritas express 2000 figures by ethnicity are unavailable, GeoLytic published figures are used except for totals. Differences are slight.

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Figure 5: La Porte Area, TX - Business Facts - 2004 Business Sites by 2-digit Standard Industrial Classification (SIC) Code (data will differ slightly with NAICS data and other Biz Fact data)

| 2004 Total Business Sites by 2 digit SIC Code: SIC Code / SIC Code Label | Total Establishments | | Total Employees | | Sales (\$ in Millions) | Establishments with 20 or more Employees | |
|---|----------------------|--------------|-----------------|---------------|------------------------|--|---------------|
| | 1,075 | | 20,101 | | \$2,377 | 197 | |
| | # | % | # | % | \$(Millions) | # | % |
| Agriculture & Natural Resources | 15 | 1.40% | 85 | 0.42% | \$5 | 1 | 0.51% |
| 01 Agricultural products: crops | 0 | 0.00% | 0 | 0.00% | \$0 | 0 | 0.00% |
| 02 Agricultural products: stock | 1 | 0.09% | 1 | 0.00% | \$0 | 0 | 0.00% |
| 07 Agricultural services | 14 | 1.30% | 84 | 0.42% | \$4 | 1 | 0.51% |
| 08 Forestry | 0 | 0.00% | 0 | 0.00% | \$0 | 0 | 0.00% |
| 09 Fishing, hunting, trapping | 0 | 0.00% | 0 | 0.00% | \$0 | 0 | 0.00% |
| Natural Resources extraction | 1 | 0.09% | 14 | 0.07% | \$1 | 0 | 0.00% |
| 10 Metal mining | 0 | 0.00% | 0 | 0.00% | \$0 | 0 | 0.00% |
| 12 Anthracite & bituminous | 0 | 0.00% | 0 | 0.00% | \$0 | 0 | 0.00% |
| 13 Oil & gas extraction | 1 | 0.09% | 14 | 0.07% | \$1 | 0 | 0.00% |
| 14 Nonmetallic mining | 0 | 0.00% | 0 | 0.00% | \$0 | 0 | 0.00% |
| Construction | 98 | 9.12% | 2,159 | 10.74% | \$306 | 21 | 10.66% |
| 15 General building contractors | 24 | 2.23% | 288 | 1.43% | \$78 | 4 | 2.03% |
| 16 Heavy constr. contractors | 15 | 1.40% | 440 | 2.19% | \$49 | 4 | 2.03% |
| 17 Special trade contractors | 59 | 5.49% | 1,431 | 7.12% | \$178 | 13 | 6.60% |
| Manufacturing | 97 | 9.02% | 5,868 | 29.19% | \$561 | 51 | 25.89% |
| 20 Food & kindred products | 0 | 0.00% | 0 | 0.00% | \$0 | 0 | 0.00% |
| 21 Tobacco manufacturers | 0 | 0.00% | 0 | 0.00% | \$0 | 0 | 0.00% |
| 22 Textile mill products | 0 | 0.00% | 0 | 0.00% | \$0 | 0 | 0.00% |
| 23 Apparel & textiles | 0 | 0.00% | 0 | 0.00% | \$0 | 0 | 0.00% |
| 24 Lumber & wood products | 0 | 0.00% | 0 | 0.00% | \$0 | 0 | 0.00% |
| 25 Furniture & fixtures | 1 | 0.09% | 30 | 0.15% | \$2 | 1 | 0.51% |
| 26 Paper & allied products | 0 | 0.00% | 0 | 0.00% | \$0 | 0 | 0.00% |

Note: For sales figures in millions for this table: Multiply figure * 1,000,000 for exact sales dollars.
\$2 would compute to \$2,000,000. Tot. estimated sales for area = 2.3 billion dollars.

| 2004 Total Business Sites by 2 digit SIC Code: SIC Code / SIC Code Label | Total Establishments | | Total Employees | | Sales (\$ in Millions) | Establishments with 20 or more Employees | |
|---|----------------------|---------------|-----------------|---------------|------------------------|--|---------------|
| | 1,075 | | 20,101 | | \$2,377 | 197 | |
| | # | % | # | % | \$ (Millions) | # | % |
| 27 Printing & publishing | 6 | 0.56% | 34 | 0.17% | \$2 | 0 | 0.00% |
| 28 Chemical products | 34 | 3.16% | 4,367 | 21.73% | \$422 | 28 | 14.21% |
| 29 Petroleum & coal products | 2 | 0.19% | 62 | 0.31% | \$11 | 2 | 1.02% |
| 30 Rubber & plastic products | 3 | 0.28% | 62 | 0.31% | \$5 | 1 | 0.51% |
| 31 Leather products | 1 | 0.09% | 2 | 0.01% | \$0 | 0 | 0.00% |
| 32 Stone, clay & glass products | 6 | 0.56% | 69 | 0.34% | \$12 | 1 | 0.51% |
| 33 Primary metal industries | 4 | 0.37% | 146 | 0.73% | \$12 | 4 | 2.03% |
| 34 Fabricated metal products | 10 | 0.93% | 254 | 1.26% | \$22 | 5 | 2.54% |
| 35 Machinery, not electrical | 19 | 1.77% | 628 | 3.12% | \$52 | 6 | 3.05% |
| 36 Electric & electronic mach. | 2 | 0.19% | 85 | 0.42% | \$11 | 2 | 1.02% |
| 37 Transportation equipment | 0 | 0.00% | 0 | 0.00% | \$0 | 0 | 0.00% |
| 38 Instruments & related | 3 | 0.28% | 102 | 0.51% | \$7 | 1 | 0.51% |
| 39 Miscellaneous manufacturing | 6 | 0.56% | 27 | 0.13% | \$3 | 0 | 0.00% |
| Transportation, Utilities | 90 | 8.37% | 2,002 | 9.96% | \$209 | 27 | 13.71% |
| 40 Railroad transportation | 2 | 0.19% | 176 | 0.88% | \$18 | 2 | 1.02% |
| 41 Local & inter-urban | 5 | 0.47% | 74 | 0.37% | \$3 | 2 | 1.02% |
| 42 Trucking and warehousing | 54 | 5.02% | 1199 | 5.96% | \$114 | 16 | 8.12% |
| 43 U.S. postal service | 1 | 0.09% | 50 | 0.25% | \$0 | 1 | 0.51% |
| 44 Water transportation | 5 | 0.47% | 54 | 0.27% | \$6 | 1 | 0.51% |
| 45 Transportation by air | 1 | 0.09% | 4 | 0.02% | \$0 | 0 | 0.00% |
| 46 Pipelines, except gas | 2 | 0.19% | 164 | 0.82% | \$31 | 1 | 0.51% |
| 47 Transportation services | 11 | 1.02% | 141 | 0.70% | \$22 | 2 | 1.02% |
| 48 Communications | 4 | 0.37% | 23 | 0.11% | \$2 | 0 | 0.00% |
| 49 Electric, gas, sanitation | 5 | 0.47% | 117 | 0.58% | \$11 | 2 | 1.02% |
| Wholesale Trade | 75 | 6.98% | 3,247 | 16.15% | \$587 | 17 | 8.63% |
| 50 Wholesale: durable goods | 56 | 5.21% | 767 | 3.82% | \$134 | 10 | 5.08% |
| 51 Wholesale: nondur. goods | 19 | 1.77% | 2480 | 12.34% | \$453 | 7 | 3.55% |
| Retail Trade | 207 | 19.26% | 1,881 | 9.36% | \$281 | 23 | 11.68% |
| 52 Building, garden supplies | 16 | 1.49% | 100 | 0.50% | \$16 | 1 | 0.51% |
| 53 General merchandise stores | 2 | 0.19% | 11 | 0.05% | \$1 | 0 | 0.00% |
| 54 Food stores | 29 | 2.70% | 216 | 1.07% | \$37 | 1 | 0.51% |

Note: For sales figures in millions for this table: Multiply figure * 1,000,000 for exact sales dollars.
\$2 would compute to \$2,000,000. Tot. estimated sales for area = 2.3 billion dollars.

| 2004 Total Business Sites by 2 digit SIC Code: SIC Code / SIC Code Label | Total Establishments | | Total Employees | | Sales (\$ in Millions) | Establishments with 20 or more Employees | |
|---|----------------------|---------------|-----------------|---------------|------------------------|--|---------------|
| | 1,075 | | 20,101 | | \$2,377 | 197 | |
| | # | % | # | % | \$ (Millions) | # | % |
| 55 Auto dealers, gas stations | 33 | 3.07% | 577 | 2.87% | \$167 | 7 | 3.55% |
| 56 Apparel, accessory stores | 5 | 0.47% | 44 | 0.22% | \$3 | 1 | 0.51% |
| 57 Furniture, home furnishings | 7 | 0.65% | 13 | 0.06% | \$2 | 0 | 0.00% |
| 58 Eating & drinking places | 51 | 4.74% | 704 | 3.50% | \$33 | 11 | 5.58% |
| 59 Miscellaneous | 64 | 5.95% | 216 | 1.07% | \$23 | 2 | 1.02% |
| Finance, Insurance, Real Estate | 54 | 5.02% | 275 | 1.37% | \$51 | 1 | 0.51% |
| 60 Banking | 7 | 0.65% | 75 | 0.37% | \$18 | 1 | 0.51% |
| 61 Credit agencies, not banks | 2 | 0.19% | 7 | 0.03% | \$2 | 0 | 0.00% |
| 62 Security, commodity brokers | 2 | 0.19% | 6 | 0.03% | \$1 | 0 | 0.00% |
| 63 Insurance carriers | 1 | 0.09% | 3 | 0.01% | \$1 | 0 | 0.00% |
| 64 Insurance Agents, Brokers and Service | 11 | 1.02% | 37 | 0.18% | \$9 | 0 | 0.00% |
| 65 Real estate | 31 | 2.88% | 147 | 0.73% | \$22 | 0 | 0.00% |
| 67 Holding & other companies | 0 | 0.00% | 0 | 0.00% | \$0 | 0 | 0.00% |
| Services | 380 | 35.35% | 3,712 | 18.47% | \$376 | 49 | 24.87% |
| 70 Hotels & other lodging | 7 | 0.65% | 63 | 0.31% | \$3 | 1 | 0.51% |
| 72 Personal services | 51 | 4.74% | 155 | 0.77% | \$7 | 1 | 0.51% |
| 73 Business services | 68 | 6.33% | 712 | 3.54% | \$92 | 14 | 7.11% |
| 75 Auto repairs & garages | 43 | 4.00% | 153 | 0.76% | \$11 | 0 | 0.00% |
| 76 Misc. repair services | 24 | 2.23% | 252 | 1.25% | \$37 | 3 | 1.52% |
| 78 Motion pictures | 5 | 0.47% | 246 | 1.22% | \$43 | 2 | 1.02% |
| 79 Amusement & recreation | 16 | 1.49% | 124 | 0.62% | \$7 | 1 | 0.51% |
| 80 Health services | 31 | 2.88% | 448 | 2.23% | \$28 | 4 | 2.03% |
| 81 Legal services | 7 | 0.65% | 50 | 0.25% | \$9 | 1 | 0.51% |
| 82 Educational services | 22 | 2.05% | 456 | 2.27% | \$55 | 9 | 4.57% |
| 83 Social services | 15 | 1.40% | 157 | 0.78% | \$7 | 2 | 1.02% |
| 84 Museums, botanical, zoos | 1 | 0.09% | 22 | 0.11% | \$1 | 1 | 0.51% |
| 86 Membership organizations | 47 | 4.37% | 287 | 1.43% | \$20 | 3 | 1.52% |
| 87 Engineering & management | 39 | 3.63% | 581 | 2.89% | \$57 | 7 | 3.55% |
| 89 Misc. services | 4 | 0.37% | 6 | 0.03% | \$1 | 0 | 0.00% |
| 90 Government | 34 | 3.16% | 679 | 3.38% | \$0 | 6 | 3.05% |
| 99 Non-classifiable | 24 | 2.23% | 179 | 0.89% | \$0 | 1 | 0.51% |

Note: For sales figures in millions for this table: Multiply figure * 1,000,000 for exact sales dollars.
\$2 would compute to \$2,000,000. Tot. estimated sales for area = 2.3 billion dollars.

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The figures in this report were derived from a 2004 Claritas iexpress demographic software using block group analysis for the La Porte Area of 77571, which includes Shoreacres and Morgan's P. Historical figures were derived using a GeoLytics database that normalized previous year census tract data to match 2000 boundaries for trend analysis reporting. All 2000 and current estimate projections use Claritas. 1970, 1980 and 1990 used Geolytics. Variances for comparative analysis appear insignificant.



Figure 6: La Porte Area, TX - Household Types

| Household Types | 1970 | | 1980 | | 1990 | | 2000 | | 2004 | | 2009 | |
|-----------------------------|--------------|--------------|--------------|--------------|---------------|--------------|---------------|--------------|---------------|--------------|---------------|--------------|
| | Number | % | Number | % | Number | % | Number | % | Number | % | Number | % |
| Total Family Households | 3,762 | 88.9 | 6,479 | 83.2 | 8,185 | 81.4 | 8,939 | 78.4 | 9,501 | 78.1 | 10,214 | 77.6 |
| Total Non-Family Households | 468 | 11.1 | 1,309 | 16.8 | 1,868 | 18.6 | 2,460 | 21.6 | 2,666 | 21.9 | 2,941 | 22.4 |
| Total Households | 4,230 | 100.0 | 7,788 | 100.0 | 10,053 | 100.0 | 11,399 | 100.0 | 12,167 | 100.0 | 13,155 | 100.0 |

A family is defined as a household with 2 or more blood-related or marriage-related individuals and is typically representative of more traditional household arrangements. Non-Family households can represent singles or individuals living together who are not blood or marriage related.



- Comparing the total number of Households from 1970 to 2004, La Porte Area, TX experienced a 187.6 percent increase or about 5.5 percent average annual growth.
- Non-Family or Non-traditional Households experienced a 469.7 percent change comparing 1970 to 2004 for an average annual growth of about 13.8 percent suggesting that households with Non-Family persons experienced a growing trend for La Porte Area, TX.

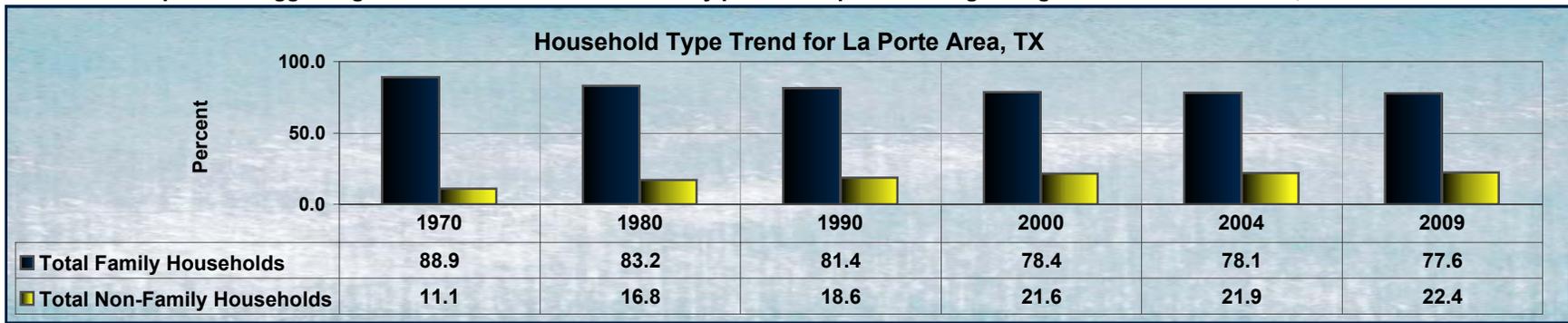




Figure 7: La Porte Area, TX - Income Trends

| Income Information: | 1970 | | 1980 | | 1990 | | 2000 | | 2004 | | 2009 | |
|--|-------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|
| | Number | % |
| Families With Income Less than \$15,000 | 2,637 | 70.2 | 1,199 | 18.5 | 775 | 9.5 | 482 | 5.4 | 468 | 4.9 | 433 | 4.2 |
| Families With \$15,000-\$24,999 in Income | 887 | 23.6 | 1,657 | 25.6 | 778 | 9.5 | 599 | 6.7 | 530 | 5.6 | 441 | 4.3 |
| Families With \$25,000-\$49,999 in Income | 201 | 5.4 | 3,242 | 50.0 | 3,228 | 39.4 | 2,085 | 23.2 | 1,747 | 18.4 | 1,490 | 14.6 |
| Families With Income GT or equal to \$50,000 | 30 | 0.8 | 383 | 5.9 | 3,404 | 41.6 | 5,837 | 64.8 | 6,756 | 71.1 | 7,850 | 76.9 |
| ¹ Total Number of Family Incomes calculated | 3,755 | 100.0 | 6,481 | 100.0 | 8,185 | 100.0 | 9,003 | 100.0 | 9,501 | 100.0 | 10,214 | 100.0 |
| Total Population | 14,318 | 100.0 | 24,043 | 100.0 | 30,507 | 100.0 | 33,069 | 100.0 | 34,993 | 100.0 | 37,482 | 100.0 |
| Median Family Income | n/a | | n/a | | \$45,470.44 | | \$62,901.00 | | \$71,676.00 | | \$82,936.00 | |
| Average Family Income | \$13,757.37 | | \$28,639.02 | | \$48,515.37 | | \$67,758.00 | | \$79,101.00 | | \$91,925.00 | |
| ² Income Equivalence | \$65,247.89 | | \$63,983.93 | | \$68,397.65 | | \$72,408.57 | | \$79,101.00 | | n/a | |

¹ Total Number of Family Incomes - Due to US Census methodology for calculating family incomes, some census family incomes exceed the actual number of family households presented in figure 6 for earlier years. Some family households consist of more than one family and were included in the calculation for earlier years. See Figure 6 for actual number of family households.

² How much money would be equivalent today (using 2003 stats) to have the same purchasing power as the average family income for year represented? These relative values were produced using an online calculator created by John J. McCusker (Ewing Halsell Professor of American History and Professor of Economics), Trinity University, San Antonio, Texas: "Comparing the Purchasing Power of Money in the United States (or Colonies) from 1665 to Any Other Year Including the Present" Economic History Services, 2004, URL :

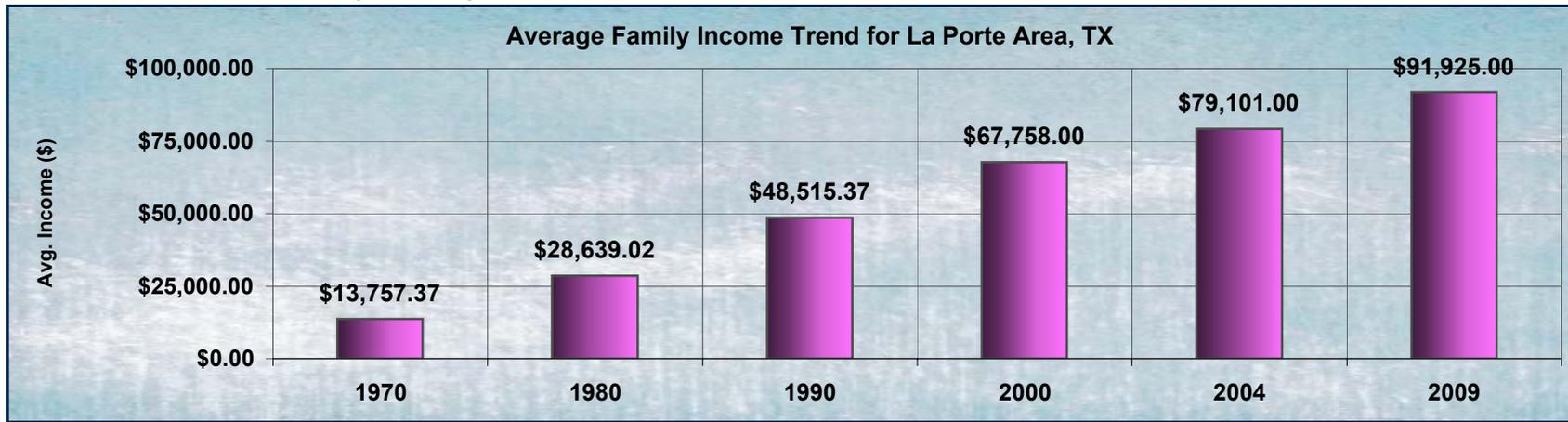
<http://www.eh.net/hmit/ppowerus/>

Comparing 1970 to 2004:



| ² Income Equivalence | Change | Percent Change |
|---------------------------------|--------|----------------|
| Income Equivalence | 13,853 | 21.2 |

The Average Family Income experienced a 475.0 Percent Change comparing 2004 to 1970. However, when reviewing income equivalence (purchasing power), the change represents about 21.2 percent or about a 1 percent (0.6%) average annual growth.



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Figure 8a: La Porte Area, TX - La Porte ISD - All Schools Combined - Pre-K through 12th Grade

| Ethnic Category: | 1993-94 | | 2003-04 | | 1993-94 to 2003-04 Change | |
|--------------------------|--------------|--------------|--------------|--------------|---------------------------|--------------|
| | Count | Percent | Count | Percent | Difference | % Difference |
| African American | 638 | 8.6 | 682 | 8.9 | 44 | 6.9 |
| Hispanic | 1,317 | 17.8 | 2,164 | 28.1 | 847 | 64.3 |
| White | 5,327 | 72.1 | 4,744 | 61.7 | -583 | -10.9 |
| Asian / Pacific Islander | n/a | n/a | 80 | 1.0 | n/a | n/a |
| Native American | n/a | n/a | 21 | 0.3 | n/a | n/a |
| ¹ Other | 102 | 1.4 | 0 | 0.0 | -102 | -100.0 |
| Total | 7,384 | 100.0 | 7,691 | 100.0 | 307 | 4.2 |

¹ Other Race includes Native Hawaiian and other Pacific Islander as well as other races that are not currently captured by the US Census.

PIEMS Data for 1993-94 is not available for Asian or Native American ethnic categories.

Years represent academic year (i.e., Fall, Spring, Summer I and II)

Data extracted using the PIEMS website - School Demographic Reports

High Schools Included in this figure:
La Porte HS
For a listing of all La Porte ISD schools,
please visit the PIEMS website.

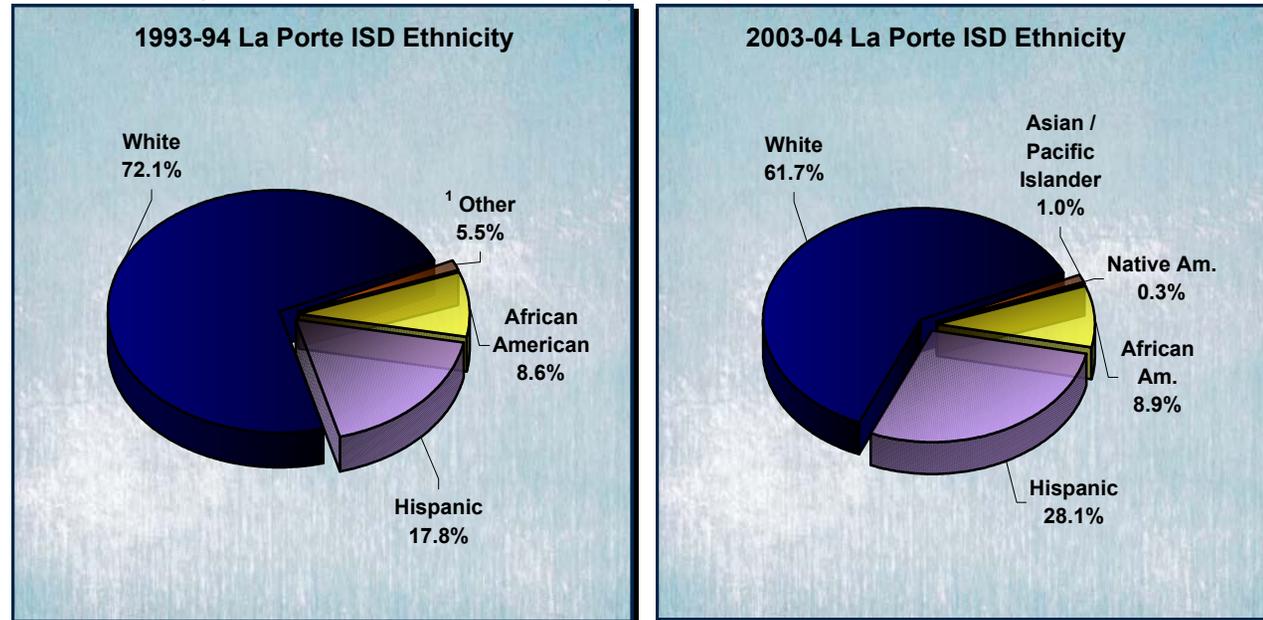




Figure 8b: La Porte Area ISD - All Area Schools (Pre-K through 12th) Ethnicity Percent Trends

Pre-Kindergarten through 12th Grade
Data extracted from PIEMS website.

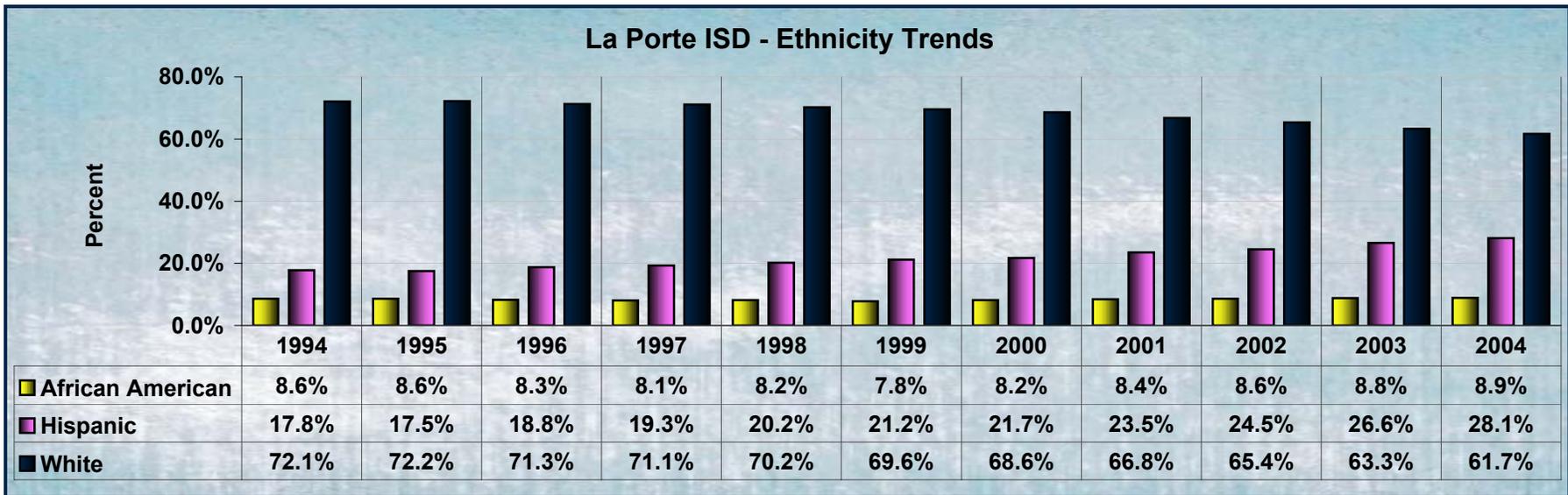
Percents

| Year | African American | Hispanic | White | Economically Disadvantaged |
|------|------------------|----------|-------|----------------------------|
| 1994 | 8.6% | 17.8% | 72.1% | 19.1% |
| 1995 | 8.6% | 17.5% | 72.2% | 21.4% |
| 1996 | 8.3% | 18.8% | 71.3% | 20.8% |
| 1997 | 8.1% | 19.3% | 71.1% | 22.9% |
| 1998 | 8.2% | 20.2% | 70.2% | 23.9% |
| 1999 | 7.8% | 21.2% | 69.6% | 23.7% |
| 2000 | 8.2% | 21.7% | 68.6% | 25.3% |
| 2001 | 8.4% | 23.5% | 66.8% | 24.5% |
| 2002 | 8.6% | 24.5% | 65.4% | 30.0% |
| 2003 | 8.8% | 26.6% | 63.3% | 29.4% |
| 2004 | 8.9% | 28.1% | 61.7% | 31.6% |

Note: Other Ethnicities are not available historically for this figure and therefore are not included: See figure 8c for more detail.



The total student enrollment for La Porte Area ISD for 2003-04 was 7,691. For 1993-94 the enrollment was 7,384 representing about a 4.2 percent increase. La Porte Area, TX currently serves zip codes: 77571. Post office box location = 77572 - spatial data not available.



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Figure 8c: La Porte, TX - Detail by High School (9th through 12th) Ethnicity Trends 1993-94 vs. 2003-04

| La Porte ISD - La Porte HS - 9th through 12th grade | | 1993-94 | | 2003-04 | | 1993-94 to 2003-04 Change | |
|---|------------------------|--------------|--------------|--------------|--------------|---------------------------|-------------|
| La Porte Area HS | African American | 192 | 9.6 | 194 | 8.6 | 2 | 1.0 |
| La Porte Area HS | Hispanic | 367 | 18.4 | 526 | 23.4 | 159 | 43.3 |
| La Porte Area HS | White | 1,400 | 70.1 | 1,507 | 66.9 | 107 | 7.6 |
| La Porte Area HS | Asian/Pacific Islander | n/a | n/a | 21 | 0.9 | n/a | n/a |
| La Porte Area HS | Native American | n/a | n/a | 4 | 0.2 | n/a | n/a |
| La Porte Area HS | ¹ Other | 37 | 1.9 | 0 | 0.0 | -37 | -100.0 |
| La Porte Area HS | Total | 1,996 | 100.0 | 2,252 | 100.0 | 256 | 12.8 |

| La Porte ISD - All Schools Combined - Pre-K through 12th Grade | | 1993-94 | | 2003-04 | | 1993-94 to 2003-04 Change | |
|--|------------------------|--------------|--------------|--------------|--------------|---------------------------|------------|
| La Porte Area ISD | African American | 638 | 8.6 | 682 | 8.9 | 44 | 6.9 |
| La Porte Area ISD | Hispanic | 1,317 | 17.8 | 2,164 | 28.1 | 847 | 64.3 |
| La Porte Area ISD | White | 5,327 | 72.1 | 4,744 | 61.7 | -583 | -10.9 |
| La Porte Area ISD | Asian/Pacific Islander | n/a | n/a | 80 | 1.0 | n/a | n/a |
| La Porte Area ISD | Native American | n/a | n/a | 21 | 0.3 | n/a | n/a |
| La Porte Area ISD | ¹ Other | 102 | 1.4 | 0 | 0.0 | -102 | -100.0 |
| La Porte Area ISD | Total | 7,384 | 100.0 | 7,691 | 100.0 | 307 | 4.2 |

Comparing academic year 1993-94 to 2003-04, La Porte ISD experienced a 6.9 percent increase in African American students, a 64.3 percent increase in Hispanic students and a 10.9 percent decrease in white students. Figure 8b shows a steady decline in the overall percent of white students and steady growth in the overall percent of Hispanic students.

Data extracted using the PIEMS website - School Demographic Reports

¹ Other Race includes Native Hawaiian and other Pacific Islander as well as other races that are not currently captured by the US Census. Some ethnicities were not captured in 1993-94 and are labeled as n/a.

San Jacinto College
Office of Research & Institutional Effectiveness
Profile of La Porte Area, TX
Claritas 2004 Demographics



Figure 9: La Porte Area, TX - 2004 PRIZM NE Household Segments - Segment Snapshots

PRIZM®
Lifestyle Segmentation System

PRIZM is the original and most widely used neighborhood target marketing system in the United States. In fact, Claritas founded the U.S. geodemographic industry when it launched the first PRIZM segmentation system in 1974. PRIZM is unique in the field of geodemography because it capitalizes on three decades of segmentation experience. Claritas has assisted thousands of clients with target-marketing projects to identify whom their customers and best prospects are, describe what they are like, locate the areas where they live, and determine how to reach them most cost-effectively.

PRIZM's catchy cluster nicknames and memorable icons work. They help users grasp the demographic and lifestyle constructs of each segment very quickly. Most importantly, they help marketers communicate their targeting plans to senior management, advertising agencies, media buyers, primary research providers, and others in a straightforward manner - much more effectively than dry statistical terminology, or long drawn-out demographic monologues.

Methodology

The starting point in the creation of PRIZM is the U.S. Census. The PRIZM model is recreated upon completion of the census every ten years. The assignment of PRIZM clusters to neighborhood geography is performed annually using the latest geographic rosters, updated demographics, and behavioral data. The primary geographic unit for demographic-factor analysis and system development is the census block group, the smallest neighborhood geography consistent with statistical reliability and data availability (block groups average 250-550 households). Factor analysis of census data reveals several dozen demographic and lifestyle variables in six categories that explain most of the statistical variance between neighborhood types: social rank, household composition, mobility, ethnicity, urbanization and housing. Cluster analysis (of these factors) produces the basic neighborhood types. These basic clusters are tested, refined, and calibrated with actual consumer-purchase data. Behavioral tests and enhancements to PRIZM taps millions of consumer-purchase records from multiple sources covering auto buyers, magazine subscribers, real estate transactions, consumer credit, direct marketing response, and consumer-expenditure data. The resulting system provides a flexible framework for decision making that is consistent from one level of geography to another. For instance, the PRIZM assignments for the 5-digit ZIP Code can be instantly and accurately translated into assignments for block groups, tracts, or ZIP+4s. Marketers use systems like PRIZM to identify, locate, and reach their best marketing opportunities.

Figure 9 continued: La Porte Area, TX - 2004 PRIZM NE Household Segments - Segment Snapshots

| N=Total Number of Households %=Percent of Total Households | La Porte Area city, TX | | Texas | | All of US | | La Porte Area Rank |
|---|------------------------|---------------|------------------|--------------|--------------------|--------------|--------------------|
| | N | % | N | % | N | % | |
| Households by PRIZM NE Segment | 12,167 | | 7,922,129 | | 109,949,228 | | |
| 18 Kids & Cul-de-Sacs | 2,878 | 23.65% | 233,281 | 2.94% | 1,707,202 | 1.55% | 1 |
| Upscale, suburban, married couples with children-that's the skinny on Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence and children translates into large outlays for child-centered products and services. | | | | | | | |
| 17 Beltway Boomers | 1,691 | 13.90% | 109,731 | 1.39% | 1,056,083 | 0.96% | 2 |
| The members of the postwar Baby Boom are all grown up. Today, these Americans are in their forties and fifties, and one segment of this huge cohort-college-educated, upper-middle-class and home-owning-is found in Beltway Boomers. Like many of their peers who married late, these Boomers are still raising children in comfortable suburban subdivisions, and they're pursuing kid-centered lifestyles. | | | | | | | |
| 32 New Homesteaders | 805 | 6.62% | 189,789 | 2.40% | 2,151,180 | 1.96% | 3 |
| Young, middle-class families seeking to escape suburban sprawl find refuge in New Homesteaders, a collection of small rustic townships filled with new ranches and Cape Cods. With decent-paying jobs in white-collar and service industries, these dual-income couples have fashioned comfortable, child-centered lifestyles, their driveways filled with campers and powerboats, their family rooms with PlayStations and Game Boys. | | | | | | | |
| 06 Winner's Circle | 749 | 6.16% | 146,527 | 1.85% | 1,140,375 | 1.04% | 4 |
| Among the wealthy suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 25- to 34-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses and upscale malls. With a median income of nearly \$90,000, Winner's Circle residents are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques and take in a show. | | | | | | | |
| 36 Blue-Chip Blues | 576 | 4.73% | 183,526 | 2.32% | 1,362,607 | 1.24% | 5 |
| Blue-Chip Blues is known as a comfortable lifestyle for young, sprawling families with well-paying blue-collar jobs. Ethnically diverse-with a significant presence of Hispanics and African-Americans-the segment's aging neighborhoods feature compact, modestly priced homes surrounded by commercial centers that cater to child-filled households. | | | | | | | |

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| Households by PRIZM NE Segment | 12,167 | | 7,922,129 | | 109,949,228 | | |
| 50 Kid Country, USA | 417 | 3.43% | 126,908 | 1.60% | 1,340,551 | 1.22% | 6 |
| Widely scattered throughout the nation's heartland, Kid Country, USA is a segment dominated by large families living in small towns. Predominantly white, with an above-average concentration of Hispanics, these young, these working-class households include homeowners, renters and military personnel living in base housing; about 20 percent of residents own mobile homes. | | | | | | | |
| 48 Young & Rustic | 407 | 3.35% | 128,009 | 1.62% | 2,165,554 | 1.97% | 7 |
| Like the soap opera that inspired its nickname, Young & Rustic is composed of young, restless singles. Unlike the glitzy soap denizens, however, these folks tend to be lower income, high school-educated and living in tiny apartments in the nation's exurban towns. With their service industry jobs and modest incomes, these folks still try to fashion fast-paced lifestyles centered on sports, cars and dating. | | | | | | | |
| 28 Traditional Times | 372 | 3.06% | 107,037 | 1.35% | 2,931,705 | 2.67% | 8 |
| Traditional Times is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and sixties, these middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles ranging from Country Living and Country Home to Gourmet and Forbes. But they're big travelers, especially in recreational vehicles and campers. | | | | | | | |
| 09 Big Fish, Small Pond | 335 | 2.75% | 94,165 | 1.19% | 2,352,022 | 2.14% | 9 |
| Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, belonging to country clubs, maintaining large investment portfolios and spending freely on computer technology. | | | | | | | |
| 02 Blue Blood Estates | 322 | 2.65% | 98,460 | 1.24% | 1,080,848 | 0.98% | 10 |
| Blue Blood Estates is a family portrait of suburban wealth, a place of million-dollar homes and manicured lawns, high-end cars and exclusive private clubs. The nation's second-wealthiest lifestyle, it is characterized by married couples with children, college degrees, a significant percentage of Asian Americans and six-figure incomes earned by business executives, managers and professionals. | | | | | | | |
| 20 Fast-Track Families | 312 | 2.56% | 165,314 | 2.09% | 1,611,470 | 1.47% | 11 |
| With their upper-middle-class incomes, numerous children and spacious homes, Fast-Track Families are in their prime acquisition years. These middle-aged parents have the disposable income and educated sensibility to want the best for their children. They buy the latest technology with impunity: new computers, DVD players, home theater systems and video games. They take advantage of their rustic locales by camping, boating and fishing. | | | | | | | |

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| | N | % | N | % | N | % | |
| Households by PRIZM NE Segment | 12,167 | | 7,922,129 | | 109,949,228 | | |
| 30 Suburban Sprawl | 305 | 2.51% | 61,734 | 0.78% | 1,444,129 | 1.31% | 12 |
| Suburban Sprawl is an unusual American lifestyle: a collection of midscale, middle-aged singles and couples living in the heart of suburbia. Typically members of the Baby Boom generation, they hold decent jobs, own older homes and condos, and pursue cocooning versions of the American Dream. Among their favorite activities are jogging on treadmills, playing trivia games and renting videos. | | | | | | | |
| 19 Home Sweet Home | 288 | 2.37% | 96,687 | 1.22% | 1,916,297 | 1.74% | 13 |
| Widely scattered across the nation's suburbs, the residents of Home Sweet Home tend to be upper-middle-class married couples living in mid-sized homes with few children. The adults in the segment, mostly between the ages of 25 and 54, have gone to college and hold professional and white-collar jobs. With their upscale incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with toys, TV sets and pets. | | | | | | | |
| 23 Greenbelt Sports | 282 | 2.32% | 56,782 | 0.72% | 1,788,064 | 1.63% | 14 |
| A segment of middle-class exurban couples, Greenbelt Sports is known for its active lifestyle. Most of these middle-aged residents are married, college-educated and own new homes; about a third have children. And few segments have higher rates for pursuing outdoor activities such as skiing, canoeing, backpacking, boating and mountain biking. | | | | | | | |
| 42 Red, White & Blues | 282 | 2.32% | 59,873 | 0.76% | 1,297,475 | 1.18% | 14 |
| The residents of Red, White & Blues typically live in exurban towns rapidly morphing into bedroom suburbs. Their streets feature new fast-food restaurants, and locals have recently celebrated the arrival of chains like Wal-Mart, Radio Shack and Payless Shoes. Middle-aged, high school educated and lower-middle class, these folks tend to have solid, blue-collar jobs in manufacturing, milling and construction. | | | | | | | |
| 38 Simple Pleasures | 237 | 1.95% | 180,098 | 2.27% | 2,770,796 | 2.52% | 16 |
| With more than two-thirds of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement. And a disproportionate number served in the military; no segment has more members of veterans clubs. | | | | | | | |
| 25 Country Casuals | 218 | 1.79% | 51,262 | 0.65% | 1,484,106 | 1.35% | 17 |
| There's a laid-back atmosphere in Country Casuals, a collection of middle-aged, upper-middle-class households that have started to empty-nest. Workers here-and most households boast two earners-have well-paying blue- or white collar jobs, or own small businesses. Today these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares and going out to eat. | | | | | | | |

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|---|------------------------|--------------|------------------|--------------|--------------------|--------------|--------------------|
| | N | % | N | % | N | % | |
| Households by PRIZM NE Segment | 12,167 | | 7,922,129 | | 109,949,228 | | |
| 37 Mayberry-ville | 210 | 1.73% | 95,005 | 1.20% | 2,458,525 | 2.24% | 18 |
| Like the old Andy Griffith show set in a quaint picturesque berg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, middle-class couples and families like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles and pickup trucks. | | | | | | | |
| 52 Suburban Pioneers | 210 | 1.73% | 140,572 | 1.77% | 1,152,795 | 1.05% | 18 |
| Suburban Pioneers represents one of the nation's eclectic lifestyles, a mix of young singles, recently divorced and single parents who have moved into older, inner-ring suburbs. They live in aging homes and garden-style apartment buildings, where the jobs are blue-collar and the money is tight. But what unites these residents-a diverse mix of whites, Hispanics and African-Americans-is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods. | | | | | | | |
| 43 Heartlanders | 180 | 1.48% | 139,448 | 1.76% | 2,227,418 | 2.03% | 20 |
| America was once a land of small middle-class towns, which can still be found today among Heartlanders. This widespread segment consists of middle-aged couples with working-class jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping and boating. | | | | | | | |
| 39 Domestic Duos | 174 | 1.43% | 88,682 | 1.12% | 1,182,871 | 1.08% | 21 |
| Domestic Duos represents a middle-class mix of mainly over 55 singles and married couples living in older suburban homes. With their high-school educations and fixed incomes, segment residents maintain an easy-going lifestyle. Residents like to socialize by going bowling, seeing a play, meeting at the local fraternal order or going out to eat. | | | | | | | |
| 64 Bedrock America | 171 | 1.41% | 217,055 | 2.74% | 2,104,511 | 1.91% | 22 |
| Bedrock America consists of young, economically challenged families in small, isolated towns located throughout the nation's heartland. With modest educations, sprawling families and blue-collar jobs, many of these residents struggle to make ends meet. One quarter live in mobile homes. One in three haven't finished high school. Rich in scenery, Bedrock America is a haven for fishing, hunting, hiking and camping. | | | | | | | |
| 11 God's Country | 162 | 1.33% | 60,570 | 0.76% | 1,686,225 | 1.53% | 23 |
| When city dwellers and suburbanites began moving to the country in the 1970s, God's Country emerged as the most affluent of the nation's exurban lifestyles. Today, wealthier communities exist in the hinterlands, but God's Country remains a haven for upper-income couples in spacious homes. Typically college-educated Baby Boomers, these Americans try to maintain a balanced lifestyle between high-power jobs and laid-back leisure. | | | | | | | |

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| | N | % | N | % | N | % | |
| Households by PRIZM NE Segment | 12,167 | | 7,922,129 | | 109,949,228 | | |
| 57 Old Milltowns | 160 | 1.32% | 123,452 | 1.56% | 1,565,868 | 1.42% | 24 |
| America's once-thriving mining and manufacturing towns have aged-as have the residents in Old Milltowns communities. Today, the majority of residents are retired singles and couples, living on downscale incomes in pre-1960 homes and apartments. For leisure, they enjoy gardening, sewing, socializing at veterans clubs or eating out at casual restaurants. | | | | | | | |
| 56 Crossroads Villagers | 99 | 0.81% | 136,220 | 1.72% | 2,192,714 | 1.99% | 25 |
| With a population of middle-aged, blue-collar couples and families, Crossroads Villagers is a classic rural lifestyle. Residents are high school-educated, with lower-middle incomes and modest housing; one-quarter live in mobile homes. And there's an air of self-reliance in these households as Crossroads Villagers help put food on the table through fishing, gardening and hunting. | | | | | | | |
| 55 Golden Ponds | 95 | 0.78% | 140,723 | 1.78% | 1,927,889 | 1.75% | 26 |
| Golden Ponds is mostly a retirement lifestyle, dominated by downscale singles and couples over 65 years old. Found in small bucolic towns around the country, these high school-educated seniors live in small apartments on less than \$25,000 a year; one in five resides in a nursing home. For these elderly residents, daily life is often a succession of sedentary activities such as reading, watching TV, playing bingo and doing craft projects. | | | | | | | |
| 15 Pools & Patios | 77 | 0.63% | 48,927 | 0.62% | 1,353,476 | 1.23% | 27 |
| Formed during the postwar Baby Boom, Pools & Patios has evolved from a segment of young suburban families to one for mature, empty-nesting couples. In these stable neighborhoods graced with backyard pools and patios-the highest proportion of homes were built in the 1960s-residents work as white-collar managers and professionals, and are now at the top of their careers. | | | | | | | |
| 49 American Classics | 61 | 0.50% | 108,460 | 1.37% | 1,124,829 | 1.02% | 28 |
| They may be older, lower-middle class and retired, but the residents of American Classics are still living the American Dream of home ownership. Few segments rank higher in their percentage of home owners, and that fact alone reflects a more comfortable lifestyle for these predominantly white singles and couples with deep ties to their neighborhoods. | | | | | | | |
| 14 New Empty Nests | 39 | 0.32% | 45,318 | 0.57% | 1,158,142 | 1.05% | 29 |
| With their grown-up children recently out of the house, New Empty Nests is composed of upscale older Americans who pursue active-and activist-lifestyles. Nearly three-quarters of residents are over 65 years old, but they show no interest in a rest-home retirement. This is the top-ranked segment for all-inclusive travel packages; the favorite destination is Italy. | | | | | | | |

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| | N | % | N | % | N | % | |
| Households by PRIZM NE Segment | 12,167 | | 7,922,129 | | 109,949,228 | | |
| 44 New Beginnings | 14 | 0.12% | 226,383 | 2.86% | 1,708,932 | 1.55% | 30 |
| Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are twentysomething singles and couples just starting out on their career paths-or starting over after recent divorces or company transfers. Ethnically diverse-with nearly half its residents Hispanic, Asian or African-American-New Beginnings households tend to have the modest living standards typical of transient apartment dwellers. | | | | | | | |
| 46 Old Glories | 10 | 0.08% | 100,598 | 1.27% | 1,092,098 | 0.99% | 31 |
| Old Glories are the nation's downscale suburban retirees, Americans aging in place in older apartment complexes. These racially mixed households often contain widows and widowers living on fixed incomes, and they tend to lead home-centered lifestyles. They're among the nation's most ardent television fans, watching game shows, soaps, talk shows and newsmagazines at high rates. | | | | | | | |
| 03 Movers & Shakers | 8 | 0.07% | 84,123 | 1.06% | 1,734,579 | 1.58% | 32 |
| Movers & Shakers is home to America's up-and-coming business class: a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 35 and 54 and often with children. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment: Movers & Shakers rank number-one for owning a small business and having a home office. | | | | | | | |
| 22 Young Influentials | 5 | 0.04% | 149,058 | 1.88% | 1,622,973 | 1.48% | 33 |
| Once known as the home of the nation's yuppies, Young Influentials reflects the fading glow of acquisitive yuppiedom. Today, the segment is a common address for young, middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits. Having recently left college dorms, they now live in apartment complexes surrounded by ball fields, health clubs and casual-dining restaurants. | | | | | | | |
| 58 Back Country Folks | 5 | 0.04% | 170,754 | 2.16% | 2,646,747 | 2.41% | 33 |
| Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents tend to be poor, over 55 years old and living in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape. | | | | | | | |
| 33 Big Sky Families | 4 | 0.03% | 172,719 | 2.18% | 1,788,172 | 1.63% | 35 |
| Scattered in placid towns across the American heartland, Big Sky Families is a segment of young rural families who have turned high school educations and blue-collar jobs into busy, middle-class lifestyles. Residents like to play baseball, basketball and volleyball, besides going fishing, hunting and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market. | | | | | | | |

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| | N | % | N | % | N | % | |
| Households by PRIZM NE Segment | 12,167 | | 7,922,129 | | 109,949,228 | | |
| 51 Shotguns & Pickups | 4 | 0.03% | 139,075 | 1.76% | 1,815,269 | 1.65% | 35 |
| The segment known as Shotguns & Pickups came by its moniker honestly: it scores near the top of all lifestyles for owning hunting rifles and pickup trucks. These Americans tend to be young, working-class couples with large families-more than half have two or more kids-living in small homes and manufactured housing. Nearly a third of residents live in mobile homes, more than anywhere else in the nation. | | | | | | | |
| 01 Upper Crust | 3 | 0.02% | 75,646 | 0.95% | 1,666,836 | 1.52% | 37 |
| The nation's most exclusive address, Upper Crust is the wealthiest lifestyle in America-a haven for empty-nesting couples over 55 years old. No segment has a higher concentration of residents earning over \$200,000 a year or possessing a postgraduate degree. And none has a more opulent standard of living. | | | | | | | |
| 04 Young Digerati | 0 | 0.00% | 54,539 | 0.69% | 1,375,891 | 1.25% | 38 |
| Young Digerati are the nation's tech-savvy singles and couples living in fashionable neighborhoods on the urban fringe. Affluent, highly educated and ethnically mixed, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs and clothing boutiques, casual restaurants and all types of bars-from juice to coffee to microbrew. | | | | | | | |
| 05 Country Squires | 0 | 0.00% | 163,195 | 2.06% | 2,009,880 | 1.83% | 38 |
| The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who've fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Country Squires enjoy country club sports like golf, tennis and swimming as well as skiing, boating and biking. | | | | | | | |
| 07 Money & Brains | 0 | 0.00% | 82,147 | 1.04% | 2,271,572 | 2.07% | 38 |
| The residents of Money & Brains seem to have it all: high incomes, advanced degrees and sophisticated tastes to match their credentials. Many of these citydwellers, predominantly white with a high concentration of Asian Americans, are married couples with few children who live in fashionable homes on small, manicured lots. | | | | | | | |
| 08 Executive Suites | 0 | 0.00% | 75,307 | 0.95% | 1,169,479 | 1.06% | 38 |
| Executive Suites consists of upper-middle-class singles and couples typically living just beyond the nation's beltways. Filled with significant numbers of Asian Americans and college graduates-both groups are represented at more than twice the national average-this segment is a haven for white-collar professionals drawn to comfortable homes and apartments within a manageable commute to downtown jobs, restaurants and entertainment. | | | | | | | |

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| | N | % | N | % | N | % | |
| Households by PRIZM NE Segment | 12,167 | | 7,922,129 | | 109,949,228 | | |
| 10 Second City Elite | 0 | 0.00% | 106,155 | 1.34% | 1,299,663 | 1.18% | 38 |
| There's money to be found in the nation's smaller cities, and you're most likely to find it in Second City Elite. The residents of these satellite cities tend to be prosperous executives who decorate their \$200,000 homes with multiple computers, large-screen TV sets and an impressive collection of wines. With more than half holding college degrees, Second City Elite residents enjoy cultural activities-from reading books to attending theater to dance productions. | | | | | | | |
| 12 Brite Lites, Li'l City | 0 | 0.00% | 120,561 | 1.52% | 1,624,448 | 1.48% | 38 |
| Not all of the America's chic sophisticates live in major metros. Brite Lights, Li'l City is a group of well-off, middle-aged couples settled in the nation's satellite cities. Residents of these typical DINK (double income, no kids) households have college educations, well-paying business and professional careers and swank homes filled with the latest technology. | | | | | | | |
| 13 Upward Bound | 0 | 0.00% | 285,974 | 3.61% | 1,711,059 | 1.56% | 38 |
| More than any other segment, Upward Bound appears to be the home of those legendary Soccer Moms and Dads. In these small satellite cities, upper-class families boast dual incomes, college degrees and new split-levels and colonials. Residents of Upward Bound tend to be kid-obsessed, with heavy purchases of computers, action figures, dolls, board games, bicycles and camping equipment. | | | | | | | |
| 16 Bohemian Mix | 0 | 0.00% | 109,012 | 1.38% | 2,039,556 | 1.85% | 38 |
| A collection of young, mobile urbanites, Bohemian Mix represents the nation's most liberal lifestyles. Its residents are a progressive mix of young singles and couples, students and professionals, Hispanics, Asians, African-Americans and whites. In their funky rowhouses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop and microbrew. | | | | | | | |
| 21 Gray Power | 0 | 0.00% | 45,282 | 0.57% | 1,162,080 | 1.06% | 38 |
| The steady rise of older, healthier Americans over the past decade has produced one important by-product: middle-class, home-owning suburbanites who are aging in place rather than moving to retirement communities. Gray Power reflects this trend, a segment of older, midscale singles and couples who live in quiet comfort. | | | | | | | |
| 24 Up-and-Comers | 0 | 0.00% | 116,478 | 1.47% | 1,345,154 | 1.22% | 38 |
| Up-and-Comers is a stopover for young, midscale singles before they marry, have families and establish more deskbound lifestyles. Found in second-tier cities, these mobile, twentysomethings include a disproportionate number of recent college graduates who are into athletic activities, the latest technology and nightlife entertainment. | | | | | | | |

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| | N | % | N | % | N | % | |
| Households by PRIZM NE Segment | 12,167 | | 7,922,129 | | 109,949,228 | | |
| 26 The Cosmopolitans | 0 | 0.00% | 47,326 | 0.60% | 1,322,925 | 1.20% | 38 |
| Educated, midscale and multi-ethnic. The Cosmopolitans are urbane couples in America's fast-growing cities. Concentrated in a handful of metros-such as Las Vegas, Miami and Albuquerque-these households feature older home-owners, empty-nesters and college graduates. A vibrant social scene surrounds their older homes and apartments, and residents love the nightlife and enjoy leisure-intensive lifestyles. | | | | | | | |
| 27 Middleburg Managers | 0 | 0.00% | 121,208 | 1.53% | 2,055,156 | 1.87% | 38 |
| Middleburg Managers arose when empty-nesters settled in satellite communities which offered a lower cost of living and more relaxed pace. Today, segment residents tend to be middle-class and over 55 years old, with solid managerial jobs and comfortable retirements. In their older homes, they enjoy reading, playing musical instruments, indoor gardening and refinishing furniture. | | | | | | | |
| 29 American Dreams | 0 | 0.00% | 104,396 | 1.32% | 2,438,735 | 2.22% | 38 |
| American Dreams is a living example of how ethnically diverse the nation has become: more than half the residents are Hispanic, Asian or African-American. In these multilingual neighborhoods-one in ten speaks a language other than English-middle-aged immigrants and their children live in middle-class comfort. | | | | | | | |
| 31 Urban Achievers | 0 | 0.00% | 138,843 | 1.75% | 1,873,089 | 1.70% | 38 |
| Concentrated in the nation's port cities, Urban Achievers is often the first stop for up-and-coming immigrants from Asia, South America and Europe. These young singles and couples are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English. | | | | | | | |
| 34 White Picket Fences | 0 | 0.00% | 205,536 | 2.59% | 1,385,173 | 1.26% | 38 |
| Midpoint on the socioeconomic ladder, residents in White Picket Fences look a lot like the stereotypical American household of a generation ago: young, middle-class, married with children. But the current version is characterized by modest homes and ethnic diversity-including a disproportionate number of Hispanics and African-Americans. | | | | | | | |
| 35 Boomtown Singles | 0 | 0.00% | 131,525 | 1.66% | 1,350,821 | 1.23% | 38 |
| Affordable housing, abundant entry-level jobs and a thriving singles scene-all have given rise to the Boomtown Singles segment in fast-growing satellite cities. Young, single and working-class, these residents pursue active lifestyles amid sprawling apartment complexes, bars, convenience stores and laundromats. | | | | | | | |

N=Total Number of Households
 %=Percent of Total Households

| | La Porte Area city, TX | | Texas | | All of US | | La Porte Area Rank |
|--|------------------------|--------------|------------------|--------------|--------------------|--------------|--------------------|
| | N | % | N | % | N | % | |
| Households by PRIZM NE Segment | 12,167 | | 7,922,129 | | 109,949,228 | | |
| 40 Close-In Couples | 0 | 0.00% | 66,488 | 0.84% | 1,297,051 | 1.18% | 38 |
| Close-In Couples is a group of predominantly older, African-American couples living in older homes in the urban neighborhoods of mid-sized metros. High school educated and empty nesting, these 55-year-old-plus residents typically live in older city neighborhoods, enjoying secure and comfortable retirements. | | | | | | | |
| 41 Sunset City Blues | 0 | 0.00% | 151,519 | 1.91% | 1,880,365 | 1.71% | 38 |
| Scattered throughout the older neighborhoods of small cities, Sunset City Blues is a segment of lower-middle-class singles and couples who have retired or are getting closed to it. These empty-nesters tend to own their homes but have modest educations and incomes. They maintain a low-key lifestyle filled with newspapers and television by day, and family-style restaurants at night. | | | | | | | |
| 45 Blue Highways | 0 | 0.00% | 102,364 | 1.29% | 1,880,346 | 1.71% | 38 |
| On maps, blue highways are often two-lane roads that wind through remote stretches of the American landscape. Among lifestyles, Blue Highways is the standout for lower-middle-class couples and families who live in isolated towns and farmsteads. Here, Boomer men like to hunt and fish, the women enjoy sewing and crafts, and everyone looks forward to going out to a country music concert. | | | | | | | |
| 47 City Startups | 0 | 0.00% | 155,417 | 1.96% | 1,363,111 | 1.24% | 38 |
| In City Startups, young, multi-ethnic singles have settled in neighborhoods filled with cheap apartments and a commercial base of cafes, bars, laundromats and clubs that cater to twentysomethings. One of the youngest segments in America-with ten times as many college students as the national average-these neighborhoods feature low incomes and high concentrations of Hispanics and African-Americans. | | | | | | | |
| 53 Mobility Blues | 0 | 0.00% | 116,687 | 1.47% | 1,435,560 | 1.31% | 38 |
| Young singles and single parents make their way to Mobility Blues, a segment of working-class neighborhoods in America's satellite cities. Racially mixed and under 25 years old, these transient Americans tend to have modest lifestyles due to their lower-income blue-collar jobs. Surveys show they excel in going to movies, playing basketball and shooting pool | | | | | | | |
| 54 Multi-Culti Mosaic | 0 | 0.00% | 131,254 | 1.66% | 1,907,404 | 1.73% | 38 |
| An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of younger Hispanic, Asian and African-American singles and families. With nearly a quarter of the residents foreign born, this segment is a mecca for first-generation Americans who are striving to improve their lower-middle-class status. | | | | | | | |

N=Total Number of Households
 %=Percent of Total Households

| | La Porte Area city, TX | | Texas | | All of US | | La Porte Area Rank |
|---|------------------------|--------------|------------------|--------------|--------------------|--------------|--------------------|
| | N | % | N | % | N | % | |
| Households by PRIZM NE Segment | 12,167 | | 7,922,129 | | 109,949,228 | | |
| 59 Urban Elders | 0 | 0.00% | 47,356 | 0.60% | 1,500,247 | 1.36% | 38 |
| For Urban Elders-a segment located in the downtown neighborhoods of such metros as New York, Chicago, Las Vegas and Miami-life is often an economic struggle. These communities have high concentrations of Hispanics and African-Americans, and tend to be downscale, with singles living in older apartment rentals. | | | | | | | |
| 60 Park Bench Seniors | 0 | 0.00% | 78,903 | 1.00% | 1,221,808 | 1.11% | 38 |
| Park Bench Seniors typically are retired singles living in the racially mixed neighborhoods of the nation's satellite cities. With modest educations and incomes, these residents maintain low-key, sedentary lifestyles. Theirs is one of the top-ranked segments for TV viewing, especially daytime soaps and game shows. | | | | | | | |
| 61 City Roots | 0 | 0.00% | 91,154 | 1.15% | 1,324,991 | 1.21% | 38 |
| Found in urban neighborhoods, City Roots is a segment of lower-income retirees, typically living in older homes and duplexes they've owned for years. In these ethnically diverse neighborhoods-more than a third are African-American and Hispanic-residents are often widows and widowers living on fixed incomes and maintaining low-key lifestyles. | | | | | | | |
| 62 Hometown Retired | 0 | 0.00% | 123,071 | 1.55% | 1,256,741 | 1.14% | 38 |
| With three-quarters of all residents over 65 years old, Hometown Retired is one of the oldest lifestyles. These racially mixed seniors tend to live in aging homes-half were built before 1958-and typically get by on social security and modest pensions. Because most never made it beyond high school and spent their working lives at blue-collar jobs, their retirements are extremely modest. | | | | | | | |
| 63 Family Thrifts | 0 | 0.00% | 219,820 | 2.77% | 1,869,257 | 1.70% | 38 |
| The small-city cousins of inner-city districts, Family Thrifts contain young, ethnically diverse parents who have lots of children and work entry-level service jobs. In these apartment-filled neighborhoods, visitors find the streets jam-packed with babies and toddlers, tricycles and basketball hoops, Daewoos and Hyundais. | | | | | | | |
| 65 Big City Blues | 0 | 0.00% | 87,566 | 1.11% | 1,329,113 | 1.21% | 38 |
| With a population that's 50 percent Latino, Big City Blues has the highest concentration of Hispanic Americans in the nation. But it's also the multi-ethnic address for downscale Asian and African-American households occupying older inner-city apartments. Concentrated in a handful of major metros, these young singles and single-parent families face enormous challenges: low incomes, uncertain jobs and modest educations. More than 40 percent haven't finished high school. | | | | | | | |

N=Total Number of Households
 %=Percent of Total Households

| | La Porte Area city, TX | | Texas | | All of US | | La Porte Area Rank |
|---|------------------------|-------|-----------|-------|-------------|-------|--------------------|
| | N | % | N | % | N | % | |
| Households by PRIZM NE Segment | 12,167 | | 7,922,129 | | 109,949,228 | | |
| 66 Low-Rise Living | 0 | 0.00% | 91,075 | 1.15% | 1,437,220 | 1.31% | 38 |
| <p>The most economically challenged urban segment, Low-Rise Living is known as a transient world for young, ethnically diverse singles and single parents. Home values are low-about half the national average-and even then less than a quarter of residents can afford to own real estate. Typically, the commercial base of Mom-and-Pop stores is struggling and in need of a renaissance.</p> | | | | | | | |

- The top 3 ranked PRIZM segments for La Porte Area, TX are Kids & Cul-de-Sacs, Beltway Boomers and New Homesteaders. Kids & Cul-de-Sacs falls under the "S2 The Affluentials" social group and represents upper-middle-class suburban families. The median income in this segment is nearly \$60,000, the median home value is about \$200,000, and the mostly couples in this social group tend to have college degrees and white-collar jobs. As consumers, The Affluentials are big fans of health foods, computer equipment, consumer electronics and the full range of big-box retailers.
- The second ranked group, "Beltway Boomers," also falls under the "S2 The Affluentials" social group. They are also pursuing kid-centered lifestyles and represent baby-boom families living in upscale suburbs. They may be likely to attend High School sporting events.
- The third ranked group, "New Homesteaders," falls under the "T2 Country Comfort" social group. They are also pursuing kid-centered lifestyles. They are middle-aged families living in midscale town areas. They may be likely to buy toys by mail and phone and as well as make other child related purchases.



For questions regarding this figure or other figures compiled in this report, please contact the San Jacinto College Office of Research & Institutional Effectiveness at (281) 998-6170.
 Thank you.

Claritas Data Methodology and Data Definitions:
<http://www.clusterbigip1.claritas.com/claritas/Default.jsp?main=3&submenu=dem&subcat=gloss>

Claritas PRIZM Segmentation Analysis:
<http://www.clusterbigip1.claritas.com/claritas/Default.jsp?main=3&submenu=seg&subcat=segprizmne>

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San Jacinto College
Office of Research & Institutional Effectiveness
Claritas 2004 Demographics



Claritas Data Definitions & Methodology

POPULATION

The number of persons counted at their place of usual residence. Usual residence is the place where the person lives and sleeps most of the time or considers to be his or her usual residence.

RACE

The data on race, which was asked of all people, were derived from answers to long-form questionnaire Item 6 and short-form questionnaire Item 8. The racial classifications used by the Census Bureau adhere to the October 30, 1997, Federal Register Notice entitled, "*Revisions to the Standards for the Classification of Federal Data on Race and Ethnicity*," issued by the Office of Management and Budget (OMB). These standards govern the categories used to collect and present federal data on race and ethnicity. The OMB requires five minimum categories (White, Black or African American, American Indian or Alaska Native, Asian, and Native Hawaiian or Other Pacific Islander) for race. The race categories are described below with a sixth category, "Some other race," added with OMB approval. In addition to the five race groups, the OMB also states that respondents should be offered the option of selecting one or more races. If an individual did not provide a race response, the race or races of the householder or other household members were assigned using specific rules of precedence of household relationship. Immigrants and outmigrants for states include only those people who did not live in the same.

AGE

The data on age, which was asked of all people, were derived from answers to the long-form questionnaire Item 4 and short-form questionnaire Item 6. The age classification is based on the age of the person in complete years as of April 1, 2000. The age of the person usually was derived from their date of birth information. Their reported age was used only when date of birth information was unavailable.

Median age

Median age divides the age distribution into two equal parts: one-half of the cases falling below the median age and one-half above the median. Median age is computed on the basis of a single year of age standard distribution. Median age is rounded to the nearest tenth.

EDUCATIONAL ATTAINMENT

Census data on schooling completed reflects self-reported information on the highest level of school completed or the highest degree received.

High school graduates include those who received their diplomas or the equivalent (GED for example), and did not attend college.

Graduate/Professional degrees include those in medicine, dentistry, law, pharmacy, chiropractic and the like. Degrees from vocational, trade or business schools were not included unless they were college level degrees. Degrees from barber schools, cosmetology schools and the like were specifically excluded from the professional school category.

EMPLOYMENT STATUS

The data on employment status (referred to as labor force status in previous censuses), were derived from answers to long-form questionnaire Items 21 and 25, which were asked of a sample of the population 15 years old and over. The series of questions on employment status was designed to identify, in this sequence: (1) people who worked at any time during the reference week; (2) people who did not work during the reference week, but who had jobs or businesses from which they were temporarily absent (excluding people on layoff); (3) people on temporary layoff who expected to be recalled to work within the next 6 months or who had been given a date to return to work, and who were available for work during the reference week; and (4) people who did not work during the reference week, who had looked for work during the reference week or the three previous weeks, and who were available for work during the reference week. The employment status data shown in Census 2000 tabulations relate to people 16 years old and over.

HOUSEHOLD TYPE

Households are divided into two general categories – family households and non-family households. A family household consists of a householder and one or more other persons living in the same household who are related to the householder by birth, marriage, or adoption. All persons in a household who are related to the householder are regarded as members of his or her family. A household can contain only one family for purposes of census tabulations. Families are classified by type as either a "married-couple family" or "other family" and by the sex of the householder and the presence of children. Households are broken down by the sex of the householder and the presence of children. Non-family households can consist of one person living alone or unrelated individuals living together.

INCOME

The data on income were derived from answers to long-form questionnaire Items 31 and 32, which were asked of a sample of the population 15 years old and over. "Total income" is the sum of the amounts reported separately for wage or salary income; net self-employment income; interest, dividends, or net rental or royalty income or income from estates and trusts; social security or railroad retirement income; Supplemental Security Income (SSI); public assistance or welfare payments; retirement, survivor, or disability pensions; and all other income. Receipts from the following sources are not included as income: capital gains, money received from the sale of property (unless the recipient was engaged in the business of selling such property); the value of income "in kind" from food stamps, public housing subsidies, medical care, employer contributions for individuals, etc.; withdrawal of bank deposits; money borrowed; tax refunds; exchange of money between relatives living in the same household; and gifts and lump-sum inheritances, insurance payments, and other types of lump-sum receipts.

Median income

The median divides the income distribution into two equal parts: one-half of the cases falling below the median income and one-half above the median. For households and families, the median income is based on the distribution of the total number of households and families including those with no income. The median income for individuals is based on individuals 15 years old and over with income. Median income for households, families, and individuals is computed on the basis of a standard distribution.

Aggregate income

Aggregate income is the sum of all incomes for a particular universe. Aggregate income is subject to rounding, which means that all cells in a matrix are rounded to the nearest hundred dollars.

Mean income

Mean income is the amount obtained by dividing the aggregate income of a particular statistical universe by the number of units in that universe. Thus, mean household income is obtained by dividing total household income by the total number of households.

Per capita income

Per capita income is the mean income computed for every man, woman, and child in a particular group. It is derived by dividing the total income of a particular group by the total population in that group.

BLOCK GROUP (BG)

A block group (BG) consists of all census blocks having the same first digit of their four-digit identifying numbers within a census tract. For example, block group 3 (BG 3) within a census tract includes all blocks numbered from 3000 to 3999. BGs generally contain between 600 and 3,000 people, with an optimum size of 1,500 people. BGs on American Indian reservations, off reservation trust lands, and special places must contain a minimum of 300 people. (Special places include correctional institutions, military installations, college campuses, worker's dormitories, hospitals, nursing homes, and group homes.)

Most BGs were delineated by local participants as part of the U.S. Census Bureau's Participant Statistical Areas Program. The U.S. Census Bureau delineated BGs only where a local, state, or tribal government declined to participate or where the U.S. Census Bureau could not identify a potential local or tribal participant.

BGs never cross the boundaries of states, counties, or statistically equivalent entities, except for a BG delineated by American Indian tribal authorities, and then only when tabulated within the American Indian hierarchy (see [TRIBAL BLOCK GROUP](#)). BGs never cross the boundaries of census tracts, but may cross the boundary of any other geographic entity required as a census block boundary (see [CENSUS BLOCK](#)). BGs are the lowest level of the geographic hierarchy for which the U.S. Census Bureau tabulates and presents sample data.

CENSUS BLOCK

Census blocks are areas bounded on all sides by visible features, such as streets, roads, streams, and railroad tracks, and by invisible boundaries, such as city, town, township, and county limits, property lines, and short, imaginary extensions of streets and roads. Generally, census blocks are small in area; for example, a block bounded by city streets. However, census blocks in sparsely settled areas may contain many square miles of territory.

All territory in the United States, Puerto Rico, and the Island Areas has been assigned block numbers, as was the case for the 1990 census.

CENSUS DIVISION

Census divisions are groupings of states and the District of Columbia that are subdivisions of the four census regions. There are nine census divisions, which the U.S. Census Bureau established in 1910 for the presentation of census data. Each census division is identified by a one-digit census code; the same number appears as the first digit in the two-digit census state code (see STATE). Puerto Rico and the Island Areas are not part of any census region or census division.

CENSUS REGION

Census regions are groupings of states and the District of Columbia that subdivide the United States for the presentation of census data. There are four census regions—Northeast, Midwest, South, and West. Each of the four census regions is divided into two or more census divisions. Before 1984, the Midwest region was named the North Central region. From 1910, when census regions were established, through the 1940s, there were three census regions—North, South, and West. Each census region is identified by a single-digit census code.

Puerto Rico and the Island Areas are not part of any census region or census division.

CENSUS TRACT

Census tracts are small, relatively permanent statistical subdivisions of a county or statistically equivalent entity delineated by local participants as part of the U.S. Census Bureau's Participant Statistical Areas Program. The U.S. Census Bureau delineated census tracts where no local participant existed or where a local or tribal government declined to participate. The primary purpose of census tracts is to provide a stable set of geographic units for the presentation of decennial census data. This is the first decennial census for which the entire United States is covered by census tracts.

Census tracts in the United States, Puerto Rico, and the Virgin Islands of the United States generally have between 1,500 and 8,000 people, with an optimum size of 4,000 people. For American Samoa, the Northern Mariana Islands, and Guam, the optimum size is 2,500 people. Counties and statistically equivalent entities with fewer than 1,500 people have a single census tract. Census tracts on American Indian reservations, off-reservation trust lands, and special places must contain a minimum of 1,000 people. (Special places include correctional institutions, military installations, college campuses, workers' dormitories, hospitals, nursing homes, and group homes.) When first delineated, census tracts are designed to be relatively homogeneous with respect to population characteristics, economic status, and living conditions. The spatial size of census tracts varies widely depending on the density of settlement.

Census tracts are identified by a four-digit basic number and may have a two-digit numeric suffix; for example, 6059.02.

CENTROID

The physical center of a piece of geography.

Population-weighted Centroid

The physical center of a piece of geography drawn toward the area of highest population density.

POVERTY STATUS

Households are classified below the poverty level when the total 1989 income of the family or of the nonfamily householder is below the appropriate poverty threshold. The poverty threshold is based on the number of children under 18 and the number of family members in the household. The poverty thresholds are revised annually to allow for changes in the cost of living as reflected in the Consumer Price Index. The average poverty threshold for a family of four persons was \$12,674 in 1989. Poverty thresholds were applied on a national basis and not adjusted for regional, state or local variations in the cost of living

Business-Facts Database

The Nation's Most Comprehensive Database of U.S. Business and Employee Counts

Business-Facts® gives marketers access to U.S. business and employee count information for all types of companies, both large and small. This data can be used for a broad range of sales and marketing applications, including market analysis, site location, targeting, planning, and territory evaluation. Business-Facts is a national database covering business establishments and professionals in the U.S. and contains more than 12 million records.

Methodology

How is the Business-Facts Database Built?



Beginning with Yellow Pages and White Pages phone directories, infoUSA collects data (number of employees, annual sales, SIC codes, and much more) on more than 12 million U.S. businesses. Beyond these two sources, infoUSA mines its base data from federal, state, and municipal government blue pages, annual reports for publicly-held companies, and industrial and regional business journals. Specific input data sources include:

- American Stock Exchange Facts Book
- Annual reports
- Big business directories
- Business and standard listings in the White Pages
- City directories
- County courthouse records for new business formations
- Industry directories
- IPO Reporter
- Major metropolitan newspapers
- NASDAQ Fact Book
- Standard & Poors Stock Guide
- State manufacturers directories
- The Wall Street Journal
- Yellow Pages

After compiling the base file, infoUSA runs the business information through several routines to ensure that the final product will be dependable for use by salespeople and marketers interested in using its contents for mailing campaigns. For instance, infoUSA processes the business file through Group 1 CASS Certified Software for address and ZIP Code verification. Furthermore, each month infoUSA runs the files against the National Change of Address (NCOA) and the Delivery Sequence files to ensure that business addresses are current and accurate.

Telephone Verification/Enhancement

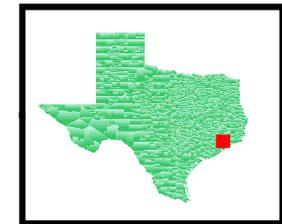
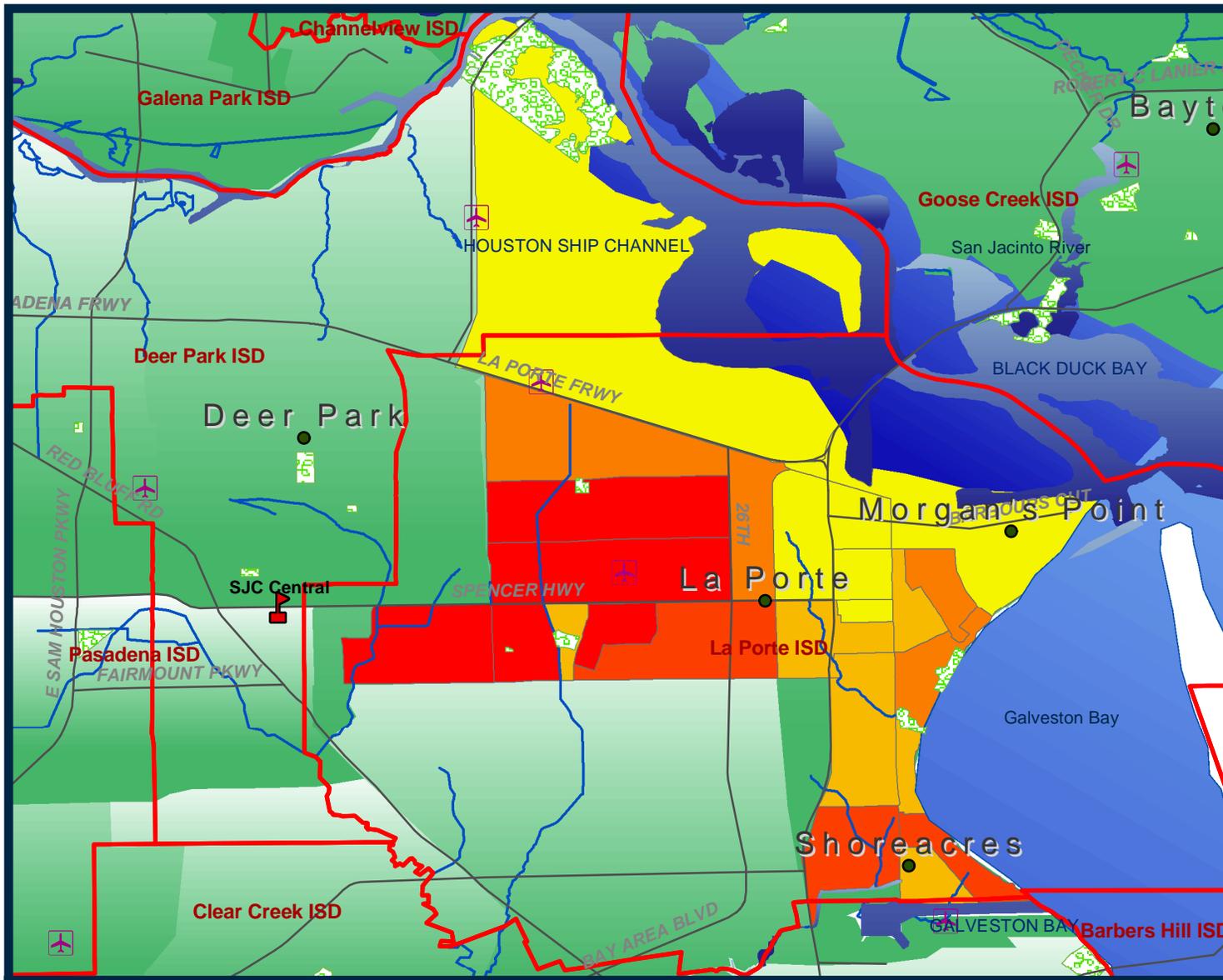
infoUSA calls existing and new businesses at least once each year to verify information, collect additional data, and correct suspected errors. At least four attempts are made to contact each business. Large businesses (i.e., those with 100 or more employees) are phoned twice a year to verify their information. This activity results in 17 million out-bound telephone calls each year by infoUSA. Telephone verification concentrates on the following data elements:

- Address
- Name of owner or manager
- Number of employees
- Primary business activity
- Fax number

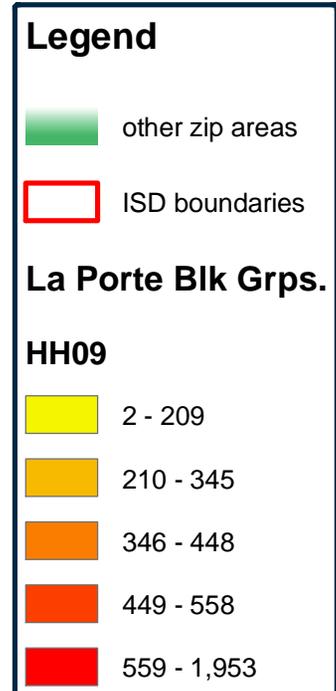
Enhancement of the Base File by Claritas

All data compilation, validation, and verification techniques outlined above result in a robust, thorough base file for use in creating the Business-Facts database. However, when the base file is delivered to Claritas, additional enhancements are made to improve matching capabilities and provide greater integration into a range of applications, like mapping. For instance, employment data, sales figures, and point/geo codes (latitude, longitude, census tract, etc.) remain incomplete when Claritas receives the data. The database development team at Claritas adds value to the business data by populating fields that are left empty by infoUSA, providing the most precise point coding and creating an improved SIC roster.





Inset Map of Texas
La Porte Area Highlighted



0 1 2 4 Miles

1 inch equals 1.84 miles

P. Johnson: March 2005

La Porte Area, TX - 77571 - Projected Households 2009

Note: The spatial areas defined for the demographic analysis included in this report used census tracts and block groups contained within the La Porte Area (77571), TX including Shoreacres and Morgan's Point. The display shown describes the zip areas of La Porte, not the city boundaries. 9 census tracts and 24 census block groups were used for the analysis of 77571.