

DEMOGRAPHIC PROFILE COMPLETE

1990 - 2000 Census, 2009 Estimates & 2014 Projections

Calculated using Proportional Block Groups



Lat/Lon: 42.9662285/-114.142727

October 2009

RF9

Pole Line Rd W & Washington St N Twin Falls, Idaho	10.00 mi radius	25.00 mi radius	Trade Area
Population			
Estimated Population (2009)	66,596	96,604	165,493
Census Population (1990)	49,525	74,029	132,434
Census Population (2000)	60,273	89,281	156,865
Projected Population (2014)	59,411	89,232	160,391
Forecasted Population (2019)	58,914	89,176	162,293
Historical Annual Change (1990-2000)	10,749 2.2%	15,252 2.1%	24,431 1.8%
Historical Annual Change (2000-2009)	6,323 1.2%	7,323 0.9%	8,628 0.6%
Projected Annual Change (2009-2014)	-7,186 -2.2%	-7,371 -1.5%	-5,102 -0.6%
Est. Population Density (2009)	214.00 <i>psm</i>	49.59 <i>psm</i>	19.54 <i>psm</i>
Trade Area Size	311.20 <i>sq mi</i>	1,948.06 <i>sq mi</i>	8,470.48 <i>sq mi</i>
Households			
Estimated Households (2009)	26,690	37,845	64,405
Census Households (1990)	18,383	26,973	47,598
Census Households (2000)	22,317	32,388	56,729
Projected Households (2014)	26,127	37,780	65,531
Forecasted Households (2019)	40,622	58,738	101,881
Historical Annual Change (1990-2000)	3,934 2.1%	5,415 2.0%	9,131 1.9%
Projected Annual Change (2000-2014)	3,810 1.2%	5,392 1.2%	8,802 1.1%
Average Household Income			
Est. Average Household Income (2009)	\$53,178	\$52,350	\$56,392
Census Average Hhld Income (1990)	\$30,145	\$28,984	\$30,593
Census Average Hhld Income (2000)	\$45,272	\$44,558	\$46,483
Proj. Average Household Income (2014)	\$62,077	\$60,852	\$64,397
Historical Annual Change (1990-2000)	\$15,127 5.0%	\$15,575 5.4%	\$15,890 5.2%
Projected Annual Change (2000-2014)	\$16,805 2.7%	\$16,293 2.6%	\$17,914 2.8%
Median Household Income			
Est. Median Household Income (2009)	\$44,009	\$43,825	\$45,469
Census Median Hhld Income (1990)	\$24,288	\$23,443	\$24,159
Census Median Hhld Income (2000)	\$35,355	\$35,214	\$36,302
Proj. Median Household Income (2014)	\$47,350	\$47,183	\$49,115
Historical Annual Change (1990-2000)	\$11,067 4.6%	\$11,771 5.0%	\$12,143 5.0%
Projected Annual Change (2000-2014)	\$11,995 2.4%	\$11,969 2.4%	\$12,813 2.5%
Per Capita Income			
Est. Per Capita Income (2009)	\$21,897	\$20,977	\$22,367
Census Per Capita Income (1990)	\$11,189	\$10,561	\$10,995
Census Per Capita Income (2000)	\$16,666	\$16,082	\$16,749
Proj. Per Capita Income (2014)	\$27,961	\$26,276	\$26,749
Historical Annual Change (1990-2000)	\$5,477 4.9%	\$5,521 5.2%	\$5,753 5.2%
Projected Annual Change (2000-2014)	\$11,294 4.8%	\$10,194 4.5%	\$10,000 4.3%
Other Income			
Est. Median Disposable Income (2009)	\$37,797	\$37,676	\$38,891
Proj. Median Disposable Income (2014)	\$40,325	\$40,232	\$41,612
Est. Average Household Net Worth (2009)	\$421,299	\$416,963	\$434,244

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Pole Line Rd W & Washington St N Twin Falls, Idaho	10.00 mi radius		25.00 mi radius		Trade Area	
Household Income Distribution (2009)						
HH Income \$200,000 or More	585	2.2%	751	2.0%	1,708	2.7%
HH Income \$150,000 to 199,999	459	1.7%	642	1.7%	1,211	1.9%
HH Income \$125,000 to 149,999	647	2.4%	826	2.2%	1,454	2.3%
HH Income \$100,000 to 124,999	1,326	5.0%	1,872	4.9%	3,399	5.3%
HH Income \$75,000 to 99,999	2,545	9.5%	3,598	9.5%	6,327	9.8%
HH Income \$50,000 to 74,999	5,413	20.3%	7,868	20.8%	13,464	20.9%
HH Income \$35,000 to 49,999	4,955	18.6%	7,091	18.7%	11,584	18.0%
HH Income \$25,000 to 34,999	3,518	13.2%	5,073	13.4%	8,358	13.0%
HH Income \$15,000 to 24,999	3,842	14.4%	5,318	14.1%	8,839	13.7%
HH Income \$10,000 to 14,999	1,528	5.7%	2,139	5.7%	3,605	5.6%
HH Income \$0 to 9,999	1,873	7.0%	2,666	7.0%	4,456	6.9%
HH Income \$35,000+	15,929	59.7%	22,648	59.8%	39,148	60.8%
HH Income \$50,000+	10,974	41.1%	15,557	41.1%	27,563	42.8%
HH Income \$75,000+	5,561	20.8%	7,690	20.3%	14,099	21.9%
Race & Ethnicity (2009)						
Total Population	66,596		96,604		165,493	
White	61,413	92.2%	89,265	92.4%	155,313	93.8%
Black or African American	50	0.1%	120	0.1%	546	0.3%
American Indian & Alaska Native	1,156	1.7%	1,555	1.6%	2,343	1.4%
Asian	32	0.0%	111	0.1%	605	0.4%
Hawaiian & Pacific Islander	63	0.1%	82	0.1%	112	0.1%
Other Race	2,358	3.5%	3,570	3.7%	4,488	2.7%
Two or More Races	1,526	2.3%	1,901	2.0%	2,086	1.3%
Not Hispanic or Latino Population	56,437	84.7%	79,133	81.9%	131,499	79.5%
<i>Non Hispanic: White</i>	54,525	96.6%	76,603	96.8%	127,901	97.3%
<i>Non Hispanic: Black or African American</i>	22	0.0%	40	0.1%	198	0.2%
<i>Non Hispanic: Amer Indian & AK Native</i>	896	1.6%	1,192	1.5%	1,615	1.2%
<i>Non Hispanic: Asian</i>	25	0.0%	87	0.1%	461	0.4%
<i>Non Hispanic: Hawaiian & Pacific Islander</i>	62	0.1%	73	0.1%	98	0.1%
<i>Non Hispanic: Other Race</i>	1	0.0%	7	0.0%	7	0.0%
<i>Non Hispanic: Two or More Races</i>	905	1.6%	1,131	1.4%	1,219	0.9%
Hispanic or Latino Population	10,159	15.3%	17,471	18.1%	33,994	20.5%
<i>Hispanic: White</i>	6,887	67.8%	12,661	72.5%	27,411	80.6%
<i>Hispanic: Black or African American</i>	28	0.3%	81	0.5%	348	1.0%
<i>Hispanic: American Indian & Alaska Native</i>	259	2.6%	363	2.1%	728	2.1%
<i>Hispanic: Asian</i>	6	0.1%	24	0.1%	144	0.4%
<i>Hispanic: Hawaiian & Pacific Islander</i>	1	0.0%	9	0.1%	14	0.0%
<i>Hispanic: Other Race</i>	2,356	23.2%	3,563	20.4%	4,481	13.2%
<i>Hispanic: Two or More Races</i>	621	6.1%	770	4.4%	867	2.6%
Not of Hispanic Origin Population (1990)	46,644	94.2%	69,402	93.8%	120,558	91.0%
Hispanic Origin Population (1990)	2,881	5.8%	4,627	6.2%	11,876	9.0%
Not Hispanic or Latino Population (2000)	54,402	90.3%	78,751	88.2%	134,012	85.4%
Hispanic or Latino Population (2000)	5,871	9.7%	10,530	11.8%	22,853	14.6%
Not Hispanic or Latino Population 5yr (2014)	46,757	78.7%	67,411	75.5%	119,385	74.4%
Hispanic or Latino Population 5yr (2014)	12,653	21.3%	21,821	24.5%	41,005	25.6%
Historical Annual Change (1990-2000)	2,991	10.4%	5,904	12.8%	10,978	9.2%
Projected Annual Change (2000-2014)	6,782	8.3%	11,290	7.7%	18,152	5.7%

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Age Distribution (2009)						
Total Population	66,596		96,604		165,493	
Age 0 to 4 yrs	6,584	9.9%	9,268	9.6%	14,665	8.9%
Age 5 to 9 yrs	4,989	7.5%	7,553	7.8%	12,728	7.7%
Age 10 to 14 yrs	4,512	6.8%	6,867	7.1%	11,939	7.2%
Age 15 to 19 yrs	4,249	6.4%	6,388	6.6%	11,528	7.0%
Age 20 to 24 yrs	4,475	6.7%	6,288	6.5%	10,701	6.5%
Age 25 to 29 yrs	4,560	6.8%	6,444	6.7%	10,340	6.2%
Age 30 to 34 yrs	4,438	6.7%	6,343	6.6%	10,237	6.2%
Age 35 to 39 yrs	3,783	5.7%	5,512	5.7%	9,552	5.8%
Age 40 to 44 yrs	3,723	5.6%	5,562	5.8%	9,993	6.0%
Age 45 to 49 yrs	4,024	6.0%	5,978	6.2%	10,818	6.5%
Age 50 to 54 yrs	4,358	6.5%	6,271	6.5%	11,229	6.8%
Age 55 to 59 yrs	3,957	5.9%	5,736	5.9%	10,250	6.2%
Age 60 to 64 yrs	3,166	4.8%	4,670	4.8%	8,493	5.1%
Age 65 to 69 yrs	2,736	4.1%	3,979	4.1%	6,800	4.1%
Age 70 to 74 yrs	2,103	3.2%	3,005	3.1%	5,111	3.1%
Age 75 to 79 yrs	1,687	2.5%	2,407	2.5%	4,112	2.5%
Age 80 to 84 yrs	1,611	2.4%	2,182	2.3%	3,461	2.1%
Age 85 yrs plus	1,640	2.5%	2,152	2.2%	3,536	2.1%
Median Age	34.1 yrs		33.9 yrs		34.7 yrs	
Age 19 yrs or less	20,335	30.5%	30,076	31.1%	50,860	30.7%
Age 20 to 64 years	36,484	54.8%	52,803	54.7%	91,613	55.4%
Age 65 years Plus	9,777	14.7%	13,724	14.2%	23,021	13.9%
Female Age Distribution (2009)						
Female Population	35,768	53.7%	50,818	52.6%	84,575	51.1%
Age 0 to 4 yrs	3,336	9.3%	4,631	9.1%	7,151	8.5%
Age 5 to 9 yrs	2,696	7.5%	4,030	7.9%	6,565	7.8%
Age 10 to 14 yrs	2,226	6.2%	3,366	6.6%	5,801	6.9%
Age 15 to 19 yrs	2,153	6.0%	3,186	6.3%	5,630	6.7%
Age 20 to 24 yrs	2,603	7.3%	3,478	6.8%	5,528	6.5%
Age 25 to 29 yrs	2,389	6.7%	3,288	6.5%	5,009	5.9%
Age 30 to 34 yrs	2,200	6.2%	3,102	6.1%	4,878	5.8%
Age 35 to 39 yrs	1,992	5.6%	2,887	5.7%	4,887	5.8%
Age 40 to 44 yrs	2,031	5.7%	2,957	5.8%	5,204	6.2%
Age 45 to 49 yrs	2,150	6.0%	3,106	6.1%	5,475	6.5%
Age 50 to 54 yrs	2,299	6.4%	3,252	6.4%	5,709	6.7%
Age 55 to 59 yrs	2,019	5.6%	2,888	5.7%	5,183	6.1%
Age 60 to 64 yrs	1,670	4.7%	2,457	4.8%	4,404	5.2%
Age 65 to 69 yrs	1,545	4.3%	2,205	4.3%	3,607	4.3%
Age 70 to 74 yrs	1,284	3.6%	1,769	3.5%	2,844	3.4%
Age 75 to 79 yrs	1,062	3.0%	1,465	2.9%	2,390	2.8%
Age 80 to 84 yrs	993	2.8%	1,321	2.6%	2,054	2.4%
Age 85 yrs plus	1,122	3.1%	1,430	2.8%	2,258	2.7%
Female Median Age	35.4 yrs		35.1 yrs		36.0 yrs	
Age 19 yrs or less	10,410	29.1%	15,213	29.9%	25,147	29.7%
Age 20 to 64 years	19,352	54.1%	27,414	53.9%	46,275	54.7%
Age 65 years Plus	6,006	16.8%	8,191	16.1%	13,152	15.6%

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	10.00 mi radius		25.00 mi radius		Trade Area	
Male Age Distribution (2009)						
Male Population	30,828	46.3%	45,786	47.4%	80,918	48.9%
Age 0 to 4 yrs	3,248	10.5%	4,637	10.1%	7,514	9.3%
Age 5 to 9 yrs	2,294	7.4%	3,523	7.7%	6,162	7.6%
Age 10 to 14 yrs	2,287	7.4%	3,501	7.6%	6,138	7.6%
Age 15 to 19 yrs	2,096	6.8%	3,202	7.0%	5,898	7.3%
Age 20 to 24 yrs	1,872	6.1%	2,809	6.1%	5,173	6.4%
Age 25 to 29 yrs	2,171	7.0%	3,156	6.9%	5,331	6.6%
Age 30 to 34 yrs	2,238	7.3%	3,241	7.1%	5,359	6.6%
Age 35 to 39 yrs	1,791	5.8%	2,624	5.7%	4,665	5.8%
Age 40 to 44 yrs	1,692	5.5%	2,605	5.7%	4,789	5.9%
Age 45 to 49 yrs	1,875	6.1%	2,872	6.3%	5,343	6.6%
Age 50 to 54 yrs	2,059	6.7%	3,019	6.6%	5,521	6.8%
Age 55 to 59 yrs	1,938	6.3%	2,848	6.2%	5,067	6.3%
Age 60 to 64 yrs	1,496	4.9%	2,214	4.8%	4,089	5.1%
Age 65 to 69 yrs	1,191	3.9%	1,774	3.9%	3,194	3.9%
Age 70 to 74 yrs	819	2.7%	1,235	2.7%	2,267	2.8%
Age 75 to 79 yrs	625	2.0%	942	2.1%	1,722	2.1%
Age 80 to 84 yrs	618	2.0%	861	1.9%	1,407	1.7%
Age 85 yrs plus	519	1.7%	722	1.6%	1,278	1.6%
Male Median Age	32.9 yrs		32.8 yrs		33.5 yrs	
Age 19 yrs or less	9,925	32.2%	14,864	32.5%	25,712	31.8%
Age 20 to 64 years	17,132	55.6%	25,389	55.5%	45,338	56.0%
Age 65 years Plus	3,771	12.2%	5,534	12.1%	9,869	12.2%
Males per 100 Females, Male % Pop (2009)						
Overall Comparison	86		90		96	
Age 0 to 4 yrs	97	49.3%	100	50.0%	105	51.2%
Age 5 to 9 yrs	85	46.0%	87	46.6%	94	48.4%
Age 10 to 14 yrs	103	50.7%	104	51.0%	106	51.4%
Age 15 to 19 yrs	97	49.3%	101	50.1%	105	51.2%
Age 20 to 24 yrs	72	41.8%	81	44.7%	94	48.3%
Age 25 to 29 yrs	91	47.6%	96	49.0%	106	51.6%
Age 30 to 34 yrs	102	50.4%	104	51.1%	110	52.4%
Age 35 to 39 yrs	90	47.3%	91	47.6%	95	48.8%
Age 40 to 44 yrs	83	45.4%	88	46.8%	92	47.9%
Age 45 to 49 yrs	87	46.6%	92	48.0%	98	49.4%
Age 50 to 54 yrs	90	47.3%	93	48.1%	97	49.2%
Age 55 to 59 yrs	96	49.0%	99	49.7%	98	49.4%
Age 60 to 64 yrs	90	47.2%	90	47.4%	93	48.1%
Age 65 to 69 yrs	77	43.5%	80	44.6%	89	47.0%
Age 70 to 74 yrs	64	38.9%	70	41.1%	80	44.4%
Age 75 to 79 yrs	59	37.1%	64	39.1%	72	41.9%
Age 80 to 84 yrs	62	38.3%	65	39.5%	68	40.7%
Age 85 yrs plus	46	31.6%	50	33.5%	57	36.2%
Age 19 yrs or less	95	48.8%	98	49.4%	102	50.6%
Age 20 to 39 yrs	88	46.8%	93	48.1%	101	50.3%
Age 40 to 64 yrs	89	47.1%	92	48.0%	96	48.9%
Age 65 years Plus	63	38.6%	68	40.3%	75	42.9%

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Household Type (2009)						
Total Households	26,690		37,845		64,405	
Households with Children	9,827	36.8%	14,358	37.9%	24,952	38.7%
Average Household Size	2.41		2.49		2.52	
Est. Household Density	85.76	psm	19.43	psm	7.60	psm
Population Family	55,833	83.8%	82,652	85.6%	141,686	85.6%
Population Non-Family	8,592	12.9%	11,572	12.0%	20,455	12.4%
Population Group Qtrs	2,171	3.3%	2,380	2.5%	3,351	2.0%
Family Households	19,055	71.4%	27,749	73.3%	47,334	73.5%
<i>Married Couple Hhlds</i>	15,657	82.2%	23,122	83.3%	39,348	83.1%
<i>Other Family Hhlds</i>	3,398	17.8%	4,627	16.7%	7,986	16.9%
Family Households With Children	9,804	51.5%	14,307	51.6%	24,810	52.4%
<i>Married Couple With Children</i>	7,185	73.3%	10,813	75.6%	18,885	76.1%
<i>Other Family Hhlds With Children</i>	2,619	26.7%	3,494	24.4%	5,924	23.9%
Family Households No Children	9,251	48.5%	13,442	48.4%	22,525	47.6%
<i>Married Couple No Children</i>	8,472	91.6%	12,309	91.6%	20,463	90.8%
<i>Other Family Households No Childrer</i>	778	8.4%	1,133	8.4%	2,062	9.2%
Average Family Household Size	2.93		2.98		2.99	
Average Family Income	\$61,258		\$59,372		\$63,476	
Median Family Income	\$52,526		\$51,359		\$52,770	
Non-Family Households	7,635	28.6%	10,096	26.7%	17,071	26.5%
Non-Family Hhlds With Children	23	0.3%	51	0.5%	143	0.8%
Non-Family Hhld No Children	7,612	99.7%	10,045	99.5%	16,928	99.2%
<i>N-F Hhld Lone Person No Children</i>	6,474	84.8%	8,572	84.9%	14,219	83.3%
Lone Male Householder	2,420	37.4%	3,307	38.6%	5,838	41.1%
Lone Female Householder	4,054	62.6%	5,265	61.4%	8,381	58.9%
<i>N-F Hhld 2+ Persons No Children</i>	1,138	14.9%	1,473	14.6%	2,709	15.9%
Average Non-Family Hhld Size	1.13		1.15		1.20	
Marital Status (2009)						
(15 Years or Older)	50,508		72,915		126,145	
Never Married	10,829	21.4%	15,306	21.0%	26,833	21.3%
Now Married	27,923	55.3%	41,850	57.4%	73,549	58.3%
Previously Married	11,757	23.3%	15,759	21.6%	25,762	20.4%
<i>Separated</i>	2,095	17.8%	2,865	18.2%	4,845	18.8%
<i>Widowed</i>	3,762	32.0%	5,003	31.7%	7,874	30.6%
<i>Divorced</i>	5,900	50.2%	7,892	50.1%	13,043	50.6%
Educational Attainment (2009)						
Adult Population (25 Years or Older)	41,787		60,239		103,932	
Elementary (0 to 8)	1,437	3.4%	2,835	4.7%	6,082	5.9%
Some High School (9 to 11)	3,861	9.2%	5,968	9.9%	10,101	9.7%
High School Graduate (12)	12,388	29.6%	18,488	30.7%	30,917	29.7%
Some College (13 to 16)	9,595	23.0%	13,620	22.6%	24,268	23.4%
Associate Degree Only	5,579	13.4%	7,432	12.3%	10,477	10.1%
Bachelor Degree Only	6,364	15.2%	8,599	14.3%	15,660	15.1%
Graduate Degree	2,563	6.1%	3,298	5.5%	6,427	6.2%
Any College + (Some College or higher)	24,100	57.7%	32,948	54.7%	56,832	54.7%
College Degree + (Bachelor Degree or higher)	8,927	21.4%	11,897	19.7%	22,087	21.3%

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Housing (2009)						
Total Housing Units	30,413		42,980		75,506	
Housing Units, Occupied	26,690	87.8%	37,845	88.1%	64,405	85.3%
<i>Housing Units, Owner-Occupied</i>	21,472	80.5%	30,253	79.9%	49,529	76.9%
<i>Housing Units, Renter-Occupied</i>	5,217	19.5%	7,592	20.1%	14,875	23.1%
Housing Units, Vacant	3,723	12.2%	5,135	11.9%	11,101	14.7%
Total Housing Units (2000)	23,765		34,674		64,058	
Historical Annual Change (2000-2009)	6,648	3.1%	8,306	2.7%	11,448	2.0%
Household Size (2009)						
Total Households	26,690		37,845		64,405	
1 Person Household	6,474	24.3%	8,572	22.7%	14,219	22.1%
2 Person Households	10,801	40.5%	15,360	40.6%	26,003	40.4%
3 Person Households	4,840	18.1%	6,872	18.2%	11,873	18.4%
4 Person Households	2,423	9.1%	3,585	9.5%	6,200	9.6%
5 Person Households	1,284	4.8%	1,997	5.3%	3,438	5.3%
6 Person Households	535	2.0%	882	2.3%	1,578	2.4%
7+ Person Households	332	1.2%	577	1.5%	1,094	1.7%
Household Stability (2009)						
Total Households	26,690		37,845		64,405	
In current residence < 1 year	5,612	21.0%	7,741	20.5%	12,765	19.8%
In current residence 1-2 years	6,910	25.9%	10,086	26.7%	19,046	29.6%
In current residence 3-5 years	3,853	14.4%	5,611	14.8%	9,819	15.2%
In current residence 6-10 years	4,386	16.4%	6,165	16.3%	10,024	15.6%
In current residence > 10 years	5,929	22.2%	8,242	21.8%	12,751	19.8%
Turnover (% Annual Residential Turnover)	21.0%		20.5%		19.8%	
Stability (% In Current Residence 5+ Years)	38.6%		38.1%		35.4%	
Median Years in Residence	3.6 yrs		3.6 yrs		3.4 yrs	
Household Vehicles (2009)						
Total Vehicles Available	59,617		86,044		142,910	
Household: 0 Vehicles Available	916	3.4%	1,171	3.1%	2,006	3.1%
Household: 1 Vehicles Available	6,455	24.2%	8,783	23.2%	15,604	24.2%
Household: 2 Vehicles Available	11,169	41.8%	15,512	41.0%	26,241	40.7%
Household: 3+ Vehicles Available	8,149	30.5%	12,379	32.7%	20,554	31.9%
Average Per Household	2.2	<i>Vehicles</i>	2.3	<i>Vehicles</i>	2.2	<i>Vehicles</i>
Owner Occupied Hhlds Vehicles	50,878	85.3%	72,722	84.5%	117,364	82.1%
<i>Average Per Owner Household</i>	2.4	<i>Vehicles</i>	2.4	<i>Vehicles</i>	2.4	<i>Vehicles</i>
Renter Occupied Hhlds Vehicles	8,739	14.7%	13,322	15.5%	25,546	17.9%
<i>Average Per Renter Household</i>	1.7	<i>Vehicles</i>	1.8	<i>Vehicles</i>	1.7	<i>Vehicles</i>
Travel Time (2000)						
Worker Base (16 Years or Older)	27,991		41,121		72,585	
Travel to Work in 14 Minutes or Less	15,049	53.8%	20,032	48.7%	35,077	48.3%
Travel to Work in 15 to 29 Minutes	8,464	30.2%	12,897	31.4%	21,596	29.8%
Travel to Work in 30 to 59 Minutes	2,394	8.6%	4,640	11.3%	9,049	12.5%
Travel to Work in 60 Minutes or More	967	3.5%	1,504	3.7%	2,832	3.9%
Work at Home	1,117	4.0%	2,047	5.0%	4,031	5.6%
Average Travel Time to Work	15.4 mins		16.4 mins		16.6 mins	

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Pole Line Rd W & Washington St N Twin Falls, Idaho	10.00 mi radius		25.00 mi radius		Trade Area	
Transportation To Work (2000)						
Work Base	27,991		41,121		72,585	
Drive to Work Alone	22,661	81.0%	32,334	78.6%	55,390	76.3%
Drive to Work in Carpool	3,114	11.1%	4,895	11.9%	9,328	12.9%
Travel to Work - Public Transportation	196	0.7%	235	0.6%	406	0.6%
Drive to Work on Motorcycle	17	0.1%	48	0.1%	91	0.1%
Bicycle to Work	116	0.4%	147	0.4%	291	0.4%
Walk to Work	610	2.2%	1,122	2.7%	2,383	3.3%
Other Means	161	0.6%	292	0.7%	667	0.9%
Work at Home	1,117	4.0%	2,047	5.0%	4,031	5.6%
Daytime Demos (2009)						
Total Number of Businesses	3,953		4,971		8,803	
Total Number of Employees	41,646		49,783		80,551	
Company Headqtrs: Businesses	5	0.1%	6	0.1%	11	0.1%
Company Headqtrs: Employees	362	0.9%	384	0.8%	985	1.2%
Employee Population per Business	10.5 to 1		10.0 to 1		9.2 to 1	
Residential Population per Business	16.8 to 1		19.4 to 1		18.8 to 1	
Est. Adj. Daytime Demographics (Age16+)	61,321		78,106		128,341	
Labor Force (2009)						
Labor: Population Age 16+	49,658		71,608		123,815	
Unemployment Rate	5.0%		5.0%		4.8%	
Labor Force Total: Males	22,572	45.5%	33,476	46.7%	59,921	48.4%
<i>Male civilian employec</i>	15,375	68.1%	23,002	68.7%	41,783	69.7%
<i>Male civilian unemployec</i>	1,322	5.9%	1,870	5.6%	3,275	5.5%
<i>Males in Armed Forces</i>	28	0.1%	47	0.1%	48	0.1%
<i>Males not in labor force</i>	5,848	25.9%	8,557	25.6%	14,815	24.7%
Labor Force Total: Females	27,086	54.5%	38,132	53.3%	63,894	51.6%
<i>Female civilian employec</i>	14,568	53.8%	20,225	53.0%	34,181	53.5%
<i>Female civilian unemployec</i>	1,176	4.3%	1,689	4.4%	2,702	4.2%
<i>Females in Armed Forces</i>	12	0.0%	12	0.0%	12	0.0%
<i>Females not in labor force</i>	11,330	41.8%	16,206	42.5%	26,999	42.3%
Employment Force Change (2000-2009)	2,003		2,186		3,459	
Male Change (2000-2009)	304		288		1,205	
Female Change (2000-2009)	1,698		1,898		2,254	
Occupation (2000)						
Occupation: Population Age 16+	27,940		41,041		72,505	
<i>Occupation Total: Males</i>	15,070	53.9%	22,714	55.3%	40,578	56.0%
<i>Occupation Total: Females</i>	12,869	46.1%	18,327	44.7%	31,927	44.0%
Mgmt, Business, & Financial Operations	3,182	11.4%	5,150	12.5%	9,417	13.0%
Professional and Related	4,358	15.6%	5,968	14.5%	10,581	14.6%
Service	4,834	17.3%	6,641	16.2%	11,425	15.8%
Sales and Office	7,335	26.3%	9,758	23.8%	16,752	23.1%
Farming, Fishing, and Forestry	1,004	3.6%	2,663	6.5%	4,628	6.4%
Construction, Extraction, & Maintenance	2,762	9.9%	4,186	10.2%	8,024	11.1%
Production, Transport, & Material Moving	4,465	16.0%	6,675	16.3%	11,679	16.1%
<i>White Collar</i>	53.2%		50.9%		50.7%	
<i>Blue Collar</i>	46.8%		49.1%		49.3%	

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Pole Line Rd W & Washington St N Twin Falls, Idaho	10.00 mi radius		25.00 mi radius		Trade Area	
Units In Structure (2000)						
Total Units	23,765		34,674		64,058	
1 Detached Unit	17,122	72.0%	25,395	73.2%	45,657	71.3%
1 Attached Unit	717	3.0%	818	2.4%	1,862	2.9%
2 Units	776	3.3%	877	2.5%	1,559	2.4%
3 to 4 Units	1,345	5.7%	1,495	4.3%	3,204	5.0%
5 to 9 Units	884	3.7%	966	2.8%	1,975	3.1%
10 to 19 Units	257	1.1%	290	0.8%	739	1.2%
20 to 49 Units	293	1.2%	326	0.9%	760	1.2%
50 or more Units	289	1.2%	297	0.9%	350	0.5%
Mobile Home or Trailer	2,026	8.5%	4,126	11.9%	7,707	12.0%
Other Structure	56	0.2%	83	0.2%	246	0.4%
Homes Built By Year (2000)						
Homes Built 1999 to 2000	634	2.7%	940	2.7%	1,683	2.6%
Homes Built 1995 to 1998	2,445	10.3%	3,361	9.7%	6,095	9.5%
Homes Built 1990 to 1994	1,461	6.1%	2,170	6.3%	4,221	6.6%
Homes Built 1980 to 1989	2,258	9.5%	3,407	9.8%	7,213	11.3%
Homes Built 1970 to 1979	5,397	22.7%	8,070	23.3%	15,733	24.6%
Homes Built 1960 to 1969	2,342	9.9%	3,209	9.3%	6,396	10.0%
Homes Built 1950 to 1959	3,066	12.9%	4,198	12.1%	7,423	11.6%
Homes Built 1940 to 1949	2,515	10.6%	3,668	10.6%	5,733	9.0%
Homes Built Before 1939	3,647	15.3%	5,650	16.3%	9,562	14.9%
Median Age of Homes	32.4 yrs		32.3 yrs		30.8 yrs	
Home Values (2000)						
Owner Specified Housing Units	12,190		16,625		29,375	
Home Values \$1,000,000 or More	40	0.3%	43	0.3%	316	1.1%
Home Values \$750,000 or \$999,999	4	0.0%	4	0.0%	184	0.6%
Home Values \$500,000 or \$749,999	20	0.2%	34	0.2%	320	1.1%
Home Values \$400,000 to \$499,999	82	0.7%	90	0.5%	451	1.5%
Home Values \$300,000 to \$399,999	148	1.2%	189	1.1%	665	2.3%
Home Values \$250,000 to \$299,999	199	1.6%	292	1.8%	693	2.4%
Home Values \$200,000 to \$249,999	386	3.2%	532	3.2%	1,171	4.0%
Home Values \$175,000 to \$199,999	353	2.9%	421	2.5%	881	3.0%
Home Values \$150,000 to \$174,999	637	5.2%	894	5.4%	1,519	5.2%
Home Values \$125,000 to \$149,999	1,432	11.7%	1,908	11.5%	2,938	10.0%
Home Values \$100,000 to \$124,999	2,147	17.6%	2,687	16.2%	3,917	13.3%
Home Values \$90,000 to \$99,999	1,390	11.4%	1,723	10.4%	2,495	8.5%
Home Values \$80,000 to \$89,999	1,345	11.0%	1,824	11.0%	2,935	10.0%
Home Values \$70,000 to \$79,999	1,148	9.4%	1,760	10.6%	2,944	10.0%
Home Values \$60,000 to \$69,999	1,130	9.3%	1,682	10.1%	2,842	9.7%
Home Values \$50,000 to \$59,999	820	6.7%	1,191	7.2%	2,333	7.9%
Home Values \$35,000 to \$49,999	617	5.1%	861	5.2%	1,823	6.2%
Home Values \$25,000 to \$34,999	134	1.1%	204	1.2%	443	1.5%
Home Values \$10,000 to \$24,999	141	1.2%	241	1.5%	433	1.5%
Home Values \$0 to \$9,999	17	0.1%	44	0.3%	70	0.2%
Owner Occupied Median Home Value	\$102,720		\$100,359		\$119,476	
Renter Occupied Median Rent	\$309		\$296		\$335	

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Consumer Expenditure (Annual Total)			
Total Household Expenditure (2009)	\$1,207,848,380	\$1,697,675,745	\$3,025,970,194
<i>Total Non-Retail Expenditures (2009)</i>	\$692,071,117	\$972,792,448	\$1,735,480,616
<i>Total Retail Expenditures (2009)</i>	\$515,777,261	\$724,883,293	\$1,290,489,575
Apparel (2009)	\$57,146,902	\$80,357,360	\$143,548,984
Contributions (2009)	\$43,231,492	\$60,278,979	\$109,147,559
Education (2009)	\$26,473,476	\$36,858,439	\$67,115,643
Entertainment (2009)	\$67,239,034	\$94,441,793	\$168,469,150
Food And Beverages (2009)	\$187,412,619	\$263,983,528	\$468,797,542
Furnishings And Equipment (2009)	\$51,831,196	\$72,675,176	\$130,237,105
Gifts (2009)	\$30,903,345	\$43,147,933	\$77,846,357
Health Care (2009)	\$77,014,669	\$108,452,625	\$191,792,640
Household Operations (2009)	\$41,437,526	\$57,976,101	\$104,470,455
Miscellaneous Expenses (2009)	\$20,524,564	\$28,870,332	\$51,269,734
Personal Care (2009)	\$17,532,984	\$24,649,105	\$43,907,341
Personal Insurance (2009)	\$11,940,367	\$16,697,288	\$30,114,866
Reading (2009)	\$3,950,301	\$5,541,152	\$9,884,556
Shelter (2009)	\$232,162,575	\$326,027,863	\$581,414,203
Tobacco (2009)	\$8,524,018	\$12,058,879	\$21,133,026
Transportation (2009)	\$243,852,268	\$343,482,495	\$610,435,180
Utilities (2009)	\$86,671,059	\$122,176,714	\$216,385,875
Consumer Expenditure (per Household per Month)			
Total Household Expenditure (2009)	\$3,771	\$3,738	\$3,915
<i>Total Non-Retail Expenditures (2009)</i>	\$2,161 57.3%	\$2,142 57.3%	\$2,246 57.4%
<i>Total Retail Expenditures (2009)</i>	\$1,610 42.7%	\$1,596 42.7%	\$1,670 42.6%
Apparel (2009)	\$178 4.7%	\$177 4.7%	\$186 4.7%
Contributions (2009)	\$135 3.6%	\$133 3.6%	\$141 3.6%
Education (2009)	\$83 2.2%	\$81 2.2%	\$87 2.2%
Entertainment (2009)	\$210 5.6%	\$208 5.6%	\$218 5.6%
Food And Beverages (2009)	\$585 15.5%	\$581 15.5%	\$607 15.5%
Furnishings And Equipment (2009)	\$162 4.3%	\$160 4.3%	\$169 4.3%
Gifts (2009)	\$96 2.6%	\$95 2.5%	\$101 2.6%
Health Care (2009)	\$240 6.4%	\$239 6.4%	\$248 6.3%
Household Operations (2009)	\$129 3.4%	\$128 3.4%	\$135 3.5%
Miscellaneous Expenses (2009)	\$64 1.7%	\$64 1.7%	\$66 1.7%
Personal Care (2009)	\$55 1.5%	\$54 1.5%	\$57 1.5%
Personal Insurance (2009)	\$37 1.0%	\$37 1.0%	\$39 1.0%
Reading (2009)	\$12 0.3%	\$12 0.3%	\$13 0.3%
Shelter (2009)	\$725 19.2%	\$718 19.2%	\$752 19.2%
Tobacco (2009)	\$27 0.7%	\$27 0.7%	\$27 0.7%
Transportation (2009)	\$761 20.2%	\$756 20.2%	\$790 20.2%
Utilities (2009)	\$271 7.2%	\$269 7.2%	\$280 7.2%

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