



Community Profile

Tower city
Place

Tower city, N/A ...

Population Summary	
2000 Total Population	490
2010 Total Population	500
2016 Total Population	561
2016 Group Quarters	0
2021 Total Population	599
2016-2021 Annual Rate	1.32%
Household Summary	
2000 Households	241
2000 Average Household Size	2.03
2010 Households	265
2010 Average Household Size	1.89
2016 Households	297
2016 Average Household Size	1.89
2021 Households	317
2021 Average Household Size	1.89
2016-2021 Annual Rate	1.31%
2010 Families	126
2010 Average Family Size	2.61
2016 Families	159
2016 Average Family Size	2.47
2021 Families	169
2021 Average Family Size	2.47
2016-2021 Annual Rate	1.23%
Housing Unit Summary	
2000 Housing Units	285
Owner Occupied Housing Units	68.4%
Renter Occupied Housing Units	16.1%
Vacant Housing Units	15.4%
2010 Housing Units	331
Owner Occupied Housing Units	54.4%
Renter Occupied Housing Units	25.7%
Vacant Housing Units	19.9%
2016 Housing Units	372
Owner Occupied Housing Units	60.2%
Renter Occupied Housing Units	19.6%
Vacant Housing Units	20.2%
2021 Housing Units	398
Owner Occupied Housing Units	60.1%
Renter Occupied Housing Units	19.6%
Vacant Housing Units	20.4%
Median Household Income	
2016	\$43,012
2021	\$40,150
Median Home Value	
2016	\$139,130
2021	\$146,667
Per Capita Income	
2016	\$29,011
2021	\$30,691
Median Age	
2010	47.9
2016	54.0
2021	55.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income

Household Income Base	297
<\$15,000	14.1%
\$15,000 - \$24,999	13.5%
\$25,000 - \$34,999	11.1%
\$35,000 - \$49,999	18.2%
\$50,000 - \$74,999	19.5%
\$75,000 - \$99,999	10.4%
\$100,000 - \$149,999	10.8%
\$150,000 - \$199,999	1.0%
\$200,000+	1.3%

Average Household Income \$55,729

2021 Households by Income

Household Income Base	318
<\$15,000	16.4%
\$15,000 - \$24,999	12.9%
\$25,000 - \$34,999	13.2%
\$35,000 - \$49,999	17.6%
\$50,000 - \$74,999	11.0%
\$75,000 - \$99,999	12.6%
\$100,000 - \$149,999	13.5%
\$150,000 - \$199,999	1.3%
\$200,000+	1.6%

Average Household Income \$58,794

2016 Owner Occupied Housing Units by Value

Total	224
<\$50,000	11.6%
\$50,000 - \$99,999	30.4%
\$100,000 - \$149,999	10.3%
\$150,000 - \$199,999	6.7%
\$200,000 - \$249,999	4.9%
\$250,000 - \$299,999	4.9%
\$300,000 - \$399,999	7.1%
\$400,000 - \$499,999	7.1%
\$500,000 - \$749,999	2.2%
\$750,000 - \$999,999	12.9%
\$1,000,000 +	1.8%

Average Home Value \$281,473

2021 Owner Occupied Housing Units by Value

Total	240
<\$50,000	7.1%
\$50,000 - \$99,999	19.6%
\$100,000 - \$149,999	25.0%
\$150,000 - \$199,999	3.8%
\$200,000 - \$249,999	1.7%
\$250,000 - \$299,999	3.8%
\$300,000 - \$399,999	3.8%
\$400,000 - \$499,999	6.3%
\$500,000 - \$749,999	6.7%
\$750,000 - \$999,999	20.0%
\$1,000,000 +	2.5%

Average Home Value \$357,500

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age

Total	500
0 - 4	6.8%
5 - 9	4.6%
10 - 14	4.8%
15 - 24	8.2%
25 - 34	12.6%
35 - 44	9.0%
45 - 54	14.0%
55 - 64	16.0%
65 - 74	14.2%
75 - 84	6.4%
85 +	3.4%
18 +	81.2%

2016 Population by Age

Total	561
0 - 4	4.5%
5 - 9	5.2%
10 - 14	4.6%
15 - 24	6.4%
25 - 34	8.9%
35 - 44	9.8%
45 - 54	11.9%
55 - 64	20.3%
65 - 74	15.5%
75 - 84	9.8%
85 +	3.0%
18 +	82.9%

2021 Population by Age

Total	598
0 - 4	4.2%
5 - 9	4.5%
10 - 14	5.5%
15 - 24	6.7%
25 - 34	6.4%
35 - 44	10.9%
45 - 54	11.0%
55 - 64	17.7%
65 - 74	19.9%
75 - 84	10.0%
85 +	3.2%
18 +	82.8%

2010 Population by Sex

Males	254
Females	246

2016 Population by Sex

Males	288
Females	273

2021 Population by Sex

Males	312
Females	286

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity

Total	500
White Alone	94.6%
Black Alone	0.0%
American Indian Alone	2.4%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	2.2%
Hispanic Origin	1.2%
Diversity Index	12.6

2016 Population by Race/Ethnicity

Total	560
White Alone	95.0%
Black Alone	0.0%
American Indian Alone	2.0%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	2.1%
Hispanic Origin	1.4%
Diversity Index	12.6

2021 Population by Race/Ethnicity

Total	599
White Alone	94.2%
Black Alone	0.0%
American Indian Alone	2.0%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	2.5%
Hispanic Origin	1.8%
Diversity Index	14.5

2010 Population by Relationship and Household Type

Total	500
In Households	100.0%
In Family Households	68.0%
Householder	25.2%
Spouse	17.2%
Child	21.2%
Other relative	2.2%
Nonrelative	2.2%
In Nonfamily Households	32.0%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

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2016 Population 25+ by Educational Attainment	
Total	445
Less than 9th Grade	0.0%
9th - 12th Grade, No Diploma	2.9%
High School Graduate	30.8%
GED/Alternative Credential	2.9%
Some College, No Degree	26.3%
Associate Degree	16.0%
Bachelor's Degree	15.7%
Graduate/Professional Degree	5.4%
2016 Population 15+ by Marital Status	
Total	482
Never Married	30.7%
Married	51.9%
Widowed	6.6%
Divorced	10.8%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	92.0%
Civilian Unemployed	8.0%
2016 Employed Population 16+ by Industry	
Total	253
Agriculture/Mining	4.0%
Construction	15.4%
Manufacturing	4.7%
Wholesale Trade	2.4%
Retail Trade	11.9%
Transportation/Utilities	4.0%
Information	1.2%
Finance/Insurance/Real Estate	4.7%
Services	42.3%
Public Administration	9.5%
2016 Employed Population 16+ by Occupation	
Total	256
White Collar	53.9%
Management/Business/Financial	9.8%
Professional	20.7%
Sales	14.5%
Administrative Support	9.0%
Services	17.2%
Blue Collar	28.9%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	15.2%
Installation/Maintenance/Repair	3.9%
Production	3.1%
Transportation/Material Moving	6.3%
2010 Population By Urban/ Rural Status	
Total Population	500
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type

Total	265
Households with 1 Person	45.7%
Households with 2+ People	54.3%
Family Households	47.5%
Husband-wife Families	32.5%
With Related Children	7.5%
Other Family (No Spouse Present)	15.1%
Other Family with Male Householder	4.9%
With Related Children	4.2%
Other Family with Female Householder	10.2%
With Related Children	7.5%
Nonfamily Households	6.8%
All Households with Children	20.4%

2010 Households by Size

Multigenerational Households	0.8%
Unmarried Partner Households	5.3%
Male-female	4.5%
Same-sex	0.8%

2010 Households by Size

Total	265
1 Person Household	45.7%
2 Person Household	35.5%
3 Person Household	8.3%
4 Person Household	6.8%
5 Person Household	2.6%
6 Person Household	1.1%
7 + Person Household	0.0%

2010 Households by Tenure and Mortgage Status

Total	265
Owner Occupied	67.9%
Owned with a Mortgage/Loan	34.3%
Owned Free and Clear	33.6%
Renter Occupied	32.1%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	331
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Rural Resort Dwellers (6E)
2. Top Tier (1A)
3. Professional Pride (1B)

2016 Consumer Spending

Apparel & Services: Total \$	\$396,690
Average Spent	\$1,335.66
Spending Potential Index	66
Education: Total \$	\$207,887
Average Spent	\$699.96
Spending Potential Index	49
Entertainment/Recreation: Total \$	\$670,320
Average Spent	\$2,256.97
Spending Potential Index	77
Food at Home: Total \$	\$1,175,671
Average Spent	\$3,958.49
Spending Potential Index	79
Food Away from Home: Total \$	\$643,043
Average Spent	\$2,165.13
Spending Potential Index	70
Health Care: Total \$	\$1,444,335
Average Spent	\$4,863.08
Spending Potential Index	92
HH Furnishings & Equipment: Total \$	\$379,361
Average Spent	\$1,277.31
Spending Potential Index	72
Personal Care Products & Services: Total \$	\$167,121
Average Spent	\$562.70
Spending Potential Index	77
Shelter: Total \$	\$2,880,725
Average Spent	\$9,699.41
Spending Potential Index	62
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$577,333
Average Spent	\$1,943.88
Spending Potential Index	84
Travel: Total \$	\$385,865
Average Spent	\$1,299.21
Spending Potential Index	70
Vehicle Maintenance & Repairs: Total \$	\$258,204
Average Spent	\$869.37
Spending Potential Index	84

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

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