

Montesano Demographics

MISSION INSITE DEMOGRAPHICS REVIEW DATA FOR MONTESANO, WASHINGTON—2008

Highlights

Population: The estimated 2008 population within the study area is 6,014. The 2013 projection would see the area grow by 535 to a total population of 6,549. The population within the study area is growing somewhat faster than the statewide growth rate. While the study area is projected to grow by 8.9% in the next five years, the state is projected to grow by 6.1%. The study area's estimated average change rate is 1.8%.

Phase of Life Trends: The age groups most expected to increase from 2008 to 2013 are: age 20-35 and over 55. Those age groups which will only stay near the same total size are: age 10-19 and age 35-54.

Racial/Ethnic Trends: There are expected to be slight increases in Asian, Hispanic/Latino, and Two or More Races (1-2%), but as part of the overall populations their totals will still be very small as compared to the White population.

Average Household Income & Per Capita Income: Average Household Income and Per Capita Income indicate the level of financial resources within a community. Average Household income reflects that average income for each household, whether family or non-family. Per Capita Income is a measure of the average income by all persons within a household. For family households, this would include all children. It does not mean that each person actually draws the average income from work. In this study area, the estimated current year average household income is \$77,255. The average household income is projected to grow by 18.7% to \$91,724. The estimated per capita income for the current year is \$27,888. The Per Capita Income is projected to grow by 12.8%.

Households & Children Trends: Of the households with children under 18, married couple households are decreasing as a percentage while single parent households are increasing (married-62.4% down to 55.6%, single-34.3 up to 41.9%).

Education Status: In 2008, the education levels of adults are significantly higher than the state average levels for those who had had some high school (but no diploma), high school graduate (or GED), and those with some college (but no degree), and less or much less than the state average for those with associate degrees, bachelor's degrees, or graduate or professional degrees.

Employed Population: This area is close to the state average for White Collar workers. It is well above the state average for Blue Collar workers.

Styles of Living: The top 4 styles of living in this area:

- Comfy Country Living (44%)—Older empty-nesting college-educated couples and retirees reside in quiet small-town communities

- Prime Middle America (27.1%)—Mix of young, upper middle class couples and families living in small towns working in well paying white-collar and blue-collar jobs
- Working Rural Communities (16.4%)—Middle-class empty-nesting couples, middle-aged families and single seniors living in older, industrial towns skilled in blue-collar construction and manufacturing jobs
- Mid-Market Enterprise (12.4)—Households with mix of middle-aged and middle-income singles and couples with high school degrees and some college education

Charitable Giving: In 2008, it is estimated that households in this study area are somewhat below the state average in their contributions to charities. Giving to private foundations or educational institutions was estimated to be somewhat above the state average, while giving to religious, social concerns, or other public charities was estimated to be somewhat to well below the state average.

Religious Practices: Both individually and taken together it is estimated that people in this study area are about the same as the state average. Those who enjoy watching religious TV programs (21.5%) are well above the state average, Those who consider themselves religious persons (48.1%) and those who believe it is important to attend religious services (19.9%) are similar to the state average, and those who consider themselves evangelical Christians (28.5%) or those who feel their faith is really important to them (12.6%) are somewhat below the state average.