



# Nacogdoches Comprehensive Plan Update

## Community Profile

## CHAPTER 2

The purpose of the Community Profile is to gain an understanding of key population trends and economic factors that will be important in long-range planning for Nacogdoches. Many other data and information resources are available regarding the area, including some that are highlighted at the end of this chapter. The intent here is to focus on likely indicators of where the community is headed in the future and specific needs to anticipate over the next few decades.

Another essential component of the Community Profile is a consensus population projection for Year 2020 that will become the basis for important analyses and findings throughout the Comprehensive Plan. These include acreage requirements for future land use, impacts on community infrastructure, parks and recreation needs and public facility/service demands, and likely growth in employment and traffic.

The Profile reflects the most recent available data from the 2000 U.S. Census supplemented by other data sources. However, the entirety of the 2000 Census results for Texas communities have not yet been released by the U.S. Bureau of the Census. When this data becomes available, it will help to validate or cause reconsideration of assumptions upon which this Comprehensive Plan Update relies.

Finally, the Community Profile includes comparison data for several peer cities to provide some context for trends in Nacogdoches. The cities selected for this purpose are Lufkin, Huntsville and Marshall. All three are in the same population range as Nacogdoches and located in similar East Texas settings along major highway corridors.

### Growth Slowdown

While the Census Bureau reported that the City of Nacogdoches actually

lost population during the 1990s – which was disputed by the community – Nacogdoches has clearly experienced slower growth rates in recent years compared to the heady days of the 1960s and 1970s. The city's historical population trend over the 20<sup>th</sup> Century relative to Nacogdoches County, the State of Texas and the entire nation is presented in Table 2.1.

**TABLE 2.1**  
**Historical Population, 1900-2000**  
 Nacogdoches Comprehensive Plan Update  
 Nacogdoches, Texas

Year	Nacogdoches		City % of County	Nacogdoches County		Texas		United States	
	Persons	% Change		Persons	% Change	Persons	% Change	Persons	% Change
1900	1,827	----	7.4%	24,663	----	3,048,710	----	76,212,168	----
1910	3,369	84.4%	12.3%	27,406	11.1%	3,896,542	27.8%	92,228,496	21.0%
1920	3,546	5.3%	12.5%	28,457	3.8%	4,663,228	19.7%	106,021,537	15.0%
1930	5,687	60.4%	18.8%	30,290	6.4%	5,824,715	24.9%	123,202,624	16.2%
1940	7,538	32.5%	21.3%	35,392	16.8%	6,414,824	10.1%	132,164,569	7.3%
1950	12,327	63.5%	40.6%	30,326	-14.3%	7,711,194	20.2%	151,325,798	14.5%
1960	12,674	2.8%	45.2%	28,046	-7.5%	9,579,677	24.2%	179,323,175	18.5%
1970	22,544	77.9%	62.0%	36,362	29.7%	11,196,730	16.9%	203,211,926	13.3%
1980	27,149	20.4%	58.0%	46,786	28.7%	14,229,191	27.1%	226,545,805	11.5%
1990	30,872	13.7%	56.4%	54,753	17.0%	16,986,510	19.4%	248,709,873	9.8%
2000	29,914	-3.1%	50.5%	59,203	8.1%	20,851,820	22.8%	281,421,906	13.2%

Source: U.S. Bureau of the Census

The city's 1994 Comprehensive Plan Update predicted a population of 33,856 in 2000. The actual Census figure was 29,914. Meanwhile, Nacogdoches County as a whole, while

City	1990	2000	% Change
Huntsville	27,925	35,078	25.6%
Lufkin	30,206	32,709	8.3%
Marshall	23,682	23,935	1.1%
Nacogdoches	30,872	29,914	-3.1%

also experiencing slower growth, still had an 8.1 percent population increase during the 1990s, which was well below the statewide growth rate of 22.8 percent for the decade. Compared to its three peer communities in East Texas, Nacogdoches was the only one to experience a population decline in the 1990s, although Marshall had net growth of only several hundred persons.

### Declining Share of County Population

The city's 1994 plan update also assumed that as population growth continued in Nacogdoches County, the City of Nacogdoches would account for an increasingly larger share of the countywide population. Starting from a 56 percent city share in 1990, the 1994 plan predicted that the city's percentage would increase to 60 percent in 2010 and 62 percent by 2020. This trend could still emerge in future years, but in the meantime the 2000 Census indicated a continued decline in the city's population share, from a peak of 62 percent in 1970 to just over 50 percent of the county population in this most recent Census (as shown in Table 2.1).

Although countywide population growth also slowed in the 1990s, the fact that the city accounts for a smaller percentage of a growing Nacogdoches County population likely indicates increased residential development activity occurring outside the city limits. This would match similar trends across Texas and nationwide, raising potential concerns if urbanization around the existing city is occurring in an uncoordinated way, which could undermine effective public service delivery and tax base maintenance in the coming decades.

### Density Patterns

Data from the 2000 Census regarding the density of population and housing show that Nacogdoches is similar in this regard to Huntsville and Lufkin and somewhat higher than Marshall. For further comparison, **Table 2.2** also includes density figures from large cities such as Dallas and Houston, where population and housing development is most dense in Texas.

**TABLE 2.2**  
**Population and Housing Density, 2000**  
 Nacogdoches Comprehensive Plan Update  
 Nacogdoches, Texas

Area	Persons per Square Mile	Dwellings per Square Mile
United States	79.6	32.8
Texas	79.6	31.2
Nacogdoches Co.	62.5	26.5
Nacogdoches	1,185.9	488.7
Huntsville	1,135.1	372.4
Lufkin	1,225.1	502.0
Marshall	809.5	335.6
Dallas	3,469.9	1,413.3
Houston	3,371.7	1,349.6

Source: U.S. Bureau of the Census

Census Tract level data reveal the general distribution of population and housing within and around Nacogdoches (see Year 2000 Census Tract map for the Nacogdoches area in **Figure 2.1**). Not surprisingly, the core of Nacogdoches has the highest population density (6,388 persons per square mile) and housing unit density (1,627 units per square mile) in the urban area. This is the area to the north of downtown that includes the Stephen F. Austin State University campus. The next highest densities are found in the southwest part of the community, in the area bounded by Durst Street on the north, Banita Creek on the east, and Stallings Drive on the south and west. In this area, in comparison to the central city area, the densities are 1,668 persons and 651 housing units per square mile. The next highest densities are found in the northeast part of Nacogdoches, followed by the south-southeast area, then the west-northwest portion, and finally the area to the east-southeast of downtown (including the Central Business District), which is bounded by Starr Avenue on the north, Banita Creek on the west, and East Main Street on the south, and then extends eastward beyond the city limits. In this area of lowest densities, the 2000 Census figures are 460 persons and 229 housing units per square mile.



Looking beyond the incorporated city, where population and housing densities are lower than any found within the city limits, densities are highest to the south-southeast of Nacogdoches (111 persons and 42 housing units per square mile), followed by areas to the northeast and then the west-southwest. The areas of Nacogdoches County with the lowest densities are to the extreme northwest and southwest, where population density is approximately 20 persons per square mile and housing density is roughly 9-10 housing units per square mile.

### **Future Growth Uncertain**

Given the city's population situation at the start of the new century, as well as previous periods of slow growth or population loss in Nacogdoches County during the last century, it is difficult to discern a clear growth outlook for Nacogdoches. Since releasing the initial 2000 Census results, the U.S. Bureau of the Census has already issued a newer population estimate for Nacogdoches County. This estimate of 58,874 for July 1, 2001, is lower than the figure of 59,203 from Census day (April 1, 2000), indicating ongoing population loss.

The Texas State Data Center, the Census Bureau's state-level affiliate based at Texas A&M University, is one of many public and private entities that prepare population projections for cities, counties and metropolitan areas using sophisticated models that consider migration patterns as well as fertility (birth) and mortality (death) rates. Using its moderate population growth scenario for both the entire state and Nacogdoches County, the Texas State Data Center projects a 2020 county population of 67,056. This projection assumes roughly three percent growth for each five-year period between 2000 and 2020. Under this projection scenario, the State Data Center assumes growth that is steady but slower than the explosive rates experienced in Texas during the 1990s. This moderate scenario also recognizes the general slowdown in both the U.S. and Texas economies since 2000 that will contribute to slower population growth.

Under a simple "step-down" population projection technique, the same county-level growth rate is applied to the city so that its share of the county population will remain constant in future years. Using this approach, the 2020 population projection for the city would be 33,882. This would represent approximately 13 percent growth in population over the 20-year period for both the city and county. The city's population growth would be even higher if the county grows at a faster rate than assumed or if the city is able to capture a higher share of future countywide population gains.

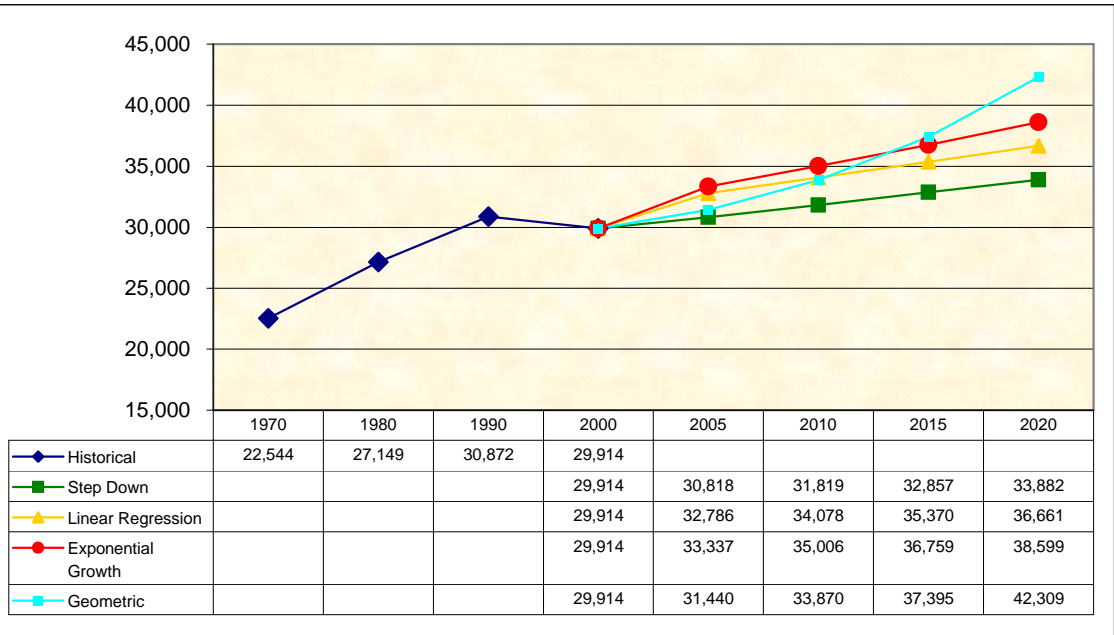
A second population forecasting method involves a basic "straight-line" projection of past trends into the future. Using this approach, the city's population would increase to 36,661 in 2020, amounting to 22.6 percent growth over the 20-year period. Under this method, the same absolute number of additional persons is added to the population in each five-year forecast period (in this case, 1,292 people each period). This results in a declining rate of growth over time since the same amount is being added to an ever-expanding base of people.

A third population projection method, exponential growth, assumes a constant rate of growth in making a forecast. This means that the number of people added increases in each five-year projection period. Assuming steady five-percent growth in each five-year period, the 2020 population of the city would be 38,599.

Finally, under a geometric curve projection method, both the absolute number of people added as well as the rate of population growth continue to increase over time. The geometric curve approach yields a projected 2020 city population of 42,309. This would amount to growth of 41.4 percent over the 20-year period. The rate of growth would increase from 5.1 percent (2000-2005) to 7.7 percent (2005-2010), 10.4 percent (2010-2015), and then 13.1 percent for the final five-year period.

A comparison of these four population projections is presented in **Figure 2.2**. The City of Nacogdoches projections for 2020 range from nearly 34,000 to more than 42,000 persons, depending on the projection technique used. The State Data Center believes that its moderate growth scenario is currently the most appropriate population projection scenario for most Texas counties. As noted above, this approach would generate 13 percent growth in population from 2000 to 2020 for Nacogdoches County. Prior to its 1990s slowdown, the City of Nacogdoches experienced nearly 14 percent growth in the span of a single decade during the 1980s. As the State Data Center points out, it is probably more reasonable to assume slower but steady growth for Texas communities at this point, particularly given current national economic uncertainties. Therefore, this Comprehensive Plan Update will be based on round-number population projections for the City of Nacogdoches of 32,000 persons in 2010 and 34,000 persons in 2020. This would represent 7.0 percent growth and the addition of nearly 2,100 new city residents through 2010, followed by another 2,000 persons and 6.3 percent growth during the second half of the 20-year planning period.

**FIGURE 2.2**  
**City Population Projection Options, 2000-2020**  
 Nacogdoches Comprehensive Plan Update  
 Nacogdoches, Texas



Source: Wilbur Smith Associates based on Texas State Data Center projection for Nacogdoches County

While these are simply projections, they reflect trends and recent experience and offer a basis to prepare for the future. But it is important to remember that projections cannot account for all physical, social and economic phenomena that may occur over the next several decades that will likely cause subtle or drastic changes in the area population. It will therefore be important for the City of Nacogdoches to monitor population and economic growth on an ongoing basis to account for both short- and long-term shifts that will influence growth and development in the city, county and larger region.

While it appears unlikely that the city can regain enough growth momentum to reach the 40,000 population mark in 2020 as predicted by the previous Comprehensive Plan, it is possible that with positive economic and migration fluctuations Nacogdoches could experience growth beyond the 34,000 persons assumed above. A pertinent question is whether the city's share of countywide population growth will continue to decline in future years as more people choose to live in less urbanized settings? Also, will the city offset some of this population loss through annexation of additional territory, particularly newly-urbanizing and high-growth areas just beyond the existing city limits? The answers to these questions will help to determine the city's population growth path.

### *Implications for Long-Range Planning and Urban Growth*

The population projections and socioeconomic characteristics presented in this Community Profile are applied throughout the remainder of the Comprehensive Plan Update. In particular, population projections are needed to gauge:

- ◆ future housing demand;
- ◆ future employment needs;
- ◆ future income and "buying power" in the region;
- ◆ future school-age population;
- ◆ future traffic volumes;
- ◆ future utilities demand and necessary capital improvements; and,
- ◆ future desire for parks and recreation opportunities, community facilities, and other contributors to community livability.

The geographic implications of Nacogdoches' population characteristics and physical growth potential are a central focus of the Land Use element, as well as related physical planning elements of this plan update.

### **College Town**

Various demographic and economic indicators illustrate – and are the result of – Nacogdoches' role as host to a major state university.

### *Household Characteristics*

One such indicator is the fact that, in 2000, one third of the households in Nacogdoches consisted of only one person (with nearly a 60-40 split in female versus male single-person households). In addition, two thirds of all households had two persons or less. Overall, the city had 11,220 total households in 2000, resulting in an average household size within Nacogdoches of 2.3 persons. This was effectively unchanged from the 1990 figure of 2.34 persons per household and still above the 2.0 persons per household predicted in the 1994



Comprehensive Plan Update. The comparison data in Table 2.3 show that as of 2000, Nacogdoches edged out Huntsville (home to Sam Houston State University) for the lowest household size.

**TABLE 2.3**  
**Average Household Size, 1990 and 2000**  
 Nacogdoches Comprehensive Plan Update  
 Nacogdoches, Texas

Area	1990	2000
United States	2.63	2.59
Texas	2.73	2.74
Nacogdoches	2.34	2.30
Huntsville	2.33	2.31
Lufkin	2.61	2.58
Marshall	2.58	2.55

Source: U.S. Bureau of the Census

Of the 29,914 persons residing in Nacogdoches in 2000, just over 3,500 were counted as living in college dormitories or other official “college quarters” off campus. Among households with two or more persons, approximately 80 percent were family households compared to 71 percent statewide and 68.1 percent across the nation.

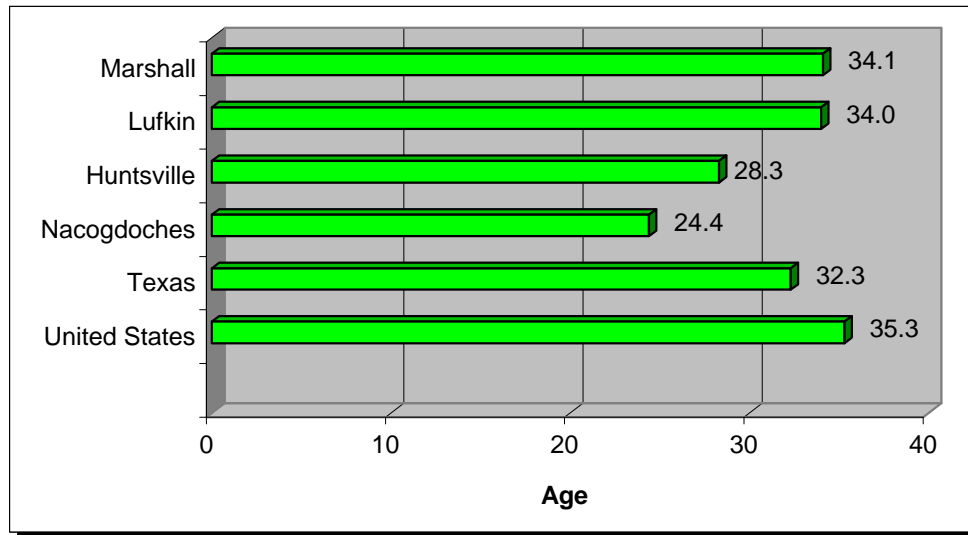
Based on 2000 Census Tract data, average household size is lowest for both the city and county in the area of Stephen F. Austin State University (1.92 persons per household). The highest average household size countywide is in the area south-southeast of the city, where the number of persons per household averages nearly three (2.99). Among the six Census Tracts generally covering the city limits, the highest average household size of 2.74 persons is found in the southwest part of Nacogdoches, followed by averages of 2.55 in the south-southeast, 2.43 in the west-northwest, 2.12 in the east-southeast, 2.09 in the northeast, and finally the low of 1.92 in the university area.

Among the six Nacogdoches County Census Tracts generally outside the city limits, average household size is higher in all cases than the countywide average of 2.49 persons per household. However, except for the area south-southeast of the city that has the highest average in the county, all the other five outlying tracts have average household sizes that fall below the highest average within the city.

***Age Distribution***

The presence of a significant college-age population also makes Nacogdoches a relatively young city, which has implications for housing needs, income and spending potential, and leisure and recreational pursuits, to name a few. The clear impact of Stephen F. Austin State University is illustrated in Figure 2.3, which shows a much younger median age of 24.4 years for Nacogdoches in comparison to other areas.

**FIGURE 2.3**  
**Median Age, 2000**  
 Nacogdoches Comprehensive Plan Update  
 Nacogdoches, Texas



Source: U.S. Bureau of the Census

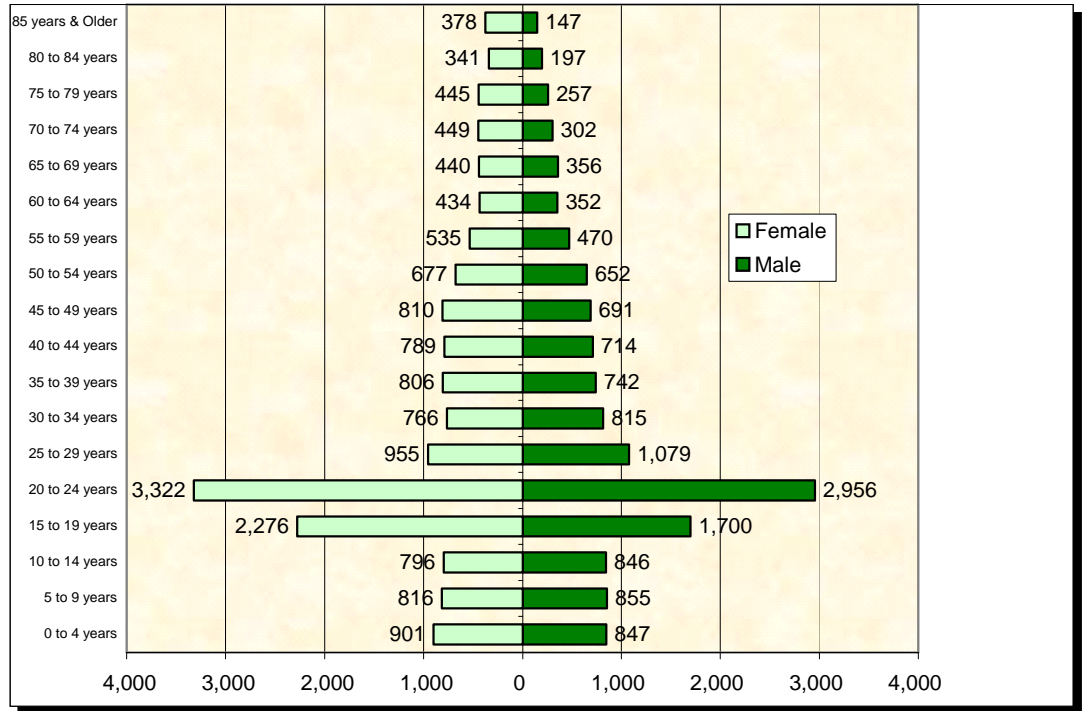
Based on 2000 Census data for the six Census Tracts that cover most of the incorporated city, the median age within Nacogdoches is highest in the northeast part of the community (32.6 years) and lowest in the vicinity of Stephen F. Austin State University (20.5 years). Elsewhere, median age ranges from 24.3 years in the east-southeast part of the city (including downtown), to 27.6 on the west-northwest side, 29.1 on the southwest side, and 31.8 years in the south-southeast part of Nacogdoches.

Not surprisingly, the low median age in the university area is also the lowest among the 12 Census Tracts covering all of Nacogdoches County. Interestingly, all six tracts that are largely outside the city have higher median ages than the countywide median of 29.7 years. However, a few areas within the city still have higher median ages than some of the outlying tracts. The highest median age of 39.6 years is found in the far northwest part of the county. The lowest median age beyond the city is to the south-southeast, at 29.8, which is effectively the same as the countywide median.

The significant youth infusion in Nacogdoches is also illustrated by the age-gender diagram in Figure 2.4.



**FIGURE 2.4**  
**Age and Gender Distribution of Population, 2000**  
 Nacogdoches Comprehensive Plan Update  
 Nacogdoches, Texas



Source: U.S. Bureau of the Census

In the age comparison in Table 2.4, Nacogdoches is the clear leader in the percentage of population below age 25, at 51.2 percent. In addition, this percentage actually fell from 53.3 percent in 1990. The share of the population age 65 and over also increased in Nacogdoches in the 1990s, reaching 11.1 percent in 2000.

**TABLE 2.4**  
**Age Distribution, 2000**  
 Nacogdoches Comprehensive Plan Update  
 Nacogdoches, Texas

Area	% Under Age 18	% Under Age 25	% Age 65 and Over
United States	25.7	35.3	12.4
Texas	28.2	38.7	9.9
Nacogdoches	20.2	51.2	11.1
Huntsville	15.1	44.4	8.5
Lufkin	27.0	37.6	15.1
Marshall	26.1	39.5	15.5

Age Group	1990	2000
% Under Age 18	19.7%	20.2%
% Under Age 25	53.3%	51.2%
% Age 65 and Over	10.8%	11.1%

## Educational Attainment

Another indication of Nacogdoches as college town is the area's large proportion of people who have earned at least a bachelor's degree, which at just over 30 percent (of people age 25 and higher) is a

Area	9th Grade or Less	High School Graduate or Higher	Bachelor's Degree or Higher
Texas	11.5%	75.7%	23.2%
Nacogdoches	10.2%	75.6%	30.4%
Huntsville	11.5%	72.2%	22.4%
Lufkin	12.4%	72.6%	20.6%
Marshall	8.5%	75.9%	19.9%

significant population subsegment with higher earning potential and spending capacity. The comparison data in this section also show that Nacogdoches has a solid percentage of high school graduates, equivalent to the statewide percentage of 75 percent and a relatively low share of persons who only went to school through 9<sup>th</sup> grade or lower. These favorable comparisons suggest a labor force advantage for Nacogdoches. Furthermore, among the 13,543 persons in Nacogdoches in 2000 who were age three or higher and enrolled in school, 61.1 percent (8,276) were attending college.

Of the 6,152 total students enrolled in schools of the Nacogdoches Independent School District in 2001, 58.1 percent were considered economically disadvantaged. This compared to 49.3 percent statewide. Despite this fact, the district was ahead of statewide averages for annual dropout rate (0.9 versus 1.3 percent), percent graduated (84.2 versus 80.7 percent), and student-teacher ratio (14.0 versus 14.8 students per teacher).

## Housing Impacts

Additional indications of a college town are found in the community's housing market. The comparison data in Table 2.5 show that Nacogdoches had a relatively healthy housing occupancy rate in 2000, equivalent to nationwide levels at 91 percent. Steady student (and faculty) demand for available, affordable housing helps to keep vacancy rates low. The city also had a relatively low percentage of owner-occupied housing, similar to Huntsville (in the mid 40 percent range), which is another university community that experiences significant student demand for off-campus rental housing.

**TABLE 2.5**  
**Housing Occupancy, 1990 and 2000**  
 Nacogdoches Comprehensive Plan Update  
 Nacogdoches, Texas

Area	% Occupied vs. Vacant		% Owner vs. Renter Occupied	
	1990	2000	1990	2000
United States	89.9	91.0	64.2	66.2
Texas	86.6	90.6	60.9	63.8
Nacogdoches	92.0	91.0	41.8	44.0
Huntsville	86.0	89.2	36.4	43.5
Lufkin	89.9	91.4	60.5	60.0
Marshall	89.0	88.0	65.4	65.6

Source: U.S. Bureau of the Census

As of the 2000 Census, the area of Nacogdoches County with the highest housing vacancy rate was in the southwestern portion of the county, where the percentage of vacant housing units was 22.9 percent (compared to the countywide vacancy rate of 12.2 percent). The highest vacancy rate in the city was in the south-southeast part of the community, where the 2000 rate was 14.3 percent. Two other areas within the city had double-digit vacancy rates, including the university and west-northwest areas (11.8 and 11.1 percent, respectively). The lowest vacancy rate in both the city and county was in the northeast part of Nacogdoches, at only 6.1 percent. The east-southeast and southwest portions of the community also had vacancy rates below 10 percent (7.6 and 8.9 percent, respectively).

All six Census Tracts generally outside the city limits had double-digit housing vacancy rates, with the lowest rate of 10.4 percent found in the area to the northeast of the incorporated city.

With regard to owner versus renter occupancy of housing in the area, the countywide level of owner-occupied housing was 61.6 percent in 2000. The owner-occupancy rate ranged from a maximum of 85.1 percent in the southwesternmost portion of the county to a low of 12.3 percent in the university vicinity. Interestingly, owner occupancy was higher than the countywide rate in all six Census Tracts generally outside the city limits while it was lower in all six tracts within the city limits. The lowest owner-occupancy rate in the outlying tracts, at 76.6 percent, was still 15 percentage points above the countywide rate of 61.6 percent. Among the five in-city tracts besides the SFA area, the rates ranged from 53.0 percent in the southwest part of Nacogdoches to 50.3 percent in the northeast, 44.8 percent in the south-southeast, 38.9 percent in the west-northwest, and 30.8 percent owner occupancy in the east-southeast area of the city (which includes downtown).

City	1990 Housing Units	2000 Housing Units	% Change
Huntsville	9,136	11,508	26.0%
Lufkin	12,488	13,402	7.3%
Marshall	9,683	9,923	2.5%
Nacogdoches	12,253	12,329	0.6%

The City of Nacogdoches had 12,329 total housing units in 2000, which was less than a one percent increase from the 1990 total of 12,253. The comparison data in this section shows more extensive housing development during the 1990s in Lufkin and especially Huntsville, and a net gain of 240 units in Marshall compared to 76 in Nacogdoches. The minimal increase in housing units locally could be another indication of stepped-up development activity beyond the city limits, as discussed earlier in this chapter.

### Tightened Labor Market

The comparison data in this section show that Nacogdoches has a very strong labor force participation rate, comparable to the statewide average and ahead of its peer cities. This rate measures the percentage of the population age 16 and older that is either employed or actively engaged in seeking work, which is the official definition of unemployment. All others are not involved in the labor market, for whatever reason.

Area	% in Labor Force
Texas	63.6%
Nacogdoches	63.1%
Huntsville	46.9%
Lufkin	59.5%
Marshall	56.8%



Next, the city comparisons in Table 2.6 show that Nacogdoches over the last decade had a combination of relatively slow employment growth (up 2.6 percent), a significant decline in the number of unemployed workers (down 40.4 percent), and a resulting impressive decrease in the local unemployment rate (down 40.6 percent to 5.5 percent in 2001). All of these trends point toward a much tighter labor market in 2001 than in the early 1990s. The data suggest that Nacogdoches managed to maintain and even increase its total employment in the 1990s even as population growth had stalled. Since the unemployment rate dropped significantly during this period while labor force participation remained high, this indicates that those unable to find work apparently moved on to opportunities elsewhere.

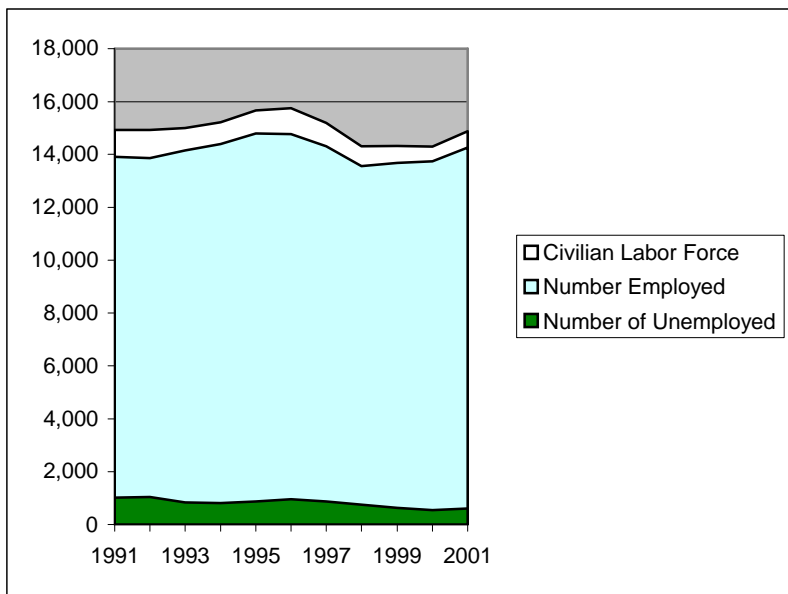
**TABLE 2.6**  
**Comparison of Labor Force Trends, 1991-2001**  
 Nacogdoches Comprehensive Plan Update  
 Nacogdoches, Texas

City	Avg. CLF 1991-2001	% Change 1991-2001	Avg. Emp. 1991-2001	% Change 1991-2001	Avg. Unemp. 1991-2001	% Change 1991-2001	Avg. Unemp. % 1991-2001	% Change 1991-2001
Huntsville	11,971	14.2%	11,600	15.1%	370	-8.2%	3.4%	-20.0%
Lufkin	15,285	10.5%	14,391	8.0%	894	-9.9%	5.9%	-19.1%
Marshall	10,832	5.9%	9,934	9.2%	898	-29.7%	8.3%	-32.9%
Nacogdoches	14,947	-0.4%	14,124	2.6%	822	-40.4%	5.5%	-40.6%

Source: Texas Workforce Commission  
 CLF = Civilian Labor Force

Labor market trends in Nacogdoches from 1991 to 2001 are presented graphically in Figure 2.5. While Table 2.6 presents the average levels of the civilian labor force, employment and unemployment, and the unemployment rate during this 10-year period, Figure 2.5 illustrates the actual fluctuation in these indicators.

**FIGURE 2.5**  
**Labor Force Trends, 1991-2001**  
 Nacogdoches Comprehensive Plan Update  
 Nacogdoches, Texas



For example, both the total labor force and the number employed increased toward peak years in 1995-96 before falling off several years later and then beginning another climb after 2000. Following this variation over the decade, Nacogdoches ended up with an average of only 350 more jobs in 2001 than in 1991. Figure 2.5 also highlights the progress made in reducing the number of unemployed after a slight upturn in the mid 1990s.

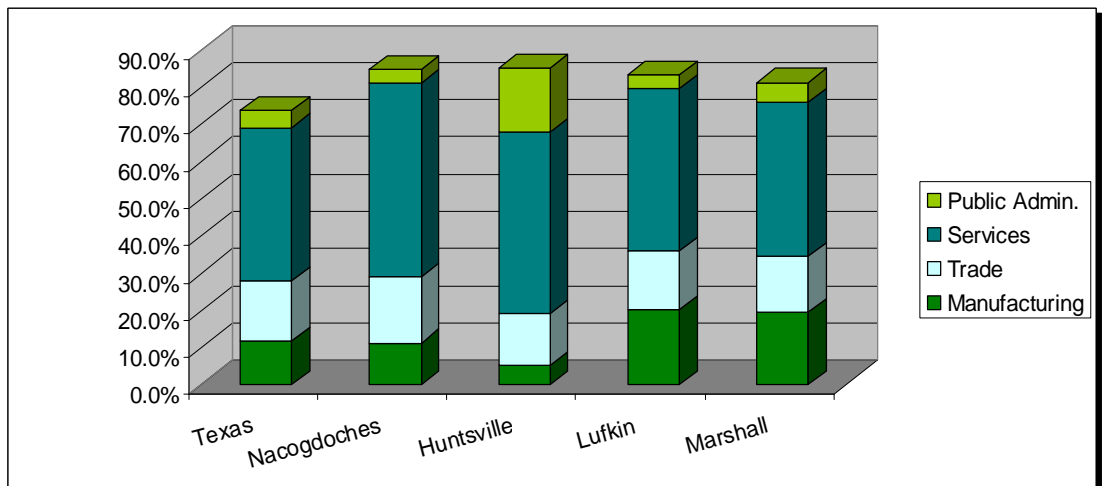
### *Economic Strengths*

Nacogdoches is known as the home of Stephen F. Austin State University and is also an industrial hub for the production of poultry and timber products in Deep East Texas. In addition to education, manufacturing and agriculture, the area is also attractive for tourism given its historical charm and proximity to numerous outdoor recreational areas in this part of the state.

According to the 1997 U.S. Economic Census, Nacogdoches had 36 establishments engaged in manufacturing, employing 3,101 persons for an annual payroll of \$92.5 million. The value of manufacturing shipments and sales was nearly \$720 million. Another significant sector was health care and social assistance, which had 148 establishments employing 2,224 workers for an annual payroll of \$48.3 million. The retail trade sector employed a higher number, at 2,749 employees, but the 230 trade establishments generated an annual payroll of \$40.4 million. In addition, the Nacogdoches Economic Development Corporation (NEDCO) reported \$215 million in agricultural income countywide in 2000.

Figure 2.6 and the data table that follows compare the distribution of employment among the key sectors of manufacturing, trade, services and public administration. Compared to State of Texas and peer-city employment levels, Nacogdoches plays a lesser role in manufacturing than some cities but similar to the statewide level. On the other hand, Nacogdoches is a strong regional trade center and a leader in services employment. Nacogdoches also edged out Lufkin for the lowest share of public sector employment in 2000.

**FIGURE 2.6**  
**Employment in Key Sectors, 2000**  
 Nacogdoches Comprehensive Plan Update  
 Nacogdoches, Texas



Source: Texas Workforce Commission

Area	Manufacturing% in 2000	Trade % in 2000	Services % in 2000	Public Admin. % in 2000
Texas	11.8%	15.9%	41.3%	4.5%
Nacogdoches	11.1%	17.8%	51.9%	3.8%
Huntsville	5.0%	13.9%	48.7%	17.3%
Lufkin	20.2%	15.6%	43.5%	3.9%
Marshall	19.2%	15.1%	41.5%	5.3%

In the 1997 Economic Census, in the specific industry sector of Educational, Health and Social Services, Nacogdoches had the highest employment share (30.9 percent) compared to the state and the three peer cities. Huntsville had the next highest percentage in this category (27.4 percent) given its similar role as a college town with Sam Houston State University. Lufkin was next at 25.4 percent, then Marshall at 24.0 percent, and finally the statewide average of 19.3 percent.

The allocation of area workers to various occupational categories for the year 2000 is presented in Table 2.7. This data suggests a continued transition toward more “white collar” versus manual labor types of employment activities, with roughly 53 percent of workers engaged in the former types of jobs.

**TABLE 2.7**  
**Occupations of Employed, 2000**  
Nacogdoches Comprehensive Plan Update  
Nacogdoches, Texas

Occupation Type	Number Employed	Percent
Management, professional and related	4,069	30.9
Service	2,645	20.1
Sales and office	3,798	28.8
Farming, fishing and forestry	181	1.4
Construction, extraction and maintenance	859	6.5
Production, transportation and material moving	1,617	12.3
Total Civilian Population, Age 16 and Over	13,169	

Source: U.S. Bureau of the Census

The Chamber of Commerce list of major employers, as displayed in Table 2.8, confirms that educational and health care activities are significant sources of employment in Nacogdoches, in addition to a significant poultry processing business. The Texas Department of Economic Development identifies a 50-mile radius around Nacogdoches that represents the city’s labor drawing area.

The Texas Workforce Commission has prepared projections of employment growth in key industries for all 28 state planning regions, including the Deep East Texas Workforce Development Area. The projections are for the 10-year period from 1998 to 2008, as displayed in Table 2.9 for the Deep East Texas area. The projections offer the potential for Nacogdoches to make continued employment gains in Trade, Services and Manufacturing as well as the Construction sector.



**TABLE 2.8**  
**Major Employers**  
 Nacogdoches Comprehensive Plan Update  
 Nacogdoches, Texas

Employer	Activity	Number Employed
Pilgrim's Pride	Feed, poultry processing	1,512
Stephen F. Austin State University	Education	1,400
Nacogdoches ISD	Education	845
Effective Teleservices	Call Center	700
Nacogdoches Medical Center	Hospital	588
Nacogdoches Memorial Hospital	Hospital	575
Wal-Mart	Department store	435
Nibco, Inc.	Bronze pipe valves	400
J.M. Clipper	Sealing components	365
Moore Business Forms	Business forms	360
Foretravel, Inc.	Motor homes	350
Texas Farm Products	Feed and fertilizer	335
City of Nacogdoches	City government	309
Nacogdoches County	County government	289
Cooper Power Systems	Transformers	262
Brookshire Brothers	Grocery	260

Source: Nacogdoches County Chamber of Commerce

**TABLE 2.9**  
**Projected Employment by Industry in Deep East Texas, 1998-2008**  
 Nacogdoches Comprehensive Plan Update  
 Nacogdoches, Texas

Industry Sector	Employment Increase	2008 Employment	% Change 1998-2008
Agriculture, Forestry, Fishing	150	1,800	9.1%
Mining	50	700	7.7%
Construction	500	4,300	13.2%
Manufacturing	3,100	24,800	14.3%
Transportation, Communication and Public Utilities	550	5,700	10.7%
Trade	4,950	29,400	20.2%
Finance, Insurance and Real Estate	450	3,850	13.2%
Services	9,500	63,650	17.5%
Government	1,050	11,000	10.6%
Total All Industries	20,250	145,150	16.2%

Source: Texas Workforce Commission

### Income and Poverty Challenges

The comparison data in this section show the change in median household income levels from the end of the 1980s to 1999. The data show that Nacogdoches posted the smallest gain over the decade in median household income, which remains well below statewide and peer-city levels at \$22,700.

Area	1989 MH Income	1999 MH Income	% Change
Texas	\$27,016	\$39,927	47.8%
Nacogdoches	\$15,917	\$22,700	42.6%
Huntsville	\$17,876	\$27,075	51.5%
Lufkin	\$22,357	\$32,989	47.6%
Marshall	\$19,077	\$30,335	59.0%

In terms of per capita income, Nacogdoches saw a 53 percent increase from \$9,478 in 1989 to \$14,546 in 1999. This was equivalent to the statewide increase for the decade of

52 percent. However, per capita income in Nacogdoches was \$3,426 behind the state in 1989, and that gap widened to \$5,071 in 1999 (\$14,546 for the city versus \$19,617 statewide).

During the 1990s, Nacogdoches also experienced an increase in the percentage of persons below the federally-defined poverty level while its three peer cities and the entire state made significant progress in this area. In 1999, there were 8,491 persons below the poverty level and 1,278 families that fell below this threshold in Nacogdoches.

Area	1989	1999	% Change
Texas	18.1%	15.4%	-14.9%
Nacogdoches	31.5%	32.3%	2.5%
Huntsville	30.0%	23.9%	-20.3%
Lufkin	20.9%	18.8%	-10.0%
Marshall	25.5%	22.8%	-10.6%

With the percentage of families in poverty also increasing over the decade, from 18.4 to 20.9 percent, Nacogdoches once again went against the trend of the entire state (14.1 down to 12.0 percent) plus Huntsville (23.9 to 13.1 percent), Lufkin (18.8 to 15.0 percent), and Marshall (22.8 to 17.8 percent). As noted in the education discussion earlier in this chapter, Nacogdoches ISD also has a relatively high percentage of local school students considered economically disadvantaged (nearly 60 percent).

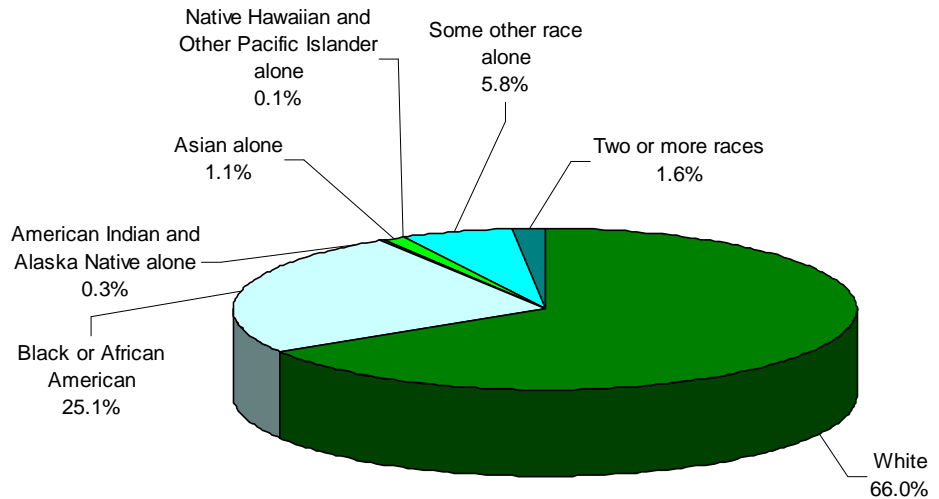
As a preview of the housing element of this plan update, another indication of cost-of-living challenges in Nacogdoches is the percentage of renter-occupied units in which renters are paying more than 35 percent of their household income toward rent. Within the city in 2000, this percentage was 44.3 percent of all renter-occupied units, or nearly 2,800 units with significant income going toward rent. This compares to 27.1 percent of renter units statewide paying rent above the 35 percent benchmark.

Finally, the 2000 Census results for Nacogdoches indicate that 10.4 percent of occupied housing units, amounting to nearly 1,200 units in the city, did not have access to an automobile. This can make employment and other routine activities difficult unless affordable housing is within reasonable walking distance of such necessities, or public transportation services are available to fill basic mobility needs.

### Race and Ethnicity

The final figure in this Profile, **Figure 2.7**, presents the racial distribution of Nacogdoches' population as of the 2000 Census. In addition, approximately 11 percent of the city's population was considered Hispanic or Latino in 2000.

**FIGURE 2.7**  
**Racial Distribution of Population, 2000**  
 Nacogdoches Comprehensive Plan Update  
 Nacogdoches, Texas



Source: U.S. Bureau of the Census

### Websites for Further Community Profile Information

City of Nacogdoches .....	<a href="http://www.ci.nacogdoches.tx.us">www.ci.nacogdoches.tx.us</a>
County of Nacogdoches .....	<a href="http://www.co.nacogdoches.tx.us">www.co.nacogdoches.tx.us</a>
Daily Sentinel (newspaper) .....	<a href="http://www.dailysentinel.com">www.dailysentinel.com</a>
Deep East Texas Council of Governments .....	<a href="http://www.detcog.org">www.detcog.org</a>
Nacogdoches Convention & Visitors Bureau .....	<a href="http://www.visitnacogdoches.org">www.visitnacogdoches.org</a>
Nacogdoches County Chamber of Commerce .....	<a href="http://www.nacogdoches.org">www.nacogdoches.org</a>
Nacogdoches Economic Development Corporation .....	<a href="http://www.nedco.org">www.nedco.org</a>
Nacogdoches Public Library .....	<a href="http://npl.sfasu.edu">npl.sfasu.edu</a>
Nacogdoches Workforce Center .....	<a href="http://www.detwork.org">www.detwork.org</a>
Stephen F. Austin State University .....	<a href="http://www.sfasu.edu">www.sfasu.edu</a>
Texas Department of Economic Development (city and county profiles) .....	<a href="http://community.txed.state.tx.us">community.txed.state.tx.us</a>
Texas Education Agency (school district profiles) .....	<a href="http://www.tea.state.tx.us/perfreport/snapshot">www.tea.state.tx.us/perfreport/snapshot</a>
Texas Municipal League (website links for Texas cities) .....	<a href="http://www.tml.org">www.tml.org</a>
Texas State Data Center .....	<a href="http://txsdc.tamu.edu">txsdc.tamu.edu</a>
Texas Workforce Commission .....	<a href="http://www.twc.state.tx.us">www.twc.state.tx.us</a>
U.S. Bureau of the Census .....	<a href="http://factfinder.census.gov">factfinder.census.gov</a>