

ARIZON  
NEW MEXICO

OKLAHOMA

ARKANSAS

TENNESSEE

NORTH CAROLINA

SOUTH CAROLINA

DP03

## SELECTED ECONOMIC CHARACTERISTICS

2007-2011 American Community Survey 5-Year Estimates

Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the Data and Documentation section.

Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the Methodology section.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the official estimates of the population for the nation, states, counties, cities and towns and estimates of housing units for states and counties.

Subject	Roland CDP, Arkansas			
	Estimate	Margin of Error	Percent	Percent Margin of Error
<b>EMPLOYMENT STATUS</b>				
Population 16 years and over	801	+/-188	801	(X)
In labor force	548	+/-208	68.4%	+/-14.4
Civilian labor force	548	+/-208	68.4%	+/-14.4
Employed	542	+/-206	67.7%	+/-14.3
Unemployed	6	+/-11	0.7%	+/-1.3
Armed Forces	0	+/-89	0.0%	+/-4.0
Not in labor force	253	+/-99	31.6%	+/-14.4
Civilian labor force	548	+/-208	548	(X)
Percent Unemployed	(X)	(X)	1.1%	+/-1.9
Females 16 years and over	504	+/-151	504	(X)
In labor force	310	+/-178	61.5%	+/-21.8
Civilian labor force	310	+/-178	61.5%	+/-21.8
Employed	304	+/-176	60.3%	+/-21.8
Own children under 6 years	62	+/-52	62	(X)
All parents in family in labor force	48	+/-50	77.4%	+/-36.1
Own children 6 to 17 years	121	+/-71	121	(X)
All parents in family in labor force	33	+/-42	27.3%	+/-31.9
<b>COMMUTING TO WORK</b>				
Workers 16 years and over	516	+/-203	516	(X)
Car, truck, or van -- drove alone	423	+/-178	82.0%	+/-10.9
Car, truck, or van -- carpooled	44	+/-52	8.5%	+/-11.0
Public transportation (excluding taxicab)	0	+/-89	0.0%	+/-6.1
Walked	0	+/-89	0.0%	+/-6.1
Other means	0	+/-89	0.0%	+/-6.1
Worked at home	49	+/-50	9.5%	+/-8.5
Mean travel time to work (minutes)	27.3	+/-4.7	(X)	(X)
<b>OCCUPATION</b>				
Civilian employed population 16 years and over	542	+/-206	542	(X)
Management, business, science, and arts occupations	237	+/-107	43.7%	+/-9.0
Service occupations	97	+/-58	17.9%	+/-9.1
Sales and office occupations	137	+/-93	25.3%	+/-10.6
Natural resources, construction, and maintenance occupations	42	+/-34	7.7%	+/-8.0

Subject	Roland CDP, Arkansas			
	Estimate	Margin of Error	Percent	Percent Margin of Error
Production, transportation, and material moving occupations	29	+/-26	5.4%	+/-5.2
<b>INDUSTRY</b>				
Civilian employed population 16 years and over	542	+/-206	542	(X)
Agriculture, forestry, fishing and hunting, and mining	0	+/-89	0.0%	+/-5.8
Construction	45	+/-36	8.3%	+/-8.3
Manufacturing	6	+/-10	1.1%	+/-1.8
Wholesale trade	0	+/-89	0.0%	+/-5.8
Retail trade	98	+/-83	18.1%	+/-14.1
Transportation and warehousing, and utilities	20	+/-21	3.7%	+/-4.2
Information	10	+/-16	1.8%	+/-3.2
Finance and insurance, and real estate and rental and leasing	1	+/-7	0.2%	+/-1.3
Professional, scientific, and management, and administrative and waste management services	74	+/-60	13.7%	+/-9.9
Educational services, and health care and social assistance	184	+/-99	33.9%	+/-8.8
Arts, entertainment, and recreation, and accommodation and food services	11	+/-19	2.0%	+/-3.6
Other services, except public administration	78	+/-69	14.4%	+/-11.0
Public administration	15	+/-22	2.8%	+/-4.4
<b>CLASS OF WORKER</b>				
Civilian employed population 16 years and over	542	+/-206	542	(X)
Private wage and salary workers	399	+/-179	73.6%	+/-16.0
Government workers	112	+/-84	20.7%	+/-13.5
Self-employed in own not incorporated business workers	31	+/-25	5.7%	+/-6.0
Unpaid family workers	0	+/-89	0.0%	+/-5.8
<b>INCOME AND BENEFITS (IN 2011 INFLATION-ADJUSTED DOLLARS)</b>				
Total households	373	+/-82	373	(X)
Less than \$10,000	14	+/-22	3.8%	+/-6.0
\$10,000 to \$14,999	26	+/-28	7.0%	+/-7.8
\$15,000 to \$24,999	17	+/-20	4.6%	+/-5.5
\$25,000 to \$34,999	46	+/-38	12.3%	+/-9.8
\$35,000 to \$49,999	60	+/-53	16.1%	+/-14.0
\$50,000 to \$74,999	60	+/-40	16.1%	+/-11.1
\$75,000 to \$99,999	45	+/-31	12.1%	+/-9.0
\$100,000 to \$149,999	90	+/-79	24.1%	+/-18.1
\$150,000 to \$199,999	0	+/-89	0.0%	+/-8.3
\$200,000 or more	15	+/-22	4.0%	+/-6.2
Median household income (dollars)	61,728	+/-22,344	(X)	(X)
Mean household income (dollars)	74,863	+/-17,956	(X)	(X)
With earnings	282	+/-82	75.6%	+/-11.4
Mean earnings (dollars)	81,844	+/-18,911	(X)	(X)
With Social Security	100	+/-44	26.8%	+/-11.7
Mean Social Security income (dollars)	15,563	+/-5,070	(X)	(X)
With retirement income	40	+/-37	10.7%	+/-10.1
Mean retirement income (dollars)	30,538	+/-27,479	(X)	(X)
With Supplemental Security Income	14	+/-21	3.8%	+/-5.6
Mean Supplemental Security Income (dollars)	2,393	+/-16	(X)	(X)
With cash public assistance income	0	+/-89	0.0%	+/-8.3
Mean cash public assistance income (dollars)	-	**	(X)	(X)
With Food Stamp/SNAP benefits in the past 12 months	17	+/-21	4.6%	+/-5.7
Families	297	+/-79	297	(X)
Less than \$10,000	0	+/-89	0.0%	+/-10.4
\$10,000 to \$14,999	0	+/-89	0.0%	+/-10.4
\$15,000 to \$24,999	5	+/-9	1.7%	+/-3.0
\$25,000 to \$34,999	34	+/-31	11.4%	+/-10.7
\$35,000 to \$49,999	48	+/-49	16.2%	+/-16.4
\$50,000 to \$74,999	60	+/-40	20.2%	+/-13.8

Subject	Roland CDP, Arkansas			
	Estimate	Margin of Error	Percent	Percent Margin of Error
\$75,000 to \$99,999	45	+/-31	15.2%	+/-11.4
\$100,000 to \$149,999	90	+/-79	30.3%	+/-21.7
\$150,000 to \$199,999	0	+/-89	0.0%	+/-10.4
\$200,000 or more	15	+/-22	5.1%	+/-7.8
Median family income (dollars)	82,644	+/-31,460	(X)	(X)
Mean family income (dollars)	89,376	+/-19,190	(X)	(X)
Per capita income (dollars)	29,868	+/-8,344	(X)	(X)
Nonfamily households	76	+/-43	76	(X)
Median nonfamily income (dollars)	12,308	+/-12,831	(X)	(X)
Mean nonfamily income (dollars)	18,146	+/-9,774	(X)	(X)
Median earnings for workers (dollars)	33,393	+/-18,300	(X)	(X)
Median earnings for male full-time, year-round workers (dollars)	77,500	+/-19,315	(X)	(X)
Median earnings for female full-time, year-round workers (dollars)	33,393	+/-11,629	(X)	(X)
<b>HEALTH INSURANCE COVERAGE</b>				
Civilian noninstitutionalized population	(X)	(X)	(X)	(X)
With health insurance coverage	(X)	(X)	(X)	(X)
With private health insurance	(X)	(X)	(X)	(X)
With public coverage	(X)	(X)	(X)	(X)
No health insurance coverage	(X)	(X)	(X)	(X)
Civilian noninstitutionalized population under 18 years	(X)	(X)	(X)	(X)
No health insurance coverage	(X)	(X)	(X)	(X)
Civilian noninstitutionalized population 18 to 64 years	(X)	(X)	(X)	(X)
In labor force:	(X)	(X)	(X)	(X)
Employed:	(X)	(X)	(X)	(X)
With health insurance coverage	(X)	(X)	(X)	(X)
With private health insurance	(X)	(X)	(X)	(X)
With public coverage	(X)	(X)	(X)	(X)
No health insurance coverage	(X)	(X)	(X)	(X)
Unemployed:	(X)	(X)	(X)	(X)
With health insurance coverage	(X)	(X)	(X)	(X)
With private health insurance	(X)	(X)	(X)	(X)
With public coverage	(X)	(X)	(X)	(X)
No health insurance coverage	(X)	(X)	(X)	(X)
Not in labor force:	(X)	(X)	(X)	(X)
With health insurance coverage	(X)	(X)	(X)	(X)
With private health insurance	(X)	(X)	(X)	(X)
With public coverage	(X)	(X)	(X)	(X)
No health insurance coverage	(X)	(X)	(X)	(X)
<b>PERCENTAGE OF FAMILIES AND PEOPLE WHOSE INCOME IN THE PAST 12 MONTHS IS BELOW THE POVERTY LEVEL</b>				
All families	(X)	(X)	5.7%	+/-7.3
With related children under 18 years	(X)	(X)	16.8%	+/-24.7
With related children under 5 years only	(X)	(X)	0.0%	+/-45.2
Married couple families	(X)	(X)	8.1%	+/-9.4
With related children under 18 years	(X)	(X)	41.5%	+/-40.5
With related children under 5 years only	(X)	(X)	0.0%	+/-100.0
Families with female householder, no husband present	(X)	(X)	0.0%	+/-38.3
With related children under 18 years	(X)	(X)	0.0%	+/-38.3
With related children under 5 years only	(X)	(X)	0.0%	+/-46.3
All people	(X)	(X)	14.6%	+/-13.5
Under 18 years	(X)	(X)	25.7%	+/-28.6
Related children under 18 years	(X)	(X)	25.7%	+/-28.6
Related children under 5 years	(X)	(X)	0.0%	+/-40.4
Related children 5 to 17 years	(X)	(X)	36.4%	+/-36.4
18 years and over	(X)	(X)	12.0%	+/-10.9
18 to 64 years	(X)	(X)	11.6%	+/-11.9

Subject	Roland CDP, Arkansas			
	Estimate	Margin of Error	Percent	Percent Margin of Error
65 years and over	(X)	(X)	15.3%	+/-24.3
People in families	(X)	(X)	11.4%	+/-13.5
Unrelated individuals 15 years and over	(X)	(X)	52.6%	+/-37.5

Data are based on a sample and are subject to sampling variability. The degree of uncertainty for an estimate arising from sampling variability is represented through the use of a margin of error. The value shown here is the 90 percent margin of error. The margin of error can be interpreted roughly as providing a 90 percent probability that the interval defined by the estimate minus the margin of error and the estimate plus the margin of error (the lower and upper confidence bounds) contains the true value. In addition to sampling variability, the ACS estimates are subject to nonsampling error (for a discussion of nonsampling variability, see Accuracy of the Data). The effect of nonsampling error is not represented in these tables.

There were changes in the edit between 2009 and 2010 regarding Supplemental Security Income (SSI) and Social Security. The changes in the edit loosened restrictions on disability requirements for receipt of SSI resulting in an increase in the total number of SSI recipients in the American Community Survey. The changes also loosened restrictions on possible reported monthly amounts in Social Security income resulting in higher Social Security aggregate amounts. These results more closely match administrative counts compiled by the Social Security Administration.

Workers include members of the Armed Forces and civilians who were at work last week.

Industry codes are 4-digit codes and are based on the North American Industry Classification System 2007. The Industry categories adhere to the guidelines issued in Clarification Memorandum No. 2, "NAICS Alternate Aggregation Structure for Use By U.S. Statistical Agencies," issued by the Office of Management and Budget.

Census occupation codes are 4-digit codes and are based on the Standard Occupational Classification (SOC). The Census occupation codes for 2010 and later years are based on the 2010 revision of the SOC. To allow for the creation of 2007-2011 and 2009-2011 tables, occupation data in the multiyear files (2007-2011 and 2009-2011) were recoded to 2011 Census occupation codes. We recommend using caution when comparing data coded using 2011 Census occupation codes with data coded using Census occupation codes prior to 2010. For more information on the Census occupation code changes, please visit our website at <http://www.census.gov/hhes/www/oiindex/>.

While the 2007-2011 American Community Survey (ACS) data generally reflect the December 2009 Office of Management and Budget (OMB) definitions of metropolitan and micropolitan statistical areas; in certain instances the names, codes, and boundaries of the principal cities shown in ACS tables may differ from the OMB definitions due to differences in the effective dates of the geographic entities.

Estimates of urban and rural population, housing units, and characteristics reflect boundaries of urban areas defined based on Census 2000 data. Boundaries for urban areas have not been updated since Census 2000. As a result, data for urban and rural areas from the ACS do not necessarily reflect the results of ongoing urbanization.

Source: U.S. Census Bureau, 2007-2011 American Community Survey

#### Explanation of Symbols:

1. An '\*\*\*' entry in the margin of error column indicates that either no sample observations or too few sample observations were available to compute a standard error and thus the margin of error. A statistical test is not appropriate.
2. An '-' entry in the estimate column indicates that either no sample observations or too few sample observations were available to compute an estimate, or a ratio of medians cannot be calculated because one or both of the median estimates falls in the lowest interval or upper interval of an open-ended distribution.
3. An '-' following a median estimate means the median falls in the lowest interval of an open-ended distribution.
4. An '+' following a median estimate means the median falls in the upper interval of an open-ended distribution.
5. An '\*\*\*' entry in the margin of error column indicates that the median falls in the lowest interval or upper interval of an open-ended distribution. A statistical test is not appropriate.
6. An '\*\*\*\*\*' entry in the margin of error column indicates that the estimate is controlled. A statistical test for sampling variability is not appropriate.
7. An 'N' entry in the estimate and margin of error columns indicates that data for this geographic area cannot be displayed because the number of sample cases is too small.
8. An '(X)' means that the estimate is not applicable or not available.