

DEMOGRAPHIC PROFILE COMPLETE

1990 - 2000 Census, 2005 Estimates & 2010 Projections

Calculated using Proportional Block Groups

Prepared For



ALEXANDER & BISHOP, LTD.

Lat/Lon: 43.78383/-88.4025

November 2006

RF9

43.78383/-88.4025	1.00 mi radius		3.00 mi radius		5.00 mi radius	
Population						
Estimated Population (2005)	2,115		31,305		51,458	
Census Population (1990)	1,393		31,323		47,590	
Census Population (2000)	1,919		32,442		52,356	
Projected Population (2010)	2,295		30,829		51,464	
Forecasted Population (2015)	2,503		29,918		50,948	
Historical Annual Change (1990-2000)	526	3.8%	1,119	0.4%	4,765	1.0%
Historical Annual Change (2000-2005)	196	2.0%	-1,137	-0.7%	-898	-0.3%
Projected Annual Change (2005-2010)	180	1.7%	-476	-0.3%	6	0.0%
Est. Population Density (2005)	673.63 <i>psm</i>		1,324.48 <i>psm</i>		797.72 <i>psm</i>	
Trade Area Size	3.14 <i>sq mi</i>		23.64 <i>sq mi</i>		64.51 <i>sq mi</i>	
Households						
Estimated Households (2005)	831		12,525		20,743	
Census Households (1990)	517		11,877		18,134	
Census Households (2000)	728		12,672		20,516	
Projected Households (2010)	935		12,662		21,362	
Forecasted Households (2015)	1,049		12,639		21,808	
Historical Annual Change (1990-2000)	211	4.1%	795	0.7%	2,381	1.3%
Projected Annual Change (2000-2010)	207	2.8%	-10	0.0%	847	0.4%
Average Household Income						
Est. Average Household Income (2005)	\$77,506		\$60,161		\$60,515	
Census Average Hhld Income (1990)	\$44,207		\$32,930		\$32,907	
Census Average Hhld Income (2000)	\$59,947		\$48,994		\$49,851	
Proj. Average Household Income (2010)	\$82,866		\$66,500		\$66,830	
Historical Annual Change (1990-2000)	\$15,740	3.6%	\$16,063	4.9%	\$16,944	5.1%
Projected Annual Change (2000-2010)	\$22,919	3.8%	\$17,506	3.6%	\$16,978	3.4%
Median Household Income						
Est. Median Household Income (2005)	\$51,179		\$47,438		\$48,219	
Census Median Hhld Income (1990)	\$37,555		\$28,520		\$28,914	
Census Median Hhld Income (2000)	\$47,109		\$43,250		\$44,115	
Proj. Median Household Income (2010)	\$56,949		\$53,190		\$54,013	
Historical Annual Change (1990-2000)	\$9,555	2.5%	\$14,730	5.2%	\$15,201	5.3%
Projected Annual Change (2000-2010)	\$9,840	2.1%	\$9,940	2.3%	\$9,899	2.2%
Per Capita Income						
Est. Per Capita Income (2005)	\$31,331		\$24,906		\$25,058	
Census Per Capita Income (1990)	\$16,415		\$12,487		\$12,539	
Census Per Capita Income (2000)	\$22,058		\$18,988		\$19,421	
Proj. Per Capita Income (2010)	\$34,680		\$28,293		\$28,508	
Historical Annual Change (1990-2000)	\$5,643	3.4%	\$6,502	5.2%	\$6,882	5.5%
Projected Annual Change (2000-2010)	\$12,622	5.7%	\$9,305	4.9%	\$9,086	4.7%
Other Income						
Est. Median Disposable Income (2005)	\$43,335		\$40,232		\$40,901	
Proj. Median Disposable Income (2010)	\$47,556		\$44,460		\$45,076	
Est. Median Household Net Worth (2005)	\$42,650		\$39,813		\$39,562	

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Household Income Distribution (2005)						
HH Income \$200,000 or More	29	3.5%	189	1.5%	327	1.6%
HH Income \$150,000 to 199,999	15	1.8%	173	1.4%	318	1.5%
HH Income \$125,000 to 149,999	24	2.9%	246	2.0%	423	2.0%
HH Income \$100,000 to 124,999	57	6.9%	582	4.6%	958	4.6%
HH Income \$75,000 to 99,999	114	13.7%	1,444	11.5%	2,411	11.6%
HH Income \$50,000 to 74,999	191	22.9%	3,096	24.7%	5,189	25.0%
HH Income \$35,000 to 49,999	101	12.2%	2,174	17.4%	3,649	17.6%
HH Income \$25,000 to 34,999	84	10.2%	1,513	12.1%	2,341	11.3%
HH Income \$15,000 to 24,999	101	12.2%	1,589	12.7%	2,636	12.7%
HH Income \$10,000 to 14,999	66	7.9%	706	5.6%	1,138	5.5%
HH Income \$0 to 9,999	49	5.9%	813	6.5%	1,353	6.5%
HH Income \$35,000+	530	63.8%	7,904	63.1%	13,275	64.0%
HH Income \$50,000+	429	51.7%	5,730	45.7%	9,625	46.4%
HH Income \$75,000+	239	28.7%	2,634	21.0%	4,436	21.4%
Race & Ethnicity (2005)						
Total Population	2,115		31,305		51,458	
White	1,995	94.3%	29,549	94.4%	48,343	93.9%
Black or African American	61	2.9%	468	1.5%	814	1.6%
American Indian & Alaska Native	10	0.5%	139	0.4%	217	0.4%
Asian	15	0.7%	412	1.3%	682	1.3%
Hawaiian & Pacific Islander	0	-	4	0.0%	5	0.0%
Other Race	18	0.9%	335	1.1%	695	1.3%
Two or More Races	16	0.8%	398	1.3%	703	1.4%
Not Hispanic or Latino Population	2,070	97.9%	30,360	97.0%	49,716	96.6%
<i>Non Hispanic: White</i>	1,952	94.3%	28,647	94.4%	46,691	93.9%
<i>Non Hispanic: Black or African American</i>	60	2.9%	454	1.5%	786	1.6%
<i>Non Hispanic: Amer Indian & AK Native</i>	9	0.5%	138	0.5%	214	0.4%
<i>Non Hispanic: Asian</i>	15	0.7%	398	1.3%	650	1.3%
<i>Non Hispanic: Hawaiian & Pacific Islander</i>	0	-	4	0.0%	5	0.0%
<i>Non Hispanic: Other Race</i>	18	0.9%	335	1.1%	695	1.4%
<i>Non Hispanic: Two or More Races</i>	15	0.7%	384	1.3%	675	1.4%
Hispanic or Latino Population	45	2.1%	945	3.0%	1,742	3.4%
<i>Hispanic: White</i>	42	94.6%	902	95.5%	1,652	94.8%
<i>Hispanic: Black or African American</i>	1	3.2%	15	1.5%	28	1.6%
<i>Hispanic: American Indian & Alaska Native</i>	0	-	1	0.1%	3	0.2%
<i>Hispanic: Asian</i>	0	-	14	1.5%	32	1.8%
<i>Hispanic: Hawaiian & Pacific Islander</i>	0	-	0	-	0	-
<i>Hispanic: Other Race</i>	0	-	0	-	0	-
<i>Hispanic: Two or More Races</i>	1	1.6%	14	1.4%	27	1.6%
Not of Hispanic Origin Population (1990)	1,379	99.0%	30,870	98.6%	46,937	98.6%
Hispanic Origin Population (1990)	14	1.0%	453	1.4%	654	1.4%
Not Hispanic or Latino Population (2000)	1,888	98.4%	31,677	97.6%	51,004	97.4%
Hispanic or Latino Population (2000)	31	1.6%	765	2.4%	1,351	2.6%
Not Hispanic or Latino Population 5yr (2010)	2,235	97.4%	29,709	96.4%	49,320	95.8%
Hispanic or Latino Population 5yr (2010)	60	2.6%	1,120	3.6%	2,145	4.2%
Historical Annual Change (1990-2000)	17	12.1%	312	6.9%	698	10.7%
Projected Annual Change (2000-2010)	29	9.2%	355	4.6%	793	5.9%

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Age Distribution (2005)						
Total Population	2,115		31,305		51,458	
Age 0 to 4 yrs	105	5.0%	1,804	5.8%	3,037	5.9%
Age 5 to 9 yrs	105	5.0%	1,830	5.8%	3,037	5.9%
Age 10 to 14 yrs	133	6.3%	1,988	6.3%	3,240	6.3%
Age 15 to 19 yrs	158	7.5%	2,228	7.1%	3,605	7.0%
Age 20 to 24 yrs	202	9.5%	2,594	8.3%	4,391	8.5%
Age 25 to 29 yrs	114	5.4%	2,180	7.0%	3,619	7.0%
Age 30 to 34 yrs	111	5.3%	1,820	5.8%	3,060	5.9%
Age 35 to 39 yrs	129	6.1%	2,079	6.6%	3,389	6.6%
Age 40 to 44 yrs	162	7.7%	2,333	7.5%	3,800	7.4%
Age 45 to 49 yrs	187	8.9%	2,460	7.9%	4,011	7.8%
Age 50 to 54 yrs	144	6.8%	2,174	6.9%	3,676	7.1%
Age 55 to 59 yrs	122	5.8%	1,746	5.6%	2,957	5.7%
Age 60 to 64 yrs	100	4.8%	1,308	4.2%	2,134	4.1%
Age 65 to 69 yrs	69	3.3%	1,011	3.2%	1,663	3.2%
Age 70 to 74 yrs	78	3.7%	1,003	3.2%	1,661	3.2%
Age 75 to 79 yrs	65	3.1%	953	3.0%	1,535	3.0%
Age 80 to 84 yrs	69	3.2%	843	2.7%	1,293	2.5%
Age 85 yrs plus	62	2.9%	953	3.0%	1,349	2.6%
Median Age	38.8 yrs		37.0 yrs		36.5 yrs	
Age 19 yrs or less	501	23.7%	7,849	25.1%	12,919	25.1%
Age 20 to 64 years	1,271	60.1%	18,693	59.7%	31,037	60.3%
Age 65 years Plus	343	16.2%	4,763	15.2%	7,502	14.6%
Female Age Distribution (2005)						
Female Population	1,151	54.4%	16,346	52.2%	26,776	52.0%
Age 0 to 4 yrs	50	4.4%	876	5.4%	1,460	5.5%
Age 5 to 9 yrs	50	4.3%	891	5.5%	1,487	5.6%
Age 10 to 14 yrs	67	5.8%	979	6.0%	1,591	5.9%
Age 15 to 19 yrs	83	7.2%	1,085	6.6%	1,775	6.6%
Age 20 to 24 yrs	109	9.5%	1,337	8.2%	2,248	8.4%
Age 25 to 29 yrs	62	5.4%	1,082	6.6%	1,834	6.8%
Age 30 to 34 yrs	64	5.5%	922	5.6%	1,544	5.8%
Age 35 to 39 yrs	76	6.6%	1,086	6.6%	1,757	6.6%
Age 40 to 44 yrs	91	7.9%	1,226	7.5%	2,010	7.5%
Age 45 to 49 yrs	99	8.6%	1,251	7.7%	2,053	7.7%
Age 50 to 54 yrs	79	6.9%	1,123	6.9%	1,877	7.0%
Age 55 to 59 yrs	62	5.4%	907	5.5%	1,505	5.6%
Age 60 to 64 yrs	51	4.4%	681	4.2%	1,118	4.2%
Age 65 to 69 yrs	36	3.1%	533	3.3%	898	3.4%
Age 70 to 74 yrs	46	4.0%	588	3.6%	960	3.6%
Age 75 to 79 yrs	42	3.7%	562	3.4%	905	3.4%
Age 80 to 84 yrs	44	3.9%	548	3.4%	831	3.1%
Age 85 yrs plus	38	3.3%	667	4.1%	925	3.5%
Female Median Age	39.8 yrs		38.7 yrs		38.2 yrs	
Age 19 yrs or less	251	21.8%	3,831	23.4%	6,312	23.6%
Age 20 to 64 years	694	60.2%	9,617	58.8%	15,945	59.5%
Age 65 years Plus	207	18.0%	2,898	17.7%	4,519	16.9%

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Male Age Distribution (2005)						
Male Population	964	45.6%	14,959	47.8%	24,682	48.0%
Age 0 to 4 yrs	54	5.6%	928	6.2%	1,576	6.4%
Age 5 to 9 yrs	55	5.7%	939	6.3%	1,551	6.3%
Age 10 to 14 yrs	66	6.8%	1,009	6.7%	1,649	6.7%
Age 15 to 19 yrs	75	7.8%	1,142	7.6%	1,830	7.4%
Age 20 to 24 yrs	92	9.6%	1,257	8.4%	2,144	8.7%
Age 25 to 29 yrs	51	5.3%	1,098	7.3%	1,785	7.2%
Age 30 to 34 yrs	47	4.9%	897	6.0%	1,516	6.1%
Age 35 to 39 yrs	52	5.4%	993	6.6%	1,632	6.6%
Age 40 to 44 yrs	71	7.4%	1,106	7.4%	1,790	7.3%
Age 45 to 49 yrs	88	9.2%	1,208	8.1%	1,957	7.9%
Age 50 to 54 yrs	65	6.7%	1,050	7.0%	1,799	7.3%
Age 55 to 59 yrs	60	6.3%	840	5.6%	1,452	5.9%
Age 60 to 64 yrs	50	5.2%	627	4.2%	1,016	4.1%
Age 65 to 69 yrs	33	3.4%	478	3.2%	766	3.1%
Age 70 to 74 yrs	32	3.3%	415	2.8%	702	2.8%
Age 75 to 79 yrs	23	2.3%	391	2.6%	630	2.6%
Age 80 to 84 yrs	24	2.5%	295	2.0%	461	1.9%
Age 85 yrs plus	24	2.4%	287	1.9%	424	1.7%
Male Median Age	37.7	yrs	35.5	yrs	35.2	yrs
Age 19 yrs or less	251	26.0%	4,019	26.9%	6,607	26.8%
Age 20 to 64 years	578	60.0%	9,075	60.7%	15,092	61.1%
Age 65 years Plus	135	14.1%	1,865	12.5%	2,983	12.1%
Males per 100 Females, Male % Pop (2005)						
Overall Comparison	84		92		92	
Age 0 to 4 yrs	108	51.9%	106	51.5%	108	51.9%
Age 5 to 9 yrs	111	52.6%	105	51.3%	104	51.1%
Age 10 to 14 yrs	98	49.5%	103	50.8%	104	50.9%
Age 15 to 19 yrs	90	47.4%	105	51.3%	103	50.8%
Age 20 to 24 yrs	84	45.8%	94	48.4%	95	48.8%
Age 25 to 29 yrs	82	45.1%	101	50.4%	97	49.3%
Age 30 to 34 yrs	74	42.7%	97	49.3%	98	49.6%
Age 35 to 39 yrs	68	40.6%	91	47.8%	93	48.2%
Age 40 to 44 yrs	78	43.9%	90	47.4%	89	47.1%
Age 45 to 49 yrs	90	47.2%	97	49.1%	95	48.8%
Age 50 to 54 yrs	81	44.9%	94	48.3%	96	48.9%
Age 55 to 59 yrs	98	49.5%	93	48.1%	97	49.1%
Age 60 to 64 yrs	98	49.5%	92	47.9%	91	47.6%
Age 65 to 69 yrs	92	47.9%	90	47.3%	85	46.0%
Age 70 to 74 yrs	69	40.8%	71	41.3%	73	42.2%
Age 75 to 79 yrs	53	34.7%	70	41.0%	70	41.0%
Age 80 to 84 yrs	55	35.3%	54	35.0%	56	35.7%
Age 85 yrs plus	62	38.3%	43	30.1%	46	31.4%
Age 19 yrs or less	100	50.0%	105	51.2%	105	51.1%
Age 20 to 39 yrs	78	43.8%	96	48.9%	96	48.9%
Age 40 to 64 yrs	88	46.7%	93	48.2%	94	48.3%
Age 65 years Plus	65	39.5%	64	39.2%	66	39.8%

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Household Type (2005)						
Total Households	831		12,525		20,743	
Households with Children	238	28.6%	3,847	30.7%	6,352	30.6%
Average Household Size	2.30		2.34		2.35	
Est. Household Density	264.63	psm	529.90	psm	321.56	psm
Population Family	1,499	70.9%	22,636	72.3%	37,856	73.6%
Population Non-Family	411	19.5%	6,670	21.3%	10,874	21.1%
Population Group Qtrs	204	9.7%	1,999	6.4%	2,728	5.3%
Family Households	520	62.5%	7,713	61.6%	12,964	62.5%
<i>Married Couple Hhlds</i>	442	85.0%	6,157	79.8%	10,356	79.9%
<i>Other Family Hhlds</i>	78	15.0%	1,556	20.2%	2,607	20.1%
Family Households With Children	236	45.4%	3,774	48.9%	6,238	48.1%
<i>Married Couple With Children</i>	180	76.4%	2,638	69.9%	4,369	70.0%
<i>Other Family Hhlds With Children</i>	56	23.6%	1,137	30.1%	1,869	30.0%
Family Households No Children	284	54.6%	3,938	51.1%	6,726	51.9%
<i>Married Couple No Children</i>	262	92.1%	3,519	89.4%	5,987	89.0%
<i>Other Family Households No Childrer</i>	22	7.9%	419	10.6%	739	11.0%
Average Family Household Size	2.89		2.93		2.92	
Average Family Income	\$90,649		\$75,100		\$74,661	
Median Family Income	\$66,279		\$59,210		\$59,331	
Non-Family Households	311	37.5%	4,812	38.4%	7,779	37.5%
Non-Family Hhlds With Children	2	0.6%	72	1.5%	114	1.5%
Non-Family Hhld No Children	309	99.4%	4,739	98.5%	7,665	98.5%
<i>N-F Hhld Lone Person No Children</i>	255	81.8%	3,914	81.3%	6,279	80.7%
Lone Male Householder	96	37.9%	1,705	43.6%	2,728	43.4%
Lone Female Householder	158	62.1%	2,209	56.4%	3,551	56.6%
<i>N-F Hhld 2+ Persons No Children</i>	55	17.6%	826	17.2%	1,385	17.8%
Average Non-Family Hhld Size	1.32		1.39		1.40	
Marital Status (2005)						
(15 Years or Older)	1,772		25,683		42,144	
Never Married	389	21.9%	6,629	25.8%	10,747	25.5%
Now Married	970	54.8%	13,077	50.9%	21,946	52.1%
Previously Married	413	23.3%	5,978	23.3%	9,451	22.4%
<i>Separated</i>	189	45.7%	1,727	28.9%	2,633	27.9%
<i>Widowed</i>	105	25.4%	2,527	42.3%	3,965	42.0%
<i>Divorced</i>	120	28.9%	1,725	28.8%	2,852	30.2%
Educational Attainment (2005)						
Adult Population (25 Years or Older)	1,412		20,862		34,148	
Elementary (0 to 8)	49	3.5%	1,016	4.9%	1,588	4.7%
Some High School (9 to 11)	112	7.9%	2,192	10.5%	3,576	10.5%
High School Graduate (12)	414	29.3%	6,730	32.3%	11,438	33.5%
Some College (13 to 16)	292	20.7%	4,081	19.6%	6,441	18.9%
Associate Degree Only	143	10.1%	2,085	10.0%	3,220	9.4%
Bachelor Degree Only	247	17.5%	3,198	15.3%	5,317	15.6%
Graduate Degree	155	11.0%	1,560	7.5%	2,567	7.5%
Any College + (Some College or higher)	837	59.3%	10,924	52.4%	17,545	51.4%
College Degree + (Bachelor Degree or higher)	402	28.5%	4,758	22.8%	7,884	23.1%

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Housing (2005)						
Total Housing Units	878		13,184		22,014	
Housing Units, Occupied	831	94.6%	12,525	95.0%	20,743	94.2%
<i>Housing Units, Owner-Occupied</i>	546	65.7%	8,535	68.1%	13,772	66.4%
<i>Housing Units, Renter-Occupied</i>	285	34.3%	3,989	31.9%	6,971	33.6%
Housing Units, Vacant	48	5.4%	660	5.0%	1,272	5.8%
Total Housing Units (2000)	766		13,282		21,649	
Historical Annual Change (2000-2005)	112	2.9%	-97	-0.1%	365	0.3%
Household Size (2005)						
Total Households	831		12,525		20,743	
1 Person Household	255	30.6%	3,914	31.2%	6,279	30.3%
2 Person Households	325	39.1%	4,573	36.5%	7,742	37.3%
3 Person Households	96	11.6%	1,688	13.5%	2,789	13.4%
4 Person Households	99	11.9%	1,430	11.4%	2,425	11.7%
5 Person Households	45	5.4%	642	5.1%	1,079	5.2%
6 Person Households	9	1.0%	174	1.4%	271	1.3%
7+ Person Households	4	0.4%	103	0.8%	158	0.8%
Household Stability (2005)						
Total Households	831		12,525		20,743	
In current residence < 1 year	161	19.4%	2,025	16.2%	3,451	16.6%
In current residence 1-2 years	222	26.7%	3,078	24.6%	5,222	25.2%
In current residence 3-5 years	127	15.3%	1,972	15.7%	3,324	16.0%
In current residence 6-10 years	133	16.0%	1,485	11.9%	2,675	12.9%
In current residence > 10 years	188	22.6%	3,964	31.6%	6,070	29.3%
Turnover (% Annual Residential Turnover)		19.4%		16.2%		16.6%
Stability (% In Current Residence 5+ Years)		38.6%		43.5%		42.2%
Median Years in Residence	3.7 yrs		5.0 yrs		4.7 yrs	
Household Vehicles (2005)						
Total Vehicles Available	1,435		21,484		36,760	
Household: 0 Vehicles Available	61	7.3%	914	7.3%	1,361	6.6%
Household: 1 Vehicles Available	285	34.3%	4,581	36.6%	7,514	36.2%
Household: 2 Vehicles Available	337	40.6%	4,893	39.1%	8,191	39.5%
Household: 3+ Vehicles Available	147	17.7%	2,137	17.1%	3,677	17.7%
Average Per Household	1.7	<i>Vehicles</i>	1.7	<i>Vehicles</i>	1.8	<i>Vehicles</i>
Owner Occupied Hhlds Vehicles	1,091	76.0%	16,586	77.2%	27,362	74.4%
<i>Average Per Owner Household</i>	2.0	<i>Vehicles</i>	1.9	<i>Vehicles</i>	2.0	<i>Vehicles</i>
Renter Occupied Hhlds Vehicles	345	24.0%	4,897	22.8%	9,398	25.6%
<i>Average Per Renter Household</i>	1.2	<i>Vehicles</i>	1.2	<i>Vehicles</i>	1.3	<i>Vehicles</i>
Travel Time (2000)						
Worker Base (16 Years or Older)	956		16,361		26,952	
Travel to Work in 14 Minutes or Less	526	55.0%	9,504	58.1%	14,908	55.3%
Travel to Work in 15 to 29 Minutes	255	26.7%	3,833	23.4%	7,057	26.2%
Travel to Work in 30 to 59 Minutes	107	11.2%	2,132	13.0%	3,537	13.1%
Travel to Work in 60 Minutes or More	36	3.8%	629	3.8%	1,017	3.8%
Work at Home	32	3.3%	263	1.6%	434	1.6%
Average Travel Time to Work	15.1 mins		16.6 mins		16.9 mins	

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November 2006

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43.78383/-88.4025	1.00 mi radius		3.00 mi radius		5.00 mi radius	
Transportation To Work (2000)						
Work Base	956		16,361		26,952	
Drive to Work Alone	807	84.4%	13,459	82.3%	22,204	82.4%
Drive to Work in Carpool	86	9.0%	1,657	10.1%	2,993	11.1%
Travel to Work - Public Transportation	1	0.1%	175	1.1%	218	0.8%
Drive to Work on Motorcycle	0	-	29	0.2%	42	0.2%
Bicycle to Work	1	0.1%	118	0.7%	173	0.6%
Walk to Work	28	2.9%	583	3.6%	750	2.8%
Other Means	1	0.1%	77	0.5%	139	0.5%
Work at Home	32	3.3%	263	1.6%	434	1.6%
Daytime Demos (2005)						
Total Number of Businesses	59		1,462		2,370	
Total Number of Employees	1,695		19,058		34,499	
Company Headqtrs: Businesses	0	0	6	0.4%	8	0.4%
Company Headqtrs: Employees	0	0	1,277	6.7%	4,270	12.4%
Employee Population per Business	28.8 to 1		13.0 to 1		14.6 to 1	
Residential Population per Business	35.9 to 1		21.4 to 1		21.7 to 1	
Est. Adj. Daytime Demographics (Age16+)	2,360		28,137		48,757	
Labor Force (2005)						
Labor: Population Age 16+	1,749		25,235		41,445	
Unemployment Rate		3.3%		3.1%		3.1%
Labor Force Total: Males	779	44.5%	11,850	47.0%	19,545	47.2%
<i>Male civilian employec</i>	570	73.2%	8,519	71.9%	14,337	73.4%
<i>Male civilian unemployec</i>	23	3.0%	407	3.4%	654	3.3%
<i>Males in Armed Forces</i>	0	-	20	0.2%	27	0.1%
<i>Males not in labor force</i>	186	23.9%	2,904	24.5%	4,527	23.2%
Labor Force Total: Females	970	55.5%	13,385	53.0%	21,899	52.8%
<i>Female civilian employec</i>	514	53.0%	7,617	56.9%	12,822	58.6%
<i>Female civilian unemployec</i>	34	3.5%	379	2.8%	629	2.9%
<i>Females in Armed Forces</i>	0	-	0	-	0	-
<i>Females not in labor force</i>	422	43.5%	5,389	40.3%	8,448	38.6%
Labor Force Change (2000-2005)	793	16.6%	8,896	10.9%	14,522	10.8%
Male Change (2000-2005)	280	11.2%	3,303	7.7%	5,477	7.8%
Female Change (2000-2005)	513	22.4%	5,593	14.4%	9,045	14.1%
Occupation (2000)						
Occupation: Population Age 16+	956		16,339		26,923	
<i>Occupation Total: Males</i>	499	52.2%	8,547	52.3%	14,068	52.3%
<i>Occupation Total: Females</i>	457	47.8%	7,792	47.7%	12,855	47.7%
Mgmt, Business, & Financial Operations	161	16.8%	1,699	10.4%	2,915	10.8%
Professional and Related	212	22.2%	2,687	16.4%	4,305	16.0%
Service	141	14.8%	2,827	17.3%	4,394	16.3%
Sales and Office	228	23.8%	3,927	24.0%	6,385	23.7%
Farming, Fishing, and Forestry	2	0.2%	62	0.4%	194	0.7%
Construction, Extraction, & Maintenance	70	7.3%	1,326	8.1%	2,137	7.9%
Production, Transport, & Material Moving	143	14.9%	3,811	23.3%	6,594	24.5%
<i>White Collar</i>		62.8%		50.9%		50.5%
<i>Blue Collar</i>		37.2%		49.1%		49.5%

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Units In Structure (2000)						
Total Units	766		13,282		21,649	
1 Detached Unit	471	61.4%	8,914	67.1%	13,753	63.5%
1 Attached Unit	38	5.0%	388	2.9%	527	2.4%
2 Units	40	5.2%	1,483	11.2%	1,945	9.0%
3 to 4 Units	36	4.7%	555	4.2%	869	4.0%
5 to 9 Units	83	10.8%	506	3.8%	1,533	7.1%
10 to 19 Units	27	3.6%	513	3.9%	945	4.4%
20 to 49 Units	24	3.2%	300	2.3%	635	2.9%
50 or more Units	42	5.5%	396	3.0%	511	2.4%
Mobile Home or Trailer	5	0.7%	226	1.7%	924	4.3%
Other Structure	0	-	2	0.0%	6	0.0%
Homes Built By Year (2000)						
Homes Built 1999 to 2000	39	5.0%	202	1.5%	407	1.9%
Homes Built 1995 to 1998	148	19.4%	705	5.3%	1,725	8.0%
Homes Built 1990 to 1994	69	9.0%	490	3.7%	1,539	7.1%
Homes Built 1980 to 1989	151	19.8%	878	6.6%	2,195	10.1%
Homes Built 1970 to 1979	143	18.6%	1,502	11.3%	3,040	14.0%
Homes Built 1960 to 1969	67	8.7%	1,434	10.8%	2,172	10.0%
Homes Built 1950 to 1959	81	10.6%	2,293	17.3%	3,064	14.2%
Homes Built 1940 to 1949	25	3.3%	1,308	9.8%	1,675	7.7%
Homes Built Before 1939	43	5.6%	4,470	33.7%	5,832	26.9%
Median Age of Homes	18.2 yrs		47.1 yrs		39.4 yrs	
Home Values (2000)						
Owner Specified Housing Units	424		7,801		11,891	
Home Values \$1,000,000 or More	0	-	0	-	5	0.0%
Home Values \$750,000 or \$999,999	0	-	0	-	0	-
Home Values \$500,000 or \$749,999	4	1.0%	29	0.4%	44	0.4%
Home Values \$400,000 to \$499,999	8	1.8%	42	0.5%	63	0.5%
Home Values \$300,000 to \$399,999	15	3.5%	105	1.3%	176	1.5%
Home Values \$250,000 to \$299,999	16	3.9%	154	2.0%	212	1.8%
Home Values \$200,000 to \$249,999	42	10.0%	229	2.9%	406	3.4%
Home Values \$175,000 to \$199,999	45	10.5%	242	3.1%	475	4.0%
Home Values \$150,000 to \$174,999	50	11.9%	390	5.0%	731	6.1%
Home Values \$125,000 to \$149,999	70	16.6%	650	8.3%	1,313	11.0%
Home Values \$100,000 to \$124,999	91	21.5%	1,217	15.6%	1,877	15.8%
Home Values \$90,000 to \$99,999	26	6.2%	939	12.0%	1,342	11.3%
Home Values \$80,000 to \$89,999	12	2.9%	1,212	15.5%	1,646	13.8%
Home Values \$70,000 to \$79,999	15	3.6%	1,143	14.7%	1,532	12.9%
Home Values \$60,000 to \$69,999	5	1.1%	735	9.4%	1,008	8.5%
Home Values \$50,000 to \$59,999	20	4.7%	379	4.9%	565	4.8%
Home Values \$35,000 to \$49,999	2	0.4%	225	2.9%	344	2.9%
Home Values \$25,000 to \$34,999	1	0.3%	78	1.0%	117	1.0%
Home Values \$10,000 to \$24,999	0	-	26	0.3%	27	0.2%
Home Values \$0 to \$9,999	0	-	5	0.1%	5	0.0%
Owner Occupied Median Home Value	\$141,661		\$101,461		\$106,008	
Renter Occupied Median Rent	\$514		\$362		\$409	

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3.00 mi radius

5.00 mi radius

Consumer Expenditure (Annual Total)

Total Household Expenditure (2005)	\$48,933,335	\$617,734,456	\$1,028,031,146
<i>Total Non-Retail Expenditures (2005)</i>	\$27,699,951	\$349,216,862	\$581,460,097
<i>Total Retail Expenditures (2005)</i>	\$21,233,384	\$268,517,593	\$446,571,050
Apparel (2005)	\$2,148,481	\$27,025,859	\$45,001,925
Contributions (2005)	\$1,810,817	\$22,063,018	\$36,811,649
Education (2005)	\$1,025,048	\$12,267,238	\$20,492,216
Entertainment (2005)	\$2,673,228	\$33,650,717	\$56,037,584
Food And Beverages (2005)	\$7,331,793	\$93,352,738	\$155,232,976
Furnishings And Equipment (2005)	\$1,984,766	\$24,722,186	\$41,201,006
Gifts (2005)	\$1,329,742	\$16,281,165	\$27,142,184
Health Care (2005)	\$3,050,854	\$39,106,785	\$64,910,984
Household Operations (2005)	\$1,654,730	\$20,350,902	\$33,947,413
Miscellaneous Expenses (2005)	\$764,712	\$9,799,326	\$16,283,352
Personal Care (2005)	\$685,256	\$8,660,139	\$14,410,865
Personal Insurance (2005)	\$525,203	\$6,460,358	\$10,785,844
Reading (2005)	\$166,996	\$2,095,466	\$3,487,315
Shelter (2005)	\$9,787,326	\$123,083,414	\$204,772,949
Tobacco (2005)	\$353,897	\$4,668,885	\$7,739,209
Transportation (2005)	\$10,096,873	\$128,631,055	\$214,158,626
Utilities (2005)	\$3,543,614	\$45,515,204	\$75,615,056

Consumer Expenditure (per Household per Month)

Total Household Expenditure (2005)	\$4,907	\$4,110	\$4,130
<i>Total Non-Retail Expenditures (2005)</i>	\$2,778 56.6%	\$2,324 56.5%	\$2,336 56.6%
<i>Total Retail Expenditures (2005)</i>	\$2,129 43.4%	\$1,787 43.5%	\$1,794 43.4%
Apparel (2005)	\$215 4.4%	\$180 4.4%	\$181 4.4%
Contributions (2005)	\$182 3.7%	\$147 3.6%	\$148 3.6%
Education (2005)	\$103 2.1%	\$82 2.0%	\$82 2.0%
Entertainment (2005)	\$268 5.5%	\$224 5.4%	\$225 5.5%
Food And Beverages (2005)	\$735 15.0%	\$621 15.1%	\$624 15.1%
Furnishings And Equipment (2005)	\$199 4.1%	\$164 4.0%	\$166 4.0%
Gifts (2005)	\$133 2.7%	\$108 2.6%	\$109 2.6%
Health Care (2005)	\$306 6.2%	\$260 6.3%	\$261 6.3%
Household Operations (2005)	\$166 3.4%	\$135 3.3%	\$136 3.3%
Miscellaneous Expenses (2005)	\$77 1.6%	\$65 1.6%	\$65 1.6%
Personal Care (2005)	\$69 1.4%	\$58 1.4%	\$58 1.4%
Personal Insurance (2005)	\$53 1.1%	\$43 1.0%	\$43 1.0%
Reading (2005)	\$17 0.3%	\$14 0.3%	\$14 0.3%
Shelter (2005)	\$982 20.0%	\$819 19.9%	\$823 19.9%
Tobacco (2005)	\$35 0.7%	\$31 0.8%	\$31 0.8%
Transportation (2005)	\$1,013 20.6%	\$856 20.8%	\$860 20.8%
Utilities (2005)	\$355 7.2%	\$303 7.4%	\$304 7.4%

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RGraph3

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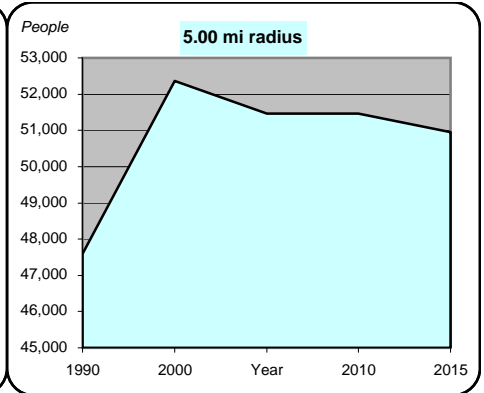
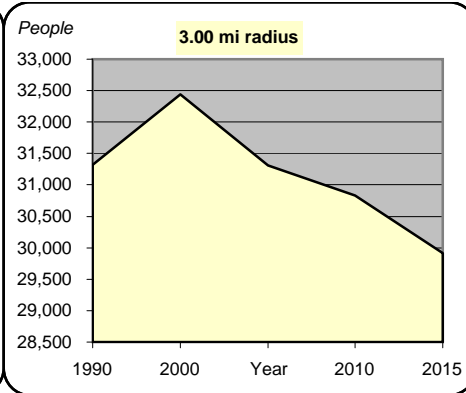
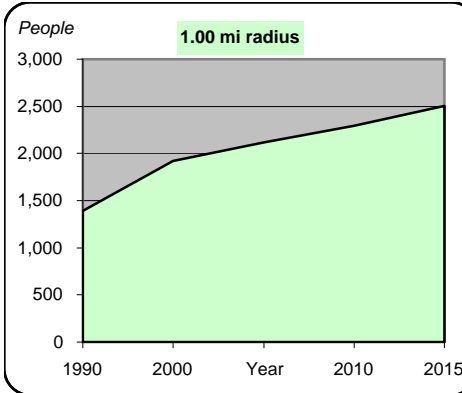
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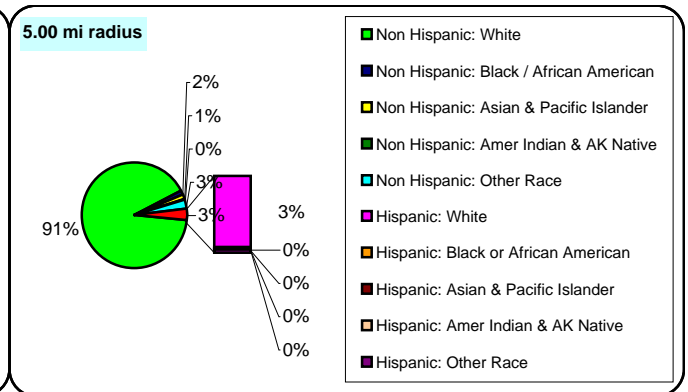
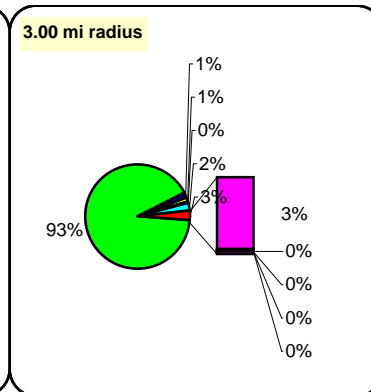
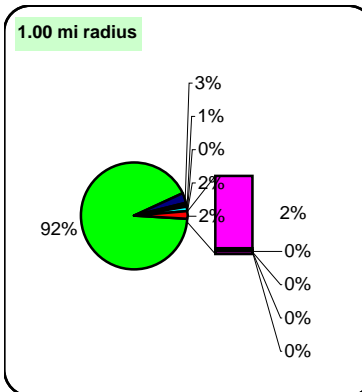
Population

Census Population (1990)	1,393	31,323	47,590
Census Population (2000)	1,919	32,442	52,356
Estimated Population (2005)	2,115	31,305	51,458
Projected Population (2010)	2,295	30,829	51,464
Forecasted Population (2015)	2,503	29,918	50,948
Historical Annual Growth (1990-2000)	526 3.8%	1,119 0.4%	4,765 1.0%
Historical Annual Growth (2000-2005)	196 2.0%	-1,137 -0.7%	-898 -0.3%
Projected Annual Growth (2005-2010)	180 1.7%	-476 -0.3%	6 0.0%
Est. Population Density (2005)	673.63 <i>psm</i>	1,324.48 <i>psm</i>	797.72 <i>psm</i>
Trade Area Size	3.14 <i>sq mi</i>	23.64 <i>sq mi</i>	64.51 <i>sq mi</i>



Race & Ethnicity (2005)

Non Hispanic: White	1,952 92.3%	28,647 91.5%	46,691 90.7%
Non Hispanic: Black / African American	60 2.8%	454 1.4%	786 1.5%
Non Hispanic: Asian & Pacific Islander	15 0.7%	402 1.3%	655 1.3%
Non Hispanic: Amer Indian & AK Native	9 0.4%	138 0.4%	214 0.4%
Non Hispanic: Other Race	34 1.6%	719 2.3%	1,370 2.7%
Hispanic: White	42 2.0%	902 2.9%	1,652 3.2%
Hispanic: Black or African American	1 0.1%	15 0.0%	28 0.1%
Hispanic: Asian & Pacific Islander	0 -	14 0.0%	32 0.1%
Hispanic: Amer Indian & AK Native	0 -	1 0.0%	3 0.0%
Hispanic: Other Race	1 0.0%	14 0.0%	27 0.1%



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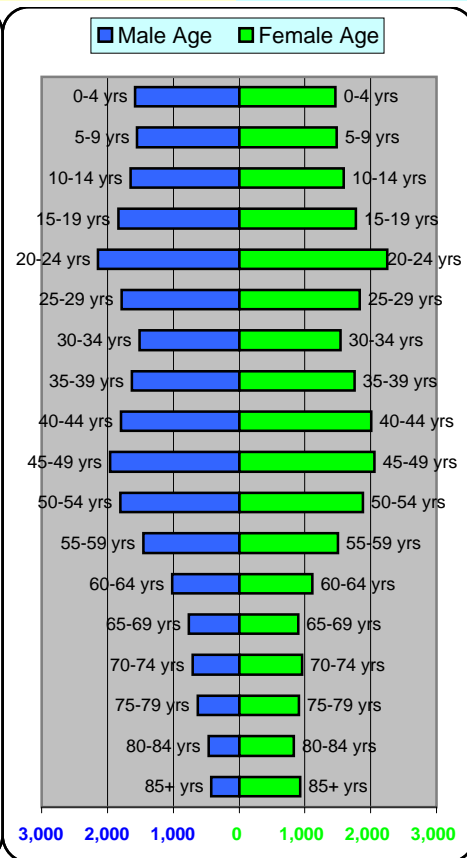
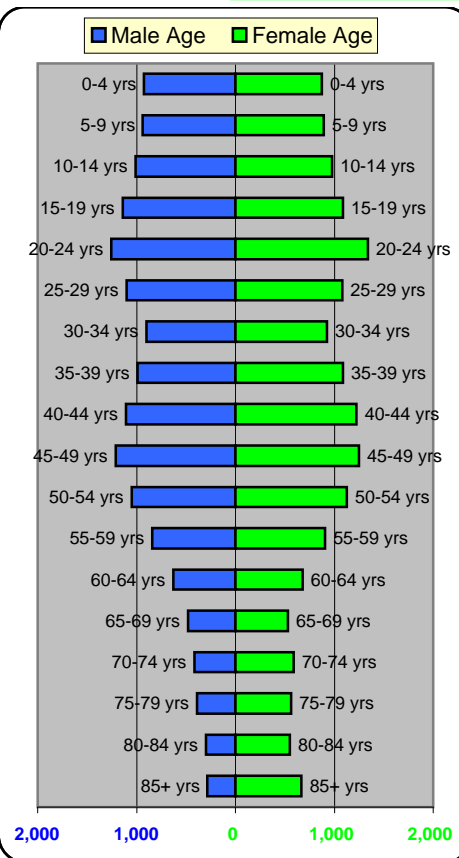
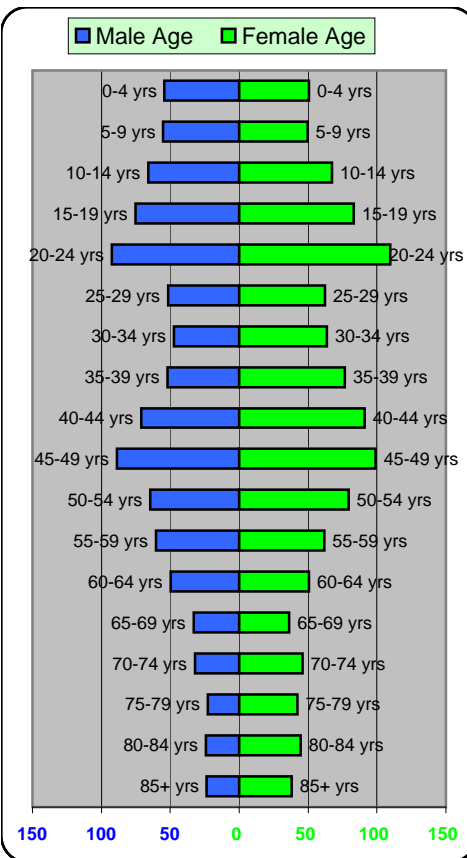
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Age Distribution (2005)

	1.00 mi radius		3.00 mi radius		5.00 mi radius	
Total Population	2,115		31,305		51,458	
Age 0 to 4 yrs	105	5.0%	1,804	5.8%	3,037	5.9%
Age 5 to 9 yrs	105	5.0%	1,830	5.8%	3,037	5.9%
Age 10 to 14 yrs	133	6.3%	1,988	6.3%	3,240	6.3%
Age 15 to 19 yrs	158	7.5%	2,228	7.1%	3,605	7.0%
Age 20 to 24 yrs	202	9.5%	2,594	8.3%	4,391	8.5%
Age 25 to 29 yrs	114	5.4%	2,180	7.0%	3,619	7.0%
Age 30 to 34 yrs	111	5.3%	1,820	5.8%	3,060	5.9%
Age 35 to 39 yrs	129	6.1%	2,079	6.6%	3,389	6.6%
Age 40 to 44 yrs	162	7.7%	2,333	7.5%	3,800	7.4%
Age 45 to 49 yrs	187	8.9%	2,460	7.9%	4,011	7.8%
Age 50 to 54 yrs	144	6.8%	2,174	6.9%	3,676	7.1%
Age 55 to 59 yrs	122	5.8%	1,746	5.6%	2,957	5.7%
Age 60 to 64 yrs	100	4.8%	1,308	4.2%	2,134	4.1%
Age 65 to 69 yrs	69	3.3%	1,011	3.2%	1,663	3.2%
Age 70 to 74 yrs	78	3.7%	1,003	3.2%	1,661	3.2%
Age 75 to 79 yrs	65	3.1%	953	3.0%	1,535	3.0%
Age 80 to 84 yrs	69	3.2%	843	2.7%	1,293	2.5%
Age 85 yrs plus	62	2.9%	953	3.0%	1,349	2.6%
Median Age	38.8 yrs		37.0 yrs		36.5 yrs	



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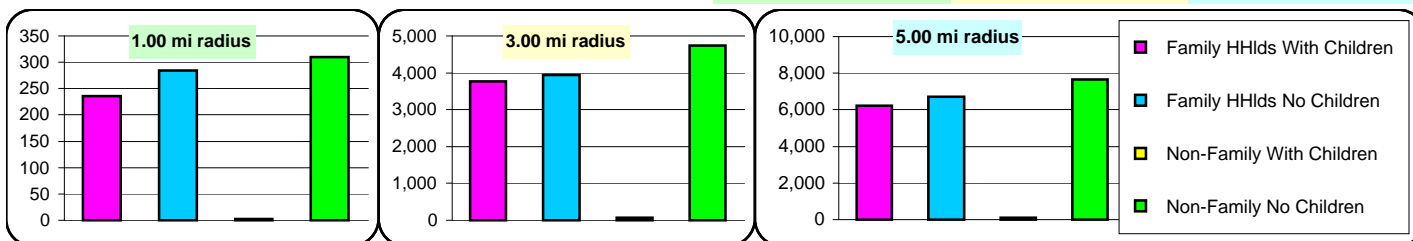
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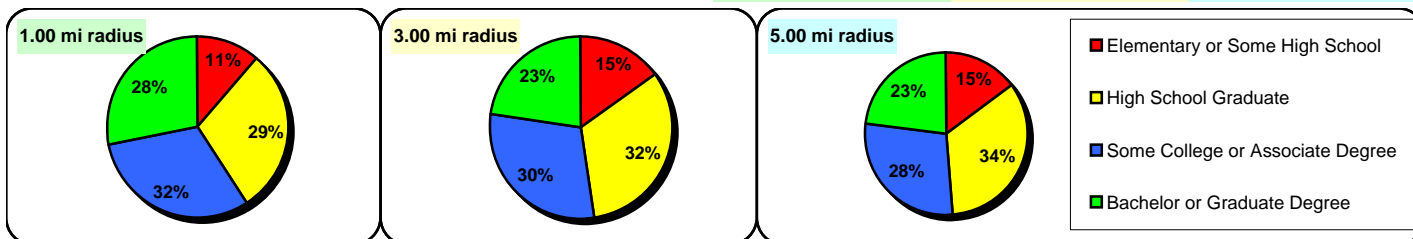
Household Type (2005)

	1.00 mi radius		3.00 mi radius		5.00 mi radius	
Total Households	831		12,525		20,743	
Family Households	520	62.5%	7,713	61.6%	12,964	62.5%
Family HHlds With Children	236	45.4%	3,774	48.9%	6,238	48.1%
Family HHlds No Children	284	54.6%	3,938	51.1%	6,726	51.9%
Non-Family Households	311	37.5%	4,812	38.4%	7,779	37.5%
Non-Family With Children	2	0.6%	72	1.5%	114	1.5%
Non-Family No Children	309	99.4%	4,739	98.5%	7,665	98.5%



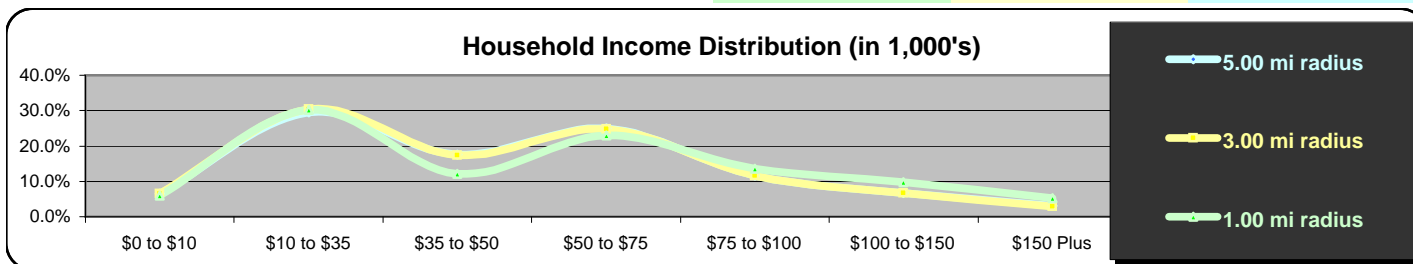
Educational Attainment (2005)

	1.00 mi radius		3.00 mi radius		5.00 mi radius	
Elementary or Some High School	161	11.4%	3,208	15.4%	5,164	15.1%
High School Graduate	414	29.3%	6,730	32.3%	11,438	33.5%
Some College or Associate Degree	435	30.8%	6,166	29.6%	9,661	28.3%
Bachelor or Graduate Degree	402	28.5%	4,758	22.8%	7,884	23.1%

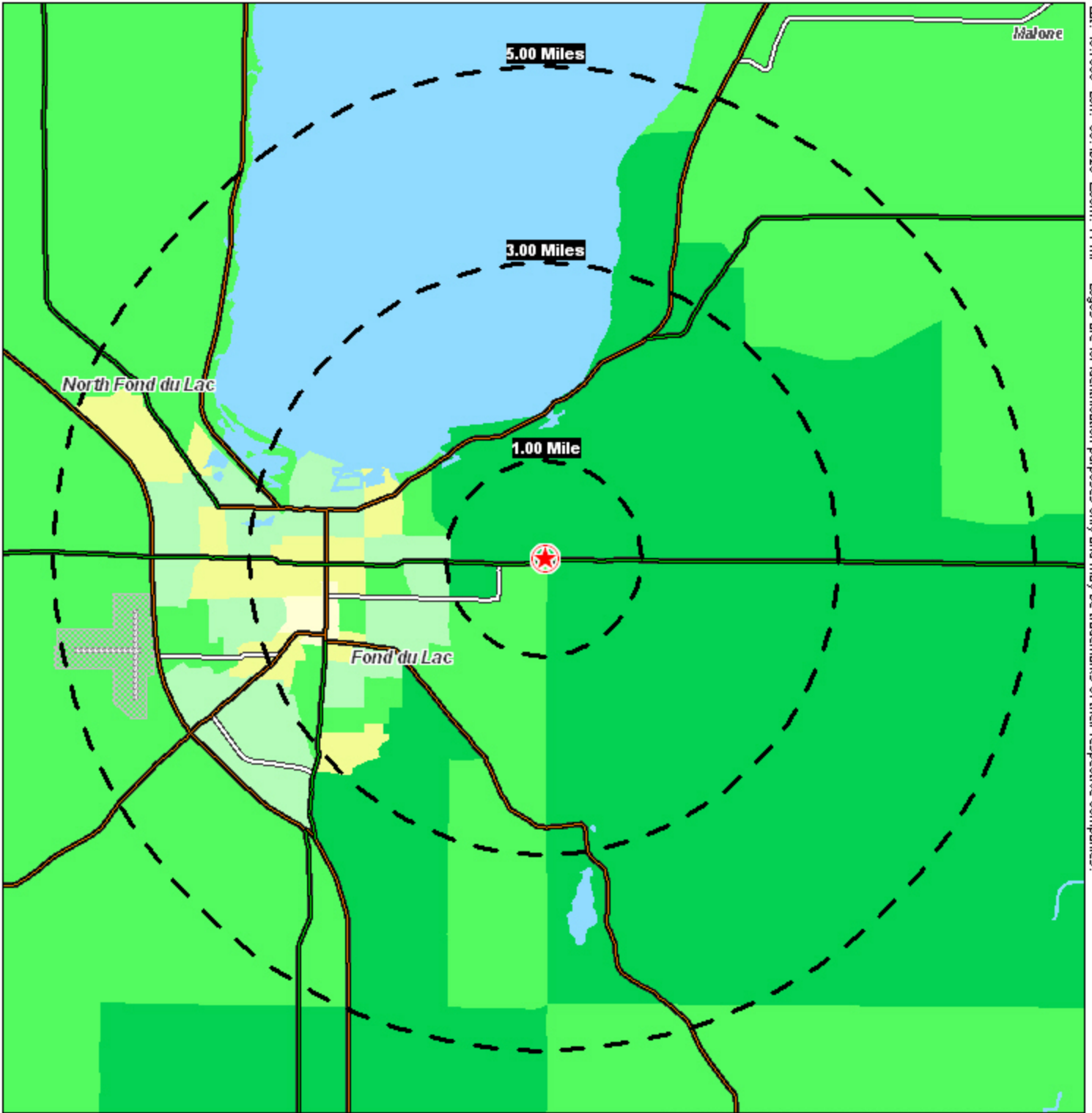


Household Income (2005)

	1.00 mi radius		3.00 mi radius		5.00 mi radius	
Est. Average Household Income	\$77,506		\$60,161		\$60,515	
Est. Median Household Income	\$51,179		\$47,438		\$48,219	
HH Income \$0 to \$9,999	49	5.9%	813	6.5%	1,353	6.5%
HH Income \$10,000 to \$34,999	252	30.3%	3,808	30.4%	6,115	29.5%
HH Income \$35,000 to \$49,999	101	12.2%	2,174	17.4%	3,649	17.6%
HH Income \$50,000 to \$74,999	191	22.9%	3,096	24.7%	5,189	25.0%
HH Income \$75,000 to \$99,999	114	13.7%	1,444	11.5%	2,411	11.6%
HH Income \$100,000 to \$149,999	81	9.8%	828	6.6%	1,381	6.7%
HH Income \$150,000 or More	44	5.3%	362	2.9%	645	3.1%



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Average HH Income
By Block Groups

- \$75,000 or more
- \$60,000 to \$75,000
- \$45,000 to \$60,000
- \$30,000 to \$45,000
- Less than \$30,000

1115 E. Johnson St.

*Current Year Estimated
Average Household Income*

November 2006

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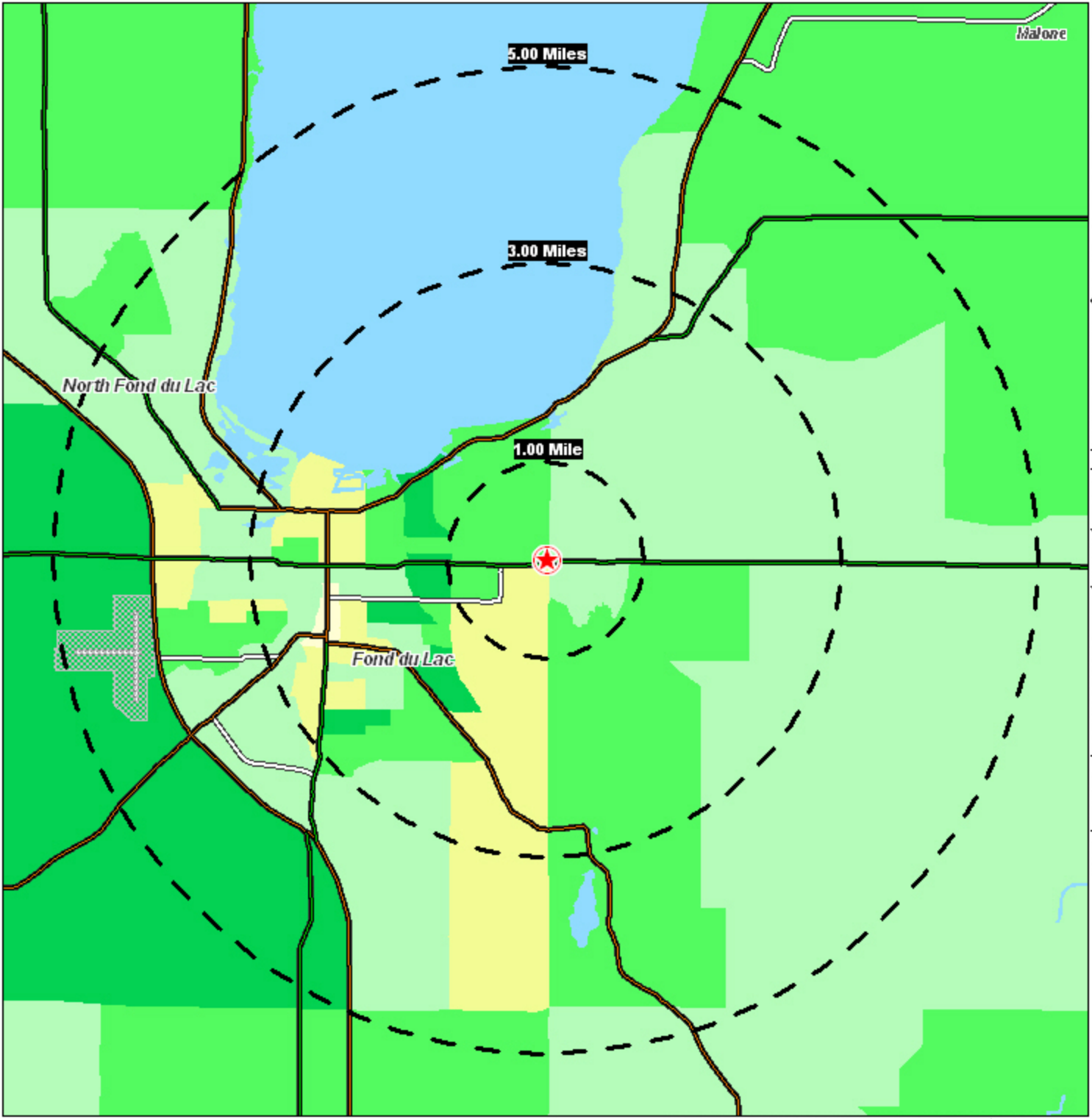
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Lat: 43.7838 Lon: -88.4025 Zoom: 11 mi Logos are for identification purposes only and may be trademarks of their respective companies.



Median Age

By Block Groups

- 45 or more
- 38 to 45
- 33 to 38
- 28 to 33
- Less than 28

1115 E. Johnson

*Current Year Estimated
Median Age*

November 2006

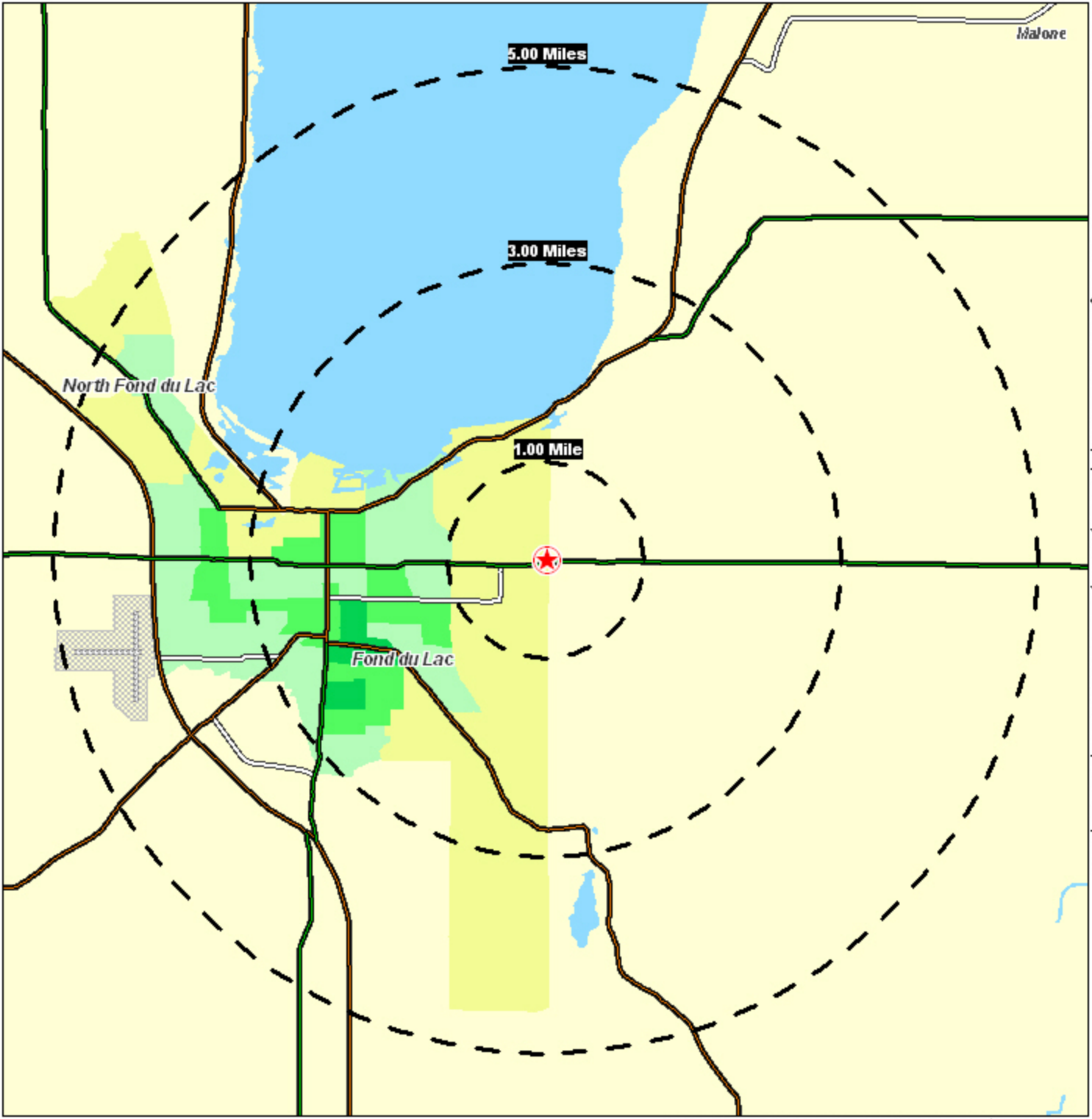
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Population Density
By Block Groups

- 7,500 or More
- 5,000 to 7,500
- 2,500 to 5,000
- 1,000 to 2,500
- Less than 1,000

43.78383/-88.4025

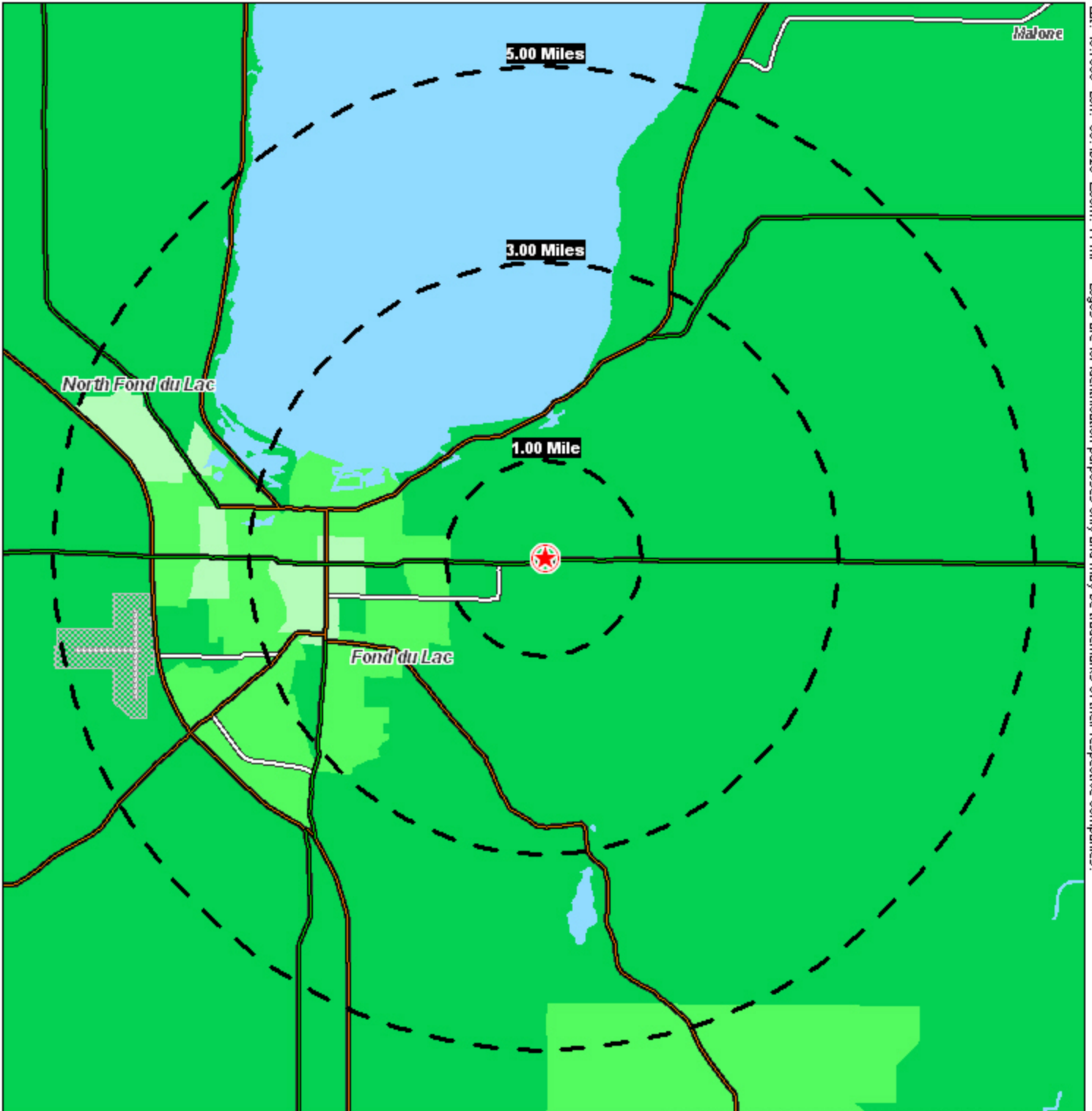
*Current Year Estimated
Persons per Square Mile*

November 2006

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Total HH Exp/Hhld

By Block Groups

- \$50,000 or more
- \$40,000 to \$50,000
- \$30,000 to \$40,000
- \$10,000 to \$30,000
- Less than \$10,000

1115 E. Johnson

*Current Yr Est Annual Average
Total Expenditure per Household*

November 2006

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