

EASI Updated Site Selection Reports & Analysis

Professional Complete Report

Location: City Center

Address: 100 E. Grand Ave.

City: Beloit

State: WI

ZIP Code: 53511

Latitude: 42° : 30' : 01"

Longitude: -89° : 02' : 09"

Description	5 Miles	10 Miles	15 Miles
Square Miles	113.412189	242.352350	771.038574
Population Density	589.0	430.6	363.9

POPULATION BY YEAR

Population (4/1/1990)	57,306	80,839	225,404
Population (4/1/2000)	63,577	94,524	256,941
Population (1/1/2007)	66,796	104,353	280,590
Population (1/1/2012)	69,789	112,242	299,232
Growth (2007/2000)	5.06	10.40	9.20
Forecast (2012/2007)	4.48	7.56	6.64

HOUSEHOLDS BY YEAR

Households (4/1/1990)	21,529	29,366	83,809
Households (4/1/2000)	23,891	34,920	98,052
Households (1/1/2007)	25,822	39,629	110,049
Households (1/1/2012)	27,499	43,476	119,738
Growth (2007/2000)	8.08	13.49	12.24
Forecast (2012/2007)	6.49	9.71	8.80

GENERAL FAMILY CHARACTERISTICS

Family Population	56,132	90,172	236,855
Non-Family Population	9,044	12,363	38,223
Families	18,100	29,187	77,565
Non-Family Households	7,722	10,442	32,484

Married Families Characteristics

Families, Married	13,542	23,098	61,254
Married with Children Under 18	5,925	10,132	26,328
Families, Married with No Children Under 18	7,617	12,966	34,926

Other Families Characteristics

Other Families	4,558	6,089	16,311
Male Householder, No Wife Present	1,278	1,873	5,015
Female Householder, No Husband Present	3,280	4,216	11,296
Male Householder, No Wife Present with Children Under 18	742	1,108	2,978
Male Householder, No Wife Present with No Children Under 18	536	765	2,037
Female Householder, No Husband Present with Children Under 18	2,217	2,819	7,372

Female Householder, No Husband Present with No Children Under 18	1,063	1,397	3,924
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Non-Family Households Characteristics

Non-Family Households, Male Householder	3,650	5,150	15,302
Non-Family Households, Female Householder	4,072	5,292	17,182

DETAILED POPULATION CHARACTERISTICS

Density

Urban	60,571	86,100	241,260
Rural	6,225	18,253	39,330

Gender

Male	32,930	51,976	138,704
Female	33,866	52,377	141,886

Age

Median Age	35.2	36.1	36.5
Aged 0 to 5 Years	5,956	9,083	24,118
Aged 6 to 11 Years	6,232	9,733	25,450
Aged 12 to 17 Years	6,421	10,533	26,900
Aged 18 to 24 Years	6,623	9,265	23,879
Aged 25 to 34 Years	7,985	11,849	33,874
Aged 35 to 44 Years	9,610	15,822	41,213
Aged 45 to 54 Years	9,603	16,190	42,091
Aged 55 to 64 Years	6,579	11,027	29,873
Aged 65 to 74 Years	3,879	5,720	16,692
Aged 75 to 84 Years	2,824	3,765	11,636
Aged 85 Years and Older	1,084	1,366	4,864

Male Population By Age

Median Age	33.5	35.1	35.2
Aged 0 to 5 Years	3,090	4,730	12,505
Aged 6 to 11 Years	3,273	5,053	13,254
Aged 12 to 17 Years	3,349	5,498	14,068
Aged 18 to 24 Years	3,386	4,796	12,396
Aged 25 to 34 Years	3,941	5,850	16,817
Aged 35 to 44 Years	4,738	7,836	20,469
Aged 45 to 54 Years	4,803	8,130	20,738
Aged 55 to 64 Years	3,148	5,393	14,499
Aged 65 to 74 Years	1,733	2,666	7,747
Aged 75 to 84 Years	1,117	1,566	4,708
Aged 85 Years and Older	352	458	1,503

Female Population By Age

Median Age	36.5	37.1	37.8
Aged 0 to 5 Years	2,866	4,353	11,613
Aged 6 to 11 Years	2,959	4,680	12,196
Aged 12 to 17 Years	3,072	5,035	12,832
Aged 18 to 24 Years	3,237	4,469	11,483
Aged 25 to 34 Years	4,044	5,999	17,057
Aged 35 to 44 Years	4,872	7,986	20,744
Aged 45 to 54 Years	4,800	8,060	21,353
Aged 55 to 64 Years	3,431	5,634	15,374

Aged 65 to 74 Years	2,146	3,054	8,945
Aged 75 to 84 Years	1,707	2,199	6,928
Aged 85 Years and Older	732	908	3,361

Race/Ethnicity

White Alone	55,231	90,750	250,384
Black Alone	6,387	7,020	13,859
Asian Alone	753	1,166	4,083
Other	4,425	5,417	12,264
Hispanic	5,016	6,254	14,293
White Non-Hispanic	52,089	86,781	240,839
White Median Age	37.3	37.6	37.9
Black Median Age	29.6	29.1	27.7
Asian Median Age	29.4	31.7	34.0
Other Median Age	20.4	20.2	20.4
Hispanic Median Age	22.3	21.8	21.7
White Non Hispanic Median Age	38.9	38.8	38.9

Marital Status (Pop 15+)

Males Never Married	6,469	9,599	26,417
Males Married	15,433	25,436	66,785
Males Widowed	441	661	2,154
Males Divorced	2,562	3,766	10,608
Females Never Married	6,063	8,458	22,443
Females Married	15,101	25,190	66,718
Females Widowed	2,371	3,126	9,486
Females Divorced	2,984	4,072	13,066

Primary Language (Pop 5+)

Speaks English	56,685	90,009	242,412
Speaks Spanish	3,700	4,465	10,063
Speaks Other Indo-European Languages	844	1,383	5,171
Speaks Asian or Pacific Island Language	548	808	2,554
Speaks Other Language	77	150	377

Citizenship

Native	63,139	99,608	268,506
Foreign Born - Naturalized	950	1,549	4,951
Foreign Born - Not a Citizen	2,707	3,196	7,133

Group Quarters

Total Group Quarters	1,620	1,818	5,512
Institutional Group Quarters	497	657	3,528
Non-Institutional Group Quarters	1,123	1,161	1,984

DETAILED HOUSEHOLD CHARACTERISTICS

Household, Average Size	2.52	2.59	2.50
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Race/Ethnicity

White	22,147	35,445	100,822
Black	2,425	2,600	4,951
Asian	197	298	1,175
Other	1,053	1,286	3,101

Hispanic	1,157	1,432	3,423
White Non-Hispanic	21,118	34,141	97,541

Household by Age of Head

Median Age	48.2	48.2	48.3
Aged Under 25 Years	1,220	1,548	4,973
Aged 25 to 34 Years	3,658	5,252	15,610
Aged 35 to 44 Years	6,069	9,762	25,609
Aged 45 to 54 Years	6,157	10,159	26,847
Aged 55 to 64 Years	3,622	5,893	15,960
Aged 65 to 74 Years	2,549	3,698	10,744
Aged 75 Years and Over	2,547	3,317	10,306

Household by Size

Median Size	2.74	2.81	2.73
1 Person	6,441	8,599	26,728
2 Person	8,723	13,912	38,927
3 Person	4,214	6,670	17,728
4 Person	3,993	6,551	16,674
5 Person	1,680	2,742	7,124
6 Person	511	796	2,029
7 or More Person	260	359	839

Household by Vehicles

Median Vehicles	2.3	2.4	2.4
No Vehicles	1,561	1,721	4,887
1 Vehicle	7,930	10,495	32,079
2 Vehicles	10,708	17,500	48,550
3 Vehicles	4,290	7,371	18,200
4+ Vehicles	1,333	2,542	6,333

DETAILED HOUSING UNITS CHARACTERISTICS

Total Units	27,109	41,257	114,613
Occupied Units	25,822	39,629	110,049
Vacant Units	1,287	1,628	4,564
Occupancy			
Owner Occupied	18,921	31,205	83,932
Renter Occupied	6,901	8,424	26,117
Occupied Structure with 1 Unit Detached	20,517	32,473	84,013
Occupied Structure with 1 Unit Attached	426	549	2,913
Occupied Structure with 2 Units	1,675	1,781	4,884
Occupied Structure with 3-4 Units	734	1,192	4,447
Occupied Structure with 5-9 Units	498	691	4,181
Occupied Structure with 10-19 Units	445	480	2,366
Occupied Structure with 20-49 Units	487	536	1,871
Occupied Structure with 50+ Units	350	350	1,771
Occupied Structure Trailer	690	1,577	3,585
Occupied Structure Other	0	0	18
Vacancy			
Vacant Units For Rent	543	597	1,870
Vacant Units For Sale	399	526	1,265

Vacant Units Seasonal	101	192	541
Vacant Units Vacant Other	244	313	888

Rent

Median Rent (\$)	673	708	770
Rent less than \$250	527	612	1,348
Rent \$250-\$499	1,381	1,541	4,055
Rent \$500-\$749	1,951	2,213	6,306
Rent \$750-\$999	2,120	2,694	9,564
Rent \$1,000-\$1,249	413	787	2,501
Rent \$1,250-\$1,499	85	111	390
Rent \$1,500-\$1,999	0	0	421
Rent \$2,000+	32	32	392
No Cash Rent	392	434	1,140

Mortgage

Any Mortgage	14,011	23,957	63,731
No Mortgage	4,910	7,248	20,201

Owner Occupied Home Value

Median Value (\$)	138,413	159,556	157,540
Less than \$20,000	119	219	555
\$20,000-\$39,999	143	239	571
\$40,000-\$59,999	466	576	1,059
\$60,000-\$79,999	953	1,110	1,305
\$80,000-\$99,999	3,719	3,973	9,960
\$100,000-\$124,999	2,562	2,887	12,152
\$125,000-\$149,999	2,793	4,523	12,326
\$150,000-\$174,999	2,408	5,430	13,388
\$175,000-\$199,999	2,566	4,579	12,241
\$200,000-\$249,999	1,084	2,431	4,886
\$250,000-\$299,999	1,029	2,171	6,822
\$300,000-\$399,999	335	872	2,068
\$400,000-\$499,999	493	1,380	3,915
\$500,000-\$749,999	94	360	922
\$750,000-\$999,999	72	255	1,309
More than \$1,000,000	85	200	453

Year Built

Median Year Built	1962	1972	1972
Built 1999 or Later	4,303	8,193	21,359
Built 1995 to 1998	1,297	2,949	7,268
Built 1990 to 1994	1,266	2,869	7,459
Built 1980 to 1989	1,749	3,432	10,206
Built 1970 to 1979	2,523	4,845	15,342
Built 1960 to 1969	3,278	4,294	14,651
Built 1950 to 1959	3,883	4,490	13,446
Built 1940 to 1949	2,640	2,953	7,120
Built 1939 or Earlier	6,170	7,232	17,762

Year Moved In

Median Year Moved In	1998	1998	1998
Year Moved in 1999 or Later	15,115	23,761	65,847

Year Moved in 1995 to 1998	3,425	5,069	14,438
Year Moved in 1990 to 1994	2,054	3,237	8,998
Year Moved in 1980 to 1989	2,164	3,289	9,167
Year Moved in 1970 to 1979	1,291	2,045	5,291
Year Moved in 1969 or Earlier	1,773	2,228	6,308

DETAILED INCOME CHARACTERISTICS

Total Household Income (\$)	1,585,094,401	2,711,956,655	7,660,106,191
Median Household Income (\$)	51,166	58,129	57,754
Average Household Income (\$)	61,385	68,434	69,606
Per Capita Household Income (\$)	23,730	25,988	27,300
Household High Income Average (\$)	347,211	345,543	331,732

Households By Income

Less than \$15,000	2,935	3,691	9,501
\$15,000 to \$24,999	2,588	3,242	9,504
\$25,000 to \$34,999	2,887	3,864	11,236
\$35,000 to \$49,999	4,236	6,080	17,086
\$50,000 to \$74,999	5,680	9,034	24,818
\$75,000 to \$99,999	3,710	6,413	17,353
\$100,000 to \$124,999	1,913	3,586	9,581
\$125,000 to \$149,999	898	1,726	4,555
\$150,000 to \$199,999	519	1,021	2,981
\$200,000 and Over	456	972	3,434

DETAILED EMPLOYMENT CHARACTERISTICS

Labor Force Characteristics (Pop 16+)

Employment Potential	50,327	78,512	213,086
Civilian Total	32,243	52,096	141,215
Civilian Males	16,922	27,754	74,788
Civilian Females	15,321	24,342	66,427
Armed Forces Male	16	33	65
Armed Forces Female	0	0	7
Unemployed Males	910	1,176	2,842
Unemployed Female	766	1,051	2,459
Not in the Labor Force Male	6,313	9,572	25,858
Not in the Labor Force Female	10,079	14,584	40,640

Industry (Pop 16+)

Agriculture, Forestry, Fishing and Hunting, and Mining	164	349	1,057
Construction	2,155	3,761	9,958
Manufacturing	9,721	15,133	37,103
Wholesale Trade	829	1,666	4,757
Retail Trade	3,034	4,814	13,739
Transportation and Wareand Utilities	1,357	2,232	6,976
Information	422	709	2,430
Finance, Insurance, Real Estate and Rental and Leasing	1,323	2,367	6,937
Professional, Scientific, Management, Administrative, etc.	1,979	3,088	9,374
Educational, Health and Social Services	6,527	10,666	29,690
Arts, Entertainment, Accommodation and Food Services, etc.	2,552	3,737	9,240
Other Services	1,442	2,485	6,606
Public Administration	738	1,089	3,348

Occupation (Pop 16+)			
Management, Business, and Financial Operations	3,541	6,484	18,398
Professional and Related	5,464	9,238	26,333
Sales and Office	7,478	12,462	34,938
Service	4,573	6,796	17,410
Farming, Fishing, and Forestry	32	81	286
Construction, Extraction, and Maintenance	2,971	5,254	13,651
Production, Transportation, and Material Moving	8,184	11,781	30,199
General Employment Characteristics (Pop 16+)			
White Collar	16,483	28,184	79,669
Blue Collar	11,155	17,035	43,850
Private for-Profit Wage and Salary Workers	25,369	41,065	110,603
Private Not-for-Profit Wage and Salary Workers	2,585	4,073	11,352
Local Government Workers	1,960	3,044	8,385
State Government Workers	662	1,025	2,798
Federal Government Workers	214	326	1,071
Self-Employed Workers in Own Not Incorporated Business	1,405	2,456	6,788
Unpaid Family Workers	48	107	218
Transportation to Work (Empl 16+)			
Car, Truck, Van	30,166	49,116	132,958
Public Transportation	190	249	900
Other Transportation	1,107	1,289	2,964
Work at Home	780	1,442	4,393
Travel Time to Work (Empl 16+)			
Less than 15 Min	11,887	16,536	47,386
15-29 Min	11,362	21,140	56,853
30-59 Min	6,672	10,464	24,104
60+ Min	1,542	2,514	8,479
DETAILED EDUCATION CHARACTERISTICS			
Education Enrollment (Pop 3+)			
Public Preprimary	626	961	2,670
Private Preprimary	516	899	2,962
Public School	13,256	21,041	50,270
Private School	1,444	2,391	10,069
Public College	1,821	2,862	8,242
Private College	1,391	1,886	3,348
Not Enrolled in School	44,776	69,789	191,024
Education Attainment (Pop 25+)			
Less Than High School	6,894	9,525	23,443
High School	14,988	22,626	61,071
Some College	9,875	16,484	44,304
Associate Degree	2,585	4,483	12,660
College	4,792	8,354	25,355
Graduate Degree	2,430	4,267	13,410

DETAILED FAMILY CHARACTERISTICS

Families By Size

Median Size	3.34	3.34	3.27
1 Person	0	0	0
2 Person	7,674	12,403	34,098
3 Person	4,076	6,460	17,111
4 Person	3,930	6,467	16,462
5 Person	1,657	2,714	7,054
6 Person	505	787	2,009
7 or More Person	258	356	831

Families By Age

Median Age	46.5	46.9	47.1
Aged Under 25 Years	718	880	2,475
Aged 25 to 34 Years	2,804	4,062	11,418
Aged 35 to 44 Years	4,868	8,118	20,664
Aged 45 to 54 Years	4,542	7,905	20,303
Aged 55 to 64 Years	2,521	4,353	11,441
Aged 65 to 74 Years	1,563	2,371	6,902
Aged 75 Years and Over	1,084	1,498	4,362

Family Income Characteristics

Total Family Income(\$)	1,304,789,336	2,308,907,341	6,367,428,065
Median Income (\$)	62,922	68,450	69,601
Average Income (\$)	72,088	79,107	82,092
Per Capita Income (\$)	23,245	25,606	26,883
High Income Average (\$)	353,265	350,017	332,239

Families By Income

Less than \$15,000	876	1,079	2,533
\$15,000 to \$24,999	1,076	1,341	3,484
\$25,000 to \$34,999	1,608	2,185	5,707
\$35,000 to \$49,999	3,088	4,508	11,543
\$50,000 to \$74,999	4,647	7,426	19,789
\$75,000 to \$99,999	3,401	5,905	15,638
\$100,000 to \$124,999	1,746	3,347	8,829
\$125,000 to \$149,999	801	1,588	4,175
\$150,000 to \$199,999	466	935	2,739
\$200,000 and Over	391	873	3,128

DETAILED NON-FAMILY CHARACTERISTICS

Non-Families By Size

Median Size	1.60	1.61	1.61
1 Person	6,441	8,599	26,728
2 Person	1,049	1,509	4,829
3 Person	138	210	617
4 Person	63	84	212
5 Person	23	28	70
6 Person	6	9	20
7 or More Person	2	3	8

Non-Families By Age

Median Age	53.1	52.6	52.0
Aged Under 25 Years	502	668	2,498
Aged 25 to 34 Years	854	1,190	4,192

Aged 35 to 44 Years	1,201	1,644	4,945
Aged 45 to 54 Years	1,615	2,254	6,544
Aged 55 to 64 Years	1,101	1,540	4,519
Aged 65 to 74 Years	986	1,327	3,842
Aged 75 Years and Over	1,463	1,819	5,944

Non-Family Income Characteristics

Total Income (\$)	279,662,735	402,562,174	1,291,859,085
Median Income (\$)	27,267	29,217	30,885
Average Income (\$)	36,216	38,552	39,769
Per Capita Income (\$)	1,743,312	2,571,594	7,599,776
High Income Average (\$)	300,914	301,178	323,877

Non-Families By Income

Less than \$15,000	2,059	2,612	6,968
\$15,000 to \$24,999	1,512	1,901	6,020
\$25,000 to \$34,999	1,279	1,679	5,529
\$35,000 to \$49,999	1,148	1,572	5,543
\$50,000 to \$74,999	1,033	1,608	5,029
\$75,000 to \$99,999	309	508	1,715
\$100,000 to \$124,999	167	239	752
\$125,000 to \$149,999	97	138	380
\$150,000 to \$199,999	53	86	242
\$200,000 and Over	65	99	306

RETAIL SALES (\$000)

Total Retail Sales (including Food Services)	328,630	1,261,680	3,573,266
Motor Vehicles Store Sales	60,969	280,311	740,003
Home Furnishings Store Sales	3,270	20,263	69,663
Electrical and Appliances Store Sales	0	8,264	39,188
Building Materials and Garden Store Sales	9,191	118,586	406,614
Food and Beverage Store Sales	18,678	100,797	334,883
Health and Personal Care Store Sales	17,329	85,006	269,780
Gasoline Stations Store Sales	133,572	213,896	456,738
Clothing and Accessories Store Sales	2,456	12,204	56,350
Sporting Goods Store Sales	301	11,031	50,938
General Merchandise Store Sales	2,202	216,417	662,380
Miscellaneous Store Sales	3,600	31,806	83,410
Nonstore Purchases Sales	3,186	44,898	73,929
Food Services	73,876	118,201	329,390

COST OF LIVING

All Items - CPI (1982-84)	188.0	188.0	188.0
Apparel CPI	121.0	121.0	121.0
Education and Communications CPI	111.0	111.0	111.0
Food and Beverages CPI	187.0	187.0	187.0
Other Goods and Services CPI	307.0	307.0	307.0
Housing CPI	188.0	188.0	188.0
Medical Care CPI	313.0	313.0	313.0
Recreation CPI	107.0	107.0	107.0
Transportation CPI	163.0	163.0	163.0

EMPLOYMENT CHARACTERISTICS

Employees, Total (by Place of Work)	8,804	30,421	93,504
Establishments, Total (by Place of Work)	728	2,026	5,649
Employees by Industry			
FORESTRY, FISHING, HUNTING, AND AGRICULTURE SUPPORT	15	19	34
MINING	5	43	63
UTILITIES	0	307	344
CONSTRUCTION	510	1,424	5,378
MANUFACTURING	2,709	7,793	22,115
WHOLESALE TRADE	337	2,126	6,041
RETAIL TRADE	677	3,812	11,788
TRANSPORTATION & WAREHOUSING	281	589	1,644
INFORMATION	22	271	2,657
FINANCE & INSURANCE	381	799	3,575
REAL ESTATE & RENTAL & LEASING	22	272	781
PROFESSIONAL, SCIENTIFIC & TECHNICAL SERVICES	233	588	2,849
MANAGEMENT OF COMPANIES & ENTERPRISES	39	736	1,418
ADMIN, SUPPORT, WASTE MGT, REMEDIATION SERVICES	253	1,608	5,301
EDUCATIONAL SERVICES	9	2,358	2,932
HEALTH CARE AND SOCIAL ASSISTANCE	579	3,025	12,551
ARTS, ENTERTAINMENT & RECREATION	49	275	1,283
ACCOMMODATION & FOOD SERVICES	1,977	2,940	8,332
OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)	706	1,436	4,418
Establishments by Industries			
FORESTRY, FISHING, HUNTING, AND AGRICULTURE SUPPORT	2	3	7
MINING	2	11	16
UTILITIES	0	10	12
CONSTRUCTION	102	249	670
MANUFACTURING	58	217	491
WHOLESALE TRADE	23	107	279
RETAIL TRADE	83	303	838
TRANSPORTATION & WAREHOUSING	12	55	144
INFORMATION	3	20	77
FINANCE & INSURANCE	40	106	351
REAL ESTATE & RENTAL & LEASING	7	48	171
PROFESSIONAL, SCIENTIFIC & TECHNICAL SERVICES	57	133	467
MANAGEMENT OF COMPANIES & ENTERPRISES	3	12	33
ADMIN, SUPPORT, WASTE MGT, REMEDIATION SERVICES	34	99	275
EDUCATIONAL SERVICES	2	12	34
HEALTH CARE AND SOCIAL ASSISTANCE	36	149	513
ARTS, ENTERTAINMENT & RECREATION	10	32	96
ACCOMMODATION & FOOD SERVICES	131	205	528
OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)	123	255	647
CONSUMER EXPENDITURES (\$000)			
Total Consumer Expenditures	1,242,472.8	1,995,681.2	5,499,944.6
Food	157,661.6	250,832.5	690,678.1
Food at home	87,638.5	138,536.2	381,230.3
Cereals and bakery products	11,838.4	18,707.5	51,466.2
Dairy products	10,064.2	15,902.4	43,732.3
Fruits and vegetables	14,595.7	23,099.9	63,673.4
Nonalcoholic beverages	8,045.2	12,692.9	34,922.9

Food prep (consumed out of town)	1,117.4	1,815.8	4,995.5
Food away from home	70,055.3	112,356.1	309,492.6
Food on out-of-town trips	6,399.2	10,471.3	28,801.5
Alcoholic beverages	11,115.4	17,748.1	49,062.3
Housing	405,802.2	647,847.5	1,785,849.6
Household operations	21,947.2	35,469.1	97,206.8
Housekeeping services	2,335.1	3,854.8	10,634.4
Household furnishings and equip	47,152.6	76,533.3	210,579.2
Household textiles	3,549.0	5,664.4	15,557.7
Furniture	12,623.3	20,550.8	56,620.9
Floor coverings	1,476.9	2,431.6	6,645.7
Major appliances	6,012.4	9,788.7	26,863.4
Small appliances	665.8	1,055.9	2,916.6
Miscellaneous household equip	20,722.9	33,566.5	92,334.8
Apparel and services	49,519.8	79,090.6	217,854.7
Men and boys	11,662.6	18,649.0	51,235.3
Men, 16 and over	9,123.1	14,646.7	40,363.9
Boys, 2 to 15	2,621.1	4,150.8	11,230.8
Women's and girls	19,816.8	31,701.2	87,323.0
Women, 16 and over	16,513.3	26,443.7	73,049.1
Girls 2 to 15	3,430.6	5,489.5	14,837.9
Children under 2	2,258.0	3,581.8	9,796.8
Footwear	8,338.9	13,061.2	35,985.1
Other apparel products and services	7,451.1	12,106.4	33,440.1
Transportation	225,923.5	362,831.9	999,339.6
Vehicle purchases (net outlay)	96,862.5	156,379.7	430,230.5
Gasoline and motor oil	54,175.1	86,099.8	237,064.0
Other vehicle expenses	63,026.7	101,018.3	278,559.5
Public transportation	11,731.6	19,143.7	52,841.3
Health Care	70,908.8	111,418.7	307,710.1
Health insurance	36,168.7	56,626.3	156,549.7
Medical services	18,235.9	29,077.8	80,076.6
Drugs	13,693.0	21,277.6	58,980.2
Medical supplies	2,825.3	4,489.6	12,367.0
Entertainment	64,422.1	104,115.4	286,662.4
Fees and admissions	15,647.8	25,698.7	70,512.0
Television, radios, sound equip	23,684.4	37,603.5	103,744.1
Pets, toys, and playground equip	11,399.9	18,351.8	50,436.8
Other entertainment supplies	13,584.3	22,423.8	62,055.9
Personal care products, services	14,389.7	23,019.8	63,578.1
Reading	3,360.7	5,373.3	14,838.0
Education	24,061.8	39,217.5	107,589.1
Tobacco products, supplies	8,319.8	12,865.9	35,511.1
Cash contributions	44,128.0	71,701.7	199,526.0
Personal insurance and pensions	143,247.9	237,446.6	655,656.1

EASI DEMOGRAPHIC PROFILES

Above Average Education	85	91	96
Apartments (20 or more units)	90	85	90
Available Renting Units	98	85	91
Pre-School	121	114	112
Below Average Education	93	83	78
Blue Collar Employment	155	150	143

Born in America	113	118	119
Expensive Homes	90	94	93
Few Teens	81	68	82
House for Sale	104	98	95
In the Armed Forces	93	95	95
Large Families	97	96	89
Long Time Residents	104	87	90
Lots of Cars	110	124	115
Median Age	91	98	100
Median Income	113	130	131
No Cars	87	67	70
Not in Labor Force	78	69	71
Old and Rich Households	98	105	103
Old Homes	113	100	91
New Homes	106	125	121
Recent Movers	103	106	110
Retired	95	80	89
Service Employment	96	91	85
Subway or Bus to Work	70	69	77
Trailer Park City	80	87	84
Unattached and Available	95	85	91
Unemployed	115	105	99
Very Asian	95	96	94
Very Rich Asians	93	95	99
Very Rich Blacks	100	99	97
Very Rich Families	93	106	103
Very Rich Hispanics	95	94	96
Very Rich Households	89	102	102
Very Rich Non-Families	98	99	104
Very Rich Whites	89	103	105
Very Spanish	104	93	92
Work at Home	86	95	102
Young and Rich Households	108	112	103
EASI SALES POTENTIALS			
Culture Index	98	100	101
Amusement Index	99	102	104
Restaurant Index	114	111	106
Medical Index	92	95	99
Religion Index	113	108	106
Education Index	98	100	100
Bargain Seekers Market	108	91	93
Higher Priced Product Market	116	128	128
Luxury Priced Product Market	91	105	108
Mortality Index (All Causes)	96	82	91
EASI QUALITY OF LIFE			
EASI Quality of Life Index (US Avg=100)	56	58	58
Crime			
EASI Total Crime Index (US Avg=100; A=High)	74	72	78
Murder Index (US Avg=100; A=High)	74	73	80
Forcible Rape Index (US Avg=100; A=High)	103	109	113

Forcible Robbery Index (US Avg=100; A=High)	101	90	74
Aggravated Assault Index (US Avg=100; A=High)	47	51	66
Burglary Index (US Avg=100; A=High)	91	77	84
Larceny Index (US Avg=100; A=High)	118	104	115
Motor Vehicle Theft Index (US Avg=100; A=High)	65	64	67
Weather			
EASI Weather Index (US Avg=100)	20	19	19
Earthquake Movements (Land Movement Probability) Index	0.00	0.00	0.00
Annual Maximum Average Temperature (Degrees)	57	57	57
Annual Minimum Average Temperature (Degrees)	36	36	37
Annual Average Temperature (Degrees)	45.9	45.9	46.4
Annual Heating Degree Days (Tot Degrees < 65)	7,340	7,357	7,243
Annual Cooling Degree Days (Tot Degrees > 65)	588	582	603
Percent of Possible Sunshine	53	53	53
Mean Sky Cover (Sunrise to Sunset - Out of 10)	7	7	7
Mean Number of Days Clear (Out of 365 Days)	91	91	90
Mean Number of Days Rain (Out of 365 Days)	119	119	120
Mean Number of Days Snow (Of 365 Days)	12	12	12
BLOCK GROUP COUNT	54	76	214

Footnotes:

Easy Analytic Software, Inc. (EASI) is the source of all updated estimates. All other data are derived from the US Census and other official government sources.

All estimates are as of 1/1/2007 unless otherwise stated.