

# 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
<b>Square Miles</b>	113.412189	242.352350	771.038574
<b>Population Density</b>	589.0	430.6	363.9

### POPULATION BY YEAR

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

### HOUSEHOLDS BY YEAR

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

### GENERAL FAMILY CHARACTERISTICS

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

#### Married Families Characteristics

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

#### Other Families Characteristics

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

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

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

**DETAILED POPULATION CHARACTERISTICS**

**Density**

<b>Urban</b>	60,571	86,100	241,260
<b>Rural</b>	6,225	18,253	39,330

**Gender**

<b>Male</b>	32,930	51,976	138,704
<b>Female</b>	33,866	52,377	141,886

**Age**

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

**Male Population By Age**

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

**Female Population By Age**

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

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

**Race/Ethnicity**

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

**Marital Status (Pop 15+)**

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

**Primary Language (Pop 5+)**

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

**Citizenship**

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

**Group Quarters**

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

**DETAILED HOUSEHOLD CHARACTERISTICS**

<b>Household, Average Size</b>	2.52	2.59	2.50
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**Race/Ethnicity**

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

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

**Household by Age of Head**

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

**Household by Size**

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

**Household by Vehicles**

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

**DETAILED HOUSING UNITS CHARACTERISTICS**

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

<b>Vacant Units Seasonal</b>	101	192	541
<b>Vacant Units Vacant Other</b>	244	313	888

**Rent**

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

**Mortgage**

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

**Owner Occupied Home Value**

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

**Year Built**

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

**Year Moved In**

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

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

**DETAILED INCOME CHARACTERISTICS**

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

**Households By Income**

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

**DETAILED EMPLOYMENT CHARACTERISTICS**

**Labor Force Characteristics (Pop 16+)**

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

**Industry (Pop 16+)**

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

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

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

**Families By Age**

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

**Family Income Characteristics**

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

**Families By Income**

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

**DETAILED NON-FAMILY CHARACTERISTICS**

**Non-Families By Size**

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

**Non-Families By Age**

<b>Median Age</b>	53.1	52.6	52.0
<b>Aged Under 25 Years</b>	502	668	2,498
<b>Aged 25 to 34 Years</b>	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**

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

**Non-Families By Income**

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

**RETAIL SALES (\$000)**

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

**COST OF LIVING**

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

**EMPLOYMENT CHARACTERISTICS**

<b>Employees, Total (by Place of Work)</b>	8,804	30,421	93,504
<b>Establishments, Total (by Place of Work)</b>	728	2,026	5,649

**Employees by Industry**

<b>FORESTRY, FISHING, HUNTING, AND AGRICULTURE SUPPORT</b>	15	19	34
<b>MINING</b>	5	43	63
<b>UTILITIES</b>	0	307	344
<b>CONSTRUCTION</b>	510	1,424	5,378
<b>MANUFACTURING</b>	2,709	7,793	22,115
<b>WHOLESALE TRADE</b>	337	2,126	6,041
<b>RETAIL TRADE</b>	677	3,812	11,788
<b>TRANSPORTATION &amp; WAREHOUSING</b>	281	589	1,644
<b>INFORMATION</b>	22	271	2,657
<b>FINANCE &amp; INSURANCE</b>	381	799	3,575
<b>REAL ESTATE &amp; RENTAL &amp; LEASING</b>	22	272	781
<b>PROFESSIONAL, SCIENTIFIC &amp; TECHNICAL SERVICES</b>	233	588	2,849
<b>MANAGEMENT OF COMPANIES &amp; ENTERPRISES</b>	39	736	1,418
<b>ADMIN, SUPPORT, WASTE MGT, REMEDIATION SERVICES</b>	253	1,608	5,301
<b>EDUCATIONAL SERVICES</b>	9	2,358	2,932
<b>HEALTH CARE AND SOCIAL ASSISTANCE</b>	579	3,025	12,551
<b>ARTS, ENTERTAINMENT &amp; RECREATION</b>	49	275	1,283
<b>ACCOMMODATION &amp; FOOD SERVICES</b>	1,977	2,940	8,332
<b>OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)</b>	706	1,436	4,418

**Establishments by Industries**

<b>FORESTRY, FISHING, HUNTING, AND AGRICULTURE SUPPORT</b>	2	3	7
<b>MINING</b>	2	11	16
<b>UTILITIES</b>	0	10	12
<b>CONSTRUCTION</b>	102	249	670
<b>MANUFACTURING</b>	58	217	491
<b>WHOLESALE TRADE</b>	23	107	279
<b>RETAIL TRADE</b>	83	303	838
<b>TRANSPORTATION &amp; WAREHOUSING</b>	12	55	144
<b>INFORMATION</b>	3	20	77
<b>FINANCE &amp; INSURANCE</b>	40	106	351
<b>REAL ESTATE &amp; RENTAL &amp; LEASING</b>	7	48	171
<b>PROFESSIONAL, SCIENTIFIC &amp; TECHNICAL SERVICES</b>	57	133	467
<b>MANAGEMENT OF COMPANIES &amp; ENTERPRISES</b>	3	12	33
<b>ADMIN, SUPPORT, WASTE MGT, REMEDIATION SERVICES</b>	34	99	275
<b>EDUCATIONAL SERVICES</b>	2	12	34
<b>HEALTH CARE AND SOCIAL ASSISTANCE</b>	36	149	513
<b>ARTS, ENTERTAINMENT &amp; RECREATION</b>	10	32	96
<b>ACCOMMODATION &amp; FOOD SERVICES</b>	131	205	528
<b>OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)</b>	123	255	647

**CONSUMER EXPENDITURES (\$000)**

<b>Total Consumer Expenditures</b>	1,242,472.8	1,995,681.2	5,499,944.6
<b>Food</b>	157,661.6	250,832.5	690,678.1
<b>Food at home</b>	87,638.5	138,536.2	381,230.3
<b>Cereals and bakery products</b>	11,838.4	18,707.5	51,466.2
<b>Dairy products</b>	10,064.2	15,902.4	43,732.3
<b>Fruits and vegetables</b>	14,595.7	23,099.9	63,673.4
<b>Nonalcoholic beverages</b>	8,045.2	12,692.9	34,922.9

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

#### EASI DEMOGRAPHIC PROFILES

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

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

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