



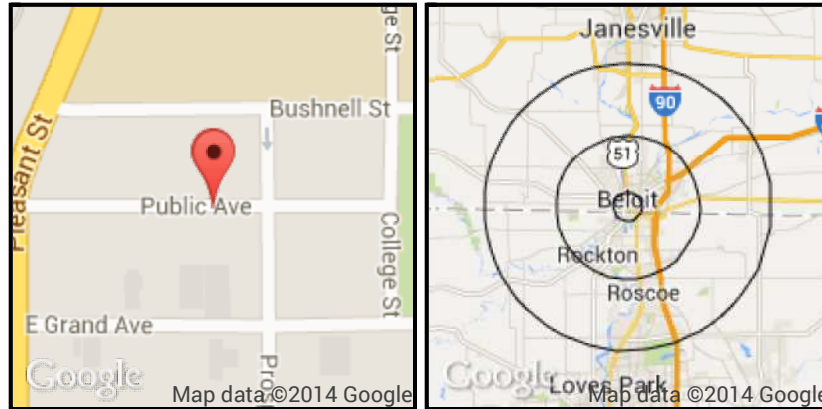
EASI Updated Site Selection Reports & Analysis Professional Complete Report

Location: City Center

Address: 500 Public Ave., Beloit, WI 53511

Latitude: 42° : 30' : 02"

Longitude: -89° : 01' : 53"



Description	1 Miles	5 Miles	10 Miles
Square Miles	2.998407	87.904818	311.738164
Population Density	3,056.0	780.7	367.3

POPULATION BY YEAR

Population (4/1/1990)	9,604	56,522	85,879
Population (4/1/2000)	9,650	62,122	100,745
Population (4/1/2010)	9,121	68,606	114,827
Population (1/1/2014)	9,163	68,624	114,507
Population (1/1/2019)	9,329	69,845	116,357
Growth (2014/2010)	0.46	0.03	-0.28
Forecast (2019/2014)	1.81	1.78	1.62

HOUSEHOLDS BY YEAR

Households (4/1/1990)	3,598	21,291	31,118
Households (4/1/2000)	3,398	23,402	37,269
Households (4/1/2010)	3,084	25,903	43,093
Households (1/1/2014)	3,091	25,871	42,919
Households (1/1/2019)	3,164	26,384	43,675
Growth (2014/2010)	0.23	-0.12	-0.40
Forecast (2019/2014)	2.36	1.98	1.76

GENERAL FAMILY AND POPULATION TOTALS

Population (1/1/2014)	9,163	68,624	114,507
Family Population	6,169	56,469	96,946
Non-Family Population	1,760	10,511	15,667
Total Group Quarters Population	1,234	1,644	1,894

HOUSEHOLDS BY FAMILY TYPE

Households (1/1/2014)	3,091	25,871	42,919
Total Families	1,724	17,397	30,355
Total Non Family Households	1,367	8,474	12,564
FAMILIES BY FAMILY TYPE			
Total Families	1,724	17,397	30,355
Total Married Families	896	11,733	22,175
Total Other Families	828	5,664	8,180
MARRIED FAMILIES BY FAMILY TYPE			
Total Married Families	896	11,733	22,175
Married Families Children Under 18	442	4,899	8,985
Married Families No Children Under 18	454	6,834	13,190
OTHER FAMILIES BY FAMILY TYPE			
Total Other Families	828	5,664	8,180
Male Householder, No Wife Present	207	1,499	2,386
Female Householder, No Husband Present	621	4,165	5,794
OTHER MALE FAMILIES BY FAMILY TYPE			
Male Householder, No Wife Present	207	1,499	2,386
Male Householder, No Wife Present with Children Under 18	126	925	1,461
Male Householder, No Wife Present with No Children Under 18	81	574	925
OTHER FEMALE FAMILIES BY FAMILY TYPE			
Female Householder, No Husband Present	621	4,165	5,794
Female Householder, No Husband Present with Children Under 18	491	3,114	4,227
Female Householder, No Husband Present with No Children Under 18	130	1,051	1,567
NON FAMILY HOUSEHOLDS BY GENDER			
Total Non Family Households	1,367	8,474	12,564
Non Family Male Householder, People Under 18 Present	12	98	161
Non Family Male Householder, No People Under 18 Present	650	3,971	6,220
Non Family Female Householder, People Under 18 Present	4	24	33
Non Family Female Householder, No People Under 18 Present	701	4,381	6,150
DETAILED POPULATION CHARACTERISTICS			
Urban	9,163	65,077	98,259
Rural	0	3,547	16,248
Gender			
Male	4,489	33,156	56,139
Female	4,674	35,468	58,368
Poverty			
Population, In Poverty	2,731	11,661	14,796
Veterans			
Population, Veterans	331	4,295	7,435
Age			
Median Age	27.4	36.2	38.1
Aged 0 to 5 Years	799	5,645	8,798
Aged 6 to 11 Years	755	6,186	10,105
Aged 12 to17 Years	725	6,241	10,478

Aged 18 to 24 Years	2,012	6,717	10,004
Aged 25 to 34 Years	1,200	8,533	13,397
Aged 35 to 44 Years	995	8,384	14,560
Aged 45 to 54 Years	1,067	9,711	17,491
Aged 55 to 64 Years	846	8,235	14,933
Aged 65 to 74 Years	420	4,785	8,598
Aged 75 to 84 Years	247	2,818	4,312
Aged 85 Years and Older	97	1,369	1,831

Male Population By Age

Median Age	26.8	35.2	37.4
Aged 0 to 5 Years	437	2,903	4,481
Aged 6 to 11 Years	397	3,097	5,108
Aged 12 to 17 Years	379	3,086	5,262
Aged 18 to 24 Years	926	3,261	4,956
Aged 25 to 34 Years	593	4,158	6,551
Aged 35 to 44 Years	483	4,073	7,121
Aged 45 to 54 Years	553	4,787	8,698
Aged 55 to 64 Years	399	4,010	7,373
Aged 65 to 74 Years	190	2,175	4,077
Aged 75 to 84 Years	107	1,175	1,898
Aged 85 Years and Older	25	431	614

Female Population By Age

Median Age	28.0	37.1	38.7
Aged 0 to 5 Years	362	2,742	4,317
Aged 6 to 11 Years	358	3,089	4,997
Aged 12 to 17 Years	346	3,155	5,216
Aged 18 to 24 Years	1,086	3,456	5,048
Aged 25 to 34 Years	607	4,375	6,846
Aged 35 to 44 Years	512	4,311	7,439
Aged 45 to 54 Years	514	4,924	8,793
Aged 55 to 64 Years	447	4,225	7,560
Aged 65 to 74 Years	230	2,610	4,521
Aged 75 to 84 Years	140	1,643	2,414
Aged 85 Years and Older	72	938	1,217

POPULATION BY RACE

White Alone	5,896	54,473	96,788
Black Alone	1,483	5,943	6,905
Asian Alone	180	854	1,629
American Indian and Alaska Native Alone	80	275	358
Other Race Alone	918	4,200	5,071
Two or More Races	606	2,879	3,756

POPULATION BY ETHNICITY

Hispanic	1,941	8,949	11,222
White Non-Hispanic	5,124	50,459	91,430

Median Age by Race

White Median Age	30.3	39.8	40.9
Black Median Age	30.5	30.7	30.5
Asian Median Age	22.9	32.4	33.3
American Indian and Alaska Native Median Age	0.0	0.0	0.0
Other Race Median Age	0.0	0.0	0.0

Two or More Races Median Age	9.8	11.3	10.2
Median Age by Ethnicity			
Hispanic Median Age	21.7	21.5	21.6
White Non Hispanic Median Age	32.2	41.6	42.3
Marital Status (Pop 15+)			
Males Never Married	1,822	8,899	14,199
Males Married	1,158	12,980	23,691
Males Widowed	21	660	995
Males Divorced	473	3,088	5,046
Females Never Married	1,894	8,208	12,561
Females Married	1,039	13,390	24,394
Females Widowed	220	2,394	3,520
Females Divorced	618	4,032	5,947
Males Currently Married (Pop 15+)			
Males Married	1,158	12,980	23,691
Males Married and Together	1,107	12,228	22,656
Males Married and Separated	21	223	369
Males Married and Absent	30	529	666
Females Currently Married (Pop 15+)			
Females Married	1,039	13,390	24,394
Females Married and Together	868	12,243	22,615
Females Married and Separated	36	563	993
Females Married and Absent	135	584	786
Primary Language (Pop 5+)			
Speaks English	6,765	56,256	97,018
Speaks Spanish	1,524	6,490	7,834
Speaks Other Indo-European Languages	43	543	1,507
Speaks Asian or Pacific Island Language	118	599	844
Speaks Other Language	26	69	95
Citizenship			
Native	8,306	64,710	108,573
Foreign Born - Naturalized	249	1,367	2,412
Foreign Born - Not a Citizen	608	2,547	3,522
Group Quarters			
Total Group Quarters	1,234	1,644	1,894
Institutional Group Quarters	0	362	584
Non-Institutional Group Quarters	1,234	1,282	1,310
DETAILED HOUSEHOLD CHARACTERISTICS			
Household, Average Size	2.57	2.59	2.62
HOUSEHOLDS BY RACE			
White	2,155	21,891	38,101
Black	549	2,217	2,508
Asian	29	209	384
American Indian and Alaska Native	40	94	122
Other Race	223	1,022	1,218
Two or More Races	95	438	586

HOUSEHOLDS BY ETHNICITY

Hispanic	407	1,892	2,398
White Non-Hispanic	1,871	20,374	36,095

Household by Age of Head

Median Age	48.6	51.8	52.2
Aged Under 25 Years	239	1,052	1,343
Aged 25 to 34 Years	537	3,642	5,507
Aged 35 to 44 Years	523	4,425	7,513
Aged 45 to 54 Years	680	5,596	9,797
Aged 55 to 64 Years	538	4,956	8,762
Aged 65 to 74 Years	272	3,047	5,493
Aged 75 to 84 Years	214	2,167	3,236
Aged 85 Years and Over	88	986	1,268

Household by Size

Median Size	2.6	2.7	2.8
1 Person	1,119	7,007	10,248
2 Person	773	8,275	14,578
3 Person	418	4,124	7,213
4 Person	354	3,627	6,393
5 Person	231	1,760	2,863
6 Person	108	627	977
7 or More Person	88	451	647

Household by Vehicles

Median Vehicles	2.0	2.3	2.4
No Vehicles	506	1,852	2,269
1 Vehicle	1,055	8,360	12,162
2 Vehicles	989	10,380	18,528
3 Vehicles	417	3,857	7,014
4+ Vehicles	124	1,422	2,946

HOUSING UNITS BY OCCUPANCY

Total Units	3,566	27,950	46,068
Occupied Units	3,091	25,871	42,919
Vacant Units	475	2,079	3,149

HOUSING UNITS BY TENURE

Housing, Occupied Units	3,091	25,871	42,919
Housing, Owner Occupied	1,266	17,217	31,467
Housing, Renter Occupied	1,825	8,654	11,452

HOUSING UNITS BY VACANCY TYPE

Housing, Vacant Units	475	2,079	3,149
Housing, Vacant Units For Rent	180	646	859
Housing, Vacant Units Rented, Not Occupied	16	44	59
Housing, Vacant Units For Sale	56	567	893
Housing, Vacant Units Sold, Not Occupied	13	49	83
Housing, Vacant Units Seasonal, Recreational, or Occasional Use	13	113	198
Housing, Vacant Units For Migrant Workers	0	0	0
Housing, Vacant Units Vacant Other	197	660	1,057

OCCUPIED HOUSING STRUCTURES

Housing, Occupied Units	3,091	25,871	42,919
Housing, Occupied Structure with 1 Unit Detached	2,350	21,371	35,999
Housing, Occupied Structure with 1 Unit Attached	74	1,118	1,470
Housing, Occupied Structure with 2 Units	312	1,384	1,681
Housing, Occupied Structure with 3-4 Units	225	657	1,834
Housing, Occupied Structure with 5-9 Units	111	841	1,298
Housing, Occupied Structure with 10-19 Units	66	617	639
Housing, Occupied Structure with 20-49 Units	175	670	762
Housing, Occupied Structure with 50+ Units	240	680	702
Housing, Occupied Structure Trailer	13	612	1,683
Housing, Occupied Structure Other	0	0	0

OWNER OCCUPIED HOUSEHOLDS BY MORTGAGE

Housing, Owner Occupied	1,266	17,217	31,467
Housing, Owner Households, With Mortgage Any	918	12,430	22,892
Housing, Owner Households, With No Mortgage	348	4,787	8,575

OWNER OCCUPIED HOUSEHOLDS BY HOME VALUE

Housing, Owner Occupied	1,266	17,217	31,467
Housing, Median Value Owner Households (\$)	80,645	114,502	136,304
Housing, Owner Households Valued Less than \$10,000	0	247	498
Housing, Owner Households Valued \$10,000-\$14,999	0	247	412
Housing, Owner Households Valued \$15,000-\$19,999	9	312	461
Housing, Owner Households Valued \$20,000-\$24,999	25	105	155
Housing, Owner Households Valued \$25,000-\$29,999	0	67	100
Housing, Owner Households Valued \$30,000-\$34,999	15	110	150
Housing, Owner Households Valued \$35,000-\$39,999	0	107	107
Housing, Owner Households Valued \$40,000-\$49,999	66	290	421
Housing, Owner Households Valued \$50,000-\$59,999	142	763	894
Housing, Owner Households Valued \$60,000-\$69,999	194	1,148	1,314
Housing, Owner Households Valued \$70,000-\$79,999	172	1,107	1,391
Housing, Owner Households Valued \$80,000-\$89,999	155	1,566	1,895
Housing, Owner Households Valued \$90,000-\$99,999	60	1,156	1,691
Housing, Owner Households Valued \$100,000-\$124,999	158	2,385	4,278
Housing, Owner Households Valued \$125,000-\$149,999	122	2,271	4,349
Housing, Owner Households Valued \$150,000-\$174,999	34	1,965	4,304
Housing, Owner Households Valued \$175,000-\$199,999	30	1,033	2,712
Housing, Owner Households Valued \$200,000-\$249,999	22	995	2,533
Housing, Owner Households Valued \$250,000-\$299,999	40	543	1,837
Housing, Owner Households Valued \$300,000-\$399,999	19	469	1,123
Housing, Owner Households Valued \$400,000-\$499,999	0	90	348
Housing, Owner Households Valued \$500,000-\$749,999	3	172	302
Housing, Owner Households Valued \$750,000-\$999,999	0	23	39
Housing, Owner Households Valued More than \$1,000,000	0	46	153

RENTER OCCUPIED HOUSEHOLDS BY RENT VALUE

Housing, Renter Occupied	1,825	8,654	11,452
Housing, Median Rent (\$)	562	609	634
Housing, Rent less than \$250	238	697	730
Housing, Rent \$250-\$499	423	1,432	1,716
Housing, Rent \$500-\$749	989	4,626	5,602
Housing, Rent \$750-\$999	122	1,146	2,057
Housing, Rent \$1,000-\$1,249	32	294	591
Housing, Rent \$1,250-\$1,499	6	49	120
Housing, Rent \$1,500-\$1,999	0	13	39

Housing, Rent \$2,000+	0	17	39
Housing, No Cash Rent	15	380	558

HOUSING UNITS BY YEAR BUILT

Total Housing Units	3,566	27,950	46,068
Housing, Median Year Built	1939	1966	1975
Housing, Built 2010 or Later	111	735	1,132
Housing, Built 2000 to 2009	35	4,209	8,354
Housing, Built 1990 to 1999	58	2,991	7,003
Housing, Built 1980 to 1989	102	1,802	3,845
Housing, Built 1970 to 1979	346	3,423	6,358
Housing, Built 1960 to 1969	328	2,837	4,751
Housing, Built 1950 to 1959	516	4,483	5,394
Housing, Built 1940 to 1949	277	1,943	2,319
Housing, Built 1939 or Earlier	1,793	5,527	6,912

Year Moved In

Median Year Moved In	2005	2004	2004
Year Moved in 2010 or Later	966	7,868	12,710
Year Moved in 2000 to 2009	1,388	10,699	17,272
Year Moved in 1990 to 1999	384	3,453	6,380
Year Moved in 1980 to 1989	207	1,714	2,874
Year Moved in 1970 to 1979	73	1,175	2,127
Year Moved in 1969 or Earlier	73	962	1,556

HOUSEHOLDS BY TYPE OF HEATING FUEL USED

Home Heating Fuel: Utility gas	2,386	20,887	34,302
Home Heating Fuel: Bottled, tank, or LP gas	54	898	2,288
Home Heating Fuel: Electricity	599	3,460	5,168
Home Heating Fuel: Fuel oil, kerosene, etc.	13	242	368
Home Heating Fuel: Coal or coke	0	0	0
Home Heating Fuel: Wood	8	217	567
Home Heating Fuel: Solar energy	0	0	0
Home Heating Fuel: Other fuel	31	84	116
Home Heating Fuel: No fuel used	0	83	110

DETAILED INCOME CHARACTERISTICS

Total Personal Income (\$)	190,423,217	1,754,340,393	3,217,665,049
Total Household Income (\$)	183,760,303	1,736,169,057	3,188,325,136
Median Household Income (\$)	38,297	53,669	61,888
Average Household Income (\$)	59,450	67,109	74,287
Per Capita Household Income (\$)	20,782	25,565	28,100
Household High Income Average (\$)	678,454	338,223	315,585

Households By Income

Less than \$15,000	665	2,948	3,784
\$15,000 to \$24,999	422	2,758	3,784
\$25,000 to \$34,999	344	2,598	3,980
\$35,000 to \$49,999	521	3,923	5,967
\$50,000 to \$74,999	497	4,827	8,295
\$75,000 to \$99,999	218	3,619	6,647
\$100,000 to \$124,999	170	2,413	4,585
\$125,000 to \$149,999	108	1,266	2,545
\$150,000 to \$199,999	85	860	1,897
\$200,000 and Over	61	659	1,435

DETAILED EMPLOYMENT CHARACTERISTICS

Labor Force Characteristics (Pop 16+)

Employment Potential	7,123	52,610	88,574
Civilian Total	3,727	28,532	50,524
Civilian Males	1,738	14,244	25,350
Civilian Females	1,989	14,288	25,174
Armed Forces Male	0	8	15
Armed Forces Female	0	6	21
Unemployed Males	454	2,725	4,247
Unemployed Female	341	2,001	3,015
Not in the Labor Force Male	924	8,231	13,380
Not in the Labor Force Female	1,677	11,107	17,372

Industry (Pop 16+)

Total Civilian Employment	3,727	28,532	50,524
Employment, Agriculture, Forestry, Fishing and Hunting	41	136	363
Employment, Mining, Quarrying and Oil and Gas Extraction	0	0	27
Employment, Construction	189	1,396	2,575
Employment, Manufacturing	897	7,415	12,362
Employment, Wholesale Trade	104	926	1,754
Employment, Retail Trade(Pop 16+)	394	3,193	5,755
Employment, Transportation and Warehousing	114	1,080	2,022
Employment, Utilities	65	235	528
Employment, Information	67	348	603
Employment, Finance and Insurance	75	1,096	1,876
Employment, Real Estate and Rental and Leasing	67	286	567
Employment, Professional, Scientific, and Technical Services	62	553	1,128
Employment, Management of Companies and Enterprises	0	10	45
Employment, Administrative and Support and Waste Mgt. Services	55	1,020	1,893
Employment, Educational Services	684	2,745	4,357
Employment, Health Care and Social Assistance	434	3,742	6,807
Employment, Arts, Entertainment, and Recreation	43	400	566
Employment, Accommodation and Food Services, etc.	280	2,052	3,095
Employment, Other Services	100	1,179	2,428
Employment, Public Administration	56	720	1,773

Occupation (Pop 16+)

Management, Business, and Financial Operations	214	3,088	5,903
Professional and Related	647	4,773	8,944
Service	801	5,453	8,725
Sales and Office	846	6,328	12,071
Farming, Fishing, and Forestry	16	103	185
Construction, Extraction, and Maintenance	267	1,989	3,797
Production, Transportation, and Material Moving	936	6,798	10,899

General Employment Characteristics (Pop 16+)

Total Civilian Potential	3,727	28,532	50,524
White Collar	1,707	14,189	26,918
Blue Collar	1,203	8,787	14,696
Private for-Profit Wage and Salary Workers, Employee	2,845	21,148	36,778
Private for-Profit Wage and Salary Workers, Self	14	769	1,574
Private Not-for-Profit Wage and Salary Workers	451	2,564	4,507
Self-Employed Workers in Own Not Incorporated Business	139	1,200	2,211

Unpaid Family Workers	13	43	88
Local Government Workers	151	1,882	3,635
State Government Workers	109	685	1,192
Federal Government Workers	5	241	539

Transportation to Work (Empl 16+)

Car, Truck, Van	2,910	26,282	46,927
Car, Truck, Van to Work Alone	2,182	23,000	41,920
Car, Truck, Van to Work Carpool	728	3,282	5,007
Public Transportation	74	243	331
Bus or Trolley Bus	74	201	236
Streetcar or Trolley Car	0	0	0
Subway or Elevated	0	0	0
Railroad	0	42	95
Ferry	0	0	0
Taxi	0	12	12
Motorcycle	6	23	56
Bicycle	23	158	197
Walked	505	789	962
Other Transportation	16	94	242

Travel Time to Work (Empl 16+)

Less than 15 Min	1,642	10,776	15,542
15-29 Min	1,043	8,988	18,993
30-59 Min	621	5,995	10,917
60-89 Min	122	1,191	2,201
90+ Min	106	651	1,074
Work at Home	193	931	1,797

DETAILED EDUCATION CHARACTERISTICS

Education Enrollment (Pop 3+)

Education, Enrolled School (Pop 3+)	3,447	18,605	30,693
Education Male, Enrolled School (Pop 3+)	1,598	8,647	14,520
Education Female, Enrolled School (Pop 3+)	1,849	9,958	16,173
Enrolled Public School	2,247	15,590	25,584
Enrolled Private School	1,200	3,015	5,109
Enrolled Public Preprimary	148	640	1,213
Enrolled Private Preprimary	18	386	813
Enrolled Public Kindergarten	26	785	1,393
Enrolled Private Kindergarten	2	98	143
Enrolled Public Grades 1-4	575	3,684	5,731
Enrolled Private Grades 1-4	25	301	560
Enrolled Public Grades 5-8	469	3,614	5,762
Enrolled Private Grades 5-8	7	194	513
Enrolled Public Grades 9-12	570	4,288	6,895
Enrolled Private Grades 9-12	5	255	627
Enrolled Public Undergraduate College	444	2,275	4,152
Enrolled Private Undergraduate College	1,101	1,564	2,059
Enrolled Public Graduate or Professional School	15	304	438
Enrolled Private Graduate or Professional School	42	217	394
Not Enrolled in School	5,300	47,097	79,255

Education Attainment (Pop 25+)

Less Than High School	1,090	7,358	10,182
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High School	1,646	15,752	25,915
Some College	985	9,858	18,657
Associate's Degree	371	3,369	6,297
Bachelor's Degree	473	5,112	9,600
Master's Degree	217	1,696	3,370
Professional Degree	14	314	589
Doctorate Degree	76	376	512

DETAILED FAMILY CHARACTERISTICS

Families By Size

Median Size	3.75	3.43	3.37
1 Person	0	0	0
2 Person	560	6,992	12,563
3 Person	400	4,010	7,018
4 Person	344	3,579	6,317
5 Person	228	1,750	2,845
6 Person	105	617	967
7 or More Person	87	449	645

Families By Age

Median Age	44.1	49.5	50.6
Aged Under 25 Years	137	655	797
Aged 25 to 34 Years	373	2,698	4,044
Aged 35 to 44 Years	387	3,608	6,255
Aged 45 to 54 Years	349	3,886	7,252
Aged 55 to 64 Years	254	3,270	6,177
Aged 65 to 74 Years	134	1,969	3,757
Aged 75 Years and Over	90	1,311	2,073

Family Income Characteristics

Total Family Income(\$)	131,713,745	1,363,443,719	2,590,928,553
Median Income (\$)	50,388	66,666	73,382
Average Income (\$)	76,400	78,372	85,354
Per Capita Income (\$)	21,351	24,145	26,725
High Income Average (\$)	694,455	344,389	319,831

Families By Income

Less than \$15,000	284	1,301	1,738
\$15,000 to \$24,999	151	1,043	1,553
\$25,000 to \$34,999	175	1,413	2,183
\$35,000 to \$49,999	247	2,523	3,842
\$50,000 to \$74,999	322	3,628	6,267
\$75,000 to \$99,999	181	3,026	5,522
\$100,000 to \$124,999	149	2,076	3,999
\$125,000 to \$149,999	93	1,075	2,257
\$150,000 to \$199,999	73	739	1,695
\$200,000 and Over	49	573	1,299

DETAILED NON-FAMILY CHARACTERISTICS

Non-Families By Size

Median Size	1.61	1.60	1.61
1 Person	1,119	7,007	10,248
2 Person	213	1,283	2,015
3 Person	18	114	195
4 Person	10	48	76

5 Person	3	10	18
6 Person	3	10	10
7 or More Person	1	2	2

Non-Families By Age

Median Age	53.5	57.2	56.8
Aged Under 25 Years	102	397	546
Aged 25 to 34 Years	164	944	1,463
Aged 35 to 44 Years	136	817	1,258
Aged 45 to 54 Years	331	1,710	2,545
Aged 55 to 64 Years	284	1,686	2,585
Aged 65 to 74 Years	138	1,078	1,736
Aged 75 Years and Over	212	1,842	2,431

Non-Family Income Characteristics

Total Income (\$)	52,530,443	374,744,518	600,642,549
Median Income (\$)	26,864	32,384	36,468
Average Income (\$)	38,428	44,223	47,807
Per Capita Income (\$)	29,847	35,653	38,338
High Income Average (\$)	653,441	320,618	298,904

Non-Families By Income

Less than \$15,000	381	1,647	2,046
\$15,000 to \$24,999	271	1,715	2,231
\$25,000 to \$34,999	169	1,185	1,797
\$35,000 to \$49,999	274	1,400	2,125
\$50,000 to \$74,999	175	1,199	2,028
\$75,000 to \$99,999	37	593	1,125
\$100,000 to \$124,999	21	337	586
\$125,000 to \$149,999	15	191	288
\$150,000 to \$199,999	12	121	202
\$200,000 and Over	12	86	136

RETAIL SALES (\$000)

Total Retail Sales (including Food Services)	31,615	735,959	1,495,850
Motor Vehicles Store Sales	0	157,015	255,729
Home Furnishings Store Sales	0	3,492	13,720
Electrical and Appliances Store Sales	0	7,656	12,751
Building Materials and Garden Store Sales	0	54,985	148,121
Food and Beverage Store Sales	5,444	80,933	156,456
Health and Personal Care Store Sales	4,067	46,294	90,631
Gasoline Stations Store Sales	9,490	144,932	278,960
Clothing and Accessories Store Sales	1,518	3,288	15,052
Sporting Goods Store Sales	0	7,571	11,960
General Merchandise Store Sales	0	106,424	272,283
Miscellaneous Store Sales	0	12,865	26,141
Nonstore Purchases Sales	0	38,137	93,824
Food Services	11,096	72,367	120,222

COST OF LIVING

All Items - CPI (1982-84)	210.9	210.9	210.9
Apparel CPI	119.1	119.1	119.1
Education and Communications CPI	124.5	124.5	124.5
Food and Beverages CPI	219.6	219.6	219.6
Other Goods and Services CPI	354.1	354.1	354.1

Housing CPI	215.1	215.1	215.1
Medical Care CPI	367.5	367.5	367.5
Recreation CPI	113.6	113.6	113.6
Transportation CPI	168.9	168.9	168.9

EMPLOYMENT CHARACTERISTICS

Employees, Total (by Place of Work)	656	18,400	30,946
Establishments, Total (by Place of Work)	64	1,086	2,146

Employees by Industry (Major)

FORESTRY, FISHING, HUNTING, AND AGRICULTURE SUPPORT	0	2	56
MINING	0	7	15
UTILITIES	0	212	212
CONSTRUCTION	35	575	1,119
MANUFACTURING	32	4,158	7,297
WHOLESALE TRADE	4	687	1,265
RETAIL TRADE	57	1,957	4,421
TRANSPORTATION & WAREHOUSING	0	707	1,018
INFORMATION	0	282	543
FINANCE & INSURANCE	80	496	802
REAL ESTATE & RENTAL & LEASING	4	89	276
PROFESSIONAL, SCIENTIFIC & TECHNICAL SERVICES	16	287	657
MANAGEMENT OF COMPANIES & ENTERPRISES	2	505	572
ADMIN, SUPPORT, WASTE MGT, REMEDIATION SERVICES	81	1,135	1,653
EDUCATIONAL SERVICES	0	2,366	2,421
HEALTH CARE AND SOCIAL ASSISTANCE	38	2,256	3,579
ARTS, ENTERTAINMENT & RECREATION	0	310	882
ACCOMMODATION & FOOD SERVICES	236	1,619	2,715
OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)	71	750	1,443

Establishments by Industry (Major)

FORESTRY, FISHING, HUNTING, AND AGRICULTURE SUPPORT	0	1	6
MINING	0	1	7
UTILITIES	0	4	4
CONSTRUCTION	5	124	246
MANUFACTURING	2	115	208
WHOLESALE TRADE	2	43	106
RETAIL TRADE	5	154	310
TRANSPORTATION & WAREHOUSING	0	39	84
INFORMATION	0	9	24
FINANCE & INSURANCE	4	58	119
REAL ESTATE & RENTAL & LEASING	1	26	53
PROFESSIONAL, SCIENTIFIC & TECHNICAL SERVICES	4	67	146
MANAGEMENT OF COMPANIES & ENTERPRISES	1	9	12
ADMIN, SUPPORT, WASTE MGT, REMEDIATION SERVICES	3	53	112
EDUCATIONAL SERVICES	0	9	15
HEALTH CARE AND SOCIAL ASSISTANCE	5	85	169
ARTS, ENTERTAINMENT & RECREATION	0	25	45
ACCOMMODATION & FOOD SERVICES	18	127	209
OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)	14	137	271

STANDARD OCCUPATION CLASSIFICATIONS

SOC: All Occupations	651.90	18,336.28	30,823.90
SOC: Management Occupations	22.57	823.41	1,364.06
SOC: Business And Financial Operations Occupations	23.96	638.66	1,018.32

SOC: Computer And Mathematical Science Occupations	6.25	286.29	462.60
SOC: Architecture And Engineering Occupations	1.74	252.02	601.38
SOC: Life, Physical, And Social Science Occupations	0.60	190.11	237.87
SOC: Community And Social Services Occupations	10.87	210.62	423.33
SOC: Legal Occupations	4.08	38.24	54.54
SOC: Education, Training, And Library Occupations	16.83	1,097.19	1,240.00
SOC: Arts, Design, Entertainment, Sports, And Media Occupations	5.45	239.01	425.37
SOC: Healthcare Practitioners And Technical Occupations	10.56	973.29	1,306.53
SOC: Healthcare Support Occupations	8.41	514.19	876.67
SOC: Protective Service Occupations	2.37	118.61	189.68
SOC: Food Preparation And Serving Related Occupations	216.29	1,710.81	2,876.08
SOC: Building And Grounds Cleaning And Maintenance Occupations	18.22	518.69	868.42
SOC: Personal Care And Service Occupations	21.07	412.66	898.81
SOC: Sales And Related Occupations	75.20	1,677.37	3,585.38
SOC: Office And Administrative Support Occupations	130.04	2,958.26	4,885.56
SOC: Farming, Fishing, And Forestry Occupations	0.05	26.80	93.66
SOC: Construction And Extraction Occupations	21.63	566.77	1,030.50
SOC: Installation, Maintenance, And Repair Occupations	16.60	776.52	1,321.99
SOC: Production Occupations	24.15	2,547.07	4,405.51
SOC: Transportation And Material Moving Occupations	14.96	1,759.69	2,657.64

CONSUMER EXPENDITURES (\$000)

Total Annual Expenditures	141,398.2	1,372,147.1	2,400,209.0
Food	18,705.3	177,794.1	308,892.7
Food at home	11,340.1	105,351.3	181,415.5
Cereals and bakery products	1,559.8	14,486.0	24,915.5
Dairy products	1,184.7	11,336.7	19,681.1
Fruits and vegetables	2,104.2	19,691.9	34,002.4
Nonalcoholic beverages	1,075.7	9,901.0	17,002.1
Food prep (consumed out of town)	129.5	1,376.2	2,467.9
Food away from home	7,369.9	72,516.3	127,672.7
Food on out-of-town trips	645.3	6,985.4	12,652.1
Alcoholic beverages	1,202.0	12,082.2	21,385.4
Housing	48,123.5	448,518.6	774,368.1
Household operations	3,143.4	31,096.4	54,640.7
Housekeeping services	297.5	3,284.0	5,923.0
Household furnishings and equip	4,174.7	41,771.3	73,736.9
Household textiles	330.4	3,254.4	5,711.6
Furniture	1,052.6	10,182.1	17,842.8
Floor coverings	38.6	420.4	761.2
Major appliances	521.4	5,354.5	9,483.6
Small appliances	96.0	922.0	1,610.1
Miscellaneous household equip	1,992.7	19,942.7	35,219.8
Apparel and services	5,021.3	46,204.5	79,788.1
Men and boys	1,176.7	10,893.7	18,904.1
Men, 16 and over	899.1	8,501.1	14,872.2
Boys, 2 to 15	284.9	2,512.5	4,272.6
Women's and girls	1,972.9	18,509.9	32,088.8
Women, 16 and over	1,599.3	15,313.8	26,729.0
Girls 2 to 15	389.3	3,310.6	5,556.8
Children under 2	208.6	1,767.9	2,961.0
Footwear	1,050.2	9,202.6	15,637.0
Other apparel products and services	623.0	5,877.0	10,268.0
Transportation	24,877.7	242,672.9	424,620.6
Vehicle purchases (net outlay)	8,714.8	87,355.6	154,039.0

Gasoline and motor oil	7,617.2	69,909.2	120,094.6
Other vehicle expenses	6,665.2	63,567.5	110,471.3
Public transportation	1,333.9	13,482.2	24,115.9
Health Care	9,262.2	91,262.7	158,568.8
Health insurance	5,371.6	52,504.7	90,839.5
Medical services	2,156.8	21,857.1	38,490.7
Drugs	1,376.0	13,352.3	23,021.0
Medical supplies	360.6	3,685.1	6,470.2
Entertainment	6,643.2	65,708.1	115,623.7
Fees and admissions	1,459.5	15,567.5	28,134.0
Television, radios, sound equip	2,698.4	24,138.1	41,079.9
Pets, toys, and playground equip	1,630.7	16,518.2	29,152.9
Other entertainment supplies	861.9	9,397.1	17,077.4
Personal care products, services	1,727.1	16,775.0	29,326.0
Reading	287.0	2,949.6	5,215.4
Education	3,199.4	31,171.6	55,541.8
Tobacco products, supplies	1,013.2	8,606.3	14,442.5
Cash contributions	4,906.0	49,178.2	86,510.8
Personal insurance and pensions	14,080.7	148,655.5	268,552.6

EASI DEMOGRAPHIC PROFILES

Above Average Education	84	79	84
Apartments (20 or more units)	116	101	92
Available Renting Units	143	93	80
Pre-School Profile	137	121	108
Below Average Education	122	117	103
Blue Collar Profile	137	145	145
Born in America	86	118	122
Expensive Homes	41	61	76
Few Teens	77	64	64
House for Sale	126	136	133
In the Armed Forces	86	91	93
Large Families	126	108	101
Long Time Residents	104	76	67
Lots of Cars	82	110	125
Median Age Profile	32	86	99
Median Income Profile	46	89	108
No Cars	143	99	77
Not in Labor Force Profile	92	100	90
Old and Rich Households	60	81	89
Old Homes	174	117	106
New Homes	62	51	46
Recent Movers	104	76	67
Retired Workers Profile	63	99	90
Service Employment Profile	99	96	92
Subway or Bus to Work	94	75	79
Trailer Park City	68	76	88
Unattached and Available	129	103	97
Unemployed Workers Profile	147	134	125
Very Asian	112	95	92
Wealthiest Asian Households	79	84	89
Wealthiest Black Households	77	81	88
Wealthiest Families	95	95	98
Wealthiest Hispanic Households	96	94	92
Wealthiest Households	102	88	91

Wealthiest Non-Family Households	94	86	93
Wealthiest White Households	119	101	104
Very Spanish	147	116	102
Work at Home	96	91	99
Young and Rich Households	55	58	59

EASI SALES POTENTIALS

Culture Index	98	101	101
Amusement Index	94	101	105
Restaurant Index	106	99	99
Medical Index	89	92	95
Religion Index	107	102	110
Education Index	97	100	100
Bargain Seekers Market	137	117	106
Higher Priced Product Market	48	117	133
Luxury Priced Product Market	74	77	90
Mortality Index (All Causes)	67	101	92

EASI QUALITY OF LIFE

EASI Quality of Life Index (US Avg=100)	48	54	56
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Crime

EASI Total Crime Index (US Avg=100; A=High)	131	92	86
Murder Index (US Avg=100; A=High)	147	96	90
Forcible Rape Index (US Avg=100; A=High)	150	115	122
Forcible Robbery Index (US Avg=100; A=High)	151	111	107
Aggravated Assault Index (US Avg=100; A=High)	85	67	63
Burglary Index (US Avg=100; A=High)	134	103	92
Larceny Index (US Avg=100; A=High)	168	128	111
Motor Vehicle Theft Index (US Avg=100; A=High)	152	96	84

Weather

EASI Weather Index (US Avg=100)	18	17	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)	46.1	46.0	46.7
Annual Heating Degree Days (Tot Degrees < 65)	7,412	7,447	7,236
Annual Cooling Degree Days (Tot Degrees > 65)	565	555	606
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
Average Annual Precipitation (Total Inches)	33	33	34
Average Annual Snowfall (Total Inches)	40	40	39
BLOCK GROUP COUNT	8	48	74

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. Consumer Expenditure data are derived from the Bureau of Labor Statistics.

All estimates are as of 1/1/2014 unless otherwise stated.

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