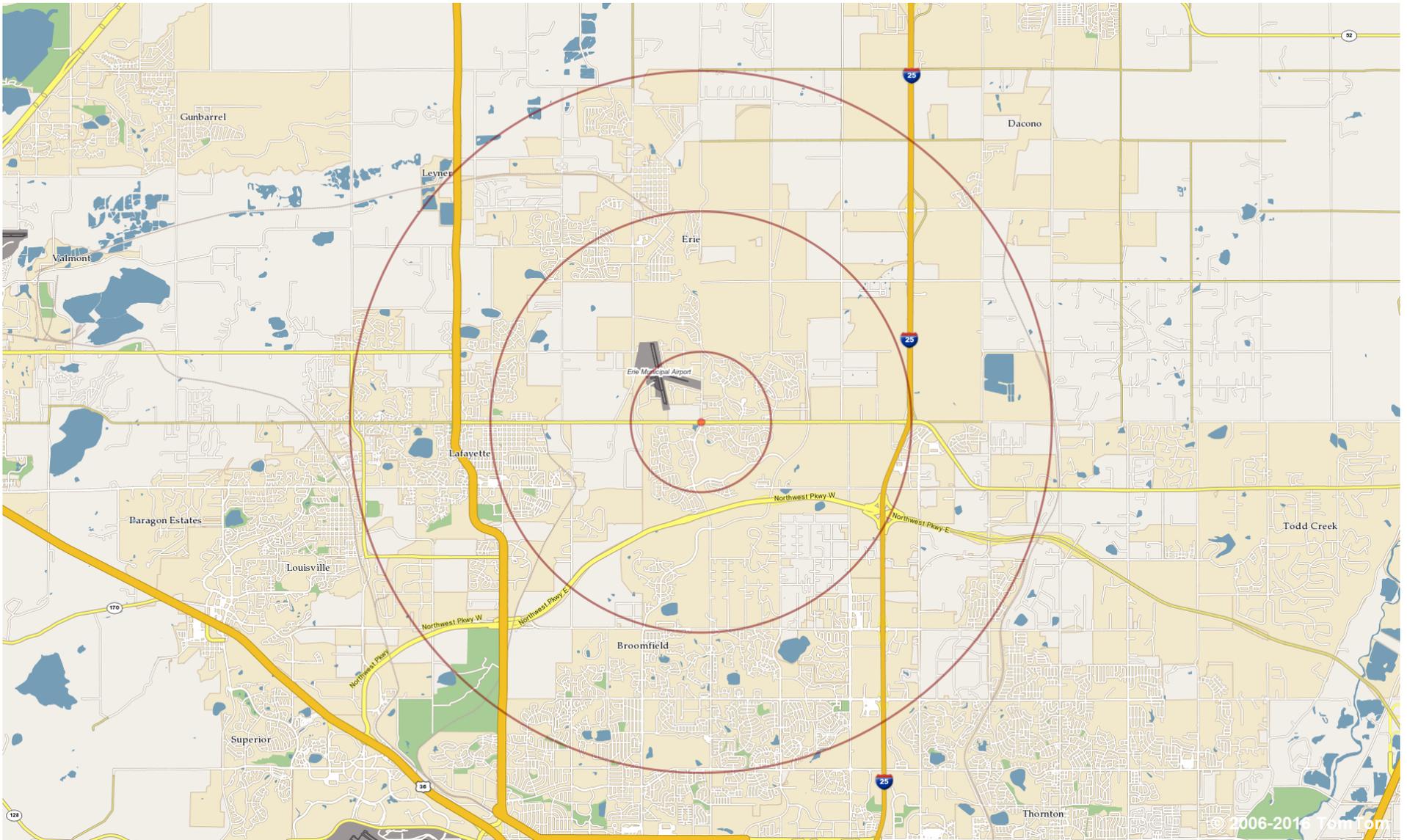


Hwy7 & Bonanza/Lowell 1, 3 5 Miles



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Demographic Detail Comparison



Geography: 1 Mile: Hwy 7 & Bonanza/Lowell, 3 Miles: Hwy 7 & Bonanza/Lowell, 5 Miles: Hwy 7 & Bonanza/Lowell

	1 Mile: Hwy 7 & Bonanza/ Lowell	3 Miles: Hwy 7 & Bonanza/ Lowell	5 Miles: Hwy 7 & Bonanza/ Lowell
2015A Demographics:			
Employees	468	7,502	24,070
Establishments*	150	1,104	3,701
Total Population	6,414	29,742	97,369
Total Households	2,600	11,048	35,473
Female Population	3,364	15,163	49,326
% Female	52.4%	50.9%	50.6%
Male Population	3,050	14,579	48,043
% Male	47.5%	49.0%	49.3%
Population Density (per Sq. Mi.)	2,037.13	1,049.54	1,236.95
Employed Civilian Population 16+			
Total	3,077	15,016	51,052
White Collar	81.7%	71.2%	72.7%
Blue Collar	18.2%	28.7%	27.2%
Seasonal Population by Quarter:			
Q4 2011	83	185	427
Q1 2012	81	183	423
Q2 2012	82	176	370
Q3 2012	83	168	365
Q4 2012	83	161	350
Q1 2013	81	153	338
Q2 2013	92	147	334
Q3 2013	90	137	320
Q4 2013	90	130	310
Age:			
Age 0 - 4	7.8%	7.6%	6.8%
Age 5 - 14	13.8%	16.1%	16.2%
Age 15 - 19	3.6%	5.1%	6.2%
Age 20 - 24	1.8%	4.1%	4.7%
Age 25 - 34	11.4%	12.1%	11.9%
Age 35 - 44	17.4%	17.3%	16.5%
Age 45 - 54	10.9%	13.9%	15.1%
Age 55 - 64	12.9%	12.4%	11.9%
Age 65 - 74	14.4%	7.7%	6.5%
Age 75 - 84	4.8%	2.7%	2.7%
Age 85 +	0.6%	0.6%	1.0%
Median Age	41.2	37.9	37.5
Housing Units			
Total Housing Units	2,826	11,361	36,403
Occupied Housing Units	92.0%	97.2%	97.4%

	1 Mile: Hwy 7 & Bonanza/ Lowell	3 Miles: Hwy 7 & Bonanza/ Lowell	5 Miles: Hwy 7 & Bonanza/ Lowell
Vacant Housing Units	8.0%	2.7%	2.5%
Housing Units by Tenure			
Owner Occupied Housing Units	2,600	11,048	35,473
Owner Occupied free and clear	21.4%	17.1%	14.2%
Owner Occupied with a mortgage or loan	67.8%	63.4%	67.5%
Renter Occupied Housing Units	10.7%	19.3%	18.1%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.2%	0.8%	0.6%
Asian	3.9%	4.2%	4.9%
Black	0.6%	0.9%	1.1%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	90.7%	85.8%	85.8%
Other	1.7%	4.8%	4.0%
Multi-Race	2.6%	3.2%	3.3%
Hispanic Ethnicity	6.8%	16.2%	13.5%
Not of Hispanic Ethnicity	93.1%	83.7%	86.4%
Race of Hispanics			
Hispanics	439	4,842	13,170
American Indian	1.3%	2.3%	1.9%
Asian	0.0%	0.3%	0.3%
Black	0.2%	0.6%	0.8%
Hawaiian/Pacific Islander	0.2%	0.0%	0.0%
White	63.2%	60.7%	60.0%
Other	24.0%	29.0%	28.6%
Multi-Race	10.8%	6.9%	8.1%
Race of Non Hispanics			
Non Hispanics	5,976	24,901	84,199
American Indian	0.1%	0.5%	0.4%
Asian	4.2%	5.0%	5.6%
Black	0.6%	0.9%	1.1%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	92.7%	90.6%	89.8%
Other	0.0%	0.1%	0.1%
Multi-Race	2.0%	2.5%	2.6%
Marital Status:			
Age 15 + Population	5,017	22,678	74,853
Divorced	7.9%	9.6%	10.3%
Never Married	15.4%	22.9%	24.1%
Now Married	72.3%	63.9%	61.3%
Now Married - Separated	1.1%	1.1%	0.7%
Widowed	4.2%	3.3%	4.1%

	1 Mile: Hwy 7 & Bonanza/ Lowell	3 Miles: Hwy 7 & Bonanza/ Lowell	5 Miles: Hwy 7 & Bonanza/ Lowell
Educational Attainment:			
Total Population Age 25+	4,664	19,919	64,174
Grade K - 8	1.1%	2.3%	1.6%
Grade 9 - 12	3.7%	4.1%	3.3%
High School Graduate	16.0%	18.2%	16.8%
Associates Degree	6.8%	6.8%	7.5%
Bachelor's Degree	34.5%	29.8%	31.5%
Graduate Degree	18.8%	16.6%	18.2%
Some College, No Degree	18.6%	21.1%	20.4%
No Schooling Completed	0.2%	0.7%	0.4%
Household Income:			
Income \$ 0 - \$9,999	2.2%	4.2%	2.9%
Income \$ 10,000 - \$14,999	0.5%	1.6%	1.6%
Income \$ 15,000 - \$24,999	2.0%	5.0%	4.5%
Income \$ 25,000 - \$34,999	3.3%	4.8%	5.2%
Income \$ 35,000 - \$49,999	5.5%	9.7%	8.4%
Income \$ 50,000 - \$74,999	15.6%	17.6%	17.0%
Income \$ 75,000 - \$99,999	19.6%	16.7%	16.8%
Income \$100,000 - \$124,999	13.4%	12.1%	14.2%
Income \$125,000 - \$149,999	11.8%	8.7%	9.7%
Income \$150,000 +	25.6%	19.0%	19.2%
Average Household Income	\$133,975	\$109,919	\$113,099
Median Household Income	\$101,442	\$84,578	\$89,600
Per Capita Income	\$54,299	\$40,833	\$41,239
Vehicles Available			
0 Vehicles Available	2.2%	2.9%	2.2%
1 Vehicle Available	14.3%	22.1%	22.5%
2+ Vehicles Available	83.4%	74.9%	75.2%
Average Vehicles Per Household	2.40	2.21	2.18
Total Vehicles Available	6,243	24,465	77,579
2020 Demographics:			
Total Population	7,926	34,590	109,465
Total Households	3,262	12,868	39,964
Female Population	4,144	17,580	55,322
% Female	52.2%	50.8%	50.5%
Male Population	3,783	17,010	54,143
% Male	47.7%	49.1%	49.4%
Population Density (per Sq. Mi.)	1,461.21	865.14	1,084.34
Employed Civilian Population 16+			
Total	3,984	18,024	60,126

	1 Mile: Hwy 7 & Bonanza/ Lowell	3 Miles: Hwy 7 & Bonanza/ Lowell	5 Miles: Hwy 7 & Bonanza/ Lowell
% White Collar	81.9%	72.8%	73.5%
% Blue Collar	18.0%	27.1%	26.4%
Age:			
Age 0 - 4	7.7%	7.1%	6.5%
Age 5 - 14	14.2%	16.0%	15.5%
Age 15 - 19	4.0%	5.2%	6.3%
Age 20 - 24	2.1%	4.0%	4.9%
Age 25 - 34	9.4%	11.1%	11.3%
Age 35 - 44	17.1%	16.8%	15.9%
Age 45 - 54	10.8%	13.1%	14.0%
Age 55 - 64	12.7%	12.8%	12.6%
Age 65 - 74	15.5%	9.5%	8.2%
Age 75 - 84	5.3%	3.2%	3.1%
Age 85 +	0.6%	0.6%	1.0%
Median Age	41.9	38.7	38.3
Housing Units Trend			
Total Housing Units	3,572	13,282	41,107
Owner Occupied Housing Units	91.3%	96.8%	97.2%
Renter Occupied Housing Units	11.2%	18.5%	17.6%
Vacant Housing Units	8.6%	3.1%	2.7%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.2%	0.7%	0.6%
Asian	4.5%	4.9%	5.7%
Black	0.6%	0.9%	1.1%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	89.4%	84.6%	84.3%
Other	1.9%	4.8%	4.0%
Multi-Race	3.0%	3.8%	3.9%
Hispanic Ethnicity	7.7%	16.3%	14.2%
Not of Hispanic Ethnicity	92.2%	83.6%	85.7%
Race of Hispanics			
Hispanics	617	5,657	15,549
American Indian	1.4%	2.3%	1.8%
Asian	0.0%	0.2%	0.3%
Black	0.1%	0.5%	0.8%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%
White	62.8%	60.4%	60.3%
Other	24.2%	28.7%	27.8%
Multi-Race	11.1%	7.5%	8.6%
Race of Non Hispanics			
Non Hispanics	7,310	28,933	93,916
American Indian	0.1%	0.4%	0.4%
Asian	4.9%	5.8%	6.5%

	1 Mile: Hwy 7 & Bonanza/ Lowell	3 Miles: Hwy 7 & Bonanza/ Lowell	5 Miles: Hwy 7 & Bonanza/ Lowell
Black	0.6%	1.0%	1.2%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	91.6%	89.3%	88.3%
Other	0.0%	0.1%	0.1%
Multi-Race	2.4%	3.0%	3.1%
Marital Status:			
Age 15 + Population	6,180	26,554	85,215
Divorced	8.1%	9.4%	10.2%
Never Married	16.0%	22.8%	24.1%
Now Married	71.2%	64.3%	61.3%
Now Married - Separated	1.1%	1.1%	0.7%
Widowed	4.4%	3.4%	4.2%
Educational Attainment:			
Total Population Age 25+	5,690	23,330	72,870
Grade K - 9	1.1%	2.1%	1.5%
Grade 9 - 12	3.6%	3.9%	3.2%
High School Graduate	15.5%	17.5%	16.3%
Associates Degree	6.8%	6.8%	7.6%
Bachelor's Degree	34.5%	30.3%	31.9%
Graduate Degree	19.1%	17.2%	18.6%
Some College, No Degree	18.9%	21.1%	20.2%
No Schooling Completed	0.2%	0.7%	0.4%
Household Income:			
Income \$ 0 - \$9,999	1.2%	2.8%	1.9%
Income \$ 10,000 - \$14,999	0.6%	1.6%	1.4%
Income \$ 15,000 - \$24,999	1.5%	3.9%	3.5%
Income \$ 25,000 - \$34,999	2.3%	3.9%	4.1%
Income \$ 35,000 - \$49,999	4.0%	7.8%	6.8%
Income \$ 50,000 - \$74,999	11.4%	13.9%	12.9%
Income \$ 75,000 - \$99,999	15.5%	15.6%	15.1%
Income \$100,000 - \$124,999	14.2%	13.8%	15.2%
Income \$125,000 - \$149,999	14.5%	11.1%	12.8%
Income \$150,000 +	34.3%	25.0%	25.8%
Average Household Income	\$160,568	\$130,214	\$133,895
Median Household Income	\$123,015	\$100,076	\$106,403
Per Capita Income	\$66,085	\$48,445	\$48,915
Vehicles Available			
0 Vehicles Available	2.1%	2.8%	2.2%
1 Vehicle Available	14.8%	21.2%	21.9%
2+ Vehicles Available	83.0%	75.9%	75.8%
Average Vehicles Per Household	2.38	2.23	2.19
Total Vehicles Available	7,773	28,714	87,690

	1 Mile: Hwy 7 & Bonanza/ Lowell	3 Miles: Hwy 7 & Bonanza/ Lowell	5 Miles: Hwy 7 & Bonanza/ Lowell
2010 Demographics:			
Total Population	4,601	24,517	85,357
Total Households	1,868	9,086	31,101
Female Population	2,388	12,504	43,261
% Female	51.9%	51.0%	50.6%
Male Population	2,213	12,013	42,096
% Male	48.0%	49.0%	49.3%
Population Density (per Sq. Mi.)	1,461.21	865.14	1,084.34
Employed Civilian Population 16+			
Total	2,278	12,340	44,005
% White Collar	80.8%	70.9%	72.5%
% Blue Collar	19.1%	29.0%	27.4%
Age:			
Age 0 - 4	8.7%	8.7%	7.7%
Age 5 - 14	14.4%	15.7%	16.3%
Age 15 - 19	3.3%	5.2%	6.2%
Age 20 - 24	2.0%	3.6%	3.8%
Age 25 - 34	13.7%	13.4%	12.3%
Age 35 - 44	17.0%	17.6%	17.2%
Age 45 - 54	11.0%	14.6%	16.3%
Age 55 - 64	13.2%	11.8%	11.4%
Age 65 - 74	11.9%	6.0%	5.2%
Age 75 - 84	3.8%	2.4%	2.4%
Age 85 +	0.5%	0.5%	0.9%
Median Age	39.1	36.7	37.1
Housing Units			
Total Housing Units	2,059	9,569	32,609
Occupied Housing Units	90.7%	94.9%	95.3%
Vacant Housing Units	9.2%	5.0%	4.6%
Housing Units by Tenure			
Owner Occupied Housing Units	1,868	9,086	31,101
Owner Occupied free and clear	16.9%	14.7%	12.8%
Owner Occupied with a mortgage or loan	72.3%	66.1%	69.9%
Renter Occupied Housing Units	10.6%	19.0%	17.2%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.2%	0.7%	0.6%
Asian	3.9%	3.9%	4.8%
Black	0.6%	0.7%	0.9%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	90.6%	86.7%	86.8%
Other	2.0%	4.8%	3.7%
Multi-Race	2.5%	2.9%	2.9%

	1 Mile: Hwy 7 & Bonanza/ Lowell	3 Miles: Hwy 7 & Bonanza/ Lowell	5 Miles: Hwy 7 & Bonanza/ Lowell
Hispanic Ethnicity	6.8%	16.1%	12.6%
Not of Hispanic Ethnicity	93.1%	83.8%	87.3%
Race of Hispanics			
Hispanics	317	3,950	10,766
American Indian	1.9%	2.1%	1.8%
Asian	0.0%	0.2%	0.3%
Black	0.2%	0.5%	0.6%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	59.7%	61.4%	60.4%
Other	27.1%	29.2%	28.7%
Multi-Race	10.8%	6.4%	7.8%
Race of Non Hispanics			
Non Hispanics	4,284	20,567	74,591
American Indian	0.1%	0.4%	0.4%
Asian	4.1%	4.6%	5.4%
Black	0.6%	0.8%	0.9%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	92.9%	91.5%	90.7%
Other	0.1%	0.1%	0.1%
Multi-Race	1.9%	2.2%	2.2%
Marital Status:			
Age 15 + Population	3,536	18,513	64,820
Divorced	7.1%	11.2%	10.9%
Never Married	19.9%	25.3%	25.4%
Now Married	70.0%	60.5%	59.8%
Now Married - Separated	1.5%	1.4%	1.0%
Widowed	2.9%	2.9%	3.7%
Educational Attainment:			
Total Population Age 25+	3,285	16,335	56,240
Grade K - 8	1.1%	2.3%	1.7%
Grade 9 - 12	4.0%	4.2%	3.5%
High School Graduate	18.1%	19.8%	17.8%
Associates Degree	7.0%	6.7%	7.4%
Bachelor's Degree	32.6%	28.9%	31.3%
Graduate Degree	17.6%	15.2%	17.1%
Some College, No Degree	19.0%	21.8%	20.6%
No Schooling Completed	0.2%	0.6%	0.3%
Household Income:			
Income \$ 0 - \$9,999	2.4%	4.6%	3.1%
Income \$ 10,000 - \$14,999	0.5%	1.9%	1.8%
Income \$ 15,000 - \$24,999	2.6%	5.4%	5.0%

	1 Mile: Hwy 7 & Bonanza/ Lowell	3 Miles: Hwy 7 & Bonanza/ Lowell	5 Miles: Hwy 7 & Bonanza/ Lowell
Income \$ 25,000 - \$34,999	3.5%	5.1%	5.8%
Income \$ 35,000 - \$49,999	6.1%	11.3%	10.0%
Income \$ 50,000 - \$74,999	18.2%	20.2%	19.7%
Income \$ 75,000 - \$99,999	22.3%	16.4%	16.9%
Income \$100,000 - \$124,999	14.2%	12.0%	13.7%
Income \$125,000 - \$149,999	10.6%	8.0%	8.8%
Income \$150,000 +	19.3%	14.5%	14.7%
Average Household Income	\$122,601	\$100,705	\$103,543
Median Household Income	\$93,161	\$76,577	\$80,951
Per Capita Income	\$49,783	\$37,325	\$37,765

Vehicles Available

0 Vehicles Available	1.7%	2.7%	2.1%
1 Vehicle Available	12.4%	22.7%	22.8%
2+ Vehicles Available	85.7%	74.4%	74.9%
Average Vehicles Per Household	2.51	2.22	2.18
Total Vehicles Available	4,700	20,246	67,963

2000 Census Demographics:

Total Population	87	12,048	56,651
Total Households	34	4,423	20,494
Female Population	36	6,097	28,413
% Female	41.7%	50.6%	50.1%
Male Population	51	5,950	28,238
% Male	58.2%	49.3%	49.8%

Employed Civilian Population 16+

Total	35	6,486	31,348
% White Collar	23.3%	35.1%	28.5%
% Blue Collar	76.6%	64.8%	71.4%

Age:

Age 0 - 4	7.6%	7.8%	8.1%
Age 5 - 14	21.4%	16.5%	16.6%
Age 15 - 19	3.4%	7.3%	6.5%
Age 20 - 24	2.8%	5.7%	4.0%
Age 25 - 34	4.9%	15.8%	16.4%
Age 35 - 44	18.7%	19.6%	21.2%
Age 45 - 54	20.7%	13.3%	14.6%
Age 55 - 64	12.4%	6.4%	6.6%
Age 65 - 74	3.4%	4.4%	3.3%
Age 75 - 84	1.8%	2.0%	1.6%
Age 85 +	2.2%	0.7%	0.5%
Median Age	38.5	33.2	34.1

Housing Units

	1 Mile: Hwy 7 & Bonanza/ Lowell	3 Miles: Hwy 7 & Bonanza/ Lowell	5 Miles: Hwy 7 & Bonanza/ Lowell
Total Housing Units	34	4,584	21,067
Owner Occupied Housing Units	96.4%	72.2%	80.9%
Renter Occupied Housing Units	3.5%	24.1%	16.3%
Vacant Housing Units	0.0%	3.5%	2.7%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.0%	3.2%	1.0%
Asian	0.4%	2.4%	3.6%
Hawaiian or other Pacific Islander	0.0%	0.0%	0.0%
Black	0.0%	0.1%	0.5%
White	97.6%	82.2%	88.1%
Other	0.3%	9.2%	4.4%
Two or More Races	1.5%	2.6%	2.1%
Hispanic Ethnicity	6.2%	21.6%	11.8%
Not of Hispanic Ethnicity	93.7%	78.3%	88.2%
Marital Status:			
Age 15 + Population	61	9,114	42,585
Divorced	10.1%	11.7%	10.3%
Never Married	18.0%	25.3%	22.4%
Now Married	80.0%	55.4%	61.7%
Separated	0.2%	3.7%	2.4%
Widowed	1.3%	3.8%	3.0%
Educational Attainment:			
Total Population Age 25+	50	7,538	36,556
Grade K - 8	0.5%	4.4%	2.2%
Grade 9 - 11, No diploma	3.5%	6.0%	4.6%
High School Graduate	24.5%	25.7%	20.3%
Associates Degree	6.8%	5.2%	7.7%
Bachelor's Degree	23.6%	23.8%	26.8%
Graduate Degree	12.8%	11.0%	14.4%
Some College, No Degree	28.0%	21.3%	22.8%
No Schooling Completed	0.0%	2.2%	0.8%
Public School Enrollment	93.1%	87.9%	85.2%
Private School Enrollment	6.8%	12.0%	14.7%
Household Income:			
Income \$ 0 - \$9,999	1.8%	7.1%	4.0%
Income \$ 10,000 - \$14,999	0.4%	2.9%	2.4%
Income \$ 15,000 - \$24,999	4.9%	9.0%	6.0%
Income \$ 25,000 - \$34,999	1.8%	11.7%	8.8%
Income \$ 35,000 - \$49,999	3.7%	12.4%	12.9%
Income \$ 50,000 - \$74,999	18.5%	25.7%	26.3%
Income \$ 75,000 - \$99,999	20.1%	14.9%	17.2%
Income \$100,000 - \$124,999	6.8%	7.1%	9.7%
Income \$125,000 - \$149,999	6.3%	2.5%	4.5%

	1 Mile: Hwy 7 & Bonanza/ Lowell	3 Miles: Hwy 7 & Bonanza/ Lowell	5 Miles: Hwy 7 & Bonanza/ Lowell
Income \$150,000 - \$199,999	3.5%	3.5%	4.0%
Income \$200,000 or More	6.3%	2.7%	3.7%
Average Household Income	\$95,906	\$67,255	\$76,504
Median Household Income	\$82,232	\$55,708	\$64,459
Per Capita Income	\$37,875	\$24,690	\$27,677

Vehicles Available

0 Vehicles Available	0.0%	3.7%	2.8%
1 Vehicle Available	5.4%	30.1%	22.9%
2 Vehicles Available	33.9%	39.5%	47.8%
3+ Vehicles Available	60.6%	26.5%	26.3%
Average Vehicles Per Household	2.79	1.89	2.00
Total Vehicles Available	96	8,820	42,460

Population Trend

2000	87	12,048	56,651
2010	4,601	24,517	85,357
Change 2000 to 2010	5,207.0%	103.5%	50.6%
2015A	6,414	29,742	97,369
2020	7,926	34,590	109,465
Change 2015A to 2020	23.5%	16.2%	12.4%

Household Trend

2000	34	4,423	20,494
2010	1,868	9,086	31,101
Change 2000 to 2010	7,493.0%	149.7%	73.0%
2015A	2,600	11,048	35,473
2020	3,262	12,868	39,964
Change 2015A to 2020	25.4%	16.4%	12.6%

Average Household Size Trend

2000	2.5	2.7	2.7
2010	2.4	2.7	2.7
Change 2000 to 2010	0.6%	0.7%	0.6%
2015A	2.4	2.7	2.7
2020	2.4	2.6	2.7
Change 2015A to 2020	-1.4%	0.1%	0.2%

Median Age Trend

2000	38.5	33.2	34.1
2010	39.1	36.7	37.1
2015A	41.2	37.9	37.5
2020	41.9	38.7	38.3

Housing Units Trend

	1 Mile: Hwy 7 & Bonanza/ Lowell	3 Miles: Hwy 7 & Bonanza/ Lowell	5 Miles: Hwy 7 & Bonanza/ Lowell
Total Housing Units			
Change 2000 to 2010	5,913.8%	108.7%	54.7%
Change 2015A to 2020	26.4%	16.9%	12.9%
Owner Occupied Housing Units			
Change 2000 to 2010	4,955.6%	121.8%	51.0%
Change 2015A to 2020	24.7%	17.6%	13.3%
Renter Occupied Housing Units			
Change 2000 to 2010	16,137.8%	56.4%	55.4%
Change 2015A to 2020	32.0%	11.4%	9.6%
Vacant Housing Units			
Change 2000 to 2010	N/A%	199.5%	163.1%
Change 2015A to 2020	37.2%	32.2%	22.8%

Race and Ethnicity Trend

American Indian, Eskimo, Aleut			
Change 2000 to 2010	N/A%	-54.0%	-13.6%
Change 2015A to 2020	31.6%	11.8%	9.5%
Asian and Native Hawaiian/Other Pacific Islander			
Change 2000 to 2010	43,805.5%	233.5%	100.7%
Change 2015A to 2020	41.6%	34.6%	29.6%
Black			
Change 2000 to 2010	N/A%	1,010.1%	137.7%
Change 2015A to 2020	26.5%	18.8%	18.0%
White			
Change 2000 to 2010	4,827.4%	114.4%	48.5%
Change 2015A to 2020	21.7%	14.7%	10.5%
Other			
Change 2000 to 2010	33,023.6%	6.5%	27.7%
Change 2015A to 2020	39.6%	15.7%	14.8%
Two or More Races			
Change 2000 to 2010	8,359.7%	130.0%	108.1%
Change 2015A to 2020	45.9%	34.9%	30.8%
Hispanic Ethnicity			
Change 2000 to 2010	5,767.4%	51.1%	61.0%
Change 2015A to 2020	40.5%	16.8%	18.0%
Not of Hispanic Ethnicity			
Change 2000 to 2010	5,169.8%	118.0%	49.2%
Change 2015A to 2020	22.3%	16.1%	11.5%

*Report counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).

Daytime Population Comparison



Geography: 1 Mile: Hwy 7 & Bonanza/Lowell, 3 Miles: Hwy 7 & Bonanza/Lowell, 5 Miles: Hwy 7 & Bonanza/Lowell

	1 Mile: Hwy 7 & Bonanza/ Lowell	3 Miles: Hwy 7 & Bonanza/ Lowell	5 Miles: Hwy 7 & Bonanza/ Lowell
2015A Population & Household Overview			
Population	6,414	29,742	97,369
Household Population	6,414	29,736	97,158
Family Population	87.3%	87.3%	87.5%
Non-family Population	12.6%	12.6%	12.4%
Group Quarters Population	0	6	211
Households	2,600	11,048	35,473
Family Households	89.3%	82.2%	81.5%
Non-family Households	10.6%	17.7%	18.4%
2015A Daytime Population			
Total Daytime Population	3,528	19,606	65,117
Population aged 16 and under (Children)	1,205	6,456	21,684
Daytime Population Age 16+	2,323	13,151	43,433
Civilian 16+, at Workplace	375	6,572	21,540
Civilian 16+, Unemployed	140	611	2,208
Civilian 16+, Work at home	316	1,143	4,024
Homemakers Age 16+	829	2,875	8,269
Retired population Age 65+	1,123	2,597	7,883
Student popn: Pre-kindergarten to 8th	888	4,147	14,349
Student popn: 9th grade-12th grade	27	1,553	5,295
Student popn: Post-secondary students	177	931	4,227

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Consumer Expenditure Comparison



Geography: 1 Mile: Hwy 7 & Bonanza/Lowell, 3 Miles: Hwy 7 & Bonanza/Lowell, 5 Miles: Hwy 7 & Bonanza/Lowell

	1 Mile: Hwy 7 & Bonanza/Lowell	3 Miles: Hwy 7 & Bonanza/Lowell	5 Miles: Hwy 7 & Bonanza/Lowell
2015A Consumer Expenditures (Average Household Annual Expenditures):			
Total Households	2,600	11,048	35,473
Median Household Income	\$101,442	\$84,578	\$89,600
Total Average Household Expenditure	\$69,001	\$63,166	\$63,907
Airline Fares	\$640	\$539	\$536
Alcoholic beverages purchased on trips	\$87	\$69	\$70
Alimony Expenditures	\$36	\$33	\$37
Alteration, Repair and Tailoring of Apparel and Accessories	\$12	\$11	\$11
Apparel and Services for Children Under 2	\$100	\$97	\$97
Apparel Laundry and Dry Cleaning not coin-operated	\$188	\$164	\$165
Audio Equipment and Sound Components	\$0	\$0	\$0
Books thru book clubs	\$6	\$4	\$4
Books not thru book clubs	\$54	\$40	\$39
Boys' active sportswear	\$3	\$4	\$4
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,165	\$1,722	\$1,757
CDs, Records, Audio Tapes	\$17	\$16	\$16
Cellular Phone Service	\$1,068	\$1,027	\$1,028
Child Support Expenditures	\$96	\$104	\$111
College Tuition	\$538	\$540	\$585
Computers and Computer Hardware for nonbusiness use	\$213	\$173	\$170
Computer information services	\$304	\$301	\$305
Coolant, brake fluid, transmission fluid, and other additives	\$6	\$7	\$7
Cosmetics, perfume, bath preparations	\$243	\$221	\$218
Deodorants, feminine hygiene, miscellaneous personal care	\$46	\$42	\$42
Electricity	\$1,337	\$1,263	\$1,269
Fees for Recreational Lessons	\$314	\$302	\$306
Finance Charges Excluding Mortgage And Vehicle	\$20	\$23	\$24
Floor Coverings, Nonpermanent	\$28	\$25	\$25
Food or Board at School	\$44	\$40	\$42
Food on out-of-town trips	\$577	\$507	\$517
Funeral Expenses	\$79	\$77	\$76
Furniture	\$508	\$452	\$461
Gasoline And Motor Oil	\$2,465	\$2,395	\$2,356
Girls' Active Sportswear	\$17	\$16	\$17
Hair Care Products	\$97	\$95	\$96
Hospital Room and Services	\$242	\$236	\$231
Health Care Insurance	\$449	\$429	\$440
Health Maintenance Organization (not BCBS)	\$886	\$848	\$880
Housekeeping Services	\$243	\$188	\$192

	1 Mile: Hwy 7 & Bonanza/Lowell	3 Miles: Hwy 7 & Bonanza/Lowell	5 Miles: Hwy 7 & Bonanza/Lowell
Household Textiles	\$193	\$172	\$174
Intracity Bus Fares	\$16	\$12	\$12
Intracity Mass Transit Fares	\$39	\$41	\$41
Jewelry	\$143	\$123	\$122
Legal fees	\$175	\$166	\$167
Life and Other Personal Insurance	\$526	\$398	\$401
Maintenance and Repair Services	\$1,446	\$1,206	\$1,217
Medical equipment for general use	\$4	\$4	\$4
Men's Suits	\$39	\$37	\$39
Miscellaneous fees	\$3	\$4	\$4
Mortgage interest and charges owned dwellings	\$6,006	\$5,440	\$5,514
Mortgage interest and charges owned vacation homes	\$425	\$403	\$435
Movie, Theater, Amusement parks, and Other	\$17	\$16	\$17
Natural Gas	\$609	\$571	\$582
New Cars	\$885	\$775	\$783
New Trucks	\$1,107	\$970	\$983
New Motorcycle	\$27	\$25	\$28
Newspaper, Magazine by Subscription	\$39	\$30	\$30
Oral Hygiene Products, Articles	\$66	\$52	\$51
Other Household Products	\$680	\$541	\$531
Other Home Services	\$32	\$26	\$27
Other Tobacco Products	\$260	\$271	\$268
Personal Care Services	\$461	\$391	\$387
Pet Purchase, Supplies, Medicine	\$193	\$175	\$175
Photo Processing	\$19	\$14	\$14
Portable Heating and Cooling Equipment	\$15	\$13	\$13
Property taxes owned dwellings	\$2,028	\$1,759	\$1,795
Property taxes owned vacation homes	\$91	\$73	\$73
Rent	\$3,233	\$3,544	\$3,532
Satellite Dishes	\$1	\$1	\$1
Shaving Needs	\$35	\$34	\$35
Small Electric Kitchen Appliances	\$51	\$48	\$48
Residential Telephone/Pay Phones	\$279	\$231	\$232
Televisions	\$82	\$78	\$77
Tobacco Products and Smoking supplies	\$260	\$271	\$268
Tolls or Electronic Toll Passes	\$40	\$36	\$36
Toys, Games, Arts and Crafts, and Tricycles	\$206	\$199	\$197
Used Cars	\$960	\$933	\$934
Used Trucks	\$1,035	\$1,017	\$1,005
VCR's and Video Disc Players	\$7	\$7	\$7
Vehicle Insurance	\$1,163	\$1,179	\$1,188
Vehicle Air Conditioning Repair	\$0	\$0	\$0
Vehicle Inspection	\$14	\$14	\$14
Video Game Hardware And Software	\$119	\$117	\$117
Watches	\$48	\$41	\$39
Women's Suits	\$20	\$15	\$16

	1 Mile: Hwy 7 & Bonanza/Lowell	3 Miles: Hwy 7 & Bonanza/Lowell	5 Miles: Hwy 7 & Bonanza/Lowell
	1 Mile: Hwy 7 & Bonanza/Lowell	3 Miles: Hwy 7 & Bonanza/Lowell	5 Miles: Hwy 7 & Bonanza/Lowell

2020 Consumer Expenditures (Average Household Annual Expenditures):

Total Households	3,262	12,868	39,964
Median Household Income	\$123,015	\$100,076	\$106,403
Total Average Household Expenditure	\$83,253	\$77,122	\$77,541
Airline Fares	\$782	\$680	\$667
Alcoholic beverages purchased on trips	\$110	\$91	\$92
Alimony Expenditures	\$54	\$50	\$55
Alteration, Repair and Tailoring of Apparel and Accessories	\$17	\$15	\$15
Apparel and Services for Children Under 2	\$138	\$134	\$134
Apparel Laundry and Dry Cleaning not coin-operated	\$255	\$234	\$235
Audio Equipment and Sound Components	\$1	\$1	\$1
Books thru book clubs	\$3	\$2	\$2
Books not thru book clubs	\$29	\$23	\$22
Boys' active sportswear	\$5	\$5	\$5
Cash contributions to charities, church, religious, educational, political and other organizations	\$3,208	\$2,628	\$2,664
CDs, Records, Audio Tapes	\$22	\$20	\$20
Cellular Phone Service	\$1,260	\$1,225	\$1,227
Child Support Expenditures	\$138	\$146	\$154
College Tuition	\$649	\$644	\$705
Computers and Computer Hardware for nonbusiness use	\$271	\$223	\$218
Computer information services	\$349	\$344	\$347
Coolant, brake fluid, transmission fluid, and other additives	\$7	\$8	\$8
Cosmetics, perfume, bath preparations	\$295	\$272	\$267
Deodorants, feminine hygiene, miscellaneous personal care	\$56	\$52	\$51
Electricity	\$1,518	\$1,437	\$1,438
Fees for Recreational Lessons	\$374	\$365	\$359
Finance Charges Excluding Mortgage And Vehicle	\$22	\$25	\$26
Floor Coverings, Nonpermanent	\$33	\$30	\$31
Food or Board at School	\$57	\$53	\$55
Food on out-of-town trips	\$753	\$680	\$679
Funeral Expenses	\$98	\$95	\$94
Furniture	\$617	\$558	\$565
Gasoline And Motor Oil	\$2,994	\$2,915	\$2,855
Girls' Active Sportswear	\$24	\$24	\$24
Hair Care Products	\$117	\$116	\$116
Hospital Room and Services	\$239	\$238	\$232
Health Care Insurance	\$481	\$463	\$472
Health Maintenance Organization (not BCBS)	\$962	\$946	\$974
Housekeeping Services	\$296	\$239	\$241

	1 Mile: Hwy 7 & Bonanza/Lowell	3 Miles: Hwy 7 & Bonanza/Lowell	5 Miles: Hwy 7 & Bonanza/Lowell
Household Textiles	\$237	\$215	\$214
Intracity Bus Fares	\$20	\$16	\$15
Intracity Mass Transit Fares	\$43	\$45	\$45
Jewelry	\$200	\$180	\$180
Legal fees	\$206	\$197	\$197
Life and Other Personal Insurance	\$651	\$510	\$509
Maintenance and Repair Services	\$1,446	\$1,206	\$1,217
Medical equipment for general use	\$4	\$4	\$4
Men's Suits	\$56	\$55	\$58
Miscellaneous fees	\$4	\$4	\$5
Mortgage interest and charges owned dwellings	\$7,075	\$6,493	\$6,489
Mortgage interest and charges owned vacation homes	\$488	\$469	\$500
Movie, Theater, Amusement parks, and Other	\$20	\$20	\$20
Natural Gas	\$680	\$646	\$656
New Cars	\$1,072	\$947	\$949
New Trucks	\$1,332	\$1,191	\$1,190
New Motorcycle	\$34	\$34	\$37
Newspaper, Magazine by Subscription	\$22	\$17	\$17
Oral Hygiene Products, Articles	\$87	\$70	\$68
Other Household Products	\$817	\$671	\$656
Other Home Services	\$37	\$32	\$32
Other Tobacco Products	\$254	\$263	\$261
Personal Care Services	\$575	\$502	\$493
Pet Purchase, Supplies, Medicine	\$247	\$228	\$229
Photo Processing	\$23	\$18	\$17
Portable Heating and Cooling Equipment	\$18	\$17	\$17
Property taxes owned dwellings	\$2,414	\$2,138	\$2,160
Property taxes owned vacation homes	\$100	\$83	\$84
Rent	\$3,888	\$4,213	\$4,238
Satellite Dishes	\$2	\$2	\$2
Shaving Needs	\$43	\$42	\$43
Small Electric Kitchen Appliances	\$62	\$59	\$59
Residential Telephone/Pay Phones	\$344	\$292	\$291
Televisions	\$119	\$114	\$113
Tobacco Products and Smoking supplies	\$254	\$263	\$261
Tolls or Electronic Toll Passes	\$46	\$43	\$43
Toys, Games, Arts and Crafts, and Tricycles	\$286	\$278	\$276
Used Cars	\$1,185	\$1,151	\$1,142
Used Trucks	\$1,251	\$1,241	\$1,221
VCR's and Video Disc Players	\$10	\$9	\$9
Vehicle Insurance	\$1,394	\$1,409	\$1,405
Vehicle Air Conditioning Repair	\$0	\$0	\$0
Vehicle Inspection	\$16	\$16	\$16
Video Game Hardware And Software	\$151	\$151	\$148
Watches	\$62	\$56	\$54
Women's Suits	\$28	\$22	\$23

Not all Consumer Expenditure Categories are listed and will therefore NOT add up to Total Household Expenditure

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Retail Sales Potential Comparison



Geography: 1 Mile: Hwy 7 & Bonanza/Lowell, 3 Miles: Hwy 7 & Bonanza/Lowell, 5 Miles: Hwy 7 & Bonanza/Lowell

1 Mile: Hwy 7 & Bonanza/Lowell

3 Miles: Hwy 7 & Bonanza/Lowell

5 Miles: Hwy 7 & Bonanza/Lowell

Average Annual Household Dollars 2015A

	1 Mile: Hwy 7 & Bonanza/Lowell	3 Miles: Hwy 7 & Bonanza/Lowell	5 Miles: Hwy 7 & Bonanza/Lowell
Automotive Dealers	\$4,076	\$3,782	\$3,796
Automotive Parts, Accessories, & Tire Stores	\$230	\$226	\$228
Beer, Wine, & Liquor Stores	\$194	\$179	\$180
Book Stores	\$86	\$77	\$79
Childrens and Infants Clothing Stores	\$51	\$51	\$52
Clothing Accessories Stores	\$36	\$31	\$32
Convenience Stores	\$137	\$131	\$132
Cosmetics, Beauty Supplies and Perfume Stores	\$35	\$31	\$31
Department Stores excluding leased depts	\$1,265	\$1,146	\$1,167
Drinking Place - Alcoholic Beverages	\$120	\$107	\$109
Family Clothing Stores	\$570	\$508	\$528
Florists	\$40	\$29	\$29
Full-service Restaurants	\$1,885	\$1,728	\$1,778
Furniture Stores	\$28	\$25	\$25
Gasoline Stations	\$2,851	\$2,764	\$2,729
Gift, Novelty, and Souvenir Stores	\$90	\$82	\$83
Hardware Stores	\$63	\$52	\$51
Hobby, Toys and Games Stores	\$79	\$74	\$74
Home Centers	\$602	\$491	\$491
Home Furnishing Stores	\$163	\$147	\$149
Household Appliances Stores	\$131	\$113	\$114
Jewelry Stores	\$108	\$93	\$92
Limited-service Eating Places	\$1,951	\$1,795	\$1,847
Luggage & Leather Goods Stores	\$11	\$10	\$10
Mens Clothing Stores	\$55	\$52	\$55
Musical Instrument and Supplies Stores	\$13	\$12	\$13
News Dealers and Newsstands	\$6	\$5	\$6
Nonstore retailers	\$1,290	\$1,139	\$1,144
Nursery and Garden centers	\$216	\$163	\$159
Office Supplies and Stationery Stores	\$108	\$96	\$96
Optical Goods Stores	\$63	\$58	\$59
Other Building Materials Dealers	\$504	\$415	\$417

Other Clothing Stores	\$76	\$65	\$68
Other General Merchandise Stores	\$2,361	\$2,221	\$2,228
Other Health and Personal Care Stores	\$48	\$42	\$42
Other Miscellaneous Store Retailers	\$386	\$360	\$360
Other Motor Vehicle Dealers	\$475	\$378	\$376
Outdoor Power Equipment Stores	\$37	\$26	\$26
Paint and Wallpaper Stores	\$49	\$41	\$41
Pharmacies and Drug Stores	\$743	\$665	\$665
Radio, Television and Other Electronics Stores	\$255	\$228	\$227
Sew/Needlework/Piece Goods Stores	\$8	\$7	\$7
Shoe Stores	\$260	\$242	\$249
Special Foodservices	\$20	\$18	\$19
Specialty Food Stores	\$135	\$129	\$129
Sporting Goods Stores	\$262	\$212	\$214
Supermarkets and Other Grocery (except Convenience) Stores	\$3,482	\$3,310	\$3,314
Used Merchandise Stores	\$47	\$42	\$43
Womens Clothing Stores	\$283	\$240	\$250
Total Avg Annual Retail Sales	\$32,462	\$29,731	\$29,981

Aggregate Household Dollars 2015A

Automotive Dealers	\$10,597,234	\$41,785,934	\$134,671,285
Automotive Parts, Accessories, & Tire Stores	\$600,178	\$2,507,793	\$8,110,664
Beer, Wine, & Liquor Stores	\$506,644	\$1,980,442	\$6,398,616
Book Stores	\$225,290	\$855,321	\$2,806,523
Childrens and Infants Clothing Stores	\$132,679	\$565,097	\$1,846,235
Clothing Accessories Stores	\$94,012	\$349,043	\$1,157,398
Convenience Stores	\$357,330	\$1,453,643	\$4,686,423
Cosmetics, Beauty Supplies and Perfume Stores	\$93,059	\$350,153	\$1,124,257
Department Stores excluding leased depts	\$3,289,280	\$12,663,185	\$41,428,779
Drinking Place - Alcoholic Beverages	\$312,544	\$1,186,248	\$3,896,696
Family Clothing Stores	\$1,482,050	\$5,620,663	\$18,747,237
Florists	\$106,372	\$329,322	\$1,033,127
Full-service Restaurants	\$4,902,396	\$19,096,047	\$63,076,502
Furniture Stores	\$75,046	\$281,230	\$907,725
Gasoline Stations	\$7,412,949	\$30,544,430	\$96,814,990
Gift, Novelty, and Souvenir Stores	\$234,302	\$913,504	\$2,956,596
Hardware Stores	\$165,167	\$574,787	\$1,835,954
Hobby, Toys and Games Stores	\$207,145	\$822,239	\$2,641,615

Home Centers	\$1,565,020	\$5,428,694	\$17,439,766
Home Furnishing Stores	\$425,020	\$1,629,240	\$5,302,952
Household Appliances Stores	\$343,089	\$1,251,424	\$4,058,235
Jewelry Stores	\$282,018	\$1,034,299	\$3,263,974
Limited-service Eating Places	\$5,072,028	\$19,832,296	\$65,552,443
Luggage & Leather Goods Stores	\$30,844	\$119,184	\$384,796
Mens Clothing Stores	\$143,883	\$582,049	\$1,955,936
Musical Instrument and Supplies Stores	\$35,620	\$142,784	\$461,843
News Dealers and Newsstands	\$16,771	\$65,995	\$213,738
Nonstore retailers	\$3,354,909	\$12,585,102	\$40,592,424
Nursery and Garden centers	\$561,991	\$1,803,678	\$5,674,464
Office Supplies and Stationery Stores	\$282,394	\$1,066,008	\$3,425,899
Optical Goods Stores	\$165,752	\$650,804	\$2,112,766
Other Building Materials Dealers	\$1,311,771	\$4,589,441	\$14,796,273
Other Clothing Stores	\$197,623	\$720,330	\$2,412,193
Other General Merchandise Stores	\$6,139,730	\$24,544,835	\$79,065,737
Other Health and Personal Care Stores	\$125,016	\$473,935	\$1,522,030
Other Miscellaneous Store Retailers	\$1,003,813	\$3,982,217	\$12,775,914
Other Motor Vehicle Dealers	\$1,236,010	\$4,185,032	\$13,359,607
Outdoor Power Equipment Stores	\$98,126	\$296,948	\$928,551
Paint and Wallpaper Stores	\$127,802	\$455,985	\$1,484,574
Pharmacies and Drug Stores	\$1,932,876	\$7,357,739	\$23,620,541
Radio, Television and Other Electronics Stores	\$665,101	\$2,519,671	\$8,075,945
Sew/Needlework/Piece Goods Stores	\$22,490	\$86,180	\$277,958
Shoe Stores	\$676,067	\$2,680,398	\$8,856,546
Special Foodservices	\$54,135	\$208,102	\$684,570
Specialty Food Stores	\$352,663	\$1,428,784	\$4,594,476
Sporting Goods Stores	\$682,969	\$2,348,615	\$7,602,459
Supermarkets and Other Grocery (except Convenience) Stores	\$9,053,904	\$36,575,046	\$117,573,375
Used Merchandise Stores	\$124,346	\$474,323	\$1,551,867
Womens Clothing Stores	\$736,913	\$2,659,031	\$8,901,347
Total Aggregate Annual Retail Sales	\$84,393,051	\$328,467,027	\$1,063,513,117

Mosaic Population Comparison

Geography: 1 Mile: Hwy 7 & Bonanza/Lowell, 3 Miles: Hwy 7 & Bonanza/Lowell, 5 Miles: Hwy 7 & Bonanza/Lowell

	1 Mile: Hwy 7 & Bonanza/Lowell		3 Miles: Hwy 7 & Bonanza/Lowell		5 Miles: Hwy 7 & Bonanza/Lowell	
	2015 Pop Count	%	2015 Pop Count	%	2015 Pop Count	%
Group A: Power Elite						
A01 American Royalty	0	0.0%	0	0.0%	1,115	1.1%
A02 Platinum Prosperity	0	0.0%	0	0.0%	0	0.0%
A03 Kids and Cabernet	0	0.0%	1,426	4.7%	1,426	1.4%
A04 Picture Perfect Families	0	0.0%	0	0.0%	0	0.0%
A05 Couples with Clout	0	0.0%	0	0.0%	0	0.0%
A06 Jet Set Urbanites	0	0.0%	0	0.0%	0	0.0%
Group B: Flourishing Families						
B07 Generational Soup	0	0.0%	4,019	13.5%	20,761	21.3%
B08 Babies and Bliss	2,841	44.2%	6,026	20.2%	15,812	16.2%
B09 Family Fun-tastic	0	0.0%	0	0.0%	60	0.0%
B10 Cosmopolitan Achievers	0	0.0%	0	0.0%	0	0.0%
Group C: Booming with Confidence						
C11 Aging of Aquarius	0	0.0%	2,608	8.7%	9,872	10.1%
C12 Golf Carts and Gourmets	1,618	25.2%	1,697	5.7%	1,697	1.7%
C13 Silver Sophisticates	0	0.0%	824	2.7%	5,195	5.3%
C14 Boomers and Boomerangs	0	0.0%	0	0.0%	3,566	3.6%
Group D: Suburban Style						
D15 Sports Utility Families	0	0.0%	0	0.0%	0	0.0%
D16 Settled in Suburbia	0	0.0%	0	0.0%	1,233	1.2%
D17 Cul de Sac Diversity	0	0.0%	0	0.0%	1,404	1.4%
D18 Suburban Attainment	0	0.0%	0	0.0%	0	0.0%
Group E: Thriving Boomers						
E19 Full Pockets, Empty Nests	0	0.0%	0	0.0%	2,568	2.6%
E20 No Place Like Home	0	0.0%	800	2.6%	800	0.8%
E21 Unspoiled Splendor	0	0.0%	0	0.0%	0	0.0%
Group F: Promising Families						
F22 Fast Track Couples	817	12.7%	4,488	15.0%	10,442	10.7%
F23 Families Matter Most	0	0.0%	0	0.0%	0	0.0%
Group G: Young, City Solos						
G24 Status Seeking Singles	0	0.0%	0	0.0%	5,782	5.9%
G25 Urban Edge	0	0.0%	0	0.0%	0	0.0%

1 Mile: Hwy 7 &
Bonanza/Lowell

3 Miles: Hwy 7 &
Bonanza/Lowell

5 Miles: Hwy 7 &
Bonanza/Lowell

Group H: Middle-class Melting Pot

H26 Progressive Potpourri	0	0.0%	0	0.0%	0	0.0%
H27 Birkenstocks and Beemers	0	0.0%	0	0.0%	0	0.0%
H28 Everyday Moderates	0	0.0%	0	0.0%	1,445	1.4%
H29 Destination Recreation	0	0.0%	0	0.0%	0	0.0%

Group I: Family Union

I30 Stockcars and State Parks	0	0.0%	0	0.0%	0	0.0%
I31 Blue Collar Comfort	0	0.0%	0	0.0%	0	0.0%
I32 Steadfast Conventionalists	0	0.0%	0	0.0%	0	0.0%
I33 Balance and Harmony	0	0.0%	0	0.0%	0	0.0%

Group J: Autumn Years

J34 Aging in Place	0	0.0%	0	0.0%	0	0.0%
J35 Rural Escape	0	0.0%	0	0.0%	0	0.0%
J36 Settled and Sensible	0	0.0%	0	0.0%	0	0.0%

Group K: Significant Singles

K37 Wired for Success	1,139	17.7%	1,222	4.1%	3,843	3.9%
K38 Gotham Blend	0	0.0%	0	0.0%	0	0.0%
K39 Metro Fusion	0	0.0%	0	0.0%	0	0.0%
K40 Bohemian Groove	0	0.0%	0	0.0%	0	0.0%

Group L: Blue Sky Boomers

L41 Booming and Consuming	0	0.0%	0	0.0%	0	0.0%
L42 Rooted Flower Power	0	0.0%	3,257	10.9%	6,974	7.1%
L43 Homemade Happiness	0	0.0%	0	0.0%	0	0.0%

Group M: Families in Motion

M44 Red, White and Bluegrass	0	0.0%	0	0.0%	0	0.0%
M45 Diapers and Debit Cards	0	0.0%	0	0.0%	0	0.0%

Group N: Pastoral Pride

N46 True Grit Americans	0	0.0%	0	0.0%	0	0.0%
N47 Countrified Pragmatics	0	0.0%	0	0.0%	0	0.0%
N48 Rural Southern Bliss	0	0.0%	0	0.0%	0	0.0%
N49 Touch of Tradition	0	0.0%	0	0.0%	0	0.0%

Group O: Singles and Starters

O50 Full Steam Ahead	0	0.0%	0	0.0%	0	0.0%
O51 Digital Dependents	0	0.0%	0	0.0%	0	0.0%
O52 Urban Ambition	0	0.0%	0	0.0%	0	0.0%
O53 Colleges and Cafes	0	0.0%	0	0.0%	0	0.0%

	1 Mile: Hwy 7 & Bonanza/Lowell		3 Miles: Hwy 7 & Bonanza/Lowell		5 Miles: Hwy 7 & Bonanza/Lowell	
O54 Striving Single Scene	0	0.0%	0	0.0%	0	0.0%
O55 Family Troopers	0	0.0%	0	0.0%	0	0.0%
Group P: Cultural Connections						
P56 Mid-scale Medley	0	0.0%	0	0.0%	0	0.0%
P57 Modest Metro Means	0	0.0%	0	0.0%	0	0.0%
P58 Heritage Heights	0	0.0%	0	0.0%	0	0.0%
P59 Expanding Horizons	0	0.0%	0	0.0%	0	0.0%
P60 Striving Forward	0	0.0%	0	0.0%	0	0.0%
P61 Humble Beginnings	0	0.0%	0	0.0%	0	0.0%
Group Q: Golden Year Guardians						
Q62 Reaping Rewards	0	0.0%	0	0.0%	0	0.0%
Q63 Footloose and Family Tree	0	0.0%	0	0.0%	0	0.0%
Q64 Town Elders	0	0.0%	0	0.0%	0	0.0%
Q65 Senior Discounts	0	0.0%	0	0.0%	0	0.0%
Group R: Aspirational Fusion						
R66 Dare to Dream	0	0.0%	0	0.0%	0	0.0%
R67 Hope for Tomorrow	0	0.0%	0	0.0%	0	0.0%
Group S: Economic Challenges						
S68 Small Town Shallow Pockets	0	0.0%	3,375	11.3%	3,375	3.4%
S69 Urban Survivors	0	0.0%	0	0.0%	0	0.0%
S70 Tight Money	0	0.0%	0	0.0%	0	0.0%
S71 Tough Times	0	0.0%	0	0.0%	0	0.0%
U00 Unclassified	0	0.0%	0	0.0%	0	0.0%
Total Population	6,414	100.0%	29,742	100.0%	97,369	100.0%