

Take your Business to the Next Level

Former Evan's Departmen...
 1816 Washington St
 Two Rivers, WI 54241-2642

Latitude: 44.14991
 Longitude: -87.56849
 Drive Time: 15 Minutes

Site Type: Drive Time

Summary	2000	2009	2014
Population	41,085	39,619	38,909
Households	17,041	16,975	16,840
Families	10,807	10,584	10,417
Average Household Size	2.37	2.30	2.27
Owner Occupied HUs	11,969	11,851	11,736
Renter Occupied HUs	5,071	5,124	5,104
Median Age	38.2	40.1	40.3

Trends: 2009-2014 Annual Rate	Area	State	National
Population	-0.36%	0.54%	0.91%
Households	-0.16%	0.72%	0.94%
Families	-0.32%	0.61%	0.74%
Owner HHs	-0.19%	0.64%	1.19%
Median Household Income	0.86%	0.89%	0.80%

Households by Income	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	2,335	13.7%	1,569	9.2%	1,589	9.4%
\$15,000 - \$24,999	2,515	14.8%	1,862	11.0%	1,744	10.4%
\$25,000 - \$34,999	2,498	14.7%	1,925	11.3%	1,736	10.3%
\$35,000 - \$49,999	3,491	20.5%	2,782	16.4%	2,421	14.4%
\$50,000 - \$74,999	3,889	22.8%	4,149	24.4%	4,554	27.0%
\$75,000 - \$99,999	1,372	8.1%	2,958	17.4%	3,025	18.0%
\$100,000 - \$149,999	603	3.5%	1,231	7.3%	1,231	7.3%
\$150,000 - \$199,000	144	0.8%	249	1.5%	268	1.6%
\$200,000+	186	1.1%	249	1.5%	274	1.6%
Median Household Income	\$39,613		\$51,706		\$53,977	
Average Household Income	\$47,622		\$60,012		\$62,022	
Per Capita Income	\$20,160		\$25,925		\$27,097	

Population by Age	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,371	5.8%	2,393	6.0%	2,328	6.0%
5 - 9	2,827	6.9%	2,315	5.8%	2,285	5.9%
10 - 14	3,080	7.5%	2,384	6.0%	2,348	6.0%
15 - 19	2,996	7.3%	2,670	6.7%	2,253	5.8%
20 - 24	2,217	5.4%	2,569	6.5%	2,396	6.2%
25 - 34	5,013	12.2%	5,068	12.8%	5,417	13.9%
35 - 44	6,573	16.0%	4,989	12.6%	4,497	11.6%
45 - 54	5,462	13.3%	6,118	15.4%	5,339	13.7%
55 - 64	3,649	8.9%	4,786	12.1%	5,385	13.8%
65 - 74	3,306	8.0%	2,872	7.2%	3,440	8.8%
75 - 84	2,601	6.3%	2,303	5.8%	2,077	5.3%
85+	990	2.4%	1,152	2.9%	1,145	2.9%

Race and Ethnicity	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
White Alone	38,900	94.7%	36,771	92.8%	36,080	92.7%
Black Alone	150	0.4%	184	0.5%	184	0.5%
American Indian Alone	201	0.5%	212	0.5%	211	0.5%
Asian Alone	1,164	2.8%	1,644	4.1%	1,632	4.2%
Pacific Islander Alone	21	0.1%	21	0.1%	21	0.1%
Some Other Race Alone	276	0.7%	373	0.9%	369	0.9%
Two or More Races	375	0.9%	413	1.0%	412	1.1%
Hispanic Origin (Any Race)	823	2.0%	1,114	2.8%	1,103	2.8%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

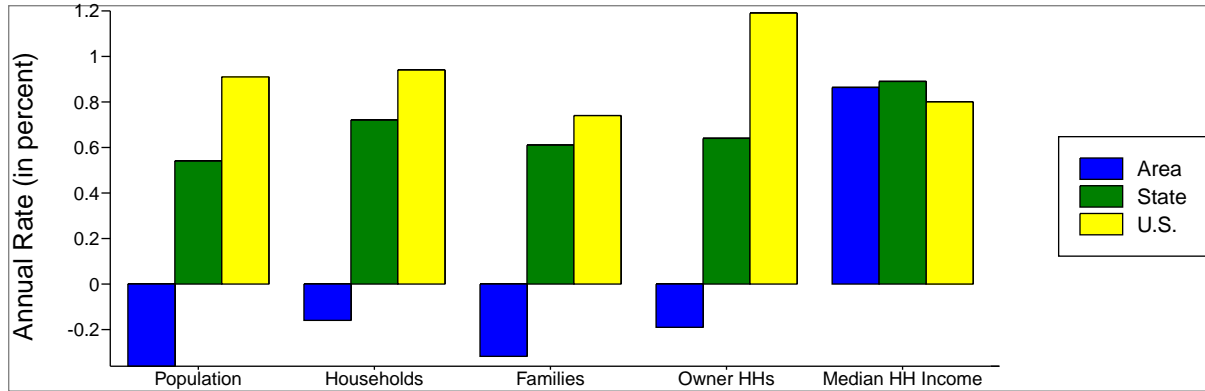
Take your Business to the Next Level

Former Evan's Departmen...
1816 Washington St
Two Rivers, WI 54241-2642

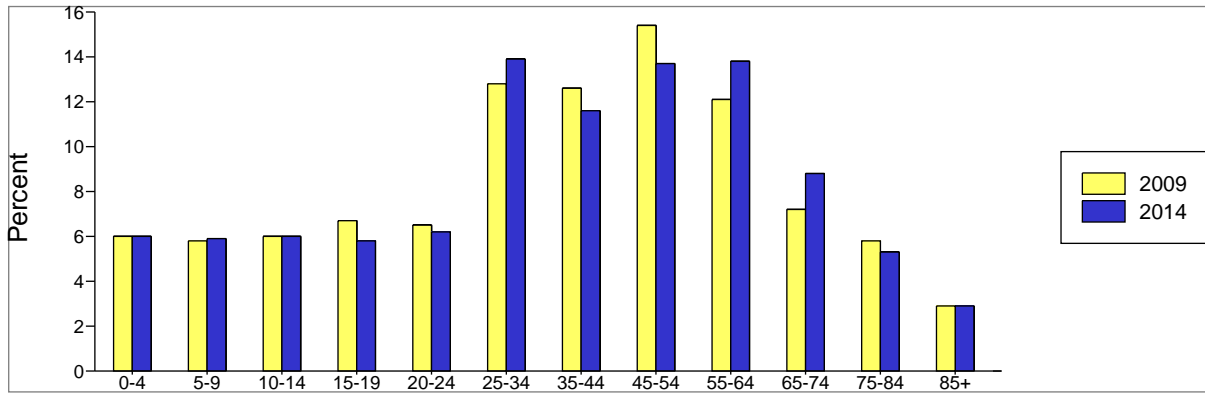
Latitude: 44.14991
Longitude: -87.56849
Drive Time: 15 Minutes

Site Type: Drive Time

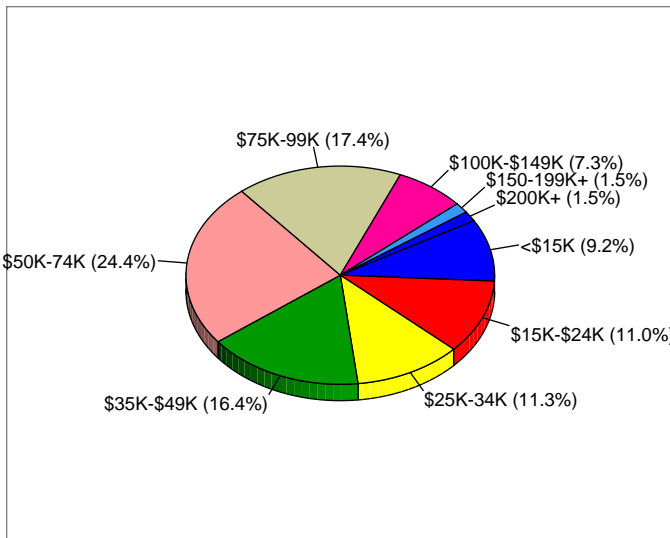
Trends 2009-2014



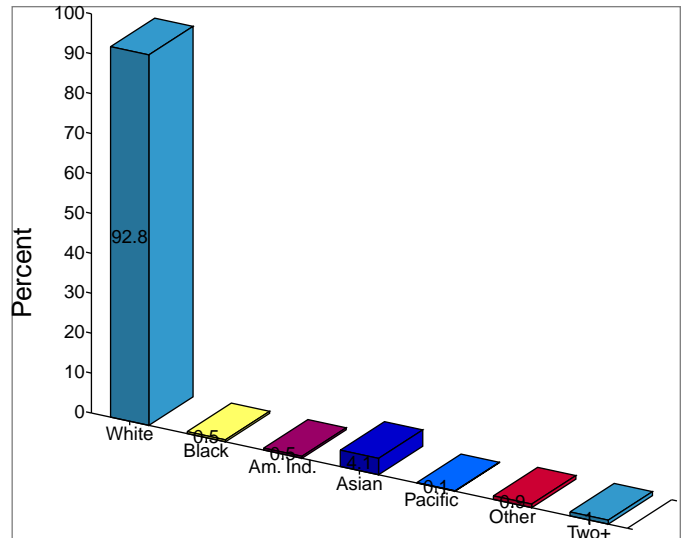
Population by Age



2009 Household Income



2009 Population by Race



2009 Percent Hispanic Origin: 2.8%

Take your Business to the Next Level

Former Evan's Departmen...
 1816 Washington St
 Two Rivers, WI 54241-2642

Latitude: 44.14991
 Longitude: -87.56849
 Drive Time: 30 Minutes

Site Type: Drive Time

Summary	2000	2009	2014
Population	67,531	67,035	66,660
Households	26,981	27,771	27,891
Families	18,099	18,413	18,387
Average Household Size	2.45	2.37	2.34
Owner Occupied HUs	20,060	20,571	20,631
Renter Occupied HUs	6,921	7,200	7,260
Median Age	38.5	41.0	41.4

Trends: 2009-2014 Annual Rate	Area	State	National
Population	-0.11%	0.54%	0.91%
Households	0.09%	0.72%	0.94%
Families	-0.03%	0.61%	0.74%
Owner HHs	0.06%	0.64%	1.19%
Median Household Income	0.8%	0.89%	0.80%

Households by Income	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	3,414	12.7%	2,316	8.3%	2,390	8.6%
\$15,000 - \$24,999	3,721	13.8%	2,997	10.8%	2,834	10.2%
\$25,000 - \$34,999	3,749	13.9%	2,915	10.5%	2,647	9.5%
\$35,000 - \$49,999	5,294	19.6%	4,547	16.4%	3,994	14.3%
\$50,000 - \$74,999	6,635	24.6%	6,870	24.7%	7,623	27.3%
\$75,000 - \$99,999	2,550	9.5%	5,181	18.7%	5,371	19.3%
\$100,000 - \$149,999	1,069	4.0%	2,159	7.8%	2,182	7.8%
\$150,000 - \$199,000	263	1.0%	397	1.4%	431	1.5%
\$200,000+	268	1.0%	389	1.4%	419	1.5%
Median Household Income	\$42,062		\$53,548		\$55,719	
Average Household Income	\$49,407		\$61,091		\$62,853	
Per Capita Income	\$20,091		\$25,571		\$26,598	

Population by Age	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,904	5.8%	3,979	5.9%	3,888	5.8%
5 - 9	4,656	6.9%	4,014	6.0%	3,978	6.0%
10 - 14	5,100	7.6%	4,184	6.2%	4,194	6.3%
15 - 19	5,037	7.5%	4,538	6.8%	3,987	6.0%
20 - 24	3,435	5.1%	3,910	5.8%	3,727	5.6%
25 - 34	7,847	11.6%	8,046	12.0%	8,518	12.8%
35 - 44	10,984	16.3%	8,586	12.8%	7,851	11.8%
45 - 54	9,364	13.9%	10,705	16.0%	9,516	14.3%
55 - 64	6,169	9.1%	8,436	12.6%	9,537	14.3%
65 - 74	5,316	7.9%	4,992	7.4%	6,068	9.1%
75 - 84	4,122	6.1%	3,739	5.6%	3,485	5.2%
85+	1,597	2.4%	1,906	2.8%	1,911	2.9%

Race and Ethnicity	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
White Alone	64,369	95.3%	62,840	93.7%	62,472	93.7%
Black Alone	238	0.4%	300	0.4%	300	0.5%
American Indian Alone	311	0.5%	336	0.5%	335	0.5%
Asian Alone	1,612	2.4%	2,316	3.5%	2,314	3.5%
Pacific Islander Alone	34	0.1%	34	0.1%	34	0.1%
Some Other Race Alone	432	0.6%	603	0.9%	600	0.9%
Two or More Races	535	0.8%	606	0.9%	605	0.9%
Hispanic Origin (Any Race)	1,183	1.8%	1,654	2.5%	1,646	2.5%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

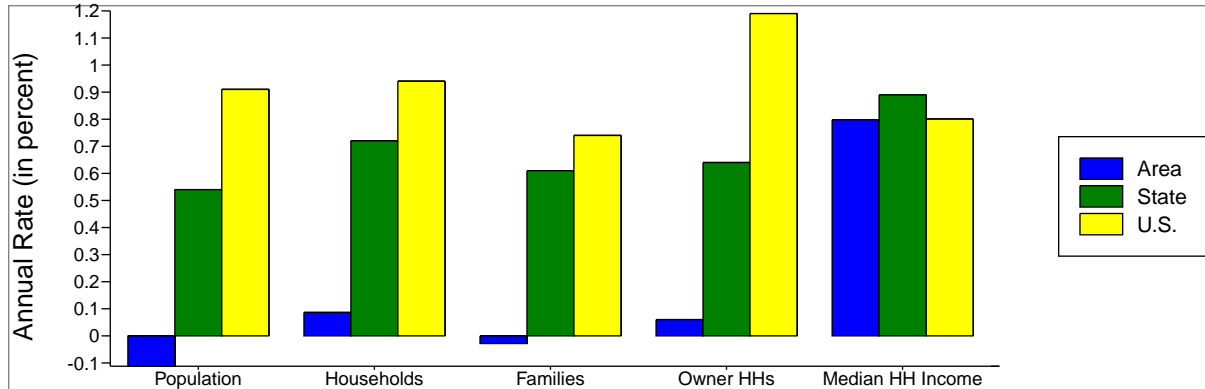
Take your Business to the Next Level

Former Evan's Departmen...
1816 Washington St
Two Rivers, WI 54241-2642

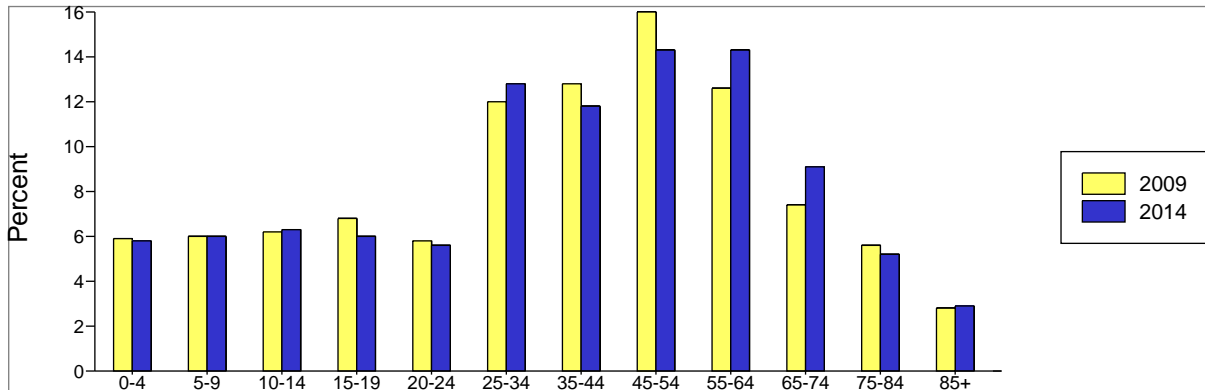
Latitude: 44.14991
Longitude: -87.56849
Drive Time: 30 Minutes

Site Type: Drive Time

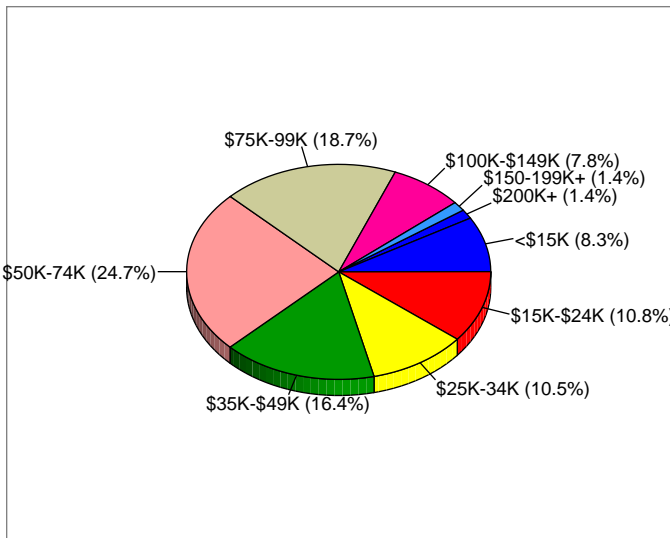
Trends 2009-2014



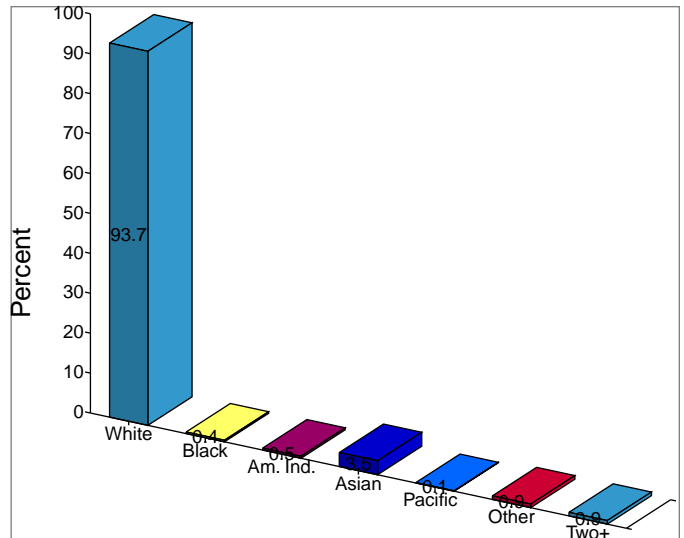
Population by Age



2009 Household Income



2009 Population by Race



2009 Percent Hispanic Origin: 2.5%

Take your Business to the Next Level

Former Evan's Departmen...
 1816 Washington St
 Two Rivers, WI 54241-2642

Latitude: 44.14991
 Longitude: -87.56849
 Drive Time: 45 Minutes

Site Type: Drive Time

Summary	2000	2009	2014
Population	199,248	210,241	214,483
Households	77,991	85,099	87,645
Families	52,177	56,260	57,608
Average Household Size	2.49	2.41	2.39
Owner Occupied HUs	54,892	59,462	60,923
Renter Occupied HUs	23,099	25,637	26,722
Median Age	36.4	38.2	38.5

Trends: 2009-2014 Annual Rate	Area	State	National
Population	0.4%	0.54%	0.91%
Households	0.59%	0.72%	0.94%
Families	0.47%	0.61%	0.74%
Owner HHs	0.49%	0.64%	1.19%
Median Household Income	0.98%	0.89%	0.80%

Households by Income	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	8,802	11.3%	6,316	7.4%	6,589	7.5%
\$15,000 - \$24,999	9,970	12.8%	8,092	9.5%	7,866	9.0%
\$25,000 - \$34,999	10,338	13.3%	8,478	10.0%	7,840	8.9%
\$35,000 - \$49,999	14,842	19.1%	13,396	15.7%	12,084	13.8%
\$50,000 - \$74,999	19,332	24.8%	20,867	24.5%	22,344	25.5%
\$75,000 - \$99,999	8,658	11.1%	16,539	19.4%	18,850	21.5%
\$100,000 - \$149,999	4,009	5.1%	8,171	9.6%	8,492	9.7%
\$150,000 - \$199,000	863	1.1%	1,708	2.0%	1,901	2.2%
\$200,000+	1,084	1.4%	1,532	1.8%	1,679	1.9%
Median Household Income	\$44,934		\$57,398		\$60,255	
Average Household Income	\$53,155		\$65,694		\$68,078	
Per Capita Income	\$21,141		\$26,923		\$28,188	

Population by Age	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	12,588	6.3%	13,469	6.4%	13,556	6.3%
5 - 9	14,081	7.1%	13,225	6.3%	13,534	6.3%
10 - 14	14,933	7.5%	13,391	6.4%	13,810	6.4%
15 - 19	14,475	7.3%	14,234	6.8%	13,175	6.1%
20 - 24	12,360	6.2%	13,737	6.5%	13,526	6.3%
25 - 34	26,613	13.4%	28,402	13.5%	29,839	13.9%
35 - 44	32,798	16.5%	28,357	13.5%	27,476	12.8%
45 - 54	26,948	13.5%	32,185	15.3%	29,702	13.8%
55 - 64	16,687	8.4%	24,654	11.7%	28,129	13.1%
65 - 74	13,336	6.7%	13,654	6.5%	17,173	8.0%
75 - 84	10,277	5.2%	9,817	4.7%	9,376	4.4%
85+	4,152	2.1%	5,116	2.4%	5,187	2.4%

Race and Ethnicity	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
White Alone	186,300	93.5%	191,976	91.3%	193,489	90.2%
Black Alone	1,621	0.8%	2,134	1.0%	2,400	1.1%
American Indian Alone	1,181	0.6%	1,363	0.6%	1,434	0.7%
Asian Alone	5,302	2.7%	7,962	3.8%	9,275	4.3%
Pacific Islander Alone	61	0.0%	70	0.0%	75	0.0%
Some Other Race Alone	2,919	1.5%	4,455	2.1%	5,354	2.5%
Two or More Races	1,864	0.9%	2,281	1.1%	2,456	1.1%
Hispanic Origin (Any Race)	6,266	3.1%	9,438	4.5%	11,184	5.2%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

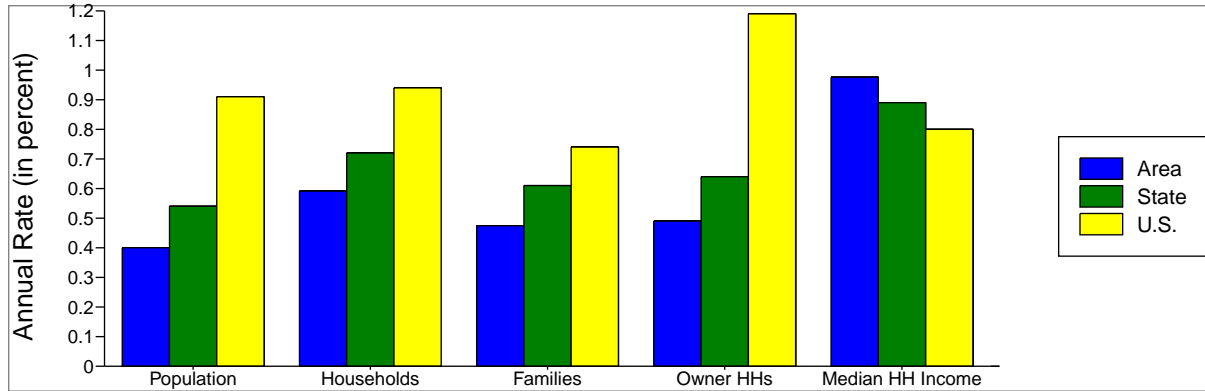
Take your Business to the Next Level

Former Evan's Departmen...
1816 Washington St
Two Rivers, WI 54241-2642

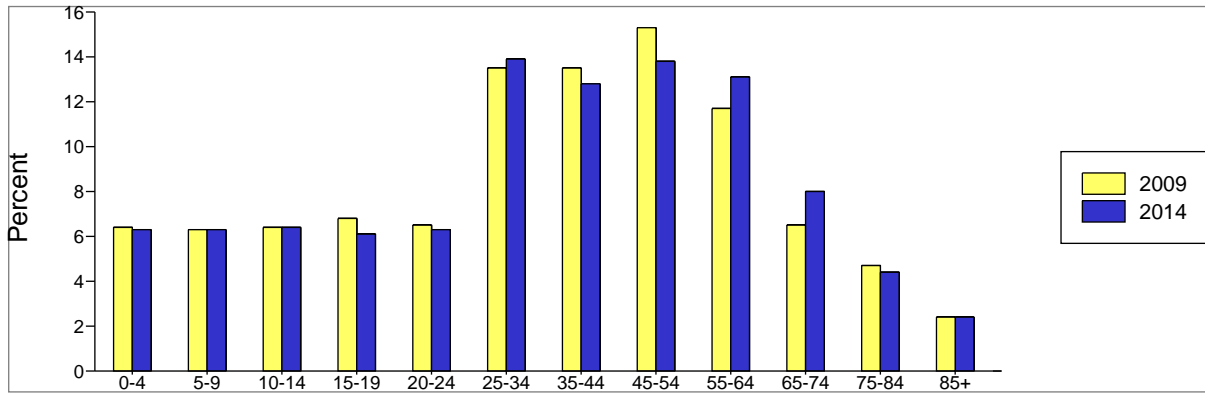
Latitude: 44.14991
Longitude: -87.56849
Drive Time: 45 Minutes

Site Type: Drive Time

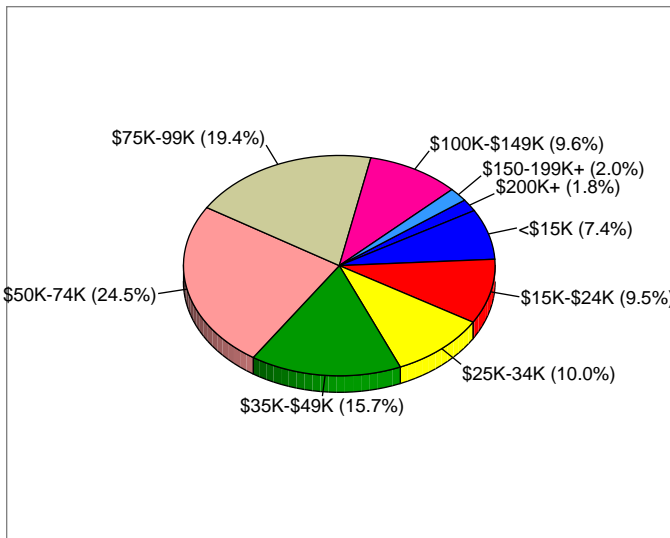
Trends 2009-2014



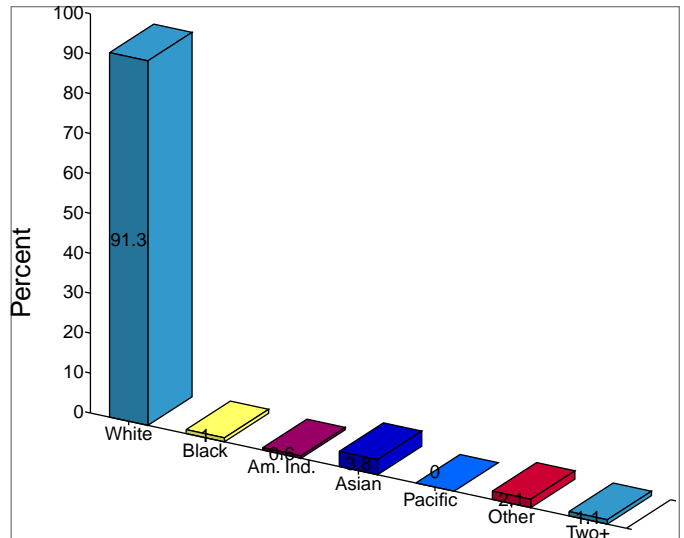
Population by Age



2009 Household Income



2009 Population by Race



2009 Percent Hispanic Origin: 4.5%