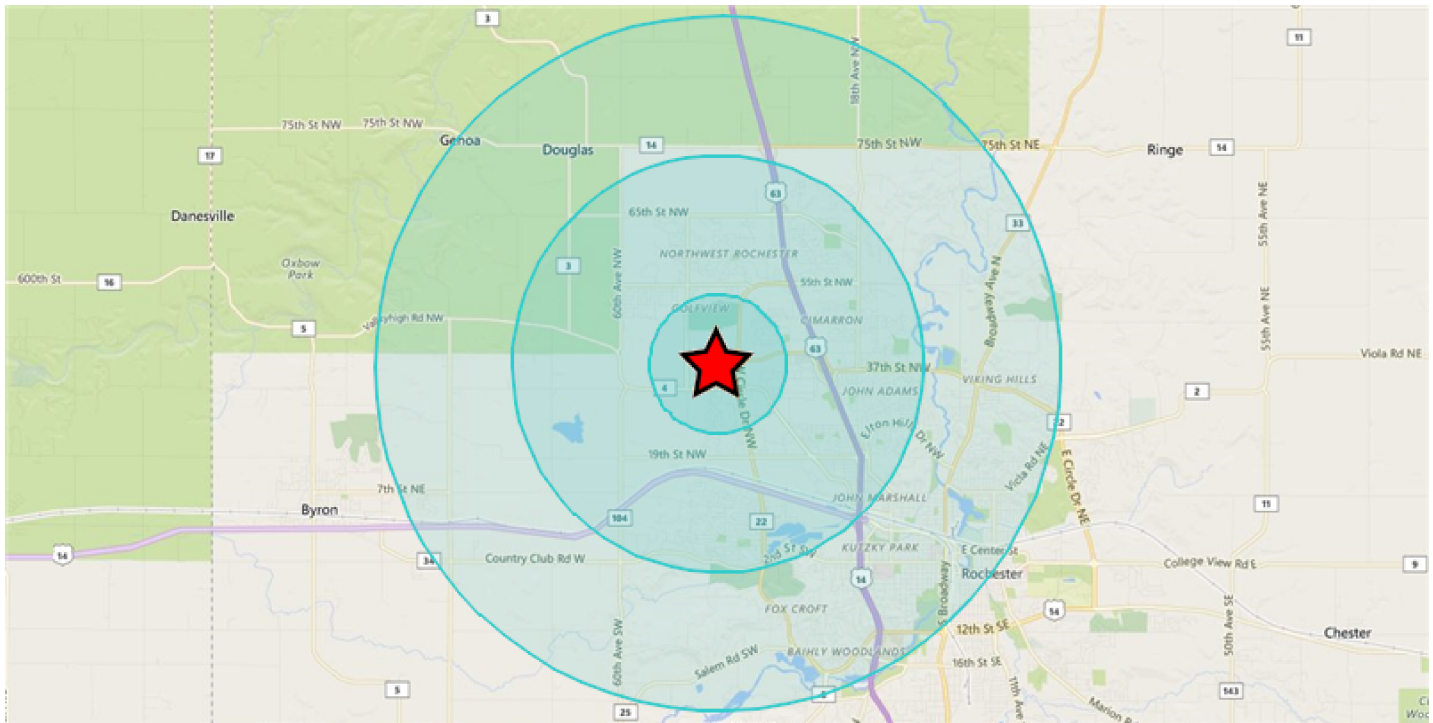




Demographics

4455 BARABOO ST NW ROCHESTER MN 55901



Area and Density

	1 Mile	3 Miles	5 Miles
Area (Square Miles)	5.92	22.99	51.15
Density(Population Per Square Mile)	1,100	2,046	1,586

General Population Characteristics

	1 Mile	3 Miles	5 Miles
Male	3,138	22,561	38,887
Female	3,368	24,489	42,246
Density	1,100	2,046	1,586
Urban	6,284	46,341	78,101
Rural	222	709	3,032

Population By Year

	1 Mile	3 Miles	5 Miles
Population (1990)	1,205	23,548	54,314
Population (2000)	2,278	33,206	66,362
Population (2010)	6,070	44,175	76,231
Population (Current)	6,506	47,050	81,133
Population (5 Yr. Forecast)	6,779	48,992	84,469
Percent Growth (Current Yr./Previous Yr.)	7.03%	6.27%	6.23%
Percent Forecast (5 Yr. Forecast/Current Yr.)	4.18%	4.12%	4.09%

Population By Age

	1 Mile	3 Miles	5 Miles
Median Age	33	35	38
Aged 0 to 5	738	4,705	7,015
Aged 6 to 11	658	3,981	6,202
Aged 12 to 17	523	3,271	5,634
Aged 18 to 24	338	3,907	6,455
Aged 25 to 34	1,407	9,425	14,655
Aged 35 to 44	905	5,615	9,210
Aged 45 to 54	683	5,444	10,149
Aged 55 to 64	470	4,682	9,256
Aged 65 to 74	377	3,171	6,600
Aged 75 to 84	265	1,767	3,679
Aged 85+	142	1,082	2,278
Total Population	6,506	47,050	81,133

Population By Race

	1 Mile	3 Miles	5 Miles
White Alone	5,297	36,865	64,820
Black Alone	237	3,304	5,147
Asian Alone	748	4,753	7,142
Native American and Alaska Native Alone	12	93	201
Other Race Alone	77	580	1,301
Two or More Races	135	1,455	2,522

Population By Ethnicity

	1 Mile	3 Miles	5 Miles
Hispanic	170	1,681	3,553
White Non-Hispanic	5,187	35,813	62,664

General Income Characteristics

	1 Mile	3 Miles	5 Miles
Median Household Income	\$124,387	\$89,190	\$87,685
Total Household Income	\$296,732,215	\$1,941,521,447	\$3,549,767,628
Average Household Income	\$130,260	\$103,135	\$103,767
Per Capita Income	\$45,609	\$41,265	\$43,752
Avg Family Income	\$147,375	\$107,437	\$116,279
Family Income, Per Capita	\$44,998	\$35,287	\$39,417

Families by Income

	1 Mile	3 Miles	5 Miles
Family High Income Avg	\$235,122	\$326,416	\$308,297
Under \$15,000	11	292	541
\$15,000 - \$24,999	6	266	527
\$25,000 - \$34,999	21	439	728
\$35,000 - \$49,999	75	941	1,479
\$50,000 - \$74,999	185	1,946	3,137
\$75,000 - \$99,999	210	1,962	3,253
\$100K - \$125K	226	1,839	2,954
\$125K - \$150K	228	1,494	2,275
\$150K - \$200K	304	1,532	2,513
Over \$200K	383	1,420	3,272

General Household Characteristics

	1 Mile	3 Miles	5 Miles
Households (Current)	2,278	18,825	34,209
Families	1,649	12,131	20,679
Average Size of Household	2.77	2.41	2.28
Median Age of Householder	43	47	49
Median Value Owner Occupied	\$208,282	\$171,336	\$175,635
Median Rent	\$1,239	\$902	\$821
Median Vehicles Per Household	3	2	2
Housing Units	2,384	19,789	36,337
Owner Occupied Units	1,895	12,796	22,399
Renter Occupied Units	383	6,029	11,810
Vacant Units	106	964	2,128

Households by Income

	1 Mile	3 Miles	5 Miles
Under \$15,000	42	980	2,419
\$15,000 - \$24,999	38	958	2,222
\$25,000 - \$34,999	57	1,171	2,377
\$35,000 - \$49,999	137	1,851	3,247
\$50,000 - \$74,999	309	3,223	5,415
\$75,000 - \$99,999	316	2,919	4,952
\$100K - \$125K	299	2,446	4,035
\$125K - \$150K	233	1,788	2,829
\$150K - \$200K	387	1,752	2,959
Over \$200K	460	1,737	3,754
Total Households	2,278	18,825	34,209

Households by Rent Value

	1 Mile	3 Miles	5 Miles
Under \$250	15	246	874
\$250-\$499	44	244	1,148
\$500-\$749	27	2,270	4,769
\$750-\$999	49	1,441	2,257
\$1,000-\$1,249	67	812	1,222
\$1,250-\$1,499	124	461	559
\$1,500-\$1,999	57	234	377
Over \$2,000	--	200	326
Total Renter Occupied Units	383	6,029	11,810

Households by Year Built

	1 Mile	3 Miles	5 Miles
Median Year Built	1999	1986	1979
Built 2010 or Later	278	2,233	4,324
Built 2000 to 2009	1,305	4,690	6,045
Built 1980 to 1989	70	2,613	4,403
Built 1970 to 1979	19	2,541	4,718
Built 1960 to 1969	36	2,241	3,906
Built 1950 to 1959	30	1,275	3,685
Built 1940 to 1949	--	122	1,031
Built 1939 or Earlier	588	3,748	5,631
Total Households (2000)	756	12,725	26,819
Total Households (2010)	2,108	17,511	31,796
Total Households (Current)	2,278	18,825	34,209
Total Households (5 Yr. Forecast)	2,393	19,768	35,921
Percent Growth (Current Yr./Previous Yr.)	7.96%	7.33%	7.48%
Percent Forecast (5 Yr. Forecast/Current Yr.)	5.06%	5.03%	5.01%

Households by Inhabitants

	1 Mile	3 Miles	5 Miles
Median Size	3.04	2.71	2.56
1 Person	448	5,159	10,910
2 Person	725	6,443	11,715
3 Person	348	2,813	4,639
4 Person	440	2,707	4,270
5 Person	165	998	1,589
6 Person	92	425	684
7 or More Person	60	280	402
Total Households	2,278	18,825	34,209

Employment By Place Of Business

	1 Mile	3 Miles	5 Miles
Total Employees	6,013	29,296	42,372
Total Establishments	162	1,033	1,952

Employment Travel Time

	1 Mile	3 Miles	5 Miles
Work at Home	147	1,255	1,887
Travel Time under 15min	1,858	12,206	21,527
Travel Time 15-29min	1,246	9,291	15,309
Travel Time 30-59min	292	1,709	2,642
Travel Time 60-89min	43	594	947
Travel Time over 90min	121	335	581
Population	6,506	47,050	81,133

Education Attainment Over 25

	1 Mile	3 Miles	5 Miles
Less than High School	117	1,438	3,027
High School	507	5,333	9,500
Some College	664	6,547	11,525
Associate's Degree	302	3,563	5,999
Bachelor's Degree	1,560	8,566	14,454
Master's Degree	645	3,566	6,367
Professional Degree	257	1,354	3,348
Doctorate Degree	197	819	1,607
Total Population	6,506	47,050	81,133

Retail Sales

	1 Mile	3 Miles	5 Miles
Motor Vehicles	\$358,230,000	\$439,235,000	\$439,235,000
Furniture and Home Furnishings	\$28,128,000	\$33,090,000	\$33,090,000
Electrical and Appliances	\$36,008,000	\$38,317,000	\$38,317,000
Building Materials and Garden	\$97,286,000	\$136,321,000	\$136,321,000
Food and Beverage	\$117,108,000	\$142,325,000	\$142,325,000
Health and Personal Care	\$17,325,000	\$23,370,000	\$43,987,000
Gasoline Stations	\$49,165,000	\$74,093,000	\$74,093,000
Clothing and Accessories	\$16,462,000	\$24,417,000	\$43,104,000
Sporting Goods	\$17,674,000	\$22,131,000	\$22,131,000
General Merchandise	\$242,473,000	\$242,473,000	\$242,473,000
Miscellaneous	\$28,997,000	\$40,144,000	\$41,555,000
Nonstore Purchases	\$57,395,000	\$60,098,000	\$60,098,000
Food Services	\$14,609,000	\$81,168,000	\$150,460,000
Total Retail Sales	\$1,080,860,000	\$1,357,182,000	\$1,467,189,000

Consumer Expenditures

	1 Mile	3 Miles	5 Miles
Total Consumer Expenditures	\$184,992,000	\$1,269,417,000	\$2,284,134,000

Crime Information Index (Range 0-200, US Average = 100)

	1 Mile	3 Miles	5 Miles
Murder Index	60	78	96
Forcible Rape Index	77	92	101
Forcible Robbery Index	45	73	82
Aggravated Assault Index	51	61	81
Burglary Index	37	60	83
Larceny Index	60	108	116
Motor Vehicle Theft Index	84	98	107
EASI Total Crime Index	47	64	86