

Pop-Facts: Census Demographic Overview Report

Trade Area: W COLLEGE AVE AT S 27TH ST, GREENFIELD, WI 53221, aggregate

Trade Area: W COLLEGE AVE AT S 27TH ST, GREENFIELD, WI 53221, aggregate

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Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius	%	Radius	%	Radius	%
Population						
2011 Projection	12,337		61,739		233,178	
2006 Estimate	12,229		61,296		229,393	
2000 Census	12,183		60,989		225,159	
1990 Census	12,348		58,959		214,732	
Growth 1990-2000	-1.34%		3.44%		4.86%	
2000 Population by Single Race Classification						
	12,183		60,989		225,159	
White Alone	10,919	89.62	55,958	91.75	202,572	89.97
Black or African American Alone	203	1.67	707	1.16	4,560	2.03
American Indian and Alaska Native Alone	79	0.65	379	0.62	1,845	0.82
Asian Alone	334	2.74	1,651	2.71	4,188	1.86
Native Hawaiian and Other Pacific Islander Alone	4	0.03	19	0.03	77	0.03
Some Other Race Alone	357	2.93	1,144	1.88	7,727	3.43
Two or More Races	286	2.35	1,131	1.85	4,190	1.86
2000 Population Hispanic or Latino by Origin						
	12,183		60,989		225,159	
Not Hispanic or Latino	11,342	93.10	57,622	94.48	206,631	91.77
Hispanic or Latino:	841	6.90	3,366	5.52	18,529	8.23
Mexican	460	54.70	1,838	54.60	11,215	60.53
Puerto Rican	259	30.80	925	27.48	4,636	25.02
Cuban	13	1.55	64	1.90	188	1.01
All Other Hispanic or Latino	109	12.96	539	16.01	2,489	13.43
2000 Hispanic or Latino by Single Race Class.						
	841		3,366		18,529	
White Alone	389	46.25	1,888	56.09	9,044	48.81
Black or African American Alone	13	1.55	50	1.49	266	1.44
American Indian and Alaska Native Alone	10	1.19	45	1.34	260	1.40
Asian Alone	0	0.00	12	0.36	44	0.24
Native Hawaiian and Other Pacific Islander Alone	1	0.12	2	0.06	23	0.12
Some Other Race Alone	348	41.38	1,094	32.50	7,512	40.54
Two or More Races	80	9.51	275	8.17	1,380	7.45
2000 Population by Sex						
	12,183		60,989		225,159	
Male	5,891	48.35	29,287	48.02	109,219	48.51
Female	6,292	51.65	31,702	51.98	115,940	51.49
Male/Female Ratio	0.94		0.92		0.94	



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Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius	%	Radius	%	Radius	%
2000 Population by Age	12,183		60,989		225,159	
Age 0 - 4	739	6.07	3,532	5.79	13,823	6.14
Age 5 - 9	698	5.73	3,509	5.75	13,810	6.13
Age 10 - 14	728	5.98	3,702	6.07	13,845	6.15
Age 15 - 17	417	3.42	2,268	3.72	8,460	3.76
Age 18 - 20	395	3.24	2,058	3.37	7,952	3.53
Age 21 - 24	670	5.50	2,874	4.71	10,958	4.87
Age 25 - 34	1,658	13.61	7,903	12.96	32,337	14.36
Age 35 - 44	1,954	16.04	9,606	15.75	36,626	16.27
Age 45 - 49	861	7.07	4,483	7.35	16,353	7.26
Age 50 - 54	844	6.93	4,157	6.82	14,281	6.34
Age 55 - 59	684	5.61	3,345	5.48	10,585	4.70
Age 60 - 64	570	4.68	2,926	4.80	9,329	4.14
Age 65 - 74	1,060	8.70	5,542	9.09	18,623	8.27
Age 75 - 84	642	5.27	3,854	6.32	14,082	6.25
Age 85 and over	263	2.16	1,229	2.02	4,096	1.82
Age 16 and over	9,877	81.07	49,490	81.15	180,858	80.32
Age 18 and over	9,600	78.80	47,978	78.67	175,222	77.82
Age 21 and over	9,206	75.56	45,920	75.29	167,270	74.29
Age 65 and over	1,965	16.13	10,625	17.42	36,801	16.34
2000 Median Age	39.03		39.84		38.11	
2000 Average Age	39.64		40.31		39.10	



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Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius	%	Radius	%	Radius	%
2000 Male Population by Age	5,891		29,287		109,219	
Age 0 - 4	367	6.23	1,825	6.23	7,144	6.54
Age 5 - 9	358	6.08	1,803	6.16	7,076	6.48
Age 10 - 14	390	6.62	1,924	6.57	7,135	6.53
Age 15 - 17	214	3.63	1,154	3.94	4,341	3.97
Age 18 - 20	223	3.79	1,085	3.70	4,162	3.81
Age 21 - 24	320	5.43	1,441	4.92	5,522	5.06
Age 25 - 34	833	14.14	3,957	13.51	16,468	15.08
Age 35 - 44	986	16.74	4,764	16.27	18,481	16.92
Age 45 - 49	438	7.44	2,222	7.59	8,220	7.53
Age 50 - 54	409	6.94	2,013	6.87	6,973	6.38
Age 55 - 59	314	5.33	1,538	5.25	4,938	4.52
Age 60 - 64	257	4.36	1,351	4.61	4,300	3.94
Age 65 - 74	481	8.16	2,441	8.33	8,041	7.36
Age 75 - 84	233	3.96	1,437	4.91	5,293	4.85
Age 85 and over	66	1.12	333	1.14	1,125	1.03
2000 Median Age, Male	37.43		38.05		36.49	
2000 Average Age, Male	37.80		38.39		37.24	
2000 Female Population by Age	6,292		31,702		115,940	
Age 0 - 4	372	5.91	1,706	5.38	6,679	5.76
Age 5 - 9	340	5.40	1,706	5.38	6,734	5.81
Age 10 - 14	337	5.36	1,778	5.61	6,710	5.79
Age 15 - 17	203	3.23	1,114	3.51	4,119	3.55
Age 18 - 20	171	2.72	974	3.07	3,790	3.27
Age 21 - 24	350	5.56	1,434	4.52	5,436	4.69
Age 25 - 34	825	13.11	3,946	12.45	15,869	13.69
Age 35 - 44	968	15.38	4,842	15.27	18,145	15.65
Age 45 - 49	423	6.72	2,261	7.13	8,133	7.01
Age 50 - 54	435	6.91	2,143	6.76	7,308	6.30
Age 55 - 59	370	5.88	1,807	5.70	5,647	4.87
Age 60 - 64	312	4.96	1,576	4.97	5,029	4.34
Age 65 - 74	579	9.20	3,101	9.78	10,582	9.13
Age 75 - 84	409	6.50	2,418	7.63	8,789	7.58
Age 85 and over	196	3.12	896	2.83	2,972	2.56
2000 Median Age, Female	40.65		41.59		39.76	
2000 Average Age, Female	41.35		42.08		40.85	



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	Radius	%	Radius	%	Radius	%
2000 Population Age 15+ by Marital Status	10,141		50,153		183,187	
Total, Never Married	2,824	27.85	13,137	26.19	49,430	26.98
Married, Spouse present	5,118	50.47	26,512	52.86	93,162	50.86
Married, Spouse absent	326	3.21	1,239	2.47	6,638	3.62
Widowed	779	7.68	4,190	8.35	14,906	8.14
Divorced	1,094	10.79	5,075	10.12	19,052	10.40
Males, Never Married	1,480	14.59	6,879	13.72	25,865	14.12
Previously Married	643	6.34	3,013	6.01	11,688	6.38
Females, Never Married	1,343	13.24	6,258	12.48	23,565	12.86
Previously Married	1,334	13.15	6,637	13.23	24,101	13.16
2000 Population Age 25+ by Educational Attainment	8,592		42,846		155,833	
Less than 9th grade	394	4.59	1,748	4.08	7,466	4.79
Some High School, no diploma	992	11.55	4,424	10.33	17,521	11.24
High School Graduate (or GED)	2,824	32.87	13,903	32.45	53,805	34.53
Some College, no degree	2,191	25.50	10,252	23.93	34,863	22.37
Associate Degree	681	7.93	3,153	7.36	11,097	7.12
Bachelor's Degree	1,152	13.41	6,771	15.80	22,527	14.46
Master's Degree	288	3.35	2,047	4.78	6,468	4.15
Professional School Degree	66	0.77	376	0.88	1,500	0.96
Doctorate Degree	5	0.06	171	0.40	588	0.38
Households						
2011 Projection	5,309		26,671		100,565	
2006 Estimate	5,190		26,162		97,882	
2000 Census	5,059		25,547		94,471	
1990 Census	4,615		22,745		86,163	
Growth 1990-2000	9.62%		12.32%		9.64%	
2000 Households by Household Type	5,059		25,547		94,471	
Family Households	3,210	63.45	16,412	64.24	59,074	62.53
Nonfamily Households	1,849	36.55	9,135	35.76	35,397	37.47
2000 Group Quarters Population	276		1,123		4,133	
2000 Households Hispanic or Latino	273	5.40	1,044	4.09	5,105	5.40



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	Radius	%	Radius	%	Radius	%
2000 Households by Household Size	5,059		25,547		94,471	
1-person household	1,532	30.28	7,603	29.76	29,525	31.25
2-person household	1,743	34.45	9,147	35.80	32,423	34.32
3-person household	809	15.99	3,838	15.02	14,031	14.85
4-person household	600	11.86	3,154	12.35	11,517	12.19
5-person household	256	5.06	1,265	4.95	4,735	5.01
6-person household	76	1.50	359	1.41	1,458	1.54
7 or more person household	42	0.83	180	0.70	782	0.83

2000 Average Household Size	2.35		2.34		2.34	
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2000 Households by Household Income	5,081		25,517		94,358	
Income Less than \$15,000	509	10.02	2,298	9.01	10,620	11.26
Income \$15,000 - \$24,999	581	11.43	3,008	11.79	11,900	12.61
Income \$25,000 - \$34,999	629	12.38	3,348	13.12	12,878	13.65
Income \$35,000 - \$49,999	1,015	19.98	4,938	19.35	18,300	19.39
Income \$50,000 - \$74,999	1,313	25.84	6,125	24.00	21,983	23.30
Income \$75,000 - \$99,999	560	11.02	3,436	13.47	11,256	11.93
Income \$100,000 - \$149,999	390	7.68	1,873	7.34	5,734	6.08
Income \$150,000 - \$249,999	64	1.26	394	1.54	1,303	1.38
Income \$250,000 - \$499,999	17	0.33	82	0.32	293	0.31
Income \$500,000 or more	3	0.06	15	0.06	91	0.10

2000 Average Household Income	\$54,028		\$54,449		\$51,714	
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2000 Median Household Income	\$47,136		\$47,467		\$44,656	
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2000 Per Capita Income	\$22,877		\$23,097		\$21,936	
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2000 Household Type, Presence of Own Children	5,059		25,547		94,471	
Single Male Householder	645	12.75	2,896	11.34	11,842	12.54
Single Female Householder	887	17.53	4,707	18.42	17,683	18.72
Married-Couple Family, own children	983	19.43	5,106	19.99	18,709	19.80
Married-Couple Family, no own children	1,534	30.32	7,997	31.30	27,131	28.72
Male Householder, own children	87	1.72	411	1.61	1,709	1.81
Male Householder, no own children	116	2.29	522	2.04	1,969	2.08
Female Householder, own children	263	5.20	1,249	4.89	5,153	5.45
Female Householder, no own children	226	4.47	1,127	4.41	4,403	4.66
Nonfamily, Male Householder	193	3.81	897	3.51	3,357	3.55
Nonfamily, Female Householder	124	2.45	635	2.49	2,516	2.66



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Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius	%	Radius	%	Radius	%
2000 Households by Presence of People	5,059		25,547		94,471	

Households with 1 or more People under Age 18:

Married-Couple Family	1,024	20.24	5,281	20.67	19,364	20.50
Other Family, Male Householder	99	1.96	469	1.84	1,943	2.06
Other Family, Female Householder	298	5.89	1,389	5.44	5,712	6.05
Nonfamily, Male Householder	16	0.32	67	0.26	251	0.27
Nonfamily, Female Householder	5	0.10	13	0.05	55	0.06

Households no People under Age 18:

Married-Couple Family	1,493	29.51	7,822	30.62	26,477	28.03
Other Family, Male Householder	105	2.08	464	1.82	1,735	1.84
Other Family, Female Householder	191	3.78	987	3.86	3,844	4.07
Nonfamily, Male Householder	822	16.25	3,726	14.58	14,947	15.82
Nonfamily, Female Householder	1,005	19.87	5,329	20.86	20,144	21.32

2000 Households by Number of Vehicles

No Vehicles	405	8.01	1,910	7.48	9,226	9.77
1 Vehicle	1,961	38.76	9,759	38.20	37,674	39.88
2 Vehicles	2,031	40.15	10,409	40.74	35,986	38.09
3 Vehicles	526	10.40	2,596	10.16	8,742	9.25
4 Vehicles	133	2.63	679	2.66	2,137	2.26
5 or more Vehicles	37	0.73	206	0.81	651	0.69

2000 Average Number of Vehicles

	1.65		1.66		1.57	
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2000 Families by Poverty Status

	3,264		16,529		59,333	
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Income At or Above Poverty Level:

Married-Couple Family, own children	951	29.14	5,329	32.24	19,594	33.02
Married-Couple Family, no own children	1,542	47.24	7,644	46.25	25,652	43.23
Male Householder, own children	104	3.19	426	2.58	1,791	3.02
Male Householder, no own children	103	3.16	431	2.61	1,725	2.91
Female Householder, own children	185	5.67	1,073	6.49	4,086	6.89
Female Householder, no own children	209	6.40	1,073	6.49	3,817	6.43

Income Below Poverty Level:

Married-Couple Family, own children	23	0.70	91	0.55	536	0.90
Married-Couple Family, no own children	13	0.40	86	0.52	386	0.65
Male Householder, own children	35	1.07	80	0.48	239	0.40
Male Householder, no own children	0	0.00	0	0.00	26	0.04
Female Householder, own children	97	2.97	269	1.63	1,355	2.28
Female Householder, no own children	3	0.09	27	0.16	126	0.21



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Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius	%	Radius	%	Radius	%
2000 Population Age 16+ by Employment Status	9,991		49,333		180,199	
In Armed Forces	22	0.22	62	0.13	179	0.10
Civilian - Employed	6,483	64.89	32,032	64.93	115,555	64.13
Civilian - Unemployed	211	2.11	1,030	2.09	4,452	2.47
Not in Labor Force	3,276	32.79	16,210	32.86	60,013	33.30
2000 Civilian Employed Pop. Age 16+ by Occupation	6,483		32,032		115,555	
Management, Business and Financial Operations	692	10.67	3,942	12.31	13,323	11.53
Professional and Related Occupations	1,114	17.18	6,186	19.31	21,251	18.39
Service	1,046	16.13	4,405	13.75	15,987	13.83
Sales and Office	2,113	32.59	9,753	30.45	33,524	29.01
Farming, Fishing and Forestry	1	0.02	30	0.09	193	0.17
Construction, Extraction, and Maintenance	431	6.65	2,244	7.01	9,486	8.21
Production, Transportation, and Material Moving	1,085	16.74	5,471	17.08	21,791	18.86
2000 Pop. Age 16+ by Occupation Classification	6,483		32,032		115,555	
Blue Collar	1,517	23.40	7,715	24.09	31,277	27.07
Service and Farm	1,047	16.15	4,467	13.95	16,301	14.11
White Collar	3,919	60.45	19,849	61.97	67,977	58.83
2000 Workers Age 16+, Transportation To Work	6,361		31,355		113,252	
Drove Alone	5,237	82.33	26,397	84.19	92,934	82.06
Car Pooled	684	10.75	2,912	9.29	12,060	10.65
Public Transportation	188	2.96	791	2.52	3,491	3.08
Walked	129	2.03	445	1.42	2,142	1.89
Motorcycle	18	0.28	25	0.08	58	0.05
Bicycle	13	0.20	31	0.10	172	0.15
Other Means	20	0.31	106	0.34	383	0.34
Worked at Home	70	1.10	649	2.07	2,012	1.78
2000 Workers Age 16+ by Travel Time to Work	6,290		30,707		111,240	
Less than 15 Minutes	1,757	27.93	8,706	28.35	31,346	28.18
15 - 29 Minutes	2,771	44.05	13,763	44.82	51,424	46.23
30 - 44 Minutes	1,250	19.87	6,108	19.89	20,522	18.45
45 - 59 Minutes	239	3.80	1,137	3.70	4,356	3.92
60 or more Minutes	274	4.36	992	3.23	3,591	3.23
2000 Average Travel Time to Work in Minutes	24.69		23.93		23.85	



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Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius	%	Radius	%	Radius	%
2000 Tenure of Occupied Housing Units	5,059		25,547		94,471	
Owner Occupied	3,331	65.84	16,421	64.28	59,036	62.49
Renter Occupied	1,728	34.16	9,126	35.72	35,435	37.51
2000 Occ Housing Units, Avg Length of Residence	12		12		12	
2000 Tenure By Age of Householder	5,094		25,559		94,416	
Owner Occupied	3,377		16,414		59,100	
Householder 15 to 24 Years	48	1.42	127	0.77	464	0.79
Householder 25 to 34 Years	280	8.29	1,541	9.39	6,400	10.83
Householder 35 to 44 Years	616	18.24	3,344	20.37	12,637	21.38
Householder 45 to 54 Years	926	27.42	3,879	23.63	13,498	22.84
Householder 55 to 59 Years	379	11.22	1,580	9.63	4,629	7.83
Householder 60 to 64 Years	281	8.32	1,419	8.65	4,497	7.61
Householder 65 to 74 Years	491	14.54	2,549	15.53	8,752	14.81
Householder 75 to 84 Years	281	8.32	1,678	10.22	6,836	11.57
Householder 85 and over	75	2.22	297	1.81	1,386	2.35
Renter Occupied	1,717		9,145		35,316	
Householder 15 to 24 Years	266	15.49	1,051	11.49	3,750	10.62
Householder 25 to 34 Years	511	29.76	2,469	27.00	9,459	26.78
Householder 35 to 44 Years	271	15.78	1,599	17.48	6,741	19.09
Householder 45 to 54 Years	225	13.10	1,319	14.42	4,874	13.80
Householder 55 to 59 Years	131	7.63	437	4.78	1,568	4.44
Householder 60 to 64 Years	37	2.15	263	2.88	1,349	3.82
Householder 65 to 74 Years	97	5.65	680	7.44	2,804	7.94
Householder 75 to 84 Years	137	7.98	976	10.67	3,397	9.62
Householder 85 and over	42	2.45	351	3.84	1,374	3.89



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Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius	%	Radius	%	Radius	%
2000 Pop 65 and over by HH Type and Relationship						
Total for Pop 65 and over	2,012		10,472		36,438	
In Households:	1,751		9,554		34,768	
In Family Households:	1,213 60.29		6,296 60.12		22,206 60.94	
Householder	612 30.42		3,461 33.05		12,009 32.96	
Male	498 24.75		2,847 27.19		9,891 27.14	
Female	114 5.67		613 5.85		2,117 5.81	
Spouse	508 25.25		2,434 23.24		8,333 22.87	
Parent	57 2.83		236 2.25		1,175 3.22	
Other Relatives	37 1.84		147 1.40		624 1.71	
Nonrelatives	0 0.00		19 0.18		66 0.18	
In Non-Family Households:	538 26.74		3,258 31.11		12,562 34.47	
Male householder	130 6.46		761 7.27		2,869 7.87	
Living Alone	113 5.62		687 6.56		2,675 7.34	
Not Living Alone	17 0.84		75 0.72		194 0.53	
Female Householder	378 18.79		2,387 22.79		9,248 25.38	
Living Alone	359 17.84		2,354 22.48		9,063 24.87	
Not Living Alone	18 0.89		33 0.32		185 0.51	
Nonrelatives	30 1.49		110 1.05		445 1.22	
In Group Quarters:	261		918		1,670	
Institutionalized population	256 12.72		846 8.08		1,170 3.21	
Noninstitutionalized population	5 0.25		72 0.69		499 1.37	
2000 All Owner-Occupied Housing Values						
	3,377		16,414		59,100	
Value Less than \$20,000	160 4.74		384 2.34		515 0.87	
Value \$20,000 - \$39,999	96 2.84		284 1.73		744 1.26	
Value \$40,000 - \$59,999	78 2.31		217 1.32		1,767 2.99	
Value \$60,000 - \$79,999	246 7.28		930 5.67		5,616 9.50	
Value \$80,000 - \$99,999	551 16.32		2,364 14.40		13,632 23.07	
Value \$100,000 - \$149,999	1,688 49.99		8,142 49.60		25,316 42.84	
Value \$150,000 - \$199,999	436 12.91		3,364 20.49		8,487 14.36	
Value \$200,000 - \$299,999	111 3.29		602 3.67		2,481 4.20	
Value \$300,000 - \$399,999	10 0.30		68 0.41		249 0.42	
Value \$400,000 - \$499,999	0 0.00		18 0.11		109 0.18	
Value \$500,000 - \$749,999	0 0.00		16 0.10		102 0.17	
Value \$750,000 - \$999,999	0 0.00		6 0.04		12 0.02	
Value \$1,000,000 or more	1 0.03		20 0.12		69 0.12	
2000 Median All Owner-Occupied Housing Value	\$116,519		\$124,739		\$114,370	



Pop-Facts: Census Demographic Overview Report

Trade Area: W COLLEGE AVE AT S 27TH ST, GREENFIELD, WI 53221, aggregate

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Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius	%	Radius	%	Radius	%
2000 Housing Units by Units in Structure	5,259		26,493		98,219	
1 Unit Attached	413	7.85	2,119	8.00	5,284	5.38
1 Unit Detached	2,731	51.93	13,746	51.89	51,718	52.66
2 Units	256	4.87	1,367	5.16	11,933	12.15
3 to 19 Units	975	18.54	5,693	21.49	18,482	18.82
20 to 49 Units	346	6.58	1,282	4.84	5,314	5.41
50 or More Units	209	3.97	1,503	5.67	4,347	4.43
Mobile Home or Trailer	367	6.98	796	3.00	1,032	1.05
Boat, RV, Van, etc	6	0.11	6	0.02	23	0.02
2000 Housing Units by Year Built	5,259		26,493		98,219	
Housing Units Built 1999 to March 2000	35	0.67	336	1.27	1,597	1.63
Housing Unit Built 1995 to 1998	226	4.30	1,458	5.50	4,668	4.75
Housing Unit Built 1990 to 1994	305	5.80	1,711	6.46	5,405	5.50
Housing Unit Built 1980 to 1989	645	12.26	2,904	10.96	8,444	8.60
Housing Unit Built 1970 to 1979	1,520	28.90	6,355	23.99	14,921	15.19
Housing Unit Built 1960 to 1969	1,361	25.88	6,498	24.53	16,039	16.33
Housing Unit Built 1950 to 1959	763	14.51	4,589	17.32	22,072	22.47
Housing Unit Built 1940 to 1949	220	4.18	1,060	4.00	9,249	9.42
Housing Unit Built 1939 or Earlier	228	4.34	1,602	6.05	15,740	16.03
2000 Median Year Structure Built**	1971		1969		1961	
2000 Average Contract Rent	\$572		\$591		\$536	

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.



