

Agg. Household Exp. Comparison: 2004 (Page 1 of 2)
Howard Regional Study Site
Howard, Allouez, Ashwaubenon

The Taurean Group, LLC
Source: 2004 AGS, Inc.

	Place 55-35950 Howard (\$000)	Place 55-01150 Allouez (\$000)	Place 55-03425 Ashwaubenon (\$000)
Total Annual Expenditures	\$281,927.6	\$354,403.6	\$351,828.6
Food Expenditures	\$35,604.9	\$43,611.0	\$44,459.1
Food Expenditures At Home	\$19,633.6	\$23,532.2	\$24,604.0
Cereal/Bakery	\$2,888.2	\$3,504.6	\$3,633.3
Meat, Poultry, Fish, Eggs	\$4,901.0	\$5,782.2	\$6,128.4
Dairy	\$2,036.6	\$2,436.7	\$2,562.9
Fruit, Vegetables	\$3,501.5	\$4,254.3	\$4,409.7
Other Food At Home	\$6,306.3	\$7,554.4	\$7,869.7
Food Expenditures Away	\$15,971.3	\$20,078.8	\$19,855.1
Breakfast	\$1,071.9	\$1,334.8	\$1,341.8
Lunch	\$5,478.6	\$6,889.8	\$6,806.8
Dinner	\$8,069.0	\$10,155.8	\$10,025.5
Snacks, Non-Alchic Beverages	\$1,351.8	\$1,698.3	\$1,681.0
Alcoholic Beverages	\$2,715.5	\$3,464.8	\$3,414.7
Tobacco Products	\$1,994.9	\$2,164.1	\$2,464.9
Housing	\$87,895.8	\$110,356.7	\$110,235.7
Shelter	\$51,576.3	\$65,853.9	\$65,022.8
Mortgage Interest, Charges	\$21,580.9	\$29,189.5	\$26,978.5
Property Taxes	\$8,497.8	\$11,394.1	\$10,794.4
Rental Dwelling Costs	\$11,624.2	\$12,223.4	\$14,706.6
Other Lodging	\$3,364.6	\$4,720.1	\$4,334.4
Maintenance, Insurance, Other	\$6,508.8	\$8,326.9	\$8,208.9
Utilities, Fuels, Public Svcs	\$16,763.3	\$19,885.7	\$20,895.3
Natural Gas	\$1,994.9	\$2,391.3	\$2,502.6
Electricity	\$6,020.5	\$7,083.0	\$7,530.5
Oil, Other Heating Fuels	\$601.5	\$744.1	\$761.3
Water, Sewer, Refuse	\$2,048.5	\$2,425.4	\$2,532.8
Telephone Services	\$6,097.9	\$7,242.0	\$7,568.2
Household Operation	\$4,573.4	\$5,731.1	\$5,736.4
Personal Domestic Services	\$2,048.5	\$2,425.4	\$2,532.8
Other Hshld Expenses	\$2,524.9	\$3,305.8	\$3,203.7
Home, Garden Supplies	\$4,168.5	\$4,720.1	\$4,967.5
Laundry, Cleaning	\$780.1	\$891.8	\$972.4
Other Hshld, Garden Products	\$2,411.8	\$2,658.2	\$2,796.6
Postage, Stationery	\$976.6	\$1,170.1	\$1,198.5
Furnishings & Equipment	\$10,814.3	\$14,165.9	\$13,613.6
Household Textiles	\$982.6	\$1,306.4	\$1,258.8
Furniture	\$2,709.5	\$3,697.7	\$3,452.4
Floor Coverings	\$279.9	\$352.2	\$346.7
Major Appliances	\$1,369.7	\$1,732.4	\$1,696.1
Small Appliances & Wares	\$750.3	\$994.0	\$957.3
Misc Household Equipment	\$4,722.3	\$6,083.3	\$5,902.3

Agg. Household Exp. Comparison: 2004 (Page 2 of 2)
Howard Regional Study Site
Howard, Allouez, Ashwaubenon

The Taurean Group, LLC
Source: 2004 AGS, Inc.

	Place 55-35950	Place 55-01150	Place 55-03425
	Howard	Allouez	Ashwaubenon
	(\$000)	(\$000)	(\$000)
Apparel & Services	\$12,005.3	\$15,404.2	\$15,091.1
Men, 16+ Years	\$2,227.2	\$2,930.9	\$2,804.1
Boys, 2 to 15 Years	\$577.6	\$721.4	\$716.1
Women, 16+ Years	\$3,972.0	\$5,106.3	\$5,012.8
Girls, 2 To 15 Years	\$845.6	\$1,067.8	\$1,062.9
Children Under 2 Years	\$583.6	\$727.0	\$723.6
Footwear	\$2,096.2	\$2,578.7	\$2,593.1
Other Products & Services	\$1,703.1	\$2,272.0	\$2,178.5
Transportation	\$54,446.6	\$66,421.9	\$66,914.8
Vehicle Purchases	\$26,100.8	\$31,501.3	\$31,863.1
New Cars & Trucks	\$12,565.1	\$16,029.0	\$15,513.2
Used Cars & Trucks	\$12,821.1	\$14,665.8	\$15,535.8
Other Vehicles	\$714.6	\$806.6	\$814.1
Gasoline & Motor Oil	\$8,223.9	\$9,837.8	\$10,146.1
Other Vehicle Expenditures	\$17,382.6	\$21,487.4	\$21,460.7
Finance Charges	\$2,959.6	\$3,629.5	\$3,595.6
Insurance	\$6,092.0	\$7,355.6	\$7,530.5
Rental, Leasing, Licensing	\$3,513.5	\$4,572.4	\$4,341.9
Maintenance & Repairs	\$4,817.6	\$5,929.9	\$5,992.7
Public Transportation	\$2,739.3	\$3,595.4	\$3,444.9
Health Care	\$14,857.7	\$17,545.5	\$18,611.3
Insurance	\$7,247.2	\$8,503.0	\$9,075.8
Medical Services	\$4,079.2	\$4,958.6	\$5,042.9
Drugs	\$2,882.2	\$3,300.1	\$3,671.0
Medical Supplies	\$649.1	\$783.8	\$821.6
Entertainment	\$14,816.0	\$19,215.4	\$18,498.3
Fees & Admissions	\$3,942.2	\$5,424.4	\$4,990.2
TV, Radio , Sound Equipment	\$4,531.8	\$5,447.1	\$5,608.3
Pets, Toys, Play Equipment	\$2,715.5	\$3,322.8	\$3,331.8
Other Entertainment Supplies	\$3,626.6	\$5,021.1	\$4,568.0
Personal Care Products	\$3,602.8	\$4,441.8	\$4,492.6
Reading Materials	\$863.5	\$1,079.2	\$1,085.5
Education	\$4,740.2	\$6,594.5	\$6,135.9
Miscellaneous Services	\$5,544.1	\$6,770.6	\$6,882.2
Cash Contributions	\$9,129.0	\$11,808.7	\$11,487.9
Personal Insurance & Pensions	\$33,711.3	\$45,525.2	\$42,054.5
Personal Insurance	\$2,786.9	\$3,635.2	\$3,512.7
Pensions & Retirement Funds	\$30,924.3	\$41,890.0	\$38,541.8

Census Comparison: 2000 (Page 1 of 3)
Howard Regional Study Site
Howard, Allouez, Ashwaubenon

The Taurean Group, LLC
Source: 2004 AGS, Inc.

	Place 55-35950		Place 55-01150		Place 55-03425	
	Howard		Allouez		Ashwaubenon	
Population	13,546		15,443		17,662	
In Households	13,477	99.5%	13,246	85.8%	17,247	97.7%
In Families	11,242	83.0%	11,246	72.8%	13,939	78.9%
In Non-family Households	2,235	16.5%	2,000	13.0%	3,308	18.7%
In Group Quarters	69	0.5%	2,197	14.2%	415	2.3%
Race:						
White	13,026	96.2%	14,218	92.1%	16,724	94.7%
Black	99	0.7%	717	4.6%	113	0.6%
American Indian	122	0.9%	178	1.2%	278	1.6%
Asian/Pacific Islander	107	0.8%	131	0.8%	327	1.9%
Other Race	43	0.3%	95	0.6%	85	0.5%
Multiple Races	149	1.1%	104	0.7%	135	0.8%
Hispanic Population	147	1.1%	199	1.3%	208	1.2%
Labor Force: Pop, 16+ Years	10,205		12,463		13,791	
In Armed Forces	7	0.1%	7	0.1%	25	0.2%
Employed	7,753	76.0%	7,083	56.8%	9,756	70.7%
Unemployed	248	2.4%	156	1.3%	285	2.1%
Not In Labor Force	2,197	21.5%	5,217	41.9%	3,725	27.0%
Education: Pop, 25+ Years	8,614		10,631		11,599	
No HS Diploma	748	8.7%	1,148	10.8%	1,234	10.6%
HS Graduate	3,200	37.1%	2,957	27.8%	3,792	32.7%
College, No Degree	1,871	21.7%	2,147	20.2%	2,348	20.2%
Associate Degree	832	9.7%	748	7.0%	1,245	10.7%
College Degree	1,507	17.5%	2,585	24.3%	2,313	19.9%
Graduate/Professional Degree	456	5.3%	1,046	9.8%	667	5.8%
Households	5,236		5,397		7,147	
Families	3,693	70.5%	3,817	70.7%	4,672	65.4%
Non-Families	1,543	29.5%	1,580	29.3%	2,475	34.6%
Average Size:						
Household	2.6		2.5		2.4	
Family	3.0		2.9		3.0	
Non-Family	1.4		1.3		1.3	
Total Housing Units	5,350		5,512		7,278	
Vacant	114	2.1%	115	2.1%	131	1.8%
Owned	3,343	62.5%	4,586	83.2%	4,329	59.5%
Rented	1,893	35.4%	811	14.7%	2,818	38.7%
Households by Persons:						
1	1,136	21.7%	1,313	24.3%	2,018	28.2%
2	1,863	35.6%	2,087	38.7%	2,459	34.4%
3-4	1,802	34.4%	1,564	29.0%	2,149	30.1%
5+	435	8.3%	433	8.0%	521	7.3%
Vehicles Available	9,856		10,108		12,327	
Average Vehicles/HH	1.9		1.9		1.7	
Vehicles Per Household:						
0	131	2.5%	219	4.1%	421	5.9%
1	1,443	27.6%	1,465	27.1%	2,516	35.2%
2	2,856	54.5%	2,741	50.8%	3,077	43.1%
3+	806	15.4%	972	18.0%	1,133	15.9%

Census Comparison: 2000 (Page 2 of 3)
Howard Regional Study Site
Howard, Allouez, Ashwaubenon

The Taurean Group, LLC
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		Place 55-35950		Place 55-01150		Place 55-03425	
		Howard		Allouez		Ashwaubenon	
Total Aggregate Income (\$Mil)		\$296.1		\$403.5		\$421.2	
Per Capita Income		\$21,862		\$26,128		\$23,848	
Households	< \$10,000	172	3.3%	132	2.4%	314	4.4%
By	\$10,000 - \$14,999	230	4.4%	205	3.8%	298	4.2%
Income:	\$15,000 - \$19,999	194	3.7%	211	3.9%	396	5.5%
	\$20,000 - \$24,999	270	5.2%	323	6.0%	508	7.1%
	\$25,000 - \$29,999	240	4.6%	267	4.9%	547	7.7%
	\$30,000 - \$34,999	352	6.7%	279	5.2%	385	5.4%
	\$35,000 - \$39,999	365	7.0%	335	6.2%	510	7.1%
	\$40,000 - \$49,999	630	12.0%	602	11.2%	759	10.6%
	\$50,000 - \$59,999	773	14.8%	592	11.0%	626	8.8%
	\$60,000 - \$74,999	929	17.7%	649	12.0%	1,092	15.3%
	\$75,000 - \$99,999	633	12.1%	890	16.5%	1,012	14.2%
	\$100,000 - \$124,999	211	4.0%	382	7.1%	326	4.6%
	\$125,000 - \$149,999	140	2.7%	148	2.7%	182	2.5%
	\$150,000 - \$199,999	69	1.3%	183	3.4%	96	1.3%
	\$200,000 - \$249,999	17	0.3%	79	1.5%	40	0.6%
	\$250,000+	11	0.2%	120	2.2%	56	0.8%
Aggregate	Household	\$293.0		\$380.4		\$404.6	
Income:	Family	\$228.2		\$300.6		\$313.5	
(\$Mil)	Non-Family	\$59.3		\$77.2		\$83.6	
Average	Household	\$55,951		\$70,491		\$56,607	
Income:	Family	\$61,783		\$78,746		\$67,100	
	Non-Family	\$38,442		\$48,837		\$33,766	
Median	Household	\$52,135		\$55,819		\$48,102	
Income:	Family	\$57,889		\$64,634		\$62,566	
	Non-Family	\$35,656		\$35,516		\$28,097	
Households	< \$10,000	205	3.9%	160	3.0%	361	5.1%
By	\$10,000 - \$14,999	223	4.3%	203	3.8%	301	4.2%
Disposable	\$15,000 - \$19,999	237	4.5%	263	4.9%	473	6.6%
Income:	\$20,000 - \$24,999	320	6.1%	374	6.9%	645	9.0%
	\$25,000 - \$29,999	390	7.4%	350	6.5%	579	8.1%
	\$30,000 - \$34,999	454	8.7%	405	7.5%	605	8.5%
	\$35,000 - \$39,999	410	7.8%	389	7.2%	492	6.9%
	\$40,000 - \$49,999	1,024	19.6%	823	15.2%	926	13.0%
	\$50,000 - \$59,999	863	16.5%	602	11.2%	1,013	14.2%
	\$60,000 - \$74,999	619	11.8%	846	15.7%	981	13.7%
	\$75,000 - \$99,999	290	5.5%	483	8.9%	439	6.1%
	\$100,000 - \$124,999	130	2.5%	174	3.2%	170	2.4%
	\$125,000 - \$149,999	41	0.8%	119	2.2%	62	0.9%
	\$150,000 - \$199,999	22	0.4%	105	1.9%	53	0.7%
	\$200,000 - \$249,999	5	0.1%	43	0.8%	21	0.3%
	\$250,000+	3	0.1%	58	1.1%	26	0.4%
Disposable	Aggregate (\$Mil)	\$244.9		\$318.6		\$346.2	
Income:	Average	\$46,779		\$59,028		\$48,441	
	Median	\$43,589		\$46,742		\$41,163	

Census Comparison: 2000 (Page 3 of 3)
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Howard, Allouez, Ashwaubenon

The Taurean Group, LLC
Source: 2004 AGS, Inc.

	Place 55-35950 Howard		Place 55-01150 Allouez		Place 55-03425 Ashwaubenon	
Total Population	13,546		15,443		17,662	
< 5 Years	983	7.3%	808	5.2%	1,019	5.8%
5 - 9 Years	1,094	8.1%	962	6.2%	1,242	7.0%
10 - 14 Years	1,058	7.8%	1,014	6.6%	1,301	7.4%
15 - 19 Years	946	7.0%	1,073	6.9%	1,297	7.3%
20 - 24 Years	851	6.3%	955	6.2%	1,204	6.8%
25 - 34 Years	2,115	15.6%	2,276	14.7%	2,439	13.8%
35 - 44 Years	2,591	19.1%	2,519	16.3%	2,997	17.0%
45 - 54 Years	1,921	14.2%	2,131	13.8%	2,583	14.6%
55 - 64 Years	972	7.2%	1,437	9.3%	1,650	9.3%
65 - 74 Years	604	4.5%	1,151	7.5%	959	5.4%
75 - 84 Years	320	2.4%	782	5.1%	571	3.2%
85+ Years	91	0.7%	335	2.2%	400	2.3%
Median Age	33.8		37.5		36.1	
Population, Female	6,890	50.9%	7,167	46.4%	9,101	51.5%
< 5 Years	485	7.0%	388	5.4%	489	5.4%
5 - 9 Years	543	7.9%	453	6.3%	594	6.5%
10 - 14 Years	531	7.7%	511	7.1%	650	7.1%
15 - 19 Years	462	6.7%	419	5.8%	664	7.3%
20 - 24 Years	425	6.2%	224	3.1%	625	6.9%
25 - 34 Years	1,068	15.5%	869	12.1%	1,217	13.4%
35 - 44 Years	1,317	19.1%	1,119	15.6%	1,533	16.8%
45 - 54 Years	974	14.1%	1,081	15.1%	1,347	14.8%
55 - 64 Years	484	7.0%	792	11.1%	825	9.1%
65 - 74 Years	325	4.7%	622	8.7%	497	5.5%
75 - 84 Years	205	3.0%	450	6.3%	353	3.9%
85+ Years	71	1.0%	239	3.3%	307	3.4%
Median Age	34.4		41.5		37.0	
Population, Male	6,656	49.1%	8,276	53.6%	8,561	48.5%
< 5 Years	498	7.5%	420	5.1%	530	6.2%
5 - 9 Years	551	8.3%	509	6.2%	648	7.6%
10 - 14 Years	527	7.9%	503	6.1%	651	7.6%
15 - 19 Years	484	7.3%	654	7.9%	633	7.4%
20 - 24 Years	426	6.4%	731	8.8%	579	6.8%
25 - 34 Years	1,047	15.7%	1,407	17.0%	1,222	14.3%
35 - 44 Years	1,274	19.1%	1,400	16.9%	1,464	17.1%
45 - 54 Years	947	14.2%	1,050	12.7%	1,236	14.4%
55 - 64 Years	488	7.3%	645	7.8%	825	9.6%
65 - 74 Years	279	4.2%	529	6.4%	462	5.4%
75 - 84 Years	115	1.7%	332	4.0%	218	2.5%
85+ Years	20	0.3%	96	1.2%	93	1.1%
Median Age	33.2		34.4		35.1	

Avg. Household Exp. Comparison: 2004 (Page 1 of 2)
Howard Regional Study Site
Howard, Allouez, Ashwaubenon

The Taurean Group, LLC
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	Place 55-35950 Howard		Place 55-01150 Allouez		Place 55-03425 Ashwaubenon	
		Index		Index		Index
Average Annual Expenditures	\$47,343	97	\$62,395	128	\$46,674	96
Food Expenditures	\$5,979	97	\$7,678	124	\$5,898	96
Food Expenditures At Home	\$3,297	96	\$4,143	121	\$3,264	95
Cereal/Bakery	\$485	96	\$617	122	\$482	95
Meat, Poultry, Fish, Eggs	\$823	96	\$1,018	119	\$813	95
Dairy	\$342	96	\$429	120	\$340	95
Fruit, Vegetables	\$588	96	\$749	122	\$585	95
Other Food At Home	\$1,059	97	\$1,330	122	\$1,044	95
Food Expenditures Away	\$2,682	98	\$3,535	129	\$2,634	96
Breakfast	\$180	96	\$235	126	\$178	95
Lunch	\$920	98	\$1,213	129	\$903	96
Dinner	\$1,355	98	\$1,788	129	\$1,330	96
Snacks, Non-Alchlc Beverages	\$227	98	\$299	129	\$223	96
Alcoholic Beverages	\$456	96	\$610	129	\$453	96
Tobacco Products	\$335	98	\$381	111	\$327	96
Housing	\$14,760	96	\$19,429	127	\$14,624	96
Shelter	\$8,661	96	\$11,594	128	\$8,626	95
Mortgage Interest, Charges	\$3,624	98	\$5,139	139	\$3,579	97
Property Taxes	\$1,427	95	\$2,006	134	\$1,432	95
Rental Dwelling Costs	\$1,952	93	\$2,152	103	\$1,951	93
Other Lodging	\$565	93	\$831	137	\$575	95
Maintenance, Insurance, Other	\$1,093	96	\$1,466	129	\$1,089	96
Utilities, Fuels, Public Svcs	\$2,815	97	\$3,501	121	\$2,772	95
Natural Gas	\$335	97	\$421	121	\$332	96
Electricity	\$1,011	96	\$1,247	119	\$999	95
Oil, Other Heating Fuels	\$101	95	\$131	123	\$101	95
Water, Sewer, Refuse	\$344	98	\$427	122	\$336	96
Telephone Services	\$1,024	98	\$1,275	121	\$1,004	96
Household Operation	\$768	97	\$1,009	127	\$761	96
Personal Domestic Services	\$344	98	\$427	122	\$336	96
Other Hshld Expenses	\$424	95	\$582	131	\$425	95
Home, Garden Supplies	\$700	104	\$831	123	\$659	98
Laundry, Cleaning	\$131	97	\$157	116	\$129	95
Other Hshld, Garden Products	\$405	108	\$468	125	\$371	99
Postage, Stationery	\$164	100	\$206	125	\$159	97
Furnishings & Equipment	\$1,816	97	\$2,494	133	\$1,806	96
Household Textiles	\$165	95	\$230	132	\$167	96
Furniture	\$455	95	\$651	136	\$458	96
Floor Coverings	\$47	99	\$62	130	\$46	97
Major Appliances	\$230	98	\$305	131	\$225	96
Small Appliances & Wares	\$126	95	\$175	131	\$127	95
Misc Household Equipment	\$793	98	\$1,071	132	\$783	96

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Howard, Allouez, Ashwaubenon

The Taurean Group, LLC
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	Place 55-35950		Place 55-01150		Place 55-03425	
	Howard	Index	Allouez	Index	Ashwaubenon	Index
Apparel & Services	\$2,016	96	\$2,712	129	\$2,002	95
Men, 16+ Years	\$374	96	\$516	132	\$372	95
Boys, 2 to 15 Years	\$97	97	\$127	127	\$95	95
Women, 16+ Years	\$667	95	\$899	128	\$665	95
Girls, 2 To 15 Years	\$142	97	\$188	129	\$141	97
Children Under 2 Years	\$98	98	\$128	129	\$96	96
Footwear	\$352	98	\$454	127	\$344	96
Other Products & Services	\$286	94	\$400	132	\$289	95
Transportation	\$9,143	100	\$11,694	128	\$8,877	97
Vehicle Purchases	\$4,383	101	\$5,546	127	\$4,227	97
New Cars & Trucks	\$2,110	99	\$2,822	133	\$2,058	97
Used Cars & Trucks	\$2,153	101	\$2,582	122	\$2,061	97
Other Vehicles	\$120	112	\$142	132	\$108	101
Gasoline & Motor Oil	\$1,381	99	\$1,732	124	\$1,346	97
Other Vehicle Expenditures	\$2,919	99	\$3,783	129	\$2,847	97
Finance Charges	\$497	102	\$639	131	\$477	98
Insurance	\$1,023	99	\$1,295	125	\$999	97
Rental, Leasing, Licensing	\$590	99	\$805	135	\$576	97
Maintenance & Repairs	\$809	98	\$1,044	127	\$795	97
Public Transportation	\$460	96	\$633	132	\$457	95
Health Care	\$2,495	97	\$3,089	120	\$2,469	96
Insurance	\$1,217	97	\$1,497	119	\$1,204	96
Medical Services	\$685	99	\$873	126	\$669	97
Drugs	\$484	94	\$581	113	\$487	95
Medical Supplies	\$109	95	\$138	120	\$109	95
Entertainment	\$2,488	97	\$3,383	133	\$2,454	96
Fees & Admissions	\$662	96	\$955	138	\$662	96
TV, Radio , Sound Equipment	\$761	98	\$959	124	\$744	96
Pets, Toys, Play Equipment	\$456	100	\$585	129	\$442	97
Other Entertainment Supplies	\$609	97	\$884	140	\$606	96
Personal Care Products	\$605	97	\$782	126	\$596	96
Reading Materials	\$145	96	\$190	125	\$144	95
Education	\$796	91	\$1,161	132	\$814	93
Miscellaneous Services	\$931	99	\$1,192	126	\$913	97
Cash Contributions	\$1,533	97	\$2,079	132	\$1,524	97
Personal Insurance & Pensions	\$5,661	98	\$8,015	139	\$5,579	97
Personal Insurance	\$468	96	\$640	132	\$466	96
Pensions & Retirement Funds	\$5,193	99	\$7,375	140	\$5,113	97

**Key Demographic Comparison: 1990
Howard Regional Study Site
Howard, Allouez, Ashwaubenon**

**The Taurean Group, LLC
Source: 2004 AGS, Inc.**

	Place 55-35950 Howard		Place 55-01150 Allouez		Place 55-03425 Ashwaubenon	
Population	9,866		14,431		16,895	
Group Quarters	0	0.0%	1,037	7.2%	435	2.6%
Population By Race						
White	9,732	98.6%	13,767	95.4%	16,502	97.7%
Black	9	0.1%	420	2.9%	69	0.4%
American Indian/Alaskan	93	0.9%	110	0.8%	212	1.3%
Asian/Pacific Islander	17	0.2%	86	0.6%	97	0.6%
Other Race	15	0.2%	48	0.3%	16	0.1%
Hispanic Origin	44	0.4%	124	0.9%	61	0.4%
Diversity Index	3		7		5	
Population By Age						
< 18 Years	3,061	31.0%	3,569	24.7%	4,498	26.6%
18 - 64 Years	6,235	63.2%	9,053	62.7%	11,150	66.0%
65+ Years	571	5.8%	1,809	12.5%	1,248	7.4%
Median Age	29.9		34.7		30.7	
Population In Households	9,866		13,394		16,460	
In Families	8,870	89.9%	12,132	90.6%	14,229	86.4%
In Non-families	996	10.1%	1,262	9.4%	2,231	13.6%
Households	3,431		4,975		6,204	
Families	2,675	78.0%	3,897	78.3%	4,470	72.1%
With Kids	1,623	60.7%	1,927	49.4%	2,487	55.6%
Non-family	756	22.0%	1,078	21.7%	1,734	27.9%
Average Household Size	2.9		2.7		2.7	
Average Family Size	3.3		3.1		3.2	
Average Non-family Size	1.3		1.2		1.3	
Population, 16+ In Labor Force	5,694		7,092		9,813	
Employed	5,437	95.5%	6,848	96.6%	9,465	96.5%
White Collar	3,015	55.5%	4,808	70.2%	5,846	61.8%
Blue Collar	2,421	44.5%	2,047	29.9%	3,622	38.3%
Average Household Income	\$38,556		\$50,587		\$39,857	
Median Household Income	\$36,130		\$40,666		\$35,126	
Total Housing Units	3,512		5,069		6,374	
Occupied	3,431	97.7%	4,975	98.1%	6,204	97.3%
Owner-Occupied	2,394	69.8%	4,248	85.4%	3,822	61.6%
Renter-Occupied	1,037	30.2%	727	14.6%	2,382	38.4%
Average Home Value	\$67,428		\$81,267		\$77,472	
Median Home Value	\$65,982		\$71,132		\$69,753	
Average Contract Rent	\$365		\$395		\$376	
Median Contract Rent	\$359		\$381		\$354	

**Key Demographic Comparison: 2000
Howard Regional Study Site
Howard, Allouez, Ashwaubenon**

**The Taurean Group, LLC
Source: 2004 AGS, Inc.**

	Place 55-35950 Howard		Place 55-01150 Allouez		Place 55-03425 Ashwaubenon	
Population	13,546		15,443		17,662	
Group Quarters	69	0.5%	2,197	14.2%	415	2.3%
Population By Race						
White	13,027	96.2%	14,218	92.1%	16,724	94.7%
Black	99	0.7%	717	4.6%	113	0.6%
American Indian/Alaskan	122	0.9%	178	1.2%	278	1.6%
Asian/Pacific Islander	107	0.8%	131	0.8%	327	1.9%
Other Race	43	0.3%	95	0.6%	85	0.5%
Multi-Race	149	1.1%	104	0.7%	135	0.8%
Hispanic Origin	147	1.1%	199	1.3%	208	1.2%
Diversity Index	6		12		9	
Population By Age						
< 18 Years	3,770	27.8%	3,420	22.1%	4,425	25.1%
18 - 64 Years	8,762	64.7%	9,755	63.2%	11,309	64.0%
65+ Years	1,014	7.5%	2,268	14.7%	1,929	10.9%
Median Age	33.8		37.5		36.1	
Population In Households	13,477		13,246		17,247	
In Families	11,242	83.4%	11,246	84.9%	13,939	80.8%
In Non-families	2,235	16.6%	2,000	15.1%	3,308	19.2%
Households	5,236		5,397		7,147	
Families	3,693	70.5%	3,817	70.7%	4,672	65.4%
With Kids	2,070	39.5%	1,799	33.3%	2,449	34.3%
Non-family	1,543	29.5%	1,580	29.3%	2,475	34.6%
Average Household Size	2.6		2.5		2.4	
Average Family Size	3.0		2.9		3.0	
Average Non-family Size	1.4		1.3		1.3	
Population, 16+ In Labor Force	8,002		7,239		10,042	
Employed	7,754	96.9%	7,083	97.8%	9,756	97.2%
White Collar	4,681	60.4%	5,223	73.7%	6,491	66.5%
Blue Collar	3,074	39.6%	1,860	26.3%	3,265	33.5%
Average Household Income	\$55,951		\$70,491		\$56,607	
Median Household Income	\$52,135		\$55,819		\$48,102	
Total Housing Units	5,350		5,512		7,278	
Occupied	5,236	97.9%	5,397	97.9%	7,147	98.2%
Owner-Occupied	3,343	63.8%	4,586	85.0%	4,329	60.6%
Renter-Occupied	1,893	36.2%	811	15.0%	2,818	39.4%
Average Home Value	\$138,738		\$137,128		\$138,001	
Median Home Value	\$128,407		\$121,127		\$121,717	
Average Contract Rent	\$559		\$514		\$526	
Median Contract Rent	\$551		\$523		\$488	

Demographic Comparison: 2004 (Page 1 of 3)
Howard Regional Study Site
Howard, Allouez, Ashwaubenon

The Taurean Group, LLC
Source: 2004 AGS, Inc.

	Place 55-35950		Place 55-01150		Place 55-03425	
	Howard		Allouez		Ashwaubenon	
Population	14,793		15,515		17,817	
In Households	14,726	99.5%	13,360	86.1%	17,410	97.7%
In Families	12,027	81.3%	11,081	71.4%	13,730	77.1%
In Non-family Households	2,699	18.2%	2,279	14.7%	3,680	20.7%
In Group Quarters	67	0.5%	2,155	13.9%	407	2.3%
Race:						
White	14,201	96.0%	14,241	91.8%	16,828	94.4%
Black	114	0.8%	739	4.8%	124	0.7%
American Indian	132	0.9%	182	1.2%	290	1.6%
Asian/Pacific Islander	123	0.8%	141	0.9%	339	1.9%
Other Race	55	0.4%	104	0.7%	96	0.5%
Multiple Races	168	1.1%	108	0.7%	140	0.8%
Hispanic Population	190	1.3%	246	1.6%	256	1.4%
Labor Force: Pop, 16+ Years	11,319		12,703		14,143	
In Armed Forces	8	0.1%	7	0.1%	25	0.2%
Employed	8,544	75.5%	7,255	57.1%	9,949	70.3%
Unemployed	290	2.6%	165	1.3%	305	2.2%
Not In Labor Force	2,477	21.9%	5,276	41.5%	3,864	27.3%
Education: Pop, 25+ Years	10,514		11,818		13,179	
No HS Diploma	928	8.8%	1,288	10.9%	1,443	10.9%
HS Graduate	3,887	37.0%	3,310	28.0%	4,329	32.8%
College, No Degree	2,285	21.7%	2,389	20.2%	2,665	20.2%
Associate Degree	1,004	9.5%	830	7.0%	1,392	10.6%
College Degree	1,854	17.6%	2,849	24.1%	2,594	19.7%
Graduate/Professional Degree	556	5.3%	1,152	9.7%	756	5.7%
Households	5,955		5,680		7,538	
Families	4,103	68.9%	3,909	68.8%	4,785	63.5%
Non-Families	1,852	31.1%	1,771	31.2%	2,753	36.5%
Average Size:						
Household	2.5		2.4		2.3	
Family	2.9		2.8		2.9	
Non-Family	1.5		1.3		1.3	
Total Housing Units	6,088		5,804		7,684	
Vacant	133	2.2%	124	2.1%	146	1.9%
Owned	3,821	62.8%	4,819	83.0%	4,551	59.2%
Rented	2,134	35.1%	861	14.8%	2,987	38.9%
Households by Persons:						
1	1,366	22.9%	1,473	25.9%	2,247	29.8%
2	2,078	34.9%	2,148	37.8%	2,543	33.7%
3-4	2,019	33.9%	1,610	28.3%	2,209	29.3%
5+	492	8.3%	449	7.9%	539	7.2%
Vehicles Available	11,159		10,614		12,942	
Average Vehicles/HH	1.9		1.9		1.7	
Vehicles Per Household:						
0	153	2.6%	236	4.2%	462	6.1%
1	1,650	27.7%	1,553	27.3%	2,660	35.3%
2	3,244	54.5%	2,871	50.5%	3,230	42.8%
3+	908	15.2%	1,020	18.0%	1,186	15.7%

Demographic Comparison: 2004 (Page 2 of 3)
Howard Regional Study Site
Howard, Allouez, Ashwaubenon

The Taurean Group, LLC
Source: 2004 AGS, Inc.

		Place 55-35950		Place 55-01150		Place 55-03425	
		Howard		Allouez		Ashwaubenon	
Total Aggregate Income (\$Mil)		\$367.3		\$541.9		\$464.7	
Per Capita Income		\$24,832		\$34,930		\$26,082	
Households	< \$10,000	189	3.2%	133	2.3%	323	4.3%
By	\$10,000 - \$14,999	225	3.8%	134	2.4%	266	3.5%
Income:	\$15,000 - \$19,999	219	3.7%	259	4.6%	390	5.2%
	\$20,000 - \$24,999	262	4.4%	293	5.2%	474	6.3%
	\$25,000 - \$29,999	252	4.2%	270	4.8%	522	6.9%
	\$30,000 - \$34,999	319	5.4%	273	4.8%	436	5.8%
	\$35,000 - \$39,999	361	6.1%	283	5.0%	416	5.5%
	\$40,000 - \$49,999	699	11.7%	615	10.8%	817	10.8%
	\$50,000 - \$59,999	767	12.9%	603	10.6%	679	9.0%
	\$60,000 - \$74,999	1,099	18.5%	680	12.0%	1,038	13.8%
	\$75,000 - \$99,999	896	15.0%	967	17.0%	1,203	16.0%
	\$100,000 - \$124,999	333	5.6%	522	9.2%	488	6.5%
	\$125,000 - \$149,999	186	3.1%	210	3.7%	229	3.0%
	\$150,000 - \$199,999	96	1.6%	135	2.4%	155	2.1%
	\$200,000 - \$249,999	18	0.3%	43	0.8%	46	0.6%
	\$250,000+	34	0.6%	260	4.6%	56	0.7%
Aggregate	Household	\$367.0		\$516.0		\$454.7	
Income:	Family	\$290.3		\$421.7		\$351.3	
(\$Mil)	Non-Family	\$76.7		\$94.3		\$103.5	
Average	Household	\$61,628		\$90,846		\$60,327	
Income:	Family	\$70,754		\$107,871		\$73,412	
	Non-Family	\$41,404		\$53,269		\$37,590	
Median	Household	\$55,351		\$59,543		\$51,577	
Income:	Family	\$61,470		\$69,792		\$64,971	
	Non-Family	\$41,095		\$40,349		\$31,526	
Households	< \$10,000	219	3.7%	154	2.7%	366	4.9%
By	\$10,000 - \$14,999	219	3.7%	138	2.4%	268	3.6%
Disposable	\$15,000 - \$19,999	257	4.3%	306	5.4%	462	6.1%
Income:	\$20,000 - \$24,999	320	5.4%	352	6.2%	616	8.2%
	\$25,000 - \$29,999	370	6.2%	346	6.1%	602	8.0%
	\$30,000 - \$34,999	442	7.4%	351	6.2%	525	7.0%
	\$35,000 - \$39,999	466	7.8%	408	7.2%	554	7.3%
	\$40,000 - \$49,999	1,026	17.2%	824	14.5%	957	12.7%
	\$50,000 - \$59,999	1,021	17.1%	627	11.0%	962	12.8%
	\$60,000 - \$74,999	881	14.8%	911	16.0%	1,162	15.4%
	\$75,000 - \$99,999	449	7.5%	660	11.6%	636	8.4%
	\$100,000 - \$124,999	178	3.0%	210	3.7%	230	3.1%
	\$125,000 - \$149,999	54	0.9%	82	1.4%	93	1.2%
	\$150,000 - \$199,999	23	0.4%	59	1.0%	60	0.8%
	\$200,000 - \$249,999	4	0.1%	22	0.4%	18	0.2%
	\$250,000+	26	0.4%	230	4.0%	27	0.4%
Disposable	Aggregate (\$Mil)	\$294.4		\$429.6		\$358.8	
Income:	Average	\$49,434		\$75,642		\$47,599	
	Median	\$46,032		\$49,405		\$43,368	

Demographic Comparison: 2004 (Page 3 of 3)
Howard Regional Study Site
Howard, Allouez, Ashwaubenon

The Taurean Group, LLC
Source: 2004 AGS, Inc.

	Place 55-35950 Howard		Place 55-01150 Allouez		Place 55-03425 Ashwaubenon	
Total Population	14,793		15,515		17,817	
< 5 Years	1,049	7.1%	788	5.1%	992	5.6%
5 - 9 Years	1,103	7.5%	887	5.7%	1,139	6.4%
10 - 14 Years	1,113	7.5%	980	6.3%	1,247	7.0%
15 - 19 Years	1,014	6.9%	1,042	6.7%	1,260	7.1%
20 - 24 Years	941	6.4%	961	6.2%	1,221	6.9%
25 - 34 Years	2,187	14.8%	2,154	13.9%	2,323	13.0%
35 - 44 Years	2,661	18.0%	2,366	15.2%	2,824	15.9%
45 - 54 Years	2,304	15.6%	2,328	15.0%	2,821	15.8%
55 - 64 Years	1,285	8.7%	1,727	11.1%	1,993	11.2%
65 - 74 Years	666	4.5%	1,138	7.3%	963	5.4%
75 - 84 Years	350	2.4%	763	4.9%	569	3.2%
85+ Years	120	0.8%	381	2.5%	465	2.6%
Median Age	34.9		39.0		37.6	
Population, Female	7,513	50.8%	7,209	46.5%	9,172	51.5%
< 5 Years	522	6.9%	379	5.3%	482	5.3%
5 - 9 Years	546	7.3%	415	5.8%	545	5.9%
10 - 14 Years	557	7.4%	488	6.8%	619	6.7%
15 - 19 Years	497	6.6%	411	5.7%	647	7.1%
20 - 24 Years	473	6.3%	237	3.3%	637	6.9%
25 - 34 Years	1,106	14.7%	828	11.5%	1,162	12.7%
35 - 44 Years	1,341	17.8%	1,044	14.5%	1,432	15.6%
45 - 54 Years	1,165	15.5%	1,173	16.3%	1,468	16.0%
55 - 64 Years	643	8.6%	948	13.2%	1,001	10.9%
65 - 74 Years	354	4.7%	606	8.4%	496	5.4%
75 - 84 Years	218	2.9%	422	5.9%	340	3.7%
85+ Years	91	1.2%	258	3.6%	343	3.7%
Median Age	35.4		43.1		38.4	
Population, Male	7,280	49.2%	8,306	53.5%	8,645	48.5%
< 5 Years	527	7.2%	409	4.9%	510	5.9%
5 - 9 Years	557	7.7%	472	5.7%	594	6.9%
10 - 14 Years	556	7.6%	492	5.9%	628	7.3%
15 - 19 Years	517	7.1%	631	7.6%	613	7.1%
20 - 24 Years	468	6.4%	724	8.7%	584	6.8%
25 - 34 Years	1,081	14.8%	1,326	16.0%	1,161	13.4%
35 - 44 Years	1,320	18.1%	1,322	15.9%	1,392	16.1%
45 - 54 Years	1,139	15.6%	1,155	13.9%	1,353	15.7%
55 - 64 Years	642	8.8%	779	9.4%	992	11.5%
65 - 74 Years	312	4.3%	532	6.4%	467	5.4%
75 - 84 Years	132	1.8%	341	4.1%	229	2.6%
85+ Years	29	0.4%	123	1.5%	122	1.4%
Median Age	34.4		35.7		36.7	