

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

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

	Place 55-35950 Howard (\$000)	Place 55-19775 De Pere (\$000)	Place 55-31000 Green Bay (\$000)
Total Annual Expenditures	\$281,927.6	\$467,959.0	\$1,847,615.4
Food Expenditures	\$35,604.9	\$58,447.9	\$240,198.3
Food Expenditures At Home	\$19,633.6	\$31,957.7	\$136,568.8
Cereal/Bakery	\$2,888.2	\$4,733.8	\$20,078.5
Meat, Poultry, Fish, Eggs	\$4,901.0	\$7,913.0	\$34,426.5
Dairy	\$2,036.6	\$3,318.9	\$14,304.3
Fruit, Vegetables	\$3,501.5	\$5,747.0	\$24,277.9
Other Food At Home	\$6,306.3	\$10,245.0	\$43,481.5
Food Expenditures Away	\$15,971.3	\$26,490.2	\$103,629.5
Breakfast	\$1,071.9	\$1,773.0	\$7,174.0
Lunch	\$5,478.6	\$9,092.1	\$35,520.1
Dinner	\$8,069.0	\$13,380.5	\$52,142.9
Snacks, Non-Alchlc Beverages	\$1,351.8	\$2,244.6	\$8,792.5
Alcoholic Beverages	\$2,715.5	\$4,550.4	\$17,760.1
Tobacco Products	\$1,994.9	\$3,091.8	\$14,698.0
Housing	\$87,895.8	\$146,181.0	\$583,720.0
Shelter	\$51,576.3	\$86,650.0	\$340,765.8
Mortgage Interest, Charges	\$21,580.9	\$37,084.6	\$130,357.1
Property Taxes	\$8,497.8	\$14,655.7	\$54,155.1
Rental Dwelling Costs	\$11,624.2	\$18,009.5	\$92,387.3
Other Lodging	\$3,364.6	\$5,965.3	\$20,953.4
Maintenance, Insurance, Other	\$6,508.8	\$10,935.0	\$42,912.9
Utilities, Fuels, Public Svcs	\$16,763.3	\$27,101.6	\$116,271.6
Natural Gas	\$1,994.9	\$3,240.3	\$13,823.1
Electricity	\$6,020.5	\$9,720.9	\$42,431.7
Oil, Other Heating Fuels	\$601.5	\$1,004.4	\$4,155.7
Water, Sewer, Refuse	\$2,048.5	\$3,292.7	\$13,998.1
Telephone Services	\$6,097.9	\$9,843.2	\$41,863.0
Household Operation	\$4,573.4	\$7,589.8	\$30,402.1
Personal Domestic Services	\$2,048.5	\$3,292.7	\$13,998.1
Other Hshld Expenses	\$2,524.9	\$4,297.1	\$16,404.0
Home, Garden Supplies	\$4,168.5	\$6,489.4	\$27,252.5
Laundry, Cleaning	\$780.1	\$1,240.2	\$5,555.5
Other Hshld, Garden Products	\$2,411.8	\$3,668.3	\$15,222.9
Postage, Stationery	\$976.6	\$1,580.9	\$6,474.1
Furnishings & Equipment	\$10,814.3	\$18,350.1	\$69,028.0
Household Textiles	\$982.6	\$1,685.7	\$6,386.6
Furniture	\$2,709.5	\$4,716.4	\$16,928.9
Floor Coverings	\$279.9	\$462.9	\$1,793.5
Major Appliances	\$1,369.7	\$2,270.8	\$8,792.5
Small Appliances & Wares	\$750.3	\$1,283.9	\$4,899.3
Misc Household Equipment	\$4,722.3	\$7,930.5	\$30,227.1

Agg. Household Exp. Comparison: 2004 (Page 2 of 2)
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	Place 55-35950 Howard (\$000)	Place 55-19775 De Pere (\$000)	Place 55-31000 Green Bay (\$000)
Apparel & Services	\$12,005.3	\$20,184.3	\$78,564.2
Men, 16+ Years	\$2,227.2	\$3,790.6	\$14,260.5
Boys, 2 to 15 Years	\$577.6	\$952.0	\$3,849.5
Women, 16+ Years	\$3,972.0	\$6,699.0	\$26,202.7
Girls, 2 To 15 Years	\$845.6	\$1,406.2	\$5,555.5
Children Under 2 Years	\$583.6	\$960.7	\$3,805.7
Footwear	\$2,096.2	\$3,432.5	\$13,823.1
Other Products & Services	\$1,703.1	\$2,943.4	\$11,067.2
Transportation	\$54,446.6	\$88,510.4	\$355,507.5
Vehicle Purchases	\$26,100.8	\$42,106.6	\$170,164.2
New Cars & Trucks	\$12,565.1	\$20,900.5	\$79,395.4
Used Cars & Trucks	\$12,821.1	\$20,123.1	\$86,525.6
Other Vehicles	\$714.6	\$1,083.0	\$4,243.2
Gasoline & Motor Oil	\$8,223.9	\$13,266.9	\$55,030.0
Other Vehicle Expenditures	\$17,382.6	\$28,472.8	\$112,815.8
Finance Charges	\$2,959.6	\$4,795.0	\$18,678.7
Insurance	\$6,092.0	\$9,869.4	\$40,594.4
Rental, Leasing, Licensing	\$3,513.5	\$5,904.2	\$21,697.0
Maintenance & Repairs	\$4,817.6	\$7,904.3	\$31,845.6
Public Transportation	\$2,739.3	\$4,664.0	\$17,497.6
Health Care	\$14,857.7	\$23,992.3	\$104,460.7
Insurance	\$7,247.2	\$11,668.6	\$51,268.0
Medical Services	\$4,079.2	\$6,629.1	\$27,077.5
Drugs	\$2,882.2	\$4,629.0	\$21,522.0
Medical Supplies	\$649.1	\$1,065.5	\$4,593.1
Entertainment	\$14,816.0	\$24,970.5	\$93,918.4
Fees & Admissions	\$3,942.2	\$6,873.7	\$24,190.4
TV, Radio , Sound Equipment	\$4,531.8	\$7,345.3	\$30,577.1
Pets, Toys, Play Equipment	\$2,715.5	\$4,419.4	\$17,497.6
Other Entertainment Supplies	\$3,626.6	\$6,332.2	\$21,653.3
Personal Care Products	\$3,602.8	\$5,921.7	\$24,146.7
Reading Materials	\$863.5	\$1,441.1	\$5,818.0
Education	\$4,740.2	\$8,428.3	\$30,752.0
Miscellaneous Services	\$5,544.1	\$9,048.4	\$36,745.0
Cash Contributions	\$9,129.0	\$15,389.3	\$58,660.7
Personal Insurance & Pensions	\$33,711.3	\$57,801.6	\$202,666.0
Personal Insurance	\$2,786.9	\$4,725.1	\$17,935.0
Pensions & Retirement Funds	\$30,924.3	\$53,076.5	\$184,730.9

Census Comparison: 2000 (Page 1 of 3)
Howard Regional Study Site
Howard, DePere, GreenBay

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

	Place 55-35950 Howard		Place 55-19775 De Pere		Place 55-31000 Green Bay	
Population	13,546		20,565		102,346	
In Households	13,477	99.5%	19,018	92.5%	99,651	97.4%
In Families	11,242	83.0%	15,223	74.0%	75,479	73.7%
In Non-family Households	2,235	16.5%	3,795	18.5%	24,172	23.6%
In Group Quarters	69	0.5%	1,547	7.5%	2,695	2.6%
Race:						
White	13,026	96.2%	19,899	96.8%	87,960	85.9%
Black	99	0.7%	110	0.5%	1,394	1.4%
American Indian	122	0.9%	190	0.9%	3,422	3.3%
Asian/Pacific Islander	107	0.8%	163	0.8%	3,843	3.8%
Other Race	43	0.3%	36	0.2%	3,716	3.6%
Multiple Races	149	1.1%	167	0.8%	2,011	2.0%
Hispanic Population	147	1.1%	201	1.0%	7,153	7.0%
Labor Force: Pop, 16+ Years	10,205		16,072		79,174	
In Armed Forces	7	0.1%	15	0.1%	62	0.1%
Employed	7,753	76.0%	11,293	70.3%	52,710	66.6%
Unemployed	248	2.4%	474	2.9%	2,782	3.5%
Not In Labor Force	2,197	21.5%	4,290	26.7%	23,620	29.8%
Education: Pop, 25+ Years	8,614		12,513		64,401	
No HS Diploma	748	8.7%	1,225	9.8%	11,204	17.4%
HS Graduate	3,200	37.1%	3,682	29.4%	22,956	35.6%
College, No Degree	1,871	21.7%	2,485	19.9%	12,841	19.9%
Associate Degree	832	9.7%	1,285	10.3%	5,091	7.9%
College Degree	1,507	17.5%	2,668	21.3%	9,122	14.2%
Graduate/Professional Degree	456	5.3%	1,168	9.3%	3,187	4.9%
Households	5,236		7,726		41,603	
Families	3,693	70.5%	5,011	64.9%	24,660	59.3%
Non-Families	1,543	29.5%	2,715	35.1%	16,943	40.7%
Average Size:						
Household	2.6		2.5		2.4	
Family	3.0		3.0		3.1	
Non-Family	1.4		1.4		1.4	
Total Housing Units	5,350		7,983		43,130	
Vacant	114	2.1%	257	3.2%	1,527	3.5%
Owned	3,343	62.5%	5,026	63.0%	23,507	54.5%
Rented	1,893	35.4%	2,700	33.8%	18,096	42.0%
Households by Persons:						
1	1,136	21.7%	2,142	27.7%	13,171	31.7%
2	1,863	35.6%	2,584	33.4%	13,668	32.9%
3-4	1,802	34.4%	2,359	30.5%	11,257	27.1%
5+	435	8.3%	641	8.3%	3,507	8.4%
Vehicles Available	9,856		13,543		66,794	
Average Vehicles/HH	1.9		1.8		1.6	
Vehicles Per Household:						
0	131	2.5%	424	5.5%	3,462	8.3%
1	1,443	27.6%	2,478	32.1%	16,183	38.9%
2	2,856	54.5%	3,749	48.5%	16,765	40.3%
3+	806	15.4%	1,075	13.9%	5,193	12.5%

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		Place 55-35950 Howard		Place 55-19775 De Pere		Place 55-31000 Green Bay	
Total Aggregate Income (\$Mil)		\$296.1		\$504.5		\$1,991.0	
Per Capita Income		\$21,862		\$24,532		\$19,454	
Households	< \$10,000	172	3.3%	375	4.9%	3,399	8.2%
By	\$10,000 - \$14,999	230	4.4%	278	3.6%	3,233	7.8%
Income:	\$15,000 - \$19,999	194	3.7%	430	5.6%	2,929	7.0%
	\$20,000 - \$24,999	270	5.2%	440	5.7%	3,042	7.3%
	\$25,000 - \$29,999	240	4.6%	431	5.6%	3,104	7.5%
	\$30,000 - \$34,999	352	6.7%	450	5.8%	2,988	7.2%
	\$35,000 - \$39,999	365	7.0%	426	5.5%	2,697	6.5%
	\$40,000 - \$49,999	630	12.0%	963	12.5%	5,341	12.8%
	\$50,000 - \$59,999	773	14.8%	814	10.5%	4,501	10.8%
	\$60,000 - \$74,999	929	17.7%	1,071	13.9%	4,488	10.8%
	\$75,000 - \$99,999	633	12.1%	1,144	14.8%	3,209	7.7%
	\$100,000 - \$124,999	211	4.0%	444	5.7%	1,314	3.2%
	\$125,000 - \$149,999	140	2.7%	94	1.2%	567	1.4%
	\$150,000 - \$199,999	69	1.3%	214	2.8%	472	1.1%
	\$200,000 - \$249,999	17	0.3%	75	1.0%	161	0.4%
	\$250,000+	11	0.2%	77	1.0%	158	0.4%
Aggregate	Household	\$293.0		\$485.8		\$1,928.3	
Income:	Family	\$228.2		\$364.4		\$1,367.6	
(\$Mil)	Non-Family	\$59.3		\$116.3		\$518.6	
Average	Household	\$55,951		\$62,883		\$46,350	
Income:	Family	\$61,783		\$72,724		\$55,457	
	Non-Family	\$38,442		\$42,821		\$30,607	
Median	Household	\$52,135		\$50,860		\$38,905	
Income:	Family	\$57,889		\$62,771		\$49,526	
	Non-Family	\$35,656		\$30,764		\$25,727	
Households	< \$10,000	205	3.9%	421	5.4%	3,906	9.4%
By	\$10,000 - \$14,999	223	4.3%	286	3.7%	3,120	7.5%
Disposable	\$15,000 - \$19,999	237	4.5%	489	6.3%	3,335	8.0%
Income:	\$20,000 - \$24,999	320	6.1%	539	7.0%	3,777	9.1%
	\$25,000 - \$29,999	390	7.4%	564	7.3%	3,866	9.3%
	\$30,000 - \$34,999	454	8.7%	538	7.0%	3,439	8.3%
	\$35,000 - \$39,999	410	7.8%	595	7.7%	3,653	8.8%
	\$40,000 - \$49,999	1,024	19.6%	1,212	15.7%	6,306	15.2%
	\$50,000 - \$59,999	863	16.5%	993	12.9%	4,163	10.0%
	\$60,000 - \$74,999	619	11.8%	1,101	14.3%	3,127	7.5%
	\$75,000 - \$99,999	290	5.5%	547	7.1%	1,680	4.0%
	\$100,000 - \$124,999	130	2.5%	146	1.9%	599	1.4%
	\$125,000 - \$149,999	41	0.8%	135	1.7%	297	0.7%
	\$150,000 - \$199,999	22	0.4%	98	1.3%	210	0.5%
	\$200,000 - \$249,999	5	0.1%	33	0.4%	67	0.2%
	\$250,000+	3	0.1%	29	0.4%	58	0.1%
Disposable	Aggregate (\$Mil)	\$244.9		\$412.3		\$1,688.5	
Income:	Average	\$46,779		\$53,367		\$40,586	
	Median	\$43,589		\$43,164		\$34,067	

Census Comparison: 2000 (Page 3 of 3)
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	Place 55-35950 Howard		Place 55-19775 De Pere		Place 55-31000 Green Bay	
Total Population	13,546		20,565		102,346	
< 5 Years	983	7.3%	1,399	6.8%	7,322	7.2%
5 - 9 Years	1,094	8.1%	1,425	6.9%	7,257	7.1%
10 - 14 Years	1,058	7.8%	1,405	6.8%	7,173	7.0%
15 - 19 Years	946	7.0%	1,737	8.4%	7,558	7.4%
20 - 24 Years	851	6.3%	2,086	10.1%	8,635	8.4%
25 - 34 Years	2,115	15.6%	3,017	14.7%	16,073	15.7%
35 - 44 Years	2,591	19.1%	3,298	16.0%	16,358	16.0%
45 - 54 Years	1,921	14.2%	2,456	11.9%	12,725	12.4%
55 - 64 Years	972	7.2%	1,355	6.6%	7,178	7.0%
65 - 74 Years	604	4.5%	1,141	5.5%	5,810	5.7%
75 - 84 Years	320	2.4%	892	4.3%	4,535	4.4%
85+ Years	91	0.7%	354	1.7%	1,722	1.7%
Median Age	33.8		32.6		33.2	
Population, Female	6,890	50.9%	10,619	51.6%	51,935	50.7%
< 5 Years	485	7.0%	653	6.1%	3,552	6.8%
5 - 9 Years	543	7.9%	700	6.6%	3,550	6.8%
10 - 14 Years	531	7.7%	674	6.3%	3,519	6.8%
15 - 19 Years	462	6.7%	928	8.7%	3,783	7.3%
20 - 24 Years	425	6.2%	1,109	10.4%	4,377	8.4%
25 - 34 Years	1,068	15.5%	1,517	14.3%	7,625	14.7%
35 - 44 Years	1,317	19.1%	1,648	15.5%	7,971	15.3%
45 - 54 Years	974	14.1%	1,238	11.7%	6,367	12.3%
55 - 64 Years	484	7.0%	689	6.5%	3,748	7.2%
65 - 74 Years	325	4.7%	651	6.1%	3,256	6.3%
75 - 84 Years	205	3.0%	560	5.3%	2,917	5.6%
85+ Years	71	1.0%	252	2.4%	1,270	2.4%
Median Age	34.4		33.3		34.4	
Population, Male	6,656	49.1%	9,946	48.4%	50,411	49.3%
< 5 Years	498	7.5%	746	7.5%	3,770	7.5%
5 - 9 Years	551	8.3%	725	7.3%	3,707	7.4%
10 - 14 Years	527	7.9%	731	7.3%	3,654	7.2%
15 - 19 Years	484	7.3%	809	8.1%	3,775	7.5%
20 - 24 Years	426	6.4%	977	9.8%	4,258	8.4%
25 - 34 Years	1,047	15.7%	1,500	15.1%	8,448	16.8%
35 - 44 Years	1,274	19.1%	1,650	16.6%	8,387	16.6%
45 - 54 Years	947	14.2%	1,218	12.2%	6,358	12.6%
55 - 64 Years	488	7.3%	666	6.7%	3,430	6.8%
65 - 74 Years	279	4.2%	490	4.9%	2,554	5.1%
75 - 84 Years	115	1.7%	332	3.3%	1,618	3.2%
85+ Years	20	0.3%	102	1.0%	452	0.9%
Median Age	33.2		31.8		32.1	

Avg. Household Exp. Comparison: 2004 (Page 1 of 2)
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Howard, DePere, GreenBay

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	Place 55-35950 Howard	Index	Place 55-19775 De Pere	Index	Place 55-31000 Green Bay	Index
Average Annual Expenditures	\$47,343	97	\$53,579	110	\$42,237	87
Food Expenditures	\$5,979	97	\$6,692	108	\$5,491	89
Food Expenditures At Home	\$3,297	96	\$3,659	107	\$3,122	91
Cereal/Bakery	\$485	96	\$542	107	\$459	90
Meat, Poultry, Fish, Eggs	\$823	96	\$906	106	\$787	92
Dairy	\$342	96	\$380	106	\$327	91
Fruit, Vegetables	\$588	96	\$658	107	\$555	90
Other Food At Home	\$1,059	97	\$1,173	107	\$994	91
Food Expenditures Away	\$2,682	98	\$3,033	111	\$2,369	86
Breakfast	\$180	96	\$203	109	\$164	88
Lunch	\$920	98	\$1,041	111	\$812	86
Dinner	\$1,355	98	\$1,532	111	\$1,192	86
Snacks, Non-Alchlc Beverages	\$227	98	\$257	111	\$201	87
Alcoholic Beverages	\$456	96	\$521	110	\$406	86
Tobacco Products	\$335	98	\$354	103	\$336	98
Housing	\$14,760	96	\$16,737	109	\$13,344	87
Shelter	\$8,661	96	\$9,921	110	\$7,790	86
Mortgage Interest, Charges	\$3,624	98	\$4,246	115	\$2,980	80
Property Taxes	\$1,427	95	\$1,678	112	\$1,238	82
Rental Dwelling Costs	\$1,952	93	\$2,062	98	\$2,112	101
Other Lodging	\$565	93	\$683	113	\$479	79
Maintenance, Insurance, Other	\$1,093	96	\$1,252	110	\$981	86
Utilities, Fuels, Public Svcs	\$2,815	97	\$3,103	107	\$2,658	91
Natural Gas	\$335	97	\$371	107	\$316	91
Electricity	\$1,011	96	\$1,113	106	\$970	92
Oil, Other Heating Fuels	\$101	95	\$115	108	\$95	89
Water, Sewer, Refuse	\$344	98	\$377	108	\$320	91
Telephone Services	\$1,024	98	\$1,127	107	\$957	91
Household Operation	\$768	97	\$869	109	\$695	87
Personal Domestic Services	\$344	98	\$377	108	\$320	91
Other Hshld Expenses	\$424	95	\$492	110	\$375	84
Home, Garden Supplies	\$700	104	\$743	110	\$623	92
Laundry, Cleaning	\$131	97	\$142	105	\$127	94
Other Hshld, Garden Products	\$405	108	\$420	112	\$348	93
Postage, Stationery	\$164	100	\$181	110	\$148	90
Furnishings & Equipment	\$1,816	97	\$2,101	112	\$1,578	84
Household Textiles	\$165	95	\$193	111	\$146	84
Furniture	\$455	95	\$540	113	\$387	81
Floor Coverings	\$47	99	\$53	112	\$41	86
Major Appliances	\$230	98	\$260	111	\$201	86
Small Appliances & Wares	\$126	95	\$147	110	\$112	84
Misc Household Equipment	\$793	98	\$908	112	\$691	85

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	Place 55-35950 Howard	Index	Place 55-19775 De Pere	Index	Place 55-31000 Green Bay	Index
Apparel & Services	\$2,016	96	\$2,311	110	\$1,796	86
Men, 16+ Years	\$374	96	\$434	111	\$326	84
Boys, 2 to 15 Years	\$97	97	\$109	109	\$88	88
Women, 16+ Years	\$667	95	\$767	110	\$599	86
Girls, 2 To 15 Years	\$142	97	\$161	111	\$127	87
Children Under 2 Years	\$98	98	\$110	111	\$87	87
Footwear	\$352	98	\$393	110	\$316	88
Other Products & Services	\$286	94	\$337	111	\$253	83
Transportation	\$9,143	100	\$10,134	111	\$8,127	89
Vehicle Purchases	\$4,383	101	\$4,821	111	\$3,890	89
New Cars & Trucks	\$2,110	99	\$2,393	112	\$1,815	85
Used Cars & Trucks	\$2,153	101	\$2,304	108	\$1,978	93
Other Vehicles	\$120	112	\$124	116	\$97	90
Gasoline & Motor Oil	\$1,381	99	\$1,519	109	\$1,258	90
Other Vehicle Expenditures	\$2,919	99	\$3,260	111	\$2,579	88
Finance Charges	\$497	102	\$549	112	\$427	87
Insurance	\$1,023	99	\$1,130	109	\$928	90
Rental, Leasing, Licensing	\$590	99	\$676	114	\$496	83
Maintenance & Repairs	\$809	98	\$905	110	\$728	88
Public Transportation	\$460	96	\$534	112	\$400	84
Health Care	\$2,495	97	\$2,747	106	\$2,388	93
Insurance	\$1,217	97	\$1,336	106	\$1,172	93
Medical Services	\$685	99	\$759	110	\$619	90
Drugs	\$484	94	\$530	103	\$492	96
Medical Supplies	\$109	95	\$122	106	\$105	91
Entertainment	\$2,488	97	\$2,859	112	\$2,147	84
Fees & Admissions	\$662	96	\$787	114	\$553	80
TV, Radio , Sound Equipment	\$761	98	\$841	108	\$699	90
Pets, Toys, Play Equipment	\$456	100	\$506	111	\$400	88
Other Entertainment Supplies	\$609	97	\$725	115	\$495	79
Personal Care Products	\$605	97	\$678	109	\$552	89
Reading Materials	\$145	96	\$165	109	\$133	88
Education	\$796	91	\$965	110	\$703	80
Miscellaneous Services	\$931	99	\$1,036	110	\$840	89
Cash Contributions	\$1,533	97	\$1,762	112	\$1,341	85
Personal Insurance & Pensions	\$5,661	98	\$6,618	115	\$4,633	81
Personal Insurance	\$468	96	\$541	111	\$410	84
Pensions & Retirement Funds	\$5,193	99	\$6,077	115	\$4,223	80

**Key Demographic Comparison: 1990
Howard Regional Study Site
Howard, DePere, GreenBay**

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

	Place 55-35950 Howard		Place 55-19775 De Pere		Place 55-31000 Green Bay	
Population	9,866		16,497		95,746	
Group Quarters	0	0.0%	1,215	7.4%	2,282	2.4%
Population By Race						
White	9,732	98.6%	16,251	98.5%	90,129	94.1%
Black	9	0.1%	37	0.2%	445	0.5%
American Indian/Alaskan	93	0.9%	154	0.9%	2,540	2.7%
Asian/Pacific Islander	17	0.2%	35	0.2%	2,198	2.3%
Other Race	15	0.2%	20	0.1%	434	0.5%
Hispanic Origin	44	0.4%	71	0.4%	1,045	1.1%
Diversity Index	3		3		11	
Population By Age						
< 18 Years	3,061	31.0%	4,115	24.9%	24,896	26.0%
18 - 64 Years	6,235	63.2%	10,507	63.7%	58,720	61.3%
65+ Years	571	5.8%	1,875	11.4%	12,131	12.7%
Median Age	29.9		30.9		31.5	
Population In Households	9,866		15,282		93,464	
In Families	8,870	89.9%	13,041	85.3%	76,288	81.6%
In Non-families	996	10.1%	2,241	14.7%	17,176	18.4%
Households	3,431		5,778		38,180	
Families	2,675	78.0%	4,102	71.0%	24,350	63.8%
With Kids	1,623	60.7%	2,172	52.9%	13,061	53.6%
Non-family	756	22.0%	1,676	29.0%	13,830	36.2%
Average Household Size	2.9		2.6		2.4	
Average Family Size	3.3		3.2		3.1	
Average Non-family Size	1.3		1.3		1.2	
Population, 16+ In Labor Force	5,694		8,835		49,958	
Employed	5,437	95.5%	8,533	96.6%	47,252	94.6%
White Collar	3,015	55.5%	5,068	59.4%	25,752	54.5%
Blue Collar	2,421	44.5%	3,454	40.5%	21,485	45.5%
Average Household Income	\$38,556		\$41,786		\$31,925	
Median Household Income	\$36,130		\$34,796		\$26,874	
Total Housing Units	3,512		5,944		39,516	
Occupied	3,431	97.7%	5,778	97.2%	38,180	96.6%
Owner-Occupied	2,394	69.8%	3,932	68.1%	21,687	56.8%
Renter-Occupied	1,037	30.2%	1,846	31.9%	16,493	43.2%
Average Home Value	\$67,428		\$74,304		\$61,684	
Median Home Value	\$65,982		\$63,622		\$55,440	
Average Contract Rent	\$365		\$345		\$315	
Median Contract Rent	\$359		\$354		\$314	

**Key Demographic Comparison: 2000
Howard Regional Study Site
Howard, DePere, GreenBay**

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

	Place 55-35950 Howard		Place 55-19775 De Pere		Place 55-31000 Green Bay	
Population	13,546		20,565		102,346	
Group Quarters	69	0.5%	1,547	7.5%	2,695	2.6%
Population By Race						
White	13,027	96.2%	19,900	96.8%	87,960	85.9%
Black	99	0.7%	110	0.5%	1,394	1.4%
American Indian/Alaskan	122	0.9%	190	0.9%	3,422	3.3%
Asian/Pacific Islander	107	0.8%	163	0.8%	3,843	3.8%
Other Race	43	0.3%	36	0.2%	3,716	3.6%
Multi-Race	149	1.1%	167	0.8%	2,011	2.0%
Hispanic Origin	147	1.1%	201	1.0%	7,153	7.0%
Diversity Index	6		6		25	
Population By Age						
< 18 Years	3,770	27.8%	5,002	24.3%	25,986	25.4%
18 - 64 Years	8,762	64.7%	13,177	64.1%	64,292	62.8%
65+ Years	1,014	7.5%	2,386	11.6%	12,068	11.8%
Median Age	33.8		32.6		33.2	
Population In Households	13,477		19,018		99,651	
In Families	11,242	83.4%	15,223	80.0%	75,479	75.7%
In Non-families	2,235	16.6%	3,795	20.0%	24,172	24.3%
Households	5,236		7,726		41,603	
Families	3,693	70.5%	5,011	64.9%	24,660	59.3%
With Kids	2,070	39.5%	2,690	34.8%	13,536	32.5%
Non-family	1,543	29.5%	2,715	35.1%	16,943	40.7%
Average Household Size	2.6		2.5		2.4	
Average Family Size	3.0		3.0		3.1	
Average Non-family Size	1.4		1.4		1.4	
Population, 16+ In Labor Force	8,002		11,766		55,493	
Employed	7,754	96.9%	11,294	96.0%	52,710	95.0%
White Collar	4,681	60.4%	7,662	67.8%	28,813	54.7%
Blue Collar	3,074	39.6%	3,632	32.2%	23,898	45.3%
Average Household Income	\$55,951		\$62,883		\$46,350	
Median Household Income	\$52,135		\$50,860		\$38,905	
Total Housing Units	5,350		7,983		43,130	
Occupied	5,236	97.9%	7,726	96.8%	41,603	96.5%
Owner-Occupied	3,343	63.8%	5,026	65.1%	23,507	56.5%
Renter-Occupied	1,893	36.2%	2,700	34.9%	18,096	43.5%
Average Home Value	\$138,738		\$143,039		\$110,717	
Median Home Value	\$128,407		\$123,349		\$95,799	
Average Contract Rent	\$559		\$575		\$440	
Median Contract Rent	\$551		\$543		\$441	

Demographic Comparison: 2004 (Page 1 of 3)
Howard Regional Study Site
Howard, DePere, GreenBay

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

	Place 55-35950 Howard		Place 55-19775 De Pere		Place 55-31000 Green Bay	
Population	14,793		22,137		102,961	
In Households	14,726	99.5%	20,620	93.1%	100,316	97.4%
In Families	12,027	81.3%	16,158	73.0%	74,202	72.1%
In Non-family Households	2,699	18.2%	4,462	20.2%	26,114	25.4%
In Group Quarters	67	0.5%	1,517	6.9%	2,645	2.6%
Race:						
White	14,201	96.0%	21,348	96.4%	88,232	85.7%
Black	114	0.8%	136	0.6%	1,492	1.4%
American Indian	132	0.9%	222	1.0%	3,458	3.4%
Asian/Pacific Islander	123	0.8%	192	0.9%	3,910	3.8%
Other Race	55	0.4%	49	0.2%	3,831	3.7%
Multiple Races	168	1.1%	190	0.9%	2,038	2.0%
Hispanic Population	190	1.3%	274	1.2%	8,617	8.4%
Labor Force: Pop, 16+ Years	11,319		17,486		80,846	
In Armed Forces	8	0.1%	16	0.1%	65	0.1%
Employed	8,544	75.5%	12,249	70.1%	53,643	66.4%
Unemployed	290	2.6%	502	2.9%	2,874	3.6%
Not In Labor Force	2,477	21.9%	4,719	27.0%	24,264	30.0%
Education: Pop, 25+ Years	10,514		15,990		74,865	
No HS Diploma	928	8.8%	1,620	10.1%	13,159	17.6%
HS Graduate	3,887	37.0%	4,716	29.5%	26,721	35.7%
College, No Degree	2,285	21.7%	3,182	19.9%	14,938	20.0%
Associate Degree	1,004	9.5%	1,658	10.4%	5,866	7.8%
College Degree	1,854	17.6%	3,373	21.1%	10,518	14.0%
Graduate/Professional Degree	556	5.3%	1,441	9.0%	3,663	4.9%
Households	5,955		8,734		43,744	
Families	4,103	68.9%	5,531	63.3%	25,230	57.7%
Non-Families	1,852	31.1%	3,203	36.7%	18,514	42.3%
Average Size:						
Household	2.5		2.4		2.3	
Family	2.9		2.9		2.9	
Non-Family	1.5		1.4		1.4	
Total Housing Units	6,088		9,032		45,392	
Vacant	133	2.2%	298	3.3%	1,648	3.6%
Owned	3,821	62.8%	5,649	62.5%	24,634	54.3%
Rented	2,134	35.1%	3,085	34.2%	19,110	42.1%
Households by Persons:						
1	1,366	22.9%	2,527	28.9%	14,423	33.0%
2	2,078	34.9%	2,883	33.0%	14,135	32.3%
3-4	2,019	33.9%	2,616	30.0%	11,587	26.5%
5+	492	8.3%	708	8.1%	3,599	8.2%
Vehicles Available	11,159		15,209		71,962	
Average Vehicles/HH	1.9		1.7		1.6	
Vehicles Per Household:						
0	153	2.6%	482	5.5%	3,675	8.4%
1	1,650	27.7%	2,846	32.6%	17,094	39.1%
2	3,244	54.5%	4,206	48.2%	17,545	40.1%
3+	908	15.2%	1,200	13.7%	5,430	12.4%

Demographic Comparison: 2004 (Page 2 of 3)
Howard Regional Study Site
Howard, DePere, GreenBay

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

		Place 55-35950 Howard		Place 55-19775 De Pere		Place 55-31000 Green Bay	
Total Aggregate Income (\$Mil)		\$367.3		\$658.8		\$2,297.9	
Per Capita Income		\$24,832		\$29,761		\$22,318	
Households By Income:	< \$10,000	189	3.2%	415	4.8%	3,457	7.9%
	\$10,000 - \$14,999	225	3.8%	269	3.1%	3,086	7.1%
	\$15,000 - \$19,999	219	3.7%	437	5.0%	2,825	6.5%
	\$20,000 - \$24,999	262	4.4%	469	5.4%	2,981	6.8%
	\$25,000 - \$29,999	252	4.2%	451	5.2%	2,944	6.7%
	\$30,000 - \$34,999	319	5.4%	471	5.4%	2,998	6.9%
	\$35,000 - \$39,999	361	6.1%	440	5.0%	2,622	6.0%
	\$40,000 - \$49,999	699	11.7%	946	10.8%	5,373	12.3%
	\$50,000 - \$59,999	767	12.9%	948	10.9%	4,787	10.9%
	\$60,000 - \$74,999	1,099	18.5%	1,168	13.4%	4,961	11.3%
	\$75,000 - \$99,999	896	15.0%	1,458	16.7%	4,165	9.5%
	\$100,000 - \$124,999	333	5.6%	641	7.3%	1,786	4.1%
	\$125,000 - \$149,999	186	3.1%	191	2.2%	759	1.7%
	\$150,000 - \$199,999	96	1.6%	118	1.4%	436	1.0%
	\$200,000 - \$249,999	18	0.3%	55	0.6%	139	0.3%
\$250,000+	34	0.6%	257	2.9%	425	1.0%	
Aggregate Income: (\$Mil)	Household	\$367.0		\$644.0		\$2,262.1	
	Family	\$290.3		\$493.2		\$1,637.2	
	Non-Family	\$76.7		\$150.8		\$624.9	
Average Income:	Household	\$61,628		\$73,734		\$51,712	
	Family	\$70,754		\$89,174		\$64,891	
	Non-Family	\$41,404		\$47,067		\$33,754	
Median Income:	Household	\$55,351		\$54,449		\$41,453	
	Family	\$61,470		\$65,818		\$51,766	
	Non-Family	\$41,095		\$35,343		\$29,213	
Households By Disposable Income:	< \$10,000	219	3.7%	452	5.2%	3,933	9.0%
	\$10,000 - \$14,999	219	3.7%	280	3.2%	2,972	6.8%
	\$15,000 - \$19,999	257	4.3%	502	5.7%	3,254	7.4%
	\$20,000 - \$24,999	320	5.4%	571	6.5%	3,658	8.4%
	\$25,000 - \$29,999	370	6.2%	592	6.8%	3,792	8.7%
	\$30,000 - \$34,999	442	7.4%	561	6.4%	3,363	7.7%
	\$35,000 - \$39,999	466	7.8%	601	6.9%	3,577	8.2%
	\$40,000 - \$49,999	1,026	17.2%	1,322	15.1%	6,704	15.3%
	\$50,000 - \$59,999	1,021	17.1%	1,083	12.4%	4,592	10.5%
	\$60,000 - \$74,999	881	14.8%	1,404	16.1%	4,073	9.3%
	\$75,000 - \$99,999	449	7.5%	791	9.1%	2,275	5.2%
	\$100,000 - \$124,999	178	3.0%	185	2.1%	722	1.7%
	\$125,000 - \$149,999	54	0.9%	77	0.9%	254	0.6%
	\$150,000 - \$199,999	23	0.4%	73	0.8%	182	0.4%
	\$200,000 - \$249,999	4	0.1%	37	0.4%	72	0.2%
\$250,000+	26	0.4%	203	2.3%	321	0.7%	
Disposable Income:	Aggregate (\$Mil)	\$294.4		\$519.8		\$1,838.3	
	Average	\$49,434		\$59,518		\$42,024	
	Median	\$46,032		\$45,481		\$36,120	

Demographic Comparison: 2004 (Page 3 of 3)
Howard Regional Study Site
Howard, DePere, GreenBay

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

	Place 55-35950 Howard		Place 55-19775 De Pere		Place 55-31000 Green Bay	
Total Population	14,793		22,137		102,961	
< 5 Years	1,049	7.1%	1,483	6.7%	7,128	6.9%
5 - 9 Years	1,103	7.5%	1,431	6.5%	6,696	6.5%
10 - 14 Years	1,113	7.5%	1,474	6.7%	6,917	6.7%
15 - 19 Years	1,014	6.9%	1,759	7.9%	7,355	7.1%
20 - 24 Years	941	6.4%	2,187	9.9%	8,789	8.5%
25 - 34 Years	2,187	14.8%	3,157	14.3%	15,444	15.0%
35 - 44 Years	2,661	18.0%	3,377	15.3%	15,468	15.0%
45 - 54 Years	2,304	15.6%	2,917	13.2%	14,057	13.7%
55 - 64 Years	1,285	8.7%	1,789	8.1%	8,820	8.6%
65 - 74 Years	666	4.5%	1,222	5.5%	5,856	5.7%
75 - 84 Years	350	2.4%	921	4.2%	4,451	4.3%
85+ Years	120	0.8%	420	1.9%	1,980	1.9%
Median Age	34.9		33.7		34.4	
Population, Female	7,513 50.8%		11,394 51.5%		52,175 50.7%	
< 5 Years	522	6.9%	698	6.1%	3,476	6.7%
5 - 9 Years	546	7.3%	707	6.2%	3,262	6.3%
10 - 14 Years	557	7.4%	708	6.2%	3,380	6.5%
15 - 19 Years	497	6.6%	930	8.2%	3,688	7.1%
20 - 24 Years	473	6.3%	1,166	10.2%	4,466	8.6%
25 - 34 Years	1,106	14.7%	1,589	13.9%	7,337	14.1%
35 - 44 Years	1,341	17.8%	1,668	14.6%	7,493	14.4%
45 - 54 Years	1,165	15.5%	1,471	12.9%	7,037	13.5%
55 - 64 Years	643	8.6%	916	8.0%	4,631	8.9%
65 - 74 Years	354	4.7%	697	6.1%	3,247	6.2%
75 - 84 Years	218	2.9%	558	4.9%	2,768	5.3%
85+ Years	91	1.2%	286	2.5%	1,390	2.7%
Median Age	35.4		34.4		35.6	
Population, Male	7,280 49.2%		10,743 48.5%		50,786 49.3%	
< 5 Years	527	7.2%	785	7.3%	3,652	7.2%
5 - 9 Years	557	7.7%	724	6.7%	3,434	6.8%
10 - 14 Years	556	7.6%	766	7.1%	3,537	7.0%
15 - 19 Years	517	7.1%	829	7.7%	3,667	7.2%
20 - 24 Years	468	6.4%	1,021	9.5%	4,323	8.5%
25 - 34 Years	1,081	14.8%	1,568	14.6%	8,107	16.0%
35 - 44 Years	1,320	18.1%	1,709	15.9%	7,975	15.7%
45 - 54 Years	1,139	15.6%	1,446	13.5%	7,020	13.8%
55 - 64 Years	642	8.8%	873	8.1%	4,189	8.2%
65 - 74 Years	312	4.3%	525	4.9%	2,609	5.1%
75 - 84 Years	132	1.8%	363	3.4%	1,683	3.3%
85+ Years	29	0.4%	134	1.2%	590	1.2%
Median Age	34.4		32.9		33.4	