

# Key Demographics ~ Local Area

|                                 | 15 Minute Drive Time* | 10 Minute Drive Time* | 5 Minute Drive Time* |
|---------------------------------|-----------------------|-----------------------|----------------------|
| <b>POPULATION</b>               |                       |                       |                      |
| 2009 Projection                 | 212,631               | 102,352               | 58,190               |
| 2004 Estimate                   | 183,768               | 84,955                | 48,512               |
| Growth 2004-2009                | 15.7%                 | 20.5%                 | 20.0%                |
| Growth 2000-2004                | 14.7%                 | 20.6%                 | 19.9%                |
| <b>2004 POPULATION BY RACE</b>  |                       |                       |                      |
| White                           | 59.3%                 | 69.1%                 | 69.2%                |
| Black or African American       | 5.3%                  | 3.1%                  | 3.5%                 |
| Asian                           | 6.1%                  | 4.8%                  | 4.1%                 |
| Other Single Race               | 22.3%                 | 15.9%                 | 15.9%                |
| Two or More Races               | 6.9%                  | 7.1%                  | 7.2%                 |
| <b>2004 POPULATION BY AGE</b>   |                       |                       |                      |
| Less than 21                    | 36.1%                 | 35.1%                 | 34.9%                |
| 21 to 34                        | 19.6%                 | 18.1%                 | 18.9%                |
| 35 to 49                        | 21.5%                 | 23.3%                 | 22.9%                |
| 50 to 64                        | 13.3%                 | 14.1%                 | 13.9%                |
| 65 and over                     | 9.5%                  | 9.4%                  | 9.6%                 |
| Median Age                      | 30.9 yrs.             | 32.6 yrs.             | 32.3 yrs.            |
| Average Age                     | 33.3 yrs.             | 33.9 yrs.             | 33.9 yrs.            |
| <b>HOUSEHOLDS</b>               |                       |                       |                      |
| 2009 Projection                 | 66,986                | 33,892                | 19,663               |
| 2004 Estimate                   | 57,579                | 27,913                | 16,301               |
| Growth 2004-2009                | 16.3%                 | 21.4%                 | 20.6%                |
| Growth 2000-2004                | 15.4%                 | 21.4%                 | 20.5%                |
| 2004 Average Income all HH's    | \$57,653              | \$62,504              | \$58,594             |
| 2004 Family Households          | 75.8%                 | 76.9%                 | 74.9%                |
| 2004 Average Income Family HH's | \$63,301              | \$68,543              | \$65,284             |
| <b>2004 HOUSING</b>             |                       |                       |                      |
| Owner Occupied                  | 63.0%                 | 66.0%                 | 60.9%                |
| Less than \$200,000 value       | 46.6%                 | 35.4%                 | 37.9%                |
| \$200,000 to \$299,999 value    | 36.1%                 | 44.6%                 | 45.4%                |
| \$300,000 or more value         | 17.4%                 | 20.0%                 | 16.8%                |
| Median Value                    | \$209,607             | \$232,692             | \$226,722            |

\*From Main St. & Yosemite Ave. in Manteca