Market Trend Report

6/22/01

PREPARED FOR: DALE HELMICH, LTD
STEVENS POINT PRIMARY TRADE AREA

AGGREGATED ZIP CODES

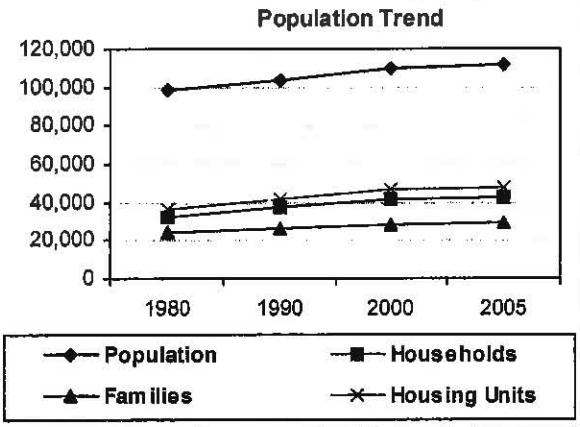
Study Area Summary
Weight: 100.00

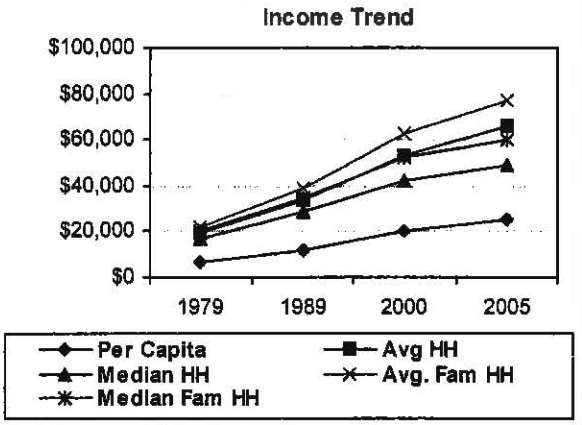
Population and Household Trend

Universe	1980 Census	1990 Census	% Chg 1980-90	2000 Estimate	% Chg 1990-00	2005 Projection	% Chg 2000-05
Population	98,952	103,524	4.6%	110,189	6.4%	111,793	1.5%
Households	32,980	37,318	13.2%	41,445	11.1%	42,755	3.2%
Families	24,450	26,541	8.6%	28,648	7.9%	29,131	1.7%
Housing Units	36,709	41,373	12.7%	46,573	12.6%	48,094	3.3%
Grp. Qrt. Pop	4,143	3,915	-5.5%	3,631	-7.3%	3,647	0.4%
Household Size	2.87	2.67	-7.2%	2.57	-3.7%	2.53	-1.6%

Income Trend

Income	1979 Census	1989 Census	% Chg 1979-89	2000 Estimate	% Chg 1989-00	2005 Projection	% Chg 2000-05
Aggregate ($Mil.)	$647	$1,270	96.3%	$2,250	77.2%	$2,862	27.2%
Per Capita	$6,536	$12,271	87.7%	$20,415	66.4%	$25,598	25.4%
Avg. Household	$19,317	$33,652	74.2%	$53,587	59.2%	$66,043	23.2%
Median HH	$16,954	$28,868	70.3%	$42,262	46.4%	$48,789	15.4%
Avg. Family HH	$22,255	$39,126	75.8%	$62,505	59.8%	$76,830	22.9%
Med. Family HH	$20,314	$35,037	72.5%	$52,583	50.1%	$60,547	15.1%
Avg. HH Wealth				$172,103		$203,429	18.2%
Med. HH Wealth				$79,276		$93,463	17.9%





NOTE: When the median household wealth for an area is less than $25,000 it will be listed on this report as $24,999. Data on income are expressed in "current" dollars for each year. Decennial Census data reflects prior year income.

1990-00 change of 20% greater (▶) or less (◀) than national average

2000-2005 change of 20% greater (▷) or less (◁) than national average

Copyright Claritas Inc.

Market Trend Report

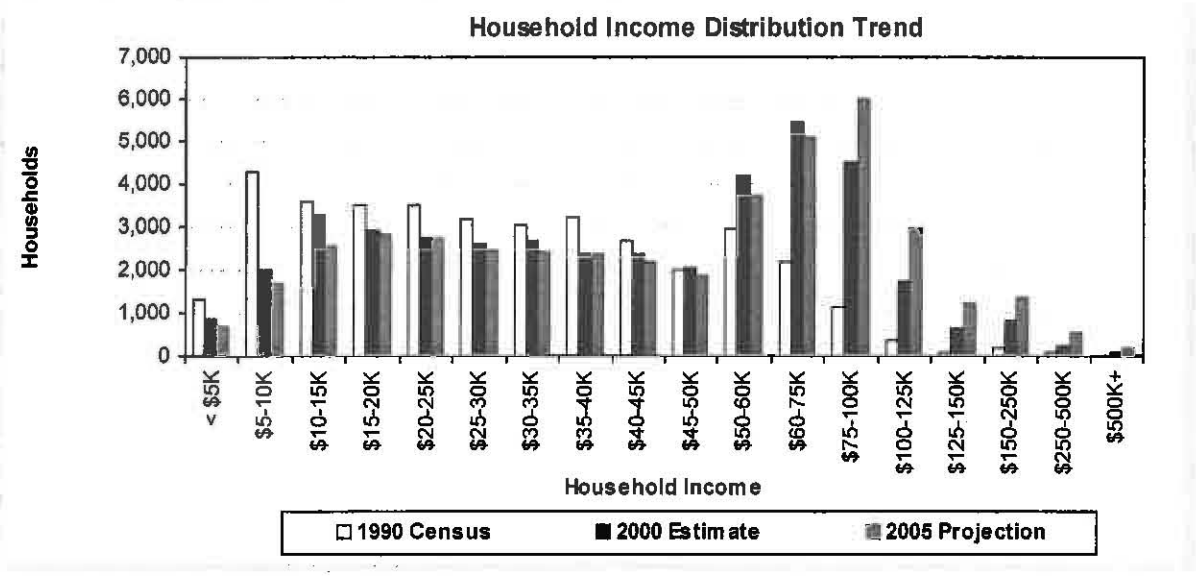
PREPARED FOR: DALE HELMICH, LTD
STEVENS POINT PRIMARY TRADE AREA

AGGREGATED ZIP CODES

Study Area Summary
Weight: 100.00

Household Income Distribution Trend

Household Income		1990 Census		2000 Estimate		2005 Projection	
Total Households		37,318	100.0%	41,445	100.0%	42,755	100.0%
Less than $5,000		1,333	3.6%	857	2.1%	679	1.6%
$5,000 to $9,999	◀	4,267	11.4%	2,010	4.8%	1,666	3.9%
$10,000 to $14,999		3,579	9.6%	3,283	7.9%	2,533	5.9%
$15,000 to $19,999		3,482	9.3%	2,892	7.0%	2,822	6.6%
$20,000 to $24,999		3,480	9.3%	2,735	6.6%	2,734	6.4%
$25,000 to $29,999		3,201	8.6%	2,608	6.3%	2,444	5.7%
$30,000 to $34,999		3,049	8.2%	2,677	6.5%	2,387	5.6%
$35,000 to $39,999		3,225	8.6%	2,382	5.7%	2,378	5.6%
$40,000 to $44,999		2,692	7.2%	2,352	5.7%	2,200	5.1%
$45,000 to $49,999		2,015	5.4%	2,042	4.9%	1,874	4.4%
$50,000 to $59,999		2,962	7.9%	4,197	10.1%	3,713	8.7%
$60,000 to $74,999	▶	2,194	5.9%	5,454	13.2%	5,069	11.9%
$75,000 to $99,999	▶	1,114	3.0%	4,499	10.9%	5,979	14.0%
$100,000 to $124,999	▶▷	344	0.9%	1,725	4.2%	2,977	7.0%
$125,000 to $149,999	▶▷	112	0.3%	616	1.5%	1,219	2.9%
$150,000 to $249,999	▶	179	0.5%	831	2.0%	1,370	3.2%
$250,000 to $499,999	▷	73	0.2%	206	0.5%	546	1.3%
$500,000 or More	▶▷	17	0.0%	79	0.2%	165	0.4%



1990-00 change of 20% greater (▶) or less (◀) than national average

2000-2005 change of 20% greater (▷) or less (◁) than national average

Copyright Claritas Inc.

Market Trend Report

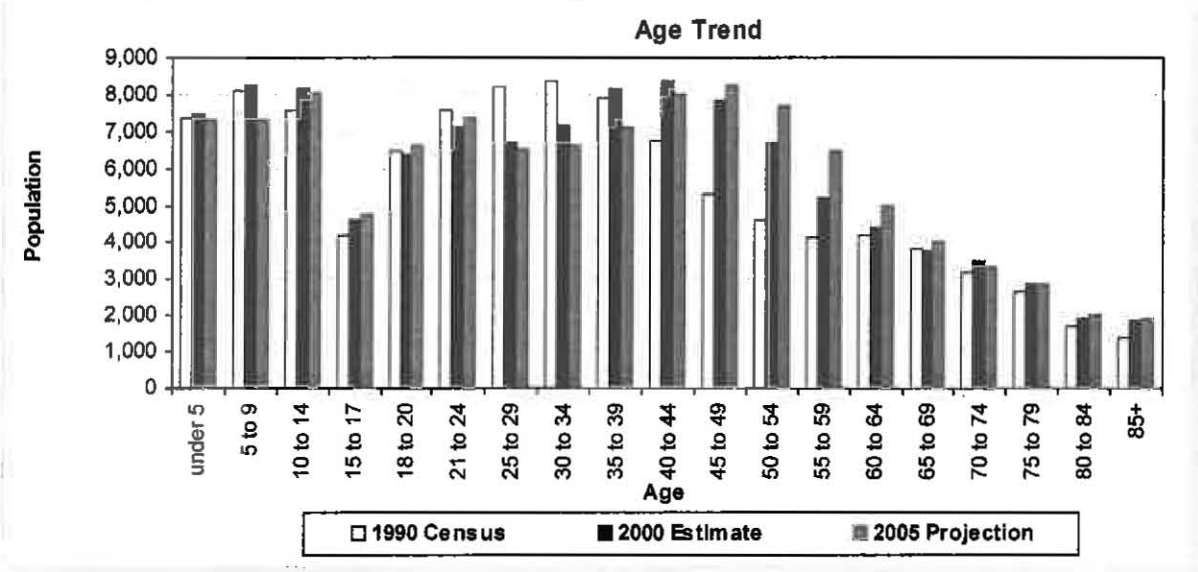
PREPARED FOR: DALE HELMICH, LTD
STEVENS POINT PRIMARY TRADE AREA

AGGREGATED ZIP CODES

Study Area Summary
Weight: 100.00

Age Distribution Trend

Age	1990 Census		2000 Estimate		2005 Projection	
Total Population	103,524	100.0%	110,189	100.0%	111,793	100.0%
Under 5	7,378	7.1%	7,461	6.8%	7,290	6.5%
5 to 9	8,109	7.8%	8,283	7.5%	7,907	7.1%
10 to 14	7,582	7.3%	8,129	7.4%	8,047	7.2%
15 to 17	4,201	4.1%	4,603	4.2%	4,756	4.3%
18 to 20	6,465	6.2%	6,331	5.7%	6,642	5.9%
21 to 24	7,566	7.3%	7,104	6.4%	7,371	6.6%
25 to 29	8,195	7.9%	6,689	6.1%	6,533	5.8%
30 to 34	8,366	8.1%	7,147	6.5%	6,630	5.9%
35 to 39	7,897	7.6%	8,159	7.4%	7,095	6.3%
40 to 44	6,741	6.5%	8,381	7.6%	8,007	7.2%
45 to 49	5,303	5.1%	7,844	7.1%	8,250	7.4%
50 to 54	4,622	4.5%	6,680	6.1%	7,668	6.9%
55 to 59	4,108	4.0%	5,178	4.7%	6,479	5.8%
60 to 64	4,202	4.1%	4,397	4.0%	4,990	4.5%
65 to 69	3,833	3.7%	3,741	3.4%	4,043	3.6%
70 to 74	3,198	3.1%	3,473	3.2%	3,309	3.0%
75 to 79	2,659	2.6%	2,833	2.6%	2,849	2.5%
80 to 84	1,700	1.6%	1,901	1.7%	1,996	1.8%
85+	1,399	1.4%	1,855	1.7%	1,931	1.7%
Median Age	31.4		34.5		35.5	



1990-00 change of 20% greater (▶) or less (◀) than national average

2000-2005 change of 20% greater (▷) or less (◁) than national average

Copyright Claritas Inc.

Claritas Inc.
Sales: 800-234-5973
Support: 800-780-4237

Market Trend Report

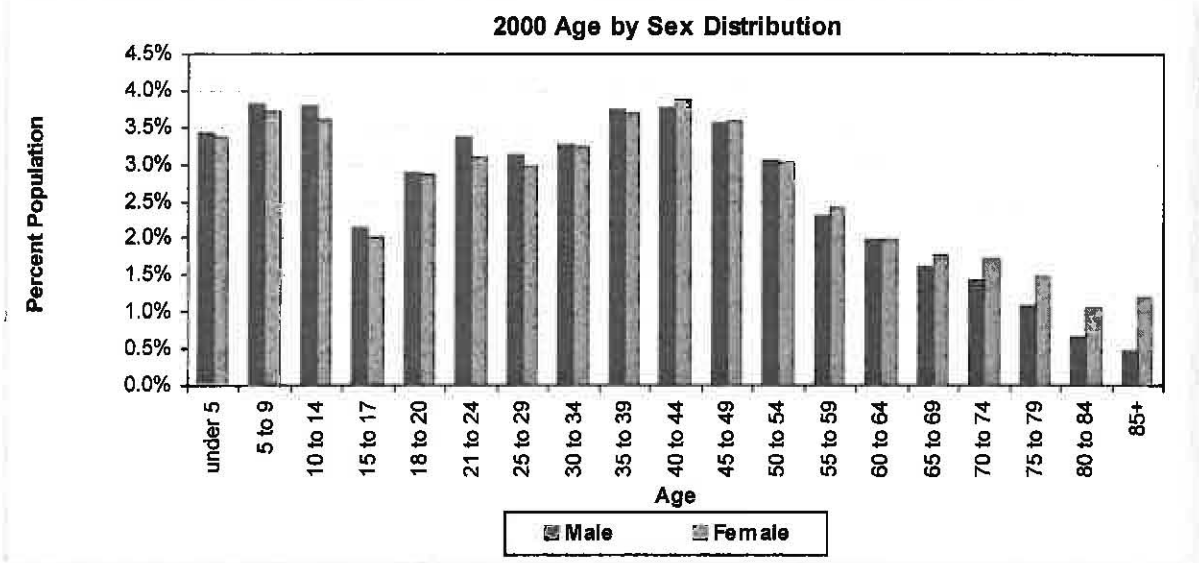
PREPARED FOR: DALE HELMICH, LTD
STEVENS POINT PRIMARY TRADE AREA

AGGREGATED ZIP CODES

Study Area Summary
Weight: 100.00

Population by Age and Sex Trend

Age	1990 Census Male	1990 Census Female	2000 Estimate Male	2000 Estimate Female	2005 Projection Male	2005 Projection Female
Total Population	49.5%	50.5%	49.4%	50.6%	49.4%	50.6%
Under 5	3.7%	3.4%	3.4%	3.3%	3.3%	3.2%
5 to 9	4.0%	3.8%	3.8%	3.7%	3.6%	3.5%
10 to 14	3.7%	3.6%	3.8%	3.6%	3.7%	3.5%
15 to 17	2.1%	2.0%	2.2%	2.0%	2.2%	2.1%
18 to 20	3.1%	3.1%	2.9%	2.8%	3.0%	3.0%
21 to 24	3.8%	3.5%	3.4%	3.1%	3.5%	3.1%
25 to 29	4.0%	3.9%	3.1%	3.0%	3.0%	2.9%
30 to 34	4.0%	4.1%	3.2%	3.2%	3.0%	2.9%
35 to 39	3.8%	3.8%	3.7%	3.7%	3.2%	3.2%
40 to 44	3.3%	3.2%	3.7%	3.9%	3.6%	3.6%
45 to 49	2.6%	2.6%	3.5%	3.6%	3.6%	3.8%
50 to 54	2.3%	2.2%	3.0%	3.0%	3.4%	3.5%
55 to 59	1.9%	2.0%	2.3%	2.4%	2.9%	2.9%
60 to 64	2.0%	2.1%	2.0%	2.0%	2.2%	2.3%
65 to 69	1.7%	2.0%	1.6%	1.8%	1.8%	1.9%
70 to 74	1.4%	1.7%	1.4%	1.7%	1.3%	1.6%
75 to 79	1.0%	1.5%	1.1%	1.5%	1.1%	1.4%
80 to 84	0.6%	1.0%	0.7%	1.1%	0.7%	1.1%
85+	0.4%	0.9%	0.5%	1.2%	0.5%	1.2%
Median Age	30.4	32.3	33.4	35.6	34.2	36.8



1990-00 change of 20% greater (▶) or less (◀) than national average

2000-2005 change of 20% greater (▷) or less (◁) than national average

Copyright Claritas Inc.

Market Trend Report

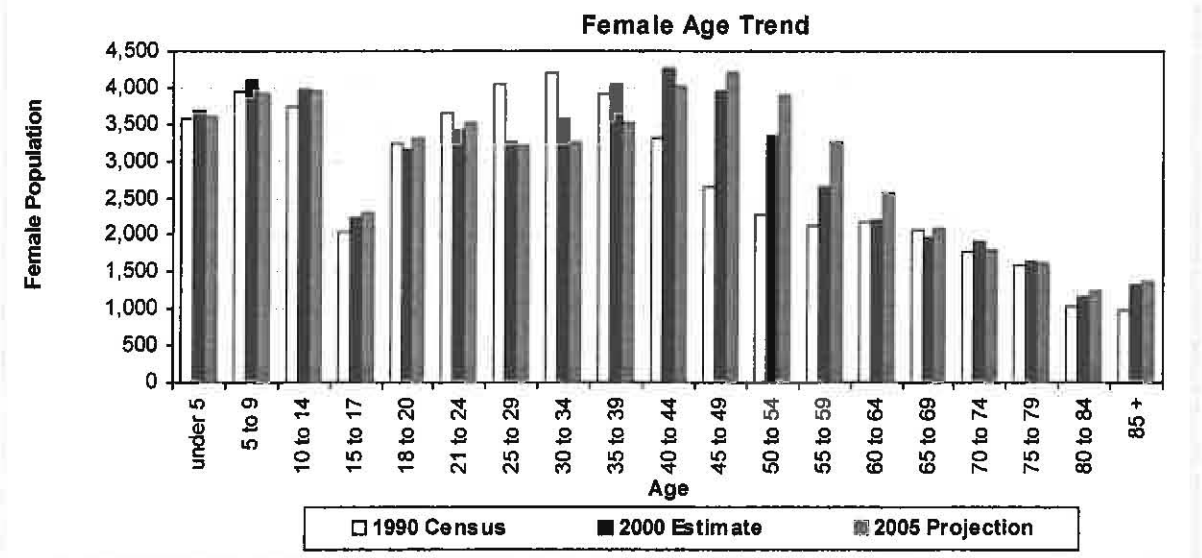
PREPARED FOR: DALE HELMICH, LTD
STEVENS POINT PRIMARY TRADE AREA

AGGREGATED ZIP CODES

Study Area Summary
Weight: 100.00

Female Population Trend

Age	1990 Census		2000 Estimate		2005 Projection	
Total Females	52,325	100.0%	55,749	100.0%	56,582	100.0%
Under 5	3,566	6.8%	3,690	6.6%	3,596	6.4%
5 to 9	3,951	7.6%	4,094	7.3%	3,921	6.9%
10 to 14	3,738	7.1%	3,958	7.1%	3,951	7.0%
15 to 17	2,030	3.9%	2,230	4.0%	2,302	4.1%
18 to 20	3,229	6.2%	3,140	5.6%	3,307	5.8%
21 to 24	3,650	7.0%	3,409	6.1%	3,510	6.2%
25 to 29	4,045	7.7%	3,261	5.8%	3,201	5.7%
30 to 34	4,221	8.1%	3,567	6.4%	3,247	5.7%
35 to 39	3,923	7.5%	4,050	7.3%	3,529	6.2%
40 to 44	3,322	6.3%	4,253	7.6%	4,011	7.1%
45 to 49	2,657	5.1%	3,944	7.1%	4,202	7.4%
50 to 54	2,275	4.3%	3,323	6.0%	3,884	6.9%
55 to 59	2,111	4.0%	2,645	4.7%	3,258	5.8%
60 to 64	2,159	4.1%	2,201	3.9%	2,558	4.5%
65 to 69	2,054	3.9%	1,960	3.5%	2,078	3.7%
70 to 74	1,784	3.4%	1,897	3.4%	1,802	3.2%
75 to 79	1,596	3.1%	1,637	2.9%	1,613	2.9%
80 to 84	1,040	2.0%	1,172	2.1%	1,237	2.2%
85 +	974	1.9%	1,318	2.4%	1,375	2.4%
Median Age	32.3		35.6		36.8	



1990-00 change of 20% greater (▶) or less (◀) than national average

2000-2005 change of 20% greater (▷) or less (◁) than national average

Copyright Claritas Inc.

Claritas Inc.
Sales: 800-234-5973
Support: 800-780-4237

Market Trend Report

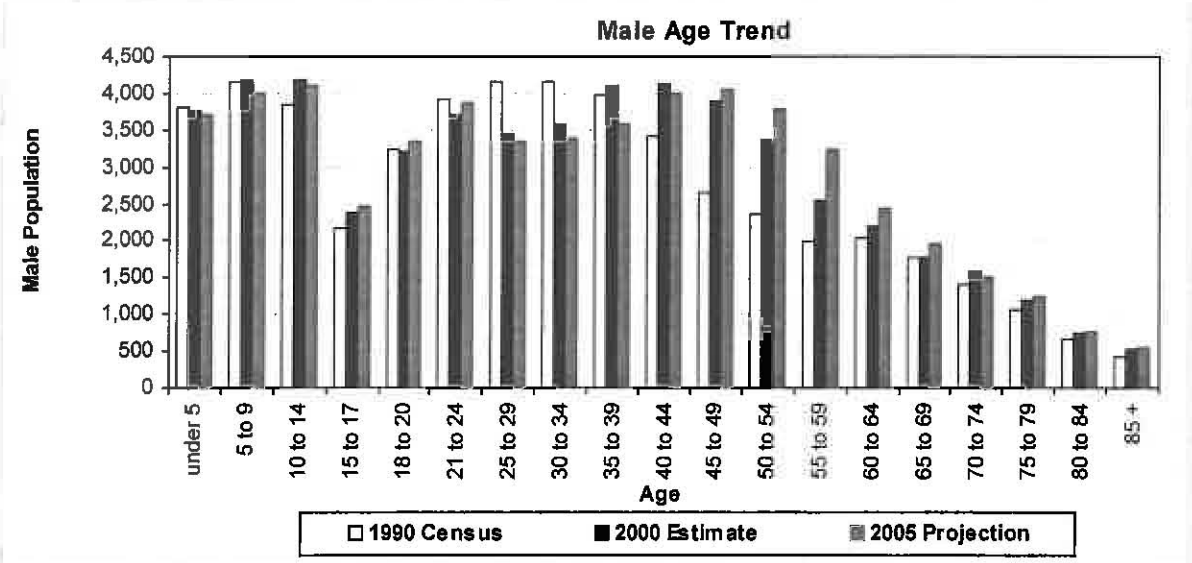
PREPARED FOR: DALE HELMICH, LTD
STEVENS POINT PRIMARY TRADE AREA

AGGREGATED ZIP CODES

Study Area Summary
Weight: 100.00

Male Population Trend

Age	1990 Census		2000 Estimate		2005 Projection	
Total Males	51,199	100.0%	54,440	100.0%	55,211	100.0%
Under 5	3,812	7.4%	3,771	6.9%	3,694	6.7%
5 to 9	4,158	8.1%	4,189	7.7%	3,986	7.2%
10 to 14	3,844	7.5%	4,171	7.7%	4,096	7.4%
15 to 17	2,171	4.2%	2,373	4.4%	2,454	4.4%
18 to 20	3,236	6.3%	3,191	5.9%	3,335	6.0%
21 to 24	3,916	7.6%	3,695	6.8%	3,861	7.0%
25 to 29	4,150	8.1%	3,428	6.3%	3,332	6.0%
30 to 34	4,145	8.1%	3,580	6.6%	3,383	6.1%
35 to 39	3,974	7.8%	4,109	7.5%	3,566	6.5%
40 to 44	3,419	6.7%	4,128	7.6%	3,996	7.2%
45 to 49	2,646	5.2%	3,900	7.2%	4,048	7.3%
50 to 54	2,347	4.6%	3,357	6.2%	3,784	6.9%
55 to 59	1,997	3.9%	2,533	4.7%	3,221	5.8%
60 to 64	2,043	4.0%	2,196	4.0%	2,432	4.4%
65 to 69	1,779	3.5%	1,781	3.3%	1,965	3.6%
70 to 74	1,414	2.8%	1,576	2.9%	1,507	2.7%
75 to 79	1,063	2.1%	1,196	2.2%	1,236	2.2%
80 to 84	660	1.3%	729	1.3%	759	1.4%
85 +	425	0.8%	537	1.0%	556	1.0%
Median Age	30.4		33.4		34.2	



1990-00 change of 20% greater (▶) or less (◀) than national average

2000-2005 change of 20% greater (▷) or less (◁) than national average

Copyright Claritas Inc.

Claritas Inc.
Sales: 800-234-5973
Support: 800-780-4237

Market Trend Report

PREPARED FOR: DALE HELMICH, LTD
STEVENS POINT PRIMARY TRADE AREA

AGGREGATED ZIP CODES

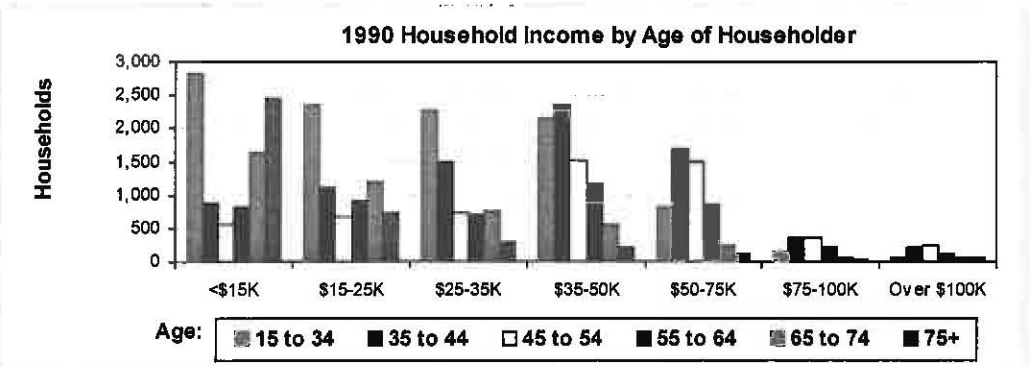
Study Area Summary
Weight: 100.00

1990 Household Income by Age of Householder

1990 Households by Age of Householder

1989 Income	Total	15 - 24	25 - 34	35 - 44	45 - 54	55 - 59
Total Households	37,318	2,612	8,002	8,072	5,520	2,330
Under $5,000	1,333	247	271	122	120	52
$5,000 - $9,999	4,267	564	638	394	197	144
$10,000 - $14,999	3,579	460	658	358	243	194
$15,000 - $24,999	6,962	715	1,639	1,120	660	425
$25,000 - $34,999	6,250	349	1,909	1,484	736	350
$35,000 - $49,999	7,932	206	1,943	2,356	1,523	588
$50,000 - $74,999	5,156	63	747	1,690	1,475	412
$75,000 - $99,999	1,114	4	130	353	341	97
$100,000 - $149,999	456	1	28	130	154	42
$150,000 - $249,999	179	2	24	43	46	18
$250,000 - $499,999	73	1	14	16	21	6
$500,000 or More	17	0	1	6	4	2
Median Income	$28,868	$15,490	$29,164	$38,553	$42,919	$34,999

	60 - 64	65 - 69	70 - 74	75 - 79	80 - 84	85 +
Total Households	2,433	2,341	2,141	1,828	1,210	829
Under $5,000	59	79	73	141	102	67
$5,000 - $9,999	162	379	366	654	449	320
$10,000 - $14,999	218	384	362	334	217	151
$15,000 - $24,999	478	632	557	359	220	157
$25,000 - $34,999	362	402	359	140	103	56
$35,000 - $49,999	564	297	255	100	68	32
$50,000 - $74,999	438	108	114	54	26	29
$75,000 - $99,999	98	27	26	18	10	10
$100,000 - $149,999	42	14	14	16	11	4
$150,000 - $249,999	11	12	11	8	2	2
$250,000 - $499,999	1	5	3	4	2	0
$500,000 or More	0	2	1	0	0	1
Median Income	$33,273	$20,198	$19,838	$11,781	$11,244	$10,911



Copyright Claritas Inc.

Claritas Inc.
Sales: 800-234-5973
Support: 800-780-4237

Market Trend Report

PREPARED FOR: DALE HELMICH, LTD
STEVENS POINT PRIMARY TRADE AREA

AGGREGATED ZIP CODES

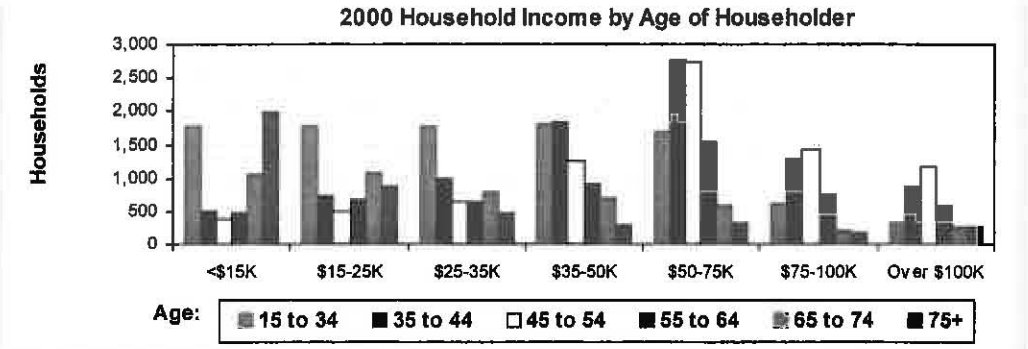
Study Area Summary
Weight: 100.00

2000 Household Income by Age of Householder

2000 Households by Age of Householder

2000 Income	Total	15 - 24	25 - 34	35 - 44	45 - 54	55 - 59
Total Households	41,445	2,747	7,017	8,989	8,121	2,971
Under $5,000	857	183	145	70	70	29
$5,000 - $9,999	2,010	289	224	146	93	56
$10,000 - $14,999	3,283	502	439	280	217	153
$15,000 - $24,999	5,627	736	1,047	728	503	337
$25,000 - $34,999	5,285	465	1,318	982	630	335
$35,000 - $49,999	6,776	295	1,500	1,842	1,264	490
$50,000 - $74,999	9,651	199	1,500	2,772	2,741	822
$75,000 - $99,999	4,499	53	562	1,283	1,428	415
$100,000 - $149,999	2,341	9	170	655	818	228
$150,000 - $249,999	831	8	75	175	278	77
$250,000 - $499,999	206	6	28	38	58	20
$500,000 or More	79	2	9	18	21	9
Median Income	$42,262	$20,428	$38,355	$54,027	$61,706	$52,600

	60 - 64	65 - 69	70 - 74	75 - 79	80 - 84	85 +
Total Households	2,601	2,297	2,313	1,932	1,304	1,153
Under $5,000	27	51	51	98	70	63
$5,000 - $9,999	64	160	170	345	242	221
$10,000 - $14,999	135	296	314	406	285	256
$15,000 - $24,999	325	528	538	398	264	223
$25,000 - $34,999	319	399	377	198	143	119
$35,000 - $49,999	405	358	331	133	87	71
$50,000 - $74,999	723	279	290	146	90	89
$75,000 - $99,999	356	103	111	88	50	50
$100,000 - $149,999	183	55	61	77	48	37
$150,000 - $249,999	49	51	56	31	20	11
$250,000 - $499,999	13	12	10	10	3	8
$500,000 or More	2	5	4	2	2	5
Median Income	$50,882	$27,845	$27,215	$17,940	$17,083	$16,637



Copyright Claritas Inc.

Claritas Inc.
Sales: 800-234-5973
Support: 800-780-4237

Market Trend Report

PREPARED FOR: DALE HELMICH, LTD
STEVENS POINT PRIMARY TRADE AREA

AGGREGATED ZIP CODES

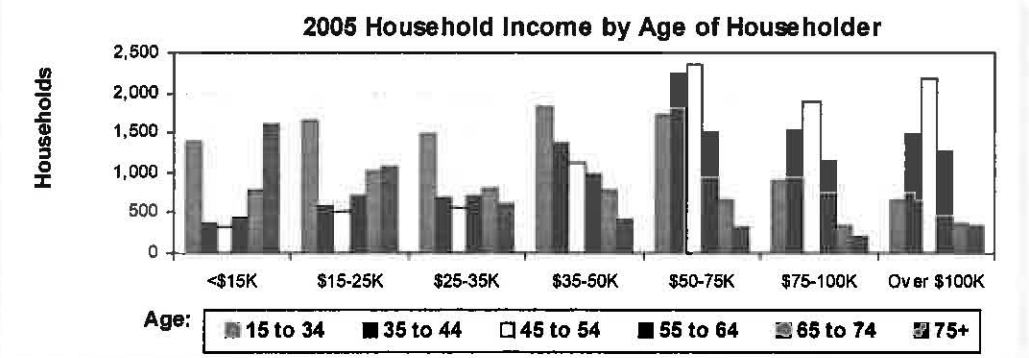
Study Area Summary
Weight: 100.00

2005 Household Income by Age of Householder

2005 Households by Age of Householder

2005 Income	Total	15 - 24	25 - 34	35 - 44	45 - 54	55 - 59
Total Households	42,755	2,890	6,696	8,250	8,953	3,744
Under $5,000	679	141	106	48	67	37
$5,000 - $9,999	1,666	261	186	126	86	63
$10,000 - $14,999	2,533	369	312	195	174	134
$15,000 - $24,999	5,556	763	885	588	521	376
$25,000 - $34,999	4,831	513	974	690	563	374
$35,000 - $49,999	6,452	417	1,398	1,365	1,121	544
$50,000 - $74,999	8,782	261	1,460	2,225	2,346	857
$75,000 - $99,999	5,979	104	791	1,521	1,894	632
$100,000 - $149,999	4,196	46	414	1,051	1,447	481
$150,000 - $249,999	1,370	8	101	309	492	172
$250,000 - $499,999	546	5	48	103	189	59
$500,000 or More	165	2	21	29	53	15
Median Income	$48,789	$23,834	$44,496	$62,506	$70,721	$60,035

	60 - 64	65 - 69	70 - 74	75 - 79	80 - 84	85 +
Total Households	2,967	2,500	2,214	1,959	1,377	1,205
Under $5,000	27	40	31	78	55	49
$5,000 - $9,999	56	137	118	265	188	180
$10,000 - $14,999	114	233	216	332	240	214
$15,000 - $24,999	323	536	493	456	325	290
$25,000 - $34,999	324	425	364	259	191	154
$35,000 - $49,999	435	415	354	174	129	100
$50,000 - $74,999	656	352	301	144	101	79
$75,000 - $99,999	499	174	160	93	60	51
$100,000 - $149,999	372	99	98	90	44	54
$150,000 - $249,999	114	43	39	49	27	16
$250,000 - $499,999	38	33	30	17	12	12
$500,000 or More	9	13	10	2	5	6
Median Income	$57,793	$32,153	$31,841	$21,678	$21,323	$20,500



Copyright Claritas Inc.

Claritas Inc.
Sales: 800-234-5973
Support: 800-780-4237

Market Trend Report

PREPARED FOR: DALE HELMICH, LTD
STEVENS POINT PRIMARY TRADE AREA

AGGREGATED ZIP CODES

Study Area Summary
Weight: 100.00

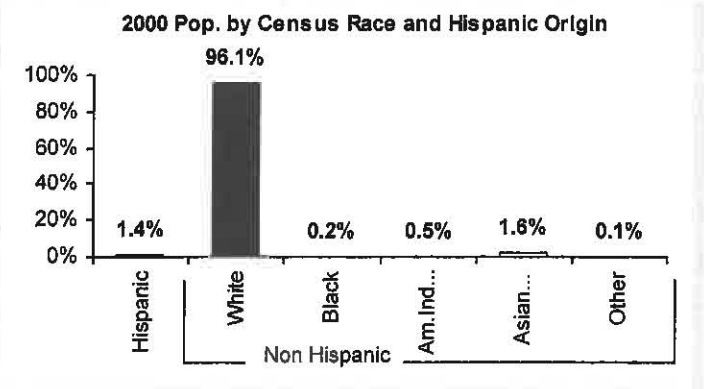
Population By M.A.R.S. Race and Hispanic Origin

Race and Hispanic Origin		1990 Census		2000 Estimate		2005 Projection	
Total Population		103,524	100.0%	110,189	100.0%	111,793	100.0%
White		101,511	98.1%	107,325	97.4%	108,514	97.1%
Black	▶	200	0.2%	310	0.3%	366	0.3%
Am Indian / Eskimo / Aleut		591	0.6%	670	0.6%	711	0.6%
Asian / Pacific Islander		1,222	1.2%	1,884	1.7%	2,202	2.0%
Hispanic	▶	923	0.9%	1,560	1.4%	1,875	1.7%

M.A.R.S. Race and Hispanic refers to race data from the "Modified Age/Race/Sex" files, in which persons who identified themselves on the census as "Other race" were reclassified to specified race categories such as White, Black, American Indian or Asian. The Census Bureau made these modifications to bring the 1990 data into conformity with race definitions established for government use by the Office of Management and Budget (OMB). Although Hispanic ethnicity was not subject to direct modification, the M.A.R.S. procedures resulted in occasional minor changes in the Hispanic count, so occasional but minor discrepancies with the original Hispanic counts may be observed.

Census Race and Hispanic Origin

Race and Hispanic Origin		1990 Census		2000 Estimate		2005 Projection	
Total Population		103,524	100.0%	110,189	100.0%	111,793	100.0%
Hispanic	▶	923	0.9%	1,560	1.4%	1,875	1.7%
Non-Hispanic		102,601	99.1%	108,629	98.6%	109,918	98.3%
White		100,676	97.2%	105,919	96.1%	106,831	95.6%
Black	▶	192	0.2%	260	0.2%	308	0.3%
Am Indian / Eskimo / Aleut		537	0.5%	558	0.5%	614	0.5%
Asian / Pacific Islander		1,174	1.1%	1,766	1.6%	2,032	1.8%
Other Race	▶	22	0.0%	126	0.1%	133	0.1%



Hispanic Origin is considered an ethnicity, not a race. Hispanic and race counts are derived from separate census questions, and persons of Hispanic ethnicity can be of any race. The term "Non-Hispanic" refers to persons who indicated that they are not of Hispanic ethnicity. The sum of Hispanics, White (Non-Hispanic), Black (Non-Hispanic), American Indian (Non-Hispanic), Asian (Non-Hispanic), and Other (Non-Hispanic) equals "All Persons."

1990-00 change of 20% greater (▶) or less (◀) than national average

2000-2005 change of 20% greater (▷) or less (◁) than national average

Copyright Claritas Inc.

Market Trend Report

6/22/01

PREPARED FOR: DALE HELMICH, LTD
STEVENS POINT SECONDARY TRADE AREA

AGGREGATED ZIP CODES

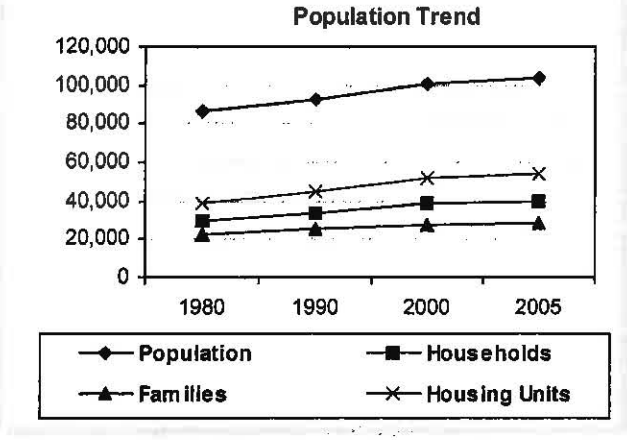
Study Area Summary
Weight: 100.00

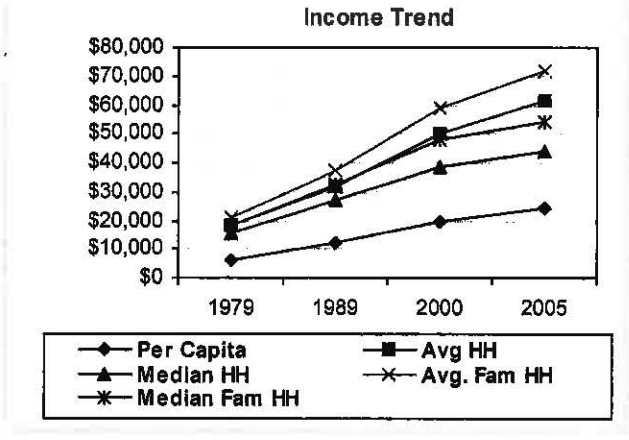
Population and Household Trend

Universe	1980 Census	1990 Census	% Chg 1980-90	2000 Estimate	% Chg 1990-00	2005 Projection	% Chg 2000-05
Population	86,143	92,224	7.1%	101,003	9.5%	103,875	2.8%
Households	29,531	33,906	14.8%	38,392	13.2%	40,065	4.4%
Families	22,532	24,952	10.7%	27,431	9.9%	28,212	2.8%
Housing Units	38,819	44,349	14.2%	51,651	16.5%	54,247	5.0%
Grp. Qrt. Pop	2,573	2,787	8.3%	2,970	6.6%	2,986	0.5%
Household Size	2.83	2.64	-6.8%	2.55	-3.2%	2.52	-1.4%

Income Trend

Income	1979 Census	1989 Census	% Chg 1979-89	2000 Estimate	% Chg 1989-00	2005 Projection	% Chg 2000-05
Aggregate ($Mil.)	$543	$1,113	105.0%	$1,998	79.5%	$2,562	28.2%
Per Capita	$6,301	$12,070	91.6%	$19,780	63.9%	$24,668	24.7%
Avg. Household	$18,102	$32,011	76.8%	$50,461	57.6%	$61,875	22.6%
Median HH	$15,789	$27,057	71.4%	$38,981	44.1%	$44,047	13.0%
Avg. Family HH	$20,698	$37,029	78.9%	$58,767	58.7%	$71,830	22.2%
Med. Family HH	$18,563	$32,382	74.4%	$47,964	48.1%	$54,135	12.9%
Avg. HH Wealth				$167,184		$196,064	17.3%
Med. HH Wealth				$80,790		$92,767	14.8%





NOTE: When the median household wealth for an area is less than $25,000 it will be listed on this report as $24,999. Data on income are expressed in "current" dollars for each year. Decennial Census data reflects prior year income.

1990-00 change of 20% greater (▶) or less (◀) than national average

2000-2005 change of 20% greater (▷) or less (◁) than national average

Copyright Claritas Inc.

Claritas Inc.
Sales: 800-234-5973
Support: 800-780-4237

Market Trend Report

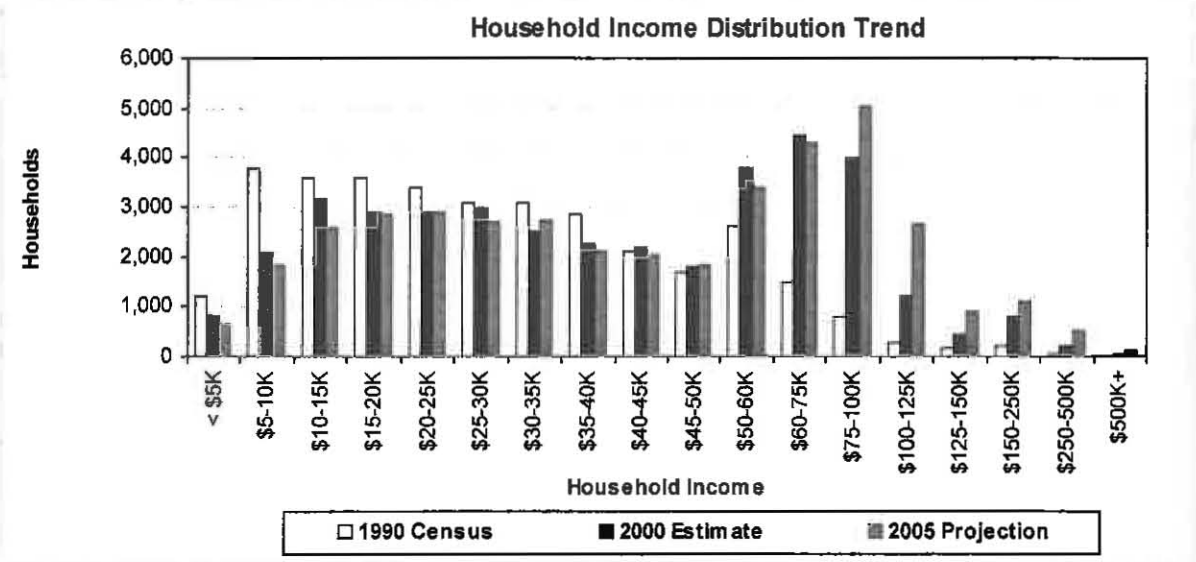
PREPARED FOR: DALE HELMICH, LTD
STEVENS POINT SECONDARY TRADE AREA

AGGREGATED ZIP CODES

Study Area Summary
Weight: 100.00

Household Income Distribution Trend

Household Income		1990 Census		2000 Estimate		2005 Projection	
Total Households		33,906	100.0%	38,392	100.0%	40,065	100.0%
Less than $5,000		1,208	3.6%	825	2.1%	666	1.7%
$5,000 to $9,999		3,792	11.2%	2,053	5.3%	1,834	4.6%
$10,000 to $14,999		3,588	10.6%	3,167	8.2%	2,561	6.4%
$15,000 to $19,999		3,586	10.6%	2,901	7.6%	2,825	7.1%
$20,000 to $24,999		3,390	10.0%	2,885	7.5%	2,887	7.2%
$25,000 to $29,999		3,060	9.0%	2,948	7.7%	2,681	6.7%
$30,000 to $34,999		3,092	9.1%	2,500	6.5%	2,738	6.8%
$35,000 to $39,999		2,845	8.4%	2,277	5.9%	2,117	5.3%
$40,000 to $44,999		2,118	6.2%	2,194	5.7%	2,023	5.0%
$45,000 to $49,999		1,683	5.0%	1,804	4.7%	1,829	4.6%
$50,000 to $59,999		2,592	7.6%	3,792	9.9%	3,372	8.4%
$60,000 to $74,999	▶	1,487	4.4%	4,447	11.6%	4,288	10.7%
$75,000 to $99,999	▶	781	2.3%	3,974	10.4%	5,007	12.5%
$100,000 to $124,999	▶▷	286	0.8%	1,195	3.1%	2,630	6.6%
$125,000 to $149,999	◀▷	147	0.4%	412	1.1%	885	2.2%
$150,000 to $249,999		184	0.5%	760	2.0%	1,086	2.7%
$250,000 to $499,999	▶	56	0.2%	200	0.5%	502	1.3%
$500,000 or More	▶▷	11	0.0%	58	0.2%	134	0.3%



1990-00 change of 20% greater (▶) or less (◀) than national average

2000-2005 change of 20% greater (▷) or less (◁) than national average

Copyright Claritas Inc.

Market Trend Report

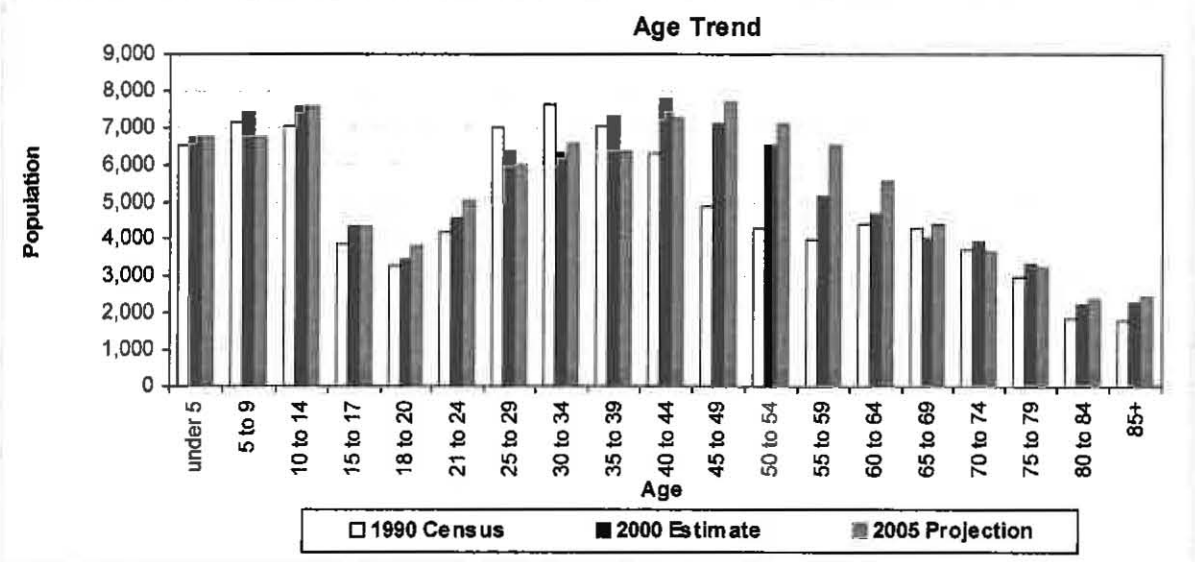
PREPARED FOR: DALE HELMICH, LTD
STEVENS POINT SECONDARY TRADE AREA

AGGREGATED ZIP CODES

Study Area Summary
Weight: 100.00

Age Distribution Trend

Age	1990 Census		2000 Estimate		2005 Projection	
Total Population	92,224	100.0%	101,003	100.0%	103,875	100.0%
Under 5	6,497	7.0%	6,714	6.6%	6,708	6.5%
5 to 9	7,170	7.8%	7,415	7.3%	7,261	7.0%
10 to 14	7,039	7.6%	7,593	7.5%	7,590	7.3%
15 to 17	3,878	4.2%	4,332	4.3%	4,366	4.2%
18 to 20	3,284	3.6%	3,428	3.4%	3,837	3.7%
21 to 24	4,204	4.6%	4,535	4.5%	5,054	4.9%
25 to 29	6,993	7.6%	6,377	6.3%	5,968	5.7%
30 to 34	7,612	8.3%	6,291	6.2%	6,562	6.3%
35 to 39	7,064	7.7%	7,327	7.3%	6,343	6.1%
40 to 44	6,323	6.9%	7,765	7.7%	7,276	7.0%
45 to 49	4,887	5.3%	7,071	7.0%	7,689	7.4%
50 to 54	4,273	4.6%	6,504	6.4%	7,086	6.8%
55 to 59	3,952	4.3%	5,129	5.1%	6,495	6.3%
60 to 64	4,412	4.8%	4,681	4.6%	5,541	5.3%
65 to 69	4,298	4.7%	4,038	4.0%	4,378	4.2%
70 to 74	3,698	4.0%	3,922	3.9%	3,660	3.5%
75 to 79	2,947	3.2%	3,351	3.3%	3,234	3.1%
80 to 84	1,873	2.0%	2,243	2.2%	2,398	2.3%
85+	1,820	2.0%	2,287	2.3%	2,429	2.3%
Median Age	34.6		37.6		38.6	



1990-00 change of 20% greater (▶) or less (◀) than national average

2000-2005 change of 20% greater (▷) or less (◁) than national average

Copyright Claritas Inc.

Market Trend Report

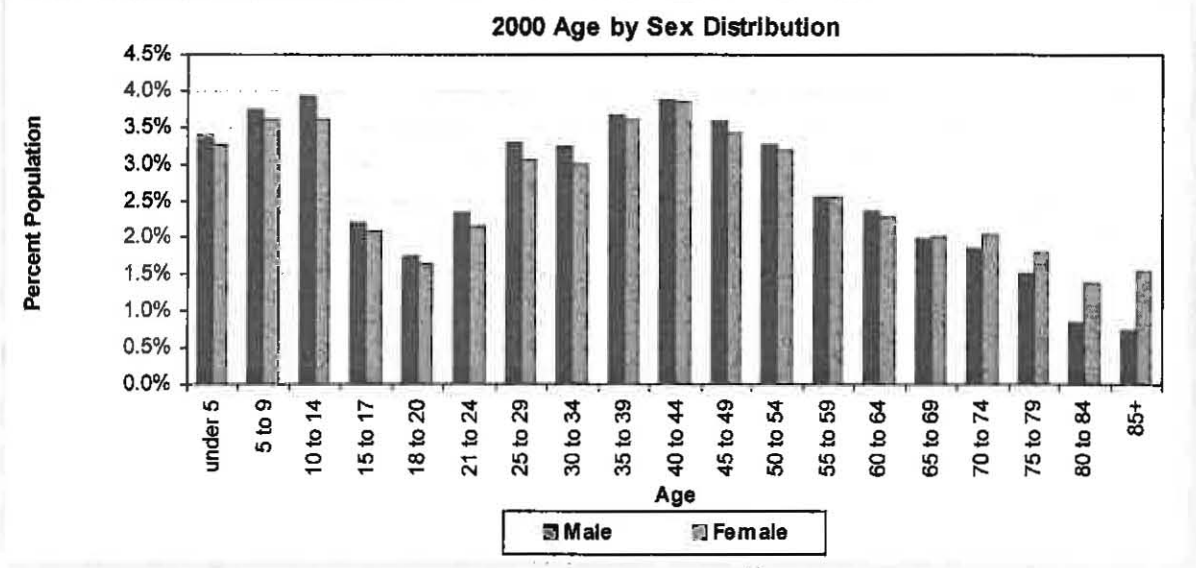
PREPARED FOR: DALE HELMICH, LTD
STEVENS POINT SECONDARY TRADE AREA

AGGREGATED ZIP CODES

Study Area Summary
Weight: 100.00

Population by Age and Sex Trend

Age	1990 Census Male	1990 Census Female	2000 Estimate Male	2000 Estimate Female	2005 Projection Male	2005 Projection Female
Total Population	50.0%	50.0%	50.0%	50.0%	50.1%	49.9%
Under 5	3.7%	3.4%	3.4%	3.3%	3.3%	3.2%
5 to 9	4.0%	3.8%	3.7%	3.6%	3.6%	3.4%
10 to 14	3.9%	3.7%	3.9%	3.6%	3.7%	3.6%
15 to 17	2.1%	2.1%	2.2%	2.1%	2.2%	2.0%
18 to 20	1.8%	1.7%	1.7%	1.6%	1.9%	1.8%
21 to 24	2.3%	2.2%	2.3%	2.2%	2.5%	2.3%
25 to 29	3.8%	3.8%	3.3%	3.0%	3.0%	2.7%
30 to 34	4.2%	4.0%	3.2%	3.0%	3.3%	3.0%
35 to 39	4.0%	3.6%	3.7%	3.6%	3.1%	3.0%
40 to 44	3.6%	3.3%	3.9%	3.8%	3.5%	3.5%
45 to 49	2.7%	2.6%	3.6%	3.4%	3.7%	3.7%
50 to 54	2.4%	2.3%	3.3%	3.2%	3.5%	3.4%
55 to 59	2.1%	2.2%	2.5%	2.5%	3.1%	3.1%
60 to 64	2.4%	2.4%	2.4%	2.3%	2.7%	2.7%
65 to 69	2.2%	2.4%	2.0%	2.0%	2.1%	2.1%
70 to 74	1.9%	2.1%	1.9%	2.0%	1.7%	1.8%
75 to 79	1.5%	1.7%	1.5%	1.8%	1.4%	1.7%
80 to 84	0.8%	1.2%	0.9%	1.4%	0.9%	1.4%
85+	0.7%	1.3%	0.7%	1.5%	0.8%	1.6%
Median Age	34.0	35.3	36.6	38.6	37.3	40.0



1990-00 change of 20% greater (▶) or less (◀) than national average

2000-2005 change of 20% greater (▷) or less (◁) than national average

Copyright Claritas Inc.

Market Trend Report

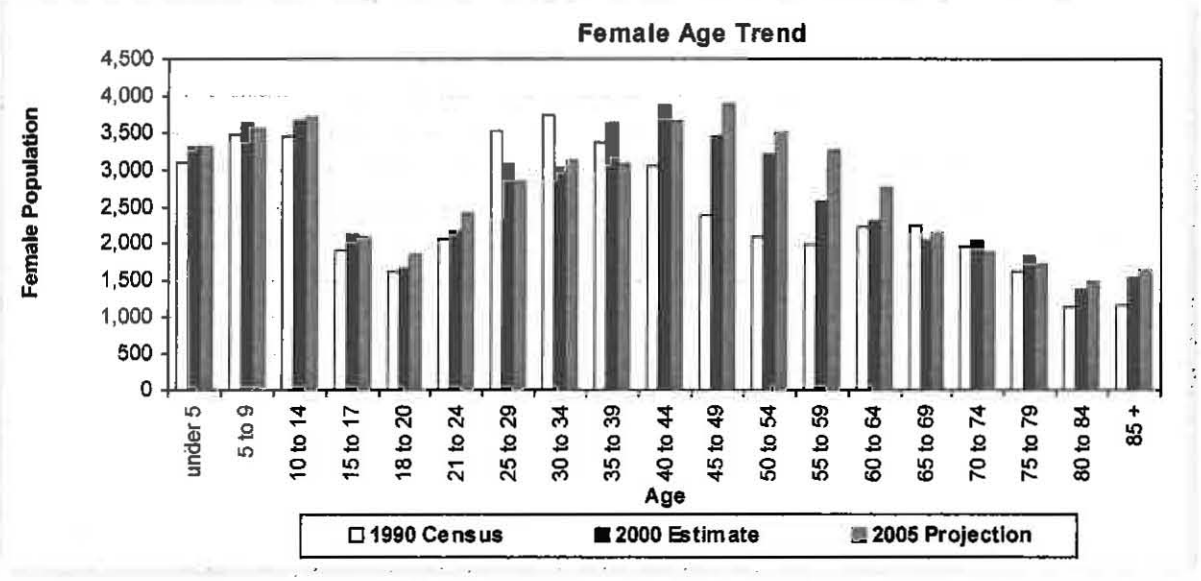
PREPARED FOR: DALE HELMICH, LTD
STEVENS POINT SECONDARY TRADE AREA

AGGREGATED ZIP CODES

Study Area Summary
Weight: 100.00

Female Population Trend

Age	1990 Census		2000 Estimate		2005 Projection	
Total Females	46,070	100.0%	50,466	100.0%	51,872	100.0%
Under 5	3,097	6.7%	3,300	6.5%	3,308	6.4%
5 to 9	3,474	7.5%	3,633	7.2%	3,553	6.8%
10 to 14	3,442	7.5%	3,647	7.2%	3,712	7.2%
15 to 17	1,900	4.1%	2,108	4.2%	2,083	4.0%
18 to 20	1,603	3.5%	1,666	3.3%	1,862	3.6%
21 to 24	2,067	4.5%	2,175	4.3%	2,411	4.6%
25 to 29	3,518	7.6%	3,066	6.1%	2,821	5.4%
30 to 34	3,730	8.1%	3,024	6.0%	3,132	6.0%
35 to 39	3,352	7.3%	3,637	7.2%	3,071	5.9%
40 to 44	3,045	6.6%	3,870	7.7%	3,652	7.0%
45 to 49	2,392	5.2%	3,449	6.8%	3,887	7.5%
50 to 54	2,090	4.5%	3,214	6.4%	3,491	6.7%
55 to 59	1,986	4.3%	2,570	5.1%	3,249	6.3%
60 to 64	2,234	4.8%	2,293	4.5%	2,753	5.3%
65 to 69	2,248	4.9%	2,029	4.0%	2,146	4.1%
70 to 74	1,971	4.3%	2,046	4.1%	1,890	3.6%
75 to 79	1,604	3.5%	1,823	3.6%	1,733	3.3%
80 to 84	1,148	2.5%	1,377	2.7%	1,471	2.8%
85 +	1,169	2.5%	1,539	3.0%	1,647	3.2%
Median Age	35.3		38.6		40.0	



1990-00 change of 20% greater (▶) or less (◀) than national average

2000-2005 change of 20% greater (▷) or less (◁) than national average

Copyright Claritas Inc.

Claritas Inc.
Sales: 800-234-5973
Support: 800-780-4237

Market Trend Report

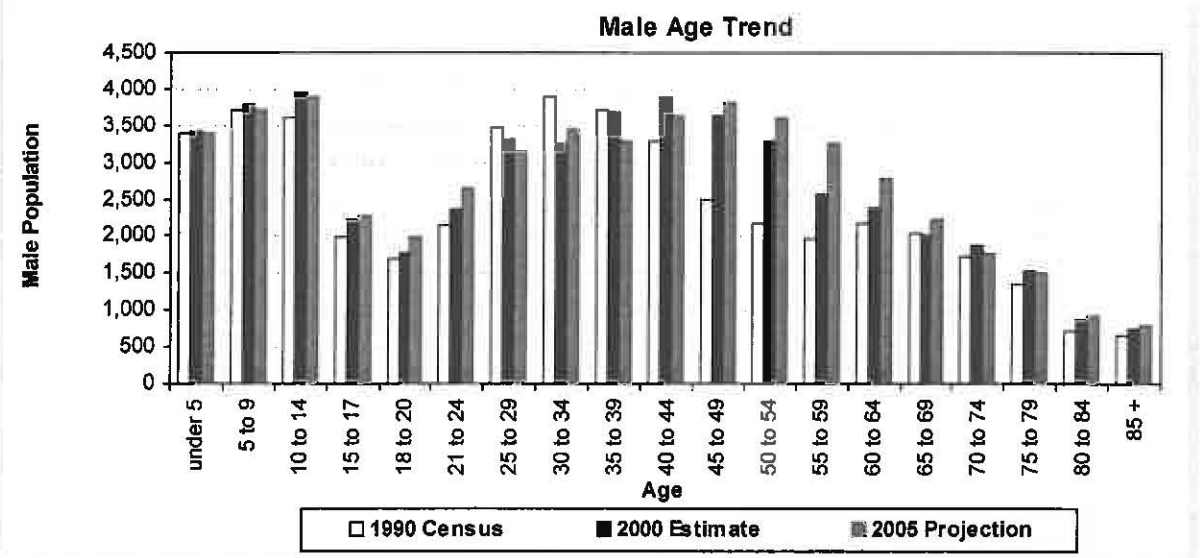
PREPARED FOR: DALE HELMICH, LTD
STEVENS POINT SECONDARY TRADE AREA

AGGREGATED ZIP CODES

Study Area Summary
Weight: 100.00

Male Population Trend

Age	1990 Census		2000 Estimate		2005 Projection	
Total Males	46,154	100.0%	50,537	100.0%	52,003	100.0%
Under 5	3,400	7.4%	3,414	6.8%	3,400	6.5%
5 to 9	3,696	8.0%	3,782	7.5%	3,708	7.1%
10 to 14	3,597	7.8%	3,946	7.8%	3,878	7.5%
15 to 17	1,978	4.3%	2,224	4.4%	2,283	4.4%
18 to 20	1,681	3.6%	1,762	3.5%	1,975	3.8%
21 to 24	2,137	4.6%	2,360	4.7%	2,643	5.1%
25 to 29	3,475	7.5%	3,311	6.6%	3,147	6.1%
30 to 34	3,882	8.4%	3,267	6.5%	3,430	6.6%
35 to 39	3,712	8.0%	3,690	7.3%	3,272	6.3%
40 to 44	3,278	7.1%	3,895	7.7%	3,624	7.0%
45 to 49	2,495	5.4%	3,622	7.2%	3,802	7.3%
50 to 54	2,183	4.7%	3,290	6.5%	3,595	6.9%
55 to 59	1,966	4.3%	2,559	5.1%	3,246	6.2%
60 to 64	2,178	4.7%	2,388	4.7%	2,788	5.4%
65 to 69	2,050	4.4%	2,009	4.0%	2,232	4.3%
70 to 74	1,727	3.7%	1,876	3.7%	1,770	3.4%
75 to 79	1,343	2.9%	1,528	3.0%	1,501	2.9%
80 to 84	725	1.6%	866	1.7%	927	1.8%
85 +	651	1.4%	748	1.5%	782	1.5%
Median Age	34.0		36.6		37.3	



1990-00 change of 20% greater (▶) or less (◀) than national average

2000-2005 change of 20% greater (▷) or less (◁) than national average

Copyright Claritas Inc.

Claritas Inc.
Sales: 800-234-5973
Support: 800-780-4237

Market Trend Report

PREPARED FOR: DALE HELMICH, LTD
STEVENS POINT SECONDARY TRADE AREA

AGGREGATED ZIP CODES

Study Area Summary
Weight: 100.00

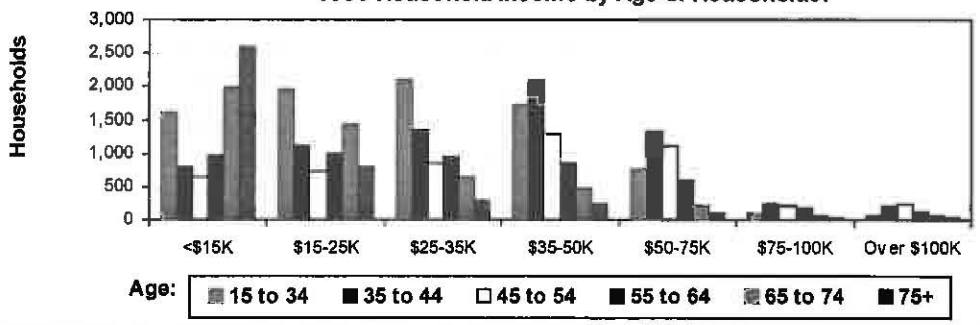
1990 Household Income by Age of Householder

1990 Households by Age of Householder

1989 Income	Total	15 - 24	25 - 34	35 - 44	45 - 54	55 - 59
Total Households	33,906	1,493	6,802	7,075	5,031	2,132
Under $5,000	1,208	122	183	111	115	76
$5,000 - $9,999	3,792	178	415	308	228	162
$10,000 - $14,999	3,588	191	526	369	310	194
$15,000 - $24,999	6,976	442	1,510	1,105	737	446
$25,000 - $34,999	6,152	338	1,753	1,353	836	432
$35,000 - $49,999	6,646	148	1,569	2,094	1,275	397
$50,000 - $74,999	4,079	62	708	1,299	1,104	287
$75,000 - $99,999	781	6	81	225	206	74
$100,000 - $149,999	433	5	29	140	140	40
$150,000 - $249,999	184	1	22	55	55	19
$250,000 - $499,999	56	0	6	12	22	4
$500,000 or More	11	0	0	4	3	1
Median Income	$27,057	$20,781	$29,375	$37,088	$38,406	$29,352

	60 - 64	65 - 69	70 - 74	75 - 79	80 - 84	85 +
Total Households	2,465	2,505	2,328	1,957	1,217	901
Under $5,000	92	113	93	143	89	71
$5,000 - $9,999	196	447	435	658	424	341
$10,000 - $14,999	236	454	431	418	265	194
$15,000 - $24,999	539	732	683	388	232	162
$25,000 - $34,999	488	337	312	148	99	56
$35,000 - $49,999	457	250	219	126	66	45
$50,000 - $74,999	307	116	98	52	27	19
$75,000 - $99,999	88	33	32	18	10	8
$100,000 - $149,999	43	14	13	5	2	2
$150,000 - $249,999	13	7	8	1	2	1
$250,000 - $499,999	5	2	4	0	0	1
$500,000 or More	1	0	0	0	1	1
Median Income	$28,473	$18,258	$18,001	$12,123	$11,802	$10,992

1990 Household Income by Age of Householder



Copyright Claritas Inc.

Claritas Inc.
Sales: 800-234-5973
Support: 800-780-4237

Market Trend Report

PREPARED FOR: DALE HELMICH, LTD
STEVENS POINT SECONDARY TRADE AREA

AGGREGATED ZIP CODES

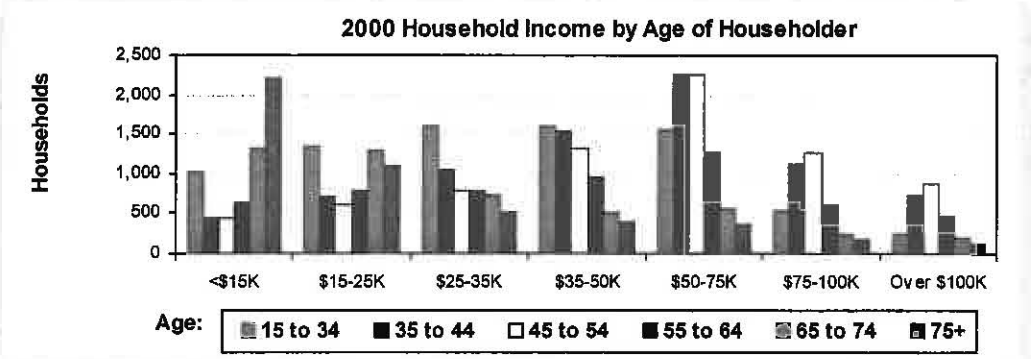
Study Area Summary
Weight: 100.00

2000 Household Income by Age of Householder

2000 Households by Age of Householder

2000 Income	Total	15 - 24	25 - 34	35 - 44	45 - 54	55 - 59
Total Households	38,392	1,755	6,147	7,796	7,526	2,801
Under $5,000	825	99	93	54	78	54
$5,000 - $9,999	2,053	130	178	119	122	94
$10,000 - $14,999	3,167	167	352	255	246	164
$15,000 - $24,999	5,786	440	893	699	611	375
$25,000 - $34,999	5,448	386	1,224	1,041	773	391
$35,000 - $49,999	6,275	257	1,335	1,532	1,306	480
$50,000 - $74,999	8,239	195	1,364	2,246	2,255	654
$75,000 - $99,999	3,974	55	485	1,127	1,269	331
$100,000 - $149,999	1,607	20	143	437	546	135
$150,000 - $249,999	760	5	55	222	235	96
$250,000 - $499,999	200	1	22	49	66	21
$500,000 or More	58	0	3	15	19	6
Median Income	$38,981	$26,075	$38,747	$52,204	$56,951	$45,078

	60 - 64	65 - 69	70 - 74	75 - 79	80 - 84	85 +
Total Households	2,658	2,389	2,456	2,197	1,430	1,237
Under $5,000	54	72	63	116	72	70
$5,000 - $9,999	93	200	201	404	269	243
$10,000 - $14,999	183	382	387	455	303	273
$15,000 - $24,999	395	634	644	485	333	277
$25,000 - $34,999	386	364	375	239	164	105
$35,000 - $49,999	465	253	267	173	115	92
$50,000 - $74,999	602	273	287	176	92	95
$75,000 - $99,999	280	117	129	83	45	53
$100,000 - $149,999	121	59	57	47	19	23
$150,000 - $249,999	65	23	28	15	10	6
$250,000 - $499,999	10	9	13	4	5	0
$500,000 or More	4	3	5	0	3	0
Median Income	$42,032	$23,525	$23,960	$17,546	$17,132	$16,173



Copyright Claritas Inc.

Claritas Inc.
Sales: 800-234-5973
Support: 800-780-4237

Market Trend Report

PREPARED FOR: DALE HELMICH, LTD
STEVENS POINT SECONDARY TRADE AREA

AGGREGATED ZIP CODES

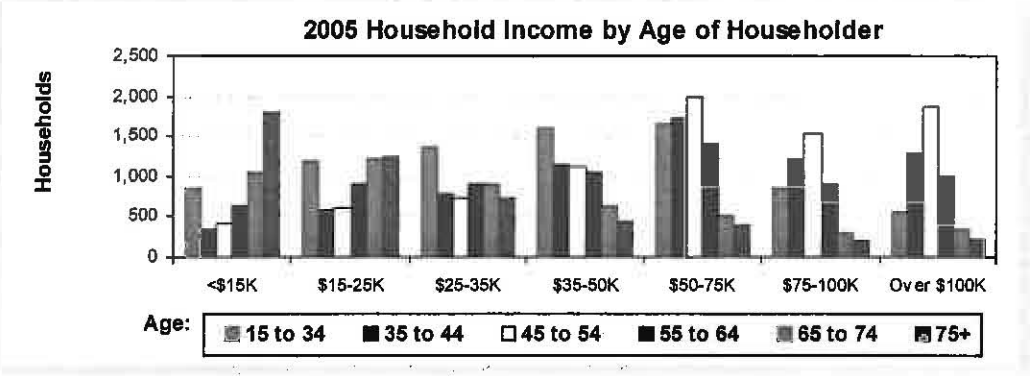
Study Area Summary
Weight: 100.00

2005 Household Income by Age of Householder

2005 Households by Age of Householder

2005 Income	Total	15 - 24	25 - 34	35 - 44	45 - 54	55 - 59
Total Households	40,065	1,958	6,115	7,061	8,240	3,581
Under $5,000	666	77	75	51	65	54
$5,000 - $9,999	1,834	125	160	102	139	100
$10,000 - $14,999	2,561	152	259	175	215	164
$15,000 - $24,999	5,712	398	795	579	608	447
$25,000 - $34,999	5,419	397	971	785	732	470
$35,000 - $49,999	5,969	361	1,242	1,144	1,106	551
$50,000 - $74,999	7,660	263	1,383	1,721	1,984	739
$75,000 - $99,999	5,007	120	732	1,222	1,532	499
$100,000 - $149,999	3,515	50	369	868	1,249	346
$150,000 - $249,999	1,086	13	84	266	389	124
$250,000 - $499,999	502	2	36	118	172	73
$500,000 or More	134	0	9	30	49	14
Median Income	$44,047	$30,718	$44,632	$60,089	$65,814	$50,152

	60 - 64	65 - 69	70 - 74	75 - 79	80 - 84	85 +
Total Households	3,187	2,611	2,316	2,121	1,535	1,340
Under $5,000	44	58	44	79	63	56
$5,000 - $9,999	107	192	167	302	227	213
$10,000 - $14,999	172	304	274	351	257	238
$15,000 - $24,999	440	644	575	517	375	334
$25,000 - $34,999	428	477	428	324	231	176
$35,000 - $49,999	502	323	297	201	138	104
$50,000 - $74,999	660	273	240	172	125	100
$75,000 - $99,999	404	171	132	85	51	59
$100,000 - $149,999	283	104	90	63	47	46
$150,000 - $249,999	90	36	41	22	8	13
$250,000 - $499,999	49	18	19	5	10	0
$500,000 or More	8	11	9	0	3	1
Median Income	$47,027	$27,254	$27,290	$21,354	$20,880	$19,880



Copyright Claritas Inc.

Claritas Inc.
Sales: 800-234-5973
Support: 800-780-4237

Market Trend Report

PREPARED FOR: DALE HELMICH, LTD
STEVENS POINT SECONDARY TRADE AREA

AGGREGATED ZIP CODES

Study Area Summary
Weight: 100.00

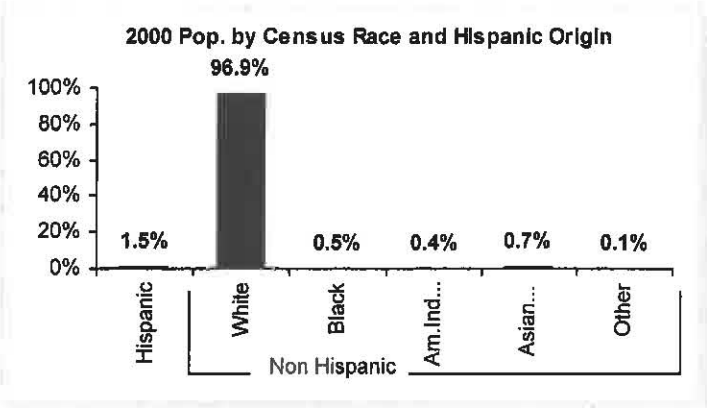
Population By M.A.R.S. Race and Hispanic Origin

Race and Hispanic Origin	1990 Census		2000 Estimate		2005 Projection	
Total Population	92,224	100.0%	101,003	100.0%	103,875	100.0%
White	90,852	98.5%	99,151	98.2%	101,793	98.0%
Black	480	0.5%	585	0.6%	630	0.6%
Am Indian / Eskimo / Aleut	426	0.5%	497	0.5%	524	0.5%
Asian / Pacific Islander	466	0.5%	770	0.8%	928	0.9%
Hispanic ▶	895	1.0%	1,490	1.5%	1,801	1.7%

M.A.R.S. Race and Hispanic refers to race data from the "Modified Age/Race/Sex" files, in which persons who identified themselves on the census as "Other race" were reclassified to specified race categories such as White, Black, American Indian or Asian. The Census Bureau made these modifications to bring the 1990 data into conformity with race definitions established for government use by the Office of Management and Budget (OMB). Although Hispanic ethnicity was not subject to direct modification, the M.A.R.S. procedures resulted in occasional minor changes in the Hispanic count, so occasional but minor discrepancies with the original Hispanic counts may be observed.

Census Race and Hispanic Origin

Race and Hispanic Origin	1990 Census		2000 Estimate		2005 Projection	
Total Population	92,224	100.0%	101,003	100.0%	103,875	100.0%
Hispanic ▶	895	1.0%	1,490	1.5%	1,801	1.7%
Non-Hispanic	91,329	99.0%	99,513	98.5%	102,074	98.3%
White	90,033	97.6%	97,828	96.9%	100,202	96.5%
Black	436	0.5%	482	0.5%	488	0.5%
Am Indian / Eskimo / Aleut	395	0.4%	394	0.4%	417	0.4%
Asian / Pacific Islander	448	0.5%	689	0.7%	826	0.8%
Other Race ▶	17	0.0%	120	0.1%	141	0.1%



Hispanic Origin is considered an ethnicity, not a race. Hispanic and race counts are derived from separate census questions, and persons of Hispanic ethnicity can be of any race. The term "Non-Hispanic" refers to persons who indicated that they are not of Hispanic ethnicity. The sum of Hispanics, White (Non-Hispanic), Black (Non-Hispanic), American Indian (Non-Hispanic), Asian (Non-Hispanic), and Other (Non-Hispanic) equals "All Persons."

1990-00 change of 20% greater (▶) or less (◀) than national average

2000-2005 change of 20% greater (▷) or less (◁) than national average

Copyright Claritas Inc.