



Demographic and Income Profile

Prepared by Data Directions, Eugene OR

Lane Co. Fairgrounds New

Latitude: 44.094658

Longitude: -123.179254

Site Type: Radius

Radius: 1.0 mile

| Summary | 2000 | 2007 | 2012 |
|------------------------|-------|-------|-------|
| Population | 7,502 | 8,379 | 8,939 |
| Households | 2,760 | 3,142 | 3,380 |
| Families | 2,030 | 2,269 | 2,407 |
| Average Household Size | 2.71 | 2.66 | 2.63 |
| Owner Occupied HUs | 1,806 | 2,101 | 2,224 |
| Renter Occupied HUs | 954 | 1,041 | 1,156 |
| Median Age | 31.3 | 33.0 | 33.9 |

| Trends: 2007-2012 Annual Rate | Area | State | National |
|-------------------------------|-------|-------|----------|
| Population | 1.3% | 1.31% | 1.30% |
| Households | 1.47% | 1.33% | 1.33% |
| Families | 1.19% | 1.13% | 1.08% |
| Owner HHs | 1.14% | 1.29% | 1.41% |
| Median Household Income | 3.12% | 3.34% | 3.32% |

| Households by Income | 2000 | | 2007 | | 2012 | |
|--------------------------|----------|---------|----------|---------|----------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| < \$15,000 | 279 | 10.1% | 233 | 7.4% | 207 | 6.1% |
| \$15,000 - \$24,999 | 344 | 12.4% | 230 | 7.3% | 208 | 6.2% |
| \$25,000 - \$34,999 | 490 | 17.7% | 414 | 13.2% | 266 | 7.9% |
| \$35,000 - \$49,999 | 625 | 22.6% | 630 | 20.0% | 622 | 18.4% |
| \$50,000 - \$74,999 | 688 | 24.9% | 749 | 23.8% | 881 | 26.1% |
| \$75,000 - \$99,999 | 212 | 7.7% | 557 | 17.7% | 478 | 14.1% |
| \$100,000 - \$149,999 | 82 | 3.0% | 233 | 7.4% | 570 | 16.9% |
| \$150,000 - \$199,000 | 13 | 0.5% | 46 | 1.5% | 65 | 1.9% |
| \$200,000+ | 35 | 1.3% | 51 | 1.6% | 83 | 2.5% |
| Median Household Income | \$41,379 | | \$51,381 | | \$59,907 | |
| Average Household Income | \$47,422 | | \$61,649 | | \$72,617 | |
| Per Capita Income | \$17,578 | | \$22,957 | | \$27,234 | |

| Population by Age | 2000 | | 2007 | | 2012 | |
|-------------------|--------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4 | 623 | 8.3% | 702 | 8.4% | 746 | 8.3% |
| 5 - 9 | 628 | 8.4% | 610 | 7.3% | 670 | 7.5% |
| 10 - 14 | 595 | 7.9% | 598 | 7.1% | 637 | 7.1% |
| 15 - 19 | 524 | 7.0% | 573 | 6.8% | 586 | 6.6% |
| 20 - 24 | 557 | 7.4% | 537 | 6.4% | 601 | 6.7% |
| 25 - 34 | 1,313 | 17.5% | 1,430 | 17.1% | 1,403 | 15.7% |
| 35 - 44 | 1,311 | 17.5% | 1,353 | 16.1% | 1,306 | 14.6% |
| 45 - 54 | 917 | 12.2% | 1,186 | 14.2% | 1,283 | 14.4% |
| 55 - 64 | 478 | 6.4% | 723 | 8.6% | 961 | 10.8% |
| 65 - 74 | 307 | 4.1% | 373 | 4.5% | 436 | 4.9% |
| 75 - 84 | 202 | 2.7% | 225 | 2.7% | 220 | 2.5% |
| 85+ | 52 | 0.7% | 69 | 0.8% | 89 | 1.0% |

| Race and Ethnicity | 2000 | | 2007 | | 2012 | |
|----------------------------|--------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 6,653 | 88.7% | 7,271 | 86.8% | 7,625 | 85.3% |
| Black Alone | 93 | 1.2% | 115 | 1.4% | 131 | 1.5% |
| American Indian Alone | 93 | 1.2% | 102 | 1.2% | 108 | 1.2% |
| Asian Alone | 138 | 1.8% | 207 | 2.5% | 261 | 2.9% |
| Pacific Islander Alone | 13 | 0.2% | 16 | 0.2% | 17 | 0.2% |
| Some Other Race Alone | 183 | 2.4% | 273 | 3.3% | 353 | 3.9% |
| Two or More Races | 327 | 4.4% | 396 | 4.7% | 446 | 5.0% |
| Hispanic Origin (Any Race) | 380 | 5.1% | 577 | 6.9% | 751 | 8.4% |

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.

Lane Co. Fairgrounds New

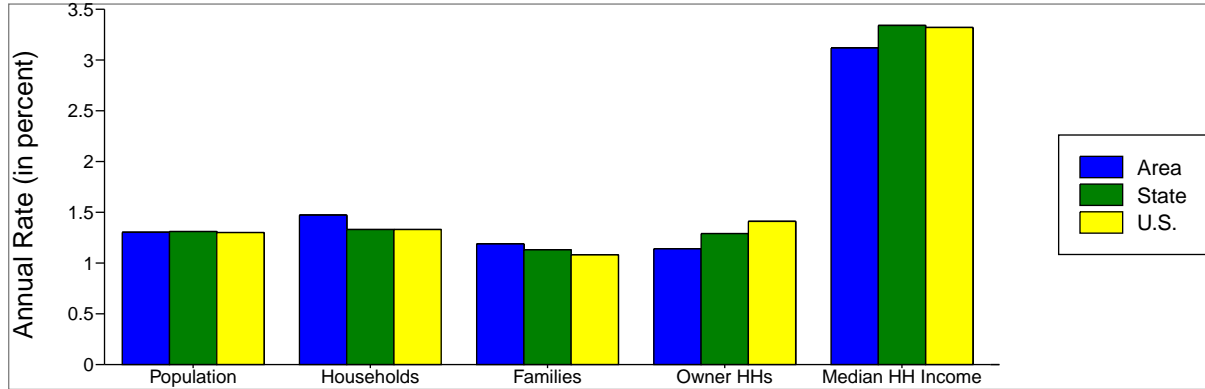
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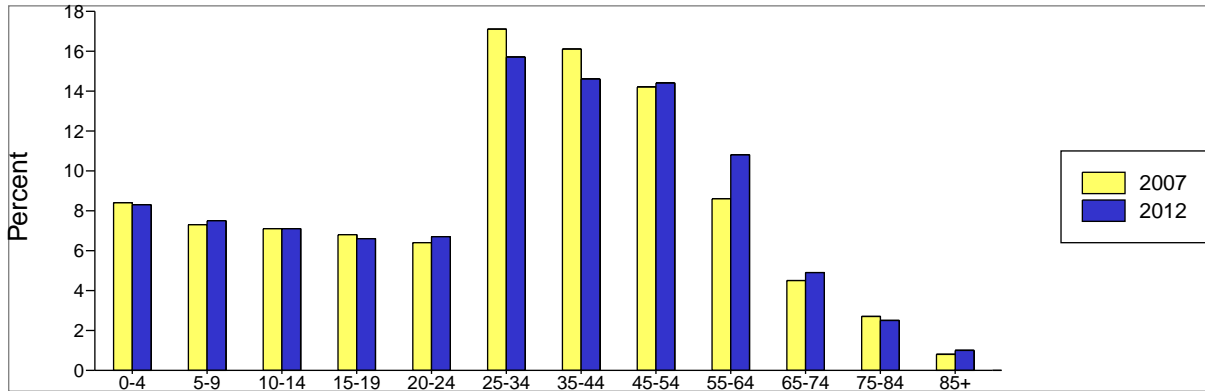
Site Type: Radius

Radius: 1.0 mile

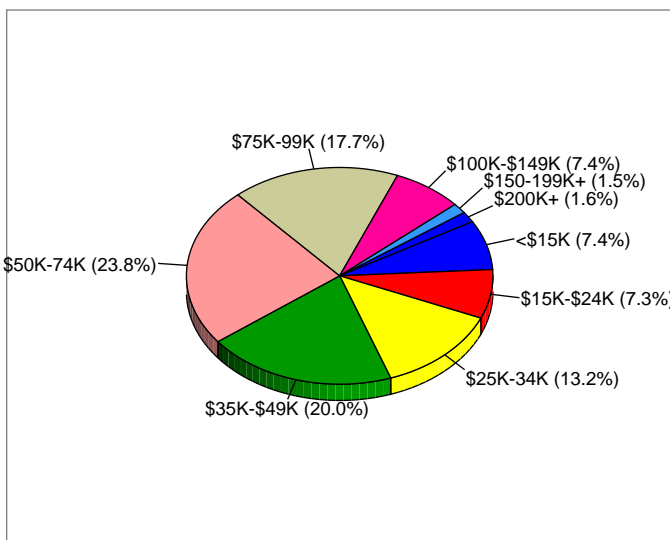
Trends 2007-2012



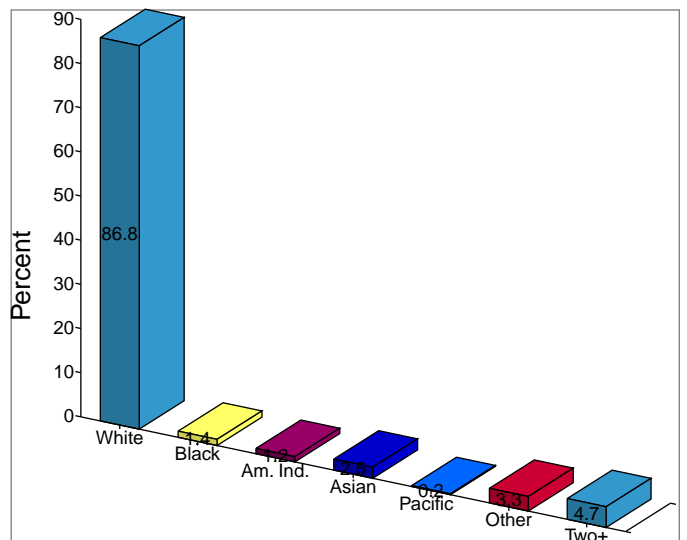
Population by Age



2007 Household Income



2007 Population by Race



2007 Percent Hispanic Origin: 6.9%



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Site Type: Radius

Radius: 3.0 mile

| Summary | 2000 | 2007 | 2012 |
|------------------------|--------|--------|--------|
| Population | 46,486 | 51,706 | 55,060 |
| Households | 17,757 | 19,956 | 21,364 |
| Families | 12,625 | 14,004 | 14,804 |
| Average Household Size | 2.60 | 2.58 | 2.56 |
| Owner Occupied HUs | 12,957 | 15,024 | 16,003 |
| Renter Occupied HUs | 4,800 | 4,932 | 5,361 |
| Median Age | 35.9 | 37.7 | 38.6 |

| Trends: 2007-2012 Annual Rate | Area | State | National |
|-------------------------------|-------|-------|----------|
| Population | 1.26% | 1.31% | 1.30% |
| Households | 1.37% | 1.33% | 1.33% |
| Families | 1.12% | 1.13% | 1.08% |
| Owner HHs | 1.27% | 1.29% | 1.41% |
| Median Household Income | 3.13% | 3.34% | 3.32% |

| Households by Income | 2000 | | 2007 | | 2012 | |
|--------------------------|----------|---------|----------|---------|----------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| < \$15,000 | 2,220 | 12.5% | 1,836 | 9.2% | 1,605 | 7.5% |
| \$15,000 - \$24,999 | 2,318 | 13.0% | 1,776 | 8.9% | 1,562 | 7.3% |
| \$25,000 - \$34,999 | 2,725 | 15.3% | 2,256 | 11.3% | 1,894 | 8.9% |
| \$35,000 - \$49,999 | 3,614 | 20.3% | 3,585 | 18.0% | 3,197 | 15.0% |
| \$50,000 - \$74,999 | 4,176 | 23.5% | 4,650 | 23.3% | 5,003 | 23.4% |
| \$75,000 - \$99,999 | 1,681 | 9.5% | 3,171 | 15.9% | 3,158 | 14.8% |
| \$100,000 - \$149,999 | 726 | 4.1% | 1,889 | 9.5% | 3,570 | 16.7% |
| \$150,000 - \$199,000 | 108 | 0.6% | 479 | 2.4% | 717 | 3.4% |
| \$200,000+ | 199 | 1.1% | 316 | 1.6% | 658 | 3.1% |
| Median Household Income | \$41,424 | | \$52,127 | | \$60,820 | |
| Average Household Income | \$49,247 | | \$63,263 | | \$75,415 | |
| Per Capita Income | \$19,010 | | \$24,577 | | \$29,437 | |

| Population by Age | 2000 | | 2007 | | 2012 | |
|-------------------|--------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4 | 3,283 | 7.1% | 3,600 | 7.0% | 3,920 | 7.1% |
| 5 - 9 | 3,424 | 7.4% | 3,354 | 6.5% | 3,443 | 6.3% |
| 10 - 14 | 3,519 | 7.6% | 3,476 | 6.7% | 3,641 | 6.6% |
| 15 - 19 | 3,014 | 6.5% | 3,497 | 6.8% | 3,418 | 6.2% |
| 20 - 24 | 2,616 | 5.6% | 3,082 | 6.0% | 3,453 | 6.3% |
| 25 - 34 | 6,673 | 14.4% | 6,780 | 13.1% | 7,086 | 12.9% |
| 35 - 44 | 7,421 | 16.0% | 7,726 | 14.9% | 7,577 | 13.8% |
| 45 - 54 | 6,649 | 14.3% | 7,567 | 14.6% | 7,853 | 14.3% |
| 55 - 64 | 3,868 | 8.3% | 5,871 | 11.4% | 7,392 | 13.4% |
| 65 - 74 | 3,086 | 6.6% | 3,371 | 6.5% | 3,799 | 6.9% |
| 75 - 84 | 2,299 | 4.9% | 2,463 | 4.8% | 2,361 | 4.3% |
| 85+ | 633 | 1.4% | 916 | 1.8% | 1,121 | 2.0% |

| Race and Ethnicity | 2000 | | 2007 | | 2012 | |
|----------------------------|--------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 42,207 | 90.8% | 46,147 | 89.2% | 48,446 | 88.0% |
| Black Alone | 394 | 0.8% | 480 | 0.9% | 540 | 1.0% |
| American Indian Alone | 524 | 1.1% | 567 | 1.1% | 595 | 1.1% |
| Asian Alone | 597 | 1.3% | 869 | 1.7% | 1,095 | 2.0% |
| Pacific Islander Alone | 89 | 0.2% | 108 | 0.2% | 125 | 0.2% |
| Some Other Race Alone | 1,025 | 2.2% | 1,531 | 3.0% | 1,983 | 3.6% |
| Two or More Races | 1,649 | 3.5% | 2,004 | 3.9% | 2,276 | 4.1% |
| Hispanic Origin (Any Race) | 2,363 | 5.1% | 3,566 | 6.9% | 4,640 | 8.4% |

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.

Lane Co. Fairgrounds New

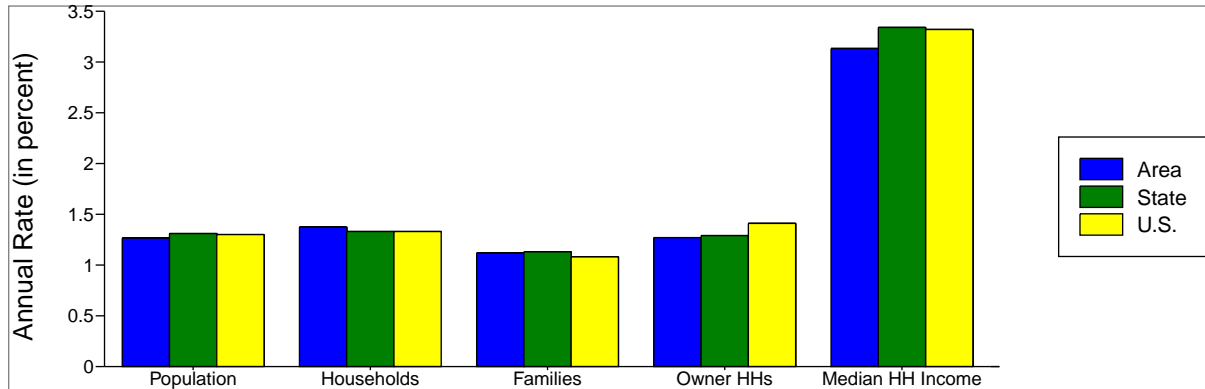
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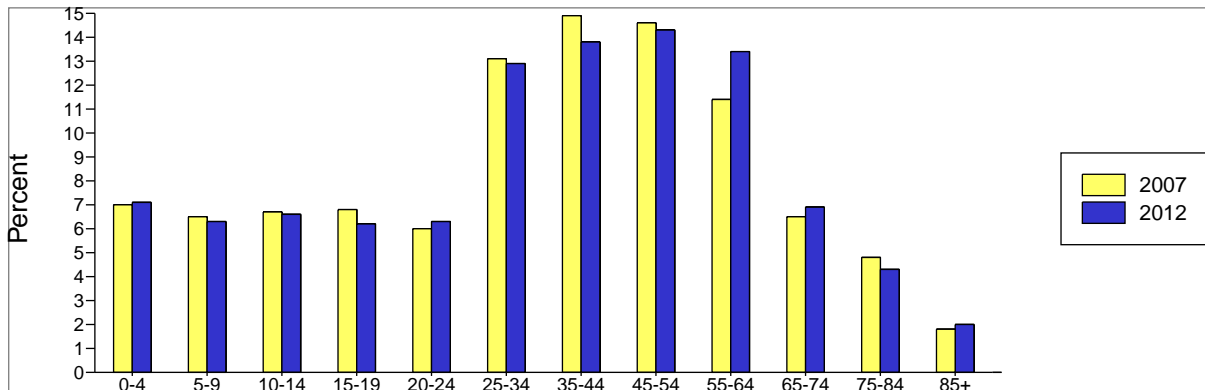
Site Type: Radius

Radius: 3.0 mile

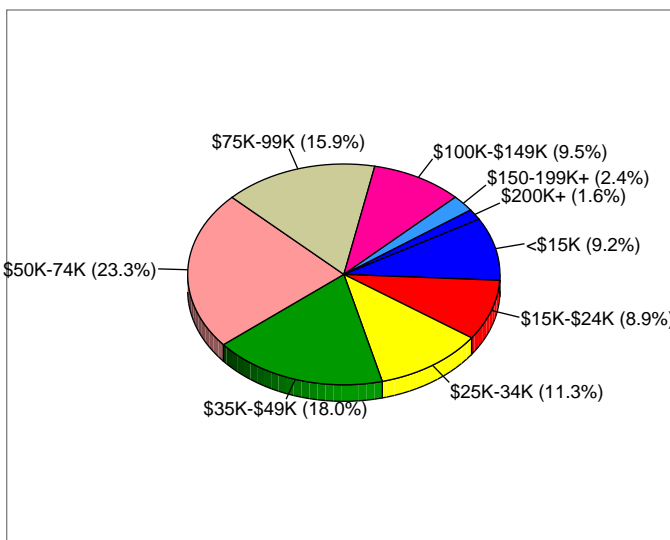
Trends 2007-2012



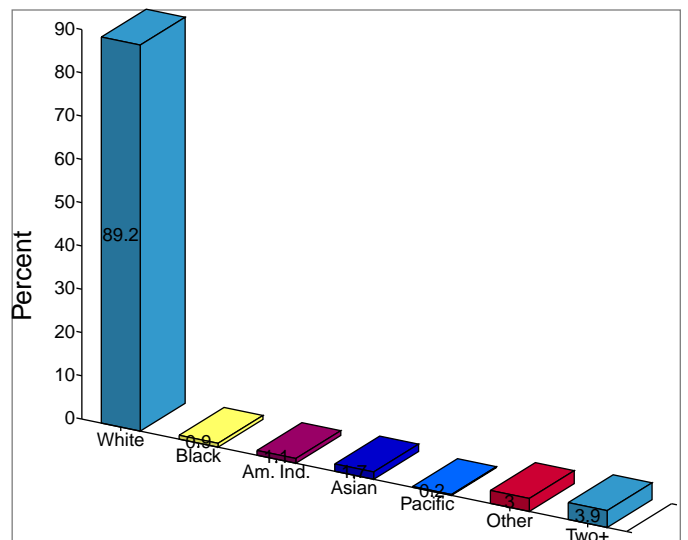
Population by Age



2007 Household Income



2007 Population by Race



2007 Percent Hispanic Origin: 6.9%



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Lane Co. Fairgrounds New

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Site Type: Radius

Radius: 5.0 mile

| Summary | 2000 | 2007 | 2012 |
|------------------------|--------|---------|---------|
| Population | 93,386 | 100,560 | 105,561 |
| Households | 38,022 | 41,107 | 43,279 |
| Families | 23,893 | 25,633 | 26,676 |
| Average Household Size | 2.42 | 2.41 | 2.41 |
| Owner Occupied HUs | 22,784 | 25,884 | 27,252 |
| Renter Occupied HUs | 15,238 | 15,223 | 16,026 |
| Median Age | 35.4 | 36.9 | 37.6 |

| Trends: 2007-2012 Annual Rate | Area | State | National |
|-------------------------------|-------|-------|----------|
| Population | 0.98% | 1.31% | 1.30% |
| Households | 1.04% | 1.33% | 1.33% |
| Families | 0.8% | 1.13% | 1.08% |
| Owner HHs | 1.04% | 1.29% | 1.41% |
| Median Household Income | 3.04% | 3.34% | 3.32% |

| Households by Income | 2000 | | 2007 | | 2012 | |
|--------------------------|----------|---------|----------|---------|----------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| < \$15,000 | 5,960 | 15.6% | 4,837 | 11.8% | 4,155 | 9.6% |
| \$15,000 - \$24,999 | 5,593 | 14.6% | 4,138 | 10.1% | 3,618 | 8.4% |
| \$25,000 - \$34,999 | 5,718 | 15.0% | 5,041 | 12.3% | 4,329 | 10.0% |
| \$35,000 - \$49,999 | 7,263 | 19.0% | 7,084 | 17.2% | 6,524 | 15.1% |
| \$50,000 - \$74,999 | 7,755 | 20.3% | 8,979 | 21.8% | 9,622 | 22.2% |
| \$75,000 - \$99,999 | 3,196 | 8.4% | 5,423 | 13.2% | 5,695 | 13.2% |
| \$100,000 - \$149,999 | 1,821 | 4.8% | 3,688 | 9.0% | 6,296 | 14.5% |
| \$150,000 - \$199,000 | 418 | 1.1% | 1,040 | 2.5% | 1,483 | 3.4% |
| \$200,000+ | 510 | 1.3% | 878 | 2.1% | 1,556 | 3.6% |
| Median Household Income | \$38,553 | | \$48,697 | | \$56,570 | |
| Average Household Income | \$48,760 | | \$61,861 | | \$74,073 | |
| Per Capita Income | \$20,123 | | \$25,540 | | \$30,646 | |

| Population by Age | 2000 | | 2007 | | 2012 | |
|-------------------|--------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4 | 6,136 | 6.6% | 6,476 | 6.4% | 6,960 | 6.6% |
| 5 - 9 | 6,117 | 6.6% | 5,950 | 5.9% | 5,959 | 5.6% |
| 10 - 14 | 6,352 | 6.8% | 6,032 | 6.0% | 6,259 | 5.9% |
| 15 - 19 | 6,170 | 6.6% | 6,388 | 6.4% | 6,133 | 5.8% |
| 20 - 24 | 7,054 | 7.6% | 7,776 | 7.7% | 8,161 | 7.7% |
| 25 - 34 | 14,297 | 15.3% | 14,982 | 14.9% | 15,823 | 15.0% |
| 35 - 44 | 14,404 | 15.4% | 13,865 | 13.8% | 13,763 | 13.0% |
| 45 - 54 | 13,775 | 14.8% | 14,930 | 14.8% | 14,555 | 13.8% |
| 55 - 64 | 7,466 | 8.0% | 11,429 | 11.4% | 14,201 | 13.5% |
| 65 - 74 | 5,495 | 5.9% | 5,973 | 5.9% | 6,878 | 6.5% |
| 75 - 84 | 4,529 | 4.8% | 4,534 | 4.5% | 4,336 | 4.1% |
| 85+ | 1,593 | 1.7% | 2,225 | 2.2% | 2,534 | 2.4% |

| Race and Ethnicity | 2000 | | 2007 | | 2012 | |
|----------------------------|--------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 83,040 | 88.9% | 87,649 | 87.2% | 90,505 | 85.7% |
| Black Alone | 1,048 | 1.1% | 1,221 | 1.2% | 1,353 | 1.3% |
| American Indian Alone | 1,061 | 1.1% | 1,105 | 1.1% | 1,136 | 1.1% |
| Asian Alone | 2,009 | 2.2% | 2,706 | 2.7% | 3,288 | 3.1% |
| Pacific Islander Alone | 195 | 0.2% | 234 | 0.2% | 266 | 0.3% |
| Some Other Race Alone | 2,478 | 2.7% | 3,493 | 3.5% | 4,392 | 4.2% |
| Two or More Races | 3,556 | 3.8% | 4,152 | 4.1% | 4,621 | 4.4% |
| Hispanic Origin (Any Race) | 5,288 | 5.7% | 7,581 | 7.5% | 9,618 | 9.1% |

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.

Lane Co. Fairgrounds New

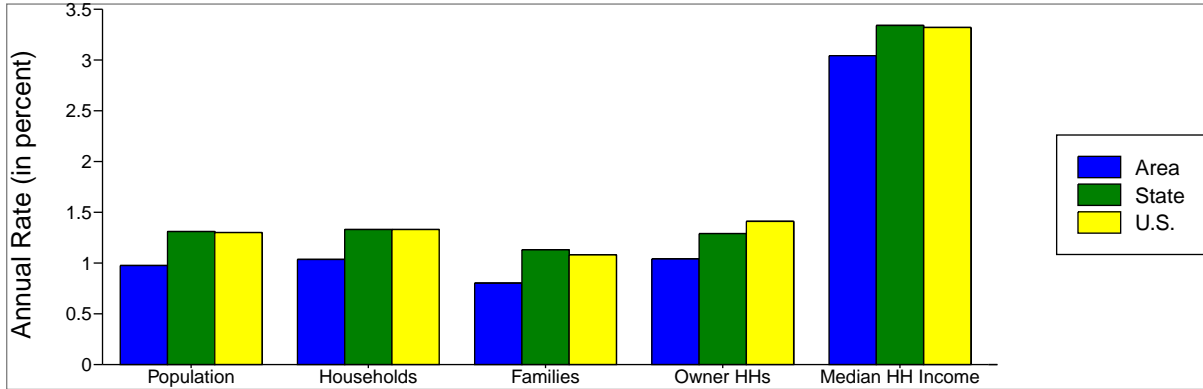
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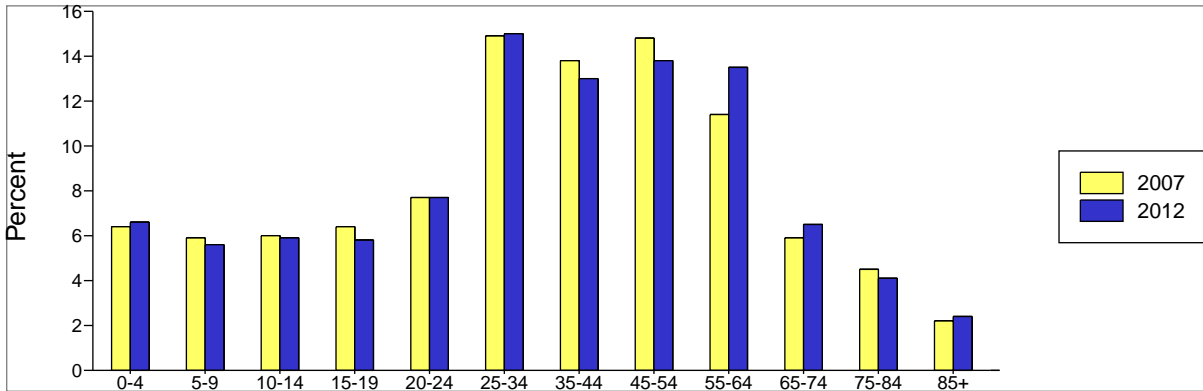
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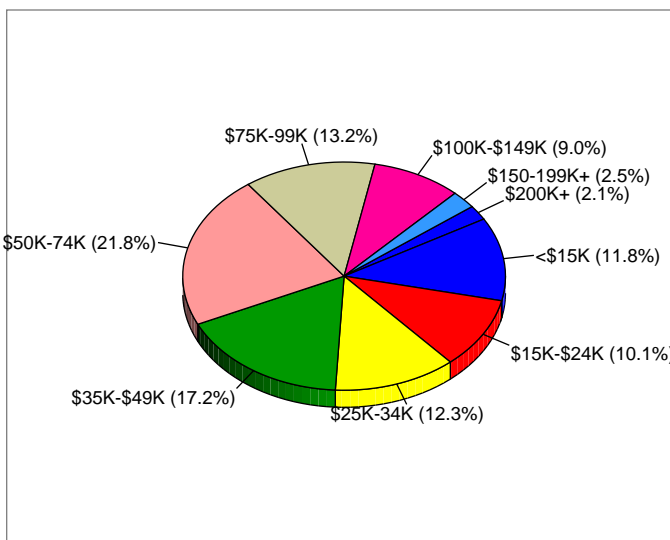
Trends 2007-2012



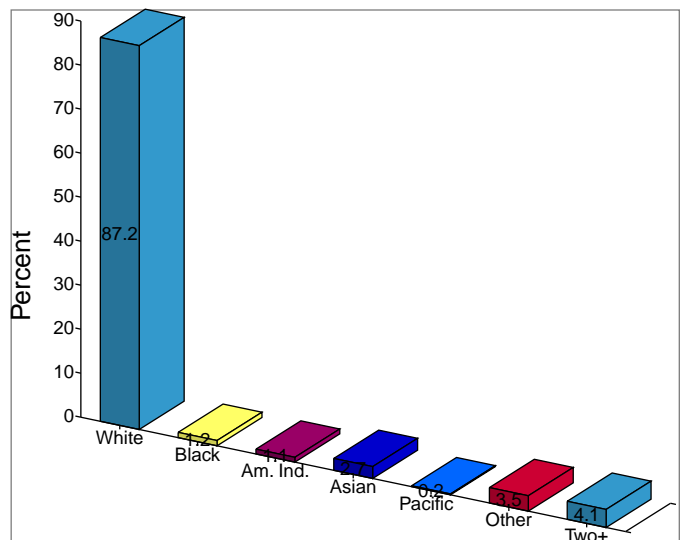
Population by Age



2007 Household Income



2007 Population by Race



2007 Percent Hispanic Origin: 7.5%