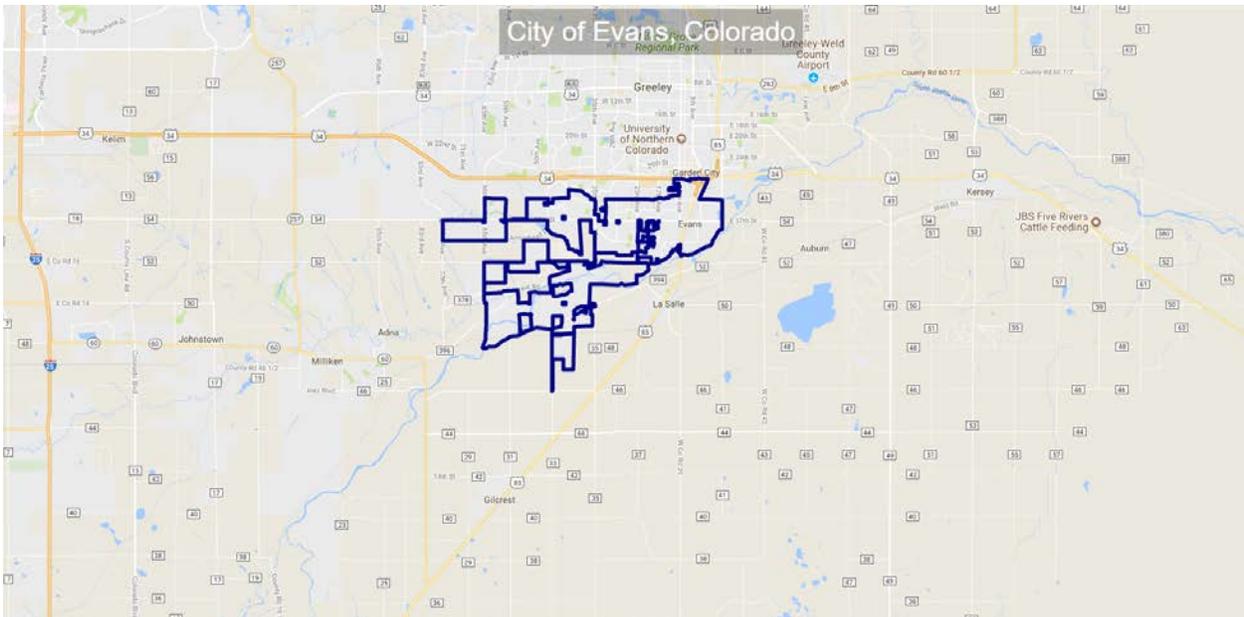


City of Evans, Colorado



Economic Development Office
1100 37th Street, Evans, CO 80620
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Complete Demographic Comparison Report

Date: April 6, 2018

Evans

2017A Demographics:

Q2 2017 Employees	3,273
Q2 2017 Establishments*	355
Total Population	21,349
Total Households	7,234
Female Population	10,647
% Female	49.9%
Male Population	10,702
% Male	50.1%
Population Density (per Sq. Mi.)	2,043.57

Employed Civilian Population 16+

Total	10,012
White Collar	48.2%
Blue Collar	51.8%

Seasonal Population by Quarter:

Q4 2014	35
Q1 2015	35
Q2 2015	29
Q3 2015	24
Q4 2015	21
Q1 2016	18
Q2 2016	15
Q3 2016	15
Q4 2016	15

Age:

Age 0 - 4	8.5%
Age 5 - 14	17.0%
Age 15 - 19	6.6%
Age 20 - 24	8.8%
Age 25 - 34	20.4%
Age 35 - 44	14.7%
Age 45 - 54	10.2%
Age 55 - 64	7.3%
Age 65 - 74	4.1%
Age 75 - 84	1.9%
Age 85 +	0.6%

	Evans
Median Age	29.3
Housing Units	
Total Housing Units	7,330
Occupied Housing Units	98.7%
Vacant Housing Units	1.3%
Housing Units by Tenure	
Total Households in Tenure	7,234
Owner Occupied Housing Units	4,261
Owner Occupied free and clear	17.1%
Owner Occupied with a mortgage or loan	82.9%
Renter Occupied Housing Units	2,973
Race and Ethnicity	
American Indian, Eskimo, Aleut	1.2%
Asian	0.9%
Black	1.4%
Hawaiian/Pacific Islander	0.1%
White	74.7%
Other	18.5%
Multi-Race	3.2%
Hispanic Ethnicity	45.2%
Not of Hispanic Ethnicity	54.8%
Race of Hispanics	
Hispanics	9,654
American Indian	1.7%
Asian	0.2%
Black	0.6%
Hawaiian/Pacific Islander	0.1%
White	53.1%
Other	40.2%
Multi-Race	4.1%
Race of Non Hispanics	
Non Hispanics	11,695
American Indian	0.7%
Asian	1.5%
Black	2.1%
Hawaiian/Pacific Islander	0.0%
White	92.6%
Other	0.5%
Multi-Race	2.5%

Marital Status:

Age 15 + Population	15,902
Divorced	13.0%
Never Married	33.1%
Now Married	50.2%
Now Married - Separated	2.0%
Widowed	3.8%

Educational Attainment:

Total Population Age 25+	12,620
Grade K - 8	8.1%
Grade 9 - 12	10.8%
High School Graduate	27.2%
Associates Degree	9.8%
Bachelor's Degree	14.0%
Graduate Degree	4.7%
Some College, No Degree	24.2%
No Schooling Completed	1.2%

Household Income:

Income \$ 0 - \$9,999	7.1%
Income \$ 10,000 - \$14,999	4.5%
Income \$ 15,000 - \$24,999	10.7%
Income \$ 25,000 - \$34,999	11.0%
Income \$ 35,000 - \$49,999	16.2%
Income \$ 50,000 - \$74,999	22.4%
Income \$ 75,000 - \$99,999	15.6%
Income \$100,000 - \$124,999	5.4%
Income \$125,000 - \$149,999	2.6%
Income \$150,000 +	4.5%
Average Household Income	\$62,561
Median Household Income	\$50,584
Per Capita Income	\$21,202

Poverty: Status of Families by Family Type/Presence of Children 18 Yrs and Under

Total Families (Family Households)	4,985
Husband-Wife Family, Own Children, Below Poverty	180
Husband-Wife Family, No Own Children, Below Poverty	60
Male Householder, Own Children, Below Poverty	17
Male Householder, No Own Children, Below Poverty	0
Female Householder, Own Children, Below Poverty	231
Female Householder, No Own Children, Below Poverty	21
Husband-Wife Family, Own Children, At/Above Poverty	1,904

Husband-Wife Family, No Own Children, At/Above Poverty	1,520
Male Householder, Own Children, At/Above Poverty	196
Male Householder, No Own Children, At/Above Poverty	179
Female Householder, Own Children, At/Above Poverty	321
Female Householder, No Own Children, At/Above Poverty	356

Poverty: Popn, Ratio of Income to Poverty Level

Total Population for whom poverty status is determined	21,349
Less Than .50	1,358
.50 - .99	1,807
1.00 - 1.24	1,321
1.25 - 1.49	1,323
1.50 - 1.84	2,251
1.85 - 1.99	1,202
2.00+	12,087

Poverty: Popn by Race

By Race

White, Below Poverty Level	2,090
White, Above Poverty Level	13,864
Black, Below Poverty Level	34
Black, Above Poverty Level	268
AI/Alaskan Native, Below Poverty Level	49
AI/Alaskan Native, Above Poverty Level	196
Asian, Below Poverty Level	48
Asian, Above Poverty Level	154
NH/PI, Below Poverty Level	2
NH/PI, Above Poverty Level	12
Some Other Race, Below Poverty Level	827
Some Other Race, Above Poverty Level	3,115
2+ Races, Below Poverty Level	115
2+ Races, Above Poverty Level	575

Poverty: Popn by Ethnicity

Hispanic/Latino

Hispanic/Latino, Below Poverty Level	1,987
Hispanic/Latino, Above Poverty Level	7,668
Non-Hispanic/Latino, Below Poverty Level	1,178
Non-Hispanic/Latino, Above Poverty Level	10,516

Non-Hispanic/Latino by Race

White, Below Poverty Level	1,066
White, Above Poverty Level	9,761
Other than White, Below Poverty Level	2,099
Other than White, Above Poverty Level	8,423

Vehicles Available

0 Vehicles Available	4.5%
1 Vehicle Available	33.5%
2+ Vehicles Available	62.0%
Average Vehicles Per Household	1.99
Total Vehicles Available	14,368

2022 Demographics:

Total Population	24,704
Total Households	8,640
Female Population	12,281
% Female	49.7%
Male Population	12,423
% Male	50.3%
Population Density (per Sq. Mi.)	2,364.74

Employed Civilian Population 16+

Total	11,507
% White Collar	48.9%
% Blue Collar	51.1%

Age:

Age 0 - 4	8.8%
Age 5 - 14	16.0%
Age 15 - 19	6.7%
Age 20 - 24	7.4%
Age 25 - 34	20.7%
Age 35 - 44	16.2%
Age 45 - 54	9.6%
Age 55 - 64	7.0%
Age 65 - 74	4.6%
Age 75 - 84	2.3%
Age 85 +	0.6%
Median Age	30.5

Housing Units

Total Housing Units	8,729
Occupied Housing Units	99.0%
Vacant Housing Units	1.0%

Housing Units by Tenure

	Evans
Total Households in Tenure	8,640
Owner Occupied Housing Units	5,106
Owner Occupied free and clear	16.5%
Owner Occupied with a mortgage or loan	83.5%
Renter Occupied Housing Units	3,534
Race and Ethnicity	
American Indian, Eskimo, Aleut	1.1%
Asian	1.0%
Black	1.4%
Hawaiian/Pacific Islander	0.1%
White	73.4%
Other	19.4%
Multi-Race	3.6%
Hispanic Ethnicity	47.0%
Not of Hispanic Ethnicity	53.0%
Race of Hispanics	
Hispanics	11,604
American Indian	1.7%
Asian	0.2%
Black	0.6%
Hawaiian/Pacific Islander	0.1%
White	52.6%
Other	40.6%
Multi-Race	4.2%
Race of Non Hispanics	
Non Hispanics	13,100
American Indian	0.7%
Asian	1.7%
Black	2.2%
Hawaiian/Pacific Islander	0.0%
White	91.9%
Other	0.5%
Multi-Race	3.0%
Marital Status:	
Age 15 + Population	18,576
Divorced	12.7%
Never Married	32.6%
Now Married	51.0%
Now Married - Separated	1.8%
Widowed	3.6%

Educational Attainment:

Total Population Age 25+	15,085
Grade K - 9	7.5%
Grade 9 - 12	10.3%
High School Graduate	27.1%
Associates Degree	10.0%
Bachelor's Degree	14.6%
Graduate Degree	4.8%
Some College, No Degree	24.5%
No Schooling Completed	1.3%

Household Income:

Income \$ 0 - \$9,999	5.4%
Income \$ 10,000 - \$14,999	4.2%
Income \$ 15,000 - \$24,999	9.5%
Income \$ 25,000 - \$34,999	9.9%
Income \$ 35,000 - \$49,999	15.1%
Income \$ 50,000 - \$74,999	20.6%
Income \$ 75,000 - \$99,999	17.9%
Income \$100,000 - \$124,999	7.7%
Income \$125,000 - \$149,999	3.5%
Income \$150,000 +	6.2%
Average Household Income	\$71,471
Median Household Income	\$57,081
Per Capita Income	\$24,997

Vehicles Available

0 Vehicles Available	4.3%
1 Vehicle Available	33.3%
2+ Vehicles Available	62.5%
Average Vehicles Per Household	1.99
Total Vehicles Available	17,199

2010 Demographics:

Total Population	18,558
Total Households	6,300
Female Population	9,350
% Female	50.4%
Male Population	9,208
% Male	49.6%
Population Density (per Sq. Mi.)	1,776.41

Employed Civilian Population 16+

Total	8,176
% White Collar	48.9%
% Blue Collar	51.1%

Age:

Age 0 - 4	9.4%
Age 5 - 14	17.8%
Age 15 - 19	7.3%
Age 20 - 24	10.2%
Age 25 - 34	17.6%
Age 35 - 44	13.9%
Age 45 - 54	10.5%
Age 55 - 64	7.1%
Age 65 - 74	3.7%
Age 75 - 84	1.9%
Age 85 +	0.6%
Median Age	27.9

Housing Units

Total Housing Units	6,768
Occupied Housing Units	93.1%
Vacant Housing Units	6.9%

Housing Units by Tenure

Total Households in Tenure	6,300
Owner Occupied Housing Units	3,812
Owner Occupied free and clear	14.9%
Owner Occupied with a mortgage or loan	85.1%
Renter Occupied Housing Units	2,488

Race and Ethnicity

American Indian, Eskimo, Aleut	1.2%
Asian	0.9%
Black	1.1%
Hawaiian/Pacific Islander	0.1%
White	76.1%
Other	17.7%
Multi-Race	3.0%
Hispanic Ethnicity	43.4%
Not of Hispanic Ethnicity	56.6%

Race of Hispanics

Hispanics	8,059
American Indian	1.8%
Asian	0.2%
Black	0.5%
Hawaiian/Pacific Islander	0.1%
White	53.3%
Other	40.0%
Multi-Race	4.1%

Race of Non Hispanics

Non Hispanics	10,499
American Indian	0.8%
Asian	1.3%
Black	1.5%
Hawaiian/Pacific Islander	0.0%
White	93.6%
Other	0.5%
Multi-Race	2.2%

Marital Status:

Age 15 + Population	13,498
Divorced	14.5%
Never Married	29.9%
Now Married	51.5%
Now Married - Separated	2.1%
Widowed	4.1%

Educational Attainment:

Total Population Age 25+	10,249
Grade K - 8	11.1%
Grade 9 - 12	9.8%
High School Graduate	26.2%
Associates Degree	9.2%
Bachelor's Degree	14.4%
Graduate Degree	5.3%
Some College, No Degree	23.5%
No Schooling Completed	0.6%

Household Income:

Income \$ 0 - \$9,999	9.2%
Income \$ 10,000 - \$14,999	5.7%
Income \$ 15,000 - \$24,999	12.5%
Income \$ 25,000 - \$34,999	11.8%

	Evans
Income \$ 35,000 - \$49,999	16.4%
Income \$ 50,000 - \$74,999	22.4%
Income \$ 75,000 - \$99,999	12.3%
Income \$100,000 - \$124,999	4.3%
Income \$125,000 - \$149,999	2.0%
Income \$150,000 +	3.5%
Average Household Income	\$56,959
Median Household Income	\$44,034
Per Capita Income	\$19,341

Vehicles Available

0 Vehicles Available	4.7%
1 Vehicle Available	34.8%
2+ Vehicles Available	60.5%
Average Vehicles Per Household	1.97
Total Vehicles Available	12,388

2000 Census Demographics:

Total Population	10,601
Total Households	3,649
Female Population	5,310
% Female	50.1%
Male Population	5,291
% Male	49.9%

Employed Civilian Population 16+

Total	5,041
% White Collar	52.2%
% Blue Collar	47.8%

Age:

Age 0 - 4	10.2%
Age 5 - 14	18.3%
Age 15 - 19	7.6%
Age 20 - 24	9.1%
Age 25 - 34	18.0%
Age 35 - 44	15.4%
Age 45 - 54	10.2%
Age 55 - 64	5.2%
Age 65 - 74	3.6%
Age 75 - 84	1.9%
Age 85 +	0.4%

	Evans
Median Age	27.6
Housing Units	
Total Housing Units	3,883
Owner Occupied Housing Units	62.4%
Renter Occupied Housing Units	31.6%
Vacant Housing Units	6.0%
Race and Ethnicity	
American Indian, Eskimo, Aleut	0.4%
Asian	0.3%
Hawaiian or other Pacific Islander	0.0%
Black	0.7%
White	71.6%
Other	22.1%
Two or More Races	4.8%
Hispanic Ethnicity	41.3%
Not of Hispanic Ethnicity	58.7%
Marital Status:	
Age 15 + Population	7,580
Divorced	9.2%
Never Married	28.2%
Now Married	54.9%
Separated	4.6%
Widowed	3.8%
Educational Attainment:	
Total Population Age 25+	5,847
Grade K - 8	8.3%
Grade 9 - 11, No diploma	14.5%
High School Graduate	29.6%
Associates Degree	7.5%
Bachelor's Degree	11.9%
Graduate Degree	3.9%
Some College, No Degree	23.4%
No Schooling Completed	0.8%
Public School Enrollment	92.4%
Private School Enrollment	7.6%
Household Income:	
Income \$ 0 - \$9,999	7.2%
Income \$ 10,000 - \$14,999	7.0%

	Evans
Income \$ 15,000 - \$24,999	14.5%
Income \$ 25,000 - \$34,999	17.2%
Income \$ 35,000 - \$49,999	19.2%
Income \$ 50,000 - \$74,999	24.5%
Income \$ 75,000 - \$99,999	4.9%
Income \$100,000 - \$124,999	2.0%
Income \$125,000 - \$149,999	1.1%
Income \$150,000 - \$199,999	0.8%
Income \$200,000 or More	1.6%
Average Household Income	\$47,818
Median Household Income	\$39,069
Per Capita Income	\$16,460

Vehicles Available

0 Vehicles Available	5.2%
1 Vehicle Available	28.9%
2 Vehicles Available	42.2%
3+ Vehicles Available	23.8%
Average Vehicles Per Household	1.80
Total Vehicles Available	7,047

Population Trend

2000	10,601
2010	18,558
Change 2000 to 2010	75.1%
2017A	21,349
2022	24,704
Change 2017A to 2022	15.7%

Household Trend

2000	3,649
2010	6,300
Change 2000 to 2010	98.2%
2017A	7,234
2022	8,640
Change 2017A to 2022	19.4%

Average Household Size Trend

2000	2.9
2010	3.0
Change 2000 to 2010	1.0%
2017A	2.9

	Evans
2022	2.9
Change 2017A to 2022	-0.4%

Median Age Trend

2000	27.6
2010	27.9
2017A	29.3
2022	30.5

Housing Units Trend

Total Housing Units

Change 2000 to 2010	74.3%
Change 2017A to 2022	19.1%

Owner Occupied Housing Units

Change 2000 to 2010	57.3%
Change 2017A to 2022	19.8%

Renter Occupied Housing Units

Change 2000 to 2010	102.9%
Change 2017A to 2022	18.9%

Vacant Housing Units

Change 2000 to 2010	100.1%
Change 2017A to 2022	-6.1%

Race and Ethnicity Trend

American Indian, Eskimo, Aleut

Change 2000 to 2010	390.0%
Change 2017A to 2022	14.3%

Asian and Native Hawaiian/Other Pacific Islander

Change 2000 to 2010	363.2%
Change 2017A to 2022	20.7%

Black

Change 2000 to 2010	160.8%
Change 2017A to 2022	17.8%

White

Change 2000 to 2010	86.0%
Change 2017A to 2022	13.7%

Other

Change 2000 to 2010	40.2%
Change 2017A to 2022	21.5%

Two or More Races

Change 2000 to 2010	10.2%
Change 2017A to 2022	27.2%

Hispanic Ethnicity

Change 2000 to 2010	84.2%
Change 2017A to 2022	20.2%

Not of Hispanic Ethnicity

Change 2000 to 2010	68.6%
Change 2017A to 2022	12.0%

*Report counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).

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Consumer Expenditure Comparison Report

Date: April 6, 2018

Evans

2017A Consumer Expenditures (Average Household Annual Expenditures):

Total Households	7,234
Median Household Income	\$50,584
Total Average Household Expenditure	\$57,578
Airline Fares	\$517.95
Alcoholic beverages purchased on trips	\$53.61
Alimony Expenditures	\$10.85
Alteration, Repair and Tailoring of Apparel and Accessories	\$6.33
Apparel and Services for Children Under 2	\$80.67
Apparel Laundry and Dry Cleaning not coin-operated	\$44.02
Books thru book clubs	\$3.51
Books not thru book clubs	\$47.70
Cash contributions to charities, church, religious, educational, political and other organizations	\$1,971.91
CDs, Records, Audio Tapes	\$6.83
Cellular Phone Service	\$1,015.97
Child Support Expenditures	\$81.30
College Tuition	\$708.55
Computers and Computer Hardware for nonbusiness use	\$164.30
Computer information services	\$351.38
Coolant, brake fluid, transmission fluid, and other additives	\$7.73
Cosmetics, perfume, bath preparations	\$150.05
Deodorants, feminine hygiene, miscellaneous personal care	\$26.63
Electricity	\$1,065.17
Fees for Recreational Lessons	\$155.35
Finance Charges Excluding Mortgage And Vehicle	\$232.68
Floor Coverings, Nonpermanent	\$15.90
Food or Board at School	\$19.31
Food on out-of-town trips	\$349.45
Funeral Expenses	\$53.84
Furniture	\$413.43
Gasoline And Motor Oil	\$1,677.83
Girls' Active Sportswear	\$7.91
Hair Care Products	\$57.41
Hospital Room and Services	\$129.68
Health Care Insurance	\$673.69
Health Maintenance Organization (not BCBS)	\$710.60
Housekeeping Services	\$126.42
Household Textiles	\$129.23

	Evans
Intracity Bus Fares	\$10.47
Intracity Mass Transit Fares	\$74.46
Jewelry	\$100.25
Legal fees	\$199.38
Life and Other Personal Insurance	\$197.99
Maintenance and Repair Services	\$1,245.14
Medical equipment for general use	\$2.80
Men's Suits	\$16.46
Miscellaneous fees	\$3.89
Mortgage interest and charges owned dwellings	\$3,223.19
Mortgage interest and charges owned vacation homes	\$46.59
Natural Gas	\$306.75
New Cars	\$618.45
New Trucks	\$881.86
New Motorcycle	\$53.95
Oral Hygiene Products, Articles	\$32.28
Other Household Products	\$300.85
Other Home Services	\$15.25
Other Tobacco Products	\$353.86
Personal Care Services	\$493.00
Pet Purchase, Supplies, Medicine	\$98.55
Photo Processing	\$7.22
Portable Heating and Cooling Equipment	\$9.40
Property taxes owned dwellings	\$1,063.81
Property taxes owned vacation homes	\$61.09
Rent	\$5,435.07
Satellite Dishes	\$0.74
Shaving Needs	\$14.51
Small Electric Kitchen Appliances	\$33.83
Residential Telephone Including VOIP	\$189.33
Televisions	\$79.74
Tobacco Products and Smoking supplies	\$353.86
Tolls or Electronic Toll Passes	\$43.95
Toys, Games, Arts and Crafts, and Tricycles	\$110.51
Used Cars	\$754.43
Used Trucks	\$967.38
VCR's and Video Disc Players	\$3.37
Vehicle Insurance	\$1,089.00
Vehicle Inspection	\$11.81
Video Game Hardware And Software	\$115.85
Watches	\$61.82
Women's Suits	\$3.80

Evans

Evans

2022 Consumer Expenditures (Average Household Annual Expenditures):

Total Households	8,640
Median Household Income	\$57,081
Total Average Household Expenditure	\$69,016
Airline Fares	\$643.92
Alcoholic beverages purchased on trips	\$63.96
Alimony Expenditures	\$13.79
Alteration, Repair and Tailoring of Apparel and Accessories	\$8.13
Apparel and Services for Children Under 2	\$97.21
Apparel Laundry and Dry Cleaning not coin-operated	\$57.93
Books thru book clubs	\$3.80
Books not thru book clubs	\$51.48
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,431.06
CDs, Records, Audio Tapes	\$8.56
Cellular Phone Service	\$1,198.08
Child Support Expenditures	\$95.36
College Tuition	\$859.96
Computers and Computer Hardware for nonbusiness use	\$188.02
Computer information services	\$374.11
Coolant, brake fluid, transmission fluid, and other additives	\$8.04
Cosmetics, perfume, bath preparations	\$170.90
Deodorants, feminine hygiene, miscellaneous personal care	\$30.25
Electricity	\$1,254.18
Fees for Recreational Lessons	\$186.61
Finance Charges Excluding Mortgage And Vehicle	\$282.21
Floor Coverings, Nonpermanent	\$18.94
Food or Board at School	\$23.39
Food on out-of-town trips	\$444.30
Funeral Expenses	\$61.60
Furniture	\$484.16
Gasoline And Motor Oil	\$2,377.59
Girls' Active Sportswear	\$9.46
Hair Care Products	\$66.81
Hospital Room and Services	\$159.46
Health Care Insurance	\$854.66
Health Maintenance Organization (not BCBS)	\$862.55
Housekeeping Services	\$155.69
Household Textiles	\$160.20
Intracity Bus Fares	\$11.70

	Evans
Intracity Mass Transit Fares	\$77.74
Jewelry	\$125.50
Legal fees	\$237.73
Life and Other Personal Insurance	\$249.52
Maintenance and Repair Services	\$1,245.14
Medical equipment for general use	\$3.48
Men's Suits	\$20.93
Miscellaneous fees	\$3.76
Mortgage interest and charges owned dwellings	\$3,830.91
Mortgage interest and charges owned vacation homes	\$52.33
Natural Gas	\$409.03
New Cars	\$706.59
New Trucks	\$1,038.60
New Motorcycle	\$63.03
Oral Hygiene Products, Articles	\$38.16
Other Household Products	\$360.97
Other Home Services	\$17.42
Other Tobacco Products	\$435.24
Personal Care Services	\$583.79
Pet Purchase, Supplies, Medicine	\$119.74
Photo Processing	\$8.41
Portable Heating and Cooling Equipment	\$11.18
Property taxes owned dwellings	\$1,213.68
Property taxes owned vacation homes	\$67.68
Rent	\$6,133.94
Satellite Dishes	\$0.87
Shaving Needs	\$17.17
Small Electric Kitchen Appliances	\$40.00
Televisions	\$122.64
Tobacco Products and Smoking supplies	\$435.24
Tolls or Electronic Toll Passes	\$56.31
Toys, Games, Arts and Crafts, and Tricycles	\$127.66
Used Cars	\$862.50
Used Trucks	\$1,123.08
VCR's and Video Disc Players	\$3.93
Vehicle Insurance	\$1,186.33
Vehicle Inspection	\$13.58
Video Game Hardware And Software	\$134.32
Watches	\$78.51
Women's Suits	\$4.60

Not all Consumer Expenditure Categories are listed and will therefore NOT add up to Total Household Expenditure

Daytime Population Comparison Report



Date: April 6, 2018

Evans

2017A Population & Household Overview

Population	21,349
Household Population	21,346
Family Population	82.4%
Non-family Population	17.6%
Group Quarters Population	3
Households	7,234
Family Households	72.6%
Non-family Households	27.4%

2017A Daytime Population

Total Daytime Population	12,578
Population aged 16 and under (Children)	4,624
Daytime Population Age 16+	7,954
Civilian 16+, at Workplace	4,247
Civilian 16+, Unemployed	508
Civilian 16+, Work at home	247
Homemakers Age 16+	2,129
Retired population Age 65+	1,032
Student popn: Pre-kindergarten to 8th	3,502
Student popn: 9th grade-12th grade	21
Student popn: Post-secondary students	905

Mosaic Comparison Report

Date: April 6, 2018

Evans

	Pop Count (2017A)	%
A Power Elite		
A01 American Royalty	0	0.00%
A02 Platinum Prosperity	0	0.00%
A03 Kids and Cabernet	0	0.00%
A04 Picture Perfect Families	0	0.00%
A05 Couples with Clout	0	0.00%
A06 Jet Set Urbanites	0	0.00%
B Flourishing Families		
B07 Generational Soup	0	0.00%
B08 Babies and Bliss	0	0.00%
B09 Family Fun-tastic	0	0.00%
B10 Cosmopolitan Achievers	0	0.00%
C Booming with Confidence		
C11 Aging of Aquarius	0	0.00%
C12 Golf Carts and Gourmets	0	0.00%
C13 Silver Sophisticates	0	0.00%
C14 Boomers and Boomerangs	0	0.00%
D Suburban Style		
D15 Sports Utility Families	0	0.00%
D16 Settled in Suburbia	0	0.00%
D17 Cul de Sac Diversity	0	0.00%
D18 Suburban Attainment	0	0.00%
E Thriving Boomers		
E19 Full Pockets, Empty Nests	0	0.00%
E20 No Place Like Home	0	0.00%
E21 Unspoiled Splendor	180	0.84%
F Promising Families		
F22 Fast Track Couples	4	0.02%
F23 Families Matter Most	0	0.00%
G Young City Solos		
G24 Status Seeking Singles	0	0.00%
G25 Urban Edge	0	0.00%
H Middle-class Melting Pot		
H26 Progressive Potpourri	0	0.00%
H27 Birkenstocks and Beemers	0	0.00%
H28 Everyday Moderates	4,105	19.23%
H29 Destination Recreation	0	0.00%
I Family Union		

	Evans	
I30 Stockcars and State Parks	0	0.00%
I31 Blue Collar Comfort	0	0.00%
I32 Steadfast Conventionalists	0	0.00%
I33 Balance and Harmony	6,900	32.32%
J Autumn Years		
J34 Aging in Place	0	0.00%
J35 Rural Escape	0	0.00%
J36 Settled and Sensible	10	0.05%
K Significant Singles		
K37 Wired for Success	0	0.00%
K38 Gotham Blend	0	0.00%
K39 Metro Fusion	0	0.00%
K40 Bohemian Groove	0	0.00%
L Blue Sky Boomers		
L41 Booming and Consuming	0	0.00%
L42 Rooted Flower Power	0	0.00%
L43 Homemade Happiness	0	0.00%
M Families in Motion		
M44 Red, White and Bluegrass	0	0.00%
M45 Diapers and Debit Cards	851	3.99%
N Pastoral Pride		
N46 True Grit Americans	0	0.00%
N47 Countrified Pragmatics	0	0.00%
N48 Rural southern Bliss	0	0.00%
N49 Touch of Tradition	0	0.00%
O Singles and Starters		
O50 Full Steam Ahead	0	0.00%
O51 Digital Dependents	6,642	31.11%
O52 Urban Ambition	0	0.00%
O53 Colleges and Cafes	0	0.00%
O54 Striving Single Scene	0	0.00%
O55 Family Troopers	13	0.06%
P Cultural Connections		
P56 Mid-scale Medley	0	0.00%
P57 Modest Metro Means	0	0.00%
P58 Heritage Heights	0	0.00%
P59 Expanding Horizons	0	0.00%
P60 Striving Forward	0	0.00%
P61 Humble Beginnings	433	2.03%
Q Golden Year Guardians		
Q62 Reaping Rewards	0	0.00%
Q63 Footloose and Family Free	0	0.00%
Q64 Town Elders	0	0.00%

	Evans	
Q65 Senior Discounts	0	0.00%
R Aspirational Fusion		
R66 Dare to Dream	2,210	10.35%
R67 Hope for Tomorrow	0	0.00%
S Economic Challenges		
S68 Small Town Shallow Pockets	0	0.00%
S69 Urban Survivors	0	0.00%
S70 Tight Money	0	0.00%
S71 Tough Times	0	0.00%
U Unclassified		
U00 Unclassified	0	0.00%

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