

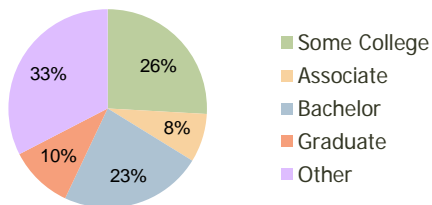
East Washington Place Petaluma, CA	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
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Current Year Demographics

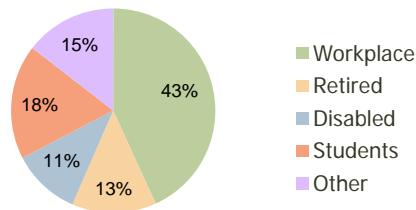
Current Population	17,066	62,134	67,580
Adjusted Total Pop (Carrier Route)	15,232	67,499	72,240
Total Daytime Pop	15,763	55,502	59,269
Workplace Pop	7,937	23,960	25,118
Average Household Income	\$78,041	\$93,310	\$94,083
Median Household Income	\$64,958	\$75,598	\$75,390
Total Housing Units	6,135	23,387	25,604
Median Home Value	\$342,813	\$400,363	\$409,369
Bachelors Degree	20.7%	23.2%	23.3%
Graduate Degree	6.8%	10.4%	10.5%
Total Consumer Spending/Capita	\$346	\$356	\$357

2016 Demographic Projections

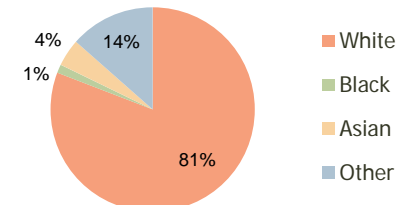
Projected Population	17,274	63,221	68,621
Projected 5 Year Pop Growth	0.2%	0.3%	0.3%
Projected Households	6,220	23,795	25,989
Projected 5 Year Household Growth	0.3%	0.3%	0.3%



Education (3-Mile)



Daytime Population (3-Mile)

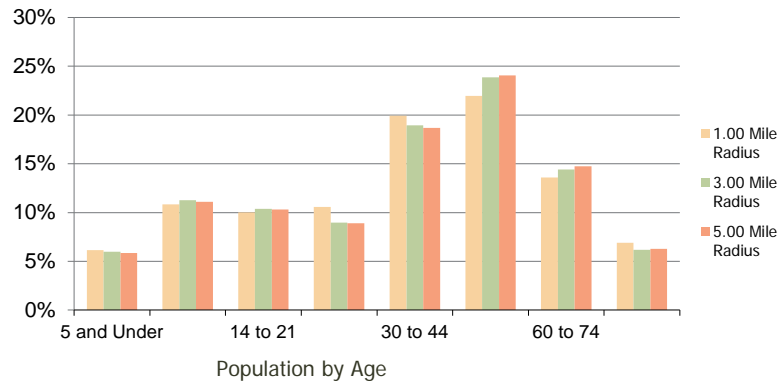


Ethnicity (3-Mile)

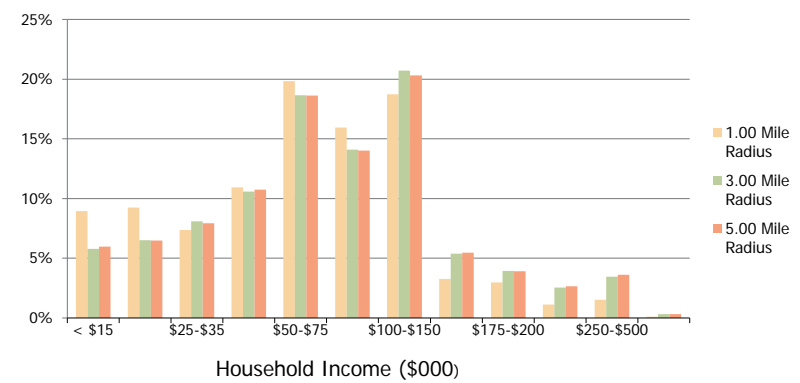
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East Washington Place Petaluma, CA	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
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Population by Age Range



Household Income by Income Range



	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Population			
Current Estimated Population	17,066	62,134	67,580
2010 Census Population	17,180	61,860	67,357
2000 Census Population	17,112	58,999	64,092
Historical Annual Growth 2000 to 2010	0.04%	0.47%	0.50%
Estimated Annual Growth 2010 to 2011	-0.38%	0.25%	0.19%
Projected Annual Growth 2011 to 2016	0.24%	0.35%	0.31%
Households			
Current Estimated Households	6,135	23,387	25,604
2010 Census Households	6,164	23,276	25,508
2000 Census Households	5,896	21,526	23,532
Historical Annual Growth 2000 to 2010	0.4%	0.8%	0.8%
Estimated Annual Growth 2010 to 2011	-0.3%	0.3%	0.2%
Projected Annual Growth 2011 to 2016	0.3%	0.3%	0.3%
Population per Household	2.7	2.6	2.6
Ethnicity			
White	77.5%	80.9%	81.4%
Black or African American	1.5%	1.3%	1.3%
Asian & Pacific Islander	3.5%	4.3%	4.1%
Other Races	17.5%	13.5%	13.1%
Hispanic or Latino Population	29.3%	21.1%	20.4%
Non Hispanic or Latino Population	70.7%	78.9%	79.6%

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