



Demographic and Market Profile

August 2009

Data is 2007 estimate unless otherwise noted

<u>Defined Geographic Area:</u> Bayfield Zip Code 81122 apprx. 520 sq. miles		<u>Approximate Physical Boundaries</u> from Town Center:	
Number of Households: _____ 3110		North –	18 miles
Total Population: _____ 7140		East –	12 miles
Median Age: _____ 40		South –	8 miles
Average Household Income: _____ \$ 62,625.		West –	8 miles
Median Household Income: _____ \$ 50,735.		Number of Active Business Licenses: __ 330 (August 2009)	
Per Capita Income: _____ \$ 27,485.		<u>Educational Attainment:</u>	
Total Personal Income: _____ \$ 194,763,750.		High School Graduation Rate: __ 99+ %	
<u>Local Retail Growth:</u> 2008 _____ 9.7% (retail sales receipts) 2007 _____ 7.6% 2006 _____ 13.8% 2005 _____ 14.3%		Adult population age 25 and above	
<u>Population Age</u> 19 and under: __ 1710 23.9%		Graduate Degree: 10 %	
20 to 34: _____ 1300 18.2%		Four-Year Degree: 21 %	
35 to 44: _____ 1050 14.7%		Two-Year Degree: 6 %	
45 to 54: _____ 1210 16.9%		Some College, no degree: _____ 31 %	
55 to 64: _____ 1080 15.1%		68 %	
65 and above: ____ 790 11.1%		<u>2008 Area Real Estate</u>	
<u>Workforce</u>		Bayfield In-Town Turnover 37 Units	
Employed in Blue Collar: _____ 40%		Avg. Price	\$ 302,000. + 4%
Employed in White Collar: _____ 60%		Median Price	\$ 309,000. + 8%
Employed in Green Collar: _____ TBD		High	\$ 465,000. – 2%
		Low	\$ 210,000. + 14%
		Bayfield Rural Turnover 66 Units	
		Avg. Price	\$ 332,400. – 9%
		Median Price	\$ 281,450. – 10%
		High	\$ 1,450,000. + 23%
		Low	\$ 61,500. – 62%