

Demographic Detail Comparison

Geography: 25 Miles: 1300 9TH AVE SE WATERTOWN, SD 57201, 50 Miles: 1300 9TH AVE SE WATERTOWN, SD 57201, 75 Miles: 1300 9TH AVE SE WATERTOWN, SD 57201

	25 Miles: 1300 9TH AVE SE WATERTOWN, SD 57201	50 Miles: 1300 9TH AVE SE WATERTOWN, SD 57201	75 Miles: 1300 9TH AVE SE WATERTOWN, SD 57201
Spring 2010 Demographics			
Total Population	35,630	103,073	220,021
Total Households	15,315	44,655	94,620
Female Population	17,711	51,333	109,261
% Female	49.7%	49.8%	49.7%
Male Population	17,918	51,740	110,760
% Male	50.3%	50.2%	50.3%
Population Density (per Sq. Mi.)	18.1	13.1	12.4
Age:			
Age 0 - 4	7.8%	6.6%	6.6%
Age 5 - 14	13.2%	11.7%	11.7%
Age 15 - 19	6.5%	7.0%	6.8%
Age 20 - 24	6.4%	8.9%	8.2%
Age 25 - 34	12.6%	12.9%	12.4%
Age 35 - 44	11.5%	10.3%	10.5%
Age 45 - 54	14.3%	13.7%	14.0%
Age 55 - 64	12.0%	12.2%	12.4%
Age 65 - 74	7.4%	7.8%	8.0%
Age 75 - 84	5.3%	5.5%	5.8%
Age 85 +	3.1%	3.4%	3.7%
Median Age	38.1	37.9	39.4
Housing Units			
Total Housing Units	17,184	52,026	109,218
Owner Occupied Housing Units	62.6%	60.5%	62.2%
Renter Occupied Housing Units	26.5%	25.3%	24.4%
Vacant Housing Units	10.9%	14.2%	13.4%
Race and Ethnicity			
American Indian, Eskimo, Aleut	1.5%	2.6%	3.0%
Asian	0.4%	0.8%	0.7%
Black	0.1%	0.2%	0.5%
Hawaiian/Pacific Islander	0.0%	0.0%	0.1%
White	96.5%	95.2%	94.2%
Other	0.5%	0.4%	0.6%
Multi-Race	0.9%	0.8%	1.0%

Hispanic Ethnicity	1.3%	1.1%	1.8%
Not of Hispanic Ethnicity	98.8%	99.0%	98.2%
Marital Status:			
Age 15 + Population	28,148	84,190	179,971
Divorced	7.2%	6.6%	6.9%
Never Married	23.3%	27.2%	26.0%
Now Married	59.5%	55.5%	55.9%
Separated	2.4%	3.0%	3.1%
Widowed	7.7%	7.7%	8.1%
Educational Attainment:			
Total Population Age 25+	23,570	67,813	147,014
Grade K - 8	5.1%	6.4%	7.2%
Grade 9 - 12	6.4%	6.2%	6.4%
High School Graduate	42.7%	38.9%	37.6%
Associates Degree	7.4%	7.4%	8.0%
Bachelor's Degree	16.8%	16.8%	15.5%
Graduate Degree	3.8%	6.2%	5.3%
Some College, No Degree	17.8%	18.3%	20.0%
Household Income:			
Income \$ 0 - \$9,999	6.8%	8.3%	8.1%
Income \$ 10,000 - \$14,999	8.0%	7.1%	6.8%
Income \$ 15,000 - \$24,999	11.4%	12.8%	13.1%
Income \$ 25,000 - \$34,999	13.6%	13.9%	13.4%
Income \$ 35,000 - \$49,999	17.3%	16.7%	16.7%
Income \$ 50,000 - \$74,999	20.2%	20.4%	20.7%
Income \$ 75,000 - \$99,999	10.7%	10.1%	10.5%
Income \$100,000 - \$124,999	6.5%	5.6%	5.2%
Income \$125,000 - \$149,999	2.8%	2.4%	2.4%
Income \$150,000 +	2.8%	2.7%	2.9%
Average Household Income	\$58,408	\$54,288	\$53,823
Median Household Income	\$42,993	\$41,799	\$42,216
Per Capita Income	\$25,410	\$24,327	\$23,899
Vehicles Available:			
0 Vehicles Available	4.4%	4.7%	5.3%
1 Vehicle Available	23.9%	25.9%	27.2%
2+ Vehicles Available	71.8%	69.4%	67.6%
Average Vehicles Per Household	2.2	2.2	2.1
Total Vehicles Available	34,152	97,307	198,077
Business and Employment:			
Number of Employees	20,025	53,548	113,523
Number of Establishments	1,901	5,401	11,580

25 Miles: 1300 9TH AVE SE
WATERTOWN, SD 57201

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75 Miles: 1300 9TH AVE SE
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Spring 2015 Demographics

Total Population	36,305	104,156	222,204
Total Households	15,912	46,438	97,226
Female Population	17,959	51,737	110,204
% Female	49.5%	49.7%	49.6%
Male Population	18,347	52,418	112,000
% Male	50.5%	50.3%	50.4%

Age:

Age 0 - 4	8.3%	7.3%	7.2%
Age 5 - 14	14.1%	12.3%	12.2%
Age 15 - 19	6.2%	5.7%	5.7%
Age 20 - 24	6.4%	6.9%	6.8%
Age 25 - 34	12.5%	16.0%	15.1%
Age 35 - 44	11.1%	10.2%	10.1%
Age 45 - 54	12.2%	11.4%	11.8%
Age 55 - 64	13.1%	13.2%	13.6%
Age 65 - 74	8.6%	9.0%	9.2%
Age 75 - 84	4.9%	5.3%	5.5%
Age 85 +	2.5%	2.7%	2.9%
Median Age	37.2	36.6	37.8

Housing Units Trend

Total Housing Units	17,881	54,105	112,268
Owner Occupied Housing Units	62.5%	60.3%	62.1%
Renter Occupied Housing Units	26.5%	25.5%	24.6%
Vacant Housing Units	11.0%	14.2%	13.4%

Race and Ethnicity

American Indian, Eskimo, Aleut	0.9%	2.1%	2.7%
Asian	0.5%	1.0%	0.9%
Black	0.1%	0.2%	0.5%
Hawaiian/Pacific Islander	0.0%	0.0%	0.1%
White	96.8%	95.3%	94.3%
Other	0.9%	0.6%	0.8%
Multi-Race	0.8%	0.7%	0.8%
Hispanic Ethnicity	1.4%	1.3%	2.2%
Not of Hispanic Ethnicity	98.6%	98.7%	97.8%

Marital Status:

Age 15 + Population	28,181	83,784	179,071
Divorced	7.2%	6.6%	6.9%
Never Married	23.2%	27.5%	26.2%
Now Married	59.6%	55.3%	55.8%
Separated	2.3%	3.0%	3.1%
Widowed	7.7%	7.6%	8.0%

Educational Attainment:

Total Population Age 25+	23,638	70,731	151,306
Grade K - 9	3.9%	5.1%	6.1%
Grade 9 - 12	5.9%	5.7%	5.8%
High School Graduate	44.3%	39.6%	38.1%
Associates Degree	7.3%	7.6%	8.4%
Bachelor's Degree	18.5%	18.7%	16.8%
Graduate Degree	3.4%	6.4%	5.6%
Some College, No Degree	16.6%	16.9%	19.2%

Household Income:

Income \$ 0 - \$9,999	5.9%	7.4%	7.1%
Income \$ 10,000 - \$14,999	8.0%	6.6%	6.4%
Income \$ 15,000 - \$24,999	10.0%	11.5%	11.8%
Income \$ 25,000 - \$34,999	12.9%	13.3%	12.9%
Income \$ 35,000 - \$49,999	16.3%	15.7%	15.9%
Income \$ 50,000 - \$74,999	20.4%	21.2%	21.2%
Income \$ 75,000 - \$99,999	12.4%	11.6%	11.9%
Income \$100,000 - \$124,999	7.9%	6.8%	6.4%
Income \$125,000 - \$149,999	3.1%	2.8%	3.0%
Income \$150,000 +	3.2%	3.2%	3.5%
Average Household Income	\$62,760	\$58,739	\$58,163
Median Household Income	\$45,876	\$45,015	\$45,622
Per Capita Income	\$27,846	\$27,149	\$26,318

Vehicles Available

0 Vehicles Available	3.6%	4.2%	5.0%
1 Vehicle Available	21.7%	24.4%	26.0%
2+ Vehicles Available	74.7%	71.4%	69.1%
Average Vehicles Per Household	2.4	2.4	2.2
Total Vehicles Available	37,447	105,129	209,428

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2000 Census Demographics

Total Population	35,186	104,666	226,920
Total Households	13,937	41,162	89,276
Female Population	17,687	52,596	113,691
% Female	50.3%	50.3%	50.1%
Male Population	17,500	52,071	113,229
% Male	49.7%	49.8%	49.9%

Age:

Age 0 - 4	6.8%	6.0%	5.9%
Age 5 - 14	15.1%	13.9%	14.2%
Age 15 - 19	8.4%	8.9%	8.6%
Age 20 - 24	6.1%	8.7%	7.3%
Age 25 - 34	11.8%	10.5%	10.5%

Age 35 - 44	15.4%	14.2%	14.5%
Age 45 - 54	12.6%	12.3%	12.7%
Age 55 - 64	8.3%	8.5%	8.7%
Age 65 - 74	7.3%	7.8%	8.0%
Age 75 - 84	5.8%	6.4%	6.7%
Age 85 +	2.4%	2.8%	2.9%

Median Age	36.3	36.5	37.6
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Housing Units Trend

Total Housing Units	15,705	47,791	102,480
Owner Occupied Housing Units	64.8%	61.3%	62.8%
Renter Occupied Housing Units	24.0%	24.8%	24.3%
Vacant Housing Units	11.3%	13.9%	12.9%

Race and Ethnicity

American Indian, Eskimo, Aleut	1.2%	2.3%	2.7%
Asian, and Hawaiian or other Pacific Islander	0.3%	0.5%	0.6%
Black	0.1%	0.2%	0.5%
White	97.2%	96.0%	94.8%
Other	0.5%	0.3%	0.5%
Two or More Races	0.8%	0.7%	0.8%
Hispanic Ethnicity	1.0%	0.7%	1.2%
Not of Hispanic Ethnicity	99.1%	99.3%	98.8%

Marital Status:

Age 15 + Population	27,478	83,815	181,256
Divorced	7.2%	6.6%	6.9%
Never Married	23.4%	27.1%	25.9%
Now Married	59.2%	55.4%	55.8%
Separated	2.4%	3.0%	3.1%
Widowed	7.8%	7.9%	8.3%

Educational Attainment:

Total Population Age 25+	22,383	65,337	145,169
Grade K - 9	8.5%	9.4%	9.2%
Grade 9 - 11, No diploma	7.2%	7.0%	7.6%
High School Graduate	39.0%	36.8%	36.3%
Associates Degree	7.2%	6.6%	6.9%
Bachelor's Degree	12.8%	13.4%	13.2%
Graduate Degree	4.5%	5.8%	4.9%
Some College, No Degree	20.3%	20.7%	21.5%
No Schooling Completed	0.4%	0.4%	0.5%
Public School Enrollment	88.9%	93.6%	92.3%
Private School Enrollment	11.1%	6.4%	7.7%

Household Income:

Income \$ 0 - \$9,999	10.1%	11.3%	11.2%
Income \$ 10,000 - \$14,999	7.5%	8.6%	8.5%
Income \$ 15,000 - \$24,999	16.6%	17.0%	17.0%
Income \$ 25,000 - \$34,999	14.8%	15.4%	15.3%
Income \$ 35,000 - \$49,999	20.2%	19.1%	19.1%
Income \$ 50,000 - \$74,999	19.8%	18.0%	18.2%
Income \$ 75,000 - \$99,999	5.2%	5.8%	6.1%
Income \$100,000 - \$124,999	2.6%	2.2%	2.1%
Income \$125,000 - \$149,999	1.6%	1.1%	1.0%
Income \$150,000 - \$199,999	0.4%	0.7%	0.7%
Income \$200,000 or More	1.1%	0.9%	0.9%

Average Household Income	\$45,200	\$42,414	\$42,064
Median Household Income	\$35,676	\$33,443	\$33,656
Per Capita Income	\$17,904	\$16,680	\$16,549

Vehicles Available

0 Vehicles Available	6.3%	5.9%	5.9%
1 Vehicle Available	27.3%	28.7%	29.6%
2 Vehicles Available	40.9%	39.1%	39.4%
3+ Vehicles Available	25.6%	26.3%	25.1%
Average Vehicles Per Household	1.8	1.7	1.7
Total Vehicles Available	27,564	82,116	174,896

Blue Collar Occupations	8,843	24,427	51,329
White Collar Occupations	9,498	28,869	61,488
% Blue Collar Workers	48.2%	45.8%	45.5%
% White Collar Workers	51.8%	54.2%	54.5%

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75 Miles: 1300 9TH AVE SE
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1990 Demographics

Total Population	31,519	100,411	224,570
Total Households	12,093	37,881	85,587
Female Population	16,070	50,676	114,009
% Female	51.0%	50.5%	50.8%
Male Population	15,449	49,735	110,561
% Male	49.0%	49.5%	49.2%

Age:

Total Population	31,519	100,411	224,570
Age 0 - 4	7.3%	6.8%	7.0%
Age 5 - 14	16.7%	15.6%	15.9%
Age 15 - 19	7.1%	7.8%	7.3%
Age 20 - 24	5.7%	7.7%	6.5%
Age 25 - 34	14.6%	13.7%	13.7%
Age 35 - 44	13.3%	12.5%	12.7%
Age 45 - 54	9.1%	8.8%	9.0%

Age 55 - 64	8.8%	9.0%	9.3%
Age 65 - 74	9.0%	9.2%	9.5%
Age 75 - 84	6.2%	6.2%	6.5%
Age 85 +	2.3%	2.6%	2.7%
Median Age	34.1	33.9	34.8

Housing Units

Total Housing Units	13,883	44,735	99,001
Owner Occupied Housing Units	61.4%	59.3%	61.1%
Renter Occupied Housing Units	25.7%	25.4%	25.4%
Vacant Housing Units	12.9%	15.3%	13.6%

Race and Ethnicity

American Indian, Eskimo, Aleut	0.9%	2.0%	2.1%
Asian	0.3%	0.5%	0.4%
Black	0.1%	0.1%	0.1%
White	98.7%	97.4%	97.2%
Other	0.1%	0.1%	0.1%
Hispanic Ethnicity	0.3%	0.3%	0.4%
Not of Hispanic Ethnicity	99.8%	99.8%	99.6%

Educational Attainment:

Total Population Age 25+	19,921	62,302	142,328
Grade K - 9	16.6%	16.9%	16.9%
Grade 9 - 12	9.5%	8.9%	9.1%
High School Graduate	39.8%	36.5%	36.6%
Associates Degree	6.7%	7.1%	7.5%
Bachelor's Degree	9.1%	9.9%	10.1%
Graduate Degree	3.3%	4.6%	3.9%
Some College, No Degree	15.0%	16.2%	15.9%

1990 Household Income:

Income \$ 0 - \$9,999	20.8%	22.5%	21.7%
Income \$ 10,000 - \$19,999	26.9%	25.5%	25.3%
Income \$ 20,000 - \$29,999	19.2%	20.1%	20.4%
Income \$ 30,000 - \$39,999	14.7%	14.0%	14.5%
Income \$ 40,000 - \$49,999	7.9%	8.1%	8.3%
Income \$ 50,000 - \$59,999	4.8%	4.3%	4.3%
Income \$ 60,000 - \$74,999	2.7%	2.8%	2.8%
Income \$ 75,000 - \$99,999	1.4%	1.4%	1.4%
Income \$100,000 - \$124,999	0.8%	0.7%	0.6%
Income \$125,000 - \$149,999	0.4%	0.2%	0.2%
Income \$150,000 +	0.3%	0.3%	0.4%
Average Household Income	\$26,090	\$25,474	\$25,916
Median Household Income	\$21,156	\$20,836	\$21,276
Per Capita Income	\$10,118	\$9,818	\$10,067

Vehicles Available

0 Vehicles Available	5.1%	5.6%	6.2%
1 Vehicle Available	27.6%	28.2%	28.6%
2+ Vehicles Available	67.3%	66.1%	65.2%
Average Vehicles Per Household	2.0	2.0	1.9
Total Vehicles Available	24,457	74,569	164,051

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50 Miles: 1300 9TH AVE SE
WATERTOWN, SD 57201

75 Miles: 1300 9TH AVE SE
WATERTOWN, SD 57201

Population Trend

1990	31,519	100,411	224,570
2000	35,186	104,666	226,920
Change 1990 to 2000	11.6%	4.2%	1.0%
2010	35,630	103,073	220,021
2015	36,305	104,156	222,204
Change 2010 to 2015	1.9%	1.1%	1.0%

Household Trend

1990	12,093	37,881	85,587
2000	13,937	41,162	89,276
Change 1990 to 2000	15.3%	8.7%	4.3%
2010	15,315	44,655	94,620
2015	15,912	46,438	97,226
Change 2010 to 2015	3.9%	4.0%	2.8%

Average Household Size Trend

1990	2.6	2.5	2.5
2000	2.5	2.4	2.4
2010	2.3	2.2	2.2
2015	2.2	2.1	2.2

Median Age Trend

1990	34	34	35
2000	36	37	38
Change 1990 to 2000	6.3%	7.8%	8.2%
2010	38	38	39
2015	37	37	38
Change 2010 to 2015	-2.5%	-3.3%	-4.1%

Housing Units Trend**Total Housing Units**

Change 1990 to 2000	13.1%	6.8%	3.5%
Change 2010 to 2015	4.1%	4.0%	2.8%

Owner Occupied Housing Units

Change 1990 to 2000	19.3%	10.5%	6.4%
Change 2010 to 2015	3.9%	3.7%	2.5%

Renter Occupied Housing Units

Change 1990 to 2000	5.6%	4.5%	-0.8%
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Change 2010 to 2015	3.9%	4.6%	3.3%
Vacant Housing Units			
Change 1990 to 2000	-1.3%	-3.3%	-1.6%
Change 2010 to 2015	5.4%	4.0%	3.1%
Race and Ethnicity Trend			
American Indian, Eskimo, Aleut			
Change 1990 to 2000	42.9%	19.8%	30.3%
Change 2010 to 2015	-37.2%	-15.8%	-9.6%
Asian or Pacific Islander			
Change 1990 to 2000	4.3%	24.8%	67.0%
Change 2010 to 2015	25.8%	28.9%	19.6%
Black			
Change 1990 to 2000	93.3%	45.2%	253.0%
Change 2010 to 2015	16.4%	4.6%	-1.7%
White			
Change 1990 to 2000	10.0%	2.8%	-1.5%
Change 2010 to 2015	2.2%	1.1%	1.1%
Other			
Change 1990 to 2000	967.7%	448.8%	259.9%
Change 2010 to 2015	64.9%	71.5%	46.3%
Hispanic Ethnicity			
Change 1990 to 2000	330.0%	211.5%	224.4%
Change 2010 to 2015	17.8%	21.7%	23.8%
Not of Hispanic Ethnicity			
Change 1990 to 2000	10.8%	3.7%	0.2%
Change 2010 to 2015	1.7%	0.8%	0.6%