

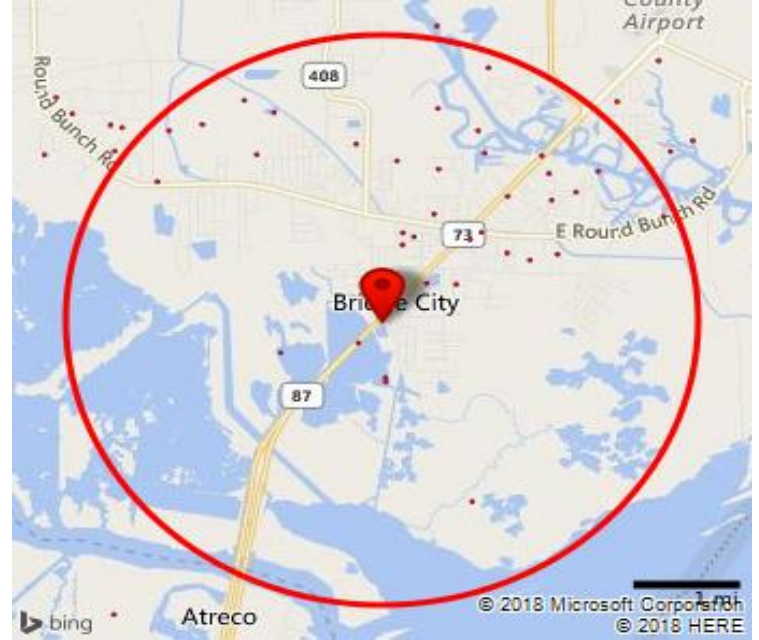
**Location Exposure**

The two-way average daily traffic for your location is 31,893 vehicles.

With a standard load factor of 1.5 people 18+ years of age, one-way traffic at your location delivers a Daily Effective Circulation of 23,920.

SAMPLE CPM (Cost per 1,000 Impressions)

- \$2.50 CPM will result in a 4-week ad rate of: **\$1,674**
- \$3.50 CPM will result in a 4-week ad rate of: **\$2,344**
- \$5.00 CPM will result in a 4-week ad rate of: **\$3,349**



**Population Statistics**

**Summary**

2010 Census	<b>9,672</b>
2017 Estimate	<b>10,521</b>
2022 Projection	<b>11,177</b>
'10 - '17 % Change	<b>8.8%</b>
'17 - '22 % Change	<b>6.2%</b>

**Age Cohorts**

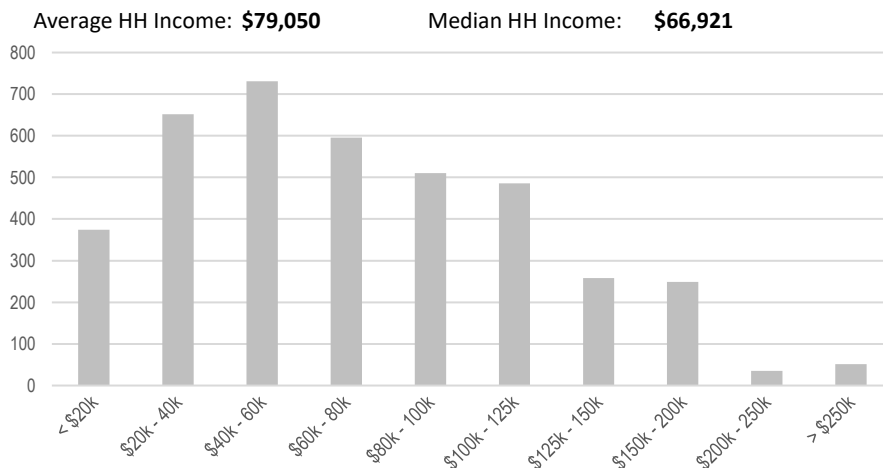
Population: < 18	<b>2,568</b>	24.4%
Population: 18 - 35	<b>2,297</b>	21.8%
Population: 35 - 50	<b>1,981</b>	18.8%
Population: 50 - 65	<b>2,142</b>	20.4%
Population: > 65	<b>1,533</b>	14.6%

Median Age: 37.9

**Education**

HS grad. or less	<b>3,054</b>	44.2%
Some college	<b>1,950</b>	28.2%
Assoc./prof. degree	<b>718</b>	10.4%
Bachelor's degree	<b>910</b>	13.2%
Master's or higher	<b>279</b>	4.0%

**Yearly Income by Household**



**Mode of Transportation to Work**

Car, truck, or van	<b>4,680</b>	100.0%
Public trans.	<b>0</b>	0.0%
Motorcycle	<b>0</b>	0.0%
Bicycle	<b>0</b>	0.0%
Walked	<b>0</b>	0.0%
Other means	<b>0</b>	0.0%

*Watchfire Signs makes no representation concerning the accuracy of data obtained from state or national geodatabase sources.*

**Your Local Watchfire Contact**

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