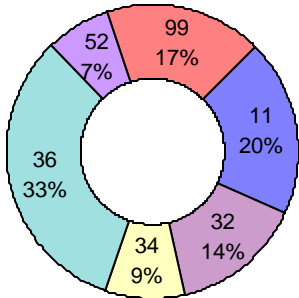


**UMC Community Profile**  
**ZIP Code 97330 -- Corvallis Post Office**  
*Corvallis, Benton County, OR*



**Lifestyles  
(Prizm)**

(99 = all other clusters)

Rank	Cluster	Number
1	36 College Town Singles	13,262



Cluster 36 has a typical mix of half locals and half students. It is unique, with thousands of penniless 18-24 year-old kids, plus highly educated professionals, all with a taste for prestige products beyond their evident means.

2	11 Second Tier City Elite	7,960
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The movers and shakers of our second tier cities. Primarily married, with teenaged children, they give first attention to their families, homes and clubs.

3	32 Mid-Level Second Tier City Executives	5,884
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The people who keep the wheels rolling in second tier cities, the business executives, bankers, doctors, lawyers, retailers, and city-hall chiefs. Half are older, married, post-child, half are younger, single, pre-child. This plus above-average incomes in all dollar brackets

4	34 Young Middle Class Blue Collar	3,631
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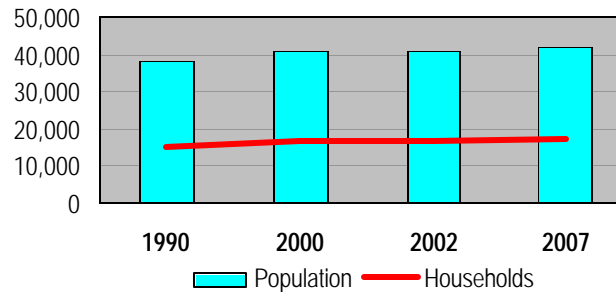
Cluster 34 has a high index for blue-collar jobs, for large families, and for solo parents with young children. To compensate, many live in natural beauty.

5	52 Retirement Town Seniors	3,045
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Cluster 52 is composed of seniors who choose to retire amongst country neighbors in scenic areas. Not as old, urban, or affluent as other retirees.

**Growth in Population and Households**

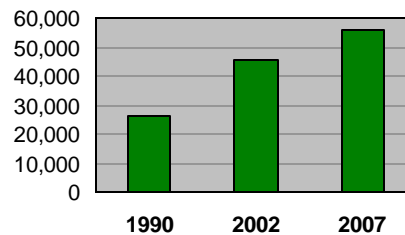


The total population of Corvallis has grown 7% from 1990 to 2002. At the same time the number of households increased 13%. The average household includes 2.4 individuals.

Between 2002 and 2007 total population is projected to go up 3%. The number of households will increase 3%. And the average household size will become 2.4 persons.

	1990	2000	2002	2007
<b>Population</b>	38,206	40,605	40,886	41,912
<b>Households</b>	14,851	16,559	16,722	17,262

**Median Household Income**



In 1990 the median household income was \$26,472. By 2002 income has climbed to \$45,584. In 2007 it is projected to reach \$56,113.

**Length of Residence**

The average length of residence in Corvallis was 4.1 years. 10,711 households (64%) have been in the same place 5 years or less. 1,930 (12%) have lived there 6-10 years, and 4,081 (24%) have stayed 11+ years.

