

## Demographic Report



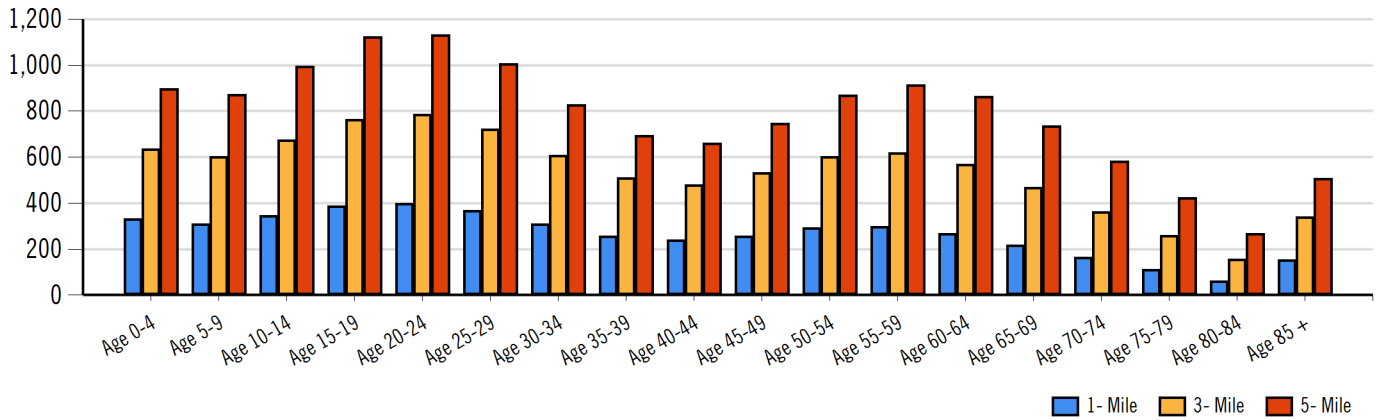
## Village Crossing

### Population

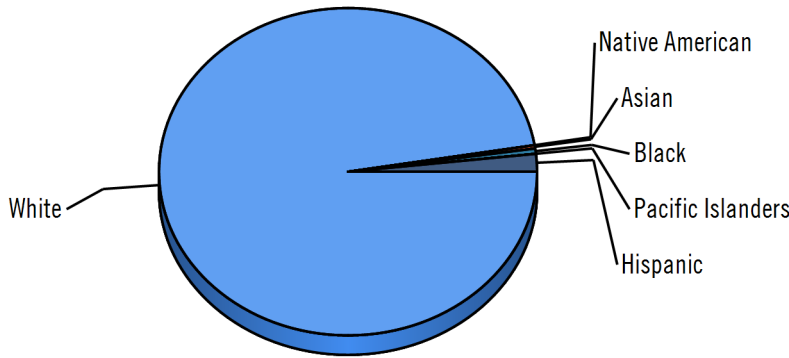
| Distance | Male  | Female | Total  |
|----------|-------|--------|--------|
| 1- Mile  | 2,304 | 2,484  | 4,788  |
| 3- Mile  | 4,773 | 4,937  | 9,710  |
| 5- Mile  | 7,117 | 7,023  | 14,140 |



## Population by Distance and Age (2018)



## Ethnicity within 5 miles

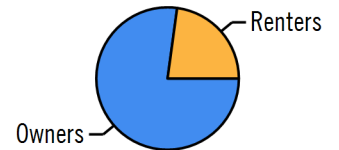


■ White 
 ■ Native American 
 ■ Asian 
 ■ Black 
 ■ Pacific Islanders 
 ■ Hispanic

### Home Ownership 1 Mile



### Home Ownership 3 Mile



### Home Ownership 5 Mile



## Employment by Distance

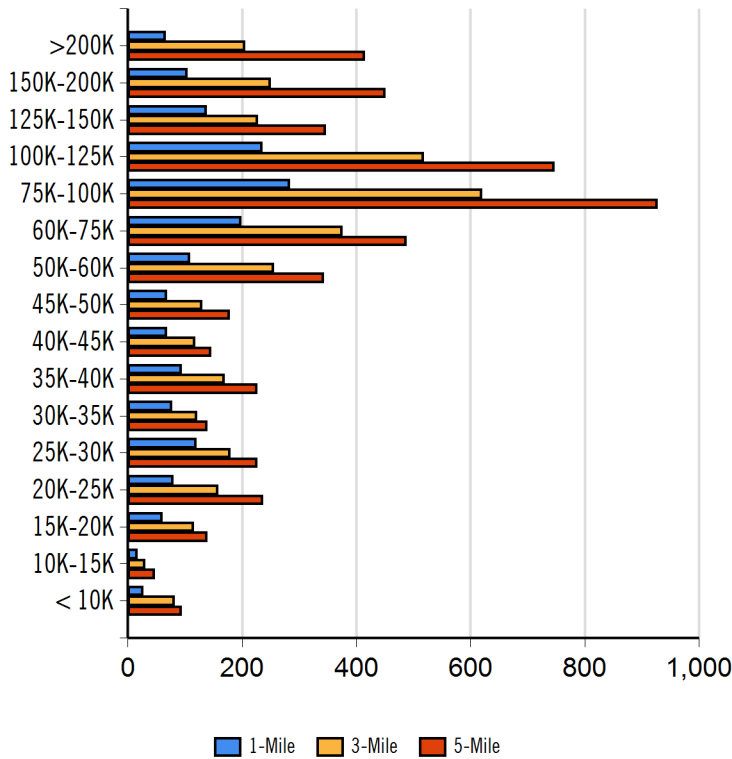
| Distance | Employed | Unemployed | Unemployment Rate |
|----------|----------|------------|-------------------|
| 1-Mile   | 2,603    | 47         | 1.55 %            |
| 3-Mile   | 5,328    | 99         | 1.27 %            |
| 5-Mile   | 7,751    | 159        | 1.44 %            |



## Labor & Income

|        | Agriculture | Mining | Construction | Manufacturing | Wholesale | Retail | Transportation | Information | Professional | Utility | Hospitality | Pub-Admin | Other |
|--------|-------------|--------|--------------|---------------|-----------|--------|----------------|-------------|--------------|---------|-------------|-----------|-------|
| 1-Mile | 16          | 2      | 254          | 294           | 47        | 234    | 52             | 37          | 332          | 578     | 168         | 155       | 137   |
| 3-Mile | 42          | 2      | 516          | 575           | 132       | 516    | 131            | 86          | 652          | 1,221   | 322         | 270       | 271   |
| 5-Mile | 102         | 4      | 736          | 800           | 195       | 807    | 212            | 155         | 954          | 1,730   | 421         | 384       | 356   |

## Household Income



| Radius | Median Household Income |
|--------|-------------------------|
| 1-Mile | \$62,401.67             |
| 3-Mile | \$87,585.67             |
| 5-Mile | \$87,517.50             |

| Radius | Average Household Income |
|--------|--------------------------|
| 1-Mile | \$78,045.33              |
| 3-Mile | \$92,793.00              |
| 5-Mile | \$92,390.00              |

| Radius | Aggregate Household Income |
|--------|----------------------------|
| 1-Mile | \$147,699,187.85           |
| 3-Mile | \$318,350,894.74           |
| 5-Mile | \$495,616,696.98           |

## Education

|                  | 1-Mile | 3-mile | 5-mile |
|------------------|--------|--------|--------|
| Pop > 25         | 3,012  | 6,243  | 9,115  |
| High School Grad | 724    | 1,510  | 2,325  |
| Some College     | 722    | 1,466  | 2,080  |
| Associates       | 323    | 745    | 1,142  |
| Bachelors        | 712    | 1,418  | 1,969  |
| Masters          | 125    | 323    | 500    |
| Prof. Degree     | 33     | 90     | 149    |
| Doctorate        | 32     | 55     | 79     |

## Tapestry

|                             | 1-Mile | 3-mile | 5-mile |
|-----------------------------|--------|--------|--------|
| Vacant Ready For Rent       | 25 %   | 23 %   | 25 %   |
| Teen's                      | 76 %   | 67 %   | 75 %   |
| Expensive Homes             | 0 %    | 0 %    | 0 %    |
| Mobile Homes                | 0 %    | 8 %    | 16 %   |
| New Homes                   | 79 %   | 119 %  | 176 %  |
| New Households              | 65 %   | 55 %   | 57 %   |
| Military Households         | 32 %   | 28 %   | 24 %   |
| Households with 4+ Cars     | 21 %   | 37 %   | 48 %   |
| Public Transportation Users | 0 %    | 1 %    | 2 %    |
| Young Wealthy Households    | 0 %    | 34 %   | 76 %   |

This Tapestry information compares this selected market against the average. If a tapestry is over 100% it is above average for that statistic. If a tapestry is under 100% it is below average.



## Expenditures

|                                 | 1-Mile     | %       | 3-Mile      | %       | 5-Mile      | %       |
|---------------------------------|------------|---------|-------------|---------|-------------|---------|
| <b>Total Expenditures</b>       | 91,722,999 |         | 192,684,453 |         | 291,556,811 |         |
| <b>Average annual household</b> | 51,054     |         | 57,027      |         | 56,731      |         |
| <b>Food</b>                     | 6,606      | 12.94 % | 7,313       | 12.82 % | 7,269       | 12.81 % |
| Food at home                    | 4,279      |         | 4,612       |         | 4,592       |         |
| Cereals and bakery products     | 609        |         | 657         |         | 654         |         |
| Cereals and cereal products     | 216        |         | 233         |         | 232         |         |
| Bakery products                 | 393        |         | 424         |         | 422         |         |
| Meats poultry fish and eggs     | 847        |         | 902         |         | 897         |         |
| Beef                            | 199        |         | 210         |         | 209         |         |
| Pork                            | 154        |         | 159         |         | 159         |         |
| Poultry                         | 157        |         | 169         |         | 167         |         |
| Fish and seafood                | 136        |         | 150         |         | 148         |         |
| Eggs                            | 69         |         | 73          |         | 73          |         |
| Dairy products                  | 435        |         | 479         |         | 476         |         |
| Fruits and vegetables           | 871        |         | 946         |         | 942         |         |
| Fresh fruits                    | 128        |         | 139         |         | 139         |         |
| Processed vegetables            | 165        |         | 175         |         | 174         |         |
| Sugar and other sweets          | 159        |         | 168         |         | 168         |         |
| Fats and oils                   | 136        |         | 146         |         | 145         |         |
| Miscellaneous foods             | 804        |         | 865         |         | 863         |         |
| Nonalcoholic beverages          | 364        |         | 383         |         | 381         |         |
| Food away from home             | 2,327      |         | 2,701       |         | 2,677       |         |
| Alcoholic beverages             | 372        |         | 430         |         | 428         |         |
| <b>Housing</b>                  | 18,160     | 35.57 % | 19,834      | 34.78 % | 19,760      | 34.83 % |
| Shelter                         | 10,932     |         | 12,014      |         | 11,967      |         |
| Owned dwellings                 | 6,721      |         | 7,621       |         | 7,591       |         |
| Mortgage interest and charges   | 3,412      |         | 3,934       |         | 3,925       |         |
| Property taxes                  | 2,258      |         | 2,575       |         | 2,558       |         |
| Maintenance repairs             | 1,051      |         | 1,112       |         | 1,107       |         |
| Rented dwellings                | 3,307      |         | 3,279       |         | 3,282       |         |
| Other lodging                   | 903        |         | 1,114       |         | 1,094       |         |
| Utilities fuels                 | 4,247      |         | 4,449       |         | 4,447       |         |
| Natural gas                     | 402        |         | 432         |         | 430         |         |
| Electricity                     | 1,679      |         | 1,727       |         | 1,727       |         |
| Fuel oil                        | 165        |         | 180         |         | 179         |         |
| Telephone services              | 1,327      |         | 1,393       |         | 1,394       |         |
| Water and other public services | 673        |         | 716         |         | 715         |         |
| <b>Household operations</b>     | 1,268      | 2.48 %  | 1,430       | 2.51 %  | 1,421       | 2.50 %  |
| Personal services               | 377        |         | 440         |         | 437         |         |
| Other household expenses        | 891        |         | 989         |         | 984         |         |
| Housekeeping supplies           | 614        |         | 676         |         | 669         |         |
| Laundry and cleaning supplies   | 166        |         | 179         |         | 178         |         |
| Other household products        | 361        |         | 399         |         | 395         |         |
| Postage and stationery          | 86         |         | 98          |         | 96          |         |
| Household furnishings           | 1,097      |         | 1,262       |         | 1,253       |         |
| Household textiles              | 80         |         | 95          |         | 94          |         |
| Furniture                       | 241        |         | 304         |         | 298         |         |
| Floor coverings                 | 27         |         | 35          |         | 34          |         |
| Major appliances                | 139        |         | 140         |         | 143         |         |
| Small appliances                | 90         |         | 100         |         | 99          |         |
| Miscellaneous                   | 518        |         | 587         |         | 584         |         |
| <b>Apparel and services</b>     | 1,382      | 2.71 %  | 1,554       | 2.73 %  | 1,537       | 2.71 %  |
| Men and boys                    | 273        |         | 327         |         | 322         |         |
| Men 16 and over                 | 229        |         | 276         |         | 272         |         |
| Boys 2 to 15                    | 44         |         | 51          |         | 50          |         |
| Women and girls                 | 487        |         | 546         |         | 539         |         |



| ABSTRACT Commercial Real Estate |     | 132 E Wilson St Madison, WI 53703   608-239-4781 |     |
|---------------------------------|-----|--|-----|
| Women 16 and over               | 409 | 469  | 462 |
| Girls 2 to 15                   | 77  | 76   | 77  |
| Children under 2                | 89  | 94   | 94  |

## Expenditures (Continued)

|                                   | 1-Mile     | %       | 3-Mile      | %       | 5-Mile      | %       |
|-----------------------------------|------------|---------|-------------|---------|-------------|---------|
| <b>Total Expenditures</b>         | 91,722,999 |         | 192,684,453 |         | 291,556,811 |         |
| <b>Average annual household</b>   | 51,054     |         | 57,027      |         | 56,731      |         |
| <b>Transportation</b>             | 7,042      | 13.79 % | 7,766       | 13.62 % | 7,743       | 13.65 % |
| Vehicle purchases                 | 1,685      |         | 1,971       |         | 1,957       |         |
| Cars and trucks new               | 860        |         | 1,034       |         | 1,024       |         |
| Cars and trucks used              | 784        |         | 889         |         | 883         |         |
| Gasoline and motor oil            | 2,194      |         | 2,316       |         | 2,320       |         |
| Other vehicle expenses            | 2,659      |         | 2,860       |         | 2,859       |         |
| Vehicle finance charges           | 181        |         | 195         |         | 196         |         |
| Maintenance and repairs           | 925        |         | 1,023       |         | 1,017       |         |
| Vehicle insurance                 | 1,212      |         | 1,252       |         | 1,257       |         |
| Vehicle rental leases             | 341        |         | 390         |         | 387         |         |
| Public transportation             | 503        |         | 617         |         | 605         |         |
| <b>Health care</b>                | 3,967      | 7.77 %  | 4,255       | 7.46 %  | 4,250       | 7.49 %  |
| Health insurance                  | 2,581      |         | 2,737       |         | 2,733       |         |
| Medical services                  | 848        |         | 940         |         | 940         |         |
| Drugs                             | 408        |         | 435         |         | 434         |         |
| Medical supplies                  | 129        |         | 143         |         | 142         |         |
| <b>Entertainment</b>              | 3,085      | 6.04 %  | 3,403       | 5.97 %  | 3,396       | 5.99 %  |
| Fees and admissions               | 598        |         | 732         |         | 723         |         |
| Television radios                 | 1,062      |         | 1,103       |         | 1,107       |         |
| Pets toys                         | 1,136      |         | 1,256       |         | 1,250       |         |
| Personal care products            | 664        |         | 752         |         | 746         |         |
| Reading                           | 58         |         | 64          |         | 63          |         |
| Education                         | 1,300      |         | 1,665       |         | 1,621       |         |
| Tobacco products                  | 400        |         | 392         |         | 393         |         |
| <b>Miscellaneous</b>              | 807        | 1.58 %  | 898         | 1.57 %  | 895         | 1.58 %  |
| <b>Cash contributions</b>         | 1,327      |         | 1,434       |         | 1,439       |         |
| <b>Personal insurance</b>         | 5,880      |         | 7,261       |         | 7,185       |         |
| Life and other personal insurance | 182        |         | 199         |         | 199         |         |
| Pensions and Social Security      | 5,698      |         | 7,062       |         | 6,986       |         |

| Distance | Year | Estimated Households |       |         | Housing Occupied By |        | Housing Occupancy |        |        |
|----------|------|----------------------|-------|---------|---------------------|--------|-------------------|--------|--------|
|          |      | Projection           | 2000  | Change  | 1 Person            | Family | Owner             | Renter | Vacant |
| 1-Mile   | 2020 | 3,012                | 2,590 | 13.68 % | 621                 | 2,276  | 2,253             | 759    | 168    |
| 3-Mile   | 2020 | 5,776                | 5,004 | 12.96 % | 1,143               | 4,418  | 4,669             | 1,107  | 344    |
| 5-Mile   | 2020 | 7,090                | 6,225 | 11.50 % | 1,347               | 5,451  | 5,752             | 1,338  | 457    |
| 1-Mile   | 2023 | 3,106                | 2,590 | 17.24 % | 641                 | 2,348  | 2,324             | 782    | 188    |
| 3-Mile   | 2023 | 5,896                | 5,004 | 15.32 % | 1,169               | 4,509  | 4,794             | 1,102  | 456    |
| 5-Mile   | 2023 | 7,232                | 6,225 | 13.69 % | 1,376               | 5,559  | 5,909             | 1,323  | 620    |