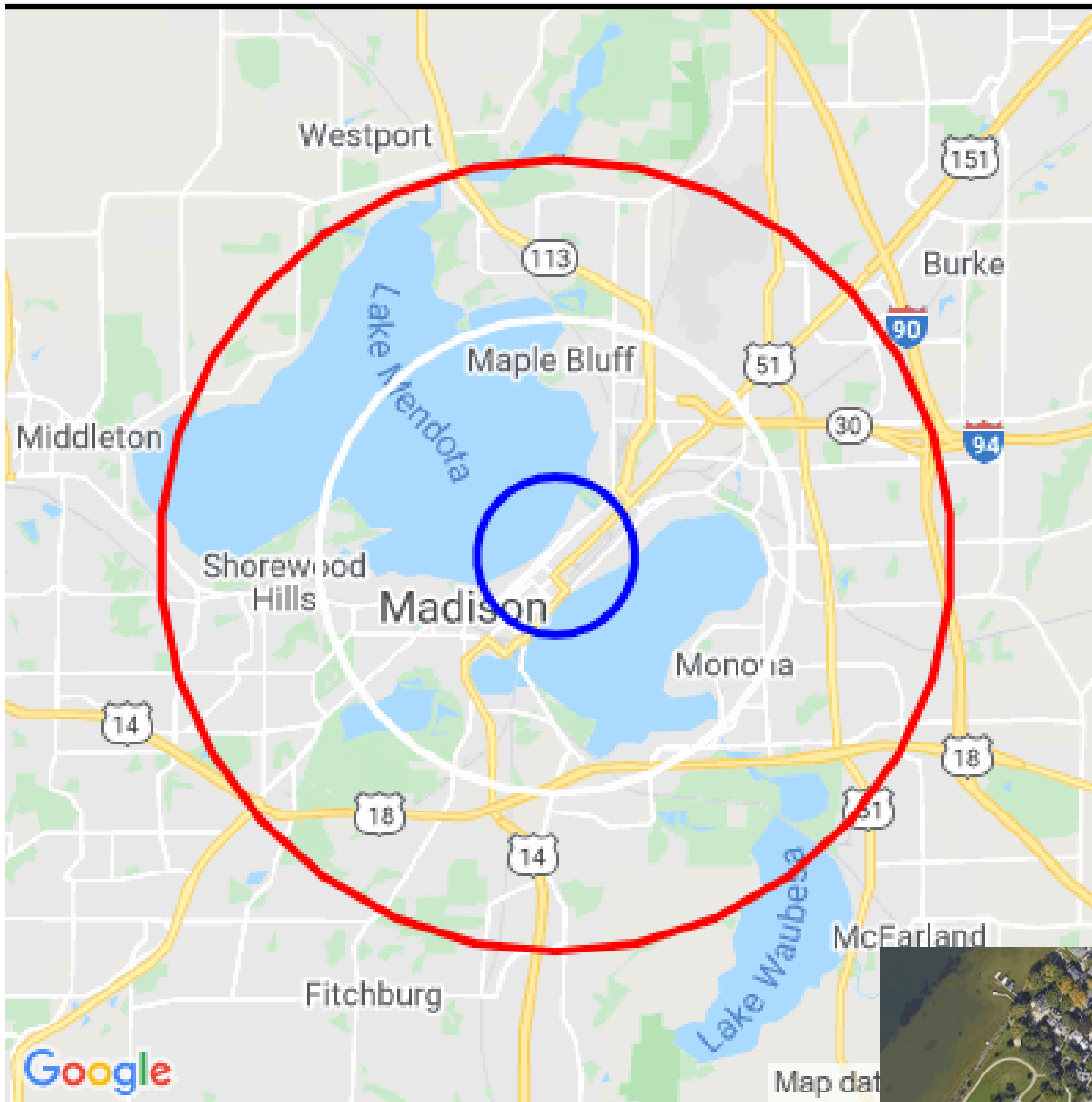


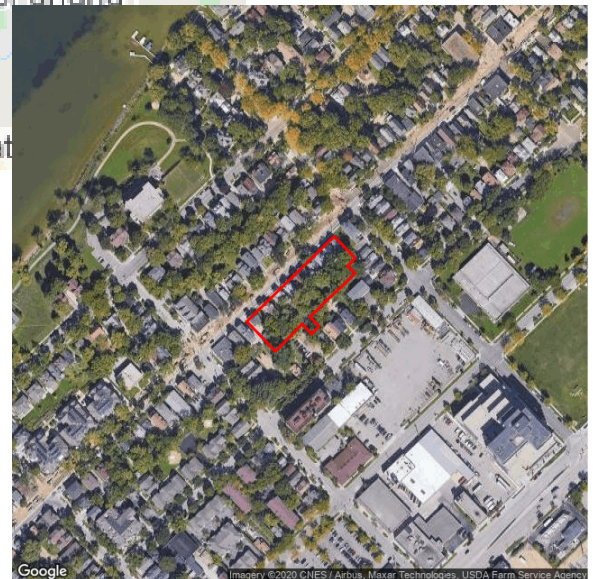
Demographic Report



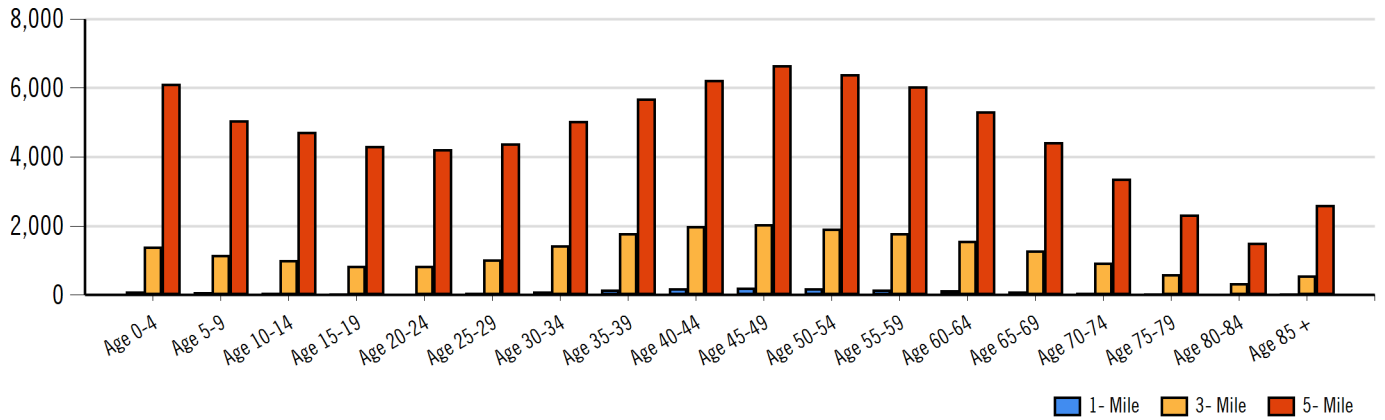
700 East

Population

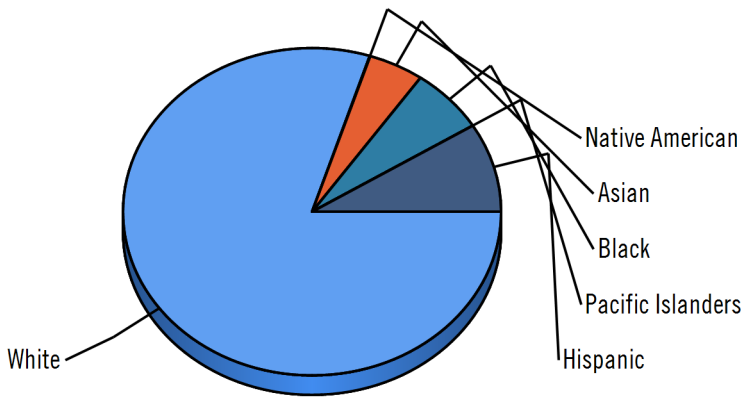
Distance	Male	Female	Total
1- Mile	904	935	1,838
3- Mile	11,230	11,375	22,605
5- Mile	41,368	43,143	84,511



Population by Distance and Age (2018)

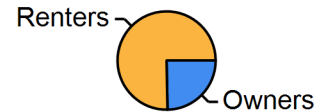


Ethnicity within 5 miles

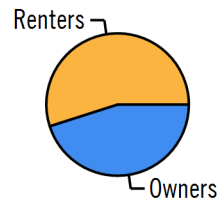


White Native American Asian Black Pacific Islanders Hispanic

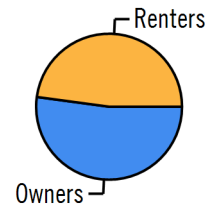
Home Ownership 1 Mile



Home Ownership 3 Mile



Home Ownership 5 Mile



Employment by Distance

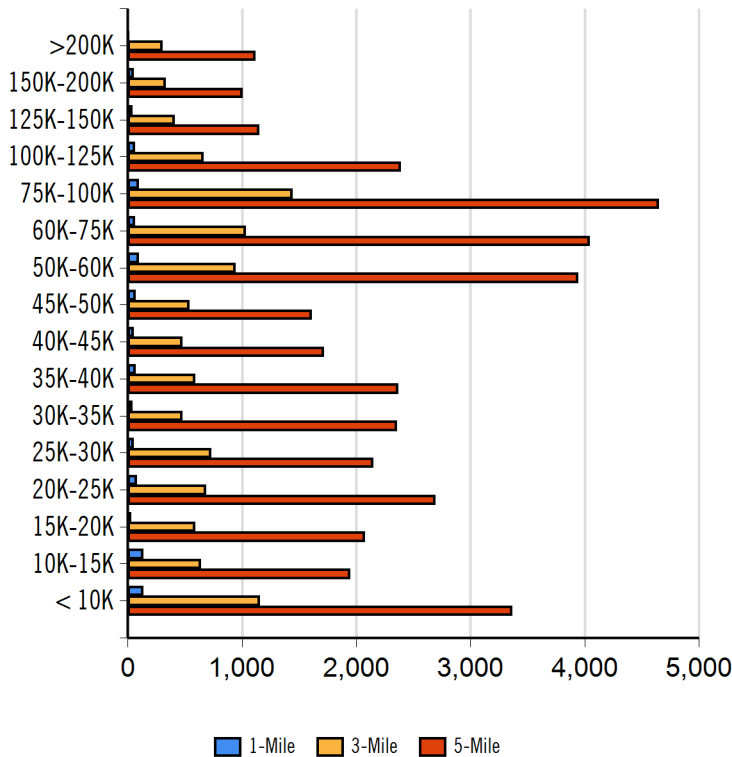
Distance	Employed	Unemployed	Unemployment Rate
1-Mile	1,281	32	1.01 %
3-Mile	14,433	470	2.38 %
5-Mile	48,368	1,721	2.87 %



Labor & Income

	Agriculture	Mining	Construction	Manufacturing	Wholesale	Retail	Transportation	Information	Professional	Utility	Hospitality	Pub-Admin	Other
1-Mile	0	0	68	43	20	82	14	14	184	558	109	88	58
3-Mile	70	13	474	822	381	1,161	362	473	1,566	5,300	1,424	878	946
5-Mile	205	84	1,709	3,869	1,026	4,219	1,773	1,236	5,457	15,957	4,734	2,824	2,776

Household Income



Radius	Median Household Income
1-Mile	\$45,904.67
3-Mile	\$53,062.29
5-Mile	\$57,060.13

Radius	Average Household Income
1-Mile	\$55,187.00
3-Mile	\$59,553.14
5-Mile	\$64,514.99

Radius	Aggregate Household Income
1-Mile	\$54,895,386.51
3-Mile	\$643,512,432.32
5-Mile	\$2,275,825,831.00

Education

	1-Mile	3-mile	5-mile
Pop > 25	1,515	17,349	60,070
High School Grad	131	2,165	11,856
Some College	220	2,701	11,011
Associates	54	998	3,980
Bachelors	536	5,796	14,921
Masters	402	3,036	7,172
Prof. Degree	28	587	1,862
Doctorate	28	652	1,644

Tapestry

	1-Mile	3-mile	5-mile
Vacant Ready For Rent	16 %	36 %	44 %
Teen's	17 %	46 %	64 %
Expensive Homes	0 %	43 %	26 %
Mobile Homes	2 %	3 %	16 %
New Homes	6 %	8 %	12 %
New Households	83 %	114 %	103 %
Military Households	0 %	3 %	12 %
Households with 4+ Cars	22 %	44 %	39 %
Public Transportation Users	143 %	136 %	136 %
Young Wealthy Households	0 %	17 %	25 %

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	%
Total Expenditures	44,294,714		489,249,897		1,717,526,084	
Average annual household	43,492		45,115		46,516	
Food	5,764	13.25 %	5,941	13.17 %	6,090	13.09 %
Food at home	3,839		3,934		4,006	
Cereals and bakery products	543		559		569	
Cereals and cereal products	193		199		204	
Bakery products	349		359		365	
Meats poultry fish and eggs	770		789		802	
Beef	177		183		185	
Pork	138		142		144	
Poultry	147		150		152	
Fish and seafood	123		126		129	
Eggs	63		64		66	
Dairy products	383		395		402	
Fruits and vegetables	770		791		810	
Fresh fruits	113		115		119	
Processed vegetables	151		154		156	
Sugar and other sweets	142		145		147	
Fats and oils	120		124		127	
Miscellaneous foods	731		742		754	
Nonalcoholic beverages	335		340		343	
Food away from home	1,924		2,006		2,083	
Alcoholic beverages	307		315		328	
Housing	16,060	36.93 %	16,534	36.65 %	16,945	36.43 %
Shelter	9,711		9,991		10,241	
Owned dwellings	5,450		5,723		5,972	
Mortgage interest and charges	2,755		2,865		2,989	
Property taxes	1,803		1,915		2,005	
Maintenance repairs	891		943		977	
Rented dwellings	3,553		3,506		3,468	
Other lodging	708		762		799	
Utilities fuels	3,825		3,931		4,012	
Natural gas	346		361		371	
Electricity	1,558		1,590		1,614	
Fuel oil	141		148		154	
Telephone services	1,184		1,219		1,245	
Water and other public services	595		612		627	
Household operations	1,062	2.44 %	1,098	2.43 %	1,134	2.44 %
Personal services	311		313		323	
Other household expenses	751		785		811	
Housekeeping supplies	538		556		568	
Laundry and cleaning supplies	151		154		156	
Other household products	307		320		328	
Postage and stationery	78		81		83	
Household furnishings	923		955		989	
Household textiles	72		72		74	
Furniture	193		207		215	
Floor coverings	21		23		24	
Major appliances	123		129		135	
Small appliances	79		83		86	
Miscellaneous	433		439		451	
Apparel and services	1,205	2.77 %	1,226	2.72 %	1,243	2.67 %
Men and boys	220		229		236	
Men 16 and over	180		188		195	
Boys 2 to 15	40		41		40	
Women and girls	434		448		455	

ABSTRACT Commercial Real Estate		132 E Wilson St Madison, WI 53703 608-239-4781	
Women 16 and over	362	375	383
Girls 2 to 15	71	72	72
Children under 2	94	91	90

Expenditures (Continued)

	1-Mile	%	3-Mile	%	5-Mile	%
Total Expenditures	44,294,714		489,249,897		1,717,526,084	
Average annual household	43,492		45,115		46,516	
Transportation	5,915	13.60 %	6,152	13.64 %	6,356	13.66 %
Vehicle purchases	1,328		1,400		1,461	
Cars and trucks new	643		707		747	
Cars and trucks used	649		655		674	
Gasoline and motor oil	1,960		2,003		2,046	
Other vehicle expenses	2,228		2,326		2,407	
Vehicle finance charges	156		158		164	
Maintenance and repairs	774		811		835	
Vehicle insurance	1,023		1,069		1,110	
Vehicle rental leases	274		286		296	
Public transportation	397		421		441	
Health care	3,336	7.67 %	3,479	7.71 %	3,608	7.76 %
Health insurance	2,212		2,303		2,382	
Medical services	688		717		749	
Drugs	328		345		358	
Medical supplies	107		112		117	
Entertainment	2,568	5.90 %	2,648	5.87 %	2,734	5.88 %
Fees and admissions	454		480		507	
Television radios	961		977		997	
Pets toys	928		964		995	
Personal care products	554		578		596	
Reading	47		50		52	
Education	1,107		1,175		1,203	
Tobacco products	401		402		400	
Miscellaneous	696	1.60 %	727	1.61 %	753	1.62 %
Cash contributions	1,153		1,211		1,266	
Personal insurance	4,376		4,673		4,936	
Life and other personal insurance	144		148		155	
Pensions and Social Security	4,232		4,525		4,781	

Distance	Year	Estimated Households			Housing Occupied By		Housing Occupancy		
		Projection	2000	Change	1 Person	Family	Owner	Renter	Vacant
1-Mile	2020	2,268	2,006	13.35 %	963	686	666	1,602	164
3-Mile	2020	15,435	13,897	10.59 %	5,972	6,170	7,099	8,336	1,196
5-Mile	2020	50,918	44,634	13.24 %	17,587	25,865	27,186	23,732	3,690
1-Mile	2023	2,318	2,006	15.90 %	984	701	666	1,652	236
3-Mile	2023	15,813	13,897	13.16 %	6,124	6,308	7,219	8,594	1,869
5-Mile	2023	52,462	44,634	16.53 %	18,113	26,645	27,971	24,491	5,831

