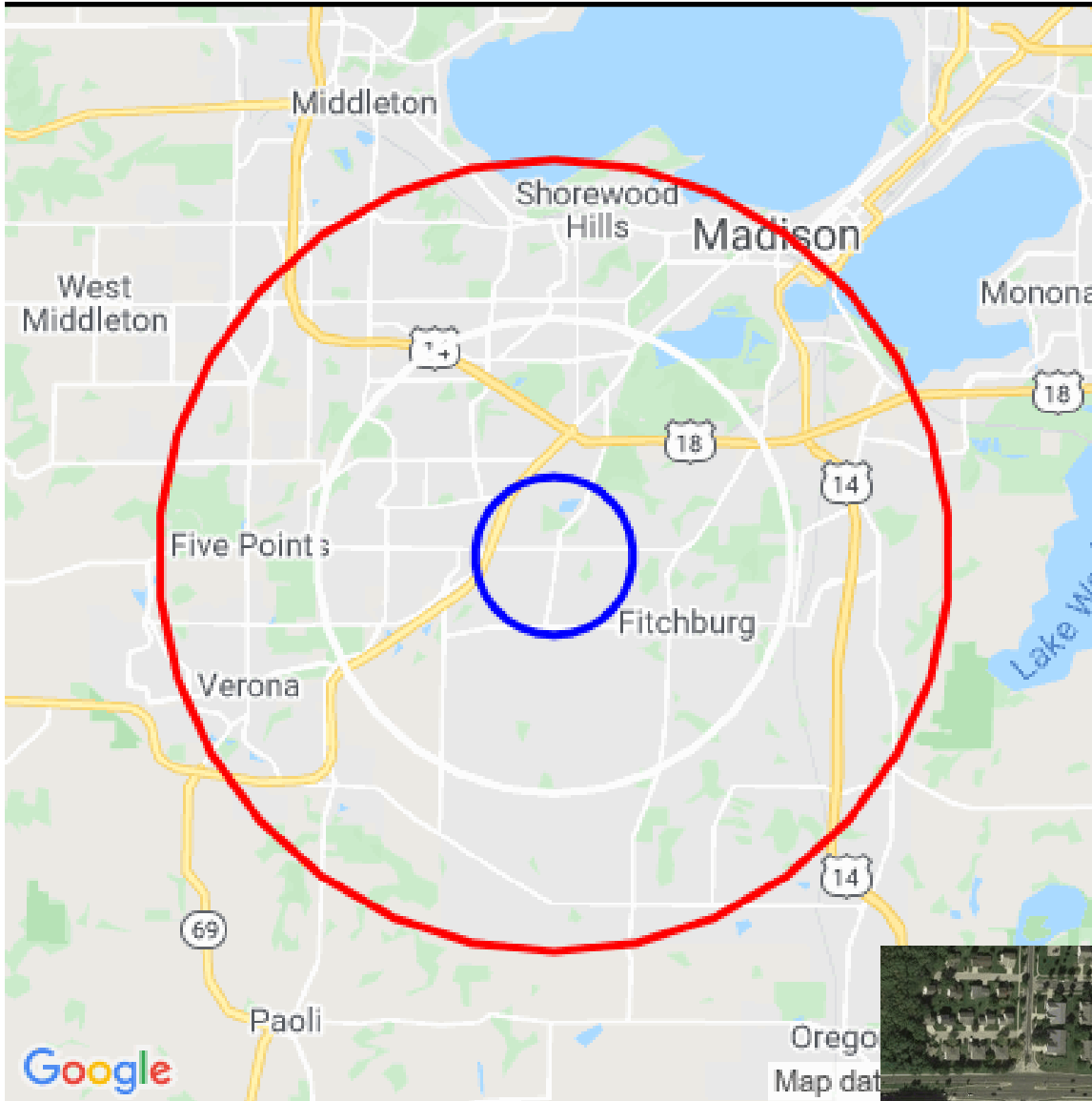


## Demographic Report



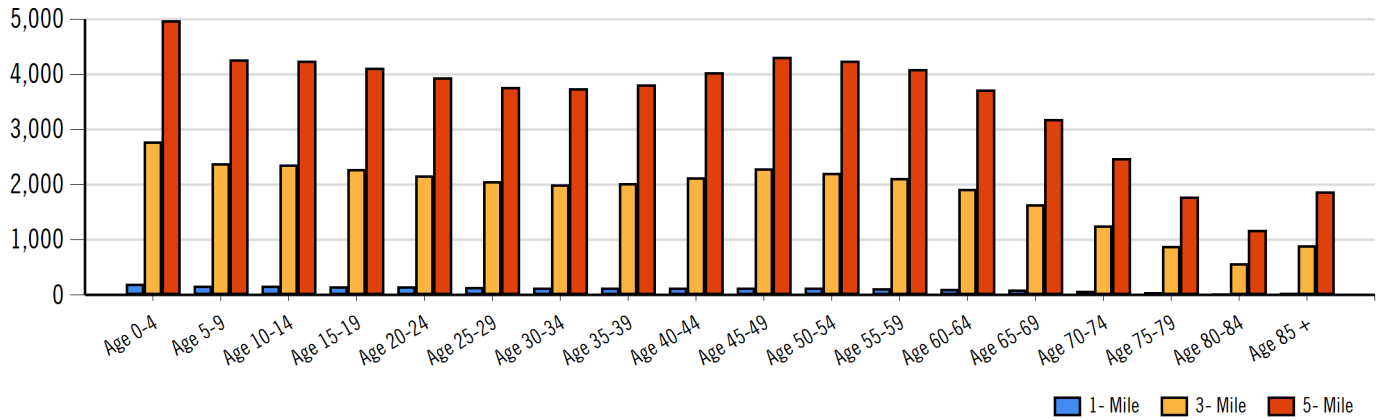
### 5955 McKee Rd

#### Population

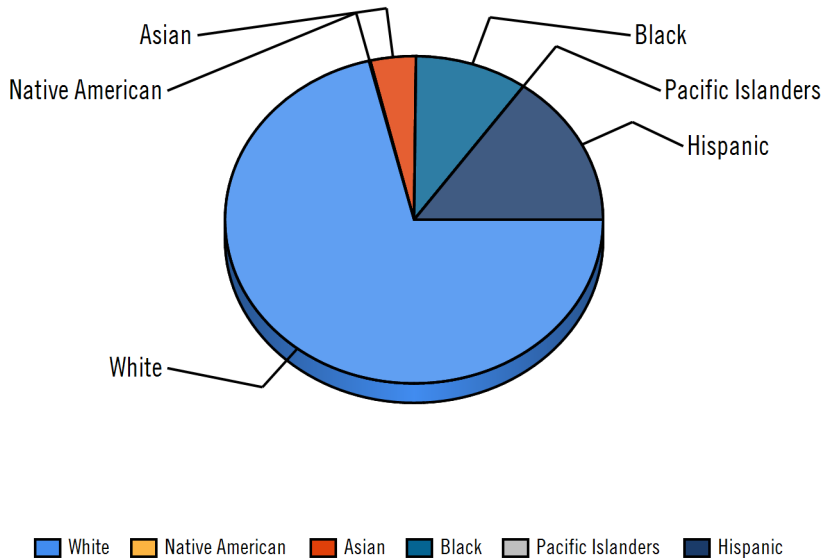
Distance	Male	Female	Total
1- Mile	1,070	1,119	2,189
3- Mile	16,493	17,493	33,986
5- Mile	30,813	32,958	63,770



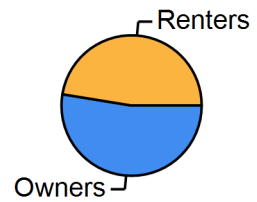
## Population by Distance and Age (2018)



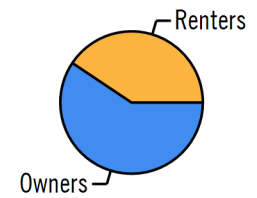
## Ethnicity within 5 miles



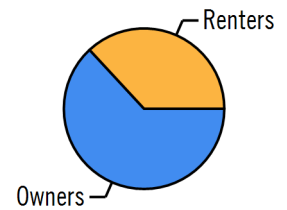
### Home Ownership 1 Mile



### Home Ownership 3 Mile



### Home Ownership 5 Mile



## Employment by Distance

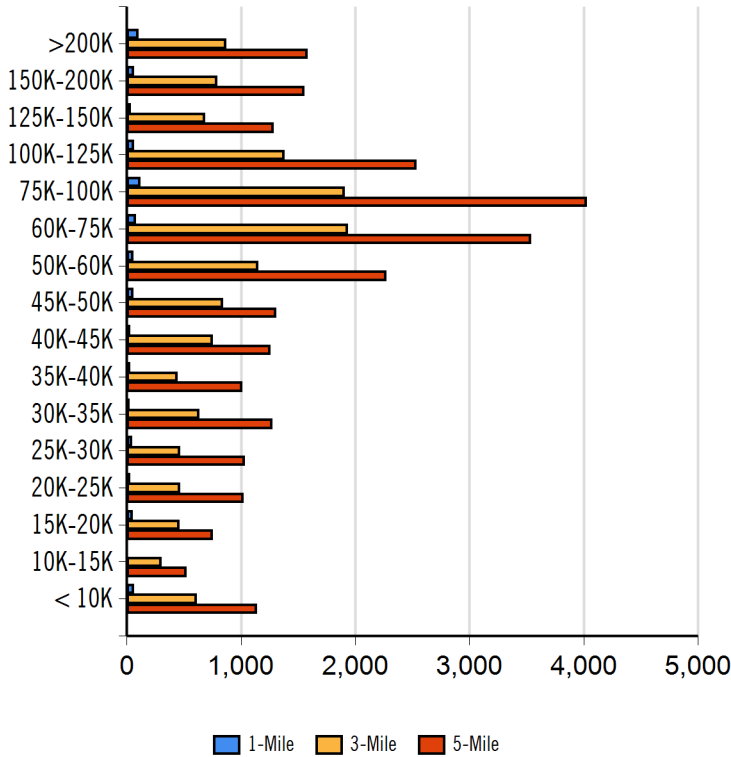
Distance	Employed	Unemployed	Unemployment Rate
1-Mile	1,195	35	0.55 %
3-Mile	18,777	458	1.72 %
5-Mile	35,729	885	1.97 %



## Labor & Income

	Agriculture	Mining	Construction	Manufacturing	Wholesale	Retail	Transportation	Information	Professional	Utility	Hospitality	Pub-Admin	Other
1-Mile	9	0	58	82	42	141	55	17	189	304	132	41	66
3-Mile	110	20	855	1,792	567	1,631	413	690	2,705	5,271	1,616	937	968
5-Mile	238	61	1,491	2,989	894	3,090	780	1,223	4,793	10,519	3,381	2,115	1,986

## Household Income



Radius	Median Household Income
1-Mile	\$84,272.40
3-Mile	\$74,959.44
5-Mile	\$75,495.31

Radius	Average Household Income
1-Mile	\$90,549.20
3-Mile	\$81,036.32
5-Mile	\$82,402.56

Radius	Aggregate Household Income
1-Mile	\$74,657,072.53
3-Mile	\$1,114,635,787.25
5-Mile	\$2,127,170,802.51

## Education

	1-Mile	3-mile	5-mile
Pop > 25	1,330	22,016	42,232
High School Grad	348	3,655	6,738
Some College	265	4,572	8,134
Associates	76	1,586	3,166
Bachelors	307	6,073	11,615
Masters	104	2,303	5,031
Prof. Degree	40	885	1,805
Doctorate	25	411	1,150

## Tapestry

	1-Mile	3-mile	5-mile
Vacant Ready For Rent	6 %	42 %	47 %
Teen's	22 %	73 %	81 %
Expensive Homes	14 %	40 %	28 %
Mobile Homes	1 %	1 %	1 %
New Homes	64 %	86 %	66 %
New Households	37 %	102 %	96 %
Military Households	1 %	11 %	7 %
Households with 4+ Cars	8 %	48 %	53 %
Public Transportation Users	13 %	61 %	92 %
Young Wealthy Households	31 %	86 %	93 %

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>	44,427,873		704,956,860		1,346,781,744	
<b>Average annual household</b>	55,233		52,208		52,474	
<b>Food</b>	7,104	12.86 %	6,736	12.90 %	6,763	12.89 %
Food at home	4,467		4,315		4,330	
Cereals and bakery products	636		613		616	
Cereals and cereal products	227		218		220	
Bakery products	409		394		396	
Meats poultry fish and eggs	894		856		857	
Beef	209		199		199	
Pork	155		153		153	
Poultry	171		161		161	
Fish and seafood	148		139		139	
Eggs	71		69		69	
Dairy products	460		440		441	
Fruits and vegetables	905		877		883	
Fresh fruits	133		129		130	
Processed vegetables	169		166		167	
Sugar and other sweets	162		158		159	
Fats and oils	141		136		137	
Miscellaneous foods	836		812		813	
Nonalcoholic beverages	370		363		363	
Food away from home	2,637		2,421		2,432	
Alcoholic beverages	415		386		387	
<b>Housing</b>	19,445	35.21 %	18,577	35.58 %	18,643	35.53 %
Shelter	11,871		11,273		11,306	
Owned dwellings	7,250		6,867		6,909	
Mortgage interest and charges	3,694		3,508		3,519	
Property taxes	2,462		2,305		2,328	
Maintenance repairs	1,093		1,054		1,061	
Rented dwellings	3,480		3,437		3,415	
Other lodging	1,140		968		981	
Utilities fuels	4,321		4,259		4,274	
Natural gas	414		403		405	
Electricity	1,700		1,680		1,685	
Fuel oil	173		166		169	
Telephone services	1,344		1,332		1,334	
Water and other public services	689		676		679	
<b>Household operations</b>	1,383	2.50 %	1,295	2.48 %	1,301	2.48 %
Personal services	415		385		386	
Other household expenses	968		909		914	
Housekeeping supplies	663		620		624	
Laundry and cleaning supplies	170		165		166	
Other household products	389		364		366	
Postage and stationery	103		90		91	
Household furnishings	1,205		1,128		1,136	
Household textiles	90		83		84	
Furniture	305		262		265	
Floor coverings	36		31		31	
Major appliances	133		142		143	
Small appliances	107		94		95	
Miscellaneous	532		514		516	
<b>Apparel and services</b>	1,501	2.72 %	1,392	2.67 %	1,396	2.66 %
Men and boys	297		272		276	
Men 16 and over	243		226		230	
Boys 2 to 15	54		45		45	
Women and girls	550		502		504	

# 5955 McKee Rd



Abstract Commercial Real Estate		6450 Shady Bend Rd Verona, WI 53593   608-239-4781	
Women 16 and over	479	428	431
Girls 2 to 15	70	73	73
Children under 2	99	94	94

## Expenditures (Continued)

	1-Mile	%	3-Mile	%	5-Mile	%
<b>Total Expenditures</b>	44,427,873		704,956,860		1,346,781,744	
<b>Average annual household</b>	55,233		52,208		52,474	
<b>Transportation</b>	7,344	13.30 %	7,097	13.59 %	7,134	13.60 %
Vehicle purchases	1,772		1,698		1,717	
Cars and trucks new	956		893		903	
Cars and trucks used	774		759		768	
Gasoline and motor oil	2,223		2,207		2,210	
Other vehicle expenses	2,733		2,658		2,670	
Vehicle finance charges	186		185		186	
Maintenance and repairs	985		936		938	
Vehicle insurance	1,199		1,194		1,201	
Vehicle rental leases	361		342		344	
Public transportation	615		532		535	
<b>Health care</b>	3,992	7.23 %	3,944	7.55 %	3,980	7.58 %
Health insurance	2,602		2,570		2,594	
Medical services	854		845		855	
Drugs	399		398		399	
Medical supplies	136		129		131	
<b>Entertainment</b>	3,175	5.75 %	3,081	5.90 %	3,095	5.90 %
Fees and admissions	704		626		630	
Television radios	1,060		1,062		1,064	
Pets toys	1,164		1,120		1,127	
Personal care products	716		674		678	
Reading	63		57		58	
Education	1,788		1,436		1,455	
Tobacco products	393		397		397	
<b>Miscellaneous</b>	936	1.69 %	860	1.65 %	859	1.64 %
<b>Cash contributions</b>	1,431		1,392		1,405	
<b>Personal insurance</b>	6,924		6,173		6,217	
Life and other personal insurance	182		177		179	
Pensions and Social Security	6,742		5,995		6,038	

Distance	Year	Estimated Households			Housing Occupied By		Housing Occupancy		
		Projection	2000	Change	1 Person	Family	Owner	Renter	Vacant
1-Mile	2020	4,651	3,749	22.63 %	928	3,321	2,719	1,932	118
3-Mile	2020	19,437	16,124	18.47 %	5,103	12,289	11,306	8,131	1,273
5-Mile	2020	32,332	27,569	15.66 %	9,207	19,631	19,892	12,440	2,603
1-Mile	2023	4,864	3,749	28.28 %	978	3,462	2,832	2,032	278
3-Mile	2023	20,103	16,124	22.29 %	5,283	12,695	11,701	8,402	1,712
5-Mile	2023	33,290	27,569	18.81 %	9,492	20,181	20,488	12,802	3,667



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