

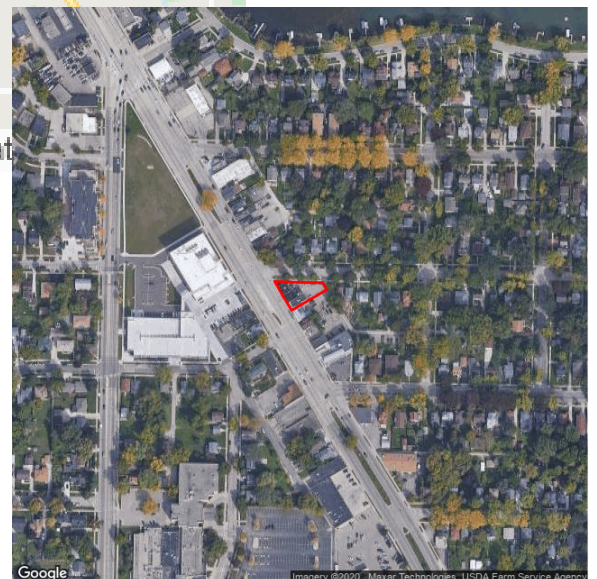
## Demographic Report



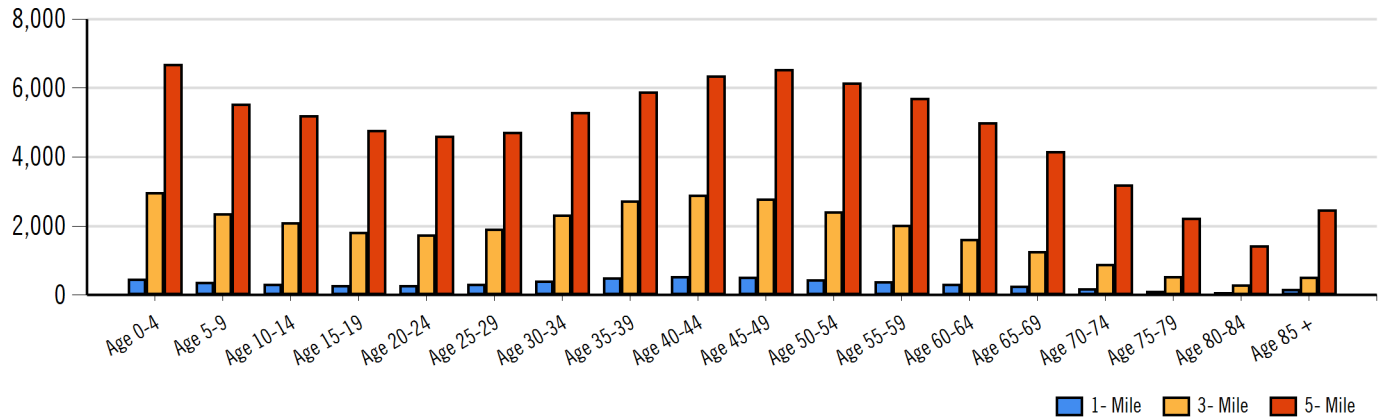
## 1109 S Park St

### Population

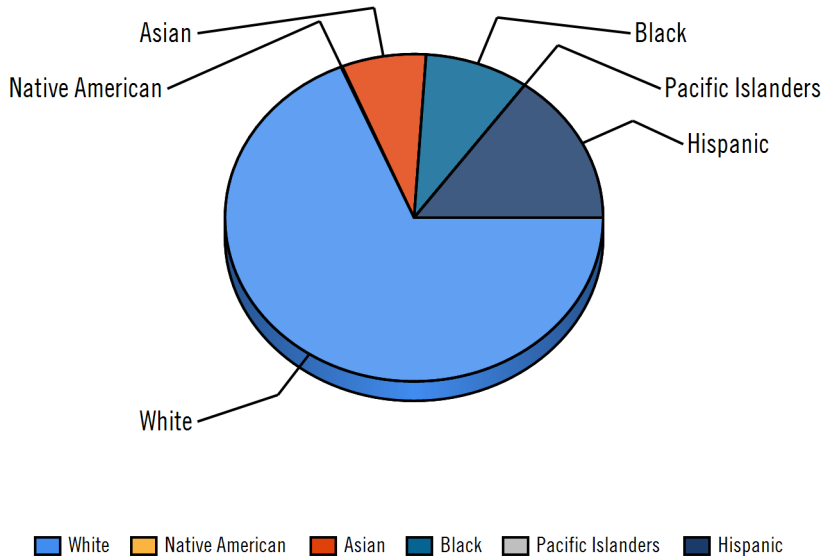
Distance	Male	Female	Total
1- Mile	3,151	2,939	6,090
3- Mile	16,596	16,773	33,369
5- Mile	42,000	44,068	86,068



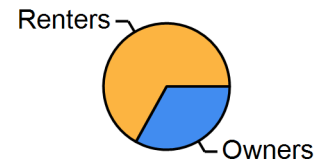
## Population by Distance and Age (2018)



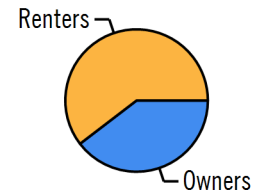
## Ethnicity within 5 miles



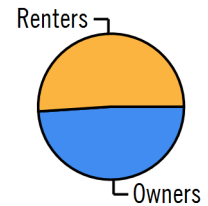
### Home Ownership 1 Mile



### Home Ownership 3 Mile



### Home Ownership 5 Mile



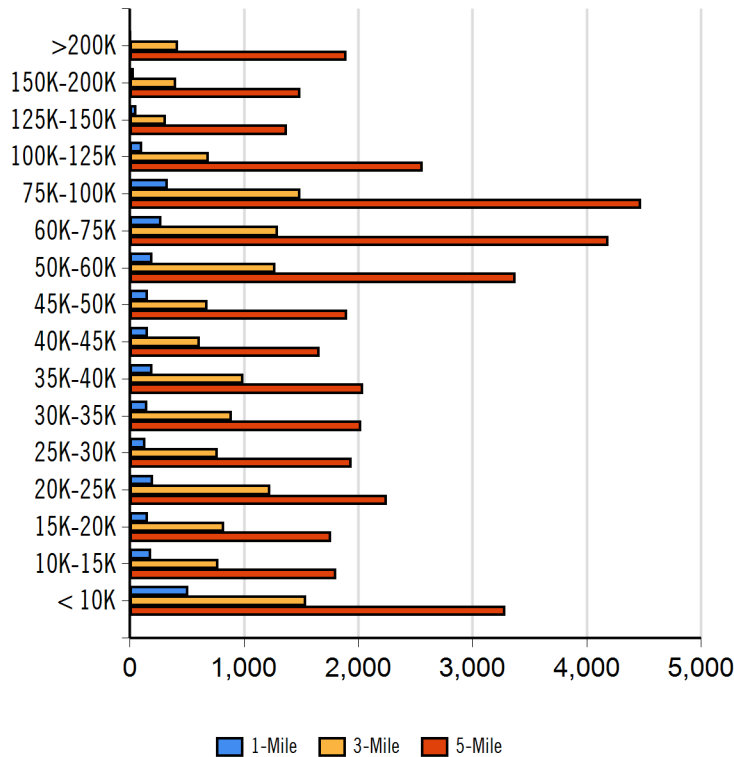
## Employment by Distance

Distance	Employed	Unemployed	Unemployment Rate
1-Mile	3,544	108	1.56 %
3-Mile	18,466	639	2.34 %
5-Mile	48,536	1,450	2.43 %

## Labor & Income

	Agriculture	Mining	Construction	Manufacturing	Wholesale	Retail	Transportation	Information	Professional	Utility	Hospitality	Pub-Admin	Other
1-Mile	20	0	97	290	40	248	98	118	275	1,344	468	159	255
3-Mile	75	28	570	1,569	198	1,331	504	438	2,014	6,443	2,594	787	1,032
5-Mile	228	78	1,711	3,485	1,101	3,905	1,270	1,349	5,865	16,883	4,843	2,377	2,902

## Household Income



Radius	Median Household Income
1-Mile	\$39,007.67
3-Mile	\$63,637.07
5-Mile	\$65,339.67

Radius	Average Household Income
1-Mile	\$43,397.22
3-Mile	\$70,685.25
5-Mile	\$74,291.00

Radius	Aggregate Household Income
1-Mile	\$125,475,926.28
3-Mile	\$785,167,737.32
5-Mile	\$2,552,391,803.21

## Education

	1-Mile	3-mile	5-mile
Pop > 25	4,332	22,321	59,230
High School Grad	788	3,606	8,811
Some College	638	3,379	10,198
Associates	257	1,294	3,585
Bachelors	1,100	5,855	16,037
Masters	561	3,030	8,479
Prof. Degree	83	667	2,399
Doctorate	155	864	2,051

## Tapestry

	1-Mile	3-mile	5-mile
Vacant Ready For Rent	14 %	21 %	42 %
Teen's	37 %	59 %	71 %
Expensive Homes	0 %	1 %	39 %
Mobile Homes	1 %	21 %	11 %
New Homes	1 %	13 %	16 %
New Households	79 %	113 %	109 %
Military Households	0 %	5 %	9 %
Households with 4+ Cars	38 %	51 %	46 %
Public Transportation Users	93 %	131 %	143 %
Young Wealthy Households	20 %	78 %	62 %

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>	112,638,311		612,265,571		1,781,307,902	
<b>Average annual household</b>	39,104		48,117		49,553	
<b>Food</b>	5,274	13.49 %	6,292	13.08 %	6,445	13.01 %
Food at home	3,606		4,093		4,170	
Cereals and bakery products	511		581		593	
Cereals and cereal products	183		208		211	
Bakery products	327		373		381	
Meats poultry fish and eggs	738		822		833	
Beef	171		190		194	
Pork	134		146		148	
Poultry	141		156		158	
Fish and seafood	116		133		135	
Eggs	61		66		67	
Dairy products	356		413		423	
Fruits and vegetables	717		826		845	
Fresh fruits	104		120		124	
Processed vegetables	143		158		161	
Sugar and other sweets	134		150		153	
Fats and oils	114		129		132	
Miscellaneous foods	678		769		783	
Nonalcoholic beverages	319		349		353	
Food away from home	1,668		2,199		2,275	
Alcoholic beverages	256		345		359	
<b>Housing</b>	14,823	37.91 %	17,391	36.14 %	17,797	35.92 %
Shelter	8,920		10,540		10,787	
Owned dwellings	4,735		6,160		6,415	
Mortgage interest and charges	2,307		3,096		3,237	
Property taxes	1,569		2,077		2,162	
Maintenance repairs	858		986		1,015	
Rented dwellings	3,613		3,508		3,460	
Other lodging	571		871		911	
Utilities fuels	3,659		4,045		4,117	
Natural gas	329		378		386	
Electricity	1,515		1,622		1,641	
Fuel oil	130		155		160	
Telephone services	1,126		1,254		1,278	
Water and other public services	558		634		649	
<b>Household operations</b>	929	2.38 %	1,183	2.46 %	1,222	2.47 %
Personal services	249		344		357	
Other household expenses	680		839		865	
Housekeeping supplies	496		589		601	
Laundry and cleaning supplies	142		159		161	
Other household products	280		342		350	
Postage and stationery	73		88		89	
Household furnishings	817		1,032		1,068	
Household textiles	62		77		80	
Furniture	164		237		246	
Floor coverings	17		26		28	
Major appliances	123		131		134	
Small appliances	74		91		92	
Miscellaneous	375		467		484	
<b>Apparel and services</b>	1,098	2.81 %	1,319	2.74 %	1,342	2.71 %
Men and boys	189		253		259	
Men 16 and over	151		208		214	
Boys 2 to 15	37		44		44	
Women and girls	406		479		488	

# 1109 S Park St



Abstract Commercial Real Estate		6450 Shady Bend Rd Verona, WI 53593   608-239-4781	
Women 16 and over	333	407	416
Girls 2 to 15	73	71	72
Children under 2	89	94	93

## Expenditures (Continued)

	1-Mile	%	3-Mile	%	5-Mile	%
<b>Total Expenditures</b>	112,638,311		612,265,571		1,781,307,902	
<b>Average annual household</b>	39,104		48,117		49,553	
<b>Transportation</b>	5,376	13.75 %	6,511	13.53 %	6,712	13.55 %
Vehicle purchases	1,144		1,513		1,581	
Cars and trucks new	543		775		820	
Cars and trucks used	570		700		720	
Gasoline and motor oil	1,840		2,066		2,110	
Other vehicle expenses	2,062		2,450		2,520	
Vehicle finance charges	135		166		172	
Maintenance and repairs	712		860		886	
Vehicle insurance	976		1,114		1,139	
Vehicle rental leases	238		308		320	
Public transportation	329		480		500	
<b>Health care</b>	3,059	7.82 %	3,630	7.54 %	3,753	7.57 %
Health insurance	2,070		2,395		2,465	
Medical services	590		753		790	
Drugs	300		360		374	
Medical supplies	97		120		123	
<b>Entertainment</b>	2,267	5.80 %	2,800	5.82 %	2,900	5.85 %
Fees and admissions	355		546		575	
Television radios	904		1,000		1,021	
Pets toys	823		1,021		1,059	
Personal care products	496		619		639	
Reading	42		54		56	
Education	946		1,364		1,393	
Tobacco products	398		396		397	
<b>Miscellaneous</b>	616	1.58 %	783	1.63 %	809	1.63 %
<b>Cash contributions</b>	1,072		1,278		1,318	
<b>Personal insurance</b>	3,374		5,330		5,626	
Life and other personal insurance	121		158		165	
Pensions and Social Security	3,252		5,172		5,461	

Estimated Households					Housing Occupied By		Housing Occupancy		
Distance	Year	Projection	2000	Change	1 Person	Family	Owner	Renter	Vacant
1-Mile	2020	6,637	5,645	17.03 %	2,576	2,591	1,962	4,675	5
3-Mile	2020	21,441	18,061	17.64 %	6,892	10,989	10,121	11,320	708
5-Mile	2020	46,731	40,462	14.24 %	15,657	24,281	23,982	22,749	3,361
1-Mile	2023	6,947	5,645	22.53 %	2,695	2,720	2,035	4,912	349
3-Mile	2023	22,314	18,061	22.26 %	7,189	11,423	10,477	11,837	1,642
5-Mile	2023	48,132	40,462	17.48 %	16,122	24,992	24,628	23,504	5,305



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