

Strategies for Retail Recruitment

City of Whitewater
Whitewater, Wisconsin

July 11, 2008
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TheRetailCoach.™



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About The Retail Coach

The Retail Coach, LLC is a national retail consulting, market research and development firm that combines strategy, technology and creative expertise to develop and deliver high-impact retail recruitment and development strategies to local governments, chambers of commerce and economic development organizations.

Through its unique The Retail Coach process, it offers a unique system of products and services that better enable communities to maximize their retail development potential.

The Retail Coach Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" data gathered through extensive visits within our clients' communities.

Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs helps assure our clients they are getting the latest and best information for their retail needs — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

The Retail Coach process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach — It's not about data. It's about your success.

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Section I: Executive Summary

Introduction

Until recently, the concept of “economic development” was synonymous with industrial recruitment, with thousands of economic development organizations across the U.S. focusing their efforts on attracting manufacturing plants. These organizations spent countless time and money working to attract a select few projects and put business retention and community development at the back of the line. However, U.S. firms began to consolidate and relocate their facilities to China, Mexico, etc. for lower costs. To evidence this, the percentage of Americans working in the manufacturing sector has decreased from 25% in 1970 to around 10% in 2008. As a result, many communities have turned their attention to attracting retail, retirees, and civic projects to boost their local economies.

Whitewater has taken a very important step by seeking to understand its retail market and what opportunities exist. Retail is not just important from a sales and property tax standpoint but also in terms of quality of life, image, and economic vitality. And because the competition for retailers and restaurants has never been higher, it is important for communities to act now. Many retailers are now looking at rural/secondary markets because they have nearly saturated the urban markets.

Because smaller communities typically do not get the same attention as larger communities, the task of marketing the city falls on local leaders and stakeholders. This includes providing up-to-date demographic data and boundaries of the retail trade area, as well as identifying retail leakage or merchandise voids that exist. Because of our experience in retail real estate, our reports and marketing information provide the types of information a decision maker and real estate representative needs to evaluate the market. Therefore, we view your community as a retailer would.

Executive Summary

The City of Whitewater in partnership with the CDA and private stakeholders commissioned The Retail Coach, LLC to perform a retail market analysis and develop a retail recruitment strategy to attract prospective retailers to the Whitewater market. Whitewater is a clean, peaceful community that is located between three metropolitan areas--Chicago, Madison, and Milwaukee--and is home to the University of Wisconsin-Whitewater. Based on a quick drive around the community, TRC immediately realized that Whitewater was underserved in several retail categories including sporting goods, fast food restaurants, sit down restaurants, and grocery.

In an effort to determine the retail market potential of Whitewater and which retailers and restaurants fit the community, The Retail Coach spent quality time driving the area as well as surrounding communities, talked with area retailers, and met with local stakeholders to hear input. As a part of this report, The Retail Coach has provided a Retail Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis, a detailed retail trade determination, retail leakage analysis, dominant psychographic (lifestyle) segments in

the Whitewater market, demographic profile of the trade area, retail and restaurant matches along with contact information and comments, UWW retail survey results, retail site data form, marketing flyers, and community recommendations.

Some of our Key Findings:

- Whitewater is underserved in several retail categories
- Lack of lodging options
- Many residents including students must travel outside the community to find many retail goods and services
- New restaurants in the community as well as more specialty stores downtown could attract more tourists
- New retail on the new bypass will allow community to stretch the retail market

Whitewater is fortunate to have several stable industries including the university as well as access to recreational opportunities. Because it is located between the Kettle Moraine and numerous canoeing venues, Whitewater has the opportunity to attract some of those visitors, providing yet another boost to retail sales. Whitewater is also the type of community that retirees will seek out because of the university and quality of life, and with so many boomers approaching retirement, this would provide an economic boom to the community.

We again salute Whitewater for being proactive in seeking to attract prospective retailers and restaurants to its market. It is no surprise, though, because the city has been recognized by the author of Boomtown USA as being a unique, successful small town. In the book, Jack Schultz identified Whitewater as one of sixteen communities in Wisconsin that embraced the seven and a half steps to success which include: adopt a can-do attitude, shape your vision, leverage your resources, raise up strong leaders, encourage an entrepreneurial approach, maintain local control, build your brand, and embrace the teeter-totter effect (adapting to change). If the city continues with this approach it will continue to enjoy great success.

Population	Whitewater	Retail Trade Area	Wisconsin	United States
2013 Projection	14,900	43,142	5,732,438	319,161,431
2008 Estimate	14,228	42,019	5,597,312	304,141,549
2000 Census	13,437	41,160	5,363,675	281,421,906
1990 Census	12,720	36,544	4,891,769	248,709,873
2008 Est. Population by Single Race Classification				
White Alone	12,699	42,019	5,597,312	304,141,549
Black or African American Alone	11,489	39,495	4,894,443	221,158,747
American Indian and Alaska Native Alone	279	382	332,286	37,812,661
Asian Alone	37	136	52,743	2,811,178
Native Hawaiian and Other Pacific Islander Alone	229	387	112,539	13,335,756
Some Other Race Alone	2	11	2,035	473,649
Two or More Races	485	1,115	117,084	19,960,098
Hispanic or Latino:	178	493	86,182	8,589,460
	1,234	2,761	270,662	46,336,030
2008 Est. Median Age	24.51	34.08	37.83	36.67
2008 Est. Average Age	32.25	37.06	38.28	37.46
2008 Est. Pop. Age 25+ by Educational Attainment*				
Less than 9th grade	6,048	26,271	3,729,970	199,949,718
Some High School, no diploma	321	1,039	196,786	14,945,156
High School Graduate (or GED)	808	2,632	349,352	23,753,730
Some College, no degree	1,613	8,978	1,285,586	56,769,113
Associate Degree	1,063	5,636	768,286	42,495,611
Bachelor's Degree	376	1,922	282,906	12,767,965
Master's Degree	1,160	3,965	577,105	31,504,154
Professional School Degree	429	1,353	183,059	11,846,243
Doctorate Degree	50	309	58,032	3,942,702
	228	435	28,858	1,925,044
2008 Est. Households by Household Income				
Income Less than \$15,000	4,340	15,842	2,233,105	114,694,201
Income \$15,000 - \$24,999	808	1,552	234,711	14,643,499
Income \$25,000 - \$34,999	601	1,744	235,821	12,231,297
Income \$35,000 - \$49,999	515	1,727	254,206	12,631,539
Income \$50,000 - \$74,999	831	2,633	369,896	17,688,590
Income \$75,000 - \$99,999	749	3,680	504,346	22,418,973
Income \$100,000 - \$149,999	391	2,106	295,598	13,792,569
Income \$150,000 - \$249,999	280	1,667	237,409	13,228,430
Income \$250,000 - \$499,999	143	581	72,264	5,630,193
Income \$500,000 and more	20	122	20,638	1,665,652
	2	30	8,216	763,459
2008 Est. Average Household Income	\$50,063	\$62,849	\$63,370	\$67,918
2008 Est. Median Household Income	\$39,444	\$51,803	\$51,087	\$50,170
2008 Est. Per Capita Income	\$18,239	\$24,377	\$25,609	\$25,933

Section II: SWOT & Recommendations

Whitewater SWOT (Strengths, Weaknesses, Opportunities, and Threats)

Strengths

- Recreational opportunities
- The University of Wisconsin-Whitewater provides a “recession proof” industry
- Community leadership and university working together to enhance opportunities
- Good quality of life

Weaknesses

- Whitewater’s close proximity to Janesville hurts its retail potential because of the vast retail offerings
- Some perceive Whitewater as just a “college town”
- Lack of lodging options
- Lack of multiple housing options
- Lack of interstate highway

Opportunities

- Potential technology park
- Retiree attraction
- New retail will spur other development
- Downtown should continue to be aggressive in its efforts
- If retail developments appear on the east side of town, it will stretch the market and provide for more infill development

Threats

- As the economy continues to change, it is important for the city to have a diverse economy with retail, retirees, and manufacturing jobs
- Competition will continue to be a factor in attracting retail to Whitewater. Jefferson, Ft. Atkinson, Delavan, Janesville, and other communities are also “chomping at the bit” for new retail, so it is imperative that Whitewater continue to be aggressive in its pursuit of retail
- Primary jobs are critical to the community because they offer young people job opportunities, otherwise, they are sure to leave the community

Whitewater Stakeholder Meetings Summary and Recommendations

- Everyone agreed that Whitewater was underserved in terms of retail
- Most common retail gaps included women's and men's apparel, groceries, restaurants, and sporting goods
- Other voids mentioned were trendy clothing for college students, bookstores, and fitness centers
- Everyone agreed that keeping downtown viable and adding new retail and restaurant venues are extremely important
- Several expressed that Whitewater needed local arts stores and other specialty items in the downtown area
- Several people also expressed that Whitewater needed more mid-range single-family housing options
- Some expressed that the City needed to streamline its Planning/Zoning Process
- Everyone agreed that Whitewater needed to continue to attract tourists to the community, especially those visiting the Lake Geneva and Delavan communities as well as nature enthusiasts (canoeing and visitors to the Kettle Moraine)
- Everyone agreed that the City leadership was positive and things were moving in the right direction
- Everyone expressed an interest in having more sit down restaurant venues to enjoy a nice meal before and after university functions
- Several expressed that they believe the next large retail center would appear on the eastern side of town
- Everyone was pleased that Walgreens opted to take over the old Staples building on Main St.
- Everyone agreed that more hotels were needed in the community
- Retail wish list included Dunkin Donuts/Baskin Robbins, Old Navy, Gap, Starbucks, Steve & Barry's, Home Depot, Lowe's, Shopko, Potbelly Subs, Sonic, Cold Stone Creamery, MC Sports, Dunham's Sports, Sports Authority, Office Max, Office Depot, Burger King, Books A Million, Book World, Half Price Books, Cici's Pizza, Buffalo Wild Wings, Best Buy, Chili's, Applebee's, CVS, Caribou Coffee, Noodles & Company, Bealls, Wendy's, Autozone, Advance Auto Parts, Panera Bread, Aldi

Recommendations

- Continue with plans to develop University Technology Park in partnership with UWW. Parks of this type are very beneficial to university communities because they create unique partnerships and provide quality jobs for area citizens.
- Continue business development efforts to attract new primary jobs to the community
- Foster the development of a wide array of housing options
- Whitewater should make an effort (if one does not exist) to host an annual Whitewater Area Economic Summit or Allies Day and invite state leaders, developers and other interested parties. These events are very useful because they highlight opportunities in your area and educate people about your community. Many communities across the country offer an event such as this, and usually have a quality keynote speaker.
- Whitewater should not only seek to attract industrial and retail developments, but also facilitate developments that include medical facilities in an effort to attract retiring baby boomers to the community. This is very important as many of the approximately 83 million boomers will be retiring in the coming years and will be looking for a place to retire that provides quality medical facilities, golfing and other quality of life factors. The Whitewater community could offer many retirees a wonderful quality of life because of the University of Wisconsin-Whitewater and the community's proximity to several attractions. The Kansas City Federal Reserve Bank has estimated that the total impact of a migrating retiree household is equivalent to 3.7 industrial jobs
- Consider initiating a Whitewater Commercial Exchange that would include regular meetings with city officials, chamber of commerce, commercial realtors and brokers and developers. If for no other reason, this forum could help keep everyone on the same page.
- Work regionally. Every effort should be made to work with regional allies—although surrounding communities are sometimes your competitors, resources can be pooled together to market the region as a place to do business.

Downtown Insights

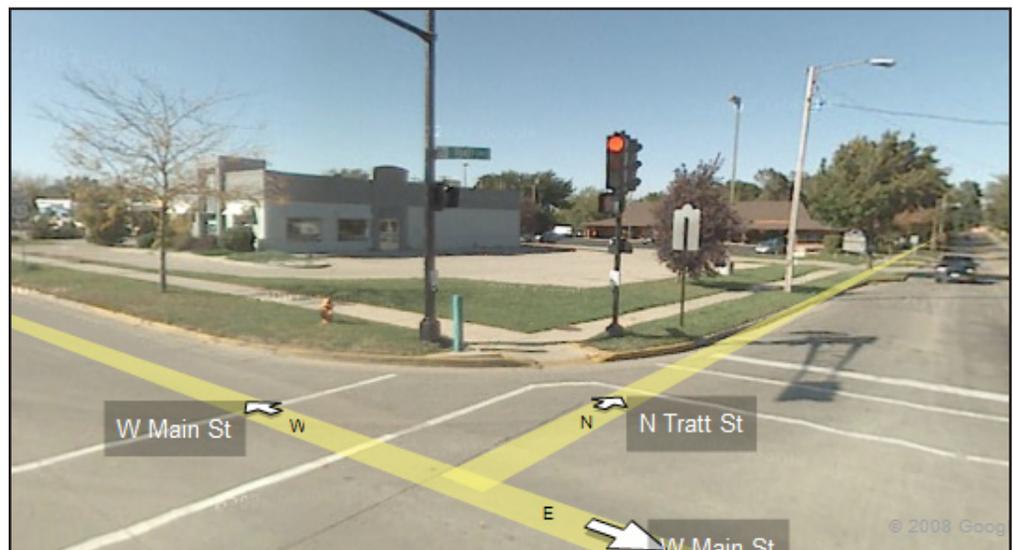
- Downtown Whitewater should continue to recruit unique businesses from Chicago-Cook County because of its exorbitant sales tax rates. As the cost of doing business increases in Cook County, many businesses may look to relocate
- Continue to attract a diversity of businesses to downtown Whitewater including antique stores, art stores/galleries, and specialty shops
- Work to attract a fine dining restaurant to the downtown area. Several people voiced their displeasure that a fine dining restaurant does not currently exist in Whitewater. Such a venue would be appropriate for the community especially given the number of university events
- Continue to visit other downtowns in the region to gather ideas on new businesses—some may be willing to open a new store if the appropriate space and market exist in Whitewater
- Keep downtown clean and consider landscaping improvements

Section III: Development & Redevelopment Opportunities



East Town Market site

- Current development will help stretch retail market
- Offers good sites for retail, restaurants and service oriented businesses
- Offers outparcels



Old KFC site

- Great building for reuse as fast food restaurant
- High traffic counts
- Corner site



Elkhorn Rd. sites

- Good site for big box development
- Good depth
- Close to large traffic counts



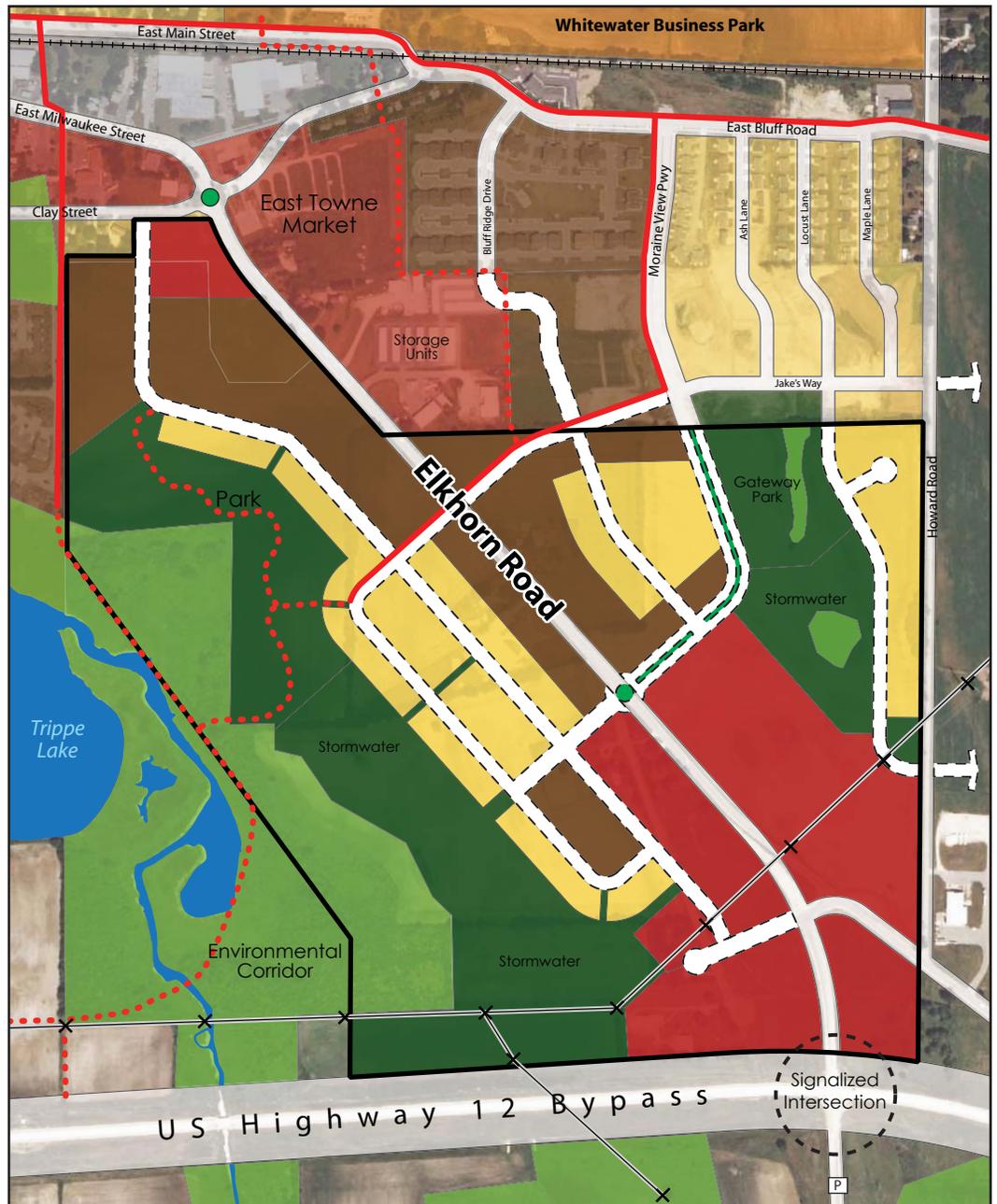
Site adjacent to Culvers

- Site is near major retail cluster including Wal-mart
- Good restaurant sites near UWW
- High Traffic counts



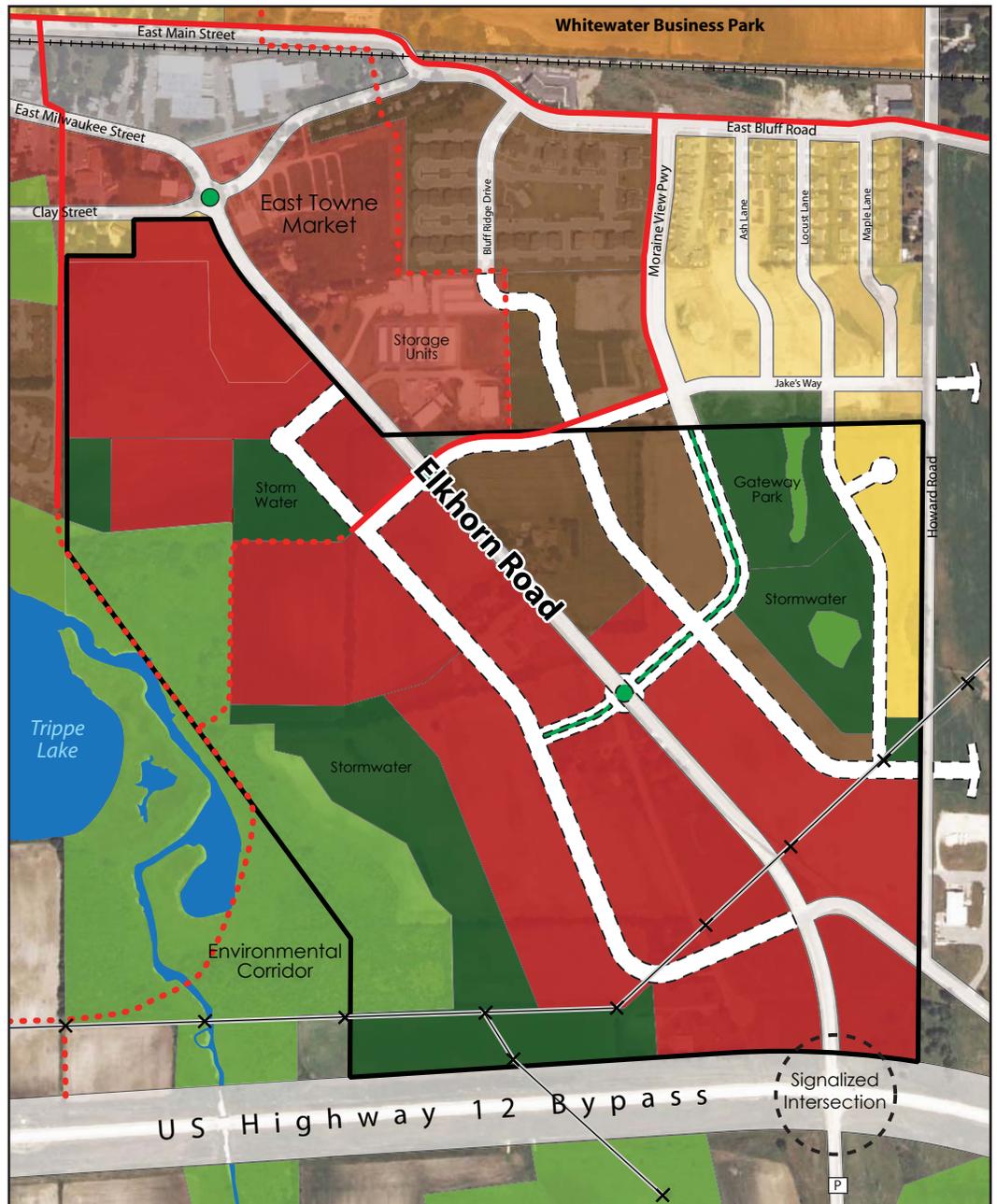
Site near high school

- Good flat site
- Could be grocery store site or other retail
- Low traffic counts compared to other areas of the city
- Site is desirable because of proximity to high school



Site Option A

Under ideal situations, Option A would be the most desirable site from a retailer's perspective as it offers visibility from the north/south and east/west and lies at an intersection. However, it appears that the sites are irregularly shaped, do not offer a lot of depth, and may possess several wetlands issues. Typically, big box retailers will locate and other junior anchors follow in shadow centers or power centers, and depth is needed to make them work.



Site Option B

Based on our professional opinion, TRC believes that Option B offers the most retail opportunities. First, it offers more commercial property, allowing for a much greater mix of retailers and restaurants. Second, it will complement the current East Towne Market being constructed nearby thereby creating another retail cluster. Lastly, retail developments on the east side of Whitewater will stretch the retail market and allow for infill development. Retailers may also be more attracted to Option B as traffic counts continue to rise the closer you move into downtown.

Section IV: Retail Trade Area Determination & Analysis

RETAIL TRADE AREA DETERMINATION

A retail trade area is defined as the largest distance consumers are willing to travel to purchase goods and services. The size of Whitewater's retail trade area depends on the variety of goods and services offered in the city and its proximity to competing retail markets such as Janesville. In most cases, consumers are willing to travel further to purchase high order goods, such as automobiles, furniture and recreational vehicles, than they are to purchase lower order goods, such as clothing, drugs, groceries and gasoline. Consumers will also drive greater distances to purchase specialty items.

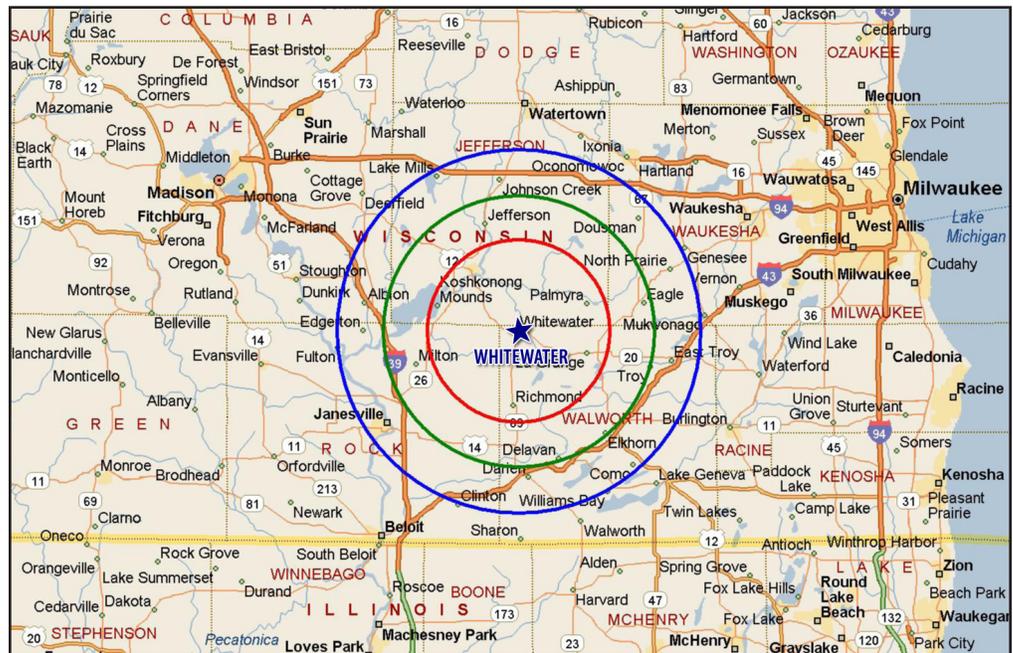
There are three primary ways of determining a retail trade area: concentric circles, drive-time analysis and personal inspection and analysis of the subject area or region.

CONCENTRIC CIRCLES METHODOLOGY

Traditionally, retailers and restaurants determined retail trade areas by drawing concentric circles around a community or retail location. This methodology, however, fails to account for physical structures or geography. Oceans, lakes, rivers, mountains, freeways and retail competition are important factors that influence how and why a consumer shops. As an example, if The Retail Coach considered Whitewater to have a concentric circle trade area of twenty (20) miles, using Highway 12 (Main St.) and Fremont as the centroid, Janesville would be included in the circle. Human behavior and consumer shopping habits tell us that Janesville consumers will not drive to Whitewater on a regular basis for shopping given that it has superior retail offerings.

Whitewater – Drive Time Population Examples (2008 Estimates)

10 Minute	42,802
15 Minute	101,791
20 Minute	229,776

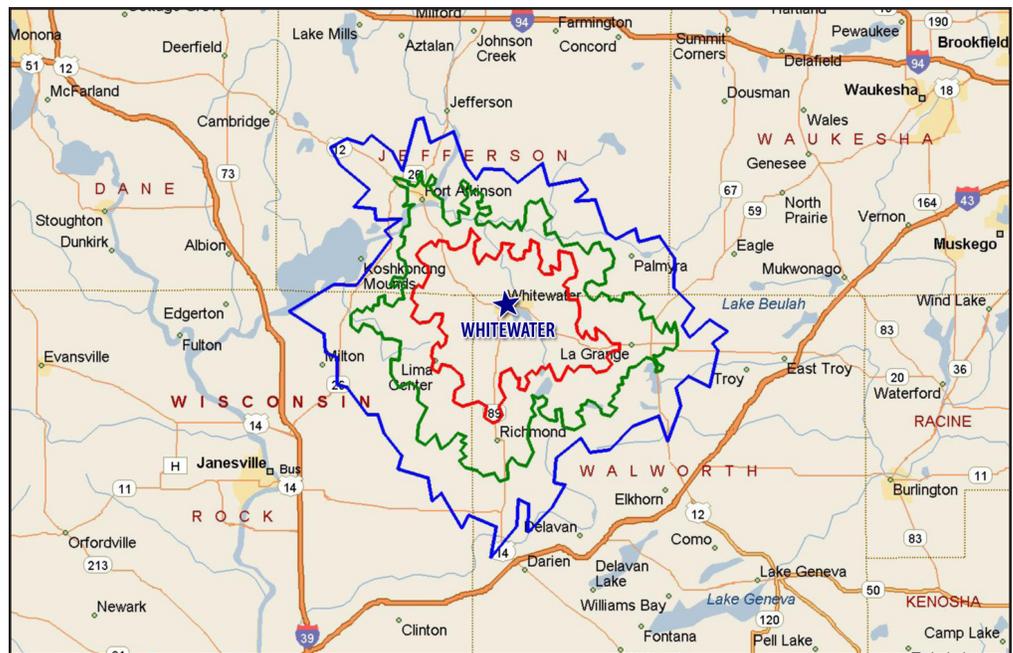


DRIVE TIME METHODOLOGY

Retail trade areas are often determined by the amount of time it takes to drive to a community or retail location. A drive-time trade area defines the surrounding geography of a community or location whose residents can reach that “site” within a certain amount of time. A drive-time trade area will always be irregularly shaped because of the layout of road systems, differences in speed limits on roads/freeways and geographic barriers. We often use this methodology in urban settings with high population density. A limitation to the drive time methodology is that it also fails to account for the impact of major retail developments and retail clusters that fall within the drive time trade area (Janesville). This methodology also fails to address the shopping habits of consumers in rural areas and/or areas with limited retail offerings who are accustomed to driving great distances to shop. As an example, The Retail Coach created ten (10), fifteen (15) and twenty (20) minute drive time analyses of Whitewater using the intersection of Highway 12 (Main St.) and Fremont as the centroid.

Whitewater – Drive Time Population Examples (2008 Estimates)

10 Minute	13,940
15 Minute	23,341
20 Minute	40,181



TheRetailCoach™ METHODOLOGY

TheRetailCoach™ approach to determining Whitewater’s retail trade area began with an overall market analysis and a personal inspection of the area to gain an understanding of the residential and retailing activity. We spent time touring surrounding communities (Janesville, Delavan, Lake Geneva, Ft. Atkinson, Jefferson, and Elkhorn) and drove major and minor traffic arteries to determine ease of access to Whitewater from surrounding communities.

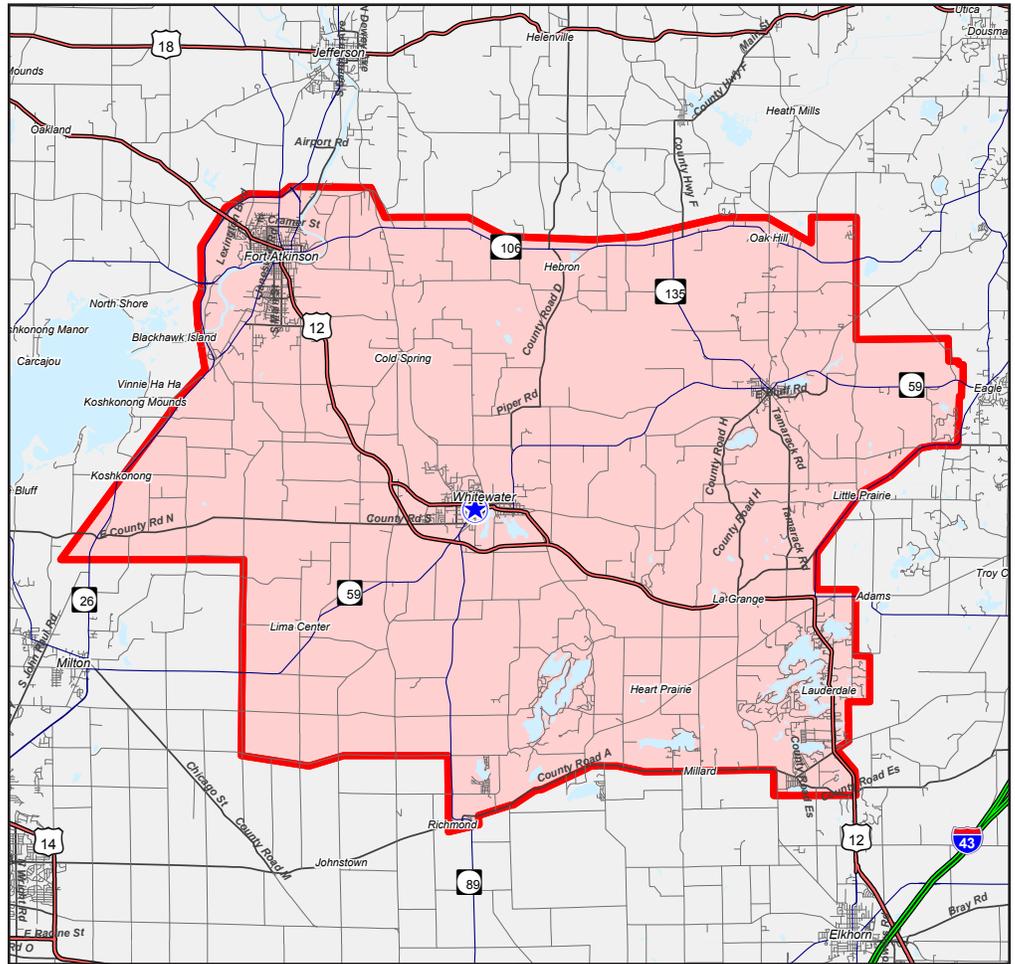
We personally visited with Whitewater retailers and restaurants, including Wal-Mart, Sentry Foods, Dollar Tree, Culver’s, Jimmy John’s, and Cousins Subs to gain an understanding of their “typical” customer and where they were coming from.

In our view, this is the most accurate and justifiable approach in determining Whitewater’s retail trade area. Once we determined the retail trade area boundary, we compared our findings to Whitewater’s ten (10), fifteen (15) and twenty (20) minute drive time analysis for confirmation.

Through our analysis and confirmation from Whitewater’s retailers and restaurants, the “primary” retail trade area for Whitewater was determined to be approximately 42,019 persons. Again, this is a population base that retailers and restaurants can expect to capture on a regular basis. As you can see from the map, we did not extend the trade area very far to the east because of Janesville’s vast retail offerings. To the south, we extended the trade area to County Road A and the Richmond area because of the retail offerings in Delavan and Lake Geneva. Going west, we extended the trade area past Palmyra—once you get west of this area you approach the outskirts of Milwaukee. To the north, we extended the trade area just north of Ft. Atkinson. TRC believes strongly that many Ft. Atkinson shoppers come to Whitewater consistently and to some extent Jefferson, however, the new SuperCenter Wal-mart in Jefferson will affect that number. Once Whitewater attracts more big box retailers, the trade area will likely grow as many shoppers may opt to avoid traffic congestion in Janesville and other large retail areas.

Retail Trade Area Demographics Summary (2008 Estimates)

Retail Trade Area Population	42,019
Average Household Income	\$62,849
Per Capita Income	\$24,377
Population by Race/Ethnicity	
White	93.99%
Black or African American	0.91%
Other	5.10%
Hispanic Origin	6.57%
Median Age	34.08

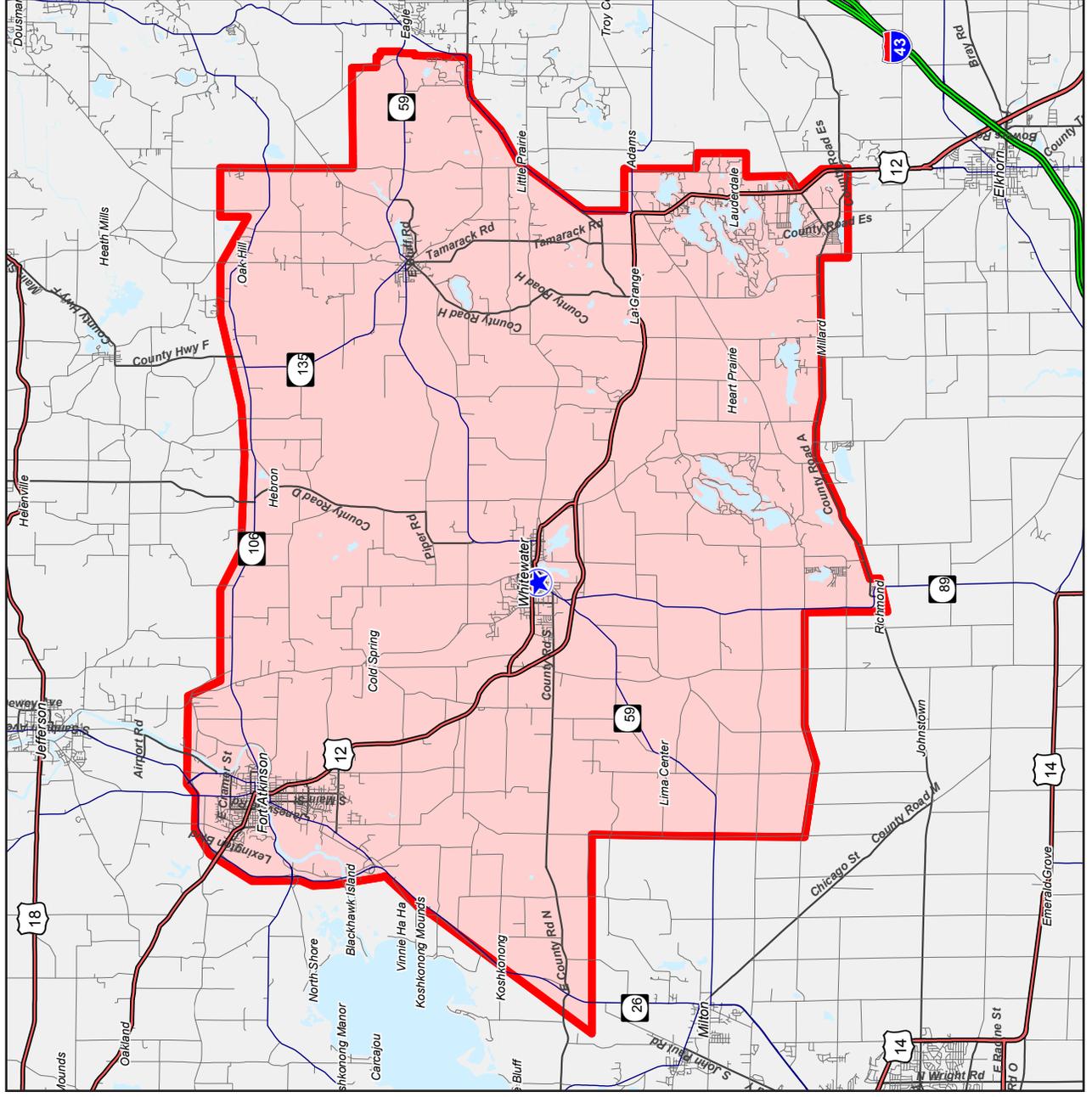


Whitewater, Wisconsin Retail Trade Area Map

Section V: Demographic Profile

Retail Trade Area Map

Whitewater, Wisconsin



Retail Trade Area Demographics

Whitewater, Wisconsin

DESCRIPTION	DATA	%
Population		
2013 Projection	43,142	
2008 Estimate	42,019	
2000 Census	41,160	
1990 Census	36,544	
Growth 2008-2013	2.67%	
Growth 2000-2008	2.09%	
Growth 1990-2000	12.63%	
2008 Est. Population by Single Race Classification	42,019	
White Alone	39,495	93.99
Black or African American Alone	382	0.91
American Indian and Alaska Native Alone	136	0.32
Asian Alone	387	0.92
Native Hawaiian and Other Pacific Islander Alone	11	0.03
Some Other Race Alone	1,115	2.65
Two or More Races	493	1.17
2008 Est. Population Hispanic or Latino by Origin*	42,019	
Not Hispanic or Latino	39,258	93.43
Hispanic or Latino:	2,761	6.57
Mexican	2,155	78.05
Puerto Rican	105	3.80
Cuban	20	0.72
All Other Hispanic or Latino	480	17.39
2008 Est. Hispanic or Latino by Single Race Class.	2,761	
White Alone	1,383	50.09
Black or African American Alone	31	1.12
American Indian and Alaska Native Alone	29	1.05
Asian Alone	7	0.25
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	1,104	39.99
Two or More Races	207	7.50

Retail Trade Area Demographics

Whitewater, Wisconsin

DESCRIPTION	DATA	%
2008 Est. Pop. Asian Alone Race by Category*	387	
Chinese, except Taiwanese	80	20.67
Filipino	63	16.28
Japanese	20	5.17
Asian Indian	69	17.83
Korean	33	8.53
Vietnamese	17	4.39
Cambodian	1	0.26
Hmong	38	9.82
Laotian	20	5.17
Thai	8	2.07
Other Asian	35	9.04
Two or more Asian categories	4	1.03
2008 Est. Population by Ancestry	42,019	
Pop, Arab	58	0.14
Pop, Czech	302	0.72
Pop, Danish	258	0.61
Pop, Dutch	493	1.17
Pop, English	2,143	5.10
Pop, French (except Basque)	717	1.71
Pop, French Canadian	216	0.51
Pop, German	15,355	36.54
Pop, Greek	85	0.20
Pop, Hungarian	52	0.12
Pop, Irish	2,741	6.52
Pop, Italian	1,005	2.39
Pop, Lithuanian	73	0.17
Pop, United States or American	1,539	3.66
Pop, Norwegian	2,275	5.41
Pop, Polish	1,848	4.40
Pop, Portuguese	10	0.02
Pop, Russian	61	0.15
Pop, Scottish	220	0.52
Pop, Scotch-Irish	178	0.42
Pop, Slovak	18	0.04
Pop, Subsaharan African	58	0.14
Pop, Swedish	722	1.72
Pop, Swiss	331	0.79
Pop, Ukrainian	42	0.10
Pop, Welsh	173	0.41
Pop, West Indian (exc Hisp groups)	0	0.00

Retail Trade Area Demographics

Whitewater, Wisconsin

DESCRIPTION	DATA	%
2008 Est. Population by Ancestry		
Pop, Other ancestries	3,421	8.14
Pop, Ancestry Unclassified	7,625	18.15
2008 Est. Pop Age 5+ by Language Spoken At Home	39,844	
Speak Only English at Home	36,926	92.68
Speak Asian/Pacific Islander Language at Home	192	0.48
Speak IndoEuropean Language at Home	726	1.82
Speak Spanish at Home	1,948	4.89
Speak Other Language at Home	53	0.13
2008 Est. Population by Sex	42,019	
Male	20,954	49.87
Female	21,065	50.13
Male/Female Ratio	0.99	
2008 Est. Population by Age	42,019	
Age 0 - 4	2,175	5.18
Age 5 - 9	2,180	5.19
Age 10 - 14	2,259	5.38
Age 15 - 17	1,551	3.69
Age 18 - 20	3,655	8.70
Age 21 - 24	3,929	9.35
Age 25 - 34	5,791	13.78
Age 35 - 44	5,330	12.68
Age 45 - 49	2,931	6.98
Age 50 - 54	2,780	6.62
Age 55 - 59	2,439	5.80
Age 60 - 64	1,887	4.49
Age 65 - 74	2,584	6.15
Age 75 - 84	1,648	3.92
Age 85 and over	881	2.10
Age 16 and over	34,886	83.02
Age 18 and over	33,854	80.57
Age 21 and over	30,199	71.87
Age 65 and over	5,113	12.17
2008 Est. Median Age	34.08	
2008 Est. Average Age	37.06	

Retail Trade Area Demographics

Whitewater, Wisconsin

DESCRIPTION	DATA	%
2008 Est. Male Population by Age	20,954	
Age 0 - 4	1,127	5.38
Age 5 - 9	1,110	5.30
Age 10 - 14	1,126	5.37
Age 15 - 17	791	3.77
Age 18 - 20	1,759	8.39
Age 21 - 24	2,007	9.58
Age 25 - 34	3,079	14.69
Age 35 - 44	2,726	13.01
Age 45 - 49	1,473	7.03
Age 50 - 54	1,403	6.70
Age 55 - 59	1,230	5.87
Age 60 - 64	935	4.46
Age 65 - 74	1,218	5.81
Age 75 - 84	678	3.24
Age 85 and over	289	1.38
2008 Est. Median Age, Male	33.30	
2008 Est. Average Age, Male	36.13	
2008 Est. Female Population by Age	21,065	
Age 0 - 4	1,047	4.97
Age 5 - 9	1,070	5.08
Age 10 - 14	1,132	5.37
Age 15 - 17	760	3.61
Age 18 - 20	1,895	9.00
Age 21 - 24	1,922	9.12
Age 25 - 34	2,712	12.87
Age 35 - 44	2,604	12.36
Age 45 - 49	1,458	6.92
Age 50 - 54	1,377	6.54
Age 55 - 59	1,208	5.73
Age 60 - 64	952	4.52
Age 65 - 74	1,366	6.48
Age 75 - 84	970	4.60
Age 85 and over	592	2.81
2008 Est. Median Age, Female	34.98	
2008 Est. Average Age, Female	37.97	

Retail Trade Area Demographics

Whitewater, Wisconsin

DESCRIPTION	DATA	%
2008 Est. Population Age 15+ by Marital Status*	35,405	
Total, Never Married	11,854	33.48
Married, Spouse present	17,089	48.27
Married, Spouse absent	1,810	5.11
Widowed	1,937	5.47
Divorced	2,716	7.67
Males, Never Married	6,290	17.77
Previously Married	1,731	4.89
Females, Never Married	5,563	15.71
Previously Married	2,922	8.25
2008 Est. Pop. Age 25+ by Educational Attainment*	26,271	
Less than 9th grade	1,039	3.95
Some High School, no diploma	2,632	10.02
High School Graduate (or GED)	8,978	34.17
Some College, no degree	5,636	21.45
Associate Degree	1,922	7.32
Bachelor's Degree	3,965	15.09
Master's Degree	1,353	5.15
Professional School Degree	309	1.18
Doctorate Degree	435	1.66
Households		
2013 Projection	16,471	
2008 Estimate	15,842	
2000 Census	14,872	
1990 Census	12,486	
Growth 2008-2013	3.97%	
Growth 2000-2008	6.52%	
Growth 1990-2000	19.11%	
2008 Est. Households by Household Type	15,842	
Family Households	9,966	62.91
Nonfamily Households	5,876	37.09
2008 Est. Group Quarters Population	2,991	
2008 Households by Ethnicity, Hispanic/Latino	676	4.27

Retail Trade Area Demographics

Whitewater, Wisconsin

DESCRIPTION	DATA	%
2008 Est. Households by Household Income	15,842	
Income Less than \$15,000	1,552	9.80
Income \$15,000 - \$24,999	1,744	11.01
Income \$25,000 - \$34,999	1,727	10.90
Income \$35,000 - \$49,999	2,633	16.62
Income \$50,000 - \$74,999	3,680	23.23
Income \$75,000 - \$99,999	2,106	13.29
Income \$100,000 - \$149,999	1,667	10.52
Income \$150,000 - \$249,999	581	3.67
Income \$250,000 - \$499,999	122	0.77
Income \$500,000 and more	30	0.19
2008 Est. Average Household Income	\$62,849	
2008 Est. Median Household Income	\$51,803	
2008 Est. Per Capita Income	\$24,377	
2008 Est. Household Type, Presence Own Children*	15,842	
Single Male Householder	1,839	11.61
Single Female Householder	2,418	15.26
Married-Couple Family, own children	3,555	22.44
Married-Couple Family, no own children	4,726	29.83
Male Householder, own children	280	1.77
Male Householder, no own children	251	1.58
Female Householder, own children	727	4.59
Female Householder, no own children	427	2.70
Nonfamily, Male Householder	885	5.59
Nonfamily, Female Householder	734	4.63
2008 Est. Households by Household Size*	15,842	
1-person household	4,257	26.87
2-person household	5,573	35.18
3-person household	2,495	15.75
4-person household	2,135	13.48
5-person household	924	5.83
6-person household	339	2.14
7 or more person household	120	0.76
2008 Est. Average Household Size	2.46	

Retail Trade Area Demographics

Whitewater, Wisconsin

DESCRIPTION	DATA	%
2008 Est. Households by Presence of People*	15,842	
Households with 1 or more People under Age 18:		
Married-Couple Family	3,672	23.18
Other Family, Male Householder	313	1.98
Other Family, Female Householder	789	4.98
Nonfamily, Male Householder	76	0.48
Nonfamily, Female Householder	18	0.11
Households no People under Age 18:		
Married-Couple Family	4,609	29.09
Other Family, Male Householder	218	1.38
Other Family, Female Householder	365	2.30
Nonfamily, Male Householder	2,648	16.72
Nonfamily, Female Householder	3,133	19.78
2008 Est. Households by Number of Vehicles*	15,842	
No Vehicles	853	5.38
1 Vehicle	4,772	30.12
2 Vehicles	6,585	41.57
3 Vehicles	2,594	16.37
4 Vehicles	769	4.85
5 or more Vehicles	269	1.70
2008 Est. Average Number of Vehicles*	1.92	
Family Households		
2013 Projection	10,369	
2008 Estimate	9,966	
2000 Census	9,330	
1990 Census	8,112	
Growth 2008-2013	4.04%	
Growth 2000-2008	6.82%	
Growth 1990-2000	15.01%	

Retail Trade Area Demographics

Whitewater, Wisconsin

DESCRIPTION	DATA	%
2008 Est. Family Households by Household Income	9,966	
Income Less than \$15,000	384	3.85
Income \$15,000 - \$24,999	596	5.98
Income \$25,000 - \$34,999	849	8.52
Income \$35,000 - \$49,999	1,402	14.07
Income \$50,000 - \$74,999	2,826	28.36
Income \$75,000 - \$99,999	1,822	18.28
Income \$100,000 - \$149,999	1,478	14.83
Income \$150,000 - \$249,999	485	4.87
Income \$250,000 - \$499,999	98	0.98
Income \$500,000 and more	26	0.26
2008 Est. Average Family Household Income	\$75,979	
2008 Est. Median Family Household Income	\$65,498	
2008 Est. Families by Poverty Status*	9,966	
Income At or Above Poverty Level:		
Married-Couple Family, own children	3,569	35.81
Married-Couple Family, no own children	4,509	45.24
Male Householder, own children	254	2.55
Male Householder, no own children	198	1.99
Female Householder, own children	588	5.90
Female Householder, no own children	371	3.72
Income Below Poverty Level:		
Married-Couple Family, own children	152	1.53
Married-Couple Family, no own children	50	0.50
Male Householder, own children	56	0.56
Male Householder, no own children	24	0.24
Female Householder, own children	164	1.65
Female Householder, no own children	31	0.31
2008 Est. Pop Age 16+ by Employment Status*	34,886	
In Armed Forces	11	0.03
Civilian - Employed	23,466	67.26
Civilian - Unemployed	1,580	4.53
Not in Labor Force	9,829	28.17

Retail Trade Area Demographics

Whitewater, Wisconsin

DESCRIPTION	DATA	%
2008 Est. Civ Employed Pop 16+ Class of Worker*	23,466	
For-Profit Private Workers	16,974	72.33
Non-Profit Private Workers	1,612	6.87
Local Government Workers	1,506	6.42
State Government Workers	1,711	7.29
Federal Government Workers	126	0.54
Self-Emp Workers	1,449	6.17
Unpaid Family Workers	88	0.38
2008 Est. Civ Employed Pop 16+ by Occupation*	23,466	
Management, Business, and Financial Operations	2,609	11.12
Professional and Related Occupations	3,962	16.88
Service	3,839	16.36
Sales and Office	5,953	25.37
Farming, Fishing, and Forestry	229	0.98
Construction, Extraction and Maintenance	1,807	7.70
Production, Transportation and Material Moving	5,068	21.60
2008 Est. Pop 16+ by Occupation Classification*	23,466	
Blue Collar	6,874	29.29
White Collar	12,226	52.10
Service and Farm	4,366	18.61
2008 Est. Workers Age 16+, Transportation To Work*	22,956	
Drove Alone	18,174	79.17
Car Pooled	2,148	9.36
Public Transportation	183	0.80
Walked	1,495	6.51
Motorcycle	19	0.08
Bicycle	66	0.29
Other Means	77	0.34
Worked at Home	795	3.46
2008 Est. Workers Age 16+ by Travel Time to Work*	22,161	
Less than 15 Minutes	10,287	46.42
15 - 29 Minutes	6,420	28.97
30 - 44 Minutes	2,897	13.07
45 - 59 Minutes	1,257	5.67
60 or more Minutes	1,300	5.87
2008 Est. Average Travel Time to Work in Minutes*	22.38	

Retail Trade Area Demographics

Whitewater, Wisconsin

DESCRIPTION	DATA	%
2008 Est. Tenure of Occupied Housing Units	15,842	
Owner Occupied	10,248	64.69
Renter Occupied	5,594	35.31
2008 Occ Housing Units, Avg Length of Residence	9.52	
2008 Est. All Owner-Occupied Housing Values	10,248	
Value Less than \$20,000	200	1.95
Value \$20,000 - \$39,999	104	1.01
Value \$40,000 - \$59,999	106	1.03
Value \$60,000 - \$79,999	122	1.19
Value \$80,000 - \$99,999	278	2.71
Value \$100,000 - \$149,999	2,523	24.62
Value \$150,000 - \$199,999	2,600	25.37
Value \$200,000 - \$299,999	2,768	27.01
Value \$300,000 - \$399,999	850	8.29
Value \$400,000 - \$499,999	336	3.28
Value \$500,000 - \$749,999	261	2.55
Value \$750,000 - \$999,999	47	0.46
Value \$1,000,000 or more	53	0.52
2008 Est. Median All Owner-Occupied Housing Value	\$184,439	
2008 Est. Housing Units by Units in Structure*	18,464	
1 Unit Attached	379	2.05
1 Unit Detached	12,584	68.15
2 Units	1,407	7.62
3 to 19 Units	1,898	10.28
20 to 49 Units	919	4.98
50 or More Units	609	3.30
Mobile Home or Trailer	665	3.60
Boat, RV, Van, etc.	4	0.02

Retail Trade Area Demographics

Whitewater, Wisconsin

DESCRIPTION	DATA	%
2008 Est. Housing Units by Year Structure Built	18,464	
Housing Units Built 1999 to 2008	2,495	13.51
Housing Unit Built 1995 to 1998	1,325	7.18
Housing Unit Built 1990 to 1994	1,187	6.43
Housing Unit Built 1980 to 1989	1,481	8.02
Housing Unit Built 1970 to 1979	3,156	17.09
Housing Unit Built 1960 to 1969	1,973	10.69
Housing Unit Built 1950 to 1959	1,919	10.39
Housing Unit Built 1940 to 1949	905	4.90
Housing Unit Built 1939 or Earlier	4,023	21.79
2008 Est. Median Year Structure Built **	1971	

*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.

Community Demographics

Whitewater, Wisconsin

DESCRIPTION	DATA	%
Population		
2013 Projection	14,900	
2008 Estimate	14,228	
2000 Census	13,437	
1990 Census	12,720	
Growth 2008-2013	4.72%	
Growth 2000-2008	5.89%	
Growth 1990-2000	5.64%	
2008 Est. Population by Single Race Classification	12,699	
White Alone	11,489	90.47
Black or African American Alone	279	2.20
American Indian and Alaska Native Alone	37	0.29
Asian Alone	229	1.80
Native Hawaiian and Other Pacific Islander Alone	2	0.02
Some Other Race Alone	485	3.82
Two or More Races	178	1.40
2008 Est. Population Hispanic or Latino by Origin*	12,699	
Not Hispanic or Latino	11,465	90.28
Hispanic or Latino:	1,234	9.72
Mexican	977	79.17
Puerto Rican	52	4.21
Cuban	6	0.49
All Other Hispanic or Latino	199	16.13
2008 Est. Hispanic or Latino by Single Race Class.	1,234	
White Alone	637	51.62
Black or African American Alone	18	1.46
American Indian and Alaska Native Alone	17	1.38
Asian Alone	3	0.24
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	484	39.22
Two or More Races	75	6.08

Community Demographics

Whitewater, Wisconsin

DESCRIPTION	DATA	%
2008 Est. Pop. Asian Alone Race by Category*	229	
Chinese, except Taiwanese	48	20.96
Filipino	18	7.86
Japanese	15	6.55
Asian Indian	35	15.28
Korean	16	6.99
Vietnamese	15	6.55
Cambodian	1	0.44
Hmong	29	12.66
Laotian	19	8.30
Thai	7	3.06
Other Asian	24	10.48
Two or more Asian categories	2	0.87
2008 Est. Population by Ancestry	12,699	
Pop, Arab	18	0.14
Pop, Czech	48	0.38
Pop, Danish	100	0.79
Pop, Dutch	138	1.09
Pop, English	629	4.95
Pop, French (except Basque)	252	1.98
Pop, French Canadian	72	0.57
Pop, German	4,174	32.87
Pop, Greek	33	0.26
Pop, Hungarian	16	0.13
Pop, Irish	949	7.47
Pop, Italian	327	2.58
Pop, Lithuanian	11	0.09
Pop, United States or American	249	1.96
Pop, Norwegian	744	5.86
Pop, Polish	623	4.91
Pop, Portuguese	0	0.00
Pop, Russian	37	0.29
Pop, Scottish	30	0.24
Pop, Scotch-Irish	28	0.22
Pop, Slovak	2	0.02
Pop, Sub-Saharan African	52	0.41
Pop, Swedish	222	1.75
Pop, Swiss	103	0.81
Pop, Ukrainian	18	0.14
Pop, Welsh	44	0.35
Pop, West Indian (exc Hisp groups)	0	0.00

Community Demographics

Whitewater, Wisconsin

DESCRIPTION	DATA	%
2008 Est. Population by Ancestry		
Pop, Other ancestries	1,165	9.17
Pop, Ancestry Unclassified	2,615	20.59
2008 Est. Pop Age 5+ by Language Spoken At Home	12,235	
Speak Only English at Home	10,950	89.50
Speak Asian/Pacific Islander Language at Home	91	0.74
Speak IndoEuropean Language at Home	304	2.48
Speak Spanish at Home	855	6.99
Speak Other Language at Home	35	0.29
2008 Est. Population by Sex	12,699	
Male	6,300	49.61
Female	6,399	50.39
Male/Female Ratio	0.98	
2008 Est. Population by Age	12,699	
Age 0 - 4	464	3.65
Age 5 - 9	458	3.61
Age 10 - 14	437	3.44
Age 15 - 17	243	1.91
Age 18 - 20	2,566	20.21
Age 21 - 24	2,483	19.55
Age 25 - 34	2,033	16.01
Age 35 - 44	1,170	9.21
Age 45 - 49	510	4.02
Age 50 - 54	474	3.73
Age 55 - 59	400	3.15
Age 60 - 64	318	2.50
Age 65 - 74	467	3.68
Age 75 - 84	379	2.98
Age 85 and over	297	2.34
Age 16 and over	11,255	88.63
Age 18 and over	11,097	87.38
Age 21 and over	8,531	67.18
Age 65 and over	1,143	9.00
2008 Est. Median Age	24.51	
2008 Est. Average Age	32.25	

Community Demographics

Whitewater, Wisconsin

DESCRIPTION	DATA	%
2008 Est. Male Population by Age	6,300	
Age 0 - 4	240	3.81
Age 5 - 9	235	3.73
Age 10 - 14	214	3.40
Age 15 - 17	126	2.00
Age 18 - 20	1,192	18.92
Age 21 - 24	1,268	20.13
Age 25 - 34	1,109	17.60
Age 35 - 44	638	10.13
Age 45 - 49	247	3.92
Age 50 - 54	244	3.87
Age 55 - 59	200	3.17
Age 60 - 64	146	2.32
Age 65 - 74	216	3.43
Age 75 - 84	145	2.30
Age 85 and over	80	1.27
2008 Est. Median Age, Male	24.60	
2008 Est. Average Age, Male	31.23	
2008 Est. Female Population by Age	6,399	
Age 0 - 4	224	3.50
Age 5 - 9	223	3.48
Age 10 - 14	223	3.48
Age 15 - 17	117	1.83
Age 18 - 20	1,374	21.47
Age 21 - 24	1,215	18.99
Age 25 - 34	924	14.44
Age 35 - 44	532	8.31
Age 45 - 49	263	4.11
Age 50 - 54	230	3.59
Age 55 - 59	200	3.13
Age 60 - 64	172	2.69
Age 65 - 74	251	3.92
Age 75 - 84	234	3.66
Age 85 and over	217	3.39
2008 Est. Median Age, Female	24.42	
2008 Est. Average Age, Female	33.26	

Community Demographics

Whitewater, Wisconsin

DESCRIPTION	DATA	%
2008 Est. Population Age 15+ by Marital Status*	11,340	
Total, Never Married	6,469	57.05
Married, Spouse present	2,522	22.24
Married, Spouse absent	1,130	9.96
Widowed	616	5.43
Divorced	603	5.32
Males, Never Married	3,235	28.53
Previously Married	427	3.77
Females, Never Married	3,234	28.52
Previously Married	792	6.98
2008 Est. Pop. Age 25+ by Educational Attainment*	6,048	
Less than 9th grade	321	5.31
Some High School, no diploma	808	13.36
High School Graduate (or GED)	1,613	26.67
Some College, no degree	1,063	17.58
Associate Degree	376	6.22
Bachelor's Degree	1,160	19.18
Master's Degree	429	7.09
Professional School Degree	50	0.83
Doctorate Degree	228	3.77
Households		
2013 Projection	4,496	
2008 Estimate	4,340	
2000 Census	4,132	
1990 Census	3,663	
Growth 2008-2013	3.59%	
Growth 2000-2008	5.03%	
Growth 1990-2000	12.80%	
2008 Est. Households by Household Type	4,340	
Family Households	1,770	40.78
Nonfamily Households	2,570	59.22
2008 Est. Group Quarters Population	2,471	
2008 Households by Ethnicity, Hispanic/Latino	296	6.82

Community Demographics

Whitewater, Wisconsin

DESCRIPTION	DATA	%
2008 Est. Households by Household Income	4,340	
Income Less than \$15,000	808	18.62
Income \$15,000 - \$24,999	601	13.85
Income \$25,000 - \$34,999	515	11.87
Income \$35,000 - \$49,999	831	19.15
Income \$50,000 - \$74,999	749	17.26
Income \$75,000 - \$99,999	391	9.01
Income \$100,000 - \$149,999	280	6.45
Income \$150,000 - \$249,999	143	3.29
Income \$250,000 - \$499,999	20	0.46
Income \$500,000 and more	2	0.05
2008 Est. Average Household Income	\$50,063	
2008 Est. Median Household Income	\$39,444	
2008 Est. Per Capita Income	\$18,239	
2008 Est. Household Type, Presence Own Children*	4,340	
Single Male Householder	604	13.92
Single Female Householder	843	19.42
Married-Couple Family, own children	569	13.11
Married-Couple Family, no own children	749	17.26
Male Householder, own children	69	1.59
Male Householder, no own children	72	1.66
Female Householder, own children	201	4.63
Female Householder, no own children	110	2.53
Nonfamily, Male Householder	570	13.13
Nonfamily, Female Householder	553	12.74
2008 Est. Households by Household Size*	4,340	
1-person household	1,447	33.34
2-person household	1,357	31.27
3-person household	667	15.37
4-person household	513	11.82
5-person household	223	5.14
6-person household	94	2.17
7 or more person household	39	0.90
2008 Est. Average Household Size	2.36	

Community Demographics

Whitewater, Wisconsin

DESCRIPTION	DATA	%
2008 Est. Households by Presence of People*	4,340	
Households with 1 or more People under Age 18:		
Married-Couple Family	585	13.48
Other Family, Male Householder	79	1.82
Other Family, Female Householder	221	5.09
Nonfamily, Male Householder	20	0.46
Nonfamily, Female Householder	8	0.18
Households no People under Age 18:		
Married-Couple Family	733	16.89
Other Family, Male Householder	62	1.43
Other Family, Female Householder	90	2.07
Nonfamily, Male Householder	1,154	26.59
Nonfamily, Female Householder	1,388	31.98
2008 Est. Households by Number of Vehicles*	4,340	
No Vehicles	321	7.40
1 Vehicle	1,639	37.76
2 Vehicles	1,448	33.36
3 Vehicles	646	14.88
4 Vehicles	214	4.93
5 or more Vehicles	72	1.66
2008 Est. Average Number of Vehicles*	1.79	
Family Households		
2013 Projection	1,832	
2008 Estimate	1,770	
2000 Census	1,686	
1990 Census	1,577	
Growth 2008-2013	3.50%	
Growth 2000-2008	4.98%	
Growth 1990-2000	6.91%	

Community Demographics

Whitewater, Wisconsin

DESCRIPTION	DATA	%
2008 Est. Family Households by Household Income	1,770	
Income Less than \$15,000	152	8.59
Income \$15,000 - \$24,999	123	6.95
Income \$25,000 - \$34,999	189	10.68
Income \$35,000 - \$49,999	264	14.92
Income \$50,000 - \$74,999	380	21.47
Income \$75,000 - \$99,999	305	17.23
Income \$100,000 - \$149,999	225	12.71
Income \$150,000 - \$249,999	119	6.72
Income \$250,000 - \$499,999	11	0.62
Income \$500,000 and more	2	0.11
2008 Est. Average Family Household Income	\$70,703	
2008 Est. Median Family Household Income	\$60,335	
2008 Est. Families by Poverty Status*	1,770	
Income At or Above Poverty Level:		
Married-Couple Family, own children	527	29.77
Married-Couple Family, no own children	724	40.90
Male Householder, own children	81	4.58
Male Householder, no own children	47	2.66
Female Householder, own children	130	7.34
Female Householder, no own children	73	4.12
Income Below Poverty Level:		
Married-Couple Family, own children	67	3.79
Married-Couple Family, no own children	0	0.00
Male Householder, own children	7	0.40
Male Householder, no own children	6	0.34
Female Householder, own children	80	4.52
Female Householder, no own children	28	1.58
2008 Est. Pop Age 16+ by Employment Status*	11,255	
In Armed Forces	1	0.01
Civilian - Employed	6,946	61.71
Civilian - Unemployed	948	8.42
Not in Labor Force	3,360	29.85

Community Demographics

Whitewater, Wisconsin

DESCRIPTION	DATA	%
2008 Est. Civ Employed Pop 16+ Class of Worker*	6,946	
For-Profit Private Workers	4,659	67.07
Non-Profit Private Workers	496	7.14
Local Government Workers	354	5.10
State Government Workers	1,065	15.33
Federal Government Workers	27	0.39
Self-Emp Workers	311	4.48
Unpaid Family Workers	34	0.49
2008 Est. Civ Employed Pop 16+ by Occupation*	6,946	
Management, Business, and Financial Operations	621	8.94
Professional and Related Occupations	1,186	17.07
Service	1,540	22.17
Sales and Office	2,115	30.45
Farming, Fishing, and Forestry	55	0.79
Construction, Extraction and Maintenance	253	3.64
Production, Transportation and Material Moving	1,176	16.93
2008 Est. Pop 16+ by Occupation Classification*	6,946	
Blue Collar	1,429	20.57
White Collar	3,867	55.67
Service and Farm	1,650	23.75
2008 Est. Workers Age 16+, Transportation To Work*	6,770	
Drove Alone	4,833	71.39
Car Pooled	555	8.20
Public Transportation	41	0.61
Walked	1,104	16.31
Motorcycle	7	0.10
Bicycle	28	0.41
Other Means	14	0.21
Worked at Home	188	2.78
2008 Est. Workers Age 16+ by Travel Time to Work*	6,582	
Less than 15 Minutes	3,632	55.18
15 - 29 Minutes	1,489	22.62
30 - 44 Minutes	902	13.70
45 - 59 Minutes	240	3.65
60 or more Minutes	319	4.85
2008 Est. Average Travel Time to Work in Minutes*	19.76	

Community Demographics

Whitewater, Wisconsin

DESCRIPTION	DATA	%
2008 Est. Tenure of Occupied Housing Units	4,340	
Owner Occupied	1,562	35.99
Renter Occupied	2,778	64.01
2008 Occ Housing Units, Avg Length of Residence	7.31	
2008 Est. All Owner-Occupied Housing Values	1,562	
Value Less than \$20,000	121	7.75
Value \$20,000 - \$39,999	18	1.15
Value \$40,000 - \$59,999	17	1.09
Value \$60,000 - \$79,999	18	1.15
Value \$80,000 - \$99,999	38	2.43
Value \$100,000 - \$149,999	395	25.29
Value \$150,000 - \$199,999	465	29.77
Value \$200,000 - \$299,999	398	25.48
Value \$300,000 - \$399,999	33	2.11
Value \$400,000 - \$499,999	15	0.96
Value \$500,000 - \$749,999	19	1.22
Value \$750,000 - \$999,999	4	0.26
Value \$1,000,000 or more	21	1.34
2008 Est. Median All Owner-Occupied Housing Value	\$168,723	
2008 Est. Housing Units by Units in Structure*	4,614	
1 Unit Attached	87	1.89
1 Unit Detached	1,749	37.91
2 Units	547	11.86
3 to 19 Units	903	19.57
20 to 49 Units	556	12.05
50 or More Units	502	10.88
Mobile Home or Trailer	270	5.85
Boat, RV, Van, etc.	0	0.00

Community Demographics

Whitewater, Wisconsin

DESCRIPTION	DATA	%
2008 Est. Housing Units by Year Structure Built	4,614	
Housing Units Built 1999 to 2008	569	12.33
Housing Unit Built 1995 to 1998	232	5.03
Housing Unit Built 1990 to 1994	263	5.70
Housing Unit Built 1980 to 1989	300	6.50
Housing Unit Built 1970 to 1979	854	18.51
Housing Unit Built 1960 to 1969	703	15.24
Housing Unit Built 1950 to 1959	454	9.84
Housing Unit Built 1940 to 1949	287	6.22
Housing Unit Built 1939 or Earlier	952	20.63
2008 Est. Median Year Structure Built **	1969	

*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.

Section VI: Psychographic Profile

Psychographics Overview

Psychographics

Psychographics, simply defined, is the use of demographics to study and measure attitudes, values, lifestyles and buying habits of a household, community or trade area. There are 66 Lifestyle Segments used to classify psychographic profiles. An area of study will always be defined by one or more of these Lifestyle Segments.

Dominant Segments

Dominant Segments are those Psychographic Lifestyle Segments which make up approximately 50% of the total population of a Retail Trade Area or other study area.

Lifestyle Behaviors Abbreviations & Reference Codes

In the "Lifestyle Behaviors" portions (for each Lifestyle Segment) of this document certain abbreviations and reference codes are provided to help explain various statistical figures and definitions. Below you will find a brief overview of these and their usage.

H = Survey questions asked by MediaMark in the universe of "Households"

A = Survey questions asked by MediaMark in the universe of "Adults" within households.

1wk = Once a week

3mo = Three times per week

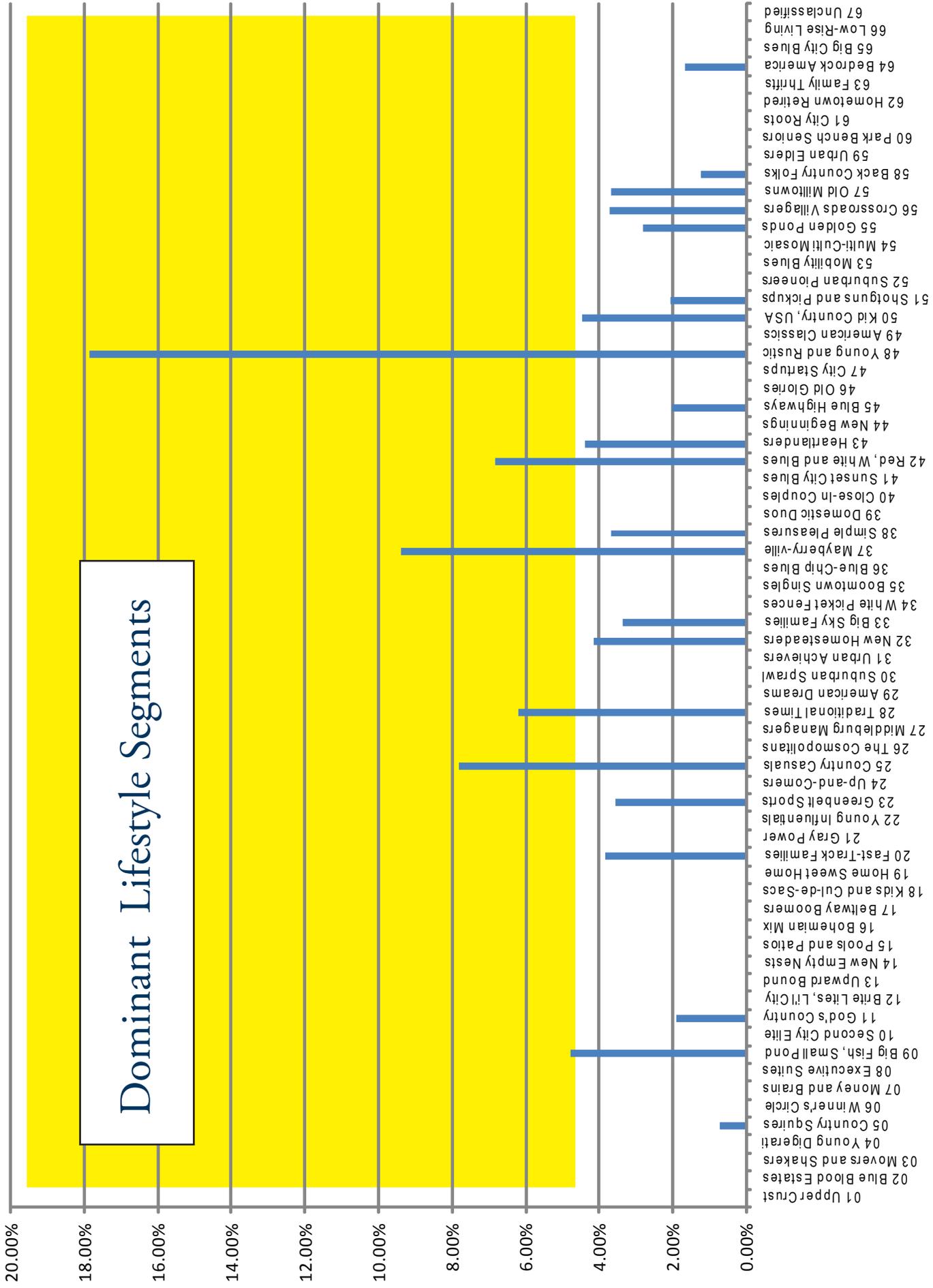
1yr = Once per year

3yr = Three times per year

* denotes that there is quantitative information behind the question (ex. how much they spent, etc.)

"Index" refers to the average household performance. The average household performance index is 100. For any lifestyle behavior index higher than 100, there is a higher than average likelihood for that lifestyle behavior to be exhibited by individuals in a lifestyle segment. For any lifestyle behavior index lower than 100, there is a lower than average likelihood for that behavior to be exhibited by those individuals in a lifestyle segment.

For example, an index of 50 would indicate that individuals in a particular lifestyle segment would be "half" as likely to exhibit that lifestyle behavior. An index of 200 would indicate that individuals in a particular lifestyle segment would be twice as likely. An index of 300, three times as likely, etc.



Lifestyle Segment Definitions

09 Big Fish, Small Pond

Upscale, Older w/o Kids

Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, including belonging to country clubs, maintaining large investment portfolios, and spending freely on computer technology.

25 Country Casuals

Upscale, Middle Age w/o Kids

There's a laid-back atmosphere in Country Casuals, a collection of middle-aged, upscale households that have started to empty-nest. Most households boast two earners who have well-paying management jobs or own small businesses. Today these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares, and going out to eat.

28 Traditional Times

Upper-Mid, Older w/o Kids

Traditional Times is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and sixties, these upper-middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles ranging from Country Living and Country Home to Gourmet and Forbes. But they're big travelers, especially in recreational vehicles and campers.

37 Mayberry-ville

Upper-Mid, Middle Age w/o Kids

Like the old Andy Griffith Show set in a quaint picturesque berg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, upper-middle-class couples like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles, and pickup trucks.

42 Red, White & Blues

Lower-Mid, Middle Age w/o Kids

The residents of Red, White & Blues typically live in exurban towns rapidly morphing into bedroom suburbs. Their streets feature new fast-food restaurants, and locals have recently celebrated the arrival of chains like Wal-Mart, Radio Shack, and Payless Shoes. Middle-aged, high school educated, and lower-middle class, these folks tend to have solid, blue-collar jobs in manufacturing, milling, and construction.

48 Young & Rustic

Lower-Mid, Middle Age w/o Kids

Young & Rustic is composed of middle age, restless singles. These folks tend to be lower-middle-income, high school-educated, and live in tiny apartments in the nation's exurban towns. With their service industry jobs and modest incomes, these folks still try to fashion fast-paced lifestyles centered on sports, cars, and dating.

Big Fish, Small Pond

09 Big Fish, Small Pond

Upscale, Older w/o Kids

Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, including belonging to country clubs, maintaining large investment portfolios, and spending freely on computer technology.

Social Group:	Landed Gentry
Lifestage Group:	Affluent Empty Nests

2007 Statistics:

US Households:	2,602,144 (2.29%)
Median HH Income:	\$83,872

Lifestyle Traits

Belong to a country club
Own a motor home
Atlantic Monthly magazine
1960s nostalgia music
Lexus LS430

Demographics Traits:

Urbanicity:	Town/Rural
Income:	Upscale
Income Producing Assets:	Elite
Age Ranges:	Age 45-64
Presence of Kids:	HH w/o Kids
Homeownership:	Mostly Owners
Employment Levels:	Management
Education Levels:	Graduate Plus
Ethnic Diversity:	Mostly White

Big Fish, Small Pond

Age

Description	U.S.	Segment	Index
Household Age: 18-24	6.01	0.00	0
Household Age: 25-34	16.02	0.52	3
Household Age: 35-44	19.87	0.35	2
Household Age: 45-54	21.44	0.95	4
Household Age: 55-64	15.54	73.68	474
Household Age: 65-74	10.51	17.52	167
Household Age: 75+	10.64	7.08	67

Education

Description	U.S.	Segment	Index
Household Education: Post Graduate Degree	9.59	26.49	276
Household Education: Bachelor's Degree	17.68	26.23	148
Household Education: Attended College	25.76	20.97	81
Household Education: Graduated High School	31.83	22.43	70
Household Education: Did Not Graduate H.S.	15.14	3.88	26

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	8.29	0.00	0
Household Income: \$10,000-\$19,999	13.03	0.35	3
Household Income: \$20,000-\$29,999	12.57	0.09	1
Household Income: \$30,000-\$39,999	11.49	0.95	8
Household Income: \$40,000-\$49,999	9.45	0.26	3
Household Income: \$50,000-\$74,999	18.50	1.29	7
Household Income: \$75,000-\$99,999	11.18	32.44	290
Household Income: \$100,000-\$149,999	9.73	39.26	403
Household Income: \$150,000-\$199,999	3.39	13.11	387
Household Income: \$200,000 or More	2.45	12.34	503

Race & Ethnicity

Description	U.S.	Segment	Index
Race: Asian	2.05	0.52	25
Race: Black	12.04	1.38	11
Race: Other	0.93	0.17	19
Race: White	85.00	97.93	115
Ethnicity: Hispanic	10.33	0.95	9

Big Fish, Small Pond

First Language

Description	U.S.	Segment	Index
Household First Language: English	92.44	99.14	107
Household First Language: Other	2.31	0.69	30
Household First Language: Spanish	5.27	0.26	5

Housing/Home Ownership

Description	U.S.	Segment	Index
Tenure: Home Owned	70.07	97.41	139
Tenure: Rent	29.92	2.67	9

Housing/Home Value

Description	U.S.	Segment	Index
Home Val: Less than \$50,000	6.35	0.78	12
Home Val: \$50,000-\$99,999	12.11	2.33	19
Home Val: \$100,000-\$149,999	12.40	10.35	84
Home Val: \$150,000-199,999	9.58	13.72	143
Home Val: \$200,000-499,999	22.79	49.01	215
Home Val: \$500,000 or More	6.86	21.31	311

Housing/Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less Than 1 Year	17.62	4.75	27
Length of Residence: 1-4 Years	29.21	18.46	63
Length of Residence: 5 Years or More	53.16	76.79	144

Family Composition/People in Household

Description	U.S.	Segment	Index
Household Size: 1	27.35	8.80	32
Household Size: 2	35.09	75.32	215
Household Size: 3 or 4	28.15	15.10	54
Household Size: 5+	9.43	0.86	9

Family Composition/Children under 18 at Home

Description	U.S.	Segment	Index
Number of Children: 1	13.08	0.35	3
Number of Children: 2	11.58	0.52	4
Number of Children: 3	5.16	0.17	3
Number of Children: 4	1.59	0.00	0
Number of Children: 5+	0.78	0.00	0

Big Fish, Small Pond

Family Composition/Presence of Children by Age

Description	U.S.	Segment	Index
Children's Age: Under 2	5.89	0.35	6
Children's Age: 2-5	11.52	0.43	4
Children's Age: 6-11	15.21	0.17	1
Children's Age: 12-17	15.39	0.52	3

Employment/Occupation

Description	U.S.	Segment	Index
Household Occupation: Managemet/Business/Financial	11.45	28.30	247
Household Occupation: Natural Resources/Construction/Maintenance	8.20	4.83	59
Household Occupation: Professionals	13.21	15.70	119
Household Occupation: Other Employed	19.05	10.70	56
Household Occupation: Sales/Office	14.17	12.60	89

Employment/Occupation Detailed

Description	U.S.	Segment	Index
Household Occupation Detail: Architect/Engineer	1.48	3.11	211
Household Occupation Detail: Arts/Entertainment/Sports	1.40	0.60	43
Household Occupation Detail: Business/Finance	2.17	2.85	131
Household Occupation Detail: Community/Social Services	0.94	0.69	73
Household Occupation Detail: Computer/Mathematical	2.11	1.90	90
Household Occupation Detail: Education/Training/Library	2.94	3.11	106
Household Occupation Detail: Food Preparation/Serving	2.19	0.17	8
Household Occupation Detail: Health Practitioner/Technician	2.86	3.71	130
Household Occupation Detail: Healthcare Support	0.96	0.26	27
Household Occupation Detail: Legal	0.84	1.47	176
Household Occupation Detail: Life/Physical/Social Sciences	0.71	1.21	170
Household Occupation Detail: Maintenance/Repair	3.63	2.59	71
Household Occupation Detail: Building Grounds Maintenance	2.33	0.43	19
Household Occupation Detail: Management	9.29	25.45	274
Household Occupation Detail: Natural Resources/Construction	4.56	2.24	49
Household Occupation Detail: Office/Admin Support	6.66	3.36	51
Household Occupation Detail: Personal Care/Service	1.59	0.17	11
Household Occupation Detail: Production	5.06	5.18	102
Household Occupation Detail: Protective Service/Military	1.89	0.95	50
Household Occupation Detail: Sales/Related	7.51	9.32	124
Household Occupation Detail: Transport/Material Moving	5.08	3.54	70

Big Fish, Small Pond

Top 15 Lifestyle Behaviors

	Index
Belong to a Country Club (A)	419
Buy from Bertucci's, 1mo (A) *	399
Own Vacation/Weekend Home (H)	356
Order from L.L. Bean, 1yr (A)	346
Buy Men's Business Suit, \$250+, 1yr (A)	338
Order from Land's End, 1yr (A)	336
Own Cross Country Boots/Skis (A)	332
Contribute to NPR, 1 yr (A)	320
Go Sailing, 1yr (A)	319
Own/Lease New Acura/Infiniti/Lexus (H)	304
Drink Scotch Whiskey, 1mo (A) *	302
Order from Gevalia Kaffe, 1yr (A)	293
Buy Books on Tape, 1yr (A) *	291
Own Horse (H)	291
Go Whitewater Rafting, 1yr (A)	290

Lifestyle Behaviors 16-30

	Index
Vehicle has Navigational System (H)	289
Take 3+ Cruises, 3yr (A)	282
Use Brokerage Firm for Advice/Price Quotes, 1yr (A)	279
Make Internet Stock Trades, 1mo (A)	278
Business Travel by Airplane, 3+, 1yr (A)	275
Domestic Vacation, Play Golf, 1yr (A)	275
Buy from Cracker Barrel, 1mo (A) *	271
Shop at Sherwin Williams, 1yr (A)	271
Contribute to PBS, 1yr (A)	262
Own Power Boat (H)	260
Has an IRA Account (A)	259
Own Stationary Bike (A)	259
Own Timeshare Residence (H)	259
Use Charles Schwab, 1yr (A)	259
Drink Imported Wine, 1wk (A) *	258

Lifestyle Behaviors 31-45

	Index
Spend \$30K+ on New Vehicle (H)	258
Buy Classical Music, 1yr (A) *	257
Do Bird Watching, 1yr (A)	256
Buy from Romano's Macaroni Grill, 1mo (A) *	255
Domestic Travel, \$3000+, 1yr (A)	253
Foreign Travel, \$3000+, 1yr (A)	251
Own Downhill Skis/Boots (A)	250
Shop at Talbots, 3mo (A)	248
Purchase Any Airline Tickets via Phone/Mail, 1yr (A)	246
Shop at Ethan Allen Galleries, 1yr (A)	246
Belong to a Fraternal Order (A)	245
Order from Eddie Bauer, 1yr (A)	245
Buy from Lone Star Steakhouse, 1mo (A) *	244
Order from J. Crew, 1yr (A)	243
Buy from Outback Steakhouse, 1mo (A) *	240

Country Casuals

25 Country Casuals

Upscale, Middle Age w/o Kids

There's a laid-back atmosphere in Country Casuals, a collection of middle-aged, upscale households that have started to empty-nest. Most households boast two earners who have well-paying management jobs or own small businesses. Today these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares, and going out to eat.

Social Group:	Landed Gentry
Lifestage Group:	Midlife Success

2007 Statistics:

US Households:	1,841,125 (1.62%)
Median HH Income:	\$72,180

Lifestyle Traits

Go whitewater rafting
Belong to a civic club
Skiing magazine
George Michael Sports Machine TV
GMC Sierra

Demographics Traits:

Urbanicity:	Town/Rural
Income:	Upscale
Income Producing Assets:	High
Age Ranges:	Age 35-54
Presence of Kids:	HH w/o Kids
Homeownership:	Mostly Owners
Employment Levels:	Management
Education Levels:	College Grad
Ethnic Diversity:	Mostly White

Country Casuals

Age

Description	U.S.	Segment	Index
Household Age: 18-24	6.01	2.55	42
Household Age: 25-34	16.02	13.33	83
Household Age: 35-44	19.87	22.67	114
Household Age: 45-54	21.44	56.24	262
Household Age: 55-64	15.54	2.42	16
Household Age: 65-74	10.51	1.94	18
Household Age: 75+	10.64	0.85	8

Education

Description	U.S.	Segment	Index
Household Education: Post Graduate Degree	9.59	14.18	148
Household Education: Bachelor's Degree	17.68	21.09	119
Household Education: Attended College	25.76	33.58	130
Household Education: Graduated High School	31.83	26.79	84
Household Education: Did Not Graduate H.S.	15.14	4.48	30

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	8.29	0.24	3
Household Income: \$10,000-\$19,999	13.03	1.21	9
Household Income: \$20,000-\$29,999	12.57	1.45	12
Household Income: \$30,000-\$39,999	11.49	0.48	4
Household Income: \$40,000-\$49,999	9.45	1.45	15
Household Income: \$50,000-\$74,999	18.50	5.33	29
Household Income: \$75,000-\$99,999	11.18	33.33	298
Household Income: \$100,000-\$149,999	9.73	39.39	405
Household Income: \$150,000-\$199,999	3.39	11.27	333
Household Income: \$200,000 or More	2.45	5.70	232

Race & Ethnicity

Description	U.S.	Segment	Index
Race: Asian	2.05	0.61	29
Race: Black	12.04	1.82	15
Race: Other	0.93	0.48	52
Race: White	85.00	97.09	114
Ethnicity: Hispanic	10.33	2.42	23

Country Casuals

First Language

Description	U.S.	Segment	Index
Household First Language: English	92.44	99.03	107
Household First Language: Other	2.31	0.12	5
Household First Language: Spanish	5.27	0.97	18

Housing/Home Ownership

Description	U.S.	Segment	Index
Tenure: Home Owned	70.07	92.97	133
Tenure: Rent	29.92	7.03	23

Housing/Home Value

Description	U.S.	Segment	Index
Home Val: Less than \$50,000	6.35	2.79	44
Home Val: \$50,000-\$99,999	12.11	7.52	62
Home Val: \$100,000-\$149,999	12.40	20.00	161
Home Val: \$150,000-199,999	9.58	19.64	205
Home Val: \$200,000-499,999	22.79	34.91	153
Home Val: \$500,000 or More	6.86	8.00	117

Housing/Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less Than 1 Year	17.62	14.42	82
Length of Residence: 1-4 Years	29.21	28.85	99
Length of Residence: 5 Years or More	53.16	56.73	107

Family Composition/People in Household

Description	U.S.	Segment	Index
Household Size: 1	27.35	11.03	40
Household Size: 2	35.09	61.94	176
Household Size: 3 or 4	28.15	25.33	90
Household Size: 5+	9.43	1.82	19

Family Composition/Children under 18 at Home

Description	U.S.	Segment	Index
Number of Children: 1	13.08	1.33	10
Number of Children: 2	11.58	2.91	25
Number of Children: 3	5.16	0.24	5
Number of Children: 4	1.59	0.00	0
Number of Children: 5+	0.78	0.00	0

Country Casuals

Family Composition/Presence of Children by Age

Description	U.S.	Segment	Index
Children's Age: Under 2	5.89	0.61	10
Children's Age: 2-5	11.52	1.09	9
Children's Age: 6-11	15.21	3.03	20
Children's Age: 12-17	15.39	1.82	12

Employment/Occupation

Description	U.S.	Segment	Index
Household Occupation: Managemet/Business/Financial	11.45	25.58	223
Household Occupation: Natural Resources/Construction/Maintenance	8.20	11.88	145
Household Occupation: Professionals	13.21	21.58	163
Household Occupation: Other Employed	19.05	20.48	108
Household Occupation: Sales/Office	14.17	13.70	97

Employment/Occupation Detailed

Description	U.S.	Segment	Index
Household Occupation Detail: Architect/Engineer	1.48	3.15	214
Household Occupation Detail: Arts/Entertainment/Sports	1.40	1.33	95
Household Occupation Detail: Business/Finance	2.17	2.55	117
Household Occupation Detail: Community/Social Services	0.94	0.73	77
Household Occupation Detail: Computer/Mathematical	2.11	3.27	155
Household Occupation Detail: Education/Training/Library	2.94	2.06	70
Household Occupation Detail: Food Preparation/Serving	2.19	0.24	11
Household Occupation Detail: Health Practitioner/Technician	2.86	7.52	263
Household Occupation Detail: Healthcare Support	0.96	0.00	0
Household Occupation Detail: Legal	0.84	1.94	232
Household Occupation Detail: Life/Physical/Social Sciences	0.71	1.58	221
Household Occupation Detail: Maintenance/Repair	3.63	5.09	140
Household Occupation Detail: Building Grounds Maintenance	2.33	1.58	68
Household Occupation Detail: Management	9.29	22.91	247
Household Occupation Detail: Natural Resources/Construction	4.56	6.91	152
Household Occupation Detail: Office/Admin Support	6.66	4.24	64
Household Occupation Detail: Personal Care/Service	1.59	0.97	61
Household Occupation Detail: Production	5.06	7.15	141
Household Occupation Detail: Protective Service/Military	1.89	3.39	180
Household Occupation Detail: Sales/Related	7.51	9.33	124
Household Occupation Detail: Transport/Material Moving	5.08	7.27	143

Country Casuals

Top 15 Lifestyle Behaviors

	Index
Buy from Au Bon Pain,1 mo (A) *	422
Buy Collectables by Mail/Phone,1yr (A)	386
Go Scuba/Skin Diving/Snorkeling,1yr (A)	343
Buy Flowers by Internet,1yr (A)	328
Go to Ice Hockey Games,1+ Times,1 mo (A)	323
Use E*Trade,1yr (A)	307
Buy from Krystal's Hamburgers,1 mo (A) *	304
Order from priceline.com,1yr (A)	300
Play Softball,1yr (A)	297
Belong to a Country Club (A)	292
Business Travel by Airplane,3+,1yr (A)	288
Own Rifle/Shotgun (A)	287
Shop at Sherwin Williams,1yr (A)	286
Go Whitewater Rafting,1yr (A)	283
Go Power Boating,1yr (A)	282

Lifestyle Behaviors 16-30

	Index
Shop at Stop-N-Go,6mo (A)	275
Buy from A&W,1 mo (A) *	272
Buy from Chick-Fil-A,1 mo (A) *	265
Vehicle has Navigational System (H)	264
Own Handgun (A)	263
Own Cross Country Boots/Skis (A)	261
Buy Books on Tape,1yr (A) *	260
Order from Eddie Bauer,1yr (A)	259
Order from Victoria's Secret,1yr (A)	254
Buy from Lone Star Steakhouse,1 mo (A) *	250
Foreign Travel by Airplane,First Class,3yr (A)	249
Drink Samuel Adams Beer,1 wk (A) *	246
Go Ice Skating,1yr (A)	246
Own Golf Clubs (A)	245
Buy Home Furnishings by Mail/Phone,1yr (A)	244

Lifestyle Behaviors 31-45

	Index
Drive Motorcycle (A)	242
Shop at Food Lion,1 mo (A)	242
Buy Chewing Tobacco,1 mo (A) *	241
Buy from Cracker Barrel,1 mo (A) *	241
Buy from Hardee's,1 mo (A) *	239
Own All Terrain Vehicle (H)	239
Order from barnesandnoble.com,1yr (A)	238
Own Motorcycle (H)	238
Go Hunting with Gun,1yr (A)	237
Go Canoeing/Kayaking,1yr (A)	236
Order from Gevalia Kaffe,1yr (A)	234
Buy Cell Phone at Computer Superstore (A)	233
Drive Recreational Vehicle (A)	233
Visit Acupuncturist,1yr (A) *	228
Buy Men's Business Suit,\$250+,1yr (A)	227

Traditional Times

28 Traditional Times

Upper-Mid, Older w/o Kids

Traditional Times is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and sixties, these upper-middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles ranging from Country Living and Country Home to Gourmet and Forbes. But they're big travelers, especially in recreational vehicles and campers.

Social Group:	Country Comfort
Lifestage Group:	Conservative Classics

2007 Statistics:

US Households:	3,253,503 (2.86%)
Median HH Income:	\$55,498

Lifestyle Traits

Domestic travel by motor home
Eat at Bob Evans
Golf tournaments on TV
Triple Crown on TV
Buick LaCrosse

Demographics Traits:

Urbanicity:	Town/Rural
Income:	Upper-Mid
Income Producing Assets:	High
Age Ranges:	Age 55+
Presence of Kids:	HH w/o Kids
Homeownership:	Mostly Owners
Employment Levels:	White Collar, Mix
Education Levels:	Some College
Ethnic Diversity:	Mostly White

Traditional Times

Age

Description	U.S.	Segment	Index
Household Age: 18-24	6.01	0.48	8
Household Age: 25-34	16.02	1.30	8
Household Age: 35-44	19.87	2.61	13
Household Age: 45-54	21.44	1.92	9
Household Age: 55-64	15.54	43.61	281
Household Age: 65-74	10.51	31.59	301
Household Age: 75+	10.64	18.48	174

Education

Description	U.S.	Segment	Index
Household Education: Post Graduate Degree	9.59	11.47	120
Household Education: Bachelor's Degree	17.68	14.70	83
Household Education: Attended College	25.76	26.72	104
Household Education: Graduated High School	31.83	38.53	121
Household Education: Did Not Graduate H.S.	15.14	8.52	56

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	8.29	0.21	2
Household Income: \$10,000-\$19,999	13.03	2.20	17
Household Income: \$20,000-\$29,999	12.57	1.72	14
Household Income: \$30,000-\$39,999	11.49	2.88	25
Household Income: \$40,000-\$49,999	9.45	17.86	189
Household Income: \$50,000-\$74,999	18.50	63.60	344
Household Income: \$75,000-\$99,999	11.18	9.96	89
Household Income: \$100,000-\$149,999	9.73	0.96	10
Household Income: \$150,000-\$199,999	3.39	0.14	4
Household Income: \$200,000 or More	2.45	0.48	20

Race & Ethnicity

Description	U.S.	Segment	Index
Race: Asian	2.05	0.14	7
Race: Black	12.04	2.06	17
Race: Other	0.93	0.14	15
Race: White	85.00	97.80	115
Ethnicity: Hispanic	10.33	1.17	11

Traditional Times

First Language

Description	U.S.	Segment	Index
Household First Language: English	92.44	99.86	108
Household First Language: Other	2.31	0.14	6
Household First Language: Spanish	5.27	0.07	1

Housing/Home Ownership

Description	U.S.	Segment	Index
Tenure: Home Owned	70.07	92.38	132
Tenure: Rent	29.92	7.62	25

Housing/Home Value

Description	U.S.	Segment	Index
Home Val: Less than \$50,000	6.35	3.23	51
Home Val: \$50,000-\$99,999	12.11	13.05	108
Home Val: \$100,000-\$149,999	12.40	20.19	163
Home Val: \$150,000-199,999	9.58	14.56	152
Home Val: \$200,000-499,999	22.79	34.48	151
Home Val: \$500,000 or More	6.86	6.87	100

Housing/Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less Than 1 Year	17.62	5.84	33
Length of Residence: 1-4 Years	29.21	18.54	63
Length of Residence: 5 Years or More	53.16	75.62	142

Family Composition/People in Household

Description	U.S.	Segment	Index
Household Size: 1	27.35	16.48	60
Household Size: 2	35.09	69.09	197
Household Size: 3 or 4	28.15	12.71	45
Household Size: 5+	9.43	1.72	18

Family Composition/Children under 18 at Home

Description	U.S.	Segment	Index
Number of Children: 1	13.08	2.61	20
Number of Children: 2	11.58	0.62	5
Number of Children: 3	5.16	0.82	16
Number of Children: 4	1.59	0.00	0
Number of Children: 5+	0.78	0.27	35

Traditional Times

Family Composition/Presence of Children by Age

Description	U.S.	Segment	Index
Children's Age: Under 2	5.89	0.89	15
Children's Age: 2-5	11.52	1.03	9
Children's Age: 6-11	15.21	2.75	18
Children's Age: 12-17	15.39	1.58	10

Employment/Occupation

Description	U.S.	Segment	Index
Household Occupation: Managemet/Business/Financial	11.45	9.82	86
Household Occupation: Natural Resources/Construction/Maintenance	8.20	6.25	76
Household Occupation: Professionals	13.21	7.62	58
Household Occupation: Other Employed	19.05	12.02	63
Household Occupation: Sales/Office	14.17	9.48	67

Employment/Occupation Detailed

Description	U.S.	Segment	Index
Household Occupation Detail: Architect/Engineer	1.48	1.03	70
Household Occupation Detail: Arts/Entertainment/Sports	1.40	0.62	44
Household Occupation Detail: Business/Finance	2.17	0.76	35
Household Occupation Detail: Community/Social Services	0.94	0.89	95
Household Occupation Detail: Computer/Mathematical	2.11	0.96	46
Household Occupation Detail: Education/Training/Library	2.94	2.13	73
Household Occupation Detail: Food Preparation/Serving	2.19	0.27	13
Household Occupation Detail: Health Practitioner/Technician	2.86	1.79	62
Household Occupation Detail: Healthcare Support	0.96	0.14	14
Household Occupation Detail: Legal	0.84	0.14	16
Household Occupation Detail: Life/Physical/Social Sciences	0.71	0.14	19
Household Occupation Detail: Maintenance/Repair	3.63	3.57	98
Household Occupation Detail: Building Grounds Maintenance	2.33	1.24	53
Household Occupation Detail: Management	9.29	9.07	98
Household Occupation Detail: Natural Resources/Construction	4.56	2.68	59
Household Occupation Detail: Office/Admin Support	6.66	4.33	65
Household Occupation Detail: Personal Care/Service	1.59	0.89	56
Household Occupation Detail: Production	5.06	5.01	99
Household Occupation Detail: Protective Service/Military	1.89	0.62	33
Household Occupation Detail: Sales/Related	7.51	5.15	69
Household Occupation Detail: Transport/Material Moving	5.08	3.98	78

Traditional Times

Top 15 Lifestyle Behaviors

	Index
Order from Readers Digest Association,1yr (A)	286
Own Riding Lawn Mower (H)	285
Order from L.L. Bean,1yr (A)	278
Grocery Store, Travel 11+ Miles (A)	266
Order from Eddie Bauer,1yr (A)	264
Belong to a Civic Club (A)	260
Order from Publishers Clearing House,1yr (A)	244
Drive Recreational Vehicle (A)	242
Belong to a Country Club (A)	239
Do Bird Watching,1yr (A)	237
Order from J.C. Penney,1yr (A)	234
Buy from Cracker Barrel,1mo (A) *	231
Own Cross Country Boots/Skis (A)	229
Order from Land's End,1yr (A)	227
Do Needlepoint,6mo (A)	225

Lifestyle Behaviors 16-30

	Index
Own Camper (H)	225
Own Horse (H)	225
Buy Home Furnishings by Mail/Phone,1yr (A)	224
Own Power Boat (H)	220
Buy Collectables by Mail/Phone,1yr (A)	219
Belong to a Veterans Club (A)	218
Buy from Ponderosa,1mo (A) *	218
Own Motor Home (H)	217
Buy CDs/Tapes/Cassettes by Mail/Phone,1yr (A)	213
Drive Regular Pickup (A)	211
Belong to a Church Board (A)	209
Has Medicare/Medicaid (A)	204
Domestic Travel by Motor Home,1yr (A)	202
Oil Change at Dealer,1yr (A)	201
Own/Lease New Chevrolet (H)	199

Lifestyle Behaviors 31-45

	Index
Buy Golf Clubs,1yr (A)	198
Belong to a Fraternal Order (A)	192
Do Garment Sewing from Patterns,6mo (A)	192
Buy from Hardee's,1mo (A) *	189
Shop at Giant Eagle,1mo (A)	189
Has an IRA Account (A)	187
Domestic Travel by Railroad,1yr (A)	185
Buy from Bob Evan's Farm,1mo (A) *	184
Own Handgun (A)	184
Own Rifle/Shotgun (A)	184
Has Sears Credit Card (A)	180
Buy Classical Music,1yr (A) *	178
Order Any Items by Mail/Phone,1yr (A)	176
Contribute to PBS,1yr (A)	175
Shop at Food Lion,1mo (A)	174

Mayberry-ville

37 Mayberry-ville

Upper-Mid, Middle Age w/o Kids

Like the old Andy Griffith Show set in a quaint picturesque berg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, upper-middle-class couples like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles, and pickup trucks.

Social Group:	Country Comfort
Lifestage Group:	Midlife Success

2007 Statistics:

US Households:	2,839,730 (2.50%)
Median HH Income:	\$54,197

Lifestyle Traits

Eat at Lone Star Steakhouse
Go hunting with a gun
Bassmaster magazine
Country Music TV
Chevy Silverado

Demographics Traits:

Urbanicity:	Town/Rural
Income:	Upper-Mid
Income Producing Assets:	Above Avg.
Age Ranges:	Age <55
Presence of Kids:	HH w/o Kids
Homeownership:	Mostly Owners
Employment Levels:	BC, Service, Mix
Education Levels:	High School Grad
Ethnic Diversity:	Mostly White

Mayberry-ville

Age

Description	U.S.	Segment	Index
Household Age: 18-24	6.01	3.76	63
Household Age: 25-34	16.02	15.99	100
Household Age: 35-44	19.87	21.87	110
Household Age: 45-54	21.44	42.55	199
Household Age: 55-64	15.54	12.70	82
Household Age: 65-74	10.51	1.65	16
Household Age: 75+	10.64	1.49	14

Education

Description	U.S.	Segment	Index
Household Education: Post Graduate Degree	9.59	7.52	78
Household Education: Bachelor's Degree	17.68	18.10	102
Household Education: Attended College	25.76	31.11	121
Household Education: Graduated High School	31.83	34.01	107
Household Education: Did Not Graduate H.S.	15.14	9.25	61

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	8.29	0.16	2
Household Income: \$10,000-\$19,999	13.03	2.19	17
Household Income: \$20,000-\$29,999	12.57	1.41	11
Household Income: \$30,000-\$39,999	11.49	2.90	25
Household Income: \$40,000-\$49,999	9.45	12.62	134
Household Income: \$50,000-\$74,999	18.50	58.93	319
Household Income: \$75,000-\$99,999	11.18	20.06	179
Household Income: \$100,000-\$149,999	9.73	1.49	15
Household Income: \$150,000-\$199,999	3.39	0.16	5
Household Income: \$200,000 or More	2.45	0.16	6

Race & Ethnicity

Description	U.S.	Segment	Index
Race: Asian	2.05	0.47	23
Race: Black	12.04	5.72	48
Race: Other	0.93	0.47	50
Race: White	85.00	93.34	110
Ethnicity: Hispanic	10.33	4.55	44

Mayberry-ville

First Language

Description	U.S.	Segment	Index
Household First Language: English	92.44	97.96	106
Household First Language: Other	2.31	0.63	27
Household First Language: Spanish	5.27	1.41	27

Housing/Home Ownership

Description	U.S.	Segment	Index
Tenure: Home Owned	70.07	83.07	119
Tenure: Rent	29.92	16.85	56

Housing/Home Value

Description	U.S.	Segment	Index
Home Val: Less than \$50,000	6.35	6.66	105
Home Val: \$50,000-\$99,999	12.11	23.67	195
Home Val: \$100,000-\$149,999	12.40	20.85	168
Home Val: \$150,000-199,999	9.58	15.83	165
Home Val: \$200,000-499,999	22.79	15.13	66
Home Val: \$500,000 or More	6.86	0.86	13

Housing/Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less Than 1 Year	17.62	17.32	98
Length of Residence: 1-4 Years	29.21	28.21	97
Length of Residence: 5 Years or More	53.16	54.47	102

Family Composition/People in Household

Description	U.S.	Segment	Index
Household Size: 1	27.35	16.85	62
Household Size: 2	35.09	59.17	169
Household Size: 3 or 4	28.15	21.87	78
Household Size: 5+	9.43	2.12	22

Family Composition/Children under 18 at Home

Description	U.S.	Segment	Index
Number of Children: 1	13.08	1.88	14
Number of Children: 2	11.58	1.88	16
Number of Children: 3	5.16	0.94	18
Number of Children: 4	1.59	0.16	10
Number of Children: 5+	0.78	0.24	30

Mayberry-ville

Family Composition/Presence of Children by Age

Description	U.S.	Segment	Index
Children's Age: Under 2	5.89	0.86	15
Children's Age: 2-5	11.52	1.72	15
Children's Age: 6-11	15.21	2.82	19
Children's Age: 12-17	15.39	2.51	16

Employment/Occupation

Description	U.S.	Segment	Index
Household Occupation: Managemet/Business/Financial	11.45	14.42	126
Household Occupation: Natural Resources/Construction/Maintenance	8.20	14.42	176
Household Occupation: Professionals	13.21	17.55	133
Household Occupation: Other Employed	19.05	25.31	133
Household Occupation: Sales/Office	14.17	16.30	115

Employment/Occupation Detailed

Description	U.S.	Segment	Index
Household Occupation Detail: Architect/Engineer	1.48	1.10	74
Household Occupation Detail: Arts/Entertainment/Sports	1.40	2.35	168
Household Occupation Detail: Business/Finance	2.17	3.13	144
Household Occupation Detail: Community/Social Services	0.94	1.72	183
Household Occupation Detail: Computer/Mathematical	2.11	2.82	134
Household Occupation Detail: Education/Training/Library	2.94	5.41	184
Household Occupation Detail: Food Preparation/Serving	2.19	1.02	47
Household Occupation Detail: Health Practitioner/Technician	2.86	3.13	110
Household Occupation Detail: Healthcare Support	0.96	0.78	82
Household Occupation Detail: Legal	0.84	0.55	66
Household Occupation Detail: Life/Physical/Social Sciences	0.71	0.55	77
Household Occupation Detail: Maintenance/Repair	3.63	7.13	196
Household Occupation Detail: Building Grounds Maintenance	2.33	1.18	50
Household Occupation Detail: Management	9.29	11.29	121
Household Occupation Detail: Natural Resources/Construction	4.56	7.29	160
Household Occupation Detail: Office/Admin Support	6.66	7.92	119
Household Occupation Detail: Personal Care/Service	1.59	0.86	54
Household Occupation Detail: Production	5.06	9.64	191
Household Occupation Detail: Protective Service/Military	1.89	3.76	199
Household Occupation Detail: Sales/Related	7.51	8.39	112
Household Occupation Detail: Transport/Material Moving	5.08	8.07	159

Mayberry-ville

Top 15 Lifestyle Behaviors

	Index
Drive Motorcycle (A)	263
Buy from Krystal's Hamburgers,1 mo (A) *	253
Drive Recreational Vehicle (A)	233
Grocery Store,Travel 11+ Miles (A)	231
Own Handgun (A)	229
Buy from Hooters,1 mo (A) *	228
Buy Collectables by Mail/Phone,1yr (A)	224
Drive Regular Pickup (A)	222
Buy from Hardee's,1 mo (A) *	215
Order from Walmart.com,1yr (A)	214
Buy from Shoney's,1 mo (A) *	210
Shop at Piggly Wiggly,1 mo (A)	210
Belong to a Civic Club (A)	208
Own Riding Lawn Mower (H)	207
Convenience Store,Buy Beer,1 mo (A)	205

Lifestyle Behaviors 16-30

	Index
Go to Auto Racing,1+ Times,1 mo (A)	205
Buy from Sonic Drive-in,1 mo (A) *	202
Own All Terrain Vehicle (H)	201
Shop at Food Lion,1 mo (A)	199
Buy Men's Jeans,\$100+,1yr (A)	197
Shop at Winn Dixie,1 mo (A)	196
Own Rifle/Shotgun (A)	195
Own Camper (H)	193
Own Horse (H)	193
Oil Change at Quick Lube Center,1yr (A)	191
Own Satellite Dish (H)	187
Own Satellite Dish (H)	187
Drive 15K-29,999 Miles,1yr (A)	186
Buy from Whataburger,1 mo (A) *	184
Order from J.C. Penney,1yr (A)	178

Lifestyle Behaviors 31-45

	Index
Own Motor Home (H)	175
Own Motorcycle (H)	174
Drive 15K+ Miles,1yr (A)	173
Buy from Ruby Tuesdays,1 mo (A) *	171
Play Softball,1yr (A)	171
Buy Nonprescription Drugs in Discount Store,6mo (A)	170
Buy from Ponderosa,1 mo (A) *	170
Go Hunting with Gun,1yr (A)	170
Buy Charcoal Grill,1yr (H)	169
Buy Home Furnishings by Internet,1yr (A)	169
Drink Guinness Stout,6mo (A)	169
Shop at Lane Bryant,3mo (A)	168
Domestic Vacation,Go Skiing,1yr (A)	167
Order from BMG Music,1yr (A)	167
Buy Tennis Shoes,1yr (A)	166

Red, White & Blues

42 Red, White & Blues

Lower-Mid, Middle Age w/o Kids

The residents of Red, White & Blues typically live in exurban towns rapidly morphing into bedroom suburbs. Their streets feature new fast-food restaurants, and locals have recently celebrated the arrival of chains like Wal-Mart, Radio Shack, and Payless Shoes. Middle-aged, high school educated, and lower-middle class, these folks tend to have solid, blue-collar jobs in manufacturing, milling, and construction.

Social Group: Middle America
Lifestage Group: Striving Singles

2007 Statistics:

US Households: 1,389,756 (1.22%)
Median HH Income: \$43,254

Lifestyle Traits

Eat at Houlihan's
Buy from Home Shopping Network
Car Craft Magazine
Speed channel
Kia Optima

Demographics Traits:

Urbanicity: Town
Income: Lower-Mid
Income Producing Assets: Below Avg.
Age Ranges: Age <55
Presence of Kids: HH w/o Kids
Homeownership: Homeowners
Employment Levels: White Collar, Mix
Education Levels: Some College
Ethnic Diversity: Mostly White

Red, White & Blues

Age

Description	U.S.	Segment	Index
Household Age: 18-24	6.01	5.50	91
Household Age: 25-34	16.02	14.71	92
Household Age: 35-44	19.87	17.83	90
Household Age: 45-54	21.44	32.39	151
Household Age: 55-64	15.54	27.34	176
Household Age: 65-74	10.51	0.45	4
Household Age: 75+	10.64	1.63	15

Education

Description	U.S.	Segment	Index
Household Education: Post Graduate Degree	9.59	6.84	71
Household Education: Bachelor's Degree	17.68	15.30	87
Household Education: Attended College	25.76	25.41	99
Household Education: Graduated High School	31.83	39.38	124
Household Education: Did Not Graduate H.S.	15.14	13.08	86

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	8.29	1.78	22
Household Income: \$10,000-\$19,999	13.03	0.30	2
Household Income: \$20,000-\$29,999	12.57	28.08	223
Household Income: \$30,000-\$39,999	11.49	39.67	345
Household Income: \$40,000-\$49,999	9.45	26.30	278
Household Income: \$50,000-\$74,999	18.50	2.08	11
Household Income: \$75,000-\$99,999	11.18	1.19	11
Household Income: \$100,000-\$149,999	9.73	0.45	5
Household Income: \$150,000-\$199,999	3.39	0.15	4
Household Income: \$200,000 or More	2.45	0.00	0

Race & Ethnicity

Description	U.S.	Segment	Index
Race: Asian	2.05	0.30	14
Race: Black	12.04	7.43	62
Race: Other	0.93	0.30	32
Race: White	85.00	92.12	108
Ethnicity: Hispanic	10.33	4.46	43

Red, White & Blues

First Language

Description	U.S.	Segment	Index
Household First Language: English	92.44	97.47	105
Household First Language: Other	2.31	0.59	26
Household First Language: Spanish	5.27	1.93	37

Housing/Home Ownership

Description	U.S.	Segment	Index
Tenure: Home Owned	70.07	95.39	136
Tenure: Rent	29.92	4.61	15

Housing/Home Value

Description	U.S.	Segment	Index
Home Val: Less than \$50,000	6.35	18.28	288
Home Val: \$50,000-\$99,999	12.11	29.72	245
Home Val: \$100,000-\$149,999	12.40	27.34	221
Home Val: \$150,000-199,999	9.58	9.81	102
Home Val: \$200,000-499,999	22.79	9.36	41
Home Val: \$500,000 or More	6.86	0.89	13

Housing/Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less Than 1 Year	17.62	14.71	83
Length of Residence: 1-4 Years	29.21	27.79	95
Length of Residence: 5 Years or More	53.16	57.50	108

Family Composition/People in Household

Description	U.S.	Segment	Index
Household Size: 1	27.35	41.31	151
Household Size: 2	35.09	43.54	124
Household Size: 3 or 4	28.15	13.67	49
Household Size: 5+	9.43	1.63	17

Family Composition/Children under 18 at Home

Description	U.S.	Segment	Index
Number of Children: 1	13.08	2.23	17
Number of Children: 2	11.58	2.82	24
Number of Children: 3	5.16	0.00	0
Number of Children: 4	1.59	0.30	19
Number of Children: 5+	0.78	0.00	0

Red, White & Blues

Family Composition/Presence of Children by Age

Description	U.S.	Segment	Index
Children's Age: Under 2	5.89	0.45	8
Children's Age: 2-5	11.52	2.97	26
Children's Age: 6-11	15.21	1.04	7
Children's Age: 12-17	15.39	1.93	13

Employment/Occupation

Description	U.S.	Segment	Index
Household Occupation: Managemet/Business/Financial	11.45	6.39	56
Household Occupation: Natural Resources/Construction/Maintenance	8.20	10.85	132
Household Occupation: Professionals	13.21	12.33	93
Household Occupation: Other Employed	19.05	28.23	148
Household Occupation: Sales/Office	14.17	18.72	132

Employment/Occupation Detailed

Description	U.S.	Segment	Index
Household Occupation Detail: Architect/Engineer	1.48	0.30	20
Household Occupation Detail: Arts/Entertainment/Sports	1.40	2.53	181
Household Occupation Detail: Business/Finance	2.17	1.34	62
Household Occupation Detail: Community/Social Services	0.94	0.59	63
Household Occupation Detail: Computer/Mathematical	2.11	0.59	28
Household Occupation Detail: Education/Training/Library	2.94	4.16	142
Household Occupation Detail: Food Preparation/Serving	2.19	1.93	88
Household Occupation Detail: Health Practitioner/Technician	2.86	3.57	125
Household Occupation Detail: Healthcare Support	0.96	1.34	140
Household Occupation Detail: Legal	0.84	0.00	0
Household Occupation Detail: Life/Physical/Social Sciences	0.71	0.59	83
Household Occupation Detail: Maintenance/Repair	3.63	4.90	135
Household Occupation Detail: Building Grounds Maintenance	2.33	4.61	198
Household Occupation Detail: Management	9.29	5.05	54
Household Occupation Detail: Natural Resources/Construction	4.56	5.94	130
Household Occupation Detail: Office/Admin Support	6.66	10.55	158
Household Occupation Detail: Personal Care/Service	1.59	1.78	112
Household Occupation Detail: Production	5.06	8.47	167
Household Occupation Detail: Protective Service/Military	1.89	1.93	102
Household Occupation Detail: Sales/Related	7.51	8.17	109
Household Occupation Detail: Transport/Material Moving	5.08	8.02	158

Red, White & Blues

Top 15 Lifestyle Behaviors

	Index
Buy from Captain D's, 1mo (A) *	241
Buy from Shoney's, 1mo (A) *	216
Buy from Long John Silver, 1mo (A) *	211
Buy from Hardee's, 1mo (A) *	199
Buy from Hooters, 1mo (A) *	188
Shop at Food Lion, 1mo (A)	183
Buy from A&W, 1mo (A) *	179
Go Hunting with Gun, 1yr (A)	171
Buy Charcoal Grill, 1yr (H)	170
Shop at Harris Teeter, 1mo (A)	168
Own Riding Lawn Mower (H)	165
Buy Men's Jeans, \$100+, 1yr (A)	160
Do Furniture Refinishing, 1yr (A)	156
Buy Auto Service at Discount Department Store (H)	155
Own Motorcycle (H)	155

Lifestyle Behaviors 16-30

	Index
Buy Country Music, 1yr (A) *	153
Order from QVC, 1yr (A)	153
Oil Change at Quick Lube Center, 1yr (A)	152
Drive Motorcycle (A)	151
Own/Lease New Ford (H)	149
Vehicle has Manual Transmission (H)	149
Home Remodeling, Work by Self, 1yr (H)	147
Order from Gevalia Kaffe, 1yr (A)	143
Stay at Comfort Inn on Vacation, 1yr (A)	143
Buy from Cracker Barrel, 1mo (A) *	142
Buy Any Lawn Mower, 1yr (H)	138
Do Garment Sewing from Patterns, 6mo (A)	137
Stay at Motel 6 on Vacation, 1yr (A)	137
Use Kelloggs Corn Flakes, 1wk (H) *	137
Drive Regular Pickup (A)	136

Lifestyle Behaviors 31-45

	Index
Buy from Krystal's Hamburgers, 1mo (A) *	135
Go to Auto Racing, 1+ Times, 1mo (A)	133
Shop at Piggly Wiggly, 1mo (A)	133
Vehicle has CB Radio (H)	133
Buy Cell Phone at Computer Superstore (A)	131
Shop at Stop-N-Go, 6mo (A)	131
Buy from Little Caesar's, 1mo (A) *	128
Buy from Golden Corral, 1mo (A) *	127
Order from Walmart.com, 1yr (A)	127
Smoke Cigarettes, 1wk (A) *	126
Grocery Shopping, <\$60, 1wk (H)	125
Own Rifle/Shotgun (A)	125
Source of Coupons, Store Dispenser, 1yr (H)	124
Own/Lease New Domestic Vehicle (H)	122
Shop at Winn Dixie, 1mo (A)	122

Young & Rustic

48 Young & Rustic

Lower-Mid, Middle Age w/o Kids

Young & Rustic is composed of middle age, restless singles. These folks tend to be lower-middle-income, high school-educated, and live in tiny apartments in the nation's exurban towns. With their service industry jobs and modest incomes, these folks still try to fashion fast-paced lifestyles centered on sports, cars, and dating.

Social Group:	Rustic Living
Lifestage Group:	Striving Singles

2007 Statistics:

US Households:	2,281,989 (2.01%)
Median HH Income:	\$32,607

Lifestyle Traits

Go to auto races
Drew Carey Show in syndication
King of the Hill in syndication
WWE Wrestling TV
Dodge Neon

Demographics Traits:

Urbanicity:	Town/Rural
Income:	Lower-Mid
Income Producing Assets:	Low
Age Ranges:	Age <55
Presence of Kids:	HH w/o Kids
Homeownership:	Renters
Employment Levels:	WC, Service, Mix
Education Levels:	High School Grad
Ethnic Diversity:	White, Black, Mix

Young & Rustic

Age

Description	U.S.	Segment	Index
Household Age: 18-24	6.01	19.96	332
Household Age: 25-34	16.02	19.28	120
Household Age: 35-44	19.87	21.32	107
Household Age: 45-54	21.44	30.48	142
Household Age: 55-64	15.54	8.76	56
Household Age: 65-74	10.51	0.10	1
Household Age: 75+	10.64	0.10	1

Education

Description	U.S.	Segment	Index
Household Education: Post Graduate Degree	9.59	0.97	10
Household Education: Bachelor's Degree	17.68	8.18	46
Household Education: Attended College	25.76	29.41	114
Household Education: Graduated High School	31.83	39.24	123
Household Education: Did Not Graduate H.S.	15.14	22.20	147

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	8.29	28.43	343
Household Income: \$10,000-\$19,999	13.03	26.48	203
Household Income: \$20,000-\$29,999	12.57	21.32	170
Household Income: \$30,000-\$39,999	11.49	15.29	133
Household Income: \$40,000-\$49,999	9.45	7.11	75
Household Income: \$50,000-\$74,999	18.50	0.58	3
Household Income: \$75,000-\$99,999	11.18	0.19	2
Household Income: \$100,000-\$149,999	9.73	0.19	2
Household Income: \$150,000-\$199,999	3.39	0.39	11
Household Income: \$200,000 or More	2.45	0.00	0

Race & Ethnicity

Description	U.S.	Segment	Index
Race: Asian	2.05	0.29	14
Race: Black	12.04	14.41	120
Race: Other	0.93	1.17	125
Race: White	85.00	84.32	99
Ethnicity: Hispanic	10.33	5.84	57

Young & Rustic

First Language

Description	U.S.	Segment	Index
Household First Language: English	92.44	97.66	106
Household First Language: Other	2.31	0.19	8
Household First Language: Spanish	5.27	2.24	43

Housing/Home Ownership

Description	U.S.	Segment	Index
Tenure: Home Owned	70.07	1.75	3
Tenure: Rent	29.92	98.25	328

Housing/Home Value

Description	U.S.	Segment	Index
Home Val: Less than \$50,000	6.35	0.49	8
Home Val: \$50,000-\$99,999	12.11	0.29	2
Home Val: \$100,000-\$149,999	12.40	0.19	2
Home Val: \$150,000-199,999	9.58	0.19	2
Home Val: \$200,000-499,999	22.79	0.58	3
Home Val: \$500,000 or More	6.86	0.00	0

Housing/Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less Than 1 Year	17.62	40.02	227
Length of Residence: 1-4 Years	29.21	38.27	131
Length of Residence: 5 Years or More	53.16	21.71	41

Family Composition/People in Household

Description	U.S.	Segment	Index
Household Size: 1	27.35	62.32	228
Household Size: 2	35.09	31.45	90
Household Size: 3 or 4	28.15	5.94	21
Household Size: 5+	9.43	0.39	4

Family Composition/Children under 18 at Home

Description	U.S.	Segment	Index
Number of Children: 1	13.08	0.39	3
Number of Children: 2	11.58	0.39	3
Number of Children: 3	5.16	0.10	2
Number of Children: 4	1.59	0.00	0
Number of Children: 5+	0.78	0.00	0

Young & Rustic

Family Composition/Presence of Children by Age

Description	U.S.	Segment	Index
Children's Age: Under 2	5.89	0.10	2
Children's Age: 2-5	11.52	0.19	2
Children's Age: 6-11	15.21	0.29	2
Children's Age: 12-17	15.39	0.68	4

Employment/Occupation

Description	U.S.	Segment	Index
Household Occupation: Managemet/Business/Financial	11.45	3.21	28
Household Occupation: Natural Resources/Construction/Maintenance	8.20	11.10	135
Household Occupation: Professionals	13.21	6.23	47
Household Occupation: Other Employed	19.05	30.48	160
Household Occupation: Sales/Office	14.17	12.37	87

Employment/Occupation Detailed

Description	U.S.	Segment	Index
Household Occupation Detail: Architect/Engineer	1.48	0.19	13
Household Occupation Detail: Arts/Entertainment/Sports	1.40	1.75	125
Household Occupation Detail: Business/Finance	2.17	0.88	40
Household Occupation Detail: Community/Social Services	0.94	0.58	62
Household Occupation Detail: Computer/Mathematical	2.11	0.39	18
Household Occupation Detail: Education/Training/Library	2.94	1.36	46
Household Occupation Detail: Food Preparation/Serving	2.19	4.77	218
Household Occupation Detail: Health Practitioner/Technician	2.86	1.36	48
Household Occupation Detail: Healthcare Support	0.96	2.14	224
Household Occupation Detail: Legal	0.84	0.39	47
Household Occupation Detail: Life/Physical/Social Sciences	0.71	0.29	41
Household Occupation Detail: Maintenance/Repair	3.63	2.04	56
Household Occupation Detail: Building Grounds Maintenance	2.33	5.84	251
Household Occupation Detail: Management	9.29	2.34	25
Household Occupation Detail: Natural Resources/Construction	4.56	9.06	199
Household Occupation Detail: Office/Admin Support	6.66	5.45	82
Household Occupation Detail: Personal Care/Service	1.59	1.75	110
Household Occupation Detail: Production	5.06	6.72	133
Household Occupation Detail: Protective Service/Military	1.89	3.12	165
Household Occupation Detail: Sales/Related	7.51	6.91	92
Household Occupation Detail: Transport/Material Moving	5.08	6.13	121

Young & Rustic

Top 15 Lifestyle Behaviors	Index
Drink Malt Liquor,1 mo (A) *	253
Use Cigarette Rolling Paper,1wk (A) *	250
Buy from Krystal's Hamburgers,1 mo (A) *	212
Go to Auto Racing,1+ Times,1 mo (A)	191
Use Coupons for Tobacco,1yr (H)	185
Do Needlepoint,6mo (A)	180
Buy from Captain D's,1 mo (A) *	170
Grocery Shopping,<\$60,1wk (H)	166
Buy Charcoal Grill,1yr (H)	164
Buy Tent,1yr (H)	159
Drink Budweiser Beer,1wk (A) *	155
Smoke Cigars,6mo (A)	155
Shop at Piggly Wiggly,1 mo (A)	150
Smoke Cigarettes,1wk (A) *	147
Shop at Food Lion,1 mo (A)	145

Lifestyle Behaviors 16-30	Index
Shop at Winn Dixie,1 mo (A)	145
Own Bird (H)	144
Buy from Long John Silver,1 mo (A) *	140
Buy from Hardee's,1 mo (A) *	139
Go Whitewater Rafting,1yr (A)	137
Smoke Menthol Cigarettes,1yr (A)	136
Buy from Shoney's,1 mo (A) *	135
Play Volleyball,1yr (A)	135
Travel to Australia/New Zealand/South Pacific,3yr (A)	133
Go Roller Skating,1yr (A)	132
Buy from Church's Chicken,6mo (A)	127
Buy Chewing Tobacco,1 mo (A) *	126
Stay at Motel 6 on Vacation,1yr (A)	126
Go Hunting with Gun,1yr (A)	124
Use Kelloggs Corn Flakes,1 wk (H) *	123

Lifestyle Behaviors 31-45	Index
Buy Videos by Mail/Phone,1yr (A)	122
Drink Bourbon,1 mo (A) *	122
Convenience Store,Buy Beer,1 mo (A)	120
Go Horseback Riding,1yr (A)	119
Buy from Sonic Drive-in,1 mo (A) *	118
Go to Professional Football Games,1+ Times,1 mo (A)	118
Order from BMG Music,1yr (A)	118
Drink Slim Fast,1wk (A) *	116
Buy 35mm Camera,1yr (A)	115
Grocery Store, Travel 11+ Miles (A)	115
Buy Camping Equipment,1yr (H)	114
Use Frozen Pizza,1 mo (H) *	113
Play Racquetball,1yr (A)	112
Buy Cell Phone at Department Store (A)	111
Buy from Blimpie Subs & Salads,1 mo (A) *	111

Section VII: Interested Retailers

RETAILER/RESTAURANT	Advance Auto Parts
CONTACT NAME	Craig Sesing
CONTACT TITLE	Regional Real Estate Director
COMPANY NAME	
ADDRESS	w3435 Schumacher Road Malone, WI 53049
PHONE	920-795-4760
FAX	
EMAIL	craig.sesing@advance-auto.com
WEBSITE	advanceautoparts.com
INTEREST LEVEL	High
NOTES	5-29-08 Sent marketing info to Adam Cole. 6-12-08 Sent info to Mr. Cole 6-20-08 Sent info to Mr. Cole 7-1-08 Sent additional info. 7-1-08 Mr. Cole is passing any Wisconsin projects to a partner while he is working on a big project. He will forward our info to Mr. Sesing and Mr. Sesing will follow up with us. 7-10-08 E-mailed Mr. Sesing to see if he had a chance to go over the info that Mr. Cole forwarded to him. We would consider Whitewater as a retail point. How many mechanic shops are there and what is the going rate for lease space?

RETAILER/RESTAURANT	CVS Pharmacy
CONTACT NAME	Michele Dodd
CONTACT TITLE	Regional Director of Real Estate
COMPANY NAME	
ADDRESS	One CVS Drive Woonsocket, RI 02895
PHONE	312-867-0574
FAX	401-652-0307
EMAIL	mldodd@cv.com
WEBSITE	cv.com
INTEREST LEVEL	High
NOTES	5-29-08 Sent marketing info to Michele Dodd. 5-30-08 We are very interested in Whitewater and familiar with your beautiful city. John Holborow (jholborow@gershmanbrowncrowely.com) is our developer and Paul (Paul.Povlick@cbre.com) and John (john.kardelis@cbre.com) are our brokers. 5-30-08 Hi Christine. I am the developer for CVS in Whitewater. As a preliminary review, will you please submit all the information that you have to John Kardelis/Paul Povlick of CB Richard Ellis in Milwaukee, WI. They are the brokers for us in this market and will be able to give quick feedback on sites that would interest CVS. Thanks again for thinking of CVS and I look forward to catching up soon. John Holborow-Vice President of Real Estate.

RETAILER/RESTAURANT	O'Reilly Auto Parts
CONTACT NAME	Mark Wold
CONTACT TITLE	Site Acquisition Coordinator
COMPANY NAME	
ADDRESS	
PHONE	763-852-1503
FAX	763-852-1506
EMAIL	mwold@oreillyauto.com
WEBSITE	oreillyauto.com
INTEREST LEVEL	High
NOTES	6-9-08 Sent marketing info to Mr. Overmon. 6-10-08 Thanks for sending me the info on Whitewater. I will forward this to my Site Coordinator in the area for him to review (mwold@oreillyauto.com) 6-20-08 E-mailed Mr. Overmon asking if he had heard anything back from his site coordinator. Mr. Overmon e-mailed the site coordinator again and asked him to get back with me after he had a chance to review. 6-20-08 Mr. Wold responded: Kevin has forwarded your e-mail to me. I handle the initial site evaluations for O'Reilly in this area. Whitewater is a market that we have been looking at as a site for an O'Reilly store. I have been to the market a couple of times myself in the last couple of months. I appreciate the information you sent with your e-mail. I will be visiting the Whitewater area again around mid July as we continue our evaluation of the market and the surrounding area. Please send actual sites for me to review. Thanks so much.

RETAILER/RESTAURANT	Schlotzsky's
CONTACT NAME	Patrick Labriola
CONTACT TITLE	Director of Real Estate
COMPANY NAME	Focus Brands, Inc.
ADDRESS	2544 Ravineside Lane North Howell, MI 48843
PHONE	517-548-7474
FAX	
EMAIL	plabriola@focusbrands.com
WEBSITE	schlotzskys.com
INTEREST LEVEL	High
NOTES	6-9-08 Sent marketing info to Mr. Labriola. 6-10-08 Thank you for the information. Though we have an interest in growing the Schlotzsky's and Moe's Southwest Grill brands in Wisconsin, we are in need of franchisee's to fulfill that goal. If you have any ideas or knowledge of anyone looking for franchise opportunities, please let me know.

RETAILER/RESTAURANT Shopko
 CONTACT NAME Greg Polacheck
 CONTACT TITLE Director of Development
 COMPANY NAME Shopko Stores Inc.
 ADDRESS 700 Pilgrim Way
 P.O. Box 19060
 Green Bay, WI 54307
 PHONE 920-429-7092
 FAX 920-429-8092
 EMAIL greg.polacheck@shopko.com
 WEBSITE shopko.com
 INTEREST LEVEL High
 NOTES 6-9-08 Sent marketing info to Mr. Polacheck 6-10-08 Mr. Polacheck e-mailed and wanted to know what the population was without the students. I responded. 6-20-08 E-mailed Mr. Polacheck. 6-20-08 There is an interest. Please send over available sites.

RETAILER/RESTAURANT Starbucks
 CONTACT NAME Blanca Cabrales
 CONTACT TITLE Development Manager
 COMPANY NAME Starbucks Coffee Company
 ADDRESS 550 West Washington Blvd.
 #200
 Chicago, IL 60661
 PHONE 312-775-6507 x2360
 FAX 312-454-9328
 EMAIL bcabrale@starbucks.com
 WEBSITE starbucks.com
 INTEREST LEVEL High
 NOTES 6-9-08 Sent marketing info to Ms. Cabrales 6-20-08 Sent additional info. 6-20-08 I have copied my broker in Wisconsin, Tony Colvin. I will tell you that our focus currently is not in the remote markets but concentrating on Milwaukee and Madison. Please touch base with Tony at tcolvin@midamericagr.com. 6-24-08 I spoke with Mr. Colvin this morning. There is somewhat of an interest in this market for Starbucks. They are not actively looking to open any new stores right now but that doesn't mean they won't if they have the right site. They would want to be close to campus. Please forward any available sites to us as soon as you can. Thanks.

RETAILER/RESTAURANT Chili's
CONTACT NAME Clay Fuller
CONTACT TITLE Director of Real Estate
COMPANY NAME Brinker International
ADDRESS 6820 LBJ Freeway
Dallas, TX 75240
PHONE 972-770-9172
FAX 972-770-9467
EMAIL clay.fuller@brinker.com
WEBSITE chilis.com
INTEREST LEVEL Med
NOTES 5-21-08 I spoke with Linda Higgins this morning. They are not sourcing new development opportunities at this time. With the economy, they are focusing on sales in their existing stores. They will pick back up eventually and will be interested to see info on the community of Whitewater at that time. Please check back with us in the near future. Thanks. I am also contacting the franchisee, Greg Cloud with ERJ Dining, Inc. 502-254-7130 gcloud@bfcompanies.com

RETAILER/RESTAURANT Officemax
CONTACT NAME Marty Krogman
CONTACT TITLE
COMPANY NAME
ADDRESS
PHONE 763-315-5217
FAX
EMAIL martinkrogman@officemax.com
WEBSITE officemax.com
INTEREST LEVEL Low
NOTES 6-9-08 Sent marketing info to Mr. Krogman 6-20-08 Sent additional info. 7-1-08 Sent info 7-10-08 Left message for Mr. Krogman on VM 7-10-08 This market is too small for us right now. Down the road they may take it under consideration but in the short term, they are not interested.

Section VIII: Retail Gap Analysis

Overview

The Retail Coach™ utilizes a proprietary model that estimates retail spending potential for a retail trade area based upon population, income, and consumer spending patterns. Using the algorithms within this model, we are then able to determine the extent to which a community is or is not capturing its sales potential based upon retail sales data published by Claritas, a private demographic and data vendor.

In order to determine the anticipated pattern of retail spending for a trade area, our model uses a benchmarked control area. For the purposes of this study, the control area has been defined as the State. The purpose of the control area is to account for characteristics unique to individual markets that might artificially inflate or deflate the calculated spending pattern of area residents.

Understanding the pattern of retail spending within a community as it relates to the spending patterns of the State is critical. The Retail Coach's model analyzes these patterns for all retail sales in an area, including taxable and nontaxable sales, to further determine which retail sectors are exhibiting "leakage" and which sectors are exhibiting "surplus."

Or, put more simply, retail sectors in which spending is not fully captured are called "leakage" categories, while retail categories in which more sales are captured than are generated by residents are called "attraction" or "surplus" categories.

A retail sales surplus indicates that a community pulls consumers and retail dollars in from outside the trade area, thereby serving as a regional market. Conversely, when local demand for a specific product is not being met within a trade area, consumers are going elsewhere to shop creating retail leakage. Retail strategies can be developed for specific retail sectors by analyzing the estimation of retail surpluses and leakages, giving retailers a snapshot of the relative strengths and weaknesses of a community's retail market. Generally, attraction or surplus categories signal particular strengths of a retail market, while leakage categories signal particular weaknesses.

It should be kept in mind that a retail trade area analysis is based on averages. Many times there are mitigating factors that can cause a trade area's retail potential to deviate substantially from ordinary market conditions. Proximity to larger regional shopping areas, natural barriers (such as lakes and mountains), and road systems are just a few of the factors that could greatly impact a market's retail potential.

A Retail Gap Analysis is not designed as a detailed plan of action nor is it an exact science. Rather, it provides the necessary input for the most important aspect of a retail development strategy - the recruitment of retailers for those retail sectors that are currently not meeting the needs of a community. Please see the section entitled "*How to Best Utilize the Retail Gap Analysis*" for additional suggestions on using the Retail Gap Analysis to help create and carry out your comprehensive development strategy.

Study Analysis

All primary retail categories are studied using the most current data available. Potential sales are compiled and compared to estimated actual retail sales to determine if there is a surplus or leakage of retail trade.

Retail sales estimates are computed at the establishment level by using actual sales volume data available for publicly held companies. Therefore, only a minority of businesses on the infoUSA™ base file has sales volume data when the file is delivered to Claritas. Claritas models sales volume based on actual data from a national sample of approximately six million businesses. The model is calculated at the four digit Standard Industrial Classification (SIC) code level with the results applied to those records for which no actual sales volume exists. This enhancement results in virtually all records having an estimated sales volume, except for government records. For a more detailed look at the SIC code level breakdown, please see *Appendix A: SIC Code Detail Listing*.

The following excerpt is the “Sales Volume Data” section of the Claritas Business-Facts Methodology (February 2002) and should provide an overview of how Claritas’ numbers are derived:

Sales Volume Data

InfoUSA™ provides actual sales information only for publicly held companies. Sales figures, therefore, for all other companies must be estimated. The infoUSA™ model uses aggregated sales divided by the aggregated number of employees by SIC to arrive at sales per employee. This aggregated method does not factor in the distribution of employees by SIC, and may allow large corporations to have a disproportionate effect on the sales-per-employee estimate.

In comparison, Claritas models sales volume based on actual data from a national sample of approximately six million businesses. The model is calculated at the four-digit Standard Industrial Classification (SIC) code level with the results applied to those records for which no actual sales volume figures exist. This enhancement results in virtually all records having an estimated sales volume, except for government records. However, since one number is being applied to remaining businesses in a four-digit SIC industry, analyzing a business as a member of a sales range is more appropriate than looking at the specific sales volume for that business.

As with the employment information, Claritas’ clients will benefit from the combined actual/modeled sales data with better coverage and more information for modeling and other analytical applications.

Retail Gap Analysis Notes

In some markets, two particular situations may appear to be discrepancies when they occur in a Retail Gap Analysis.

First, the amount exhibited for a particular SIC sector's estimated actual sales may be lower (sometimes significantly so) than expected. In these circumstances, the retailers have often reported sales figures under a different SIC code.

For example, some Women's Clothing Stores (SIC 562) may in fact report sales figures under Family Clothing Stores (SIC 565), etc.

The second situation arises when the amount exhibited for a particular SIC sector's estimated actual sales is reported as \$0, even though there are known retailers in a market operating under that SIC code. When there are only two or three retailers in that market reporting under that SIC code, the numbers are often reported as \$0 to protect each retailer's proprietary financial information.

For example, if there were two retailers in a market operating under a specific SIC code, and total estimated actual sales were listed, either retailer could extrapolate its competitor's estimated actual retail sales figures by deducting its own figures from the total listed for that SIC code.

How to Best Utilize the Retail Gap Analysis Report

1. Identify retail sectors with leakage amounts.

If your community's Retail Gap Analysis shows Shoe Store leakage of \$1,250,000, this means that consumers in your community are routinely traveling outside of your community to purchase shoes.

This may signify the need to recruit a regional or national brand shoe retailer to secure a site in your community and stop the Shoe Store sales leakage.

It also identifies the opportunity for an existing retailer in your community to expand its merchandise mix to include shoes or to expand its shoe offerings.

2. Based on this list of leakage sectors, research and identify target retailers (and restaurants), and then determine if their site selection criteria and your community's demographic profile is a match.

If the Retail Gap Analysis identifies a Shoe Store leakage, this is an opportunity to target specific shoe store retailers for recruiting to your community.

Determine the site selection criteria of each targeted shoe store retailer and compare it to your community's retail trade area demographic profile to determine if it is a match. If there is a match, the targeted retailer becomes a prospect.

Based on this research, you may identify various prospects such as Shoe Show, Rack Room Shoes and Payless ShoeSource for your community.

Targeting the right retailers and restaurants for your community increases your ability to recruit those which are a "best fit" and helps eliminate wasted time in trying to recruit those whose requirements are unattainable by your community. It takes great time and effort, but in the long run, performing this step correctly increases your community's odds of retail success.

3. Research and identify the real estate site selectors for each targeted retailer and keep track of their contact information in a database or a spreadsheet.

Using the list of prospects identified above, contact each prospect's corporate office, ask to speak with the real estate department and obtain the name and contact information for the site selector who is responsible for new store development in your specific geographic region.

Often, corporate site selectors will work through real estate brokers who perform cursory reviews of your community's markets and specific sites within your community, before information is forwarded to the corporate site selector.

There are numerous calls and contacts to be made, and there are many steps in this process of bringing together the prospects and your community, if even for preliminary consideration. Again, this step requires great time and effort, but it is a vital step in recruiting the right retailers to your community.

4. Identify potential locations in your community for each targeted retailer, based on their specific site selection criteria.

Before you personally contact the targeted retailers, you need to identify potential locations in your community based on their specific requirements.

It would be beneficial to maintain a database of all available properties in your community, and update this data on a regular basis as property specifics and availability may change often in some areas, especially as it relates to your ongoing contact with retailers.

Each retailer has a preference as to which property type best fits their needs. It could be freestanding buildings, inline spaces in a shopping center or pad sites in front of regional shopping centers (We have included the Retail Site Data Form in Appendix B as an example of the type of information to gather and keep on file regarding each property).

What retailers look for:

- a. Market Conditions – retailers look for stable-to-improving communities. If you have a new business or a planned business, put up a sign that says, “Project Coming Soon.”
- b. Community Development – a clean, attractive community does make a difference to retailers. Safety and security are essential.
- c. Downtowns – most retailers still recognize downtowns as the “pulse” of a community, especially smaller communities. A healthy, vibrant downtown usually equates to a healthy, vibrant community.
- d. Visibility – retailers have got to be seen. As a result, they look for sites that consumers can view from as far away as possible. A good example is that it takes time for a driver to make decisions, so the sooner the driver can spot the retailer, the more time the driver has to make preparations to exit the highway, main road, etc. This is the reason why corner locations are preferred by most retailers.
- e. Accessibility – retailers look for easy, ample and clearly-marked entrance-exits from both directions of traffic. Retailers often use the terms Ingress (entrance) and Egress (exit).
- f. Traffic Counts – retailers look closely at the number of vehicles passing in front of a location during a 24-hour period. The higher the traffic count – the more sales potential the retailer will have from that location.
- g. Parking – adequate parking is a priority for all retailers since most locations’ consumers will arrive by car. A bad parking experience will cloud consumers’ views of a retailer’s location and store.
- h. Demographic profile – retailers look for locations in communities with high population density and high disposal income. Market your community in its strongest light - as a retail trade area population and not a community population. Population density and disposable incomes directly correlate to retailers sales volumes.
- i. Competition – retailers pay close attention to their competitors and their locations, not wanting to be out-positioned. They do not want a secondary site to their competitors.

5. Send copies of the Retail Outlook Guide and Retail Gap Sector Summaries electronically or via postal mail to each targeted retailer.

Introduce your community to the prospective retailer by sending them the Retail Outlook Guide. Within a few more weeks, after they have had time to review the Retail Outlook Guide, send them the sector-specific Retail Gap Sector Summary. Both of these are included in the Retail Gap Analysis' appendices.

6. Personally contact each targeted retailer to see if they received the information and address any questions or comments they may have. And be sure to invite them to your community.

Position yourself to strongly sell your community, your retail trade area and specific opportunities based on the Retail Gap Analysis and sector-specific leakage amount.

Be able to fully explain the Retail Gap Analysis and how the leakage numbers are determined.

7. Follow up, Follow up, Follow up. You must be persistent as it may take numerous attempts to reach the retail site selectors and/or their real estate brokers.

8. Introduce the Retail Gap Analysis and its findings to entrepreneurs and existing retailers in your community. Educate them on how the analysis may be used to identify new retail opportunities and expand merchandise lines.

You may have opportunities right under your nose.

For example, recently in a small community with a population of little more than 5,000 persons, the Retail Gap Analysis was used to expand a struggling downtown merchants product lines.

In that same community, the Retail Gap Analysis was used to direct an entrepreneur in establishing and opening a sporting goods store that has expanded from a leased storefront operation to a freestanding retail operation that successfully serves a broad merchandise offering.

9. Present the Retail Gap Analysis to existing property retail owners and prospective retail developers and educate them on how the findings can assist in developing their retail leasing strategies.

The Retail Gap Analysis will assist existing property retail property owners and prospective retail developers in developing a targeted retail leasing strategy.

For example, if an individual owns a lot on a major thoroughfare and it is determined that the community is leaking restaurant sales, the property owner may want to determine voids in the fast food industry and target companies for the site.

Also, if a community is leaking general merchandise sales, grocery sales and drug store sales to surrounding communities, developers may use this information to persuade grocery retailers and/or drug store retailers to take a close look at development property.

10. Continue to maintain a database of retailers and keep track of all calls and comments.

Each community in the nation is competing with others for the very same retailers, and while it can be certain that retailers will locate and expand in multiple communities, what guarantee is there that they will even consider your community in the future?

You may have the best demographics in the world for a community, but unless a retailer knows this, you are just one of many communities "hoping" to land another retailer. These retailers do their homework, and if your community is going to succeed in locating them, you need to do yours, too.

Remember, you are effectively in a sales position now, basically selling your community. Effective salespeople know that keeping in contact with clients and prospects is one of the top behaviors that distinguishes success from failure.

A few suggestions to help you maintain better communications are:

- a. Create a database of retailers that you have been in contact with (determined earlier in this section). Update this database with comments from every conversation you have with them.
- b. Know and keep track of the retailer's property requirements and keep track of available properties in your community which may meet these requirements. Know their demographic requirements, as well.
- c. Contact the retailers periodically to let them know of new property, demographic or community developments they may be interested in.
- d. Keep your community in front of retailers'"faces" so that when they are ready to move, your community will be forefront in their minds.
- e. Make use of the Retail Outlook Guide and the Retail Gap Sector Summaries in this report.

Retail Categories

Building Materials, Garden Supply and Mobile Homes

Making up the building materials category are lumberyards, hardware stores, paint stores, nursery stores, garden and lawn supplies, mobile home dealers and other miscellaneous materials stores. This sector holds a strong lure for farmers, many who will conduct other shopping in town, along with keeping local do-it-yourselfers in the community to shop.

General Merchandise Stores

The general merchandise category consists primarily of department stores (i.e. Wal-Mart, K-Mart, J.C. Penney, Sears, McRae's) and variety stores (i.e. Dollar General, Family Dollar). Comparable to anchor stores in a shopping mall, these department and variety stores, play an important role in communities and are strong attractants to shoppers.

Food Stores

The food store category is comprised primarily of grocery stores, but also includes bakeries, meat and fish markets, fruit and vegetable markets, dairy product stores, candy and confectionery stores and miscellaneous food stores. This category is extremely important to a healthy retail sector as customers spend more money in grocery stores and shop there more often than any other type of store.

Automobile Dealers and Gasoline Service Stations

New and used car dealers, auto supply stores, gasoline service stations, boat dealers, motorcycle dealers and recreational vehicle dealers make up the automotive retail category.

Apparel and Accessory Stores

Apparel stores are made up of men's, women's and children's clothing stores as well as shoe stores. Small towns have a challenge of sustaining these types of stores due to the extreme competition from department stores and stores in larger cities. In today's environment, apparel stores exhibiting strong customer service and a family-oriented atmosphere will have the best opportunity for success in smaller towns.

Home Furniture, Furnishings and Appliances

This category includes furniture stores, floor covering stores, major appliance stores, music, video, CD stores and consumer electronics stores.

Eating and Drinking

This category consists of restaurants, taverns and bars and is a rapidly growing part of most economies since more and more people are eating away from home.

Miscellaneous Retail

This miscellaneous sector includes different "specialty" retail business that could not logically be categorized into the previous retail groups. Drug stores, sporting goods stores, book stores, liquor stores, sporting goods, hobby and craft stores, game shops and jewelry and others are included in this category.

Summary Table

SIC	RETAIL SECTOR	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
521	Lumber and Other Building Materials	\$34,533,030	\$6,600,000	-\$27,933,030	-81%
523	Paint, Glass and Wallpaper	\$5,735,973	\$1,600,000	-\$4,135,973	-72%
525	Hardware Stores	\$13,662,860	\$1,900,000	-\$11,762,860	-86%
526	Retail Nurseries and Garden	\$10,069,930	\$3,800,000	-\$6,269,931	-62%
527	Mobile Home Dealers	\$754,602	\$0	-\$754,602	-100%
53	General Merchandise Stores	\$57,372,590	\$17,100,000	-\$40,272,590	-70%
541	Grocery Stores	\$77,536,750	\$2,900,000	-\$74,636,750	-96%
542	Meat and Fish Markets	\$2,544,637	\$0	-\$2,544,637	-100%
543	Fruit and Vegetable Markets	\$1,838,627	\$0	-\$1,838,627	-100%
544	Candy, Nut and Confection Stores	\$388,734	\$0	-\$388,734	-100%
545	Dairy Products Stores	\$1,075,450	\$0	-\$1,075,450	-100%
546	Retail Bakeries	\$1,003,992	\$0	-\$1,003,992	-100%
549	Miscellaneous Food Stores	\$4,882,759	\$400,000	-\$4,482,759	-92%
551	New and Used Car Dealers	\$85,723,030	\$26,500,000	-\$59,223,030	-69%
552	Used Car Dealers	\$11,784,220	\$0	-\$11,784,220	-100%
553	Auto and Home Supply Stores	\$12,796,070	\$5,800,000	-\$6,996,072	-55%
554	Gasoline Service Stations	\$18,654,240	\$19,200,000	\$545,761	3%
555	Boat Dealers	\$6,148,289	\$0	-\$6,148,289	-100%
556	Recreational Vehicle Dealers	\$3,257,078	\$600,000	-\$2,657,078	-82%
557	Motorcycle Dealers	\$6,587,044	\$0	-\$6,587,044	-100%
559	Automotive Dealers, NEC	\$2,463,889	\$0	-\$2,463,889	-100%
561	Men's and Boys' Clothing Stores	\$943,967	\$300,000	-\$643,967	-68%
562	Women's Clothing Stores	\$2,306,680	\$100,000	-\$2,206,680	-96%
563	Women's Accessory and Specialty Stores	\$275,830	\$0	-\$275,830	-100%
564	Children's and Infants' Wear	\$453,761	\$0	-\$453,761	-100%
565	Family Clothing Stores	\$3,557,918	\$0	-\$3,557,918	-100%

Summary Table (continued)

566	Shoe Stores	\$3,157,036	\$800,000	-\$2,357,036	-75%
569	Miscellaneous Apparel and Accessory Stores	\$1,284,824	\$0	-\$1,284,824	-100%
571	Home Furniture and Furnishing	\$19,481,010	\$2,100,000	-\$17,381,010	-89%
572	Household Appliance Stores	\$2,913,363	\$0	-\$2,913,363	-100%
573	Radio, TV, and Computer Stores	\$23,025,350	\$9,200,000	-\$13,825,360	-60%
5812	Eating Places	\$73,426,460	\$26,900,000	-\$46,526,460	-63%
5813	Drinking Places	\$7,078,678	\$2,900,000	-\$4,178,678	-59%
591	Drug Stores and Proprietary	\$17,245,080	\$1,700,000	-\$15,545,080	-90%
592	Liquor Stores	\$2,120,888	\$1,500,000	-\$620,888	-29%
593	Used Merchandise Stores	\$3,893,773	\$400,000	-\$3,493,773	-90%
5941	Sporting Goods, Bicycle and Gun Stores	\$4,366,829	\$10,500,000	\$6,133,172	140%
5942	Book Stores	\$1,134,046	\$300,000	-\$834,046	-74%
5943	Stationery Stores	\$3,691,546	\$0	-\$3,691,546	-100%
5944	Jewelry Stores	\$1,106,892	\$100,000	-\$1,006,892	-91%
5945	Hobby, Toy and Game Shops	\$1,897,223	\$200,000	-\$1,697,223	-89%
5946	Camera and Photography Supply Stores	\$713,156	\$0	-\$713,156	-100%
5947	Gift, Novelty and Souvenir Shops	\$3,670,108	\$300,000	-\$3,370,108	-92%
5948	Luggage and Leather Goods Stores	\$70,744	\$0	-\$70,744	-100%
5949	Sewing, Needlework and Craft Stores	\$576,670	\$0	-\$576,670	-100%
596	Non-store Retailers	\$15,698,720	\$1,200,000	-\$14,498,720	-92%
598	Fuel and Ice Dealers	\$550,945	\$0	-\$550,945	-100%
5992	Florists	\$2,172,338	\$5,500,000	\$3,327,662	153%
5993	Tobacco Stores and Stands	\$162,925	\$0	-\$162,925	-100%
5994	News Dealers and Newsstands	\$398,024	\$0	-\$398,024	-100%
5995	Optical Goods Stores	\$1,739,300	\$0	-\$1,739,300	-100%
5999	Miscellaneous Retail Stores, NEC	\$24,678,190	\$3,300,000	-\$21,378,190	-87%
	TOTALS	\$582,606,100	\$153,700,000	-\$428,906,100	LEAKAGE

Leakage Summary

SIC	RETAIL SECTOR	LEAKAGE AMOUNT
521	Lumber and Other Building Materials	-\$27,933,030
523	Paint, Glass and Wallpaper	-\$4,135,973
525	Hardware Stores	-\$11,762,860
526	Retail Nurseries and Garden	-\$6,269,931
527	Mobile Home Dealers	-\$754,602
53	General Merchandise Stores	-\$40,272,590
541	Grocery Stores	-\$74,636,750
542	Meat and Fish Markets	-\$2,544,637
543	Fruit and Vegetable Markets	-\$1,838,627
544	Candy, Nut and Confection Stores	-\$388,734
545	Dairy Products Stores	-\$1,075,450
546	Retail Bakeries	-\$1,003,992
549	Miscellaneous Food Stores	-\$4,482,759
551	New and Used Car Dealers	-\$59,223,030
552	Used Car Dealers	-\$11,784,220
553	Auto and Home Supply Stores	-\$6,996,072
555	Boat Dealers	-\$6,148,289
556	Recreational Vehicle Dealers	-\$2,657,078
557	Motorcycle Dealers	-\$6,587,044
559	Automotive Dealers, NEC	-\$2,463,889
561	Men's and Boys' Clothing Stores	-\$643,967
562	Women's Clothing Stores	-\$2,206,680
563	Women's Accessory and Specialty Stores	-\$275,830
564	Children's and Infants' Wear	-\$453,761
565	Family Clothing Stores	-\$3,557,918
566	Shoe Stores	-\$2,357,036
569	Miscellaneous Apparel and Accessory Stores	-\$1,284,824
571	Home Furniture and Furnishing	-\$17,381,010
572	Household Appliance Stores	-\$2,913,363
573	Radio, TV, and Computer Stores	-\$13,825,360
5812	Eating Places	-\$46,526,460
5813	Drinking Places	-\$4,178,678
591	Drug Stores and Proprietary	-\$15,545,080
592	Liquor Stores	-\$620,888
593	Used Merchandise Stores	-\$3,493,773
5942	Book Stores	-\$834,046
5943	Stationery Stores	-\$3,691,546
5944	Jewelry Stores	-\$1,006,892
5945	Hobby, Toy and Game Shops	-\$1,697,223
5946	Camera and Photography Supply Stores	-\$713,156
5947	Gift, Novelty and Souvenir Shops	-\$3,370,108
5948	Luggage and Leather Goods Stores	-\$70,744
5949	Sewing, Needlework and Craft Stores	-\$576,670
596	Non-store Retailers	-\$14,498,720
598	Fuel and Ice Dealers	-\$550,945
5993	Tobacco Stores and Stands	-\$162,925
5994	News Dealers and Newsstands	-\$398,024
5995	Optical Goods Stores	-\$1,739,300
5999	Miscellaneous Retail Stores, NEC	-\$21,378,190

Surplus Summary

SIC	RETAIL SECTOR	SURPLUS AMOUNT
554	Gasoline Service Stations	\$545,761
5941	Sporting Goods, Bicycle and Gun Stores	\$6,133,172
5992	Florists	\$3,327,662

Acknowledgements

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

Sources used in completing this study may include one or more of the following: infoUSA™, Applied Geographic Solutions, Claritas 2007/2008, ESRI 2007/2008, U.S. Census Bureau, Economy.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

Mapping data is provided by MapInfo, Claritas, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Appendix A: SIC Code Detail Listing

On the following pages is an expanded list of the SIC Codes and their descriptions used for the Retail Categories in this Retail Gap Analysis.

SIC Detail (SIC Code 52)

BUILDING MATERIALS & HARDWARE

SIC Code	Industry Description
52	Building Materials, Hardware, Garden Supply & Mobile Home Dealers
5211	Lumber and Other Building Materials
521100	Lumber and other building materials
52110000	Lumber and other building materials
521101	Lumber products
52110100	Lumber products
52110101	Flooring, wood
52110102	Millwork and lumber
52110103	Paneling
52110104	Planing mill products and lumber
52110105	Siding
52110106	Wallboard (composition) and paneling
521102	Door and window products
52110200	Door and window products
52110201	Doors, storm: wood or metal
52110202	Doors, wood or metal, except storm
52110203	Garage doors, sale and installation
52110204	Jalousies
52110205	Sash, wood or metal
52110206	Screens, door and window
52110207	Windows, storm: wood or metal
521103	Insulation and energy conservation products
52110300	Insulation and energy conservation products
52110301	Energy conservation products
52110302	Insulation material, building
52110303	Solar heating equipment
521104	Prefabricated buildings
52110400	Prefabricated buildings
52110401	Greenhouse kits, prefabricated
52110402	Modular homes
521105	Masonry materials and supplies
52110500	Masonry materials and supplies
52110501	Brick
52110502	Cement
52110503	Concrete and cinder block
52110504	Lime and plaster
52110505	Paving stones
52110506	Sand and gravel
52110507	Tile, ceramic
521199	Lumber and other building materials, NEC
52119901	Bathroom fixtures, equipment and supplies
52119902	Cabinets, kitchen
52119903	Closets, interiors and accessories
52119904	Counter tops
52119905	Eavestroughing parts and supplies
52119906	Electrical construction materials
52119907	Fencing

SIC Detail (SIC Code 52)

52119908	Home centers
52119909	Roofing material
52119910	Structural clay products
5231	Paint, Glass, and Wallpaper Stores
523100	Paint, glass, and wallpaper stores
52310000	Paint, glass, and wallpaper stores
523101	Glass
52310100	Glass
52310101	Glass, leaded or stained
523102	Paint and painting supplies
52310200	Paint and painting supplies
52310201	Paint
52310202	Paint brushes, rollers, sprayers and other supplies
523103	Wall coverings
52310300	Wall coverings
52310301	Wallpaper
5251	Hardware Stores
525100	Hardware stores
52510000	Hardware stores
525101	Tools
52510100	Tools
52510101	Chainsaws
52510102	Snow blowers
52510103	Tools, hand
52510104	Tools, power
525199	Hardware stores, NEC
52519901	Builders' hardware
52519902	Door locks and lock sets
52519903	Pumps and pumping equipment
5261	Retail Nurseries and Garden Stores
526100	Retail nurseries and garden stores
52610000	Retail nurseries and garden stores
526101	Lawn and garden equipment
52610100	Lawn and garden equipment
52610101	Garden tractors and tillers
52610102	Hydroponics equipment and supplies
52610103	Lawnmowers and tractors
526102	Lawn and garden supplies
52610200	Lawn and garden supplies
52610201	Fertilizer
52610202	Fountains, outdoor
52610203	Garden supplies and tools, NEC
52610204	Sod
52610205	Top soil
52610206	Lawn ornaments
526103	Retail nurseries
52610300	Retail nurseries
52610301	Christmas trees (natural)

SIC Detail (SIC Code 52)

52610302	Nursery stock, seeds and bulbs
5271	Mobile Home Dealers
527100	Mobile home dealers
52710000	Mobile home dealers
527199	Mobile home dealers, NEC
52719901	Mobile home equipment
52719902	Mobile home parts and accessories
52719903	Mobile offices and commercial units

SIC Detail (SIC Code 53)

GENERAL MERCHANDISE STORES

SIC Code	Industry Description
53	General Merchandise Stores
5311	Department Stores
531100	Department stores
53110000	Department stores
531199	Department stores, NEC
53119901	Department stores, discount
53119902	Department stores, non-discount
5331	Variety Stores
533100	Variety stores
53310000	Variety stores
5399	Miscellaneous General Merchandise
539900	Miscellaneous general merchandise stores
53990000	Miscellaneous general merchandise stores
539999	Miscellaneous general merchandise stores, NEC
53999901	Army-Navy goods stores
53999902	Catalog showroom stores
53999903	Country general stores
53999904	Duty-free stores
53999905	Surplus and salvage stores
53999906	Warehouse club stores

SIC Detail (SIC Code 54)

FOOD STORES

SIC Code	Industry Description
54	Food Stores
5411	Grocery Stores
541100	Grocery stores
54110000	Grocery stores
541101	Supermarkets
54110100	Supermarkets
54110101	Supermarkets, chain
54110102	Supermarkets, greater than 100,000 square feet (hypermarket)
54110103	Supermarkets, independent
54110104	Supermarkets, 55,000 - 65,000 square feet (superstore)
54110105	Supermarkets, 66,000 - 99,000 square feet
541102	Convenience stores
54110200	Convenience stores
54110201	Convenience stores, chain
54110202	Convenience stores, independent
541199	Grocery stores, NEC
54119901	Cooperative food stores
54119902	Delicatessen stores
54119903	Frozen food and freezer plans, except meat
54119904	Grocery stores, chain
54119905	Grocery stores, independent
5421	Meat and Fish Markets
542100	Meat and fish markets
54210000	Meat and fish markets
542101	Fish and seafood markets
54210100	Fish and seafood markets
54210101	Fish markets
54210102	Seafood markets
542102	Meat markets, including freezer provisioners
54210200	Meat markets, including freezer provisioners
54210201	Food and freezer plans, meat

SIC Detail (SIC Code 54)

54210202	Freezer provisioners, meat
5431	Fruit and Vegetable Markets
543100	Fruit and vegetable markets
54310000	Fruit and vegetable markets
543199	Fruit and vegetable markets, NEC
54319901	Fruit stands or markets
54319902	Vegetable stands or markets
5441	Candy, Nut, and Confectionery Stores
544100	Candy, nut, and confectionery stores
54410000	Candy, nut, and confectionery stores
544199	Candy, nut, and confectionery stores, NEC
54419901	Candy
54419902	Confectionery
54419903	Confectionery produced for direct sale on the premises
54419904	Nuts
54419905	Popcorn, including caramel corn
5451	Dairy Products Stores
545100	Dairy products stores
54510000	Dairy products stores
545199	Dairy products stores, NEC
54519901	Butter
54519902	Cheese
54519903	Ice cream (packaged)
54519904	Milk
5461	Retail Bakeries
546100	Retail bakeries
54610000	Retail bakeries
546199	Retail bakeries, NEC
54619901	Bagels
54619902	Bread
54619903	Cakes
54619904	Cookies
54619905	Doughnuts
54619906	Pastries
54619907	Pies
54619908	Pretzels
5499	Miscellaneous Food Stores
549900	Miscellaneous food stores
54990000	Miscellaneous food stores
549901	Health and dietetic food stores
54990100	Health and dietetic food stores
54990101	Dietetic foods
54990102	Health foods
54990103	Vitamin food stores
549902	Beverage stores
54990200	Beverage stores
54990201	Coffee
54990202	Juices, fruit or vegetable
54990203	Soft drinks
54990204	Tea

SIC Detail (SIC Code 54)

54990205	Water: distilled mineral or spring
549999	Miscellaneous food stores, NEC
54999901	Dried fruit
54999902	Eggs and poultry
54999903	Food gift baskets
54999904	Gourmet food stores
54999905	Spices and herbs

SIC Detail (SIC Code 55)

AUTOMOTIVE DEALERS & SERVICE STATIONS

SIC Code	Industry Description
55	Automotive Dealers and Gasoline Service Stations
5511	New and Used Car Dealers
551100	New and used car dealers
55110000	New and used car dealers
551199	New and used car dealers, NEC
55119901	Automobiles, new and used
55119902	Pickups, new and used
55119903	Trucks, tractors, and trailers: new and used
55119904	Vans, new and used
5521	Used Car Dealers
552100	Used car dealers
55210000	Used car dealers
552199	Used car dealers, NEC
55219901	Antique automobiles
55219902	Automobiles, used cars only
55219903	Pickups and vans, used
55219904	Trucks, tractors, and trailers: used
5531	Auto and Home Supply Stores
553100	Auto and home supply stores
55310000	Auto and home supply stores
553101	Auto and truck equipment and parts
55310100	Auto and truck equipment and parts
55310101	Automobile air conditioning equipment, sale, installation
55310102	Automotive accessories
55310103	Automotive parts
55310104	Batteries, automotive and truck
55310105	Speed shops, including race car supplies
55310106	Trailer hitches, automotive
55310107	Truck equipment and parts
553199	Auto and home supply stores, NEC
55319901	Automotive tires
5541	Gasoline Service Stations
554100	Gasoline service stations
55410000	Gasoline service stations
554199	Gasoline service stations, NEC
55419901	Filling stations, gasoline
55419902	Marine service station
55419903	Truck stops
5551	Boat Dealers
555100	Boat dealers
55510000	Boat dealers
555101	Motor boat dealers
55510100	Motor boat dealers
55510101	Inboard boats
55510102	Inboard outboard boats
55510103	Jet skis

SIC Detail (SIC Code 55)

55510104	Outboard boats
555102	Canoe and kayak dealers
55510200	Canoe and kayak dealers
55510201	Canoes
55510202	Inflatable boats
55510203	Kayaks
555103	Sailboats and equipment
55510300	Sailboats and equipment
55510301	Sailboats, auxiliary (powered)
55510302	Sailboats, unpowered
55510303	Sails and equipment
555104	Marine supplies and equipment
55510400	Marine supplies and equipment
55510401	Marine supplies, NEC
55510402	Outboard motors
5561	Recreational Vehicle Dealers
556100	Recreational vehicle dealers
55610000	Recreational vehicle dealers
556101	Camper and travel trailer dealers
55610100	Camper and travel trailer dealers
55610101	Campers (pickup coaches) for mounting on trucks
55610102	Travel trailers: automobile, new and used
556199	Recreational vehicle dealers, NEC
55619901	Motor homes
55619902	Recreational vehicle parts and accessories
5571	Motorcycle Dealers
557100	Motorcycle dealers
55710000	Motorcycle dealers
557199	Motorcycle dealers, NEC
55719901	All-terrain vehicles
55719902	Bicycles, motorized
55719903	Mopeds
55719904	Motor scooters
55719905	Motorcycle parts and accessories
55719906	Motorcycles
55719907	All-terrain vehicle parts and accessories
5599	Automotive Dealers, NEC
559900	Automotive dealers, NEC
55990000	Automotive dealers, NEC
559901	Aircraft dealers
55990100	Aircraft dealers
55990101	Aircraft, self-propelled
55990102	Gliders, except hang
55990103	Hang gliders
55990104	Aircraft instruments, equipment or parts
55990105	Hot air balloons and equipment
559999	Automotive dealers, NEC
55999901	Dune buggies

SIC Detail (SIC Code 55)

55999902	Go-carts
55999903	Golf cart, powered
55999904	Snowmobiles
55999905	Utility trailers

SIC Detail (SIC Code 56)

APPAREL & ACCESSORY STORES

SIC Code	Industry Description
56	Apparel and Accessory Stores
5611	Men's and Boys' Clothing Stores
561100	Men's and boys' clothing stores
56110000	Men's and boys' clothing stores
561199	Men's and boys' clothing stores, NEC
56119901	Clothing accessories: men's and boys'
56119902	Clothing, male: everyday, except suits and sportswear
56119903	Clothing, sportswear, men's and boys'
56119904	Haberdashery stores
56119905	Hats, men's and boys'
56119906	Suits, men's
56119907	Tie shops
5621	Women's Clothing Stores
562100	Women's clothing stores
56210000	Women's clothing stores
562101	Women's specialty clothing stores
56210100	Women's specialty clothing stores
56210101	Boutiques
56210102	Bridal shops
56210103	Dress shops
56210104	Women's sportswear
562199	Women's clothing stores, NEC
56219901	Maternity wear
56219902	Ready-to-wear apparel, women's
56219903	Teenage apparel
5632	Women's Accessory and Specialty Stores
563200	Women's accessory and specialty stores
56320000	Women's accessory and specialty stores
563201	Fur apparel
56320100	Fur apparel
56320101	Fur apparel, made to custom order
56320102	Furriers
563202	Women's dancewear, hosiery, and lingerie
56320200	Women's dancewear, hosiery, and lingerie
56320201	Dancewear
56320202	Hosiery
56320203	Lingerie (outerwear)
56320204	Lingerie and corsets (underwear)
563299	Women's accessory and specialty stores, NEC
56329901	Apparel accessories
56329902	Blouses
56329903	Costume jewelry
56329904	Handbags
56329905	Knitwear, women's
56329906	Millinery
5641	Children's and Infants' Wear Stores
564100	Children's and infants' wear stores
56410000	Children's and infants' wear stores

SIC Detail (SIC Code 56)

564199	Children's and infants' wear stores, NEC
56419901	Children's wear
56419902	Infants' wear
5651	Family Clothing Stores
565100	Family clothing stores
56510000	Family clothing stores
565199	Family clothing stores, NEC
56519901	Jeans stores
56519902	Unisex clothing stores
5661	Shoe Stores
566100	Shoe stores
56610000	Shoe stores
566101	Custom and orthopedic shoes
56610100	Custom and orthopedic shoes
56610101	Shoes, custom
56610102	Shoes, orthopedic
566199	Shoe stores, NEC
56619901	Children's shoes
56619902	Footwear, athletic
56619903	Men's boots
56619904	Men's shoes
56619905	Women's boots
56619906	Women's shoes
5699	Miscellaneous Apparel and Accessories
569900	Miscellaneous apparel and accessory stores
56990000	Miscellaneous apparel and accessory stores
569901	Uniforms and work clothing
56990100	Uniforms and work clothing
56990101	Military goods and regalia
56990102	Uniforms
56990103	Work clothing
569902	Costumes and wigs
56990200	Costumes and wigs
56990201	Costumes, masquerade or theatrical
56990202	Wigs, toupees and wiglets
569903	Sports apparel
56990300	Sports apparel
56990301	Bathing suits
56990302	Marine apparel
56990303	Riding apparel
56990304	Western apparel
569904	Customized clothing and apparel
56990400	Customized clothing and apparel
56990401	Belts, apparel: custom
56990402	Custom tailor
56990403	Dressmakers, custom
56990404	Knit dresses, made to order
56990405	Shirts, custom made
56990406	T-shirts, custom printed
56990407	Clothing, hand painted

SIC Detail (SIC Code 56)

569999	Miscellaneous apparel and accessory stores, NEC
56999901	Caps and gowns (academic vestments)
56999902	Clergy vestments
56999903	Designers, apparel
56999904	Formal wear
56999905	Leather garments
56999906	Raincoats
56999907	Square dance apparel
56999908	Stockings: men's, women's, and children's
56999909	Umbrellas

SIC Detail (SIC Code 57)

HOME FURNITURE & FURNISHINGS STORES

SIC Code	Industry Description
57	Home Furniture, Furnishings and Equipment Stores
5712	Furniture Stores
571200	Furniture stores
57120000	Furniture stores
571201	Beds and accessories
57120100	Beds and accessories
57120101	Bedding and bedsprings
57120102	Mattresses
57120103	Waterbeds and accessories
571202	Customized furniture and cabinets
57120200	Customized furniture and cabinets
57120201	Cabinet work, custom
57120202	Custom made furniture, except cabinets
571299	Furniture stores, NEC
57129901	Bar fixtures, equipment and supplies
57129902	Cabinets, except custom made: kitchen
57129903	Juvenile furniture
57129904	Office furniture
57129905	Outdoor and garden furniture
57129906	Unfinished furniture
5713	Floor Covering Stores
571300	Floor covering stores
57130000	Floor covering stores
571399	Floor covering stores, NEC
57139901	Carpet
57139902	Floor tile
57139903	Linoleum
57139904	Rugs
57139905	Vinyl floor covering
5714	Drapery and Upholstery Stores
571400	Drapery and upholstery stores
57140000	Drapery and upholstery stores
571499	Drapery and upholstery stores, NEC
57149901	Curtains
57149902	Draperies
57149903	Slip covers
57149904	Upholstery materials
5719	Miscellaneous Home furnishings
571900	Miscellaneous home furnishings
57190000	Miscellaneous home furnishings
571901	Kitchenware
57190100	Kitchenware
57190101	Aluminum ware
57190102	China
57190103	Cookware, except aluminum
57190104	Crockery

SIC Detail (SIC Code 57)

57190105	Cutlery
57190106	Enamelware
57190107	Glassware
57190108	Metal ware
57190109	Tin ware
57190110	Barbeque grills
571902	Lighting, lamps, and accessories
57190200	Lighting, lamps, and accessories
57190201	Lamps and lamp shades
57190202	Lighting fixtures
571903	Fireplaces and wood burning stoves
57190300	Fireplaces and wood burning stoves
57190301	Fireplace equipment and accessories
57190302	Wood burning stoves
57190303	Coal burning stoves
571904	Window furnishings
57190400	Window furnishings
57190401	Venetian blinds
57190402	Vertical blinds
57190403	Window shades, NEC
571905	Beddings and linens
57190500	Beddings and linens
57190501	Bedding (sheets, blankets, spreads, and pillows)
57190502	Linens
571906	Pictures and mirrors
57190600	Pictures and mirrors
57190601	Mirrors
57190602	Pictures, wall
571999	Miscellaneous home furnishings stores, NEC
57199901	Bath accessories
57199902	Brooms
57199903	Brushes
57199904	Closet organizers and shelving units
57199905	House wares, NEC
57199906	Pottery
57199907	Towels
57199908	Wicker, rattan, or reed home furnishings
5722	Household Appliance Stores
572200	Household appliance stores
57220000	Household appliance stores
572201	Gas household appliances
57220100	Gas household appliances
57220101	Gas ranges
572202	Electric household appliances
57220200	Electric household appliances
57220201	Air conditioning room units, self-contained
57220202	Electric household appliances, major
57220203	Electric household appliances, small
57220204	Electric ranges
57220205	Fans, electric

SIC Detail (SIC Code 57)

57220206	Garbage disposals
57220207	Microwave ovens
57220208	Vacuum cleaners
572299	Household appliance stores, NEC
57229901	Appliance parts
57229902	Kitchens, complete (sinks, cabinets, etc.)
57229903	Sewing machines
57229904	Stoves, household, NEC
57229905	Sun tanning equipment and supplies
57229906	Kerosene heaters
5731	Radio, Television, and Electronic Stores
573100	Radio, television, and electronic stores
57310000	Radio, television, and electronic stores
573101	Antennas
57310100	Antennas
57310101	Antennas, satellite dish
573102	Video cameras, recorders, and accessories
57310200	Video cameras, recorders, and accessories
57310201	Video cameras and accessories
57310202	Video recorders, players, disc players, and accessories
57310203	Video tapes, blank
573199	Radio, television, and electronic stores, NEC
57319901	Automotive sound equipment
57319902	Consumer electronic equipment, NEC
57319903	High fidelity stereo equipment
57319904	Marine radios and radar equipment
57319905	Phonographs
57319906	Radios, receiver type
57319907	Radios, two-way, citizens band, weather, short-wave, etc.
57319908	Tape recorders and players
57319909	Television sets
57319910	Metal detectors
5734	Computer and Software Stores
573400	Computer and software stores
57340000	Computer and software stores
573401	Computer peripheral equipment
57340100	Computer peripheral equipment
57340101	Modems, monitors, terminals, and disk drives: computers
57340102	Printers and plotters: computers
573402	Computer software and accessories
57340200	Computer software and accessories
57340201	Computer tapes
57340202	Magnetic disks
57340203	Software, business and non-game
57340204	Software, computer games
57340205	Word processing equipment and supplies
573499	Computer and software stores, NEC
57349901	Personal computers

SIC Detail (SIC Code 57)

5735	Record and Prerecorded Tape Stores
573500	Record and prerecorded tape stores
57350000	Record and prerecorded tape stores
573501	Video discs and tapes, prerecorded
57350100	Video discs and tapes, prerecorded
57350101	Video discs, prerecorded
57350102	Video tapes, prerecorded
573502	Records, audio discs, and tapes
57350200	Records, audio discs, and tapes
57350201	Audio tapes, prerecorded
57350202	Compact discs
57350203	Records
5736	Musical Instrument Stores
573600	Musical instrument stores
57360000	Musical instrument stores
573601	Keyboard instruments
57360100	Keyboard instruments
57360101	Organs
57360102	Pianos
573699	Musical instrument stores, NEC
57369901	Band instruments
57369902	Brass instruments
57369903	Drums and related percussion instruments
57369904	Sheet music
57369905	String instruments
57369906	Wind instruments

SIC Detail (SIC Code 58)

EATING & DRINKING PLACES

SIC Code	Industry Description
58	Eating and Drinking Places
5812	Eating Places
581200	Eating places
58120000	Eating places
581201	Ethnic food restaurants
58120100	Ethnic food restaurants
58120101	American restaurant
58120102	Cajun restaurant
58120103	Chinese restaurant
58120104	French restaurant
58120105	German restaurant
58120106	Greek restaurant
58120107	Indian/Pakistan restaurant
58120108	Italian restaurant
58120109	Japanese restaurant
58120110	Korean restaurant
58120111	Lebanese restaurant
58120112	Mexican restaurant
58120113	Spanish restaurant
58120114	Sushi bar
58120115	Thai restaurant
58120116	Vietnamese restaurant
58120117	Pakistani restaurant
581202	Ice cream, soft drink and soda fountain stands
58120200	Ice cream, soft drink and soda fountain stands
58120201	Concessionaire
58120202	Frozen yogurt stand
58120203	Ice cream stands or dairy bars
58120204	Snow cone stand
58120205	Soda fountain
58120206	Soft drink stand
581203	Fast food restaurants and stands
58120300	Fast food restaurants and stands
58120301	Box lunch stand
58120302	Carry-out only (except pizza) restaurant
58120303	Chili stand
58120304	Coffee shop
58120305	Delicatessen (eating places)
58120306	Drive-in restaurant
58120307	Fast-food restaurant, chain
58120308	Fast-food restaurant, independent
58120309	Food bars
58120310	Grills (eating places)
58120311	Hamburger stand
58120312	Hot dog stand
58120313	Sandwiches and submarines shop
58120314	Snack bar
58120315	Snack shop

SIC Detail (SIC Code 58)

581204	Lunchrooms and cafeterias
58120400	Lunchrooms and cafeterias
58120401	Automat (eating places)
58120402	Cafeteria
58120403	Luncheonette
58120404	Lunchroom
58120405	Restaurant, lunch counter
581205	Family restaurants
58120500	Family restaurants
58120501	Restaurant, family: chain
58120502	Restaurant, family: independent
581206	Pizza restaurants
58120600	Pizza restaurants
58120601	Pizzeria, chain
58120602	Pizzeria, independent
581207	Seafood restaurants
58120700	Seafood restaurants
58120701	Oyster bar
58120702	Seafood shack
581208	Steak and barbecue restaurants
58120800	Steak and barbecue restaurants
58120801	Barbecue restaurant
58120802	Steak restaurant
581299	Eating places, NEC
58129901	Buffet (eating places)
58129902	Café
58129903	Caterers
58129904	Chicken restaurant
58129905	Commissary restaurant
58129906	Contract food services
58129907	Diner
58129908	Dinner theater
58129909	Health food restaurant
5813	Drinking Places
581300	Drinking places
58130000	Drinking places
581301	Bars and lounges
58130100	Bars and lounges
58130101	Bar (drinking places)
58130102	Beer garden (drinking places)
58130103	Cocktail lounge
58130104	Saloon
58130105	Tavern (drinking places)
58130106	Wine bar
581302	Night clubs
58130200	Night clubs
58130201	Cabaret
58130202	Discotheque

SIC Detail (SIC Code 59)

MISCELLANEOUS RETAIL

SIC Code	Industry Description
59	Miscellaneous Retail
5912	Drug Stores and Proprietary Stores
591200	Drug stores and proprietary stores
59120000	Drug stores and proprietary stores
591299	Drug stores and proprietary stores, NEC
59129901	Drug stores
59129902	Proprietary (non-prescription medicine) stores
5921	Liquor Stores
592100	Liquor stores
59210000	Liquor stores
592101	Wine and beer
59210100	Wine and beer
59210101	Beer (packaged)
59210102	Wine
592199	Liquor stores, NEC
59219901	Hard liquor
5932	Used Merchandise Stores
593200	Used merchandise stores
59320000	Used merchandise stores
593201	Home furnishings and appliances, secondhand
59320100	Home furnishings and appliances, secondhand
59320101	Furniture, secondhand
59320102	Home furnishings, secondhand
59320103	Household appliances, used
593202	Antiques
59320200	Antiques
59320201	Art objects, antique
59320202	Glassware, antique
593203	Book stores, secondhand
59320300	Book stores, secondhand
59320301	Manuscripts, rare
59320302	Rare books
593204	Clothing and shoes, secondhand
59320400	Clothing and shoes, secondhand
59320401	Clothing, secondhand
59320402	Shoes, secondhand
593205	Office furniture and store fixtures, secondhand
59320500	Office furniture and store fixtures, secondhand
59320501	Office furniture, secondhand
59320502	Store fixtures and equipment, secondhand
593299	Used merchandise stores, NEC
59329901	Building materials, secondhand
59329902	Computers and accessories, secondhand
59329903	Musical instruments, secondhand
59329904	Pawnshop
59329905	Records, secondhand
59329906	Stereo equipment, secondhand
5941	Sporting Goods and Bicycle Shops

SIC Detail (SIC Code 59)

594100	Sporting goods and bicycle shops
59410000	Sporting goods and bicycle shops
594101	Fishing equipment
59410100	Fishing equipment
59410101	Bait and tackle
59410102	Fish finders and other electronic fishing equipment
594102	Hunting equipment
59410200	Hunting equipment
59410201	Ammunition
59410202	Firearms
594103	Golf, tennis, and ski shops
59410300	Golf, tennis, and ski shops
59410301	Golf goods and equipment
59410302	Skiing equipment
59410303	Tennis goods and equipment
594104	Exercise equipment
59410400	Exercise equipment
59410401	Gymnasium equipment, NEC
59410402	Trampolines and equipment
594105	Water sport equipment
59410500	Water sport equipment
59410501	Skin diving, scuba equipment and supplies
59410502	Surfing equipment and supplies
59410503	Windsurfing and sail boarding equipment
594106	Camping and backpacking equipment
59410600	Camping and backpacking equipment
59410601	Backpacking equipment
59410602	Camping equipment
594107	Team sports equipment
59410700	Team sports equipment
59410701	Baseball equipment
59410702	Basketball equipment
59410703	Football equipment
59410704	Hockey equipment, except skates
59410705	Soccer supplies
594199	Sporting goods and bicycle shops, NEC
59419901	Archery supplies
59419902	Bicycle and bicycle parts
59419903	Bowling equipment and supplies
59419904	Martial arts equipment and supplies
59419905	Playground equipment
59419906	Pool and billiard tables
59419907	Saddlery and equestrian equipment
59419908	Skateboarding equipment
59419909	Skating equipment
59419910	Specialty sport supplies, NEC
5942	Book Stores
594200	Book stores
59420000	Book stores
594299	Book stores, NEC

SIC Detail (SIC Code 59)

59429901	Books, foreign
59429902	Books, religious
59429903	Children's books
59429904	College book stores
59429905	Comic books
5943	Stationery Stores
594300	Stationery stores
59430000	Stationery stores
594399	Stationery stores, NEC
59439901	Notary and corporate seals
59439902	Office forms and supplies
59439903	School supplies
59439904	Writing supplies
5944	Jewelry Stores
594400	Jewelry stores
59440000	Jewelry stores
594401	Clock and watch stores
59440100	Clock and watch stores
59440101	Clocks
59440102	Watches
594499	Jewelry stores, NEC
59449901	Jewelry, precious stones and precious metals
59449902	Silverware
5945	Hobby, Toy, and Game Shops
594500	Hobby, toy, and game shops
59450000	Hobby, toy, and game shops
594501	Hobby and craft supplies
59450100	Hobby and craft supplies
59450101	Arts and crafts supplies
59450102	Ceramics supplies
59450103	Hobbies, NEC
59450104	Models, toy and hobby
594502	Toys and games
59450200	Toys and games
59450201	Children's toys and games, except dolls
59450202	Dolls and accessories
59450203	Games (chess, backgammon, and other durable games)
594599	Hobby, toy, and game shops, NEC
59459901	Kite stores
5946	Camera and Photographic Supply Stores
594600	Camera and photographic supply stores
59460000	Camera and photographic supply stores
594699	Camera and photographic supply stores, NEC
59469901	Cameras
59469902	Photographic supplies
5947	Gift, Novelty, and Souvenir Shop
594700	Gift, novelty, and souvenir shop
59470000	Gift, novelty, and souvenir shop
594701	Gifts and novelties
59470100	Gifts and novelties

SIC Detail (SIC Code 59)

59470101	Artcraft and carvings
59470102	Balloon shops
59470103	Gift baskets
59470104	Gift shop
59470105	Novelties
59470106	Party favors
594799	Gift, novelty, and souvenir shop, NEC
59479901	Greeting cards
59479902	Souvenirs
59479903	Trading cards: baseball or other sports, entertainment, etc.
5948	Luggage and Leather Goods Stores
594800	Luggage and leather goods stores
59480000	Luggage and leather goods stores
594899	Luggage and leather goods stores, NEC
59489901	Leather goods, except luggage and shoes
59489902	Luggage, except footlockers and trunks
59489903	Trunks (luggage)
5949	Sewing, Needlework, and Piece Goods
594900	Sewing, needlework, and piece goods
59490000	Sewing, needlework, and piece goods
594901	Fabric stores piece goods
59490100	Fabric stores piece goods
59490101	Bridal fabrics
59490102	Fabric, remnants
594902	Sewing and needlework
59490200	Sewing and needlework
59490201	Knitting goods and supplies
59490202	Needlework goods and supplies
59490203	Notions, including trim
59490204	Patterns: sewing, knitting and needlework
59490205	Quilting materials and supplies
59490206	Sewing supplies
59490207	Weaving goods and supplies
5961	Catalog and Mail-order Houses
596100	Catalog and mail-order houses
59610000	Catalog and mail-order houses
596101	Food, mail order
59610100	Food, mail order
59610101	Cheese, mail order
59610102	Fruit, mail order
596102	Computer equipment and electronics, mail order
59610200	Computer equipment and electronics, mail order
59610201	Computer software, mail order
59610202	Computers and peripheral equipment, mail order
59610203	Electronic kits and parts, mail order
596103	Book and record clubs
59610300	Book and record clubs
59610301	Book club, mail order
59610302	Magazines, mail order
59610303	Record and/or tape (music or video) club, mail order

SIC Detail (SIC Code 59)

596104	Stamps, coins, and other collectibles, mail order
59610400	Stamps, coins, and other collectibles, mail order
59610401	Coins, mail order
59610402	Collectibles and antiques, mail order
59610403	Stamps, mail order
596199	Catalog and mail-order houses, NEC
59619901	Arts and crafts equipment and supplies, mail order
59619902	Automotive supplies and equipment, mail order
59619903	Books, mail order (except book clubs)
59619904	Cards, mail order
59619905	Catalog sales
59619906	Clothing, mail order (except women's)
59619907	Cosmetics and perfumes, mail order
59619908	Educational supplies and equipment, mail order
59619909	Fishing, hunting and camping equipment and supplies: by mail
59619910	Fitness and sporting goods, mail order
59619911	Flowers, plants and bulbs: mail order
59619912	Furniture and furnishings, mail order
59619913	General merchandise, mail order
59619914	Gift items, mail order
59619915	Jewelry, mail order
59619916	Mail order house, NEC
59619917	Mail order house, order taking office only
59619918	Novelty merchandise, mail order
59619919	Religious merchandise, mail order
59619920	Television, home shopping
59619921	Tools and hardware, mail order
59619922	Toys and games (including dolls and models), mail order
59619923	Women's apparel, mail order
59619924	Pharmaceuticals, mail order
5962	Merchandising Machine Operators
596200	Merchandising machine operators
59620000	Merchandising machine operators
596201	Food vending machines
59620100	Food vending machines
59620101	Candy and snack food vending machines
59620102	Sandwich and hot food vending machines
596202	Beverage vending machines
59620200	Beverage vending machines
59620201	Cold drinks vending machines
59620202	Hot drinks and soup vending machines
596299	Merchandising machine operators, NEC
59629901	Cigarettes vending machines
59629902	Novelty vending machines
5963	Direct Selling Establishments
596300	Direct selling establishments
59630000	Direct selling establishments
596301	Beverage services, direct sales
59630100	Beverage services, direct sales

SIC Detail (SIC Code 59)

59630101	Bottled water delivery
59630102	Coffee, soda, beer, etc: house-to-house sales
59630103	Milk delivery
596302	Food services, direct sales
59630200	Food services, direct sales
59630201	Bakery goods, house-to-house
59630202	Dairy products, house-to-house
59630203	Food service, coffee-cart
59630204	Food service, mobile, except coffee-cart
59630205	Ice cream wagon
59630206	Lunch wagon
59630207	Snacks, direct sales
596303	Encyclopedias and publications, direct sales
59630300	Encyclopedias and publications, direct sales
59630301	Book sales, house-to-house
59630302	Encyclopedias, house-to-house
59630303	Magazine subscriptions, house-to-house
59630304	Newspapers, home delivery, not by printers or publishers
596304	Home related products, direct sales
59630400	Home related products, direct sales
59630401	Appliance sales, house-to-house
59630402	Drapes and curtains, house-to-house
59630403	Furnishings, including furniture, house-to-house
59630404	House ware sales, house-to-house
59630405	Vacuum cleaner sales, house-to-house
596399	Direct selling establishments, NEC
59639901	Canvassers
59639902	Clothing sales, house-to-house
59639903	Cosmetic sales, house-to-house
59639904	Direct sales, telemarketing
59639905	Jewelry sales, house-to-house
59639906	Lingerie sales, house-to-house
59639907	Party-plan merchandising
5983	Fuel Oil Dealers
598300	Fuel oil dealers
59830000	Fuel oil dealers
5984	Liquefied Petroleum Gas Dealers
598400	Liquefied petroleum gas dealers
59840000	Liquefied petroleum gas dealers
598499	Liquefied petroleum gas dealers, NEC
59849901	Butane gas, bottled
59849902	Liquefied petroleum gas, delivered to customers' premises
59849903	Propane gas, bottled
5989	Fuel Dealers, NEC
598900	Fuel dealers, NEC
59890000	Fuel dealers, NEC
598999	Fuel dealers, NEC
59899901	Coal

SIC Detail (SIC Code 59)

59899902	Wood (fuel)
5992	Florists
599200	Florists
59920000	Florists
599299	Florists, NEC
59929901	Flowers, fresh
59929902	Plants, potted
5993	Tobacco Stores and Stands
599300	Tobacco stores and stands
59930000	Tobacco stores and stands
599399	Tobacco stores and stands, NEC
59939901	Cigar store
59939902	Cigarette store
59939903	Pipe store
59939904	Tobacconist
5994	News Dealers and Newsstands
599400	News dealers and newsstands
59940000	News dealers and newsstands
599499	News dealers and newsstands, NEC
59949901	Magazine stand
59949902	Newsstand
5995	Optical Goods Stores
599500	Optical goods stores
59950000	Optical goods stores
599599	Optical goods stores, NEC
59959901	Contact lenses, prescription
59959902	Eyeglasses, prescription
59959903	Opticians
5999	Miscellaneous Retail Stores, NEC
599900	Miscellaneous retail stores, NEC
59990000	Miscellaneous retail stores, NEC
599901	Alarm and safety equipment stores
59990100	Alarm and safety equipment stores
59990101	Alarm signal systems
59990102	Fire extinguishers
59990103	Safety supplies and equipment
599902	Art and architectural supplies
59990200	Art and architectural supplies
59990201	Architectural supplies
59990202	Artists' supplies and materials
59990203	Drafting equipment and supplies
599903	Banners, flags, decals, and posters
59990300	Banners, flags, decals, and posters
59990301	Banners
59990302	Decals
59990303	Flags
59990304	Posters
599904	Binoculars and telescopes

SIC Detail (SIC Code 59)

59990400	Binoculars and telescopes
59990401	Binoculars
59990402	Telescopes
599905	Coins and stamps
59990500	Coins and stamps
59990501	Coins
59990502	Numismatist shops
59990503	Stamps (philatelist)
599906	Telephone and communication equipment
59990600	Telephone and communication equipment
59990601	Audio-visual equipment and supplies
59990602	Communication equipment
59990603	Telephone equipment and systems
59990604	Facsimile equipment
59990605	Mobile telephones and equipment
599907	Engine and motor equipment and supplies
59990700	Engine and motor equipment and supplies
59990701	Engines and parts, air-cooled
59990702	Motors, electric
599908	Farm equipment and supplies
59990800	Farm equipment and supplies
59990801	Farm machinery, NEC
59990802	Farm tractors
59990803	Feed and farm supply
599909	Medical apparatus and supplies
59990900	Medical apparatus and supplies
59990901	Artificial limbs
59990902	Convalescent equipment and supplies
59990903	Hearing aids
59990904	Hospital equipment and supplies
59990905	Incontinent care products
59990906	Orthopedic and prosthesis applications
59990907	Technical aids for the handicapped
59990908	Wheelchair lifts
599910	Monuments and tombstones
59991000	Monuments and tombstones
59991001	Gravestones, finished
59991002	Monuments, finished to custom order
59991003	Tombstones
599911	Pets and pet supplies
59991100	Pets and pet supplies
59991101	Aquarium supplies
59991102	Pet food
59991103	Pet supplies
59991104	Pets
59991105	Tropical fish

SIC Detail (SIC Code 59)

599912	Swimming pools, hot tubs, and sauna equipment and supplies
59991200	Swimming pools, hot tubs, and sauna equipment and supplies
59991201	Hot tub and spa chemicals, equipment, and supplies
59991202	Sauna equipment and supplies
59991203	Spas and hot tubs
59991204	Swimming pool chemicals, equipment, and supplies
59991205	Swimming pools, above ground
59991206	Whirlpool baths
599913	Toiletries, cosmetics, and perfumes
59991300	Toiletries, cosmetics, and perfumes
59991301	Cosmetics
59991302	Perfumes and colognes
59991303	Toilet preparations
59991304	Hair care products
599914	Typewriters and business machines
59991400	Typewriters and business machines
59991401	Business machines and equipment
59991402	Photocopy machines
59991403	Typewriters
599915	Gems and precious stones
59991500	Gems and precious stones
59991501	Gem stones, rough
59991502	Stones, crystalline: rough
599916	Art, picture frames, and decorations
59991600	Art, picture frames, and decorations
59991601	Art dealers
59991602	Artificial flowers
59991603	Candle shops
59991604	Christmas lights and decorations
59991605	Heraldic insignia
59991606	Picture frames, ready made
59991607	Collectible plates
599917	Educational aids and electronic training materials
59991700	Educational aids and electronic training materials
59991701	Education aids, devices and supplies
59991702	Training materials, electronic
599918	Infant furnishings and equipment
59991800	Infant furnishings and equipment
59991801	Baby carriages and strollers
59991802	Bassinets
59991803	Child restraint seats, automotive
59991804	Children's equipment, NEC
59991805	Children's furniture, NEC
59991806	Cribs

SIC Detail (SIC Code 59)

59991807	High chairs
59991808	Playpens
599999	Miscellaneous retail stores, NEC
59999901	Alcoholic beverage making equipment and supplies
59999902	Auction rooms (general merchandise)
59999903	Autograph supplies
59999904	Awnings
59999905	Batteries, non-automotive
59999906	Cake decorating supplies
59999907	Canvas products
59999908	Cleaning equipment and supplies
59999909	Concrete products, pre-cast
59999910	Electronic parts and equipment
59999911	Fireworks
59999912	Foam and foam products
59999913	Ice
59999914	Insecticide
59999915	Maps and charts
59999916	Plumbing and heating supplies
59999917	Police supply stores
59999918	Razors, electric
59999919	Religious goods
59999920	Rock and stone specimens
59999921	Rubber stamps
59999922	Sales barn
59999923	Sunglasses
59999924	Tents
59999925	Theater programs
59999926	Theatrical equipment and supplies
59999927	Trophies and plaques
59999928	Vaults and safes
59999929	Water purification equipment
59999930	Packaging materials: boxes, padding, etc.
59999931	Welding supplies
59999932	Air purification equipment
59999933	Fiberglass materials, except insulation
59999934	Condoms

Appendix B:

Retail Site Data Form

Use the following form to gather data on existing properties in your community. Keep these forms on file, as they will prove invaluable when recruiting retailers and restaurants with specific property requirements.

Retail Site Data Form

Site Location: _____

Street Address: _____

City: _____ County _____ State _____ Zip _____

Free Standing Pad Site Inline Mall Other _____

Neighborhood Center Community Center Regional Center

CONTACTS

Owner/Landlord: _____

Address: _____

Telephone: _____ Fax: _____

Broker/Company: _____

Address: _____

Telephone: _____ Fax: _____

TRANSACTION

Purchase Lease

Purchase \$ _____

Annual Lease \$ _____

CAM/SF \$ _____ Taxes/SF: \$ _____ Insurance/SF: \$ _____

SITE DATA

Total Property Size/Square Feet: _____

Property Dimensions: Front _____ Left _____ Right _____ Rear _____

Building Dimensions/Square Feet: _____

Former Use of Site: _____

Corner lot: Yes _____ No _____

Distance to Stop Light _____ feet Stop Sign: _____ feet

Maximum Signage Allowed: _____ square feet Height _____

Pole Sign Available? Yes _____ No _____ Maximum Size _____

Number of on-site parking spaces is: _____ Formula for computing the required number of on-site parking spaces is: _____

Zoning Jurisdiction: City _____ County _____

Present Zoning: Commercial ____ Industrial ____ Residential ____ Classification ____

Will present zoning permit carry-out restaurant: Yes _____ No _____

Is there a REA with adjacent property owners: Yes _____ No _____

Is site serviced by all required utilities: Yes ____ No ____ Comments _____

Does site require fill: Yes _____ No _____

Does site have a drive-thru: Yes _____ No _____

STREET AND HIGHWAY DATA

Primary or Facing Street

Name _____

Number of traffic lanes _____ Speed limit _____ MPH

Traffic Count _____ Date of Traffic Count _____

Type of Street: Concrete _____ Asphalt _____

Condition of Street: Good _____ Fair _____ Poor _____

Dividers or Median: Yes _____ No _____

Divider cut allowed: Yes _____ No _____

Existing crossover: Yes _____ No _____ Where _____

Future highway changes anticipated: Yes ____ No ____ Where _____

What _____

Size of primary curb cuts: Maximum _____

Number of curb cuts permitted: Front _____ Side _____ Rear _____

Deceleration lane required: Yes _____ No _____ Width _____ Length _____

Secondary Streets

Name _____

Number of traffic lanes _____ Speed limit _____ MPH

Traffic Count _____ Date of Traffic Count _____

Type of Street: Concrete _____ Asphalt _____

Condition of Street: Good _____ Fair _____ Poor _____

Dividers of Median: Yes _____ No _____ Width _____ Type _____

Divider cut allowed: Yes _____ No _____

Existing crossover: Yes _____ No _____ Where _____

Future highway changes anticipated: Yes _____ No _____ When _____

What _____

Size of primary curb cuts: Maximum _____

Number of curbs cuts permitted: Front _____ Side _____ Rear _____

Deceleration lane required: Yes _____ No _____ Width _____ Length _____

MARKETING DATA

Significant Competitors

Name	Distance
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____

Shopping Centers

1. Name _____ Total Square Feet _____ Distance _____
Major Retailer _____ Total Square Feet _____
Major Retailer _____ Total Square Feet _____
Major Retailer _____ Total Square Feet _____

2. Name _____ Total Square Feet _____ Distance _____
Major Retailer _____ Total Square Feet _____
Major Retailer _____ Total Square Feet _____
Major Retailer _____ Total Square Feet _____

3. Name _____ Total Square Feet _____ Distance _____
 Major Retailer _____ Total Square Feet _____
 Major Retailer _____ Total Square Feet _____
 Major Retailer _____ Total Square Feet _____

Hotels

1. Name _____ Total Rooms _____
 Price Range \$ _____ Distance _____
 2. Name _____ Total Rooms _____
 Price Range \$ _____ Distance _____
 3. Name _____ Total Rooms _____
 Price Range \$ _____ Distance _____

Schools

1. High School _____
 Distance _____ Enrollment _____ Significant to site: Yes _____ No _____
 2. High School _____
 Distance _____ Enrollment _____ Significant to site: Yes _____ No _____
 3. High School _____
 Distance _____ Enrollment _____ Significant to site: Yes _____ No _____

DEMOGRAPHICS

	Community	Retail Trade Area
Population	_____	_____
Average Household Income	_____	_____
Per Capita Income	_____	_____

Remarks:

TheRetailCoach
 Retail Analytics & Locational Intelligence

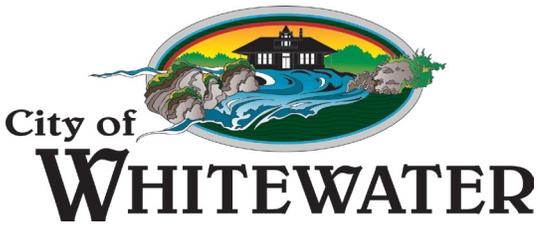
The Retail Coach, LLC
 P.O. Box 7272
 Tupelo, MS 38802-7272
 tel 662.844.2155
 fax 662.844.2738
 info@theretailcoach.net

Appendix C: Retail Outlook Guide

The Retail Outlook Guide is a one-page, general marketing guide for the community which provides a basic summary of community demographics, as well as a Retail Trade Area map and contact information.

Retail Outlook Guide

Whitewater, Wisconsin

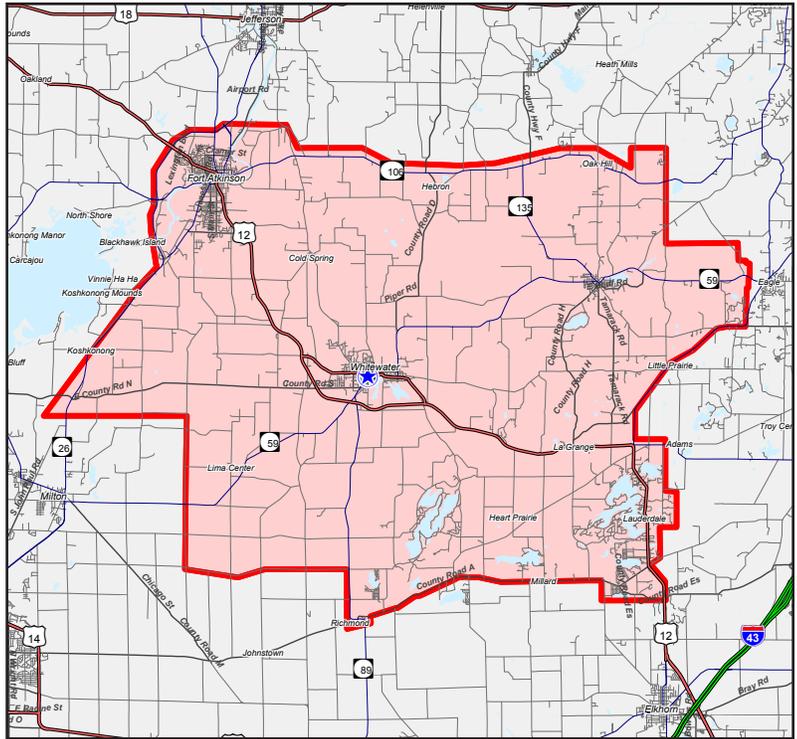


For more information, contact:

Mary S. Nimm, CDA/GIS Coordinator
 City of Whitewater Community Development Authority
 312 W. Whitewater Street
 PO Box 178
 Whitewater, WI 53190

Tel: 262-473-0148
 Fax: 262-473-0549

Email: mnimm@ci.whitewater.wi.us
 Web: www.cityofwhitewater.com



Retail Trade Area Summary

Population

	1990	2000	2008 Estimate	2013 Projection
Whitewater	12,720	13,437	14,228	14,900
Retail Trade Area	36,544	41,160	42,019	43,142

Income

	2008 Estimate
Average Household	\$62,849
Median Household	\$51,803
Per Capita	\$24,377

Race Distribution

	2008 Estimate
White	93.99%
Black or African American	0.91%
American Indian/Alaskan	0.32%
Asian	0.92%
Native Hawaiian/Islander	0.03%
Other Race	2.65%
Two or More Races	1.17%
Hispanic or Latino (of any race)	6.57%

Age

Groups	2008 Estimate
Under 5 Years	5.18%
5 - 14 Years	10.57%
15 - 20 Years	12.39%
21 - 24 Years	9.35%
25 - 34 Years	13.78%
35 - 44 Years	12.68%
45 - 54 Years	13.60%
55 Years and over	22.46%
Distribution	2008 Estimate
Median Age	34.08
Average Age	37.06

Educational Attainment

	2008 Estimate
Graduate or Professional	7.99%
Bachelor's Degree	15.09%
Associate Degree	7.32%
Some College, no degree	21.45%
High School Graduate	34.17%
Some High School, no degree	10.02%
Less than 9th grade	3.95%

July 2008. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 662.844.2155.

Appendix D:

Retail Gap Sector Summaries

Provided on the following page is a sample of the one-page retail gap summary “flyers” which are geared towards marketing individual retail sectors with leakages to corresponding retailers and restaurants.

Lumber and Other Building Materials Whitewater, Wisconsin

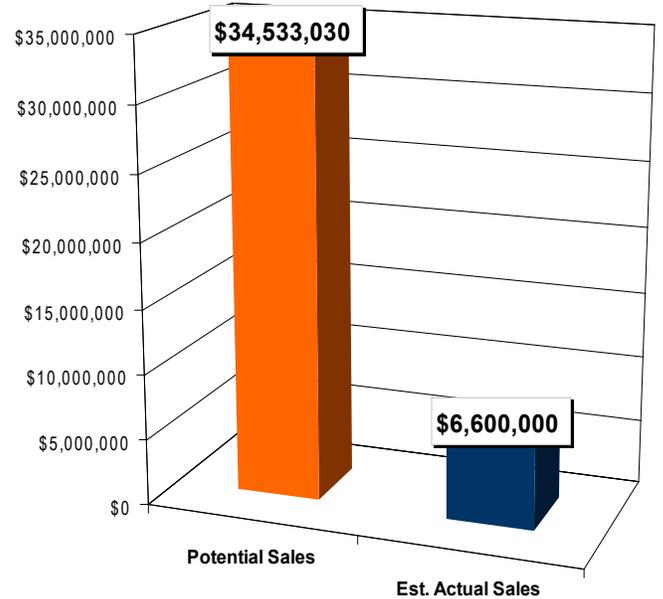
Whitewater, Wisconsin is leaking approximately \$27,933,030 in Lumber and Other Building Materials sales.

Retail leakage occurs when actual sales within a retail trade area are less than its potential sales.

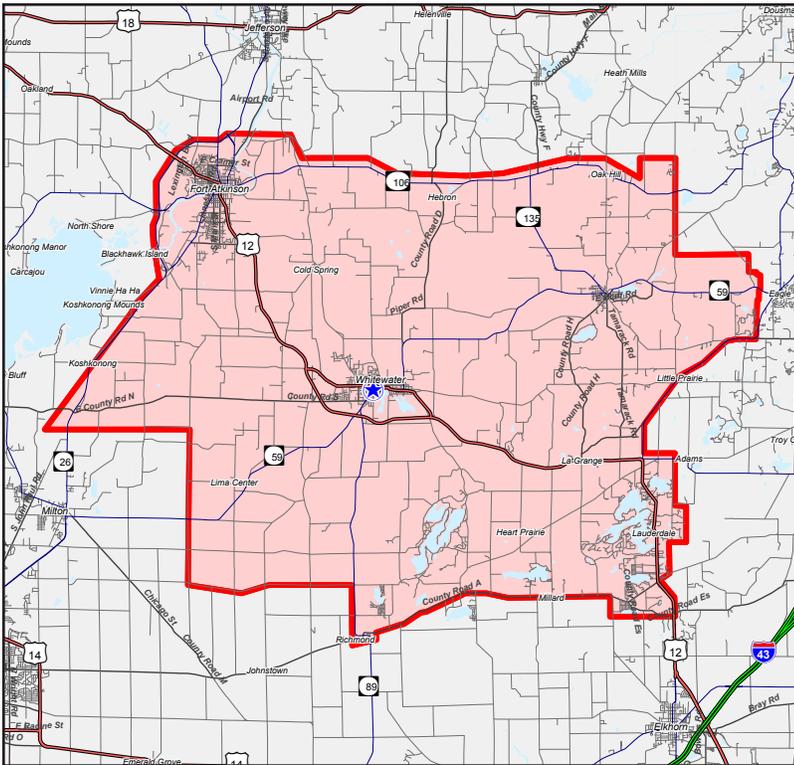
Retail surplus, on the other hand, occurs when actual sales within a retail trade area are greater than its potential sales.

Retail leakage and surplus figures are used to identify the relative health of a community's retail market.

Lumber and Other Building Materials



Whitewater, Wisconsin Retail Trade Area



Retail Trade Area Demographics

Retail Trade Area Population	42,019
Average Household Income	\$62,849
Per Capita Income	\$24,377
Population by Race/Ethnicity	
White	93.99%
Black or African American	0.91%
Hispanic Origin	6.57%

For more information, contact:

Mary S. Nimm, CDA/GIS Coordinator
City of Whitewater Community Development
Authority
312 W. Whitewater Street
PO Box 178
Whitewater, WI 53190

Tel: 262-473-0148
Fax: 262-473-0549

Email: mnimm@ci.whitewater.wi.us
Web: www.cityofwhitewater.com

Sources: The Retail Coach, LLC | U.S. Census Bureau | Claritas 2007, 2008

July 2008. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 662.844.2155.



Appendix E: Market Analysis Notes

WHITEWATER, WISCONSIN MARKET ANALYSIS

JOEY GRISHAM, MARCH 5TH

Lake Geneva, Wisconsin

Home Depot

Walgreens

Sherwin Williams

Taco Bell

Cousins Subs

Dairy Queen

Culver's

Quizno's

McDonalds

KFC

Subway

Starbucks

Pot Belly Sandwich

Cold Stone Creamery

True Value Hardware

Pizza Hut

Radio Shack

Ann Klein

Napa Auto Parts

OfficeMax

PetCo

Wal-Mart Supercenter

Sears Appliance Store

Target

Best Buy

Domino's Pizza

Pic N Save

Movie Gallery

Maurice's

Houlihan's

Elkhorn, Wisconsin

True Value Hardware

Burger King

Subway

Napa Auto Parts

Citi Financial

Culver's

Movie Gallery

McDonalds

Walgreens
Frank's County Market
Hallmark
Sentry Foods
Ace Hardware

Delavan, Wisconsin

MC Sports
Fashion Bug
Maurice's
PetSmart
Aldi Grocery Store
Lowe's
Chili's
Kohl's
Wal-Mart Supercenter
Culver's
Panera Bread
Domino's Pizza
Quizno's Subs
Great Clips
Check N Go
Radio Shack
Game Stop
Subway
Starbucks
Cash Advance
Papa Murphy's
ShopKo
Taco Bell
Perkins
Tractor Supply Company
Walgreens
Wendy's
Blockbuster Video
Cousins Subs
GNC
Piggly Wiggly
Pizza Hut
KFC
Pick N Save
Dollar Tree
Cost Cutters
Dunham's Sports

Cumberland Furniture
Sears Appliance Store
Auto Zone
McDonalds
Napa Auto Parts
Ace Hardware
Family Dollar

Whitewater, Wisconsin

Heading east on West Main Street. At Pearson Street there is a Taco Bell and a movie theatre. There is a site for sale Tinger Realty. Next is Fort Health Care-Center for Women's Health. Continuing east on the south side is a creek and a Chrysler Plymouth Dodge Jeep dealership. Continuing east, on the south side is Zingg Pontiac GMC Buick dealership. After that is Baymont Inn and Suites on the south side. Continuing east, there is a Citgo c-store. Right after the c-store is Whitewater Family Practice followed by Mulberry Glenn Independent Senior Living Facility. Right after that is St. Patrick Catholic Church. Now crossing Elizabeth Street. At the southeast corner of Main and Elizabeth is a building for sale. Todd Willkomm 920-723-8064. First Weber Commercial Group.

Continuing east is the Hawthorne Melody Farm Dairy Store followed by McCullough's Prescriptions and Gifts on the south side. Continuing east on Main Street on the south side is The Green House Café and Robins Nest Styling Salon followed by a strip center with:

Cash Store
Blockbuster Video
Dollar Tree
Cozumel Mexican Restaurant
Jimmy Johns Gourmet Sandwiches
Nailtique

Continuing east on the south side of Main Street is Stecks Liquors followed by Fast Cash, Pizza Hut and McDonald's. Now crossing over Tratt Street. At the southeast corner of Tratt and Main Street is a former Staples that is now about to be a Walgreens according to the community. Continuing east. Running into residential development. Now crossing over Prince Street. There are some houses probably related to the University of Wisconsin-Whitewater which is across the street. Now crossing over Whiton Street. There are still more student housing on the south side. Continuing east, on the south side of Main there is more residential development as well as dorms and apartments for students. Now crossing Cottage Street. Still more apartments at the southwest corner of Main Street. At the southwest corner is Mercy Whitewater Medical Center Sports Medicine and Rehabilitation Center. Continuing east on the south side of Main Street (also Business 12) is Church Street. Still in a residential area followed by a funeral home and First English Lutheran Church. Now crossing 4th Street. More residential development. Also there is an Edward Jones and Family Dentistry at the southwest corner of Fremont and Main Street. Now getting into downtown Whitewater.

Now heading on Business 12 West (also known as Main Street). Now crossing through the downtown area. On the right there is Hamilton House Bed and Breakfast followed by some homes related to the University. Now crossing North Street. Continuing west on Main Street. Running into a residential development on the right side. Now crossing Esterly Street. More residences on the right. At the northeast corner of Prairie Street and Main is a Bed and Breakfast. Crossing over Prairie Street, you now run into the University of Wisconsin-Whitewater.

Now crossing Prince. Still on the right is the University of Whitewater Wisconsin. Right after that is Olson Funeral Home followed by residences. Still continuing west on Main Street on the north side. Now coming to Tratt Street. Crossing over Tratt Street there is a vacant building (old KFC). 414-217-9953 followed by an older strip center with:

US Cellular
Bellezza Hair Design
Bicyclewise and Sports Fitness
China House Restaurant

In the back of the strip center is American Family Insurance followed by a Marathon c-store. Now crossing Fraternity Lane there is Reynolds Drive Thru Pharmacy and Subway in the same building, and a BP c-store at Elizabeth and Main. Continuing west on the north side is Rocky Rococo Pan Style Pizza and a dentist office. Now crossing 12th Street there is the Tau Kappa Epsilon house followed by Century Foods Grocery Store and a Pennzoil 10-minute Oil Change followed by Wal-Mart on the north side (Note: there is property available on the west side of Wal-Mart. Continuing west on Main Street there is a bowling alley with student apartments attached. Still continuing west, there is a vacant area followed by Culver's Frozen Custard. Now getting out of retail development there are some sites on the north side, vacant land. The realty sign is Tingher Realty 920-473-4175. Still more raw land on the north side heading west on Main Street.

Now heading east on Hwy 12 and South 89. This land is mostly farm land with rolling topography. At Walworth Avenue there are some residential developments (mostly multi-family) still on East 12 and South 89. The Whitewater High School is on East 12 and 89 surrounded by vacant land on the west side. Near the high school is a large residential development. Now crossing over the rail. Also crossing the intersection of East 59 and East 12. Out on 59 and 12 there is some multi-family rentals. South side is still mostly farmland. Now coming to Junction County Road P and Business 12. Now on East 59 heading into Whitewater.

Mostly vacant land on the right. Very hilly and then it flattens out. Looks like a good site for a big box development.

Heading south on Elkhorn Rd. there is a new retail development called the East Towne Center that will include a grocery store—directly behind the site is multi-family units followed by storage units. On the west side are a few residences. Immediately following on the west side is a large vacant tract that looks appealing for big box development. Continuing south there are more sites that look good for commercial and residential. Now approaching US Highway 12 Bypass.

Fort Atkinson

Hallmark
Walgreens
McDonalds
A&W/KFC
Ace Hardware
Sentry Foods
CitiFinancial
Jimmy John Sub Sandwiches
Advance America Cash Advance
Napa Auto Parts
Advance Auto Parts
Burger King/c-store
Domino's Pizza
Pick N Save Grocery
Culver's
Movie Gallery
Check Into Cash
Family Dollar
Papa Murphy's
Great Clips
Pizza Hut
Subway
Sherwin Williams

Jefferson

Wal-Mart Supercenter (coming soon)
Ace Hardware
Napa Auto Parts
Family Dollar
Subway
McDonalds
County Market Grocery Store
Cost Cutters

Milton

Burger King
Subway
Movie Gallery
Piggly Wiggly
McDonalds/Mobil c-store

Janesville

Cracker Barrel
Big K-mart
Perkins
Hooters
Arby's
Wal-Mart Supercenter
Home Depot
Pick N Save Grocery Store
Sears
Car Quest Auto Parts
Walgreens
Gander Mountain
Sentry Foods
Dunkin Donuts/Baskin Robbins
OfficeMax
Best Buy
Toys R Us
Ace Hardware
Radio Shack
GAP
Aeropostale
Old Navy
The Buckle
TJ Maxx
Sally Beauty Supply
Bath & Body Works
Family Dollar
Dollar General
Finish Line
Shoe Dept
Aldi
Shopko
Sherwin Williams
Michael's
Payless Shoe Source
American Eagle
Red Wing Shoes
Big Lots
Staples
Advance Auto Parts
Gymboree
Wilson's Leather
Cold Stone Creamery
PetCo

Claire's
Victoria's Secret
Origins
Famous Footwear
Maurice's
Kay Jeweler's
Menards
Auto Zone
Dunham's Sports
FYE
Carlton Cards
Hallmark
Foot Locker
Pac Sun
Napa Auto Parts
Walden Books
Olive Garden
Fazoli's
Pizza Hut
Hardees
Fuddruckers
Ponderosa Steakhouse
A&W
Sbarro Pizza
Papa Murphy's
Applebee's
Texas Roadhouse
Cousins Subs
Red Robin
Domino's
Panda Express
Burger King
McDonalds
Culvers
Wendy's
Denny's
Noodles and Company
Papa Johns Pizza
Dairy Queen
KFC
Subway
Chuck E. Cheese
Orange Julius
Little Ceasar's Pizza

Blockbuster Video

Gamestop

JCPenney

Kohl's

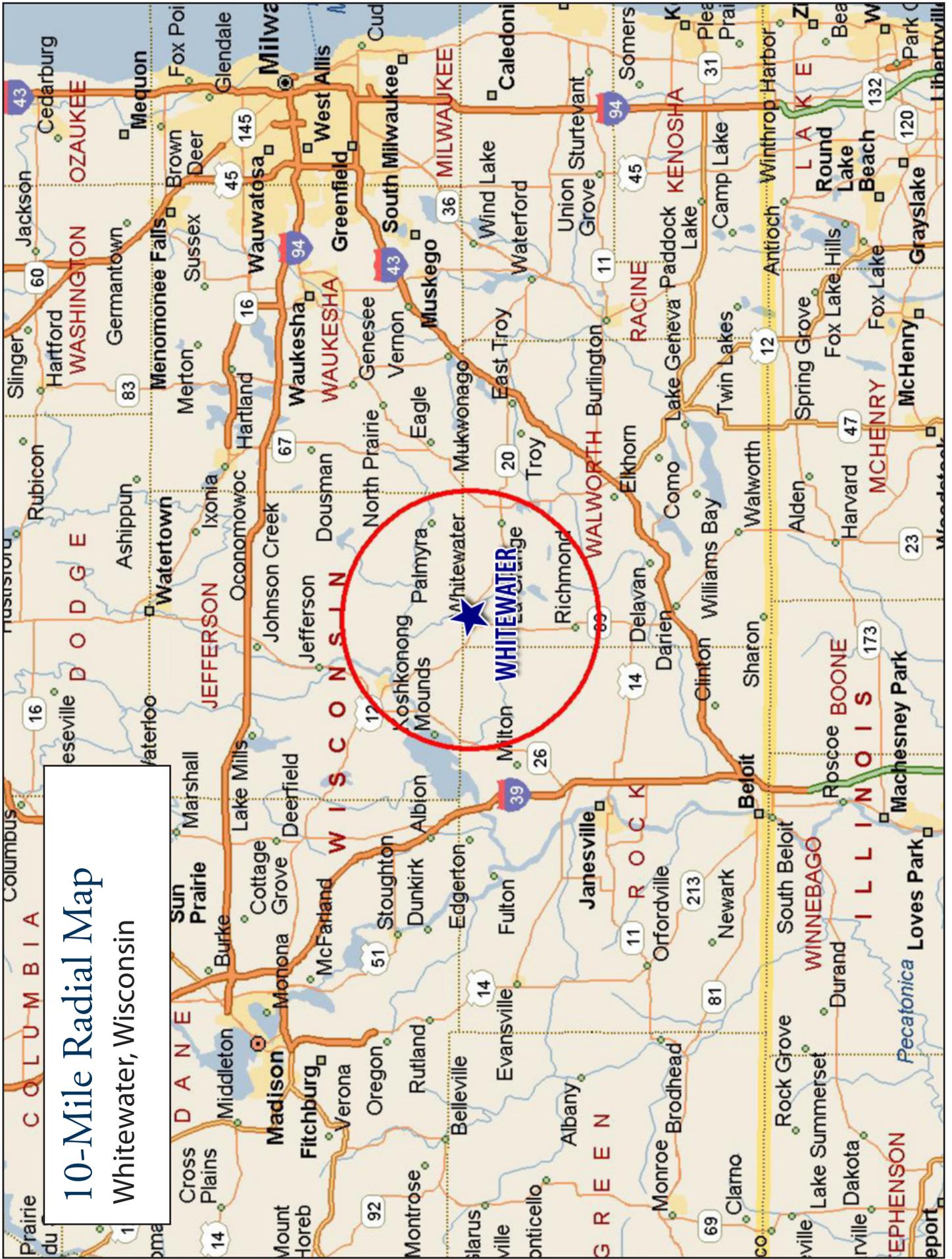
Tires Plus

Batteries Plus

Appendix F: Area Radial Demographics

10-Mile Radial Map

Whitewater, Wisconsin



10-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
Population		
2013 Projection	43,794	
2008 Estimate	42,802	
2000 Census	42,130	
1990 Census	37,756	
Growth 2008-2013	2.32%	
Growth 2000-2008	1.60%	
Growth 1990-2000	11.58%	
2008 Est. Population by Single Race Classification	42,802	
White Alone	40,261	94.06
Black or African American Alone	381	0.89
American Indian and Alaska Native Alone	142	0.33
Asian Alone	392	0.92
Native Hawaiian and Other Pacific Islander Alone	9	0.02
Some Other Race Alone	1,125	2.63
Two or More Races	492	1.15
2008 Est. Population Hispanic or Latino by Origin*	42,802	
Not Hispanic or Latino	39,995	93.44
Hispanic or Latino:	2,807	6.56
Mexican	2,182	77.73
Puerto Rican	111	3.95
Cuban	21	0.75
All Other Hispanic or Latino	493	17.56
2008 Est. Hispanic or Latino by Single Race Class.	2,807	
White Alone	1,422	50.66
Black or African American Alone	31	1.10
American Indian and Alaska Native Alone	30	1.07
Asian Alone	8	0.29
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	1,113	39.65
Two or More Races	203	7.23

10-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Pop. Asian Alone Race by Category*	392	
Chinese, except Taiwanese	79	20.15
Filipino	66	16.84
Japanese	19	4.85
Asian Indian	70	17.86
Korean	33	8.42
Vietnamese	18	4.59
Cambodian	1	0.26
Hmong	38	9.69
Laotian	20	5.10
Thai	8	2.04
Other Asian	35	8.93
Two or more Asian categories	4	1.02
2008 Est. Population by Ancestry	42,802	
Pop, Arab	56	0.13
Pop, Czech	299	0.70
Pop, Danish	256	0.60
Pop, Dutch	487	1.14
Pop, English	2,194	5.13
Pop, French (except Basque)	730	1.71
Pop, French Canadian	215	0.50
Pop, German	15,711	36.71
Pop, Greek	85	0.20
Pop, Hungarian	53	0.12
Pop, Irish	2,782	6.50
Pop, Italian	998	2.33
Pop, Lithuanian	75	0.18
Pop, United States or American	1,556	3.64
Pop, Norwegian	2,378	5.56
Pop, Polish	1,830	4.28
Pop, Portuguese	9	0.02
Pop, Russian	62	0.14
Pop, Scottish	228	0.53
Pop, Scotch-Irish	197	0.46
Pop, Slovak	17	0.04
Pop, Subsaharan African	58	0.14
Pop, Swedish	713	1.67
Pop, Swiss	335	0.78
Pop, Ukrainian	42	0.10
Pop, Welsh	174	0.41
Pop, West Indian (exc Hisp groups)	0	0.00

10-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Population by Ancestry		
Pop, Other ancestries	3,440	8.04
Pop, Ancestry Unclassified	7,820	18.27
2008 Est. Pop Age 5+ by Language Spoken At Home	40,618	
Speak Only English at Home	37,664	92.73
Speak Asian/Pacific Islander Language at Home	190	0.47
Speak IndoEuropean Language at Home	758	1.87
Speak Spanish at Home	1,954	4.81
Speak Other Language at Home	53	0.13
2008 Est. Population by Sex	42,802	
Male	21,372	49.93
Female	21,429	50.07
Male/Female Ratio	1.00	
2008 Est. Population by Age	42,802	
Age 0 - 4	2,183	5.10
Age 5 - 9	2,194	5.13
Age 10 - 14	2,282	5.33
Age 15 - 17	1,584	3.70
Age 18 - 20	3,692	8.63
Age 21 - 24	3,975	9.29
Age 25 - 34	5,914	13.82
Age 35 - 44	5,398	12.61
Age 45 - 49	2,994	7.00
Age 50 - 54	2,861	6.68
Age 55 - 59	2,533	5.92
Age 60 - 64	1,937	4.53
Age 65 - 74	2,658	6.21
Age 75 - 84	1,697	3.96
Age 85 and over	900	2.10
Age 16 and over	35,607	83.19
Age 18 and over	34,559	80.74
Age 21 and over	30,867	72.12
Age 65 and over	5,255	12.28
2008 Est. Median Age	34.28	
2008 Est. Average Age	37.21	

10-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Male Population by Age	21,372	
Age 0 - 4	1,132	5.30
Age 5 - 9	1,116	5.22
Age 10 - 14	1,138	5.32
Age 15 - 17	813	3.80
Age 18 - 20	1,778	8.32
Age 21 - 24	2,026	9.48
Age 25 - 34	3,156	14.77
Age 35 - 44	2,769	12.96
Age 45 - 49	1,507	7.05
Age 50 - 54	1,448	6.78
Age 55 - 59	1,278	5.98
Age 60 - 64	963	4.51
Age 65 - 74	1,259	5.89
Age 75 - 84	695	3.25
Age 85 and over	295	1.38
2008 Est. Median Age, Male	33.50	
2008 Est. Average Age, Male	36.29	
2008 Est. Female Population by Age	21,429	
Age 0 - 4	1,052	4.91
Age 5 - 9	1,077	5.03
Age 10 - 14	1,144	5.34
Age 15 - 17	771	3.60
Age 18 - 20	1,914	8.93
Age 21 - 24	1,949	9.10
Age 25 - 34	2,758	12.87
Age 35 - 44	2,629	12.27
Age 45 - 49	1,486	6.93
Age 50 - 54	1,414	6.60
Age 55 - 59	1,255	5.86
Age 60 - 64	973	4.54
Age 65 - 74	1,399	6.53
Age 75 - 84	1,003	4.68
Age 85 and over	605	2.82
2008 Est. Median Age, Female	35.19	
2008 Est. Average Age, Female	38.13	

10-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Population Age 15+ by Marital Status*	36,142	
Total, Never Married	12,066	33.38
Married, Spouse present	17,408	48.17
Married, Spouse absent	1,864	5.16
Widowed	1,977	5.47
Divorced	2,827	7.82
Males, Never Married	6,429	17.79
Previously Married	1,812	5.01
Females, Never Married	5,637	15.60
Previously Married	2,992	8.28
2008 Est. Pop. Age 25+ by Educational Attainment*	26,892	
Less than 9th grade	1,094	4.07
Some High School, no diploma	2,759	10.26
High School Graduate (or GED)	9,225	34.30
Some College, no degree	5,747	21.37
Associate Degree	1,904	7.08
Bachelor's Degree	3,971	14.77
Master's Degree	1,412	5.25
Professional School Degree	323	1.20
Doctorate Degree	457	1.70
Households		
2013 Projection	16,750	
2008 Estimate	16,163	
2000 Census	15,268	
1990 Census	12,931	
Growth 2008-2013	3.63%	
Growth 2000-2008	5.86%	
Growth 1990-2000	18.07%	
2008 Est. Households by Household Type	16,163	
Family Households	10,142	62.75
Nonfamily Households	6,021	37.25
2008 Est. Group Quarters Population	3,088	
2008 Households by Ethnicity, Hispanic/Latino	691	4.28

10-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Households by Household Income	16,163	
Income Less than \$15,000	1,596	9.87
Income \$15,000 - \$24,999	1,778	11.00
Income \$25,000 - \$34,999	1,759	10.88
Income \$35,000 - \$49,999	2,721	16.83
Income \$50,000 - \$74,999	3,762	23.28
Income \$75,000 - \$99,999	2,144	13.26
Income \$100,000 - \$149,999	1,676	10.37
Income \$150,000 - \$249,999	577	3.57
Income \$250,000 - \$499,999	121	0.75
Income \$500,000 and more	29	0.18
2008 Est. Average Household Income	\$62,432	
2008 Est. Median Household Income	\$51,515	
2008 Est. Per Capita Income	\$24,273	
2008 Est. Household Type, Presence Own Children*	16,163	
Single Male Householder	1,901	11.76
Single Female Householder	2,476	15.32
Married-Couple Family, own children	3,585	22.18
Married-Couple Family, no own children	4,823	29.84
Male Householder, own children	300	1.86
Male Householder, no own children	259	1.60
Female Householder, own children	737	4.56
Female Householder, no own children	438	2.71
Nonfamily, Male Householder	898	5.56
Nonfamily, Female Householder	746	4.62
2008 Est. Households by Household Size*	16,163	
1-person household	4,378	27.09
2-person household	5,683	35.16
3-person household	2,538	15.70
4-person household	2,168	13.41
5-person household	934	5.78
6-person household	340	2.10
7 or more person household	124	0.77
2008 Est. Average Household Size	2.46	

10-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Households by Presence of People*	16,163	
Households with 1 or more People under Age 18:		
Married-Couple Family	3,705	22.92
Other Family, Male Householder	333	2.06
Other Family, Female Householder	801	4.96
Nonfamily, Male Householder	80	0.49
Nonfamily, Female Householder	18	0.11
Households no People under Age 18:		
Married-Couple Family	4,702	29.09
Other Family, Male Householder	226	1.40
Other Family, Female Householder	374	2.31
Nonfamily, Male Householder	2,719	16.82
Nonfamily, Female Householder	3,205	19.83
2008 Est. Households by Number of Vehicles*	16,163	
No Vehicles	867	5.36
1 Vehicle	4,886	30.23
2 Vehicles	6,691	41.40
3 Vehicles	2,656	16.43
4 Vehicles	781	4.83
5 or more Vehicles	281	1.74
2008 Est. Average Number of Vehicles*	1.92	
Family Households		
2013 Projection	10,508	
2008 Estimate	10,142	
2000 Census	9,572	
1990 Census	8,437	
Growth 2008-2013	3.61%	
Growth 2000-2008	5.95%	
Growth 1990-2000	13.45%	

10-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Family Households by Household Income	10,142	
Income Less than \$15,000	393	3.87
Income \$15,000 - \$24,999	614	6.05
Income \$25,000 - \$34,999	856	8.44
Income \$35,000 - \$49,999	1,449	14.29
Income \$50,000 - \$74,999	2,876	28.36
Income \$75,000 - \$99,999	1,875	18.49
Income \$100,000 - \$149,999	1,476	14.55
Income \$150,000 - \$249,999	484	4.77
Income \$250,000 - \$499,999	95	0.94
Income \$500,000 and more	25	0.25
2008 Est. Average Family Household Income	\$75,423	
2008 Est. Median Family Household Income	\$65,294	
2008 Est. Families by Poverty Status*	10,142	
Income At or Above Poverty Level:		
Married-Couple Family, own children	3,608	35.57
Married-Couple Family, no own children	4,591	45.27
Male Householder, own children	273	2.69
Male Householder, no own children	201	1.98
Female Householder, own children	600	5.92
Female Householder, no own children	378	3.73
Income Below Poverty Level:		
Married-Couple Family, own children	151	1.49
Married-Couple Family, no own children	58	0.57
Male Householder, own children	62	0.61
Male Householder, no own children	23	0.23
Female Householder, own children	166	1.64
Female Householder, no own children	31	0.31
2008 Est. Pop Age 16+ by Employment Status*	35,607	
In Armed Forces	14	0.04
Civilian - Employed	23,934	67.22
Civilian - Unemployed	1,601	4.50
Not in Labor Force	10,058	28.25

10-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Civ Employed Pop 16+ Class of Worker*	23,934	
For-Profit Private Workers	17,325	72.39
Non-Profit Private Workers	1,648	6.89
Local Government Workers	1,498	6.26
State Government Workers	1,743	7.28
Federal Government Workers	124	0.52
Self-Emp Workers	1,493	6.24
Unpaid Family Workers	104	0.43
2008 Est. Civ Employed Pop 16+ by Occupation*	23,934	
Management, Business, and Financial Operations	2,657	11.10
Professional and Related Occupations	4,006	16.74
Service	3,885	16.23
Sales and Office	6,021	25.16
Farming, Fishing, and Forestry	256	1.07
Construction, Extraction and Maintenance	1,868	7.80
Production, Transportation and Material Moving	5,241	21.90
2008 Est. Pop 16+ by Occupation Classification*	23,934	
Blue Collar	7,109	29.70
White Collar	12,335	51.54
Service and Farm	4,490	18.76
2008 Est. Workers Age 16+, Transportation To Work*	23,416	
Drove Alone	18,519	79.09
Car Pooled	2,224	9.50
Public Transportation	166	0.71
Walked	1,516	6.47
Motorcycle	18	0.08
Bicycle	68	0.29
Other Means	72	0.31
Worked at Home	832	3.55
2008 Est. Workers Age 16+ by Travel Time to Work*	22,583	
Less than 15 Minutes	10,426	46.17
15 - 29 Minutes	6,637	29.39
30 - 44 Minutes	2,946	13.05
45 - 59 Minutes	1,240	5.49
60 or more Minutes	1,334	5.91
2008 Est. Average Travel Time to Work in Minutes*	22.37	

10-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Tenure of Occupied Housing Units	16,163	
Owner Occupied	10,452	64.67
Renter Occupied	5,711	35.33
2008 Occ Housing Units, Avg Length of Residence	9.67	
2008 Est. All Owner-Occupied Housing Values	10,452	
Value Less than \$20,000	209	2.00
Value \$20,000 - \$39,999	118	1.13
Value \$40,000 - \$59,999	130	1.24
Value \$60,000 - \$79,999	141	1.35
Value \$80,000 - \$99,999	298	2.85
Value \$100,000 - \$149,999	2,576	24.65
Value \$150,000 - \$199,999	2,642	25.28
Value \$200,000 - \$299,999	2,768	26.48
Value \$300,000 - \$399,999	862	8.25
Value \$400,000 - \$499,999	332	3.18
Value \$500,000 - \$749,999	266	2.54
Value \$750,000 - \$999,999	61	0.58
Value \$1,000,000 or more	49	0.47
2008 Est. Median All Owner-Occupied Housing Value	\$183,192	
2008 Est. Housing Units by Units in Structure*	18,655	
1 Unit Attached	407	2.18
1 Unit Detached	12,690	68.02
2 Units	1,431	7.67
3 to 19 Units	1,933	10.36
20 to 49 Units	876	4.70
50 or More Units	613	3.29
Mobile Home or Trailer	699	3.75
Boat, RV, Van, etc.	6	0.03

10-Mile Radial Demographics

Whitewater, Wisconsin

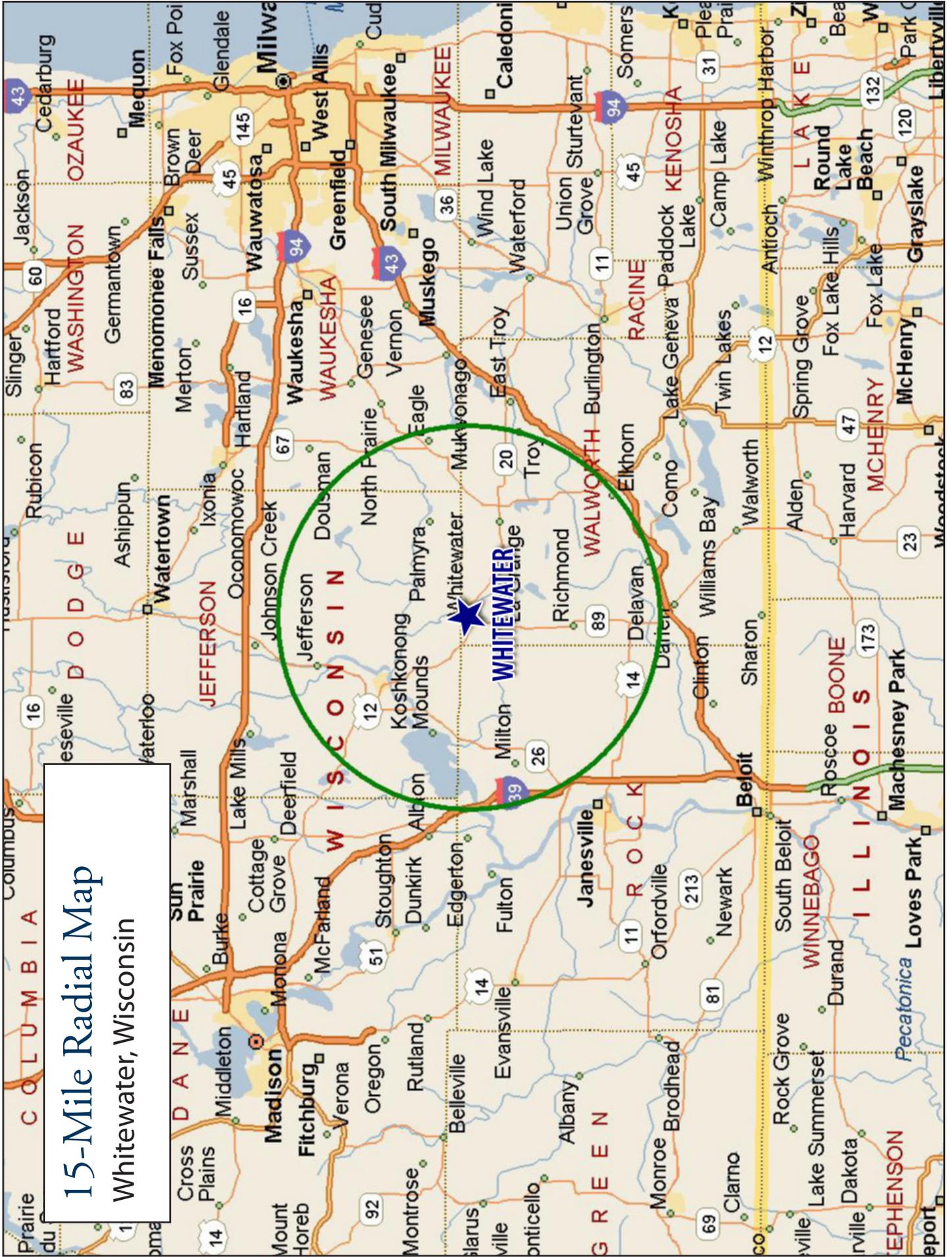
DESCRIPTION	RADIUS	%
2008 Est. Housing Units by Year Structure Built	18,655	
Housing Units Built 1999 to 2008	2,397	12.85
Housing Unit Built 1995 to 1998	1,277	6.85
Housing Unit Built 1990 to 1994	1,137	6.09
Housing Unit Built 1980 to 1989	1,447	7.76
Housing Unit Built 1970 to 1979	3,201	17.16
Housing Unit Built 1960 to 1969	2,018	10.82
Housing Unit Built 1950 to 1959	1,972	10.57
Housing Unit Built 1940 to 1949	943	5.05
Housing Unit Built 1939 or Earlier	4,263	22.85
2008 Est. Median Year Structure Built **	1970	

*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.

15-Mile Radial Map

Whitewater, Wisconsin



15-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
Population		
2013 Projection	106,382	
2008 Estimate	101,791	
2000 Census	94,766	
1990 Census	79,249	
Growth 2008-2013	4.51%	
Growth 2000-2008	7.41%	
Growth 1990-2000	19.58%	
2008 Est. Population by Single Race Classification	101,791	
White Alone	95,529	93.85
Black or African American Alone	781	0.77
American Indian and Alaska Native Alone	378	0.37
Asian Alone	921	0.90
Native Hawaiian and Other Pacific Islander Alone	32	0.03
Some Other Race Alone	2,886	2.84
Two or More Races	1,263	1.24
2008 Est. Population Hispanic or Latino by Origin*	101,791	
Not Hispanic or Latino	94,980	93.31
Hispanic or Latino:	6,810	6.69
Mexican	5,472	80.35
Puerto Rican	265	3.89
Cuban	51	0.75
All Other Hispanic or Latino	1,023	15.02
2008 Est. Hispanic or Latino by Single Race Class.	6,810	
White Alone	3,306	48.55
Black or African American Alone	45	0.66
American Indian and Alaska Native Alone	72	1.06
Asian Alone	18	0.26
Native Hawaiian and Other Pacific Islander Alone	13	0.19
Some Other Race Alone	2,855	41.92
Two or More Races	502	7.37

15-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Pop. Asian Alone Race by Category*	921	
Chinese, except Taiwanese	165	17.92
Filipino	150	16.29
Japanese	64	6.95
Asian Indian	168	18.24
Korean	108	11.73
Vietnamese	62	6.73
Cambodian	3	0.33
Hmong	62	6.73
Laotian	27	2.93
Thai	11	1.19
Other Asian	91	9.88
Two or more Asian categories	12	1.30
2008 Est. Population by Ancestry	101,791	
Pop, Arab	96	0.09
Pop, Czech	849	0.83
Pop, Danish	677	0.67
Pop, Dutch	1,188	1.17
Pop, English	5,279	5.19
Pop, French (except Basque)	1,545	1.52
Pop, French Canadian	483	0.47
Pop, German	36,924	36.27
Pop, Greek	153	0.15
Pop, Hungarian	139	0.14
Pop, Irish	7,045	6.92
Pop, Italian	2,380	2.34
Pop, Lithuanian	141	0.14
Pop, United States or American	4,023	3.95
Pop, Norwegian	6,255	6.14
Pop, Polish	4,357	4.28
Pop, Portuguese	17	0.02
Pop, Russian	97	0.10
Pop, Scottish	656	0.64
Pop, Scotch-Irish	586	0.58
Pop, Slovak	80	0.08
Pop, Subsaharan African	64	0.06
Pop, Swedish	1,539	1.51
Pop, Swiss	705	0.69
Pop, Ukrainian	87	0.09
Pop, Welsh	339	0.33
Pop, West Indian (exc Hisp groups)	1	0.00

15-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Population by Ancestry		
Pop, Other ancestries	8,529	8.38
Pop, Ancestry Unclassified	17,556	17.25
2008 Est. Pop Age 5+ by Language Spoken At Home	95,861	
Speak Only English at Home	89,075	92.92
Speak Asian/Pacific Islander Language at Home	410	0.43
Speak IndoEuropean Language at Home	1,653	1.72
Speak Spanish at Home	4,621	4.82
Speak Other Language at Home	103	0.11
2008 Est. Population by Sex	101,791	
Male	50,961	50.06
Female	50,830	49.94
Male/Female Ratio	1.00	
2008 Est. Population by Age	101,791	
Age 0 - 4	5,930	5.83
Age 5 - 9	5,986	5.88
Age 10 - 14	6,265	6.15
Age 15 - 17	4,118	4.05
Age 18 - 20	5,909	5.81
Age 21 - 24	6,899	6.78
Age 25 - 34	13,833	13.59
Age 35 - 44	14,227	13.98
Age 45 - 49	7,835	7.70
Age 50 - 54	7,265	7.14
Age 55 - 59	6,359	6.25
Age 60 - 64	4,821	4.74
Age 65 - 74	6,341	6.23
Age 75 - 84	4,062	3.99
Age 85 and over	1,941	1.91
Age 16 and over	82,244	80.80
Age 18 and over	79,492	78.09
Age 21 and over	73,583	72.29
Age 65 and over	12,345	12.13
2008 Est. Median Age	36.37	
2008 Est. Average Age	37.57	

15-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Male Population by Age	50,961	
Age 0 - 4	3,058	6.00
Age 5 - 9	3,031	5.95
Age 10 - 14	3,143	6.17
Age 15 - 17	2,112	4.14
Age 18 - 20	2,963	5.81
Age 21 - 24	3,531	6.93
Age 25 - 34	7,355	14.43
Age 35 - 44	7,259	14.24
Age 45 - 49	3,931	7.71
Age 50 - 54	3,673	7.21
Age 55 - 59	3,191	6.26
Age 60 - 64	2,402	4.71
Age 65 - 74	3,034	5.95
Age 75 - 84	1,653	3.24
Age 85 and over	625	1.23
2008 Est. Median Age, Male	35.40	
2008 Est. Average Age, Male	36.62	
2008 Est. Female Population by Age	50,830	
Age 0 - 4	2,872	5.65
Age 5 - 9	2,955	5.81
Age 10 - 14	3,122	6.14
Age 15 - 17	2,006	3.95
Age 18 - 20	2,947	5.80
Age 21 - 24	3,368	6.63
Age 25 - 34	6,478	12.74
Age 35 - 44	6,968	13.71
Age 45 - 49	3,904	7.68
Age 50 - 54	3,592	7.07
Age 55 - 59	3,168	6.23
Age 60 - 64	2,419	4.76
Age 65 - 74	3,307	6.51
Age 75 - 84	2,410	4.74
Age 85 and over	1,316	2.59
2008 Est. Median Age, Female	37.39	
2008 Est. Average Age, Female	38.51	

15-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Population Age 15+ by Marital Status*	83,610	
Total, Never Married	23,135	27.67
Married, Spouse present	45,213	54.08
Married, Spouse absent	3,414	4.08
Widowed	4,755	5.69
Divorced	7,093	8.48
Males, Never Married	12,775	15.28
Previously Married	4,253	5.09
Females, Never Married	10,360	12.39
Previously Married	7,595	9.08
2008 Est. Pop. Age 25+ by Educational Attainment*	66,684	
Less than 9th grade	3,378	5.07
Some High School, no diploma	6,530	9.79
High School Graduate (or GED)	23,600	35.39
Some College, no degree	14,704	22.05
Associate Degree	4,795	7.19
Bachelor's Degree	9,096	13.64
Master's Degree	3,223	4.83
Professional School Degree	751	1.13
Doctorate Degree	606	0.91
Households		
2013 Projection	40,410	
2008 Estimate	38,234	
2000 Census	34,806	
1990 Census	27,934	
Growth 2008-2013	5.69%	
Growth 2000-2008	9.85%	
Growth 1990-2000	24.60%	
2008 Est. Households by Household Type	38,234	
Family Households	26,151	68.40
Nonfamily Households	12,083	31.60
2008 Est. Group Quarters Population	4,708	
2008 Households by Ethnicity, Hispanic/Latino	1,626	4.25

15-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Households by Household Income	38,234	
Income Less than \$15,000	3,197	8.36
Income \$15,000 - \$24,999	3,685	9.64
Income \$25,000 - \$34,999	4,097	10.72
Income \$35,000 - \$49,999	6,461	16.90
Income \$50,000 - \$74,999	9,017	23.58
Income \$75,000 - \$99,999	5,689	14.88
Income \$100,000 - \$149,999	4,496	11.76
Income \$150,000 - \$249,999	1,256	3.29
Income \$250,000 - \$499,999	276	0.72
Income \$500,000 and more	60	0.16
2008 Est. Average Household Income	\$64,637	
2008 Est. Median Household Income	\$54,650	
2008 Est. Per Capita Income	\$24,799	
2008 Est. Household Type, Presence Own Children*	38,234	
Single Male Householder	4,070	10.64
Single Female Householder	5,250	13.73
Married-Couple Family, own children	9,866	25.80
Married-Couple Family, no own children	11,865	31.03
Male Householder, own children	798	2.09
Male Householder, no own children	589	1.54
Female Householder, own children	1,938	5.07
Female Householder, no own children	1,094	2.86
Nonfamily, Male Householder	1,620	4.24
Nonfamily, Female Householder	1,143	2.99
2008 Est. Households by Household Size*	38,234	
1-person household	9,320	24.38
2-person household	13,442	35.16
3-person household	6,339	16.58
4-person household	5,575	14.58
5-person household	2,386	6.24
6-person household	838	2.19
7 or more person household	334	0.87
2008 Est. Average Household Size	2.54	

15-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Households by Presence of People*	38,234	
Households with 1 or more People under Age 18:		
Married-Couple Family	10,155	26.56
Other Family, Male Householder	868	2.27
Other Family, Female Householder	2,084	5.45
Nonfamily, Male Householder	171	0.45
Nonfamily, Female Householder	34	0.09
Households no People under Age 18:		
Married-Couple Family	11,576	30.28
Other Family, Male Householder	519	1.36
Other Family, Female Householder	948	2.48
Nonfamily, Male Householder	5,519	14.43
Nonfamily, Female Householder	6,359	16.63
2008 Est. Households by Number of Vehicles*	38,234	
No Vehicles	1,847	4.83
1 Vehicle	11,047	28.89
2 Vehicles	16,768	43.86
3 Vehicles	6,137	16.05
4 Vehicles	1,808	4.73
5 or more Vehicles	627	1.64
2008 Est. Average Number of Vehicles*	1.94	
Family Households		
2013 Projection	27,647	
2008 Estimate	26,151	
2000 Census	23,769	
1990 Census	19,560	
Growth 2008-2013	5.72%	
Growth 2000-2008	10.02%	
Growth 1990-2000	21.52%	

15-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Family Households by Household Income	26,151	
Income Less than \$15,000	987	3.77
Income \$15,000 - \$24,999	1,400	5.35
Income \$25,000 - \$34,999	2,231	8.53
Income \$35,000 - \$49,999	3,932	15.04
Income \$50,000 - \$74,999	7,250	27.72
Income \$75,000 - \$99,999	4,977	19.03
Income \$100,000 - \$149,999	4,027	15.40
Income \$150,000 - \$249,999	1,085	4.15
Income \$250,000 - \$499,999	211	0.81
Income \$500,000 and more	50	0.19
2008 Est. Average Family Household Income	\$74,799	
2008 Est. Median Family Household Income	\$65,603	
2008 Est. Families by Poverty Status*	26,151	
Income At or Above Poverty Level:		
Married-Couple Family, own children	9,888	37.81
Married-Couple Family, no own children	11,357	43.43
Male Householder, own children	794	3.04
Male Householder, no own children	443	1.69
Female Householder, own children	1,610	6.16
Female Householder, no own children	897	3.43
Income Below Poverty Level:		
Married-Couple Family, own children	376	1.44
Married-Couple Family, no own children	110	0.42
Male Householder, own children	109	0.42
Male Householder, no own children	41	0.16
Female Householder, own children	471	1.80
Female Householder, no own children	53	0.20
2008 Est. Pop Age 16+ by Employment Status*	82,244	
In Armed Forces	46	0.06
Civilian - Employed	56,296	68.45
Civilian - Unemployed	2,917	3.55
Not in Labor Force	22,986	27.95

15-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Civ Employed Pop 16+ Class of Worker*	56,296	
For-Profit Private Workers	41,872	74.38
Non-Profit Private Workers	3,712	6.59
Local Government Workers	4,148	7.37
State Government Workers	2,512	4.46
Federal Government Workers	426	0.76
Self-Emp Workers	3,427	6.09
Unpaid Family Workers	199	0.35
2008 Est. Civ Employed Pop 16+ by Occupation*	56,296	
Management, Business, and Financial Operations	6,571	11.67
Professional and Related Occupations	9,108	16.18
Service	8,481	15.07
Sales and Office	13,668	24.28
Farming, Fishing, and Forestry	490	0.87
Construction, Extraction and Maintenance	5,077	9.02
Production, Transportation and Material Moving	12,899	22.91
2008 Est. Pop 16+ by Occupation Classification*	56,296	
Blue Collar	17,976	31.93
White Collar	28,541	50.70
Service and Farm	9,778	17.37
2008 Est. Workers Age 16+, Transportation To Work*	55,262	
Drove Alone	44,963	81.36
Car Pooled	5,408	9.79
Public Transportation	367	0.66
Walked	2,175	3.94
Motorcycle	33	0.06
Bicycle	130	0.24
Other Means	240	0.43
Worked at Home	1,946	3.52
2008 Est. Workers Age 16+ by Travel Time to Work*	53,316	
Less than 15 Minutes	22,006	41.27
15 - 29 Minutes	17,603	33.02
30 - 44 Minutes	7,200	13.50
45 - 59 Minutes	3,493	6.55
60 or more Minutes	3,014	5.65
2008 Est. Average Travel Time to Work in Minutes*	23.44	

15-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Tenure of Occupied Housing Units	38,234	
Owner Occupied	26,532	69.39
Renter Occupied	11,702	30.61
2008 Occ Housing Units, Avg Length of Residence	9.50	
2008 Est. All Owner-Occupied Housing Values	26,532	
Value Less than \$20,000	380	1.43
Value \$20,000 - \$39,999	339	1.28
Value \$40,000 - \$59,999	411	1.55
Value \$60,000 - \$79,999	422	1.59
Value \$80,000 - \$99,999	829	3.12
Value \$100,000 - \$149,999	6,325	23.84
Value \$150,000 - \$199,999	6,889	25.96
Value \$200,000 - \$299,999	7,176	27.05
Value \$300,000 - \$399,999	2,191	8.26
Value \$400,000 - \$499,999	768	2.89
Value \$500,000 - \$749,999	581	2.19
Value \$750,000 - \$999,999	129	0.49
Value \$1,000,000 or more	92	0.35
2008 Est. Median All Owner-Occupied Housing Value	\$183,095	
2008 Est. Housing Units by Units in Structure*	42,964	
1 Unit Attached	1,335	3.11
1 Unit Detached	30,064	69.97
2 Units	2,645	6.16
3 to 19 Units	5,148	11.98
20 to 49 Units	1,359	3.16
50 or More Units	709	1.65
Mobile Home or Trailer	1,686	3.92
Boat, RV, Van, etc.	19	0.04

15-Mile Radial Demographics

Whitewater, Wisconsin

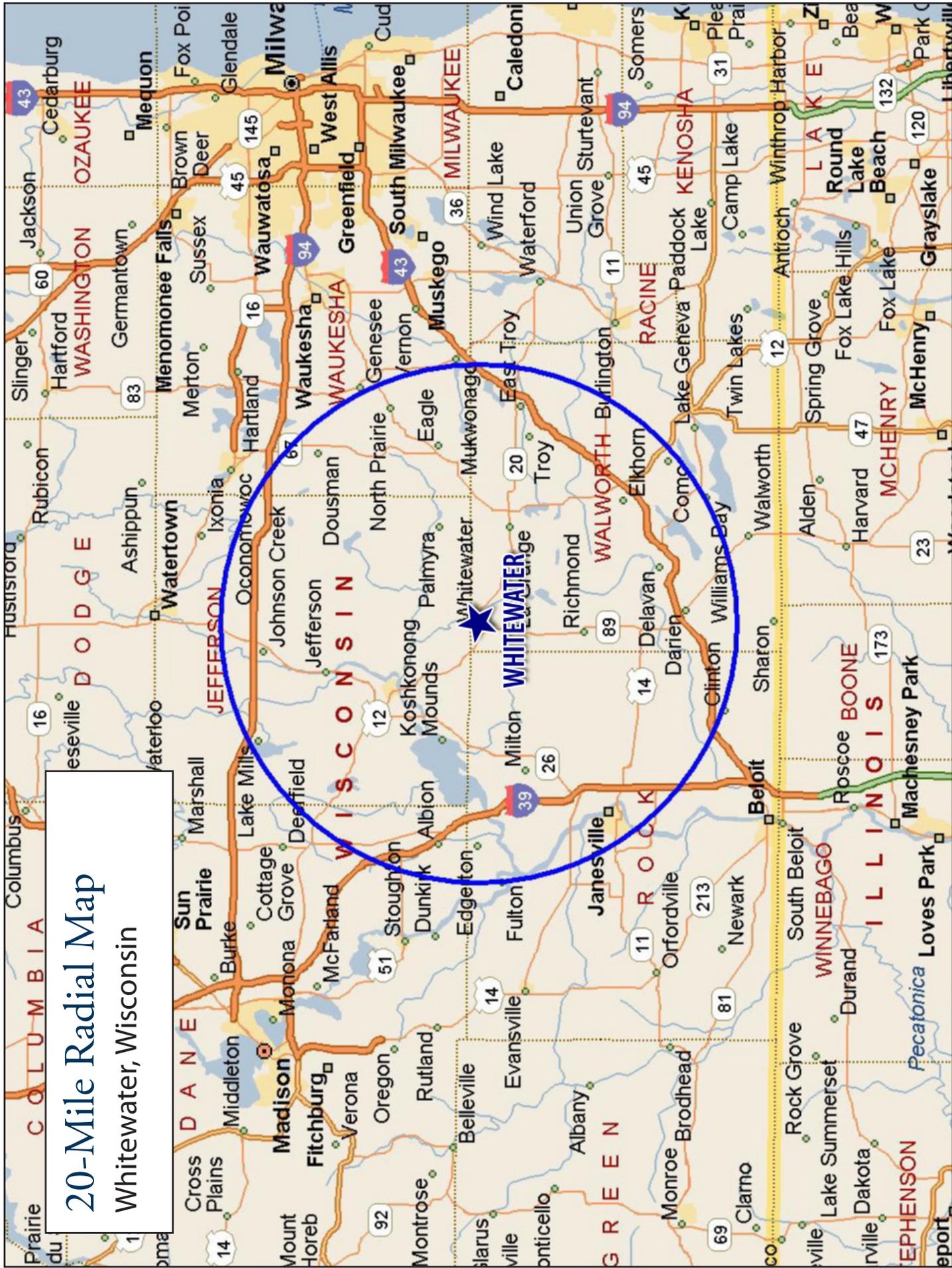
DESCRIPTION	RADIUS	%
2008 Est. Housing Units by Year Structure Built	42,964	
Housing Units Built 1999 to 2008	6,897	16.05
Housing Unit Built 1995 to 1998	3,878	9.03
Housing Unit Built 1990 to 1994	3,249	7.56
Housing Unit Built 1980 to 1989	3,778	8.79
Housing Unit Built 1970 to 1979	6,328	14.73
Housing Unit Built 1960 to 1969	3,840	8.94
Housing Unit Built 1950 to 1959	3,758	8.75
Housing Unit Built 1940 to 1949	2,064	4.80
Housing Unit Built 1939 or Earlier	9,172	21.35
2008 Est. Median Year Structure Built **	1974	

*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.

20-Mile Radial Map

Whitewater, Wisconsin



20-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
Population		
2013 Projection	238,404	
2008 Estimate	229,776	
2000 Census	215,869	
1990 Census	185,972	
Growth 2008-2013	3.75%	
Growth 2000-2008	6.44%	
Growth 1990-2000	16.08%	
2008 Est. Population by Single Race Classification		
229,776		
White Alone	216,604	94.27
Black or African American Alone	2,099	0.91
American Indian and Alaska Native Alone	798	0.35
Asian Alone	2,098	0.91
Native Hawaiian and Other Pacific Islander Alone	62	0.03
Some Other Race Alone	5,048	2.20
Two or More Races	3,067	1.33
2008 Est. Population Hispanic or Latino by Origin*		
229,776		
Not Hispanic or Latino	217,402	94.61
Hispanic or Latino:	12,375	5.39
Mexican	9,775	78.99
Puerto Rican	586	4.74
Cuban	98	0.79
All Other Hispanic or Latino	1,916	15.48
2008 Est. Hispanic or Latino by Single Race Class.		
12,375		
White Alone	6,169	49.85
Black or African American Alone	98	0.79
American Indian and Alaska Native Alone	133	1.07
Asian Alone	38	0.31
Native Hawaiian and Other Pacific Islander Alone	16	0.13
Some Other Race Alone	4,948	39.98
Two or More Races	973	7.86

20-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Pop. Asian Alone Race by Category*	2,098	
Chinese, except Taiwanese	377	17.97
Filipino	295	14.06
Japanese	118	5.62
Asian Indian	319	15.20
Korean	243	11.58
Vietnamese	150	7.15
Cambodian	202	9.63
Hmong	87	4.15
Laotian	98	4.67
Thai	21	1.00
Other Asian	138	6.58
Two or more Asian categories	50	2.38
2008 Est. Population by Ancestry	229,776	
Pop, Arab	147	0.06
Pop, Czech	1,951	0.85
Pop, Danish	1,616	0.70
Pop, Dutch	2,549	1.11
Pop, English	12,356	5.38
Pop, French (except Basque)	3,710	1.61
Pop, French Canadian	1,160	0.50
Pop, German	79,756	34.71
Pop, Greek	431	0.19
Pop, Hungarian	457	0.20
Pop, Irish	17,151	7.46
Pop, Italian	5,553	2.42
Pop, Lithuanian	396	0.17
Pop, United States or American	9,585	4.17
Pop, Norwegian	17,529	7.63
Pop, Polish	9,661	4.20
Pop, Portuguese	87	0.04
Pop, Russian	308	0.13
Pop, Scottish	1,804	0.79
Pop, Scotch-Irish	1,430	0.62
Pop, Slovak	212	0.09
Pop, Sub-Saharan African	104	0.05
Pop, Swedish	3,480	1.51
Pop, Swiss	1,825	0.79
Pop, Ukrainian	218	0.09
Pop, Welsh	775	0.34
Pop, West Indian (exc Hisp groups)	6	0.00

20-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Population by Ancestry		
Pop, Other ancestries	17,540	7.63
Pop, Ancestry Unclassified	37,979	16.53
2008 Est. Pop Age 5+ by Language Spoken At Home	215,990	
Speak Only English at Home	202,856	93.92
Speak Asian/Pacific Islander Language at Home	1,005	0.47
Speak IndoEuropean Language at Home	3,576	1.66
Speak Spanish at Home	8,299	3.84
Speak Other Language at Home	253	0.12
2008 Est. Population by Sex	229,776	
Male	114,939	50.02
Female	114,837	49.98
Male/Female Ratio	1.00	
2008 Est. Population by Age	229,776	
Age 0 - 4	13,787	6.00
Age 5 - 9	14,015	6.10
Age 10 - 14	14,878	6.48
Age 15 - 17	9,874	4.30
Age 18 - 20	10,500	4.57
Age 21 - 24	13,265	5.77
Age 25 - 34	30,207	13.15
Age 35 - 44	32,563	14.17
Age 45 - 49	18,353	7.99
Age 50 - 54	17,143	7.46
Age 55 - 59	14,911	6.49
Age 60 - 64	11,314	4.92
Age 65 - 74	15,069	6.56
Age 75 - 84	9,591	4.17
Age 85 and over	4,306	1.87
Age 16 and over	183,742	79.97
Age 18 and over	177,223	77.13
Age 21 and over	166,723	72.56
Age 65 and over	28,965	12.61
2008 Est. Median Age	37.57	
2008 Est. Average Age	38.06	

20-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Male Population by Age	114,939	
Age 0 - 4	7,111	6.19
Age 5 - 9	7,117	6.19
Age 10 - 14	7,504	6.53
Age 15 - 17	5,064	4.41
Age 18 - 20	5,418	4.71
Age 21 - 24	6,841	5.95
Age 25 - 34	15,960	13.89
Age 35 - 44	16,474	14.33
Age 45 - 49	9,199	8.00
Age 50 - 54	8,661	7.54
Age 55 - 59	7,497	6.52
Age 60 - 64	5,609	4.88
Age 65 - 74	7,124	6.20
Age 75 - 84	4,013	3.49
Age 85 and over	1,346	1.17
2008 Est. Median Age, Male	36.49	
2008 Est. Average Age, Male	37.05	
2008 Est. Female Population by Age	114,837	
Age 0 - 4	6,675	5.81
Age 5 - 9	6,898	6.01
Age 10 - 14	7,374	6.42
Age 15 - 17	4,810	4.19
Age 18 - 20	5,082	4.43
Age 21 - 24	6,424	5.59
Age 25 - 34	14,247	12.41
Age 35 - 44	16,089	14.01
Age 45 - 49	9,155	7.97
Age 50 - 54	8,482	7.39
Age 55 - 59	7,414	6.46
Age 60 - 64	5,705	4.97
Age 65 - 74	7,945	6.92
Age 75 - 84	5,577	4.86
Age 85 and over	2,959	2.58
2008 Est. Median Age, Female	38.67	
2008 Est. Average Age, Female	39.07	

20-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Population Age 15+ by Marital Status*	187,097	
Total, Never Married	46,639	24.93
Married, Spouse present	105,336	56.30
Married, Spouse absent	6,741	3.60
Widowed	11,028	5.89
Divorced	17,354	9.28
Males, Never Married	26,313	14.06
Previously Married	10,132	5.42
Females, Never Married	20,325	10.86
Previously Married	18,250	9.75
2008 Est. Pop. Age 25+ by Educational Attainment*	153,457	
Less than 9th grade	6,619	4.31
Some High School, no diploma	14,357	9.36
High School Graduate (or GED)	55,222	35.99
Some College, no degree	33,792	22.02
Associate Degree	11,486	7.48
Bachelor's Degree	21,944	14.30
Master's Degree	7,162	4.67
Professional School Degree	1,923	1.25
Doctorate Degree	951	0.62
Households		
2013 Projection	93,060	
2008 Estimate	88,586	
2000 Census	81,356	
1990 Census	67,211	
Growth 2008-2013	5.05%	
Growth 2000-2008	8.89%	
Growth 1990-2000	21.05%	
2008 Est. Households by Household Type	88,586	
Family Households	61,411	69.32
Nonfamily Households	27,175	30.68
2008 Est. Group Quarters Population	6,840	
2008 Households by Ethnicity, Hispanic/Latino	2,946	3.33

20-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Households by Household Income	88,586	
Income Less than \$15,000	7,298	8.24
Income \$15,000 - \$24,999	8,262	9.33
Income \$25,000 - \$34,999	9,659	10.90
Income \$35,000 - \$49,999	14,613	16.50
Income \$50,000 - \$74,999	21,038	23.75
Income \$75,000 - \$99,999	12,996	14.67
Income \$100,000 - \$149,999	10,770	12.16
Income \$150,000 - \$249,999	2,993	3.38
Income \$250,000 - \$499,999	756	0.85
Income \$500,000 and more	200	0.23
2008 Est. Average Household Income	\$65,912	
2008 Est. Median Household Income	\$55,301	
2008 Est. Per Capita Income	\$25,790	
2008 Est. Household Type, Presence Own Children*	88,586	
Single Male Householder	9,712	10.96
Single Female Householder	12,329	13.92
Married-Couple Family, own children	22,926	25.88
Married-Couple Family, no own children	27,795	31.38
Male Householder, own children	1,947	2.20
Male Householder, no own children	1,432	1.62
Female Householder, own children	4,745	5.36
Female Householder, no own children	2,566	2.90
Nonfamily, Male Householder	3,150	3.56
Nonfamily, Female Householder	1,985	2.24
2008 Est. Households by Household Size*	88,586	
1-person household	22,040	24.88
2-person household	31,175	35.19
3-person household	14,578	16.46
4-person household	12,858	14.51
5-person household	5,463	6.17
6-person household	1,759	1.99
7 or more person household	712	0.80
2008 Est. Average Household Size	2.52	

20-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Households by Presence of People*	88,586	
Households with 1 or more People under Age 18:		
Married-Couple Family	23,598	26.64
Other Family, Male Householder	2,120	2.39
Other Family, Female Householder	5,131	5.79
Nonfamily, Male Householder	413	0.47
Nonfamily, Female Householder	86	0.10
Households no People under Age 18:		
Married-Couple Family	27,124	30.62
Other Family, Male Householder	1,259	1.42
Other Family, Female Householder	2,179	2.46
Nonfamily, Male Householder	12,449	14.05
Nonfamily, Female Householder	14,228	16.06
2008 Est. Households by Number of Vehicles*	88,586	
No Vehicles	4,332	4.89
1 Vehicle	25,713	29.03
2 Vehicles	39,236	44.29
3 Vehicles	13,966	15.77
4 Vehicles	3,962	4.47
5 or more Vehicles	1,377	1.55
2008 Est. Average Number of Vehicles*	1.92	
Family Households		
2013 Projection	64,528	
2008 Estimate	61,411	
2000 Census	56,397	
1990 Census	48,343	
Growth 2008-2013	5.08%	
Growth 2000-2008	8.89%	
Growth 1990-2000	16.66%	

20-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Family Households by Household Income	61,411	
Income Less than \$15,000	2,172	3.54
Income \$15,000 - \$24,999	3,260	5.31
Income \$25,000 - \$34,999	5,208	8.48
Income \$35,000 - \$49,999	9,109	14.83
Income \$50,000 - \$74,999	16,942	27.59
Income \$75,000 - \$99,999	11,567	18.84
Income \$100,000 - \$149,999	9,706	15.80
Income \$150,000 - \$249,999	2,658	4.33
Income \$250,000 - \$499,999	622	1.01
Income \$500,000 and more	167	0.27
2008 Est. Average Family Household Income	\$76,401	
2008 Est. Median Family Household Income	\$66,167	
2008 Est. Families by Poverty Status*	61,411	
Income At or Above Poverty Level:		
Married-Couple Family, own children	23,141	37.68
Married-Couple Family, no own children	26,637	43.37
Male Householder, own children	1,820	2.96
Male Householder, no own children	1,194	1.94
Female Householder, own children	4,033	6.57
Female Householder, no own children	2,086	3.40
Income Below Poverty Level:		
Married-Couple Family, own children	642	1.05
Married-Couple Family, no own children	301	0.49
Male Householder, own children	283	0.46
Male Householder, no own children	82	0.13
Female Householder, own children	1,078	1.76
Female Householder, no own children	114	0.19
2008 Est. Pop Age 16+ by Employment Status*	183,742	
In Armed Forces	111	0.06
Civilian - Employed	125,866	68.50
Civilian - Unemployed	5,701	3.10
Not in Labor Force	52,065	28.34

20-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Civ Employed Pop 16+ Class of Worker*	125,866	
For-Profit Private Workers	95,540	75.91
Non-Profit Private Workers	8,482	6.74
Local Government Workers	9,174	7.29
State Government Workers	4,113	3.27
Federal Government Workers	1,087	0.86
Self-Emp Workers	7,065	5.61
Unpaid Family Workers	405	0.32
2008 Est. Civ Employed Pop 16+ by Occupation*	125,866	
Management, Business, and Financial Operations	15,181	12.06
Professional and Related Occupations	21,185	16.83
Service	17,273	13.72
Sales and Office	30,563	24.28
Farming, Fishing, and Forestry	813	0.65
Construction, Extraction and Maintenance	11,879	9.44
Production, Transportation and Material Moving	28,972	23.02
2008 Est. Pop 16+ by Occupation Classification*	125,866	
Blue Collar	40,851	32.46
White Collar	65,486	52.03
Service and Farm	19,529	15.52
2008 Est. Workers Age 16+, Transportation To Work*	123,699	
Drove Alone	103,081	83.33
Car Pooled	11,252	9.10
Public Transportation	787	0.64
Walked	3,567	2.88
Motorcycle	56	0.05
Bicycle	266	0.22
Other Means	536	0.43
Worked at Home	4,155	3.36
2008 Est. Workers Age 16+ by Travel Time to Work*	119,544	
Less than 15 Minutes	47,775	39.96
15 - 29 Minutes	39,034	32.65
30 - 44 Minutes	18,103	15.14
45 - 59 Minutes	8,192	6.85
60 or more Minutes	6,439	5.39
2008 Est. Average Travel Time to Work in Minutes*	23.91	

20-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Tenure of Occupied Housing Units	88,586	
Owner Occupied	63,461	71.64
Renter Occupied	25,125	28.36
2008 Occ Housing Units, Avg Length of Residence	9.73	
2008 Est. All Owner-Occupied Housing Values	63,461	
Value Less than \$20,000	763	1.20
Value \$20,000 - \$39,999	918	1.45
Value \$40,000 - \$59,999	999	1.57
Value \$60,000 - \$79,999	1,407	2.22
Value \$80,000 - \$99,999	3,080	4.85
Value \$100,000 - \$149,999	16,916	26.66
Value \$150,000 - \$199,999	14,508	22.86
Value \$200,000 - \$299,999	15,368	24.22
Value \$300,000 - \$399,999	5,197	8.19
Value \$400,000 - \$499,999	2,051	3.23
Value \$500,000 - \$749,999	1,609	2.54
Value \$750,000 - \$999,999	351	0.55
Value \$1,000,000 or more	293	0.46
2008 Est. Median All Owner-Occupied Housing Value	\$176,354	
2008 Est. Housing Units by Units in Structure*	100,043	
1 Unit Attached	3,429	3.43
1 Unit Detached	71,065	71.03
2 Units	6,018	6.02
3 to 19 Units	11,776	11.77
20 to 49 Units	2,724	2.72
50 or More Units	1,643	1.64
Mobile Home or Trailer	3,311	3.31
Boat, RV, Van, etc.	76	0.08

20-Mile Radial Demographics

Whitewater, Wisconsin

DESCRIPTION	RADIUS	%
2008 Est. Housing Units by Year Structure Built	100,043	
Housing Units Built 1999 to 2008	15,067	15.06
Housing Unit Built 1995 to 1998	8,429	8.43
Housing Unit Built 1990 to 1994	7,961	7.96
Housing Unit Built 1980 to 1989	8,683	8.68
Housing Unit Built 1970 to 1979	15,486	15.48
Housing Unit Built 1960 to 1969	9,820	9.82
Housing Unit Built 1950 to 1959	8,933	8.93
Housing Unit Built 1940 to 1949	5,022	5.02
Housing Unit Built 1939 or Earlier	20,641	20.63
2008 Est. Median Year Structure Built **	1974	

*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.

Appendix G: Area Drivetime Demographics

10-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
Population		
2013 Projection	14,263	
2008 Estimate	13,940	
2000 Census	14,642	
1990 Census	13,785	
Growth 2008-2013	2.32%	
Growth 2000-2008	-4.79%	
Growth 1990-2000	6.22%	
2008 Est. Population by Single Race Classification		
	13,940	
White Alone	12,646	90.72
Black or African American Alone	282	2.02
American Indian and Alaska Native Alone	40	0.29
Asian Alone	239	1.71
Native Hawaiian and Other Pacific Islander Alone	4	0.03
Some Other Race Alone	527	3.78
Two or More Races	203	1.46
2008 Est. Population Hispanic or Latino by Origin*		
	13,940	
Not Hispanic or Latino	12,588	90.30
Hispanic or Latino:	1,352	9.70
Mexican	1,076	79.59
Puerto Rican	53	3.92
Cuban	9	0.67
All Other Hispanic or Latino	214	15.83
2008 Est. Hispanic or Latino by Single Race Class.		
	1,352	
White Alone	696	51.48
Black or African American Alone	18	1.33
American Indian and Alaska Native Alone	18	1.33
Asian Alone	3	0.22
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	526	38.91
Two or More Races	91	6.73

10-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Pop. Asian Alone Race by Category*	239	
Chinese, except Taiwanese	52	21.76
Filipino	21	8.79
Japanese	16	6.69
Asian Indian	35	14.64
Korean	17	7.11
Vietnamese	15	6.28
Cambodian	1	0.42
Hmong	29	12.13
Laotian	19	7.95
Thai	7	2.93
Other Asian	24	10.04
Two or more Asian categories	2	0.84
2008 Est. Population by Ancestry	13,940	
Pop, Arab	18	0.13
Pop, Czech	56	0.40
Pop, Danish	107	0.77
Pop, Dutch	150	1.08
Pop, English	700	5.02
Pop, French (except Basque)	269	1.93
Pop, French Canadian	78	0.56
Pop, German	4,587	32.91
Pop, Greek	36	0.26
Pop, Hungarian	20	0.14
Pop, Irish	1,043	7.48
Pop, Italian	348	2.50
Pop, Lithuanian	15	0.11
Pop, United States or American	309	2.22
Pop, Norwegian	820	5.88
Pop, Polish	675	4.84
Pop, Portuguese	0	0.00
Pop, Russian	39	0.28
Pop, Scottish	41	0.29
Pop, Scotch-Irish	41	0.29
Pop, Slovak	2	0.01
Pop, Subsaharan African	52	0.37
Pop, Swedish	244	1.75
Pop, Swiss	109	0.78
Pop, Ukrainian	18	0.13
Pop, Welsh	49	0.35
Pop, West Indian (exc Hisp groups)	0	0.00

10-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Population by Ancestry		
Pop, Other ancestries	1,272	9.12
Pop, Ancestry Unclassified	2,842	20.39
2008 Est. Pop Age 5+ by Language Spoken At Home	13,413	
Speak Only English at Home	12,034	89.72
Speak Asian/Pacific Islander Language at Home	91	0.68
Speak IndoEuropean Language at Home	317	2.36
Speak Spanish at Home	934	6.96
Speak Other Language at Home	37	0.28
2008 Est. Population by Sex	13,940	
Male	6,948	49.84
Female	6,992	50.16
Male/Female Ratio	0.99	
2008 Est. Population by Age	13,940	
Age 0 - 4	527	3.78
Age 5 - 9	524	3.76
Age 10 - 14	517	3.71
Age 15 - 17	300	2.15
Age 18 - 20	2,614	18.75
Age 21 - 24	2,543	18.24
Age 25 - 34	2,193	15.73
Age 35 - 44	1,331	9.55
Age 45 - 49	620	4.45
Age 50 - 54	582	4.18
Age 55 - 59	492	3.53
Age 60 - 64	387	2.78
Age 65 - 74	563	4.04
Age 75 - 84	437	3.13
Age 85 and over	311	2.23
Age 16 and over	12,269	88.01
Age 18 and over	12,073	86.61
Age 21 and over	9,459	67.86
Age 65 and over	1,311	9.40
2008 Est. Median Age	24.91	
2008 Est. Average Age	32.90	

10-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Male Population by Age	6,948	
Age 0 - 4	271	3.90
Age 5 - 9	266	3.83
Age 10 - 14	250	3.60
Age 15 - 17	157	2.26
Age 18 - 20	1,214	17.47
Age 21 - 24	1,301	18.72
Age 25 - 34	1,199	17.26
Age 35 - 44	722	10.39
Age 45 - 49	303	4.36
Age 50 - 54	306	4.40
Age 55 - 59	250	3.60
Age 60 - 64	182	2.62
Age 65 - 74	265	3.81
Age 75 - 84	175	2.52
Age 85 and over	88	1.27
2008 Est. Median Age, Male	25.13	
2008 Est. Average Age, Male	32.05	
2008 Est. Female Population by Age	6,992	
Age 0 - 4	256	3.66
Age 5 - 9	258	3.69
Age 10 - 14	267	3.82
Age 15 - 17	143	2.05
Age 18 - 20	1,400	20.02
Age 21 - 24	1,242	17.76
Age 25 - 34	994	14.22
Age 35 - 44	609	8.71
Age 45 - 49	317	4.53
Age 50 - 54	276	3.95
Age 55 - 59	242	3.46
Age 60 - 64	205	2.93
Age 65 - 74	298	4.26
Age 75 - 84	262	3.75
Age 85 and over	224	3.20
2008 Est. Median Age, Female	24.77	
2008 Est. Average Age, Female	33.75	

10-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Population Age 15+ by Marital Status*	12,373	
Total, Never Married	6,694	54.10
Married, Spouse present	3,213	25.97
Married, Spouse absent	1,141	9.22
Widowed	657	5.31
Divorced	668	5.40
Males, Never Married	3,373	27.26
Previously Married	477	3.86
Females, Never Married	3,321	26.84
Previously Married	848	6.85
2008 Est. Pop. Age 25+ by Educational Attainment*	6,916	
Less than 9th grade	345	4.99
Some High School, no diploma	911	13.17
High School Graduate (or GED)	1,920	27.76
Some College, no degree	1,241	17.94
Associate Degree	424	6.13
Bachelor's Degree	1,292	18.68
Master's Degree	484	7.00
Professional School Degree	58	0.84
Doctorate Degree	240	3.47
Households		
2013 Projection	4,953	
2008 Estimate	4,784	
2000 Census	4,559	
1990 Census	4,035	
Growth 2008-2013	3.53%	
Growth 2000-2008	4.94%	
Growth 1990-2000	12.99%	
2008 Est. Households by Household Type	4,784	
Family Households	2,124	44.40
Nonfamily Households	2,660	55.60
2008 Est. Group Quarters Population	2,503	
2008 Households by Ethnicity, Hispanic/Latino	323	6.75

10-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Households by Household Income	4,784	
Income Less than \$15,000	823	17.20
Income \$15,000 - \$24,999	630	13.17
Income \$25,000 - \$34,999	560	11.71
Income \$35,000 - \$49,999	892	18.65
Income \$50,000 - \$74,999	867	18.12
Income \$75,000 - \$99,999	475	9.93
Income \$100,000 - \$149,999	346	7.23
Income \$150,000 - \$249,999	159	3.32
Income \$250,000 - \$499,999	25	0.52
Income \$500,000 and more	7	0.15
2008 Est. Average Household Income	\$52,669	
2008 Est. Median Household Income	\$41,375	
2008 Est. Per Capita Income	\$19,147	
2008 Est. Household Type, Presence Own Children*	4,784	
Single Male Householder	650	13.59
Single Female Householder	872	18.23
Married-Couple Family, own children	703	14.69
Married-Couple Family, no own children	930	19.44
Male Householder, own children	79	1.65
Male Householder, no own children	82	1.71
Female Householder, own children	210	4.39
Female Householder, no own children	120	2.51
Nonfamily, Male Householder	578	12.08
Nonfamily, Female Householder	560	11.71
2008 Est. Households by Household Size*	4,784	
1-person household	1,522	31.81
2-person household	1,531	32.00
3-person household	741	15.49
4-person household	581	12.14
5-person household	257	5.37
6-person household	107	2.24
7 or more person household	45	0.94
2008 Est. Average Household Size	2.39	

10-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Households by Presence of People*	4,784	
Households with 1 or more People under Age 18:		
Married-Couple Family	725	15.15
Other Family, Male Householder	90	1.88
Other Family, Female Householder	231	4.83
Nonfamily, Male Householder	21	0.44
Nonfamily, Female Householder	9	0.19
Households no People under Age 18:		
Married-Couple Family	907	18.96
Other Family, Male Householder	72	1.51
Other Family, Female Householder	100	2.09
Nonfamily, Male Householder	1,206	25.21
Nonfamily, Female Householder	1,424	29.77
2008 Est. Households by Number of Vehicles*	4,784	
No Vehicles	325	6.79
1 Vehicle	1,733	36.22
2 Vehicles	1,648	34.45
3 Vehicles	759	15.87
4 Vehicles	235	4.91
5 or more Vehicles	84	1.76
2008 Est. Average Number of Vehicles*	1.83	
Family Households		
2013 Projection	2,196	
2008 Estimate	2,124	
2000 Census	2,027	
1990 Census	1,874	
Growth 2008-2013	3.39%	
Growth 2000-2008	4.79%	
Growth 1990-2000	8.16%	

10-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Family Households by Household Income	2,124	
Income Less than \$15,000	159	7.49
Income \$15,000 - \$24,999	137	6.45
Income \$25,000 - \$34,999	218	10.26
Income \$35,000 - \$49,999	308	14.50
Income \$50,000 - \$74,999	478	22.50
Income \$75,000 - \$99,999	383	18.03
Income \$100,000 - \$149,999	287	13.51
Income \$150,000 - \$249,999	133	6.26
Income \$250,000 - \$499,999	14	0.66
Income \$500,000 and more	5	0.24
2008 Est. Average Family Household Income	\$72,564	
2008 Est. Median Family Household Income	\$62,500	
2008 Est. Families by Poverty Status*	2,124	
Income At or Above Poverty Level:		
Married-Couple Family, own children	659	31.03
Married-Couple Family, no own children	901	42.42
Male Householder, own children	95	4.47
Male Householder, no own children	51	2.40
Female Householder, own children	139	6.54
Female Householder, no own children	83	3.91
Income Below Poverty Level:		
Married-Couple Family, own children	70	3.30
Married-Couple Family, no own children	2	0.09
Male Householder, own children	8	0.38
Male Householder, no own children	7	0.33
Female Householder, own children	80	3.77
Female Householder, no own children	28	1.32
2008 Est. Pop Age 16+ by Employment Status*	12,269	
In Armed Forces	0	0.00
Civilian - Employed	7,695	62.72
Civilian - Unemployed	970	7.91
Not in Labor Force	3,604	29.37

10-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Civ Employed Pop 16+ Class of Worker*	7,695	
For-Profit Private Workers	5,170	67.19
Non-Profit Private Workers	537	6.98
Local Government Workers	428	5.56
State Government Workers	1,108	14.40
Federal Government Workers	34	0.44
Self-Emp Workers	382	4.96
Unpaid Family Workers	36	0.47
2008 Est. Civ Employed Pop 16+ by Occupation*	7,695	
Management, Business, and Financial Operations	741	9.63
Professional and Related Occupations	1,326	17.23
Service	1,634	21.23
Sales and Office	2,283	29.67
Farming, Fishing, and Forestry	70	0.91
Construction, Extraction and Maintenance	314	4.08
Production, Transportation and Material Moving	1,326	17.23
2008 Est. Pop 16+ by Occupation Classification*	7,695	
Blue Collar	1,640	21.31
White Collar	4,259	55.35
Service and Farm	1,796	23.34
2008 Est. Workers Age 16+, Transportation To Work*	7,506	
Drove Alone	5,431	72.36
Car Pooled	634	8.45
Public Transportation	43	0.57
Walked	1,121	14.93
Motorcycle	7	0.09
Bicycle	28	0.37
Other Means	16	0.21
Worked at Home	226	3.01
2008 Est. Workers Age 16+ by Travel Time to Work*	7,280	
Less than 15 Minutes	3,925	53.91
15 - 29 Minutes	1,696	23.30
30 - 44 Minutes	1,012	13.90
45 - 59 Minutes	277	3.80
60 or more Minutes	370	5.08
2008 Est. Average Travel Time to Work in Minutes*	20.17	

10-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Tenure of Occupied Housing Units	4,784	
Owner Occupied	1,932	40.38
Renter Occupied	2,852	59.62
2008 Occ Housing Units, Avg Length of Residence	7.69	
2008 Est. All Owner-Occupied Housing Values	1,932	
Value Less than \$20,000	134	6.94
Value \$20,000 - \$39,999	33	1.71
Value \$40,000 - \$59,999	21	1.09
Value \$60,000 - \$79,999	24	1.24
Value \$80,000 - \$99,999	47	2.43
Value \$100,000 - \$149,999	433	22.41
Value \$150,000 - \$199,999	524	27.12
Value \$200,000 - \$299,999	538	27.85
Value \$300,000 - \$399,999	87	4.50
Value \$400,000 - \$499,999	33	1.71
Value \$500,000 - \$749,999	32	1.66
Value \$750,000 - \$999,999	5	0.26
Value \$1,000,000 or more	22	1.14
2008 Est. Median All Owner-Occupied Housing Value	\$176,191	
2008 Est. Housing Units by Units in Structure*	5,080	
1 Unit Attached	90	1.77
1 Unit Detached	2,151	42.34
2 Units	566	11.14
3 to 19 Units	910	17.91
20 to 49 Units	556	10.94
50 or More Units	502	9.88
Mobile Home or Trailer	305	6.00
Boat, RV, Van, etc.	0	0.00

10-Min Drivetime Demographics

Whitewater, Wisconsin

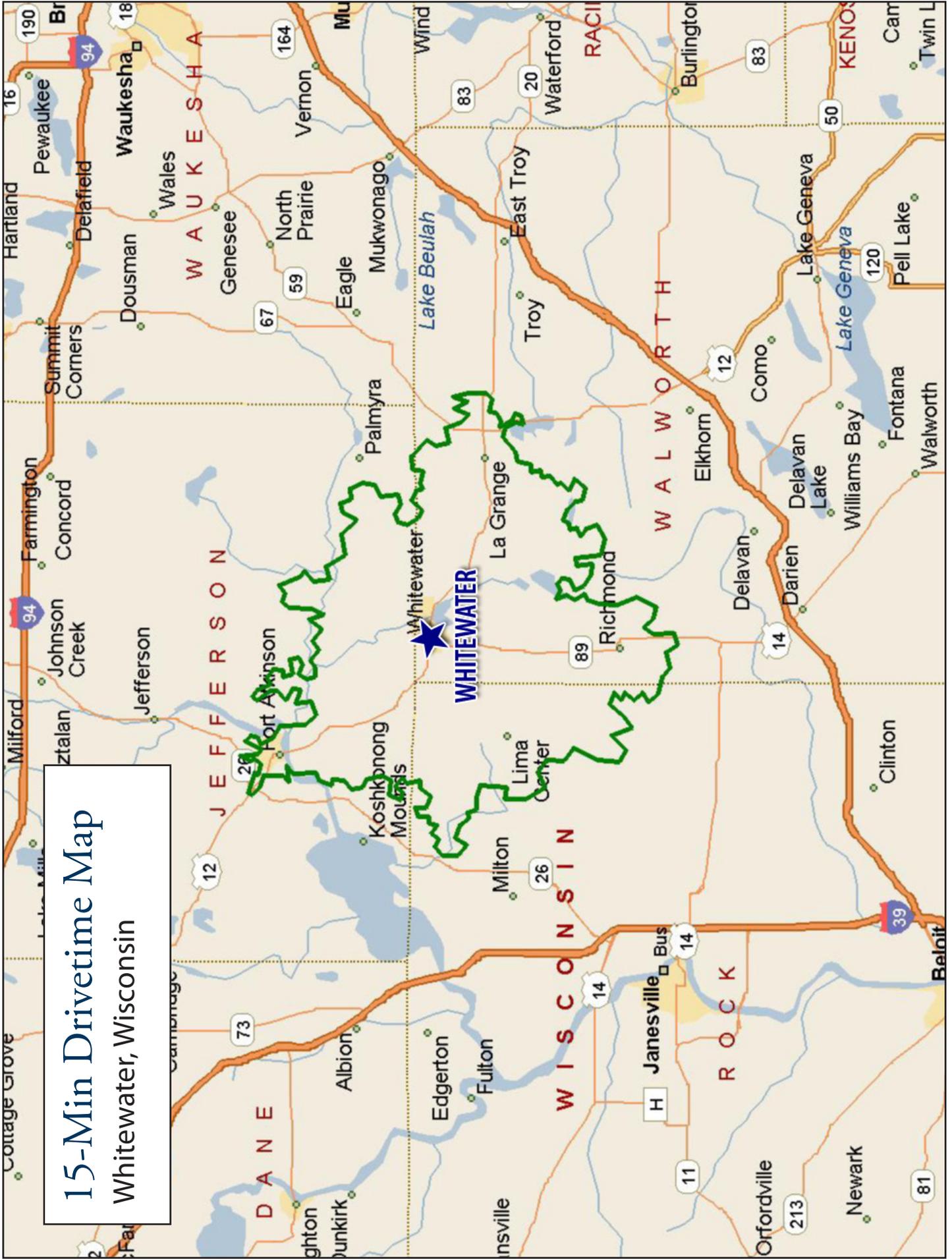
DESCRIPTION	POLYGON	%
2008 Est. Housing Units by Year Structure Built	5,080	
Housing Units Built 1999 to 2008	621	12.22
Housing Unit Built 1995 to 1998	268	5.28
Housing Unit Built 1990 to 1994	310	6.10
Housing Unit Built 1980 to 1989	334	6.57
Housing Unit Built 1970 to 1979	935	18.41
Housing Unit Built 1960 to 1969	742	14.61
Housing Unit Built 1950 to 1959	481	9.47
Housing Unit Built 1940 to 1949	302	5.94
Housing Unit Built 1939 or Earlier	1,088	21.42
2008 Est. Median Year Structure Built **	1969	

*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.

15-Min Drivetime Map

Whitewater, Wisconsin



15-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
Population		
2013 Projection	23,743	
2008 Estimate	23,341	
2000 Census	23,788	
1990 Census	22,340	
Growth 2008-2013	1.72%	
Growth 2000-2008	-1.88%	
Growth 1990-2000	6.48%	
2008 Est. Population by Single Race Classification		
	23,341	
White Alone	21,554	92.34
Black or African American Alone	312	1.34
American Indian and Alaska Native Alone	81	0.35
Asian Alone	290	1.24
Native Hawaiian and Other Pacific Islander Alone	5	0.02
Some Other Race Alone	788	3.38
Two or More Races	311	1.33
2008 Est. Population Hispanic or Latino by Origin*		
	23,341	
Not Hispanic or Latino	21,384	91.62
Hispanic or Latino:	1,957	8.38
Mexican	1,539	78.64
Puerto Rican	76	3.88
Cuban	14	0.72
All Other Hispanic or Latino	329	16.81
2008 Est. Hispanic or Latino by Single Race Class.		
	1,957	
White Alone	998	51.00
Black or African American Alone	19	0.97
American Indian and Alaska Native Alone	19	0.97
Asian Alone	4	0.20
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	782	39.96
Two or More Races	135	6.90

15-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Pop. Asian Alone Race by Category*	290	
Chinese, except Taiwanese	65	22.41
Filipino	37	12.76
Japanese	17	5.86
Asian Indian	48	16.55
Korean	21	7.24
Vietnamese	15	5.17
Cambodian	1	0.34
Hmong	30	10.34
Laotian	20	6.90
Thai	7	2.41
Other Asian	28	9.66
Two or more Asian categories	2	0.69
2008 Est. Population by Ancestry	23,341	
Pop, Arab	21	0.09
Pop, Czech	144	0.62
Pop, Danish	138	0.59
Pop, Dutch	231	0.99
Pop, English	1,227	5.26
Pop, French (except Basque)	398	1.71
Pop, French Canadian	117	0.50
Pop, German	8,318	35.64
Pop, Greek	45	0.19
Pop, Hungarian	24	0.10
Pop, Irish	1,578	6.76
Pop, Italian	518	2.22
Pop, Lithuanian	44	0.19
Pop, United States or American	830	3.56
Pop, Norwegian	1,288	5.52
Pop, Polish	973	4.17
Pop, Portuguese	2	0.01
Pop, Russian	48	0.21
Pop, Scottish	107	0.46
Pop, Scotch-Irish	96	0.41
Pop, Slovak	8	0.03
Pop, Subsaharan African	53	0.23
Pop, Swedish	368	1.58
Pop, Swiss	161	0.69
Pop, Ukrainian	24	0.10
Pop, Welsh	95	0.41
Pop, West Indian (exc Hisp groups)	0	0.00

15-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Population by Ancestry		
Pop, Other ancestries	2,080	8.91
Pop, Ancestry Unclassified	4,405	18.87
2008 Est. Pop Age 5+ by Language Spoken At Home	22,281	
Speak Only English at Home	20,309	91.15
Speak Asian/Pacific Islander Language at Home	104	0.47
Speak IndoEuropean Language at Home	487	2.19
Speak Spanish at Home	1,341	6.02
Speak Other Language at Home	40	0.18
2008 Est. Population by Sex	23,341	
Male	11,644	49.89
Female	11,697	50.11
Male/Female Ratio	1.00	
2008 Est. Population by Age	23,341	
Age 0 - 4	1,060	4.54
Age 5 - 9	1,069	4.58
Age 10 - 14	1,088	4.66
Age 15 - 17	696	2.98
Age 18 - 20	2,993	12.82
Age 21 - 24	3,027	12.97
Age 25 - 34	3,484	14.93
Age 35 - 44	2,631	11.27
Age 45 - 49	1,387	5.94
Age 50 - 54	1,324	5.67
Age 55 - 59	1,156	4.95
Age 60 - 64	873	3.74
Age 65 - 74	1,241	5.32
Age 75 - 84	837	3.59
Age 85 and over	476	2.04
Age 16 and over	19,884	85.19
Age 18 and over	19,428	83.24
Age 21 and over	16,435	70.41
Age 65 and over	2,554	10.94
2008 Est. Median Age	29.99	
2008 Est. Average Age	35.34	

15-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Male Population by Age	11,644	
Age 0 - 4	547	4.70
Age 5 - 9	547	4.70
Age 10 - 14	548	4.71
Age 15 - 17	365	3.13
Age 18 - 20	1,427	12.26
Age 21 - 24	1,546	13.28
Age 25 - 34	1,883	16.17
Age 35 - 44	1,367	11.74
Age 45 - 49	668	5.74
Age 50 - 54	672	5.77
Age 55 - 59	580	4.98
Age 60 - 64	426	3.66
Age 65 - 74	587	5.04
Age 75 - 84	338	2.90
Age 85 and over	141	1.21
2008 Est. Median Age, Male	29.47	
2008 Est. Average Age, Male	34.33	
2008 Est. Female Population by Age	11,697	
Age 0 - 4	513	4.39
Age 5 - 9	522	4.46
Age 10 - 14	540	4.62
Age 15 - 17	331	2.83
Age 18 - 20	1,565	13.38
Age 21 - 24	1,481	12.66
Age 25 - 34	1,601	13.69
Age 35 - 44	1,264	10.81
Age 45 - 49	719	6.15
Age 50 - 54	652	5.57
Age 55 - 59	576	4.92
Age 60 - 64	447	3.82
Age 65 - 74	653	5.58
Age 75 - 84	499	4.27
Age 85 and over	335	2.86
2008 Est. Median Age, Female	30.60	
2008 Est. Average Age, Female	36.33	

15-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Population Age 15+ by Marital Status*	20,124	
Total, Never Married	8,529	42.38
Married, Spouse present	7,898	39.25
Married, Spouse absent	1,345	6.68
Widowed	1,050	5.22
Divorced	1,301	6.46
Males, Never Married	4,363	21.68
Previously Married	892	4.43
Females, Never Married	4,165	20.70
Previously Married	1,460	7.26
2008 Est. Pop. Age 25+ by Educational Attainment*	13,408	
Less than 9th grade	573	4.27
Some High School, no diploma	1,525	11.37
High School Graduate (or GED)	4,367	32.57
Some College, no degree	2,651	19.77
Associate Degree	872	6.50
Bachelor's Degree	2,145	16.00
Master's Degree	811	6.05
Professional School Degree	131	0.98
Doctorate Degree	333	2.48
Households		
2013 Projection	8,848	
2008 Estimate	8,602	
2000 Census	8,224	
1990 Census	7,272	
Growth 2008-2013	2.86%	
Growth 2000-2008	4.60%	
Growth 1990-2000	13.09%	
2008 Est. Households by Household Type	8,602	
Family Households	4,728	54.96
Nonfamily Households	3,874	45.04
2008 Est. Group Quarters Population	2,606	
2008 Households by Ethnicity, Hispanic/Latino	477	5.55

15-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Households by Household Income	8,602	
Income Less than \$15,000	1,120	13.02
Income \$15,000 - \$24,999	1,125	13.08
Income \$25,000 - \$34,999	1,003	11.66
Income \$35,000 - \$49,999	1,524	17.72
Income \$50,000 - \$74,999	1,742	20.25
Income \$75,000 - \$99,999	980	11.39
Income \$100,000 - \$149,999	761	8.85
Income \$150,000 - \$249,999	277	3.22
Income \$250,000 - \$499,999	58	0.67
Income \$500,000 and more	14	0.16
2008 Est. Average Household Income	\$57,193	
2008 Est. Median Household Income	\$45,372	
2008 Est. Per Capita Income	\$21,903	
2008 Est. Household Type, Presence Own Children*	8,602	
Single Male Householder	1,058	12.30
Single Female Householder	1,519	17.66
Married-Couple Family, own children	1,625	18.89
Married-Couple Family, no own children	2,186	25.41
Male Householder, own children	147	1.71
Male Householder, no own children	133	1.55
Female Householder, own children	416	4.84
Female Householder, no own children	221	2.57
Nonfamily, Male Householder	679	7.89
Nonfamily, Female Householder	618	7.18
2008 Est. Households by Household Size*	8,602	
1-person household	2,577	29.96
2-person household	2,860	33.25
3-person household	1,351	15.71
4-person household	1,093	12.71
5-person household	464	5.39
6-person household	183	2.13
7 or more person household	74	0.86
2008 Est. Average Household Size	2.41	

15-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Households by Presence of People*	8,602	
Households with 1 or more People under Age 18:		
Married-Couple Family	1,679	19.52
Other Family, Male Householder	162	1.88
Other Family, Female Householder	451	5.24
Nonfamily, Male Householder	36	0.42
Nonfamily, Female Householder	10	0.12
Households no People under Age 18:		
Married-Couple Family	2,131	24.77
Other Family, Male Householder	118	1.37
Other Family, Female Householder	186	2.16
Nonfamily, Male Householder	1,701	19.77
Nonfamily, Female Householder	2,127	24.73
2008 Est. Households by Number of Vehicles*	8,602	
No Vehicles	576	6.70
1 Vehicle	2,819	32.77
2 Vehicles	3,213	37.35
3 Vehicles	1,453	16.89
4 Vehicles	403	4.68
5 or more Vehicles	138	1.60
2008 Est. Average Number of Vehicles*	1.86	
Family Households		
2013 Projection	4,854	
2008 Estimate	4,728	
2000 Census	4,522	
1990 Census	4,154	
Growth 2008-2013	2.66%	
Growth 2000-2008	4.56%	
Growth 1990-2000	8.86%	

15-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Family Households by Household Income	4,728	
Income Less than \$15,000	248	5.25
Income \$15,000 - \$24,999	321	6.79
Income \$25,000 - \$34,999	445	9.41
Income \$35,000 - \$49,999	708	14.97
Income \$50,000 - \$74,999	1,246	26.35
Income \$75,000 - \$99,999	830	17.55
Income \$100,000 - \$149,999	644	13.62
Income \$150,000 - \$249,999	239	5.05
Income \$250,000 - \$499,999	36	0.76
Income \$500,000 and more	11	0.23
2008 Est. Average Family Household Income	\$72,763	
2008 Est. Median Family Household Income	\$62,881	
2008 Est. Families by Poverty Status*	4,728	
Income At or Above Poverty Level:		
Married-Couple Family, own children	1,637	34.62
Married-Couple Family, no own children	2,054	43.44
Male Householder, own children	145	3.07
Male Householder, no own children	94	1.99
Female Householder, own children	312	6.60
Female Householder, no own children	189	4.00
Income Below Poverty Level:		
Married-Couple Family, own children	104	2.20
Married-Couple Family, no own children	16	0.34
Male Householder, own children	28	0.59
Male Householder, no own children	14	0.30
Female Householder, own children	105	2.22
Female Householder, no own children	30	0.63
2008 Est. Pop Age 16+ by Employment Status*	19,884	
In Armed Forces	2	0.01
Civilian - Employed	13,091	65.84
Civilian - Unemployed	1,168	5.87
Not in Labor Force	5,621	28.27

15-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Civ Employed Pop 16+ Class of Worker*	13,091	
For-Profit Private Workers	9,156	69.94
Non-Profit Private Workers	885	6.76
Local Government Workers	860	6.57
State Government Workers	1,318	10.07
Federal Government Workers	61	0.47
Self-Emp Workers	754	5.76
Unpaid Family Workers	57	0.44
2008 Est. Civ Employed Pop 16+ by Occupation*	13,091	
Management, Business, and Financial Operations	1,338	10.22
Professional and Related Occupations	2,187	16.71
Service	2,433	18.59
Sales and Office	3,573	27.29
Farming, Fishing, and Forestry	119	0.91
Construction, Extraction and Maintenance	722	5.52
Production, Transportation and Material Moving	2,719	20.77
2008 Est. Pop 16+ by Occupation Classification*	13,091	
Blue Collar	3,441	26.29
White Collar	6,934	52.97
Service and Farm	2,716	20.75
2008 Est. Workers Age 16+, Transportation To Work*	12,775	
Drove Alone	9,772	76.49
Car Pooled	1,125	8.81
Public Transportation	82	0.64
Walked	1,285	10.06
Motorcycle	8	0.06
Bicycle	54	0.42
Other Means	30	0.23
Worked at Home	419	3.28
2008 Est. Workers Age 16+ by Travel Time to Work*	12,356	
Less than 15 Minutes	6,361	51.48
15 - 29 Minutes	3,201	25.91
30 - 44 Minutes	1,541	12.47
45 - 59 Minutes	548	4.44
60 or more Minutes	705	5.71
2008 Est. Average Travel Time to Work in Minutes*	20.95	

15-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Tenure of Occupied Housing Units	8,602	
Owner Occupied	4,531	52.67
Renter Occupied	4,071	47.33
2008 Occ Housing Units, Avg Length of Residence	8.90	
2008 Est. All Owner-Occupied Housing Values	4,531	
Value Less than \$20,000	162	3.58
Value \$20,000 - \$39,999	65	1.43
Value \$40,000 - \$59,999	51	1.13
Value \$60,000 - \$79,999	48	1.06
Value \$80,000 - \$99,999	120	2.65
Value \$100,000 - \$149,999	1,055	23.28
Value \$150,000 - \$199,999	1,281	28.27
Value \$200,000 - \$299,999	1,204	26.57
Value \$300,000 - \$399,999	306	6.75
Value \$400,000 - \$499,999	119	2.63
Value \$500,000 - \$749,999	79	1.74
Value \$750,000 - \$999,999	16	0.35
Value \$1,000,000 or more	24	0.53
2008 Est. Median All Owner-Occupied Housing Value	\$179,817	
2008 Est. Housing Units by Units in Structure*	9,437	
1 Unit Attached	209	2.21
1 Unit Detached	5,209	55.20
2 Units	920	9.75
3 to 19 Units	1,379	14.61
20 to 49 Units	709	7.51
50 or More Units	595	6.30
Mobile Home or Trailer	415	4.40
Boat, RV, Van, etc.	1	0.01

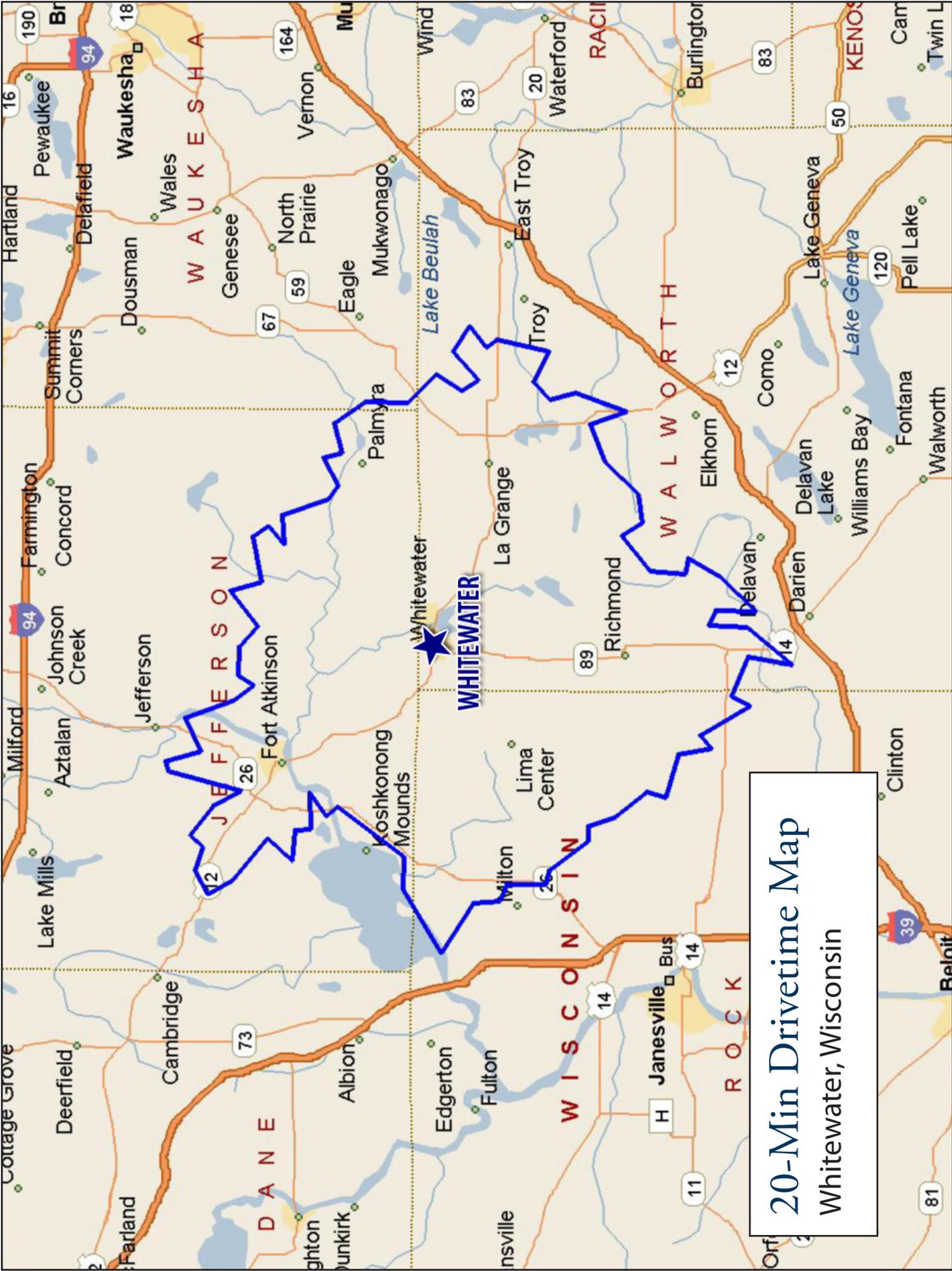
15-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Housing Units by Year Structure Built	9,437	
Housing Units Built 1999 to 2008	1,019	10.80
Housing Unit Built 1995 to 1998	567	6.01
Housing Unit Built 1990 to 1994	569	6.03
Housing Unit Built 1980 to 1989	738	7.82
Housing Unit Built 1970 to 1979	1,915	20.29
Housing Unit Built 1960 to 1969	1,282	13.58
Housing Unit Built 1950 to 1959	853	9.04
Housing Unit Built 1940 to 1949	474	5.02
Housing Unit Built 1939 or Earlier	2,019	21.39
2008 Est. Median Year Structure Built **	1970	

*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.



20-Min Drivetime Map
Whitewater, Wisconsin

20-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
Population		
2013 Projection	41,172	
2008 Estimate	40,181	
2000 Census	39,580	
1990 Census	35,458	
Growth 2008-2013	2.47%	
Growth 2000-2008	1.52%	
Growth 1990-2000	11.63%	
2008 Est. Population by Single Race Classification		
	40,181	
White Alone	37,726	93.89
Black or African American Alone	376	0.94
American Indian and Alaska Native Alone	130	0.32
Asian Alone	386	0.96
Native Hawaiian and Other Pacific Islander Alone	11	0.03
Some Other Race Alone	1,084	2.70
Two or More Races	467	1.16
2008 Est. Population Hispanic or Latino by Origin*		
	40,181	
Not Hispanic or Latino	37,471	93.26
Hispanic or Latino:	2,710	6.74
Mexican	2,113	77.97
Puerto Rican	106	3.91
Cuban	20	0.74
All Other Hispanic or Latino	472	17.42
2008 Est. Hispanic or Latino by Single Race Class.		
	2,710	
White Alone	1,379	50.89
Black or African American Alone	31	1.14
American Indian and Alaska Native Alone	28	1.03
Asian Alone	7	0.26
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	1,072	39.56
Two or More Races	194	7.16

20-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Pop. Asian Alone Race by Category*	386	
Chinese, except Taiwanese	79	20.47
Filipino	63	16.32
Japanese	19	4.92
Asian Indian	70	18.13
Korean	33	8.55
Vietnamese	17	4.40
Cambodian	1	0.26
Hmong	38	9.84
Laotian	20	5.18
Thai	8	2.07
Other Asian	35	9.07
Two or more Asian categories	4	1.04
2008 Est. Population by Ancestry	40,181	
Pop, Arab	56	0.14
Pop, Czech	276	0.69
Pop, Danish	236	0.59
Pop, Dutch	461	1.15
Pop, English	2,042	5.08
Pop, French (except Basque)	688	1.71
Pop, French Canadian	205	0.51
Pop, German	14,754	36.72
Pop, Greek	80	0.20
Pop, Hungarian	48	0.12
Pop, Irish	2,589	6.44
Pop, Italian	945	2.35
Pop, Lithuanian	69	0.17
Pop, United States or American	1,453	3.62
Pop, Norwegian	2,204	5.49
Pop, Polish	1,725	4.29
Pop, Portuguese	7	0.02
Pop, Russian	59	0.15
Pop, Scottish	211	0.53
Pop, Scotch-Irish	176	0.44
Pop, Slovak	16	0.04
Pop, Subsaharan African	57	0.14
Pop, Swedish	674	1.68
Pop, Swiss	318	0.79
Pop, Ukrainian	41	0.10
Pop, Welsh	162	0.40
Pop, West Indian (exc Hisp groups)	0	0.00

20-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Population by Ancestry		
Pop, Other ancestries	3,270	8.14
Pop, Ancestry Unclassified	7,357	18.31
2008 Est. Pop Age 5+ by Language Spoken At Home	38,139	
Speak Only English at Home	35,310	92.58
Speak Asian/Pacific Islander Language at Home	174	0.46
Speak IndoEuropean Language at Home	721	1.89
Speak Spanish at Home	1,884	4.94
Speak Other Language at Home	50	0.13
2008 Est. Population by Sex	40,181	
Male	20,024	49.83
Female	20,157	50.17
Male/Female Ratio	0.99	
2008 Est. Population by Age	40,181	
Age 0 - 4	2,042	5.08
Age 5 - 9	2,047	5.09
Age 10 - 14	2,118	5.27
Age 15 - 17	1,450	3.61
Age 18 - 20	3,593	8.94
Age 21 - 24	3,842	9.56
Age 25 - 34	5,607	13.95
Age 35 - 44	5,031	12.52
Age 45 - 49	2,765	6.88
Age 50 - 54	2,644	6.58
Age 55 - 59	2,328	5.79
Age 60 - 64	1,788	4.45
Age 65 - 74	2,469	6.14
Age 75 - 84	1,598	3.98
Age 85 and over	860	2.14
Age 16 and over	33,480	83.32
Age 18 and over	32,524	80.94
Age 21 and over	28,931	72.00
Age 65 and over	4,927	12.26
2008 Est. Median Age	33.91	
2008 Est. Average Age	37.08	

20-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Male Population by Age	20,024	
Age 0 - 4	1,058	5.28
Age 5 - 9	1,042	5.20
Age 10 - 14	1,056	5.27
Age 15 - 17	740	3.70
Age 18 - 20	1,729	8.63
Age 21 - 24	1,957	9.77
Age 25 - 34	2,987	14.92
Age 35 - 44	2,580	12.88
Age 45 - 49	1,387	6.93
Age 50 - 54	1,332	6.65
Age 55 - 59	1,172	5.85
Age 60 - 64	885	4.42
Age 65 - 74	1,166	5.82
Age 75 - 84	652	3.26
Age 85 and over	281	1.40
2008 Est. Median Age, Male	33.13	
2008 Est. Average Age, Male	36.14	
2008 Est. Female Population by Age	20,157	
Age 0 - 4	984	4.88
Age 5 - 9	1,005	4.99
Age 10 - 14	1,062	5.27
Age 15 - 17	710	3.52
Age 18 - 20	1,865	9.25
Age 21 - 24	1,885	9.35
Age 25 - 34	2,620	13.00
Age 35 - 44	2,451	12.16
Age 45 - 49	1,377	6.83
Age 50 - 54	1,312	6.51
Age 55 - 59	1,156	5.73
Age 60 - 64	903	4.48
Age 65 - 74	1,303	6.46
Age 75 - 84	946	4.69
Age 85 and over	579	2.87
2008 Est. Median Age, Female	34.80	
2008 Est. Average Age, Female	38.03	

20-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Population Age 15+ by Marital Status*	33,974	
Total, Never Married	11,585	34.10
Married, Spouse present	16,097	47.38
Married, Spouse absent	1,780	5.24
Widowed	1,877	5.52
Divorced	2,635	7.76
Males, Never Married	6,140	18.07
Previously Married	1,687	4.97
Females, Never Married	5,445	16.03
Previously Married	2,825	8.32
2008 Est. Pop. Age 25+ by Educational Attainment*	25,089	
Less than 9th grade	997	3.97
Some High School, no diploma	2,551	10.17
High School Graduate (or GED)	8,558	34.11
Some College, no degree	5,377	21.43
Associate Degree	1,783	7.11
Bachelor's Degree	3,763	15.00
Master's Degree	1,325	5.28
Professional School Degree	295	1.18
Doctorate Degree	440	1.75
Households		
2013 Projection	15,765	
2008 Estimate	15,193	
2000 Census	14,332	
1990 Census	12,127	
Growth 2008-2013	3.76%	
Growth 2000-2008	6.01%	
Growth 1990-2000	18.18%	
2008 Est. Households by Household Type	15,193	
Family Households	9,429	62.06
Nonfamily Households	5,764	37.94
2008 Est. Group Quarters Population	2,979	
2008 Households by Ethnicity, Hispanic/Latino	668	4.40

20-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Households by Household Income	15,193	
Income Less than \$15,000	1,531	10.08
Income \$15,000 - \$24,999	1,709	11.25
Income \$25,000 - \$34,999	1,660	10.93
Income \$35,000 - \$49,999	2,556	16.82
Income \$50,000 - \$74,999	3,538	23.29
Income \$75,000 - \$99,999	1,966	12.94
Income \$100,000 - \$149,999	1,560	10.27
Income \$150,000 - \$249,999	542	3.57
Income \$250,000 - \$499,999	108	0.71
Income \$500,000 and more	24	0.16
2008 Est. Average Household Income	\$61,820	
2008 Est. Median Household Income	\$51,000	
2008 Est. Per Capita Income	\$24,080	
2008 Est. Household Type, Presence Own Children*	15,193	
Single Male Householder	1,785	11.75
Single Female Householder	2,374	15.63
Married-Couple Family, own children	3,318	21.84
Married-Couple Family, no own children	4,488	29.54
Male Householder, own children	272	1.79
Male Householder, no own children	244	1.61
Female Householder, own children	695	4.57
Female Householder, no own children	413	2.72
Nonfamily, Male Householder	873	5.75
Nonfamily, Female Householder	732	4.82
2008 Est. Households by Household Size*	15,193	
1-person household	4,159	27.37
2-person household	5,342	35.16
3-person household	2,363	15.55
4-person household	2,026	13.34
5-person household	876	5.77
6-person household	312	2.05
7 or more person household	114	0.75
2008 Est. Average Household Size	2.45	

20-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Households by Presence of People*	15,193	
Households with 1 or more People under Age 18:		
Married-Couple Family	3,428	22.56
Other Family, Male Householder	304	2.00
Other Family, Female Householder	757	4.98
Nonfamily, Male Householder	72	0.47
Nonfamily, Female Householder	18	0.12
Households no People under Age 18:		
Married-Couple Family	4,378	28.82
Other Family, Male Householder	212	1.40
Other Family, Female Householder	351	2.31
Nonfamily, Male Householder	2,585	17.01
Nonfamily, Female Householder	3,088	20.33
2008 Est. Households by Number of Vehicles*	15,193	
No Vehicles	842	5.54
1 Vehicle	4,648	30.59
2 Vehicles	6,241	41.08
3 Vehicles	2,491	16.40
4 Vehicles	713	4.69
5 or more Vehicles	259	1.70
2008 Est. Average Number of Vehicles*	1.91	
Family Households		
2013 Projection	9,786	
2008 Estimate	9,429	
2000 Census	8,879	
1990 Census	7,821	
Growth 2008-2013	3.79%	
Growth 2000-2008	6.19%	
Growth 1990-2000	13.53%	

20-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Family Households by Household Income	9,429	
Income Less than \$15,000	376	3.99
Income \$15,000 - \$24,999	574	6.09
Income \$25,000 - \$34,999	790	8.38
Income \$35,000 - \$49,999	1,352	14.34
Income \$50,000 - \$74,999	2,694	28.57
Income \$75,000 - \$99,999	1,710	18.14
Income \$100,000 - \$149,999	1,373	14.56
Income \$150,000 - \$249,999	456	4.84
Income \$250,000 - \$499,999	84	0.89
Income \$500,000 and more	20	0.21
2008 Est. Average Family Household Income	\$75,036	
2008 Est. Median Family Household Income	\$65,056	
2008 Est. Families by Poverty Status*	9,429	
Income At or Above Poverty Level:		
Married-Couple Family, own children	3,374	35.78
Married-Couple Family, no own children	4,236	44.93
Male Householder, own children	255	2.70
Male Householder, no own children	182	1.93
Female Householder, own children	557	5.91
Female Householder, no own children	366	3.88
Income Below Poverty Level:		
Married-Couple Family, own children	146	1.55
Married-Couple Family, no own children	50	0.53
Male Householder, own children	57	0.60
Male Householder, no own children	22	0.23
Female Householder, own children	154	1.63
Female Householder, no own children	31	0.33
2008 Est. Pop Age 16+ by Employment Status*	33,480	
In Armed Forces	12	0.04
Civilian - Employed	22,487	67.17
Civilian - Unemployed	1,550	4.63
Not in Labor Force	9,430	28.17

20-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Civ Employed Pop 16+ Class of Worker*	22,487	
For-Profit Private Workers	16,234	72.19
Non-Profit Private Workers	1,566	6.96
Local Government Workers	1,421	6.32
State Government Workers	1,688	7.51
Federal Government Workers	116	0.52
Self-Emp Workers	1,369	6.09
Unpaid Family Workers	93	0.41
2008 Est. Civ Employed Pop 16+ by Occupation*	22,487	
Management, Business, and Financial Operations	2,468	10.98
Professional and Related Occupations	3,775	16.79
Service	3,709	16.49
Sales and Office	5,726	25.46
Farming, Fishing, and Forestry	231	1.03
Construction, Extraction and Maintenance	1,699	7.56
Production, Transportation and Material Moving	4,879	21.70
2008 Est. Pop 16+ by Occupation Classification*	22,487	
Blue Collar	6,578	29.25
White Collar	11,674	51.91
Service and Farm	4,235	18.83
2008 Est. Workers Age 16+, Transportation To Work*	21,993	
Drove Alone	17,347	78.88
Car Pooled	2,083	9.47
Public Transportation	169	0.77
Walked	1,489	6.77
Motorcycle	17	0.08
Bicycle	68	0.31
Other Means	70	0.32
Worked at Home	750	3.41
2008 Est. Workers Age 16+ by Travel Time to Work*	21,244	
Less than 15 Minutes	10,039	47.26
15 - 29 Minutes	6,073	28.59
30 - 44 Minutes	2,749	12.94
45 - 59 Minutes	1,137	5.35
60 or more Minutes	1,247	5.87
2008 Est. Average Travel Time to Work in Minutes*	22.13	

20-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Tenure of Occupied Housing Units	15,193	
Owner Occupied	9,666	63.62
Renter Occupied	5,527	36.38
2008 Occ Housing Units, Avg Length of Residence	9.56	
2008 Est. All Owner-Occupied Housing Values	9,666	
Value Less than \$20,000	198	2.05
Value \$20,000 - \$39,999	109	1.13
Value \$40,000 - \$59,999	111	1.15
Value \$60,000 - \$79,999	119	1.23
Value \$80,000 - \$99,999	267	2.76
Value \$100,000 - \$149,999	2,403	24.86
Value \$150,000 - \$199,999	2,471	25.56
Value \$200,000 - \$299,999	2,540	26.28
Value \$300,000 - \$399,999	792	8.19
Value \$400,000 - \$499,999	313	3.24
Value \$500,000 - \$749,999	244	2.52
Value \$750,000 - \$999,999	48	0.50
Value \$1,000,000 or more	49	0.51
2008 Est. Median All Owner-Occupied Housing Value	\$182,878	
2008 Est. Housing Units by Units in Structure*	17,676	
1 Unit Attached	375	2.12
1 Unit Detached	11,839	66.98
2 Units	1,400	7.92
3 to 19 Units	1,882	10.65
20 to 49 Units	904	5.11
50 or More Units	609	3.45
Mobile Home or Trailer	663	3.75
Boat, RV, Van, etc.	4	0.02

20-Min Drivetime Demographics

Whitewater, Wisconsin

DESCRIPTION	POLYGON	%
2008 Est. Housing Units by Year Structure Built	17,676	
Housing Units Built 1999 to 2008	2,327	13.16
Housing Unit Built 1995 to 1998	1,210	6.85
Housing Unit Built 1990 to 1994	1,116	6.31
Housing Unit Built 1980 to 1989	1,400	7.92
Housing Unit Built 1970 to 1979	3,007	17.01
Housing Unit Built 1960 to 1969	1,927	10.90
Housing Unit Built 1950 to 1959	1,862	10.53
Housing Unit Built 1940 to 1949	886	5.01
Housing Unit Built 1939 or Earlier	3,941	22.30
2008 Est. Median Year Structure Built **	1971	

*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.

Appendix H: Targeted Retailer Listing

RETAILER/RESTAURANT	Ace Hardware
CONTACT NAME	Terri Valentine
CONTACT TITLE	Real Estate Manager
COMPANY NAME	Ace Hardware Corporation
ADDRESS	2145 Internationale Parkway #100 Woodridge, IL 60517
PHONE	630-347-6865
FAX	630-928-9412
EMAIL	tvalen@acehardware.com
WEBSITE	acehardware.com
INTEREST LEVEL	No
NOTES	5-29-08 Sent marketing info to Terri Valentine 6-12-08 Sent marketing info again. Phone number we have on file is a fax and the 1st e-mail bounced back? 6-20-08 Received correct phone number and e-mail address. Will re-send info. 6-20-08 We are familiar with Whitewater and at one time we were considering a store. I will forward this information to the Ace Market Development Manager and get an update on our interest in your community. 7-1-08 E-mailed Teri to see if she has heard back from the Market Development Manager. 7-1-08 This is not a market for us at the present time. We were looking at the options, however, the market appears to be adequately served by the existing True Value.

RETAILER/RESTAURANT	Advance Auto Parts
CONTACT NAME	Craig Sesing
CONTACT TITLE	Regional Real Estate Director
COMPANY NAME	
ADDRESS	w3435 Schumacher Road Malone, WI 53049
PHONE	920-795-4760
FAX	
EMAIL	craig.sesing@advance-auto.com
WEBSITE	advanceautoparts.com
INTEREST LEVEL	High
NOTES	5-29-08 Sent marketing info to Adam Cole. 6-12-08 Sent info to Mr. Cole 6-20-08 Sent info to Mr. Cole 7-1-08 Sent additional info. 7-1-08 Mr. Cole is passing any Wisconsin projects to a partner while he is working on a big project. He will forward our info to Mr. Sesing and Mr. Sesing will follow up with us. 7-10-08 E-mailed Mr. Sesing to see if he had a chance to go over the info that Mr. Cole forwarded to him. We would consider Whitewater as a retail point. How many mechanic shops are there and what is the going rate for lease space?

RETAILER/RESTAURANT ALDI
CONTACT NAME Marcia Sperber
CONTACT TITLE Director of Real Estate
COMPANY NAME
ADDRESS 9342 South 13th Street
Oak Creek, WI 53154
PHONE 414-570-1860 x122
FAX 414-570-1864
EMAIL realestate.oak@aldi.us
WEBSITE aldi.com
INTEREST LEVEL No
NOTES 5-29-08 Sent marketing info to Marcia Sperber. 6-12-08 Sent info to Ms. Sperber. 6-18-08 Marcia left a message with our office. Unfortunately the population numbers do not work for us right now. The area is too weak at this time.

RETAILER/RESTAURANT Applebee's
CONTACT NAME Cheryl Dettmann
CONTACT TITLE
COMPANY NAME Wisconsin Hospitality Group
ADDRESS 10930 West Potter Road
#A
Wauwatosa, WI 53226
PHONE 414-266-5100
FAX 414-778-2025
EMAIL cheryl.dettmann@whgroup.com
WEBSITE applebees.com
INTEREST LEVEL
NOTES 5-29-08 Spoke with Cheryl. Before they will even look at a site it has to have a minimum of 5200 square feet plus additional space for a cooler. The parking lot will need to hold 125 cars.

RETAILER/RESTAURANT Arby's
CONTACT NAME Gloria Pichardo
CONTACT TITLE Director of Real Estate
COMPANY NAME Arby's Restaurant Group
ADDRESS 923 South Loomis
Chicago, IL 60607
PHONE 312-850-6200
FAX 312-850-6201
EMAIL gpichardo@arbys.com
WEBSITE arbys.com
INTEREST LEVEL
NOTES 5-29-08 Sent marketing info to Gloria Pichardo. 6-12-08 Sent info to Ms. Pichardo 6-20-08 Sent additional info. 7-1-08 Sent info. 7-10-08 Gloria gave me a new e-mail address. Sent info and she will look at it this morning.

RETAILER/RESTAURANT Best Buy
CONTACT NAME Casey Hartl
CONTACT TITLE Real Estate Manager
COMPANY NAME Best Buy Co., Inc.
ADDRESS 7601 Penn Avenue S.
Richfield, MN 55423
PHONE 612-291-8084
FAX 952-430-2649
EMAIL casey.hartl@bestbuy.com
WEBSITE bestbuy.com
INTEREST LEVEL
NOTES 5-29-08 Sent marketing info to Melissa Moseley. 6-12-08 Sent info to Ms. Moseley 6-20-08 Sent additional info. 7-1-08 Sent info 7-10-08 Left message for Ms. Moseley and sent the info again. She will not return until this afternoon from being out of town. Please contact Casey Hartl. Sent info to Mr. Hartl

RETAILER/RESTAURANT	Buffalo Wild Wings
CONTACT NAME	Adam Dreier
CONTACT TITLE	
COMPANY NAME	Mid America Real Estate
ADDRESS	648 Plankinton Avenue #410 Milwaukee, WI 53203
PHONE	414-273-4600
FAX	414-273-4605
EMAIL	adreier@midamericagr.com
WEBSITE	buffalowildwings.com
INTEREST LEVEL	No
NOTES	5-29-08 Sent marketing info to Mr. Sorensen. Mr. Sorensen forwarded the info to Mr. Dreier. 5-30-08 Thank you for your e-mail regarding Whitewater for Buffalo Wild Wings. Currently we are negotiating on a deal in Janesville (15 miles from Whitewater). In our trade area analysis, we included Whitewater as a community that will travel to Janesville for their weekly restaurant/retail needs. Whitewater alone is too small to support a Buffalo Wild Wings. Typically we need at least 50,000 people in a trade area for them.

RETAILER/RESTAURANT	Burger King
CONTACT NAME	Ed Orourke
CONTACT TITLE	Development Manager
COMPANY NAME	
ADDRESS	25011 Vermette Road Plainfield, IL 60585
PHONE	815-341-4745
FAX	815-254-7536
EMAIL	eorourke@whopper.com
WEBSITE	bk.com
INTEREST LEVEL	
NOTES	5-29-08 Sent marketing info to Mr. O'Rourke. 6-12-08 Sent info to Mr. O'Rourke 6-20-08 Sent additional info. 7-1-08 Sent info 7-10-08 Called Mr. O'Rourke and left a message. He is out on vacation until Monday July 14th.

RETAILER/RESTAURANT	Caribou Coffee
CONTACT NAME	Dan Lee
CONTACT TITLE	Real Estate
COMPANY NAME	Caribou Coffee Company Inc.
ADDRESS	3900 Lake Breeze Avenue North Minneapolis, MN 55429
PHONE	763-592-2218
FAX	763-592-2440
EMAIL	lborene@cariboucoffee.com
WEBSITE	cariboucoffee.com
INTEREST LEVEL	
NOTES	5-29-08 Sent marketing info to Mr. Lee. Submit all sites to lborene@cariboucoffee.com. They do not accept phone calls

RETAILER/RESTAURANT	Chili's
CONTACT NAME	Clay Fuller
CONTACT TITLE	Director of Real Estate
COMPANY NAME	Brinker International
ADDRESS	6820 LBJ Freeway Dallas, TX 75240
PHONE	972-770-9172
FAX	972-770-9467
EMAIL	clay.fuller@brinker.com
WEBSITE	chilis.com
INTEREST LEVEL	Med
NOTES	5-21-08 I spoke with Linda Higgins this morning. They are not sourcing new development opportunities at this time. With the economy, they are focusing on sales in their existing stores. They will pick back up eventually and will be interested to see info on the community of Whitewater at that time. Please check back with us in the near future. Thanks. I am also contacting the franchisee, Greg Cloud with ERJ Dining, Inc. 502-254-7130 gcloud@bfcompanies.com

RETAILER/RESTAURANT	Cici's Pizza
CONTACT NAME	Scott Siegrist
CONTACT TITLE	Real Estate Manager
COMPANY NAME	CICI Enterprises, LP
ADDRESS	1080 West Bethel Road Coppell, TX 75019
PHONE	972-745-9343
FAX	972-745-4204
EMAIL	ssiegrist@cicispizza.com
WEBSITE	cicis.com
INTEREST LEVEL	
NOTES	5-29-08 Sent marketing info to Mr. Siegrist Submit all sites to sitesubmittal@cicispizza.com

RETAILER/RESTAURANT	CVS Pharmacy
CONTACT NAME	Michele Dodd
CONTACT TITLE	Regional Director of Real Estate
COMPANY NAME	
ADDRESS	One CVS Drive Woonsocket, RI 0
PHONE	312-867-0574
FAX	401-652-0307
EMAIL	mldodd@cvs.com
WEBSITE	cvs.com
INTEREST LEVEL	High
NOTES	5-29-08 Sent marketing info to Michele Dodd. 5-30-08 We are very interested in Whitewater and familiar with your beautiful city. John Holborow (jholborow@gershmanbrowncrowely.com) is our developer and Paul (Paul.Povlick@cbre.com) and John (john.kardelis@cbre.com) are our brokers. 5-30-08 Hi Christine. I am the developer for CVS in Whitewater. As a preliminary review, will you please submit all the information that you have to John Kardelis/Paul Povlick of CB Richard Ellis in Milwaukee, WI. They are the brokers for us in this market and will be able to give quick feedback on sites that would interest CVS. Thanks again for thinking of CVS and I look forward to catching up soon. John Holborow-Vice President of Real Estate.

RETAILER/RESTAURANT Del Taco
CONTACT NAME Mike Lucero
CONTACT TITLE Director of Real Estate
COMPANY NAME Del Taco LLC
ADDRESS 25521 Commercentre Drive
Lake Forest, CA 92630
PHONE 949-462-7440
FAX 714-462-7444
EMAIL mlucero@deltaco.com
WEBSITE deltaco.com
INTEREST LEVEL
NOTES 5-29-08 Sent marketing info to Mr. Lucero. 6-12-08 Sent info to Mr. Lucero 6-20-08 Sent additional info. 7-1-08 Sent info 7-10-08 Called Mr. Lucero and left him a message. Sent info again.

RETAILER/RESTAURANT Denny's
CONTACT NAME Jeffrey Wong
CONTACT TITLE Real Estate Director
COMPANY NAME Denny's Inc.
ADDRESS 25735 Buckminster Drive
Novi, MI 48375
PHONE 248-596-9770
FAX 248-596-9771
EMAIL jwong@dennys.com
WEBSITE dennys.com
INTEREST LEVEL No
NOTES 5-29-08 Sent marketing info to Mr. Wong. 5-29-08 We do not have a franchisee in WI who is actively developing at this time. This seems to be too light on population as well. We require a minimum of 55K in a 3 mile radius

RETAILER/RESTAURANT Dunham's Sports
 CONTACT NAME
 CONTACT TITLE
 COMPANY NAME
 ADDRESS
 PHONE 888-801-9158
 FAX
 EMAIL
 WEBSITE dunhamssports.com
 INTEREST LEVEL
 NOTES 6-20-08 Number is to customer service. An associate at this number said I could contact corporate via e-mail at customersupport@dunhamssports.com. E-mail them all info and the appropriate department will get back with me. 7-1-08 Sent info. 7-9-08 Sent info

RETAILER/RESTAURANT Dunkin Donuts/Baskin Robbins
 CONTACT NAME Richard Derbes
 CONTACT TITLE Development Manager
 COMPANY NAME Dunkin Brands Inc.
 ADDRESS 130 Royal Street
 #3EA
 Canton, MA 0
 PHONE 781-337-3366
 FAX 781-737-4281
 EMAIL richard.derbes@dunkinbrands.com
 WEBSITE dunkindonuts.com or baskinrobbins.com
 INTEREST LEVEL
 NOTES 5-29-08 Sent marketing info to Mr. Derbes but will need to send an actual site to the following: send sites to: submityoursitetocolliers.com 6-9-08 I work specifically with Baskin-Robbins. By copy of this e-mail, I'm forwarding to Scott, our franchising manager to see if we have an interested party for the area. In the mean time, please submit your site in the following web page: <http://www.submityoursitetocolliers.com>. The contact at our sister company, Dunkin Donuts, is Prashinee who I have also copied. Thanks for considering Baskin-Robbins.

RETAILER/RESTAURANT Half Price Books
 CONTACT NAME Stan Jolton
 CONTACT TITLE Vice President/Brokerage
 COMPANY NAME CB Richard Ellis Retail Services
 ADDRESS 777 East Wisconsin Avenue
 #3250
 Milwaukee, WI 53202
 PHONE 414-273-0880
 FAX 414-273-4362
 EMAIL stan.jolton@cbre.com
 WEBSITE halfpricebooks.com
 INTEREST LEVEL No
 NOTES 5-29-08 Sent marketing info to Mr. Jolton. 5-29-08 Thank you for sending the information on Whitewater for Half Price Books. Unfortunately this market does not fit into their plans at this time. If things change, I will keep Whitewater in mind.

RETAILER/RESTAURANT Hardee's
 CONTACT NAME Alfreda Summers
 CONTACT TITLE Real Estate Coordinator
 COMPANY NAME Hardees Food Systems, Inc.
 ADDRESS 100 North Broadway
 #1200
 St. Louis, MO 63102
 PHONE 314-259-6418
 FAX 714-780-6166
 EMAIL asummers@ckr.com
 WEBSITE hardees.com
 INTEREST LEVEL No
 NOTES 5-29-08 Sent marketing info to Ms. Summers. 5-30-08 Thank you for your interest in Hardee's. Hardee's is not looking to expand any corporate stores in your area at this time. I will however, forward this information to our franchise real estate manager, Bob Paszek, in case there is a franchisee that is available to develop in this area. (Bob Paszek Franchise Real Estate Manager rpaszek@ckr.com 100 Chelsea Court Rocky Mount, NC 27803 714-797-4077 714-780-6447) 7-10-08 E-mailed Mr. Paszek

RETAILER/RESTAURANT Home Depot
CONTACT NAME John Tascione
CONTACT TITLE Real Estate Director
COMPANY NAME The Home Depot Inc.
ADDRESS 3096 Hamilton Boulevard
South Plainfield, NJ 0
PHONE 732-926-3666
FAX 732-926-2943
EMAIL john_tascione@homedepot.com
WEBSITE homedepot.com
INTEREST LEVEL No
NOTES 5-29-08 Sent marketing info to Mr. Tascione. 6-12-08 Sent info to Mr. Tascione 6-20-08 Sent additional info. 7-1-08 Sent info. 7-1-08 We are currently NOT considering sites in Whitewater but will keep your information for future use.

RETAILER/RESTAURANT IHOP
CONTACT NAME Martha Hernandez
CONTACT TITLE Franchise Business Development
COMPANY NAME
ADDRESS
PHONE 818-240-6055
FAX
EMAIL martha.hernandez@ihop.com
WEBSITE ihop.com
INTEREST LEVEL
NOTES IHOP no longer develops company restaurants. All IHOP development is done through our Franchise Developers. Send all info to Martha and she will forward it on to the appropriate franchise developer. 6-9-08 Sent to Martha 7-10-08 Sent to Martha asking who the franchise developer is for this market

RETAILER/RESTAURANT	Lowe's
CONTACT NAME	David Devorkin
CONTACT TITLE	Executive Vice President
COMPANY NAME	CB Richard Ellis Retail Services
ADDRESS	777 East Wisconsin Avenue #3250 Milwaukee, WI 53202
PHONE	414-273-0880
FAX	414-273-4362
EMAIL	david.devorkin@cbre.com
WEBSITE	lowes.com
INTEREST LEVEL	No
NOTES	6-9-08 Sent marketing info to Mr. Devorkin 6-20-08 Sent additional info. 6-20-08 At this point, Lowe's does not have an interest in expanding to Whitewater. As you may know, the home improvement market has been hit very hard and has slowed down some of its new store development. Please feel free to call with any questions you may have.

RETAILER/RESTAURANT	MC Sports
CONTACT NAME	Jerry Klein
CONTACT TITLE	Vice President of Real Estate/Const.
COMPANY NAME	MC Sporting Goods
ADDRESS	3070 Shaffer Road S.E. Grand Rapids, MI 49512
PHONE	616-285-1602
FAX	616-942-2786
EMAIL	jklein@michsport.com
WEBSITE	mcsports.com
INTEREST LEVEL	No
NOTES	6-9-08 Sent marketing info to Mr. Klein 6-20-08 Sent additional info. Had the e-mail address off by an "s". Sent info again on 6-24-08. 7-1-08 Sent info. 7-10-08 Called Mr. Klein. We are not interested in Whitewater at this time. We are not expanding due to the economy.

RETAILER/RESTAURANT Noodles and Co.
CONTACT NAME Sandy Golden
CONTACT TITLE Senior Vice President
COMPANY NAME CB Richard Ellis Retail Services
ADDRESS 777 East Wisconsin Avenue
Milwaukee, WI 53202
PHONE 414-273-0880
FAX 414-273-4362
EMAIL sandy.golden@cbre.com
WEBSITE noodles.com
INTEREST LEVEL
NOTES 6-9-08 Sent marketing info to Ms. Golden 6-20-08 Sent additional info. 7-1-08 Sent info 7-10-08 Called Ms. Golden and left her a message

RETAILER/RESTAURANT Office Depot
CONTACT NAME Ana Rimkus
CONTACT TITLE Senior Director of Real Estate
COMPANY NAME
ADDRESS 560 Highland Drive
Seattle, WA 98109
PHONE 561-438-4484
FAX 206-295-4736
EMAIL ana.rimkus@officedepot.com
WEBSITE officedepot.com
INTEREST LEVEL No
NOTES 6-9-08 Sent marketing info to Ms. Rimkus 6-20-08 Sent additional info. Sent info again 7-1-08 . 7-7-08 We aren't working on any new deals in the Midwest right now, but thanks.

RETAILER/RESTAURANT Officemax
CONTACT NAME Marty Krogman
CONTACT TITLE
COMPANY NAME
ADDRESS
PHONE 763-315-5217
FAX
EMAIL martinkrogman@officemax.com
WEBSITE officemax.com
INTEREST LEVEL Low
NOTES 6-9-08 Sent marketing info to Mr. Krogman 6-20-08 Sent additional info. 7-1-08 Sent info 7-10-08 Left message for Mr. Krogman on VM 7-10-08 This market is too small for us right now. Down the road they may take it under consideration but in the short term, they are not interested.

RETAILER/RESTAURANT O'Reilly Auto Parts
CONTACT NAME Mark Wold
CONTACT TITLE Site Acquisition Coordinator
COMPANY NAME
ADDRESS
PHONE 763-852-1503
FAX 763-852-1506
EMAIL mwold@oreillyauto.com
WEBSITE oreillyauto.com
INTEREST LEVEL High
NOTES 6-9-08 Sent marketing info to Mr. Overmon. 6-10-08 Thanks for sending me the info on Whitewater. I will forward this to my Site Coordinator in the area for him to review (mwold@oreillyauto.com) 6-20-08 E-mailed Mr. Overmon asking if he had heard anything back from his site coordinator. Mr. Overmon e-mailed the site coordinator again and asked him to get back with me after he had a chance to review. 6-20-08 Mr. Wold responded: Kevin has forwarded your e-mail to me. I handle the initial site evaluations for O'Reilly in this area. Whitewater is a market that we have been looking at as a site for an O'Reilly store. I have been to the market a couple of times myself in the last couple of months. I appreciate the information you sent with your e-mail. I will be visiting the Whitewater area again around mid July as we continue our evaluation of the market and the surrounding area. Please send actual sites for me to review. Thanks so much.

RETAILER/RESTAURANT Panera Bread
CONTACT NAME Jamie Blue
CONTACT TITLE Senior Real Estate Manager
COMPANY NAME
ADDRESS 1711 North Crilly Court
Unit 1
Chicago, IL 60614
PHONE 312-307-0025
FAX 312-577-0958
EMAIL jamie.blue@panerabread.com
WEBSITE panerabread.com
INTEREST LEVEL
NOTES 6-9-08 Sent marketing info to Mr. Blue 6-20-08 Sent additional info. 7-1-08 Sent info 7-10-08 Called and left message for Mr. Blue on VM

RETAILER/RESTAURANT Radio Shack
CONTACT NAME Ken Bradley
CONTACT TITLE Real Estate Manager
COMPANY NAME RadioShack Corporation
ADDRESS 300 Radioshack Circle
Mailstop CF6-118
Fort Worth, TX 76102
PHONE 817-415-3224
FAX 817-415-6872
EMAIL ken.bradley@radioshack.com
WEBSITE radioshack.com
INTEREST LEVEL
NOTES 6-9-08 Sent marketing info to Mr. Bradley 6-20-08 Sent additional info to Mr. Bradley. 7-1-08 Sent info 7-10-08 Called and left message for Mr. Bradley on VM. He is out of the office until July 11.

RETAILER/RESTAURANT	Ruby Tuesday
CONTACT NAME	Kay Mayes
CONTACT TITLE	Franchise Coordinator
COMPANY NAME	
ADDRESS	150 West Church Avenue Maryville, TN 37801
PHONE	865-379-5739
FAX	
EMAIL	franchisesales@rubytuesday.com
WEBSITE	rubytuesday.com
INTEREST LEVEL	
NOTES	6-9-08 Sent marketing info to Kay Mayes 6-9-08 Thank you for your interest in Ruby Tuesday and for taking the time to complete the Request for Consideration. Your request has been received and is being evaluated. Should a business venture be desirable for all parties, a Ruby Tuesday representative will contact you soon. Thank you for your interest.

RETAILER/RESTAURANT	Schlotzsky's
CONTACT NAME	Patrick Labriola
CONTACT TITLE	Director of Real Estate
COMPANY NAME	Focus Brands, Inc.
ADDRESS	2544 Ravineside Lane North Howell, MI 48843
PHONE	517-548-7474
FAX	
EMAIL	plabriola@focusbrands.com
WEBSITE	schlotzskys.com
INTEREST LEVEL	High
NOTES	6-9-08 Sent marketing info to Mr. Labriola. 6-10-08 Thank you for the information. Though we have an interest in growing the Schlotzsky's and Moe's Southwest Grill brands in Wisconsin, we are in need of franchisee's to fulfill that goal. If you have any ideas or knowledge of anyone looking for franchise opportunities, please let me know.

RETAILER/RESTAURANT	Shopko
CONTACT NAME	Greg Polacheck
CONTACT TITLE	Director of Development
COMPANY NAME	Shopko Stores Inc.
ADDRESS	700 Pilgrim Way P.O. Box 19060 Green Bay, WI 54307
PHONE	920-429-7092
FAX	920-429-8092
EMAIL	greg.polacheck@shopko.com
WEBSITE	shopko.com
INTEREST LEVEL	High
NOTES	6-9-08 Sent marketing info to Mr. Polacheck 6-10-08 Mr. Polacheck e-mailed and wanted to know what the population was without the students. I responded. 6-20-08 E-mailed Mr. Polacheck. 6-20-08 There is an interest. Please send over available sites.

RETAILER/RESTAURANT	Sonic
CONTACT NAME	Andrea Weisberg
CONTACT TITLE	Director of Real Estate
COMPANY NAME	Sonic Industries
ADDRESS	852 Poplar Lane Deerfield, IL 60015
PHONE	847-940-1332
FAX	
EMAIL	aweisberg@sonicdrivein.com
WEBSITE	sonic.com
INTEREST LEVEL	
NOTES	6-9-08 Sent marketing info to Mr. Bailey 6-20-08 Sent additional info. 6-20-08 Thank you for the information on Whitewater, Wisconsin. I have just been assigned IL & WI for Sonic and have yet to meet the Franchise group for your area. I have that scheduled for the first week in July and plan to forward this information to them at this time.

RETAILER/RESTAURANT Starbucks
CONTACT NAME Blanca Cabrales
CONTACT TITLE Development Manager
COMPANY NAME Starbucks Coffee Company
ADDRESS 550 West Washington Blvd.
#200
Chicago, IL 60661
PHONE 312-775-6507 x2360
FAX 312-454-9328
EMAIL bcabrales@starbucks.com
WEBSITE starbucks.com
INTEREST LEVEL High
NOTES 6-9-08 Sent marketing info to Ms. Cabrales 6-20-08 Sent additional info. 6-20-08 I have copied my broker in Wisconsin, Tony Colvin. I will tell you that our focus currently is not in the remote markets but concentrating on Milwaukee and Madison. Please touch base with Tony at tcolvin@midamericagr.com. 6-24-08 I spoke with Mr. Colvin this morning. There is somewhat of an interest in this market for Starbucks. They are not actively looking to open any new stores right now but that doesn't mean they won't if they have the right site. They would want to be close to campus. Please forward any available sites to us as soon as you can. Thanks.

RETAILER/RESTAURANT Wal-Mart
CONTACT NAME Luke (John) Boyer
CONTACT TITLE
COMPANY NAME
ADDRESS 2001 South East 10th Street
Bentonville, AR 72712
PHONE 479-204-0856
FAX
EMAIL john.boyer@wal-mart.com
WEBSITE walmart.com
INTEREST LEVEL
NOTES 6-9-08 Sent marketing info to Mr. Boyer 6-20-08 Sent additional info. E-mails were not going through. Sent again 6-24-08. 7-1-08 Sent info 7-10-08 LM on VM for Mr. Boyer

RETAILER/RESTAURANT	Wendy's
CONTACT NAME	Kris Kaffenbarger
CONTACT TITLE	VP Business Development
COMPANY NAME	Wendy's International Inc.
ADDRESS	One Dave Thomas Boulevard P.O. Box 256 Dublin, OH 43017
PHONE	614-764-8443
FAX	614-764-6894
EMAIL	kris_kaffenbarger@wendys.com
WEBSITE	wendys.com
INTEREST LEVEL	
NOTES	5-23-08 LM for Mr. Kaffenbarger 5-27-08 LM for Mr. Kaffenbarger 6-9-08 Sent marketing info to Mr. Kaffenbarger 6-20-08 Sent additional info. 7-1-08 Sent info 7-10-08 LM on VM for Mr. Kaffenbarger

Appendix I: UWW Student Survey

Overview

The City of Whitewater, in partnership with local businesses, voted recently to engage in a comprehensive retail market analysis and recruitment/development strategy. The Retail Coach, LLC was selected to develop and carry out this analysis. As a part of the proposal, TRC was asked to involve the University of Wisconsin-Whitewater and its students because of their broad impact on the retail economy in Whitewater. This survey was created to assess the students' input regarding their purchasing habits and retail wish list.

Your participation in this survey is greatly appreciated by the City, The Retail Coach, and the University of Wisconsin-Whitewater.

1. What is your age? Avg. Age 20
2. Male / Female (circle one) 50% Female 50% Male
3. Freshman / Sophomore / Junior / Senior / Graduate Student (circle/underline one)
Fr. 36% Sop. 30% Jr. 16% Sr. 18% Gr. .01%
4. Do you currently live: on campus / off campus (circle/underline one)
75% on campus 25% off campus
5. Other than back to school purchases, where do you do a majority of your shopping
- 57 % at Home 43 % at School (provide percentage)
6. How much do you spend in Whitewater on retail goods and services (food [fast food / dine-in / carry-out], clothing, electronics, groceries, shoes, CD's, books, sportswear, sporting goods, etc) on a monthly basis? (circle/underline one)
 - a. Less than \$100 56%
 - b. \$100-\$200 34%
 - c. \$201-\$300 8%
 - d. \$301-\$400 1%
 - e. More than \$400 1%
7. Which retailers and restaurants would you like to see in Whitewater? Below are the top12:
Target, Walgreens, Wendy's, Starbucks, Burger King, Noodles, KFC, Wal-mart SC, Kohl's, Best Buy, Panera Bread, Applebee's. Others mentioned frequently were Qdoba, Buffalo Wild Wings, Denny's, IHOP, Best Buy, Caribou Coffee, Chili's, Perkins, Fazoli's, TGI Fridays, Dunham's Sports, Sonic, and Arby's.

8. What is your primary source of income?
- a. Full or part-time work 68%
 - b. Financial aid / Pell grants 13%
 - c. Parents 17%
 - d. Stipend 2%
9. Do you work? (circle/underline one)
- a. full-time 7%
 - b. part-time 71%
 - C. not working at this time 22%

Survey Conclusions

- Approximately 656 students responded to the survey
- Although many students said they spend less than \$100/monthly, TRC believes that many students spend more than \$100 a month since many parents supplement them with spending money
- Many students said they wanted a 24-hour store like a Wal-Mart Supercenter
- Casual dining and fast food restaurants were the most requested
- Several expressed they wanted a more affordable grocery store in town
- Students said they purchased about 43% of their retail goods at school—with additional retailers in Whitewater, that number will increase

Appendix J: Data Provider Comparison

Whitewater Demographic Comparison

	Claritas	ESRI	SRC
Total Population 2000	13,437	13,437	13,437
Total Population 2008	12,699	14,228	13,251
Total Population 2013	13,001	14,900	13,855
Growth 2008-2013	2.38%	4.72%	4.60%
Per Capita Income 2008	\$18,239	\$19,897	\$18,643
Per Capita Income 2013	N/A	\$23,094	\$20,864
Avg. Household Income 2008	\$50,063	\$51,243	\$46,213
Avg. Household Income 2013	\$56,127	\$59,423	\$50,291
Median Household Income 2008	\$39,444	\$41,258	\$39,521
Median Household Income 2013	N/A	\$48,867	\$44,097
Median Age 2008	24.5	23.8	23.6
Median Age 2013	27.4	23.9	24.9