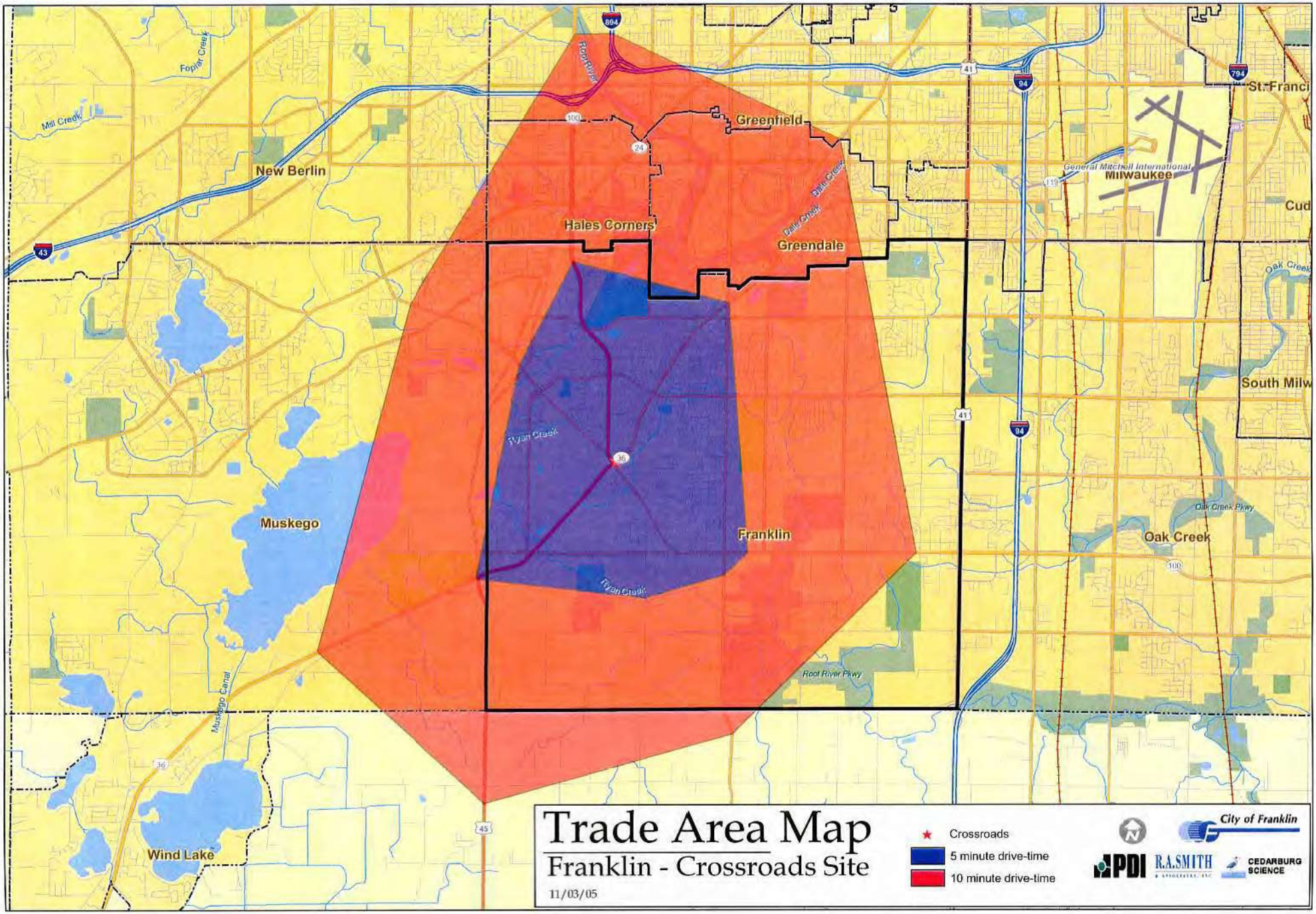
APPENDIX H:
TRADE AREA MARKET PROFILE REPORTS AND RETAIL MARKETPLACE PROFILES 2005

PDI R.A.SMITH & ASSOCIATES, INC. CEDARBURG SCIENCE

Trade Area Market Profile Reports and Retail Marketplace Profiles

City of Franklin

December, 2005


Trade Area Map
Franklin - Crossroads Site
11/03/05
Crossroads
5 minute drive-time
10 minute drive-time
City of Franklin
PDI
R.A.SMITH
CEDARBURG SCIENCE
New Berlin
Greenfield
Hales Corners
Greendale
Franklin
Muskego
Oak Creek
South Milw
St. Franci
Cud
Milwaukee
General Mitchell International
Wind Lake
Root River
Poplar Creek
Mill Creek
Ryan Creek
Dale Creek
Oak Creek
Oak Creek Pkwy
Root River Pkwy
Muskego Canal

Business Information Solutions

ID: 1

Crossroads Trade Area
Market Profile Report

	0-5 min	0-10 min
2000 Total Population	12,131	50,549
2000 Group Quarters	1,746	2,661
2004 Total Population	12,419	51,194
2009 Total Population	12,479	51,323
2004 - 2009 Annual Rate	0.10%	0.05%
2000 Households	4,026	19,419
2000 Average Household Size	2.50	2.48
2004 Households	4,270	20,193
2004 Average Household Size	2.43	2.42
2009 Households	4,398	20,686
2009 Average Household Size	2.38	2.37
2004 - 2009 Annual Rate	0.59%	0.48%
2000 Families	2,849	13,738
2000 Average Family Size	3.03	3.02
2004 Families	2,977	14,087
2004 Average Family Size	2.93	2.92
2009 Families	3,033	14,294
2009 Average Family Size	2.88	2.87
2004 - 2009 Annual Rate	0.37%	0.29%
2000 Housing Units	4,196	20,045
Owner Occupied Housing Units	73.4%	69.8%
Renter Occupied Housing Units	22.6%	27.1%
Vacant Housing Units	3.6%	3.0%
2004 Housing Units	4,423	20,789
Owner Occupied Housing Units	73.5%	71.9%
Renter Occupied Housing Units	23.1%	25.2%
Vacant Housing Units	3.0%	2.8%
2009 Housing Units	4,553	21,310
Owner Occupied Housing Units	73.4%	73.1%
Renter Occupied Housing Units	23.2%	24.0%
Vacant Housing Units	3.0%	2.8%
Per Capita Income		
2000	$26,310	$26,936
2004	$31,710	$31,832
2009	$39,035	$39,715

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

	0-5 min	0-10 min
2000 Household by Income		
Household Income Base	4,017	19,444
<$15,000	3.4%	6.5%
$15,000 - $24,999	8.7%	8.8%
$25,000 - $34,999	9.6%	9.2%
$35,000 - $49,999	12.9%	14.7%
$50,000 - $74,999	26.7%	25.2%
$75,000 - $99,999	19.1%	18.6%
$100,000 - $149,999	14.8%	12.7%
$150,000 - $199,999	2.4%	2.1%
$200,000 +	2.5%	2.2%
Average Household Income	$72,575	$68,890
2004 Household by Income		
Household Income Base	4,270	20,193
<$15,000	3.2%	5.8%
$15,000 - $24,999	6.6%	7.2%
$25,000 - $34,999	8.5%	8.3%
$35,000 - $49,999	11.6%	12.9%
$50,000 - $74,999	23.9%	23.0%
$75,000 - $99,999	18.9%	17.8%
$100,000 - $149,999	19.9%	18.4%
$150,000 - $199,999	3.8%	3.3%
$200,000 +	3.6%	3.2%
Average Household Income	$83,261	$79,492
2009 Household by Income		
Household Income Base	4,398	20,684
<$15,000	2.8%	4.9%
$15,000 - $24,999	4.4%	5.6%
$25,000 - $34,999	7.0%	7.1%
$35,000 - $49,999	11.2%	10.7%
$50,000 - $74,999	16.6%	18.3%
$75,000 - $99,999	20.1%	18.1%
$100,000 - $149,999	22.7%	22.5%
$150,000 - $199,999	8.9%	7.5%
$200,000 +	6.3%	5.3%
Average Household Income	$100,563	$97,282
2000 Owner Occupied HUs by Value		
Total	3,058	14,002
< $50,000	0.0%	0.5%
$50,000 - $99,999	7.9%	7.0%
$100,000 - $149,999	43.3%	40.9%
$150,000 - $199,999	33.6%	33.6%
$200,000 - $299,999	13.0%	14.5%
$300,000 - $499,999	1.1%	2.7%
$500,000 - $999,999	0.9%	0.6%
$1,000,000+	0.2%	0.1%
Average Home Value	$161,816	$167,128
2000 Specified Renter Occupied HUs by Contract Rent		
Total	930	5,391
With Cash Rent	99.9%	98.6%
No Cash Rent	0.1%	1.4%
Average Rent	$717	$711

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

	0-5 min	0-10 min
2000 Population by Age		
Total	12,131	50,549
0 - 4	5.0%	5.0%
5 - 9	5.2%	6.1%
10 - 14	6.0%	7.0%
15 - 24	14.4%	12.0%
25 - 34	14.5%	11.6%
35 - 44	20.4%	17.5%
45 - 54	16.2%	16.0%
55 - 64	8.5%	9.8%
65 - 74	6.2%	7.8%
75 - 84	3.1%	5.3%
85+	0.4%	2.0%
18+	79.5%	77.5%
2004 Population by Age		
Total	12,419	51,194
0 - 4	5.0%	5.0%
5 - 9	5.2%	5.4%
10 - 14	5.5%	6.3%
15 - 24	14.6%	12.9%
25 - 34	13.5%	10.9%
35 - 44	17.8%	15.4%
45 - 54	17.6%	16.9%
55 - 64	10.3%	11.5%
65 - 74	6.0%	7.7%
75 - 84	3.8%	5.6%
85+	0.6%	2.3%
18+	80.4%	79.0%
2009 Population by Age		
Total	12,479	51,323
0 - 4	4.7%	4.9%
5 - 9	4.7%	4.7%
10 - 14	5.6%	5.8%
15 - 24	14.2%	13.0%
25 - 34	13.6%	11.0%
35 - 44	15.7%	13.3%
45 - 54	17.8%	17.1%
55 - 64	12.6%	13.6%
65 - 74	6.0%	7.9%
75 - 84	4.2%	5.8%
85+	1.1%	2.8%
18+	81.3%	80.4%
2000 Population by Sex		
Males	55.0%	49.9%
Females	45.0%	50.1%
2004 Population by Sex		
Males	54.6%	49.8%
Females	45.4%	50.2%
2009 Population by Sex		
Males	54.4%	49.7%
Females	45.6%	50.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

	0-5 min	0-10 min
2000 Population by Race/Ethnicity		
Total	12,131	50,549
White Alone	87.7%	93.9%
Black Alone	9.7%	3.0%
American Indian Alone	0.4%	0.3%
Asian or Pacific Islander Alone	1.1%	1.5%
Some Other Race Alone	0.5%	0.6%
Two or More Races	0.6%	0.7%
Hispanic Origin	2.2%	2.2%
Diversity Index	25.5	15.6
2004 Population by Race/Ethnicity		
Total	12,419	51,194
White Alone	86.0%	92.6%
Black Alone	10.8%	3.5%
American Indian Alone	0.4%	0.3%
Asian or Pacific Islander Alone	1.5%	2.0%
Some Other Race Alone	0.7%	0.7%
Two or More Races	0.7%	0.9%
Hispanic Origin	2.6%	2.8%
Diversity Index	28.8	18.7
2009 Population by Race/Ethnicity		
Total	12,479	51,323
White Alone	83.6%	90.8%
Black Alone	12.3%	4.1%
American Indian Alone	0.4%	0.3%
Asian or Pacific Islander Alone	2.0%	2.8%
Some Other Race Alone	0.9%	0.9%
Two or More Races	0.8%	1.0%
Hispanic Origin	3.4%	3.5%
Diversity Index	33.2	22.9
2000 Population 3+ by School Enrollment		
Total	11,742	49,064
Enrolled in Nursery/Preschool	1.4%	1.4%
Enrolled in Kindergarten	0.9%	1.3%
Enrolled in Grade 1-8	9.9%	10.7%
Enrolled in Grade 9-12	6.1%	6.3%
Enrolled in College	5.3%	4.2%
Enrolled in Grad/Prof School	1.3%	1.0%
Not Enrolled in School	75.2%	75.1%
2000 Population 25+ by Educational Attainment		
Total	8,414	35,518
Less than 9th Grade	1.9%	2.5%
9th - 12th Grade, No Diploma	9.8%	7.6%
High School Graduate	26.8%	28.5%
Some College, No Degree	22.9%	22.6%
Associate Degree	9.8%	8.4%
Bachelor's Degree	19.8%	21.1%
Master's/Prof/Doctorate Degree	9.1%	9.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

	0-5 min	0-10 min
2000 Population 15+ by Sex and Marital Status		
Total	10,056	41,547
Females	43.7%	50.3%
Never Married	8.8%	10.0%
Married, not Separated	27.4%	30.0%
Married, Separated	0.2%	0.3%
Widowed	3.2%	5.7%
Divorced	4.0%	4.3%
Males	56.3%	49.7%
Never Married	12.3%	11.8%
Married, not Separated	39.2%	33.4%
Married, Separated	0.1%	0.3%
Widowed	1.0%	1.3%
Divorced	3.8%	3.0%
2000 Population 16+ by Employment Status		
Total	9,886	40,875
In Labor Force	62.3%	67.3%
Civilian Employed	61.0%	65.3%
Civilian Unemployed	1.1%	1.9%
In Armed Forces	0.2%	0.1%
Not in Labor Force	37.7%	32.7%
2004 Civilian Population 16+ in Labor Force		
Civilian Employed	98.2%	96.4%
Civilian Unemployed	1.8%	3.6%
2009 Civilian Population 16+ in Labor Force		
Civilian Employed	98.9%	97.1%
Civilian Unemployed	1.1%	2.9%
2000 Females 16+ by Employment Status and Age of Children		
Total	4,323	20,591
Own Children < 6 Only	7.9%	6.1%
Employed/in Armed Forces	5.9%	4.7%
Unemployed	0.0%	0.0%
Not in Labor Force	2.0%	1.3%
Own Children <6 and 6-17 Only	4.4%	4.8%
Employed/in Armed Forces	3.7%	3.2%
Unemployed	0.0%	0.1%
Not in Labor Force	0.7%	1.5%
Own Children 6-17 Only	17.0%	17.7%
Employed/in Armed Forces	15.0%	14.9%
Unemployed	0.0%	0.1%
Not in Labor Force	2.0%	2.7%
No Own Children <18	70.7%	71.4%
Employed/in Armed Forces	43.4%	39.7%
Unemployed	1.1%	1.5%
Not in Labor Force	26.2%	30.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

	0-5 min	0-10 min
2004 Employed Population 16+ by Industry		
Total	6,524	28,486
Agriculture/Mining	1.1%	0.6%
Construction	5.6%	4.9%
Manufacturing	18.3%	17.0%
Wholesale Trade	3.5%	3.8%
Retail Trade	9.2%	9.9%
Transportation/Utilities	7.3%	6.3%
Information	2.5%	2.5%
Finance/Insurance/Real Estate	8.5%	9.2%
Services	42.3%	43.6%
Public Administration	2.0%	2.4%
2004 Employed Population 16+ by Occupation		
Total	6,525	28,487
White Collar	70.6%	70.3%
Management/Business/Financial	18.6%	16.3%
Professional	27.2%	26.6%
Sales	10.6%	13.0%
Administrative Support	14.3%	14.4%
Services	8.1%	9.9%
Blue Collar	21.2%	19.8%
Farming/Forestry/Fishing	0.0%	0.1%
Construction/Extraction	4.4%	3.7%
Installation/Maintenance/Repair	2.7%	3.3%
Production	8.5%	8.1%
Transportation/Material Moving	5.6%	4.5%
2000 Workers 16+ by Means of Transportation to Work		
Total	5,933	26,278
Drove Alone - Car, Truck, or Van	88.8%	86.4%
Carpooled - Car, Truck, or Van	5.8%	7.9%
Public Transportation	1.5%	1.1%
Walked	0.2%	1.0%
Other Means	0.0%	0.3%
Worked at Home	3.6%	3.2%
2000 Workers 16+ by Travel Time to Work		
Total	5,930	26,280
Did not Work at Home	96.4%	96.8%
Less than 5 minutes	2.0%	2.4%
5 to 9 minutes	5.3%	8.6%
10 to 19 minutes	25.4%	27.7%
20 to 24 minutes	18.9%	20.1%
25 to 34 minutes	29.5%	25.5%
35 to 44 minutes	8.3%	6.6%
45 to 59 minutes	4.2%	3.2%
60 to 89 minutes	1.6%	1.3%
90 or more minutes	1.2%	1.3%
Worked at Home	3.6%	3.2%
Average Travel Time to Work (in min)	24.6	23.6
2000 Households by Vehicles Available		
Total	4,030	19,452
None	2.5%	5.8%
1	28.9%	28.6%
2	50.1%	46.3%
3	13.6%	15.0%
4	4.1%	3.4%
5+	0.8%	0.8%
Average Number of Vehicles Available	1.9	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

	0-5 min	0-10 min
2000 Households by Type		
Total	4,026	19,419
Family Households	70.8%	70.7%
Married-couple Family	62.9%	60.2%
With Related Children	27.0%	25.6%
Other Family (No Spouse)	10.3%	10.1%
With Related Children	6.0%	5.7%
Nonfamily Households	29.2%	29.3%
Householder Living Alone	23.9%	24.7%
Householder Not Living Alone	5.3%	4.6%
Households with Related Children	33.0%	31.4%
Households with Persons 65+	18.2%	26.0%
2000 Households by Size		
Total	4,026	19,419
1 Person Household	24.1%	24.7%
2 Person Household	36.8%	36.7%
3 Person Household	15.8%	15.8%
4 Person Household	15.8%	14.9%
5 Person Household	6.0%	5.9%
6 Person Household	1.7%	1.6%
7+ Person Household	0.3%	0.6%
2000 Households by Year Householder Moved In		
Total	4,013	19,436
Moved in 1999 to March 2000	17.4%	16.7%
Moved in 1995 to 1998	31.4%	26.3%
Moved in 1990 to 1994	20.2%	17.4%
Moved in 1980 to 1989	19.5%	16.7%
Moved in 1970 to 1979	5.9%	11.6%
Moved in 1969 or Earlier	5.6%	11.3%
2000 Housing Units by Units in Structure		
Total	4,184	20,068
1, Detached	55.4%	62.6%
1, Attached	14.7%	8.1%
2	3.6%	3.4%
3 or 4	3.5%	3.9%
5 to 9	9.7%	8.7%
10 to 19	3.3%	3.3%
20+	9.8%	9.9%
Mobile Home	0.0%	0.0%
Other	0.0%	0.0%
2000 Housing Units by Year Structure Built		
Total	4,183	20,068
1999 to March 2000	3.0%	2.6%
1995 to 1998	9.3%	7.0%
1990 to 1994	16.1%	10.3%
1980 to 1989	30.4%	16.1%
1970 to 1979	18.6%	21.2%
1969 or Earlier	22.5%	42.7%

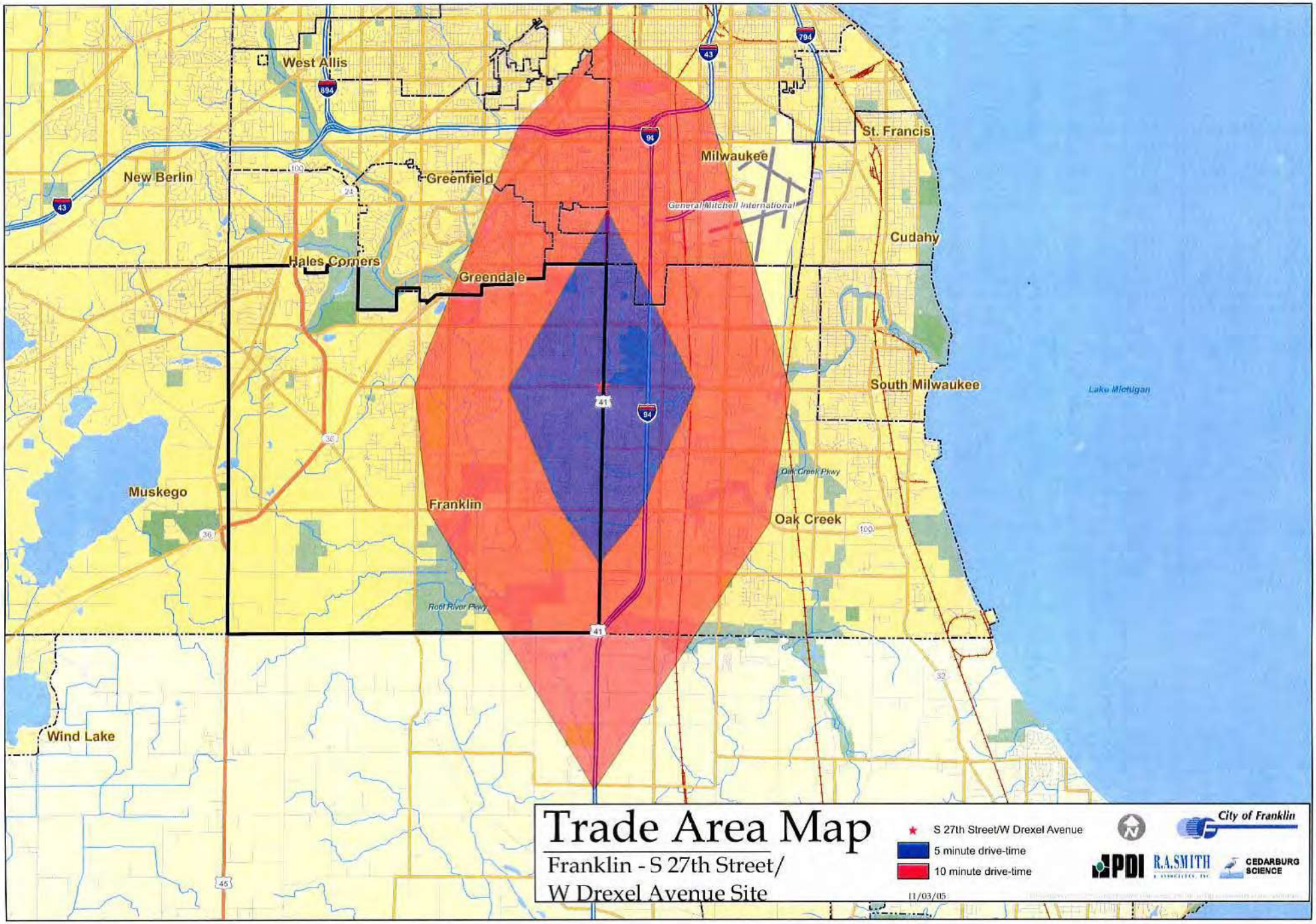
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

2004 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

	0-5 min	0-10 min
Apparel & Services: Total $	$16,623,009	$74,043,954
Average Spent	$3,892.98	$3,666.81
Spending Potential Index	140	132
Computers & Accessories: Total $	$1,577,042	$6,973,907
Average Spent	$369.33	$345.36
Spending Potential Index	120	112
Education: Total $	$5,121,778	$22,777,726
Average Spent	$1,199.48	$1,128.00
Spending Potential Index	119	112
Entertainment/Recreation: Total $	$16,054,939	$71,707,432
Average Spent	$3,759.94	$3,551.10
Spending Potential Index	123	116
Food at Home: Total $	$27,490,166	$124,107,688
Average Spent	$6,437.98	$6,146.07
Spending Potential Index	138	131
Food Away from Home: Total $	$18,447,788	$82,576,168
Average Spent	$4,320.33	$4,089.35
Spending Potential Index	140	132
Health Care: Total $	$15,320,906	$71,696,487
Average Spent	$3,588.03	$3,550.56
Spending Potential Index	110	109
HH Furnishings & Equip: Total $	$11,731,592	$52,224,458
Average Spent	$2,747.45	$2,586.27
Spending Potential Index	129	122
Investments: Total $	$51,866,292	$231,554,553
Average Spent	$12,146.67	$11,467.07
Spending Potential Index	138	130
Retail Goods: Total $	$128,144,122	$576,110,572
Average Spent	$30,010.33	$28,530.21
Spending Potential Index	124	118
Shelter: Total $	$67,133,194	$297,689,317
Average Spent	$15,722.06	$14,742.20
Spending Potential Index	119	111
TV/Video/Sound Equipement:Total $	$4,756,036	$21,384,670
Average Spent	$1,113.83	$1,059.01
Spending Potential Index	112	107
Travel: Total $	$9,294,206	$41,799,847
Average Spent	$2,176.63	$2,070.02
Spending Potential Index	120	114
Vehicle Maintenance & Repairs: Total $	$5,087,843	$22,744,806
Average Spent	$1,191.53	$1,126.37
Spending Potential Index	116	110

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100. Expenditure data are derived from the Consumer Expenditure Surveys, Bureau of Labor Statistics.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.


West Allis
New Berlin
Greenfield
Hales Corners
Greendale
Milwaukee
St. Francis
Cudahy
South Milwaukee
Lake Michigan
General Mitchell International
Oak Creek Pkwy
Root River Pkwy
Muskego
Franklin
Oak Creek
Wind Lake
Trade Area Map
Franklin - S 27th Street/
W Drexel Avenue Site
S 27th Street/W Drexel Avenue
5 minute drive-time
10 minute drive-time
11/03/05
City of Franklin
PDI
R.A.SMITH
CEDARBURG SCIENCE

Business Information Solutions

ESRI

ID: 1

S 27th Street and W Drexel Avenue
Market Profile Report

	0-5 min	0-10 min
2000 Total Population	15,368	77,548
2000 Group Quarters	53	2,676
2004 Total Population	16,283	79,879
2009 Total Population	16,659	80,688
2004 - 2009 Annual Rate	0.46%	0.20%
2000 Households	6,446	31,109
2000 Average Household Size	2.39	2.40
2004 Households	6,971	32,727
2004 Average Household Size	2.34	2.36
2009 Households	7,269	33,696
2009 Average Household Size	2.30	2.31
2004 - 2009 Annual Rate	0.84%	0.59%
2000 Families	4,061	20,365
2000 Average Family Size	3.06	3.03
2004 Families	4,282	21,145
2004 Average Family Size	2.98	2.93
2009 Families	4,390	21,558
2009 Average Family Size	2.94	2.88
2004 - 2009 Annual Rate	0.50%	0.39%
2000 Housing Units	6,693	32,394
Owner Occupied Housing Units	59.0%	61.7%
Renter Occupied Housing Units	37.3%	34.3%
Vacant Housing Units	4.2%	4.1%
2004 Housing Units	7,205	34,004
Owner Occupied Housing Units	60.1%	63.4%
Renter Occupied Housing Units	36.7%	32.8%
Vacant Housing Units	3.8%	3.9%
2009 Housing Units	7,519	35,054
Owner Occupied Housing Units	59.7%	64.0%
Renter Occupied Housing Units	37.0%	32.1%
Vacant Housing Units	3.9%	4.0%
Per Capita Income		
2000	$25,284	$23,061
2004	$30,118	$27,442
2009	$38,126	$34,272

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

	0-5 min	0-10 min
2000 Household by Income		
Household Income Base	6,404	31,031
<$15,000	8.5%	9.6%
$15,000 - $24,999	9.2%	10.7%
$25,000 - $34,999	10.4%	12.0%
$35,000 - $49,999	18.7%	18.6%
$50,000 - $74,999	24.4%	23.4%
$75,000 - $99,999	15.5%	15.1%
$100,000 - $149,999	10.3%	8.2%
$150,000 - $199,999	1.9%	1.4%
$200,000 +	1.2%	1.0%
Average Household Income	$60,753	$56,680
2004 Household by Income		
Household Income Base	6,971	32,728
<$15,000	7.7%	8.3%
$15,000 - $24,999	8.2%	9.1%
$25,000 - $34,999	8.7%	10.2%
$35,000 - $49,999	15.4%	16.8%
$50,000 - $74,999	24.9%	23.2%
$75,000 - $99,999	15.6%	15.3%
$100,000 - $149,999	13.7%	12.9%
$150,000 - $199,999	3.6%	2.6%
$200,000 +	2.1%	1.6%
Average Household Income	$70,625	$65,897
2009 Household by Income		
Household Income Base	7,269	33,697
<$15,000	6.7%	7.0%
$15,000 - $24,999	6.4%	7.0%
$25,000 - $34,999	7.3%	8.5%
$35,000 - $49,999	12.6%	13.9%
$50,000 - $74,999	21.4%	20.6%
$75,000 - $99,999	16.6%	16.2%
$100,000 - $149,999	18.4%	18.5%
$150,000 - $199,999	6.0%	4.9%
$200,000 +	4.6%	3.4%
Average Household Income	$87,701	$80,905
2000 Owner Occupied HUs by Value		
Total	3,989	20,061
< $50,000	7.5%	4.4%
$50,000 - $99,999	12.2%	20.7%
$100,000 - $149,999	40.4%	44.8%
$150,000 - $199,999	31.7%	23.5%
$200,000 - $299,999	7.3%	5.4%
$300,000 - $499,999	0.8%	0.9%
$500,000 - $999,999	0.2%	0.2%
$1,000,000+	0.0%	0.1%
Average Home Value	$140,034	$133,842
2000 Specified Renter Occupied HUs by Contract Rent		
Total	2,478	10,967
With Cash Rent	97.7%	98.0%
No Cash Rent	2.3%	2.0%
Average Rent	$616	$592

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

	0-5 min	0-10 min
2000 Population by Age		
Total	15,368	77,548
0 - 4	6.4%	5.9%
5 - 9	6.1%	5.9%
10 - 14	6.5%	6.2%
15 - 24	13.6%	12.9%
25 - 34	16.9%	14.3%
35 - 44	17.6%	16.7%
45 - 54	14.1%	14.2%
55 - 64	8.6%	9.5%
65 - 74	6.1%	7.8%
75 - 84	3.2%	5.1%
85+	0.9%	1.4%
18+	77.3%	78.1%
2004 Population by Age		
Total	16,283	79,879
0 - 4	6.4%	5.9%
5 - 9	6.0%	5.8%
10 - 14	6.0%	5.9%
15 - 24	14.5%	13.1%
25 - 34	15.8%	13.6%
35 - 44	16.6%	15.8%
45 - 54	14.6%	14.7%
55 - 64	9.5%	10.6%
65 - 74	6.2%	7.5%
75 - 84	3.4%	5.4%
85+	1.0%	1.7%
18+	77.8%	78.6%
2009 Population by Age		
Total	16,659	80,688
0 - 4	6.5%	5.9%
5 - 9	5.6%	5.3%
10 - 14	6.0%	6.0%
15 - 24	14.6%	12.9%
25 - 34	15.8%	13.3%
35 - 44	14.2%	14.1%
45 - 54	15.2%	15.4%
55 - 64	11.1%	12.0%
65 - 74	6.1%	7.3%
75 - 84	3.7%	5.5%
85+	1.2%	2.2%
18+	78.4%	79.2%
2000 Population by Sex		
Males	49.8%	49.6%
Females	50.2%	50.4%
2004 Population by Sex		
Males	49.9%	49.7%
Females	50.1%	50.3%
2009 Population by Sex		
Males	49.9%	49.7%
Females	50.1%	50.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

	0-5 min	0-10 min
2000 Population by Race/Ethnicity		
Total	15,368	77,548
White Alone	90.9%	89.3%
Black Alone	1.7%	3.4%
American Indian Alone	0.5%	0.6%
Asian or Pacific Islander Alone	3.4%	2.7%
Some Other Race Alone	1.8%	2.1%
Two or More Races	1.7%	1.9%
Hispanic Origin	4.8%	5.7%
Diversity Index	24.8	28.6
2004 Population by Race/Ethnicity		
Total	16,283	79,879
White Alone	88.4%	87.0%
Black Alone	2.5%	4.2%
American Indian Alone	0.5%	0.7%
Asian or Pacific Islander Alone	4.5%	3.5%
Some Other Race Alone	2.2%	2.5%
Two or More Races	1.9%	2.1%
Hispanic Origin	5.8%	6.8%
Diversity Index	30.2	33.6
2009 Population by Race/Ethnicity		
Total	16,659	80,688
White Alone	84.8%	83.7%
Black Alone	3.6%	5.3%
American Indian Alone	0.5%	0.7%
Asian or Pacific Islander Alone	6.1%	4.7%
Some Other Race Alone	2.8%	3.1%
Two or More Races	2.2%	2.4%
Hispanic Origin	7.3%	8.4%
Diversity Index	37.3	40.3
2000 Population 3+ by School Enrollment		
Total	14,761	74,833
Enrolled in Nursery/Preschool	1.9%	1.5%
Enrolled in Kindergarten	1.3%	1.3%
Enrolled in Grade 1-8	10.6%	10.3%
Enrolled in Grade 9-12	5.5%	5.5%
Enrolled in College	5.0%	5.1%
Enrolled in Grad/Prof School	1.2%	1.1%
Not Enrolled in School	74.4%	75.2%
2000 Population 25+ by Educational Attainment		
Total	10,203	53,191
Less than 9th Grade	2.6%	3.8%
9th - 12th Grade, No Diploma	7.8%	10.7%
High School Graduate	29.5%	32.1%
Some College, No Degree	25.2%	23.4%
Associate Degree	8.6%	7.7%
Bachelor's Degree	19.9%	16.4%
Master's/Prof/Doctorate Degree	6.4%	5.9%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

	0-5 min	0-10 min
2000 Population 15+ by Sex and Marital Status		
Total	12,343	63,328
Females	51.0%	51.0%
Never Married	13.1%	12.3%
Married, not Separated	27.7%	27.3%
Married, Separated	0.5%	0.4%
Widowed	4.1%	5.7%
Divorced	5.7%	5.4%
Males	49.0%	49.0%
Never Married	15.5%	13.7%
Married, not Separated	27.5%	29.8%
Married, Separated	0.5%	0.4%
Widowed	1.1%	1.3%
Divorced	4.3%	3.8%
2000 Population 16+ by Employment Status		
Total	12,104	62,249
In Labor Force	76.0%	67.5%
Civilian Employed	73.6%	65.4%
Civilian Unemployed	2.1%	2.0%
In Armed Forces	0.2%	0.2%
Not in Labor Force	24.0%	32.5%
2004 Civilian Population 16+ in Labor Force		
Civilian Employed	96.9%	96.4%
Civilian Unemployed	3.1%	3.6%
2009 Civilian Population 16+ in Labor Force		
Civilian Employed	98.2%	97.2%
Civilian Unemployed	1.8%	2.8%
2000 Females 16+ by Employment Status and Age of Children		
Total	6,199	31,866
Own Children < 6 Only	7.7%	6.7%
Employed/in Armed Forces	5.1%	4.8%
Unemployed	0.1%	0.1%
Not in Labor Force	2.5%	1.8%
Own Children <6 and 6-17 Only	5.6%	5.2%
Employed/in Armed Forces	3.6%	3.4%
Unemployed	0.0%	0.1%
Not in Labor Force	2.0%	1.8%
Own Children 6-17 Only	15.5%	15.1%
Employed/in Armed Forces	13.5%	12.5%
Unemployed	0.2%	0.3%
Not in Labor Force	1.8%	2.4%
No Own Children <18	71.1%	73.0%
Employed/in Armed Forces	46.3%	41.7%
Unemployed	1.8%	1.3%
Not in Labor Force	23.0%	30.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

	0-5 min	0-10 min
2004 Employed Population 16+ by Industry		
Total	10,341	44,637
Agriculture/Mining	0.2%	0.4%
Construction	3.2%	3.6%
Manufacturing	20.3%	18.4%
Wholesale Trade	2.6%	3.2%
Retail Trade	10.2%	10.2%
Transportation/Utilities	8.3%	8.2%
Information	2.7%	2.3%
Finance/Insurance/Real Estate	9.3%	9.0%
Services	39.4%	40.1%
Public Administration	3.7%	4.6%
2004 Employed Population 16+ by Occupation		
Total	10,342	44,636
White Collar	66.3%	63.5%
Management/Business/Financial	15.2%	13.6%
Professional	22.6%	21.2%
Sales	13.1%	12.5%
Administrative Support	15.4%	16.2%
Services	11.7%	13.8%
Blue Collar	22.0%	22.7%
Farming/Forestry/Fishing	0.3%	0.2%
Construction/Extraction	2.4%	3.1%
Installation/Maintenance/Repair	4.7%	4.0%
Production	9.3%	9.6%
Transportation/Material Moving	5.3%	5.9%
2000 Workers 16+ by Means of Transportation to Work		
Total	8,810	39,923
Drove Alone - Car, Truck, or Van	86.0%	84.4%
Carpooled - Car, Truck, or Van	8.3%	9.4%
Public Transportation	1.4%	2.2%
Walked	0.9%	1.4%
Other Means	0.8%	0.5%
Worked at Home	2.6%	2.1%
2000 Workers 16+ by Travel Time to Work		
Total	8,812	39,923
Did not Work at Home	97.4%	97.9%
Less than 5 minutes	1.8%	2.0%
5 to 9 minutes	8.1%	9.9%
10 to 19 minutes	29.7%	32.6%
20 to 24 minutes	16.7%	18.2%
25 to 34 minutes	23.3%	21.5%
35 to 44 minutes	7.5%	6.0%
45 to 59 minutes	6.0%	4.4%
60 to 89 minutes	2.6%	1.8%
90 or more minutes	1.7%	1.6%
Worked at Home	2.6%	2.1%
Average Travel Time to Work (in min)	21.4	21.8
2000 Households by Vehicles Available		
Total	6,431	31,013
None	5.2%	7.6%
1	34.7%	35.5%
2	42.7%	41.9%
3	12.6%	11.1%
4	3.5%	2.9%
5+	1.4%	0.9%
Average Number of Vehicles Available	1.8	1.7

Source: U.S. Bureau of the Census, 2000 Census of Popu ation and Housing. ESRI BIS forecasts for 2004 and 2009.

	0-5 min	0-10 min
2000 Households by Type		
Total	6,446	31,109
Family Households	63.0%	65.5%
Married-couple Family	51.8%	52.9%
With Related Children	23.3%	22.5%
Other Family (No Spouse)	10.8%	12.6%
With Related Children	6.4%	7.1%
Nonfamily Households	37.0%	34.5%
Householder Living Alone	28.9%	28.0%
Householder Not Living Alone	8.1%	6.5%
Households with Related Children	29.8%	29.7%
Households with Persons 65+	18.4%	25.0%
2000 Households by Size		
Total	6,446	31,109
1 Person Household	28.7%	28.0%
2 Person Household	34.8%	35.4%
3 Person Household	15.1%	15.7%
4 Person Household	13.4%	13.2%
5 Person Household	5.3%	5.3%
6 Person Household	1.4%	1.6%
7+ Person Household	0.8%	0.7%
2000 Households by Year Householder Moved In		
Total	6,468	31,046
Moved in 1999 to March 2000	24.7%	18.9%
Moved in 1995 to 1998	31.7%	28.7%
Moved in 1990 to 1994	13.8%	15.0%
Moved in 1980 to 1989	13.6%	14.2%
Moved in 1970 to 1979	8.5%	11.2%
Moved in 1969 or Earlier	7.7%	11.9%
2000 Housing Units by Units in Structure		
Total	6,718	32,365
1, Detached	51.0%	53.8%
1, Attached	4.4%	6.7%
2	2.9%	5.0%
3 or 4	2.0%	4.5%
5 to 9	8.2%	9.3%
10 to 19	9.7%	6.7%
20+	16.6%	11.3%
Mobile Home	5.1%	2.8%
Other	0.0%	0.0%
2000 Housing Units by Year Structure Built		
Total	6,718	32,363
1999 to March 2000	5.1%	3.3%
1995 to 1998	16.3%	8.5%
1990 to 1994	14.4%	8.5%
1980 to 1989	14.2%	10.4%
1970 to 1979	19.9%	22.0%
1969 or Earlier	30.0%	47.4%

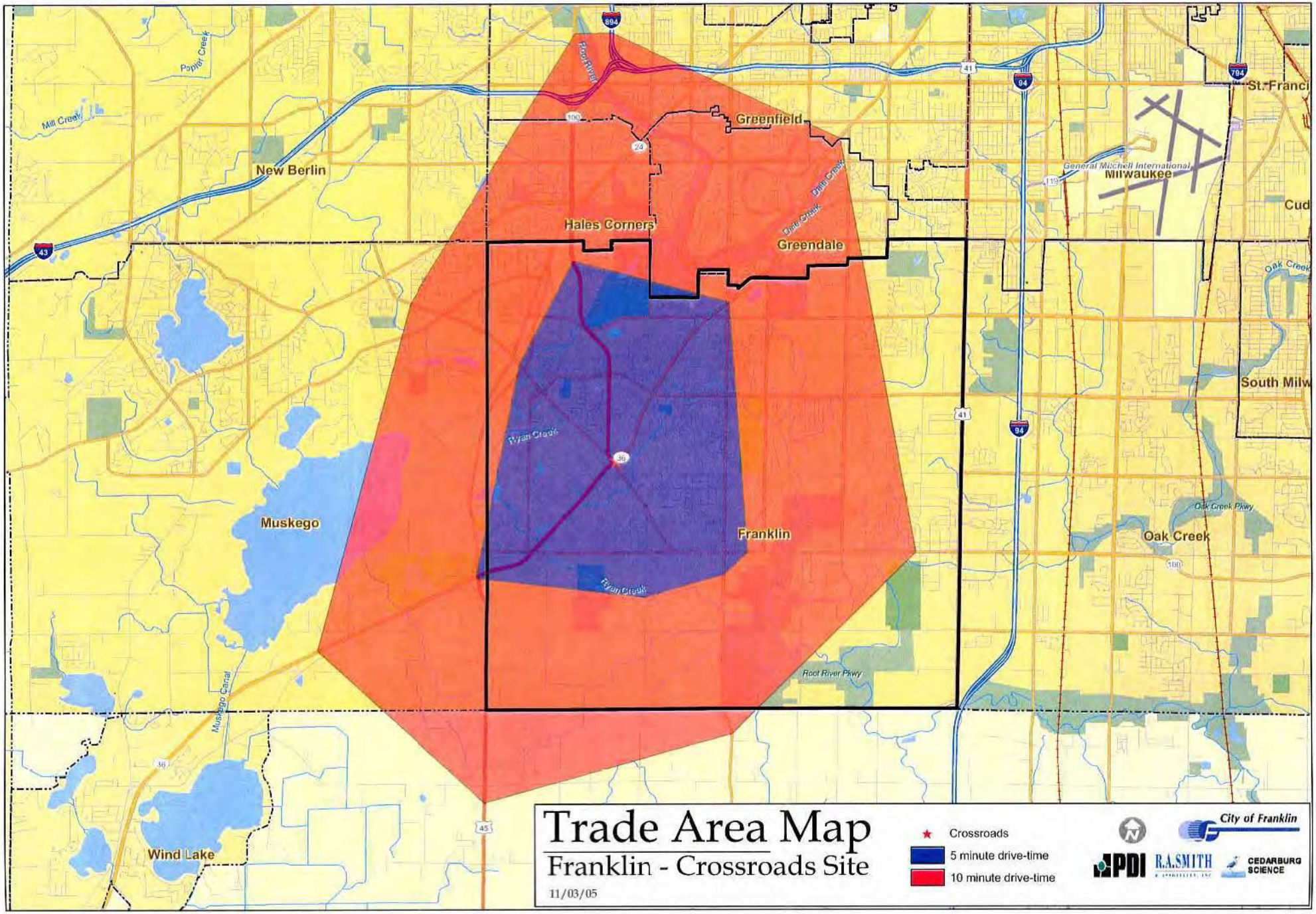
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

2004 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

	0-5 min	0-10 min
Apparel & Services: Total $	$23,441,979	$101,116,360
Average Spent	$3,362.79	$3,089.69
Spending Potential Index	121	111
Computers & Accessories: Total $	$2,189,508	$9,408,077
Average Spent	$314.09	$287.47
Spending Potential Index	102	93
Education: Total $	$7,231,363	$31,448,082
Average Spent	$1,037.35	$960.92
Spending Potential Index	103	96
Entertainment/Recreation: Total $	$22,113,579	$96,454,280
Average Spent	$3,172.22	$2,947.24
Spending Potential Index	103	96
Food at Home: Total $	$38,846,745	$169,522,110
Average Spent	$5,572.62	$5,179.89
Spending Potential Index	119	111
Food Away from Home: Total $	$26,054,911	$112,815,236
Average Spent	$3,737.61	$3,447.16
Spending Potential Index	121	111
Health Care: Total $	$21,338,423	$95,675,648
Average Spent	$3,061.03	$2,923.45
Spending Potential Index	94	90
HH Furnishings & Equip: Total $	$16,177,778	$69,729,470
Average Spent	$2,320.73	$2,130.64
Spending Potential Index	109	100
Investments: Total $	$72,306,618	$307,034,593
Average Spent	$10,372.49	$9,381.69
Spending Potential Index	118	106
Retail Goods: Total $	$178,627,118	$778,340,325
Average Spent	$25,624.32	$23,782.82
Spending Potential Index	106	99
Shelter: Total $	$94,030,022	$403,791,215
Average Spent	$13,488.74	$12,338.17
Spending Potential Index	102	93
TV/Video/Sound Equipement:Total $	$6,715,474	$29,250,442
Average Spent	$963.34	$893.77
Spending Potential Index	97	90
Travel: Total $	$12,794,450	$55,753,794
Average Spent	$1,835.38	$1,703.60
Spending Potential Index	101	94
Vehicle Maintenance & Repairs: Total $	$7,110,504	$30,628,220
Average Spent	$1,020.01	$935.87
Spending Potential Index	99	91

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100. Expenditure data are derived from the Consumer Expenditure Surveys, Bureau of Labor Statistics.

Source: U.S. Bureau of the Census. 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.


Trade Area Map
Franklin - Crossroads Site
11/03/05
Crossroads
5 minute drive-time
10 minute drive-time
City of Franklin
PDI
R.A.SMITH
CEDARBURG SCIENCE
New Berlin
Greenfield
Hales Corners
Greendale
Franklin
Muskego
Wind Lake
Oak Creek
South Milw
Cud
St. Franci
Milwaukee
General Mitchell International
Root River
Poplar Creek
Mill Creek
Muskego Canal
Ryan Creek
Oak Creek Pkwy
Root River Pkwy

Business Information Solutions

ESRI

ID: 1

S 76th Street & W Rawson Avenue
Market Profile Report

	0-5 min	0-10 min
2000 Total Population	14,001	72,658
2000 Group Quarters	467	3,275
2004 Total Population	14,335	73,177
2009 Total Population	14,402	72,993
2004 - 2009 Annual Rate	0.09%	-0.05%
2000 Households	5,459	29,815
2000 Average Household Size	2.51	2.33
2004 Households	5,717	30,815
2004 Average Household Size	2.45	2.27
2009 Households	5,865	31,404
2009 Average Household Size	2.39	2.22
2004 - 2009 Annual Rate	0.51%	0.38%
2000 Families	3,966	19,217
2000 Average Family Size	3.02	2.96
2004 Families	4,101	19,560
2004 Average Family Size	2.92	2.85
2009 Families	4,167	19,710
2009 Average Family Size	2.87	2.80
2004 - 2009 Annual Rate	0.32%	0.15%
2000 Housing Units	5,557	30,831
Owner Occupied Housing Units	74.1%	63.4%
Renter Occupied Housing Units	24.1%	33.3%
Vacant Housing Units	2.4%	3.2%
2004 Housing Units	5,820	31,782
Owner Occupied Housing Units	76.2%	66.1%
Renter Occupied Housing Units	22.1%	30.9%
Vacant Housing Units	2.5%	3.0%
2009 Housing Units	5,975	32,403
Owner Occupied Housing Units	77.4%	67.2%
Renter Occupied Housing Units	20.8%	29.7%
Vacant Housing Units	2.5%	3.0%
Per Capita Income		
2000	$27,921	$25,404
2004	$33,561	$29,819
2009	$42,000	$37,001

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

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	0-5 min	0-10 min
2000 Household by Income		
Household Income Base	5,371	29,873
<$15,000	4.8%	7.8%
$15,000 - $24,999	8.9%	11.2%
$25,000 - $34,999	9.1%	11.8%
$35,000 - $49,999	13.7%	18.3%
$50,000 - $74,999	24.7%	24.0%
$75,000 - $99,999	19.2%	14.7%
$100,000 - $149,999	14.2%	9.2%
$150,000 - $199,999	2.4%	1.5%
$200,000 +	3.0%	1.7%
Average Household Income	$73,787	$60,600
2004 Household by Income		
Household Income Base	5,716	30,814
<$15,000	4.2%	7.0%
$15,000 - $24,999	6.7%	9.3%
$25,000 - $34,999	8.5%	10.5%
$35,000 - $49,999	12.3%	16.7%
$50,000 - $74,999	22.9%	22.7%
$75,000 - $99,999	18.7%	15.4%
$100,000 - $149,999	19.4%	13.6%
$150,000 - $199,999	3.5%	2.5%
$200,000 +	3.9%	2.4%
Average Household Income	$85,067	$69,539
2009 Household by Income		
Household Income Base	5,865	31,404
<$15,000	3.4%	6.0%
$15,000 - $24,999	5.1%	7.1%
$25,000 - $34,999	7.4%	8.9%
$35,000 - $49,999	10.0%	14.2%
$50,000 - $74,999	18.2%	19.9%
$75,000 - $99,999	18.3%	16.3%
$100,000 - $149,999	23.2%	18.1%
$150,000 - $199,999	8.2%	5.5%
$200,000 +	6.2%	4.1%
Average Household Income	$104,463	$84,625
2000 Owner Occupied HUs by Value		
Total	4,059	19,542
< $50,000	0.1%	1.2%
$50,000 - $99,999	7.8%	15.6%
$100,000 - $149,999	42.7%	47.0%
$150,000 - $199,999	30.7%	25.2%
$200,000 - $299,999	15.1%	8.9%
$300,000 - $499,999	2.8%	1.4%
$500,000 - $999,999	0.7%	0.5%
$1,000,000+	0.2%	0.2%
Average Home Value	$168,920	$148,144
2000 Specified Renter Occupied HUs by Contract Rent		
Total	1,357	10,258
With Cash Rent	99.2%	98.2%
No Cash Rent	0.8%	1.8%
Average Rent	$787	$632

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

	0-5 min	0-10 min
2000 Population by Age		
Total	14,001	72,658
0 - 4	5.7%	5.1%
5 - 9	6.2%	5.5%
10 - 14	7.7%	6.1%
15 - 24	11.4%	12.1%
25 - 34	10.9%	12.6%
35 - 44	17.7%	16.3%
45 - 54	16.4%	14.8%
55 - 64	9.3%	10.1%
65 - 74	7.8%	9.0%
75 - 84	5.3%	6.4%
85+	1.6%	2.0%
18+	75.4%	79.3%
2004 Population by Age		
Total	14,335	73,177
0 - 4	5.6%	5.0%
5 - 9	6.1%	5.2%
10 - 14	6.5%	5.7%
15 - 24	12.7%	12.5%
25 - 34	9.7%	12.0%
35 - 44	15.4%	14.9%
45 - 54	17.7%	15.5%
55 - 64	10.9%	11.4%
65 - 74	7.8%	8.5%
75 - 84	5.7%	7.0%
85+	2.0%	2.4%
18+	77.2%	80.3%
2009 Population by Age		
Total	14,402	72,993
0 - 4	5.3%	5.0%
5 - 9	5.3%	4.7%
10 - 14	6.6%	5.4%
15 - 24	12.5%	12.3%
25 - 34	9.7%	11.9%
35 - 44	13.3%	13.4%
45 - 54	17.5%	15.8%
55 - 64	13.7%	12.9%
65 - 74	7.6%	8.4%
75 - 84	5.8%	7.0%
85+	2.6%	3.2%
18+	78.3%	81.3%
2000 Population by Sex		
Males	49.0%	48.9%
Females	51.0%	51.1%
2004 Population by Sex		
Males	48.9%	48.8%
Females	51.1%	51.2%
2009 Population by Sex		
Males	48.8%	48.8%
Females	51.2%	51.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

	0-5 min	0-10 min
2000 Population by Race/Ethnicity		
Total	14,001	72,658
White Alone	95.0%	92.7%
Black Alone	2.0%	2.6%
American Indian Alone	0.2%	0.4%
Asian or Pacific Islander Alone	1.6%	2.1%
Some Other Race Alone	0.5%	1.1%
Two or More Races	0.7%	1.2%
Hispanic Origin	2.2%	3.4%
Diversity Index	13.6	19.7
2004 Population by Race/Ethnicity		
Total	14,335	73,177
White Alone	93.9%	91.0%
Black Alone	2.4%	3.1%
American Indian Alone	0.2%	0.4%
Asian or Pacific Islander Alone	2.1%	2.8%
Some Other Race Alone	0.6%	1.3%
Two or More Races	0.8%	1.3%
Hispanic Origin	2.7%	4.2%
Diversity Index	16.4	23.7
2009 Population by Race/Ethnicity		
Total	14,402	72,993
White Alone	92.2%	88.6%
Black Alone	3.0%	3.8%
American Indian Alone	0.2%	0.5%
Asian or Pacific Islander Alone	2.8%	3.8%
Some Other Race Alone	0.8%	1.7%
Two or More Races	1.0%	1.5%
Hispanic Origin	3.5%	5.4%
Diversity Index	20.6	29.2
2000 Population 3+ by School Enrollment		
Total	13,442	70,560
Enrolled in Nursery/Preschool	1.5%	1.3%
Enrolled in Kindergarten	1.1%	1.2%
Enrolled in Grade 1-8	11.9%	9.7%
Enrolled in Grade 9-12	6.5%	5.5%
Enrolled in College	3.8%	4.7%
Enrolled in Grad/Prof School	1.1%	1.0%
Not Enrolled in School	74.0%	76.5%
2000 Population 25+ by Educational Attainment		
Total	9,603	51,951
Less than 9th Grade	2.0%	3.3%
9th - 12th Grade, No Diploma	5.9%	8.9%
High School Graduate	27.6%	31.2%
Some College, No Degree	22.0%	23.4%
Associate Degree	8.8%	7.7%
Bachelor's Degree	23.1%	18.0%
Master's/Prof/Doctorate Degree	10.5%	7.5%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

	0-5 min	0-10 min
2000 Population 15+ by Sex and Marital Status		
Total	11,166	60,563
Females	51.3%	51.8%
Never Married	10.0%	11.5%
Married, not Separated	30.7%	27.7%
Married, Separated	0.1%	0.3%
Widowed	5.8%	6.9%
Divorced	4.7%	5.5%
Males	48.7%	48.2%
Never Married	11.0%	12.6%
Married, not Separated	33.4%	30.1%
Married, Separated	0.1%	0.4%
Widowed	1.1%	1.3%
Divorced	3.2%	3.6%
2000 Population 16+ by Employment Status		
Total	10,938	59,691
In Labor Force	69.3%	65.8%
Civilian Employed	67.0%	63.8%
Civilian Unemployed	2.0%	1.9%
In Armed Forces	0.3%	0.1%
Not in Labor Force	30.7%	34.2%
2004 Civilian Population 16+ in Labor Force		
Civilian Employed	96.1%	96.3%
Civilian Unemployed	3.9%	3.7%
2009 Civilian Population 16+ in Labor Force		
Civilian Employed	96.5%	96.9%
Civilian Unemployed	3.5%	3.1%
2000 Females 16+ by Employment Status and Age of Children		
Total	5,607	30,983
Own Children < 6 Only	7.9%	5.9%
Employed/in Armed Forces	6.5%	4.4%
Unemployed	0.0%	0.1%
Not in Labor Force	1.4%	1.4%
Own Children <6 and 6-17 Only	5.4%	4.0%
Employed/in Armed Forces	4.0%	2.8%
Unemployed	0.1%	0.0%
Not in Labor Force	1.3%	1.2%
Own Children 6-17 Only	18.8%	14.9%
Employed/in Armed Forces	15.7%	12.5%
Unemployed	0.1%	0.3%
Not in Labor Force	3.0%	2.1%
No Own Children <18	67.9%	75.1%
Employed/in Armed Forces	36.7%	40.9%
Unemployed	1.6%	1.2%
Not in Labor Force	29.6%	33.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

	0-5 min	0-10 min
2004 Employed Population 16+ by Industry		
Total	7,918	39,809
Agriculture/Mining	0.4%	0.6%
Construction	5.0%	4.1%
Manufacturing	14.9%	16.6%
Wholesale Trade	4.0%	3.6%
Retail Trade	9.3%	10.5%
Transportation/Utilities	6.7%	6.4%
Information	2.6%	2.3%
Finance/Insurance/Real Estate	10.3%	9.7%
Services	44.8%	43.1%
Public Administration	2.0%	3.1%
2004 Employed Population 16+ by Occupation		
Total	7,919	39,806
White Collar	72.7%	68.0%
Management/Business/Financial	18.6%	14.4%
Professional	27.6%	23.7%
Sales	12.7%	12.8%
Administrative Support	13.8%	17.1%
Services	10.2%	11.9%
Blue Collar	17.0%	20.1%
Farming/Forestry/Fishing	0.0%	0.0%
Construction/Extraction	3.6%	3.1%
Installation/Maintenance/Repair	2.5%	3.1%
Production	7.1%	8.7%
Transportation/Material Moving	3.8%	5.2%
2000 Workers 16+ by Means of Transportation to Work		
Total	7,200	37,407
Drove Alone - Car, Truck, or Van	87.4%	85.6%
Carpooled - Car, Truck, or Van	7.5%	8.3%
Public Transportation	1.4%	1.7%
Walked	0.6%	1.3%
Other Means	0.2%	0.3%
Worked at Home	2.9%	2.8%
2000 Workers 16+ by Travel Time to Work		
Total	7,200	37,406
Did not Work at Home	97.1%	97.2%
Less than 5 minutes	2.2%	2.1%
5 to 9 minutes	7.4%	8.9%
10 to 19 minutes	28.4%	32.0%
20 to 24 minutes	20.0%	19.6%
25 to 34 minutes	26.0%	23.1%
35 to 44 minutes	7.1%	5.9%
45 to 59 minutes	3.2%	2.9%
60 to 89 minutes	1.4%	1.3%
90 or more minutes	1.3%	1.4%
Worked at Home	2.9%	2.8%
Average Travel Time to Work (in min)	23.6	22.2
2000 Households by Vehicles Available		
Total	5,382	29,852
None	5.2%	6.5%
1	29.2%	36.2%
2	49.0%	42.0%
3	13.9%	11.7%
4	2.4%	2.8%
5+	0.4%	0.8%
Average Number of Vehicles Available	1.8	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

	0-5 min	0-10 min
2000 Households by Type		
Total	5,459	29,815
Family Households	72.7%	64.5%
Married-couple Family	60.7%	53.1%
With Related Children	27.2%	21.2%
Other Family (No Spouse)	10.9%	11.3%
With Related Children	6.6%	6.4%
Nonfamily Households	27.3%	35.5%
Householder Living Alone	23.6%	29.9%
Householder Not Living Alone	3.8%	5.7%
Households with Related Children	33.8%	27.5%
Households with Persons 65+	25.1%	28.3%
2000 Households by Size		
Total	5,459	29,815
1 Person Household	23.3%	29.9%
2 Person Household	36.5%	36.4%
3 Person Household	15.7%	14.5%
4 Person Household	15.5%	12.5%
5 Person Household	6.2%	4.9%
6 Person Household	1.6%	1.4%
7+ Person Household	0.5%	0.6%
2000 Households by Year Householder Moved In		
Total	5,418	29,825
Moved in 1999 to March 2000	14.6%	17.2%
Moved in 1995 to 1998	29.3%	28.1%
Moved in 1990 to 1994	19.5%	16.2%
Moved in 1980 to 1989	17.7%	15.6%
Moved in 1970 to 1979	9.0%	10.9%
Moved in 1969 or Earlier	9.9%	11.9%
2000 Housing Units by Units in Structure		
Total	5,510	30,822
1, Detached	60.2%	53.7%
1, Attached	14.8%	8.9%
2	4.2%	4.0%
3 or 4	6.7%	4.7%
5 to 9	8.0%	10.9%
10 to 19	1.3%	6.0%
20+	4.9%	11.4%
Mobile Home	0.0%	0.5%
Other	0.0%	0.0%
2000 Housing Units by Year Structure Built		
Total	5,508	30,822
1999 to March 2000	2.0%	1.5%
1995 to 1998	7.4%	6.2%
1990 to 1994	11.6%	8.3%
1980 to 1989	22.3%	15.3%
1970 to 1979	14.7%	22.7%
1969 or Earlier	42.0%	45.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

2004 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

	0-5 min	0-10 min
Apparel & Services: Total $	$21,794,325	$100,039,860
Average Spent	$3,812.20	$3,246.47
Spending Potential Index	137	117
Computers & Accessories: Total $	$2,068,998	$9,311,370
Average Spent	$361.90	$302.17
Spending Potential Index	117	98
Education: Total $	$6,790,695	$31,147,700
Average Spent	$1,187.81	$1,010.80
Spending Potential Index	118	100
Entertainment/Recreation: Total $	$21,177,174	$95,633,741
Average Spent	$3,704.25	$3,103.48
Spending Potential Index	121	101
Food at Home: Total $	$36,195,610	$168,283,510
Average Spent	$6,331.22	$5,461.09
Spending Potential Index	135	117
Food Away from Home: Total $	$24,213,060	$111,663,851
Average Spent	$4,235.27	$3,623.68
Spending Potential Index	137	117
Health Care: Total $	$20,690,702	$96,503,155
Average Spent	$3,619.15	$3,131.69
Spending Potential Index	111	96
HH Furnishings & Equip: Total $	$15,431,984	$69,276,027
Average Spent	$2,699.32	$2,248.13
Spending Potential Index	127	106
Investments: Total $	$69,796,191	$311,579,614
Average Spent	$12,208.53	$10,111.30
Spending Potential Index	138	115
Retail Goods: Total $	$168,523,400	$771,547,875
Average Spent	$29,477.59	$25,038.06
Spending Potential Index	122	104
Shelter: Total $	$88,156,133	$400,841,418
Average Spent	$15,420.00	$13,008.00
Spending Potential Index	116	98
TV/Video/Sound Equipement:Total $	$6,254,399	$28,971,257
Average Spent	$1,094.00	$940.17
Spending Potential Index	110	95
Travel: Total $	$12,387,989	$55,839,682
Average Spent	$2,166.87	$1,812.09
Spending Potential Index	119	100
Vehicle Maintenance & Repairs: Total $	$6,668,838	$30,386,076
Average Spent	$1,166.49	$986.08
Spending Potential Index	114	96

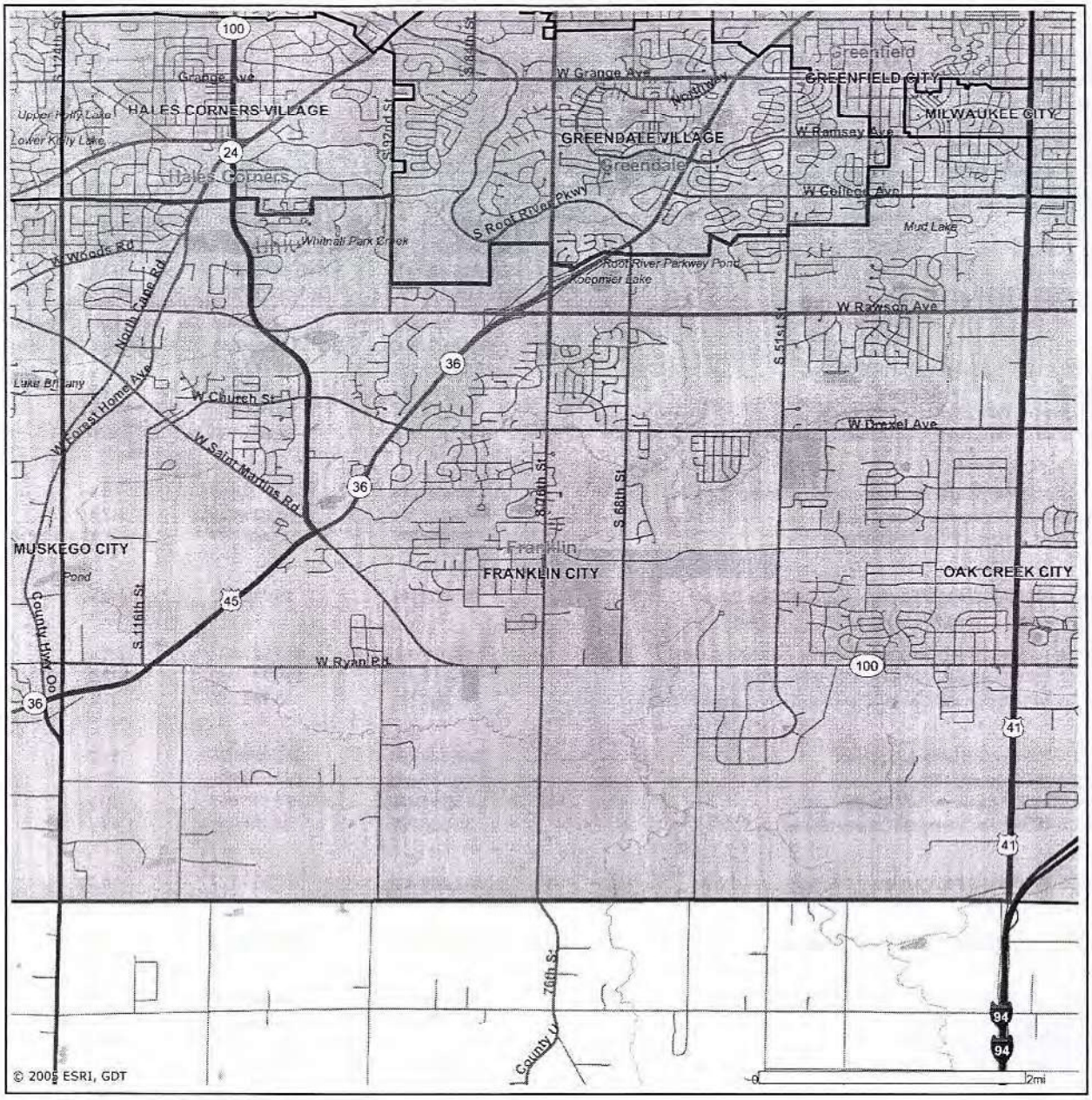
Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100. Expenditure data are derived from the Consumer Expenditure Surveys, Bureau of Labor Statistics.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

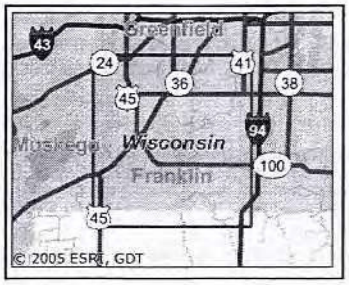
Standard Map

R.A. Smith & Assoc. Inc.

December 1, 2005



Place: 5527300 Franklin City, WI



Place: 5527300 Franklin City, WI

Summary Demographics	
2005 Population	30,779
2005 Households	11,293
2005 Median Disposable Income	$51,841
2005 Per Capita Income	$33,138

Industry Summary	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$347,445,502	$397,899,907	6.8	164
Total Retail Trade (NAICS 44-45)	$330,855,432	$336,044,328	0.8	120
Total Food & Drink (NAICS 722)	$16,590,070	$61,855,579	57.7	44

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	$79,882,196	$93,112,457	7.6	13
NAICS 4411: Automobile Dealers	$74,086,505	$81,219,347	4.6	7
NAICS 4412: Other Motor Vehicle Dealers	$5,795,691	$6,011,974	1.8	6
NAICS 4413: Auto Parts, Accessories, and Tire Stores	$0	$5,881,136	100.0	0
NAICS 442: Furniture & Home Furnishings Stores	$3,656,486	$10,509,118	48.4	6
NAICS 4421: Furniture Stores	$776,114	$8,060,937	82.4	2
NAICS 4422: Home Furnishings Stores	$2,880,372	$2,448,181	-8.1	4
NAICS 443/NAICS 4431: Electronics & Appliance Stores	$9,036,707	$9,910,542	4.6	15
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	$9,628,788	$16,521,637	26.4	17
NAICS 4441: Building Material and Supplies Dealers	$6,764,616	$10,771,725	22.9	15
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	$2,864,172	$5,749,912	33.5	2
NAICS 445: Food & Beverage Stores	$46,339,186	$58,087,024	11.2	13
NAICS 4451: Grocery Stores	$44,680,948	$52,370,099	7.9	6
NAICS 4452: Specialty Food Stores	$331,450	$1,615,657	66.0	3
NAICS 4453: Beer, Wine, and Liquor Stores	$1,326,788	$4,101,268	51.1	4
NAICS 446/NAICS 4461: Health & Personal Care Stores	$47,899,401	$18,521,727	-44.2	15
NAICS 447/NAICS 4471: Gasoline Stations	$23,953,259	$35,559,051	19.5	5
NAICS 448: Clothing and Clothing Accessories Stores	$10,358,651	$8,540,922	-9.6	4
NAICS 4481: Clothing Stores	$10,158,323	$5,804,860	-27.3	3
NAICS 4482: Shoe Stores	$0	$1,156,446	100.0	0
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	$200,328	$1,579,616	77.5	1
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	$5,908,425	$6,697,832	6.3	8
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	$5,600,259	$3,167,327	-27.7	6
NAICS 4512: Books, Periodical, and Music Stores	$308,156	$3,530,505	83.9	2

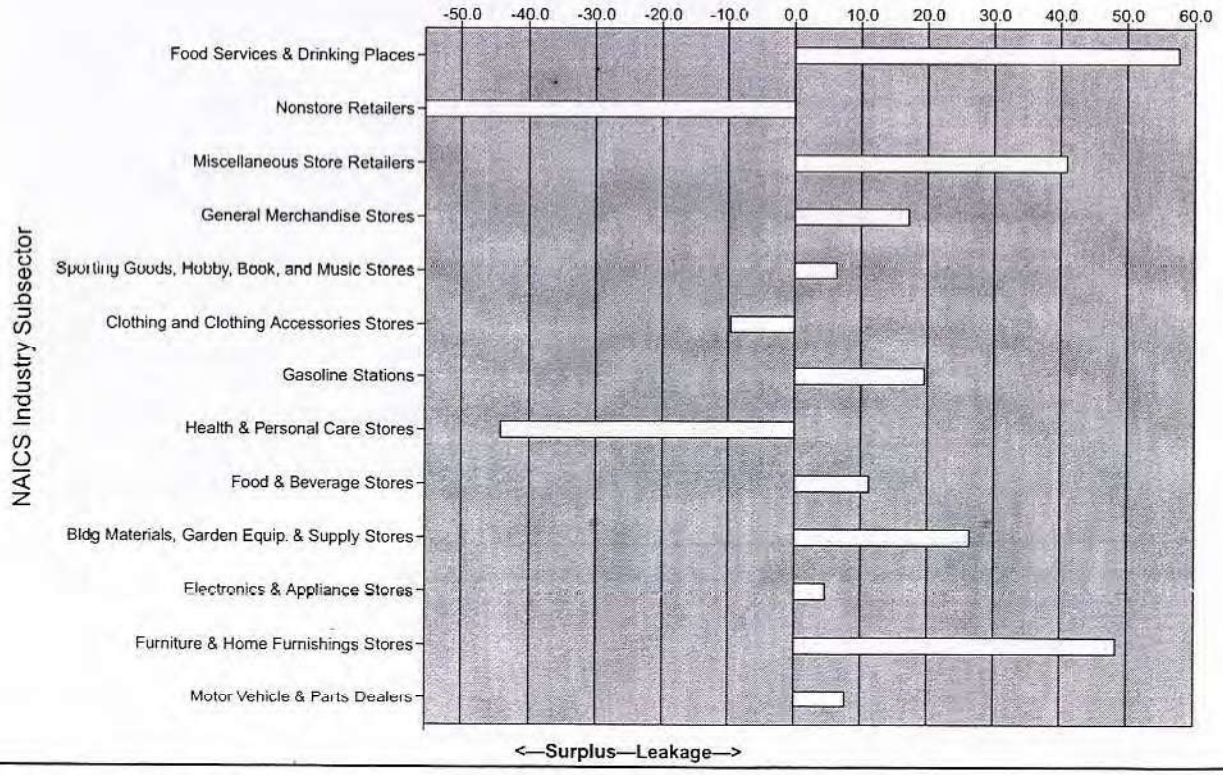
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: Business data provided by InfoUSA, Omaha NE Copyright 2005, all rights reserved. ESRI forecasts for 2005.

Place: 5527300 Franklin City, WI

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	$37,990,395	$53,804,544	17.2	2
NAICS 4521: Department Stores (Excluding Leased Depts.)	$37,990,395	$24,315,219	-21.9	2
NAICS 4529: Other General Merchandise Stores	$0	$29,489,325	100.0	0
NAICS 453: Miscellaneous Store Retailers	$4,110,513	$9,829,352	41.0	20
NAICS 4531: Florists	$203,280	$229,230	6.0	3
NAICS 4532: Office Supplies, Stationery, and Gift Stores	$1,281,406	$2,333,372	29.1	4
NAICS 4533: Used Merchandise Stores	$882,312	$1,285,824	18.6	5
NAICS 4539: Other Miscellaneous Store Retailers	$1,743,515	$5,980,926	54.9	8
NAICS 454: Nonstore Retailers	$52,091,425	$14,950,122	-55.4	2
NAICS 4541: Electronic Shopping and Mail-Order Houses	$52,088,398	$14,945,367	-55.4	1
NAICS 4542: Vending Machine Operators	$0	$1,485	100.0	0
NAICS 4543: Direct Selling Establishments	$3,027	$3,270	3.9	1
NAICS 722: Food Services & Drinking Places	$16,590,070	$61,855,579	57.7	44
NAICS 7221: Full-Service Restaurants	$0	$31,708,115	100.0	0
NAICS 7222: Limited-Service Eating Places	$10,826,026	$20,821,073	31.6	31
NAICS 7223: Special Food Services	$3,915,826	$5,798,035	19.4	3
NAICS 7224: Drinking Places (Alcoholic Beverages)	$1,848,218	$3,528,356	31.2	10

Leakage/Surplus Factor by Industry Subsector



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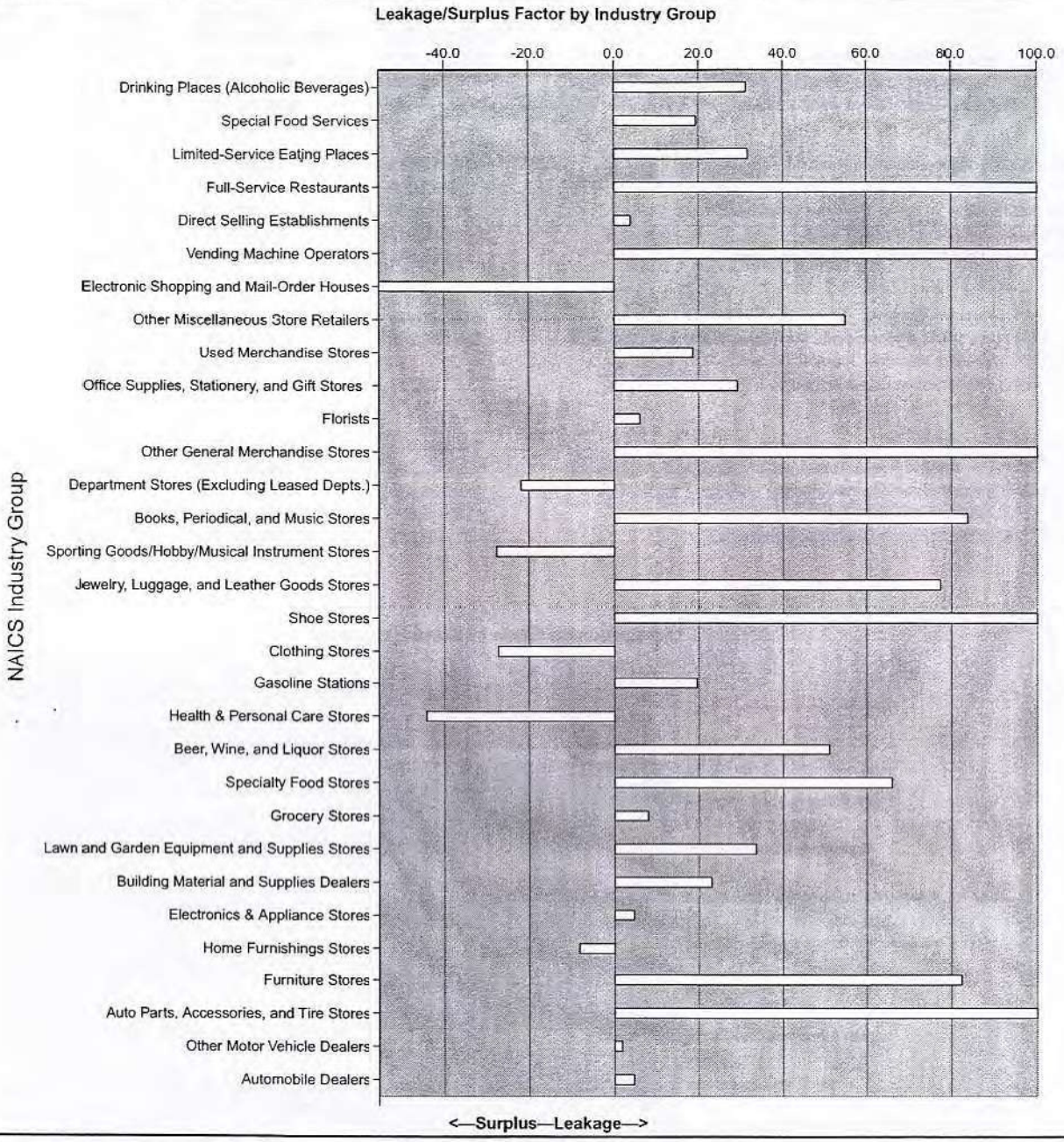
Place: 5527300 Franklin City, WI



Source: Business data provided by InfoUSA, Omaha NE Copyright 2005, all rights reserved. ESRI forecasts for 2005.

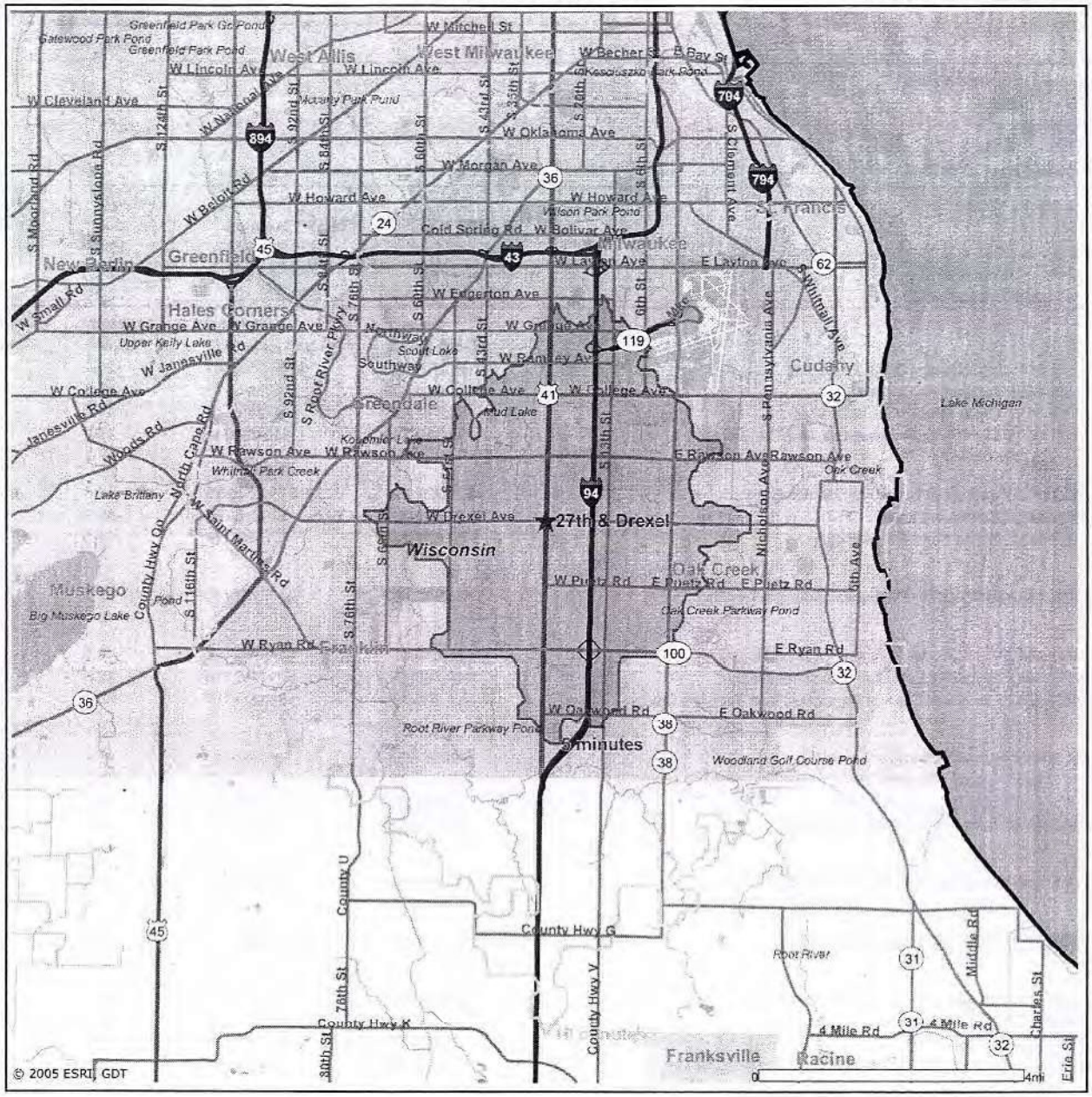
27th & Drexel

Site Map

RA Smith & Assoc., Inc.

November 29, 2005

Latitude: 42.901885
Longitude: -87.950719



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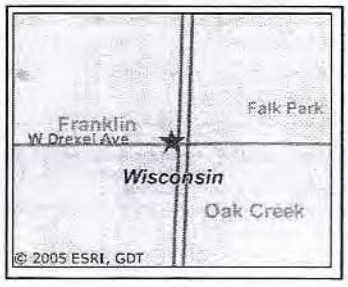

Retail MarketPlace Profile

RA Smith & Assoc., Inc.

27th & Drexel

Latitude: 42.901885
Longitude: -87.950719
Site Type: Drive Time
Drive Time: 5 minutes

Summary Demographics	
2005 Population	36,203
2005 Households	15,064
2005 Median Disposable Income	$43,038
2005 Per Capita Income	$29,723

Industry Summary	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$598,689,549	$436,876,948	-15.6	197
Total Retail Trade (NAICS 44-45)	$543,172,119	$368,781,751	-19.1	127
Total Food & Drink (NAICS 722)	$55,517,430	$68,095,197	10.2	70

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	$167,879,753	$102,056,841	-24.4	21
NAICS 4411: Automobile Dealers	$157,640,606	$89,344,273	-27.7	14
NAICS 4412: Other Motor Vehicle Dealers	$6,380,963	$6,249,924	-1.0	4
NAICS 4413: Auto Parts, Accessories, and Tire Stores	$3,858,184	$6,462,644	25.2	3
NAICS 442: Furniture & Home Furnishings Stores	$23,224,190	$11,233,895	-34.8	9
NAICS 4421: Furniture Stores	$19,801,262	$8,694,781	-39.0	5
NAICS 4422: Home Furnishings Stores	$3,422,928	$2,539,114	-14.8	4
NAICS 443/NAICS 4431: Electronics & Appliance Stores	$4,952,597	$10,808,710	37.2	11
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	$25,810,101	$17,296,474	-19.8	15
NAICS 4441: Building Material and Supplies Dealers	$14,486,606	$11,206,224	-12.8	12
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	$11,323,495	$6,090,250	-30.1	3
NAICS 445: Food & Beverage Stores	$48,687,925	$64,792,548	14.2	14
NAICS 4451: Grocery Stores	$44,787,950	$58,410,578	13.2	9
NAICS 4452: Specialty Food Stores	$565,315	$1,801,538	52.2	2
NAICS 4453: Beer, Wine, and Liquor Stores	$3,334,660	$4,580,432	15.7	3
NAICS 446/NAICS 4461: Health & Personal Care Stores	$43,486,567	$20,399,344	-36.1	7
NAICS 447/NAICS 4471: Gasoline Stations	$88,178,903	$39,564,134	-38.1	14
NAICS 448: Clothing and Clothing Accessories Stores	$3,340,608	$9,400,412	47.6	3
NAICS 4481: Clothing Stores	$1,716,798	$6,397,214	57.7	2
NAICS 4482: Shoe Stores	$1,299,278	$1,293,789	-0.2	1
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	$324,532	$1,709,409	68.1	0
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	$9,306,049	$7,377,366	-11.6	7
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	$9,175,633	$3,440,280	-45.5	6
NAICS 4512: Books, Periodical, and Music Stores	$130,416	$3,937,086	93.6	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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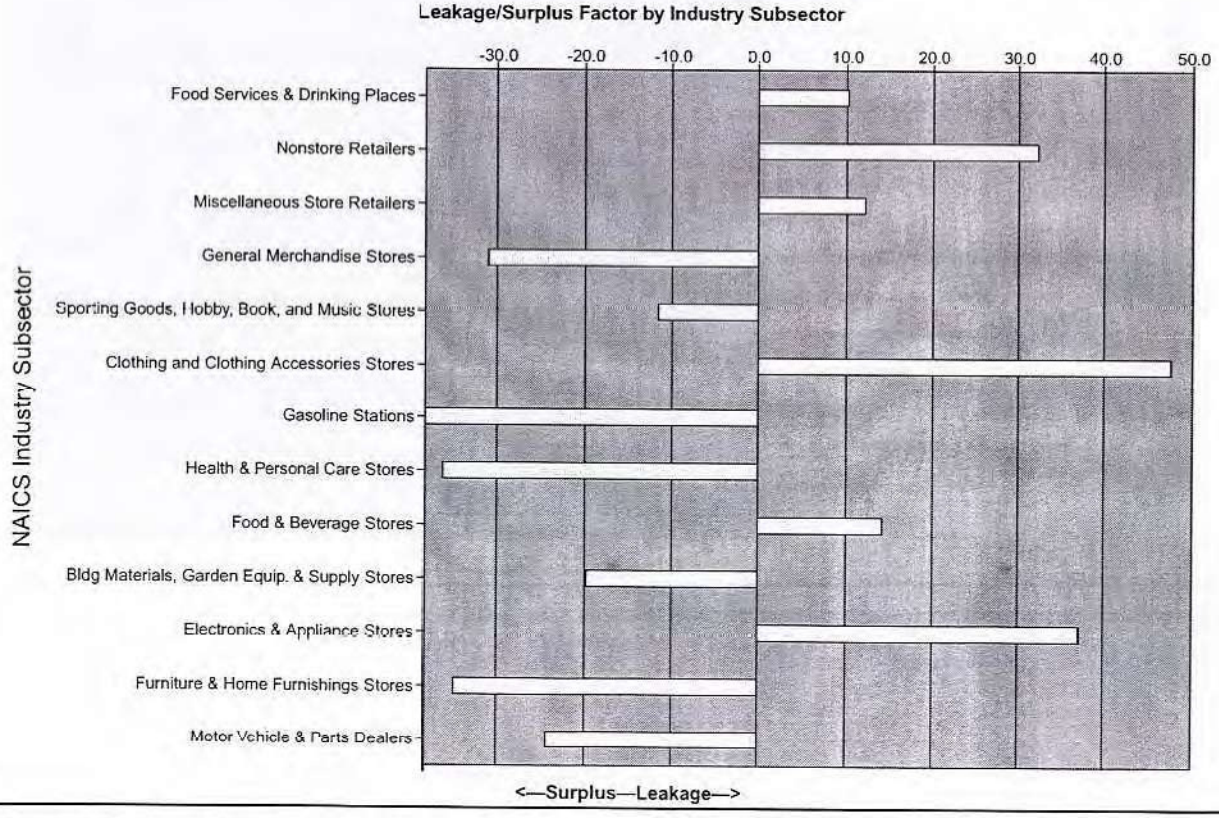
Longitude: -87.950719
Drive Time: 5 minutes

Site Type: Drive Time

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	$111,621,976	$58,843,529	-31.0	5
NAICS 4521: Department Stores (Excluding Leased Depts.)	$52,352,618	$26,624,233	-32.6	4
NAICS 4529: Other General Merchandise Stores	$59,269,358	$32,219,296	-29.6	1
NAICS 453: Miscellaneous Store Retailers	$8,285,337	$10,598,224	12.2	19
NAICS 4531: Florists	$147,523	$242,384	24.3	2
NAICS 4532: Office Supplies, Stationery, and Gift Stores	$5,393,943	$2,496,314	-36.7	5
NAICS 4533: Used Merchandise Stores	$1,371,421	$1,405,421	1.2	5
NAICS 4539: Other Miscellaneous Store Retailers	$1,372,450	$6,454,105	64.9	7
NAICS 454: Nonstore Retailers	$8,398,113	$16,410,274	32.3	2
NAICS 4541: Electronic Shopping and Mail-Order Houses	$8,375,815	$16,405,027	32.4	1
NAICS 4542: Vending Machine Operators	$0	$1,655	100.0	0
NAICS 4543: Direct Selling Establishments	$22,298	$3,592	-72.3	1
NAICS 722: Food Services & Drinking Places	$55,517,430	$68,095,197	10.2	70
NAICS 7221: Full-Service Restaurants	$19,840,225	$34,743,572	27.3	3
NAICS 7222: Limited-Service Eating Places	$20,642,500	$23,063,081	5.5	55
NAICS 7223: Special Food Services	$12,330,500	$6,394,726	-31.7	2
NAICS 7224: Drinking Places (Alcoholic Beverages)	$2,704,205	$3,893,818	18.0	10



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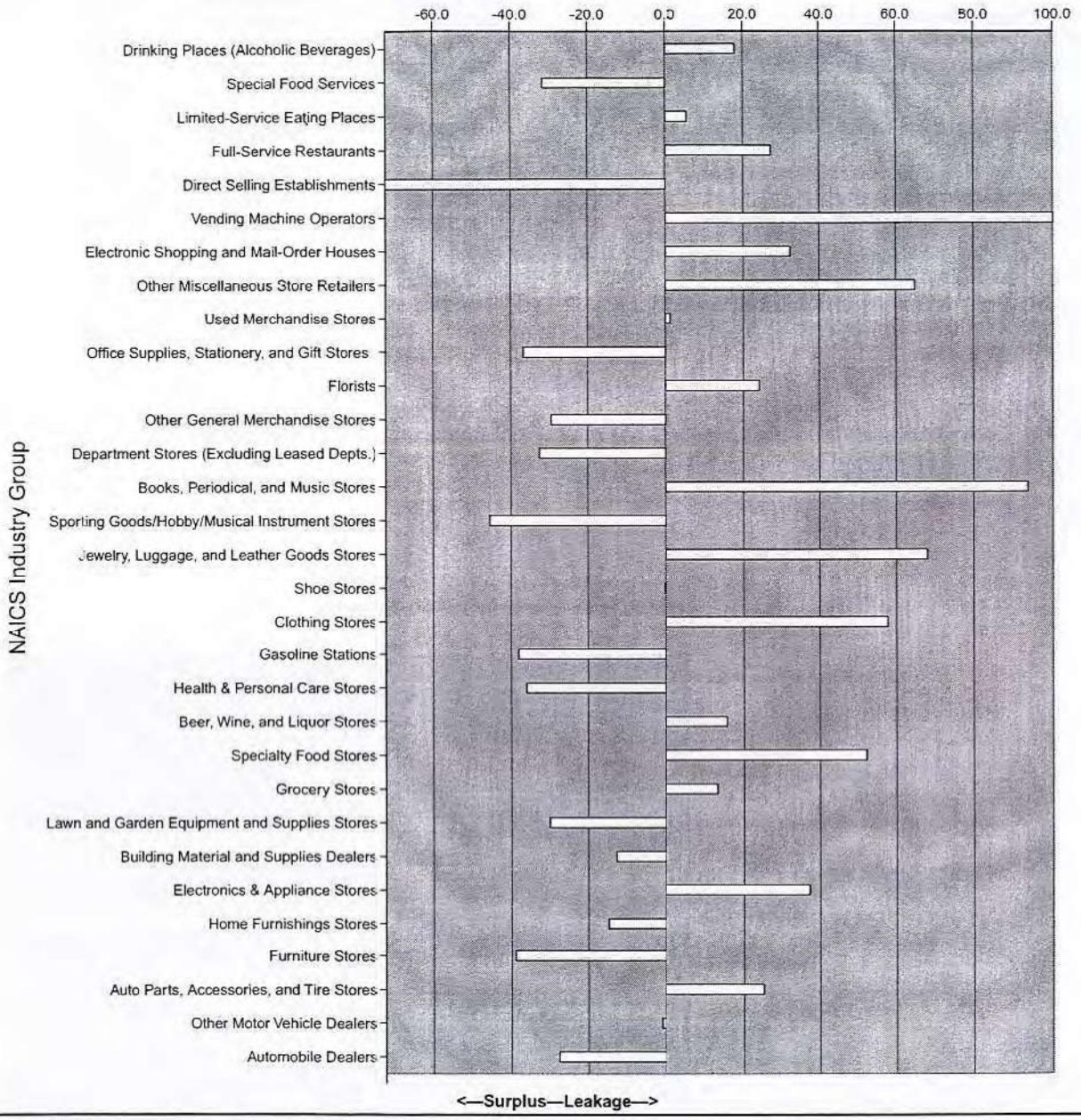
Site Type: Drive Time

Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

RA Smith & Assoc., Inc.

27th & Drexel

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Site Type: Drive Time

Summary Demographics	
2005 Population	199,327
2005 Households	82,756
2005 Median Disposable Income	$38,342
2005 Per Capita Income	$26,641

Industry Summary	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$2,686,374,462	$2,134,927,173	-11.4	1,353
Total Retail Trade (NAICS 44-45)	$2,416,989,505	$1,803,108,107	-14.5	918
Total Food & Drink (NAICS 722)	$269,384,957	$331,819,066	10.4	435

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	$459,031,889	$492,812,273	3.5	98
NAICS 4411: Automobile Dealers	$408,486,231	$431,290,342	2.7	42
NAICS 4412: Other Motor Vehicle Dealers	$28,568,884	$30,383,878	3.1	21
NAICS 4413: Auto Parts, Accessories, and Tire Stores	$21,976,774	$31,138,053	17.2	35
NAICS 442: Furniture & Home Furnishings Stores	$50,169,763	$53,532,543	3.2	32
NAICS 4421: Furniture Stores	$36,676,573	$41,403,850	6.1	14
NAICS 4422: Home Furnishings Stores	$13,493,190	$12,128,693	-5.3	18
NAICS 443/NAICS 4431: Electronics & Appliance Stores	$34,220,398	$52,084,652	20.7	69
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	$98,409,226	$86,020,326	-6.7	83
NAICS 4441: Building Material and Supplies Dealers	$24,479,879	$55,779,316	39.0	64
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	$73,929,347	$30,241,010	-41.9	19
NAICS 445: Food & Beverage Stores	$285,909,942	$319,573,285	5.6	92
NAICS 4451: Grocery Stores	$264,740,510	$288,206,604	4.2	51
NAICS 4452: Specialty Food Stores	$4,673,036	$8,875,371	31.0	21
NAICS 4453: Beer, Wine, and Liquor Stores	$16,496,396	$22,491,310	15.4	20
NAICS 446/NAICS 4461: Health & Personal Care Stores	$195,837,665	$103,007,699	-31.1	79
NAICS 447/NAICS 4471: Gasoline Stations	$302,865,060	$193,678,605	-22.0	62
NAICS 448: Clothing and Clothing Accessories Stores	$89,374,241	$45,495,927	-32.5	109
NAICS 4481: Clothing Stores	$63,694,479	$31,061,055	-34.4	64
NAICS 4482: Shoe Stores	$12,221,874	$6,327,094	-31.8	18
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	$13,457,888	$8,107,778	-24.8	27
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	$50,697,445	$35,801,682	-17.2	68
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	$40,543,659	$16,678,800	-41.7	51
NAICS 4512: Books, Periodical, and Music Stores	$10,153,786	$19,122,882	30.6	17

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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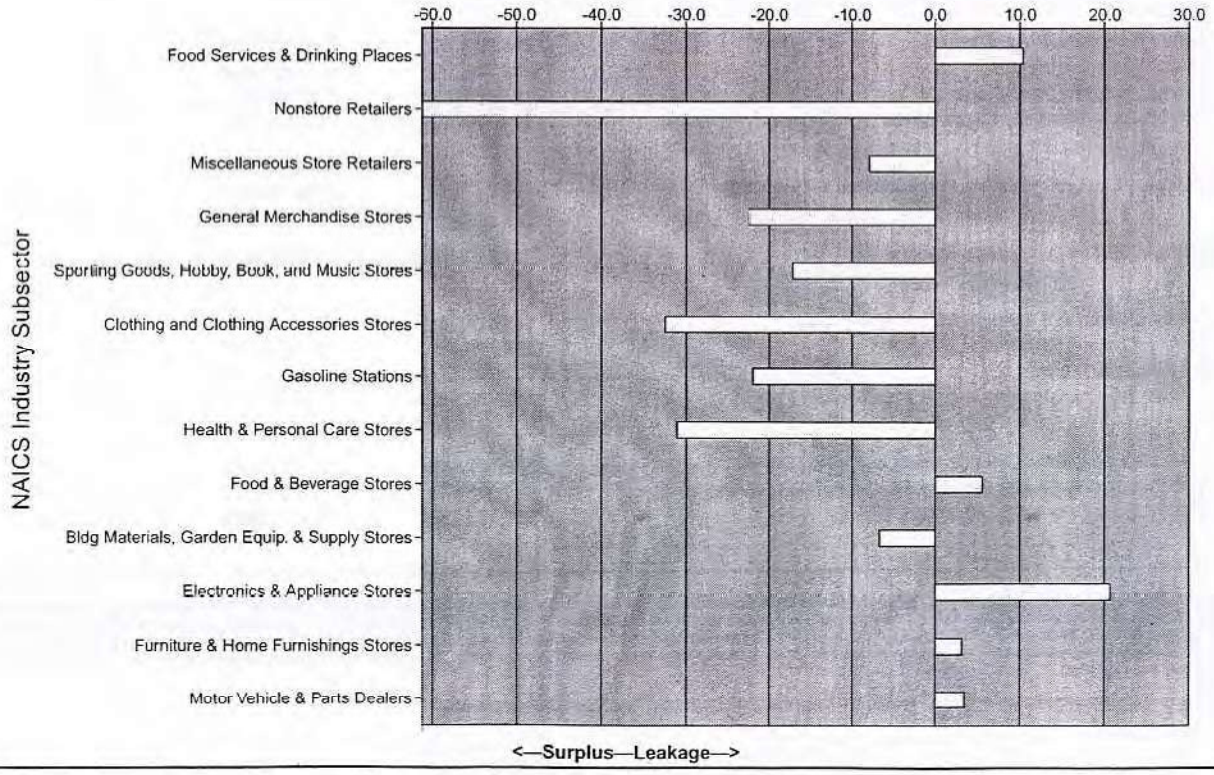
	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	$454,735,056	$288,518,594	-22.4	33
NAICS 4521: Department Stores (Excluding Leased Depts.)	$275,977,985	$130,364,337	-35.8	24
NAICS 4529: Other General Merchandise Stores	$178,757,071	$158,154,257	-6.1	9
NAICS 453: Miscellaneous Store Retailers	$60,765,161	$51,882,167	-7.9	179
NAICS 4531: Florists	$2,140,308	$1,193,964	-28.4	25
NAICS 4532: Office Supplies, Stationery, and Gift Stores	$20,561,100	$12,227,248	-25.4	51
NAICS 4533: Used Merchandise Stores	$10,759,912	$6,883,538	-22.0	25
NAICS 4539: Other Miscellaneous Store Retailers	$27,303,841	$31,577,417	7.3	78
NAICS 454: Nonstore Retailers	$334,973,659	$80,700,354	-61.2	14
NAICS 4541: Electronic Shopping and Mail-Order Houses	$334,928,400	$80,674,379	-61.2	4
NAICS 4542: Vending Machine Operators	$15,054	$8,408	-28.3	6
NAICS 4543: Direct Selling Establishments	$30,205	$17,567	-26.5	4
NAICS 722: Food Services & Drinking Places	$269,384,957	$331,819,066	10.4	435
NAICS 7221: Full-Service Restaurants	$104,951,647	$169,337,086	23.5	6
NAICS 7222: Limited-Service Eating Places	$96,632,553	$112,349,351	7.5	290
NAICS 7223: Special Food Services	$42,196,645	$31,106,773	-15.1	18
NAICS 7224: Drinking Places (Alcoholic Beverages)	$25,604,112	$19,025,856	-14.7	121

Leakage/Surplus Factor by Industry Subsector



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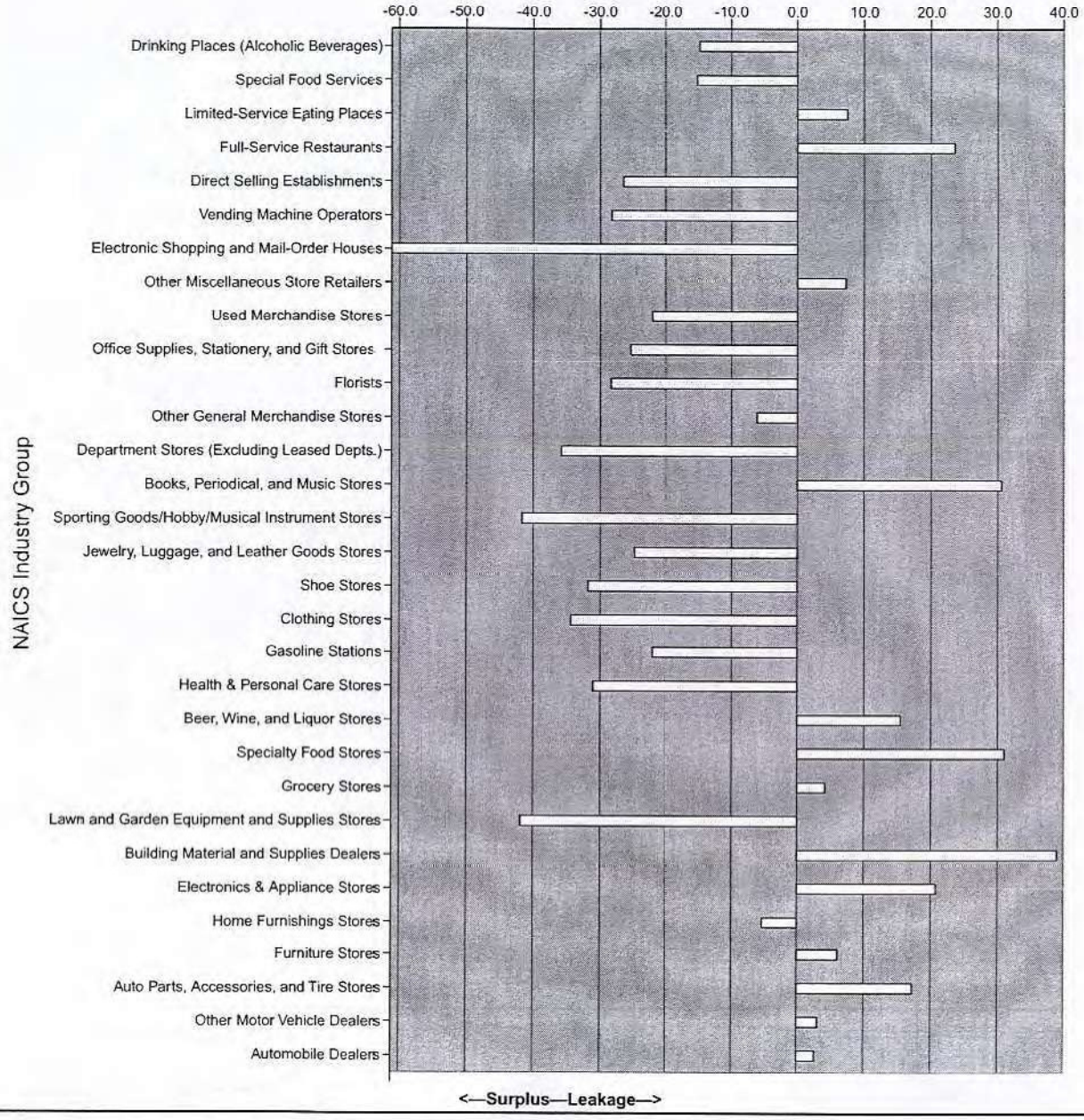
Leakage/Surplus Factor by Industry Group



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Site Map

RA Smith & Assoc., Inc.

November 29, 2005

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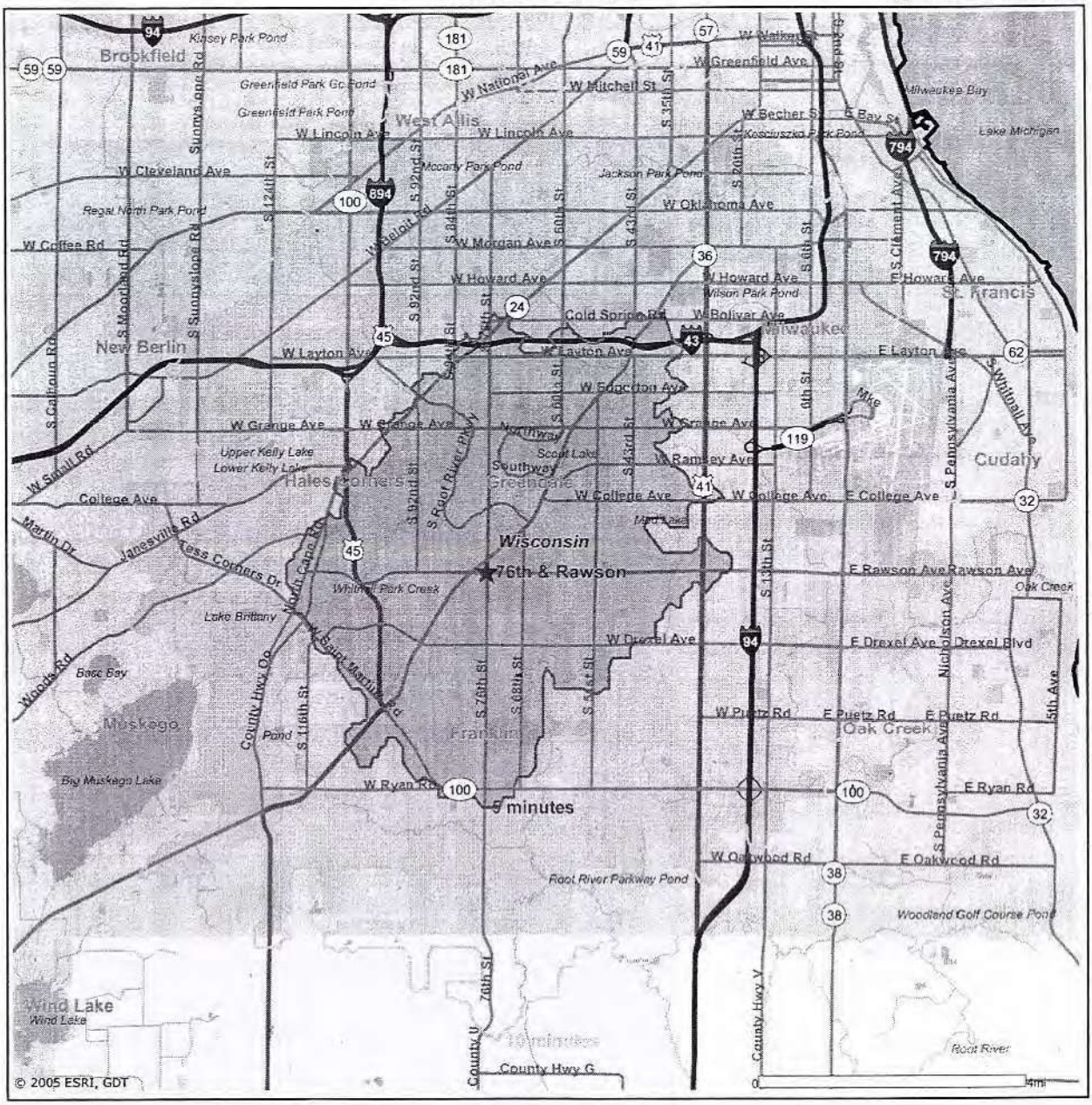

ESRI

Retail MarketPlace Profile

RA Smith & Assoc., Inc.

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Latitude: 42.916234
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Drive Time: 5 minutes

Site Type: Drive Time

Summary Demographics	
2005 Population	50,336
2005 Households	20,215
2005 Median Disposable Income	$43,486
2005 Per Capita Income	$31,331

Industry Summary	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$1,047,718,848	$612,820,073	-26.2	416
Total Retail Trade (NAICS 44-45)	$1,006,268,854	$517,598,709	-32.1	317
Total Food & Drink (NAICS 722)	$41,449,994	$95,221,364	39.3	99

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	$126,268,464	$141,898,106	5.8	19
NAICS 4411: Automobile Dealers	$113,773,296	$123,899,715	4.3	8
NAICS 4412: Other Motor Vehicle Dealers	$9,183,324	$8,997,825	-1.0	5
NAICS 4413: Auto Parts, Accessories, and Tire Stores	$3,311,844	$9,000,566	46.2	6
NAICS 442: Furniture & Home Furnishings Stores	$28,275,835	$15,787,562	-28.3	17
NAICS 4421: Furniture Stores	$22,907,013	$12,135,315	-30.7	10
NAICS 4422: Home Furnishings Stores	$5,368,822	$3,652,247	-19.0	7
NAICS 443/NAICS 4431: Electronics & Appliance Stores	$23,137,735	$15,016,370	-21.3	29
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	$29,640,390	$25,373,513	-7.8	20
NAICS 4441: Building Material and Supplies Dealers	$4,409,323	$16,529,651	57.9	17
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	$25,231,067	$8,843,862	-48.1	3
NAICS 445: Food & Beverage Stores	$92,597,443	$90,664,808	-1.1	18
NAICS 4451: Grocery Stores	$88,612,675	$81,779,577	-4.0	9
NAICS 4452: Specialty Food Stores	$1,722,395	$2,519,815	18.8	5
NAICS 4453: Beer, Wine, and Liquor Stores	$2,262,173	$6,365,416	47.6	4
NAICS 446/NAICS 4461: Health & Personal Care Stores	$85,621,273	$29,555,587	-48.7	35
NAICS 447/NAICS 4471: Gasoline Stations	$57,348,739	$54,897,769	-2.2	9
NAICS 448: Clothing and Clothing Accessories Stores	$66,764,503	$13,089,555	-67.2	69
NAICS 4481: Clothing Stores	$47,064,572	$8,924,896	-68.1	41
NAICS 4482: Shoe Stores	$9,196,721	$1,778,726	-67.6	12
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	$10,503,210	$2,385,933	-63.0	16
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	$36,427,457	$10,200,057	-56.2	32
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	$22,531,847	$4,802,855	-64.9	23
NAICS 4512: Books, Periodical, and Music Stores	$13,895,610	$5,397,202	-44.0	9

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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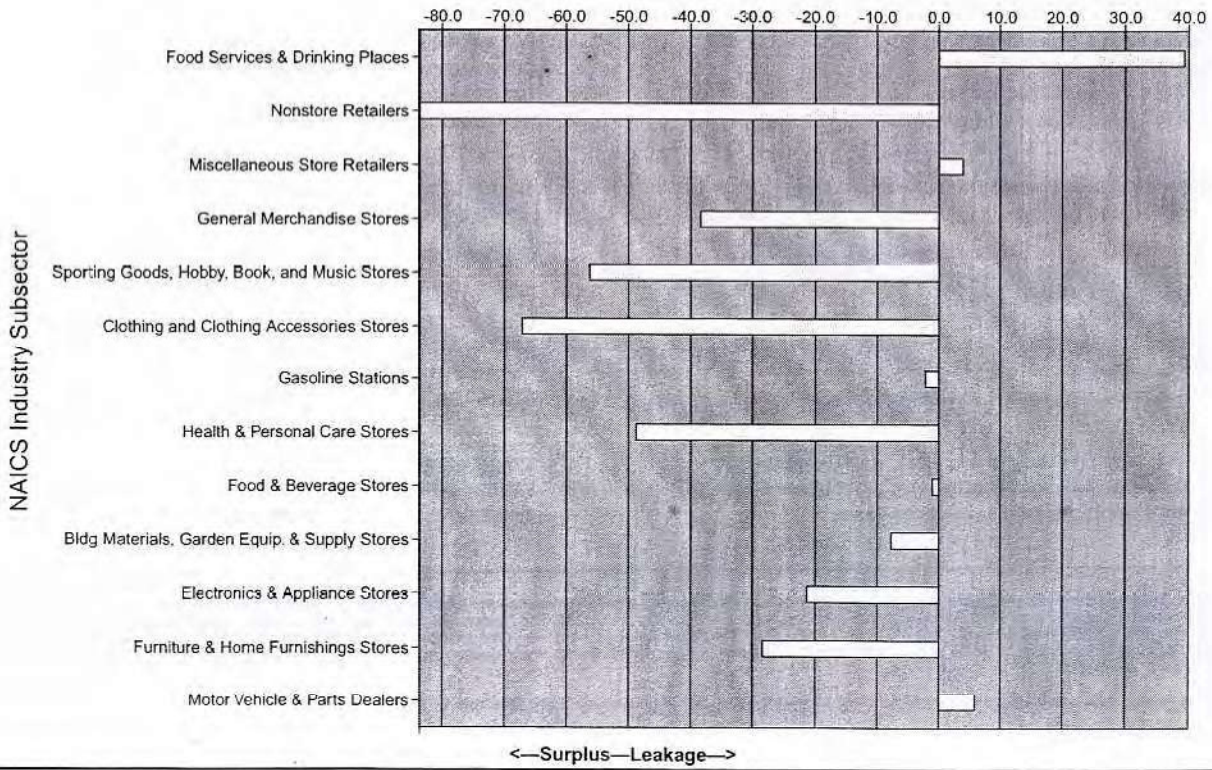
	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	$185,775,420	$82,717,079	-38.4	10
NAICS 4521: Department Stores (Excluding Leased Depts.)	$144,553,454	$37,290,424	-59.0	8
NAICS 4529: Other General Merchandise Stores	$41,221,966	$45,426,655	4.9	2
NAICS 453: Miscellaneous Store Retailers	$13,969,164	$15,107,162	3.9	57
NAICS 4531: Florists	$304,920	$352,374	7.2	4
NAICS 4532: Office Supplies, Stationery, and Gift Stores	$7,155,519	$3,579,763	-33.3	25
NAICS 4533: Used Merchandise Stores	$828,606	$1,962,940	40.6	6
NAICS 4539: Other Miscellaneous Store Retailers	$5,680,119	$9,212,085	23.7	22
NAICS 454: Nonstore Retailers	$260,442,431	$23,291,141	-83.6	2
NAICS 4541: Electronic Shopping and Mail-Order Houses	$260,441,991	$23,283,737	-83.6	1
NAICS 4542: Vending Machine Operators	$0	$2,309	100.0	0
NAICS 4543: Direct Selling Establishments	$440	$5,095	84.1	1
NAICS 722: Food Services & Drinking Places	$41,449,994	$95,221,364	39.3	99
NAICS 7221: Full-Service Restaurants	$2,292,813	$48,770,617	91.0	0
NAICS 7222: Limited-Service Eating Places	$33,060,784	$32,067,211	-1.5	85
NAICS 7223: Special Food Services	$3,553,249	$8,924,169	43.0	3
NAICS 7224: Drinking Places (Alcoholic Beverages)	$2,543,148	$5,459,367	36.4	11

Leakage/Surplus Factor by Industry Subsector



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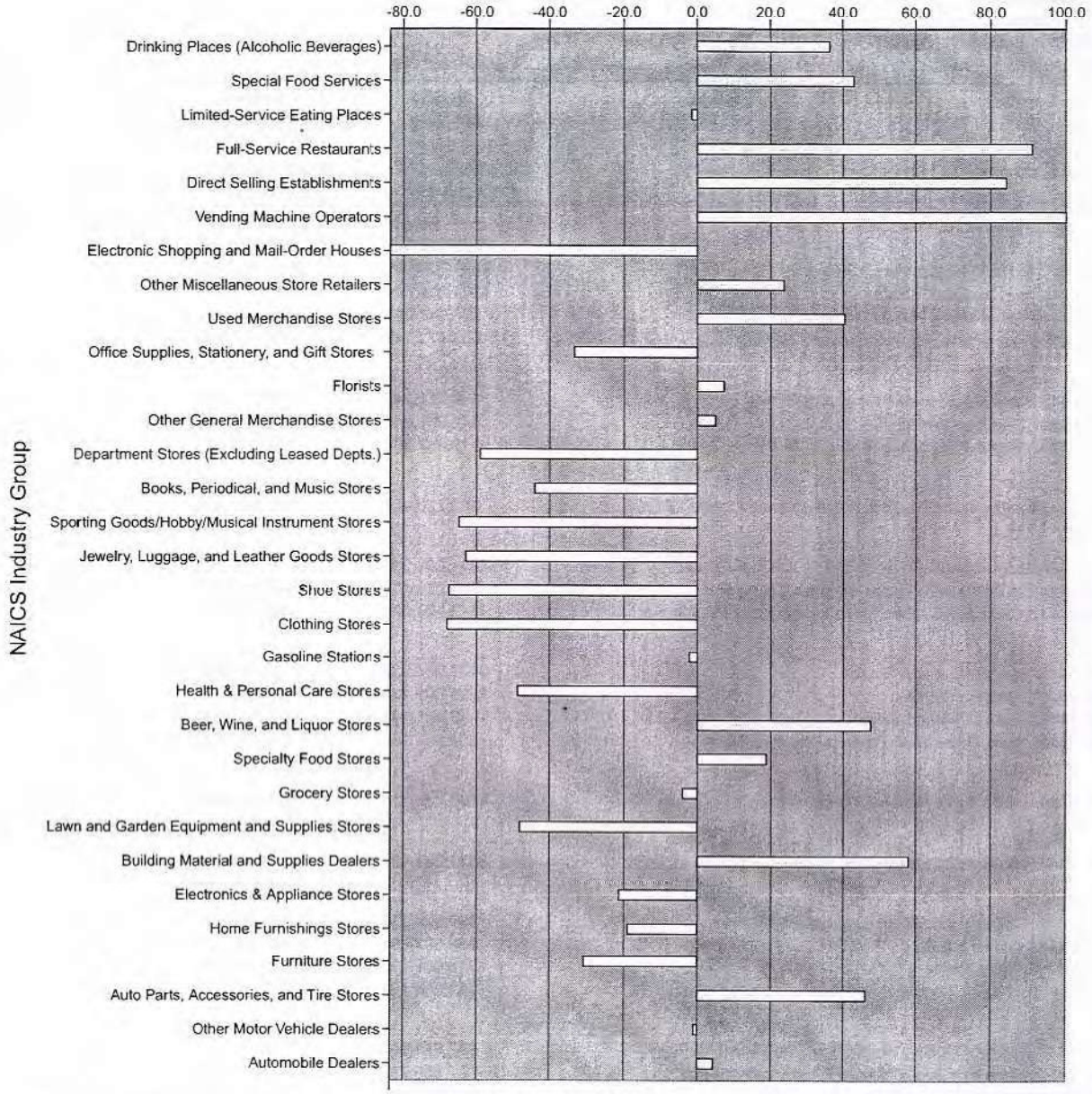
Site Type: Drive Time

Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

RA Smith & Assoc., Inc.

76th & Rawson

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Drive Time: 10 minutes

Site Type: Drive Time

Summary Demographics	
2005 Population	263,517
2005 Households	110,736
2005 Median Disposable Income	$37,404
2005 Per Capita Income	$26,460

Industry Summary	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$3,551,895,275	$2,805,244,423	-11.7	1,803
Total Retail Trade (NAICS 44-45)	$3,114,628,711	$2,369,145,046	-13.6	1,222
Total Food & Drink (NAICS 722)	$437,266,564	$436,099,377	-0.1	581

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	$891,028,269	$646,749,186	-15.9	155
NAICS 4411: Automobile Dealers	$821,810,000	$566,748,824	-18.4	71
NAICS 4412: Other Motor Vehicle Dealers	$35,647,027	$39,614,469	5.3	28
NAICS 4413: Auto Parts, Accessories, and Tire Stores	$33,571,242	$40,385,893	9.2	56
NAICS 442: Furniture & Home Furnishings Stores	$60,771,348	$69,911,089	7.0	59
NAICS 4421: Furniture Stores	$42,284,040	$53,797,316	12.0	29
NAICS 4422: Home Furnishings Stores	$18,487,308	$16,113,773	-6.9	30
NAICS 443/NAICS 4431: Electronics & Appliance Stores	$53,720,477	$70,262,502	13.3	102
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	$117,226,335	$114,101,352	-1.4	98
NAICS 4441: Building Material and Supplies Dealers	$32,021,430	$73,404,493	39.3	77
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	$85,204,905	$40,696,859	-35.4	21
NAICS 445: Food & Beverage Stores	$337,914,330	$420,546,538	10.9	140
NAICS 4451: Grocery Stores	$305,602,124	$380,055,569	10.9	81
NAICS 4452: Specialty Food Stores	$7,321,104	$11,456,333	22.0	29
NAICS 4453: Beer, Wine, and Liquor Stores	$24,991,102	$29,034,636	7.5	30
NAICS 446/NAICS 4461: Health & Personal Care Stores	$228,486,524	$135,665,044	-25.5	98
NAICS 447/NAICS 4471: Gasoline Stations	$321,631,438	$253,666,997	-11.8	77
NAICS 448: Clothing and Clothing Accessories Stores	$97,929,237	$59,996,115	-24.0	127
NAICS 4481: Clothing Stores	$68,597,654	$41,179,929	-25.0	76
NAICS 4482: Shoe Stores	$15,487,391	$8,101,694	-31.3	24
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	$13,844,192	$10,714,492	-12.7	27
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	$77,921,202	$46,914,503	-24.8	101
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	$57,959,756	$22,147,055	-44.7	77
NAICS 4512: Books, Periodical, and Music Stores	$19,961,446	$24,767,448	10.7	24

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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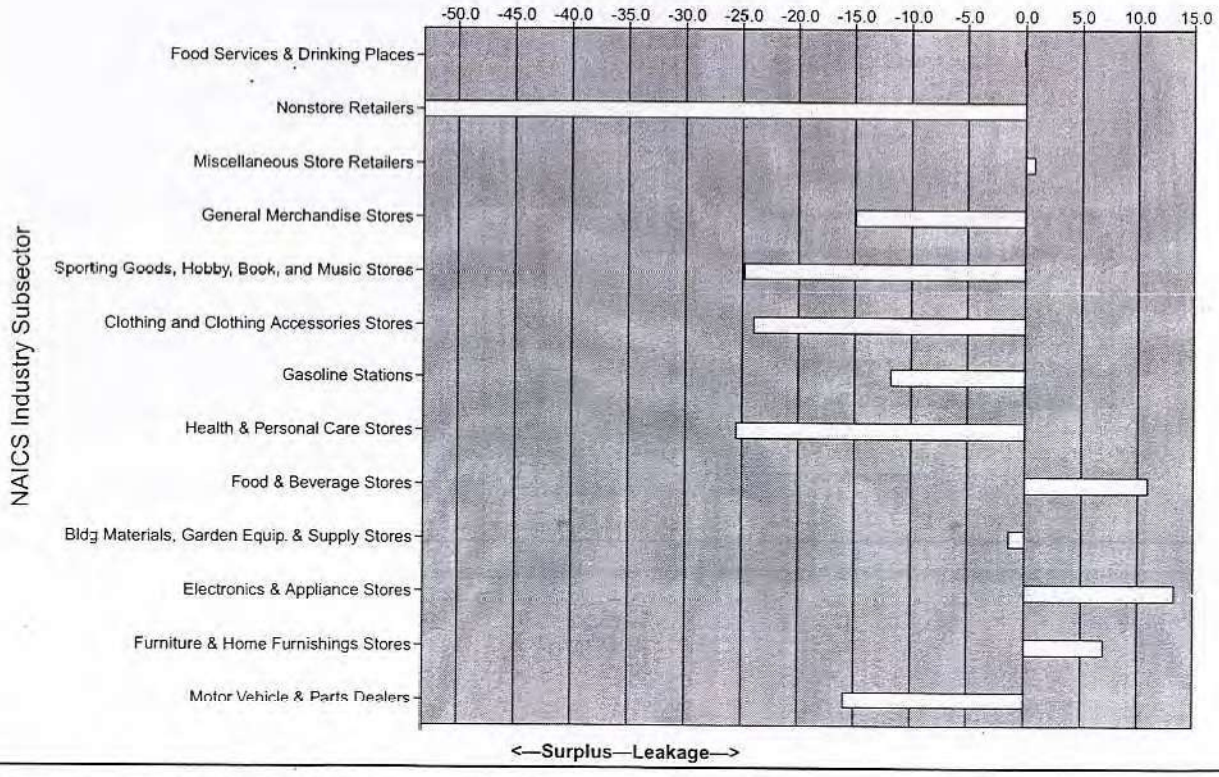
	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	$506,685,621	$374,914,296	-14.9	34
NAICS 4521: Department Stores (Excluding Leased Depts.)	$316,442,423	$166,346,498	-31.1	25
NAICS 4529: Other General Merchandise Stores	$190,243,198	$208,567,798	4.6	9
NAICS 453: Miscellaneous Store Retailers	$66,548,808	$67,657,458	0.8	216
NAICS 4531: Florists	$2,770,309	$1,583,289	-27.3	31
NAICS 4532: Office Supplies, Stationery, and Gift Stores	$22,559,282	$16,152,349	-16.6	58
NAICS 4533: Used Merchandise Stores	$9,892,960	$8,871,920	-5.4	33
NAICS 4539: Other Miscellaneous Store Retailers	$31,326,257	$41,049,900	13.4	94
NAICS 454: Nonstore Retailers	$354,765,122	$108,759,966	-53.1	15
NAICS 4541: Electronic Shopping and Mail-Order Houses	$354,721,991	$108,713,244	-53.1	5
NAICS 4542: Vending Machine Operators	$12,863	$23,083	28.4	6
NAICS 4543: Direct Selling Establishments	$30,268	$23,639	-12.3	4
NAICS 722: Food Services & Drinking Places	$437,266,564	$436,099,377	-0.1	581
NAICS 7221: Full-Service Restaurants	$229,198,727	$226,365,142	-0.6	12
NAICS 7222: Limited-Service Eating Places	$129,644,940	$145,546,484	5.8	380
NAICS 7223: Special Food Services	$41,649,154	$40,192,338	-1.8	19
NAICS 7224: Drinking Places (Alcoholic Beverages)	$36,773,743	$23,995,413	-21.0	170

Leakage/Surplus Factor by Industry Subsector



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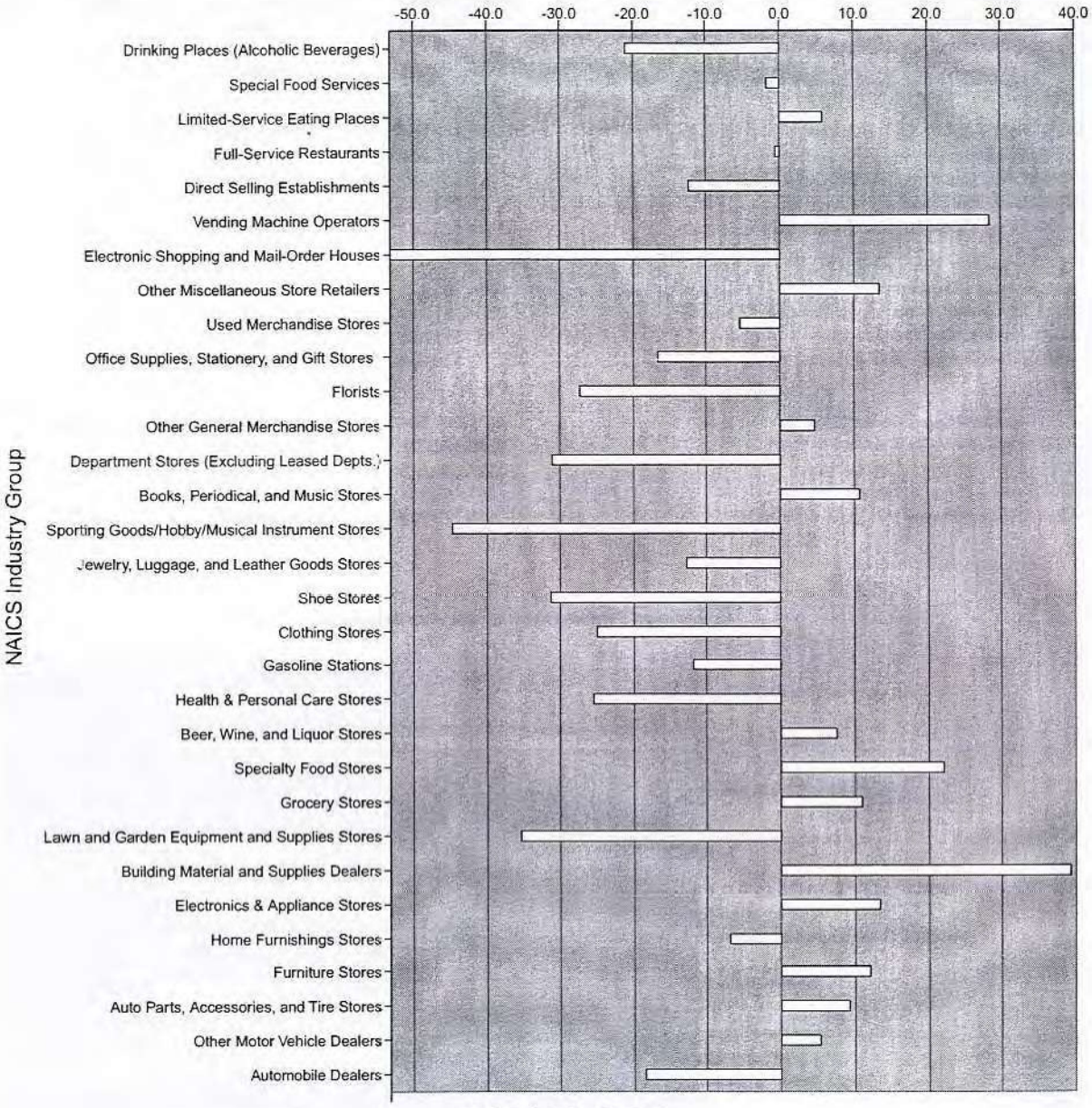
Drive Time: 10 minutes

Site Type: Drive Time

Leakage/Surplus Factor by Industry Group



<—Surplus—Leakage—>

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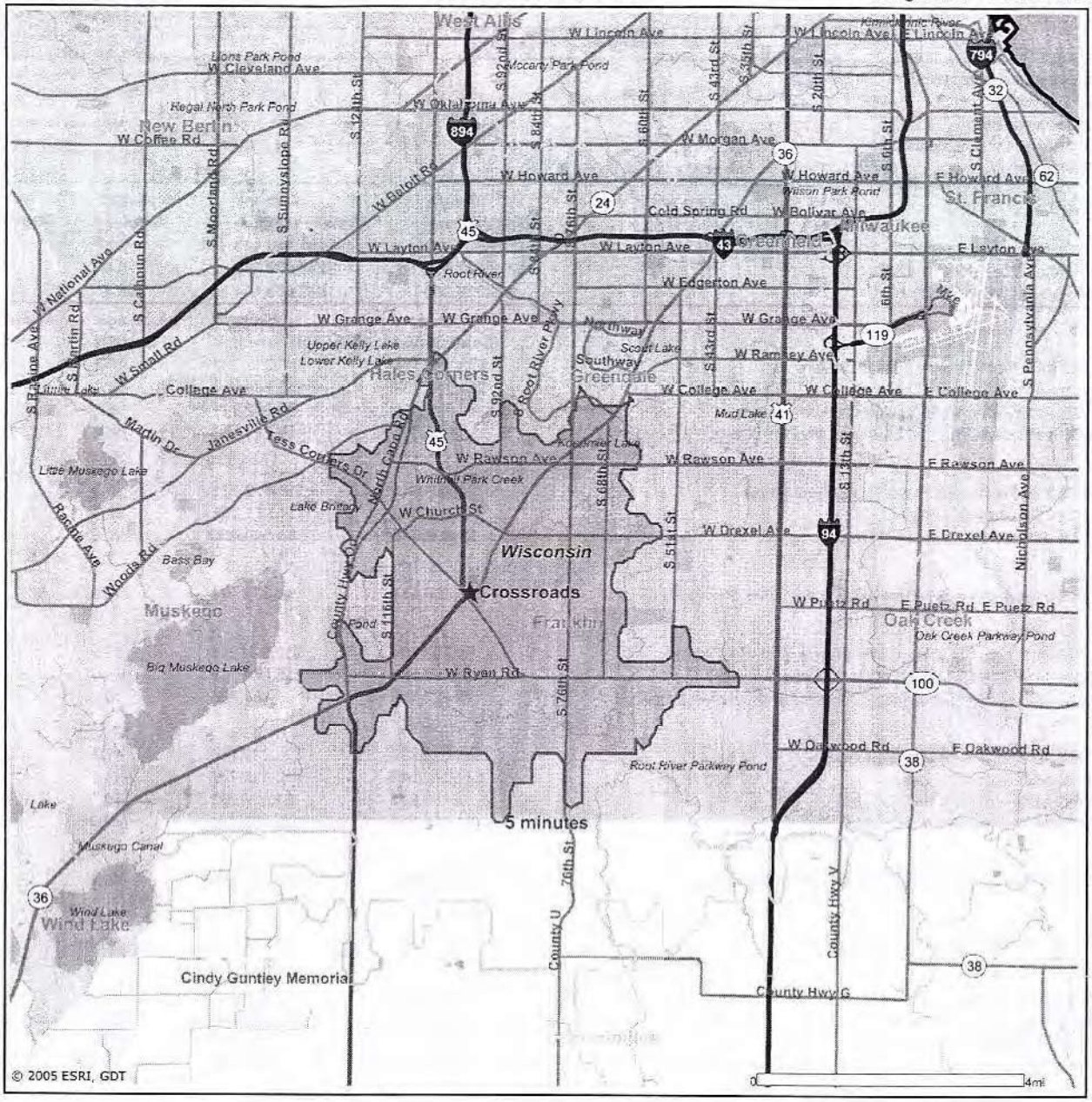
Crossroads

Site Map

RA Smith & Assoc., Inc.

November 29, 2005

Latitude: 42.890067
Longitude: -88.037502



ESRI

Retail MarketPlace Profile

RA Smith & Assoc., Inc.

Crossroads

Latitude: 42.890067
Longitude: -88.037502
Site Type: Drive Time **Drive Time:** 5 minutes

Summary Demographics	
2005 Population	20,085
2005 Households	7,235
2005 Median Disposable Income	$51,463
2005 Per Capita Income	$32,655

Industry Summary	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$238,258,813	$252,128,443	2.8	125
Total Retail Trade (NAICS 44-45)	$228,002,513	$213,039,589	-3.4	94
Total Food & Drink (NAICS 722)	$10,256,300	$39,088,854	58.4	31

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	$73,360,514	$59,338,790	-10.6	12
NAICS 4411: Automobile Dealers	$68,234,657	$51,764,907	-13.7	6
NAICS 4412: Other Motor Vehicle Dealers	$4,429,050	$3,862,821	-6.8	5
NAICS 4413: Auto Parts, Accessories, and Tire Stores	$696,807	$3,711,062	68.4	1
NAICS 442: Furniture & Home Furnishings Stores	$2,144,011	$6,620,821	51.1	3
NAICS 4421: Furniture Stores	$147,462	$5,071,166	94.3	0
NAICS 4422: Home Furnishings Stores	$1,996,549	$1,549,655	-12.6	3
NAICS 443/NAICS 4431: Electronics & Appliance Stores	$8,160,411	$6,337,174	-12.6	12
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	$4,200,984	$10,509,065	42.9	13
NAICS 4441: Building Material and Supplies Dealers	$1,673,639	$6,824,729	60.6	11
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	$2,527,345	$3,684,336	18.6	2
NAICS 445: Food & Beverage Stores	$45,632,797	$36,716,784	-10.8	9
NAICS 4451: Grocery Stores	$44,340,919	$33,128,702	-14.5	5
NAICS 4452: Specialty Food Stores	$263,617	$1,012,941	58.7	2
NAICS 4453: Beer, Wine, and Liquor Stores	$1,028,261	$2,575,141	42.9	2
NAICS 446/NAICS 4461: Health & Personal Care Stores	$27,489,922	$11,755,526	-40.1	13
NAICS 447/NAICS 4471: Gasoline Stations	$18,760,811	$22,561,925	9.2	3
NAICS 448: Clothing and Clothing Accessories Stores	$6,820,141	$5,392,021	-11.7	4
NAICS 4481: Clothing Stores	$6,266,824	$3,669,046	-26.1	3
NAICS 4482: Shoe Stores	$192,726	$724,219	58.0	0
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	$360,591	$998,756	46.9	1
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	$3,160,431	$4,242,244	14.6	6
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	$2,913,906	$2,012,248	-18.3	5
NAICS 4512: Books, Periodical, and Music Stores	$246,525	$2,229,996	80.1	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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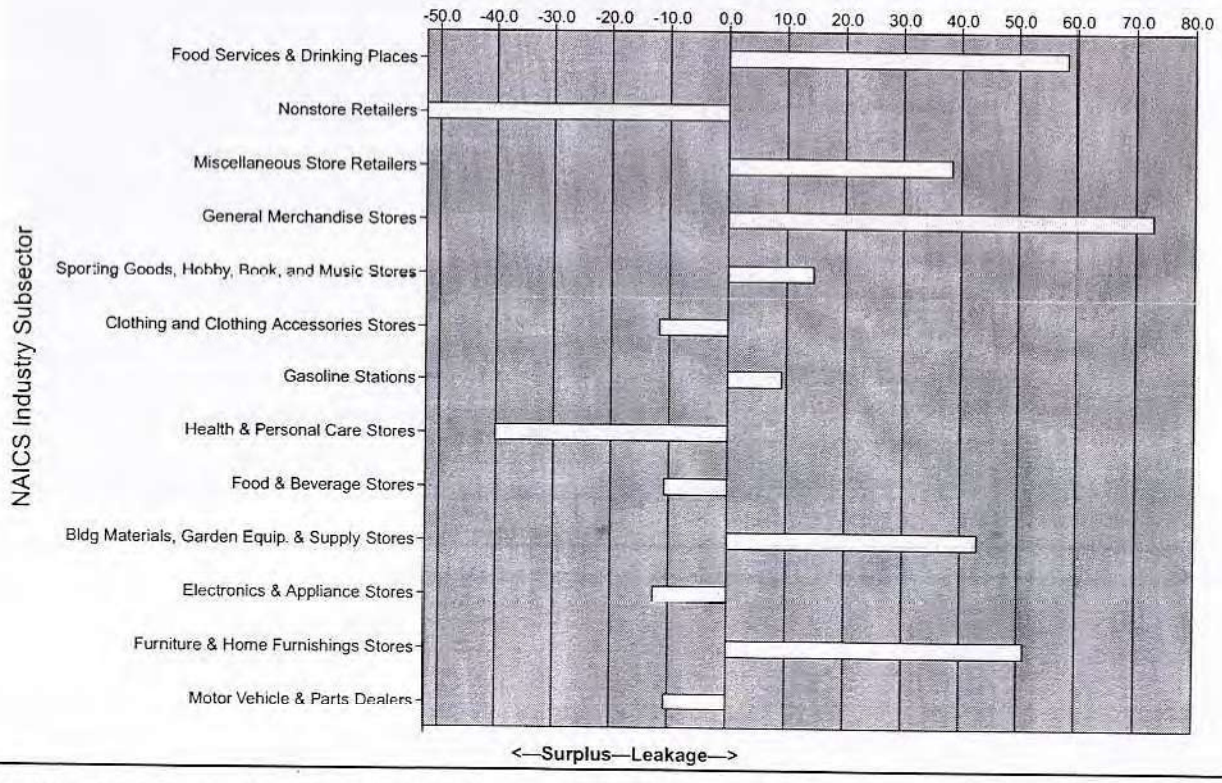
Crossroads

Latitude: 42.890067
Longitude: -88.037502
Drive Time: 5 minutes

Site Type: Drive Time

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	$5,304,338	$33,909,749	72.9	1
NAICS 4521: Department Stores (Excluding Leased Depts.)	$2,548,136	$15,225,366	71.3	1
NAICS 4529: Other General Merchandise Stores	$2,756,202	$18,684,383	74.3	0
NAICS 453: Miscellaneous Store Retailers	$2,755,126	$6,192,234	38.4	16
NAICS 4531: Florists	$234,643	$145,642	-23.4	3
NAICS 4532: Office Supplies, Stationery, and Gift Stores	$906,692	$1,474,534	23.8	3
NAICS 4533: Used Merchandise Stores	$163,035	$809,449	66.5	3
NAICS 4539: Other Miscellaneous Store Retailers	$1,450,756	$3,762,609	44.3	7
NAICS 454: Nonstore Retailers	$30,213,027	$9,463,256	-52.3	2
NAICS 4541: Electronic Shopping and Mail-Order Houses	$30,211,271	$9,459,821	-52.3	1
NAICS 4542: Vending Machine Operators	$0	$1,371	100.0	0
NAICS 4543: Direct Selling Establishments	$1,756	$2,064	8.1	1
NAICS 722: Food Services & Drinking Places	$10,256,300	$39,088,854	58.4	31
NAICS 7221: Full-Service Restaurants	$0	$20,166,356	100.0	0
NAICS 7222: Limited-Service Eating Places	$6,318,202	$13,097,546	34.9	22
NAICS 7223: Special Food Services	$2,654,060	$3,640,162	15.7	2
NAICS 7224: Drinking Places (Alcoholic Beverages)	$1,284,038	$2,184,790	26.0	7

Leakage/Surplus Factor by Industry Subsector



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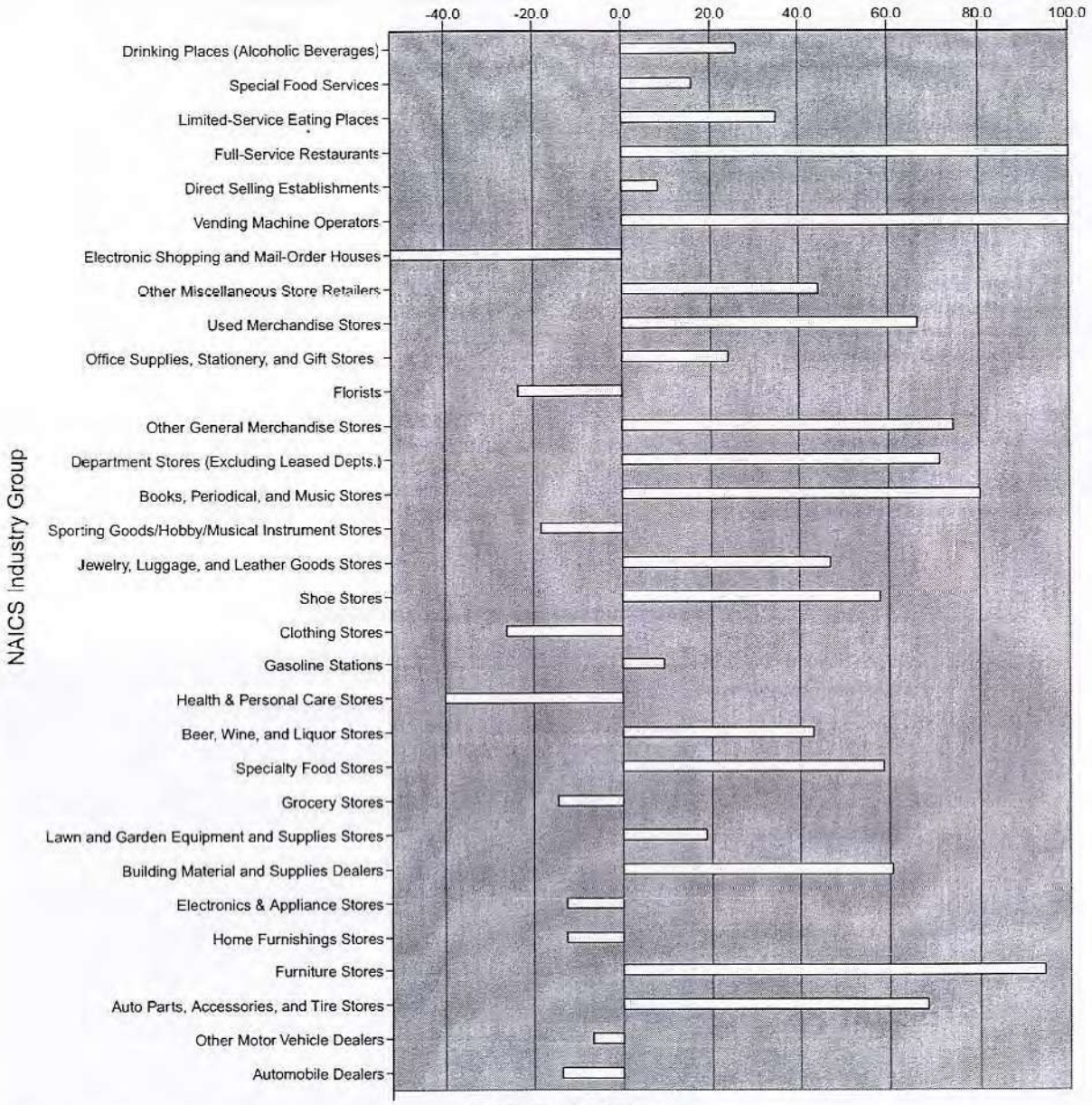
Latitude: 42.890067
Longitude: -88.037502
Drive Time: 5 minutes

Site Type: Drive Time

Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

RA Smith & Assoc., Inc.

Crossroads

Latitude: 42.890067
Longitude: -88.037502
Site Type: Drive Time **Drive Time:** 10 minutes

Summary Demographics	
2005 Population	144,053
2005 Households	59,662
2005 Median Disposable Income	$42,096
2005 Per Capita Income	$29,959

Industry Summary	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$2,518,360,460	$1,720,837,482	-18.8	1,006
Total Retail Trade (NAICS 44-45)	$2,325,021,531	$1,453,636,853	-23.1	726
Total Food & Drink (NAICS 722)	$193,338,929	$267,200,629	16.0	280

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	$681,415,753	$400,994,901	-25.9	90
NAICS 4411: Automobile Dealers	$633,352,447	$350,313,617	-28.8	43
NAICS 4412: Other Motor Vehicle Dealers	$28,864,591	$25,939,587	-5.3	18
NAICS 4413: Auto Parts, Accessories, and Tire Stores	$19,198,715	$24,741,697	12.6	29
NAICS 442: Furniture & Home Furnishings Stores	$68,050,236	$43,564,776	-21.9	42
NAICS 4421: Furniture Stores	$53,158,304	$33,243,775	-23.0	22
NAICS 4422: Home Furnishings Stores	$14,891,932	$10,321,001	-18.1	20
NAICS 443/NAICS 4431: Electronics & Appliance Stores	$42,170,994	$44,116,123	2.3	65
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	$96,726,925	$71,903,501	-14.7	56
NAICS 4441: Building Material and Supplies Dealers	$17,266,429	$45,899,876	45.3	43
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	$79,460,496	$26,003,625	-50.7	13
NAICS 445: Food & Beverage Stores	$191,354,849	$254,021,725	14.1	61
NAICS 4451: Grocery Stores	$176,867,384	$229,779,370	13.0	33
NAICS 4452: Specialty Food Stores	$2,817,311	$6,830,377	41.6	15
NAICS 4453: Beer, Wine, and Liquor Stores	$11,670,154	$17,411,978	19.7	13
NAICS 446/NAICS 4461: Health & Personal Care Stores	$158,895,054	$81,699,376	-32.1	65
NAICS 447/NAICS 4471: Gasoline Stations	$201,406,090	$154,387,154	-13.2	36
NAICS 448: Clothing and Clothing Accessories Stores	$87,247,130	$36,790,160	-40.7	96
NAICS 4481: Clothing Stores	$62,541,039	$25,174,233	-42.6	56
NAICS 4482: Shoe Stores	$12,155,826	$4,882,679	-42.7	18
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	$12,550,265	$6,733,248	-30.2	22
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	$60,606,539	$28,520,295	-36.0	62
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	$44,083,857	$13,726,719	-52.5	49
NAICS 4512: Books, Periodical, and Music Stores	$16,522,682	$14,793,576	-5.5	13

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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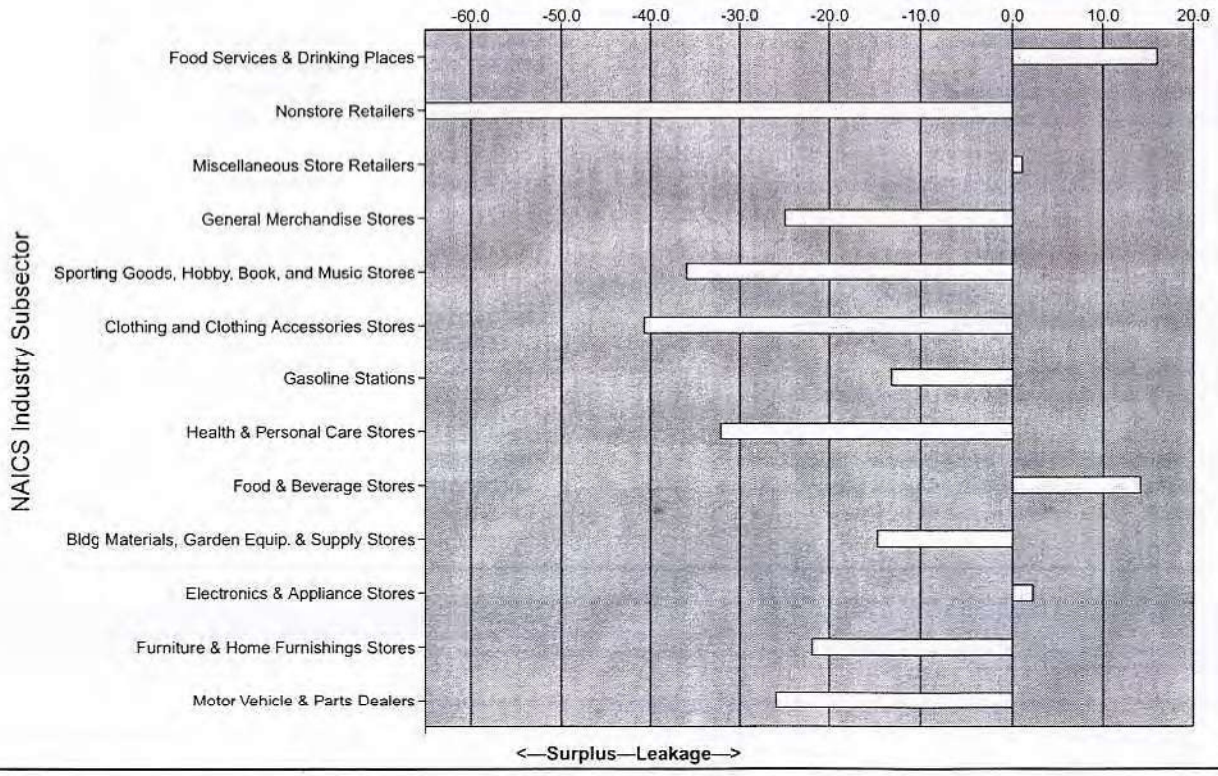
	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	$381,266,166	$229,278,898	-24.9	24
NAICS 4521: Department Stores (Excluding Leased Depts.)	$264,656,575	$100,873,191	-44.8	19
NAICS 4529: Other General Merchandise Stores	$116,609,591	$128,405,707	4.8	5
NAICS 453: Miscellaneous Store Retailers	$40,585,322	$41,458,392	1.1	124
NAICS 4531: Florists	$1,479,297	$990,684	-19.8	13
NAICS 4532: Office Supplies, Stationery, and Gift Stores	$14,143,673	$10,025,020	-17.0	37
NAICS 4533: Used Merchandise Stores	$7,733,286	$5,460,690	-17.2	16
NAICS 4539: Other Miscellaneous Store Retailers	$17,229,066	$24,981,998	18.4	58
NAICS 454: Nonstore Retailers	$315,296,473	$66,901,552	-65.0	5
NAICS 4541: Electronic Shopping and Mail-Order Houses	$315,280,657	$66,867,719	-65.0	2
NAICS 4542: Vending Machine Operators	$0	$19,419	100.0	0
NAICS 4543: Direct Selling Establishments	$15,816	$14,414	-4.6	3
NAICS 722: Food Services & Drinking Places	$193,338,929	$267,200,629	16.0	280
NAICS 7221: Full-Service Restaurants	$72,510,198	$140,601,932	32.0	4
NAICS 7222: Limited-Service Eating Places	$82,360,836	$88,130,480	3.4	228
NAICS 7223: Special Food Services	$28,511,561	$24,276,534	-8.0	10
NAICS 7224: Drinking Places (Alcoholic Beverages)	$9,956,334	$14,191,683	17.5	38

Leakage/Surplus Factor by Industry Subsector



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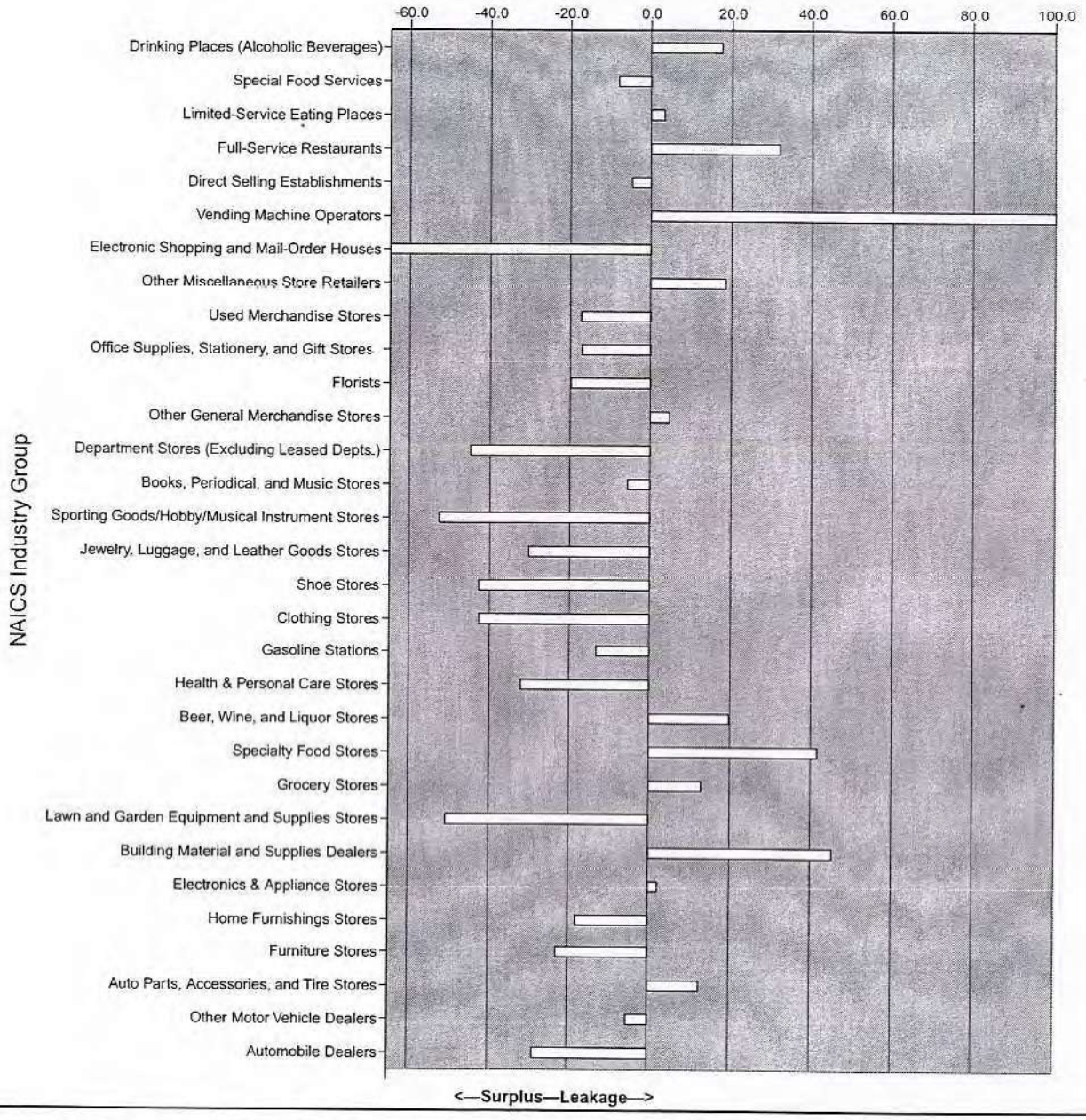
Site Type: Drive Time

Leakage/Surplus Factor by Industry Group



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