



Executive Summary

Sauk Prairie Trade Area

Prepared By Business Analyst Desktop

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Population

2000 Population	18,984
2010 Population	20,918
2013 Population	21,012
2018 Population	21,488
2000-2010 Annual Rate	0.97%
2010-2013 Annual Rate	0.14%
2013-2018 Annual Rate	0.45%
2013 Male Population	50.1%
2013 Female Population	49.9%
2013 Median Age	41.9

In the identified area, the current year population is 21,012. In 2010, the Census count in the area was 20,918. The rate of change since 2010 was 0.14% annually. The five-year projection for the population in the area is 21,488 representing a change of 0.45% annually from 2013 to 2018. Currently, the population is 50.1% male and 49.9% female.

Median Age

The median age in this area is 41.9, compared to U.S. median age of 37.3.

Race and Ethnicity

2013 White Alone	94.1%
2013 Black Alone	0.5%
2013 American Indian/Alaska Native Alone	0.4%
2013 Asian Alone	0.6%
2013 Pacific Islander Alone	0.0%
2013 Other Race	3.0%
2013 Two or More Races	1.3%
2013 Hispanic Origin (Any Race)	5.5%

Persons of Hispanic origin represent 5.5% of the population in the identified area compared to 17.4% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 20.5 in the identified area, compared to 62.1 for the U.S. as a whole.

Households

2000 Households	7,441
2010 Households	8,444
2013 Total Households	8,523
2018 Total Households	8,765
2000-2010 Annual Rate	1.27%
2010-2013 Annual Rate	0.29%
2013-2018 Annual Rate	0.56%
2013 Average Household Size	2.45

The household count in this area has changed from 8,444 in 2010 to 8,523 in the current year, a change of 0.29% annually. The five-year projection of households is 8,765, a change of 0.56% annually from the current year total. Average household size is currently 2.45, compared to 2.46 in the year 2010. The number of families in the current year is 5,816 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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Median Household Income

2013 Median Household Income	\$56,997
2018 Median Household Income	\$69,729
2013-2018 Annual Rate	4.11%

Average Household Income

2013 Average Household Income	\$73,056
2018 Average Household Income	\$84,019
2013-2018 Annual Rate	2.84%

Per Capita Income

2013 Per Capita Income	\$29,787
2018 Per Capita Income	\$34,435
2013-2018 Annual Rate	2.94%

Households by Income

Current median household income is \$56,997 in the area, compared to \$51,314 for all U.S. households. Median household income is projected to be \$69,729 in five years, compared to \$59,580 for all U.S. households

Current average household income is \$73,056 in this area, compared to \$71,842 for all U.S. households. Average household income is projected to be \$84,019 in five years, compared to \$83,667 for all U.S. households

Current per capita income is \$29,787 in the area, compared to the U.S. per capita income of \$27,567. The per capita income is projected to be \$34,435 in five years, compared to \$32,073 for all U.S. households

Housing

2000 Total Housing Units	8,279
2000 Owner Occupied Housing Units	5,664
2000 Owner Occupied Housing Units	1,777
2000 Vacant Housing Units	838
2010 Total Housing Units	9,828
2010 Owner Occupied Housing Units	6,380
2010 Renter Occupied Housing Units	2,064
2010 Vacant Housing Units	1,384
2013 Total Housing Units	9,929
2013 Owner Occupied Housing Units	6,255
2013 Renter Occupied Housing Units	2,269
2013 Vacant Housing Units	1,406
2018 Total Housing Units	10,249
2018 Owner Occupied Housing Units	6,443
2018 Renter Occupied Housing Units	2,322
2018 Vacant Housing Units	1,484

Currently, 63.0% of the 9,929 housing units in the area are owner occupied; 22.9%, renter occupied; and 14.2% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 9,828 housing units in the area - 64.9% owner occupied, 21.0% renter occupied, and 14.1% vacant. The annual rate of change in housing units since 2010 is 0.46%. Median home value in the area is \$188,487, compared to a median home value of \$177,257 for the U.S. In five years, median value is projected to change by 3.18% annually to \$220,394.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



Data for all businesses in area		0
Total Businesses:		1,284
Total Employees:		10,484
Total Residential Population:		21,012
Employee/Residential Population Ratio:		0.50

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	181	14.1%	423	4.0%
Construction	153	11.9%	660	6.3%
Manufacturing	36	2.8%	580	5.5%
Transportation	39	3.0%	265	2.5%
Communication	8	0.6%	2,732	26.1%
Utility	5	0.4%	15	0.1%
Wholesale Trade	40	3.1%	653	6.2%
Retail Trade Summary	164	12.8%	1,371	13.1%
Home Improvement	15	1.2%	31	0.3%
General Merchandise Stores	6	0.5%	22	0.2%
Food Stores	14	1.1%	219	2.1%
Auto Dealers, Gas Stations, Auto Aftermarket	18	1.4%	359	3.4%
Apparel & Accessory Stores	5	0.4%	12	0.1%
Furniture & Home Furnishings	12	0.9%	103	1.0%
Eating & Drinking Places	43	3.3%	454	4.3%
Miscellaneous Retail	51	4.0%	172	1.6%
Finance, Insurance, Real Estate Summary	98	7.6%	494	4.7%
Banks, Savings & Lending Institutions	8	0.6%	72	0.7%
Securities Brokers	6	0.5%	13	0.1%
Insurance Carriers & Agents	18	1.4%	259	2.5%
Real Estate, Holding, Other Investment Offices	66	5.1%	149	1.4%
Services Summary	541	42.1%	3,179	30.3%
Hotels & Lodging	19	1.5%	265	2.5%
Automotive Services	20	1.6%	60	0.6%
Motion Pictures & Amusements	25	1.9%	137	1.3%
Health Services	50	3.9%	964	9.2%
Legal Services	7	0.5%	16	0.2%
Education Institutions & Libraries	22	1.7%	643	6.1%
Other Services	398	31.0%	1,093	10.4%
Government	19	1.5%	112	1.1%
Totals	1,284	100%	10,484	100%

Source: Copyright 2013 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2013.



by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	148	11.5%	312	3.0%
Mining	0	0.0%	7	0.1%
Utilities	3	0.2%	11	0.1%
Construction	155	12.1%	664	6.3%
Manufacturing	31	2.4%	512	4.9%
Wholesale Trade	39	3.0%	643	6.1%
Retail Trade	119	9.3%	886	8.5%
Motor Vehicle & Parts Dealers	13	1.0%	303	2.9%
Furniture & Home Furnishings Stores	4	0.3%	12	0.1%
Electronics & Appliance Stores	8	0.6%	90	0.9%
Bldg Material & Garden Equipment & Supplies Dealers	15	1.2%	31	0.3%
Food & Beverage Stores	15	1.2%	222	2.1%
Health & Personal Care Stores	6	0.5%	54	0.5%
Gasoline Stations	5	0.4%	56	0.5%
Clothing & Clothing Accessories Stores	7	0.5%	15	0.1%
Sport Goods, Hobby, Book, & Music Stores	12	0.9%	28	0.3%
General Merchandise Stores	6	0.5%	22	0.2%
Miscellaneous Store Retailers	23	1.8%	46	0.4%
Nonstore Retailers	5	0.4%	8	0.1%
Transportation & Warehousing	36	2.8%	217	2.1%
Information	26	2.0%	2,923	27.9%
Finance & Insurance	40	3.1%	361	3.4%
Central Bank/Credit Intermediation & Related Activities	8	0.6%	72	0.7%
Securities, Commodity Contracts & Other Financial	14	1.1%	29	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	18	1.4%	259	2.5%
Real Estate, Rental & Leasing	62	4.8%	143	1.4%
Professional, Scientific & Tech Services	128	10.0%	388	3.7%
Legal Services	7	0.5%	16	0.2%
Management of Companies & Enterprises	4	0.3%	11	0.1%
Administrative & Support & Waste Management & Remediation	189	14.7%	342	3.3%
Educational Services	22	1.7%	630	6.0%
Health Care & Social Assistance	66	5.1%	1,074	10.2%
Arts, Entertainment & Recreation	18	1.4%	283	2.7%
Accommodation & Food Services	63	4.9%	580	5.5%
Accommodation	18	1.4%	95	0.9%
Food Services & Drinking Places	45	3.5%	485	4.6%
Other Services (except Public Administration)	115	9.0%	384	3.7%
Automotive Repair & Maintenance	17	1.3%	53	0.5%
Public Administration	19	1.5%	112	1.1%
Total	1,284	100%	10,484	100%

Source: Copyright 2013 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2013.



Demographic and Income Comparison Profile

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		0
Census 2010 Summary		
Population		20,918
Households		8,444
Families		5,793
Average Household Size		2.46
Owner Occupied Housing Units		6,380
Renter Occupied Housing Units		2,064
Median Age		41.2
2013 Summary		
Population		21,012
Households		8,523
Families		5,816
Average Household Size		2.45
Owner Occupied Housing Units		6,255
Renter Occupied Housing Units		2,269
Median Age		41.9
Median Household Income		\$56,997
Average Household Income		\$73,056
2018 Summary		
Population		21,488
Households		8,765
Families		5,940
Average Household Size		2.43
Owner Occupied Housing Units		6,443
Renter Occupied Housing Units		2,322
Median Age		42.5
Median Household Income		\$69,729
Average Household Income		\$84,019
Trends: 2013-2018 Annual Rate		
Population		0.45%
Households		0.56%
Families		0.42%
Owner Households		0.59%
Median Household Income		4.11%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

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	0	
2013 Households by Income	Number	Percent
<\$15,000	687	8.1%
\$15,000 - \$24,999	665	7.8%
\$25,000 - \$34,999	949	11.1%
\$35,000 - \$49,999	1,289	15.1%
\$50,000 - \$74,999	1,797	21.1%
\$75,000 - \$99,999	1,272	14.9%
\$100,000 - \$149,999	1,350	15.8%
\$150,000 - \$199,000	320	3.8%
\$200,000+	194	2.3%
Median Household Income	\$56,997	
Average Household Income	\$73,056	
Per Capita Income	\$29,787	
2018 Households by Income	Number	Percent
<\$15,000	621	7.1%
\$15,000 - \$24,999	475	5.4%
\$25,000 - \$34,999	687	7.8%
\$35,000 - \$49,999	1,088	12.4%
\$50,000 - \$74,999	1,787	20.4%
\$75,000 - \$99,999	1,720	19.6%
\$100,000 - \$149,999	1,721	19.6%
\$150,000 - \$199,000	442	5.0%
\$200,000+	224	2.6%
Median Household Income	\$69,729	
Average Household Income	\$84,019	
Per Capita Income	\$34,435	

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

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	0	
2010 Population by Age	Number	Percent
Age 0 - 4	1,273	6.1%
Age 5 - 9	1,374	6.6%
Age 10 - 14	1,415	6.8%
Age 15 - 19	1,359	6.5%
Age 20 - 24	918	4.4%
Age 25 - 34	2,433	11.6%
Age 35 - 44	2,852	13.6%
Age 45 - 54	3,548	17.0%
Age 55 - 64	2,776	13.3%
Age 65 - 74	1,583	7.6%
Age 75 - 84	897	4.3%
Age 85+	491	2.3%

2013 Population by Age	Number	Percent
Age 0 - 4	1,228	5.8%
Age 5 - 9	1,351	6.4%
Age 10 - 14	1,406	6.7%
Age 15 - 19	1,280	6.1%
Age 20 - 24	1,089	5.2%
Age 25 - 34	2,356	11.2%
Age 35 - 44	2,703	12.9%
Age 45 - 54	3,374	16.1%
Age 55 - 64	3,072	14.6%
Age 65 - 74	1,785	8.5%
Age 75 - 84	887	4.2%
Age 85+	482	2.3%

2018 Population by Age	Number	Percent
Age 0 - 4	1,239	5.8%
Age 5 - 9	1,328	6.2%
Age 10 - 14	1,436	6.7%
Age 15 - 19	1,287	6.0%
Age 20 - 24	1,070	5.0%
Age 25 - 34	2,389	11.1%
Age 35 - 44	2,672	12.4%
Age 45 - 54	3,095	14.4%
Age 55 - 64	3,286	15.3%
Age 65 - 74	2,229	10.4%
Age 75 - 84	981	4.6%
Age 85+	476	2.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

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	0	
2010 Race and Ethnicity	Number	Percent
White Alone	19,881	95.0%
Black Alone	84	0.4%
American Indian Alone	77	0.4%
Asian Alone	114	0.5%
Pacific Islander Alone	3	0.0%
Some Other Race Alone	519	2.5%
Two or More Races	239	1.1%
Hispanic Origin (Any Race)	940	4.5%

2013 Race and Ethnicity	Number	Percent
White Alone	19,778	94.1%
Black Alone	112	0.5%
American Indian Alone	81	0.4%
Asian Alone	121	0.6%
Pacific Islander Alone	3	0.0%
Some Other Race Alone	635	3.0%
Two or More Races	282	1.3%
Hispanic Origin (Any Race)	1,146	5.5%

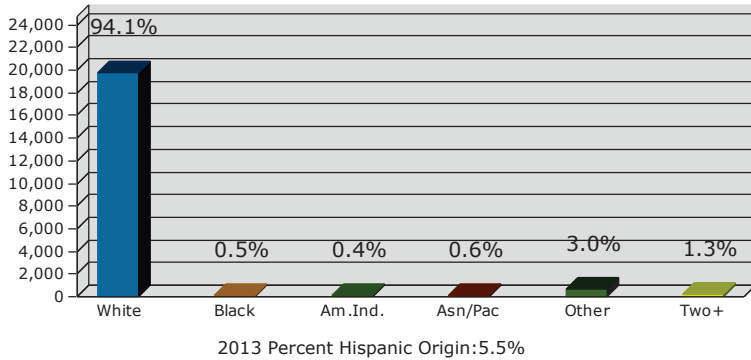
2018 Race and Ethnicity	Number	Percent
White Alone	19,824	92.3%
Black Alone	178	0.8%
American Indian Alone	93	0.4%
Asian Alone	139	0.6%
Pacific Islander Alone	4	0.0%
Some Other Race Alone	880	4.1%
Two or More Races	370	1.7%
Hispanic Origin (Any Race)	1,579	7.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

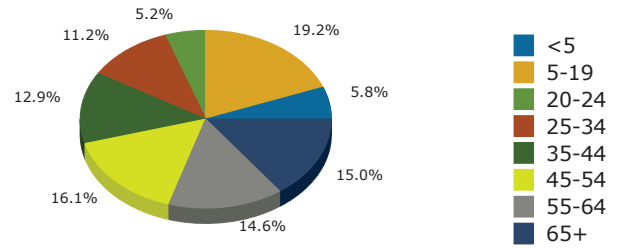
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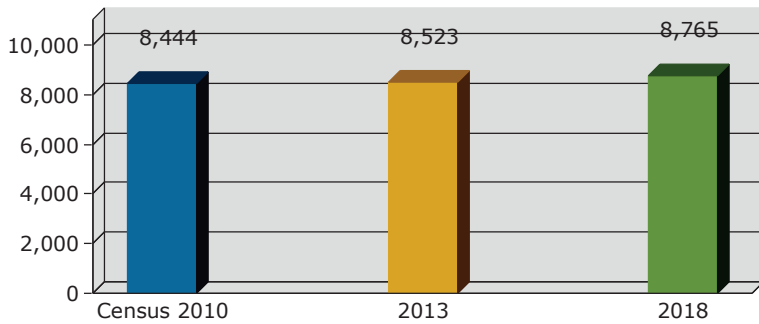
2013 Population by Race



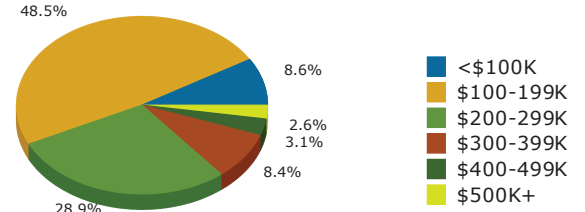
2013 Population by Age



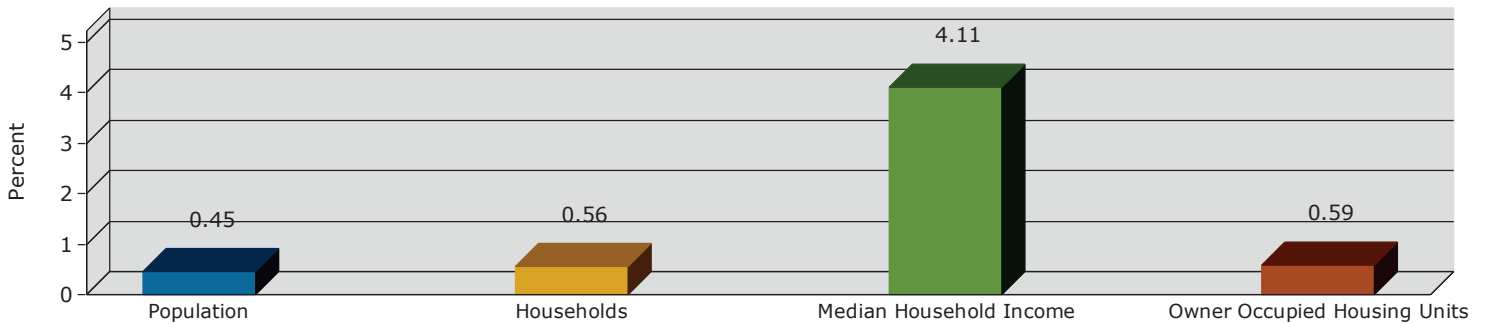
Households



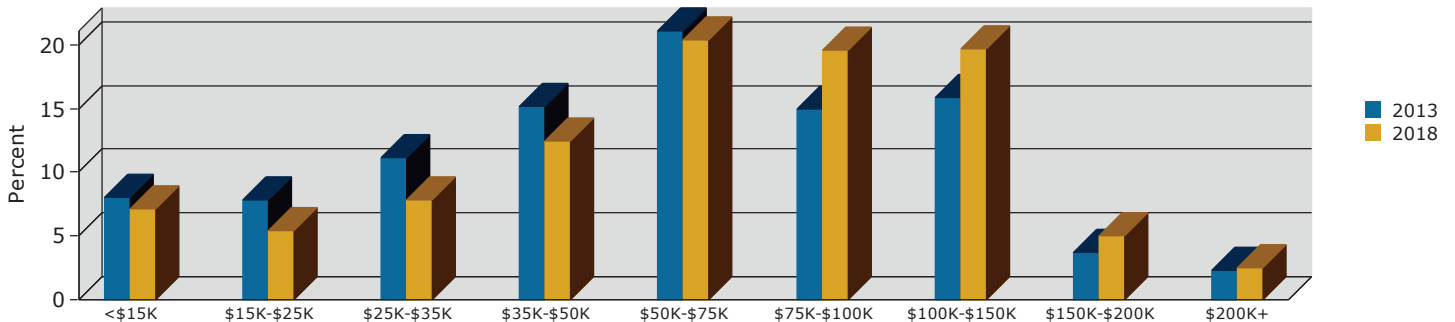
2013 Home Value



2013-2018 Annual Growth Rate



Household Income



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.



Tapestry Segmentation Area Profile

Sauk Prairie Trade Area

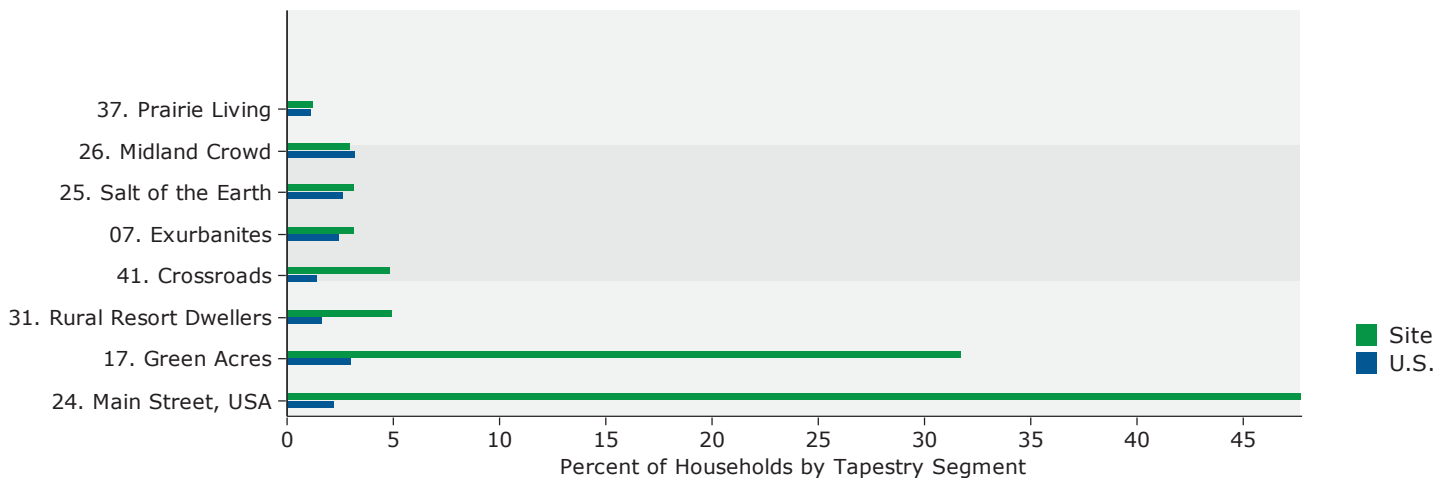
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Top Twenty Tapestry Segments

Tapestry descriptions can be found [here](#)

Rank	Tapestry Segment	2013 Households		2013 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	24. Main Street, USA	47.8%	47.8%	2.2%	2.2%	2138
2	17. Green Acres	31.7%	79.5%	3.1%	5.3%	1,025
3	31. Rural Resort Dwellers	5.0%	84.5%	1.7%	7.0%	294
4	41. Crossroads	4.9%	89.4%	1.5%	8.5%	338
5	07. Exurbanites	3.2%	92.6%	2.5%	11.0%	129
Subtotal		92.6%		11.0%		
6	25. Salt of the Earth	3.2%	95.8%	2.7%	13.7%	119
7	26. Midland Crowd	3.0%	98.8%	3.2%	16.9%	94
8	37. Prairie Living	1.2%	100.0%	1.2%	18.1%	106
Subtotal		7.4%		7.1%		
Total		100.0%		18.0%		556

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Top 3 Tapestry Segments

1. Main Street, USA
2. Green Acres
3. Rural Resort Dwellers

2013 Consumer Spending

Apparel & Services: Total \$	\$12,992,767
Average Spent	\$1,524.44
Spending Potential Index	67
Computers & Accessories: Total \$	\$2,166,973
Average Spent	\$254.25
Spending Potential Index	102
Education: Total \$	\$13,053,687
Average Spent	\$1,531.58
Spending Potential Index	105
Entertainment/Recreation: Total \$	\$29,486,639
Average Spent	\$3,459.65
Spending Potential Index	106
Food at Home: Total \$	\$43,513,146
Average Spent	\$5,105.38
Spending Potential Index	101
Food Away from Home: Total \$	\$27,436,458
Average Spent	\$3,219.11
Spending Potential Index	101
Health Care: Total \$	\$39,737,757
Average Spent	\$4,662.41
Spending Potential Index	105
HH Furnishings & Equipment: Total \$	\$13,912,464
Average Spent	\$1,632.34
Spending Potential Index	91
Investments: Total \$	\$18,919,960
Average Spent	\$2,219.87
Spending Potential Index	107
Retail Goods: Total \$	\$202,767,623
Average Spent	\$23,790.64
Spending Potential Index	99
Shelter: Total \$	\$143,235,532
Average Spent	\$16,805.76
Spending Potential Index	103
TV/Video/Audio: Total \$	\$11,073,998
Average Spent	\$1,299.31
Spending Potential Index	101
Travel: Total \$	\$16,598,754
Average Spent	\$1,947.52
Spending Potential Index	106
Vehicle Maintenance & Repairs: Total \$	\$9,617,433
Average Spent	\$1,128.41
Spending Potential Index	103

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.