




## Business Summary

	1156 Alpine Dr Town of Rome Radius: 5.0 miles				1156 Alpine Dr Town of Rome Radius: 7.5 miles				1156 Alpine Dr Town of Rome Radius: 15.0 miles			
<b>Site Type: Radius</b>												
Total Businesses:	137				285				1,990			
Total Employees:	565				1,315				21,465			
Total Residential Population:	3,864				9,170				50,341			
Daytime/Nighttime Population Ratio:	0.15				0.14				0.43			
	BUSINESSES		EMPLOYEES		BUSINESSES		EMPLOYEES		BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	7	5.1%	18	3.2%	17	5.9%	47	3.6%	91	4.6%	490	2.3%
Construction	25	18.2%	60	10.6%	51	17.8%	120	9.1%	202	10.2%	784	3.7%
Manufacturing	5	3.6%	8	1.4%	10	3.5%	29	2.2%	67	3.4%	3,703	17.3%
Transportation	4	2.9%	3	0.5%	9	3.1%	36	2.7%	71	3.6%	683	3.2%
Communication	1	0.7%	3	0.5%	1	0.3%	3	0.2%	7	0.4%	58	0.3%
Electric, Gas, Water, Sanitary Services	1	0.7%	4	0.7%	1	0.3%	4	0.3%	9	0.5%	104	0.5%
Wholesale Trade	6	4.4%	13	2.3%	14	4.9%	62	4.7%	75	3.8%	583	2.7%
Retail Trade Summary	26	19.0%	167	29.5%	63	22.0%	347	26.4%	443	22.3%	4,690	21.9%
Home Improvement	4	2.9%	12	2.1%	9	3.1%	40	3.0%	44	2.2%	341	1.6%
General Merchandise Stores	1	0.7%	0	0.0%	2	0.7%	1	0.1%	10	0.5%	685	3.2%
Food Stores	2	1.5%	1	0.2%	6	2.1%	23	1.7%	46	2.3%	664	3.1%
Auto Dealers, Gas Stations, Auto Aftermarket	5	3.6%	23	4.1%	12	4.2%	65	4.9%	64	3.2%	488	2.3%
Apparel & Accessory Stores	0	0.0%	0	0.0%	1	0.3%	2	0.2%	14	0.7%	164	0.8%
Furniture & Home Furnishings	2	1.5%	7	1.2%	8	2.8%	31	2.4%	38	1.9%	641	3.0%
Eating & Drinking Places	7	5.1%	96	17.0%	14	4.9%	146	11.1%	122	6.1%	1,279	6.0%
Miscellaneous Retail	5	3.6%	28	4.9%	11	3.8%	39	3.0%	105	5.3%	428	2.0%
Finance, Insurance, Real Estate Summary	10	7.3%	23	4.1%	14	4.9%	45	3.4%	164	8.2%	731	3.4%
Banks, Savings & Lending Institutions	2	1.5%	7	1.2%	3	1.0%	25	1.9%	42	2.1%	392	1.8%
Securities Brokers	1	0.7%	0	0.0%	1	0.3%	0	0.0%	14	0.7%	45	0.2%
Insurance Carriers & Agents	1	0.7%	1	0.2%	2	0.7%	3	0.2%	45	2.3%	106	0.5%
Real Estate, Holding, Other Investment Offices	6	4.4%	15	2.7%	8	2.8%	17	1.3%	63	3.2%	188	0.9%
Services Summary	43	31.4%	222	39.2%	94	32.9%	571	43.4%	721	36.2%	8,122	37.8%
Hotels & Lodging	3	2.2%	8	1.4%	5	1.7%	12	0.9%	21	1.1%	217	1.0%
Automotive Services	5	3.6%	7	1.2%	18	6.3%	27	2.1%	75	3.8%	301	1.4%
Motion Pictures & Amusements	3	2.2%	99	17.5%	10	3.5%	241	18.3%	51	2.6%	845	3.9%
Health Services	4	2.9%	27	4.8%	7	2.4%	66	5.0%	88	4.4%	1,883	8.8%
Legal Services	0	0.0%	0	0.0%	1	0.3%	1	0.1%	16	0.8%	109	0.5%
Education Institutions & Libraries	1	0.7%	3	0.5%	3	1.0%	100	7.6%	43	2.2%	1,823	8.5%
Other Services	27	19.7%	78	13.8%	50	17.5%	124	9.4%	427	21.5%	2,944	13.7%
Government	8	5.8%	44	7.8%	11	3.8%	50	3.8%	125	6.3%	1,507	7.0%
Other	1	0.7%	1	0.2%	1	0.3%	1	0.1%	15	0.8%	9	0.0%
<b>Totals</b>	<b>137</b>	<b>100.0%</b>	<b>566</b>	<b>100.0%</b>	<b>286</b>	<b>100.0%</b>	<b>1,315</b>	<b>100.0%</b>	<b>1,990</b>	<b>100.0%</b>	<b>21,464</b>	<b>100.0%</b>

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

# Market Profile

James Hanke -

Latitude: 44.2207	Town of Rome	Town of Rome	Town of Rome	
Longitude: -89.8087	Radius: 5.0 miles	Radius: 7.5 miles	Radius: 15.0 miles	
	2000 Total Population	3,520	8,564	49,037
	2000 Group Quarters	11	29	712
	2005 Total Population	3,864	9,170	50,341
	2010 Total Population	4,152	9,653	51,716
	2005 - 2010 Annual Rate	1.45%	1.03%	0.54%
	2000 Households	1,473	3,425	19,618
	2000 Average Household Size	2.38	2.49	2.46
	2005 Households	1,661	3,782	20,662
	2005 Average Household Size	2.32	2.42	2.4
	2010 Households	1,811	4,046	21,526
	2010 Average Household Size	2.29	2.38	2.37
	2005 - 2010 Annual Rate	1.74%	1.36%	0.82%
	2000 Families	1,121	2,610	13,680
	2000 Average Family Size	2.71	2.83	2.96
	2005 Families	1,247	2,844	14,201
	2005 Average Family Size	2.64	2.75	2.89
	2010 Families	1,335	2,988	14,486
	2010 Average Family Size	2.62	2.72	2.86
	2005 - 2010 Annual Rate	1.37%	0.99%	0.4%
	<b>2000 Housing Units</b>	2,537	4,823	22,959
	Owner Occupied Housing Units	54.7%	64.5%	67.1%
	Renter Occupied Housing Units	3.5%	6.0%	18.1%
	Vacant Housing Units	41.9%	29.5%	14.8%
	<b>2005 Housing Units</b>	2,855	5,361	24,454
	Owner Occupied Housing Units	54.8%	64.8%	67.5%
	Renter Occupied Housing Units	3.4%	5.7%	17.0%
	Vacant Housing Units	41.8%	29.5%	15.5%
	<b>2010 Housing Units</b>	3,118	5,784	25,733
	Owner Occupied Housing Units	54.7%	64.2%	67.2%
	Renter Occupied Housing Units	3.4%	5.7%	16.4%
	Vacant Housing Units	41.9%	30.0%	16.3%
	<b>Median Household Income</b>			
	2000	\$44,531	\$44,433	\$41,726
	2005	\$50,775	\$50,463	\$47,600
	2010	\$57,240	\$56,599	\$53,686
	<b>Median Home Value</b>			
	2000	\$108,679	\$95,447	\$82,330
	2005	\$143,020	\$129,427	\$113,091
	2010	\$179,353	\$163,145	\$143,333
	<b>Per Capita Income</b>			
	2000	\$21,476	\$20,076	\$19,855
	2005	\$25,909	\$24,145	\$23,863
	2010	\$31,462	\$29,128	\$28,859
	<b>Median Age</b>			
	2000	45.7	41.7	39.1
	2005	48.8	44.7	40.8
	2010	51.0	46.9	42.3

**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 forecasts for 2005 and 2010.

## Market Profile

	1156 Alpine Dr	1156 Alpine Dr	James Hanke -
<b>Latitude:</b>	44.2207	Nekoosa, WI 54457	Nekoosa, WI 54457
<b>Longitude:</b>	-89.8087	Radius: 5.0 miles	Radius: 15.0 miles



### 2000 Households by Income

Household Income Base	1,452	3,420	19,658
< \$15,000	9.0%	8.3%	13.8%
\$15,000 - \$24,999	12.8%	13.5%	14.1%
\$25,000 - \$34,999	15.0%	15.5%	13.3%
\$35,000 - \$49,999	19.4%	18.8%	19.1%
\$50,000 - \$74,999	27.3%	28.1%	23.6%
\$75,000 - \$99,999	10.3%	10.1%	9.3%
\$100,000 - \$149,999	4.6%	4.5%	5.0%
\$150,000 - \$199,999	0.5%	0.4%	0.9%
\$200,000 +	1.1%	0.8%	0.9%
Average Household Income	\$52,315	\$50,695	\$49,008

### 2005 Households by Income

Household Income Base	1,664	3,784	20,660
< \$15,000	7.4%	7.0%	11.0%
\$15,000 - \$24,999	11.4%	11.2%	12.0%
\$25,000 - \$34,999	10.6%	11.4%	12.5%
\$35,000 - \$49,999	19.6%	19.8%	17.1%
\$50,000 - \$74,999	26.7%	27.1%	23.2%
\$75,000 - \$99,999	12.7%	12.3%	12.5%
\$100,000 - \$149,999	9.1%	9.0%	8.5%
\$150,000 - \$199,999	1.0%	1.0%	1.7%
\$200,000 +	1.4%	1.1%	1.4%
Average Household Income	\$59,956	\$58,813	\$57,633

### 2010 Households by Income

Household Income Base	1,813	4,048	21,527
< \$15,000	6.5%	6.2%	9.2%
\$15,000 - \$24,999	9.4%	9.2%	10.3%
\$25,000 - \$34,999	8.7%	9.6%	10.6%
\$35,000 - \$49,999	17.5%	17.9%	15.7%
\$50,000 - \$74,999	24.5%	24.4%	22.7%
\$75,000 - \$99,999	14.5%	14.5%	12.2%
\$100,000 - \$149,999	13.9%	13.5%	13.3%
\$150,000 - \$199,999	2.9%	2.9%	3.3%
\$200,000 +	2.3%	2.0%	2.7%
Average Household Income	\$71,828	\$69,838	\$68,780

### 2000 Owner Occupied HUs by Value

Total	1,395	3,142	15,450
< \$50,000	9.2%	13.9%	16.8%
\$50,000 - \$99,999	33.3%	39.8%	49.6%
\$100,000 - \$149,999	33.8%	29.1%	21.9%
\$150,000 - \$199,999	14.3%	11.0%	7.3%
\$200,000 - \$299,999	7.5%	4.7%	3.2%
\$300,000 - \$499,999	1.3%	1.1%	1.0%
\$500,000 - \$999,999	0.4%	0.3%	0.2%
\$1,000,000+	0.1%	0.1%	0.0%
Average Home Value	\$122,161	\$107,683	\$95,107

### 2000 Specified Renter Occupied HUs by Contract Rent

Total	66	259	4,028
With Cash Rent	87.9%	88.4%	93.8%
No Cash Rent	12.1%	11.6%	6.2%
Median Rent	\$375	\$346	\$387
Average Rent	\$376	\$377	\$391

**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 forecasts for 2005 and 2010.

## Market Profile

	<b>1156 Alpine Dr</b>	<b>1156 Alpine Dr</b>	<b>James Hanke -</b>
<b>Latitude:</b>	<b>44.2207</b>	<b>Nekoosa, WI 54457</b>	<b>Nekoosa, WI 54457</b>
<b>Longitude:</b>	<b>-89.8087</b>	<b>Radius: 5.0 miles</b>	<b>Radius: 7.5 miles</b>
			<b>Radius: 15.0 miles</b>



### 2000 Population by Age

Total	3,518	8,564	49,036
0 - 4	4.3%	5.0%	5.9%
5 - 9	5.4%	5.9%	6.9%
10 - 14	6.7%	7.8%	7.7%
15 - 24	8.8%	10.7%	11.7%
25 - 34	8.2%	9.4%	11.2%
35 - 44	15.5%	17.0%	16.2%
45 - 54	15.4%	15.6%	13.8%
55 - 64	16.6%	13.5%	10.5%
65 - 74	13.7%	10.5%	8.6%
75 - 84	4.8%	3.9%	5.4%
85+	0.7%	0.7%	2.0%
18+	79.9%	76.6%	74.7%

### 2005 Population by Age

Total	3,864	9,170	50,341
0 - 4	4.3%	5.0%	6.1%
5 - 9	4.4%	5.1%	6.0%
10 - 14	5.4%	6.5%	7.1%
15 - 24	9.5%	11.4%	12.7%
25 - 34	7.3%	8.3%	10.4%
35 - 44	12.3%	14.1%	14.6%
45 - 54	17.0%	17.6%	15.4%
55 - 64	16.9%	14.4%	11.5%
65 - 74	14.9%	11.5%	8.3%
75 - 84	6.9%	5.0%	5.7%
85+	1.0%	1.0%	2.3%
18+	82.3%	79.3%	76.5%

### 2010 Population by Age

Total	4,154	9,655	51,713
0 - 4	4.1%	4.8%	6.0%
5 - 9	4.3%	4.8%	5.7%
10 - 14	5.2%	6.3%	6.6%
15 - 24	8.8%	10.3%	12.1%
25 - 34	7.6%	9.1%	10.9%
35 - 44	10.4%	11.4%	12.5%
45 - 54	17.1%	18.3%	16.0%
55 - 64	17.9%	16.0%	13.6%
65 - 74	15.0%	11.9%	8.4%
75 - 84	8.2%	6.0%	5.7%
85+	1.6%	1.3%	2.4%
18+	83.4%	80.4%	77.5%

### 2000 Population by Sex

Males	50.9%	51.4%	49.4%
Females	49.1%	48.6%	50.6%

### 2005 Population by Sex

Males	50.9%	51.3%	49.6%
Females	49.1%	48.7%	50.4%

### 2010 Population by Sex

Males	51.0%	51.3%	49.7%
Females	49.0%	48.7%	50.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.

## Market Profile

	1156 Alpine Dr	1156 Alpine Dr	James Hanke -
Latitude: 44.2207	Nekoosa, WI 54457	Nekoosa, WI 54457	Nekoosa, WI 54457
Longitude: -89.8087	Radius: 5.0 miles	Radius: 7.5 miles	Radius: 15.0 miles



### 2000 Population by Race/Ethnicity

Total	3,520	8,563	49,037
White Alone	98.1%	97.4%	95.7%
Black Alone	0.1%	0.1%	0.2%
American Indian Alone	0.5%	0.8%	0.9%
Asian or Pacific Islander Alone	0.4%	0.5%	1.8%
Some Other Race Alone	0.2%	0.4%	0.5%
Two or More Races	0.7%	0.8%	0.8%
Hispanic Origin	0.5%	0.8%	1.3%
Diversity Index	4.6	6.6	10.7

### 2005 Population by Race/Ethnicity

Total	3,864	9,170	50,341
White Alone	97.8%	97.0%	94.9%
Black Alone	0.1%	0.1%	0.3%
American Indian Alone	0.6%	0.9%	1.0%
Asian or Pacific Islander Alone	0.5%	0.7%	2.4%
Some Other Race Alone	0.2%	0.5%	0.6%
Two or More Races	0.8%	0.8%	0.9%
Hispanic Origin	0.5%	0.9%	1.5%
Diversity Index	5.3	7.7	12.6

### 2010 Population by Race/Ethnicity

Total	4,151	9,652	51,716
White Alone	97.4%	96.5%	94.0%
Black Alone	0.1%	0.2%	0.3%
American Indian Alone	0.6%	0.9%	1.0%
Asian or Pacific Islander Alone	0.7%	0.9%	3.0%
Some Other Race Alone	0.3%	0.5%	0.6%
Two or More Races	0.9%	0.9%	1.0%
Hispanic Origin	0.6%	1.1%	1.8%
Diversity Index	6.2	8.8	14.6



### 2000 Population 3+ by School Enrollment

Total	3,435	8,346	47,402
Enrolled in Nursery/Preschool	1.3%	1.7%	1.7%
Enrolled in Kindergarten	1.6%	1.4%	1.4%
Enrolled in Grade 1-8	10.8%	11.6%	12.5%
Enrolled in Grade 9-12	4.9%	6.4%	6.6%
Enrolled in College	1.1%	2.2%	2.8%
Enrolled in Grad/Prof School	0.3%	0.3%	0.6%
Not Enrolled in School	80.0%	76.3%	74.4%

### 2000 Population 25+ by Educational Attainment

Total	2,602	6,012	33,168
Less than 9th Grade	4.3%	4.9%	5.2%
9th - 12th Grade, No Diploma	8.1%	9.0%	9.3%
High School Graduate	43.1%	47.4%	42.5%
Some College, No Degree	23.1%	19.8%	19.6%
Associate Degree	5.6%	6.2%	7.5%
Bachelor's Degree	9.8%	8.5%	11.5%
Master's/Prof/Doctorate Degree	6.0%	4.2%	4.4%

**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 forecasts for 2005 and 2010.

## Market Profile

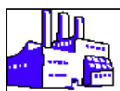
	1156 Alpine Dr	1156 Alpine Dr	James Hanke -
Latitude:	44.2207	Nekoosa, WI 54457	Nekoosa, WI 54457
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### 2000 Population 15+ by Sex and Marital Status

Total	2,907	6,947	38,944
Females	49.2%	48.4%	51.2%
Never Married	6.0%	6.7%	9.0%
Married, not Separated	34.5%	33.6%	30.9%
Married, Separated	0.3%	0.2%	0.5%
Widowed	4.7%	4.1%	6.0%
Divorced	3.6%	3.8%	4.7%
Males	50.8%	51.6%	48.8%
Never Married	8.7%	11.1%	11.3%
Married, not Separated	33.7%	32.8%	31.1%
Married, Separated	0.3%	0.2%	0.6%
Widowed	1.3%	1.4%	1.4%
Divorced	6.7%	6.1%	4.3%



### 2000 Population 16+ by Employment Status

Total	2,870	6,807	38,136
In Labor Force	56.2%	61.8%	63.7%
Civilian Employed	53.6%	58.6%	60.1%
Civilian Unemployed	2.6%	3.0%	3.5%
In Armed Forces	0.0%	0.1%	0.0%
Not in Labor Force	43.8%	38.2%	36.3%

### 2005 Civilian Population 16+ in Labor Force

Civilian Employed	96.2%	95.8%	93.5%
Civilian Unemployed	3.8%	4.2%	6.5%

### 2010 Civilian Population 16+ in Labor Force

Civilian Employed	96.7%	96.2%	94.1%
Civilian Unemployed	3.3%	3.8%	5.9%

### 2000 Females 16+ by Employment Status and Age of Children

Total	1,411	3,296	19,502
Own Children < 6 Only	4.5%	4.9%	6.0%
Employed/in Armed Forces	4.0%	3.5%	4.3%
Unemployed	0.0%	0.1%	0.3%
Not in Labor Force	0.5%	1.3%	1.4%
Own Children <6 and 6-17	4.7%	6.1%	6.0%
Employed/in Armed Forces	3.1%	4.4%	4.1%
Unemployed	0.0%	0.0%	0.1%
Not in Labor Force	1.6%	1.7%	1.8%
Own Children 6-17 Only	14.3%	17.3%	18.2%
Employed/in Armed Forces	10.6%	13.1%	14.7%
Unemployed	0.2%	0.2%	0.5%
Not in Labor Force	3.5%	3.9%	3.1%
No Own Children <18	76.5%	71.7%	69.8%
Employed/in Armed Forces	28.6%	31.9%	31.2%
Unemployed	2.0%	1.4%	2.0%
Not in Labor Force	45.9%	38.3%	36.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.

## Market Profile

	1156 Alpine Dr	1156 Alpine Dr	James Hanke -
Latitude:	44.2207	Nekoosa, WI 54457	Nekoosa, WI 54457
Longitude:	-89.8087	Radius: 5.0 miles	Radius: 15.0 miles



### 2005 Employed Population 16+ by Industry

Total	1,736	4,412	24,197
Agriculture/Mining	2.8%	2.7%	2.5%
Construction	7.1%	7.6%	7.2%
Manufacturing	17.7%	22.7%	22.0%
Wholesale Trade	2.7%	2.3%	2.5%
Retail Trade	15.6%	15.0%	14.2%
Transportation/Utilities	5.7%	4.8%	4.2%
Information	1.2%	1.0%	1.5%
Finance/Insurance/Real Estate	4.4%	4.2%	5.2%
Services	37.2%	35.8%	37.3%
Public Administration	5.7%	4.0%	3.5%

### 2005 Employed Population 16+ by Occupation

Total	1,740	4,409	24,198
White Collar	46.9%	43.7%	49.1%
Management/Business/Financial	9.8%	8.1%	8.5%
Professional	14.6%	13.6%	17.0%
Sales	11.5%	10.0%	10.3%
Administrative Support	11.0%	12.0%	13.3%
Services	16.4%	17.5%	16.9%
Blue Collar	36.7%	38.8%	34.0%
Farming/Forestry/Fishing	0.7%	0.6%	0.9%
Construction/Extraction	7.8%	7.7%	6.3%
Installation/Maintenance/Repair	5.9%	5.4%	4.5%
Production	10.8%	13.9%	11.9%
Transportation/Material Moving	11.5%	11.2%	10.4%



### 2000 Workers 16+ by Means of Transportation to Work

Total	1,507	3,946	22,587
Drove Alone - Car, Truck, or Van	81.5%	83.5%	83.9%
Carpooled - Car, Truck, or Van	9.4%	7.8%	9.0%
Public Transportation	0.0%	0.0%	0.3%
Walked	2.7%	3.4%	2.7%
Other Means	0.9%	0.7%	0.7%
Worked at Home	5.6%	4.6%	3.5%

### 2000 Workers 16+ by Travel Time to Work

Total	1,507	3,947	22,587
Did not Work at Home	94.4%	95.4%	96.5%
Less than 5 minutes	3.1%	4.5%	5.5%
5 to 9 minutes	5.8%	6.7%	16.9%
10 to 19 minutes	23.4%	31.6%	39.2%
20 to 24 minutes	27.6%	25.2%	12.8%
25 to 34 minutes	19.8%	13.9%	11.6%
35 to 44 minutes	4.3%	3.4%	3.0%
45 to 59 minutes	3.8%	4.1%	3.6%
60 to 89 minutes	3.3%	2.8%	1.9%
90 or more minutes	3.3%	3.2%	2.0%
Worked at Home	5.6%	4.6%	3.5%
Average Travel Time to Work (in min)	25.8	23.9	19.3

### 2000 Households by Vehicles Available

Total	1,467	3,422	19,609
None	1.4%	1.6%	5.0%
1	25.6%	23.5%	31.5%
2	47.2%	48.2%	43.8%
3	19.8%	20.0%	14.8%
4	3.8%	4.1%	3.5%
5+	2.2%	2.7%	1.4%
Average Number of Vehicles Available	2.1	2.1	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005.

	<b>1156 Alpine Dr</b>	<b>1156 Alpine Dr</b>	<b>James Hanke -</b>
<b>Latitude:</b>	<b>44.2207</b>	<b>Nekoosa, WI 54457</b>	<b>Nekoosa, WI 54457</b>
<b>Longitude:</b>	<b>-89.8087</b>	<b>Radius: 5.0 miles</b>	<b>Radius: 7.5 miles</b>
			<b>Nekoosa, WI 54457</b>
			<b>Radius: 15.0 miles</b>



**2000 Households by Type**

Total	1,472	3,424	19,617
Family Households	76.1%	76.2%	69.7%
Married-couple Family	68.9%	66.7%	58.2%
With Related Children	21.1%	24.6%	24.3%
Other Family (No Spouse)	7.2%	9.5%	11.5%
With Related Children	4.8%	6.2%	8.0%
Nonfamily Households	23.9%	23.8%	30.3%
Householder Living Alone	19.7%	19.1%	25.6%
Householder Not Living Alone	4.2%	4.7%	4.7%
Households with Related Children	25.9%	30.8%	32.4%
Households with Persons 65+	30.5%	26.1%	27.0%

**2000 Households by Size**

Total	1,473	3,425	19,618
1 Person Household	19.7%	19.1%	25.6%
2 Person Household	48.6%	43.7%	37.6%
3 Person Household	14.0%	15.6%	14.9%
4 Person Household	11.8%	14.0%	13.5%
5 Person Household	4.1%	5.2%	5.6%
6 Person Household	1.2%	1.6%	1.8%
7+ Person Household	0.5%	0.8%	1.0%

**2000 Households by Year Householder Moved In**

Total	1,469	3,424	19,608
Moved in 1999 to March 2000	8.2%	9.3%	13.6%
Moved in 1995 to 1998	29.3%	27.4%	24.5%
Moved in 1990 to 1994	24.0%	21.8%	17.8%
Moved in 1980 to 1989	21.6%	21.1%	18.2%
Moved in 1970 to 1979	13.1%	12.4%	12.0%
Moved in 1969 or Earlier	3.9%	8.0%	14.0%
Median Year Householder Moved In	1992	1992	1992



**2000 Housing Units by Units in Structure**

Total	2,532	4,860	23,018
1, Detached	85.1%	83.1%	78.1%
1, Attached	2.3%	1.6%	1.4%
2	0.2%	0.8%	4.0%
3 or 4	0.2%	0.2%	1.5%
5 to 9	0.1%	0.1%	1.7%
10 to 19	0.0%	0.0%	0.9%
20+	0.0%	0.2%	3.0%
Mobile Home	10.6%	13.0%	9.1%
Other	1.6%	1.0%	0.3%

**2000 Housing Units by Year Structure Built**

Total	2,532	4,822	22,950
1999 to March 2000	4.3%	3.5%	1.9%
1995 to 1998	17.3%	15.2%	8.0%
1990 to 1994	16.2%	14.0%	8.4%
1980 to 1989	22.0%	19.7%	14.1%
1970 to 1979	27.7%	26.0%	21.4%
1969 or Earlier	12.4%	21.7%	46.2%
Median Year Structure Built	1984	1981	1972

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



James Hanke - NCWRPC

	1156 Alpine Dr	1156 Alpine Dr	1156 Alpine Dr
Latitude: 44.2207	Nekoosa, WI 54457	Nekoosa, WI 54457	Nekoosa, WI 54457
Longitude: -89.8087	Radius: 5.0 miles	Radius: 7.5 miles	Radius: 15.0 miles

Top 3 Tapestry Segments

1.	Rural Resort Dwellers	Salt of the Earth	Rustbelt Traditions
2.	Salt of the Earth	Rural Resort Dwellers	Salt of the Earth
		Senior Sun Seekers	Rustbelt Retirees



**2005 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.**

Apparel & Services: Total \$	\$2,502,190	\$5,725,670	\$32,815,644
Average Spent	\$1,506.44	\$1,513.93	\$1,588.21
Spending Potential Index	57	58	60
Computers & Accessories: Total \$	\$325,872	\$736,632	\$4,225,656
Average Spent	\$196.19	\$194.77	\$204.51
Spending Potential Index	79	78	82
Education: Total \$	\$1,220,351	\$2,854,089	\$18,636,088
Average Spent	\$734.71	\$754.65	\$901.95
Spending Potential Index	67	69	83
Entertainment/Recreation: Total \$	\$4,951,162	\$10,981,566	\$57,055,433
Average Spent	\$2,980.83	\$2,903.64	\$2,761.37
Spending Potential Index	93	91	86
Food at Home: Total \$	\$7,442,370	\$16,382,640	\$84,022,680
Average Spent	\$4,480.66	\$4,331.74	\$4,066.53
Spending Potential Index	94	91	86
Food Away from Home: Total \$	\$4,497,478	\$10,138,132	\$55,651,386
Average Spent	\$2,707.69	\$2,680.63	\$2,693.42
Spending Potential Index	84	83	84
Health Care: Total \$	\$6,444,122	\$13,972,269	\$68,523,736
Average Spent	\$3,879.66	\$3,694.41	\$3,316.41
Spending Potential Index	109	104	93
HH Furnishings & Equipment: Total \$	\$2,707,499	\$6,044,791	\$32,472,185
Average Spent	\$1,630.04	\$1,598.31	\$1,571.59
Spending Potential Index	77	75	74
Investments: Total \$	\$3,770,774	\$8,942,889	\$66,199,519
Average Spent	\$2,270.18	\$2,364.59	\$3,203.93
Spending Potential Index	50	52	71
Retail Goods: Total \$	\$40,029,592	\$87,659,646	\$436,221,560
Average Spent	\$24,099.69	\$23,178.12	\$21,112.26
Spending Potential Index	96	92	84
Shelter: Total \$	\$17,542,825	\$39,877,217	\$229,608,288
Average Spent	\$10,561.60	\$10,543.95	\$11,112.59
Spending Potential Index	77	76	81
TV/Video/Sound Equipment: Total \$	\$1,495,930	\$3,363,125	\$18,470,690
Average Spent	\$900.62	\$889.25	\$893.94
Spending Potential Index	85	84	85
Travel: Total \$	\$2,450,416	\$5,499,849	\$30,723,491
Average Spent	\$1,475.27	\$1,454.22	\$1,486.96
Spending Potential Index	85	84	86
Vehicle Maintenance & Repairs: Total \$	\$1,595,929	\$3,489,976	\$17,999,567
Average Spent	\$960.82	\$922.79	\$871.14
Spending Potential Index	93	89	84

**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Expenditure data are derived from the 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2005 and 2010.

# Retail Goods and Services Expenditures

James Hanke - NCWRPC

Latitude: 44.2207

Longitude: -89.8087

Radius: 5.0 miles

1156 Alpine Dr  
Town of Rome

Site Type: Radius

Top Tapestry Segments:		Demographic Summary	2005	2010
Rural Resort Dwellers	75.2%	Population	3,864	4,152
Salt of the Earth	24.8%	Households	1,661	1,811
		Families	1,247	1,335
		Median Age	48.8	51.0
		Median Household Income	\$50,775	\$57,240

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	57	\$1,506.44	\$2,502,190
Men's	62	\$307.53	\$510,814
Women's	54	\$484.16	\$804,192
Children's	72	\$309.77	\$514,532
Footwear	33	\$159.36	\$264,693
Watches & Jewelry	69	\$124.66	\$207,058
Apparel Products and Services (1)	85	\$120.95	\$200,901
<b>Computer</b>			
Computers and Hardware for Home Use	79	\$173.15	\$287,600
Software and Accessories for Home Use	76	\$23.04	\$38,272
<b>Entertainment &amp; Recreation</b>	93	\$2,980.83	\$4,951,162
<b>Fees and Admissions</b>	70	\$411.11	\$682,852
Membership Fees for Clubs (2)	75	\$118.34	\$196,568
Fees for Participant Sports, excl. Trips	75	\$81.98	\$136,167
Admission to Movie/Theatre/Opera/Ballet	65	\$92.42	\$153,507
Admission to Sporting Events, excl. Trips	71	\$39.25	\$65,198
Fees for Recreational Lessons	64	\$79.12	\$131,412
<b>TV/Video/Sound Equipment</b>	85	\$900.62	\$1,495,930
Community Antenna or Cable Television	93	\$537.17	\$892,235
Color Televisions	77	\$93.54	\$155,369
VCRs, Video Cameras, and DVD Players	83	\$32.14	\$53,385
Video Cassettes and DVDs	84	\$42.31	\$70,276
Video Game Hardware and Software	76	\$26.37	\$43,794
Satellite Dishes	110	\$2.34	\$3,885
Rental of Video Cassettes and DVDs	74	\$44.48	\$73,876
Sound Equipment (3)	73	\$118.13	\$196,213
Rental and Repair of TV/Sound Equipment	72	\$4.15	\$6,897
Pets	123	\$492.29	\$817,692
Toys and Games	90	\$170.30	\$282,871
Recreational Vehicles and Fees (4)	139	\$548.17	\$910,517
Sports/Recreation/Exercise Equipment (5)	76	\$165.19	\$274,382
Photo Equipment and Supplies (6)	84	\$114.42	\$190,053
Reading (7)	85	\$178.73	\$296,865
<b>Food</b>	90	\$7,188.35	\$11,939,848
<b>Food at Home</b>	94	\$4,480.66	\$7,442,370
Bakery and Cereal Products	94	\$653.19	\$1,084,955
Meat, Poultry, Fish, and Eggs	97	\$1,208.32	\$2,007,016
Dairy Products	95	\$491.43	\$816,264
Fruit and Vegetables	89	\$738.53	\$1,226,699
Snacks and Other Food at Home (8)	95	\$1,389.18	\$2,307,436
<b>Food Away from Home</b>	84	\$2,707.69	\$4,497,478
Alcoholic Beverages	77	\$425.65	\$707,003
Nonalcoholic Beverages at Home	99	\$401.43	\$666,779

# Retail Goods and Services Expenditures

James Hanke - NCWRPC

Latitude: 44.2207

Longitude: -89.8087

Radius: 5.0 miles

1156 Alpine Dr  
Town of Rome

Site Type: Radius

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	50	\$2,270.18	\$3,770,774
Vehicle Loans	108	\$6,233.26	\$10,353,441
<b>Health</b>			
Nonprescription Drugs	101	\$110.94	\$184,272
Prescription Drugs	122	\$671.22	\$1,114,900
Eyeglasses and Contact Lenses	98	\$81.09	\$134,698
<b>Home</b>			
Mortgage Payment and Basics (9)	83	\$6,536.88	\$10,857,750
Maintenance and Remodeling Services	89	\$1,528.81	\$2,539,356
Maintenance and Remodeling Materials (10)	112	\$394.89	\$655,920
Utilities, Fuel, and Public Services	96	\$3,918.22	\$6,508,171
<b>Household Furnishings and Equipment</b>			
Household Textiles (11)	82	\$105.77	\$175,678
Furniture	82	\$493.35	\$819,457
Floor Coverings	70	\$57.00	\$94,681
Major Appliances (12)	100	\$276.10	\$458,607
Housewares (13)	77	\$76.03	\$126,292
Small Appliances	95	\$34.11	\$56,655
Luggage	66	\$6.53	\$10,854
Telephones and Accessories	32	\$17.09	\$28,387
<b>Household Operations</b>			
Child Care	59	\$238.45	\$396,060
Lawn and Garden (14)	123	\$516.65	\$858,149
Moving/Storage/Freight Express	68	\$34.18	\$56,767
Housekeeping Supplies (15)	96	\$701.02	\$1,164,391
<b>Insurance</b>			
Owners and Renters Insurance	105	\$449.40	\$746,452
Vehicle Insurance	95	\$1,268.53	\$2,107,021
Life/Other Insurance	105	\$656.24	\$1,090,019
Health Insurance	111	\$1,931.48	\$3,208,181
Personal Care Products (16)	88	\$381.79	\$634,154
School Books and Supplies (17)	71	\$80.74	\$134,102
Smoking Products	109	\$524.42	\$871,058
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (18)	108	\$6,110.53	\$10,149,583
Gasoline and Motor Oil	106	\$1,899.22	\$3,154,608
Vehicle Maintenance and Repairs	93	\$960.82	\$1,595,929
<b>Travel</b>			
Airline Fares	73	\$277.69	\$461,251
Lodging on Trips	89	\$340.12	\$564,943
Auto/Truck/Van Rental on Trips	74	\$32.17	\$53,434
Food and Drink on Trips	89	\$393.15	\$653,019

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2005 and 2010.

# Retail Goods and Services Expenditures

James Hanke - NCWRPC

Latitude: 44.2207

Longitude: -89.8087

Radius: 5.0 miles

1156 Alpine Dr  
Nekoosa, WI 54457

Site Type: Radius

**(1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

**(2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

**(3) Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

**(4) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

**(5) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

**(6) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

**(7) Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

**(8) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

**(9) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

**(10) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

**(11) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

**(12) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

**(13) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

**(14) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

**(15) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

**(16) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

**(17) School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

**(18) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.