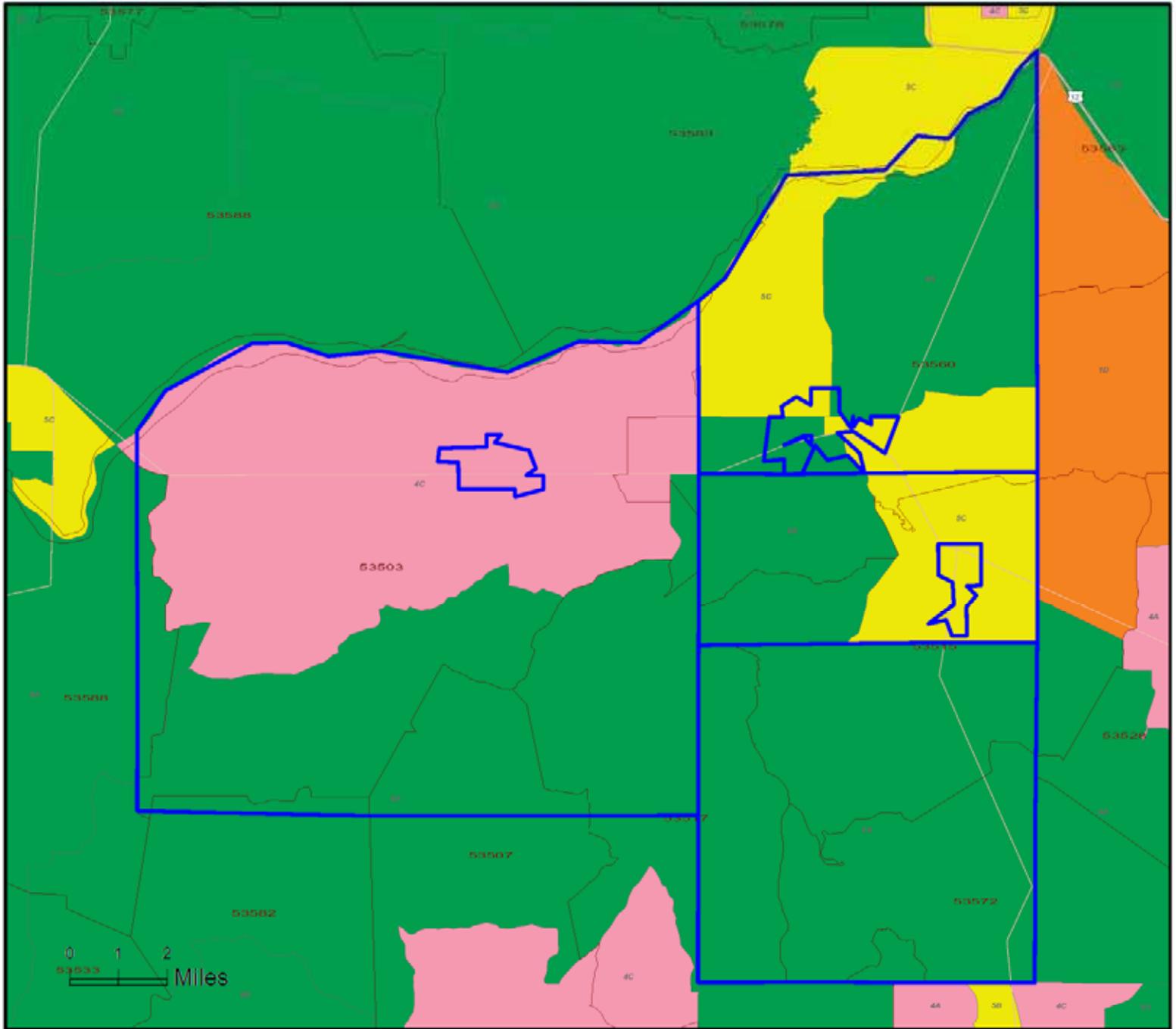


7 County Subdivisions
 Arena town, WI (5504902575) et al.
 County Subdivisions

Prepared by Esri



Tapestry LifeMode

- | | |
|--|--|
|  L1: Affluent Estates |  L8: Middle Ground |
|  L2: Upscale Avenues |  L9: Senior Styles |
|  L3: Uptown Individuals |  L10: Rustic Outposts |
|  L4: Family Landscapes |  L11: Midtown Singles |
|  L5: GenXurban |  L12: Hometown |
|  L6: Cozy Country |  L13: Next Wave |
|  L7: Ethnic Enclaves |  L14: Scholars and Patriots |



Source: Esri

September 01, 2015



LifeMode Group: Cozy Country Living

Green Acres

Median Age: 43

Median Income: \$72,000

- 60% are college educated
- Primarily older couples with no children
- Media choices with an emphasis on country and home and garden
- Pursue fitness through home exercise equipment and playing sports
- Enjoy outdoor living via hunting, fishing, camping, and hiking
- Favor DIY home improvement projects and gardening
- Cautious consumers focused on quality and durability



LifeMode Group: Family Landscapes

Middleburg

Median Age: 35.3

Median Income: \$55,000

- 66% with HS diploma and some college
- Young couples, many with children
- Entertainment is family-oriented (theme parks, family restaurants)
- Sports include bowling, baseball, hunting, and target shooting
- Spending priorities focus on family or home DIY projects
- Prefer to buy American and for a good price
- Comfortable with latest technology for convenience (online banking) and entertainment



LifeMode Group: GenXurban

Parks and Rec

Median Age: 40

Median Income: \$55,000

- More than half are college educated
- Married couples, more without children
- Residents visit local parks and trails, and enjoy jogging, swimming, and the gym
- Media choices include documentaries, family-style dining, and trips to the movies or to casinos.
- Financially shrewd and are careful to research big-ticket purchases



Retail Gap Analysis Summary

The top of the following table indicates the population and number of households within the trade area and provides a summary of the retail, food and drink gaps/oversupply. Negative numbers mean that the particular type of store or food service has an oversupply of locations and in some cases, is primarily serving users outside the trade area. Positive numbers mean that the use is undersupplied and that residents are likely leaving the trade area to access these goods. There are several types of establishments with this notable “gap,” and there may be room in the market to support one or more of these types of stores.

As the chart shows, health & personal care stores, and clothing/accessory stores (excluding shoe stores) could fit well into the desired retail fabric of the Village downtown. Similarly, building materials/hardware, jewelry, luggage & leather goods stores, full-service restaurants, and general electronics stores, could do well with the right product and circumstances.

**esri****Retail MarketPlace Profile****Summary Demographics**

2015 Population	7,937
2015 Households	3,270
2015 Median Disposable Income	\$50,232
2015 Per Capita Income	\$31,211

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage Factor	# of Business
Total Retail Trade and Food & Drink	44-45,722	\$103,343,158	\$75,723,265	\$27,619,893	15.4	74
Total Retail Trade	44-45	\$92,841,283	\$68,742,142	\$24,099,141	14.9	62
Total Food & Drink	722	\$10,501,875	\$6,981,123	\$3,520,752	20.1	12

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage Factor	# of Business
Electronics & Appliance Stores	443	\$3,139,537	\$2,408,108	\$731,429	13.2	3
Bldg Material & Supplies Dealers	4441	\$2,741,373	\$1,718,629	\$1,022,744	22.9	8
Health & Personal Care Stores	446,4461	\$8,158,054	\$0	\$8,158,054	100.0	0
Clothing & Clothing Accessories Stores	448	\$4,212,249	\$71,509	\$4,140,740	97.2	1
Jewelry, Luggage & Leather Goods Stores	4483	\$841,510	\$0	\$841,510	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,071,732	\$1,518,659	\$553,073	15.4	7
Full-Service Restaurants	7221	\$3,813,466	\$1,282,858	\$2,530,608	49.7	5
Limited-Service Eating Places	7222	\$5,492,550	\$5,000,932	\$491,618	4.7	3

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. 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: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

Livability Index

Great Neighborhoods for All Ages

LOCATION	Black Earth, Dane County, Wisconsin, 53515	Dane County, Wisconsin	Wisconsin
TOTAL INDEX SCORE	67	67	58
 HOUSING Affordability and access +	66	66	58
 NEIGHBORHOOD Access to life, work, and play +	52	57	48
 TRANSPORTATION Safe and convenient options +	50	60	57
 ENVIRONMENT Clean air and water +	72	66	56
 HEALTH Prevention, access, and quality +	73	73	55
 ENGAGEMENT Civic and social involvement +	77	78	68
 OPPORTUNITY Inclusion and possibilities +	82	66	67

People experience communities as a whole, so the AARP Public Policy Institute looked across multiple aspects of livability to get the full picture. The Livability Index assesses seven broad categories of community livability: housing, neighborhood, transportation, environment, health, engagement, and opportunity. Metric values and policy points within each category are combined to create the category score. Those category scores are then averaged to create a location's total livability score.

The Livability Index score rates the overall livability of the selected neighborhood, city, county, or state on a scale from 0 to 100. The total livability score is based on the average of all seven category scores, which also range from 0 to 100. Communities are scored in comparison to one another, so the average community gets a score of 50, while above-average communities score higher and below-average communities score lower.

