



Market Profile

53959, Reedsburg, Wisconsin
 Drive Distances: 5, 15, 25 mile radii

City of Reedsburg WI. - Economic
 Latitude: 43.53566
 Longitude: -90.00336

	5 miles	15 miles	25 miles
Population Summary			
2000 Total Population	9,436	25,197	63,597
2010 Total Population	10,742	28,460	70,100
2016 Total Population	11,177	29,748	72,369
2016 Group Quarters	73	210	1,257
2021 Total Population	11,622	30,959	74,503
2016-2021 Annual Rate	0.78%	0.80%	0.58%
2016 Total Daytime Population	11,698	30,593	73,838
Workers	6,502	17,168	40,055
Residents	5,196	13,425	33,783
Household Summary			
2000 Households	3,792	9,537	24,981
2000 Average Household Size	2.44	2.61	2.50
2010 Households	4,405	11,267	28,295
2010 Average Household Size	2.42	2.50	2.43
2016 Households	4,541	11,700	29,080
2016 Average Household Size	2.45	2.52	2.45
2021 Households	4,697	12,129	29,848
2021 Average Household Size	2.46	2.54	2.45
2016-2021 Annual Rate	0.68%	0.72%	0.52%
2010 Families	2,858	7,662	18,587
2010 Average Family Size	2.98	2.98	2.94
2016 Families	2,930	7,917	18,985
2016 Average Family Size	3.02	3.01	2.96
2021 Families	3,023	8,187	19,429
2021 Average Family Size	3.03	3.02	2.98
2016-2021 Annual Rate	0.63%	0.67%	0.46%
Housing Unit Summary			
2000 Housing Units	4,018	10,893	28,377
Owner Occupied Housing Units	66.1%	67.1%	65.1%
Renter Occupied Housing Units	28.3%	20.5%	23.0%
Vacant Housing Units	5.6%	12.4%	12.0%
2010 Housing Units	4,769	13,672	34,147
Owner Occupied Housing Units	62.7%	60.4%	58.6%
Renter Occupied Housing Units	29.7%	22.0%	24.3%
Vacant Housing Units	7.6%	17.6%	17.1%
2016 Housing Units	4,953	14,269	35,249
Owner Occupied Housing Units	60.7%	58.9%	56.9%
Renter Occupied Housing Units	31.0%	23.1%	25.6%
Vacant Housing Units	8.3%	18.0%	17.5%
2021 Housing Units	5,134	14,820	36,244
Owner Occupied Housing Units	60.9%	59.0%	56.6%
Renter Occupied Housing Units	30.6%	22.9%	25.7%
Vacant Housing Units	8.5%	18.2%	17.6%
Median Household Income			
2016	\$46,851	\$50,655	\$49,778
2021	\$54,520	\$56,856	\$55,189
Median Home Value			
2016	\$148,964	\$174,425	\$164,165
2021	\$188,323	\$218,664	\$206,435
Per Capita Income			
2016	\$22,924	\$24,722	\$25,168
2021	\$25,605	\$27,455	\$27,715
Median Age			
2010	37.5	39.7	40.6
2016	38.1	40.7	41.4
2021	38.3	41.4	42.1

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 the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income			
Household Income Base	4,541	11,700	29,080
<\$15,000	11.6%	9.5%	10.1%
\$15,000 - \$24,999	14.4%	12.0%	12.5%
\$25,000 - \$34,999	13.1%	12.0%	11.9%
\$35,000 - \$49,999	12.9%	15.6%	15.7%
\$50,000 - \$74,999	21.4%	20.6%	20.7%
\$75,000 - \$99,999	13.5%	14.6%	13.6%
\$100,000 - \$149,999	9.4%	11.2%	11.2%
\$150,000 - \$199,999	2.7%	2.9%	2.6%
\$200,000+	0.8%	1.5%	1.8%
Average Household Income	\$56,968	\$62,490	\$62,036
2021 Households by Income			
Household Income Base	4,697	12,129	29,848
<\$15,000	10.9%	9.1%	9.8%
\$15,000 - \$24,999	13.2%	11.2%	12.3%
\$25,000 - \$34,999	12.3%	12.2%	11.4%
\$35,000 - \$49,999	7.1%	9.3%	10.1%
\$50,000 - \$74,999	24.6%	22.0%	22.1%
\$75,000 - \$99,999	15.8%	16.5%	15.1%
\$100,000 - \$149,999	11.5%	13.8%	13.6%
\$150,000 - \$199,999	3.7%	4.0%	3.6%
\$200,000+	0.9%	1.8%	2.0%
Average Household Income	\$63,972	\$69,692	\$68,588
2016 Owner Occupied Housing Units by Value			
Total	3,005	8,402	20,054
<\$50,000	9.0%	7.6%	9.8%
\$50,000 - \$99,999	16.6%	13.0%	15.1%
\$100,000 - \$149,999	24.9%	19.5%	19.7%
\$150,000 - \$199,999	23.2%	20.2%	18.9%
\$200,000 - \$249,999	11.6%	13.4%	12.7%
\$250,000 - \$299,999	8.1%	9.3%	8.1%
\$300,000 - \$399,999	3.5%	9.6%	8.6%
\$400,000 - \$499,999	1.4%	3.2%	3.0%
\$500,000 - \$749,999	1.3%	3.0%	2.8%
\$750,000 - \$999,999	0.2%	0.5%	0.7%
\$1,000,000 +	0.2%	0.6%	0.6%
Average Home Value	\$166,017	\$206,379	\$196,683
2021 Owner Occupied Housing Units by Value			
Total	3,128	8,739	20,531
<\$50,000	4.0%	3.9%	6.1%
\$50,000 - \$99,999	9.2%	7.1%	9.6%
\$100,000 - \$149,999	16.7%	11.8%	12.1%
\$150,000 - \$199,999	26.2%	19.8%	19.8%
\$200,000 - \$249,999	19.8%	19.9%	18.8%
\$250,000 - \$299,999	15.0%	15.4%	13.0%
\$300,000 - \$399,999	5.2%	13.9%	12.7%
\$400,000 - \$499,999	1.6%	3.6%	3.3%
\$500,000 - \$749,999	1.6%	3.0%	2.9%
\$750,000 - \$999,999	0.4%	0.9%	1.0%
\$1,000,000 +	0.3%	0.7%	0.7%
Average Home Value	\$202,996	\$243,503	\$231,765

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	10,740	28,462	70,098
0 - 4	7.4%	6.6%	6.3%
5 - 9	7.4%	6.7%	6.4%
10 - 14	7.0%	6.8%	6.6%
15 - 24	11.7%	11.9%	11.8%
25 - 34	13.2%	12.2%	12.1%
35 - 44	13.6%	12.9%	12.6%
45 - 54	13.7%	15.4%	15.7%
55 - 64	10.6%	12.9%	13.1%
65 - 74	7.2%	8.0%	8.0%
75 - 84	5.2%	4.6%	5.0%
85 +	2.8%	1.9%	2.3%
18 +	73.8%	75.8%	76.6%
2016 Population by Age			
Total	11,177	29,749	72,368
0 - 4	7.0%	6.1%	5.9%
5 - 9	7.1%	6.3%	6.1%
10 - 14	6.8%	6.5%	6.2%
15 - 24	12.6%	12.0%	11.8%
25 - 34	12.4%	12.1%	12.3%
35 - 44	13.0%	12.2%	11.9%
45 - 54	13.6%	14.0%	14.0%
55 - 64	11.9%	14.4%	14.5%
65 - 74	7.9%	9.6%	9.9%
75 - 84	5.0%	4.8%	5.0%
85 +	2.7%	2.0%	2.3%
18 +	74.9%	77.3%	78.0%
2021 Population by Age			
Total	11,622	30,959	74,504
0 - 4	6.8%	5.9%	5.8%
5 - 9	6.8%	6.1%	5.9%
10 - 14	6.7%	6.5%	6.3%
15 - 24	12.1%	11.3%	11.1%
25 - 34	13.4%	12.2%	12.2%
35 - 44	12.8%	12.4%	12.3%
45 - 54	12.4%	12.6%	12.4%
55 - 64	12.6%	14.6%	14.6%
65 - 74	8.8%	11.1%	11.5%
75 - 84	5.1%	5.4%	5.7%
85 +	2.5%	1.9%	2.3%
18 +	75.6%	77.8%	78.4%
2010 Population by Sex			
Males	5,230	14,272	35,242
Females	5,512	14,188	34,858
2016 Population by Sex			
Males	5,465	14,992	36,520
Females	5,712	14,756	35,849
2021 Population by Sex			
Males	5,717	15,679	37,717
Females	5,905	15,280	36,786

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	10,742	28,460	70,099
White Alone	95.8%	94.5%	94.4%
Black Alone	0.5%	0.4%	0.7%
American Indian Alone	0.9%	2.0%	1.5%
Asian Alone	0.4%	0.6%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	1.4%	1.6%
Two or More Races	1.0%	1.1%	1.3%
Hispanic Origin	3.7%	3.8%	3.9%
Diversity Index	14.9	17.2	17.6
2016 Population by Race/Ethnicity			
Total	11,177	29,749	72,369
White Alone	94.6%	93.4%	93.1%
Black Alone	0.8%	0.6%	1.0%
American Indian Alone	1.0%	2.0%	1.6%
Asian Alone	0.6%	0.9%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	1.7%	1.9%
Two or More Races	1.4%	1.4%	1.6%
Hispanic Origin	4.5%	4.6%	4.7%
Diversity Index	18.2	20.4	21.1
2021 Population by Race/Ethnicity			
Total	11,623	30,960	74,502
White Alone	93.4%	92.2%	91.8%
Black Alone	1.0%	0.8%	1.3%
American Indian Alone	1.0%	2.0%	1.6%
Asian Alone	0.9%	1.2%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	2.0%	2.2%
Two or More Races	1.7%	1.8%	2.0%
Hispanic Origin	5.4%	5.5%	5.6%
Diversity Index	21.7	23.7	24.6
2010 Population by Relationship and Household Type			
Total	10,742	28,460	70,100
In Households	99.2%	99.1%	98.0%
In Family Households	82.1%	83.0%	80.8%
Householder	26.3%	27.0%	26.5%
Spouse	20.1%	21.4%	20.5%
Child	30.9%	29.4%	28.5%
Other relative	2.1%	2.5%	2.4%
Nonrelative	2.8%	2.8%	2.8%
In Nonfamily Households	17.1%	16.1%	17.2%
In Group Quarters	0.8%	0.9%	2.0%
Institutionalized Population	0.7%	0.5%	1.2%
Noninstitutionalized Population	0.1%	0.4%	0.7%

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.

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2016 Population 25+ by Educational Attainment			
Total	7,436	20,540	50,611
Less than 9th Grade	3.7%	3.5%	3.7%
9th - 12th Grade, No Diploma	5.9%	7.3%	7.6%
High School Graduate	33.8%	32.5%	32.8%
GED/Alternative Credential	4.1%	4.1%	4.9%
Some College, No Degree	22.4%	22.1%	21.2%
Associate Degree	11.1%	10.3%	10.0%
Bachelor's Degree	12.9%	13.5%	13.5%
Graduate/Professional Degree	6.1%	6.7%	6.3%
2016 Population 15+ by Marital Status			
Total	8,843	24,122	59,139
Never Married	25.7%	26.8%	28.0%
Married	56.8%	56.0%	53.2%
Widowed	6.5%	5.9%	6.4%
Divorced	11.0%	11.3%	12.4%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	98.3%	98.0%	97.2%
Civilian Unemployed	1.7%	2.0%	2.8%
2016 Employed Population 16+ by Industry			
Total	6,093	16,542	38,959
Agriculture/Mining	2.8%	4.7%	4.8%
Construction	4.6%	6.3%	6.3%
Manufacturing	21.8%	18.4%	17.7%
Wholesale Trade	3.0%	3.5%	3.6%
Retail Trade	14.5%	13.8%	13.0%
Transportation/Utilities	2.9%	3.4%	3.8%
Information	1.0%	0.6%	0.7%
Finance/Insurance/Real Estate	3.7%	3.5%	4.0%
Services	44.3%	43.4%	43.0%
Public Administration	1.4%	2.3%	3.2%
2016 Employed Population 16+ by Occupation			
Total	6,092	16,543	38,959
White Collar	54.2%	51.2%	50.1%
Management/Business/Financial	12.3%	13.7%	13.0%
Professional	18.6%	15.3%	14.0%
Sales	9.8%	9.2%	10.1%
Administrative Support	13.5%	13.0%	13.0%
Services	16.9%	18.7%	20.2%
Blue Collar	28.9%	30.1%	29.7%
Farming/Forestry/Fishing	1.3%	2.2%	2.1%
Construction/Extraction	3.4%	5.5%	5.5%
Installation/Maintenance/Repair	3.2%	3.6%	3.4%
Production	10.9%	9.8%	10.0%
Transportation/Material Moving	10.1%	9.0%	8.6%
2010 Population By Urban/ Rural Status			
Total Population	10,742	28,460	70,100
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	82.7%	46.6%	46.2%
Rural Population	17.3%	53.4%	53.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	4,405	11,267	28,295
Households with 1 Person	29.4%	25.3%	27.6%
Households with 2+ People	70.6%	74.7%	72.4%
Family Households	64.9%	68.0%	65.7%
Husband-wife Families	49.7%	54.0%	50.9%
With Related Children	22.6%	21.4%	19.7%
Other Family (No Spouse Present)	15.2%	14.0%	14.8%
Other Family with Male Householder	4.9%	5.0%	5.4%
With Related Children	3.4%	3.3%	3.4%
Other Family with Female Householder	10.3%	9.0%	9.5%
With Related Children	7.3%	6.2%	6.5%
Nonfamily Households	5.7%	6.7%	6.7%
All Households with Children	33.8%	31.6%	30.3%
Multigenerational Households	2.0%	2.4%	2.3%
Unmarried Partner Households	7.8%	8.0%	8.3%
Male-female	7.4%	7.5%	7.8%
Same-sex	0.4%	0.5%	0.5%
2010 Households by Size			
Total	4,405	11,266	28,296
1 Person Household	29.4%	25.3%	27.6%
2 Person Household	32.6%	37.3%	37.0%
3 Person Household	15.1%	15.0%	14.6%
4 Person Household	13.9%	13.2%	12.2%
5 Person Household	6.0%	5.7%	5.4%
6 Person Household	2.0%	2.0%	1.9%
7 + Person Household	1.0%	1.4%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	4,405	11,267	28,295
Owner Occupied	67.9%	73.3%	70.7%
Owned with a Mortgage/Loan	46.2%	49.6%	46.9%
Owned Free and Clear	21.7%	23.7%	23.9%
Renter Occupied	32.1%	26.7%	29.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,769	13,672	34,147
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	83.0%	45.8%	46.1%
Rural Housing Units	17.0%	54.2%	53.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Rustbelt Traditions (5D)	Salt of the Earth (6B)	Prairie Living (6D)
2.	Parks and Rec (5C)	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)
3.	Front Porches (8E)	Parks and Rec (5C)	Salt of the Earth (6B)
2016 Consumer Spending			
Apparel & Services: Total \$	\$6,683,977	\$18,639,260	\$46,174,844
Average Spent	\$1,471.92	\$1,593.10	\$1,587.86
Spending Potential Index	73	79	79
Education: Total \$	\$4,798,904	\$12,496,506	\$30,001,057
Average Spent	\$1,056.79	\$1,068.08	\$1,031.67
Spending Potential Index	75	76	73
Entertainment/Recreation: Total \$	\$9,772,198	\$28,104,209	\$70,019,115
Average Spent	\$2,151.99	\$2,402.07	\$2,407.81
Spending Potential Index	74	82	83
Food at Home: Total \$	\$16,774,478	\$48,412,650	\$122,206,668
Average Spent	\$3,694.01	\$4,137.83	\$4,202.43
Spending Potential Index	74	83	84
Food Away from Home: Total \$	\$10,231,917	\$29,044,788	\$72,222,604
Average Spent	\$2,253.23	\$2,482.46	\$2,483.58
Spending Potential Index	73	80	80
Health Care: Total \$	\$18,158,266	\$53,723,242	\$134,715,325
Average Spent	\$3,998.74	\$4,591.73	\$4,632.58
Spending Potential Index	75	87	87
HH Furnishings & Equipment: Total \$	\$5,952,970	\$16,874,723	\$41,607,253
Average Spent	\$1,310.94	\$1,442.28	\$1,430.79
Spending Potential Index	74	82	81
Personal Care Products & Services: Total \$	\$2,435,856	\$6,956,923	\$17,290,888
Average Spent	\$536.41	\$594.61	\$594.60
Spending Potential Index	73	81	81
Shelter: Total \$	\$52,305,321	\$141,757,779	\$349,000,497
Average Spent	\$11,518.46	\$12,116.05	\$12,001.39
Spending Potential Index	74	78	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,881,619	\$22,981,523	\$57,025,427
Average Spent	\$1,735.66	\$1,964.23	\$1,960.98
Spending Potential Index	75	85	85
Travel: Total \$	\$6,265,688	\$17,530,625	\$42,400,409
Average Spent	\$1,379.80	\$1,498.34	\$1,458.06
Spending Potential Index	74	81	78
Vehicle Maintenance & Repairs: Total \$	\$3,485,743	\$10,174,730	\$25,514,118
Average Spent	\$767.62	\$869.64	\$877.38
Spending Potential Index	74	84	85

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.