



Market Profile

1241 Kalahari Dr, Baraboo, Wisconsin, 53913
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.57423
Longitude: -89.77632

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	532	3,236	8,307
2010 Total Population	725	4,300	9,924
2017 Total Population	757	4,431	10,224
2017 Group Quarters	14	92	180
2022 Total Population	786	4,565	10,506
2017-2022 Annual Rate	0.75%	0.60%	0.55%
2017 Total Daytime Population	2,921	9,859	17,837
Workers	2,618	8,024	13,575
Residents	303	1,835	4,262
Household Summary			
2000 Households	247	1,394	3,399
2000 Average Household Size	2.13	2.28	2.40
2010 Households	347	1,841	4,124
2010 Average Household Size	2.05	2.28	2.36
2017 Households	360	1,887	4,224
2017 Average Household Size	2.07	2.30	2.38
2022 Households	373	1,939	4,328
2022 Average Household Size	2.07	2.31	2.39
2017-2022 Annual Rate	0.71%	0.55%	0.49%
2010 Families	189	1,069	2,571
2010 Average Family Size	2.57	2.80	2.86
2017 Families	194	1,084	2,611
2017 Average Family Size	2.60	2.82	2.88
2022 Families	200	1,109	2,666
2022 Average Family Size	2.60	2.83	2.89
2017-2022 Annual Rate	0.61%	0.46%	0.42%
Housing Unit Summary			
2000 Housing Units	327	2,032	4,297
Owner Occupied Housing Units	57.2%	50.9%	58.4%
Renter Occupied Housing Units	18.7%	17.7%	20.7%
Vacant Housing Units	24.2%	31.4%	20.9%
2010 Housing Units	556	3,100	5,905
Owner Occupied Housing Units	37.2%	36.8%	46.7%
Renter Occupied Housing Units	25.2%	22.6%	23.2%
Vacant Housing Units	37.6%	40.6%	30.2%
2017 Housing Units	568	3,158	6,027
Owner Occupied Housing Units	35.9%	35.2%	44.9%
Renter Occupied Housing Units	27.6%	24.6%	25.1%
Vacant Housing Units	36.6%	40.2%	29.9%
2022 Housing Units	590	3,263	6,211
Owner Occupied Housing Units	35.3%	34.7%	44.7%
Renter Occupied Housing Units	28.0%	24.8%	25.0%
Vacant Housing Units	36.8%	40.6%	30.3%
Median Household Income			
2017	\$44,585	\$49,125	\$52,865
2022	\$47,718	\$51,619	\$57,537
Median Home Value			
2017	\$165,152	\$178,109	\$194,031
2022	\$171,094	\$191,944	\$222,409
Per Capita Income			
2017	\$24,748	\$25,252	\$28,530
2022	\$27,276	\$27,865	\$32,394
Median Age			
2010	40.5	38.8	41.0
2017	43.1	40.5	42.5
2022	45.0	41.8	43.7

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

1241 Kalahari Dr, Baraboo, Wisconsin, 53913
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.57423
Longitude: -89.77632

	1 mile	3 miles	5 miles
2017 Households by Income			
Household Income Base	360	1,887	4,224
<\$15,000	13.6%	12.2%	9.4%
\$15,000 - \$24,999	12.5%	10.8%	9.7%
\$25,000 - \$34,999	12.8%	11.8%	11.2%
\$35,000 - \$49,999	15.8%	16.0%	16.1%
\$50,000 - \$74,999	19.7%	21.4%	21.2%
\$75,000 - \$99,999	13.1%	13.9%	13.0%
\$100,000 - \$149,999	10.6%	10.7%	12.7%
\$150,000 - \$199,999	1.4%	1.9%	3.6%
\$200,000+	0.8%	1.5%	3.1%
Average Household Income	\$55,820	\$60,220	\$69,131
2022 Households by Income			
Household Income Base	373	1,939	4,328
<\$15,000	13.4%	12.1%	9.1%
\$15,000 - \$24,999	11.8%	10.3%	8.9%
\$25,000 - \$34,999	11.5%	10.6%	9.8%
\$35,000 - \$49,999	15.0%	14.9%	14.2%
\$50,000 - \$74,999	19.3%	20.7%	20.1%
\$75,000 - \$99,999	14.5%	15.3%	14.7%
\$100,000 - \$149,999	11.8%	11.8%	14.6%
\$150,000 - \$199,999	1.6%	2.4%	4.7%
\$200,000+	1.1%	1.9%	3.8%
Average Household Income	\$61,677	\$66,746	\$78,829
2017 Owner Occupied Housing Units by Value			
Total	204	1,111	2,709
<\$50,000	20.1%	15.6%	10.0%
\$50,000 - \$99,999	14.2%	12.1%	8.7%
\$100,000 - \$149,999	10.8%	12.6%	15.4%
\$150,000 - \$199,999	16.2%	17.4%	18.1%
\$200,000 - \$249,999	9.8%	10.8%	13.5%
\$250,000 - \$299,999	9.3%	10.5%	12.3%
\$300,000 - \$399,999	8.8%	10.2%	12.1%
\$400,000 - \$499,999	3.4%	4.4%	3.8%
\$500,000 - \$749,999	6.9%	5.7%	5.1%
\$750,000 - \$999,999	0.5%	0.6%	0.6%
\$1,000,000 +	0.0%	0.2%	0.4%
Average Home Value	\$198,652	\$211,004	\$225,831
2022 Owner Occupied Housing Units by Value			
Total	208	1,132	2,774
<\$50,000	19.7%	14.4%	8.2%
\$50,000 - \$99,999	13.5%	10.9%	7.3%
\$100,000 - \$149,999	10.1%	11.4%	12.9%
\$150,000 - \$199,999	15.4%	15.9%	15.8%
\$200,000 - \$249,999	9.6%	10.4%	12.9%
\$250,000 - \$299,999	9.6%	11.0%	13.0%
\$300,000 - \$399,999	9.6%	11.7%	14.8%
\$400,000 - \$499,999	3.8%	5.7%	5.2%
\$500,000 - \$749,999	7.7%	7.3%	8.0%
\$750,000 - \$999,999	0.5%	0.9%	1.0%
\$1,000,000 +	0.0%	0.4%	0.8%
Average Home Value	\$206,884	\$233,039	\$260,463

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

1241 Kalahari Dr, Baraboo, Wisconsin, 53913
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.57423
Longitude: -89.77632

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	730	4,297	9,925
0 - 4	6.2%	6.4%	5.9%
5 - 9	4.0%	4.9%	5.3%
10 - 14	4.2%	4.6%	5.3%
15 - 24	14.4%	15.0%	13.4%
25 - 34	15.1%	14.7%	13.1%
35 - 44	10.1%	11.4%	11.8%
45 - 54	14.1%	14.1%	15.4%
55 - 64	14.7%	14.4%	14.4%
65 - 74	9.9%	9.0%	8.9%
75 - 84	5.1%	4.4%	4.8%
85 +	1.4%	1.2%	1.7%
18 +	81.9%	81.2%	79.9%
2017 Population by Age			
Total	757	4,432	10,224
0 - 4	5.7%	5.8%	5.4%
5 - 9	4.0%	4.7%	5.2%
10 - 14	4.0%	4.7%	5.2%
15 - 24	13.2%	13.1%	11.6%
25 - 34	15.2%	15.5%	14.0%
35 - 44	9.8%	10.7%	11.4%
45 - 54	11.6%	11.8%	12.6%
55 - 64	15.7%	14.7%	15.5%
65 - 74	13.7%	12.5%	12.1%
75 - 84	5.5%	4.9%	5.1%
85 +	1.6%	1.5%	2.0%
18 +	84.0%	82.2%	81.3%
2022 Population by Age			
Total	786	4,565	10,504
0 - 4	5.5%	5.7%	5.3%
5 - 9	3.8%	4.5%	5.0%
10 - 14	4.1%	4.8%	5.4%
15 - 24	12.1%	12.7%	11.0%
25 - 34	14.6%	14.5%	12.8%
35 - 44	9.9%	11.2%	12.1%
45 - 54	10.8%	11.0%	11.6%
55 - 64	15.0%	13.8%	14.5%
65 - 74	15.6%	13.9%	13.7%
75 - 84	7.0%	6.5%	6.7%
85 +	1.5%	1.5%	2.0%
18 +	84.2%	82.5%	81.4%
2010 Population by Sex			
Males	360	2,175	5,001
Females	365	2,125	4,923
2017 Population by Sex			
Males	379	2,252	5,165
Females	378	2,179	5,059
2022 Population by Sex			
Males	396	2,329	5,321
Females	390	2,236	5,184

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

September 11, 2017



Market Profile

1241 Kalahari Dr, Baraboo, Wisconsin, 53913
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.57423
Longitude: -89.77632

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	724	4,300	9,923
White Alone	87.6%	87.7%	90.0%
Black Alone	0.6%	0.6%	0.5%
American Indian Alone	4.0%	3.6%	3.6%
Asian Alone	2.5%	2.1%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.6%	4.4%	3.0%
Two or More Races	1.8%	1.6%	1.5%
Hispanic Origin	9.1%	11.5%	7.7%
Diversity Index	36.0	38.6	30.4
2017 Population by Race/Ethnicity			
Total	756	4,431	10,225
White Alone	85.2%	86.0%	88.3%
Black Alone	0.9%	0.8%	0.7%
American Indian Alone	3.8%	3.6%	3.8%
Asian Alone	3.3%	2.6%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.4%	4.9%	3.5%
Two or More Races	2.4%	2.1%	2.0%
Hispanic Origin	11.1%	12.8%	8.9%
Diversity Index	41.7	42.5	34.5
2022 Population by Race/Ethnicity			
Total	785	4,565	10,506
White Alone	83.1%	84.0%	86.6%
Black Alone	1.1%	1.1%	0.9%
American Indian Alone	3.9%	3.7%	4.0%
Asian Alone	3.9%	3.2%	2.0%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	4.8%	5.5%	3.9%
Two or More Races	2.9%	2.6%	2.5%
Hispanic Origin	12.8%	14.7%	10.3%
Diversity Index	46.4	46.9	38.8
2010 Population by Relationship and Household Type			
Total	725	4,300	9,924
In Households	97.9%	97.6%	98.0%
In Family Households	70.3%	73.0%	77.3%
Householder	24.1%	24.3%	25.7%
Spouse	18.2%	18.4%	19.8%
Child	21.2%	23.0%	25.1%
Other relative	3.6%	4.0%	3.5%
Nonrelative	3.3%	3.3%	3.2%
In Nonfamily Households	27.6%	24.6%	20.8%
In Group Quarters	2.1%	2.4%	2.0%
Institutionalized Population	0.0%	0.0%	0.8%
Noninstitutionalized Population	2.1%	2.3%	1.2%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

1241 Kalahari Dr, Baraboo, Wisconsin, 53913
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.57423
Longitude: -89.77632

	1 mile	3 miles	5 miles
2017 Population 25+ by Educational Attainment			
Total	554	3,174	7,423
Less than 9th Grade	0.9%	0.8%	2.5%
9th - 12th Grade, No Diploma	10.5%	8.1%	6.9%
High School Graduate	34.8%	31.0%	30.0%
GED/Alternative Credential	4.7%	4.3%	4.1%
Some College, No Degree	20.6%	22.1%	22.3%
Associate Degree	8.7%	8.4%	10.2%
Bachelor's Degree	13.5%	17.0%	15.9%
Graduate/Professional Degree	6.3%	8.3%	8.0%
2017 Population 15+ by Marital Status			
Total	654	3,756	8,612
Never Married	35.8%	35.4%	31.7%
Married	45.7%	45.7%	50.6%
Widowed	7.3%	7.2%	6.5%
Divorced	11.2%	11.7%	11.3%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	99.8%	99.2%	98.3%
Civilian Unemployed (Unemployment Rate)	0.2%	0.8%	1.7%
2017 Employed Population 16+ by Industry			
Total	465	2,635	6,046
Agriculture/Mining	3.9%	3.3%	2.7%
Construction	4.7%	4.7%	6.1%
Manufacturing	7.7%	10.1%	9.6%
Wholesale Trade	2.2%	3.4%	2.9%
Retail Trade	14.8%	14.8%	13.4%
Transportation/Utilities	1.3%	1.7%	2.9%
Information	0.0%	0.4%	0.6%
Finance/Insurance/Real Estate	4.1%	3.0%	3.6%
Services	59.8%	56.8%	55.4%
Public Administration	1.9%	1.8%	2.7%
2017 Employed Population 16+ by Occupation			
Total	466	2,637	6,047
White Collar	42.2%	46.9%	48.2%
Management/Business/Financial	12.5%	13.2%	13.0%
Professional	9.7%	11.2%	12.7%
Sales	8.0%	9.7%	10.1%
Administrative Support	12.0%	12.7%	12.4%
Services	34.4%	31.5%	29.7%
Blue Collar	23.7%	21.7%	22.1%
Farming/Forestry/Fishing	3.9%	3.1%	1.9%
Construction/Extraction	7.3%	6.3%	5.2%
Installation/Maintenance/Repair	3.0%	3.0%	4.5%
Production	3.7%	4.3%	5.0%
Transportation/Material Moving	5.8%	5.2%	5.4%
2010 Population By Urban/ Rural Status			
Total Population	725	4,300	9,924
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	67.4%	64.8%	55.4%
Rural Population	32.6%	35.2%	44.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

September 11, 2017



Market Profile

1241 Kalahari Dr, Baraboo, Wisconsin, 53913
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.57423
Longitude: -89.77632

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	347	1,841	4,124
Households with 1 Person	33.1%	30.6%	28.5%
Households with 2+ People	66.9%	69.4%	71.5%
Family Households	54.5%	58.1%	62.3%
Husband-wife Families	41.2%	44.1%	48.2%
With Related Children	12.4%	15.0%	17.2%
Other Family (No Spouse Present)	13.5%	14.0%	14.1%
Other Family with Male Householder	4.9%	5.0%	5.3%
With Related Children	2.9%	3.1%	3.2%
Other Family with Female Householder	8.6%	9.0%	8.9%
With Related Children	5.8%	5.9%	5.9%
Nonfamily Households	12.4%	11.4%	9.2%
All Households with Children	21.9%	24.7%	26.8%
Multigenerational Households	2.0%	2.6%	2.7%
Unmarried Partner Households	9.8%	9.6%	8.7%
Male-female	8.9%	8.7%	8.1%
Same-sex	0.9%	0.9%	0.6%
2010 Households by Size			
Total	349	1,841	4,125
1 Person Household	33.0%	30.6%	28.5%
2 Person Household	39.3%	38.3%	38.2%
3 Person Household	11.7%	12.7%	14.0%
4 Person Household	8.6%	9.8%	10.9%
5 Person Household	4.6%	5.4%	5.4%
6 Person Household	1.7%	2.0%	1.6%
7 + Person Household	1.1%	1.4%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	347	1,841	4,124
Owner Occupied	59.7%	61.9%	66.8%
Owned with a Mortgage/Loan	37.2%	39.7%	44.5%
Owned Free and Clear	22.8%	22.2%	22.3%
Renter Occupied	40.3%	38.1%	33.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	556	3,100	5,905
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	79.0%	70.0%	59.3%
Rural Housing Units	21.0%	30.0%	40.7%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

1241 Kalahari Dr, Baraboo, Wisconsin, 53913
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.57423
Longitude: -89.77632

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	Old and Newcomers (8F)	Old and Newcomers (8F)
2.	The Great Outdoors (6C)	The Great Outdoors (6C)	The Great Outdoors (6C)
3.	Top Tier (1A)	Bright Young Professionals	Heartland Communities
2017 Consumer Spending			
Apparel & Services: Total \$	\$534,647	\$3,042,352	\$7,649,020
Average Spent	\$1,485.13	\$1,612.27	\$1,810.85
Spending Potential Index	69	75	84
Education: Total \$	\$345,552	\$1,951,899	\$4,844,025
Average Spent	\$959.87	\$1,034.39	\$1,146.79
Spending Potential Index	66	71	79
Entertainment/Recreation: Total \$	\$792,616	\$4,464,657	\$11,593,976
Average Spent	\$2,201.71	\$2,366.01	\$2,744.79
Spending Potential Index	71	76	88
Food at Home: Total \$	\$1,301,575	\$7,319,152	\$18,931,985
Average Spent	\$3,615.49	\$3,878.72	\$4,482.00
Spending Potential Index	72	77	89
Food Away from Home: Total \$	\$845,162	\$4,803,856	\$12,130,349
Average Spent	\$2,347.67	\$2,545.76	\$2,871.77
Spending Potential Index	70	76	86
Health Care: Total \$	\$1,437,997	\$8,027,008	\$21,375,572
Average Spent	\$3,994.44	\$4,253.85	\$5,060.50
Spending Potential Index	71	76	90
HH Furnishings & Equipment: Total \$	\$492,877	\$2,788,993	\$7,195,193
Average Spent	\$1,369.10	\$1,478.00	\$1,703.41
Spending Potential Index	70	76	88
Personal Care Products & Services: Total \$	\$202,664	\$1,143,460	\$2,907,601
Average Spent	\$562.96	\$605.97	\$688.35
Spending Potential Index	71	76	86
Shelter: Total \$	\$4,112,548	\$23,164,721	\$57,734,139
Average Spent	\$11,423.74	\$12,275.95	\$13,668.12
Spending Potential Index	70	76	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$594,670	\$3,330,113	\$8,639,663
Average Spent	\$1,651.86	\$1,764.77	\$2,045.37
Spending Potential Index	71	75	87
Travel: Total \$	\$506,872	\$2,869,512	\$7,370,003
Average Spent	\$1,407.98	\$1,520.67	\$1,744.79
Spending Potential Index	68	73	84
Vehicle Maintenance & Repairs: Total \$	\$276,183	\$1,553,757	\$4,050,419
Average Spent	\$767.17	\$823.40	\$958.91
Spending Potential Index	72	77	89

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.