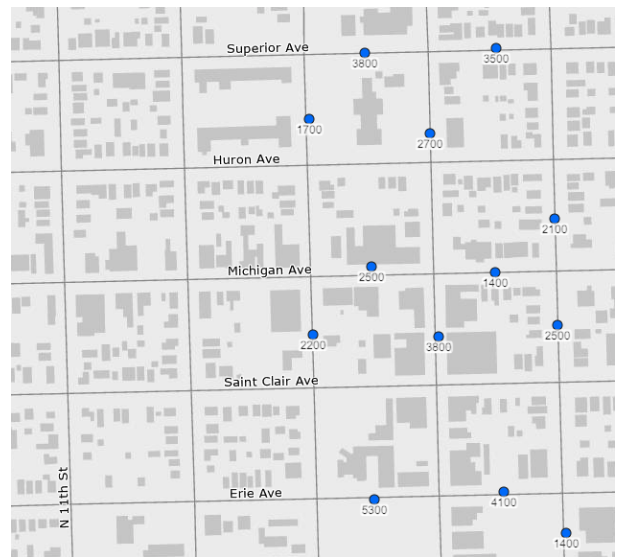


Sheboygan Uptown

Overview

Recent Development

Map Traffic Counts 2021



Major Employers

- Sheboygan County HHS
- Mead Public Library
- Trilling Hardware
- St Elizabeth Seton School



Major Retailers & Selected Franchises

- Urbane
- Top Beauty Bar
- 8th Street Ale Haus
- Paradigm
- Ella's Deli
- Entourage Salon and Pa
- Not Just Soccer
- Grandlic Jeweler
- C & G Bar & Lounge
- Rupp's Downtown
- Craft 30
- Nikki's Nex 2 New
- Uptown Social



Major Attractions

- Fountain Park
- Holy Name Church
- Sheboygan Railroad Museum
- Ebco Venture Center



Retail Market Potential

Michigan Ave, North 8th St
Urbane
Ring: 1 mile radius

Prepared by Esri
Latitude: 43.75841
Longitude: -87.71246

Demographic Summary		2022	2027
Population		14,582	14,479
Population 18+		10,806	10,725
Households		6,362	6,364
Median Household Income		\$50,505	\$55,491

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	5,529	51.2%	93
Bought any women's clothing in last 12 months	5,146	47.6%	98
Bought any shoes in last 12 months	7,504	69.4%	96
Bought any fine jewelry in last 12 months	2,065	19.1%	100
Bought a watch in last 12 months	1,403	13.0%	91
Automobiles (Households)			
HH owns/leases any vehicle	5,255	82.6%	92
HH bought/leased new vehicle last 12 months	407	6.4%	67
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	9,062	83.9%	95
Bought/changed motor oil in last 12 months	5,162	47.8%	100
Had tune-up in last 12 months	2,523	23.3%	95
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	4,735	43.8%	111
Drank beer/ale in last 6 months	4,117	38.1%	94
Cameras (Adults)			
Own digital point & shoot camera/camcorder	950	8.8%	90
Own digital SLR camera/camcorder	734	6.8%	69
Printed digital photos in last 12 months	2,360	21.8%	86
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	3,775	34.9%	107
Have a smartphone	9,663	89.4%	97
Have a smartphone: Android phone (any brand)	5,216	48.3%	121
Have a smartphone: Apple iPhone	4,454	41.2%	78
Number of cell phones in household: 1	2,667	41.9%	137
Number of cell phones in household: 2	2,219	34.9%	91
Number of cell phones in household: 3+	1,333	21.0%	72
HH has cell phone only (no landline telephone)	4,763	74.9%	112
Computers (Households)			
HH owns a computer	4,514	71.0%	87
HH owns desktop computer	2,050	32.2%	85
HH owns laptop/notebook	3,541	55.7%	85
HH owns any Apple/Mac brand computer	1,023	16.1%	72
HH owns any PC/non-Apple brand computer	3,798	59.7%	90
HH purchased most recent computer in a store	1,934	30.4%	82
HH purchased most recent computer online	1,238	19.5%	86
HH spent \$1-\$499 on most recent home computer	1,096	17.2%	111
HH spent \$500-\$999 on most recent home computer	977	15.4%	81
HH spent \$1,000-\$1,499 on most recent home computer	556	8.7%	73
HH spent \$1,500-\$1,999 on most recent home computer	224	3.5%	67
HH spent \$2,000+ on most recent home computer	232	3.6%	77

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

May 07, 2024



Retail Market Potential

Michigan Ave, North 8th St
Urbane
Ring: 1 mile radius

Prepared by Esri
Latitude: 43.75841
Longitude: -87.71246

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	7,318	67.7%	108
Bought brewed coffee at convenience store in last 30 days	1,442	13.3%	107
Bought cigarettes at convenience store in last 30 days	1,145	10.6%	148
Bought gas at convenience store in last 30 days	4,504	41.7%	111
Spent at convenience store in last 30 days: \$1-19	825	7.6%	101
Spent at convenience store in last 30 days: \$20-\$39	1,106	10.2%	100
Spent at convenience store in last 30 days: \$40-\$50	1,050	9.7%	114
Spent at convenience store in last 30 days: \$51-\$99	844	7.8%	129
Spent at convenience store in last 30 days: \$100+	2,356	21.8%	107
Entertainment (Adults)			
Attended a movie in last 6 months	4,946	45.8%	95
Went to live theater in last 12 months	921	8.5%	85
Went to a bar/night club in last 12 months	1,812	16.8%	99
Dined out in last 12 months	5,144	47.6%	94
Gambled at a casino in last 12 months	1,098	10.2%	89
Visited a theme park in last 12 months	1,332	12.3%	86
Viewed movie (video-on-demand) in last 30 days	1,015	9.4%	73
Viewed TV show (video-on-demand) in last 30 days	677	6.3%	74
Watched any pay-per-view TV in last 12 months	501	4.6%	72
Downloaded a movie over the Internet in last 30 days	732	6.8%	89
Downloaded any individual song in last 6 months	1,927	17.8%	91
Used internet to watch a movie online in the last 30 days	3,595	33.3%	97
Used internet to watch a TV program online in last 30 days	2,366	21.9%	100
Played a video/electronic game (console) in last 12 months	1,535	14.2%	121
Played a video/electronic game (portable) in last 12 months	728	6.7%	113
Financial (Adults)			
Have home mortgage (1st)	3,003	27.8%	77
Used ATM/cash machine in last 12 months	6,017	55.7%	92
Own any stock	846	7.8%	65
Own U.S. savings bond	591	5.5%	89
Own shares in mutual fund (stock)	743	6.9%	62
Own shares in mutual fund (bonds)	490	4.5%	64
Have interest checking account	3,039	28.1%	80
Have non-interest checking account	3,711	34.3%	97
Have savings account	6,445	59.6%	87
Have 401K retirement savings plan	1,951	18.1%	83
Own/used any credit/debit card in last 12 months	9,080	84.0%	95
Avg monthly credit card expenditures: \$1-110	1,469	13.6%	114
Avg monthly credit card expenditures: \$111-\$225	730	6.8%	86
Avg monthly credit card expenditures: \$226-\$450	909	8.4%	95
Avg monthly credit card expenditures: \$451-\$700	732	6.8%	84
Avg monthly credit card expenditures: \$701-\$1,000	535	5.0%	66
Avg monthly credit card expenditures: \$1001-2000	686	6.3%	64
Avg monthly credit card expenditures: \$2001+	468	4.3%	49
Did banking online in last 12 months	4,639	42.9%	81
Did banking on mobile device in last 12 months	3,974	36.8%	88

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



Retail Market Potential

Michigan Ave, North 8th St
Urbane
Ring: 1 mile radius

Prepared by Esri
Latitude: 43.75841
Longitude: -87.71246

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	5,956	93.6%	99
HH used chicken (fresh or frozen) in last 6 months	4,111	64.6%	94
HH used turkey (fresh or frozen) in last 6 months	898	14.1%	97
HH used fish/seafood (fresh or frozen) in last 6 months	3,437	54.0%	93
HH used fresh fruit/vegetables in last 6 months	5,303	83.4%	95
HH used fresh milk in last 6 months	5,114	80.4%	97
HH used organic food in last 6 months	1,453	22.8%	91
Health (Adults)			
Exercise at home 2+ times per week	3,988	36.9%	91
Exercise at club 2+ times per week	1,153	10.7%	78
Visited a doctor in last 12 months	8,274	76.6%	97
Used vitamin/dietary supplement in last 6 months	6,023	55.7%	92
Home (Households)			
HH did any home improvement in last 12 months	1,720	27.0%	79
HH used any maid/professional cleaning service in last 12 months	944	14.8%	72
HH purchased low ticket HH furnishings in last 12 months	1,211	19.0%	88
HH purchased big ticket HH furnishings in last 12 months	1,502	23.6%	90
HH bought any small kitchen appliance in last 12 months	1,439	22.6%	89
HH bought any large kitchen appliance in last 12 months	866	13.6%	88
Insurance (Adults/Households)			
Currently carry life insurance	4,565	42.2%	87
Carry medical/hospital/accident insurance	8,327	77.1%	95
Carry homeowner/personal property insurance	5,049	46.7%	83
Carry renter's insurance	1,293	12.0%	112
HH has auto insurance: 1 vehicle in household covered	2,250	35.4%	120
HH has auto insurance: 2 vehicles in household covered	1,565	24.6%	79
HH has auto insurance: 3+ vehicles in household covered	1,100	17.3%	70
Pets (Households)			
Household owns any pet	3,211	50.5%	96
Household owns any cat	1,574	24.7%	108
Household owns any dog	2,322	36.5%	92
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	4,030	37.3%	105
Buy based on quality not price	1,630	15.1%	88
Buy on credit rather than wait	1,207	11.2%	85
Only use coupons brands: usually buy	1,478	13.7%	100
Will pay more for environmentally safe products	1,412	13.1%	96
Buy based on price not brands	3,347	31.0%	108
Am interested in how to help the environment	2,388	22.1%	108
Reading (Adults)			
Bought digital book in last 12 months	1,638	15.2%	87
Bought hardcover book in last 12 months	2,408	22.3%	91
Bought paperback book in last 12 month	3,005	27.8%	89
Read any daily newspaper (paper version)	1,556	14.4%	93
Read any digital newspaper in last 30 days	4,954	45.8%	92
Read any magazine (paper/electronic version) in last 6 months	9,285	85.9%	97

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

May 07, 2024



Retail Market Potential

Michigan Ave, North 8th St
Urbane
Ring: 1 mile radius

Prepared by Esri
Latitude: 43.75841
Longitude: -87.71246

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	7,042	65.2%	97
Went to family restaurant/steak house: 4+ times a month	2,286	21.2%	102
Went to fast food/drive-in restaurant in last 6 months	9,842	91.1%	101
Went to fast food/drive-in restaurant 9+ times/month	4,274	39.6%	105
Fast food restaurant last 6 months: eat in	2,231	20.6%	91
Fast food restaurant last 6 months: home delivery	1,377	12.7%	110
Fast food restaurant last 6 months: take-out/drive-thru	6,216	57.5%	103
Fast food restaurant last 6 months: take-out/walk-in	1,899	17.6%	82
Television & Electronics (Adults/Households)			
Own any tablet	5,348	49.5%	88
Own any e-reader	870	8.1%	66
Own e-reader/tablet: iPad	2,761	25.6%	74
HH has Internet connectable TV	2,385	37.5%	88
Own any portable MP3 player	1,221	11.3%	83
HH owns 1 TV	1,505	23.7%	120
HH owns 2 TVs	1,820	28.6%	104
HH owns 3 TVs	1,295	20.4%	92
HH owns 4+ TVs	955	15.0%	72
HH subscribes to cable TV	2,230	35.1%	94
HH subscribes to fiber optic	186	2.9%	54
HH owns portable GPS navigation device	1,071	16.8%	82
HH purchased video game system in last 12 months	356	5.6%	72
HH owns any Internet video device for TV	2,617	41.1%	91
Travel (Adults)			
Took domestic trip in continental US last 12 months	4,835	44.7%	84
Took 3+ domestic non-business trips in last 12 months	995	9.2%	73
Spent on domestic vacations in last 12 months: \$1-999	1,306	12.1%	96
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	488	4.5%	73
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	346	3.2%	85
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	263	2.4%	65
Spent on domestic vacations in last 12 months: \$3,000+	340	3.1%	49
Domestic travel in last 12 months: used general travel website	475	4.4%	74
Took foreign trip (including Alaska and Hawaii) in last 3 years	2,365	21.9%	66
Took 3+ foreign trips by plane in last 3 years	456	4.2%	53
Spent on foreign vacations in last 12 months: \$1-999	531	4.9%	68
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	299	2.8%	72
Spent on foreign vacations in last 12 months: \$3,000+	309	2.9%	47
Foreign travel in last 3 years: used general travel website	410	3.8%	58
Nights spent in hotel/motel in last 12 months: any	4,101	38.0%	84
Took cruise of more than one day in last 3 years	710	6.6%	61
Member of any frequent flyer program	1,695	15.7%	63
Member of any hotel rewards program	1,992	18.4%	71

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

May 07, 2024



Retail Market Potential

Michigan Ave, North 8th St
Urbane
Ring: 3 mile radius

Prepared by Esri
Latitude: 43.75841
Longitude: -87.71246

Demographic Summary		2022	2027
Population		47,390	47,127
Population 18+		36,378	36,088
Households		20,192	20,192
Median Household Income		\$55,043	\$62,038

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	19,190	52.8%	96
Bought any women's clothing in last 12 months	17,698	48.7%	100
Bought any shoes in last 12 months	25,487	70.1%	97
Bought any fine jewelry in last 12 months	6,687	18.4%	96
Bought a watch in last 12 months	4,641	12.8%	89
Automobiles (Households)			
HH owns/leases any vehicle	17,816	88.2%	99
HH bought/leased new vehicle last 12 months	1,607	8.0%	83
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	32,055	88.1%	99
Bought/changed motor oil in last 12 months	18,329	50.4%	106
Had tune-up in last 12 months	8,375	23.0%	94
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	15,419	42.4%	108
Drank beer/ale in last 6 months	14,091	38.7%	95
Cameras (Adults)			
Own digital point & shoot camera/camcorder	3,555	9.8%	100
Own digital SLR camera/camcorder	2,779	7.6%	78
Printed digital photos in last 12 months	8,591	23.6%	93
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	12,184	33.5%	103
Have a smartphone	32,497	89.3%	97
Have a smartphone: Android phone (any brand)	17,245	47.4%	119
Have a smartphone: Apple iPhone	15,260	41.9%	80
Number of cell phones in household: 1	7,493	37.1%	121
Number of cell phones in household: 2	7,530	37.3%	97
Number of cell phones in household: 3+	4,748	23.5%	81
HH has cell phone only (no landline telephone)	14,203	70.3%	105
Computers (Households)			
HH owns a computer	15,010	74.3%	91
HH owns desktop computer	6,957	34.5%	91
HH owns laptop/notebook	11,816	58.5%	89
HH owns any Apple/Mac brand computer	3,167	15.7%	70
HH owns any PC/non-Apple brand computer	12,899	63.9%	96
HH purchased most recent computer in a store	6,817	33.8%	91
HH purchased most recent computer online	4,029	20.0%	89
HH spent \$1-\$499 on most recent home computer	3,698	18.3%	118
HH spent \$500-\$999 on most recent home computer	3,468	17.2%	91
HH spent \$1,000-\$1,499 on most recent home computer	1,905	9.4%	79
HH spent \$1,500-\$1,999 on most recent home computer	740	3.7%	70
HH spent \$2,000+ on most recent home computer	663	3.3%	70

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

May 07, 2024



Retail Market Potential

Michigan Ave, North 8th St
Urbane
Ring: 3 mile radius

Prepared by Esri
Latitude: 43.75841
Longitude: -87.71246

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	24,602	67.6%	108
Bought brewed coffee at convenience store in last 30 days	4,804	13.2%	106
Bought cigarettes at convenience store in last 30 days	3,800	10.4%	146
Bought gas at convenience store in last 30 days	16,111	44.3%	117
Spent at convenience store in last 30 days: \$1-19	2,597	7.1%	94
Spent at convenience store in last 30 days: \$20-\$39	3,803	10.5%	102
Spent at convenience store in last 30 days: \$40-\$50	3,477	9.6%	112
Spent at convenience store in last 30 days: \$51-\$99	2,718	7.5%	124
Spent at convenience store in last 30 days: \$100+	8,428	23.2%	114
Entertainment (Adults)			
Attended a movie in last 6 months	15,950	43.8%	91
Went to live theater in last 12 months	2,994	8.2%	82
Went to a bar/night club in last 12 months	5,774	15.9%	94
Dined out in last 12 months	17,655	48.5%	96
Gambled at a casino in last 12 months	3,854	10.6%	93
Visited a theme park in last 12 months	4,397	12.1%	84
Viewed movie (video-on-demand) in last 30 days	3,743	10.3%	80
Viewed TV show (video-on-demand) in last 30 days	2,516	6.9%	82
Watched any pay-per-view TV in last 12 months	1,809	5.0%	77
Downloaded a movie over the Internet in last 30 days	2,115	5.8%	76
Downloaded any individual song in last 6 months	6,258	17.2%	88
Used internet to watch a movie online in the last 30 days	10,862	29.9%	87
Used internet to watch a TV program online in last 30 days	7,156	19.7%	90
Played a video/electronic game (console) in last 12 months	4,682	12.9%	110
Played a video/electronic game (portable) in last 12 months	2,245	6.2%	103
Financial (Adults)			
Have home mortgage (1st)	11,362	31.2%	87
Used ATM/cash machine in last 12 months	20,368	56.0%	93
Own any stock	3,293	9.1%	75
Own U.S. savings bond	2,251	6.2%	100
Own shares in mutual fund (stock)	3,012	8.3%	74
Own shares in mutual fund (bonds)	1,938	5.3%	76
Have interest checking account	11,729	32.2%	91
Have non-interest checking account	13,104	36.0%	102
Have savings account	22,879	62.9%	92
Have 401K retirement savings plan	7,216	19.8%	91
Own/used any credit/debit card in last 12 months	31,265	85.9%	97
Avg monthly credit card expenditures: \$1-110	4,855	13.3%	112
Avg monthly credit card expenditures: \$111-\$225	2,736	7.5%	95
Avg monthly credit card expenditures: \$226-\$450	3,189	8.8%	100
Avg monthly credit card expenditures: \$451-\$700	2,776	7.6%	95
Avg monthly credit card expenditures: \$701-\$1,000	2,117	5.8%	78
Avg monthly credit card expenditures: \$1001-2000	2,704	7.4%	75
Avg monthly credit card expenditures: \$2001+	1,952	5.4%	60
Did banking online in last 12 months	16,690	45.9%	87
Did banking on mobile device in last 12 months	13,277	36.5%	87

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

May 07, 2024



Retail Market Potential

Michigan Ave, North 8th St
Urbane
Ring: 3 mile radius

Prepared by Esri
Latitude: 43.75841
Longitude: -87.71246

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	19,066	94.4%	100
HH used chicken (fresh or frozen) in last 6 months	13,376	66.2%	97
HH used turkey (fresh or frozen) in last 6 months	2,914	14.4%	100
HH used fish/seafood (fresh or frozen) in last 6 months	10,945	54.2%	93
HH used fresh fruit/vegetables in last 6 months	17,256	85.5%	98
HH used fresh milk in last 6 months	16,928	83.8%	101
HH used organic food in last 6 months	4,103	20.3%	81
Health (Adults)			
Exercise at home 2+ times per week	12,954	35.6%	88
Exercise at club 2+ times per week	3,606	9.9%	72
Visited a doctor in last 12 months	28,731	79.0%	100
Used vitamin/dietary supplement in last 6 months	20,764	57.1%	94
Home (Households)			
HH did any home improvement in last 12 months	6,512	32.3%	94
HH used any maid/professional cleaning service in last 12 months	3,302	16.4%	80
HH purchased low ticket HH furnishings in last 12 months	4,080	20.2%	93
HH purchased big ticket HH furnishings in last 12 months	4,953	24.5%	94
HH bought any small kitchen appliance in last 12 months	4,806	23.8%	94
HH bought any large kitchen appliance in last 12 months	3,104	15.4%	99
Insurance (Adults/Households)			
Currently carry life insurance	17,249	47.4%	98
Carry medical/hospital/accident insurance	29,215	80.3%	99
Carry homeowner/personal property insurance	20,235	55.6%	98
Carry renter's insurance	3,706	10.2%	96
HH has auto insurance: 1 vehicle in household covered	6,426	31.8%	108
HH has auto insurance: 2 vehicles in household covered	5,676	28.1%	91
HH has auto insurance: 3+ vehicles in household covered	4,534	22.5%	90
Pets (Households)			
Household owns any pet	11,364	56.3%	107
Household owns any cat	5,613	27.8%	121
Household owns any dog	8,472	42.0%	106
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	14,586	40.1%	113
Buy based on quality not price	5,499	15.1%	88
Buy on credit rather than wait	4,205	11.6%	88
Only use coupons brands: usually buy	5,115	14.1%	103
Will pay more for environmentally safe products	4,321	11.9%	87
Buy based on price not brands	11,199	30.8%	107
Am interested in how to help the environment	6,989	19.2%	94
Reading (Adults)			
Bought digital book in last 12 months	5,482	15.1%	87
Bought hardcover book in last 12 months	8,266	22.7%	93
Bought paperback book in last 12 month	10,289	28.3%	91
Read any daily newspaper (paper version)	5,615	15.4%	100
Read any digital newspaper in last 30 days	15,692	43.1%	87
Read any magazine (paper/electronic version) in last 6 months	31,226	85.8%	97

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

May 07, 2024



Retail Market Potential

Michigan Ave, North 8th St
Urbane
Ring: 3 mile radius

Prepared by Esri
Latitude: 43.75841
Longitude: -87.71246

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	24,221	66.6%	99
Went to family restaurant/steak house: 4+ times a month	7,673	21.1%	102
Went to fast food/drive-in restaurant in last 6 months	32,980	90.7%	100
Went to fast food/drive-in restaurant 9+ times/month	14,236	39.1%	103
Fast food restaurant last 6 months: eat in	8,127	22.3%	98
Fast food restaurant last 6 months: home delivery	4,010	11.0%	95
Fast food restaurant last 6 months: take-out/drive-thru	21,493	59.1%	105
Fast food restaurant last 6 months: take-out/walk-in	6,378	17.5%	82
Television & Electronics (Adults/Households)			
Own any tablet	18,662	51.3%	91
Own any e-reader	3,416	9.4%	77
Own e-reader/tablet: iPad	9,763	26.8%	77
HH has Internet connectable TV	7,978	39.5%	93
Own any portable MP3 player	4,576	12.6%	92
HH owns 1 TV	4,110	20.4%	104
HH owns 2 TVs	5,765	28.6%	104
HH owns 3 TVs	4,496	22.3%	101
HH owns 4+ TVs	3,669	18.2%	88
HH subscribes to cable TV	7,318	36.2%	98
HH subscribes to fiber optic	616	3.1%	56
HH owns portable GPS navigation device	4,244	21.0%	102
HH purchased video game system in last 12 months	1,057	5.2%	68
HH owns any Internet video device for TV	8,520	42.2%	93
Travel (Adults)			
Took domestic trip in continental US last 12 months	17,216	47.3%	89
Took 3+ domestic non-business trips in last 12 months	3,720	10.2%	81
Spent on domestic vacations in last 12 months: \$1-999	4,350	12.0%	95
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,759	4.8%	78
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,288	3.5%	94
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,068	2.9%	78
Spent on domestic vacations in last 12 months: \$3,000+	1,512	4.2%	65
Domestic travel in last 12 months: used general travel website	1,563	4.3%	72
Took foreign trip (including Alaska and Hawaii) in last 3 years	7,911	21.7%	65
Took 3+ foreign trips by plane in last 3 years	1,554	4.3%	54
Spent on foreign vacations in last 12 months: \$1-999	1,685	4.6%	64
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	930	2.6%	66
Spent on foreign vacations in last 12 months: \$3,000+	1,210	3.3%	55
Foreign travel in last 3 years: used general travel website	1,380	3.8%	58
Nights spent in hotel/motel in last 12 months: any	14,873	40.9%	90
Took cruise of more than one day in last 3 years	2,805	7.7%	71
Member of any frequent flyer program	5,979	16.4%	66
Member of any hotel rewards program	7,857	21.6%	84

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



Retail Market Potential

Michigan Ave, North 8th St
Urbane
Ring: 5 mile radius

Prepared by Esri
Latitude: 43.75841
Longitude: -87.71246

Demographic Summary		2022	2027
Population		63,305	63,001
Population 18+		48,928	48,652
Households		26,675	26,706
Median Household Income		\$58,375	\$67,043

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	26,326	53.8%	98
Bought any women's clothing in last 12 months	23,853	48.8%	100
Bought any shoes in last 12 months	34,615	70.7%	98
Bought any fine jewelry in last 12 months	9,025	18.4%	96
Bought a watch in last 12 months	6,412	13.1%	92
Automobiles (Households)			
HH owns/leases any vehicle	23,890	89.6%	100
HH bought/leased new vehicle last 12 months	2,328	8.7%	91
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	43,722	89.4%	101
Bought/changed motor oil in last 12 months	24,790	50.7%	106
Had tune-up in last 12 months	11,431	23.4%	95
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	20,166	41.2%	105
Drank beer/ale in last 6 months	19,427	39.7%	98
Cameras (Adults)			
Own digital point & shoot camera/camcorder	5,005	10.2%	105
Own digital SLR camera/camcorder	4,082	8.3%	85
Printed digital photos in last 12 months	12,082	24.7%	97
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	15,979	32.7%	100
Have a smartphone	43,976	89.9%	98
Have a smartphone: Android phone (any brand)	22,255	45.5%	114
Have a smartphone: Apple iPhone	21,731	44.4%	84
Number of cell phones in household: 1	9,355	35.1%	114
Number of cell phones in household: 2	10,222	38.3%	100
Number of cell phones in household: 3+	6,566	24.6%	85
HH has cell phone only (no landline telephone)	18,439	69.1%	103
Computers (Households)			
HH owns a computer	20,452	76.7%	94
HH owns desktop computer	9,573	35.9%	95
HH owns laptop/notebook	16,138	60.5%	92
HH owns any Apple/Mac brand computer	4,340	16.3%	73
HH owns any PC/non-Apple brand computer	17,588	65.9%	99
HH purchased most recent computer in a store	9,445	35.4%	96
HH purchased most recent computer online	5,482	20.6%	91
HH spent \$1-\$499 on most recent home computer	4,874	18.3%	118
HH spent \$500-\$999 on most recent home computer	4,822	18.1%	95
HH spent \$1,000-\$1,499 on most recent home computer	2,722	10.2%	85
HH spent \$1,500-\$1,999 on most recent home computer	1,072	4.0%	77
HH spent \$2,000+ on most recent home computer	918	3.4%	73

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

May 07, 2024



Retail Market Potential

Michigan Ave, North 8th St
Urbane
Ring: 5 mile radius

Prepared by Esri
Latitude: 43.75841
Longitude: -87.71246

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	32,984	67.4%	108
Bought brewed coffee at convenience store in last 30 days	6,418	13.1%	106
Bought cigarettes at convenience store in last 30 days	4,752	9.7%	136
Bought gas at convenience store in last 30 days	21,736	44.4%	118
Spent at convenience store in last 30 days: \$1-19	3,505	7.2%	94
Spent at convenience store in last 30 days: \$20-\$39	5,185	10.6%	103
Spent at convenience store in last 30 days: \$40-\$50	4,615	9.4%	110
Spent at convenience store in last 30 days: \$51-\$99	3,519	7.2%	119
Spent at convenience store in last 30 days: \$100+	11,352	23.2%	114
Entertainment (Adults)			
Attended a movie in last 6 months	21,825	44.6%	93
Went to live theater in last 12 months	4,243	8.7%	86
Went to a bar/night club in last 12 months	7,997	16.3%	96
Dined out in last 12 months	24,548	50.2%	99
Gambled at a casino in last 12 months	5,332	10.9%	96
Visited a theme park in last 12 months	6,026	12.3%	86
Viewed movie (video-on-demand) in last 30 days	5,398	11.0%	85
Viewed TV show (video-on-demand) in last 30 days	3,607	7.4%	87
Watched any pay-per-view TV in last 12 months	2,647	5.4%	84
Downloaded a movie over the Internet in last 30 days	2,955	6.0%	79
Downloaded any individual song in last 6 months	8,643	17.7%	90
Used internet to watch a movie online in the last 30 days	14,377	29.4%	86
Used internet to watch a TV program online in last 30 days	9,546	19.5%	89
Played a video/electronic game (console) in last 12 months	6,102	12.5%	106
Played a video/electronic game (portable) in last 12 months	2,950	6.0%	101
Financial (Adults)			
Have home mortgage (1st)	16,518	33.8%	94
Used ATM/cash machine in last 12 months	27,860	56.9%	95
Own any stock	4,960	10.1%	84
Own U.S. savings bond	3,235	6.6%	107
Own shares in mutual fund (stock)	4,592	9.4%	84
Own shares in mutual fund (bonds)	2,938	6.0%	85
Have interest checking account	16,955	34.7%	98
Have non-interest checking account	17,778	36.3%	103
Have savings account	31,971	65.3%	95
Have 401K retirement savings plan	10,249	20.9%	96
Own/used any credit/debit card in last 12 months	42,690	87.3%	98
Avg monthly credit card expenditures: \$1-110	6,409	13.1%	110
Avg monthly credit card expenditures: \$111-\$225	3,796	7.8%	98
Avg monthly credit card expenditures: \$226-\$450	4,290	8.8%	100
Avg monthly credit card expenditures: \$451-\$700	3,857	7.9%	98
Avg monthly credit card expenditures: \$701-\$1,000	3,135	6.4%	85
Avg monthly credit card expenditures: \$1001-2000	4,064	8.3%	83
Avg monthly credit card expenditures: \$2001+	3,059	6.3%	70
Did banking online in last 12 months	23,605	48.2%	91
Did banking on mobile device in last 12 months	18,399	37.6%	90

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



Retail Market Potential

Michigan Ave, North 8th St
Urbane
Ring: 5 mile radius

Prepared by Esri
Latitude: 43.75841
Longitude: -87.71246

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	25,235	94.6%	100
HH used chicken (fresh or frozen) in last 6 months	17,984	67.4%	98
HH used turkey (fresh or frozen) in last 6 months	3,959	14.8%	102
HH used fish/seafood (fresh or frozen) in last 6 months	14,698	55.1%	95
HH used fresh fruit/vegetables in last 6 months	22,963	86.1%	98
HH used fresh milk in last 6 months	22,500	84.3%	102
HH used organic food in last 6 months	5,462	20.5%	82
Health (Adults)			
Exercise at home 2+ times per week	18,021	36.8%	91
Exercise at club 2+ times per week	5,227	10.7%	78
Visited a doctor in last 12 months	39,248	80.2%	101
Used vitamin/dietary supplement in last 6 months	28,569	58.4%	96
Home (Households)			
HH did any home improvement in last 12 months	9,117	34.2%	100
HH used any maid/professional cleaning service in last 12 months	4,615	17.3%	84
HH purchased low ticket HH furnishings in last 12 months	5,567	20.9%	96
HH purchased big ticket HH furnishings in last 12 months	6,693	25.1%	96
HH bought any small kitchen appliance in last 12 months	6,465	24.2%	95
HH bought any large kitchen appliance in last 12 months	4,148	15.6%	100
Insurance (Adults/Households)			
Currently carry life insurance	24,192	49.4%	102
Carry medical/hospital/accident insurance	40,033	81.8%	101
Carry homeowner/personal property insurance	28,866	59.0%	104
Carry renter's insurance	4,775	9.8%	92
HH has auto insurance: 1 vehicle in household covered	8,047	30.2%	103
HH has auto insurance: 2 vehicles in household covered	7,806	29.3%	95
HH has auto insurance: 3+ vehicles in household covered	6,574	24.6%	99
Pets (Households)			
Household owns any pet	15,339	57.5%	110
Household owns any cat	7,524	28.2%	123
Household owns any dog	11,496	43.1%	109
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	19,708	40.3%	114
Buy based on quality not price	7,538	15.4%	90
Buy on credit rather than wait	5,750	11.8%	89
Only use coupons brands: usually buy	6,886	14.1%	103
Will pay more for environmentally safe products	5,795	11.8%	87
Buy based on price not brands	14,936	30.5%	106
Am interested in how to help the environment	9,110	18.6%	91
Reading (Adults)			
Bought digital book in last 12 months	7,636	15.6%	90
Bought hardcover book in last 12 months	11,399	23.3%	96
Bought paperback book in last 12 month	14,483	29.6%	95
Read any daily newspaper (paper version)	7,767	15.9%	103
Read any digital newspaper in last 30 days	21,397	43.7%	88
Read any magazine (paper/electronic version) in last 6 months	42,412	86.7%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

May 07, 2024



Retail Market Potential

Michigan Ave, North 8th St
Urbane
Ring: 5 mile radius

Prepared by Esri
Latitude: 43.75841
Longitude: -87.71246

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	33,071	67.6%	101
Went to family restaurant/steak house: 4+ times a month	10,443	21.3%	103
Went to fast food/drive-in restaurant in last 6 months	44,422	90.8%	100
Went to fast food/drive-in restaurant 9+ times/month	18,922	38.7%	102
Fast food restaurant last 6 months: eat in	11,132	22.8%	100
Fast food restaurant last 6 months: home delivery	5,146	10.5%	91
Fast food restaurant last 6 months: take-out/drive-thru	29,149	59.6%	106
Fast food restaurant last 6 months: take-out/walk-in	8,832	18.1%	85
Television & Electronics (Adults/Households)			
Own any tablet	25,954	53.0%	94
Own any e-reader	4,975	10.2%	83
Own e-reader/tablet: iPad	14,065	28.7%	83
HH has Internet connectable TV	10,830	40.6%	95
Own any portable MP3 player	6,432	13.1%	96
HH owns 1 TV	5,147	19.3%	98
HH owns 2 TVs	7,541	28.3%	103
HH owns 3 TVs	6,045	22.7%	103
HH owns 4+ TVs	5,217	19.6%	94
HH subscribes to cable TV	9,724	36.5%	98
HH subscribes to fiber optic	846	3.2%	59
HH owns portable GPS navigation device	5,907	22.1%	108
HH purchased video game system in last 12 months	1,367	5.1%	66
HH owns any Internet video device for TV	11,445	42.9%	95
Travel (Adults)			
Took domestic trip in continental US last 12 months	24,384	49.8%	94
Took 3+ domestic non-business trips in last 12 months	5,617	11.5%	91
Spent on domestic vacations in last 12 months: \$1-999	6,079	12.4%	99
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,605	5.3%	86
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,785	3.6%	97
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,645	3.4%	89
Spent on domestic vacations in last 12 months: \$3,000+	2,418	4.9%	77
Domestic travel in last 12 months: used general travel website	2,285	4.7%	79
Took foreign trip (including Alaska and Hawaii) in last 3 years	11,532	23.6%	71
Took 3+ foreign trips by plane in last 3 years	2,300	4.7%	59
Spent on foreign vacations in last 12 months: \$1-999	2,539	5.2%	72
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,330	2.7%	71
Spent on foreign vacations in last 12 months: \$3,000+	1,887	3.9%	64
Foreign travel in last 3 years: used general travel website	2,083	4.3%	65
Nights spent in hotel/motel in last 12 months: any	20,981	42.9%	95
Took cruise of more than one day in last 3 years	4,265	8.7%	81
Member of any frequent flyer program	8,883	18.2%	73
Member of any hotel rewards program	11,432	23.4%	90

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



Demographic and Income Comparison Profile

Michigan Ave, North 8th St
Urbane
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.75841
Longitude: -87.71246

	1 mile	3 miles	5 miles
Census 2010 Summary			
Population	14,845	46,677	61,569
Households	6,070	19,338	25,318
Families	3,339	11,587	15,837
Average Household Size	2.41	2.37	2.39
Owner Occupied Housing Units	2,863	12,011	16,625
Renter Occupied Housing Units	3,208	7,327	8,693
Median Age	32.7	36.7	38.1
Census 2020 Summary			
Population	14,567	47,414	63,377
Households	6,315	20,125	26,609
Average Household Size	2.28	2.32	2.35
2022 Summary			
Population	14,582	47,390	63,305
Households	6,362	20,192	26,675
Families	3,341	11,632	16,121
Average Household Size	2.27	2.32	2.34
Owner Occupied Housing Units	3,144	12,758	17,863
Renter Occupied Housing Units	3,218	7,434	8,812
Median Age	34.7	38.7	40.1
Median Household Income	\$50,505	\$55,043	\$58,375
Average Household Income	\$62,179	\$70,011	\$76,783
2027 Summary			
Population	14,479	47,127	63,001
Households	6,364	20,192	26,706
Families	3,325	11,578	16,075
Average Household Size	2.25	2.30	2.33
Owner Occupied Housing Units	3,207	12,981	18,135
Renter Occupied Housing Units	3,157	7,211	8,571
Median Age	35.1	39.7	41.1
Median Household Income	\$55,491	\$62,038	\$67,043
Average Household Income	\$70,521	\$81,113	\$88,588
Trends: 2022-2027 Annual Rate			
Population	-0.14%	-0.11%	-0.10%
Households	0.01%	0.00%	0.02%
Families	-0.10%	-0.09%	-0.06%
Owner Households	0.40%	0.35%	0.30%
Median Household Income	1.90%	2.42%	2.81%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

May 07, 2024



Demographic and Income Comparison Profile

Michigan Ave, North 8th St
Urbane
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.75841
Longitude: -87.71246

2022 Households by Income	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	574	9.0%	1,456	7.2%	1,696	6.4%
\$15,000 - \$24,999	638	10.0%	1,640	8.1%	1,959	7.3%
\$25,000 - \$34,999	827	13.0%	2,137	10.6%	2,562	9.6%
\$35,000 - \$49,999	1,092	17.2%	3,384	16.8%	4,273	16.0%
\$50,000 - \$74,999	1,508	23.7%	5,075	25.1%	6,431	24.1%
\$75,000 - \$99,999	900	14.1%	3,059	15.1%	4,164	15.6%
\$100,000 - \$149,999	628	9.9%	2,539	12.6%	3,654	13.7%
\$150,000 - \$199,999	137	2.2%	534	2.6%	1,204	4.5%
\$200,000+	58	0.9%	369	1.8%	730	2.7%
Median Household Income	\$50,505		\$55,043		\$58,375	
Average Household Income	\$62,179		\$70,011		\$76,783	
Per Capita Income	\$27,167		\$29,816		\$32,336	

2027 Households by Income	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	463	7.3%	1,117	5.5%	1,293	4.8%
\$15,000 - \$24,999	554	8.7%	1,232	6.1%	1,464	5.5%
\$25,000 - \$34,999	680	10.7%	1,641	8.1%	1,933	7.2%
\$35,000 - \$49,999	1,006	15.8%	3,149	15.6%	3,821	14.3%
\$50,000 - \$74,999	1,541	24.2%	4,998	24.8%	6,332	23.7%
\$75,000 - \$99,999	1,109	17.4%	3,434	17.0%	4,671	17.5%
\$100,000 - \$149,999	769	12.1%	3,444	17.1%	4,758	17.8%
\$150,000 - \$199,999	179	2.8%	726	3.6%	1,573	5.9%
\$200,000+	64	1.0%	450	2.2%	861	3.2%
Median Household Income	\$55,491		\$62,038		\$67,043	
Average Household Income	\$70,521		\$81,113		\$88,588	
Per Capita Income	\$31,045		\$34,732		\$37,530	

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

May 07, 2024



Demographic and Income Comparison Profile

Michigan Ave, North 8th St
Urbane
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.75841
Longitude: -87.71246

2010 Population by Age	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	1,252	8.4%	3,430	7.3%	4,316	7.0%
Age 5 - 9	1,143	7.7%	3,199	6.9%	4,187	6.8%
Age 10 - 14	1,072	7.2%	3,150	6.7%	4,188	6.8%
Age 15 - 19	1,095	7.4%	3,136	6.7%	4,106	6.7%
Age 20 - 24	1,054	7.1%	2,793	6.0%	3,507	5.7%
Age 25 - 34	2,292	15.4%	6,648	14.2%	8,152	13.2%
Age 35 - 44	1,964	13.2%	5,980	12.8%	7,914	12.9%
Age 45 - 54	1,908	12.9%	6,557	14.0%	9,193	14.9%
Age 55 - 64	1,374	9.3%	5,041	10.8%	7,103	11.5%
Age 65 - 74	763	5.1%	3,039	6.5%	4,268	6.9%
Age 75 - 84	562	3.8%	2,436	5.2%	3,108	5.0%
Age 85+	365	2.5%	1,269	2.7%	1,528	2.5%

2022 Population by Age	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	1,121	7.7%	3,127	6.6%	3,962	6.3%
Age 5 - 9	1,088	7.5%	3,133	6.6%	4,021	6.4%
Age 10 - 14	1,014	7.0%	3,038	6.4%	4,019	6.3%
Age 15 - 19	915	6.3%	2,739	5.8%	3,688	5.8%
Age 20 - 24	1,010	6.9%	2,833	6.0%	3,620	5.7%
Age 25 - 34	2,213	15.2%	6,391	13.5%	8,112	12.8%
Age 35 - 44	1,964	13.5%	6,264	13.2%	8,048	12.7%
Age 45 - 54	1,689	11.6%	5,655	11.9%	7,696	12.2%
Age 55 - 64	1,576	10.8%	5,935	12.5%	8,534	13.5%
Age 65 - 74	1,104	7.6%	4,528	9.6%	6,506	10.3%
Age 75 - 84	593	4.1%	2,483	5.2%	3,469	5.5%
Age 85+	295	2.0%	1,265	2.7%	1,629	2.6%

2027 Population by Age	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	1,115	7.7%	3,079	6.5%	3,906	6.2%
Age 5 - 9	1,061	7.3%	3,081	6.5%	3,976	6.3%
Age 10 - 14	1,018	7.0%	3,094	6.6%	4,055	6.4%
Age 15 - 19	925	6.4%	2,837	6.0%	3,749	6.0%
Age 20 - 24	1,009	7.0%	2,716	5.8%	3,458	5.5%
Age 25 - 34	2,091	14.4%	6,088	12.9%	7,731	12.3%
Age 35 - 44	1,891	13.1%	5,951	12.6%	7,765	12.3%
Age 45 - 54	1,625	11.2%	5,580	11.8%	7,388	11.7%
Age 55 - 64	1,594	11.0%	5,603	11.9%	7,942	12.6%
Age 65 - 74	1,205	8.3%	5,041	10.7%	7,313	11.6%
Age 75 - 84	698	4.8%	2,873	6.1%	4,135	6.6%
Age 85+	249	1.7%	1,183	2.5%	1,583	2.5%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

May 07, 2024



Demographic and Income Comparison Profile

Michigan Ave, North 8th St
Urbane
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.75841
Longitude: -87.71246

2010 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	11,721	79.0%	38,749	83.0%	52,226	84.8%
Black Alone	397	2.7%	803	1.7%	942	1.5%
American Indian Alone	85	0.6%	235	0.5%	267	0.4%
Asian Alone	1,486	10.0%	4,050	8.7%	4,865	7.9%
Pacific Islander Alone	6	0.0%	12	0.0%	12	0.0%
Some Other Race Alone	644	4.3%	1,652	3.5%	1,867	3.0%
Two or More Races	505	3.4%	1,175	2.5%	1,389	2.3%
Hispanic Origin (Any Race)	1,704	11.5%	4,571	9.8%	5,186	8.4%

2020 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	10,187	69.9%	34,596	73.0%	47,872	75.5%
Black Alone	620	4.3%	1,428	3.0%	1,752	2.8%
American Indian Alone	93	0.6%	285	0.6%	336	0.5%
Asian Alone	1,525	10.5%	5,135	10.8%	6,303	9.9%
Pacific Islander Alone	9	0.1%	16	0.0%	16	0.0%
Some Other Race Alone	829	5.7%	2,228	4.7%	2,585	4.1%
Two or More Races	1,304	9.0%	3,727	7.9%	4,513	7.1%
Hispanic Origin (Any Race)	2,024	13.9%	5,812	12.3%	6,695	10.6%

2022 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	10,090	69.2%	34,248	72.3%	47,408	74.9%
Black Alone	638	4.4%	1,463	3.1%	1,793	2.8%
American Indian Alone	96	0.7%	293	0.6%	346	0.5%
Asian Alone	1,551	10.6%	5,234	11.0%	6,423	10.1%
Pacific Islander Alone	9	0.1%	16	0.0%	16	0.0%
Some Other Race Alone	845	5.8%	2,280	4.8%	2,646	4.2%
Two or More Races	1,353	9.3%	3,857	8.1%	4,673	7.4%
Hispanic Origin (Any Race)	2,056	14.1%	5,892	12.4%	6,789	10.7%

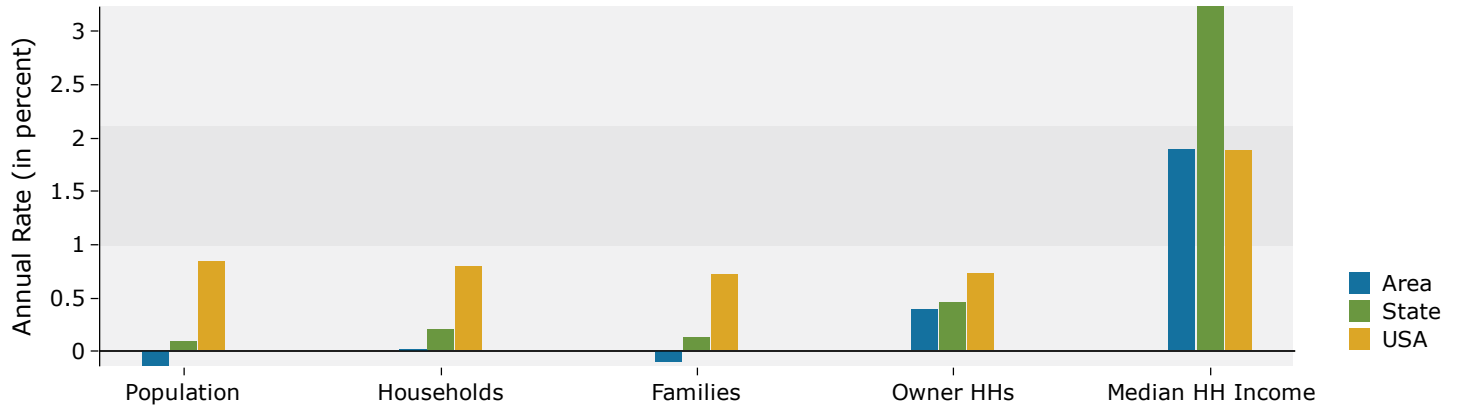
2027 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	10,007	69.1%	34,021	72.2%	47,142	74.8%
Black Alone	635	4.4%	1,456	3.1%	1,784	2.8%
American Indian Alone	96	0.7%	291	0.6%	344	0.5%
Asian Alone	1,543	10.7%	5,225	11.1%	6,416	10.2%
Pacific Islander Alone	9	0.1%	16	0.0%	16	0.0%
Some Other Race Alone	843	5.8%	2,276	4.8%	2,641	4.2%
Two or More Races	1,346	9.3%	3,842	8.2%	4,658	7.4%
Hispanic Origin (Any Race)	2,048	14.1%	5,875	12.5%	6,769	10.7%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

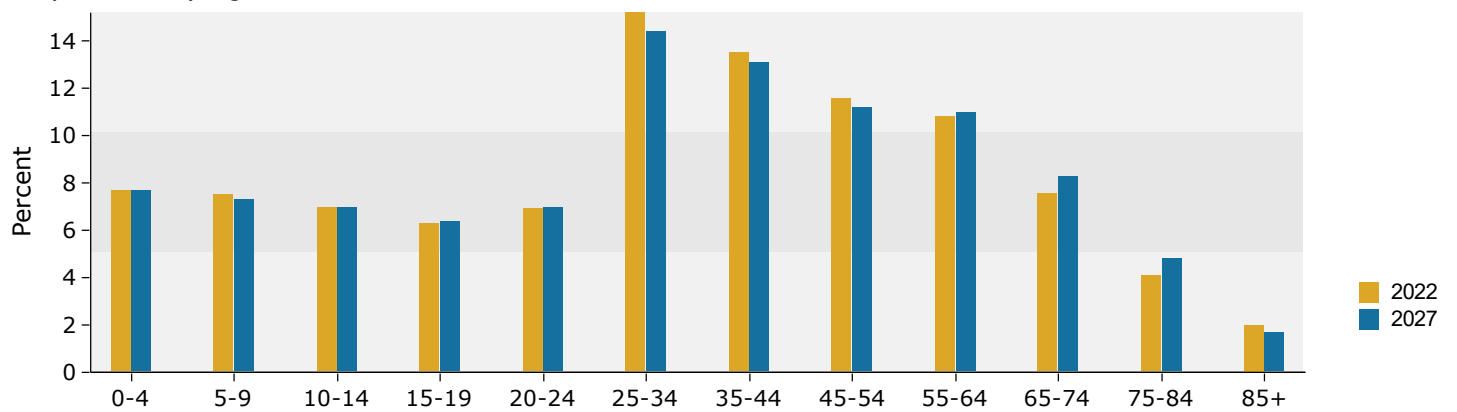
May 07, 2024

1 mile

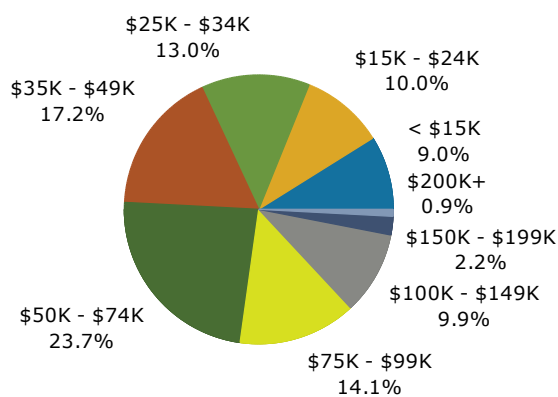
Trends 2022-2027



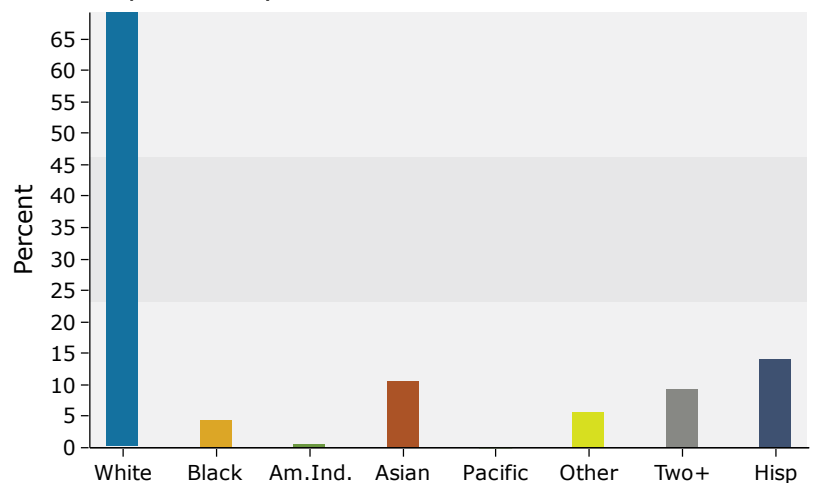
Population by Age



2022 Household Income

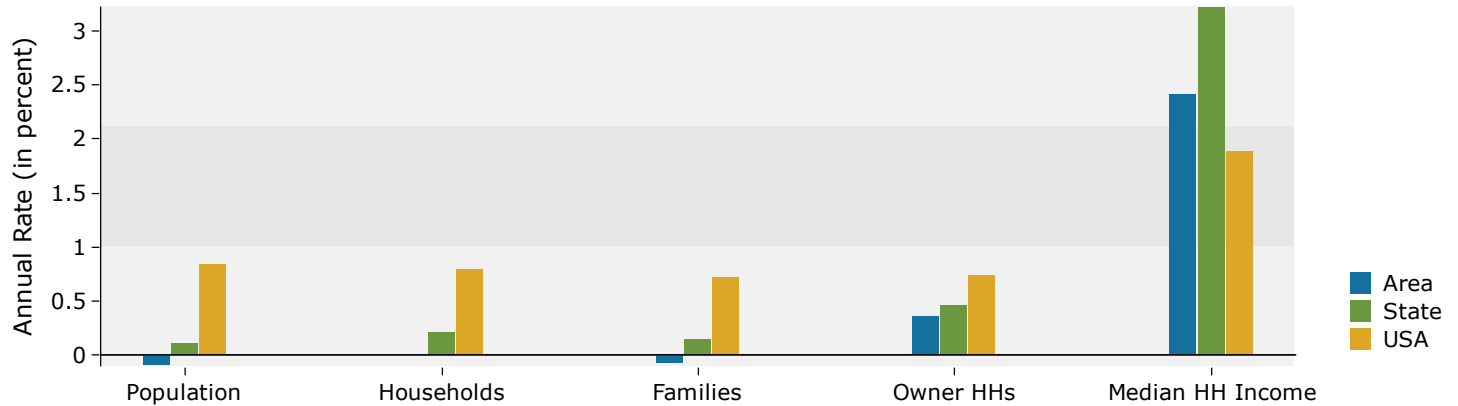


2022 Population by Race

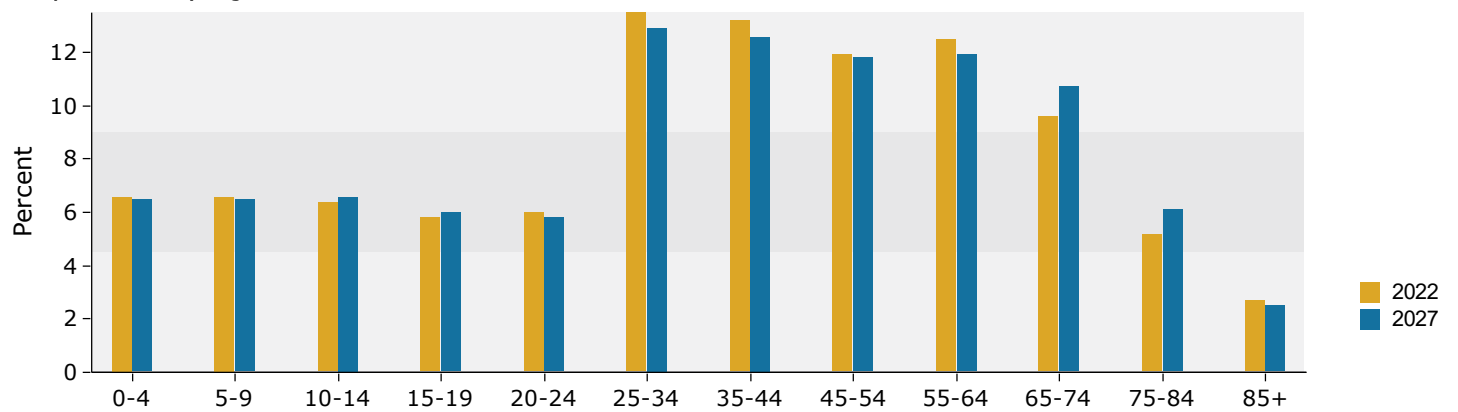


3 miles

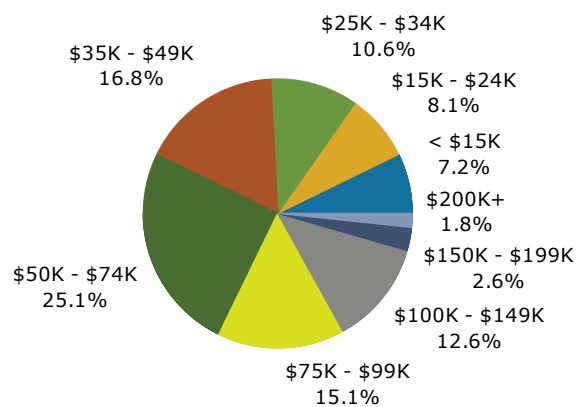
Trends 2022-2027



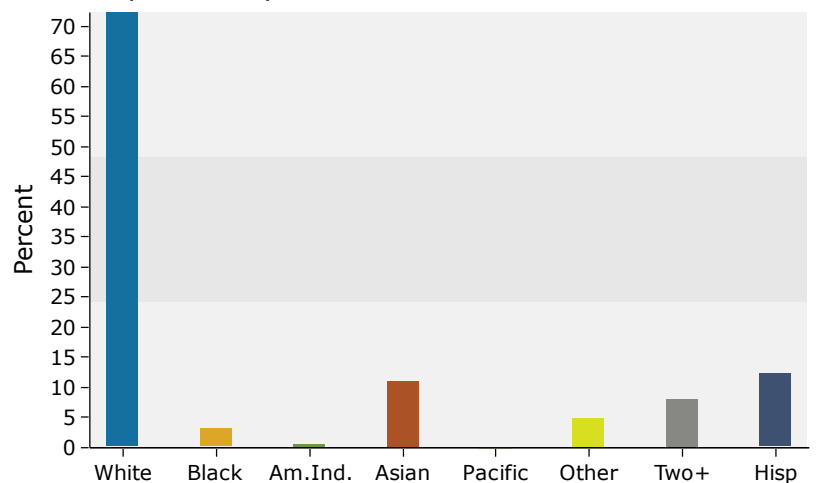
Population by Age



2022 Household Income

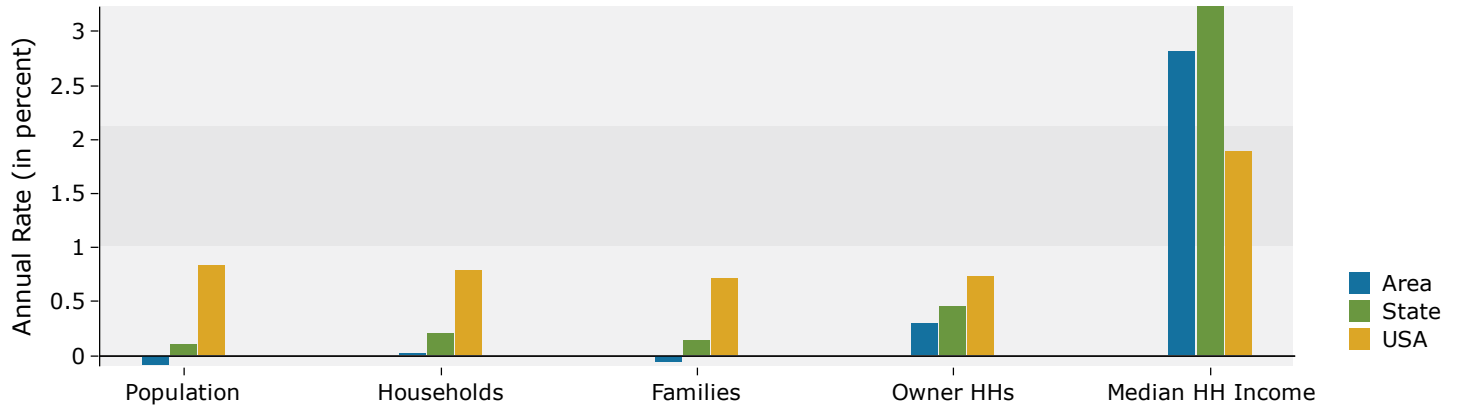


2022 Population by Race

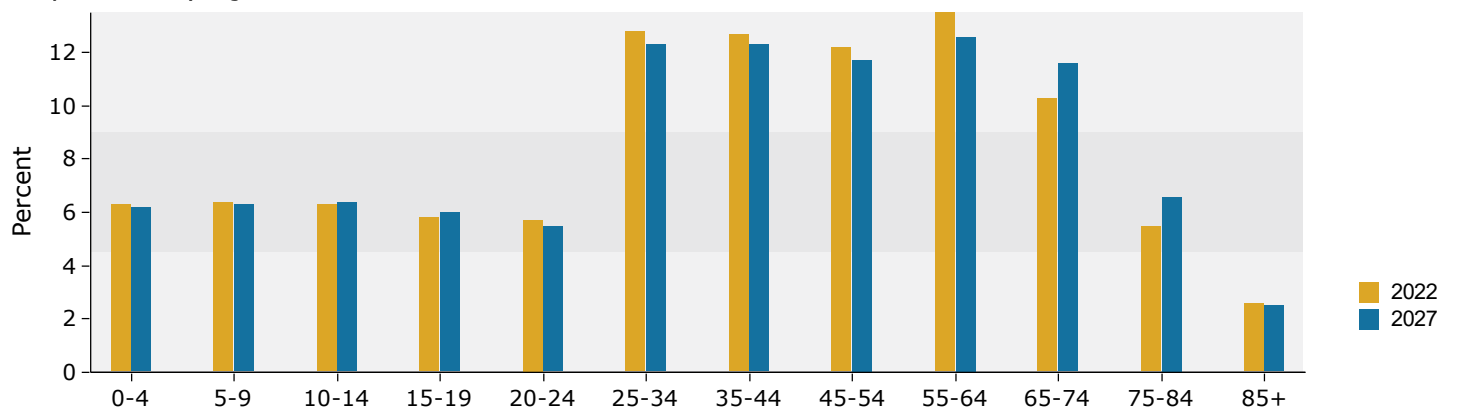


5 miles

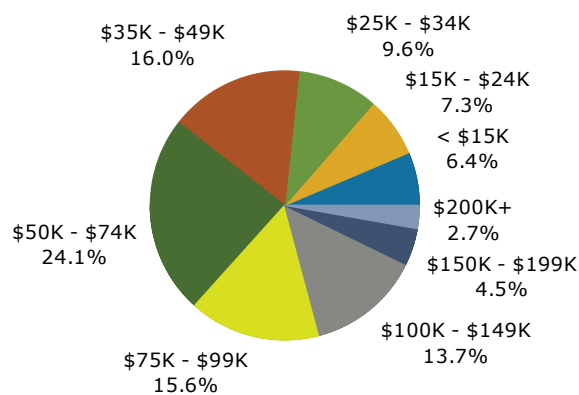
Trends 2022-2027



Population by Age



2022 Household Income



2022 Population by Race

