

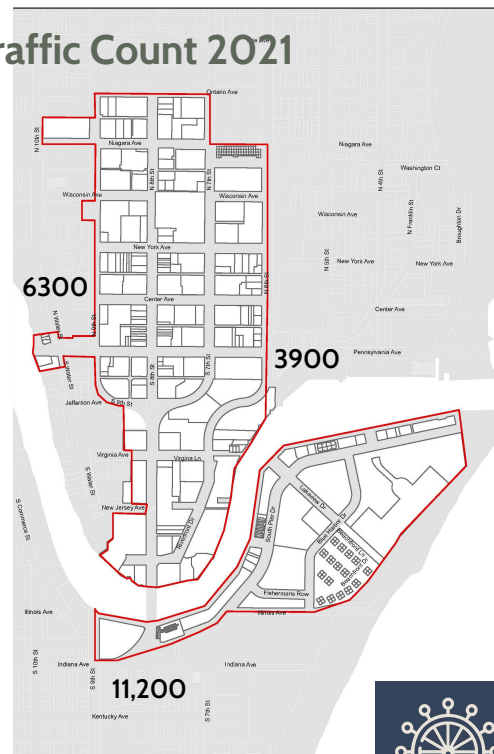
Overview

Recent Development

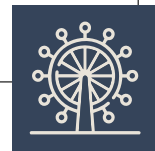


Major Employers

Map Traffic Count 2021



Major Retailers & Selected Franchises



Major Attractions



Retail Goods and Services Expenditures

Harbor Centre Business Improvement District
Ring: 1 mile radius

Prepared by Esri
Latitude: 43.75115
Longitude: -87.71413

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Hometown Heritage (8G)	33.9%	Population	12,180	12,084
Set to Impress (11D)	33.7%	Households	5,447	5,444
Social Security Set (9F)	12.7%	Families	2,677	2,661
Traditional Living (12B)	11.5%	Median Age	34.1	34.6
Rustbelt Traditions (5D)	7.9%	Median Household Income	\$45,957	\$52,517
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		59	\$1,419.74	\$7,733,301
Men's		58	\$268.20	\$1,460,888
Women's		58	\$485.58	\$2,644,956
Children's		59	\$207.72	\$1,131,466
Footwear		62	\$353.18	\$1,923,780
Watches & Jewelry		57	\$82.90	\$451,570
Apparel Products and Services (1)		57	\$33.96	\$184,961
Computer				
Computers and Hardware for Home Use		55	\$104.46	\$568,985
Portable Memory		58	\$2.86	\$15,586
Computer Software		60	\$6.50	\$35,390
Computer Accessories		60	\$12.27	\$66,812
Entertainment & Recreation		56	\$2,037.68	\$11,099,218
Fees and Admissions		51	\$427.28	\$2,327,416
Membership Fees for Clubs (2)		52	\$146.06	\$795,579
Fees for Participant Sports, excl. Trips		50	\$65.62	\$357,405
Tickets to Theatre/Operas/Concerts		53	\$49.10	\$267,443
Tickets to Movies		57	\$35.80	\$194,981
Tickets to Parks or Museums		51	\$19.77	\$107,707
Admission to Sporting Events, excl. Trips		50	\$36.83	\$200,593
Fees for Recreational Lessons		46	\$73.15	\$398,462
Dating Services		70	\$0.96	\$5,246
TV/Video/Audio		60	\$794.89	\$4,329,788
Cable and Satellite Television Services		59	\$537.01	\$2,925,114
Televisions		61	\$78.21	\$426,029
Satellite Dishes		62	\$1.11	\$6,061
VCRs, Video Cameras, and DVD Players		65	\$3.63	\$19,780
Miscellaneous Video Equipment		53	\$9.43	\$51,363
Video Cassettes and DVDs		67	\$5.81	\$31,636
Video Game Hardware/Accessories		70	\$23.00	\$125,265
Video Game Software		72	\$13.17	\$71,760
Rental/Streaming/Downloaded Video		65	\$51.51	\$280,564
Installation of Televisions		40	\$0.34	\$1,844
Audio (3)		57	\$69.24	\$377,169
Rental and Repair of TV/Radio/Sound Equipment		72	\$2.42	\$13,202
Pets		54	\$445.58	\$2,427,088
Toys/Games/Crafts/Hobbies (4)		62	\$81.94	\$446,338
Recreational Vehicles and Fees (5)		47	\$60.10	\$327,371
Sports/Recreation/Exercise Equipment (6)		55	\$111.73	\$608,569
Photo Equipment and Supplies (7)		59	\$30.82	\$167,891
Reading (8)		57	\$66.77	\$363,674
Catered Affairs (9)		56	\$18.78	\$102,291
Food		58	\$6,066.26	\$33,042,944
Food at Home		58	\$3,598.04	\$19,598,522
Bakery and Cereal Products		58	\$459.78	\$2,504,429
Meats, Poultry, Fish, and Eggs		58	\$781.80	\$4,258,475
Dairy Products		57	\$353.81	\$1,927,209
Fruits and Vegetables		57	\$687.85	\$3,746,693
Snacks and Other Food at Home (10)		59	\$1,314.80	\$7,161,717
Food Away from Home		57	\$2,468.23	\$13,444,422
Alcoholic Beverages		55	\$391.46	\$2,132,287

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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May 07, 2024



Retail Goods and Services Expenditures

Harbor Centre Business Improvement District
Ring: 1 mile radius

Prepared by Esri
Latitude: 43.75115
Longitude: -87.71413

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	50	\$15,396.40	\$83,864,212
Value of Retirement Plans	48	\$55,090.25	\$300,076,609
Value of Other Financial Assets	56	\$5,504.65	\$29,983,804
Vehicle Loan Amount excluding Interest	60	\$1,947.70	\$10,609,112
Value of Credit Card Debt	57	\$1,794.10	\$9,772,475
Health			
Nonprescription Drugs	58	\$102.20	\$556,679
Prescription Drugs	59	\$225.10	\$1,226,141
Eyeglasses and Contact Lenses	56	\$62.08	\$338,171
Home			
Mortgage Payment and Basics (11)	46	\$5,515.76	\$30,044,328
Maintenance and Remodeling Services	43	\$1,397.29	\$7,611,062
Maintenance and Remodeling Materials (12)	45	\$315.81	\$1,720,239
Utilities, Fuel, and Public Services	59	\$3,334.79	\$18,164,607
Household Furnishings and Equipment			
Household Textiles (13)	58	\$66.31	\$361,196
Furniture	57	\$410.03	\$2,233,435
Rugs	51	\$18.37	\$100,083
Major Appliances (14)	52	\$221.60	\$1,207,056
Housewares (15)	55	\$54.82	\$298,605
Small Appliances	60	\$35.98	\$195,994
Luggage	56	\$10.68	\$58,157
Telephones and Accessories	61	\$69.10	\$376,403
Household Operations			
Child Care	52	\$311.02	\$1,694,113
Lawn and Garden (16)	48	\$272.33	\$1,483,398
Moving/Storage/Freight Express	60	\$48.63	\$264,910
Housekeeping Supplies (17)	57	\$505.91	\$2,755,698
Insurance			
Owners and Renters Insurance	52	\$366.80	\$1,997,982
Vehicle Insurance	59	\$1,245.07	\$6,781,885
Life/Other Insurance	52	\$354.29	\$1,929,830
Health Insurance	56	\$2,645.84	\$14,411,873
Personal Care Products (18)	59	\$331.53	\$1,805,864
School Books and Supplies (19)	58	\$86.33	\$470,231
Smoking Products	72	\$313.84	\$1,709,510
Transportation			
Payments on Vehicles excluding Leases	57	\$1,674.57	\$9,121,356
Gasoline and Motor Oil	58	\$1,581.77	\$8,615,898
Vehicle Maintenance and Repairs	59	\$738.73	\$4,023,837
Travel			
Airline Fares	51	\$361.34	\$1,968,197
Lodging on Trips	50	\$400.72	\$2,182,746
Auto/Truck Rental on Trips	51	\$31.81	\$173,276
Food and Drink on Trips	52	\$351.69	\$1,915,656

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Retail Goods and Services Expenditures

Harbor Centre Business Improvement District
Ring: 1 mile radius

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- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) 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.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) 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, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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May 07, 2024



Retail Goods and Services Expenditures

Harbor Centre Business Improvement District
Ring: 3 mile radius

Prepared by Esri
Latitude: 43.75115
Longitude: -87.71413

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Traditional Living (12B)	19.6%	Population	49,646	49,355
Heartland Communities (6F)	14.7%	Households	21,095	21,090
Rustbelt Traditions (5D)	14.6%	Families	12,159	12,098
Hometown Heritage (8G)	10.8%	Median Age	38.7	39.7
Set to Impress (11D)	8.7%	Median Household Income	\$54,687	\$61,699
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		68	\$1,630.27	\$34,390,499
Men's		65	\$301.42	\$6,358,479
Women's		68	\$573.28	\$12,093,323
Children's		68	\$239.12	\$5,044,231
Footwear		69	\$392.50	\$8,279,684
Watches & Jewelry		69	\$100.87	\$2,127,809
Apparel Products and Services (1)		64	\$38.08	\$803,328
Computer				
Computers and Hardware for Home Use		64	\$121.40	\$2,560,916
Portable Memory		71	\$3.51	\$74,143
Computer Software		66	\$7.24	\$152,699
Computer Accessories		71	\$14.56	\$307,071
Entertainment & Recreation		69	\$2,548.89	\$53,768,799
Fees and Admissions		61	\$512.31	\$10,807,260
Membership Fees for Clubs (2)		62	\$174.92	\$3,689,841
Fees for Participant Sports, excl. Trips		61	\$80.29	\$1,693,733
Tickets to Theatre/Operas/Concerts		64	\$58.41	\$1,232,130
Tickets to Movies		62	\$39.20	\$826,854
Tickets to Parks or Museums		62	\$23.78	\$501,710
Admission to Sporting Events, excl. Trips		64	\$46.66	\$984,223
Fees for Recreational Lessons		55	\$88.11	\$1,858,734
Dating Services		69	\$0.95	\$20,037
TV/Video/Audio		72	\$959.81	\$20,247,267
Cable and Satellite Television Services		73	\$664.96	\$14,027,340
Televisions		70	\$88.91	\$1,875,528
Satellite Dishes		74	\$1.32	\$27,806
VCRs, Video Cameras, and DVD Players		76	\$4.24	\$89,470
Miscellaneous Video Equipment		70	\$12.33	\$260,024
Video Cassettes and DVDs		73	\$6.39	\$134,837
Video Game Hardware/Accessories		79	\$26.09	\$550,279
Video Game Software		78	\$14.15	\$298,569
Rental/Streaming/Downloaded Video		73	\$58.15	\$1,226,678
Installation of Televisions		44	\$0.37	\$7,788
Audio (3)		66	\$80.24	\$1,692,569
Rental and Repair of TV/Radio/Sound Equipment		80	\$2.67	\$56,378
Pets		74	\$612.85	\$12,928,032
Toys/Games/Crafts/Hobbies (4)		74	\$97.53	\$2,057,414
Recreational Vehicles and Fees (5)		69	\$89.07	\$1,878,855
Sports/Recreation/Exercise Equipment (6)		68	\$139.69	\$2,946,672
Photo Equipment and Supplies (7)		68	\$35.57	\$750,365
Reading (8)		70	\$81.62	\$1,721,809
Catered Affairs (9)		62	\$20.61	\$434,721
Food		68	\$7,131.64	\$150,441,997
Food at Home		69	\$4,274.14	\$90,162,903
Bakery and Cereal Products		69	\$548.02	\$11,560,475
Meats, Poultry, Fish, and Eggs		69	\$930.71	\$19,633,404
Dairy Products		69	\$427.21	\$9,011,991
Fruits and Vegetables		67	\$806.84	\$17,020,194
Snacks and Other Food at Home (10)		70	\$1,561.36	\$32,936,840
Food Away from Home		66	\$2,857.51	\$60,279,094
Alcoholic Beverages		66	\$467.57	\$9,863,285

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Retail Goods and Services Expenditures

Harbor Centre Business Improvement District
Ring: 3 mile radius

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	63	\$19,632.48	\$414,147,204
Value of Retirement Plans	65	\$74,171.57	\$1,564,649,217
Value of Other Financial Assets	73	\$7,139.57	\$150,609,240
Vehicle Loan Amount excluding Interest	71	\$2,320.13	\$48,943,059
Value of Credit Card Debt	69	\$2,164.01	\$45,649,694
Health			
Nonprescription Drugs	76	\$133.23	\$2,810,493
Prescription Drugs	78	\$296.87	\$6,262,498
Eyeglasses and Contact Lenses	73	\$79.99	\$1,687,416
Home			
Mortgage Payment and Basics (11)	62	\$7,553.21	\$159,335,023
Maintenance and Remodeling Services	60	\$1,958.59	\$41,316,393
Maintenance and Remodeling Materials (12)	67	\$468.24	\$9,877,573
Utilities, Fuel, and Public Services	71	\$4,032.75	\$85,070,851
Household Furnishings and Equipment			
Household Textiles (13)	66	\$76.23	\$1,608,170
Furniture	67	\$485.57	\$10,243,142
Rugs	64	\$23.00	\$485,278
Major Appliances (14)	66	\$281.88	\$5,946,357
Housewares (15)	68	\$67.71	\$1,428,349
Small Appliances	70	\$41.80	\$881,770
Luggage	63	\$12.06	\$254,473
Telephones and Accessories	72	\$81.73	\$1,724,070
Household Operations			
Child Care	62	\$375.79	\$7,927,343
Lawn and Garden (16)	68	\$389.42	\$8,214,805
Moving/Storage/Freight Express	62	\$50.53	\$1,065,831
Housekeeping Supplies (17)	70	\$620.74	\$13,094,599
Insurance			
Owners and Renters Insurance	72	\$508.97	\$10,736,630
Vehicle Insurance	69	\$1,460.09	\$30,800,650
Life/Other Insurance	68	\$464.28	\$9,793,882
Health Insurance	71	\$3,350.65	\$70,681,979
Personal Care Products (18)	69	\$391.82	\$8,265,398
School Books and Supplies (19)	66	\$98.25	\$2,072,491
Smoking Products	84	\$364.77	\$7,694,844
Transportation			
Payments on Vehicles excluding Leases	70	\$2,079.51	\$43,867,199
Gasoline and Motor Oil	69	\$1,895.89	\$39,993,866
Vehicle Maintenance and Repairs	71	\$894.56	\$18,870,700
Travel			
Airline Fares	60	\$426.20	\$8,990,647
Lodging on Trips	64	\$513.41	\$10,830,410
Auto/Truck Rental on Trips	59	\$37.12	\$783,122
Food and Drink on Trips	64	\$431.83	\$9,109,451

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- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
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- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) 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, adult diapers, other miscellaneous care products and personal care appliances.
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Retail Goods and Services Expenditures

Harbor Centre Business Improvement District
Ring: 5 mile radius

Prepared by Esri
Latitude: 43.75115
Longitude: -87.71413

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Traditional Living (12B)	15.1%	Population	64,872	64,593
Heartland Communities (6F)	14.4%	Households	27,270	27,315
Rustbelt Traditions (5D)	12.0%	Families	16,500	16,460
Green Acres (6A)	11.0%	Median Age	40.3	41.2
Hometown Heritage (8G)	8.3%	Median Household Income	\$58,433	\$67,026
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		75	\$1,796.23	\$48,983,129
Men's		72	\$332.56	\$9,069,041
Women's		76	\$634.72	\$17,308,731
Children's		74	\$262.24	\$7,151,187
Footwear		75	\$429.59	\$11,714,857
Watches & Jewelry		76	\$111.38	\$3,037,445
Apparel Products and Services (1)		71	\$42.33	\$1,154,297
Computer				
Computers and Hardware for Home Use		70	\$134.35	\$3,663,676
Portable Memory		79	\$3.88	\$105,765
Computer Software		73	\$7.94	\$216,518
Computer Accessories		79	\$16.09	\$438,724
Entertainment & Recreation		77	\$2,825.34	\$77,047,008
Fees and Admissions		69	\$580.56	\$15,831,922
Membership Fees for Clubs (2)		70	\$197.99	\$5,399,186
Fees for Participant Sports, excl. Trips		70	\$91.24	\$2,488,170
Tickets to Theatre/Operas/Concerts		72	\$65.96	\$1,798,655
Tickets to Movies		69	\$43.42	\$1,184,149
Tickets to Parks or Museums		69	\$26.61	\$725,564
Admission to Sporting Events, excl. Trips		73	\$53.24	\$1,451,975
Fees for Recreational Lessons		63	\$101.09	\$2,756,770
Dating Services		74	\$1.01	\$27,453
TV/Video/Audio		79	\$1,053.49	\$28,728,739
Cable and Satellite Television Services		80	\$731.24	\$19,940,911
Televisions		76	\$97.40	\$2,656,118
Satellite Dishes		80	\$1.44	\$39,193
VCRs, Video Cameras, and DVD Players		83	\$4.62	\$126,110
Miscellaneous Video Equipment		78	\$13.80	\$376,208
Video Cassettes and DVDs		80	\$6.94	\$189,148
Video Game Hardware/Accessories		85	\$27.84	\$759,290
Video Game Software		83	\$15.09	\$411,499
Rental/Streaming/Downloaded Video		79	\$63.17	\$1,722,663
Installation of Televisions		51	\$0.43	\$11,740
Audio (3)		73	\$88.72	\$2,419,402
Rental and Repair of TV/Radio/Sound Equipment		83	\$2.80	\$76,457
Pets		82	\$676.93	\$18,459,766
Toys/Games/Crafts/Hobbies (4)		81	\$106.44	\$2,902,714
Recreational Vehicles and Fees (5)		79	\$101.08	\$2,756,496
Sports/Recreation/Exercise Equipment (6)		75	\$154.34	\$4,208,795
Photo Equipment and Supplies (7)		75	\$39.19	\$1,068,636
Reading (8)		77	\$90.64	\$2,471,807
Catered Affairs (9)		68	\$22.85	\$623,063
Food		75	\$7,856.27	\$214,240,388
Food at Home		76	\$4,702.41	\$128,234,709
Bakery and Cereal Products		76	\$603.60	\$16,460,272
Meats, Poultry, Fish, and Eggs		76	\$1,022.86	\$27,893,388
Dairy Products		76	\$471.15	\$12,848,154
Fruits and Vegetables		74	\$889.78	\$24,264,400
Snacks and Other Food at Home (10)		77	\$1,715.02	\$46,768,494
Food Away from Home		73	\$3,153.86	\$86,005,678
Alcoholic Beverages		73	\$522.25	\$14,241,872

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 07, 2024



Retail Goods and Services Expenditures

Harbor Centre Business Improvement District
Ring: 5 mile radius

Prepared by Esri
Latitude: 43.75115
Longitude: -87.71413

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	72	\$22,426.31	\$611,565,344
Value of Retirement Plans	75	\$85,392.85	\$2,328,662,937
Value of Other Financial Assets	82	\$7,966.69	\$217,251,559
Vehicle Loan Amount excluding Interest	78	\$2,540.71	\$69,285,255
Value of Credit Card Debt	76	\$2,402.00	\$65,502,500
Health			
Nonprescription Drugs	83	\$146.35	\$3,990,899
Prescription Drugs	86	\$326.54	\$8,904,774
Eyeglasses and Contact Lenses	81	\$88.67	\$2,418,141
Home			
Mortgage Payment and Basics (11)	72	\$8,659.65	\$236,148,581
Maintenance and Remodeling Services	69	\$2,259.87	\$61,626,693
Maintenance and Remodeling Materials (12)	76	\$529.73	\$14,445,872
Utilities, Fuel, and Public Services	78	\$4,427.65	\$120,741,885
Household Furnishings and Equipment			
Household Textiles (13)	73	\$84.23	\$2,296,827
Furniture	74	\$539.10	\$14,701,314
Rugs	73	\$26.02	\$709,557
Major Appliances (14)	74	\$317.09	\$8,646,928
Housewares (15)	75	\$75.25	\$2,051,997
Small Appliances	77	\$45.76	\$1,247,834
Luggage	70	\$13.38	\$364,969
Telephones and Accessories	80	\$91.00	\$2,481,556
Household Operations			
Child Care	70	\$419.31	\$11,434,714
Lawn and Garden (16)	77	\$440.88	\$12,022,893
Moving/Storage/Freight Express	68	\$55.00	\$1,499,964
Housekeeping Supplies (17)	77	\$684.83	\$18,675,299
Insurance			
Owners and Renters Insurance	80	\$570.37	\$15,553,906
Vehicle Insurance	76	\$1,601.13	\$43,662,691
Life/Other Insurance	76	\$523.96	\$14,288,379
Health Insurance	79	\$3,713.91	\$101,278,449
Personal Care Products (18)	76	\$430.88	\$11,750,018
School Books and Supplies (19)	73	\$107.93	\$2,943,288
Smoking Products	89	\$388.32	\$10,589,374
Transportation			
Payments on Vehicles excluding Leases	77	\$2,295.32	\$62,593,381
Gasoline and Motor Oil	76	\$2,078.26	\$56,674,092
Vehicle Maintenance and Repairs	78	\$984.69	\$26,852,574
Travel			
Airline Fares	67	\$481.20	\$13,122,366
Lodging on Trips	72	\$582.01	\$15,871,525
Auto/Truck Rental on Trips	67	\$41.88	\$1,141,974
Food and Drink on Trips	72	\$485.55	\$13,241,020

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 07, 2024



Retail Goods and Services Expenditures

Harbor Centre Business Improvement District
Ring: 5 mile radius

Prepared by Esri
Latitude: 43.75115
Longitude: -87.71413

- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) 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.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) 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, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 07, 2024



Demographic and Income Comparison Profile

Harbor Centre Business Improvement District
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.75115
Longitude: -87.71413

	1 mile	3 miles	5 miles
Census 2010 Summary			
Population	12,475	48,953	63,005
Households	5,196	20,269	25,854
Families	2,683	12,162	16,191
Average Household Size	2.35	2.37	2.40
Owner Occupied Housing Units	2,140	12,539	17,028
Renter Occupied Housing Units	3,056	7,730	8,826
Median Age	32.0	36.7	38.3
Census 2020 Summary			
Population	12,172	49,666	64,922
Households	5,404	21,027	27,194
Average Household Size	2.23	2.33	2.35
2022 Summary			
Population	12,180	49,646	64,872
Households	5,447	21,095	27,270
Families	2,677	12,159	16,500
Average Household Size	2.21	2.32	2.35
Owner Occupied Housing Units	2,483	13,340	18,317
Renter Occupied Housing Units	2,964	7,754	8,953
Median Age	34.1	38.7	40.3
Median Household Income	\$45,957	\$54,687	\$58,433
Average Household Income	\$57,495	\$69,092	\$76,908
2027 Summary			
Population	12,084	49,355	64,593
Households	5,444	21,090	27,315
Families	2,661	12,098	16,460
Average Household Size	2.19	2.31	2.33
Owner Occupied Housing Units	2,534	13,579	18,605
Renter Occupied Housing Units	2,910	7,511	8,710
Median Age	34.6	39.7	41.2
Median Household Income	\$52,517	\$61,699	\$67,026
Average Household Income	\$65,543	\$80,201	\$88,689
Trends: 2022-2027 Annual Rate			
Population	-0.16%	-0.12%	-0.09%
Households	-0.01%	0.00%	0.03%
Families	-0.12%	-0.10%	-0.05%
Owner Households	0.41%	0.36%	0.31%
Median Household Income	2.70%	2.44%	2.78%

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

Harbor Centre Business Improvement District
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.75115
Longitude: -87.71413

2022 Households by Income	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	617	11.3%	1,526	7.2%	1,719	6.3%
\$15,000 - \$24,999	578	10.6%	1,722	8.2%	2,006	7.4%
\$25,000 - \$34,999	761	14.0%	2,223	10.5%	2,606	9.6%
\$35,000 - \$49,999	969	17.8%	3,611	17.1%	4,382	16.1%
\$50,000 - \$74,999	1,188	21.8%	5,347	25.3%	6,566	24.1%
\$75,000 - \$99,999	723	13.3%	3,145	14.9%	4,245	15.6%
\$100,000 - \$149,999	506	9.3%	2,654	12.6%	3,764	13.8%
\$150,000 - \$199,999	80	1.5%	525	2.5%	1,231	4.5%
\$200,000+	25	0.5%	343	1.6%	751	2.8%
Median Household Income	\$45,957		\$54,687		\$58,433	
Average Household Income	\$57,495		\$69,092		\$76,908	
Per Capita Income	\$25,721		\$29,374		\$32,457	

2027 Households by Income	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	492	9.0%	1,172	5.6%	1,313	4.8%
\$15,000 - \$24,999	503	9.2%	1,296	6.1%	1,514	5.5%
\$25,000 - \$34,999	614	11.3%	1,689	8.0%	1,989	7.3%
\$35,000 - \$49,999	922	16.9%	3,292	15.6%	3,928	14.4%
\$50,000 - \$74,999	1,254	23.0%	5,338	25.3%	6,432	23.5%
\$75,000 - \$99,999	912	16.8%	3,556	16.9%	4,732	17.3%
\$100,000 - \$149,999	622	11.4%	3,598	17.1%	4,899	17.9%
\$150,000 - \$199,999	99	1.8%	728	3.5%	1,621	5.9%
\$200,000+	28	0.5%	421	2.0%	887	3.2%
Median Household Income	\$52,517		\$61,699		\$67,026	
Average Household Income	\$65,543		\$80,201		\$88,689	
Per Capita Income	\$29,542		\$34,288		\$37,654	

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

Harbor Centre Business Improvement District
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.75115
Longitude: -87.71413

2010 Population by Age	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	1,061	8.5%	3,600	7.4%	4,395	7.0%
Age 5 - 9	974	7.8%	3,322	6.8%	4,272	6.8%
Age 10 - 14	910	7.3%	3,260	6.7%	4,277	6.8%
Age 15 - 19	887	7.1%	3,274	6.7%	4,188	6.6%
Age 20 - 24	959	7.7%	2,988	6.1%	3,569	5.7%
Age 25 - 34	1,982	15.9%	6,989	14.3%	8,305	13.2%
Age 35 - 44	1,643	13.2%	6,218	12.7%	8,105	12.9%
Age 45 - 54	1,570	12.6%	6,847	14.0%	9,454	15.0%
Age 55 - 64	1,084	8.7%	5,332	10.9%	7,315	11.6%
Age 65 - 74	596	4.8%	3,229	6.6%	4,387	7.0%
Age 75 - 84	481	3.9%	2,564	5.2%	3,184	5.1%
Age 85+	328	2.6%	1,332	2.7%	1,554	2.5%

2022 Population by Age	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	951	7.8%	3,279	6.6%	4,039	6.2%
Age 5 - 9	911	7.5%	3,275	6.6%	4,102	6.3%
Age 10 - 14	843	6.9%	3,175	6.4%	4,110	6.3%
Age 15 - 19	782	6.4%	2,846	5.7%	3,772	5.8%
Age 20 - 24	884	7.3%	2,963	6.0%	3,698	5.7%
Age 25 - 34	1,884	15.5%	6,734	13.6%	8,268	12.7%
Age 35 - 44	1,661	13.6%	6,564	13.2%	8,236	12.7%
Age 45 - 54	1,399	11.5%	5,867	11.8%	7,904	12.2%
Age 55 - 64	1,283	10.5%	6,194	12.5%	8,792	13.6%
Age 65 - 74	859	7.1%	4,786	9.6%	6,710	10.3%
Age 75 - 84	468	3.8%	2,635	5.3%	3,571	5.5%
Age 85+	256	2.1%	1,330	2.7%	1,671	2.6%

2027 Population by Age	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	945	7.8%	3,229	6.5%	3,985	6.2%
Age 5 - 9	891	7.4%	3,222	6.5%	4,059	6.3%
Age 10 - 14	841	7.0%	3,230	6.5%	4,142	6.4%
Age 15 - 19	762	6.3%	2,970	6.0%	3,837	5.9%
Age 20 - 24	879	7.3%	2,857	5.8%	3,537	5.5%
Age 25 - 34	1,783	14.8%	6,365	12.9%	7,898	12.2%
Age 35 - 44	1,620	13.4%	6,253	12.7%	7,943	12.3%
Age 45 - 54	1,341	11.1%	5,805	11.8%	7,580	11.7%
Age 55 - 64	1,321	10.9%	5,834	11.8%	8,175	12.7%
Age 65 - 74	943	7.8%	5,277	10.7%	7,544	11.7%
Age 75 - 84	547	4.5%	3,064	6.2%	4,266	6.6%
Age 85+	209	1.7%	1,249	2.5%	1,629	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

Harbor Centre Business Improvement District
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.75115
Longitude: -87.71413

2010 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	9,579	76.8%	40,578	82.9%	53,592	85.1%
Black Alone	393	3.2%	859	1.8%	950	1.5%
American Indian Alone	88	0.7%	242	0.5%	273	0.4%
Asian Alone	1,300	10.4%	4,304	8.8%	4,883	7.8%
Pacific Islander Alone	3	0.0%	12	0.0%	12	0.0%
Some Other Race Alone	682	5.5%	1,720	3.5%	1,887	3.0%
Two or More Races	431	3.5%	1,238	2.5%	1,407	2.2%
Hispanic Origin (Any Race)	1,758	14.1%	4,762	9.7%	5,234	8.3%

2020 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	8,215	67.5%	36,167	72.8%	49,261	75.9%
Black Alone	612	5.0%	1,542	3.1%	1,765	2.7%
American Indian Alone	93	0.8%	302	0.6%	344	0.5%
Asian Alone	1,279	10.5%	5,416	10.9%	6,339	9.8%
Pacific Islander Alone	8	0.1%	16	0.0%	16	0.0%
Some Other Race Alone	818	6.7%	2,339	4.7%	2,611	4.0%
Two or More Races	1,147	9.4%	3,884	7.8%	4,586	7.1%
Hispanic Origin (Any Race)	1,971	16.2%	6,067	12.2%	6,772	10.4%

2022 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	8,131	66.8%	35,805	72.1%	48,810	75.2%
Black Alone	628	5.2%	1,580	3.2%	1,807	2.8%
American Indian Alone	97	0.8%	311	0.6%	354	0.5%
Asian Alone	1,298	10.7%	5,520	11.1%	6,459	10.0%
Pacific Islander Alone	8	0.1%	16	0.0%	16	0.0%
Some Other Race Alone	831	6.8%	2,394	4.8%	2,674	4.1%
Two or More Races	1,188	9.8%	4,020	8.1%	4,750	7.3%
Hispanic Origin (Any Race)	1,999	16.4%	6,151	12.4%	6,868	10.6%

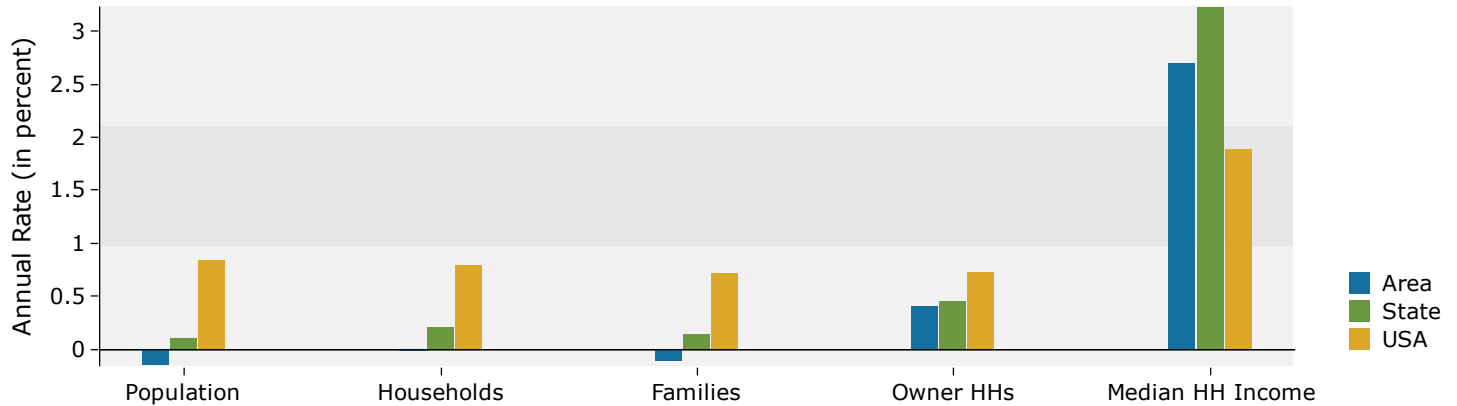
2027 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	8,057	66.7%	35,557	72.0%	48,568	75.2%
Black Alone	625	5.2%	1,573	3.2%	1,798	2.8%
American Indian Alone	97	0.8%	309	0.6%	352	0.5%
Asian Alone	1,290	10.7%	5,508	11.2%	6,453	10.0%
Pacific Islander Alone	8	0.1%	16	0.0%	16	0.0%
Some Other Race Alone	828	6.9%	2,390	4.8%	2,670	4.1%
Two or More Races	1,179	9.8%	4,003	8.1%	4,736	7.3%
Hispanic Origin (Any Race)	1,989	16.5%	6,131	12.4%	6,850	10.6%

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

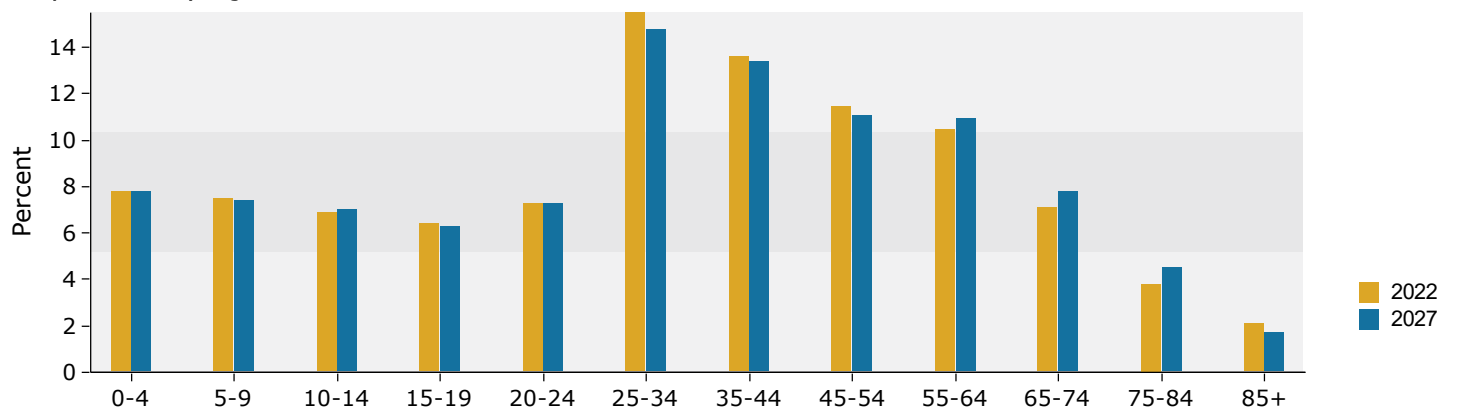
May 07, 2024

1 mile

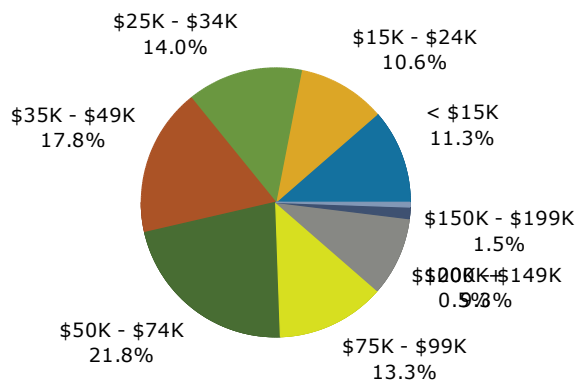
Trends 2022-2027



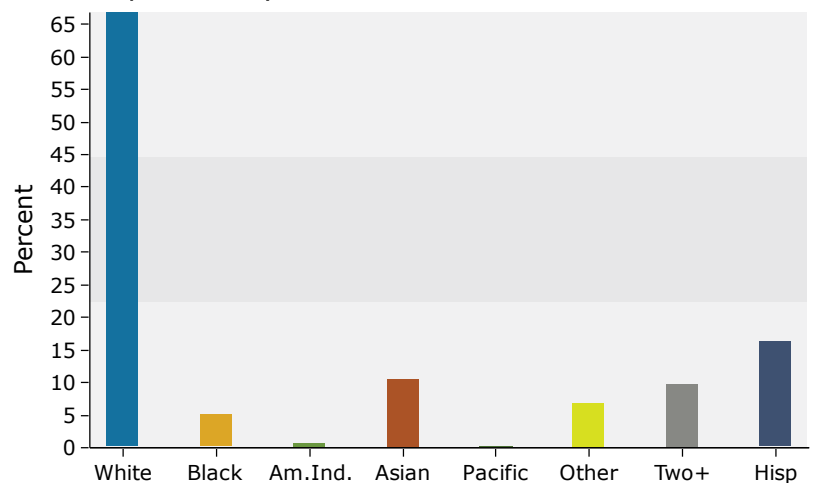
Population by Age



2022 Household Income

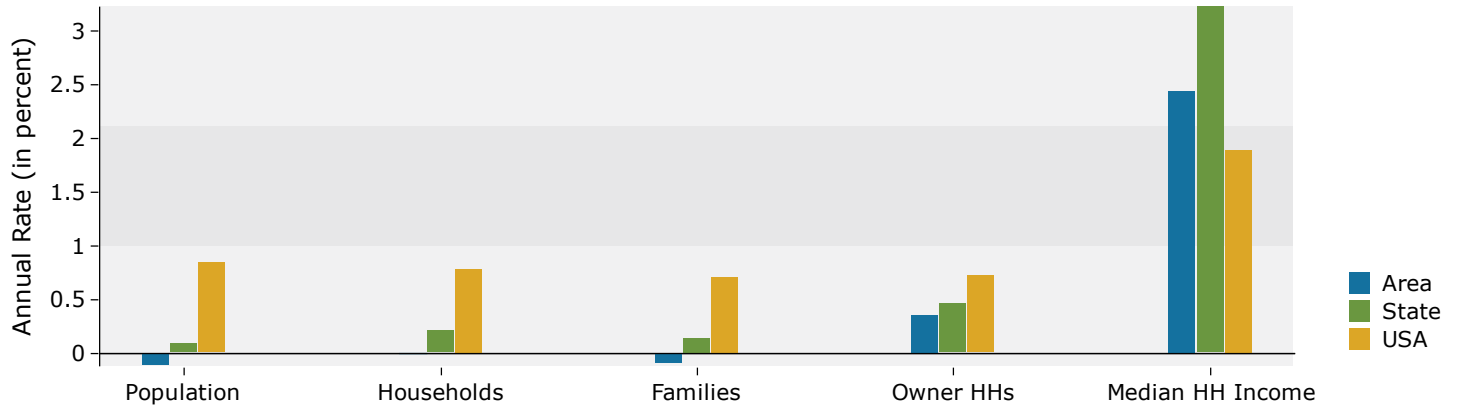


2022 Population by Race

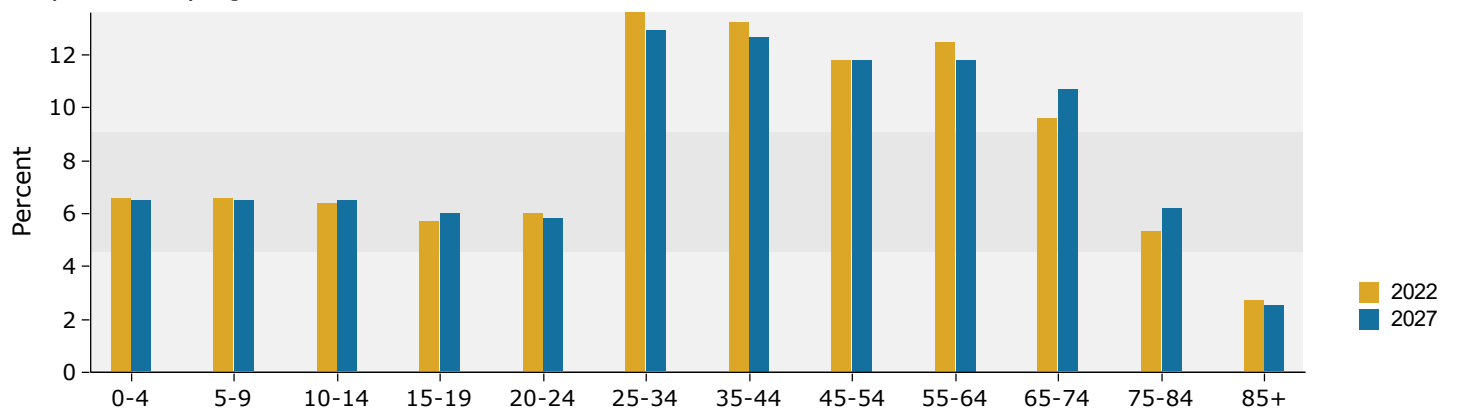


3 miles

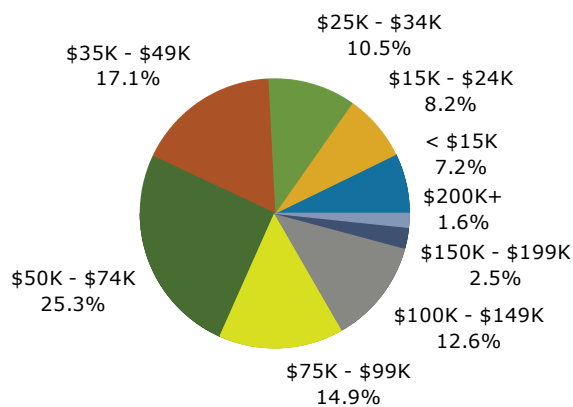
Trends 2022-2027



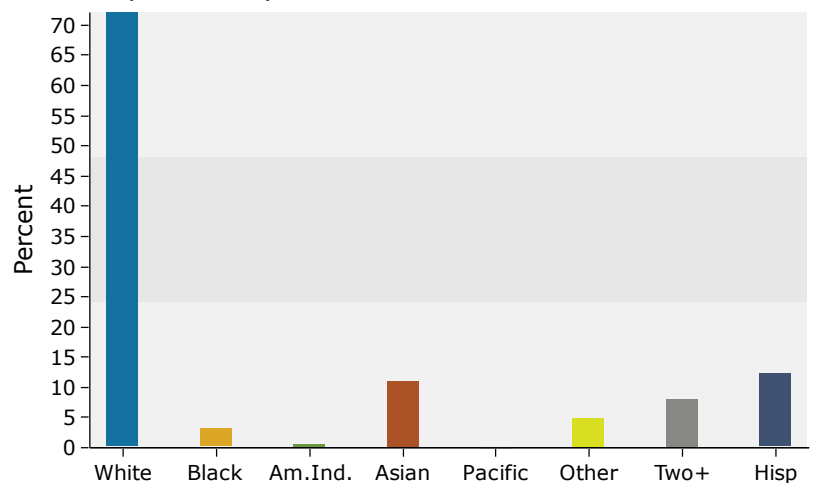
Population by Age



2022 Household Income

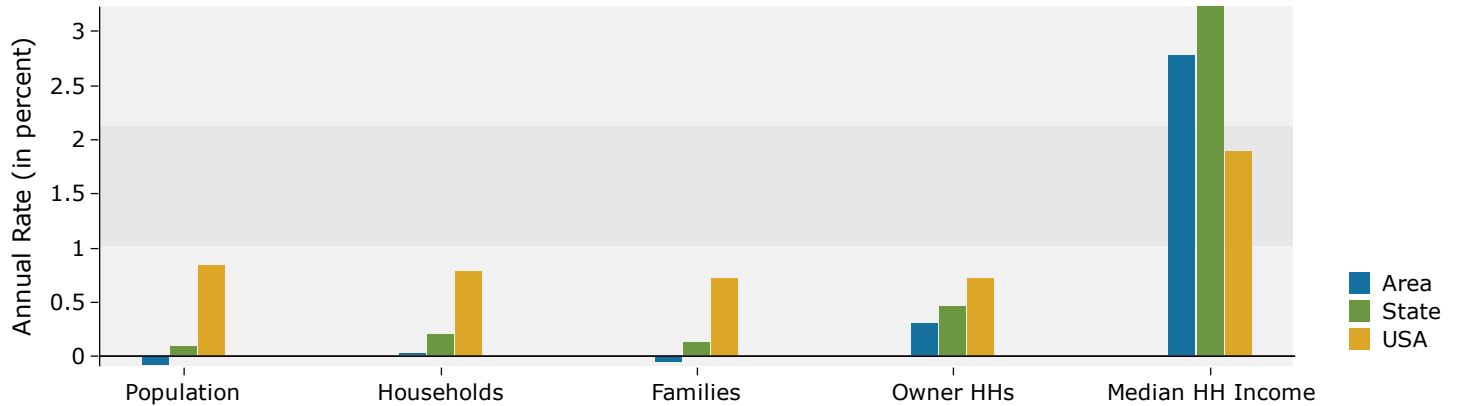


2022 Population by Race

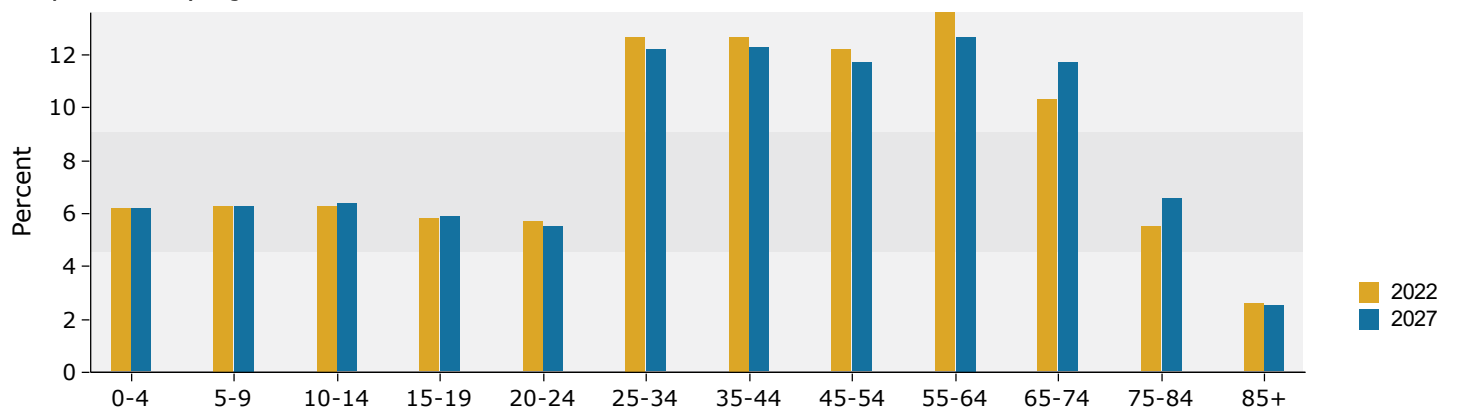


5 miles

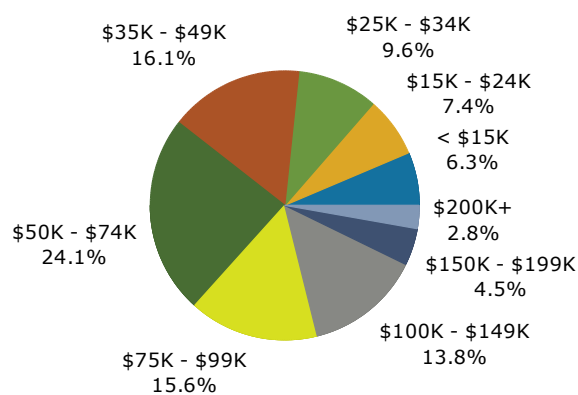
Trends 2022-2027



Population by Age



2022 Household Income



2022 Population by Race

