



REDEVELOPMENT RESOURCES

Downtown Market Analysis – City of Appleton, WI

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Executive Summary

The market in downtown Appleton is a complex and dynamic market, including elements of retail, hospitality, commercial, office and residential. Nationwide, the appeal of downtown is growing dramatically, and Appleton is no different. With a solid set of assets in place, if downtown Appleton capitalizes on opportunities uncovered within the market analysis, downtown will become an even more vibrant, dynamic place for people to live, work and play.

The market is active in the residential category. Residential construction in the Combined Statistical Area, CSA (Appleton / Oshkosh) is the highest recorded since 2006, and residential construction has increased annually since 2009. Over the past seven years, permits for single family homes have remained largely consistent, while multifamily permits have increased consistently from 234 units in 2009 to 842 units in 2015. In 2015, multifamily permits accounted for 81.2% of city-wide residential construction totals. This report shows a demand for residential downtown with a mix of multifamily, townhome/condominium and a small amount of single family homes. The new construction currently becoming available will work to ease the demand for downtown residential units and more should be done to facilitate rehabilitation of existing residential above first-floor retail on College Avenue.

The market is also showing signs of activity in hospitality and office categories as well. With robust dining/drinking and entertainment segments, Appleton has a solid foothold in the regional market as offering the highest density of eating and drinking establishments compared to Green Bay, Oshkosh and Eau Claire. Appleton has the highest ratio of eating and drinking establishments to resident compared to Oshkosh and Eau Claire. Green Bay eclipses Appleton slightly but the Green Bay Packers are credited for this anomaly.

Retail space is available downtown, and should be filled prior to constructing any additional (new) space. There are several options for filling retail spaces discussed in the recommendations section of this report.

Office space is also available currently but not in high volumes. If a new corporate headquarter site was to consider downtown, new construction would be the best way to accommodate this need. Office use is trending toward smaller spaces as more and more people work remotely. Additionally, meeting space is necessary, so office users are more interested in less workstation space and more meeting space.

The City of Appleton doesn't show significant retail gaps, particularly in the downtown. Grocery is a category that is often mentioned but a large retail grocer may not have enough sales volume to survive downtown. A smaller, more specialized grocer would be a better target for existing retail space.

Interestingly, a majority of the employees working downtown are in professional categories. The Finance & Insurance; Professional, Scientific and Technical Services; Health Care; and Public Administration categories employ over 70 percent of the employees who are associated with downtown. Demographically, downtown Appleton is becoming slightly older and more culturally diverse. As more and more people choose to live downtown, the composition of the regular downtown user will also continue to change. Anecdotally, several public input participants expressed a very serious interest in living downtown.

This market analysis was completed independently from other studies, including the recently completed Economic Development Strategic Plan from 2015. Many strategic similarities have come to light, and the market analysis work found herein, reinforces the findings and goals of the Economic Development plan. Viewing the downtown as a tourism draw, food-shed development center, and business recruitment tool is allowing all of the commercial and institutional assets downtown work for the City to generate impactful results in a variety of areas.

This report provides a current and projected future snapshot of the retail, office, residential, and hospitality sectors for downtown Appleton. With diligence and focus, the current and future conditions can be leveraged for economic growth and increased vitality for the community.

Introduction

The City of Appleton

The City of Appleton is located in the East-Central part of the State of Wisconsin, approximately 35 miles south of Green Bay via State Highway 41 and just over 100 miles north of Milwaukee and northeast of Madison as indicated on the map on the following page. The city is also served by the Outagamie County Regional Airport which offers flights to such metro areas as Chicago, Minneapolis, Atlanta and Denver.



(An aerial view of downtown Appleton, Wisconsin)

While still strongly dependent upon the paper industry, the past several decades have seen the City of Appleton diversify its economy significantly. A look at the city's largest employers provides evidence of this transition.

According to the Fox Cities Regional Partnership, of the six largest private employers, only one, Appvion, is in the paper industry. Further, only Appvion and Miller Electric are in the manufacturing sector, with the remaining four companies being service based, including the city's largest private employer, Theda Care, as detailed below.

City of Appleton, Wisconsin Largest Private Employers 2015		
Company	Industry	Current Employees
Theda Care	Hospital Administration	6,800
Thrivent	Life Insurance	2,000
Miller Electric	Welding Equipment	1,500
Appvion	Specialty Paper Products	1,000
West Corporation	Telemarketing	1,000
Guardian Life Insurance	Life Insurance	650
Source: Fox Cities Regional Partnership		

Other major employers in the region include Affinity Health System and Kimberly-Clark in Menasha, Presto Products in Grand Chute as well as Plexus Corp, and Bemis Company in Neenah.

The City of Appleton offers a very high quality of life for its residents, evidenced by a strong school system, a wealth of recreational amenities, a thriving retail environment and a low crime rate. In fact, Appleton was recently ranked as the fifth safest metro area out of 344 such areas surveyed nationwide. Further, Appleton was rated by Forbes Magazine as one of the two best cities for business in the State of Wisconsin, as one of the best places to live by Money Magazine in 2010, the 10th best city for well-being by U.S. News in 2012 and the 12th smartest city in America by Venture Beat in 2013.

The city is served by two major hospitals including the Appleton Medical Center and St. Elizabeth's Hospital, as well as two colleges; Lawrence University with a 1,650 student enrollment and Fox Valley Technical College which serves 5,700 students. Appleton also supports six public and three private high schools.

The Downtown Core

The subject of this analysis is an approximately 1.15 square mile area, bounded by the Fox River on the south, Atlantic Avenue on the north, S. Badger Drive/S. Memorial Drive on the west and Peabody Park on the east as delineated on the map on the ensuing page.

In the recent (2015) Economic Development Strategic Plan, it is noted that site selectors and employers see Downtown as one of the top five strengths of the City of Appleton, which is significant to future business recruitment and residential development efforts. Goals of the Economic Development Strategic Plan as applicable to downtown encourage a Retail/Tourism Marketing Plan (business attraction); focus on development the regional food shed through markets, retail/grocery, food incubator and others; and emphasize visitor attraction as a strategy, particularly as it relates to downtown.

According to Appleton Downtown, Inc., the downtown area includes more than 65 restaurants, coffee shops, pubs and clubs, 70 retail establishments, two upscale hotels (Radisson Paper Valley and Copper Leaf Hotel & Spa), and a thriving arts and entertainment community that includes the Appleton Arts Center, the 2000-seat Fox Cities Performing Arts Center and the Building for Kids Children's Museum.

In addition to the above, the City of Appleton recently announced plans for the development of a 65,000 square foot exhibition center, with construction set to commence later this year.

Other local attractions include the Riverview Gardens, the Trout Museum of Art, the Wriston Art Center on the Lawrence University campus and the Wisconsin Museum of International Wildlife.

The City of Appleton also sponsors over 100 community events in the downtown area including a year-round farmers market, the Heid Music Summer Concert Series during the summer, Art on the Town, parades on Memorial Day, Flag Day and a Christmas parade in December. Other events include the Mile of Music in August, Appleton Street Music Week in June, an outdoor movie series during the summer months and a free trolley system that runs Thursday through Friday in June through September. Overall, these events draw over 500,000 visitors to the downtown area each year.

The downtown core offers a broad mix of existing housing options, though the single family sector certainly represents the bulk of existing housing inventory. By and large, the highest valued single family homes are found overlooking the Fox River, with primary concentrations found north of College Avenue along Green Bay Road, and along Prospect Avenue, west of Oneida Street.

As it relates to the single family sector, the downtown core can be broadly segmented into three somewhat distinct areas or neighborhoods. The first includes the area located east and north of Lawrence University and includes portions of both the Peabody Park and Lawrence-City Park neighborhoods. This area is characterized by an abundance of larger, older homes catering to middle to upper income earners. Almost all homes in this area have been well maintained and many have been recently remodeled or completely renovated.

The area located north of downtown, bounded roughly by N. State Street, Atlantic Street, Drew Street and Franklin Street, defined as the Historic Central neighborhood, offers generally smaller homes originally constructed for working class families. A good number of homes in this area are well maintained and/or recently renovated, however, there are also many homes that are in some level of disrepair.

Just southwest of downtown is the Old Third Ward neighborhood. This area offers a mix of middle class homes, and larger, older homes, primarily overlooking the Fox River. Almost all homes in this neighborhood appear to be well maintained, with many having been recently remodeled or renovated.

Within the downtown area, most higher-density multifamily units are found aligning the Fox River, with a mix of newer construction, and adaptive re-use of older, historic buildings.

Methodology

Several sources of primary and secondary data were utilized to draw the conclusions presented in this analysis. Secondary data sources may present similar information gathered at differing times or under inconsistent circumstances so there may be slight differences in specific data points but the overall conclusions were arrived at through an analysis of enough similar sources to provide sufficient basis for supported recommendations. In order to reach the conclusions in this report, a number of analytical steps were taken. These include:

1. Multiple visits to the community to conduct a thorough examination and analysis of the downtown core of Appleton, taking into consideration location, accessibility, aesthetics, proximity to major employment and retail concentrations, and the general character of the neighborhood.
2. A thorough economic and demographic analysis of the Appleton-Oshkosh Combined Statistical Area (CSA), and the City of Appleton, focusing upon employment, residential construction, and population/household trends as they affect future potentials in the downtown core.
3. An analysis and assessment of the future demand, for residential, retail, office and other commercial demand by component sector for the City of Appleton and its downtown area.
4. A detailed audit of all comparable residential developments in the City of Appleton viewed to hold either direct or indirect competitive influence over potentials in the downtown core.
5. An assessment of the future competitive positioning of comparable residential developments in the planning pipeline.
6. A review of local demand for retail, restaurant, and office space, supported by secondary data of existing market characteristics and historical trends, taking into consideration nationwide and industry sector trends.
7. A review of the psychographic profile of the downtown core, depicting lifestyle characteristics of residents.
8. Interviews with several downtown Appleton stakeholders including retailers, commercial real estate brokers, developers, public organizations, and attractions.
9. A thorough document review of past studies and plans, including recent Economic Development Strategic Plan, as well as current information on web local web sites.
10. Comprehensive use of data analytics modeling through ESRI business analyst, including drive time analysis, competitive community analysis and retail gap analysis.
11. Specific category analysis of retail (grocery) opportunities based on demographic comparisons of existing stores in other markets and the comparable nature of the Appleton (downtown) market.

Approach

With a solid combination of primary and secondary research, we believe we can overcome any inconsistencies which may exist in the data when gathered in a limited, concise area such as the downtown study area. Data gathered from the US Census and other national data sources is more consistent when applied over a larger geographic area. Due to the fluctuations of how data is applied to a more compact geographical area, our assumptions have been checked against market reality and an aggregate of secondary data sources. We have also applied national trends which can be recognized and reinforced in the local market. Leaning to the conservative side of our recommendations, we acknowledge that there is potentially more opportunity in downtown Appleton than appears at first glance.

Applying our team's combined years of experience in downtown redevelopment, we believe our subsequent recommendations are solid, market-based and true for the purposes of supporting and guiding public sector efforts for the best future growth of downtown Appleton.

Regional Context

Regional challenges today are much different from four years ago, just following the great recession. Today's challenges include finding the right employees to fill the open positions market-wide. Employers are creating jobs, work is plentiful but employees with the appropriate skill sets, experience and soft skills are in short supply. The Fox Cities Chamber reports in their 2016 Economic Outlook (surveying 202 participants), that 88% of employers consider their employment compared to the previous year to be ahead or the same, with approximately 8% behind last year and 4% responding "not applicable".

Businesses in the Fox Cities believe the economic vitality of the area is excellent or good. Only 42% of respondents believed the national economy to be strong, where 62% of respondents rated the local economic vitality as excellent or good. Some respondents expressed concern over uncertainty regarding the national election affecting their business. Many small businesses in the service and trade sectors are concerned over affects an increase in the minimum wage may have on their ability to hold prices and offer salary increases to other employees.

Although, nearly 70% of respondents report sales ahead of last year, some were concerned about maintaining that level of growth. Some local retailers are concerned over losing sales to internet shopping.

When asked what is their biggest challenge doing business in the Fox Cities, here are the responses:

Worker Productivity	4%
Availability of necessary talent/workforce	54%
Cost of doing business	14%
Proximity to markets	14%
Proximity to suppliers	4%
Other	10%

For the Appleton-Oshkosh Combined Statistical Area (CSA), 2015 figures show a population of 400,692 persons among 161,565 households. For the City of Appleton, there are a total of 74,246 persons among 29,960 households, with the City of Appleton representing 18.5% of the overall CSA household count. Estimates provided by the U.S. Census bureau show that the Appleton-Oshkosh CSA will add an average of 985 households yearly between 2015 and 2020.

The median annual income for an Appleton-Oshkosh CSA household stood at \$56,568 in 2015, a figure that is 2.8% higher than the median noted for City of Appleton (\$54,976). Correspondingly, 36.8% of all CSA households earn in excess of \$75,000 yearly, compared to 35.7% in Appleton proper.

For both the Appleton-Oshkosh CSA and the City of Appleton, the employed population by industry is quite similar with both areas supporting high concentrations of workers in the Services sector, and to a lesser degree, the Manufacturing sector.

After feeling the effects of the 2008-2009 recession during which 6,700 jobs were lost, employment gains have materialized in the Appleton-Oshkosh CSA, with 12,100 jobs having been added over the past four years. Of that total, 4,900 (40.5%) of those job additions occurred in 2015 alone. Perhaps more importantly, since peaking at 7.9% in 2009, the unemployment rate for the CSA has dropped significantly and consistently to a current (2015) level of 3.7%, indicating a very healthy employment environment.

Focusing on residential construction trends as evidenced through the issuance of building permits, we note that in 2015, the Appleton-Oshkosh CSA witnessed the construction of 1,454 housing units. This level of construction is the highest recorded in the CSA since 2006. Further, since 2009, the CSA has seen its residential construction totals increase yearly.

In terms of housing tenure, we note that the CSA is currently undergoing a significant shift. Specifically, we are witnessing a trend that shows the bulk of recent construction increases are found among multifamily (both for-sale and for-rent) units. Over the past seven years, single family authorizations have remained largely consistent, while multifamily permits have increased consistently from 234 units in 2009 to 842 units in 2015.

Within the City of Appleton, 308 housing units were authorized in 2015 reflecting the highest level of construction recorded over the past ten years. Like the overall CSA, Appleton is also witnessing a transition to a higher level of multifamily development. While single family development has seen moderate recent declines, the multifamily sector has witnessed a marked increase over the past four years, paced by a total of 250 units in 2015. In 2015, multifamily permits accounted for 81.2% of city-wide residential construction totals.

There is a direct correlation between employment growth and residential construction activity. The Appleton-Oshkosh CSA added 4,900 jobs in 2015, and recorded 1,454 residential building permits, yielding an employment/permit ratio of 3.37. With a “typical” ratio of 1.5 to 2.0 expected, we may be willing to view the current market as slightly underbuilt. However, in 2011 and 2013, we noted employment/permit ratios that were well below what is “typical”, and conclude that current market

trends are simply “catching up” with relatively low levels of construction in previous years. Overall, we view the CSA as largely in balance as it relates to recent residential construction activity.

Comparable Communities Related to Downtown

Comparing Appleton’s downtown with like communities’ downtowns is an interesting and insightful exercise because it lends a perspective gained when the focus isn’t so tight on the immediate market, but how Appleton stacks up against peers elsewhere in Wisconsin.

Eau Claire is a very comparable community when comparing features. Both communities are college towns, both are located on a river and have downtowns which access the river, both have regional shopping malls and big box centers not in the downtown, both are located on major highways/Interstates and they compare demographically.

Oshkosh also ranks in the mix when reviewing population, college town, natural water feature in the community, on a major interstate and comparative demographically.

Green Bay is similar in that it too has a college, a large body of water, interstates, and a major commerce center for the larger area surrounding it.

When examining comparable communities, Appleton has the highest population, number of households, median disposable income and per capita income within a 10-minute drive time from the respective downtowns.

The data tool used to analyze retail leakage/surplus is Esri. Leakage/surplus conveniently measures the balance between the volume of supply (retail sales) generated by retail industry and the demand (spending by households [i.e., retail potential] within the same industry. Leakage in an area represents a condition where a market’s supply is less than the demand. That is, retailers outside the market area are fulfilling the demand for the retail products; therefore, demand is leaking out of the trade area. Surplus in an area represents a condition where supply exceeds the area’s demand. Retailers are attracting shoppers that reside outside the trade area so the surplus ins in the market supply.

Appleton also has the highest demand and supply of sales across retail and food and drink categories, indicating a robust market. Interestingly, Green Bay shows a significantly higher surplus of retail sales from outside the market, which can be explained by what we will call the “Green Bay Packer Effect”. Aside from that, Appleton show the most strength in drawing sales in from outside the community and show significant strength from a competitive market standpoint.

Eau Claire, Oshkosh, Green Bay and Appleton Downtown Comparison				
Within a 10 minute drive time from the center of Downtown				
	Eau Claire		Appleton	
	Oshkosh		Green Bay	
Population	62,551	91,134	61,209	79,330
Households	25,754	38,252	25,067	34,207
Median Disposable Income	\$ 34,104	\$ 40,222	\$ 35,566	\$ 29,878
Per Capita Income	\$ 23,115	\$ 26,902	\$ 22,829	\$ 19,844
Industry Summary				
Total Retail Trade and Food & Drink				
Demand	\$ 771,859,304	\$ 1,328,810,723	\$ 743,767,621	\$ 864,369,281
Supply	\$ 1,011,343,305	\$ 1,794,569,002	\$ 940,711,096	\$ 1,431,330,566
Retail Gap	\$ (239,484,001)	\$ (465,758,279)	\$ (196,943,475)	\$ (566,961,285)
Leakage/Surplus Factor	-13.4	-14.9	-11.7	-24.7
Number of businesses	612	902	508	832
Ratio of residents to businesses	102	101	120	95
Total Retail Trade				
Demand	\$ 669,064,852	\$ 1,204,546,844	\$ 674,972,847	\$ 784,109,013
Supply	\$ 915,663,039	\$ 1,633,625,817	\$ 847,822,304	\$ 1,272,088,841
Retail Gap	\$ (216,581,870)	\$ (429,078,973)	\$ (172,849,457)	\$ (487,979,828)
Leakage/Surplus Factor	-13.4	-15.1	-11.4	-23.7
Number of businesses	425	612	325	555
Ratio of residents to businesses	147	148	188	143
Total Food & Drink				
Demand	\$ 72,794,453	\$ 124,263,879	\$ 68,794,774	\$ 80,260,268
Supply	\$ 95,680,266	\$ 160,943,185	\$ 92,888,792	\$ 159,241,725
Retail Gap	\$ (22,885,813)	\$ (36,679,306)	\$ (24,094,018)	\$ (78,981,457)
Leakage/Surplus Factor	-13.6	-12.9	-14.9	-33
Number of businesses	187	289	183	277
Ratio of residents to businesses	481	315	334	286

Source: Information taken from ESRI Retail Marketplace Profile

Trends Impacting the Downtown

Several trends in retailing, housing, how people experience downtown and even how office space is used will impact the way businesses seek space, interact with their customers and employees, and deliver customer experiences.

Trends change at an even more rapid pace than in the past, with significantly more impactful effects for those who adapt to the changes and trends, and for those who do not.

Retail: With the increase in e-commerce, retailers are feeling the effects. Bricks and mortar retailers who have been successful adopting an on-line strategy to supplement in-store sales are able to sustain some of the more drastic negative effects of competition from internet competitors.

However, shoppers want the experience at their fingertips, and they want it to be seamless, so mobile shopping is becoming a major channel requiring the attention of retailers. Shopping is social; i.e., more people are talking about products and services on social media now and can share a positive experience product review as quickly as a negative one. Merchants must learn to manage this and can take a proactive role in shaping their image, promoting their products, and meeting their customers' needs in an instant. Consumer opinions found on a company web site influence customers' purchase decisions more than any other recommendation, including family and friends. Millennials are driving this wave of changes.

Retailers who can blend the four primary channels of the multi-channel realm into one seamless experience are coming out ahead. Many consumers are beginning to adopt the tactic of "showrooming" where they enter the physical store to try a product out but leave the store and buy it online. Retailers must not only provide all the multi-channel experiences: robust physical presence, e-commerce site, social channels and mobile apps, but they must blend them into one seamless shopping experience for their customers. Leveraging the massive amounts of data consumers are leaving through their use of social media and mobile apps will help retailers market in very targeted and granular ways.

This information has impacts for local retailers but it will also affect how national retailers site their new stores. They are using highly sophisticated data analysis to predict their customer base. Matching the store's demographic and psychographic requirements will be essential to getting the next national retailer in the district. Trying to recruit these retailers is not fruitful unless the data shows a case can be made for their presence in your downtown.

The pace of new store openings has slowed considerably, and chains are suffering the most from closures, consolidations and market optimization.

Consumers: Consumers are spending less today than at 2006 levels. Per capita spending adjusted for inflation is down roughly 5% from where it was a decade ago. People are also shopping less often and visiting fewer stores per shopping trip. Data suggests shopping has become more deliberate, or purpose driven due to the number of trips to a store and the duration of time spent in the store.

Consumers are spending less on apparel and more on home improvements. Casual offices, older workers leaving the workforce, and cash-strapped Millennials are the reasons behind the decline in apparel purchases. Home improvement and home furnishing spending is up post-recession, as people catch up from delayed projects and tend to modest redecorating.

Shoppers are relying on their mobile devices more and more for research, product referrals/reviews and buying.

Downtowns: Metropolitan areas are gaining residents, and although a significant increase went to communities with populations between 50,000 and 250,000 before 2010, now an even larger share of population increase is happening in communities larger than 250,000. Cities have figured out how to attract residents to the core of the community as residents are now preferring to live downtown in ever increasing numbers. Between 2000 and 2010, suburban areas were growing more rapidly in selected (studied) major metropolitan areas, but from 2010 to 2014, core cities grew more rapidly than the outlying regions, indicating downtown residential growth seems to be accelerating.

Public sector leadership influences where and how development happens in cities where progressive leadership realizes the need to take action first. Stepping up to the plate in cities like Oklahoma City, Chattanooga TN, Bay City, MI, and in Wisconsin: Wausau and Eau Claire to name a few, the public sector has taken the first cut at eliminating blight and setting the stage for redevelopment. Private sector developments then take over and uphold the statistic that the private sector is responsible for roughly 90% of the built space in US cities. (Source: *Top 10 Trends Impacting Downtown Revitalization*, John Karras, "Ideas for Vibrant Cities" Blog, March 30, 2016)

Downtown Appleton in Context

From a demographic standpoint, the downtown core supports an estimated 2015 population of 8,948 persons, up only slightly from the 2010 population of 8,860. By 2020, the population is forecast to increase modestly to 9,097 persons. Further, the downtown core currently includes 3,433 households, representing a slight increase from the 2010 tally of 3,348. Over the next five years, it is expected that the household total will increase to 3,520 units. With a projected increase in households of 172 for the downtown area over the next five years, and with another data source projecting an increase in residents of 149, there is a solid chance there will be a demand for multi-family or condominium housing options over the next five years.

Demographics	2015 (study area)		2020
Residents	8948		9097
Median HH income	\$	36,189	\$ 41,307
Owner occupied housing	1,536		1,580
Renter occupied	1,897		1,940
Median home value	\$	120,667	\$ 140,185
Average home value	\$	134,951	\$ 183,191

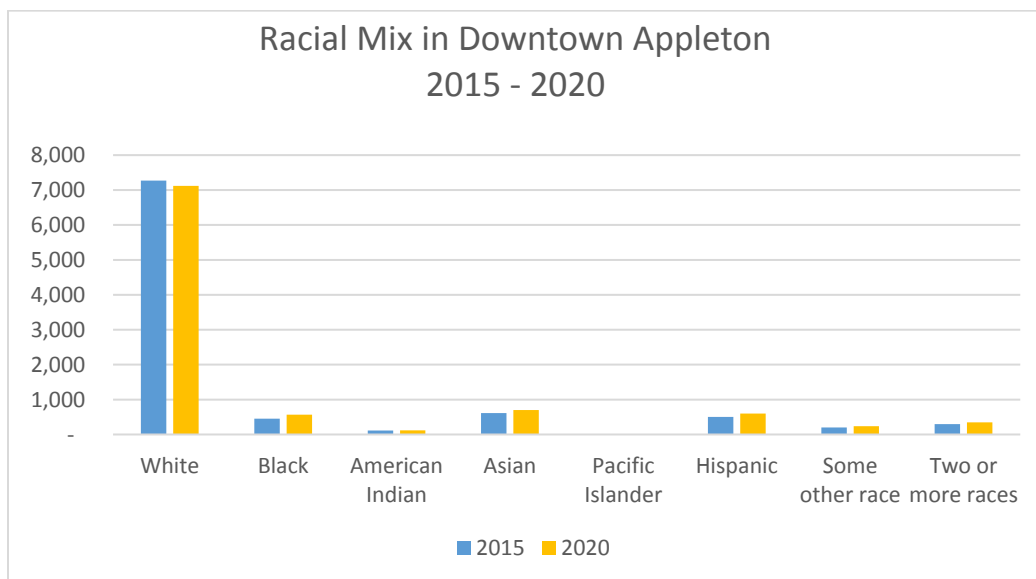
In 2015, the downtown core supported a median annual household income \$36,189, a median home value of \$120,667 a median monthly rent of \$454, and a median age of 29.3 years, with all four of these

indicators registering well below those note for the overall City of Appleton and the Appleton-Oshkosh MSA.

However, given the generally older housing stock and typical demographics associated with downtown areas, the above is not surprising, and should not impact the downtown area’s ability to draw higher income residents to the area provided properly conceived and marketed new residential product is developed.

The downtown has a fairly diverse population, compared to the rest of the City of Appleton. The downtown population is comprised of 81.2% whites and 18.8% non-whites, where the City as a whole has 85.5% white and 14.2% non-white population. By 2020, the non-white population in downtown is expected to grow to 21.7%, whereas in the City as a whole, it’s projected to be 16.4% non-white.

Categories expected to increase in percentage of population include Black, Asian, Hispanic and “some other race”. Interestingly in both the City and specifically the downtown, the percentage of Caucasian is expected to decrease.



When examining the age data for Downtown Appleton, of note is the decline of the composition of each age category except ages 60 and over. The younger age categories are not being replenished at the rate that the population is aging out. This is a situation many employers nationwide are facing and will challenge businesses on ways to be more creative with fewer employees. Anecdotally, a large number of the individuals who have expressed an interest in living downtown in the future are age 60 and over.

Age Data for Downtown Appleton				
	2015	%	2020	%
0-9	501	8.2%	502	8.0%
10 to 19	1,041	17.1%	1,046	16.7%
20-29	1,710	28.0%	1,736	27.7%
30-39	692	11.3%	688	11.0%
40-49	614	10.1%	608	9.7%
50-59	718	11.8%	688	11.0%
60-69	246	4.0%	275	4.4%
65+	581	9.5%	717	11.5%

Market Analysis

What follows includes the market analysis with an estimate of projections for retail, office, residential and hospitality market segments. Secondary data have been supplemented with primary research in the study area, and an application of trend analysis to predictable and typical market forces. Research was also benchmarked against like markets with similar character traits.

Retail

Recruiting retail to an area is often difficult, especially with national chain retailers who prefer to be near the highest traffic areas, other big box retailers and regional shopping malls. When retailers make their location decisions, they are based on traffic counts, hub areas, and traffic generators, such as high employment areas. Downtown has a solid employment base and a significant amount of residential population within a five and ten-minute drive time. However, national chain retailers are going to prefer the Fox River Mall area due to the density of other retailers, the proximity to the interstate (and high traffic counts), and the plentiful opportunities for surface parking.

Looking for opportunities to cluster local retailers downtown is a solid strategy for growth, and for filling in sporadic vacancies. The space has to make sense for the tenant, and the tenant has to make sense for the space.

Comparing the five- and ten-minute drive time Retail Marketplace Profile reports generated in ESRI, it would appear there to be quite a demand for more retail in a variety of categories within the five-minute drive time. However, within a ten-minute drive time that demand and supply almost reverses itself. All of the needs (demand) is met within a ten-minute drive time. It's typical in these reports to see the Grocery category with leakage. The leakage within a five-minute drive time of downtown Appleton is over \$33 million, but the surplus of sales within a ten-minute drive time is \$36.5 million.

With more density of residential in the immediate downtown area, the chances are greater a boutique grocery or smaller regional grocer will locate in the core of the downtown.

Other opportunities to cluster experiential retail or specialty retail on College Ave. should be pursued. Each vacant space should have its own mini plan for its future. Some spaces will be better suited for an organic grocer than others. Some may be better suited for yarn and knitting classes than an organic grocer, for example. The stores, office space and residential density surrounding the vacant space are key determinants of the success of the retailer which eventually resides within.

Downtown's proximity to large retail centers, particularly along the I-41 corridor which provide a wide variety of national chain retailers, results in a fairly balance (gapless) mix of businesses with a ten-minute drive time. From a market drive perspective, the traffic counts generated along the Interstate vs. traffic counts in downtown, drive the bulk of the retail to the Fox River Mall area. What exists and will continue to be successful in downtown in the retail category needs to be unique, niche, or specialized, and most likely locally owned and operated.

In the Retail Marketplace Profile included on the following page, a majority of categories show a surplus in sales, where the number of dollars of goods sold by category exceeds the demand, which is the amount of sales generated by the residents within the designated area. In other words, retail sales are coming from outside the area to the stores in the categories listed in the table. Very few categories show leakage, or dollars leaving the 10-minute radius where the demand cannot be met from within the area.

The gasoline station category indicates that within this area, there are not enough gas stations to meet the demand of the residents. Although this is not a much sought-after category in a downtown, the City may wish to consider a suitable location for a gas station should one desire to locate within this radius.

It should also be noted that grocery is not a category that shows leakage within a 10-minute radius. This is because there are sufficient grocery stores within 10 minutes of downtown. However, convenience matters when talking with residents of downtown, as well as employees seeking fresh options for lunch. As part of this analysis, market research was conducted on the population density and household income surrounding Trader Joes in other markets. Here's what was discovered:

Trader Joes - Wisconsin			
	Population within 10-minute drive time	Number of Households	Average Household Income
1810 Monroe St., Madison	97,669	39,915	\$ 58,666
5600 N. Port Washington, Milwaukee	154,795	59,915	\$ 56,958
12665 W. Bluemound Road, Brookfield	148,624	66,017	\$ 69,179
Appleton (10 min. downtown)	91,134	38,252	\$ 63,920

Redevelopment Resources is privy to information that stated the Monroe Street store in Madison is not a strongly performing store, so the requirements for a market would exceed that which Appleton could supply.

Retail Marketplace Profile					
10 minutes radius from 225 N. Oneida St., Appleton, WI					
Summary					
Demographics					
	2015 Population				91,134
	2015 Households				38,252
	2015 Median Disposable Income				\$ 40,222
	2015 Per Capita Income				\$ 26,902
Industry Summary		Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Number of Businesses
	Total Retail Food & Drink	\$ 1,328,810,723	\$ 1,794,569,002	\$ (465,758,279)	902
	Total Retail Trade	\$ 1,204,546,844	\$ 1,633,625,817	\$ (429,078,973)	612
	Total Food & Drink	\$ 124,263,879	\$ 160,943,185	\$ (36,679,306)	289
Industry Group		Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Number of Businesses
	Motor Vehicle Parts/Dealers	\$ 279,935,362	\$ 316,270,362	\$ (36,335,000)	77
	Furniture/Home Furnishings	\$ 34,086,837	\$ 62,584,345	\$ (28,497,508)	44
	Electronics/Appliance Stores	\$ 69,559,855	\$ 80,923,782	\$ (11,363,927)	41
	Bldg Materials/Garden/Supply	\$ 57,241,249	\$ 113,595,099	\$ (56,353,850)	48
	Food /Beverage Stores	\$ 203,296,483	\$ 261,932,406	\$ (58,635,923)	42
	Health/Personal Care Stores	\$ 86,694,469	\$ 84,774,233	\$ 1,920,236	49
	Gasoline Stations	\$ 95,369,884	\$ 65,215,475	\$ 30,154,409	33
	Clothing / Accessories	\$ 52,004,738	\$ 71,310,189	\$ (19,305,451)	63
	Sporting Goods/Hobby/Books/Music	\$ 30,925,714	60,262,599	\$ (29,336,885)	60
	General Merchandise Stores	\$ 224,620,285	\$ 358,936,709	\$ (134,316,424)	29
	Miscellaneous Store Retailers	\$ 44,031,212	\$ 124,402,186	\$ (80,370,974)	111
	Food Service/Drinking Places	\$ 124,263,879	\$ 160,943,185	\$ (36,679,306)	289

Taken from ESRI, Retail Marketplace Profile. Full report can be found in the appendix.

Retail Recommendations

In a market such as Appleton, knowing there is a strong retail presence at the I-41 corridor, the downtown is best to position itself as a local, niche, specialty, experiential downtown. The downtown also has the entertainment (food and beverage) and cultural experience sectors solidly represented so there are certainly many reasons for people to come downtown.

The vacant retail space should be approached from a targeted perspective, with a strategy for each space in relation to its surroundings and the customer base from which it will draw.

1. Identify target retail stores from surrounding areas and create an opportunity for them to “try on” a commercial space for a period of three months by negotiating with the landlord to facilitate this possibility.

2. Visit with retailers in space surrounding the vacant space asking those retailers for ideas for complementary or natural fit-type neighbors.
3. Target the following specialty categories:
 - a. Art related businesses: music, painting, sculpture, ceramics, dance, photography, and others where customers can get involved in the process of creating, art-related incubator (stained glass, printmaking, candles, sculpture, etc.)
 - b. Crafts and craft supplies (quilting store, knitting/yarn store)
 - c. Organic grocery, small scale specialty food (locate in central College Ave. first floor retail space, for example, 222 building), and, as recommended in Economic Development Strategic Plan related to developing the local foodshed, a possible food incubator
 - d. Office related uses focusing on local corporate HQ sites in areas designated for new office development
 - e. Discount store such as Five Below: millennials are shopping at dollar stores more than ever before, especially millennials who earn more than \$30,000 per year, see article.
 - f. Other specialty retail
4. We are not recommending development of any additional retail space, until such a time as there is an opportunity for mixed use development with either office or other residential. At that time, the developer will have to scan the market and determine the demand for additional retail and/or service space.
5. Boutique or organic grocery would be recommended for existing vacant space on College Avenue, such as the first floor vacant space in the 222 building. Contact someone with organic farming experience and work to assist them in setting up a retail store. Reach out to Downtowngrocery.com (from Wausau) for assistance if possible. Although the market may not be strong enough to support a typical Trader Joes grocery store, data suggests a specialty store, such as Ski's Meat Market would also do well in downtown Appleton.

Office

Downtown Appleton should be the hottest place to build a new office building in the Appleton Metro Area. Any local corporate headquarters should be considering expanding to downtown Appleton. With anecdotal interest in hand, the City has the opportunity to capitalize on this interest and should be targeting property which is either publicly owned or readily available for development. Understanding the TIF dynamics with the distressed circumstances under which TID #3 is operating presently, other ways to support development should be considered.

Increasing the density of daytime workers downtown will work to support the residential component (and vice versa) as well as support retail and service aspects of the downtown. Corporate headquarters are great for infusing many full time employees into downtown, but small existing and currently vacant office spaces should be targeted for specialty medical, commercial arts and other concepts taking up smaller spaces.

Currently home to a large back-office/call center operation, it is not recommended to pursue more of this type of office user. Any growing business in the industrial or business parks in the region would be targets for expansion office space downtown.

As indicated in the table below, a majority of the employees working downtown are in professional categories. The Finance & Insurance; Professional, Scientific and Technical Services; Health Care; and Public Administration categories employ over 70 percent of the employees who are associated with downtown.

Office Recommendations

The following recommendations are offered to support the current and future office market in Downtown Appleton:

1. City and ADI staff should maintain regular ongoing communication (semi-annually or annually) with downtown office space users as a retention effort, and to determine future needs for additional office space.
2. In any other retention visits with corporate tenants elsewhere in the City, be cognizant of the opportunity to ask if an office expansion is pending, and if they would be interested in locating downtown (see also business retention/expansion goals of Economic Development Strategic Plan, 2015).
3. Pursue additional new users in the following categories:
 - a. **Small medical device or medical service labs/clinics:** attracting a high-tech work force who appreciates the downtown setting such as dental labs, prosthetic labs, eye care/vision centers, to support the health care cluster existing in the Fox Valley and foster entrepreneurship. This could take place in smaller office nodes, or the main floor of a proposed mixed use development with residential above.
 - b. **Training related specialty schools:** cosmetology school, cooking school, beer/wine/spirits school, dance schools, foreign language services, financial training centers, other medical related schools or branch campuses for extended learning programs

- c. **Commercial Arts related businesses:** recording studios, photography studios (commercial and consumer), graphic artists, design studios, architects, video production, advertising agencies, high tech gaming/app production (locate on west end of study area at College Ave., one block east of Richmond).

Downtown Appleton Employment by Businesses and Employees

		businesses	percent	employees	percent
Employment	Construction	24	3.1%	88	0.5%
	Manufacturing	17	2.2%	156	0.9%
	Wholesale Trade	13	1.7%	47	0.3%
	Retail Trade	91	11.9%	579	3.2%
	Transportation & Warehousing	7	0.9%	199	1.1%
		14	1.8%	419	2.3%
	Finance & Insurance	91	11.9%	7,328	40.7%
	Real Estate, Leasing	27	3.5%	196	1.1%
	Professional, Scientific & Tech Services	85	11.1%	1,021	5.7%
	Administrative & Support & Waste Mgt & Remediation	24	3.1%	241	1.3%
	Educational Services	22	2.9%	662	3.7%
	Health Care and Social Assistance	54	7.1%	2,421	13.4%
	Arts, Entertainment, Recreation	28	3.7%	239	1.3%
	Accommodation & Food Services	81	10.6%	1,571	8.7%
	Other Services	74	9.7%	748	4.2%
	Public Administration	94	12.3%	2,047	11.4%
Totals		746	97.5%	17,962	99.8%

Source: ESRI Business Summary

Hospitality

Hospitality as defined in this report for the City of Appleton includes hotel, banquet, restaurant, bar, and other food or beverage related businesses. There is a strong presence of food and beverage related businesses now in the downtown, creating a cluster or district, for entertainment/food/beverage. The rest of the City has less of a concentration in food and beverage with entertainment than Downtown. This is a draw for a variety of visitors and customers and should be fostered and encouraged.

Downtown Appleton offers a significant variety of restaurants, night life, meeting venues, activities and hotel rooms to visitors and serves multiple market segments. There are few if any deficiencies. Appleton is known for the abundant choices visitors and locals have. Downtown is walkable.

There is ample parking to support the hotels and venues. The city will make upgrades to the parking payment systems this summer which will eliminate congestion when entering the parking lots.

It appears that there is outstanding co-operation between 10 Fox Cities Communities with the Convention and Visitor's Bureau (CVB) which voted to increase room tax to support and pay for the building of the Exposition Center in Downtown Appleton and develop additional youth and amateur sports tourism facilities.

Organizations and businesses in this sector are very much looking forward to the development of the Exposition Center and Indoor Sports Complex. They are also closely watching for indicators of movement in that direction so communication about progress is important. These are the key "heart of the community" projects that will make the Fox Cities competitive and generate additional revenues for downtown Appleton and the greater Fox Cities businesses. The Exposition Center will attract new and old business to downtown Appleton which will generate room nights for the greater Fox Cities hotels.

The past year, 2015, was the best year for Fox Cities Hotels and tourism. Hotel room Tax increased 10% and occupancy increased 4.8% over 2014 which was also a strong year. Visitor spending increased 5.65% and generated \$558M in total business sales, sustaining approx. 6000 jobs in the tourism industry and \$93.6M in income. The Fox Cities has more than 2800+ guestrooms, of that 463 hotel guest rooms in 2 hotels and 3 B&B's are located in Downtown Appleton.

Through the CVB, successful Sports Marketing has added group rooms to the market during the past 3 years. Over 160 events were held in 2015. Notable events include US Youth Region II Soccer championships (9491 room nights) and NCAA Division III Baseball Championships, Soccer tournaments and the State Legion Baseball Championships.

Competitive Market Data on Density of Food and Drink – within 5 minutes of Downtown

	Eau Claire	Appleton	Oshkosh	Green Bay
Population	62,551	91,134	61,209	79,330
Households	25,754	38,252	25,067	34,207
Median Disposable Income	\$ 34,104	\$ 40,222	\$ 35,566	\$ 29,878
Per Capita Income	\$ 23,115	\$ 26,902	\$ 22,829	\$ 19,844
Total Food & Drink				
Retail Gap	\$ (22,885,813)	\$ (36,679,306)	\$ (24,094,018)	\$ (78,981,457)
Number of businesses	187	289	183	277
Ratio of residents to businesses	481	315	334	286

Source: ESRI Retail Marketplace Profile Reports

The above table demonstrates the strength of the entertainment (food and drink) segment for downtown Appleton compared to communities of similar size and composition across Wisconsin. The “retail gap” highlighted in red above shows the amount of surplus sales dollars coming into the business within a five-minute radius of the respective downtowns. Green Bay experiences the “Green Bay Packer” affect and thus has an exaggerated surplus in sales in this category. Examining the number of businesses in this category within five minutes of downtown for each city, Appleton has a higher density of eating and drinking establishments by over 1.5 times that of Eau Claire and Oshkosh. This makes Appleton rich in food and drinking establishments compared to the cities across the state which are most like Appleton. A strong hospitality segment exists in downtown Appleton.

Hospitality Recommendations

1. Continue open and frequent communications between and among all stakeholders related to the Expo Center, CVB and associated hotels, namely Radisson and Copper Leaf.
2. Keep the public gathering space needs associated with the Public Library in mind when new development proposals come to fruition.
3. Create a feedback loop opportunity between the hotels, CVB and City on issues related to parking, conference attendee feedback and ideas to make the downtown experience as robust as possible for conference attendees.
4. Set up cross promotional brainstorming meetings with ADI members and Expo Center staff when opened, in an effort to facilitate getting meeting and conference attendees to venture out of the Expo Center to experience all of Downtown Appleton.
5. Work with current restaurant and bar owners to encourage better cleanup in front of bars/restaurants and make downtown more welcoming to all.

Residential

The downtown core offers a broad mix of existing housing options, though the single family sector certainly represents the bulk of existing housing inventory within the study area. By and large, the highest valued single family homes are found overlooking the Fox River, with primary concentrations found north of College Avenue along Green Bay Road, and along Prospect Avenue, west of Oneida Street.

As it relates to the single family sector, the downtown core can be broadly segmented into three somewhat distinct areas or neighborhoods. The first includes the area located east and north of Lawrence University and includes portions of both the Peabody Park and Lawrence-City Park neighborhoods. This area is characterized by an abundance of larger, older homes catering to middle to upper income earners. Almost all homes in this area have been well maintained and many have been recently remodeled or completely renovated.

The area located north of downtown, bounded roughly by N. State Street, Atlantic Street, Drew Street and Franklin Street, defined as the Historic Central neighborhood, offers generally smaller homes originally constructed for working class families. A good number of homes in this area are well maintained and/or recently renovated, however, there are also many homes that are in some level of disrepair.

Just southwest of downtown is the Old Third Ward neighborhood. This area offers a mix of middle class homes, and larger, older homes, primarily overlooking the Fox River. Almost all homes in this neighborhood appear to be well maintained, with many having been recently remodeled or renovated.

Within the downtown area, most higher-density multifamily units are found aligning the Fox River, with a mix of newer construction, and adaptive re-use of older, historic buildings.

From a demographic standpoint, the downtown core supports an estimated 2015 population of 6,984 persons, up only slightly from the 2010 population of 6,947. By 2020, the population is forecast to increase modestly to 7,074 persons. Further, the downtown core currently includes 2,601 households, representing a slight increase from the 2010 tally of 2,549. Over the next five years, it is expected that the household total will increase to 2,659 units.

In 2015, the downtown core supported a median annual household income \$34,163, a median home value of \$124,004, a median monthly rent of \$454, and a median age of 29.3 years, with all four of these indicators registering well below those noted for the overall City of Appleton and the Appleton-Oshkosh MSA.

However, given the generally older housing stock and typical demographics associated with downtown areas, the above is not surprising, and should not impact the downtown area's ability to draw higher income residents to the area provided properly conceived and marketed new residential product is developed.

In order to evaluate the potential future demand for residential units in downtown Appleton, Wisconsin, we need to determine the geographic area from which the majority of all

buyers/renters will emanate. As the City of Appleton's municipal boundaries extend into Outagamie, Winnebago and Calumet Counties, we have determined that the primary market area includes both the Appleton MSA (Outagamie and Calumet Counties) and the Oshkosh-Neenah MSA (Winnebago County), and is hereinafter defined as the Appleton-Oshkosh Combined Statistical Area or CSA. Further, this geographic area shares commonalities relative to household composition, population demographics and dependencies upon similar sources of employment. By population the Appleton-Oshkosh CSA is the third largest such area in Wisconsin, trailing only Milwaukee and Madison.

However, in order to best understand the environment in which potential future residential offerings in Appleton's downtown core will exist, it is also necessary to assess the City of Appleton itself. Referring directly to the downtown core, which is the ultimate subject of this report, reliable economic and demographic data is not available. Further, while current economic/demographic factors within the downtown core are relevant, they will be driven primarily by similar factors in the City of Appleton itself, and to a slightly lesser degree, by those in the larger Appleton-Oshkosh CSA.

However, we will conclude this section of the analysis with estimates of housing demand for the downtown core based upon data provided in the pages which follow.

Employment and Building Permit Trends

Traditionally, residential construction activity, as measured through building permits, was almost exclusively dependent upon corresponding employment trends. While moderating to some degree over the past decade, employment growth is still the primary driver of the need for new housing.

As shown in the table which follows, after losing a total of 6,700 jobs during recession impacted 2008 and 2009, the Appleton-Oshkosh CSA has recovered nicely, having added 12,100 jobs over the past four years. Most recent figures available show that between December of 2014 and December of 2015, the CSA added an impressive 4,900 jobs. It should also be noted that since 2009, the Appleton-Oshkosh CSA has witnessed its employment rate decline consistently and significantly from 7.9% to a current level of only 3.7%.

Appleton-Oshkosh, Wisconsin CSA Annual Employment Statistics 2006-2015				
Year	Annual Employment	Annual Change	Unemployed	Unemployment Rate
2015	222,200	4,900	8,221	3.7%
2014	217,300	3,200	9,127	4.2%
2013	214,100	300	11,347	5.3%
2012	213,800	3,700	12,614	5.9%
2011	210,100	-800	12,816	6.1%
2010	210,900	3,300	14,341	6.8%
2009	207,600	-5,600	16,400	7.9%

2008	213,200	-1,100	11,513	5.4%
2007	214,300	1,900	8,786	4.1%
2006	212,400	2,700	9,133	4.3%
Source: U.S. Bureau of Labor Statistics				

In 2015, a total of 1,454 residential units were permitted in the Appleton-Oshkosh CSA. This reflects the highest permit total recorded since 2006 when 1,781 units were authorized. Further, since 2009, the CSA has seen annual permit issuances increase yearly. Focusing specifically upon multifamily authorizations (both rental apartment and for-sale alternatives) shows that permits were issued for 842 units in 2015 reflecting an increase of 26.6% from 2014's total of 665. More importantly, 2015's total reflects the highest level of multifamily construction recorded over the past ten years.

With regard to single family alternatives, we note a total of 612 units authorized in 2015, a decline of 21.1% from the 2014 total of 776. More importantly, the 2015 figure represents a drop of 44.2% from the average of 1,097 recorded during the 2006-2008 period.

As it relates to housing tenure, the Appleton-Oshkosh CSA is currently in the midst of a significant transformation. Specifically, during the 2006 to 2010 timeframe, single family authorizations accounted for 73.3% of area-wide permit totals. However, since 2011, the single family sector has seen its share of permits decline to an average of 53.3%, with a 42.1% representation rate in 2015. Conversely, multifamily permits have seen a comparable increase, with such authorizations accounting for an average of 46.7% of CSA totals over the 2011-2015 period. The table below provides detail regarding building permit activity for the Appleton-Oshkosh CSA over the 2006-2015 timeframe.

Appleton-Oshkosh, Wisconsin CSA Annual Building Permit Statistics 2006-2015					
Year	Total	Multi-Family	Single Family	Multi-Family Percent	Single Family Percent
2015	1,454	842	612	57.9%	42.1%
2014	1,441	665	776	46.1%	53.9%
2013	1,216	395	821	32.5%	67.5%
2012	1,106	500	606	45.2%	54.8%
2011	1,033	535	498	51.8%	48.2%
2010	946	276	670	29.2%	70.8%
2009	918	234	684	25.5%	74.5%
2008	1,332	430	902	32.3%	67.7%
2007	1,359	245	1,114	18.0%	82.0%
2006	1,781	505	1,276	28.4%	71.6%
Total	12,586	4,627	7,959		

Average	1,259	463	796	36.8%	63.2%
Source: U.S. Census Bureau, C40 Reports					

Focusing upon the City of Appleton, we note a total of 308 housing units authorized in 2015 reflecting the highest level of construction activity recorded over the past ten years. By housing sector, only 18.8% or 58 units were found in the single family sector with 250 units representing 81.2% of city-wide totals found among multifamily alternatives.

As was the case for the Appleton-Oshkosh CSA, the City of Appleton has seen residential construction trends favoring multifamily versus single family options, only to a more pronounced degree. Specifically, as detailed below, since 2011, the multifamily sector has accounted for an average of 75.4% of all activity, versus an average of only 24.6% for the single family sector. Between 2006 and 2010, the multifamily and single family averages were virtually reversed with 24.4% and 75.6%, respectively.

Although usually not eventuated to this degree, it is not unusual for a mature city like Appleton to undergo this transition as larger tracts of developable land and associated higher land costs favor construction of higher density product.

Also associated with the shift to multifamily options is the City of Appleton's share of region-wide construction activity. Again, as provided below, over the 2006-2011 time frame the City of Appleton accounted for an average of only 8.6% of Appleton-Oshkosh CSA totals, increasing to an average of 18.8% over the past five years.

City of Appleton, Wisconsin Annual Building Permit Statistics 2006-2015						
Year	Total	Multi-Family	Single Family	Percent of CSA	Multi-Family Percent	Single Family Percent
2015	308	250	58	21.18%	81.2%	18.8%
2014	198	140	58	13.74%	70.7%	29.3%
2013	206	129	77	16.94%	62.6%	37.4%
2012	281	236	45	25.41%	84.0%	16.0%
2011	171	134	37	16.55%	78.4%	21.6%
2010	78	14	64	8.25%	17.9%	82.1%
2009	82	8	74	8.93%	9.8%	90.2%
2008	136	82	54	10.21%	60.3%	39.7%
2007	91	6	85	6.70%	6.6%	93.4%
2006	159	44	115	8.93%	27.7%	72.3%
Total	1,710	1,043	667			
Average	171	104	67	13.68%	61.0%	39.0%
Source: U.S. Census Bureau, C40 Reports						

As discussed earlier, there is a direct correlation between employment growth and residential building permit activity. By comparing employment additions to building permit totals we can gain valuable insight into whether or not a market area is being "under-built" or "over-built" in any given year.

As shown in the table below, the Appleton-Oshkosh CSA added 4,900 jobs in 2015, and during that same year, authorized 1,454 residential units. This equates to an employment/permit ratio of 3.37. More importantly, since emerging from recession in 2011, this ratio has increased somewhat consistently year over year. As a "typical" ratio is about 1.5, we can see that in 2013 and 2011, the market was slightly "overbuilt" as the number of units permitted was high relative to employment growth. Conversely, 2014 and 2015 have experienced a slightly "underbuilt" market. As these trends often even out over time, it is apparent that the Appleton-Oshkosh CSA is largely in balance as it relates to residential construction activity.

Appleton-Oshkosh, Wisconsin CSA Employment/Permit Ratios 2006-2015			
Year	Annual Employment Change	Total Permits	Employment Permit Ratio
2015	4,900	1,454	3.37
2014	3,200	1,441	2.22
2013	300	1,216	0.25
2012	3,700	1,106	3.35
2011	-800	1,033	-0.77
2010	3,300	946	3.49
2009	-5,600	918	-6.10
2008	-1,100	1,332	-0.83
2007	1,900	1,359	1.40
2006	2,700	1,781	1.52
Source: U.S. Bureau of Labor Statistics			

Demographic Factors

In this section we turn to an analysis of the demographic factors which will impact future potentials in downtown Appleton. Specifically, we will examine population and household formation trends, income and age statistics, and employment/industry sector factors for both the Appleton-Oshkosh CSA and the City of Appleton.

In the City of Appleton, the current (2015) population stands at 74,246 reflecting an increase of 1,623 persons since 2010, or an average of 325 per year. Census estimates forecast that the population in Appleton will increase to 1,886 by year 2020, or by an average of 377 persons annually.

In terms of households, the 2010 figure for the City of Appleton stood at 28,874, with a 2015 total of 29,960. This reflects an increase of 1,086 households, or an average of 217 per year. By 2020, the household count is expected to increase by 951, or an average of 190 annually.

For the larger Appleton-Oshkosh CSA the 2010 population stood at 392,660 with a 2015 total of 400,692 persons. Over the past five years, the population has grown by 8,033, or an average of 1,606 persons annually. By the year 2020 the population is anticipated to increase by 10,081 to 410,733, reflecting an average addition of 2,016 persons yearly.

The 2010 household total in the Appleton-Oshkosh CSA stood at 156,098, with a 2015 figure of 161,565. As such, we note that the CSA's household total increased by 5,467, or by an average of 1,093 per year. The household count is estimated to increase by 4,927 units to 166,492 by 2020. This yields an average annual increase of 985 households.

Based upon the above, the population of the City of Appleton currently represents 18.9% of the Appleton-Oshkosh CSA total. By the year 2020 this percentage is expected to drop slightly to 18.5%. Regarding households, Appleton accounts for 18.5% of the CSA total and is expected to increase slightly to the 18.6% level.

As shown in the table on the following page, the median household income for the Appleton-Oshkosh CSA is currently \$56,568. By component income category, the bulk of households are earning between \$50,000 and \$74,999 annually, with 33,322 households in this range, accounting for 20.6% of the total.

Appleton-Oshkosh, Wisconsin CSA 2015 Households by Income		
Annual Income Range	Households	Percent
Under \$15,000	15,187	9.4%
\$15,000-\$24,999	15,335	9.5%
\$25,000-\$34,999	17,507	10.8%
\$35,000-\$49,999	20,627	12.8%
\$50,000-\$74,999	33,322	20.6%
\$75,000-\$99,999	25,541	15.8%
\$100,000-\$149,999	23,608	14.6%
\$150,000-\$199,999	5,862	3.6%
\$200,000 & Over	4,572	2.8%
Total	161,561	100.0%
Median Income	\$56,568	
Source: U.S. Census Bureau & ESRI		

In the City of Appleton, the 2015 median annual income for a resident household is \$54,976, a figure 2.8% lower than that noted for the larger CSA. While the \$50,000-\$74,999 income range shows the highest concentration, its 19.6% representation level is lower than that of the CSA. Similarly, in the City of Appleton, 35.7% of all households earn in excess of \$75,000 yearly, versus a slightly higher 36.8% noted for the CSA as a whole, as indicated in the table which follows.

City of Appleton, Wisconsin 2015 Households by Income		
Annual Income Range	Households	Percent
Under \$15,000	3,147	10.5%
\$15,000-\$24,999	3,003	10.0%
\$25,000-\$34,999	3,167	10.6%
\$35,000-\$49,999	4,051	13.5%
\$50,000-\$74,999	5,872	19.6%
\$75,000-\$99,999	4,564	15.2%
\$100,000-\$149,999	3,986	13.3%
\$150,000-\$199,999	1,120	3.7%
\$200,000 & Over	1,050	3.5%
Total	29,960	100.0%
Median Income	\$54,976	
Source: U.S. Census Bureau & ESRI		

As detailed below, the 2015 median age for a resident of the Appleton-Oshkosh CSA is 37.3 years. By age cohort, we see a concentration of the population in the 35 to 54 year-old range which accounts for 31.1% of the total. In the broader 25 to 74-year-old segment, which represents the bulk of active home buyers and renters, we note a total of 229,280 persons, representing 61.9% of area-wide totals.

Appleton-Oshkosh, Wisconsin CSA 2015 Population by Age		
Annual Income Range	Population	Percent
Age 0-4	24,432	6.6%
Age 5-9	25,991	7.0%
Age 10-14	26,012	7.0%
Age 15-24	40,728	11.0%
Age 25-34	43,998	11.9%
Age 35-44	53,429	14.4%
Age 45-54	61,758	16.7%
Age 55-64	45,266	12.2%
Age 65-74	25,009	6.8%
Age 75-84	16,380	4.4%
Age 85+	7,406	2.0%
Total	370,409	100.0%
Median Age	37.3	

Within the City of Appleton, we find a median age of 36.7 years, a figure slightly lower than that of the larger CSA. In the 35-54 age bracket, we find 28.2% of all residents. In the 25 to 74-year-old bracket, we find 43,032 residents, accounting for 59.3% of the overall Appleton total, as indicated in the table found on the following page.

City of Appleton, Wisconsin 2015 Population by Age		
Annual Income Range	Population	Percent
Age 0-4	4,996	6.9%
Age 5-9	5,062	7.0%
Age 10-14	4,941	6.8%
Age 15-24	10,413	14.3%

Age 25-34	10,578	14.6%
Age 35-44	9,459	13.0%
Age 45-54	11,042	15.2%
Age 55-64	7,903	10.9%
Age 65-74	4,050	5.6%
Age 75-84	2,815	3.9%
Age 85+	1,364	1.9%
Total	72,623	100.0%
Median Age	36.7	
Source: U.S. Census Bureau & ESRI		

According to the U.S. Census Bureau, the Appleton-Oshkosh CSA currently supports 123,517 employed persons. By component industry, the Services sector accounts for the largest share with 49,654 employed persons, representing 40.2% of the total. The next largest component is Manufacturing with a 23.8% representation rate as shown below.

Appleton-Oshkosh, Wisconsin CSA 2015 Employed Population by Industry		
Industry	Employed Persons	Percent of Total
Agriculture & Mining	2,470	2.0%
Construction	6,299	5.1%
Manufacturing	29,397	23.8%
Wholesale Trade	2,964	2.4%
Retail Trade	14,451	11.7%
Transportation & Utilities	5,435	4.4%
Information	1,853	1.5%
Finance, Insurance & Real Estate	7,658	6.2%
Services	49,654	40.2%
Public Administration	3,458	2.8%
Total	123,517	100.1%
Source: U.S. Census Bureau & ESRI		

Within the City of Appleton, we find a current total of 37,973 employed persons accounting for 30.7% of the CSA total. In comparison to the larger CSA, the Appleton's industry representations are quite similar, with 43.8% of employed persons in the Services sector and 21.5% in the Manufacturing sector, as detailed in the table which follows.

City of Appleton, Wisconsin 2015 Employed Population by Industry		
Industry	Employed Persons	Percent of Total
Agriculture & Mining	304	0.8%
Construction	1,367	3.6%
Manufacturing	8,164	21.5%
Wholesale Trade	1,025	2.7%
Retail Trade	4,709	12.4%
Transportation & Utilities	1,557	4.1%
Information	759	2.0%
Finance, Insurance & Real Estate	2,582	6.8%
Services	16,632	43.8%
Public Administration	873	2.3%
Total	37,973	100.0%
Source: U.S. Census Bureau & ESRI		

Demand for Housing

Based upon a synthesis of the economic and demographic factors presented in this section, along with other factors found throughout this analysis, we expect that housing demand in the Appleton-Oshkosh CSA, as evidenced through residential building permits, will total 1,500 units in 2016, of which 675 are expected in the single family sector, and the remaining 825 units found among multifamily (both for-sale and for-rent) alternatives. In 2017, a strengthening economy will foster demand for 1,600 units segmented between 760 units in the single family sector and 840 units in the multifamily sector. Over the following three years (2018-2021) the CSA will witness demand averaging 1,750 units yearly, with an average of 840 units annually in the multifamily category and 900 units in the single family sector.

Further, based upon current tenure statistics as well as recent trends, we expect the multifamily sector demand to be allocated between for-sale and rental alternatives as provided in the table which follows.

Appleton-Oshkosh, Wisconsin CSA Demand for Housing 2016-2021				
Year	Total Demand	Single Family	Multifamily	
			For-Sale	For-Rent
2016	1,500	675	400	425
2017	1,600	760	390	450
2018-2021	5,250	2,700	1,035	1,485
Total	8,350	4,135	1,825	2,360
Source: The Windward Group, Inc.				

Focusing upon the City of Appleton, we anticipate the addition of 300 residential units in 2016, increasing to 320 units in 2017. Over the following three years, we expect housing demand to average 350 units per year. Among single family alternatives we forecast 80 units in 2016, 90 units in 2017, and 100 units yearly over the 2018-2021-time period. Among multifamily options, we expect 160 units in 2016, 170 in 2017 and 160 on average over the following three years.

Refer to the table below for details regarding the above as well as an allocation between for sale and rental multifamily alternatives.

City of Appleton, Wisconsin Demand for Housing 2016-2021				
Year	Total Demand	Single Family	Multifamily	
			For-Sale	For-Rent
2016	300	80	20	140
2017	320	90	20	150
2018-2021	1,050	300	60	480
Total	1,670	470	100	770
Source: The Windward Group, Inc.				

Qualitative Distribution of Demand-Appleton, Wisconsin

In this section, we turn to an analysis of housing demand in the City of Appleton by monthly rent or sales price for all housing sectors. Please note that all dollar figures are based upon current dollar amounts, and do not reflect expected inflationary increases.

Focusing first upon rental apartment alternatives, over the five year 2016-2021 we forecast that the City of Appleton can absorb a total of 770 new units, or an average of 154 per year. As detailed in the table which follows, we expect that 43.0% of this demand (330 units) will be concentrated among units renting for between \$700 and \$799 monthly.

In the higher rent levels, we expect that over the next five years, Appleton can absorb 185 units at rents exceeding \$1,000 per month.

Appleton, Wisconsin Rental Apartment Distribution of Demand 2016-2021		
Monthly Rent	Percent	Units
\$700-\$799	43.0%	330
\$800-\$899	18.0%	140
\$900-\$999	15.0%	115
\$1,000-\$1,100	12.0%	92
\$1,100 & Above	12.0%	93
Total	100.0%	770
Average Price		
Source: The Windward Group, Inc.		

In the for-sale multifamily sector, we note only modest demand with a total of 100 units (20 units per year) expected over the 2016-2021 period. By price, demand will be concentrated in the \$175,000 to \$249,999 range, with 56.0% of all activity (56 units) concentrated there.

Among higher priced alternatives, we expect modest demand support with 28.0% of all sales forecast to occur at prices in excess of \$250,000 as indicated on the table on the page which follows.

Appleton, Wisconsin Townhome/Condominium Distribution of Demand 2016-2021		
Price Range	Percent	Unit Sales
\$150,000-\$174,999	16.0%	16
\$175,000-\$199,999	20.0%	20
\$200,000-\$224,999	24.0%	24
\$225,000-\$249,999	12.0%	12
\$250,000-\$274,999	8.0%	8
\$275,000-\$299,000	4.0%	4
\$300,000 & Over	16.0%	16
Total	100.0%	100
Average Price		
Source: The Windward Group, Inc.		

Among single family alternatives, we anticipate that a total of 470 units will be added during the 2016-2021-time frame. Over this five-year period, it is expected that 56.0% (375 units) of all sales will occur at prices below \$250,000 while only 6% (40 units) of single family sales will occur at prices over \$500,000.

Please refer to the table on the following page for details regarding single family demand by price.

Appleton, Wisconsin Single Family Distribution of Demand 2016-2021		
Price Range	Percent	Unit Sales
\$175,000-\$199,999	24.0%	115
\$200,000-\$249,999	32.0%	150
\$250,000-\$299,999	17.0%	80
\$300,000-\$399,999	14.0%	65
\$400,000-\$499,999	7.0%	30
\$500,000-\$749,999	3.0%	15
\$750,000-\$999,999	2.0%	10
\$1,000,000 & Over	1.0%	5
Total	100.0%	470
Average Price		
Source: The Windward Group, Inc.		

Given its small geographic area (relative to the City of Appleton), it is difficult to reach conclusions regarding housing demand with a high degree of specificity for the downtown core. However, using historical benchmarks and trends we can attempt to estimate demand.

Within the rental apartment sector, we estimate that the downtown core can absorb up to 50.0% of city wide demand. Over the next five years, this equates to 385 units, or 77 new units annually. By rent, we would expect that downtown offerings will be positioned slightly higher than the city as a whole due largely to higher land costs, and higher construction costs associated with higher-density development. More specifically, we would anticipate that virtually all future market-rate rental units would carry rents exceeding \$800 monthly. However, as has been the case with several other recent rental apartments (detailed further in Section IV), developments using Section 42 Tax Credits can provide quality housing stock at more modest rent levels.

Like the apartment sector, we expect that the townhome/condominium sector in the downtown core can support up to 50.0% of city-wide demand. However, given the limited depth of this segment, this equates to a maximum of only 50 total units over the next five years. By price, it is expected that future offerings would be highly concentrated at prices between \$250,000 and \$350,000.

With a total demand of 470 units forecast for the single family sector over the 2016-2021 period, the City of Appleton offers solid opportunity for development. However, given land supply and land price constraints, it is unlikely that the downtown core could support any concentrated development of single family homes. There may, however, be modest opportunity for individual “spec homes” on scattered lots throughout the area.

The Competitive Environment - Residential

In order to evaluate the potential for new residential development within the downtown area of the City of Appleton, it is necessary to examine those existing rental communities and currently active townhome/condominium and single family programs that will compete with possible future offerings. However, before getting into a specific analysis of those residential developments which will have a direct impact on future potentials within downtown Appleton, a discussion of the broader Appleton-Oshkosh CSA and the City of Appleton markets is warranted.

According to the U.S. Census Bureau (with estimates from ESRI), in 2013 Appleton-Oshkosh CSA supported a total of 44,222 occupied rental units. As noted in the table below, the median rent stood at \$578 per month, with 61.9% of all units supporting rents between \$400 and \$699 per month. In the higher rent ranges, we see that 25.1% of all renters are paying at least \$700 monthly.

Appleton-Oshkosh, Wisconsin CSA 2013 Occupied Housing Units by Rent			
Rent Range	Housing Units	Percent	Cumulative Percent
Under \$200	848	1.9%	1.9%
\$200-\$299	1,663	3.8%	5.7%
\$300-\$399	3,260	7.4%	13.1%
\$400-\$499	8,392	19.0%	32.0%
\$500-\$599	10,578	23.9%	55.9%
\$600-\$699	8,382	19.0%	74.9%
\$700-\$799	4,758	10.8%	85.7%
\$800-\$899	2,534	5.7%	91.4%
\$900-\$999	1,362	3.1%	94.5%
\$1,000 & Over	2,445	5.5%	100.0%
Total	44,222	100.0%	
Median Rent		\$578	
Source: U.S. Census Bureau & ESRI			

Among all rental units in the Appleton-Oshkosh CSA, we note a current (2014) vacancy rate of 5.6%. However, this figure is slightly skewed due to a 9.7% vacancy rate recorded in Calumet County. Between Outagamie and Winnebago County, we note a vacancy rate of 5.2%. The current rate for the CSA, however, does reflect a significant drop since 2011, during which the vacancy factor was 7.6%

In the City of Appleton, the median monthly rent stood at \$549 in 2013, a figure 5.0% lower than the median rent noted for the Appleton-Oshkosh CSA. Among all units, we find that 66.3% support rents between \$400 and \$699 monthly. Within the higher rent segment, we note that 21.3% of all renters are paying over \$700 monthly as detailed in the table which follows.

City of Appleton, Wisconsin 2013 Occupied Housing Units by Rent			
Rent Range	Housing Units	Percent	Cumulative Percent
Under \$200	172	2.1%	2.1%
\$200-\$299	340	4.1%	6.1%
\$300-\$399	540	6.4%	12.5%
\$400-\$499	1790	21.4%	33.9%
\$500-\$599	2,286	27.3%	61.2%
\$600-\$699	1474	17.6%	78.8%
\$700-\$799	768	9.2%	87.9%
\$800-\$899	335	4.0%	91.9%
\$900-\$999	212	2.5%	94.4%
\$1,000 & Over	466	5.6%	100.0%
Total	8,383	100.0%	
Median Rent		\$549	
Source: U.S. Census Bureau & ESRI			

Among all rental units, we note a current (2014) vacancy rate of 4.6%, according to the U.S. Census Bureau. This figure compares favorably against the vacancy level of 5.6% noted for the CSA as a whole. More importantly, this rate has dropped consistently and significantly over the past three years from 7.5% in 2011, to 6.5% in 2012, and to 6.4% in 2013.

Within the for-sale market (which includes both single family and townhome/condominium units), the Appleton-Oshkosh CSA supported a median value of \$149,550 in 2013, according to the U.S. Census Bureau. By price, we note that 63.1% of all homes are valued at less than \$175,000, with only 9.4% of all homes carrying a value exceeding \$250,000, as show below.

Appleton-Oshkosh, Wisconsin CSA 2013 Occupied Housing Units by Value			
Price Range	Housing Units	Percent	Cumulative Percent
Under \$100,000	19,844	18.0%	18.0%
\$100,000-\$124,999	17,760	16.1%	34.0%
\$125,000-\$149,999	16,884	15.3%	49.3%

\$150,000-\$174,999	15,263	13.8%	63.1%
\$175,000-\$199,999	9,559	8.7%	71.8%
\$200,000-\$249,999	13,487	12.2%	84.0%
\$250,000-\$299,999	7,226	6.5%	90.6%
\$300,000-\$399,999	6,166	5.6%	96.1%
\$400,000-\$499,999	2,246	2.0%	98.2%
\$500,000-\$749,999	1,240	1.1%	99.3%
\$750,000-\$999,999	325	0.3%	99.6%
\$1,000,000 & Over	456	0.4%	100.0%
Total	110,456	100.0%	
Median Value		\$149,550	
Source: U.S. Census Bureau & ESRI			

Within the City of Appleton, a 2013 median home value of \$137,900 is noted, reflecting a value that is 7.8% lower than that noted for the CSA as a whole. Further, within the city, a full 74.8% of all homes carry a value under \$175,000 and only 7.0% support values of over \$250,000, as detailed in the table on the following page.

Please note that as a “mature” city, it is not unusual for a city such as Appleton to carry generally lower housing values than the region, as much of the existing housing stock is older, especially when compared to many of the area’s collar communities which offer a much greater supply of developable land, and generally higher levels of new construction.

City of Appleton, Wisconsin 2013 Occupied Housing Units by Value			
Price Range	Housing Units	Percent	Cumulative Percent
Under \$100,000	3,190	16.1%	16.1%
\$100,000-\$124,999	4,383	22.2%	38.3%
\$125,000-\$149,999	4,493	22.7%	61.1%
\$150,000-\$174,999	2,722	13.8%	74.8%
\$175,000-\$199,999	1,203	6.1%	80.9%
\$200,000-\$249,999	1,572	8.0%	88.9%
\$250,000-\$299,999	816	4.1%	93.0%
\$300,000-\$399,999	711	3.6%	96.6%
\$400,000-\$499,999	360	1.8%	98.4%
\$500,000-\$749,999	150	0.8%	99.2%

\$750,000-\$999,999	59	0.3%	99.5%
\$1,000,000 & Over	101	0.5%	100.0%
Total	19,760	100.0%	
Median Value		\$137,900	
Source: U.S. Census Bureau & ESRI			

Over the preceding twelve-month period, a total of 86 existing townhome/condominium units were sold through the resale market in the City of Appleton, representing only 7.8% of residential sales in the city. The average unit sold included 1,674 square feet of living area and closed at an average price of \$173,342. This yields a value ratio of \$103.54 per square foot.

The average listing was on the market for 137 days, and sold for a very high 99.0% of the listing price, again indicating a generally healthy market.

By price, we find the highest concentration of sales in the \$50,000-\$99,999 range which recorded 24 sales reflecting a 24.4 % market share. At prices exceeding \$200,000, we note 33 sales, accounting for 38.3% of City of Appleton sales, as detailed on the following page.

Appleton, Wisconsin Multifamily Sales (March 2015-March 2016)			
Price Range	Unit Sales	Percent	Cumulative Percent
Under \$50,000	1	1.2%	1.2%
\$50,000-\$99,999	21	24.4%	25.6%
\$100,000-\$149,999	16	18.6%	44.2%
\$150,000-\$199,999	15	17.4%	61.6%
\$200,000-\$249,999	16	18.6%	80.2%
\$250,000-\$299,999	10	11.6%	91.9%
\$300,000 & Over	7	8.1%	100.0%
Total	86	100.0%	
Median Value		\$173,342	
Source: Wisconsin Multiple Listing Service			

According to statistics provided by the Multiple Listing Service (MLS), 1,022 existing single family homes were sold over the past twelve months in the City of Appleton. Among all sales we note an average price of \$150,744, and an average unit size of 1,908 square feet. This yields a value ratio of \$79.00 per square foot.

Further, the average unit sold for a very high 98.0% of its listing price and the average number of days on the market averaged a respectable 104, indicating a generally healthy market.

By price range, the \$150,000 to \$199,999 bracket included 452 sales, reflecting a 44.2% market share. At prices under \$150,000, 247 sales were generated, accounting for 24.2% of the total. And, as detailed in the table which follows, 185 sales were recorded at prices exceeding \$200,000, yielding a 18.3% market share.

City of Appleton, Wisconsin Single Family Sales (March 2015-March 2016)			
Price Range	Units Sales	Percent	Cumulative Percent
Under \$100,000	247	24.2%	24.2%
\$100,000-\$149,999	452	44.2%	68.4%
\$150,000-\$199,999	138	13.5%	81.9%
\$200,000-\$249,999	65	6.4%	88.3%
\$250,000-\$299,999	65	6.4%	94.6%
\$300,000-\$349,999	23	2.3%	96.9%
\$350,000-\$399,999	17	1.7%	98.5%
\$400,000 & Over	15	1.5%	100.0%
Total	1,022	100.0%	
Average Price		\$154,707	
Source: Wisconsin Multiple Listing Service			

Direct Competition

Given developable land constraints, the downtown area has been somewhat restricted in terms of recent residential development. However, there are a handful of currently active and recently completed residential projects that provide solid insight into the current status of the downtown core.

The following paragraphs discuss each of these developments in greater detail.

RiverHeath is a mixed-use, currently active residential development located just east of the downtown core, bordering the south side of the Fox River.

Current rental offerings include a 31-unit structure called Evergreen. This three story, elevator building with ground floor retail space, offers a mix of one, two and three-bedroom apartments providing between 800 and 1,795 square feet, with current rents between \$1,200 and \$2,700 per month. Current rents include heat, and enclosed parking spaces are available for an additional \$75 per month.

Amenities at Evergreen include intercom security, private balconies, walk-in closets and a full size washer-dryer in each unit.

This property is currently 100% leased, and according to on-site management, during initial lease-up, units were absorbed at a rate of 1.6 per month.



(Evergreen at RiverHeath)

Under construction immediately east of Evergreen, is Prairie, a 40-unit rental apartment building. Like Evergreen, Prairie will offer units containing between 800 and 1,795 square with monthly rents from \$1,200 to \$2,700. The amenity package at Prairie will be comparable to that found at Evergreen. Pre-leasing began six months ago, and nine reservations have been taken, an average of 1.5 per month. First occupancy is expected to occur in October of 2016.

Constructed approximately two years ago, RiverHeath also includes five townhome/condominium units at the westernmost edge of the site. These two and three bedroom units include between 1,200 and 2,600 square feet and sold for prices from \$340,000 up to \$550,000. Over the past twelve months, two units have been sold including a three bedroom/two bath unit with 2,240 square feet for \$344,000 and a three bedroom/two bath unit with 2,390 square feet for \$350,000.



(Townhomes at RiverHeath)

The developers of RiverHeath also recently announced plans for the construction of a 95 room Courtyard by Marriot hotel on the north end of the site. This hotel is expected to open in 2017. Although not currently finalized, future plans for RiverHeath include an outdoor music venue and additional retail and residential uses.

The Fox River Mills, located on the north side of the Fox River, two blocks south of College Avenue consists of an aggregation of three buildings originally constructed between 1883 and 1915. All three structures are currently on the National Register of Historic Places. The former site of a working paper mill, this development has been recently converted to residential use, and includes 188 “loft-style” apartments

with 120 different unit options. Characterized generally as an urban concept, the loft-style units at Fox River Mills feature high ceilings, exposed ductwork, wood columns & ceiling beams, exposed brick walls and more modern fixtures than typical apartment units.

Fox River Mills offers a mix of studio, one, two and three bedroom plans including between 586 and 1,756 square feet of living space. Current rents range from \$817 to \$1,825 per month, and include heat.

Amenities at Fox River Mills include intercom security, elevator service, and on-site laundry facilities. Enclosed parking is available for \$55 per month.

At present, only two units are unleased, yielding a vacancy rate of 1.1%.



(Historic Fox River Mills Apartments)

Union Square is a 53-unit, Section 42 (income restricted) apartment development located approximately six blocks north of the downtown core on Winnebago Street. This property consists of two components, including 20, two-story townhome style units and 33 units in a single three story structure.

The townhome units all include three-bedrooms, two and one-half baths, and 1,700 square feet. Current rents range between \$750 and \$875 per month, and include heat and an attached one-car garage. The 33 apartment units offer two or three bedrooms and two baths. Unit sizes extend from 1,015 square feet up to 1,409 square feet while current rents fall between \$500 and \$700 monthly. These units also include heat and a detached one-car garage.

All units at Union Square have access to a community fitness center. Townhome units offer private patios/balconies, individual entries and an in-unit washer dryer, while apartment units offer intercom security, and a common laundry facility.

Leasing commenced in December of 2015, and all units were rented by February of 2016. This yields an absorption rate of a strong 17.6 units per month. This property also has a waiting list of approximately 50 people.



(Union Square Apartments)

Eagle Flats is a mixed-use development situated on South Island in the Fox River, just several blocks south of the downtown core. To date, two rental apartment properties have been developed, including River Walk Place and The Landings at Eagle Flats.

Riverwalk Place is a 70-unit senior-oriented (62 years of age & older), four-story, apartment building developed in 2012. This project offers a mix of one and two-bedroom income restricted units utilizing both the Section 8 Voucher Program, and Section 42 Tax Credits. The 66 one bedroom plans include between 650 and 750 square feet with rents averaging \$591 per month. The two, four-bedroom plans

include 1,010 square feet and rent for \$585 per month, lower than the one-bedrooms due to a higher utility allowance. All 70 units are currently leased, and the property maintains a waiting list for approximately 75 persons.

Amenities at Riverwalk include central laundry facilities, intercom security, a community room, a business center and a fitness room.



(Riverwalk at Eagle Flats)

The Landings at Eagle Flats is a four-story, 54-unit complex developed under Section 42 tax credit guidelines. This property offers one bedroom/one bath, two bedroom/two bath and three bedroom/two bath options. One bedroom units include between 700 and 730 square feet and rent for \$335 and \$465 monthly. Two bedroom plans offer 1,015 to 1,070 square feet with monthly rents from \$610 to \$635, while three bedroom apartments provide 1,300 to 1,425 square feet with rents at \$750 per month. At present, The Landings are 100% occupied, with no vacancies expected until the summer of 2016.

Amenities at The Landings include a patio/balcony, walk-in closets, washer/dryer hook-ups, a community room with kitchen, a business center, central laundry facilities and intercom security. Underground heated parking is also available for \$35 per month.



(The Landings at Eagle Flats)

Richmond Terrace was originally constructed in 2004, and includes 147 units as well as eleven commercial spaces in a four-story, elevator serviced building. All units at this development were sold by mid-2008, reflecting an absorption of 2.5 units per month.

Amenities at Richmond Terrace include heated underground parking, an indoor swimming pool, a fitness center, central laundry facilities and intercom security.

Over the past twelve months, five condominium units have been sold at Richmond Terrace. All units included two bedrooms and two baths, with unit sizes ranging from 1,002 up to 1,385 square feet. Sales prices fell between \$93,500 and \$132,000. Among all five sales, the average unit sold for 98.8% of its listing price and was on the market for an average of 58 days. There is currently one unit available for sale, and it provides two bedrooms, two baths, 1,425 square feet and is listed for \$155,900.



(Richmond Terrace Condominiums)

Future Residential Development

Also having a pronounced impact on the potential for new residential development in Appleton's downtown core will be those projects which have not yet broken ground, but are expected to do so over the next 12 to 24 months.

The following paragraphs provide information relative to these developments.

The Foremost Dairy site is a six-acre parcel located along the west side of the Fox River, just south of the College Avenue bridge. Preliminary plans call for the development of 100 units of senior-oriented rental housing. In addition to the senior housing, the development of small-lot single family homes is being considered.

Located along Old Oneida Street on South Island in the Fox River, the Woolen Mills project will include an adaptive re-use of an existing building. This development is expected to include 60 rental units using both Section 42 and Historic tax credits. It is expected that the units at Woolen Mills will be segmented among 36 income-restricted housing, 15 units reserved for military veterans, and nine market-rate apartment homes. Construction is slated to begin in the summer of 2016.

In addition to the new Courtyard by Marriott hotel, future plans for RiverHeath include an undetermined number of additional rental apartment units, coupled with further retail and commercial development.

At Eagle Flats, the bulk of future development is likely to be heavily tilted toward retail and commercial uses. However, preliminary plans call for the construction of another 68 rental apartment units in a four-story structure with underground parking.

Residential Recommendations

Considering the importance of increasing residential development opportunities downtown, it should be the focus of efforts for the City and ADI into the future. Increasing the residential base in Downtown Appleton will provide an increased and potentially entirely new customer base retailers, restaurants and service related businesses will be able to tap. Downtown employers will also see it as a benefit to have more people living downtown as it will be easier to draw employees from a very local base. Anecdotal interest in living downtown was expressed loud and clear at the May 2016 Design Workshop event by multiple people currently not living downtown. Based on the housing study conducted as a part of this market analysis, the following recommendations have been established.

1. Work to facilitate the development of additional multifamily rental units, in and around downtown Appleton, with sites identified by the downtown working groups in the May Design Workshop.
2. Work to facilitate the development of townhome and condominium residential units as noted in the analysis above, approximately 50 units over the next five years. Sites have been identified in the vision plan for the future of downtown, primarily north of College Avenue.
3. Consider working with a developer to create a pocket neighborhood to bring close to downtown a popular new style of single family homes, featuring small lots with small yards and larger common areas. A site for this type of development has been identified north of College Avenue, just south of the railroad tracks.
4. Work with existing landlords who own property above first floor retail spaces on College Ave. to improve the quality and increase the value (and subsequently the rents) of these units.
5. Consider creating a rental rehab program (or expanding a current program) to include the units above retail stores along College Avenue.

Appendix

Supporting Data



Business Summary

225 N Oneida St, Appleton, Wisconsin, 54911 3
 225 N Oneida St, Appleton, Wisconsin, 54911
 Drive Times: 5, 10 minute radii

Prepared by Esri
 Latitude: 44.26326
 Longitude: -88.40600

Data for all businesses in area				5 minutes		10 minutes		
Total Businesses:				1,383		4,500		
Total Employees:				26,600		78,244		
Total Residential Population:				23,656		91,134		
Employee/Residential Population Ratio:				1.12:1		0.86:1		
by SIC Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	29	2.1%	134	0.5%	82	1.8%	606	0.8%
Construction	83	6.0%	683	2.6%	327	7.3%	2,928	3.7%
Manufacturing	34	2.5%	780	2.9%	179	4.0%	7,501	9.6%
Transportation	20	1.4%	292	1.1%	92	2.0%	1,630	2.1%
Communication	9	0.7%	143	0.5%	42	0.9%	952	1.2%
Utility	2	0.1%	2	0.0%	12	0.3%	130	0.2%
Wholesale Trade	31	2.2%	535	2.0%	195	4.3%	4,062	5.2%
Retail Trade Summary	291	21.0%	2,843	10.7%	975	21.7%	14,675	18.8%
Home Improvement	18	1.3%	94	0.4%	58	1.3%	1,091	1.4%
General Merchandise Stores	3	0.2%	12	0.0%	29	0.6%	1,537	2.0%
Food Stores	19	1.4%	153	0.6%	77	1.7%	1,571	2.0%
Auto Dealers, Gas Stations, Auto Aftermarket	18	1.3%	93	0.3%	104	2.3%	1,148	1.5%
Apparel & Accessory Stores	13	0.9%	36	0.1%	49	1.1%	477	0.6%
Furniture & Home Furnishings	30	2.2%	143	0.5%	102	2.3%	904	1.2%
Eating & Drinking Places	109	7.9%	1,628	6.1%	289	6.4%	5,198	6.6%
Miscellaneous Retail	81	5.9%	684	2.6%	268	6.0%	2,749	3.5%
Finance, Insurance, Real Estate Summary	191	13.8%	7,915	29.8%	662	14.7%	11,487	14.7%
Banks, Savings & Lending Institutions	69	5.0%	494	1.9%	254	5.6%	986	1.3%
Securities Brokers	29	2.1%	754	2.8%	80	1.8%	1,167	1.5%
Insurance Carriers & Agents	41	3.0%	6,358	23.9%	141	3.1%	8,118	10.4%
Real Estate, Holding, Other Investment Offices	52	3.8%	310	1.2%	187	4.2%	1,215	1.6%
Services Summary	562	40.6%	10,849	40.8%	1,708	38.0%	30,887	39.5%
Hotels & Lodging	4	0.3%	430	1.6%	21	0.5%	740	0.9%
Automotive Services	22	1.6%	85	0.3%	123	2.7%	893	1.1%
Motion Pictures & Amusements	42	3.0%	355	1.3%	126	2.8%	1,420	1.8%
Health Services	73	5.3%	3,058	11.5%	269	6.0%	11,852	15.1%
Legal Services	46	3.3%	230	0.9%	71	1.6%	379	0.5%
Education Institutions & Libraries	30	2.2%	1,131	4.3%	82	1.8%	3,294	4.2%
Other Services	345	24.9%	5,559	20.9%	1,015	22.6%	12,311	15.7%
Government	101	7.3%	2,371	8.9%	137	3.0%	3,209	4.1%
Unclassified Establishments	30	2.2%	53	0.2%	89	2.0%	177	0.2%
Totals	1,383	100.0%	26,600	100.0%	4,500	100.0%	78,244	100.0%

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March 28, 2016



Business Summary

225 N Oneida St, Appleton, Wisconsin, 54911 3
 225 N Oneida St, Appleton, Wisconsin, 54911
 Drive Times: 5, 10 minute radii

Prepared by Esri
 Latitude: 44.26326
 Longitude: -88.40600

by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.1%	12	0.0%	6	0.1%	141	0.2%
Mining	1	0.1%	3	0.0%	2	0.0%	6	0.0%
Utilities	1	0.1%	1	0.0%	4	0.1%	97	0.1%
Construction	90	6.5%	705	2.7%	352	7.8%	3,068	3.9%
Manufacturing	38	2.7%	720	2.7%	197	4.4%	7,594	9.7%
Wholesale Trade	29	2.1%	529	2.0%	187	4.2%	4,029	5.1%
Retail Trade	175	12.7%	1,147	4.3%	658	14.6%	9,128	11.7%
Motor Vehicle & Parts Dealers	13	0.9%	80	0.3%	80	1.8%	1,050	1.3%
Furniture & Home Furnishings Stores	10	0.7%	35	0.1%	47	1.0%	374	0.5%
Electronics & Appliance Stores	15	1.1%	46	0.2%	49	1.1%	469	0.6%
Bldg Material & Garden Equipment & Supplies Dealers	18	1.3%	94	0.4%	58	1.3%	1,091	1.4%
Food & Beverage Stores	15	1.1%	111	0.4%	54	1.2%	1,271	1.6%
Health & Personal Care Stores	10	0.7%	63	0.2%	56	1.2%	489	0.6%
Gasoline Stations	5	0.4%	14	0.1%	24	0.5%	98	0.1%
Clothing & Clothing Accessories Stores	19	1.4%	68	0.3%	63	1.4%	566	0.7%
Sport Goods, Hobby, Book, & Music Stores	19	1.4%	106	0.4%	60	1.3%	550	0.7%
General Merchandise Stores	3	0.2%	12	0.0%	29	0.6%	1,537	2.0%
Miscellaneous Store Retailers	40	2.9%	387	1.5%	116	2.6%	1,384	1.8%
Nonstore Retailers	8	0.6%	132	0.5%	22	0.5%	249	0.3%
Transportation & Warehousing	17	1.2%	262	1.0%	63	1.4%	1,258	1.6%
Information	23	1.7%	477	1.8%	79	1.8%	1,528	2.0%
Finance & Insurance	139	10.1%	7,609	28.6%	478	10.6%	10,292	13.2%
Central Bank/Credit Intermediation & Related Activities	69	5.0%	497	1.9%	256	5.7%	1,003	1.3%
Securities, Commodity Contracts & Other Financial	29	2.1%	754	2.8%	81	1.8%	1,170	1.5%
Insurance Carriers & Related Activities; Funds, Trusts &	41	3.0%	6,358	23.9%	141	3.1%	8,119	10.4%
Real Estate, Rental & Leasing	60	4.3%	312	1.2%	234	5.2%	1,439	1.8%
Professional, Scientific & Tech Services	129	9.3%	1,592	6.0%	345	7.7%	3,824	4.9%
Legal Services	50	3.6%	268	1.0%	85	1.9%	456	0.6%
Management of Companies & Enterprises	1	0.1%	4	0.0%	2	0.0%	7	0.0%
Administrative & Support & Waste Management & Remediation	71	5.1%	672	2.5%	212	4.7%	2,498	3.2%
Educational Services	36	2.6%	1,031	3.9%	105	2.3%	3,268	4.2%
Health Care & Social Assistance	125	9.0%	5,484	20.6%	423	9.4%	15,925	20.4%
Arts, Entertainment & Recreation	37	2.7%	322	1.2%	87	1.9%	1,241	1.6%
Accommodation & Food Services	114	8.2%	2,064	7.8%	315	7.0%	5,998	7.7%
Accommodation	4	0.3%	430	1.6%	21	0.5%	740	0.9%
Food Services & Drinking Places	110	8.0%	1,634	6.1%	293	6.5%	5,258	6.7%
Other Services (except Public Administration)	165	11.9%	1,229	4.6%	522	11.6%	3,495	4.5%
Automotive Repair & Maintenance	17	1.2%	67	0.3%	95	2.1%	713	0.9%
Public Administration	101	7.3%	2,371	8.9%	138	3.1%	3,224	4.1%
Unclassified Establishments	30	2.2%	53	0.2%	91	2.0%	184	0.2%
Total	1,383	100.0%	26,600	100.0%	4,500	100.0%	78,244	100.0%

Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.

March 28, 2016



Community Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Times: 5, 10 minute radii

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

	5 minutes	10 minutes
Population Summary		
2000 Total Population	24,458	90,850
2010 Total Population	23,183	89,563
2015 Total Population	23,656	91,134
2015 Group Quarters	1,963	2,717
2020 Total Population	24,240	93,165
2015-2020 Annual Rate	0.49%	0.44%
Household Summary		
2000 Households	9,765	36,122
2000 Average Household Size	2.31	2.44
2010 Households	9,480	37,055
2010 Average Household Size	2.24	2.34
2015 Households	9,810	38,252
2015 Average Household Size	2.21	2.31
2020 Households	10,118	39,349
2020 Average Household Size	2.20	2.30
2015-2020 Annual Rate	0.62%	0.57%
2010 Families	5,093	22,663
2010 Average Family Size	2.99	2.96
2015 Families	5,220	23,192
2015 Average Family Size	2.96	2.93
2020 Families	5,357	23,738
2020 Average Family Size	2.95	2.91
2015-2020 Annual Rate	0.52%	0.47%
Housing Unit Summary		
2000 Housing Units	10,221	37,385
Owner Occupied Housing Units	57.0%	61.9%
Renter Occupied Housing Units	38.5%	34.8%
Vacant Housing Units	4.5%	3.4%
2010 Housing Units	10,246	39,011
Owner Occupied Housing Units	54.8%	59.7%
Renter Occupied Housing Units	37.7%	35.3%
Vacant Housing Units	7.5%	5.0%
2015 Housing Units	10,621	40,273
Owner Occupied Housing Units	53.1%	57.8%
Renter Occupied Housing Units	39.3%	37.2%
Vacant Housing Units	7.6%	5.0%
2020 Housing Units	10,983	41,508
Owner Occupied Housing Units	52.7%	57.6%
Renter Occupied Housing Units	39.4%	37.2%
Vacant Housing Units	7.9%	5.2%
Median Household Income		
2015	\$44,304	\$51,392
2020	\$51,443	\$58,613
Median Home Value		
2015	\$123,363	\$140,843
2020	\$141,393	\$171,012
Per Capita Income		
2015	\$23,193	\$26,902
2020	\$26,344	\$30,840
Median Age		
2010	32.7	36.0
2015	34.0	36.8
2020	35.0	37.4

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

March 28, 2016



Community Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Times: 5, 10 minute radii

Prepared by Esri
Latitude: 44.26326
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	5 minutes	10 minutes
2015 Households by Income		
Household Income Base	9,810	38,252
<\$15,000	15.5%	11.5%
\$15,000 - \$24,999	12.7%	11.4%
\$25,000 - \$34,999	12.0%	11.6%
\$35,000 - \$49,999	14.1%	13.8%
\$50,000 - \$74,999	19.5%	19.5%
\$75,000 - \$99,999	13.5%	14.9%
\$100,000 - \$149,999	9.7%	12.0%
\$150,000 - \$199,999	2.1%	3.1%
\$200,000+	0.8%	2.1%
Average Household Income	\$54,591	\$63,920
2020 Households by Income		
Household Income Base	10,118	39,349
<\$15,000	14.5%	10.6%
\$15,000 - \$24,999	9.5%	8.5%
\$25,000 - \$34,999	10.5%	9.6%
\$35,000 - \$49,999	13.8%	13.0%
\$50,000 - \$74,999	19.3%	19.0%
\$75,000 - \$99,999	16.3%	17.8%
\$100,000 - \$149,999	12.6%	14.9%
\$150,000 - \$199,999	2.7%	4.1%
\$200,000+	0.9%	2.5%
Average Household Income	\$61,865	\$72,920
2015 Owner Occupied Housing Units by Value		
Total	5,637	23,260
<\$50,000	0.8%	0.5%
\$50,000 - \$99,999	23.0%	11.6%
\$100,000 - \$149,999	56.1%	46.4%
\$150,000 - \$199,999	13.3%	25.9%
\$200,000 - \$249,999	3.5%	8.0%
\$250,000 - \$299,999	1.1%	3.4%
\$300,000 - \$399,999	1.1%	2.3%
\$400,000 - \$499,999	0.4%	0.8%
\$500,000 - \$749,999	0.5%	0.7%
\$750,000 - \$999,999	0.1%	0.1%
\$1,000,000 +	0.1%	0.2%
Average Home Value	\$132,817	\$159,550
2020 Owner Occupied Housing Units by Value		
Total	5,793	23,898
<\$50,000	0.7%	0.4%
\$50,000 - \$99,999	17.1%	8.1%
\$100,000 - \$149,999	38.9%	27.8%
\$150,000 - \$199,999	22.8%	32.4%
\$200,000 - \$249,999	8.6%	14.0%
\$250,000 - \$299,999	3.2%	6.9%
\$300,000 - \$399,999	3.9%	5.2%
\$400,000 - \$499,999	1.9%	2.2%
\$500,000 - \$749,999	2.3%	2.1%
\$750,000 - \$999,999	0.5%	0.6%
\$1,000,000 +	0.1%	0.2%
Average Home Value	\$171,638	\$196,880

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

March 28, 2016



Community Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Times: 5, 10 minute radii

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

	5 minutes	10 minutes
2010 Population by Age		
Total	23,183	89,566
0 - 4	6.7%	6.7%
5 - 9	6.2%	6.5%
10 - 14	5.6%	6.2%
15 - 24	18.5%	14.5%
25 - 34	16.7%	14.8%
35 - 44	12.6%	12.5%
45 - 54	13.7%	14.8%
55 - 64	10.2%	11.2%
65 - 74	4.9%	6.1%
75 - 84	3.2%	4.4%
85 +	1.6%	2.2%
18 +	77.9%	76.4%
2015 Population by Age		
Total	23,656	91,133
0 - 4	6.3%	6.4%
5 - 9	5.9%	6.2%
10 - 14	5.9%	6.2%
15 - 24	18.3%	14.4%
25 - 34	15.2%	14.5%
35 - 44	13.0%	12.2%
45 - 54	12.7%	13.2%
55 - 64	11.8%	12.7%
65 - 74	6.4%	7.6%
75 - 84	2.9%	4.2%
85 +	1.6%	2.4%
18 +	78.8%	77.7%
2020 Population by Age		
Total	24,239	93,163
0 - 4	6.2%	6.3%
5 - 9	5.6%	5.9%
10 - 14	5.7%	6.1%
15 - 24	17.7%	13.5%
25 - 34	14.9%	14.9%
35 - 44	13.4%	12.9%
45 - 54	11.5%	11.3%
55 - 64	12.0%	12.9%
65 - 74	8.3%	9.2%
75 - 84	3.4%	4.7%
85 +	1.4%	2.3%
18 +	79.2%	78.1%
2010 Population by Sex		
Males	11,739	44,126
Females	11,444	45,437
2015 Population by Sex		
Males	12,028	45,003
Females	11,628	46,131
2020 Population by Sex		
Males	12,350	46,047
Females	11,890	47,117

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

March 28, 2016



Community Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
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	5 minutes	10 minutes
2010 Population by Race/Ethnicity		
Total	23,182	89,562
White Alone	86.2%	87.3%
Black Alone	2.7%	1.7%
American Indian Alone	1.0%	0.7%
Asian Alone	5.2%	5.3%
Pacific Islander Alone	0.0%	0.0%
Some Other Race Alone	2.5%	2.9%
Two or More Races	2.4%	2.0%
Hispanic Origin	5.5%	6.0%
Diversity Index	33.2	32.0
2015 Population by Race/Ethnicity		
Total	23,657	91,135
White Alone	83.8%	85.2%
Black Alone	3.4%	2.2%
American Indian Alone	1.0%	0.7%
Asian Alone	6.0%	6.1%
Pacific Islander Alone	0.0%	0.1%
Some Other Race Alone	2.8%	3.4%
Two or More Races	2.8%	2.4%
Hispanic Origin	6.4%	6.9%
Diversity Index	37.7	36.4
2020 Population by Race/Ethnicity		
Total	24,239	93,165
White Alone	81.3%	82.8%
Black Alone	4.2%	2.7%
American Indian Alone	1.0%	0.8%
Asian Alone	6.9%	7.0%
Pacific Islander Alone	0.0%	0.1%
Some Other Race Alone	3.3%	3.9%
Two or More Races	3.3%	2.8%
Hispanic Origin	7.4%	8.1%
Diversity Index	42.5	41.1
2010 Population by Relationship and Household Type		
Total	23,183	89,563
In Households	91.5%	96.9%
In Family Households	67.9%	76.9%
Householder	21.8%	25.2%
Spouse	15.5%	19.0%
Child	26.3%	28.6%
Other relative	2.1%	2.1%
Nonrelative	2.2%	2.1%
In Nonfamily Households	23.6%	20.0%
In Group Quarters	8.5%	3.1%
Institutionalized Population	2.0%	1.3%
Noninstitutionalized Population	6.5%	1.8%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

March 28, 2016



Community Profile

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	5 minutes	10 minutes
2015 Population 25+ by Educational Attainment		
Total	15,067	60,881
Less than 9th Grade	1.5%	3.2%
9th - 12th Grade, No Diploma	6.1%	4.3%
High School Graduate	25.6%	27.9%
GED/Alternative Credential	3.5%	2.8%
Some College, No Degree	23.3%	21.6%
Associate Degree	9.7%	11.2%
Bachelor's Degree	19.7%	20.5%
Graduate/Professional Degree	10.5%	8.6%
2015 Population 15+ by Marital Status		
Total	19,393	73,970
Never Married	41.6%	32.5%
Married	38.4%	48.7%
Widowed	5.0%	6.1%
Divorced	15.0%	12.7%
2015 Civilian Population 16+ in Labor Force		
Civilian Employed	94.0%	95.6%
Civilian Unemployed	6.0%	4.4%
2015 Employed Population 16+ by Industry		
Total	11,637	46,889
Agriculture/Mining	0.6%	0.7%
Construction	3.0%	4.0%
Manufacturing	17.6%	21.6%
Wholesale Trade	2.0%	2.4%
Retail Trade	12.5%	12.5%
Transportation/Utilities	4.6%	4.1%
Information	2.1%	1.9%
Finance/Insurance/Real Estate	5.0%	6.5%
Services	49.9%	44.0%
Public Administration	2.8%	2.4%
2015 Employed Population 16+ by Occupation		
Total	11,638	46,885
White Collar	54.2%	57.0%
Management/Business/Financial	10.1%	10.7%
Professional	18.8%	19.6%
Sales	10.9%	11.5%
Administrative Support	14.3%	15.2%
Services	22.0%	17.4%
Blue Collar	23.9%	25.5%
Farming/Forestry/Fishing	0.3%	0.4%
Construction/Extraction	2.9%	3.9%
Installation/Maintenance/Repair	2.9%	2.6%
Production	9.9%	11.4%
Transportation/Material Moving	7.9%	7.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

March 28, 2016



Community Profile

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Prepared by Esri
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	5 minutes	10 minutes
2010 Households by Type		
Total	9,480	37,055
Households with 1 Person	37.0%	30.9%
Households with 2+ People	63.0%	69.1%
Family Households	53.7%	61.2%
Husband-wife Families	38.2%	46.2%
With Related Children	17.2%	19.7%
Other Family (No Spouse Present)	15.6%	14.9%
Other Family with Male Householder	4.6%	4.3%
With Related Children	3.1%	2.9%
Other Family with Female Householder	11.0%	10.6%
With Related Children	7.9%	7.5%
Nonfamily Households	9.3%	7.9%
All Households with Children	28.7%	30.5%
Multigenerational Households	1.6%	1.8%
Unmarried Partner Households	8.7%	7.8%
Male-female	7.8%	7.2%
Same-sex	0.9%	0.7%
2010 Households by Size		
Total	9,480	37,056
1 Person Household	37.0%	30.9%
2 Person Household	31.4%	34.9%
3 Person Household	13.8%	14.9%
4 Person Household	10.5%	11.7%
5 Person Household	4.2%	4.7%
6 Person Household	1.8%	1.7%
7 + Person Household	1.3%	1.2%
2010 Households by Tenure and Mortgage Status		
Total	9,480	37,055
Owner Occupied	59.2%	62.8%
Owned with a Mortgage/Loan	45.2%	45.2%
Owned Free and Clear	14.0%	17.6%
Renter Occupied	40.8%	37.2%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

March 28, 2016



Housing Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

Population		Households	
2010 Total Population	23,183	2015 Median Household Income	\$44,304
2015 Total Population	23,656	2020 Median Household Income	\$51,443
2020 Total Population	24,240	2015-2020 Annual Rate	3.03%
2015-2020 Annual Rate	0.49%		

Housing Units by Occupancy Status and Tenure	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	10,246	100.0%	10,621	100.0%	10,983	100.0%
Occupied	9,480	92.5%	9,810	92.4%	10,118	92.1%
Owner	5,616	54.8%	5,637	53.1%	5,793	52.7%
Renter	3,864	37.7%	4,173	39.3%	4,325	39.4%
Vacant	766	7.5%	811	7.6%	865	7.9%

Owner Occupied Housing Units by Value	2015		2020	
	Number	Percent	Number	Percent
Total	5,635	100.0%	5,792	100.0%
<\$50,000	44	0.8%	40	0.7%
\$50,000-\$99,999	1,296	23.0%	990	17.1%
\$100,000-\$149,999	3,162	56.1%	2,254	38.9%
\$150,000-\$199,999	751	13.3%	1,319	22.8%
\$200,000-\$249,999	195	3.5%	501	8.6%
\$250,000-\$299,999	62	1.1%	187	3.2%
\$300,000-\$399,999	63	1.1%	226	3.9%
\$400,000-\$499,999	23	0.4%	109	1.9%
\$500,000-\$749,999	28	0.5%	131	2.3%
\$750,000-\$999,999	3	0.1%	31	0.5%
\$1,000,000+	8	0.1%	4	0.1%
Median Value	\$123,363		\$141,393	
Average Value	\$132,817		\$171,638	



Housing Profile

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Census 2010 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	5,616	100.0%
Owned with a Mortgage/Loan	4,285	76.3%
Owned Free and Clear	1,331	23.7%

Census 2010 Vacant Housing Units by Status	Number	Percent
Total	766	100.0%
For Rent	244	31.9%
Rented- Not Occupied	15	2.0%
For Sale Only	200	26.1%
Sold - Not Occupied	30	3.9%
Seasonal/Recreational/Occasional Use	33	4.3%
For Migrant Workers	0	0.0%
Other Vacant	208	27.2%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	9,481	5,617	59.2%
15-24	641	108	16.8%
25-34	2,012	962	47.8%
35-44	1,709	1,097	64.2%
45-54	1,943	1,291	66.4%
55-64	1,531	1,044	68.2%
65-74	792	546	68.9%
75-84	547	393	71.8%
85+	306	176	57.5%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	9,480	5,616	59.2%
White Alone	8,737	5,406	61.9%
Black/African American	150	24	16.0%
American Indian/Alaska	85	30	35.3%
Asian Alone	258	77	29.8%
Pacific Islander Alone	3	1	33.3%
Other Race Alone	144	35	24.3%
Two or More Races	103	43	41.7%
Hispanic Origin	306	101	33.0%

Census 2010 Occupied Housing Units by Size and Home Ownership	Occupied Units	Owner Occupied Units Number	% of Occupied
Total	9,478	5,615	59.2%
1-Person	3,509	1,521	43.3%
2-Person	2,981	2,041	68.5%
3-Person	1,308	885	67.7%
4-Person	992	746	75.2%
5-Person	395	264	66.8%
6-Person	167	93	55.7%
7+ Person	126	65	51.6%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

March 28, 2016



Housing Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Time: 10 minute radius

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Population		Households	
2010 Total Population	89,563	2015 Median Household Income	\$51,392
2015 Total Population	91,134	2020 Median Household Income	\$58,613
2020 Total Population	93,165	2015-2020 Annual Rate	2.66%
2015-2020 Annual Rate	0.44%		

Housing Units by Occupancy Status and Tenure	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	39,011	100.0%	40,273	100.0%	41,508	100.0%
Occupied	37,055	95.0%	38,252	95.0%	39,349	94.8%
Owner	23,273	59.7%	23,260	57.8%	23,898	57.6%
Renter	13,782	35.3%	14,992	37.2%	15,451	37.2%
Vacant	1,956	5.0%	2,021	5.0%	2,159	5.2%

Owner Occupied Housing Units by Value	2015		2020	
	Number	Percent	Number	Percent
Total	23,260	100.0%	23,898	100.0%
<\$50,000	113	0.5%	96	0.4%
\$50,000-\$99,999	2,708	11.6%	1,945	8.1%
\$100,000-\$149,999	10,784	46.4%	6,652	27.8%
\$150,000-\$199,999	6,021	25.9%	7,748	32.4%
\$200,000-\$249,999	1,866	8.0%	3,348	14.0%
\$250,000-\$299,999	798	3.4%	1,649	6.9%
\$300,000-\$399,999	538	2.3%	1,242	5.2%
\$400,000-\$499,999	184	0.8%	532	2.2%
\$500,000-\$749,999	169	0.7%	507	2.1%
\$750,000-\$999,999	30	0.1%	139	0.6%
\$1,000,000+	49	0.2%	40	0.2%
Median Value	\$140,843		\$171,012	
Average Value	\$159,550		\$196,880	



Housing Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
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Prepared by Esri
Latitude: 44.26326
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Census 2010 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	23,273	100.0%
Owned with a Mortgage/Loan	16,766	72.0%
Owned Free and Clear	6,507	28.0%

Census 2010 Vacant Housing Units by Status	Number	Percent
Total	1,956	100.0%
For Rent	811	41.5%
Rented- Not Occupied	41	2.1%
For Sale Only	482	24.6%
Sold - Not Occupied	58	3.0%
Seasonal/Recreational/Occasional Use	114	5.8%
For Migrant Workers	0	0.0%
Other Vacant	422	21.6%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	37,054	23,272	62.8%
15-24	2,298	311	13.5%
25-34	6,910	3,227	46.7%
35-44	6,377	4,113	64.5%
45-54	7,772	5,669	72.9%
55-64	6,174	4,667	75.6%
65-74	3,510	2,669	76.0%
75-84	2,672	1,916	71.7%
85+	1,341	700	52.2%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	37,055	23,274	62.8%
White Alone	34,274	22,294	65.0%
Black/African American	447	78	17.4%
American Indian/Alaska	246	88	35.8%
Asian Alone	1,052	481	45.7%
Pacific Islander Alone	10	2	20.0%
Other Race Alone	689	201	29.2%
Two or More Races	337	130	38.6%
Hispanic Origin	1,362	467	34.3%

Census 2010 Occupied Housing Units by Size and Home Ownership	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	37,054	23,273	62.8%
1-Person	11,465	5,255	45.8%
2-Person	12,917	9,078	70.3%
3-Person	5,529	3,690	66.7%
4-Person	4,320	3,315	76.7%
5-Person	1,733	1,219	70.3%
6-Person	641	422	65.8%
7+ Person	449	294	65.5%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

March 28, 2016



Demographic and Income Comparison Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Times: 5, 10 minute radii

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	5 minutes	10 minutes
Census 2010 Summary		
Population	23,183	89,563
Households	9,480	37,055
Families	5,093	22,663
Average Household Size	2.24	2.34
Owner Occupied Housing Units	5,616	23,273
Renter Occupied Housing Units	3,864	13,782
Median Age	32.7	36.0
2015 Summary		
Population	23,656	91,134
Households	9,810	38,252
Families	5,220	23,192
Average Household Size	2.21	2.31
Owner Occupied Housing Units	5,637	23,260
Renter Occupied Housing Units	4,173	14,992
Median Age	34.0	36.8
Median Household Income	\$44,304	\$51,392
Average Household Income	\$54,591	\$63,920
2020 Summary		
Population	24,240	93,165
Households	10,118	39,349
Families	5,357	23,738
Average Household Size	2.20	2.30
Owner Occupied Housing Units	5,793	23,898
Renter Occupied Housing Units	4,325	15,451
Median Age	35.0	37.4
Median Household Income	\$51,443	\$58,613
Average Household Income	\$61,865	\$72,920
Trends: 2015-2020 Annual Rate		
Population	0.49%	0.44%
Households	0.62%	0.57%
Families	0.52%	0.47%
Owner Households	0.55%	0.54%
Median Household Income	3.03%	2.66%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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Demographic and Income Comparison Profile

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2015 Households by Income	5 minutes		10 minutes	
	Number	Percent	Number	Percent
<\$15,000	1,524	15.5%	4,387	11.5%
\$15,000 - \$24,999	1,250	12.7%	4,376	11.4%
\$25,000 - \$34,999	1,173	12.0%	4,447	11.6%
\$35,000 - \$49,999	1,387	14.1%	5,292	13.8%
\$50,000 - \$74,999	1,917	19.5%	7,457	19.5%
\$75,000 - \$99,999	1,325	13.5%	5,706	14.9%
\$100,000 - \$149,999	952	9.7%	4,592	12.0%
\$150,000 - \$199,999	207	2.1%	1,194	3.1%
\$200,000+	75	0.8%	801	2.1%
Median Household Income	\$44,304		\$51,392	
Average Household Income	\$54,591		\$63,920	
Per Capita Income	\$23,193		\$26,902	

2020 Households by Income	Number		Percent	
	Number	Percent	Number	Percent
<\$15,000	1,472	14.5%	4,166	10.6%
\$15,000 - \$24,999	961	9.5%	3,336	8.5%
\$25,000 - \$34,999	1,065	10.5%	3,772	9.6%
\$35,000 - \$49,999	1,392	13.8%	5,109	13.0%
\$50,000 - \$74,999	1,950	19.3%	7,490	19.0%
\$75,000 - \$99,999	1,646	16.3%	7,009	17.8%
\$100,000 - \$149,999	1,270	12.6%	5,868	14.9%
\$150,000 - \$199,999	269	2.7%	1,606	4.1%
\$200,000+	92	0.9%	994	2.5%
Median Household Income	\$51,443		\$58,613	
Average Household Income	\$61,865		\$72,920	
Per Capita Income	\$26,344		\$30,840	

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

March 28, 2016



Demographic and Income Comparison Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
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Drive Times: 5, 10 minute radii

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2010 Population by Age	5 minutes		10 minutes	
	Number	Percent	Number	Percent
Age 0 - 4	1,545	6.7%	6,028	6.7%
Age 5 - 9	1,442	6.2%	5,855	6.5%
Age 10 - 14	1,307	5.6%	5,595	6.2%
Age 15 - 19	1,867	8.1%	6,336	7.1%
Age 20 - 24	2,411	10.4%	6,629	7.4%
Age 25 - 34	3,879	16.7%	13,300	14.8%
Age 35 - 44	2,929	12.6%	11,175	12.5%
Age 45 - 54	3,173	13.7%	13,232	14.8%
Age 55 - 64	2,358	10.2%	10,052	11.2%
Age 65 - 74	1,144	4.9%	5,424	6.1%
Age 75 - 84	751	3.2%	3,958	4.4%
Age 85+	378	1.6%	1,978	2.2%

2015 Population by Age	Number		Percent	
	Number	Percent	Number	Percent
Age 0 - 4	1,490	6.3%	5,809	6.4%
Age 5 - 9	1,387	5.9%	5,687	6.2%
Age 10 - 14	1,385	5.9%	5,669	6.2%
Age 15 - 19	1,760	7.4%	5,754	6.3%
Age 20 - 24	2,566	10.8%	7,333	8.0%
Age 25 - 34	3,595	15.2%	13,224	14.5%
Age 35 - 44	3,074	13.0%	11,147	12.2%
Age 45 - 54	3,013	12.7%	12,000	13.2%
Age 55 - 64	2,789	11.8%	11,616	12.7%
Age 65 - 74	1,523	6.4%	6,932	7.6%
Age 75 - 84	685	2.9%	3,799	4.2%
Age 85+	389	1.6%	2,163	2.4%

2020 Population by Age	Number		Percent	
	Number	Percent	Number	Percent
Age 0 - 4	1,496	6.2%	5,857	6.3%
Age 5 - 9	1,363	5.6%	5,529	5.9%
Age 10 - 14	1,377	5.7%	5,697	6.1%
Age 15 - 19	1,850	7.6%	5,966	6.4%
Age 20 - 24	2,433	10.0%	6,656	7.1%
Age 25 - 34	3,605	14.9%	13,862	14.9%
Age 35 - 44	3,257	13.4%	11,993	12.9%
Age 45 - 54	2,787	11.5%	10,560	11.3%
Age 55 - 64	2,903	12.0%	11,986	12.9%
Age 65 - 74	2,020	8.3%	8,569	9.2%
Age 75 - 84	813	3.4%	4,342	4.7%
Age 85+	335	1.4%	2,146	2.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

March 28, 2016



Demographic and Income Comparison Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Times: 5, 10 minute radii

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2010 Race and Ethnicity	5 minutes		10 minutes	
	Number	Percent	Number	Percent
White Alone	19,972	86.2%	78,192	87.3%
Black Alone	633	2.7%	1,555	1.7%
American Indian Alone	226	1.0%	625	0.7%
Asian Alone	1,203	5.2%	4,742	5.3%
Pacific Islander Alone	9	0.0%	42	0.0%
Some Other Race Alone	578	2.5%	2,608	2.9%
Two or More Races	561	2.4%	1,798	2.0%
Hispanic Origin (Any Race)	1,286	5.5%	5,331	6.0%

2015 Race and Ethnicity	Number		Percent	
	Number	Percent	Number	Percent
White Alone	19,830	83.8%	77,624	85.2%
Black Alone	812	3.4%	1,971	2.2%
American Indian Alone	239	1.0%	672	0.7%
Asian Alone	1,427	6.0%	5,600	6.1%
Pacific Islander Alone	10	0.0%	50	0.1%
Some Other Race Alone	674	2.8%	3,061	3.4%
Two or More Races	665	2.8%	2,157	2.4%
Hispanic Origin (Any Race)	1,508	6.4%	6,284	6.9%

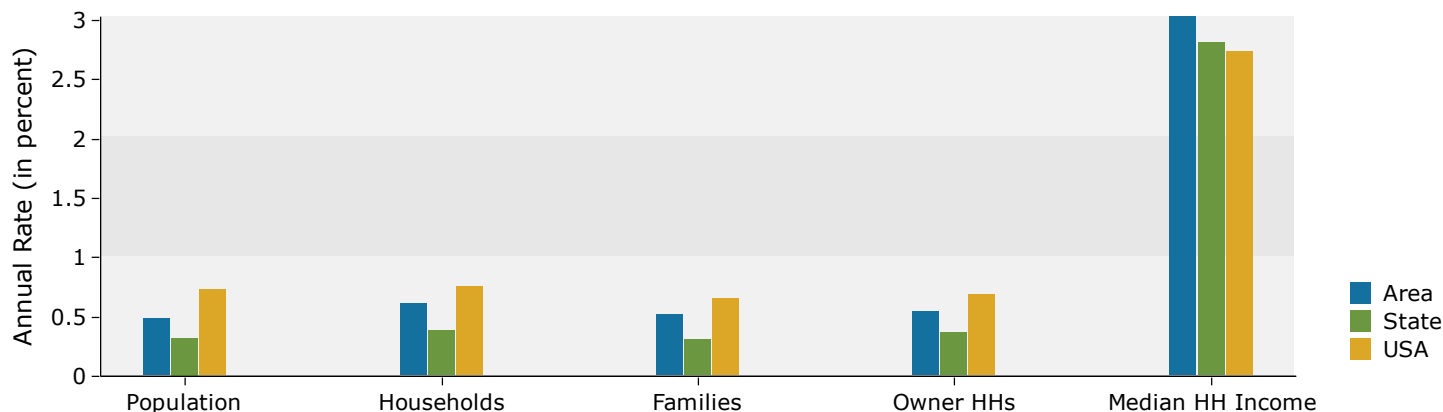
2020 Race and Ethnicity	Number		Percent	
	Number	Percent	Number	Percent
White Alone	19,697	81.3%	77,138	82.8%
Black Alone	1,024	4.2%	2,482	2.7%
American Indian Alone	253	1.0%	723	0.8%
Asian Alone	1,665	6.9%	6,531	7.0%
Pacific Islander Alone	11	0.0%	54	0.1%
Some Other Race Alone	801	3.3%	3,654	3.9%
Two or More Races	788	3.3%	2,583	2.8%
Hispanic Origin (Any Race)	1,801	7.4%	7,501	8.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

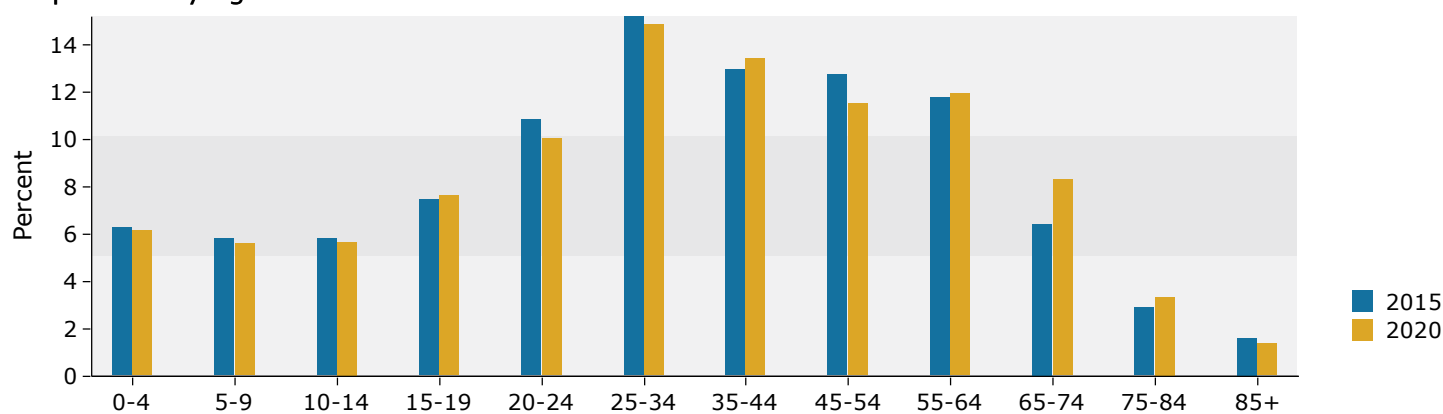
March 28, 2016

5 minutes

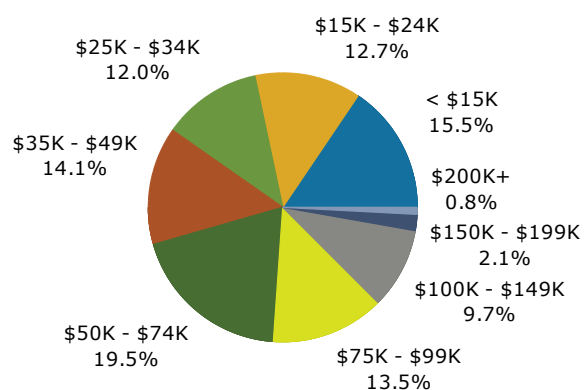
Trends 2015-2020



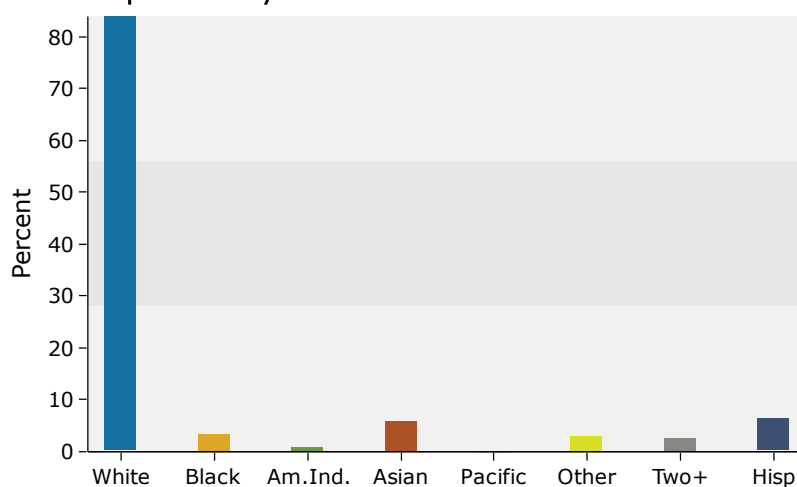
Population by Age



2015 Household Income



2015 Population by Race





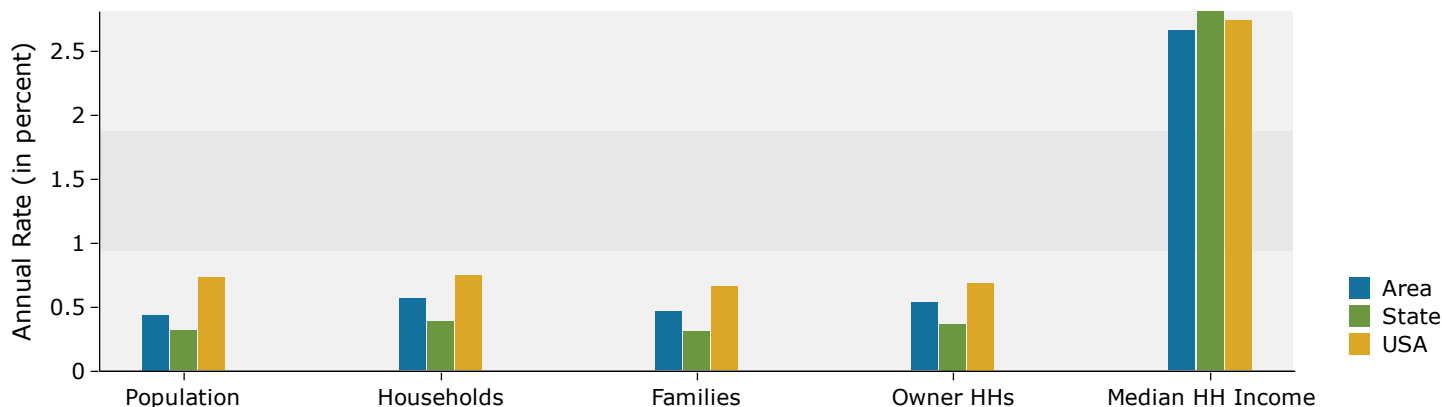
Demographic and Income Comparison Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Times: 5, 10 minute radii

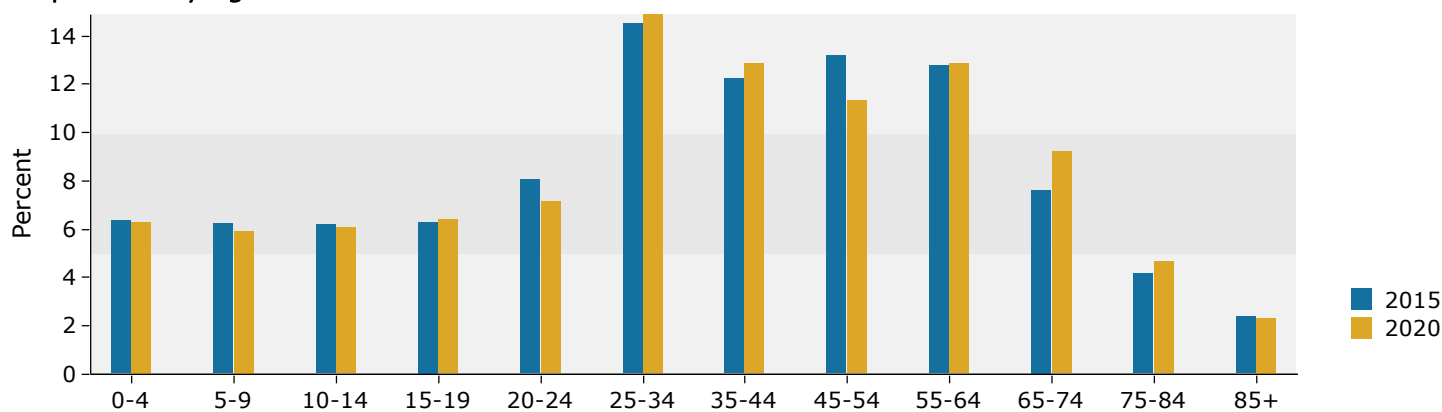
Prepared by Esri
Latitude: 44.26326
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10 minutes

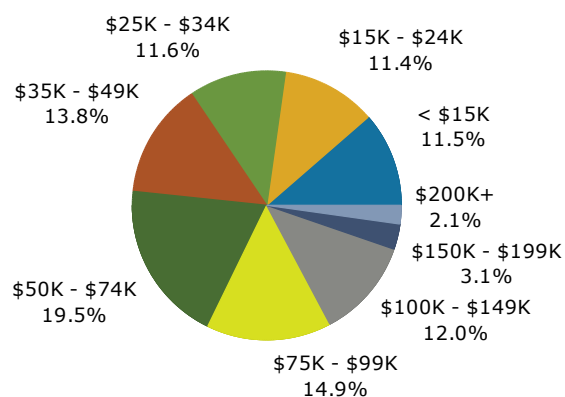
Trends 2015-2020



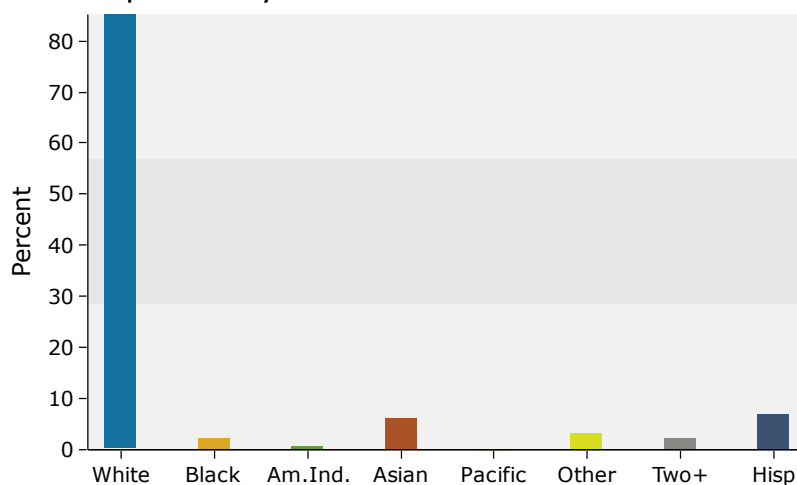
Population by Age



2015 Household Income



2015 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

March 28, 2016



Retail MarketPlace Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Time: 5 minute radius

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Latitude: 44.26326
Longitude: -88.40600

Summary Demographics

2015 Population	23,656
2015 Households	9,810
2015 Median Disposable Income	\$36,054
2015 Per Capita Income	\$23,193

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$293,403,927	\$197,476,329	\$95,927,598	19.5	262
Total Retail Trade	44-45	\$266,092,478	\$147,153,856	\$118,938,622	28.8	153
Total Food & Drink	722	\$27,311,449	\$50,322,473	-\$23,011,024	-29.6	109

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$61,357,990	\$18,017,592	\$43,340,398	54.6	11
Automobile Dealers	4411	\$50,053,957	\$11,478,767	\$38,575,190	62.7	5
Other Motor Vehicle Dealers	4412	\$7,611,139	\$2,736,594	\$4,874,545	47.1	2
Auto Parts, Accessories & Tire Stores	4413	\$3,692,894	\$3,802,231	-\$109,337	-1.5	5
Furniture & Home Furnishings Stores	442	\$7,430,305	\$4,401,616	\$3,028,689	25.6	9
Furniture Stores	4421	\$4,858,745	\$1,911,070	\$2,947,675	43.5	3
Home Furnishings Stores	4422	\$2,571,560	\$2,490,547	\$81,013	1.6	6
Electronics & Appliance Stores	443	\$15,286,559	\$7,266,853	\$8,019,706	35.6	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$12,120,213	\$6,847,248	\$5,272,965	27.8	10
Bldg Material & Supplies Dealers	4441	\$9,680,776	\$4,237,702	\$5,443,074	39.1	9
Lawn & Garden Equip & Supply Stores	4442	\$2,439,437	\$2,609,546	-\$170,109	-3.4	2
Food & Beverage Stores	445	\$45,569,309	\$16,521,113	\$29,048,196	46.8	12
Grocery Stores	4451	\$40,628,664	\$7,012,302	\$33,616,362	70.6	7
Specialty Food Stores	4452	\$3,157,267	\$4,192,127	-\$1,034,860	-14.1	3
Beer, Wine & Liquor Stores	4453	\$1,783,377	\$5,316,684	-\$3,533,307	-49.8	3
Health & Personal Care Stores	446,4461	\$19,235,705	\$13,195,063	\$6,040,642	18.6	10
Gasoline Stations	447,4471	\$21,426,208	\$12,185,889	\$9,240,319	27.5	7
Clothing & Clothing Accessories Stores	448	\$11,451,422	\$9,775,685	\$1,675,737	7.9	19
Clothing Stores	4481	\$6,939,383	\$3,644,943	\$3,294,440	31.1	12
Shoe Stores	4482	\$2,018,575	\$610,499	\$1,408,076	53.6	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,493,464	\$5,520,243	-\$3,026,779	-37.8	7
Sporting Goods, Hobby, Book & Music Stores	451	\$6,743,104	\$6,760,630	-\$17,526	-0.1	19
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,130,696	\$4,012,658	\$1,118,038	12.2	11
Book, Periodical & Music Stores	4512	\$1,612,407	\$2,747,972	-\$1,135,565	-26.0	7
General Merchandise Stores	452	\$49,744,094	\$2,003,334	\$47,740,760	92.3	3
Department Stores Excluding Leased Depts.	4521	\$41,732,563	\$619,879	\$41,112,684	97.1	1
Other General Merchandise Stores	4529	\$8,011,531	\$1,383,455	\$6,628,076	70.5	2
Miscellaneous Store Retailers	453	\$9,802,196	\$31,310,546	-\$21,508,350	-52.3	37
Florists	4531	\$381,659	\$486,472	-\$104,813	-12.1	1
Office Supplies, Stationery & Gift Stores	4532	\$2,630,186	\$2,837,293	-\$207,107	-3.8	10
Used Merchandise Stores	4533	\$1,585,542	\$18,417,104	-\$16,831,562	-84.1	6
Other Miscellaneous Store Retailers	4539	\$5,204,809	\$9,569,677	-\$4,364,868	-29.5	20
Nonstore Retailers	454	\$5,925,373	\$18,868,288	-\$12,942,915	-52.2	5
Electronic Shopping & Mail-Order Houses	4541	\$4,228,821	\$6,470,776	-\$2,241,955	-21.0	2
Vending Machine Operators	4542	\$679,298	\$0	\$679,298	100.0	0
Direct Selling Establishments	4543	\$1,017,253	\$12,351,585	-\$11,334,332	-84.8	2
Food Services & Drinking Places	722	\$27,311,449	\$50,322,473	-\$23,011,024	-29.6	109
Full-Service Restaurants	7221	\$14,538,256	\$35,984,257	-\$21,446,001	-42.4	77
Limited-Service Eating Places	7222	\$10,666,122	\$7,810,074	\$2,856,048	15.5	16
Special Food Services	7223	\$596,932	\$1,617,482	-\$1,020,550	-46.1	4
Drinking Places - Alcoholic Beverages	7224	\$1,510,138	\$4,910,660	-\$3,400,522	-53.0	13

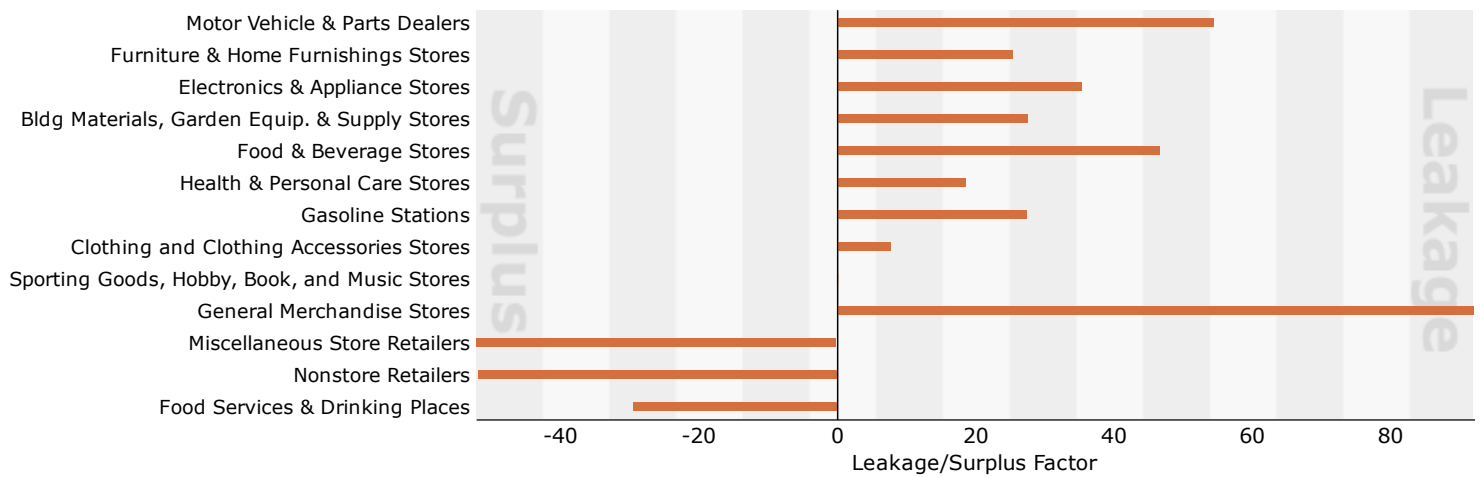
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

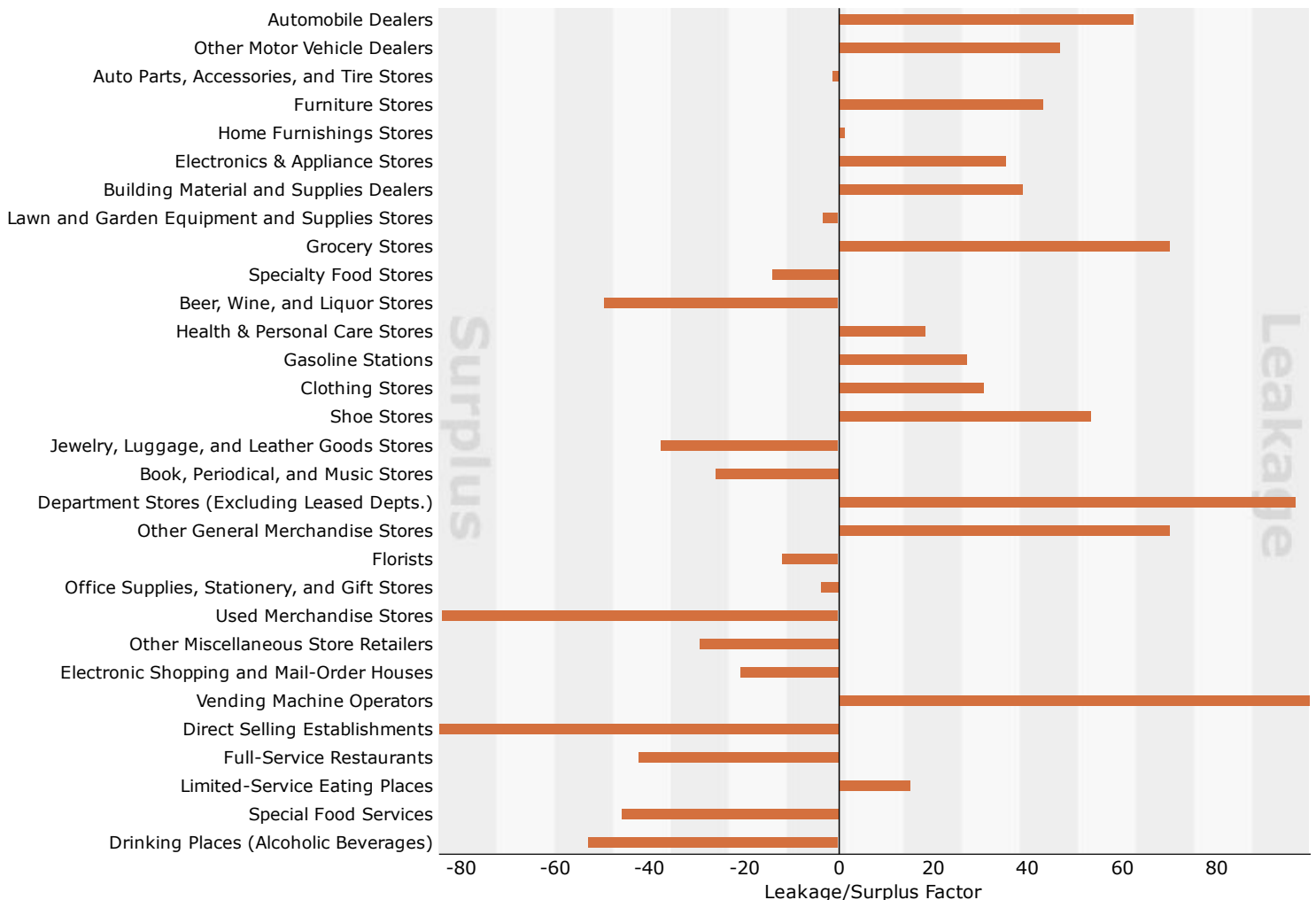
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March 28, 2016

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

Summary Demographics

2015 Population	91,134
2015 Households	38,252
2015 Median Disposable Income	\$40,222
2015 Per Capita Income	\$26,902

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,328,810,723	\$1,794,569,002	-\$465,758,279	-14.9	902
Total Retail Trade	44-45	\$1,204,546,844	\$1,633,625,817	-\$429,078,973	-15.1	612
Total Food & Drink	722	\$124,263,879	\$160,943,185	-\$36,679,306	-12.9	289

Industry Group

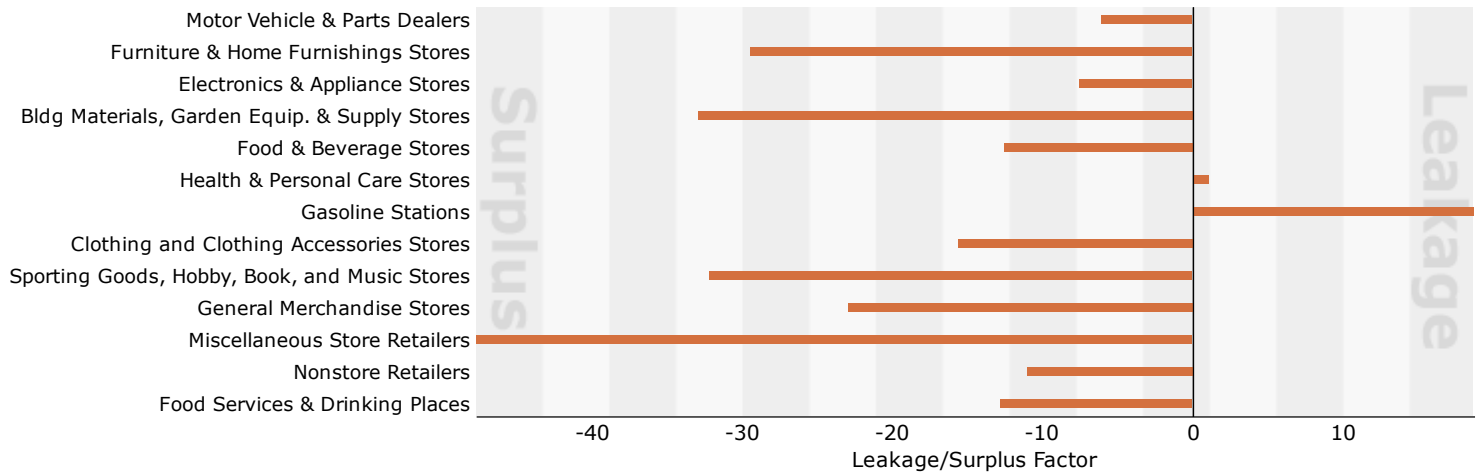
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$279,935,362	\$316,270,362	-\$36,335,000	-6.1	77
Automobile Dealers	4411	\$227,326,252	\$270,072,654	-\$42,746,402	-8.6	40
Other Motor Vehicle Dealers	4412	\$35,842,798	\$16,881,993	\$18,960,805	36.0	9
Auto Parts, Accessories & Tire Stores	4413	\$16,766,312	\$29,315,716	-\$12,549,404	-27.2	28
Furniture & Home Furnishings Stores	442	\$34,086,837	\$62,584,345	-\$28,497,508	-29.5	44
Furniture Stores	4421	\$22,159,887	\$37,123,167	-\$14,963,280	-25.2	21
Home Furnishings Stores	4422	\$11,926,950	\$25,461,178	-\$13,534,228	-36.2	23
Electronics & Appliance Stores	443	\$69,559,855	\$80,923,782	-\$11,363,927	-7.6	41
Bldg Materials, Garden Equip. & Supply Stores	444	\$57,241,249	\$113,595,099	-\$56,353,850	-33.0	48
Bldg Material & Supplies Dealers	4441	\$46,012,213	\$106,634,796	-\$60,622,583	-39.7	41
Lawn & Garden Equip & Supply Stores	4442	\$11,229,036	\$6,960,303	\$4,268,733	23.5	7
Food & Beverage Stores	445	\$203,296,483	\$261,932,406	-\$58,635,923	-12.6	42
Grocery Stores	4451	\$181,111,417	\$217,676,487	-\$36,565,070	-9.2	28
Specialty Food Stores	4452	\$14,064,414	\$34,129,168	-\$20,064,754	-41.6	9
Beer, Wine & Liquor Stores	4453	\$8,120,651	\$10,126,751	-\$2,006,100	-11.0	5
Health & Personal Care Stores	446,4461	\$86,694,469	\$84,774,233	\$1,920,236	1.1	49
Gasoline Stations	447,4471	\$95,369,884	\$65,215,475	\$30,154,409	18.8	33
Clothing & Clothing Accessories Stores	448	\$52,004,738	\$71,310,189	-\$19,305,451	-15.7	63
Clothing Stores	4481	\$31,362,401	\$46,950,651	-\$15,588,250	-19.9	39
Shoe Stores	4482	\$9,017,532	\$8,939,674	\$77,858	0.4	10
Jewelry, Luggage & Leather Goods Stores	4483	\$11,624,804	\$15,419,864	-\$3,795,060	-14.0	15
Sporting Goods, Hobby, Book & Music Stores	451	\$30,925,714	\$60,262,599	-\$29,336,885	-32.2	60
Sporting Goods/Hobby/Musical Instr Stores	4511	\$23,815,803	\$48,033,368	-\$24,217,565	-33.7	40
Book, Periodical & Music Stores	4512	\$7,109,912	\$12,229,231	-\$5,119,319	-26.5	20
General Merchandise Stores	452	\$224,620,285	\$358,936,709	-\$134,316,424	-23.0	29
Department Stores Excluding Leased Depts.	4521	\$188,722,125	\$265,475,203	-\$76,753,078	-16.9	10
Other General Merchandise Stores	4529	\$35,898,160	\$93,461,506	-\$57,563,346	-44.5	19
Miscellaneous Store Retailers	453	\$44,031,212	\$124,402,186	-\$80,370,974	-47.7	111
Florists	4531	\$1,791,102	\$3,357,057	-\$1,565,955	-30.4	8
Office Supplies, Stationery & Gift Stores	4532	\$12,050,073	\$21,474,111	-\$9,424,038	-28.1	29
Used Merchandise Stores	4533	\$7,084,882	\$48,704,254	-\$41,619,372	-74.6	23
Other Miscellaneous Store Retailers	4539	\$23,105,154	\$50,866,764	-\$27,761,610	-37.5	51
Nonstore Retailers	454	\$26,780,757	\$33,418,432	-\$6,637,675	-11.0	16
Electronic Shopping & Mail-Order Houses	4541	\$19,095,468	\$11,208,859	\$7,886,609	26.0	6
Vending Machine Operators	4542	\$3,032,882	\$6,251,328	-\$3,218,446	-34.7	4
Direct Selling Establishments	4543	\$4,652,407	\$15,958,245	-\$11,305,838	-54.9	5
Food Services & Drinking Places	722	\$124,263,879	\$160,943,185	-\$36,679,306	-12.9	289
Full-Service Restaurants	7221	\$66,223,276	\$88,131,965	-\$21,908,689	-14.2	181
Limited-Service Eating Places	7222	\$48,531,637	\$60,913,808	-\$12,382,171	-11.3	78
Special Food Services	7223	\$2,723,869	\$2,943,867	-\$219,998	-3.9	8
Drinking Places - Alcoholic Beverages	7224	\$6,785,096	\$8,953,545	-\$2,168,449	-13.8	23

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

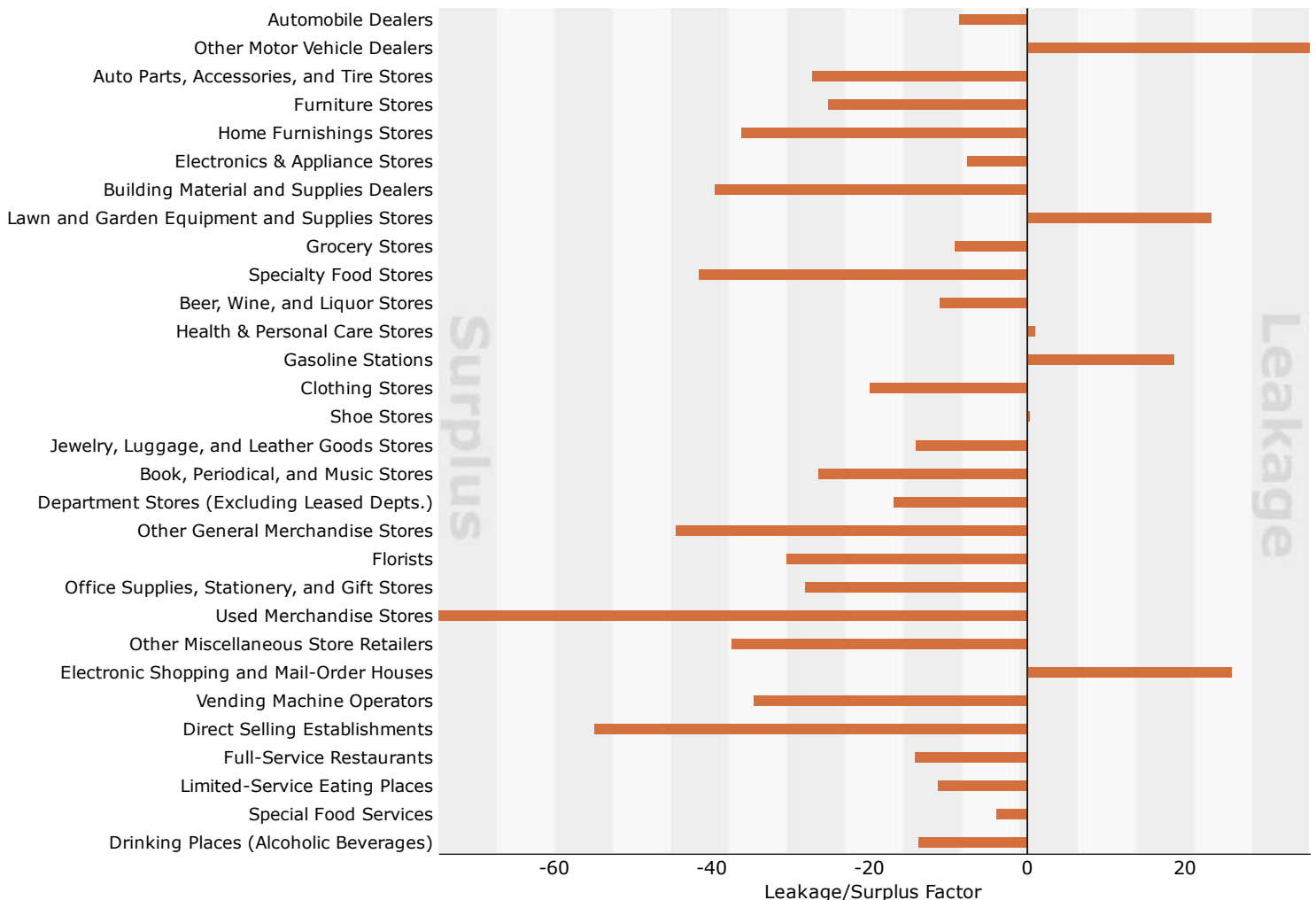
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

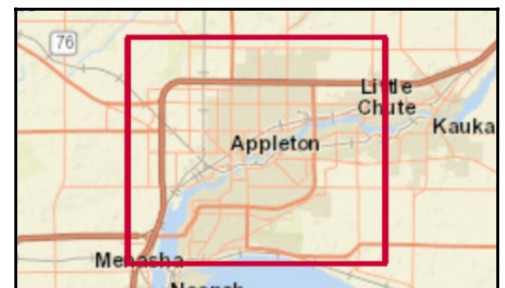
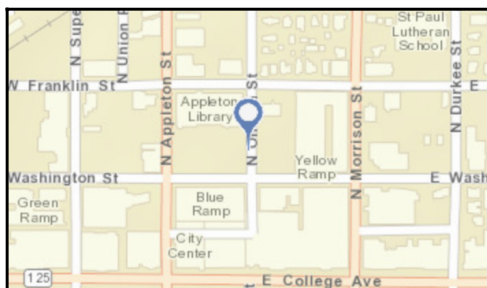
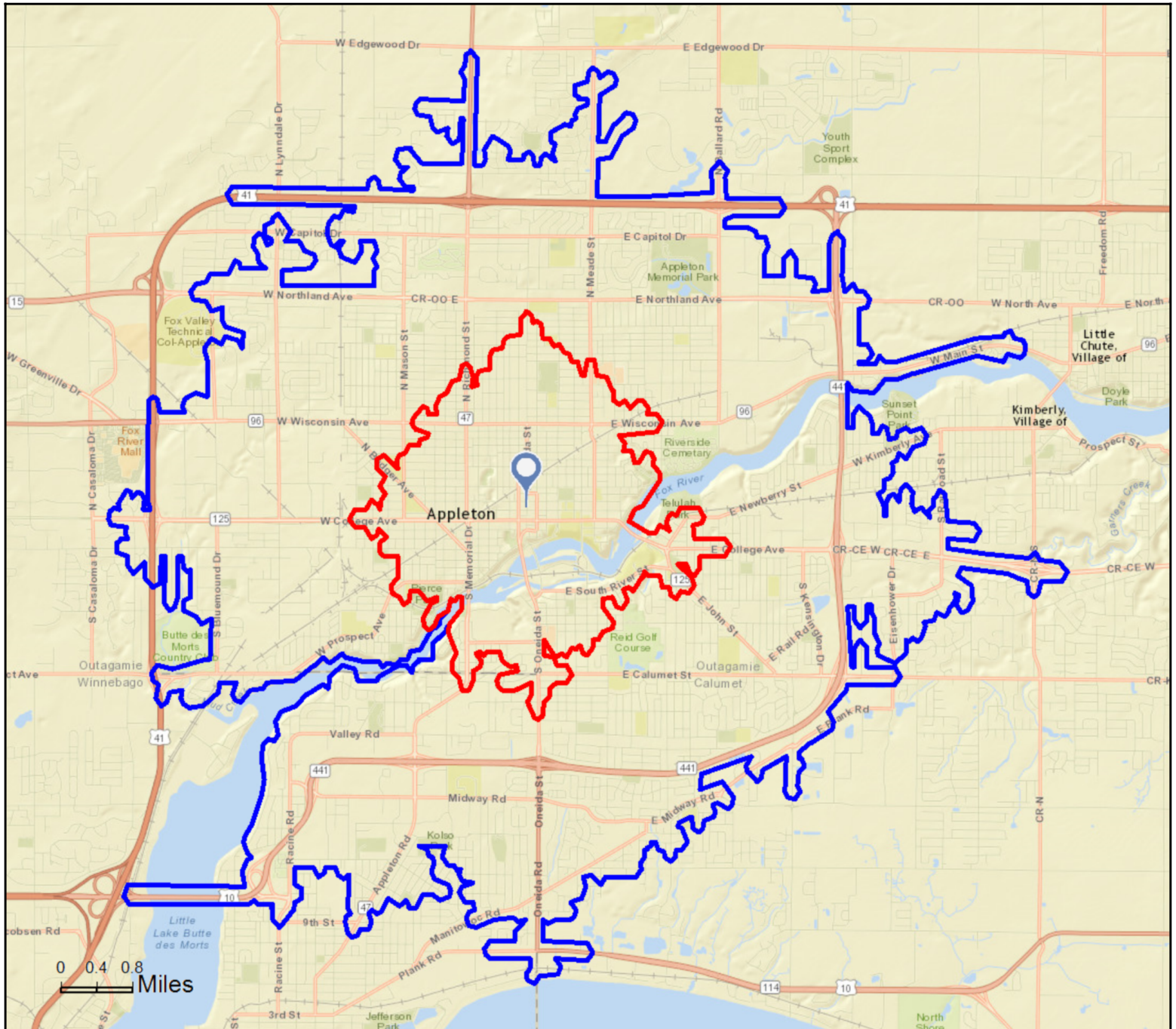




Site Map

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Times: 5, 10 minute radii

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600



March 28, 2016



Tapestry Segmentation Area Profile

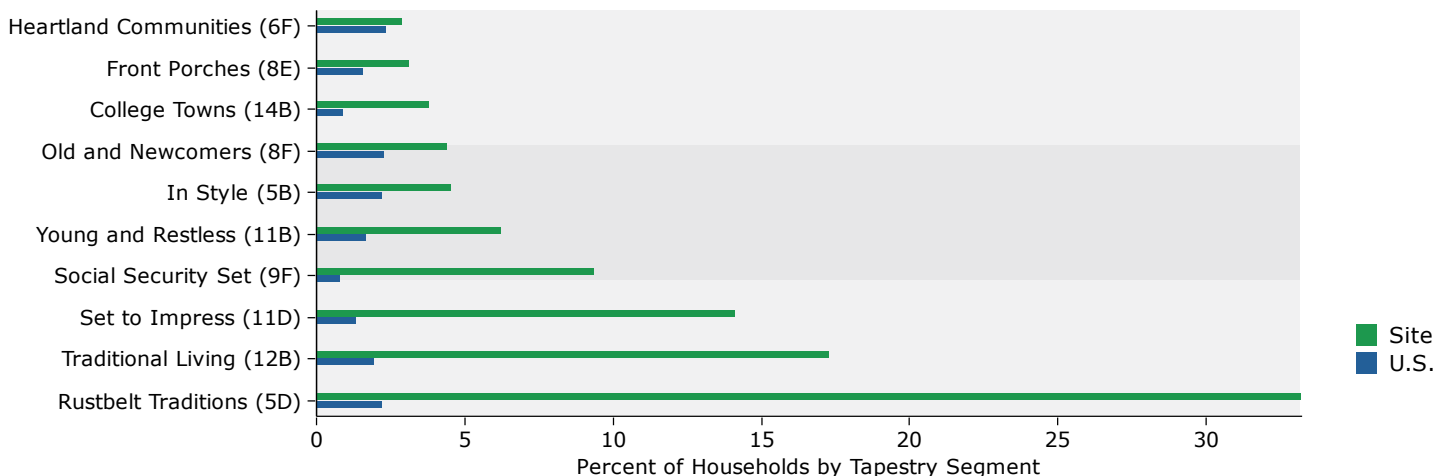
225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Rustbelt Traditions (5D)	33.2%	33.2%	2.2%	2.2%	1491
2	Traditional Living (12B)	17.3%	50.5%	2.0%	4.2%	881
3	Set to Impress (11D)	14.1%	64.6%	1.4%	5.6%	1,018
4	Social Security Set (9F)	9.4%	74.0%	0.8%	6.4%	1,163
5	Young and Restless (11B)	6.3%	80.3%	1.7%	8.1%	367
Subtotal		80.3%		8.1%		
6	In Style (5B)	4.6%	84.9%	2.3%	10.4%	204
7	Old and Newcomers (8F)	4.4%	89.3%	2.3%	12.7%	190
8	College Towns (14B)	3.8%	93.1%	0.9%	13.6%	407
9	Front Porches (8E)	3.2%	96.3%	1.6%	15.2%	198
10	Heartland Communities (6F)	2.9%	99.2%	2.4%	17.6%	123
Subtotal		18.9%		9.5%		
11	Green Acres (6A)	0.7%	99.9%	3.2%	20.8%	21
12	Retirement Communities (9E)	0.0%	99.9%	1.2%	22.0%	1
Subtotal		0.7%		4.4%		
Total		100.0%		22.0%		454

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

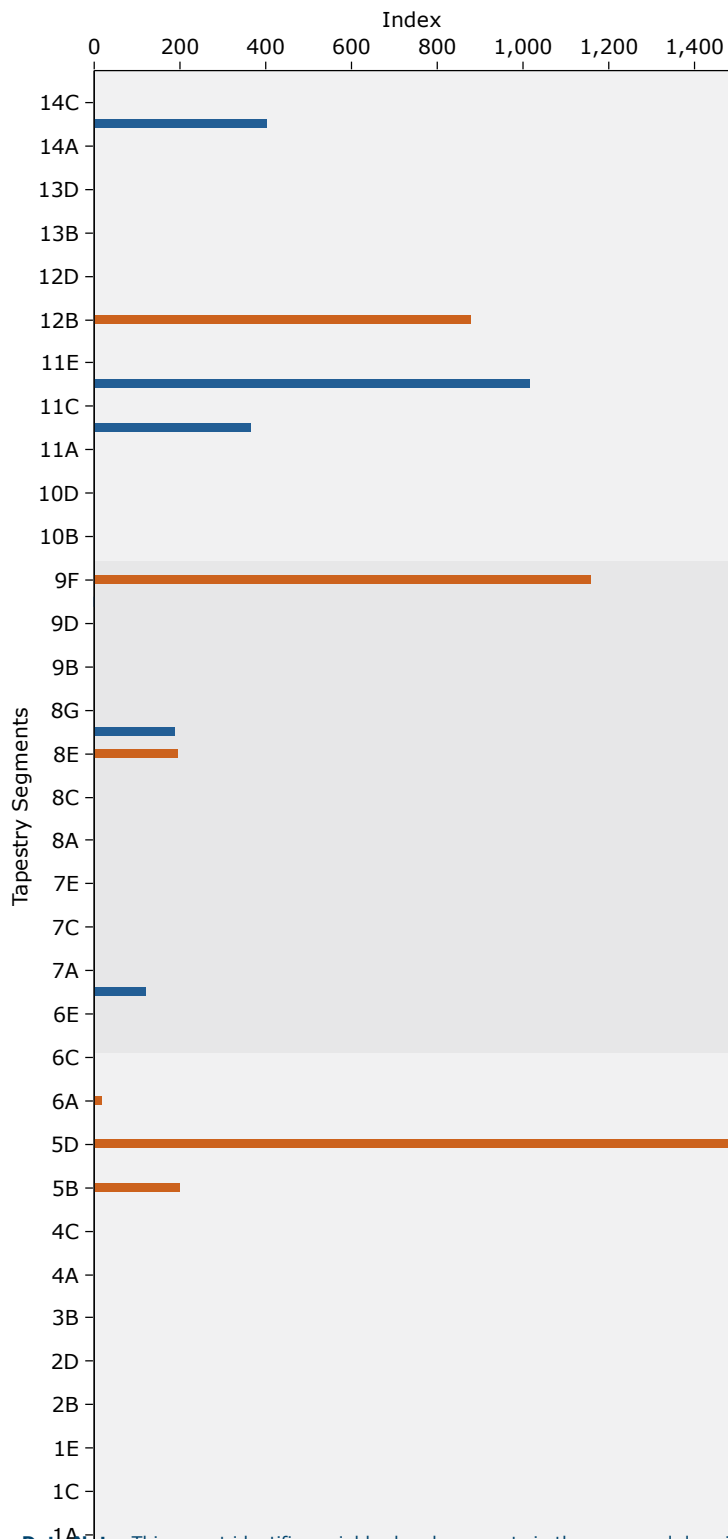


Tapestry Segmentation Area Profile

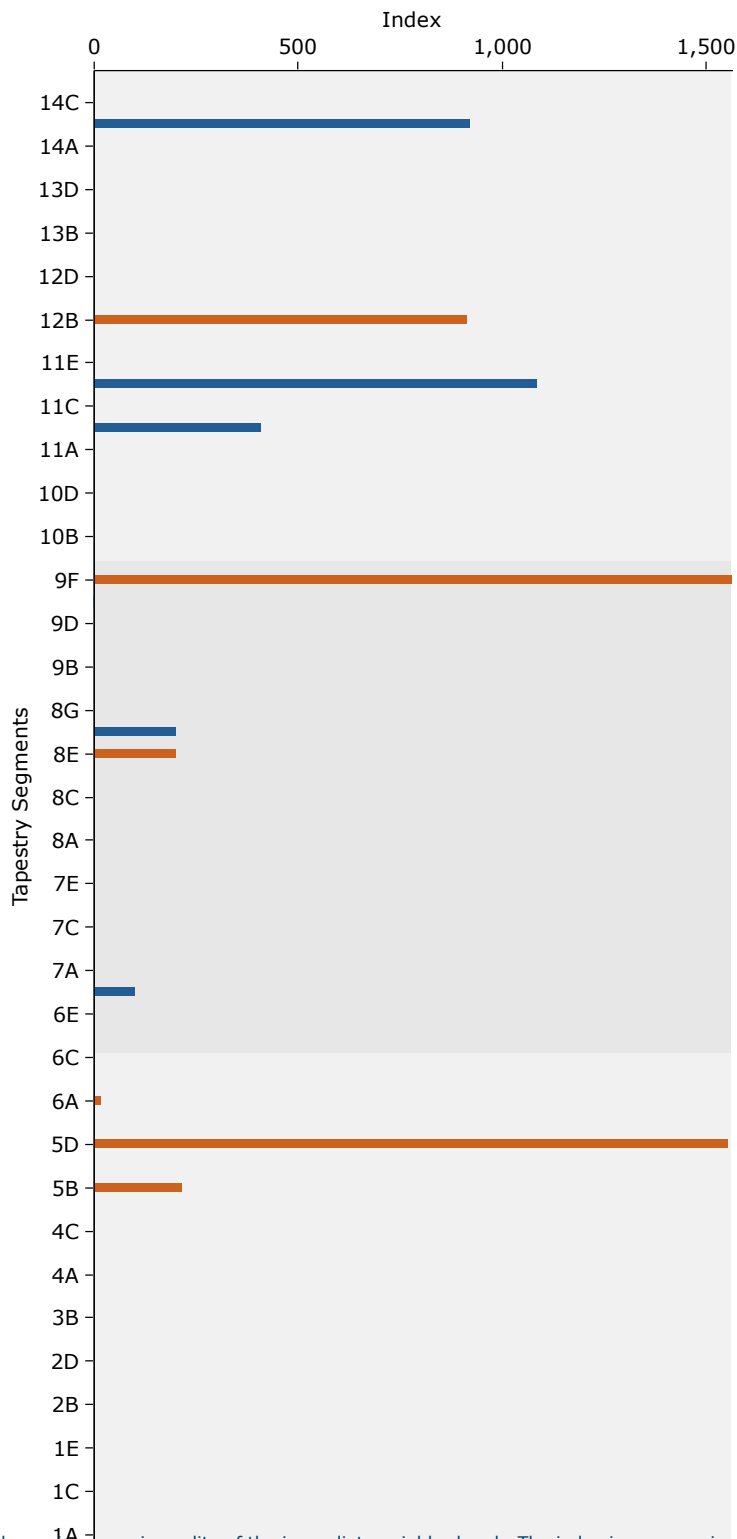
225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

March 28, 2016



Tapestry Segmentation Area Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,810	100.0%		23,655	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	3,710	37.8%	329	8,732	36.9%	346
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	450	4.6%	204	1,034	4.4%	216
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	3,260	33.2%	1,491	7,698	32.5%	1,557
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	353	3.6%	30	694	2.9%	25
Green Acres (6A)	66	0.7%	21	150	0.6%	19
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	287	2.9%	123	544	2.3%	105
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

March 28, 2016



Tapestry Segmentation Area Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,810	100.0%		23,655	100.0%	
8. Middle Ground	745	7.6%	70	1,681	7.1%	70
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	311	3.2%	198	757	3.2%	204
Old and Newcomers (8F)	434	4.4%	190	924	3.9%	204
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	924	9.4%	163	2,225	9.4%	213
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1	0.0%	1	2	0.0%	1
Social Security Set (9F)	923	9.4%	1,163	2,223	9.4%	1,566
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	2,004	20.4%	330	4,283	18.1%	319
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	616	6.3%	367	1,297	5.5%	412
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	1,388	14.1%	1,018	2,986	12.6%	1,090
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	1,697	17.3%	275	4,083	17.3%	286
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,697	17.3%	881	4,083	17.3%	916
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	377	3.8%	239	1,957	8.3%	416
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	377	3.8%	407	1,957	8.3%	922
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

March 28, 2016



Tapestry Segmentation Area Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,810	100.0%		23,655	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	3,260	33.2%	197	7,698	32.5%	174
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	3,260	33.2%	1,491	7,698	32.5%	1,557
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	6,197	63.2%	346	15,263	64.5%	393
In Style (5B)	450	4.6%	204	1,034	4.4%	216
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	311	3.2%	198	757	3.2%	204
Old and Newcomers (8F)	434	4.4%	190	924	3.9%	204
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1	0.0%	1	2	0.0%	1
Social Security Set (9F)	923	9.4%	1,163	2,223	9.4%	1,566
Young and Restless (11B)	616	6.3%	367	1,297	5.5%	412
Set to Impress (11D)	1,388	14.1%	1,018	2,986	12.6%	1,090
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,697	17.3%	881	4,083	17.3%	916
College Towns (14B)	377	3.8%	407	1,957	8.3%	922
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

March 28, 2016



Tapestry Segmentation Area Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,810	100.0%		23,655	100.0%	
4. Suburban Periphery	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	287	2.9%	31	544	2.3%	25
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	287	2.9%	123	544	2.3%	105
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	66	0.7%	4	150	0.6%	4
Green Acres (6A)	66	0.7%	21	150	0.6%	19
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

March 28, 2016



Tapestry Segmentation Area Profile

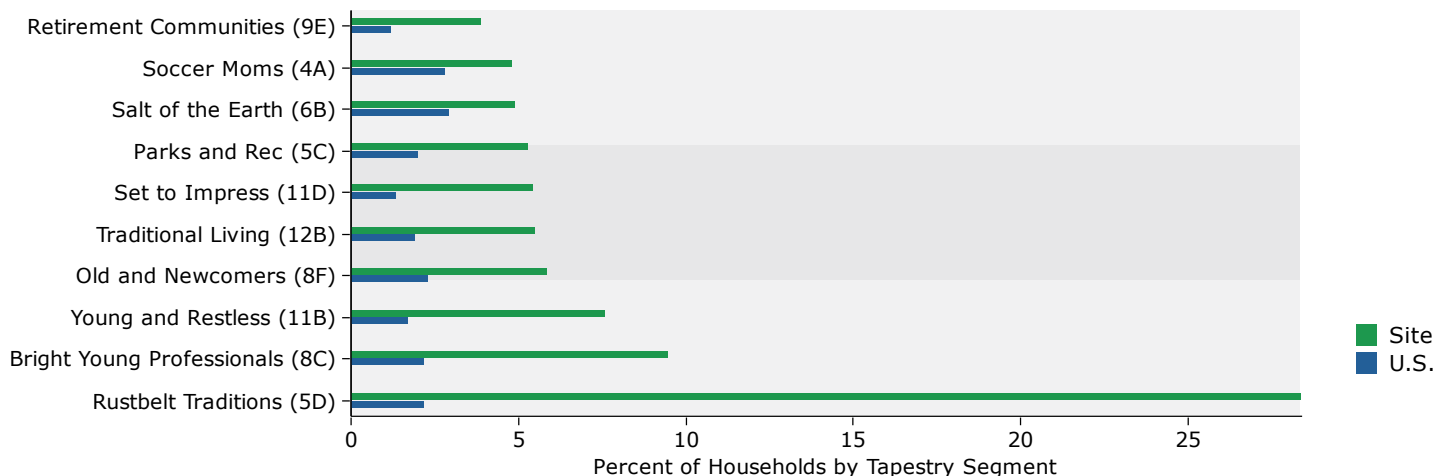
225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Rustbelt Traditions (5D)	28.4%	28.4%	2.2%	2.2%	1274
2	Bright Young Professionals (8C)	9.5%	37.9%	2.2%	4.4%	428
3	Young and Restless (11B)	7.6%	45.5%	1.7%	6.1%	444
4	Old and Newcomers (8F)	5.9%	51.4%	2.3%	8.4%	254
5	Traditional Living (12B)	5.5%	56.9%	2.0%	10.4%	279
Subtotal		56.9%		10.4%		
6	Set to Impress (11D)	5.5%	62.4%	1.4%	11.8%	394
7	Parks and Rec (5C)	5.3%	67.7%	2.0%	13.8%	264
8	Salt of the Earth (6B)	4.9%	72.6%	2.9%	16.7%	169
9	Soccer Moms (4A)	4.8%	77.4%	2.8%	19.5%	170
10	Retirement Communities (9E)	3.9%	81.3%	1.2%	20.7%	320
Subtotal		24.4%		10.3%		
11	Home Improvement (4B)	2.8%	84.1%	1.7%	22.4%	162
12	In Style (5B)	2.8%	86.9%	2.3%	24.7%	123
13	Green Acres (6A)	2.8%	89.7%	3.2%	27.9%	86
14	Midlife Constants (5E)	2.6%	92.3%	2.5%	30.4%	104
15	Social Security Set (9F)	2.4%	94.7%	0.8%	31.2%	298
Subtotal		13.4%		10.5%		
16	Heartland Communities (6F)	1.4%	96.1%	2.4%	33.6%	61
17	Professional Pride (1B)	1.3%	97.4%	1.6%	35.2%	79
18	College Towns (14B)	1.0%	98.4%	0.9%	36.1%	104
19	Front Porches (8E)	0.8%	99.2%	1.6%	37.7%	51
20	Golden Years (9B)	0.7%	99.9%	1.3%	39.0%	49
Subtotal		5.2%		7.8%		
Total		99.8%		39.2%		255

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

March 28, 2016

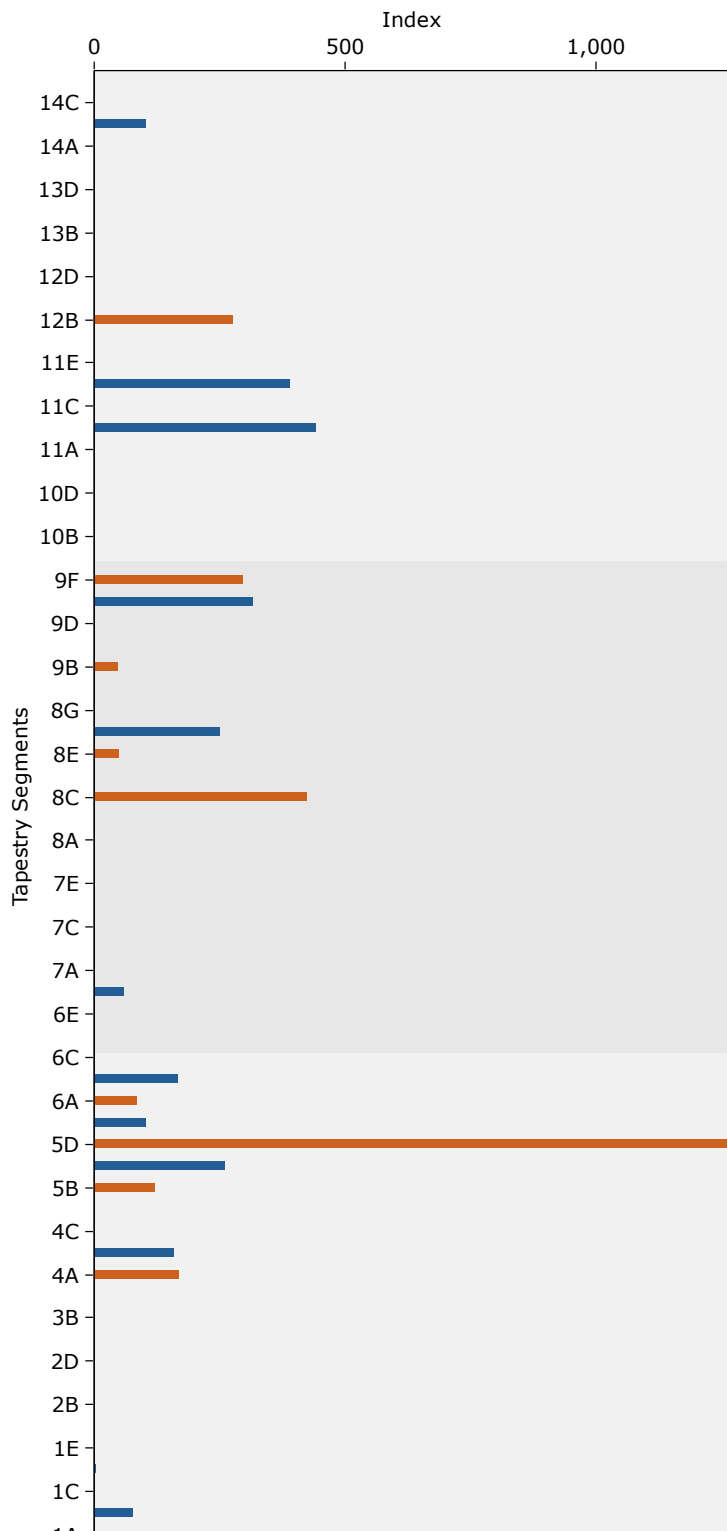


Tapestry Segmentation Area Profile

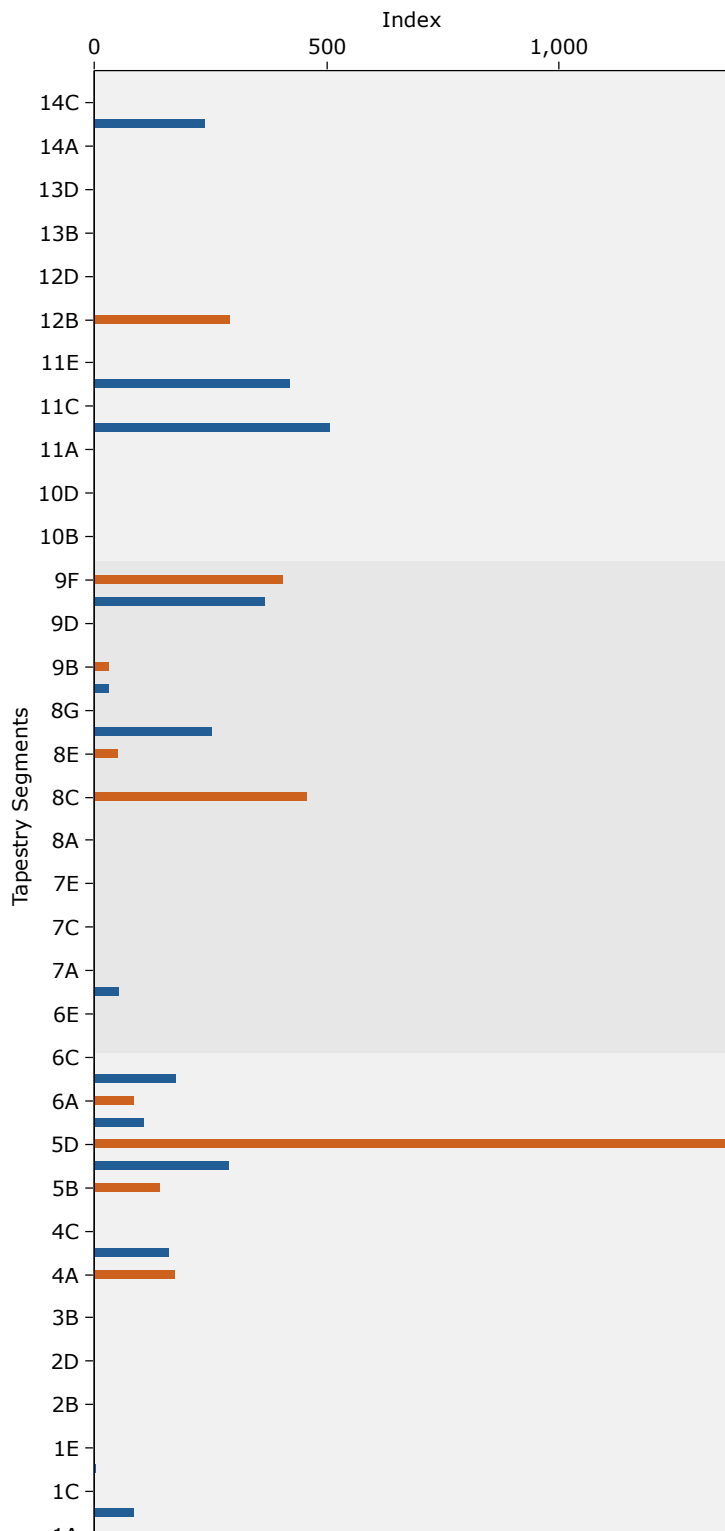
225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

March 28, 2016



Tapestry Segmentation Area Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
 225 N Oneida St, Appleton, Wisconsin, 54911
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 44.26326
 Longitude: -88.40600

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	38,251	100.0%		91,133	100.0%	
1. Affluent Estates	549	1.4%	15	1,700	1.9%	18
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	482	1.3%	79	1,516	1.7%	88
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	67	0.2%	6	184	0.2%	6
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	2,908	7.6%	103	7,857	8.6%	108
Soccer Moms (4A)	1,844	4.8%	170	5,119	5.6%	177
Home Improvement (4B)	1,064	2.8%	162	2,738	3.0%	161
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	14,962	39.1%	340	36,126	39.6%	371
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	1,058	2.8%	123	2,618	2.9%	142
Parks and Rec (5C)	2,031	5.3%	264	5,068	5.6%	290
Rustbelt Traditions (5D)	10,865	28.4%	1,274	26,164	28.7%	1,373
Midlife Constants (5E)	1,008	2.6%	104	2,276	2.5%	110
6. Cozy Country Living	3,500	9.2%	75	8,444	9.3%	79
Green Acres (6A)	1,055	2.8%	86	2,626	2.9%	88
Salt of the Earth (6B)	1,893	4.9%	169	4,712	5.2%	179
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	552	1.4%	61	1,106	1.2%	55
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri

March 28, 2016



Tapestry Segmentation Area Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
 225 N Oneida St, Appleton, Wisconsin, 54911
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 44.26326
 Longitude: -88.40600

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	38,251	100.0%		91,133	100.0%	
8. Middle Ground	6,198	16.2%	148	13,726	15.1%	149
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	3,629	9.5%	428	8,491	9.3%	460
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	311	0.8%	51	757	0.8%	53
Old and Newcomers (8F)	2,258	5.9%	254	4,478	4.9%	257
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	2,661	7.0%	121	5,611	6.2%	139
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	251	0.7%	49	332	0.4%	34
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,487	3.9%	320	3,056	3.4%	368
Social Security Set (9F)	923	2.4%	298	2,223	2.4%	407
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	4,997	13.1%	211	10,673	11.7%	206
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	2,905	7.6%	444	6,189	6.8%	510
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	2,092	5.5%	394	4,484	4.9%	425
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	2,099	5.5%	87	5,039	5.5%	92
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	2,099	5.5%	279	5,039	5.5%	293
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	377	1.0%	61	1,957	2.1%	108
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	377	1.0%	104	1,957	2.1%	239
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

March 28, 2016



Tapestry Segmentation Area Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
 225 N Oneida St, Appleton, Wisconsin, 54911
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 44.26326
 Longitude: -88.40600

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	38,251	100.0%		91,133	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	14,494	37.9%	225	34,655	38.0%	204
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	10,865	28.4%	1,274	26,164	28.7%	1,373
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	3,629	9.5%	428	8,491	9.3%	460
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	13,510	35.3%	193	30,801	33.8%	206
In Style (5B)	1,058	2.8%	123	2,618	2.9%	142
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	311	0.8%	51	757	0.8%	53
Old and Newcomers (8F)	2,258	5.9%	254	4,478	4.9%	257
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,487	3.9%	320	3,056	3.4%	368
Social Security Set (9F)	923	2.4%	298	2,223	2.4%	407
Young and Restless (11B)	2,905	7.6%	444	6,189	6.8%	510
Set to Impress (11D)	2,092	5.5%	394	4,484	4.9%	425
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	2,099	5.5%	279	5,039	5.5%	293
College Towns (14B)	377	1.0%	104	1,957	2.1%	239
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	38,251	100.0%		91,133	100.0%	
4. Suburban Periphery	6,747	17.6%	56	17,233	18.9%	59
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	482	1.3%	79	1,516	1.7%	88
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	67	0.2%	6	184	0.2%	6
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	1,844	4.8%	170	5,119	5.6%	177
Home Improvement (4B)	1,064	2.8%	162	2,738	3.0%	161
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	2,031	5.3%	264	5,068	5.6%	290
Midlife Constants (5E)	1,008	2.6%	104	2,276	2.5%	110
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	251	0.7%	49	332	0.4%	34
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	552	1.4%	15	1,106	1.2%	13
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	552	1.4%	61	1,106	1.2%	55
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	2,948	7.7%	45	7,338	8.1%	48
Green Acres (6A)	1,055	2.8%	86	2,626	2.9%	88
Salt of the Earth (6B)	1,893	4.9%	169	4,712	5.2%	179
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

March 28, 2016



Appleton, WI

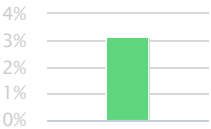
Community Profile

TOTAL
POPULATION
74,960

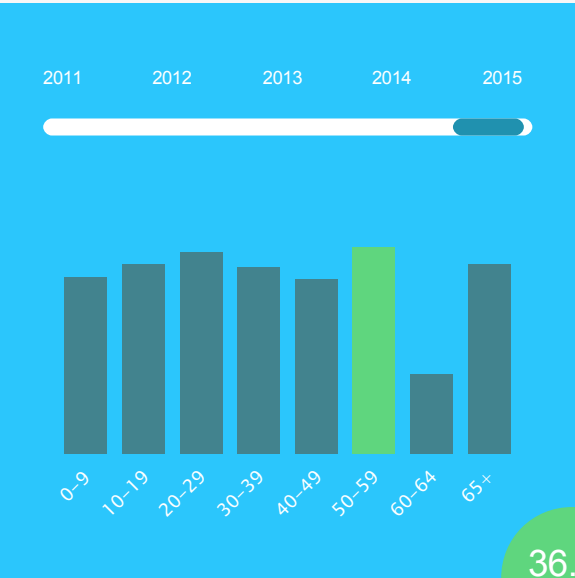
The total population of the City of Appleton is 74,960. The median age is 36.04.



The population in Appleton has grown 3.14% since 2011.



Age Distribution



49.4%
Male



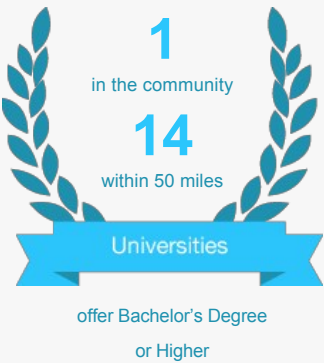
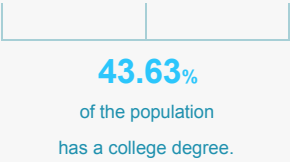
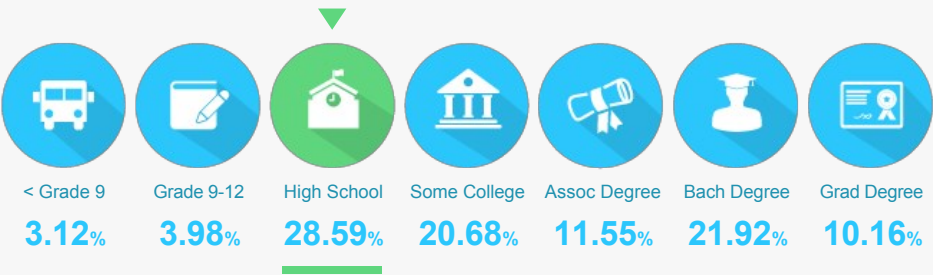
50.6%
Female



36.04
Median Age

EDUCATIONAL ATTAINMENT

The majority of the population in Appleton has completed at least a high school degree.



LABOR FORCE 40,978

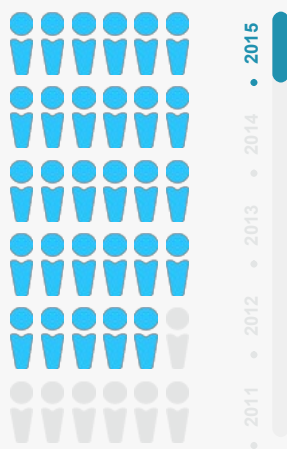
Appleton has a labor force of 40,978 people, with a job growth rate of -0.04% since 2014, and an unemployment rate of 4.4%.

JOB GROWTH

-0.04%

Since 2014

TOTAL EMPLOYEES



46,297
2015

The work distribution of total employees in Appleton is.



64%

Blue Collar



35%

White Collar

4.4% **0%**

Unemployment
Rate

Since 2014

5 TOP TALENT

Where are the top jobs by occupation?

Office and
Administrative
support



17.03%

7,886

Executive,
Managers, and
Administrators



8.73%

4,042

Business and
Financial Operations



6.21%

2,877

Sales



11.57%

5,356

Production Workers



8.23%

3,812

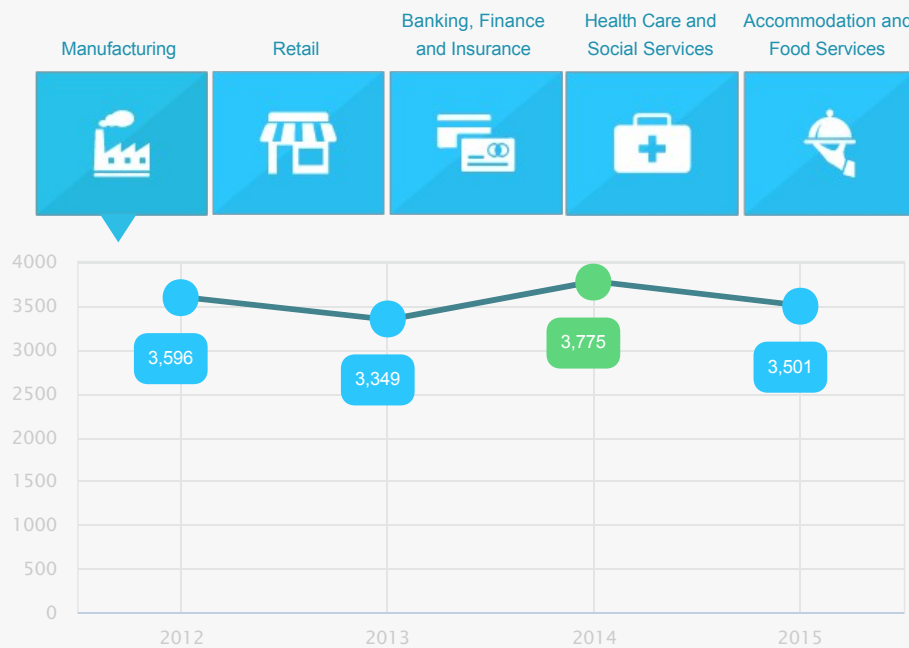
**TOTAL
ESTABLISHMENTS
2,917**

BUSINESSES AND JOBS

Appleton has a total of 2,917 businesses. In 2015, the leading industries were:

Manufacturing, Retail, Banking, Finance and Insurance, Health Care and Social Services, and Accommodation and Food Services

Which are the top 5 industries by jobs?



How many employees do businesses in Appleton have?

1-4 Employees	56.19%
5-9 Employees	19.51%
10-19 Employees	11.31%
20-49 Employees	7.85%
50-99 Employees	2.47%
100+ Employees	2.67%

INCOME AND SPENDING

Workers in Appleton earn a median yearly household income of \$54,092. 44.17% of the households earn more than the national average each year. Household expenditures average \$54,306 per year. The majority of earnings get spent on Shelter, Transportation, Food and Beverages, Health Care, and Utilities.

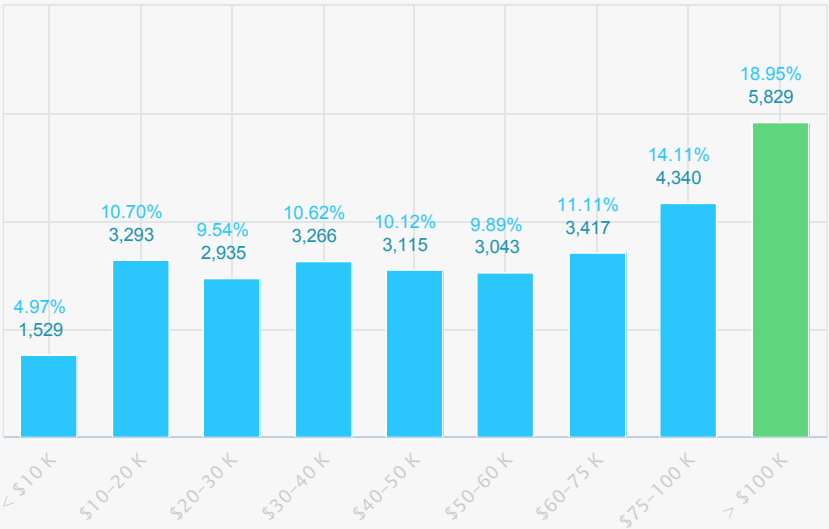
There are 105% more households who own their homes than there are renters.



MEDIAN
**HOUSEHOLD
INCOME**
\$54,092

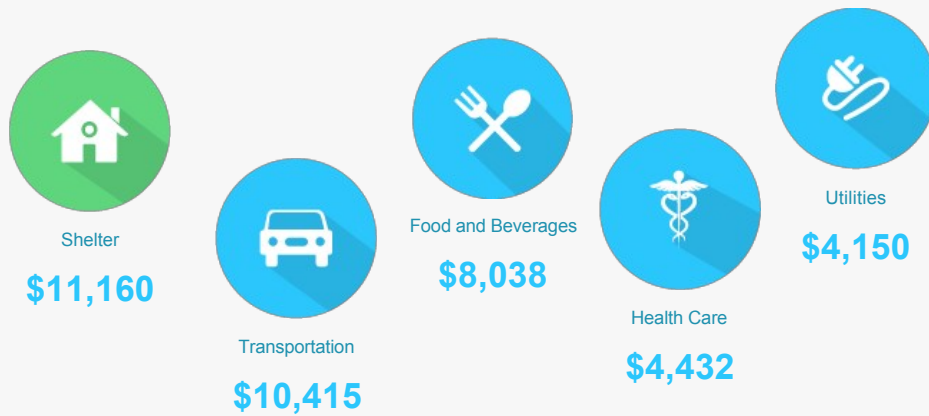
- 7% less than the county
- 3% more than the state
- 2% less than the nation

Income Distribution



How do people spend much of their money?

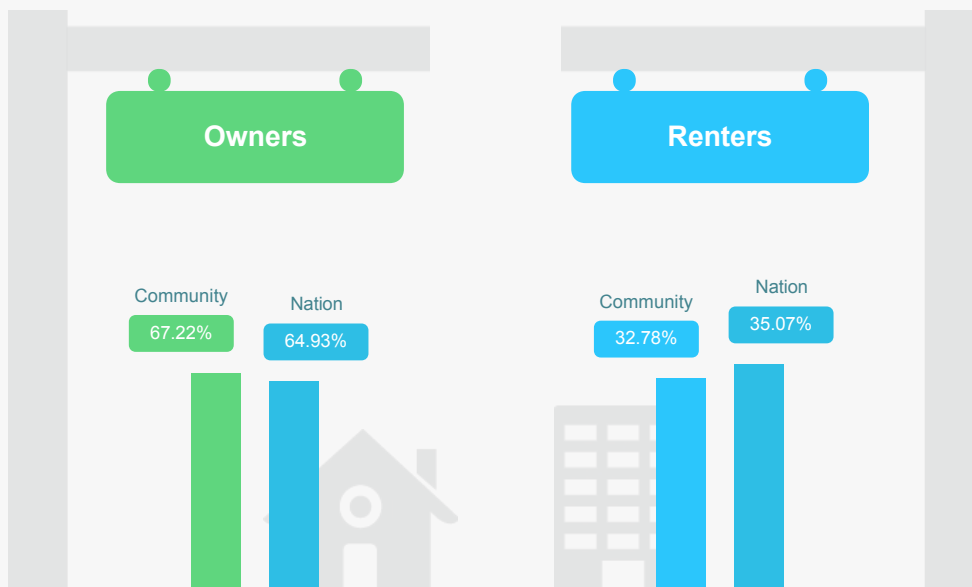
\$ PER HOUSEHOLD



The average household expenditure in Appleton is:

\$54,306

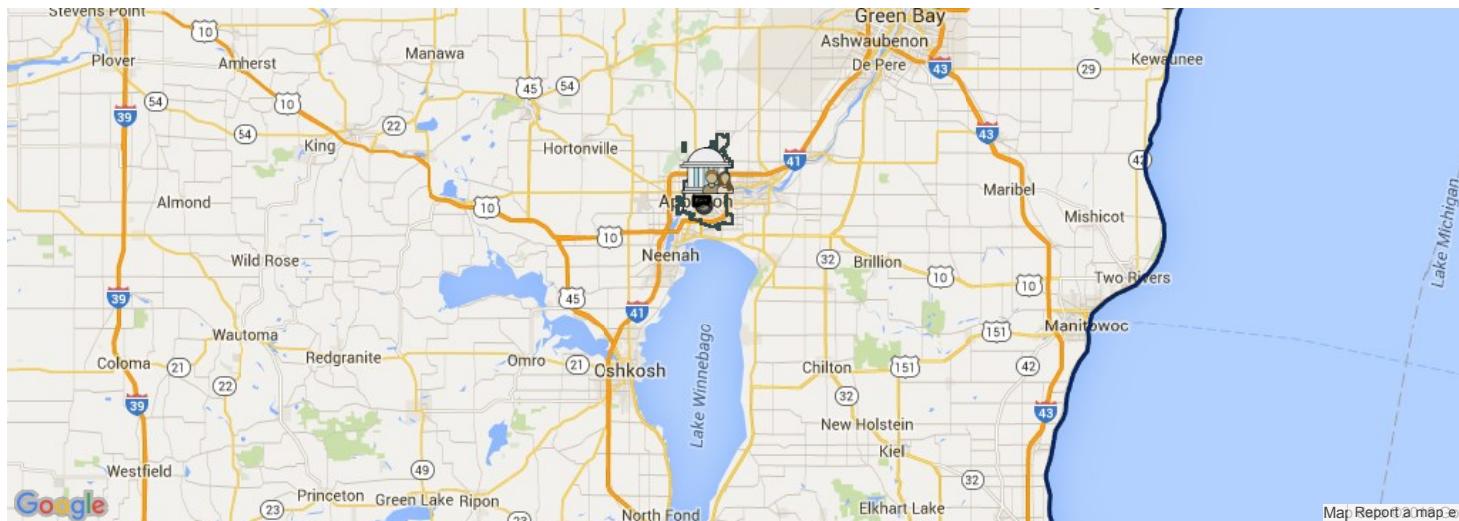
HOUSING



TRANSPORTATION

Residents spend an average of 18 minutes commuting to work. Appleton is served by 15 airports within 50 miles. Rail can be accessed within the community. Interstates can be accessed 20 miles away.







Appleton/Green Bay Comparison Report

Full Community Details (Appleton, Wisconsin AND Green Bay, Wisconsin)

People		
	Appleton, Wisconsin	Green Bay, Wisconsin
Population	74,960	107,241
Labor Force	40,978	55,710
Job Growth Rate (1 Year)	0.0%	-1.8%
Unemployment Rate	6.9%	7.3%
Median Age	36.04	34.05

Labor Force		
	Appleton, Wisconsin	Green Bay, Wisconsin
Bachelors Degree or higher	32.1%	22.9%
High School Degree or higher	92.9%	87.4%
White Collar Workers	64%	58%
Blue Collar Workers	35%	41%
Universities in Community	1	4
Universities in Community + 50 miles	14	12
Community Colleges in Community	1	2
Community Colleges in Community + 50 miles	10	9

Budgets		
	Appleton, Wisconsin	Green Bay, Wisconsin
Household Expenditures (Average)	54,306	47,730
Household Income (Median)	54,092	42,835

Transportation		
	Appleton, Wisconsin	Green Bay, Wisconsin
Commute Travel Time (minutes)	18	18
Airports in Community	0	1
Airports in Community + 50 miles	15	17
Distance to Interstate (miles)	20	In Community
Distance to Rail (miles)	In Community	In Community
Latitude	44.269535163	44.5140099927
Longitude	-88.3916915662	-87.9948192546



Appleton/Oshkosh Comparison

Full Community Details (Appleton, Wisconsin AND Oshkosh, Wisconsin)

People		
	Appleton, Wisconsin	Oshkosh, Wisconsin
Population	74,960	67,492
Labor Force	40,978	35,142
Job Growth Rate (1 Year)	0.0%	1.2%
Unemployment Rate	6.9%	6.3%
Median Age	36.04	33.45

Labor Force		
	Appleton, Wisconsin	Oshkosh, Wisconsin
Bachelors Degree or higher	32.1%	25.2%
High School Degree or higher	92.9%	89.7%
White Collar Workers	64%	57%
Blue Collar Workers	35%	42%
Universities in Community	1	1
Universities in Community + 50 miles	14	11
Community Colleges in Community	1	0
Community Colleges in Community + 50 miles	10	8

Budgets		
	Appleton, Wisconsin	Oshkosh, Wisconsin
Household Expenditures (Average)	54,306	47,496
Household Income (Median)	54,092	44,021

Transportation		
	Appleton, Wisconsin	Oshkosh, Wisconsin
Commute Travel Time (minutes)	18	17
Airports in Community	0	1
Airports in Community + 50 miles	15	20
Distance to Interstate (miles)	20	36
Distance to Rail (miles)	In Community	In Community
Latitude	44.269535163	44.0243151788
Longitude	-88.3916915662	-88.557980718



Business Summary

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

Data for all businesses in area

Total Businesses:	764
Total Employees:	18,006
Total Residential Population:	8,948
Employee/Residential Population Ratio:	2.01:1

by SIC Codes			Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	6	0.8%	25	0.1%
Construction	21	2.7%	74	0.4%
Manufacturing	14	1.8%	244	1.4%
Transportation	9	1.2%	208	1.2%
Communication	5	0.7%	109	0.6%
Utility	1	0.1%	1	0.0%
Wholesale Trade	14	1.8%	52	0.3%
Retail Trade Summary	172	22.5%	1,742	9.7%
Home Improvement	6	0.8%	20	0.1%
General Merchandise Stores	2	0.3%	6	0.0%
Food Stores	8	1.0%	53	0.3%
Auto Dealers, Gas Stations, Auto Aftermarket	6	0.8%	33	0.2%
Apparel & Accessory Stores	8	1.0%	23	0.1%
Furniture & Home Furnishings	17	2.2%	97	0.5%
Eating & Drinking Places	77	10.1%	1,137	6.3%
Miscellaneous Retail	49	6.4%	373	2.1%
Finance, Insurance, Real Estate Summary	116	15.2%	7,533	41.8%
Banks, Savings & Lending Institutions	45	5.9%	414	2.3%
Securities Brokers	20	2.6%	645	3.6%
Insurance Carriers & Agents	26	3.4%	6,269	34.8%
Real Estate, Holding, Other Investment Offices	24	3.1%	205	1.1%
Services Summary	297	38.9%	5,934	33.0%
Hotels & Lodging	4	0.5%	428	2.4%
Automotive Services	8	1.0%	33	0.2%
Motion Pictures & Amusements	28	3.7%	258	1.4%
Health Services	17	2.2%	213	1.2%
Legal Services	35	4.6%	184	1.0%
Education Institutions & Libraries	18	2.4%	768	4.3%
Other Services	186	24.3%	4,049	22.5%
Government	94	12.3%	2,047	11.4%
Unclassified Establishments	16	2.1%	37	0.2%
Totals	764	100.0%	18,006	100.0%

Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.

March 09, 2016



Business Summary

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	1	0.1%	3	0.0%
Utilities	0	0.0%	0	0.0%
Construction	24	3.1%	88	0.5%
Manufacturing	17	2.2%	156	0.9%
Wholesale Trade	13	1.7%	47	0.3%
Retail Trade	91	11.9%	579	3.2%
Motor Vehicle & Parts Dealers	5	0.7%	30	0.2%
Furniture & Home Furnishings Stores	5	0.7%	15	0.1%
Electronics & Appliance Stores	7	0.9%	20	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	6	0.8%	20	0.1%
Food & Beverage Stores	6	0.8%	48	0.3%
Health & Personal Care Stores	6	0.8%	34	0.2%
Gasoline Stations	1	0.1%	3	0.0%
Clothing & Clothing Accessories Stores	13	1.7%	51	0.3%
Sport Goods, Hobby, Book, & Music Stores	12	1.6%	82	0.5%
General Merchandise Stores	2	0.3%	6	0.0%
Miscellaneous Store Retailers	24	3.1%	174	1.0%
Nonstore Retailers	5	0.7%	95	0.5%
Transportation & Warehousing	7	0.9%	199	1.1%
Information	14	1.8%	419	2.3%
Finance & Insurance	91	11.9%	7,328	40.7%
Central Bank/Credit Intermediation & Related Activities	45	5.9%	414	2.3%
Securities, Commodity Contracts & Other Financial	20	2.6%	645	3.6%
Insurance Carriers & Related Activities; Funds, Trusts &	26	3.4%	6,269	34.8%
Real Estate, Rental & Leasing	27	3.5%	196	1.1%
Professional, Scientific & Tech Services	85	11.1%	1,021	5.7%
Legal Services	37	4.8%	216	1.2%
Management of Companies & Enterprises	1	0.1%	4	0.0%
Administrative & Support & Waste Management & Remediation	24	3.1%	241	1.3%
Educational Services	22	2.9%	662	3.7%
Health Care & Social Assistance	54	7.1%	2,421	13.4%
Arts, Entertainment & Recreation	28	3.7%	239	1.3%
Accommodation & Food Services	81	10.6%	1,571	8.7%
Accommodation	4	0.5%	428	2.4%
Food Services & Drinking Places	78	10.2%	1,142	6.3%
Other Services (except Public Administration)	74	9.7%	748	4.2%
Automotive Repair & Maintenance	6	0.8%	28	0.2%
Public Administration	94	12.3%	2,047	11.4%
Unclassified Establishments	16	2.1%	37	0.2%
Total	764	100.0%	18,006	100.0%

Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.

March 09, 2016



Community Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

Population Summary

2000 Total Population	9,278
2010 Total Population	8,860
2015 Total Population	8,948
2015 Group Quarters	1,761
2020 Total Population	9,097
2015-2020 Annual Rate	0.33%

Household Summary

2000 Households	3,438
2000 Average Household Size	2.20
2010 Households	3,348
2010 Average Household Size	2.12
2015 Households	3,433
2015 Average Household Size	2.09
2020 Households	3,521
2020 Average Household Size	2.08
2015-2020 Annual Rate	0.51%
2010 Families	1,539
2010 Average Family Size	3.04
2015 Families	1,562
2015 Average Family Size	3.01
2020 Families	1,594
2020 Average Family Size	3.00
2015-2020 Annual Rate	0.41%

Housing Unit Summary

2000 Housing Units	3,642
Owner Occupied Housing Units	45.7%
Renter Occupied Housing Units	48.7%
Vacant Housing Units	5.6%
2010 Housing Units	3,687
Owner Occupied Housing Units	42.5%
Renter Occupied Housing Units	48.3%
Vacant Housing Units	9.2%
2015 Housing Units	3,810
Owner Occupied Housing Units	40.3%
Renter Occupied Housing Units	49.8%
Vacant Housing Units	9.9%
2020 Housing Units	3,930
Owner Occupied Housing Units	40.2%
Renter Occupied Housing Units	49.4%
Vacant Housing Units	10.4%

Median Household Income

2015	\$36,189
2020	\$41,307

Median Home Value

2015	\$120,677
2020	\$140,185

Per Capita Income

2015	\$20,150
2020	\$22,765

Median Age

2010	29.1
2015	30.5
2020	31.2

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

March 09, 2016



Community Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

2015 Households by Income

Household Income Base	3,433
<\$15,000	21.5%
\$15,000 - \$24,999	14.4%
\$25,000 - \$34,999	12.8%
\$35,000 - \$49,999	12.9%
\$50,000 - \$74,999	15.8%
\$75,000 - \$99,999	11.2%
\$100,000 - \$149,999	9.2%
\$150,000 - \$199,999	1.5%
\$200,000+	0.8%

Average Household Income \$49,059

2020 Households by Income

Household Income Base	3,521
<\$15,000	20.3%
\$15,000 - \$24,999	10.8%
\$25,000 - \$34,999	12.5%
\$35,000 - \$49,999	12.8%
\$50,000 - \$74,999	15.1%
\$75,000 - \$99,999	13.5%
\$100,000 - \$149,999	12.2%
\$150,000 - \$199,999	1.8%
\$200,000+	0.9%

Average Household Income \$55,556

2015 Owner Occupied Housing Units by Value

Total	1,536
<\$50,000	1.1%
\$50,000 - \$99,999	28.0%
\$100,000 - \$149,999	50.5%
\$150,000 - \$199,999	11.1%
\$200,000 - \$249,999	4.0%
\$250,000 - \$299,999	1.8%
\$300,000 - \$399,999	1.9%
\$400,000 - \$499,999	0.7%
\$500,000 - \$749,999	0.7%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.3%

Average Home Value \$134,951

2020 Owner Occupied Housing Units by Value

Total	1,580
<\$50,000	0.9%
\$50,000 - \$99,999	20.3%
\$100,000 - \$149,999	35.9%
\$150,000 - \$199,999	18.2%
\$200,000 - \$249,999	7.2%
\$250,000 - \$299,999	3.9%
\$300,000 - \$399,999	6.8%
\$400,000 - \$499,999	2.7%
\$500,000 - \$749,999	3.4%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	0.1%

Average Home Value \$183,191

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

March 09, 2016



Community Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

2010 Population by Age

Total	8,859
0 - 4	5.5%
5 - 9	5.4%
10 - 14	4.6%
15 - 24	27.4%
25 - 34	16.0%
35 - 44	11.3%
45 - 54	12.6%
55 - 64	9.2%
65 - 74	4.2%
75 - 84	2.4%
85 +	1.6%
18 +	81.4%

2015 Population by Age

Total	8,949
0 - 4	5.1%
5 - 9	4.9%
10 - 14	4.9%
15 - 24	26.9%
25 - 34	14.9%
35 - 44	11.7%
45 - 54	11.6%
55 - 64	10.7%
65 - 74	5.7%
75 - 84	2.3%
85 +	1.4%
18 +	82.4%

2020 Population by Age

Total	9,097
0 - 4	5.1%
5 - 9	4.6%
10 - 14	4.5%
15 - 24	25.6%
25 - 34	14.8%
35 - 44	12.1%
45 - 54	10.3%
55 - 64	11.1%
65 - 74	7.7%
75 - 84	2.9%
85 +	1.2%
18 +	82.9%

2010 Population by Sex

Males	4,675
Females	4,185

2015 Population by Sex

Males	4,742
Females	4,206

2020 Population by Sex

Males	4,816
Females	4,280

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

March 09, 2016



Community Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

2010 Population by Race/Ethnicity

Total	8,861
White Alone	84.0%
Black Alone	3.9%
American Indian Alone	1.2%
Asian Alone	6.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.0%
Two or More Races	2.9%
Hispanic Origin	4.9%
Diversity Index	35.5

2015 Population by Race/Ethnicity

Total	8,948
White Alone	81.2%
Black Alone	5.0%
American Indian Alone	1.3%
Asian Alone	6.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.2%
Two or More Races	3.3%
Hispanic Origin	5.6%
Diversity Index	40.3

2020 Population by Race/Ethnicity

Total	9,097
White Alone	78.3%
Black Alone	6.3%
American Indian Alone	1.3%
Asian Alone	7.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.6%
Two or More Races	3.8%
Hispanic Origin	6.6%
Diversity Index	45.4

2010 Population by Relationship and Household Type

Total	8,860
In Households	80.0%
In Family Households	54.7%
Householder	17.0%
Spouse	11.6%
Child	22.1%
Other relative	2.1%
Nonrelative	2.0%
In Nonfamily Households	25.2%
In Group Quarters	20.0%
Institutionalized Population	4.1%
Noninstitutionalized Population	15.9%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

March 09, 2016

2015 Population 25+ by Educational Attainment

Total	5,205
Less than 9th Grade	1.7%
9th - 12th Grade, No Diploma	8.4%
High School Graduate	23.7%
GED/Alternative Credential	3.7%
Some College, No Degree	24.1%
Associate Degree	8.5%
Bachelor's Degree	19.5%
Graduate/Professional Degree	10.4%

2015 Population 15+ by Marital Status

Total	7,614
Never Married	50.7%
Married	29.2%
Widowed	5.2%
Divorced	14.9%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	93.4%
Civilian Unemployed	6.6%

2015 Employed Population 16+ by Industry

Total	4,201
Agriculture/Mining	0.6%
Construction	2.8%
Manufacturing	14.4%
Wholesale Trade	1.7%
Retail Trade	13.8%
Transportation/Utilities	5.4%
Information	2.9%
Finance/Insurance/Real Estate	3.7%
Services	53.0%
Public Administration	1.9%

2015 Employed Population 16+ by Occupation

Total	4,202
White Collar	53.4%
Management/Business/Financial	9.3%
Professional	17.4%
Sales	11.0%
Administrative Support	15.8%
Services	25.1%
Blue Collar	21.5%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	2.7%
Installation/Maintenance/Repair	1.5%
Production	9.0%
Transportation/Material Moving	7.9%



Community Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

2010 Households by Type

Total	3,349
Households with 1 Person	43.4%
Households with 2+ People	56.6%
Family Households	46.0%
Husband-wife Families	31.5%
With Related Children	14.5%
Other Family (No Spouse Present)	14.5%
Other Family with Male Householder	4.4%
With Related Children	3.0%
Other Family with Female Householder	10.1%
With Related Children	7.6%
Nonfamily Households	10.7%
All Households with Children	25.4%

Multigenerational Households	1.5%
Unmarried Partner Households	8.8%
Male-female	7.9%
Same-sex	0.9%

2010 Households by Size

Total	3,350
1 Person Household	43.3%
2 Person Household	27.7%
3 Person Household	12.3%
4 Person Household	9.4%
5 Person Household	3.9%
6 Person Household	1.7%
7 + Person Household	1.7%

2010 Households by Tenure and Mortgage Status

Total	3,348
Owner Occupied	46.8%
Owned with a Mortgage/Loan	36.4%
Owned Free and Clear	10.4%
Renter Occupied	53.2%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

March 09, 2016



Demographic and Income Comparison Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

Census 2010 Summary

Population	8,860
Households	3,348
Families	1,539
Average Household Size	2.12
Owner Occupied Housing Units	1,566
Renter Occupied Housing Units	1,782
Median Age	29.1

2015 Summary

Population	8,948
Households	3,433
Families	1,562
Average Household Size	2.09
Owner Occupied Housing Units	1,536
Renter Occupied Housing Units	1,897
Median Age	30.5
Median Household Income	\$36,189
Average Household Income	\$49,059

2020 Summary

Population	9,097
Households	3,521
Families	1,594
Average Household Size	2.08
Owner Occupied Housing Units	1,580
Renter Occupied Housing Units	1,940
Median Age	31.2
Median Household Income	\$41,307
Average Household Income	\$55,556

Trends: 2015-2020 Annual Rate

Population	0.33%
Households	0.51%
Families	0.41%
Owner Households	0.57%
Median Household Income	2.68%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

March 09, 2016



Demographic and Income Comparison Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

2015 Households by Income	Number	Percent
<\$15,000	738	21.5%
\$15,000 - \$24,999	493	14.4%
\$25,000 - \$34,999	439	12.8%
\$35,000 - \$49,999	442	12.9%
\$50,000 - \$74,999	544	15.8%
\$75,000 - \$99,999	386	11.2%
\$100,000 - \$149,999	316	9.2%
\$150,000 - \$199,999	50	1.5%
\$200,000+	26	0.8%
Median Household Income	\$36,189	
Average Household Income	\$49,059	
Per Capita Income	\$20,150	

2020 Households by Income	Number	Percent
<\$15,000	715	20.3%
\$15,000 - \$24,999	381	10.8%
\$25,000 - \$34,999	440	12.5%
\$35,000 - \$49,999	451	12.8%
\$50,000 - \$74,999	533	15.1%
\$75,000 - \$99,999	476	13.5%
\$100,000 - \$149,999	429	12.2%
\$150,000 - \$199,999	64	1.8%
\$200,000+	31	0.9%
Median Household Income	\$41,307	
Average Household Income	\$55,556	
Per Capita Income	\$22,765	

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

March 09, 2016



Demographic and Income Comparison Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

2010 Population by Age	Number	Percent
Age 0 - 4	484	5.5%
Age 5 - 9	476	5.4%
Age 10 - 14	405	4.6%
Age 15 - 19	979	11.1%
Age 20 - 24	1,446	16.3%
Age 25 - 34	1,416	16.0%
Age 35 - 44	1,004	11.3%
Age 45 - 54	1,112	12.6%
Age 55 - 64	816	9.2%
Age 65 - 74	369	4.2%
Age 75 - 84	212	2.4%
Age 85+	141	1.6%

2015 Population by Age	Number	Percent
Age 0 - 4	459	5.1%
Age 5 - 9	437	4.9%
Age 10 - 14	438	4.9%
Age 15 - 19	890	9.9%
Age 20 - 24	1,518	17.0%
Age 25 - 34	1,329	14.9%
Age 35 - 44	1,046	11.7%
Age 45 - 54	1,041	11.6%
Age 55 - 64	955	10.7%
Age 65 - 74	506	5.7%
Age 75 - 84	202	2.3%
Age 85+	128	1.4%

2020 Population by Age	Number	Percent
Age 0 - 4	465	5.1%
Age 5 - 9	419	4.6%
Age 10 - 14	410	4.5%
Age 15 - 19	916	10.1%
Age 20 - 24	1,417	15.6%
Age 25 - 34	1,350	14.8%
Age 35 - 44	1,105	12.1%
Age 45 - 54	933	10.3%
Age 55 - 64	1,010	11.1%
Age 65 - 74	704	7.7%
Age 75 - 84	263	2.9%
Age 85+	105	1.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

March 09, 2016



Demographic and Income Comparison Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

2010 Race and Ethnicity

	Number	Percent
White Alone	7,443	84.0%
Black Alone	350	3.9%
American Indian Alone	108	1.2%
Asian Alone	529	6.0%
Pacific Islander Alone	3	0.0%
Some Other Race Alone	174	2.0%
Two or More Races	254	2.9%
Hispanic Origin (Any Race)	431	4.9%

2015 Race and Ethnicity

	Number	Percent
White Alone	7,270	81.2%
Black Alone	451	5.0%
American Indian Alone	112	1.3%
Asian Alone	613	6.9%
Pacific Islander Alone	3	0.0%
Some Other Race Alone	201	2.2%
Two or More Races	298	3.3%
Hispanic Origin (Any Race)	504	5.6%

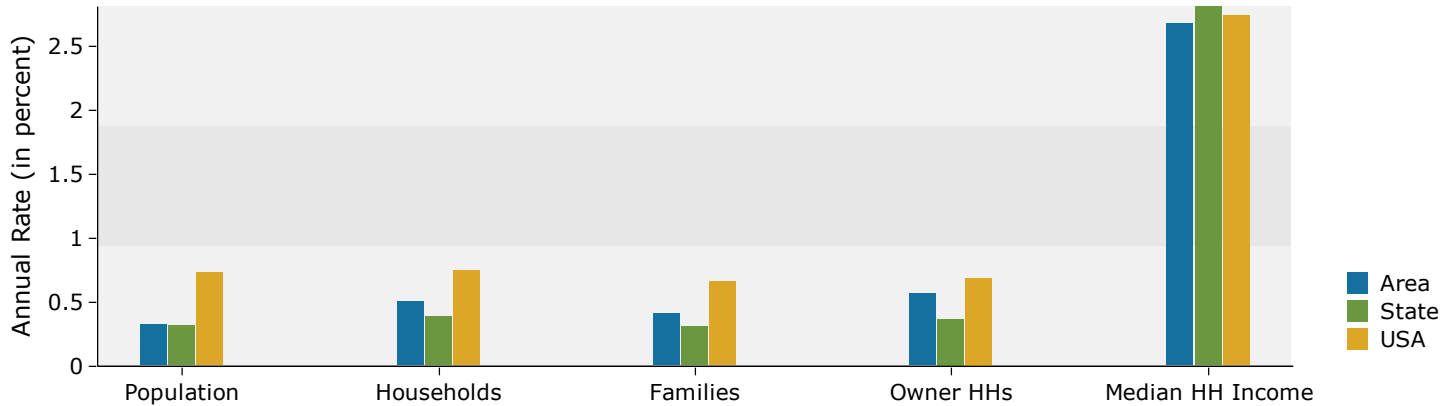
2020 Race and Ethnicity

	Number	Percent
White Alone	7,121	78.3%
Black Alone	569	6.3%
American Indian Alone	117	1.3%
Asian Alone	701	7.7%
Pacific Islander Alone	3	0.0%
Some Other Race Alone	237	2.6%
Two or More Races	349	3.8%
Hispanic Origin (Any Race)	599	6.6%

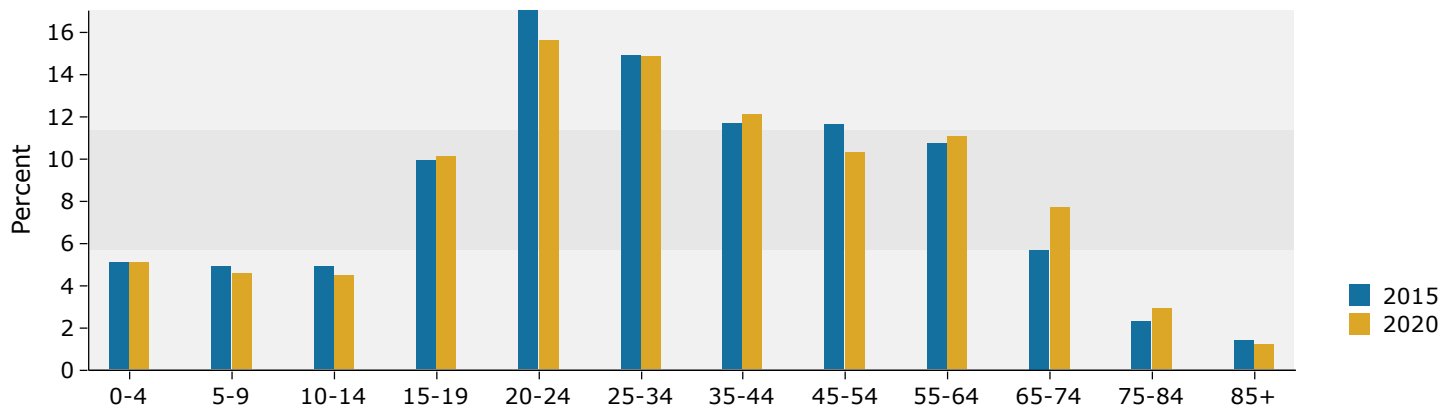
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

March 09, 2016

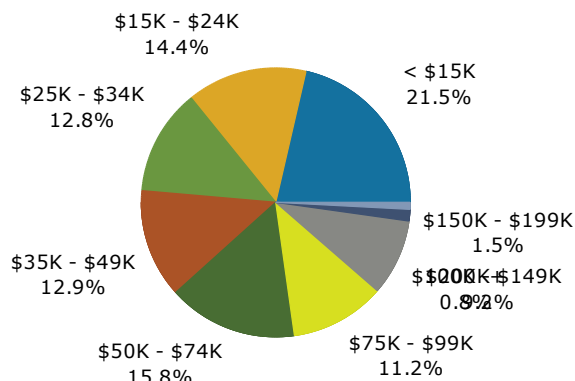
Trends 2015-2020



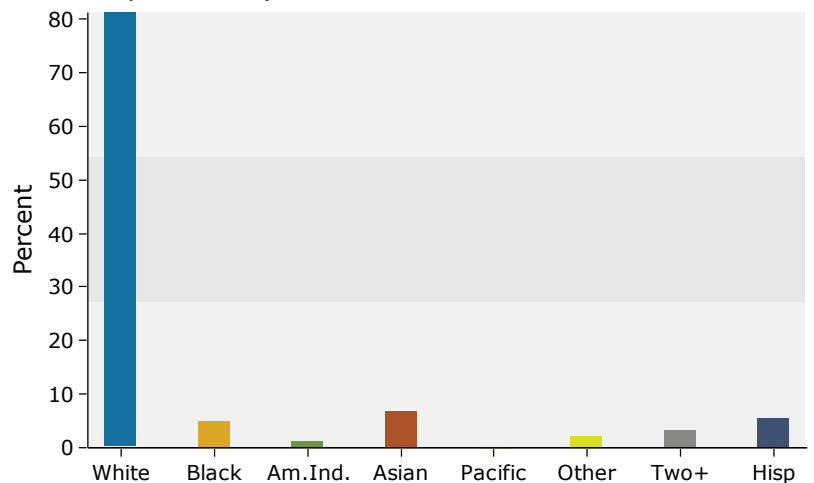
Population by Age



2015 Household Income



2015 Population by Race





Demographic and Income Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

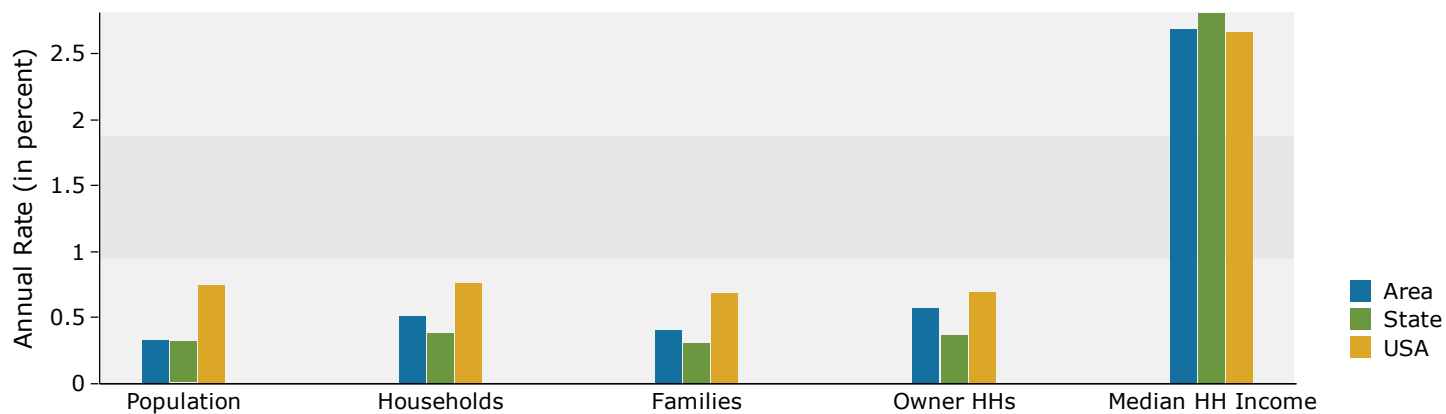
Summary	Census 2010	2015	2020				
Population	8,860	8,948	9,097				
Households	3,348	3,433	3,521				
Families	1,539	1,562	1,594				
Average Household Size	2.12	2.09	2.08				
Owner Occupied Housing Units	1,566	1,536	1,580				
Renter Occupied Housing Units	1,782	1,897	1,940				
Median Age	29.1	30.5	31.2				
Trends: 2015 - 2020 Annual Rate	Area	State	National				
Population	0.33%	0.32%	0.75%				
Households	0.51%	0.39%	0.77%				
Families	0.41%	0.31%	0.69%				
Owner HHs	0.57%	0.37%	0.70%				
Median Household Income	2.68%	2.81%	2.66%				
Households by Income	2015		2020				
	Number	Percent	Number	Percent			
	<\$15,000	738	21.5%	715	20.3%		
	\$15,000 - \$24,999	493	14.4%	381	10.8%		
	\$25,000 - \$34,999	439	12.8%	440	12.5%		
	\$35,000 - \$49,999	442	12.9%	451	12.8%		
	\$50,000 - \$74,999	544	15.8%	533	15.1%		
	\$75,000 - \$99,999	386	11.2%	476	13.5%		
	\$100,000 - \$149,999	316	9.2%	429	12.2%		
	\$150,000 - \$199,999	50	1.5%	64	1.8%		
\$200,000+	26	0.8%	31	0.9%			
Median Household Income	\$36,189		\$41,307				
Average Household Income	\$49,059		\$55,556				
Per Capita Income	\$20,150		\$22,765				
Population by Age	Census 2010		2015		2020		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	484	5.5%	459	5.1%	465	5.1%
	5 - 9	476	5.4%	437	4.9%	419	4.6%
	10 - 14	405	4.6%	438	4.9%	410	4.5%
	15 - 19	979	11.0%	890	9.9%	916	10.1%
	20 - 24	1,446	16.3%	1,518	17.0%	1,417	15.6%
	25 - 34	1,416	16.0%	1,329	14.9%	1,350	14.8%
	35 - 44	1,004	11.3%	1,046	11.7%	1,105	12.1%
	45 - 54	1,112	12.6%	1,041	11.6%	933	10.3%
	55 - 64	816	9.2%	955	10.7%	1,010	11.1%
	65 - 74	369	4.2%	506	5.7%	704	7.7%
	75 - 84	212	2.4%	202	2.3%	263	2.9%
	85+	141	1.6%	128	1.4%	105	1.2%
	Race and Ethnicity	Census 2010		2015		2020	
Number		Percent	Number	Percent	Number	Percent	
White Alone		7,443	84.0%	7,270	81.2%	7,121	78.3%
Black Alone		350	3.9%	451	5.0%	569	6.3%
American Indian Alone		108	1.2%	112	1.3%	117	1.3%
Asian Alone		529	6.0%	613	6.9%	701	7.7%
Pacific Islander Alone		3	0.0%	3	0.0%	3	0.0%
Some Other Race Alone		174	2.0%	201	2.2%	237	2.6%
Two or More Races		254	2.9%	298	3.3%	349	3.8%
Hispanic Origin (Any Race)		431	4.9%	503	5.6%	599	6.6%

Data Note: Income is expressed in current dollars.

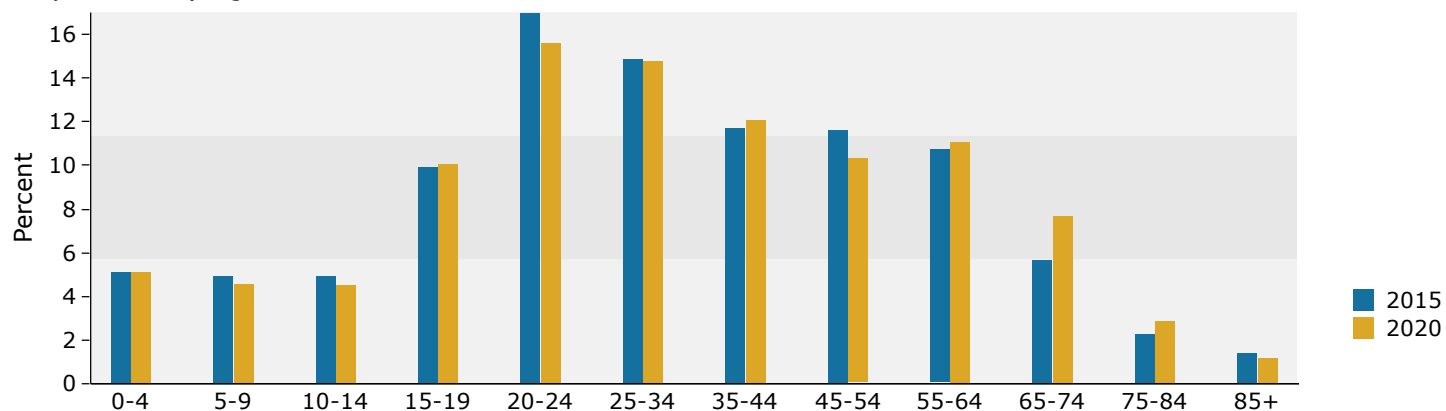
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

March 09, 2016

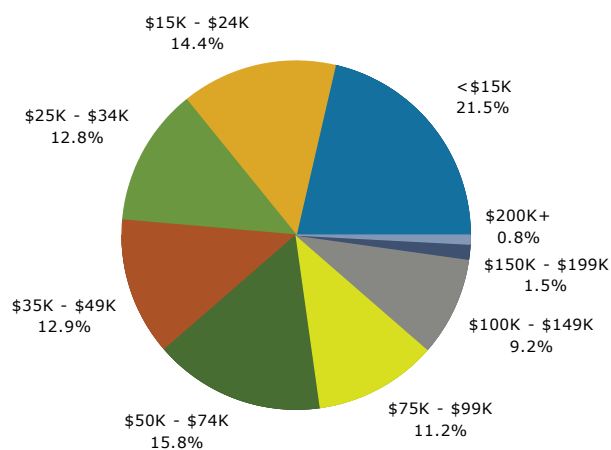
Trends 2015-2020



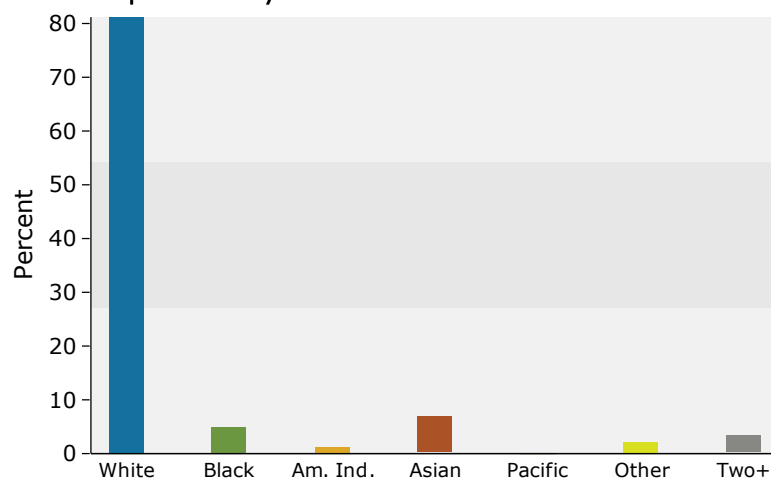
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 5.6%



Appleton GIS Planning Businesses Study Area

Business Report (within polygon)

Business Type	Total Businesses	%	Estimated Sales	# Est. Employees
Mineral, Oil and Gas Extraction	1	0.12%	\$3,622,000	5
Construction	16	1.86%	\$28,001,000	92
Manufacturing - Processed Food, Textiles, Clothing	3	0.35%	\$9,740,000	18
Manufacturing - Chemical, Fuel, Paper, Plastic, Wood	5	0.58%	\$6,252,000	43
Manufacturing - Electronics, Furniture, Machinery, Metal, Transportation, Misc.	9	1.05%	\$22,136,000	98
Wholesalers	7	0.82%	\$39,764,000	22
Retail: Home, Food, Automobiles, Personal Care	45	5.24%	\$49,813,000	233
Retail: Hobby, Media, General Merchandise	41	4.78%	\$46,797,000	295
Transportation and Warehousing: Private and Public Transportation, Oil and Gas Pipelines, Sightseeing	4	0.47%	\$1,393,000	10
Transportation and Warehousing: Couriers and Messengers, Warehousing and Storage	1	0.12%	\$0,000	165
Information	9	1.05%	\$70,702,000	253
Banking, Finance and Insurance	100	11.66%	\$535,261,000	7,020
Real Estate and Rentals	23	2.68%	\$29,662,000	177
Professional, Scientific, and Technical Services	139	16.2%	\$136,989,000	1,062
Holding Companies and Managing Offices	1	0.12%	\$1,031,000	2
Administrative and Support and Waste Management and Remediation Services	21	2.45%	\$131,361,000	1,181
Education	25	2.91%	\$737,000	2,309
Health Care and Social Services	121	14.1%	\$85,920,000	2,467
Arts, Sports, Entertainment, and Recreation	20	2.33%	\$14,489,000	182
Accommodation and Food Services	72	8.39%	\$69,626,000	1,306
Other Services - Repair, Personal Care, Laundry, Religious, etc.	76	8.86%	\$14,241,000	732
Public Administration	93	10.84%	\$0,000	1,943
Unclassified	26	3.03%	\$0,000	0

Source: Info USA, February 2016

Property ID: 44B26766-7750-0AC8-8B38-3780640A10AA

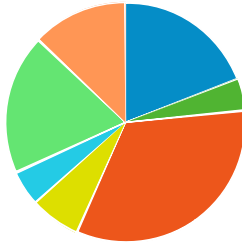


Appleton GIS Planning Consumer Spending Study area

Consumer Spending Report (within polygon)

Apparel (2015)

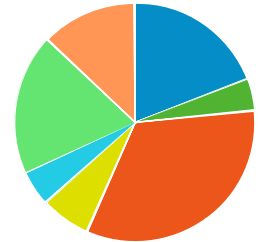
Men's Apparel
Boys' Apparel
Women's Apparel
Girls' Apparel
Infants Apparel
Footwear
Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,507	\$3,766
Men's Apparel	\$288	\$720
Boys' Apparel	\$65	\$163
Women's Apparel	\$499	\$1,248
Girls' Apparel	\$103	\$258
Infants Apparel	\$71	\$179
Footwear	\$285	\$714
Apparel Services and Accessories	\$193	\$484

Apparel (2020)

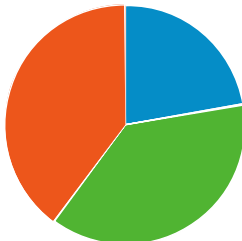
Men's Apparel
Boys' Apparel
Women's Apparel
Girls' Apparel
Infants Apparel
Footwear
Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,564	\$4,182
Men's Apparel	\$299	\$800
Boys' Apparel	\$67	\$179
Women's Apparel	\$519	\$1,388
Girls' Apparel	\$106	\$284
Infants Apparel	\$74	\$198
Footwear	\$295	\$789
Apparel Services and Accessories	\$203	\$544

Entertainment (2015)

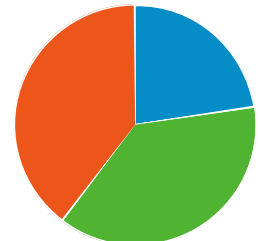
Fees And Admissions
Video And Audio Equipment
Recreational Equipment And Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,386	\$5,964
Fees And Admissions	\$533	\$1,334
Video And Audio Equipment	\$903	\$2,257
Recreational Equipment And Supplies	\$949	\$2,372

Entertainment (2020)

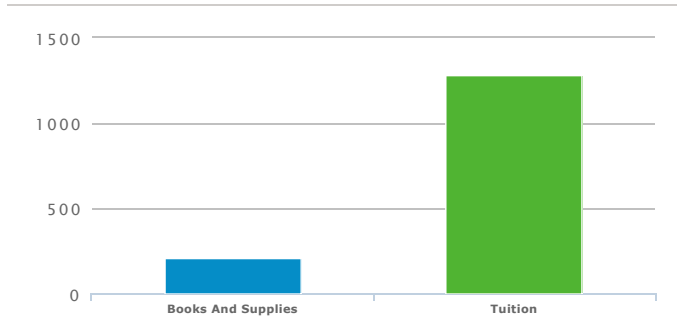
Fees And Admissions
Video And Audio Equipment
Recreational Equipment And Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,484	\$6,642
Fees And Admissions	\$563	\$1,506
Video And Audio Equipment	\$937	\$2,505
Recreational Equipment And Supplies	\$984	\$2,631

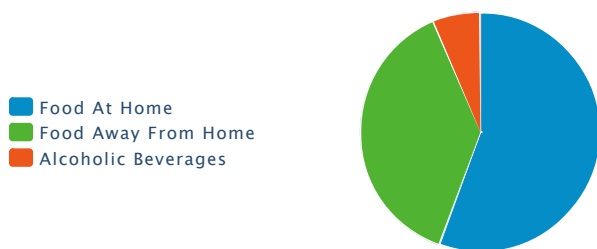
Education (2015)

Education (2020)



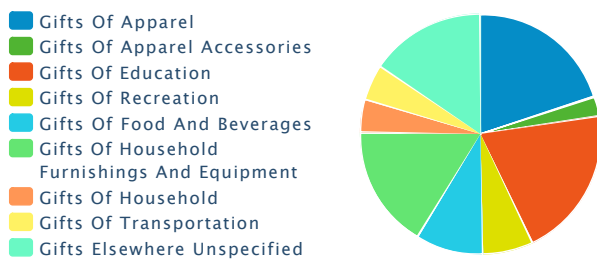
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,490	\$3,726
Books And Supplies	\$205	\$514
Tuition	\$1,285	\$3,212

Food and Beverages (2015)



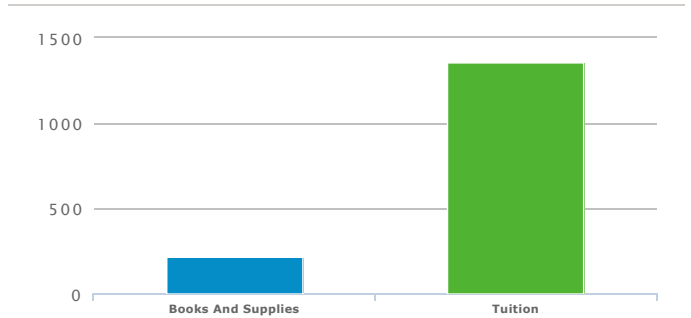
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$6,574	\$16,430
Food At Home	\$3,653	\$9,130
Food Away From Home	\$2,500	\$6,249
Alcoholic Beverages	\$420	\$1,052

Gifts (2015)



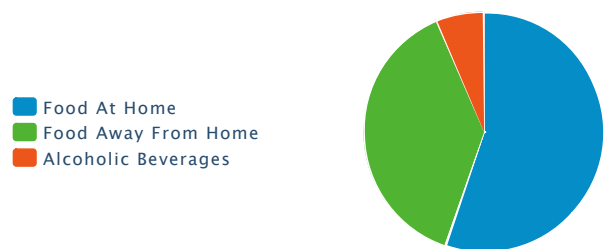
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$999	\$2,498
Gifts Of Apparel	\$199	\$498
Gifts Of Apparel Accessories	\$26	\$66
Gifts Of Education	\$202	\$505
Gifts Of Recreation	\$68	\$172
Gifts Of Food And Beverages	\$90	\$226
Gifts Of Household Furnishings And Equipment	\$164	\$411
Gifts Of Household	\$44	\$110
Gifts Of Transportation	\$49	\$125
Gifts Elsewhere Unspecified	\$154	\$386

Household Furnishings (2015)



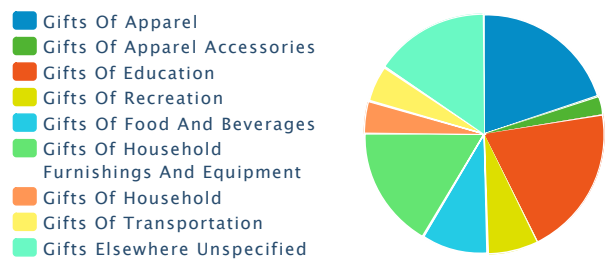
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,578	\$4,220
Books And Supplies	\$217	\$583
Tuition	\$1,360	\$3,637

Food and Beverages (2020)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$6,811	\$18,208
Food At Home	\$3,763	\$10,059
Food Away From Home	\$2,607	\$6,970
Alcoholic Beverages	\$441	\$1,179

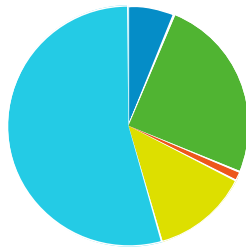
Gifts (2020)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,055	\$2,822
Gifts Of Apparel	\$209	\$561
Gifts Of Apparel Accessories	\$27	\$74
Gifts Of Education	\$213	\$570
Gifts Of Recreation	\$72	\$195
Gifts Of Food And Beverages	\$95	\$255
Gifts Of Household Furnishings And Equipment	\$173	\$464
Gifts Of Household	\$46	\$124
Gifts Of Transportation	\$53	\$142
Gifts Elsewhere Unspecified	\$163	\$437

Household Furnishings (2020)

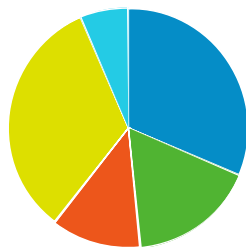
Household Textiles
Furniture
Floor Coverings
Major Appliances
Housewares And Small Appliances



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,427	\$3,568
Household Textiles	\$90	\$227
Furniture	\$356	\$891
Floor Coverings	\$18	\$46
Major Appliances	\$184	\$462
Housewares And Small Appliances	\$777	\$1,943

Shelter (2015)

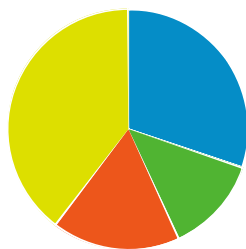
Mortgage Interest
Property Taxes
Miscellaneous Owned Dwelling Costs
Rental Costs
Other Lodging



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$9,002	\$22,497
Mortgage Interest	\$2,824	\$7,058
Property Taxes	\$1,540	\$3,849
Miscellaneous Owned Dwelling Costs	\$1,089	\$2,724
Rental Costs	\$2,963	\$7,405
Other Lodging	\$584	\$1,461

Household Operations (2015)

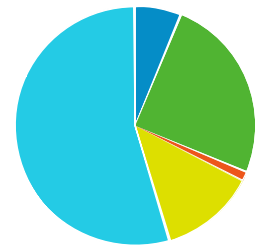
Babysitting And Elderly Care
Household Services
Alimony And Child Support
Household Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,145	\$2,863
Babysitting And Elderly Care	\$345	\$863
Household Services	\$149	\$373
Alimony And Child Support	\$197	\$494
Household Supplies	\$453	\$1,133

Personal Care (2015)

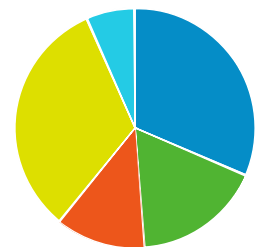
Household Textiles
Furniture
Floor Coverings
Major Appliances
Housewares And Small Appliances



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,491	\$3,988
Household Textiles	\$94	\$253
Furniture	\$372	\$995
Floor Coverings	\$19	\$52
Major Appliances	\$191	\$512
Housewares And Small Appliances	\$813	\$2,175

Shelter (2020)

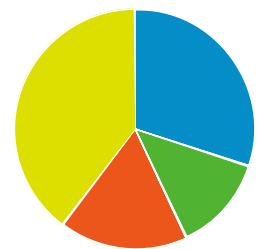
Mortgage Interest
Property Taxes
Miscellaneous Owned Dwelling Costs
Rental Costs
Other Lodging



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$9,394	\$25,111
Mortgage Interest	\$2,958	\$7,907
Property Taxes	\$1,617	\$4,323
Miscellaneous Owned Dwelling Costs	\$1,143	\$3,056
Rental Costs	\$3,055	\$8,167
Other Lodging	\$620	\$1,659

Household Operations (2020)

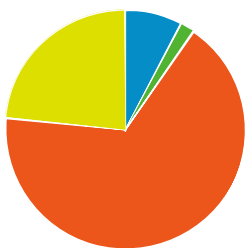
Babysitting And Elderly Care
Household Services
Alimony And Child Support
Household Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,201	\$3,211
Babysitting And Elderly Care	\$360	\$965
Household Services	\$156	\$419
Alimony And Child Support	\$208	\$557
Household Supplies	\$475	\$1,271

Personal Care (2020)

■ Hair Care
■ Electric Personal Care Appliances
■ Personal Care Services
■ Personal Care Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$571	\$1,429
Hair Care	\$44	\$112
Electric Personal Care Appliances	\$11	\$28
Personal Care Services	\$382	\$957
Personal Care Products	\$133	\$333

Utilities (2015)

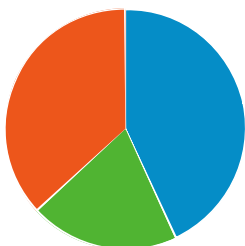
■ Natural Gas
■ Electricity
■ Fuel Oil And Other Fuels
■ Telephone Service
■ Other Utilities



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,493	\$8,730
Natural Gas	\$368	\$920
Electricity	\$1,340	\$3,351
Fuel Oil And Other Fuels	\$123	\$308
Telephone Service	\$1,197	\$2,991
Other Utilities	\$464	\$1,160

Reading (2015)

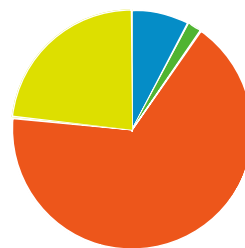
■ Newspapers
■ Magazines
■ Books



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$96	\$242
Newspapers	\$41	\$104
Magazines	\$19	\$50
Books	\$35	\$89

Tobacco (2015)

■ Hair Care
■ Electric Personal Care Appliances
■ Personal Care Services
■ Personal Care Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$593	\$1,587
Hair Care	\$46	\$124
Electric Personal Care Appliances	\$11	\$31
Personal Care Services	\$397	\$1,062
Personal Care Products	\$138	\$370

Utilities (2020)

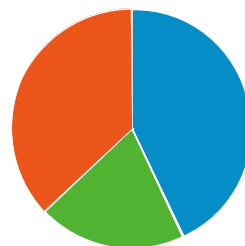
■ Natural Gas
■ Electricity
■ Fuel Oil And Other Fuels
■ Telephone Service
■ Other Utilities



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,609	\$9,648
Natural Gas	\$381	\$1,019
Electricity	\$1,382	\$3,696
Fuel Oil And Other Fuels	\$127	\$341
Telephone Service	\$1,238	\$3,310
Other Utilities	\$480	\$1,283

Reading (2020)

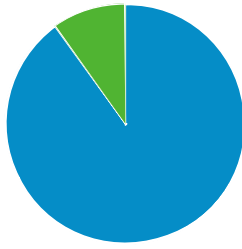
■ Newspapers
■ Magazines
■ Books



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$101	\$270
Newspapers	\$43	\$116
Magazines	\$20	\$55
Books	\$37	\$99

Tobacco (2020)

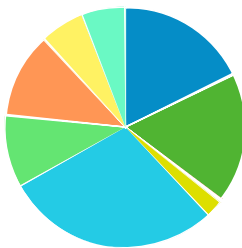
■ Cigarettes
■ Other Tobacco Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$304	\$761
Cigarettes	\$273	\$685
Other Tobacco Products	\$30	\$76

Transportation (2015)

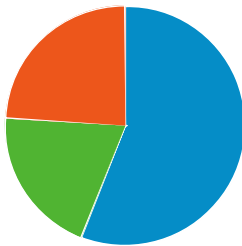
■ New Vehicle Purchase
■ Used Vehicle Purchase
■ Motorcycles (New And Used)
■ Vehicle Finance Charges
■ Gasoline And Oil
■ Vehicle Repair And Maintenance
■ Vehicle Insurance
■ Public Transportation
■ Other Transportation Costs



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$8,215	\$20,530
New Vehicle Purchase	\$1,464	\$3,660
Used Vehicle Purchase	\$1,434	\$3,586
Motorcycles (New And Used)	\$33	\$84
Vehicle Finance Charges	\$189	\$474
Gasoline And Oil	\$2,373	\$5,931
Vehicle Repair And Maintenance	\$798	\$1,995
Vehicle Insurance	\$943	\$2,357
Public Transportation	\$496	\$1,240
Other Transportation Costs	\$481	\$1,202

Health Care (2015)

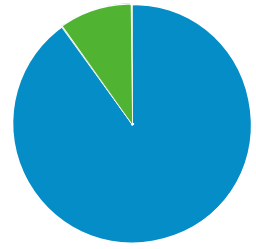
■ Health Care Insurance
■ Health Care Services
■ Health Care Supplies And Equipment



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,711	\$9,276
Health Care Insurance	\$2,077	\$5,192
Health Care Services	\$742	\$1,855
Health Care Supplies And Equipment	\$892	\$2,229

Miscellaneous Expenses (2015)

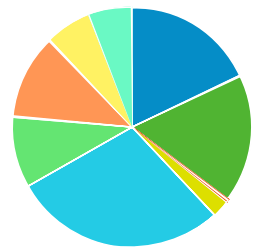
■ Cigarettes
■ Other Tobacco Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$311	\$833
Cigarettes	\$280	\$750
Other Tobacco Products	\$31	\$84

Transportation (2020)

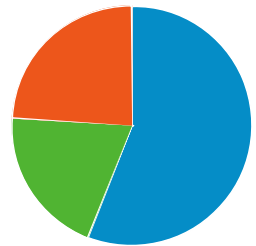
■ New Vehicle Purchase
■ Used Vehicle Purchase
■ Motorcycles (New And Used)
■ Vehicle Finance Charges
■ Gasoline And Oil
■ Vehicle Repair And Maintenance
■ Vehicle Insurance
■ Public Transportation
■ Other Transportation Costs



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$8,527	\$22,795
New Vehicle Purchase	\$1,532	\$4,097
Used Vehicle Purchase	\$1,478	\$3,953
Motorcycles (New And Used)	\$34	\$93
Vehicle Finance Charges	\$196	\$525
Gasoline And Oil	\$2,451	\$6,553
Vehicle Repair And Maintenance	\$828	\$2,214
Vehicle Insurance	\$978	\$2,615
Public Transportation	\$522	\$1,396
Other Transportation Costs	\$504	\$1,348

Health Care (2020)

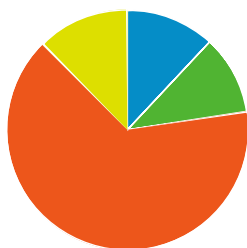
■ Health Care Insurance
■ Health Care Services
■ Health Care Supplies And Equipment



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,844	\$10,276
Health Care Insurance	\$2,151	\$5,750
Health Care Services	\$768	\$2,054
Health Care Supplies And Equipment	\$924	\$2,472

Miscellaneous Expenses (2020)

■ Legal And Accounting
■ Funeral And Cemetery
■ Finance Charges Excluding Mortgage And Vehicle
■ Other Miscellaneous Expenses



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$661	\$1,654
Legal And Accounting	\$79	\$198
Funeral And Cemetery	\$70	\$177
Finance Charges Excluding Mortgage And Vehicle	\$429	\$1,072
Other Miscellaneous Expenses	\$82	\$207

Personal Insurance (2015)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$293	\$733

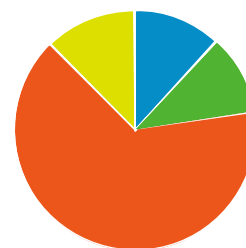
Contributions (2015)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$1,687	\$4,217

Retail Potential (2015)

	\$ PER HOUSEHOLD	TOTAL \$000'S
New Car Dealers	\$2,985	\$7,461
User Car Dealers	\$177	\$443
Recreational Vehicle Dealers	\$9	\$23
Motorcycle and Boat Dealers	\$128	\$322
Auto Parts and Accessories	\$474	\$1,185
Tire Dealers	\$216	\$540
Furniture Stores	\$275	\$689
Floor Covering Stores	\$102	\$256
Other Home Furnishing Stores	\$96	\$241
Appliances and Electronics Stores	\$650	\$1,625
Computer Stores	\$1,135	\$2,838
Camera and Photography Stores	\$77	\$194
Hardware Stores	\$155	\$390
Paint and Wallpaper Stores	\$13	\$35
Home Centers	\$345	\$862
Other Building Materials Stores	\$419	\$1,049
Outdoor Power Equipment Stores	\$12	\$32
Nursery and Garden Stores	\$103	\$260
Grocery Stores	\$4,972	\$12,426
Convenience Stores	\$209	\$524
Meat Markets	\$52	\$131
Fish and Seafood Markets	\$12	\$31
Fruit and Vegetable Markets	\$24	\$62
Other Specialty Food Markets	\$38	\$96
Liquor Stores	\$114	\$286
Pharmacy and Drug Stores	\$1,040	\$2,600
Costmetics and Beauty Stores	\$44	\$111
Optical Goods Stores	\$114	\$285

■ Legal And Accounting
■ Funeral And Cemetery
■ Finance Charges Excluding Mortgage And Vehicle
■ Other Miscellaneous Expenses



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$691	\$1,848
Legal And Accounting	\$82	\$221
Funeral And Cemetery	\$74	\$199
Finance Charges Excluding Mortgage And Vehicle	\$447	\$1,197
Other Miscellaneous Expenses	\$86	\$231

Personal Insurance (2020)

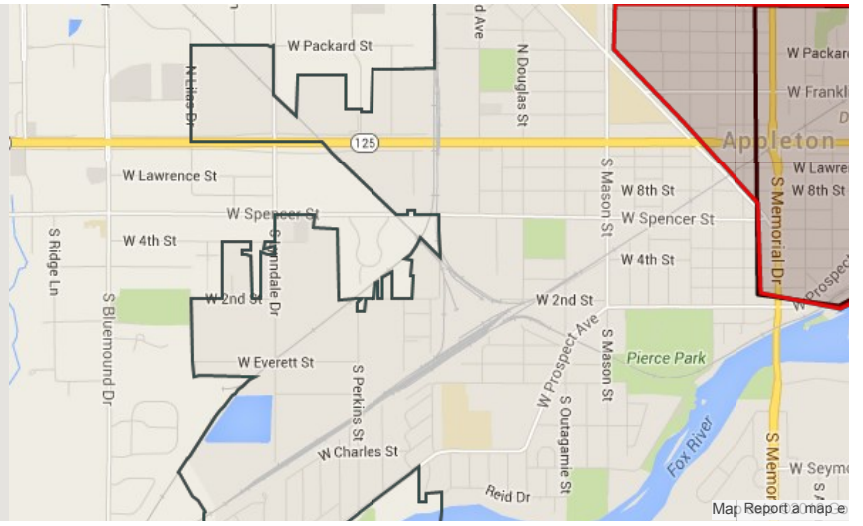
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$308	\$824

Contributions (2020)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$1,776	\$4,749

Source: Applied Geographic Solutions, 2015

Other Health and Personal Care Stores	\$85	\$213
Gasoline Stations with Convenience Stores	\$783	\$1,958
Gasoline Stations without Convenience Stores	\$130	\$326
Men's Clothing Stores	\$43	\$108
Women's Clothing Stores	\$139	\$347
Childrens' and Infant's Clothing Stores	\$76	\$192
Family Clothing Stores	\$290	\$727
Clothing Accessory Stores	\$14	\$37
Other Apparel Stores	\$34	\$87
Shoe Stores	\$99	\$250
Jewelry Stores	\$177	\$443
Luggage Stores	\$168	\$421
Sporting Goods Stores	\$130	\$326
Hobby, Toy, and Game Stores	\$38	\$96
Sewing and Needlecraft Stores	\$14	\$35
Musical Instrument Stores	\$31	\$78
Book Stores	\$288	\$720
Record,Tape,and CD Stores	\$73	\$183
Department Stores	\$2,260	\$5,649
Warehouse Superstores	\$993	\$2,484
Other General Merchandise Stores	\$271	\$678
Florists	\$22	\$55
Office and Stationary Stores	\$197	\$494
Gift and Souvenir Stores	\$66	\$166
Used Merchandise Stores	\$44	\$110
Pet and Pet Supply Stores	\$92	\$231
Art Dealers	\$8	\$21
Mobile Home Dealers	\$0	\$1
Other Miscellaneous Retail Stores	\$88	\$221
Mail Order and Catalog Stores	\$1,597	\$3,992
Vending Machines	\$74	\$185
Fuel Dealers	\$312	\$780
Other Direct Selling Establishments	\$149	\$374
Hotels and Other Travel Accomodations	\$109	\$274
RV Parks	\$1	\$5
Rooming and Boarding Houses	\$1	\$2
Full Service Restaurants	\$738	\$1,847
Limited Service Restaurants	\$733	\$1,834
Special Food Services and Catering	\$123	\$308
Drinking Places	\$66	\$166





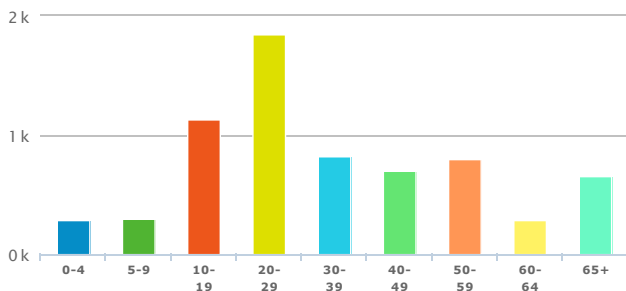
GIS Planning Appleton Study Area Reports

Demographics Report (within polygon)

Population (2015)

TOTAL	
Population (2015)	6,818

Age Distribution (2015)



	TOTAL	%
0-4	288	4.22
5-9	299	4.39
10-19	1,127	16.53
20-29	1,848	27.1
30-39	821	12.04
40-49	698	10.24
50-59	797	11.69
60-64	288	4.22
65+	652	9.56

Sex (2015)

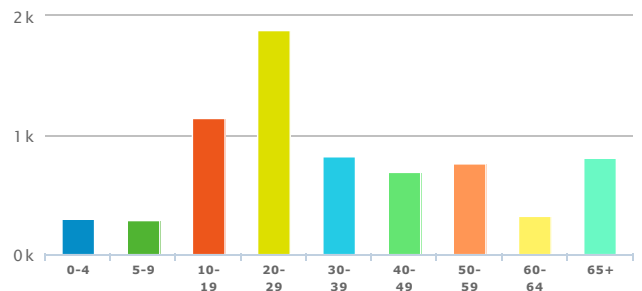


	TOTAL	%
Male	3,655	53.61
Female	3,163	46.39

Population (2020)

TOTAL	
Population (2020)	7,015

Age Distribution (2020)



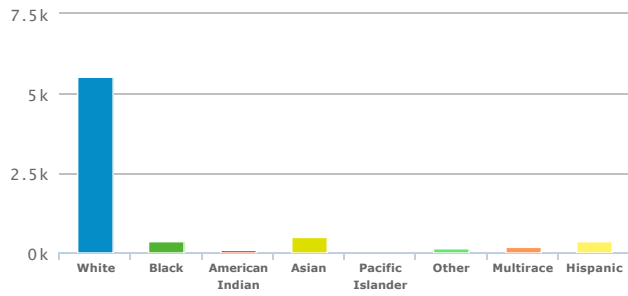
	TOTAL	%
0-4	301	4.29
5-9	291	4.15
10-19	1,139	16.24
20-29	1,885	26.87
30-39	816	11.63
40-49	694	9.89
50-59	764	10.89
60-64	318	4.53
65+	807	11.5

Sex (2020)



	TOTAL	%
Male	3,762	53.63
Female	3,253	46.37

Race and Ethnicity Distribution (2015)

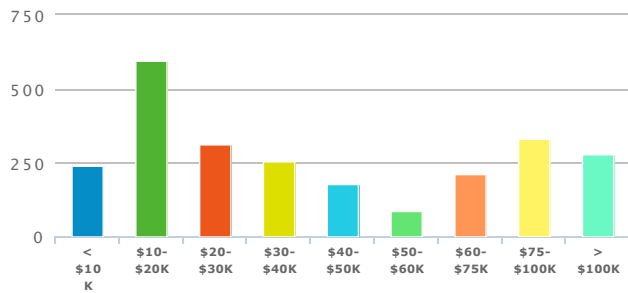


	TOTAL	%
White	5,558	81.52
Black	372	5.46
American Indian	67	.98
Asian	475	6.97
Pacific Islander	2	.03
Other	146	2.14
Multirace	198	2.9
Hispanic	358	5.25

Total Households (2015)

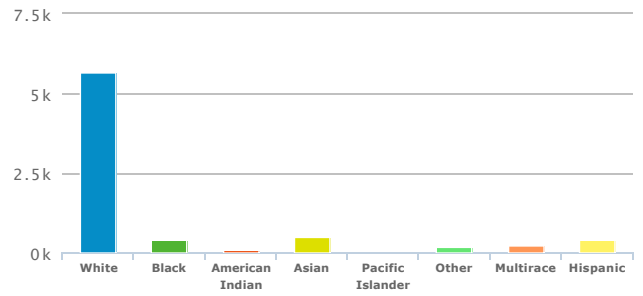
	TOTAL	%
Households	2,499	
Families	1,005	40.22

Household Income Distribution (2015)



	TOTAL	%
< \$10 K	242	9.68
\$10-\$20K	596	23.85
\$20-\$30K	314	12.57
\$30-\$40K	255	10.2
\$40-\$50K	180	7.2
\$50-\$60K	87	3.48
\$60-\$75K	213	8.52
\$75-\$100K	331	13.25
> \$100K	281	11.24

Race and Ethnicity Distribution (2020)

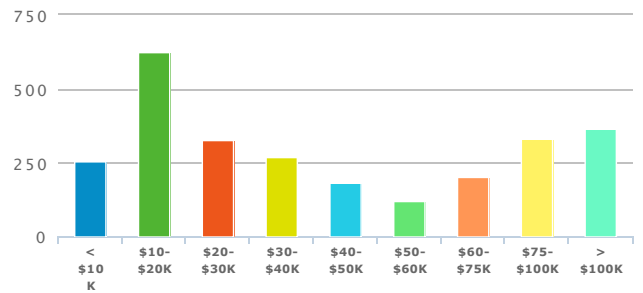


	TOTAL	%
White	5,650	80.54
Black	405	5.77
American Indian	71	1.01
Asian	512	7.3
Pacific Islander	2	.03
Other	160	2.28
Multirace	215	3.06
Hispanic	406	5.79

Total Households (2020)

	TOTAL	%
Households	2,673	
Families	1,003	37.52

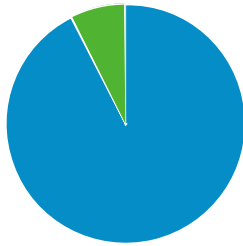
Household Income Distribution (2020)



	TOTAL	%
< \$10 K	253	9.47
\$10-\$20K	627	23.46
\$20-\$30K	325	12.16
\$30-\$40K	268	10.03
\$40-\$50K	182	6.81
\$50-\$60K	121	4.53
\$60-\$75K	200	7.48
\$75-\$100K	332	12.42
> \$100K	365	13.66

Labor Force Status (2015)

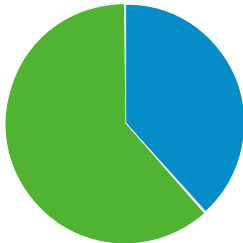
Employed
Unemployed



	TOTAL	%
Labor Force	3,655	
Employed	3,383	92.56
Unemployed	272	7.44
In Armed Forces		
Not In Labor Force	2,249	

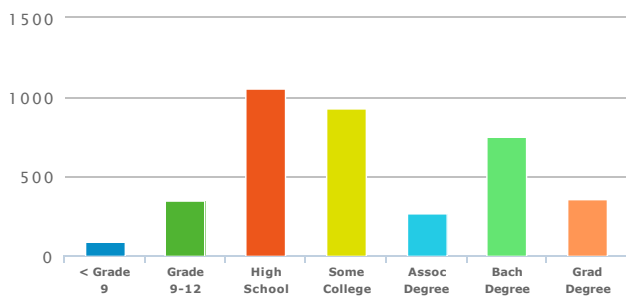
Total Number of Housing (2015)

Owner-Occupied Dwellings
Renter-Occupied Dwellings



	TOTAL	%
Total Dwellings	2,593	
Owner-Occupied Dwellings	960	38.42
Renter-Occupied Dwellings	1,539	61.58
Housing Units Occupied	2,499	96.37

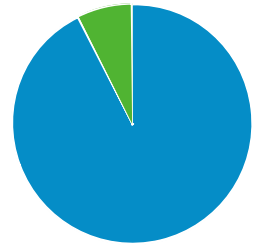
Education Attainment (2015)



	TOTAL	%
Population Age 25+	3,777	
< Grade 9	86	2.28
Grade 9-12	344	9.11
High School	1,050	27.8
Some College	927	24.54
Assoc Degree	267	7.07
Bach Degree	746	19.75
Grad Degree	357	9.45

Labor Force Status (2020)

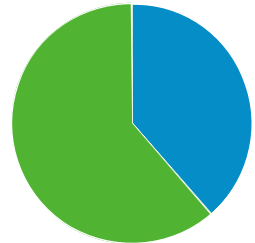
Employed
Unemployed



	TOTAL	%
Labor Force	3,785	
Employed	3,502	92.52
Unemployed	283	7.48
In Armed Forces		
Not In Labor Force	2,312	

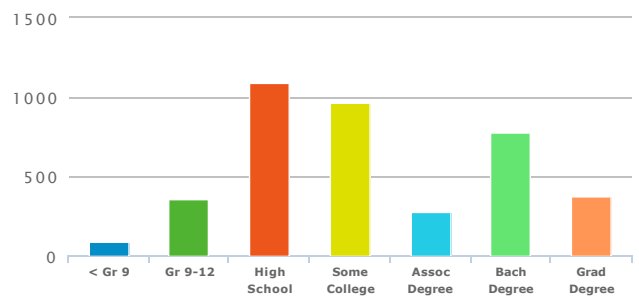
Total Number of Housing (2020)

Owner-Occupied Dwellings
Renter-Occupied Dwellings



	TOTAL	%
Total Dwellings	2,749	
Owner-Occupied Dwellings	1,032	38.61
Renter-Occupied Dwellings	1,641	61.39
Housing Units Occupied	2,673	97.24

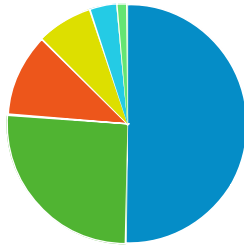
Education Attainment (2020)



	TOTAL	%
Population Age 25+	3,930	
< Gr 9	88	2.24
Gr 9-12	358	9.11
High School	1,091	27.76
Some College	965	24.55
Assoc Degree	279	7.1
Bach Degree	777	19.77
Grad Degree	372	9.47

Size of Household (2015)

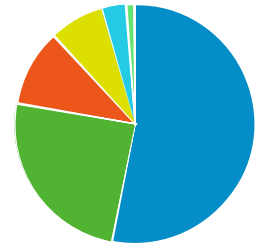
1 Person
 2 Person
 3 Person
 4 Person
 5 Person
 6+ Person



	TOTAL	%
1 Person	1,233	49.34
2 Person	638	25.53
3 Person	275	11
4 Person	182	7.28
5 Person	90	3.6
6+ Person	36	1.44

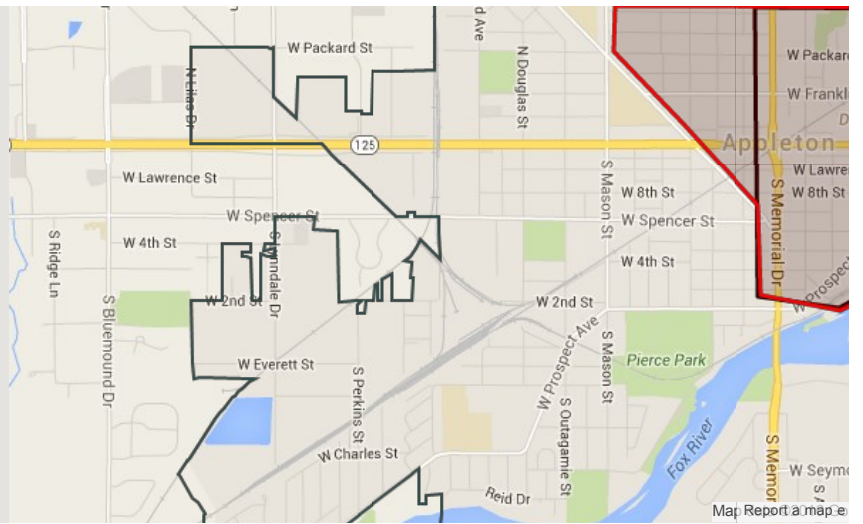
Size of Household (2020)

1 Person
 2 Person
 3 Person
 4 Person
 5 Person
 6+ Person



	TOTAL	%
1 Person	1,406	52.6
2 Person	651	24.35
3 Person	278	10.4
4 Person	193	7.22
5 Person	88	3.29
6+ Person	30	1.12

Source: Applied Geographic Solutions, 2015



Appleton GIS Planning Labor Force Study area

Labor Force Report (within polygon)

Total Establishments

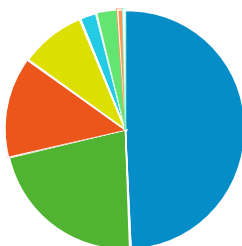
666

Total Employees

16,753

Total Establishments by Size (2015)

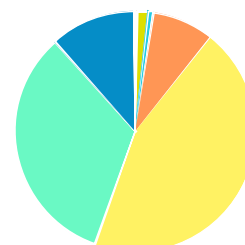
- 1-4 Employees
- 5-9 Employees
- 10-19 Employees
- 20-49 Employees
- 50-99 Employees
- 100-249 Employees
- 250-499 Employees
- 500-999 Employees
- 1000+ Employees



	TOTAL	%
1-4 Employees	329	49.40
5-9 Employees	146	21.92
10-19 Employees	91	13.66
20-49 Employees	59	8.86
50-99 Employees	15	2.25
100-249 Employees	19	2.85
250-499 Employees	5	0.75
500-999 Employees	0	0.00
1000+ Employees	2	0.30

Total Employees by Major SIC (2015)

- Agricultural, Forestry, Fishing (SIC Range 01-09)
- Mining (SIC 10-14)
- Construction (SIC 15-17)
- Manufacturing (SIC 20-39)
- Transportation and Communications (SIC 40-49)
- Wholesale Trade (SIC 50-51)
- Retail Trade (SIC 52-59)



▲ 1 / 2 ▼

	TOTAL	%
Agricultural, Forestry, Fishing (SIC Range 01-09)	5	0.03
Mining (SIC 10-14)	2	0.01
Construction (SIC 15-17)	45	0.27
Manufacturing (SIC 20-39)	235	1.40
Transportation and Communications (SIC 40-49)	110	0.66
Wholesale Trade (SIC 50-51)	22	0.13
Retail Trade (SIC 52-59)	1,378	8.23
Finance, Insurance And Real Estate (SIC 60-69)	7,503	44.79
Services (SIC 70-89)	5,508	32.88
Public Administration (SIC 90-98)	1,933	11.54
Unclassified (SIC 99)	12	0.07

Total Businesses by Establishment Type (2015)

Total Employees by Establishment Type (2015)

	TOTAL	%
Agriculture, Forestry and Fishing	0	0.00
Agricultural Services	3	0.45
Coal and Ore Mining	0	0.00
Oil and Gas	1	0.15
General Construction	4	0.60
Heavy Construction	9	1.35
Food Manufacturing	0	0.00
Tobacco Manufacturing	0	0.00
Textile Mills	0	0.00
Apparel and Textile Manufacturing	0	0.00
Lumber and Wood Production	0	0.00
Furniture Manufacturing	0	0.00
Paper Manufacturing	1	0.15
Printing and Publishing	3	0.45
Chemicals	0	0.00
Petroleum Refining	0	0.00
Rubber and Plastics	0	0.00
Leather Manufacturing	0	0.00
Stone, Glass, and Concrete	0	0.00

	TOTAL	%
Agriculture, Forestry and Fishing	0	0.00
Agricultural Services	5	0.03
Coal and Ore Mining	0	0.00
Oil and Gas	2	0.01
General Construction	19	0.11
Heavy Construction	26	0.16
Food Manufacturing	0	0.00
Tobacco Manufacturing	0	0.00
Textile Mills	0	0.00
Apparel and Textile Manufacturing	0	0.00
Lumber and Wood Production	0	0.00
Furniture Manufacturing	0	0.00
Paper Manufacturing	29	0.17
Printing and Publishing	153	0.91
Chemicals	0	0.00
Petroleum Refining	0	0.00
Rubber and Plastics	0	0.00
Leather Manufacturing	0	0.00
Stone, Glass, and Concrete	0	0.00

Metals Fabrication	1	0.15	Metals Fabrication	13	0.08
Machinery and Equipment Manufacturing	4	0.60	Machinery and Equipment Manufacturing	40	0.24
Transportation	5	0.75	Transportation	15	0.09
Travel Services	0	0.00	Travel Services	0	0.00
Transport Services	0	0.00	Transport Services	0	0.00
Communications	5	0.75	Communications	94	0.56
Utilities	1	0.15	Utilities	1	0.01
Durables Wholesale	5	0.75	Durables Wholesale	13	0.08
Non Durables Wholesale	4	0.60	Non Durables Wholesale	9	0.05
Building Materials, Hardware and Garden	4	0.60	Building Materials, Hardware and Garden	14	0.08
General Merchandise Stores	0	0.00	General Merchandise Stores	0	0.00
Food Markets	1	0.15	Food Markets	5	0.03
Convenience Stores	1	0.15	Convenience Stores	12	0.07
Other Food Stores	5	0.75	Other Food Stores	33	0.20
Auto Dealers and Gas Stations	4	0.60	Auto Dealers and Gas Stations	19	0.11
Clothing Stores	8	1.20	Clothing Stores	21	0.13
Furniture Stores	3	0.45	Furniture Stores	12	0.07
Home Furnishings	5	0.75	Home Furnishings	14	0.08
Electronics and Computer Stores	4	0.60	Electronics and Computer Stores	11	0.07
Music Stores	4	0.60	Music Stores	55	0.33
Restaurants	53	7.96	Restaurants	757	4.52
Other Food Service	13	1.95	Other Food Service	185	1.10
Bars	9	1.35	Bars	72	0.43
Drug Stores	2	0.30	Drug Stores	27	0.16
Liquor Stores	1	0.15	Liquor Stores	15	0.09
Specialty Stores	34	5.11	Specialty Stores	112	0.67
Catalog and Direct Sales	3	0.45	Catalog and Direct Sales	14	0.08
Banks and Financial Institutions	61	9.16	Banks and Financial Institutions	1,050	6.27
Insurance Carriers	2	0.30	Insurance Carriers	14	0.08
Insurance Agents and Brokers	25	3.75	Insurance Agents and Brokers	6,249	37.30
Real Estate	21	3.15	Real Estate	190	1.13
Hotels and Lodging	2	0.30	Hotels and Lodging	27	0.16
Dry Cleaning and Laundry	2	0.30	Dry Cleaning and Laundry	8	0.05
Beauty and Barber Shops	14	2.10	Beauty and Barber Shops	109	0.65
Other Personal Service	17	2.55	Other Personal Service	64	0.38
Advertising	1	0.15	Advertising	1	0.01
Computer Services	9	1.35	Computer Services	90	0.54
Other Business Services	22	3.30	Other Business Services	618	3.69
Auto Repair/Services	3	0.45	Auto Repair/Services	10	0.06
Miscellaneous Repair Services	7	1.05	Miscellaneous Repair Services	19	0.11
Motion Pictures	6	0.90	Motion Pictures	151	0.90
Entertainment and Recreation Services	15	2.25	Entertainment and Recreation Services	90	0.54
Health and Medical Services	22	3.30	Health and Medical Services	180	1.07
Hospitals	8	1.20	Hospitals	70	0.42
Legal Services	35	5.26	Legal Services	150	0.90
Primary and Secondary Education	8	1.20	Primary and Secondary Education	545	3.25
Colleges and Universities	0	0.00	Colleges and Universities	0	0.00
Social Services	36	5.41	Social Services	1,417	8.46
Child Care Services	3	0.45	Child Care Services	1,026	6.12
Museums and Zoos	6	0.90	Museums and Zoos	21	0.13
Membership Organizations	16	2.40	Membership Organizations	165	0.98
Professional Services	21	3.15	Professional Services	592	3.53
Government	90	13.51	Government	1,933	11.54
Unclassified Establishments	9	1.35	Unclassified Establishments	12	0.07

Total Businesses by NAICS (2015)			Total Employees by NAICS (2015)		
	TOTAL	%		TOTAL	%

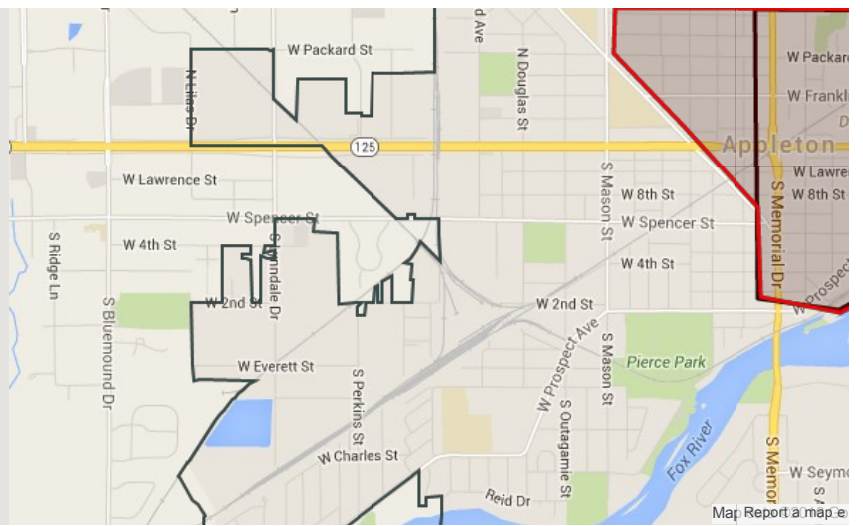
Agriculture, Forestry and Fishing	0	0.00	Agriculture, Forestry and Fishing	0	0.00
Agricultural Services	0	0.00	Agricultural Services	0	0.00
Coal and Ore Mining	0	0.00	Coal and Ore Mining	0	0.00
Oil and Gas	1	0.15	Oil and Gas	2	0.01
General Construction	13	1.95	General Construction	45	0.27
Heavy Construction	2	0.30	Heavy Construction	7	0.04
Food Manufacturing	2	0.30	Food Manufacturing	13	0.08
Beverage and Tobacco Products	0	0.00	Beverage and Tobacco Products	0	0.00
Textile Mills	1	0.15	Textile Mills	2	0.01
Textile Products	0	0.00	Textile Products	0	0.00
Apparel Manufacturing	0	0.00	Apparel Manufacturing	0	0.00
Leather Manufacturing	0	0.00	Leather Manufacturing	0	0.00
Wood Products	0	0.00	Wood Products	0	0.00
Paper Manufacturing	1	0.15	Paper Manufacturing	29	0.17
Printing and Publishing	1	0.15	Printing and Publishing	6	0.04
Chemicals	0	0.00	Chemicals	0	0.00
Petroleum and Coal Products	0	0.00	Petroleum and Coal Products	0	0.00
Rubber and Plastics	0	0.00	Rubber and Plastics	0	0.00
Stone, Glass, and Concrete	0	0.00	Stone, Glass, and Concrete	0	0.00
Primary Metal Manufacturing	0	0.00	Primary Metal Manufacturing	0	0.00
Metals Fabrication	1	0.15	Metals Fabrication	13	0.08
Machinery and Equipment Manufacturing	1	0.15	Machinery and Equipment Manufacturing	30	0.18
Computers and Electronics	0	0.00	Computers and Electronics	0	0.00
Electrical Equipment and Appliances	0	0.00	Electrical Equipment and Appliances	0	0.00
Transportation Equipment	0	0.00	Transportation Equipment	0	0.00
Furniture Manufacturing	2	0.30	Furniture Manufacturing	7	0.04
Miscellaneous Manufacturing	4	0.60	Miscellaneous Manufacturing	15	0.09
Communications	3	0.45	Communications	13	0.08
Utilities	0	0.00	Utilities	0	0.00
Durables Wholesale	4	0.60	Durables Wholesale	12	0.07
Non Durables Wholesale	2	0.30	Non Durables Wholesale	6	0.04
Electronic Markets and Brokers	1	0.15	Electronic Markets and Brokers	1	0.01
Motor Vehicle and Parts Dealers	3	0.45	Motor Vehicle and Parts Dealers	16	0.10
Furniture and Home Furnishings	4	0.60	Furniture and Home Furnishings	9	0.05
Electronics and Appliances	15	2.25	Electronics and Appliances	262	1.56
Building Materials, Hardware and Garden	4	0.60	Building Materials, Hardware and Garden	14	0.08
Food and Beverage Stores	4	0.60	Food and Beverage Stores	44	0.26
Health and Personal Care Stores	6	0.90	Health and Personal Care Stores	35	0.21
Gasoline Stations	1	0.15	Gasoline Stations	3	0.02
Clothing and Clothing Accessories	13	1.95	Clothing and Clothing Accessories	47	0.28
Sporting Goods/Hobby/Book/Music Stores	8	1.20	Sporting Goods/Hobby/Book/Music Stores	71	0.42
General Merchandise Stores	0	0.00	General Merchandise Stores	0	0.00
Miscellaneous Store Retailers	21	3.15	Miscellaneous Store Retailers	61	0.36
Nonstore Retailers	3	0.45	Nonstore Retailers	14	0.08
Warehousing/Storage, Postal/Courier Service	0	0.00	Warehousing/Storage, Postal/Courier Service	0	0.00
Publishing	2	0.30	Publishing	147	0.88
Software Publishers	0	0.00	Software Publishers	0	0.00
Motion Pictures and Video	0	0.00	Motion Pictures and Video	0	0.00
Movie Theaters	1	0.15	Movie Theaters	20	0.12
Broadcasting	2	0.30	Broadcasting	81	0.48
Data Processing/Hosting	2	0.30	Data Processing/Hosting	50	0.30
Other Information Services	2	0.30	Other Information Services	122	0.73
Banking	63	9.46	Banking	1,064	6.35
Insurance Carriers	25	3.75	Insurance Carriers	6,249	37.30
Real Estate	20	3.00	Real Estate	162	0.97
Rental and Leasing	4	0.60	Rental and Leasing	23	0.14
Legal Services	36	5.41	Legal Services	180	1.07
Accounting	7	1.05	Accounting	233	1.39

Agricultural and Engineering	4	0.60	Agricultural and Engineering	86	0.51
Specialized Design	4	0.60	Specialized Design	36	0.21
Computer Systems Design	6	0.90	Computer Systems Design	30	0.18
Management/Scientific/Technical Consulting	7	1.05	Management/Scientific/Technical Consulting	58	0.35
Scientific Research and Development	0	0.00	Scientific Research and Development	0	0.00
Advertising and Public Relations	3	0.45	Advertising and Public Relations	9	0.05
Other Professional/Scientific/Technical Services	7	1.05	Other Professional/Scientific/Technical Services	19	0.11
Company and Enterprise Management	0	0.00	Company and Enterprise Management	0	0.00
Administrative and Support	18	2.70	Administrative and Support	571	3.41
Waste Management and Remediation	2	0.30	Waste Management and Remediation	2	0.01
Elementary and Secondary Schools	8	1.20	Elementary and Secondary Schools	545	3.25
Colleges and Universities	0	0.00	Colleges and Universities	0	0.00
Business Schools, Computer and Management Training	0	0.00	Business Schools, Computer and Management Training	0	0.00
Technical and Trade Schools	0	0.00	Technical and Trade Schools	0	0.00
Educational Services	8	1.20	Educational Services	47	0.28
Physician Offices	7	1.05	Physician Offices	87	0.52
Dental Offices	4	0.60	Dental Offices	19	0.11
Other Health Practicioners	10	1.50	Other Health Practicioners	21	0.13
Outpatient Care	2	0.30	Outpatient Care	56	0.33
Medical and Diagnostic Laboratories	0	0.00	Medical and Diagnostic Laboratories	0	0.00
Home Health Care Services	1	0.15	Home Health Care Services	13	0.08
Ambulatory Services	4	0.60	Ambulatory Services	48	0.29
General Medical and Surgical Hospitals	0	0.00	General Medical and Surgical Hospitals	0	0.00
Psychiatric and Substance Abuse Hospitals	1	0.15	Psychiatric and Substance Abuse Hospitals	3	0.02
Other Hospitals	0	0.00	Other Hospitals	0	0.00
Nursing and Residential Care	6	0.90	Nursing and Residential Care	90	0.54
Individual and Family Services	22	3.30	Individual and Family Services	1,039	6.20
Community Relief Services	1	0.15	Community Relief Services	4	0.02
Vocational Rehabilitation	2	0.30	Vocational Rehabilitation	14	0.08
Child Care Services	3	0.45	Child Care Services	1,026	6.12
Performing Arts	6	0.90	Performing Arts	127	0.76
Spectator Sports	0	0.00	Spectator Sports	0	0.00
Performing Arts/Sports Promoters	0	0.00	Performing Arts/Sports Promoters	0	0.00
Agents and Managers	0	0.00	Agents and Managers	0	0.00
Independent Artists/Writers/Performers	2	0.30	Independent Artists/Writers/Performers	2	0.01
Museums, Zoos, Historical Sites	6	0.90	Museums, Zoos, Historical Sites	21	0.13
Amusement, Gambling, and Recreation	5	0.75	Amusement, Gambling, and Recreation	47	0.28
Fitness Centers	1	0.15	Fitness Centers	19	0.11
Accomodations	2	0.30	Accomodations	27	0.16
Food Services and Drinking Places	76	11.41	Food Services and Drinking Places	1,021	6.09
Repair and Maintenance Services	4	0.60	Repair and Maintenance Services	8	0.05
Personal Care Services	24	3.60	Personal Care Services	136	0.81
Death Care Services	2	0.30	Death Care Services	30	0.18
Religious/Civic/Professional Organizations	21	3.15	Religious/Civic/Professional Organizations	433	2.58
Public Administration	90	13.51	Public Administration	1,933	11.54

Source: Applied Geographic Solutions, 2015

Total Employees by Occupation (2015)		
	TOTAL	%
Executive, Managers, and Administrators	1,718	10.25
Business and Financial Operations	1,611	9.62
Computer and Mathematical Occupations	441	2.63
Architecture and Engineering	192	1.15
Life/Physical/Social Science Occupations	51	0.30
Community and Social Services	273	1.63
Legal	69	0.41
Education/Training/Library	797	4.76
Health Diagnosing and Treating Practitioners	603	3.60

Health Technologists/Technicians	272	1.62
Healthcare Support	483	2.88
Protective Services	440	2.63
Food Preparation/Serving	849	5.07
Building and Grounds Maintenance	542	3.24
Personal Care and Service	489	2.92
Sales	1,771	10.57
Office and Administrative Support	3,439	20.53
Farming/Fishing/Forestry	116	0.69
Construction and Extraction	379	2.26
Installation/Maintenance and Repair Workers	446	2.66
Production Workers	921	5.50
Transportation Workers	343	2.05
Material Moving	318	1.90



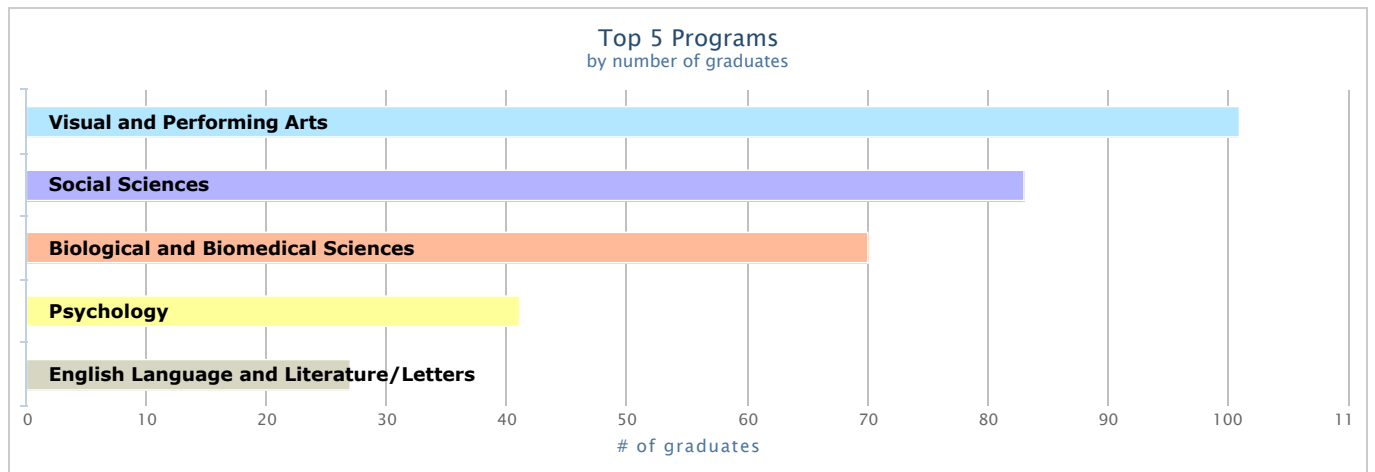


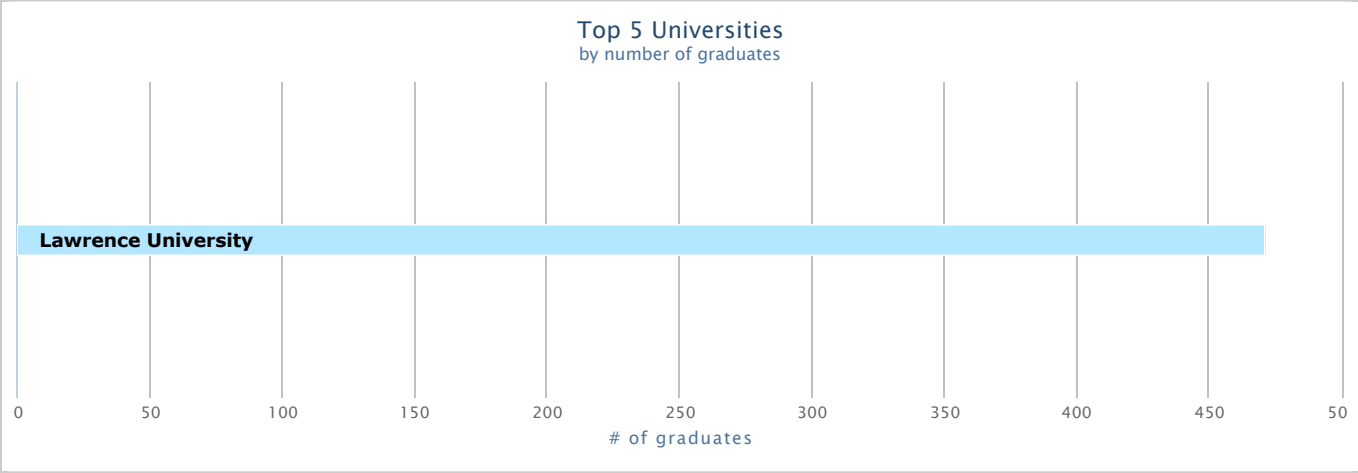
GIS Planning Talent Pool

Degrees Conferred by Program (within polygon)

Program	Associates	Bachelors	Masters	PhD	Total
Area, Ethnic, Cultural, Gender, and Group Studies	0	12	0	0	12
Biological and Biomedical Sciences	0	70	0	0	70
Education	0	17	0	0	17
English Language and Literature/Letters	0	27	0	0	27
Foreign Languages, Literatures, and Linguistics	0	24	0	0	24
History	0	19	0	0	19
Mathematics and Statistics	0	15	0	0	15
Multi/Interdisciplinary Studies	0	16	0	0	16
Natural Resources and Conservation	0	16	0	0	16
Philosophy and Religious Studies	0	13	0	0	13
Physical Sciences	0	17	0	0	17
Psychology	0	41	0	0	41
Social Sciences	0	83	0	0	83
Visual and Performing Arts	0	101	0	0	101

Annual Degrees Conferred: 2013-2014





Property ID: 44B26775-9940-0AC8-8B41-6739630A10AA



Housing Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

Population		Households	
2010 Total Population	8,860	2015 Median Household Income	\$36,189
2015 Total Population	8,948	2020 Median Household Income	\$41,307
2020 Total Population	9,097	2015-2020 Annual Rate	2.68%
2015-2020 Annual Rate	0.33%		

Housing Units by Occupancy Status and Tenure	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	3,687	100.0%	3,810	100.0%	3,930	100.0%
Occupied	3,348	90.8%	3,433	90.1%	3,520	89.6%
Owner	1,566	42.5%	1,536	40.3%	1,580	40.2%
Renter	1,782	48.3%	1,897	49.8%	1,940	49.4%
Vacant	339	9.2%	377	9.9%	409	10.4%

Owner Occupied Housing Units by Value	2015		2020	
	Number	Percent	Number	Percent
Total	1,535	100.0%	1,581	100.0%
<\$50,000	17	1.1%	14	0.9%
\$50,000-\$99,999	430	28.0%	320	20.2%
\$100,000-\$149,999	775	50.5%	568	35.9%
\$150,000-\$199,999	171	11.1%	288	18.2%
\$200,000-\$249,999	61	4.0%	114	7.2%
\$250,000-\$299,999	27	1.8%	62	3.9%
\$300,000-\$399,999	29	1.9%	107	6.8%
\$400,000-\$499,999	10	0.7%	43	2.7%
\$500,000-\$749,999	11	0.7%	53	3.4%
\$750,000-\$999,999	0	0.0%	10	0.6%
\$1,000,000+	4	0.3%	2	0.1%
Median Value	\$120,677		\$140,185	
Average Value	\$134,951		\$183,191	

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

March 09, 2016



Housing Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

Census 2010 Owner Occupied Housing Units by Mortgage Status

	Number	Percent
Total	1,566	100.0%
Owned with a Mortgage/Loan	1,218	77.8%
Owned Free and Clear	348	22.2%

Census 2010 Vacant Housing Units by Status

	Number	Percent
Total	339	100.0%
For Rent	104	30.7%
Rented- Not Occupied	8	2.4%
For Sale Only	98	28.9%
Sold - Not Occupied	16	4.7%
Seasonal/Recreational/Occasional Use	14	4.1%
For Migrant Workers	0	0.0%
Other Vacant	92	27.1%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	3,348	1,565	46.7%
15-24	263	34	12.9%
25-34	725	260	35.9%
35-44	564	314	55.7%
45-54	664	376	56.6%
55-64	568	308	54.2%
65-74	278	153	55.0%
75-84	163	83	50.9%
85+	123	37	30.1%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	3,347	1,565	46.8%
White Alone	3,064	1,504	49.1%
Black/African American	68	8	11.8%
American Indian/Alaska	34	10	29.4%
Asian Alone	104	18	17.3%
Pacific Islander Alone	1	0	0.0%
Other Race Alone	38	11	28.9%
Two or More Races	38	14	36.8%
Hispanic Origin	96	33	34.4%

Census 2010 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	3,349	1,566	46.8%
1-Person	1,452	423	29.1%
2-Person	928	531	57.2%
3-Person	412	262	63.6%
4-Person	315	225	71.4%
5-Person	130	78	60.0%
6-Person	55	25	45.5%
7+ Person	57	22	38.6%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

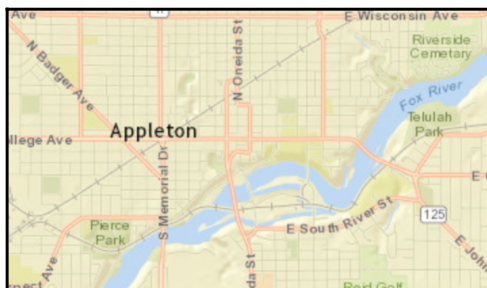
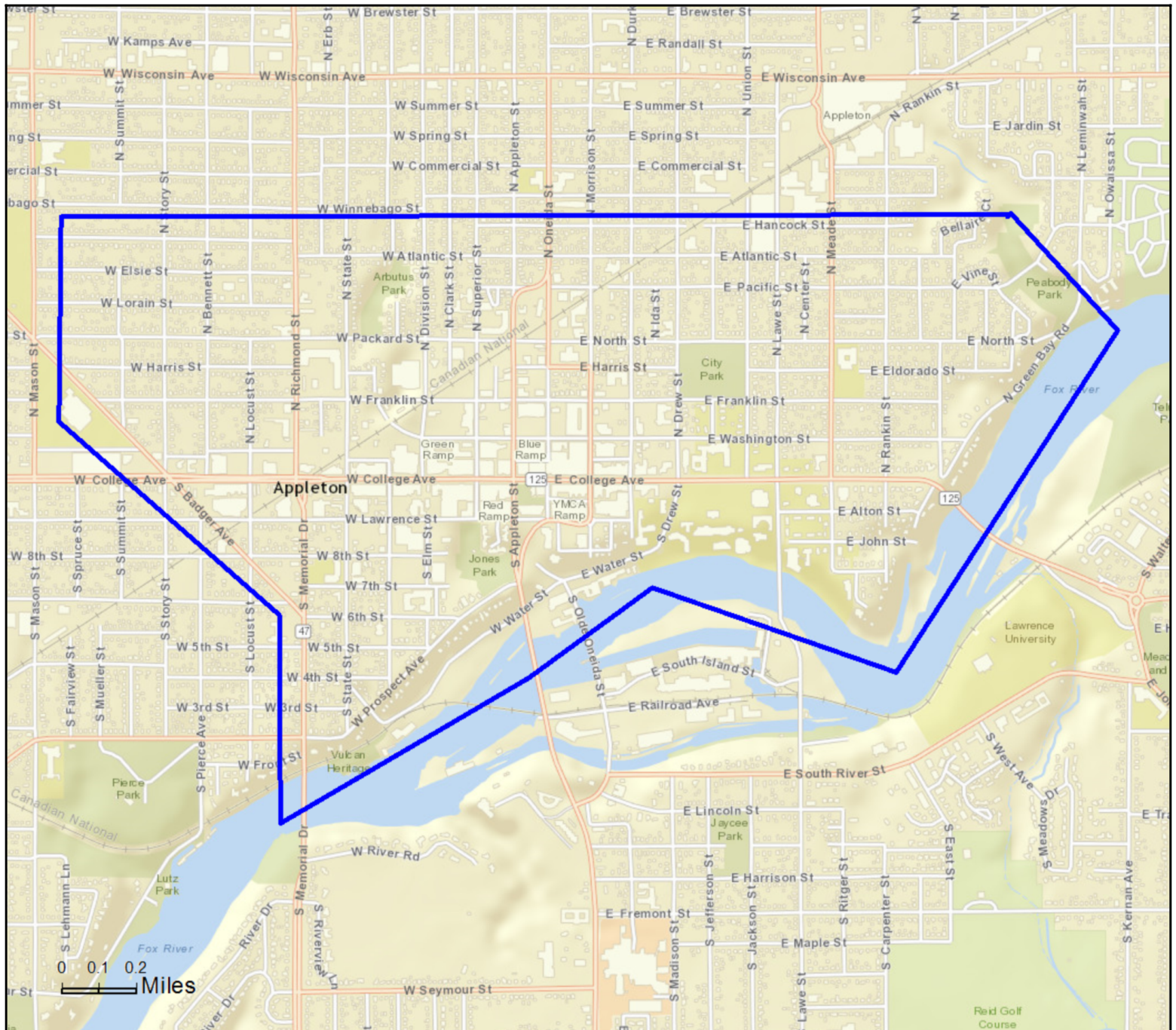
March 09, 2016



Site Map

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri



March 09, 2016



Retail MarketPlace Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

Summary Demographics

2015 Population	8,948
2015 Households	3,433
2015 Median Disposable Income	\$30,122
2015 Per Capita Income	\$20,150

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$92,190,191	\$110,388,035	-\$18,197,844	-9.0	166
Total Retail Trade	44-45	\$83,468,790	\$75,065,240	\$8,403,550	5.3	89
Total Food & Drink	722	\$8,721,401	\$35,322,795	-\$26,601,394	-60.4	77

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$18,818,233	\$5,000,742	\$13,817,491	58.0	5
Automobile Dealers	4411	\$15,398,244	\$2,604,226	\$12,794,018	71.1	2
Other Motor Vehicle Dealers	4412	\$2,255,472	\$0	\$2,255,472	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,164,518	\$2,097,195	-\$932,677	-28.6	3
Furniture & Home Furnishings Stores	442	\$2,317,955	\$2,087,448	\$230,507	5.2	5
Furniture Stores	4421	\$1,525,696	\$925,649	\$600,047	24.5	1
Home Furnishings Stores	4422	\$792,259	\$1,161,799	-\$369,540	-18.9	4
Electronics & Appliance Stores	443	\$4,818,516	\$3,482,641	\$1,335,875	16.1	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,647,325	\$2,399,479	\$1,247,846	20.6	6
Bldg Material & Supplies Dealers	4441	\$2,925,542	\$1,834,872	\$1,090,670	22.9	5
Lawn & Garden Equip & Supply Stores	4442	\$721,783	\$564,607	\$157,176	12.2	1
Food & Beverage Stores	445	\$14,579,563	\$7,188,829	\$7,390,734	34.0	5
Grocery Stores	4451	\$12,997,777	\$1,919,497	\$11,078,280	74.3	3
Specialty Food Stores	4452	\$1,010,725	\$1,725,602	-\$714,877	-26.1	1
Beer, Wine & Liquor Stores	4453	\$571,061	\$3,543,730	-\$2,972,669	-72.2	1
Health & Personal Care Stores	446,4461	\$6,007,393	\$7,527,398	-\$1,520,005	-11.2	6
Gasoline Stations	447,4471	\$6,751,299	\$3,776,850	\$2,974,449	28.3	2
Clothing & Clothing Accessories Stores	448	\$3,673,098	\$7,651,630	-\$3,978,532	-35.1	13
Clothing Stores	4481	\$2,230,799	\$2,159,970	\$70,829	1.6	7
Shoe Stores	4482	\$655,428	\$610,497	\$44,931	3.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$786,871	\$4,881,163	-\$4,094,292	-72.2	5
Sporting Goods, Hobby, Book & Music Stores	451	\$2,121,435	\$4,185,341	-\$2,063,906	-32.7	13
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,592,423	\$2,616,251	-\$1,023,828	-24.3	7
Book, Periodical & Music Stores	4512	\$529,012	\$1,569,090	-\$1,040,078	-49.6	6
General Merchandise Stores	452	\$15,769,100	\$1,203,384	\$14,565,716	85.8	2
Department Stores Excluding Leased Depts.	4521	\$13,222,404	\$256,234	\$12,966,170	96.2	1
Other General Merchandise Stores	4529	\$2,546,696	\$947,150	\$1,599,546	45.8	1
Miscellaneous Store Retailers	453	\$3,101,015	\$15,605,601	-\$12,504,586	-66.8	24
Florists	4531	\$112,206	\$222,688	-\$110,482	-33.0	1
Office Supplies, Stationery & Gift Stores	4532	\$830,504	\$1,813,561	-\$983,057	-37.2	7
Used Merchandise Stores	4533	\$513,623	\$7,425,318	-\$6,911,695	-87.1	3
Other Miscellaneous Store Retailers	4539	\$1,644,682	\$6,144,033	-\$4,499,351	-57.8	13
Nonstore Retailers	454	\$1,863,858	\$14,955,896	-\$13,092,038	-77.8	4
Electronic Shopping & Mail-Order Houses	4541	\$1,337,751	\$6,262,096	-\$4,924,345	-64.8	2
Vending Machine Operators	4542	\$217,637	\$0	\$217,637	100.0	0
Direct Selling Establishments	4543	\$308,470	\$8,693,800	-\$8,385,330	-93.1	2
Food Services & Drinking Places	722	\$8,721,401	\$35,322,795	-\$26,601,394	-60.4	77
Full-Service Restaurants	7221	\$4,637,143	\$26,907,622	-\$22,270,479	-70.6	55
Limited-Service Eating Places	7222	\$3,407,171	\$4,632,604	-\$1,225,433	-15.2	11
Special Food Services	7223	\$184,953	\$1,163,793	-\$978,840	-72.6	2
Drinking Places - Alcoholic Beverages	7224	\$492,133	\$2,618,777	-\$2,126,644	-68.4	9

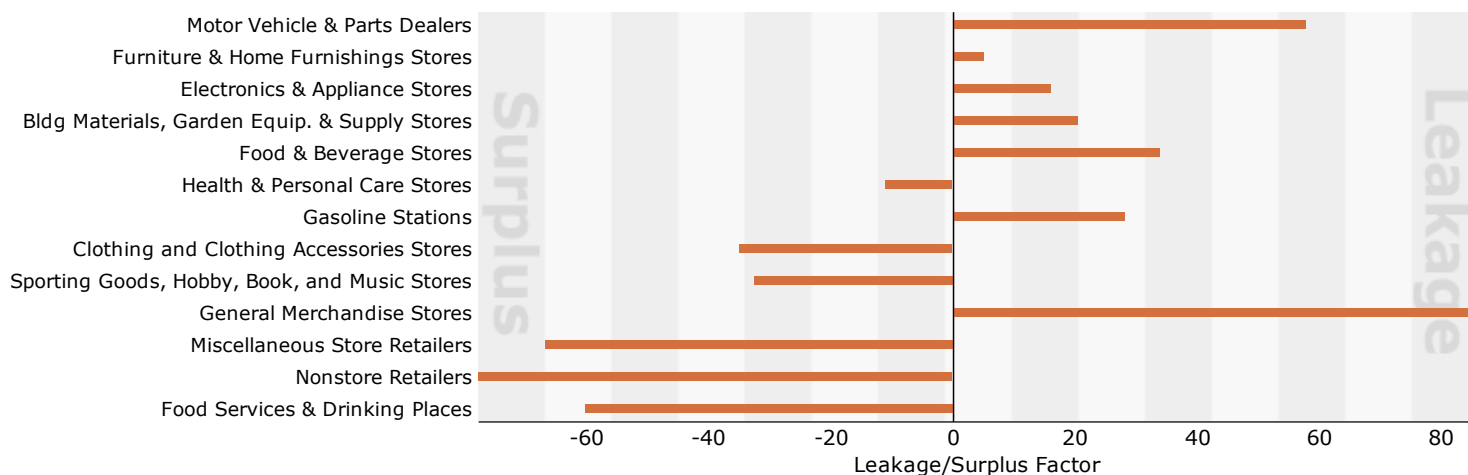
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

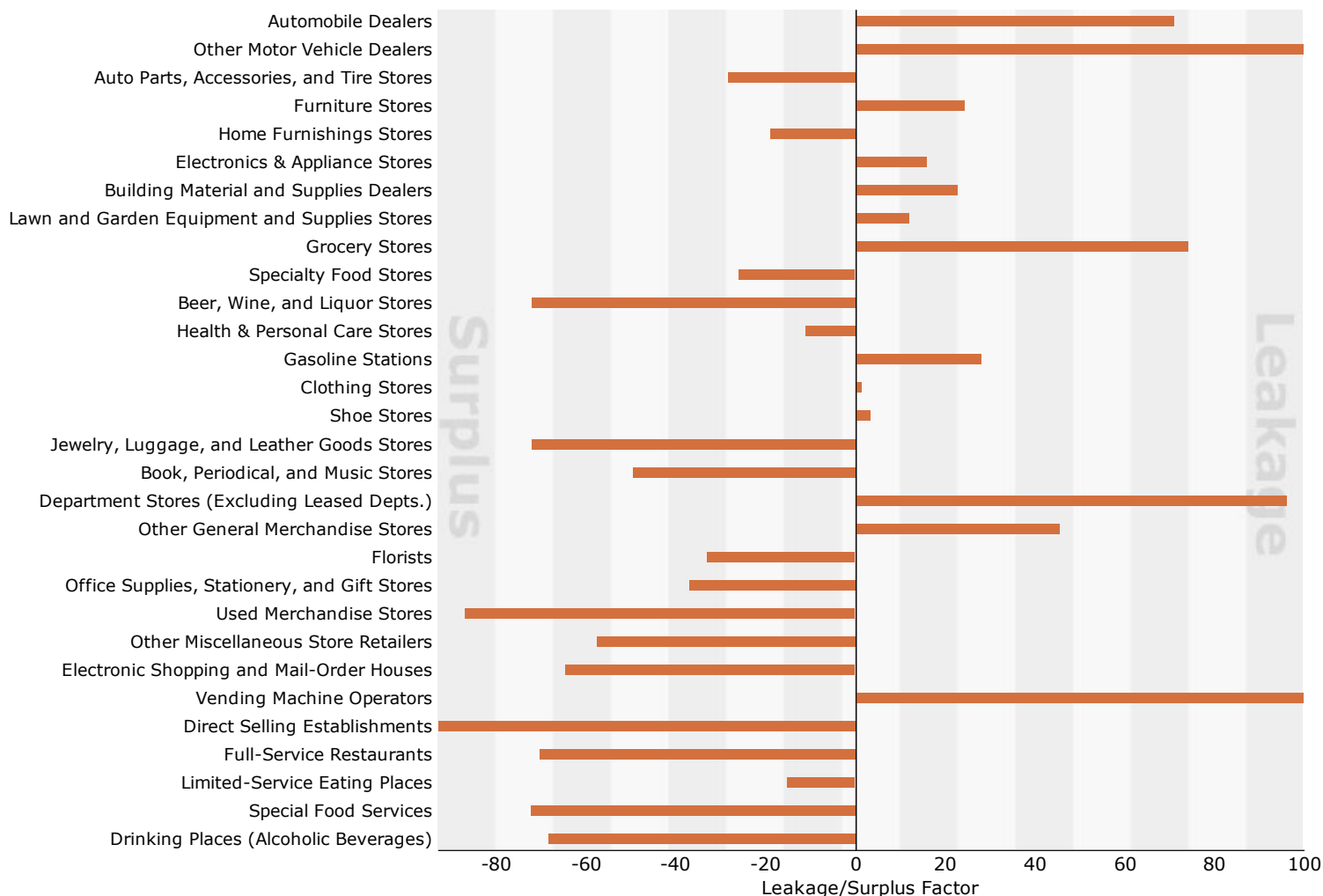
Source: Esri and Infogroup. Copyright 2015 Infogroup, Inc. All rights reserved.

March 09, 2016

Leakage/Surplus Factor by Industry Subsector



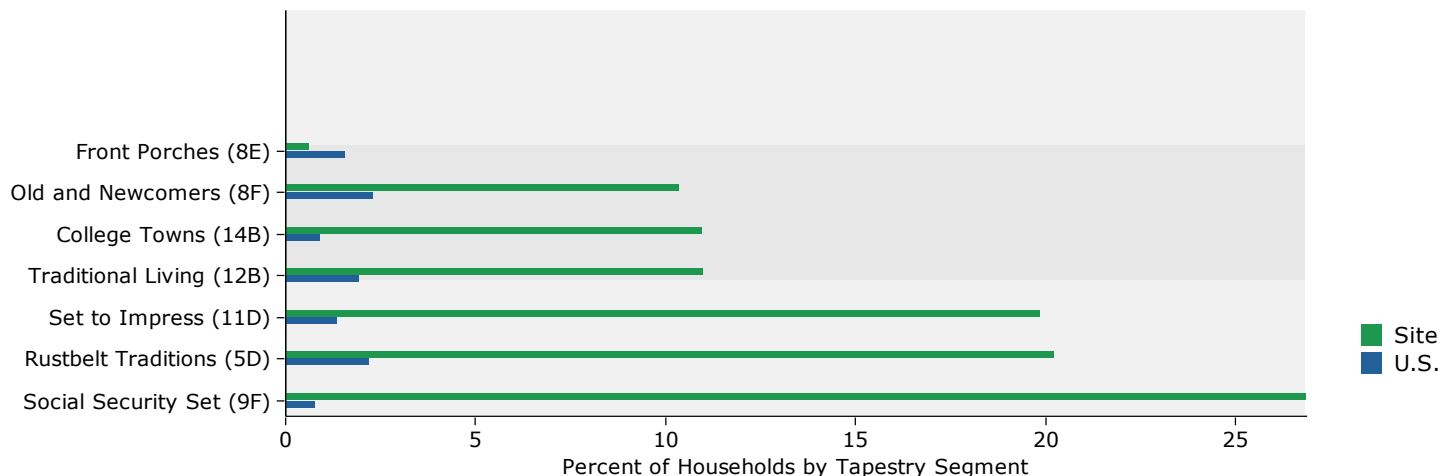
Leakage/Surplus Factor by Industry Group



Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Social Security Set (9F)	26.9%	26.9%	0.8%	0.8%	3324
2	Rustbelt Traditions (5D)	20.2%	47.1%	2.2%	3.0%	908
3	Set to Impress (11D)	19.9%	67.0%	1.4%	4.4%	1,430
4	Traditional Living (12B)	11.0%	78.0%	2.0%	6.4%	561
5	College Towns (14B)	11.0%	89.0%	0.9%	7.3%	1,163
	Subtotal	89.0%		7.3%		
6	Old and Newcomers (8F)	10.4%	99.4%	2.3%	9.6%	445
7	Front Porches (8E)	0.6%	100.0%	1.6%	11.2%	40
	Subtotal	11.0%		3.9%		
	Total	100.0%		11.3%		888

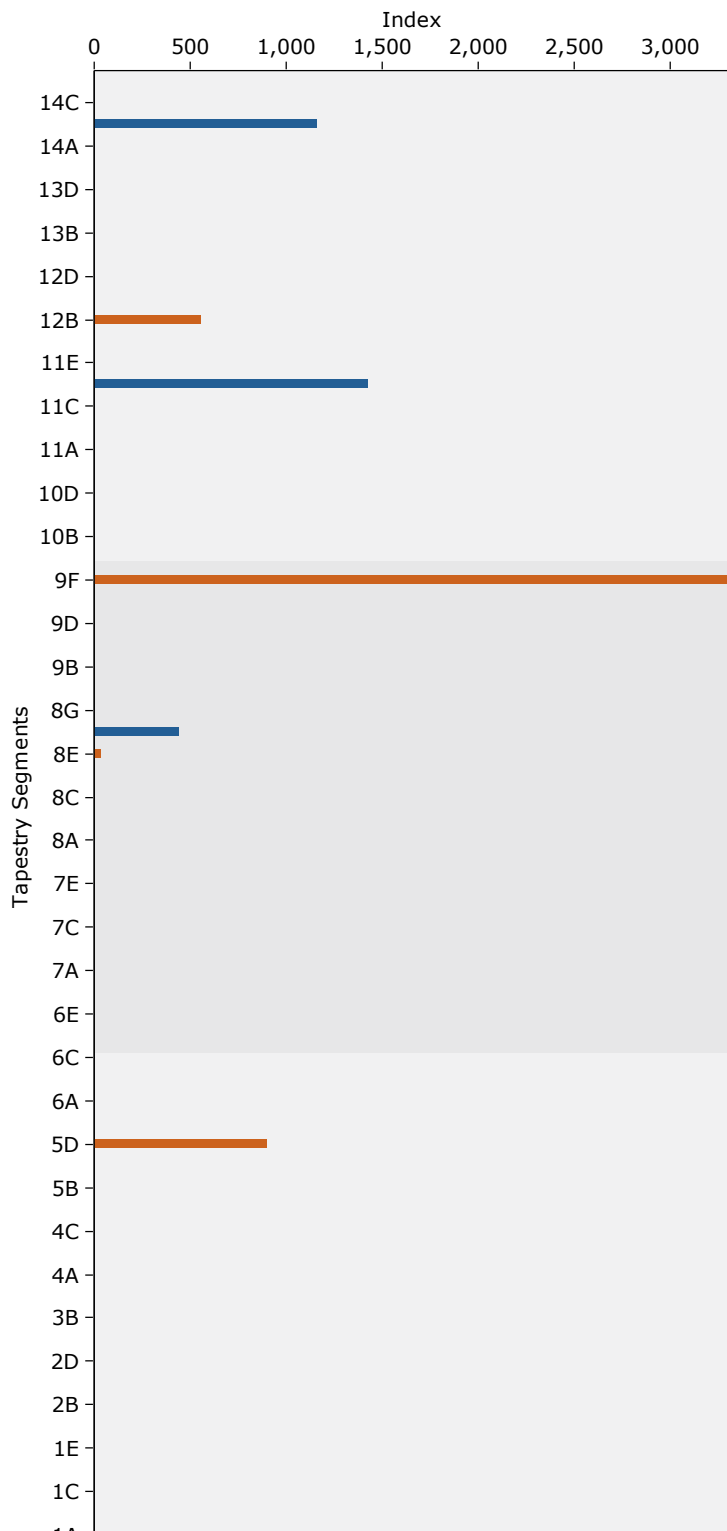
Top Ten Tapestry Segments Site vs. U.S.



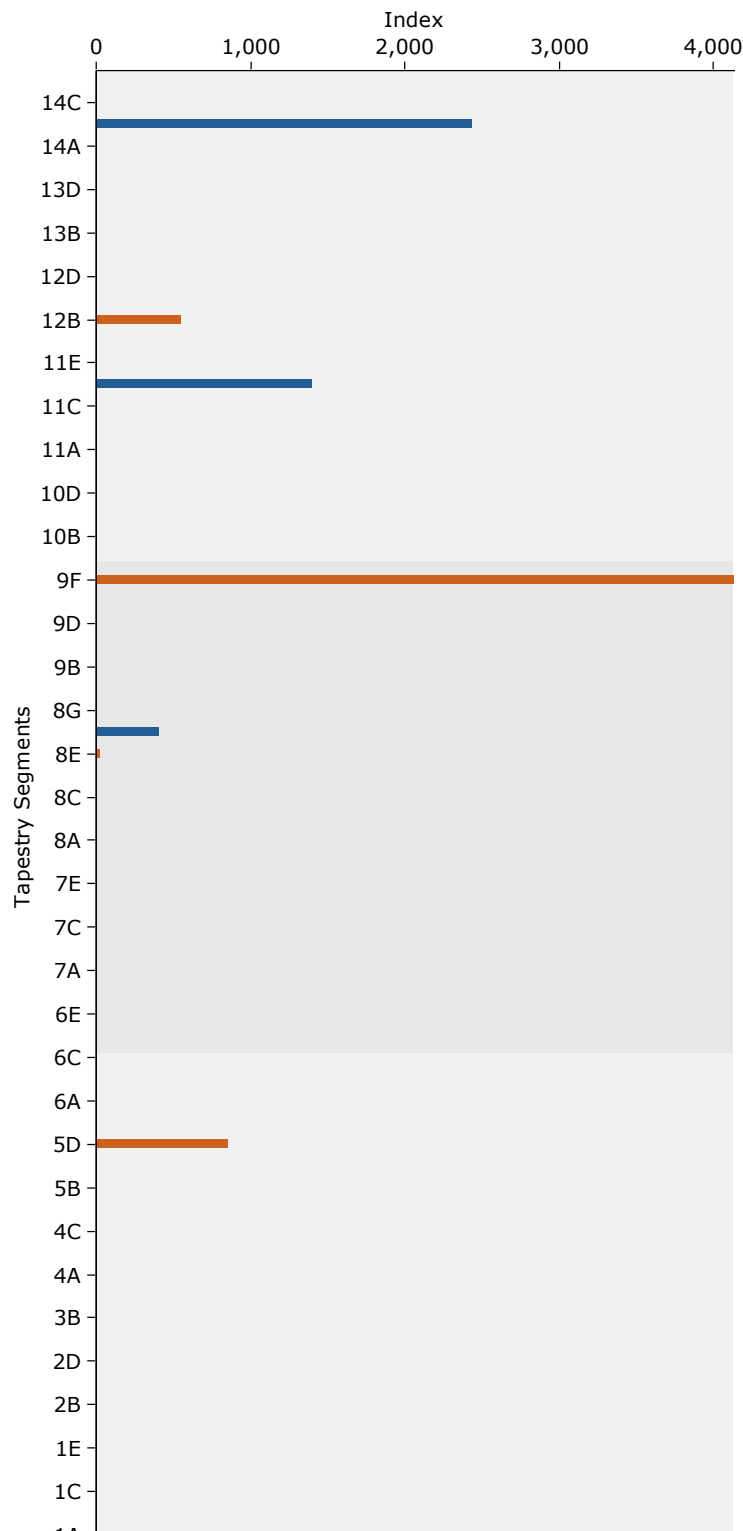
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,433	100.0%		8,947	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	695	20.2%	176	1,622	18.1%	170
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	695	20.2%	908	1,622	18.1%	867
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

March 09, 2016



Tapestry Segmentation Area Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,433	100.0%		8,947	100.0%	
8. Middle Ground	378	11.0%	101	760	8.5%	84
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	22	0.6%	40	44	0.5%	31
Old and Newcomers (8F)	356	10.4%	445	716	8.0%	418
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	923	26.9%	466	2,223	24.8%	562
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	923	26.9%	3,324	2,223	24.8%	4,141
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	682	19.9%	321	1,455	16.3%	287
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	682	19.9%	1,430	1,455	16.3%	1,405
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	378	11.0%	175	930	10.4%	172
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	378	11.0%	561	930	10.4%	552
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	377	11.0%	683	1,957	21.9%	1,100
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	377	11.0%	1,163	1,957	21.9%	2,439
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

March 09, 2016



Tapestry Segmentation Area Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,433	100.0%		8,947	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	695	20.2%	120	1,622	18.1%	97
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	695	20.2%	908	1,622	18.1%	867
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	2,738	79.8%	437	7,325	81.9%	499
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	22	0.6%	40	44	0.5%	31
Old and Newcomers (8F)	356	10.4%	445	716	8.0%	418
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	923	26.9%	3,324	2,223	24.8%	4,141
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	682	19.9%	1,430	1,455	16.3%	1,405
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	378	11.0%	561	930	10.4%	552
College Towns (14B)	377	11.0%	1,163	1,957	21.9%	2,439
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

March 09, 2016



Tapestry Segmentation Area Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,433	100.0%		8,947	100.0%	
4. Suburban Periphery	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

March 09, 2016



Business Summary

Appleton City, WI
Geography: Place

Prepared by Esri

Data for all businesses in area

Total Businesses:	3,149
Total Employees:	57,460
Total Residential Population:	74,246
Employee/Residential Population Ratio:	0.77:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	51	1.6%	335	0.6%
Construction	214	6.8%	2,213	3.9%
Manufacturing	114	3.6%	3,903	6.8%
Transportation	52	1.7%	758	1.3%
Communication	32	1.0%	840	1.5%
Utility	8	0.3%	122	0.2%
Wholesale Trade	119	3.8%	3,531	6.1%
Retail Trade Summary	652	20.7%	8,867	15.4%
Home Improvement	37	1.2%	639	1.1%
General Merchandise Stores	16	0.5%	1,299	2.3%
Food Stores	44	1.4%	709	1.2%
Auto Dealers, Gas Stations, Auto Aftermarket	58	1.8%	416	0.7%
Apparel & Accessory Stores	22	0.7%	104	0.2%
Furniture & Home Furnishings	65	2.1%	433	0.8%
Eating & Drinking Places	224	7.1%	3,734	6.5%
Miscellaneous Retail	186	5.9%	1,533	2.7%
Finance, Insurance, Real Estate Summary	492	15.6%	12,442	21.7%
Banks, Savings & Lending Institutions	184	5.8%	909	1.6%
Securities Brokers	67	2.1%	1,007	1.8%
Insurance Carriers & Agents	106	3.4%	9,714	16.9%
Real Estate, Holding, Other Investment Offices	135	4.3%	812	1.4%
Services Summary	1,240	39.4%	21,334	37.1%
Hotels & Lodging	10	0.3%	500	0.9%
Automotive Services	60	1.9%	279	0.5%
Motion Pictures & Amusements	86	2.7%	1,061	1.8%
Health Services	203	6.4%	6,357	11.1%
Legal Services	68	2.2%	342	0.6%
Education Institutions & Libraries	70	2.2%	3,031	5.3%
Other Services	743	23.6%	9,764	17.0%
Government	114	3.6%	3,009	5.2%
Unclassified Establishments	61	1.9%	106	0.2%
Totals	3,149	100.0%	57,460	100.0%

Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.

June 02, 2016



Business Summary

Appleton City, WI
Geography: Place

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	3	0.1%	126	0.2%
Mining	1	0.0%	3	0.0%
Utilities	5	0.2%	106	0.2%
Construction	230	7.3%	2,299	4.0%
Manufacturing	126	4.0%	4,012	7.0%
Wholesale Trade	115	3.7%	3,509	6.1%
Retail Trade	413	13.1%	4,909	8.5%
Motor Vehicle & Parts Dealers	40	1.3%	347	0.6%
Furniture & Home Furnishings Stores	24	0.8%	143	0.2%
Electronics & Appliance Stores	36	1.1%	236	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	37	1.2%	639	1.1%
Food & Beverage Stores	32	1.0%	521	0.9%
Health & Personal Care Stores	39	1.2%	305	0.5%
Gasoline Stations	18	0.6%	69	0.1%
Clothing & Clothing Accessories Stores	33	1.0%	158	0.3%
Sport Goods, Hobby, Book, & Music Stores	43	1.4%	233	0.4%
General Merchandise Stores	16	0.5%	1,299	2.3%
Miscellaneous Store Retailers	81	2.6%	817	1.4%
Nonstore Retailers	14	0.4%	142	0.2%
Transportation & Warehousing	40	1.3%	599	1.0%
Information	54	1.7%	1,261	2.2%
Finance & Insurance	358	11.4%	11,635	20.2%
Central Bank/Credit Intermediation & Related Activities	184	5.8%	908	1.6%
Securities, Commodity Contracts & Other Financial	68	2.2%	1,013	1.8%
Insurance Carriers & Related Activities; Funds, Trusts &	106	3.4%	9,714	16.9%
Real Estate, Rental & Leasing	162	5.1%	916	1.6%
Professional, Scientific & Tech Services	272	8.6%	3,211	5.6%
Legal Services	77	2.4%	402	0.7%
Management of Companies & Enterprises	1	0.0%	4	0.0%
Administrative & Support & Waste Management & Remediation	137	4.4%	1,445	2.5%
Educational Services	85	2.7%	2,958	5.1%
Health Care & Social Assistance	315	10.0%	9,536	16.6%
Arts, Entertainment & Recreation	60	1.9%	953	1.7%
Accommodation & Food Services	237	7.5%	4,261	7.4%
Accommodation	10	0.3%	500	0.9%
Food Services & Drinking Places	227	7.2%	3,761	6.5%
Other Services (except Public Administration)	359	11.4%	2,585	4.5%
Automotive Repair & Maintenance	45	1.4%	224	0.4%
Public Administration	115	3.7%	3,026	5.3%
Unclassified Establishments	61	1.9%	106	0.2%
Total	3,149	100.0%	57,460	100.0%

Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.

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Community Profile

Appleton City, WI
Geography: Place

Prepared by Esri

Population Summary

2000 Total Population	71,320
2010 Total Population	72,623
2015 Total Population	74,246
2015 Group Quarters	2,261
2020 Total Population	76,132
2015-2020 Annual Rate	0.50%

Household Summary

2000 Households	27,280
2000 Average Household Size	2.53
2010 Households	28,874
2010 Average Household Size	2.43
2015 Households	29,960
2015 Average Household Size	2.40
2020 Households	30,911
2020 Average Household Size	2.39
2015-2020 Annual Rate	0.63%
2010 Families	18,271
2010 Average Family Size	3.04
2015 Families	18,851
2015 Average Family Size	3.01
2020 Families	19,368
2020 Average Family Size	2.99
2015-2020 Annual Rate	0.54%

Housing Unit Summary

2000 Housing Units	28,166
Owner Occupied Housing Units	67.1%
Renter Occupied Housing Units	29.7%
Vacant Housing Units	3.1%
2010 Housing Units	30,348
Owner Occupied Housing Units	64.1%
Renter Occupied Housing Units	31.1%
Vacant Housing Units	4.9%
2015 Housing Units	31,544
Owner Occupied Housing Units	62.7%
Renter Occupied Housing Units	32.3%
Vacant Housing Units	5.0%
2020 Housing Units	32,638
Owner Occupied Housing Units	62.4%
Renter Occupied Housing Units	32.3%
Vacant Housing Units	5.3%

Median Household Income

2015	\$54,976
2020	\$63,730

Median Home Value

2015	\$141,053
2020	\$171,742

Per Capita Income

2015	\$28,995
2020	\$33,375

Median Age

2010	35.4
2015	36.7
2020	37.4

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Community Profile

Appleton City, WI
Geography: Place

Prepared by Esri

2015 Households by Income

Household Income Base	29,960
<\$15,000	10.5%
\$15,000 - \$24,999	10.0%
\$25,000 - \$34,999	10.6%
\$35,000 - \$49,999	13.5%
\$50,000 - \$74,999	19.6%
\$75,000 - \$99,999	15.2%
\$100,000 - \$149,999	13.3%
\$150,000 - \$199,999	3.7%
\$200,000+	3.5%

Average Household Income \$70,757

2020 Households by Income

Household Income Base	30,911
<\$15,000	9.5%
\$15,000 - \$24,999	7.3%
\$25,000 - \$34,999	8.6%
\$35,000 - \$49,999	12.5%
\$50,000 - \$74,999	18.9%
\$75,000 - \$99,999	17.8%
\$100,000 - \$149,999	16.4%
\$150,000 - \$199,999	4.8%
\$200,000+	4.3%

Average Household Income \$81,015

2015 Owner Occupied Housing Units by Value

Total	19,778
<\$50,000	0.5%
\$50,000 - \$99,999	11.8%
\$100,000 - \$149,999	45.9%
\$150,000 - \$199,999	22.4%
\$200,000 - \$249,999	7.8%
\$250,000 - \$299,999	5.0%
\$300,000 - \$399,999	3.9%
\$400,000 - \$499,999	1.3%
\$500,000 - \$749,999	1.1%
\$750,000 - \$999,999	0.1%
\$1,000,000 +	0.2%

Average Home Value \$166,674

2020 Owner Occupied Housing Units by Value

Total	20,380
<\$50,000	0.4%
\$50,000 - \$99,999	8.6%
\$100,000 - \$149,999	28.5%
\$150,000 - \$199,999	28.8%
\$200,000 - \$249,999	12.5%
\$250,000 - \$299,999	8.4%
\$300,000 - \$399,999	7.0%
\$400,000 - \$499,999	2.7%
\$500,000 - \$749,999	2.4%
\$750,000 - \$999,999	0.5%
\$1,000,000 +	0.2%

Average Home Value \$202,192

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age

Total	72,623
0 - 4	6.9%
5 - 9	7.0%
10 - 14	6.8%
15 - 24	14.3%
25 - 34	14.6%
35 - 44	13.0%
45 - 54	15.2%
55 - 64	10.9%
65 - 74	5.6%
75 - 84	3.9%
85 +	1.9%
18 +	75.0%

2015 Population by Age

Total	74,245
0 - 4	6.3%
5 - 9	6.4%
10 - 14	6.6%
15 - 24	14.7%
25 - 34	13.6%
35 - 44	12.6%
45 - 54	13.8%
55 - 64	12.9%
65 - 74	7.3%
75 - 84	3.7%
85 +	1.9%
18 +	76.9%

2020 Population by Age

Total	76,131
0 - 4	6.3%
5 - 9	6.1%
10 - 14	6.4%
15 - 24	14.0%
25 - 34	14.2%
35 - 44	13.1%
45 - 54	12.0%
55 - 64	13.2%
65 - 74	9.0%
75 - 84	4.2%
85 +	1.8%
18 +	77.5%

2010 Population by Sex

Males	35,959
Females	36,664

2015 Population by Sex

Males	36,842
Females	37,403

2020 Population by Sex

Males	37,826
Females	38,305



Community Profile

Appleton City, WI
Geography: Place

Prepared by Esri

2010 Population by Race/Ethnicity

Total	72,623
White Alone	87.5%
Black Alone	1.7%
American Indian Alone	0.7%
Asian Alone	5.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.2%
Two or More Races	2.0%
Hispanic Origin	5.0%
Diversity Index	30.4

2015 Population by Race/Ethnicity

Total	74,246
White Alone	85.8%
Black Alone	2.1%
American Indian Alone	0.7%
Asian Alone	6.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.6%
Two or More Races	2.3%
Hispanic Origin	5.9%
Diversity Index	34.1

2020 Population by Race/Ethnicity

Total	76,132
White Alone	83.6%
Black Alone	2.6%
American Indian Alone	0.8%
Asian Alone	7.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.0%
Two or More Races	2.7%
Hispanic Origin	6.8%
Diversity Index	38.5

2010 Population by Relationship and Household Type

Total	72,623
In Households	96.7%
In Family Households	78.4%
Householder	25.2%
Spouse	19.4%
Child	30.0%
Other relative	2.0%
Nonrelative	1.9%
In Nonfamily Households	18.2%
In Group Quarters	3.3%
Institutionalized Population	1.2%
Noninstitutionalized Population	2.2%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2015 Population 25+ by Educational Attainment

Total	48,945
Less than 9th Grade	3.0%
9th - 12th Grade, No Diploma	4.1%
High School Graduate	25.5%
GED/Alternative Credential	2.7%
Some College, No Degree	21.1%
Associate Degree	11.3%
Bachelor's Degree	22.0%
Graduate/Professional Degree	10.4%

2015 Population 15+ by Marital Status

Total	59,879
Never Married	33.0%
Married	49.5%
Widowed	5.1%
Divorced	12.4%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	95.6%
Civilian Unemployed	4.4%

2015 Employed Population 16+ by Industry

Total	37,973
Agriculture/Mining	0.8%
Construction	3.6%
Manufacturing	21.4%
Wholesale Trade	2.7%
Retail Trade	12.4%
Transportation/Utilities	4.1%
Information	2.0%
Finance/Insurance/Real Estate	6.8%
Services	43.8%
Public Administration	2.3%

2015 Employed Population 16+ by Occupation

Total	37,973
White Collar	58.9%
Management/Business/Financial	12.0%
Professional	20.2%
Sales	12.1%
Administrative Support	14.6%
Services	16.7%
Blue Collar	24.4%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	3.6%
Installation/Maintenance/Repair	2.5%
Production	10.9%
Transportation/Material Moving	7.1%

2010 Households by Type

Total	28,874
Households with 1 Person	29.5%
Households with 2+ People	70.5%
Family Households	63.3%
Husband-wife Families	48.7%
With Related Children	22.3%
Other Family (No Spouse Present)	14.6%
Other Family with Male Householder	4.1%
With Related Children	2.9%
Other Family with Female Householder	10.5%
With Related Children	7.4%
Nonfamily Households	7.3%

All Households with Children	33.0%
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Multigenerational Households	1.8%
Unmarried Partner Households	7.4%
Male-female	6.7%
Same-sex	0.7%

2010 Households by Size

Total	28,874
1 Person Household	29.5%
2 Person Household	33.9%
3 Person Household	15.4%
4 Person Household	12.7%
5 Person Household	5.2%
6 Person Household	2.0%
7 + Person Household	1.3%

2010 Households by Tenure and Mortgage Status

Total	28,874
Owner Occupied	67.3%
Owned with a Mortgage/Loan	49.9%
Owned Free and Clear	17.4%
Renter Occupied	32.7%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Demographic and Income Comparison Profile

Appleton City, WI
Geography: Place

Prepared by Esri

Census 2010 Summary

Population	72,623
Households	28,874
Families	18,271
Average Household Size	2.43
Owner Occupied Housing Units	19,438
Renter Occupied Housing Units	9,436
Median Age	35.4

2015 Summary

Population	74,246
Households	29,960
Families	18,851
Average Household Size	2.40
Owner Occupied Housing Units	19,780
Renter Occupied Housing Units	10,181
Median Age	36.7
Median Household Income	\$54,976
Average Household Income	\$70,757

2020 Summary

Population	76,132
Households	30,911
Families	19,368
Average Household Size	2.39
Owner Occupied Housing Units	20,380
Renter Occupied Housing Units	10,532
Median Age	37.4
Median Household Income	\$63,730
Average Household Income	\$81,015

Trends: 2015-2020 Annual Rate

Population	0.50%
Households	0.63%
Families	0.54%
Owner Households	0.60%
Median Household Income	3.00%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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Demographic and Income Comparison Profile

Appleton City, WI
Geography: Place

Prepared by Esri

2015 Households by Income	Number	Percent
<\$15,000	3,147	10.5%
\$15,000 - \$24,999	3,003	10.0%
\$25,000 - \$34,999	3,167	10.6%
\$35,000 - \$49,999	4,051	13.5%
\$50,000 - \$74,999	5,872	19.6%
\$75,000 - \$99,999	4,564	15.2%
\$100,000 - \$149,999	3,986	13.3%
\$150,000 - \$199,999	1,120	3.7%
\$200,000+	1,050	3.5%
Median Household Income	\$54,976	
Average Household Income	\$70,757	
Per Capita Income	\$28,995	

2020 Households by Income	Number	Percent
<\$15,000	2,951	9.5%
\$15,000 - \$24,999	2,244	7.3%
\$25,000 - \$34,999	2,649	8.6%
\$35,000 - \$49,999	3,868	12.5%
\$50,000 - \$74,999	5,837	18.9%
\$75,000 - \$99,999	5,507	17.8%
\$100,000 - \$149,999	5,062	16.4%
\$150,000 - \$199,999	1,471	4.8%
\$200,000+	1,322	4.3%
Median Household Income	\$63,730	
Average Household Income	\$81,015	
Per Capita Income	\$33,375	

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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Demographic and Income Comparison Profile

Appleton City, WI
Geography: Place

Prepared by Esri

2010 Population by Age	Number	Percent
Age 0 - 4	4,996	6.9%
Age 5 - 9	5,062	7.0%
Age 10 - 14	4,941	6.8%
Age 15 - 19	5,349	7.4%
Age 20 - 24	5,064	7.0%
Age 25 - 34	10,578	14.6%
Age 35 - 44	9,459	13.0%
Age 45 - 54	11,042	15.2%
Age 55 - 64	7,903	10.9%
Age 65 - 74	4,050	5.6%
Age 75 - 84	2,815	3.9%
Age 85+	1,364	1.9%

2015 Population by Age	Number	Percent
Age 0 - 4	4,709	6.3%
Age 5 - 9	4,756	6.4%
Age 10 - 14	4,903	6.6%
Age 15 - 19	5,039	6.8%
Age 20 - 24	5,894	7.9%
Age 25 - 34	10,131	13.6%
Age 35 - 44	9,387	12.6%
Age 45 - 54	10,282	13.8%
Age 55 - 64	9,597	12.9%
Age 65 - 74	5,443	7.3%
Age 75 - 84	2,726	3.7%
Age 85+	1,378	1.9%

2020 Population by Age	Number	Percent
Age 0 - 4	4,764	6.3%
Age 5 - 9	4,608	6.1%
Age 10 - 14	4,864	6.4%
Age 15 - 19	5,192	6.8%
Age 20 - 24	5,443	7.1%
Age 25 - 34	10,784	14.2%
Age 35 - 44	9,945	13.1%
Age 45 - 54	9,114	12.0%
Age 55 - 64	10,055	13.2%
Age 65 - 74	6,836	9.0%
Age 75 - 84	3,176	4.2%
Age 85+	1,350	1.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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Demographic and Income Comparison Profile

Appleton City, WI
Geography: Place

Prepared by Esri

2010 Race and Ethnicity

	Number	Percent
White Alone	63,553	87.5%
Black Alone	1,216	1.7%
American Indian Alone	489	0.7%
Asian Alone	4,279	5.9%
Pacific Islander Alone	25	0.0%
Some Other Race Alone	1,622	2.2%
Two or More Races	1,439	2.0%
Hispanic Origin (Any Race)	3,643	5.0%

2015 Race and Ethnicity

	Number	Percent
White Alone	63,696	85.8%
Black Alone	1,546	2.1%
American Indian Alone	531	0.7%
Asian Alone	4,825	6.5%
Pacific Islander Alone	32	0.0%
Some Other Race Alone	1,925	2.6%
Two or More Races	1,691	2.3%
Hispanic Origin (Any Race)	4,351	5.9%

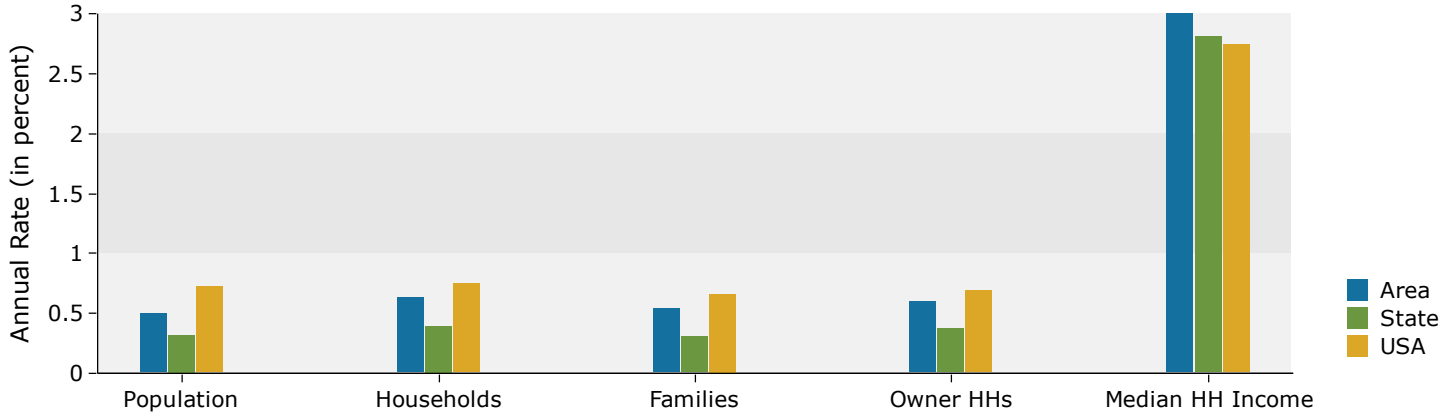
2020 Race and Ethnicity

	Number	Percent
White Alone	63,613	83.6%
Black Alone	1,968	2.6%
American Indian Alone	571	0.8%
Asian Alone	5,627	7.4%
Pacific Islander Alone	34	0.0%
Some Other Race Alone	2,299	3.0%
Two or More Races	2,020	2.7%
Hispanic Origin (Any Race)	5,205	6.8%

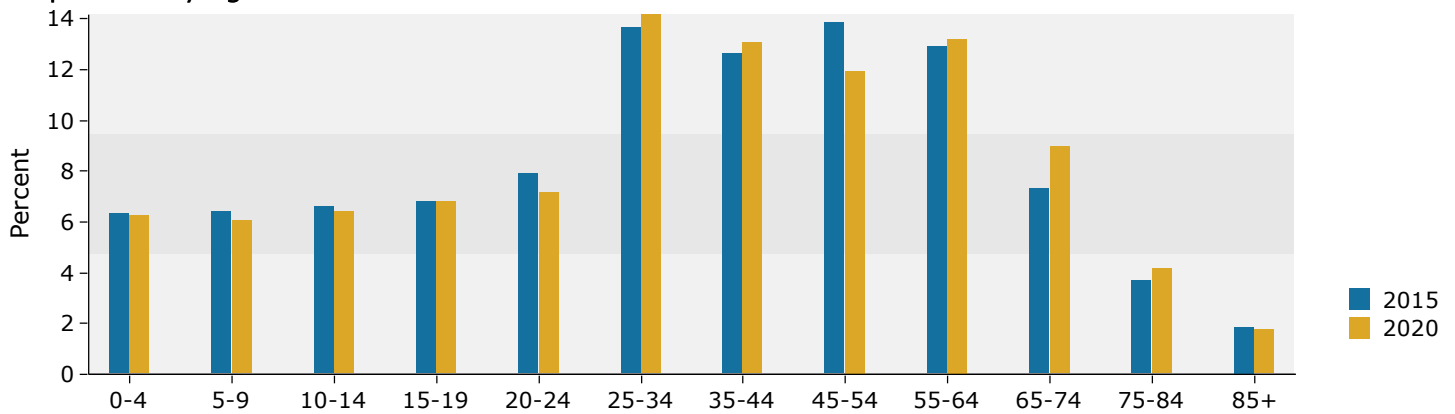
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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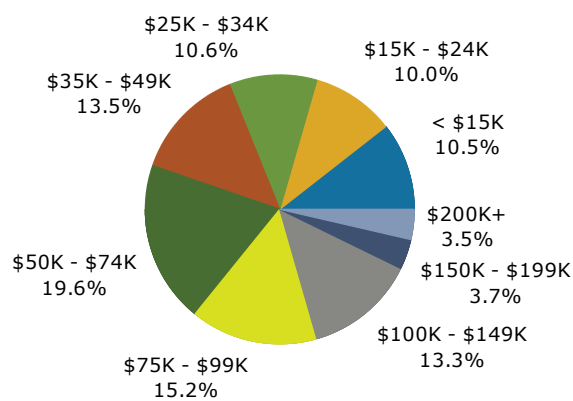
Trends 2015-2020



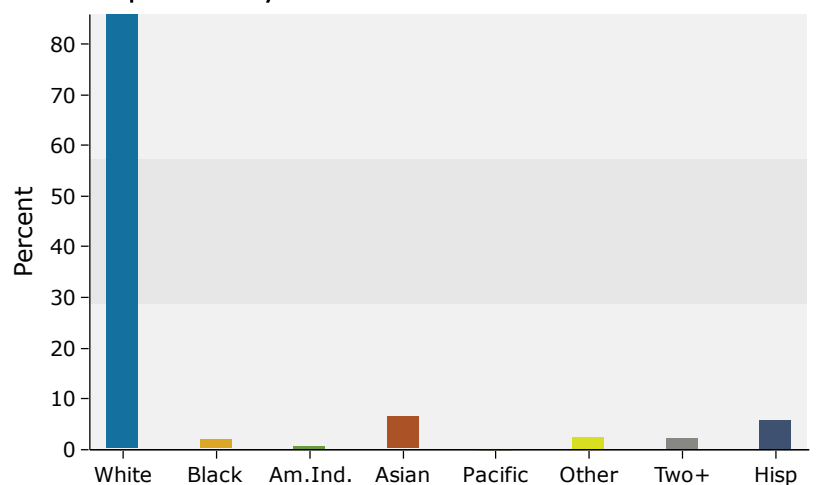
Population by Age



2015 Household Income



2015 Population by Race





Disposable Income Profile

Appleton City, WI
Geography: Place

Prepared by Esri

	Census 2010	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	72,623	74,246	76,132	1,886	0.50%
Median Age	35.4	36.7	37.4	0.7	0.38%
Households	28,874	29,960	30,911	951	0.63%
Average Household Size	2.43	2.40	2.39	-0.01	-0.08%

2015 Households by Disposable Income	Number	Percent
Total	29,961	100.0%
<\$15,000	3,857	12.9%
\$15,000-\$24,999	3,864	12.9%
\$25,000-\$34,999	3,869	12.9%
\$35,000-\$49,999	5,336	17.8%
\$50,000-\$74,999	6,969	23.3%
\$75,000-\$99,999	2,774	9.3%
\$100,000-\$149,999	2,339	7.8%
\$150,000-\$199,999	482	1.6%
\$200,000+	471	1.6%
Median Disposable Income	\$43,268	
Average Disposable Income	\$54,346	

2015 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	1,469	5,172	5,320	5,951	5,800	3,481	2,764
<\$15,000	306	676	424	532	828	525	566
\$15,000-\$24,999	336	780	402	534	632	451	727
\$25,000-\$34,999	184	547	840	530	616	537	615
\$35,000-\$49,999	315	1,090	936	922	1,004	731	339
\$50,000-\$74,999	218	1,376	1,335	1,638	1,382	722	296
\$75,000-\$99,999	62	332	699	732	677	167	105
\$100,000-\$149,999	40	285	516	735	448	231	84
\$150,000-\$199,999	1	56	122	124	91	67	20
\$200,000+	7	30	46	204	122	50	12
Median Disposable Income	\$29,296	\$41,570	\$50,651	\$54,678	\$46,492	\$38,464	\$25,989
Average Disposable Income	\$36,773	\$48,634	\$59,770	\$67,450	\$57,148	\$50,151	\$35,197

Data Note: Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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Retail MarketPlace Profile

Appleton City, WI
Geography: Place

Prepared by Esri

Summary Demographics

2015 Population	74,246
2015 Households	29,960
2015 Median Disposable Income	\$43,268
2015 Per Capita Income	\$28,995

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,144,806,294	\$950,835,339	\$193,970,955	9.3	605
Total Retail Trade	44-45	\$1,037,188,063	\$835,895,032	\$201,293,031	10.7	382
Total Food & Drink	722	\$107,618,231	\$114,940,307	-\$7,322,076	-3.3	223

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$241,328,503	\$104,292,765	\$137,035,738	39.6	38
Automobile Dealers	4411	\$195,577,804	\$84,549,844	\$111,027,960	39.6	18
Other Motor Vehicle Dealers	4412	\$31,251,529	\$6,889,389	\$24,362,140	63.9	4
Auto Parts, Accessories & Tire Stores	4413	\$14,499,170	\$12,853,532	\$1,645,638	6.0	16
Furniture & Home Furnishings Stores	442	\$29,551,086	\$20,448,265	\$9,102,821	18.2	23
Furniture Stores	4421	\$19,219,224	\$12,277,867	\$6,941,357	22.0	9
Home Furnishings Stores	4422	\$10,331,862	\$8,170,398	\$2,161,464	11.7	14
Electronics & Appliance Stores	443	\$60,241,827	\$44,606,416	\$15,635,411	14.9	30
Bldg Materials, Garden Equip. & Supply Stores	444	\$49,726,311	\$62,821,027	-\$13,094,716	-11.6	29
Bldg Material & Supplies Dealers	4441	\$40,103,542	\$58,886,941	-\$18,783,399	-19.0	26
Lawn & Garden Equip & Supply Stores	4442	\$9,622,769	\$3,934,086	\$5,688,683	42.0	3
Food & Beverage Stores	445	\$174,326,622	\$124,316,023	\$50,010,599	16.7	27
Grocery Stores	4451	\$155,250,257	\$105,212,509	\$50,037,748	19.2	20
Specialty Food Stores	4452	\$12,063,732	\$11,179,973	\$883,759	3.8	4
Beer, Wine & Liquor Stores	4453	\$7,012,633	\$7,923,541	-\$910,908	-6.1	3
Health & Personal Care Stores	446,4461	\$74,254,044	\$57,409,262	\$16,844,782	12.8	37
Gasoline Stations	447,4471	\$81,427,564	\$42,308,999	\$39,118,565	31.6	22
Clothing & Clothing Accessories Stores	448	\$45,023,726	\$23,454,482	\$21,569,244	31.5	33
Clothing Stores	4481	\$27,100,242	\$10,849,618	\$16,250,624	42.8	18
Shoe Stores	4482	\$7,749,186	\$2,956,167	\$4,793,019	44.8	4
Jewelry, Luggage & Leather Goods Stores	4483	\$10,174,298	\$9,648,697	\$525,601	2.7	11
Sporting Goods, Hobby, Book & Music Stores	451	\$26,904,627	\$19,794,620	\$7,110,007	15.2	43
Sporting Goods/Hobby/Musical Instr Stores	4511	\$20,755,702	\$13,188,046	\$7,567,656	22.3	29
Book, Periodical & Music Stores	4512	\$6,148,925	\$6,606,574	-\$457,649	-3.6	14
General Merchandise Stores	452	\$193,630,217	\$243,118,238	-\$49,488,021	-11.3	16
Department Stores Excluding Leased Depts.	4521	\$162,806,833	\$221,446,130	-\$58,639,297	-15.3	8
Other General Merchandise Stores	4529	\$30,823,384	\$21,672,108	\$9,151,276	17.4	8
Miscellaneous Store Retailers	453	\$37,753,719	\$71,723,105	-\$33,969,386	-31.0	76
Florists	4531	\$1,546,523	\$2,147,824	-\$601,301	-16.3	3
Office Supplies, Stationery & Gift Stores	4532	\$10,417,291	\$14,082,552	-\$3,665,261	-15.0	20
Used Merchandise Stores	4533	\$6,133,281	\$24,313,451	-\$18,180,170	-59.7	15
Other Miscellaneous Store Retailers	4539	\$19,656,624	\$31,179,278	-\$11,522,654	-22.7	38
Nonstore Retailers	454	\$23,019,817	\$21,601,830	\$1,417,987	3.2	8
Electronic Shopping & Mail-Order Houses	4541	\$16,455,647	\$8,337,120	\$8,118,527	32.7	4
Vending Machine Operators	4542	\$2,602,517	\$316,647	\$2,285,870	78.3	1
Direct Selling Establishments	4543	\$3,961,653	\$12,948,063	-\$8,986,410	-53.1	3
Food Services & Drinking Places	722	\$107,618,231	\$114,940,307	-\$7,322,076	-3.3	223
Full-Service Restaurants	7221	\$57,401,033	\$66,414,731	-\$9,013,698	-7.3	143
Limited-Service Eating Places	7222	\$41,950,879	\$40,232,129	\$1,718,750	2.1	58
Special Food Services	7223	\$2,392,236	\$2,724,706	-\$332,470	-6.5	5
Drinking Places - Alcoholic Beverages	7224	\$5,874,083	\$5,568,741	\$305,342	2.7	17

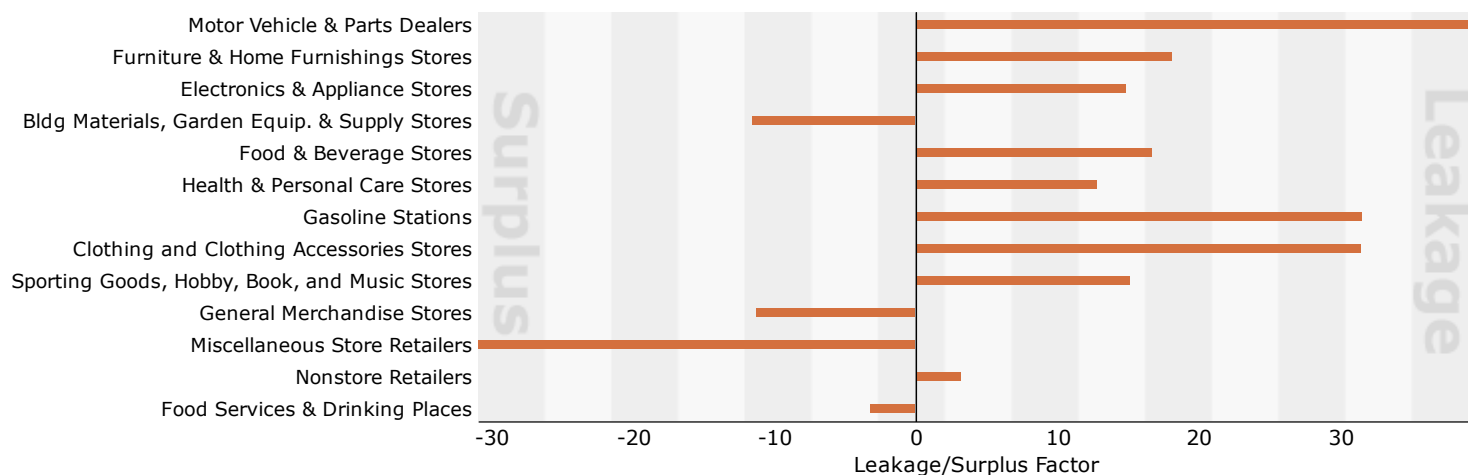
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

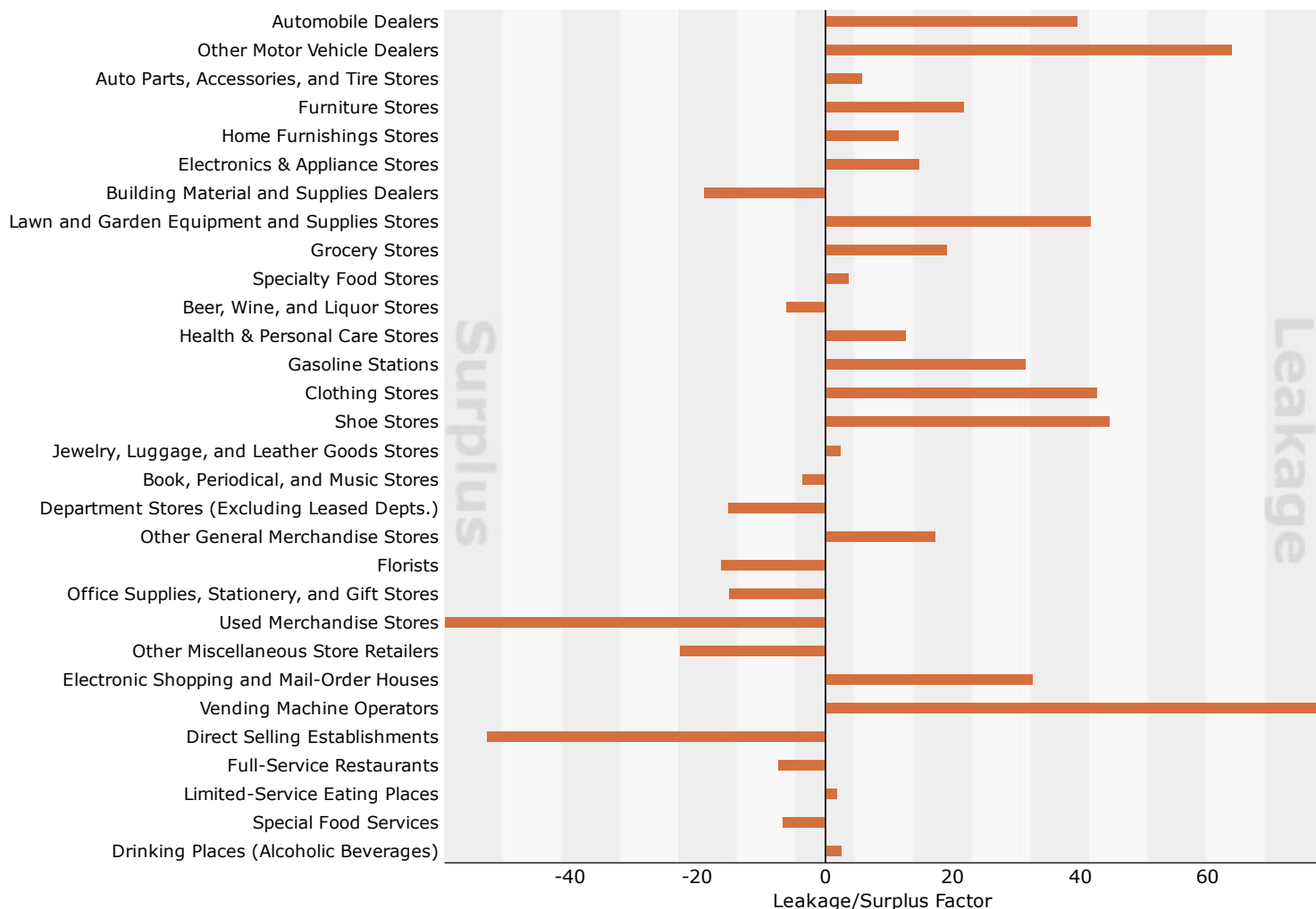
Source: Esri and Infogroup. Copyright 2015 Infogroup, Inc. All rights reserved.

June 02, 2016

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





S0801

COMMUTING CHARACTERISTICS BY SEX

2010-2014 American Community Survey 5-Year Estimates

Note: This is a modified view of the original table.

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Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the Methodology section.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the official estimates of the population for the nation, states, counties, cities and towns and estimates of housing units for states and counties.

Subject	Appleton city, Wisconsin		
	Total	Male	Female
	Estimate	Estimate	Estimate
Workers 16 years and over	37,640	19,538	18,102
MEANS OF TRANSPORTATION TO WORK			
Car, truck, or van	90.7%	90.5%	90.9%
Drove alone	81.7%	82.5%	81.0%
Carpooled	9.0%	8.1%	10.0%
In 2-person carpool	7.0%	6.2%	7.8%
In 3-person carpool	1.4%	1.4%	1.5%
In 4-or-more person carpool	0.6%	0.5%	0.7%
Workers per car, truck, or van	1.06	1.05	1.06
Public transportation (excluding taxicab)	1.2%	1.5%	0.8%
Walked	3.6%	3.3%	3.9%
Bicycle	0.8%	1.2%	0.4%
Taxicab, motorcycle, or other means	0.8%	0.9%	0.6%
Worked at home	3.0%	2.6%	3.4%
PLACE OF WORK			
Worked in state of residence	99.4%	99.3%	99.5%
Worked in county of residence	56.5%	54.3%	59.0%
Worked outside county of residence	42.9%	45.0%	40.6%
Worked outside state of residence	0.6%	0.7%	0.5%
Living in a place	100.0%	100.0%	100.0%
Worked in place of residence	39.9%	35.7%	44.5%
Worked outside place of residence	60.1%	64.3%	55.5%
Not living in a place	0.0%	0.0%	0.0%
Living in 12 selected states	100.0%	100.0%	100.0%
Worked in minor civil division of residence	33.1%	29.8%	36.7%
Worked outside minor civil division of residence	66.9%	70.2%	63.3%
Not living in 12 selected states	0.0%	0.0%	0.0%
Workers 16 years and over who did not work at home	36,529	19,035	17,494
TIME LEAVING HOME TO GO TO WORK			
12:00 a.m. to 4:59 a.m.	4.5%	6.2%	2.5%

Subject	Appleton city, Wisconsin		
	Total	Male	Female
	Estimate	Estimate	Estimate
5:00 a.m. to 5:29 a.m.	3.3%	4.6%	1.9%
5:30 a.m. to 5:59 a.m.	5.2%	6.8%	3.6%
6:00 a.m. to 6:29 a.m.	7.2%	7.8%	6.5%
6:30 a.m. to 6:59 a.m.	10.2%	11.4%	8.9%
7:00 a.m. to 7:29 a.m.	15.5%	14.0%	17.0%
7:30 a.m. to 7:59 a.m.	15.5%	14.1%	17.1%
8:00 a.m. to 8:29 a.m.	8.4%	7.2%	9.8%
8:30 a.m. to 8:59 a.m.	3.8%	3.5%	4.1%
9:00 a.m. to 11:59 p.m.	26.5%	24.5%	28.6%
TRAVEL TIME TO WORK			
Less than 10 minutes	16.8%	15.3%	18.4%
10 to 14 minutes	25.9%	25.2%	26.8%
15 to 19 minutes	23.1%	23.2%	23.1%
20 to 24 minutes	14.2%	13.8%	14.7%
25 to 29 minutes	3.9%	4.6%	3.2%
30 to 34 minutes	7.1%	8.2%	6.0%
35 to 44 minutes	3.7%	3.9%	3.5%
45 to 59 minutes	3.0%	3.4%	2.4%
60 or more minutes	2.2%	2.5%	1.9%
Mean travel time to work (minutes)	18.0	18.8	17.1
VEHICLES AVAILABLE			
Workers 16 years and over in households	36,825	19,237	17,588
No vehicle available	2.0%	2.3%	1.7%
1 vehicle available	19.9%	16.6%	23.6%
2 vehicles available	51.6%	52.5%	50.5%
3 or more vehicles available	26.5%	28.6%	24.1%
PERCENT IMPUTED			
Means of transportation to work	5.7%	(X)	(X)
Private vehicle occupancy	6.3%	(X)	(X)
Place of work	7.6%	(X)	(X)
Time leaving home to go to work	13.3%	(X)	(X)
Travel time to work	9.9%	(X)	(X)
Vehicles available	0.7%	(X)	(X)

Data are based on a sample and are subject to sampling variability. The degree of uncertainty for an estimate arising from sampling variability is represented through the use of a margin of error. The value shown here is the 90 percent margin of error. The margin of error can be interpreted roughly as providing a 90 percent probability that the interval defined by the estimate minus the margin of error and the estimate plus the margin of error (the lower and upper confidence bounds) contains the true value. In addition to sampling variability, the ACS estimates are subject to nonsampling error (for a discussion of nonsampling variability, see Accuracy of the Data). The effect of nonsampling error is not represented in these tables.

The 12 selected states are Connecticut, Maine, Massachusetts, Michigan, Minnesota, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, and Wisconsin.

Workers include members of the Armed Forces and civilians who were at work last week.

While the 2010-2014 American Community Survey (ACS) data generally reflect the February 2013 Office of Management and Budget (OMB) definitions of metropolitan and micropolitan statistical areas; in certain instances the names, codes, and boundaries of the principal cities shown in ACS tables may differ from the OMB definitions due to differences in the effective dates of the geographic entities.

Estimates of urban and rural population, housing units, and characteristics reflect boundaries of urban areas defined based on Census 2010 data. As a result, data for urban and rural areas from the ACS do not necessarily reflect the results of ongoing urbanization.

Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

Explanation of Symbols:

1. An '***' entry in the margin of error column indicates that either no sample observations or too few sample observations were available to compute a standard error and thus the margin of error. A statistical test is not appropriate.
2. An '-' entry in the estimate column indicates that either no sample observations or too few sample observations were available to compute an estimate, or a ratio of medians cannot be calculated because one or both of the median estimates falls in the lowest interval or upper interval of an open-ended distribution.
3. An '-' following a median estimate means the median falls in the lowest interval of an open-ended distribution.
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8. An '(X)' means that the estimate is not applicable or not available.

S2401

OCCUPATION BY SEX AND MEDIAN EARNINGS IN THE PAST 12 MONTHS (IN 2014 INFLATION-ADJUSTED DOLLARS) FOR THE CIVILIAN EMPLOYED POPULATION 16 YEARS AND OVER

2010-2014 American Community Survey 5-Year Estimates

Note: This is a modified view of the original table.

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Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the Methodology section.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the official estimates of the population for the nation, states, counties, cities and towns and estimates of housing units for states and counties.

Subject	Appleton city, Wisconsin				
	Total	Male	Female	Median earnings (dollars)	Median earnings (dollars) for male
	Estimate	Estimate	Estimate	Estimate	Estimate
Civilian employed population 16 years and over	38,179	51.7%	48.3%	32,972	40,764
Management, business, science, and arts occupations:	13,136	46.1%	53.9%	51,180	61,257
Management, business, and financial occupations:	5,001	58.6%	41.4%	58,065	70,492
Management occupations	2,763	58.8%	41.2%	64,539	77,000
Business and financial operations occupations	2,238	58.3%	41.7%	52,351	61,367
Computer, engineering, and science occupations:	1,824	72.1%	27.9%	60,731	66,000
Computer and mathematical occupations	739	70.1%	29.9%	61,596	61,695
Architecture and engineering occupations	909	80.5%	19.5%	65,625	71,154
Life, physical, and social science occupations	176	37.5%	62.5%	46,875	57,115
Education, legal, community service, arts, and media occupations:	4,407	31.2%	68.8%	39,183	47,857
Community and social services occupations	724	39.0%	61.0%	35,743	37,283
Legal occupations	287	44.9%	55.1%	43,092	9,133
Education, training, and library occupations	2,577	24.7%	75.3%	42,816	50,028
Arts, design, entertainment, sports, and media occupations	819	40.0%	60.0%	26,302	35,741
Healthcare practitioner and technical occupations:	1,904	22.9%	77.1%	54,253	126,000
Health diagnosing and treating practitioners and other technical occupations	1,269	25.3%	74.7%	64,886	173,295
Health technologists and technicians	635	18.1%	81.9%	37,075	48,264
Service occupations:	6,259	40.0%	60.0%	13,507	16,089
Healthcare support occupations	966	16.3%	83.7%	24,576	25,583
Protective service occupations:	486	78.4%	21.6%	38,721	40,469
Fire fighting and prevention, and other protective service workers including supervisors	332	79.2%	20.8%	21,375	32,321
Law enforcement workers including supervisors	154	76.6%	23.4%	52,162	52,095
Food preparation and serving related occupations	2,868	43.1%	56.9%	9,189	7,614
Building and grounds cleaning and maintenance occupations	996	57.0%	43.0%	16,274	21,346
Personal care and service occupations	943	17.4%	82.6%	12,430	21,544
Sales and office occupations:	9,762	38.5%	61.5%	27,781	36,566
Sales and related occupations	4,467	51.8%	48.2%	27,635	38,898
Office and administrative support occupations	5,295	27.2%	72.8%	27,816	31,183

Subject	Appleton city, Wisconsin				
	Total	Male	Female	Median earnings (dollars)	Median earnings (dollars) for male
	Estimate	Estimate	Estimate	Estimate	Estimate
Natural resources, construction, and maintenance occupations:	2,544	96.1%	3.9%	41,239	41,795
Farming, fishing, and forestry occupations	81	64.2%	35.8%	4,698	18,243
Construction and extraction occupations	1,308	98.5%	1.5%	36,094	36,465
Installation, maintenance, and repair occupations	1,155	95.7%	4.3%	47,361	47,472
Production, transportation, and material moving occupations:	6,478	76.9%	23.1%	31,741	34,957
Production occupations	3,896	75.3%	24.7%	36,711	40,794
Transportation occupations	1,174	87.1%	12.9%	24,000	25,500
Material moving occupations	1,408	72.9%	27.1%	21,043	23,071
PERCENT IMPUTED					
Occupation	7.3%	(X)	(X)	(X)	(X)

Subject	Appleton city, Wisconsin
	Median earnings (dollars) for female
	Estimate
Civilian employed population 16 years and over	26,450
Management, business, science, and arts occupations:	44,189
Management, business, and financial occupations:	49,318
Management occupations	52,355
Business and financial operations occupations	46,995
Computer, engineering, and science occupations:	55,455
Computer and mathematical occupations	60,625
Architecture and engineering occupations	55,917
Life, physical, and social science occupations	45,156
Education, legal, community service, arts, and media occupations:	34,048
Community and social services occupations	33,611
Legal occupations	47,679
Education, training, and library occupations	36,518
Arts, design, entertainment, sports, and media occupations	25,453
Healthcare practitioner and technical occupations:	50,091
Health diagnosing and treating practitioners and other technical occupations	57,917
Health technologists and technicians	36,580
Service occupations:	12,065
Healthcare support occupations	24,502
Protective service occupations:	18,839
Fire fighting and prevention, and other protective service workers including supervisors	6,750
Law enforcement workers including supervisors	52,917
Food preparation and serving related occupations	10,306
Building and grounds cleaning and maintenance occupations	9,389
Personal care and service occupations	11,840
Sales and office occupations:	23,663
Sales and related occupations	14,558
Office and administrative support occupations	27,040
Natural resources, construction, and maintenance occupations:	26,458
Farming, fishing, and forestry occupations	-
Construction and extraction occupations	-
Installation, maintenance, and repair occupations	36,944
Production, transportation, and material moving occupations:	21,798
Production occupations	26,250
Transportation occupations	19,063
Material moving occupations	18,875
PERCENT IMPUTED	
Occupation	(X)

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Occupation codes are 4-digit codes and are based on Standard Occupational Classification 2010.

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entities.

Estimates of urban and rural population, housing units, and characteristics reflect boundaries of urban areas defined based on Census 2010 data. As a result, data for urban and rural areas from the ACS do not necessarily reflect the results of ongoing urbanization.

Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

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