

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Pop-Facts Demographics

Title Page

Data Version: 2017 Feb (Internal)

Report Generation Method: Single

Analysis Area: 43.01535,-89.424789: Radius Analysis Area Group: Radius 1.0 mile(s); 43.01535,-8...

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Base Map Style: Bing Road

Subtotal Method: None

Include Charts: No

Analysis Area Detail: Yes

Report Sections:

Pop-Facts Summary

Pop-Facts Demographic Snapshot

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Pop-Facts Demographics

Description	43.01535,-89.424789: Radius Analysis Area Group: Radius 1.0 mile(s)		43.01535,-89.424789: Radius Analysis Area Group: Radius 3.0 mile(s)		43.01535,-89.424789: Radius Analysis Area Group: Radius 10.0 mile(s)	
	Total	%	Total	%	Total	%
Pop-Facts Summary						
Population						
2022 Projection	10,450		54,218		382,036	
2017 Estimate	9,773		51,993		365,200	
2010 Census	8,607		48,190		335,586	
2000 Census	5,775		44,780		299,823	
Growth 2017 - 2022		6.93%		4.28%		4.61%
Growth 2010 - 2017		13.54%		7.89%		8.82%
Growth 2000 - 2010		49.05%		7.62%		11.93%
Households						
2022 Projection	4,326		22,979		167,285	
2017 Estimate	4,062		21,882		159,108	
2010 Census	3,621		19,945		144,611	
2000 Census	2,405		18,555		126,125	
Growth 2017 - 2022		6.51%		5.01%		5.14%
Growth 2010 - 2017		12.16%		9.71%		10.03%
Growth 2000 - 2010		50.58%		7.49%		14.66%
Family Households						
2022 Projection	2,509		13,417		86,567	
2017 Estimate	2,364		12,798		82,466	
2010 Census	2,125		11,710		75,077	
2000 Census	1,342		10,507		66,124	
Growth 2017 - 2022		6.14%		4.83%		4.97%
Growth 2010 - 2017		11.26%		9.29%		9.84%
Growth 2000 - 2010		58.30%		11.45%		13.54%

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	Total	%	Total	%	Total	%
Pop-Facts Demographic Snapshot						
2017 Est. Population by Single-Classification Race	9,773		51,993		365,200	
White Alone	6,755	69.12%	34,395	66.15%	288,941	79.12%
Black or African American Alone	1,170	11.97%	6,378	12.27%	23,427	6.41%
Amer. Indian and Alaska Native Alone	37	0.38%	319	0.61%	1,549	0.42%
Asian Alone	567	5.80%	3,422	6.58%	26,910	7.37%
Native Hawaiian and Other Pac. Isl. Alone	2	0.03%	27	0.05%	144	0.04%
Some Other Race Alone	893	9.14%	5,413	10.41%	12,493	3.42%
Two or More Races	349	3.57%	2,039	3.92%	11,736	3.21%
2017 Est. Population by Hispanic or Latino Origin	9,773		51,993		365,200	
Not Hispanic or Latino	7,786	79.67%	41,374	79.58%	336,457	92.13%
Hispanic or Latino	1,987	20.33%	10,619	20.42%	28,743	7.87%
Mexican	1,573	79.17%	8,457	79.64%	19,931	69.34%
Puerto Rican	88	4.44%	437	4.12%	1,875	6.52%
Cuban	24	1.21%	111	1.04%	499	1.73%
All Other Hispanic or Latino	301	15.17%	1,614	15.20%	6,439	22.40%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	1,987		10,619		28,743	
White Alone	918	46.20%	4,360	41.06%	13,476	46.88%
Black or African American Alone	37	1.87%	203	1.91%	667	2.32%
American Indian and Alaska Native Alone	14	0.70%	139	1.31%	392	1.37%
Asian Alone	12	0.63%	34	0.32%	146	0.51%
Native Hawaiian and Other Pacific Islander Alone	1	0.03%	8	0.08%	23	0.08%
Some Other Race Alone	890	44.79%	5,366	50.53%	11,966	41.63%
Two or More Races	115	5.79%	508	4.79%	2,074	7.21%
2017 Est. Pop by Race, Asian Alone, by Category	567		3,422		26,910	
Chinese, except Taiwanese	107	18.89%	697	20.38%	8,072	30.00%
Filipino	72	12.67%	191	5.57%	873	3.24%
Japanese	3	0.52%	14	0.42%	615	2.29%
Asian Indian	133	23.42%	353	10.30%	5,235	19.45%
Korean	30	5.36%	65	1.89%	2,833	10.53%
Vietnamese	0	0.00%	121	3.55%	1,030	3.83%

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	Total	%	Total	%	Total	%
Cambodian	0	0.00%	142	4.16%	357	1.33%
Hmong	130	22.93%	1,050	30.67%	4,018	14.93%
Laotian	0	0.00%	225	6.57%	1,020	3.79%
Thai	8	1.33%	133	3.90%	365	1.36%
All Other Asian Races Including 2+ Category	84	14.87%	431	12.60%	2,492	9.26%

2017 Est. Population by Ancestry	9,773	51,993	365,200			
Arab	5	0.05%	134	0.26%	958	0.26%
Czech	109	1.12%	361	0.69%	2,176	0.60%
Danish	30	0.30%	149	0.29%	2,428	0.66%
Dutch	68	0.70%	449	0.86%	4,237	1.16%
English	481	4.92%	1,934	3.72%	16,152	4.42%
French (except Basque)	176	1.80%	756	1.45%	4,913	1.35%
French Canadian	28	0.28%	186	0.36%	1,224	0.34%
German	2,081	21.29%	10,396	20.00%	95,476	26.14%
Greek	83	0.85%	183	0.35%	850	0.23%
Hungarian	0	0.00%	63	0.12%	881	0.24%
Irish	748	7.65%	3,220	6.19%	26,741	7.32%
Italian	273	2.79%	1,292	2.49%	11,493	3.15%
Lithuanian	12	0.13%	53	0.10%	650	0.18%
United States or American	281	2.87%	1,235	2.38%	7,875	2.16%
Norwegian	518	5.30%	2,232	4.29%	20,308	5.56%
Polish	378	3.87%	1,480	2.85%	11,040	3.02%
Portuguese	3	0.03%	12	0.02%	200	0.05%
Russian	63	0.64%	273	0.53%	2,756	0.75%
Scottish	46	0.47%	364	0.70%	3,324	0.91%
Scotch-Irish	40	0.41%	186	0.36%	1,478	0.40%
Slovak	5	0.05%	40	0.08%	208	0.06%
Subsaharan African	75	0.77%	492	0.95%	2,849	0.78%
Swedish	85	0.87%	355	0.68%	5,873	1.61%
Swiss	92	0.94%	286	0.55%	2,838	0.78%
Ukrainian	46	0.47%	91	0.17%	672	0.18%
Welsh	29	0.30%	127	0.24%	1,553	0.43%
West Indian (except Hisp. groups)	0	0.00%	12	0.02%	303	0.08%
Other ancestries	3,322	33.99%	21,886	42.09%	97,882	26.80%
Ancestry Unclassified	697	7.13%	3,746	7.20%	37,863	10.37%

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	Total	%	Total	%	Total	%
2017 Est. Pop Age 5+ by Language Spoken At Home	9,077		47,992		344,831	
Speak Only English at Home	7,340	80.87%	36,274	75.58%	295,353	85.65%
Speak Asian/Pac. Isl. Lang. at Home	198	2.18%	2,148	4.48%	16,085	4.66%
Speak IndoEuropean Language at Home	311	3.43%	1,317	2.74%	10,557	3.06%
Speak Spanish at Home	1,198	13.20%	8,012	16.70%	21,016	6.09%
Speak Other Language at Home	30	0.33%	241	0.50%	1,819	0.53%

2017 Est. Population by Sex	9,773		51,993		365,200	
Male	4,864	49.77%	25,853	49.72%	181,016	49.57%
Female	4,909	50.23%	26,140	50.28%	184,184	50.43%

2017 Est. Population by Age	9,773		51,993		365,200	
Age 0 - 4	696	7.13%	4,001	7.69%	20,369	5.58%
Age 5 - 9	652	6.68%	3,754	7.22%	20,286	5.55%
Age 10 - 14	640	6.54%	3,423	6.58%	19,368	5.30%
Age 15 - 17	355	3.63%	1,847	3.55%	11,947	3.27%
Age 18 - 20	337	3.45%	1,861	3.58%	20,288	5.56%
Age 21 - 24	476	4.87%	2,628	5.05%	30,024	8.22%
Age 25 - 34	1,899	19.44%	9,300	17.89%	62,939	17.23%
Age 35 - 44	1,368	14.00%	7,568	14.56%	49,354	13.51%
Age 45 - 54	1,098	11.24%	5,896	11.34%	41,720	11.42%
Age 55 - 64	1,100	11.25%	5,755	11.07%	42,087	11.52%
Age 65 - 74	732	7.49%	3,935	7.57%	28,699	7.86%
Age 75 - 84	294	3.00%	1,495	2.88%	12,166	3.33%
Age 85 and over	126	1.29%	531	1.02%	5,954	1.63%
Age 16 and over	7,668	78.46%	40,209	77.34%	301,277	82.50%
Age 18 and over	7,430	76.02%	38,968	74.95%	293,229	80.29%
Age 21 and over	7,093	72.57%	37,106	71.37%	272,941	74.74%
Age 65 and over	1,152	11.79%	5,960	11.46%	46,818	12.82%
2017 Est. Median Age	34.1		34.1		34.6	
2017 Est. Average Age	36.4		35.9		37.5	

2017 Est. Male Population by Age	4,864		25,853		181,016	
Age 0 - 4	373	7.67%	2,039	7.89%	10,433	5.76%
Age 5 - 9	334	6.86%	1,915	7.41%	10,390	5.74%
Age 10 - 14	338	6.95%	1,767	6.84%	9,916	5.48%

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	Total	%	Total	%	Total	%
Age 15 - 17	188	3.86%	940	3.64%	6,062	3.35%
Age 18 - 20	178	3.67%	925	3.58%	10,063	5.56%
Age 21 - 24	245	5.03%	1,299	5.02%	15,245	8.42%
Age 25 - 34	967	19.89%	4,787	18.52%	32,549	17.98%
Age 35 - 44	693	14.26%	3,809	14.73%	25,023	13.82%
Age 45 - 54	534	10.97%	2,934	11.35%	20,652	11.41%
Age 55 - 64	512	10.53%	2,723	10.53%	20,076	11.09%
Age 65 - 74	342	7.03%	1,856	7.18%	13,433	7.42%
Age 75 - 84	126	2.58%	669	2.59%	5,206	2.88%
Age 85 and over	34	0.69%	188	0.73%	1,968	1.09%
2017 Est. Median Age, Male	33.0		33.4		33.7	
2017 Est. Average Age, Male	35.0		35.2		36.5	

2017 Est. Female Population by Age	4,909		26,140		184,184	
Age 0 - 4	323	6.59%	1,961	7.50%	9,936	5.39%
Age 5 - 9	319	6.49%	1,839	7.03%	9,897	5.37%
Age 10 - 14	301	6.14%	1,656	6.33%	9,452	5.13%
Age 15 - 17	167	3.40%	907	3.47%	5,886	3.20%
Age 18 - 20	159	3.23%	936	3.58%	10,225	5.55%
Age 21 - 24	231	4.70%	1,329	5.08%	14,779	8.02%
Age 25 - 34	932	18.99%	4,513	17.26%	30,389	16.50%
Age 35 - 44	675	13.74%	3,759	14.38%	24,331	13.21%
Age 45 - 54	564	11.50%	2,961	11.33%	21,068	11.44%
Age 55 - 64	587	11.97%	3,032	11.60%	22,011	11.95%
Age 65 - 74	390	7.95%	2,079	7.95%	15,266	8.29%
Age 75 - 84	168	3.42%	826	3.16%	6,960	3.78%
Age 85 and over	92	1.88%	343	1.31%	3,986	2.16%
2017 Est. Median Age, Female	35.3		34.8		35.6	
2017 Est. Average Age, Female	37.7		36.7		38.4	

2017 Est. Pop Age 15+ by Marital Status	7,785		40,815		305,177	
Total, Never Married	3,066	39.39%	15,991	39.18%	130,196	42.66%
Males, Never Married	1,562	20.06%	8,196	20.08%	67,953	22.27%
Females, Never Married	1,504	19.32%	7,795	19.10%	62,243	20.40%
Married, Spouse present	3,423	43.98%	17,945	43.97%	125,344	41.07%
Married, Spouse absent	299	3.84%	1,781	4.36%	9,234	3.03%
Widowed	219	2.82%	1,196	2.93%	10,980	3.60%

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	Total	%	Total	%	Total	%
Males Widowed	46	0.60%	302	0.74%	2,294	0.75%
Females Widowed	173	2.22%	894	2.19%	8,686	2.85%
Divorced	776	9.97%	3,902	9.56%	29,422	9.64%
Males Divorced	379	4.86%	1,876	4.60%	12,740	4.17%
Females Divorced	398	5.11%	2,025	4.96%	16,683	5.47%

2017 Est. Pop Age 25+ by Edu. Attainment	6,617		34,479		242,918	
Less than 9th grade	179	2.71%	1,868	5.42%	5,517	2.27%
Some High School, no diploma	145	2.19%	1,648	4.78%	6,935	2.85%
High School Graduate (or GED)	1,304	19.71%	6,447	18.70%	38,957	16.04%
Some College, no degree	984	14.87%	5,572	16.16%	41,477	17.07%
Associate Degree	529	7.99%	2,544	7.38%	20,820	8.57%
Bachelor's Degree	1,928	29.14%	9,325	27.05%	73,523	30.27%
Master's Degree	907	13.71%	4,322	12.54%	34,676	14.27%
Professional School Degree	302	4.56%	1,454	4.22%	10,124	4.17%
Doctorate Degree	339	5.13%	1,300	3.77%	10,889	4.48%

2017 Est. Pop Age 25+ by Edu. Attain., Hispanic/Latino	1,105		5,633		15,193	
No High School Diploma	194	17.58%	2,461	43.69%	4,855	31.95%
High School Graduate	633	57.23%	1,865	33.11%	3,898	25.66%
Some College or Associate's Degree	173	15.66%	672	11.92%	2,961	19.49%
Bachelor's Degree or Higher	105	9.54%	635	11.28%	3,480	22.90%

2017 Est. Households by Household Type	4,062		21,882		159,108	
Family Households	2,364	58.21%	12,798	58.49%	82,466	51.83%
Nonfamily Households	1,697	41.79%	9,084	41.51%	76,642	48.17%

2017 Est. Group Quarters Population	5		277		11,860	

2017 HHs by Ethnicity, Hispanic/Latino	554		2,974		8,278	

2017 Est. Households by HH Income	4,062		21,882		159,108	
Income < \$15,000	462	11.37%	2,385	10.90%	17,819	11.20%
Income \$15,000 - \$24,999	259	6.38%	1,933	8.84%	13,759	8.65%
Income \$25,000 - \$34,999	465	11.46%	2,580	11.79%	14,508	9.12%
Income \$35,000 - \$49,999	517	12.74%	3,059	13.98%	20,507	12.89%

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	Total	%	Total	%	Total	%
Income \$50,000 - \$74,999	679	16.73%	3,615	16.52%	27,687	17.40%
Income \$75,000 - \$99,999	496	12.22%	2,618	11.96%	19,818	12.46%
Income \$100,000 - \$124,999	288	7.09%	1,668	7.62%	14,860	9.34%
Income \$125,000 - \$149,999	146	3.59%	1,017	4.65%	9,552	6.00%
Income \$150,000 - \$199,999	284	6.98%	1,426	6.52%	9,765	6.14%
Income \$200,000 - \$249,999	170	4.19%	678	3.10%	4,307	2.71%
Income \$250,000 - \$499,999	203	5.00%	674	3.08%	4,702	2.96%
Income \$500,000+	91	2.25%	228	1.04%	1,825	1.15%
2017 Est. Average Household Income	\$96,730		\$82,620		\$84,708	
2017 Est. Median Household Income	\$62,041		\$56,801		\$61,704	

2017 Median HH Inc. by Single-Class. Race or Eth.						
White Alone	\$70,981		\$69,521		\$66,628	
Black or African American Alone	\$27,366		\$25,600		\$29,171	
American Indian and Alaska Native Alone	\$27,803		\$25,327		\$38,777	
Asian Alone	\$97,019		\$43,613		\$46,573	
Native Hawaiian and Other Pacific Islander Alone	\$14,999		\$14,999		\$14,999	
Some Other Race Alone	\$56,129		\$41,597		\$41,983	
Two or More Races	\$17,554		\$22,088		\$41,024	
Hispanic or Latino	\$48,066		\$37,348		\$40,224	
Not Hispanic or Latino	\$68,950		\$63,237		\$63,434	

2017 Est. Family HH Type by Presence of Own Child.						
	2,364		12,798		82,466	
Married-Couple Family, own children	765	32.34%	4,129	32.26%	26,486	32.12%
Married-Couple Family, no own children	952	40.27%	4,948	38.66%	37,131	45.03%
Male Householder, own children	99	4.18%	541	4.23%	2,832	3.43%
Male Householder, no own children	95	4.04%	547	4.27%	2,526	3.06%
Female Householder, own children	336	14.19%	1,852	14.47%	8,708	10.56%
Female Householder, no own children	117	4.97%	782	6.11%	4,783	5.80%

2017 Est. Households by Household Size						
	4,062		21,882		159,108	
1-person	1,249	30.75%	6,891	31.49%	55,352	34.79%
2-person	1,355	33.37%	7,367	33.67%	54,738	34.40%
3-person	619	15.23%	3,316	15.15%	22,536	14.16%
4-person	467	11.51%	2,497	11.41%	16,716	10.51%

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	Total	%	Total	%	Total	%
5-person	224	5.51%	1,125	5.14%	6,544	4.11%
6-person	99	2.44%	432	1.97%	2,149	1.35%
7-or-more-person	48	1.18%	254	1.16%	1,073	0.67%
2017 Est. Average Household Size	2.40		2.36		2.22	

2017 Est. Households by Presence of People Under 18	4,062		21,882		159,108	
Households with 1 or More People under Age 18:	1,269	31.24%	6,954	31.78%	40,122	25.22%
Married-Couple Family	782	61.62%	4,226	60.77%	27,160	67.70%
Other Family, Male Householder	114	9.01%	638	9.18%	3,133	7.81%
Other Family, Female Householder	355	27.99%	2,013	28.95%	9,428	23.50%
Nonfamily, Male Householder	12	0.94%	44	0.63%	262	0.65%
Nonfamily, Female Householder	6	0.44%	32	0.47%	138	0.34%

Households with No People under Age 18:	2,793	68.76%	14,928	68.22%	118,987	74.78%
Married-Couple Family	938	33.58%	4,847	32.47%	36,446	30.63%
Other Family, Male Householder	79	2.85%	451	3.02%	2,233	1.88%
Other Family, Female Householder	97	3.49%	625	4.18%	4,061	3.41%
Nonfamily, Male Householder	756	27.07%	4,405	29.51%	36,210	30.43%
Nonfamily, Female Householder	922	33.02%	4,600	30.82%	40,038	33.65%

2017 Est. Households by Number of Vehicles	4,062		21,882		159,108	
No Vehicles	289	7.12%	1,640	7.49%	15,167	9.53%
1 Vehicle	1,818	44.75%	8,903	40.69%	64,328	40.43%
2 Vehicles	1,487	36.62%	8,890	40.63%	60,892	38.27%
3 Vehicles	326	8.03%	1,863	8.51%	14,588	9.17%
4 Vehicles	117	2.87%	503	2.30%	3,310	2.08%
5 or more Vehicles	25	0.60%	83	0.38%	823	0.52%
2017 Est. Average Number of Vehicles	1.6		1.6		1.6	

2017 Est. Families by Poverty Status	2,364		12,798		82,466	
2017 Families at or Above Poverty	2,090	88.39%	10,857	84.83%	75,279	91.28%
2017 Families at or Above Poverty with Children	919	38.85%	4,799	37.50%	32,462	39.36%
2017 Families Below Poverty	275	11.61%	1,941	15.17%	7,188	8.72%
2017 Families Below Poverty with Children	241	10.21%	1,768	13.81%	5,951	7.22%

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Pop-Facts Demographics

Description	43.01535,-89.424789: Radius Analysis Area Group: Radius 1.0 mile(s)		43.01535,-89.424789: Radius Analysis Area Group: Radius 3.0 mile(s)		43.01535,-89.424789: Radius Analysis Area Group: Radius 10.0 mile(s)	
	Total	%	Total	%	Total	%
2017 Est. Pop Age 16+ by Employment Status	7,668		40,209		301,277	
In Armed Forces	0	0.00%	6	0.01%	135	0.04%
Civilian - Employed	5,487	71.56%	28,321	70.44%	205,479	68.20%
Civilian - Unemployed	398	5.19%	1,746	4.34%	11,423	3.79%
Not in Labor Force	1,783	23.25%	10,135	25.21%	84,241	27.96%

2017 Est. Civ. Employed Pop 16+ by Class of Worker	5,508		28,397		206,038	
For-Profit Private Workers	3,565	64.73%	18,994	66.89%	123,691	60.03%
Non-Profit Private Workers	441	8.00%	2,403	8.46%	20,821	10.11%
Local Government Workers	256	4.64%	1,349	4.75%	11,905	5.78%
State Government Workers	724	13.15%	3,281	11.55%	32,357	15.70%
Federal Government Workers	50	0.90%	396	1.39%	2,858	1.39%
Self-Employed Workers	472	8.57%	1,919	6.76%	14,210	6.90%
Unpaid Family Workers	1	0.01%	56	0.20%	196	0.10%

2017 Est. Civ. Employed Pop 16+ by Occupation	5,508		28,397		206,038	
Architect/Engineer	208	3.77%	639	2.25%	5,234	2.54%
Arts/Entertainment/Sports	191	3.47%	1,048	3.69%	6,488	3.15%
Building Grounds Maintenance	293	5.33%	1,458	5.14%	6,713	3.26%
Business/Financial Operations	398	7.23%	1,547	5.45%	11,973	5.81%
Community/Social Services	78	1.42%	364	1.28%	3,513	1.70%
Computer/Mathematical	285	5.18%	1,445	5.09%	13,024	6.32%
Construction/Extraction	108	1.96%	766	2.70%	4,147	2.01%
Education/Training/Library	193	3.51%	1,995	7.02%	19,413	9.42%
Farming/Fishing/Forestry	10	0.17%	162	0.57%	854	0.41%
Food Prep/Serving	566	10.28%	2,735	9.63%	13,620	6.61%
Health Practitioner/Technician	446	8.09%	2,081	7.33%	15,283	7.42%
Healthcare Support	105	1.90%	637	2.24%	4,377	2.12%
Maintenance Repair	127	2.31%	531	1.87%	3,466	1.68%
Legal	64	1.16%	312	1.10%	2,737	1.33%
Life/Physical/Social Science	144	2.62%	548	1.93%	6,196	3.01%
Management	725	13.17%	3,011	10.60%	22,418	10.88%
Office/Admin. Support	461	8.37%	3,081	10.85%	24,850	12.06%
Production	76	1.37%	1,256	4.42%	8,964	4.35%
Protective Services	41	0.75%	270	0.95%	2,385	1.16%
Sales/Related	731	13.27%	2,844	10.02%	17,426	8.46%

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Pop-Facts Demographics

Description	43.01535,-89.424789: Radius Analysis Area Group: Radius 1.0 mile(s)		43.01535,-89.424789: Radius Analysis Area Group: Radius 3.0 mile(s)		43.01535,-89.424789: Radius Analysis Area Group: Radius 10.0 mile(s)	
	Total	%	Total	%	Total	%
Personal Care/Service	170	3.08%	750	2.64%	6,154	2.99%
Transportation/Moving	87	1.59%	916	3.22%	6,804	3.30%

2017 Est. Pop 16+ by Occupation Classification	5,508		28,397		206,038	
Blue Collar	398	7.23%	3,469	12.22%	23,380	11.35%
White Collar	3,925	71.26%	18,916	66.61%	148,555	72.10%
Service and Farm	1,185	21.51%	6,012	21.17%	34,103	16.55%

2017 Est. Workers Age 16+ by Transp. to Work	5,440		27,823		202,244	
Drove Alone	4,121	75.75%	19,869	71.41%	137,064	67.77%
Car Pooled	543	9.99%	3,149	11.32%	16,037	7.93%
Public Transportation	254	4.67%	1,846	6.64%	16,289	8.05%
Walked	185	3.40%	940	3.38%	14,976	7.40%
Bicycle	94	1.73%	785	2.82%	8,138	4.02%
Other Means	24	0.44%	213	0.77%	1,325	0.66%
Worked at Home	219	4.03%	1,019	3.66%	8,415	4.16%

2017 Est. Workers Age 16+ by Travel Time to Work						
Less than 15 Minutes	1,670		8,736		63,696	
15 - 29 Minutes	2,558		12,829		89,352	
30 - 44 Minutes	622		3,571		28,260	
45 - 59 Minutes	170		775		6,375	
60 or more Minutes	185		902		6,044	
2017 Est. Avg Travel Time to Work in Minutes	22.00		22.00		22.00	

2017 Est. Occupied Housing Units by Tenure	4,062		21,882		159,108	
Owner Occupied	1,903	46.84%	10,999	50.26%	85,977	54.04%
Renter Occupied	2,159	53.16%	10,883	49.74%	73,131	45.96%

2017 Owner Occ. HUs: Avg. Length of Residence	12.5		15.0		15.3	

2017 Renter Occ. HUs: Avg. Length of Residence	5.4		5.7		5.8	

2017 Est. Owner-Occupied Housing Units by Value	1,903		10,999		85,977	

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Pop-Facts Demographics

Description	43.01535,-89.424789: Radius Analysis Area Group: Radius 1.0 mile(s)		43.01535,-89.424789: Radius Analysis Area Group: Radius 3.0 mile(s)		43.01535,-89.424789: Radius Analysis Area Group: Radius 10.0 mile(s)	
	Total	%	Total	%	Total	%
Value Less than \$20,000	2	0.10%	174	1.58%	1,845	2.15%
Value \$20,000 - \$39,999	3	0.14%	99	0.90%	629	0.73%
Value \$40,000 - \$59,999	8	0.41%	51	0.47%	230	0.27%
Value \$60,000 - \$79,999	7	0.35%	85	0.77%	490	0.57%
Value \$80,000 - \$99,999	29	1.54%	101	0.92%	1,048	1.22%
Value \$100,000 - \$149,999	111	5.84%	612	5.57%	6,054	7.04%
Value \$150,000 - \$199,999	220	11.56%	1,577	14.34%	15,198	17.68%
Value \$200,000 - \$299,999	420	22.07%	3,827	34.80%	29,248	34.02%
Value \$300,000 - \$399,999	395	20.78%	2,180	19.82%	14,199	16.51%
Value \$400,000 - \$499,999	338	17.79%	1,148	10.44%	7,802	9.07%
Value \$500,000 - \$749,999	294	15.48%	877	7.97%	5,906	6.87%
Value \$750,000 - \$999,999	70	3.69%	218	1.98%	2,024	2.35%
Value \$1,000,000 or more	5	0.26%	50	0.45%	1,304	1.52%
2017 Est. Median All Owner-Occupied Housing Value	\$338,428		\$273,181		\$259,813	

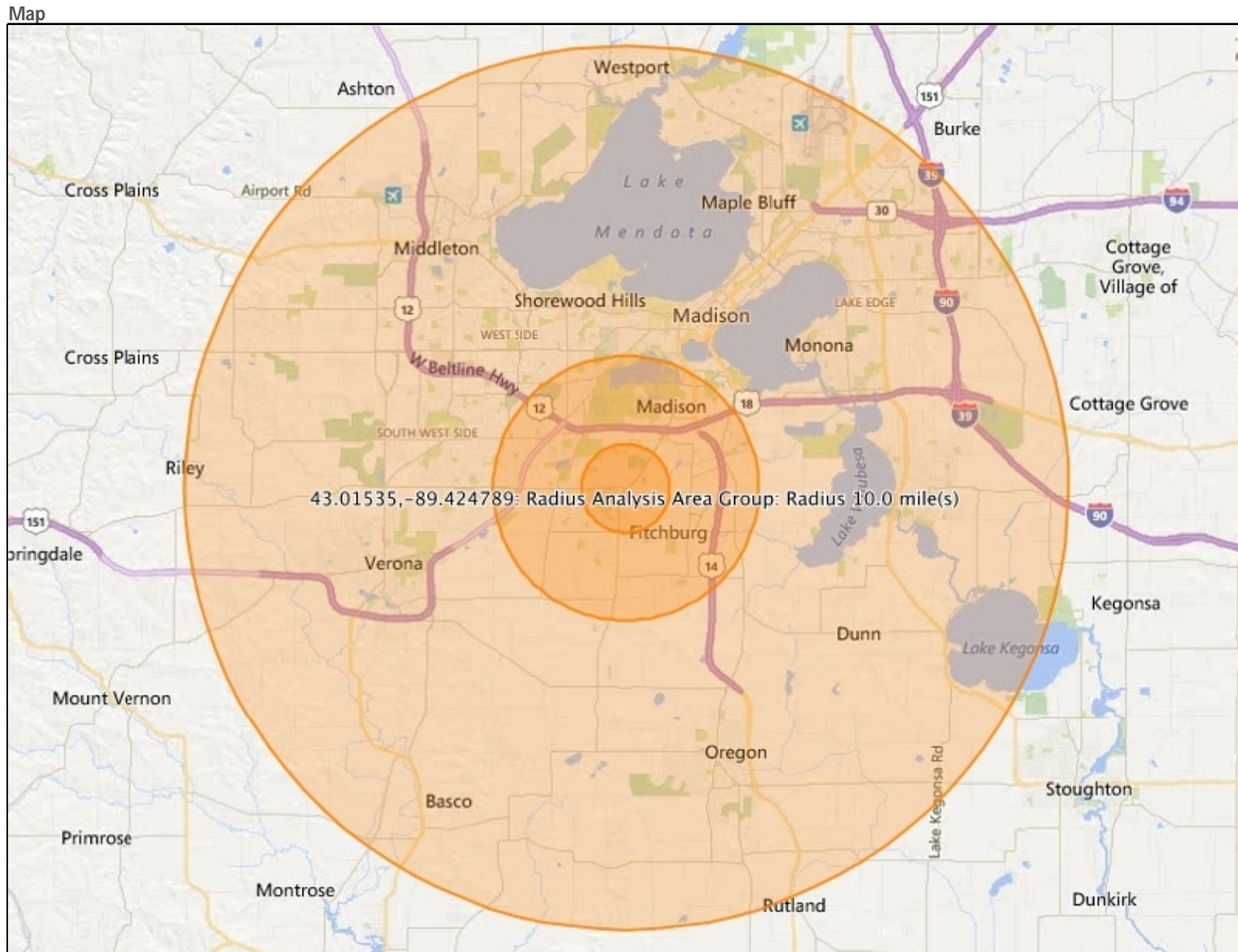
2017 Est. Housing Units by Units in Structure	4,316		23,451		168,314	
1 Unit Attached	385	8.92%	1,573	6.71%	9,712	5.77%
1 Unit Detached	1,391	32.23%	9,933	42.36%	80,253	47.68%
2 Units	65	1.51%	660	2.82%	7,909	4.70%
3 or 4 Units	218	5.06%	2,086	8.90%	11,364	6.75%
5 to 19 Units	1,122	26.00%	4,785	20.40%	25,324	15.05%
20 to 49 Units	917	21.25%	3,427	14.61%	19,115	11.36%
50 or More Units	217	5.04%	754	3.22%	13,292	7.90%
Mobile Home or Trailer	0	0.00%	231	0.99%	1,335	0.79%
Boat, RV, Van, etc.	0	0.00%	0	0.00%	8	0.00%

2017 Est. Housing Units by Year Structure Built	4,316		23,451		168,314	
Housing Units Built 2010 or later	489	11.34%	2,309	9.85%	16,888	10.03%
Housing Units Built 2000 to 2009	954	22.11%	3,364	14.35%	27,558	16.37%
Housing Units Built 1990 to 1999	1,075	24.91%	3,056	13.03%	21,585	12.82%
Housing Units Built 1980 to 1989	553	12.82%	2,569	10.95%	17,233	10.24%
Housing Units Built 1970 to 1979	829	19.21%	4,816	20.54%	25,593	15.21%
Housing Units Built 1960 to 1969	243	5.64%	2,476	10.56%	16,921	10.05%
Housing Units Built 1950 to 1959	84	1.94%	2,797	11.93%	17,451	10.37%
Housing Units Built 1940 to 1949	4	0.08%	706	3.01%	6,387	3.79%
Housing Unit Built 1939 or Earlier	84	1.95%	1,358	5.79%	18,698	11.11%




Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Pop-Facts Demographics

Description	43.01535,-89.424789: Radius Analysis Area Group: Radius 1.0 mile(s)		43.01535,-89.424789: Radius Analysis Area Group: Radius 3.0 mile(s)		43.01535,-89.424789: Radius Analysis Area Group: Radius 10.0 mile(s)	
	Total	%	Total	%	Total	%
2017 Est. Median Year Structure Built	1993		1979		1980	

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Pop-Facts Demographics



43.01535, -89.424789

-  Radius 1.0 mile(s)
-  Radius 3.0 mile(s)
-  Radius 10.0 mile(s)

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Pop-Facts Demographics

Appendix - Analysis Area details.

43.01535,-89.424789: Radius Analysis Area Group: Radius 1.0 mile(s): 43.01535 -89.424789
43.01535,-89.424789: Radius Analysis Area Group: Radius 3.0 mile(s): 43.01535 -89.424789
43.01535,-89.424789: Radius Analysis Area Group: Radius 10.0 mile(s): 43.01535 -89.424789

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Retail Market Power

Title Page

Data Version: 2017 Feb (Internal)

Report Generation Method: Single

Analysis Area: 43.01535,-89.424789: Radius Analysis Area Group: Radius 1.0 mile(s); 43.01535,-8...

Reporting Detail: As Selected

Analysis Area Detail: No

Report Sections: Retail Stores Opportunity

Include Map: Yes

Base Map Style: Bing Road

Include Labels: Yes

Map Reporting Detail: As Selected

Subtotal Method: None

Completion Notification Email: Send my files via email

Report Sections:

Retail Stores Opportunity

Retail Market Power data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey, or CEX), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census. Additional data sources are incorporated to create both supply and demand estimates. The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line/retail store type in the specified reporting geography. When this difference is positive (demand is greater than the supply), there is an opportunity gap for that merchandise line/retail store type; when the difference is negative (supply is greater than demand), there is a surplus.

GAFO (General Merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Retail Market Power

Retail Stores	43.01535,-89.424789: Radius Analysis Area Group: Radius 1.0 mile(s)		
	2017 Demand (Consumer Expenditures)	2017 Supply (Retail Sales)	Opportunity Gap/Surplus
Retail Stores Opportunity			
Total Retail Sales & Eating, Drinking Places	\$179,507,560	\$251,758,873	(\$72,251,312)
Motor Vehicle & Parts Dealers-441	\$37,027,253	\$137,816,946	(\$100,789,692)
Automotive Dealers-4411	\$31,663,233	\$122,263,378	(\$90,600,146)
Other Motor Vehicle Dealers-4412	\$2,445,883	\$2,072,391	\$373,492
Automotive Parts/Accessories, Tire Stores-4413	\$2,918,137	\$13,481,176	(\$10,563,039)
Furniture & Home Furnishings Stores-442	\$3,894,873	\$1,342,002	\$2,552,872
Furniture Stores-4421	\$2,162,765	\$0	\$2,162,765
Home Furnishing Stores-4422	\$1,732,109	\$1,342,002	\$390,107
Electronics & Appliances Stores-443	\$3,169,749	\$4,918,143	(\$1,748,395)
Electronics & Appliance Stores-44314	\$3,169,749	\$4,918,143	(\$1,748,395)
Household Appliances Stores-443141	\$430,331	\$54,090	\$376,241
Electronics Stores-443142	\$2,739,418	\$4,864,054	(\$2,124,636)
Building Material, Garden Equipment Stores -444	\$18,369,823	\$7,032,104	\$11,337,719
Building Material & Supply Dealers-4441	\$16,881,519	\$6,424,327	\$10,457,192
Home Centers-44411	\$6,935,534	\$0	\$6,935,534
Paint & Wallpaper Stores-44412	\$336,123	\$0	\$336,123
Hardware Stores-44413	\$1,755,749	\$0	\$1,755,749
Other Building Materials Dealers-44419	\$7,854,113	\$6,424,327	\$1,429,786
Building Materials, Lumberyards-444191	\$2,967,886	\$2,396,928	\$570,959
Lawn/Garden Equipment/Supplies Stores-4442	\$1,488,304	\$607,777	\$880,527
Outdoor Power Equipment Stores-44421	\$284,752	\$607,777	(\$323,025)
Nursery & Garden Centers-44422	\$1,203,552	\$0	\$1,203,552
Food & Beverage Stores-445	\$22,239,506	\$49,542,334	(\$27,302,828)
Grocery Stores-4451	\$20,166,579	\$48,061,935	(\$27,895,356)
Supermarkets, Grocery (Except Convenience) Stores-44511	\$18,884,936	\$46,194,786	(\$27,309,850)
Convenience Stores-44512	\$1,281,643	\$1,867,149	(\$585,506)
Specialty Food Stores-4452	\$748,477	\$292,029	\$456,448
Beer, Wine & Liquor Stores-4453	\$1,324,450	\$1,188,370	\$136,080
Health & Personal Care Stores-446	\$10,512,984	\$15,623,556	(\$5,110,572)
Pharmacies & Drug Stores-44611	\$8,565,538	\$15,468,629	(\$6,903,091)
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$867,772	\$0	\$867,772

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Retail Market Power

Retail Stores	43.01535,-89.424789: Radius Analysis Area Group: Radius 1.0 mile(s)		
	2017 Demand (Consumer Expenditures)	2017 Supply (Retail Sales)	Opportunity Gap/Surplus
Optical Goods Stores-44613	\$439,956	\$7,262	\$432,694
Other Health & Personal Care Stores-44619	\$639,719	\$147,665	\$492,054
Gasoline Stations-447	\$10,647,607	\$3,101,043	\$7,546,564
Gasoline Stations with Convenience Stores-44711	\$5,332,046	\$1,100,612	\$4,231,434
Other Gasoline Stations-44719	\$5,315,561	\$2,000,430	\$3,315,131
Clothing & Clothing Accessories Stores-448	\$8,863,149	\$2,050,621	\$6,812,528
Clothing Stores-4481	\$6,436,122	\$2,050,621	\$4,385,501
Men's Clothing Stores-44811	\$277,129	\$271,113	\$6,016
Women's Clothing Stores-44812	\$1,428,821	\$0	\$1,428,821
Children's, Infants' Clothing Stores-44813	\$363,990	\$0	\$363,990
Family Clothing Stores-44814	\$3,506,608	\$1,646,476	\$1,860,132
Clothing Accessories Stores-44815	\$335,029	\$79,316	\$255,713
Other Clothing Stores-44819	\$524,544	\$53,716	\$470,828
Shoe Stores-4482	\$1,188,548	\$0	\$1,188,548
Jewelry, Luggage, Leather Goods Stores-4483	\$1,238,479	\$0	\$1,238,479
Jewelry Stores-44831	\$1,147,980	\$0	\$1,147,980
Luggage & Leather Goods Stores-44832	\$90,499	\$0	\$90,499
Sporting Goods, Hobby, Book, Music Stores-451	\$3,828,577	\$3,069,037	\$759,540
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$3,268,083	\$3,069,037	\$199,046
Sporting Goods Stores-45111	\$2,213,581	\$433,215	\$1,780,366
Hobby, Toy & Game Stores-45112	\$730,458	\$2,621,105	(\$1,890,647)
Sewing, Needlework & Piece Goods Stores-45113	\$138,914	\$0	\$138,914
Musical Instrument & Supplies Stores-45114	\$185,131	\$14,718	\$170,413
Book, Periodical & Music Stores-4512	\$560,494	\$0	\$560,494
Book Stores & News Dealers-45121	\$560,494	\$0	\$560,494
Book Stores-451211	\$496,991	\$0	\$496,991
News Dealers & Newsstands-451212	\$63,503	\$0	\$63,503
General Merchandise Stores-452	\$20,024,088	\$162,554	\$19,861,534
Department Stores, Excluding Leased Departments-4521	\$10,758,954	\$162,554	\$10,596,400
Other General Merchandise Stores-4529	\$9,265,133	\$0	\$9,265,133
Miscellaneous Store Retailers-453	\$4,714,405	\$3,961,999	\$752,406

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Retail Market Power

Retail Stores	43.01535,-89.424789: Radius Analysis Area Group: Radius 1.0 mile(s)		
	2017 Demand (Consumer Expenditures)	2017 Supply (Retail Sales)	Opportunity Gap/Surplus
Florists-4531	\$224,338	\$514,535	(\$290,197)
Office Supplies, Stationery, Gift Stores-4532	\$1,700,105	\$418,199	\$1,281,906
Office Supplies & Stationery Stores-45321	\$972,967	\$0	\$972,967
Gift, Novelty & Souvenir Stores-45322	\$727,138	\$418,199	\$308,939
Used Merchandise Stores-4533	\$694,497	\$150,397	\$544,100
Other Miscellaneous Store Retailers-4539	\$2,095,464	\$2,878,867	(\$783,403)
Non-Store Retailers-454	\$16,074,780	\$4,293,503	\$11,781,277
Foodservice & Drinking Places-722	\$20,140,766	\$18,845,031	\$1,295,735
Special Foodservices-7223	\$1,514,816	\$86,602	\$1,428,214
Drinking Places -Alcoholic Beverages-7224	\$601,780	\$626,507	(\$24,726)
Full-Service Restaurants-722511	\$9,935,123	\$10,709,337	(\$774,214)
Limited-Service Eating Places-722513	\$6,941,877	\$4,695,451	\$2,246,426
Cafeterias, Grill Buffets, and Buffets-722514	\$182,890	\$0	\$182,890
Snack and Nonalcoholic Beverage Bars-722515	\$964,279	\$2,727,134	(\$1,762,855)
GAFO *	\$41,480,541	\$11,960,556	\$29,519,985
General Merchandise Stores-452	\$20,024,088	\$162,554	\$19,861,534
Clothing & Clothing Accessories Stores-448	\$8,863,149	\$2,050,621	\$6,812,528
Furniture & Home Furnishings Stores-442	\$3,894,873	\$1,342,002	\$2,552,872
Electronics & Appliances Stores-443	\$3,169,749	\$4,918,143	(\$1,748,395)
Sporting Goods, Hobby, Book, Music Stores-451	\$3,828,577	\$3,069,037	\$759,540
Office Supplies, Stationery, Gift Stores-4532	\$1,700,105	\$418,199	\$1,281,906

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Retail Market Power

Retail Stores	43.01535,-89.424789: Radius Analysis Area Group: Radius 3.0 mile(s)		
	2017 Demand (Consumer Expenditures)	2017 Supply (Retail Sales)	Opportunity Gap/Surplus
Retail Stores Opportunity			
Total Retail Sales & Eating, Drinking Places	\$937,051,878	\$1,593,850,913	(\$656,799,036)
Motor Vehicle & Parts Dealers-441	\$193,063,804	\$833,825,169	(\$640,761,365)
Automotive Dealers-4411	\$165,570,866	\$755,078,545	(\$589,507,679)
Other Motor Vehicle Dealers-4412	\$12,032,859	\$10,157,730	\$1,875,129
Automotive Parts/Accessories, Tire Stores-4413	\$15,460,080	\$68,588,895	(\$53,128,816)
Furniture & Home Furnishings Stores-442	\$19,747,183	\$42,907,900	(\$23,160,717)
Furniture Stores-4421	\$10,876,443	\$0	\$10,876,443
Home Furnishing Stores-4422	\$8,870,740	\$42,907,900	(\$34,037,159)
Electronics & Appliances Stores-443	\$16,257,903	\$30,613,420	(\$14,355,517)
Electronics & Appliance Stores-44314	\$16,257,903	\$30,613,420	(\$14,355,517)
Household Appliances Stores-443141	\$2,272,270	\$456,155	\$1,816,115
Electronics Stores-443142	\$13,985,633	\$30,157,265	(\$16,171,632)
Building Material, Garden Equipment Stores -444	\$97,255,497	\$181,087,631	(\$83,832,134)
Building Material & Supply Dealers-4441	\$89,350,418	\$177,571,773	(\$88,221,355)
Home Centers-44411	\$36,330,188	\$79,534,427	(\$43,204,239)
Paint & Wallpaper Stores-44412	\$1,786,094	\$0	\$1,786,094
Hardware Stores-44413	\$9,262,687	\$26,894,131	(\$17,631,444)
Other Building Materials Dealers-44419	\$41,971,450	\$71,143,215	(\$29,171,766)
Building Materials, Lumberyards-444191	\$15,778,078	\$26,543,690	(\$10,765,612)
Lawn/Garden Equipment/Supplies Stores-4442	\$7,905,079	\$3,515,858	\$4,389,221
Outdoor Power Equipment Stores-44421	\$1,476,750	\$2,510,817	(\$1,034,067)
Nursery & Garden Centers-44422	\$6,428,329	\$1,005,041	\$5,423,288
Food & Beverage Stores-445	\$117,114,578	\$195,480,580	(\$78,366,002)
Grocery Stores-4451	\$106,360,173	\$188,834,337	(\$82,474,164)
Supermarkets, Grocery (Except Convenience) Stores-44511	\$99,490,194	\$154,204,814	(\$54,714,620)
Convenience Stores-44512	\$6,869,979	\$34,629,523	(\$27,759,544)
Specialty Food Stores-4452	\$3,944,427	\$4,020,253	(\$75,826)
Beer, Wine & Liquor Stores-4453	\$6,809,978	\$2,625,990	\$4,183,987
Health & Personal Care Stores-446	\$54,530,226	\$46,025,683	\$8,504,543
Pharmacies & Drug Stores-44611	\$44,458,153	\$40,878,578	\$3,579,575
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$4,497,520	\$3,422,217	\$1,075,303

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Retail Market Power

Retail Stores	43.01535,-89.424789: Radius Analysis Area Group: Radius 3.0 mile(s)		
	2017 Demand (Consumer Expenditures)	2017 Supply (Retail Sales)	Opportunity Gap/Surplus
Optical Goods Stores-44613	\$2,253,075	\$113,979	\$2,139,096
Other Health & Personal Care Stores-44619	\$3,321,478	\$1,610,910	\$1,710,568
Gasoline Stations-447	\$57,249,766	\$49,933,547	\$7,316,219
Gasoline Stations with Convenience Stores-44711	\$28,677,887	\$34,027,449	(\$5,349,562)
Other Gasoline Stations-44719	\$28,571,878	\$15,906,098	\$12,665,781
Clothing & Clothing Accessories Stores-448	\$44,617,139	\$13,878,152	\$30,738,987
Clothing Stores-4481	\$32,761,478	\$13,878,152	\$18,883,325
Men's Clothing Stores-44811	\$1,413,996	\$4,789,665	(\$3,375,669)
Women's Clothing Stores-44812	\$7,196,095	\$1,152,630	\$6,043,464
Children's, Infants' Clothing Stores-44813	\$1,910,860	\$0	\$1,910,860
Family Clothing Stores-44814	\$17,893,131	\$6,801,836	\$11,091,295
Clothing Accessories Stores-44815	\$1,677,319	\$164,961	\$1,512,358
Other Clothing Stores-44819	\$2,670,076	\$969,060	\$1,701,016
Shoe Stores-4482	\$6,159,508	\$0	\$6,159,508
Jewelry, Luggage, Leather Goods Stores-4483	\$5,696,154	\$0	\$5,696,154
Jewelry Stores-44831	\$5,227,862	\$0	\$5,227,862
Luggage & Leather Goods Stores-44832	\$468,292	\$0	\$468,292
Sporting Goods, Hobby, Book, Music Stores-451	\$19,679,823	\$38,369,463	(\$18,689,639)
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$16,821,817	\$38,369,463	(\$21,547,646)
Sporting Goods Stores-45111	\$11,400,751	\$32,096,989	(\$20,696,239)
Hobby, Toy & Game Stores-45112	\$3,776,127	\$6,133,673	(\$2,357,546)
Sewing, Needlework & Piece Goods Stores-45113	\$724,084	\$9,835	\$714,249
Musical Instrument & Supplies Stores-45114	\$920,855	\$128,965	\$791,890
Book, Periodical & Music Stores-4512	\$2,858,007	\$0	\$2,858,007
Book Stores & News Dealers-45121	\$2,858,007	\$0	\$2,858,007
Book Stores-451211	\$2,517,213	\$0	\$2,517,213
News Dealers & Newsstands-451212	\$340,793	\$0	\$340,793
General Merchandise Stores-452	\$104,425,351	\$18,875,747	\$85,549,605
Department Stores, Excluding Leased Departments-4521	\$55,738,668	\$18,875,747	\$36,862,922
Other General Merchandise Stores-4529	\$48,686,683	\$0	\$48,686,683
Miscellaneous Store Retailers-453	\$24,954,122	\$23,535,159	\$1,418,963

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Retail Market Power

Retail Stores	43.01535,-89.424789: Radius Analysis Area Group: Radius 3.0 mile(s)		
	2017 Demand (Consumer Expenditures)	2017 Supply (Retail Sales)	Opportunity Gap/Surplus
Florists-4531	\$1,178,334	\$971,865	\$206,469
Office Supplies, Stationery, Gift Stores-4532	\$8,839,307	\$4,749,009	\$4,090,298
Office Supplies & Stationery Stores-45321	\$5,041,290	\$3,221,597	\$1,819,693
Gift, Novelty & Souvenir Stores-45322	\$3,798,018	\$1,527,412	\$2,270,606
Used Merchandise Stores-4533	\$3,528,679	\$2,112,330	\$1,416,349
Other Miscellaneous Store Retailers-4539	\$11,407,802	\$15,701,955	(\$4,294,153)
Non-Store Retailers-454	\$84,186,284	\$21,974,255	\$62,212,029
Foodservice & Drinking Places-722	\$103,970,199	\$97,344,207	\$6,625,992
Special Foodservices-7223	\$7,837,144	\$5,138,195	\$2,698,949
Drinking Places -Alcoholic Beverages-7224	\$3,083,780	\$5,758,138	(\$2,674,358)
Full-Service Restaurants-722511	\$51,181,829	\$29,070,864	\$22,110,965
Limited-Service Eating Places-722513	\$35,929,897	\$52,770,120	(\$16,840,223)
Cafeterias, Grill Buffets, and Buffets-722514	\$946,610	\$253,620	\$692,990
Snack and Nonalcoholic Beverage Bars-722515	\$4,990,941	\$4,353,271	\$637,670
GAFO *	\$213,566,708	\$149,393,691	\$64,173,018
General Merchandise Stores-452	\$104,425,351	\$18,875,747	\$85,549,605
Clothing & Clothing Accessories Stores-448	\$44,617,139	\$13,878,152	\$30,738,987
Furniture & Home Furnishings Stores-442	\$19,747,183	\$42,907,900	(\$23,160,717)
Electronics & Appliances Stores-443	\$16,257,903	\$30,613,420	(\$14,355,517)
Sporting Goods, Hobby, Book, Music Stores-451	\$19,679,823	\$38,369,463	(\$18,689,639)
Office Supplies, Stationery, Gift Stores-4532	\$8,839,307	\$4,749,009	\$4,090,298

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Retail Market Power

Retail Stores	43.01535,-89.424789: Radius Analysis Area Group: Radius 10.0 mile(s)		
	2017 Demand (Consumer Expenditures)	2017 Supply (Retail Sales)	Opportunity Gap/Surplus
Retail Stores Opportunity			
Total Retail Sales & Eating, Drinking Places	\$7,064,414,088	\$9,052,267,410	(\$1,987,853,322)
Motor Vehicle & Parts Dealers-441	\$1,447,106,840	\$2,191,710,347	(\$744,603,507)
Automotive Dealers-4411	\$1,242,442,641	\$1,841,839,109	(\$599,396,468)
Other Motor Vehicle Dealers-4412	\$88,750,126	\$173,393,815	(\$84,643,689)
Automotive Parts/Accessories, Tire Stores-4413	\$115,914,073	\$176,477,423	(\$60,563,350)
Furniture & Home Furnishings Stores-442	\$148,044,097	\$139,568,527	\$8,475,570
Furniture Stores-4421	\$80,908,139	\$0	\$80,908,139
Home Furnishing Stores-4422	\$67,135,958	\$139,568,527	(\$72,432,569)
Electronics & Appliances Stores-443	\$126,037,997	\$107,245,366	\$18,792,631
Electronics & Appliance Stores-44314	\$126,037,997	\$107,245,366	\$18,792,631
Household Appliances Stores-443141	\$17,329,514	\$7,455,308	\$9,874,205
Electronics Stores-443142	\$108,708,483	\$99,790,057	\$8,918,426
Building Material, Garden Equipment Stores -444	\$733,368,818	\$1,177,553,445	(\$444,184,627)
Building Material & Supply Dealers-4441	\$674,147,574	\$1,127,480,272	(\$453,332,698)
Home Centers-44411	\$273,721,562	\$485,427,331	(\$211,705,769)
Paint & Wallpaper Stores-44412	\$13,467,862	\$30,390,332	(\$16,922,470)
Hardware Stores-44413	\$69,378,027	\$141,151,886	(\$71,773,858)
Other Building Materials Dealers-44419	\$317,580,122	\$470,510,723	(\$152,930,600)
Building Materials, Lumberyards-444191	\$118,974,344	\$175,548,636	(\$56,574,291)
Lawn/Garden Equipment/Supplies Stores-4442	\$59,221,244	\$50,073,173	\$9,148,071
Outdoor Power Equipment Stores-44421	\$11,239,832	\$5,730,499	\$5,509,333
Nursery & Garden Centers-44422	\$47,981,412	\$44,342,674	\$3,638,738
Food & Beverage Stores-445	\$873,068,021	\$1,812,239,232	(\$939,171,211)
Grocery Stores-4451	\$790,692,678	\$1,660,796,539	(\$870,103,862)
Supermarkets, Grocery (Except Convenience) Stores-44511	\$739,039,226	\$1,466,288,231	(\$727,249,005)
Convenience Stores-44512	\$51,653,452	\$194,508,308	(\$142,854,856)
Specialty Food Stores-4452	\$29,200,716	\$61,601,821	(\$32,401,105)
Beer, Wine & Liquor Stores-4453	\$53,174,627	\$89,840,871	(\$36,666,244)
Health & Personal Care Stores-446	\$411,284,972	\$851,497,343	(\$440,212,371)
Pharmacies & Drug Stores-44611	\$335,422,985	\$717,763,227	(\$382,340,243)
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$33,942,517	\$82,418,343	(\$48,475,826)

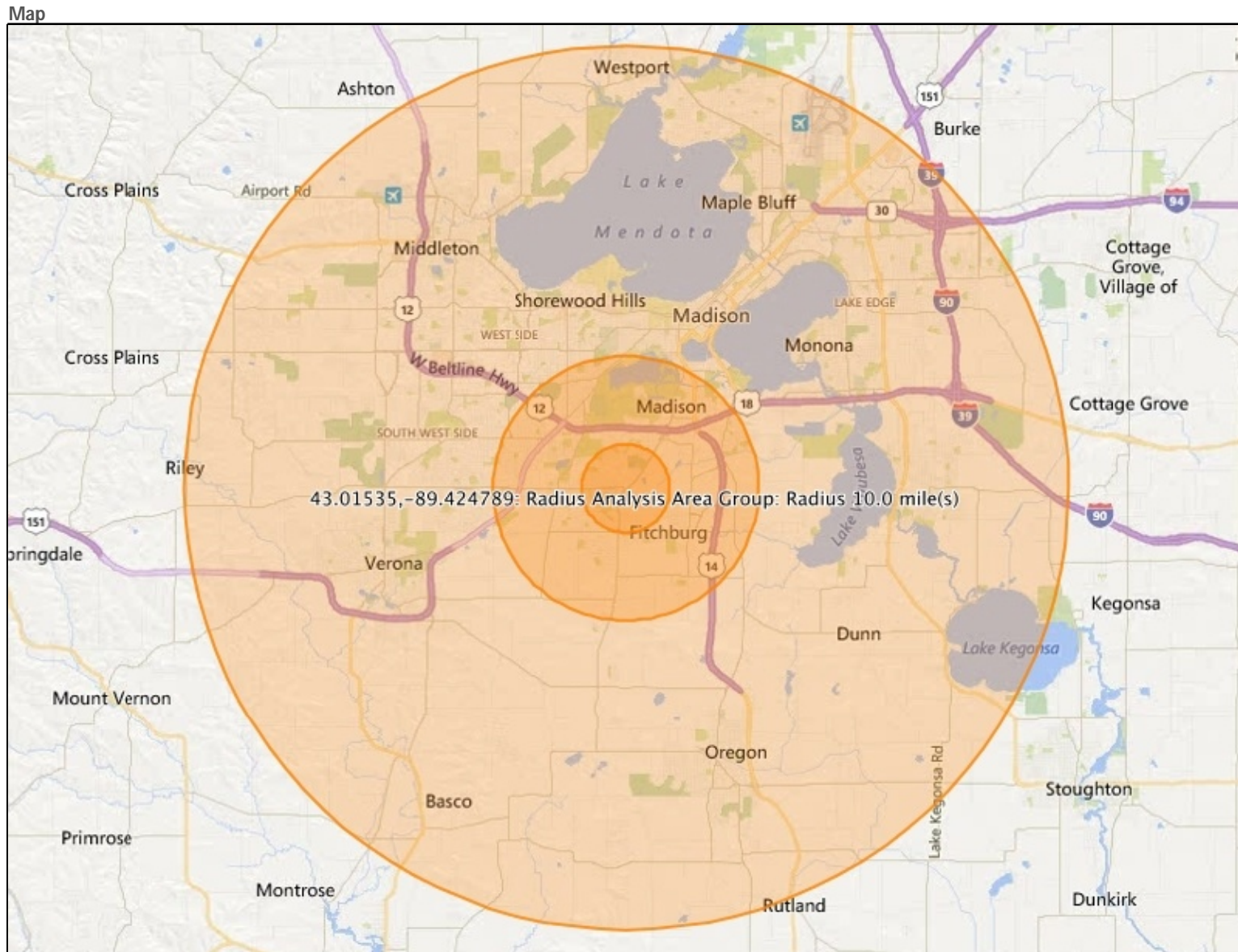
Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Retail Market Power

Retail Stores	43.01535,-89.424789: Radius Analysis Area Group: Radius 10.0 mile(s)		
	2017 Demand (Consumer Expenditures)	2017 Supply (Retail Sales)	Opportunity Gap/Surplus
Optical Goods Stores-44613	\$16,903,285	\$20,971,906	(\$4,068,621)
Other Health & Personal Care Stores-44619	\$25,016,185	\$30,343,867	(\$5,327,682)
Gasoline Stations-447	\$426,067,657	\$469,664,193	(\$43,596,536)
Gasoline Stations with Convenience Stores-44711	\$213,514,880	\$332,067,124	(\$118,552,244)
Other Gasoline Stations-44719	\$212,552,777	\$137,597,070	\$74,955,707
Clothing & Clothing Accessories Stores-448	\$334,328,510	\$261,612,878	\$72,715,632
Clothing Stores-4481	\$244,371,696	\$261,612,878	(\$17,241,182)
Men's Clothing Stores-44811	\$10,986,549	\$11,753,996	(\$767,447)
Women's Clothing Stores-44812	\$54,800,561	\$74,482,519	(\$19,681,958)
Children's, Infants' Clothing Stores-44813	\$12,393,622	\$17,287,963	(\$4,894,341)
Family Clothing Stores-44814	\$133,055,959	\$125,463,704	\$7,592,255
Clothing Accessories Stores-44815	\$12,855,845	\$5,673,207	\$7,182,638
Other Clothing Stores-44819	\$20,279,160	\$26,951,489	(\$6,672,329)
Shoe Stores-4482	\$44,884,750	\$0	\$44,884,750
Jewelry, Luggage, Leather Goods Stores-4483	\$45,072,063	\$0	\$45,072,063
Jewelry Stores-44831	\$41,550,517	\$0	\$41,550,517
Luggage & Leather Goods Stores-44832	\$3,521,547	\$0	\$3,521,547
Sporting Goods, Hobby, Book, Music Stores-451	\$151,491,372	\$152,130,317	(\$638,945)
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$126,777,888	\$152,130,317	(\$25,352,429)
Sporting Goods Stores-45111	\$85,062,665	\$109,672,244	(\$24,609,579)
Hobby, Toy & Game Stores-45112	\$28,965,952	\$39,550,314	(\$10,584,361)
Sewing, Needlework & Piece Goods Stores-45113	\$5,508,259	\$928,730	\$4,579,528
Musical Instrument & Supplies Stores-45114	\$7,241,012	\$1,979,029	\$5,261,983
Book, Periodical & Music Stores-4512	\$24,713,484	\$0	\$24,713,484
Book Stores & News Dealers-45121	\$24,713,484	\$0	\$24,713,484
Book Stores-451211	\$22,097,469	\$0	\$22,097,469
News Dealers & Newsstands-451212	\$2,616,015	\$0	\$2,616,015
General Merchandise Stores-452	\$777,370,941	\$589,422,352	\$187,948,589
Department Stores, Excluding Leased Departments-4521	\$413,947,892	\$589,422,352	(\$175,474,460)
Other General Merchandise Stores-4529	\$363,423,049	\$0	\$363,423,049
Miscellaneous Store Retailers-453	\$190,098,273	\$259,233,122	(\$69,134,848)




Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Retail Market Power

Retail Stores	43.01535,-89.424789: Radius Analysis Area Group: Radius 10.0 mile(s)		
	2017 Demand (Consumer Expenditures)	2017 Supply (Retail Sales)	Opportunity Gap/Surplus
Florists-4531	\$8,979,971	\$11,250,185	(\$2,270,214)
Office Supplies, Stationery, Gift Stores-4532	\$67,097,827	\$61,148,237	\$5,949,590
Office Supplies & Stationery Stores-45321	\$38,346,952	\$30,363,834	\$7,983,118
Gift, Novelty & Souvenir Stores-45322	\$28,750,875	\$30,784,403	(\$2,033,528)
Used Merchandise Stores-4533	\$27,585,608	\$26,279,265	\$1,306,343
Other Miscellaneous Store Retailers-4539	\$86,434,867	\$160,555,434	(\$74,120,567)
Non-Store Retailers-454	\$634,368,246	\$85,011,896	\$549,356,350
Foodservice & Drinking Places-722	\$811,778,345	\$955,378,393	(\$143,600,048)
Special Foodservices-7223	\$60,778,627	\$42,070,288	\$18,708,339
Drinking Places -Alcoholic Beverages-7224	\$25,081,488	\$60,209,303	(\$35,127,814)
Full-Service Restaurants-722511	\$401,269,034	\$402,275,277	(\$1,006,243)
Limited-Service Eating Places-722513	\$278,608,147	\$389,093,082	(\$110,484,935)
Cafeterias, Grill Buffets, and Buffets-722514	\$7,340,232	\$5,936,614	\$1,403,618
Snack and Nonalcoholic Beverage Bars-722515	\$38,700,816	\$55,793,830	(\$17,093,014)
GAFO *	\$1,604,370,743	\$1,311,127,677	\$293,243,066
General Merchandise Stores-452	\$777,370,941	\$589,422,352	\$187,948,589
Clothing & Clothing Accessories Stores-448	\$334,328,510	\$261,612,878	\$72,715,632
Furniture & Home Furnishings Stores-442	\$148,044,097	\$139,568,527	\$8,475,570
Electronics & Appliances Stores-443	\$126,037,997	\$107,245,366	\$18,792,631
Sporting Goods, Hobby, Book, Music Stores-451	\$151,491,372	\$152,130,317	(\$638,945)
Office Supplies, Stationery, Gift Stores-4532	\$67,097,827	\$61,148,237	\$5,949,590

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Retail Market Power



43.01535, -89.424789

-  Radius 1.0 mile(s)
-  Radius 3.0 mile(s)
-  Radius 10.0 mile(s)

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Business-Facts Summary

Title Page

Data Version: 2017 Feb (Internal)

Report Generation Method: Single

Analysis Area: 43.01535,-89.424789: Radius Analysis Area Group: Radius 1.0 mile(s); 43.01535,-8...

Reporting Detail: As Selected

Include Map: Yes

Include Labels: Yes

Map Reporting Detail: As Selected

Base Map Style: Bing Road

Subtotal Method: None

Analysis Area Detail: Yes

Report Sections:

3 Digit NAICS Top Ten Summary

3 Digit NAICS Summary

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Business-Facts Summary

43.01535,-89.424789: Radius Analysis Area Group: Radius 1.0 mile(s)

Total Establishment	Total Employees	Sales (in Millions)	Establishments 100+ Employees
3 Digit NAICS Top Ten Summary			
Healthcare and Social Assistance	Healthcare and Social Assistance	Healthcare and Social Assistance	Healthcare and Social Assistance
Ambulatory Health Care Services	Ambulatory Health Care Services	Nursing and Residential Care Facilities	Retail Trade
Real Estate and Rental and Leasing	Professional, Scientific, and Technical Services	Retail Trade	Nursing and Residential Care Facilities
Real Estate	Nursing and Residential Care Facilities	Ambulatory Health Care Services	Ambulatory Health Care Services
Professional, Scientific, and Technical Services	Retail Trade	Electronics and Appliance Stores	Educational Services
Finance and Insurance	Accommodation and Food Services	Real Estate and Rental and Leasing	Food and Beverage Stores
Other Services (except Public Administration)	Food Services and Drinking Places	Real Estate	Real Estate and Rental and Leasing
Retail Trade	Other Services (except Public Administration)	Manufacturing	Public Administration
Accommodation and Food Services	Real Estate and Rental and Leasing	Accommodation and Food Services	Real Estate
Food Services and Drinking Places	Real Estate	Finance and Insurance	Social Assistance

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Business-Facts Summary

43.01535,-89.424789: Radius Analysis Area Group: Radius 1.0 mile(s)

NAICS Code	Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 100+ Employees
3 Digit NAICS Summary					
Total Businesses		487	5,956	947.2	11
11	Agriculture, Forestry, Fishing and Hunting	0	0	0.0	0
111	Crop Production	0	0	0.0	0
112	Animal Production and Aquaculture	0	0	0.0	0
113	Forestry and Logging	0	0	0.0	0
114	Fishing Hunting and Trapping	0	0	0.0	0
115	Support Activities for Agriculture and Forestry	0	0	0.0	0
21	Mining, Quarrying, and Oil and Gas Extraction	0	0	0.0	0
211	Oil and Gas Extraction	0	0	0.0	0
212	Mining (except Oil and Gas)	0	0	0.0	0
213	Support Activities for Mining	0	0	0.0	0
22	Utilities	0	0	0.0	0
23	Construction	14	72	24.1	0
236	Construction of Buildings	5	11	3.7	0
237	Heavy and Civil Engineering Construction	4	34	16.0	0
238	Specialty Trade Contractors	5	27	4.4	0
31-33	Manufacturing	10	253	55.1	0
311	Food Manufacturing	3	66	19.3	0
312	Beverage and Tobacco Product Manufacturing	1	80	29.4	0
313	Textile Mills	0	0	0.0	0
314	Textile Product Mills	0	0	0.0	0
315	Apparel Manufacturing	0	0	0.0	0
316	Leather and Allied Product Manufacturing	0	0	0.0	0
321	Wood Product Manufacturing	0	0	0.0	0
322	Paper Manufacturing	0	0	0.0	0
323	Printing and Related Support Activities	1	13	1.2	0
324	Petroleum and Coal Products Manufacturing	0	0	0.0	0
325	Chemical Manufacturing	0	0	0.0	0
326	Plastics and Rubber Products Manufacturing	0	0	0.0	0
327	Nonmetallic Mineral Product Manufacturing	0	0	0.0	0
331	Primary Metal Manufacturing	0	0	0.0	0
332	Fabricated Metal Product Manufacturing	1	6	1.1	0

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Business-Facts Summary

43.01535,-89.424789: Radius Analysis Area Group: Radius 1.0 mile(s)

NAICS Code	Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 100+ Employees
333	Machinery Manufacturing	1	75	0.0	0
334	Computer and Electronic Product Manufacturing	0	0	0.0	0
335	Electrical Equipment, Appliance and Component Manufacturing	0	0	0.0	0
336	Transportation Equipment Manufacturing	1	4	1.9	0
337	Furniture and Related Product Manufacturing	0	0	0.0	0
339	Miscellaneous Manufacturing	2	9	2.1	0
42	Wholesale Trade	5	21	18.7	0
423	Merchant Wholesalers, Durable Goods	4	7	6.7	0
424	Merchant Wholesalers Non durable goods	0	0	0.0	0
425	Wholesale Electronic Markets and Agents and Brokers	1	14	12.0	0
44-45	Retail Trade	27	634	146.4	2
441	Motor Vehicle and Parts Dealers	0	0	0.0	0
442	Furniture and Home Furnishing Stores	1	3	1.5	0
443	Electronics and Appliance Stores	3	308	78.0	1
444	Building Material and Garden Equipment and Supplies Dealers	1	1	0.3	0
445	Food and Beverage Stores	4	140	33.2	1
446	Health and Personal Care Stores	5	61	18.7	0
447	Gasoline Stations	2	0	0.0	0
448	Clothing and Accessories Stores	3	66	9.2	0
451	Sporting Goods, Hobby, Musical Instrument and Book Stores	3	34	4.0	0
452	General Merchandise Stores	0	0	0.0	0
453	Miscellaneous Store Retailers	4	21	1.6	0
454	Nonstore Retailers	1	0	0.0	0
48-49	Transportation and Warehousing	2	10	0.9	0
481	Air Transportation	0	0	0.0	0
482	Rail Transportation	0	0	0.0	0
483	Water Transportation	0	0	0.0	0
484	Truck Transportation	1	6	0.9	0
485	Transit and Ground Passenger Transportation	0	0	0.0	0
486	Pipeline Transportation	0	0	0.0	0
487	Scenic and Sightseeing Transportation	0	0	0.0	0

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Business-Facts Summary

43.01535,-89.424789: Radius Analysis Area Group: Radius 1.0 mile(s)

NAICS Code	Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 100+ Employees
488	Support Activities for Transportation	0	0	0.0	0
491	Postal Service	1	4	0.0	0
492	Couriers and Messengers	0	0	0.0	0
493	Warehousing and Storage	0	0	0.0	0
51	Information	13	96	19.5	0
511	Publishing Industries (Except Internet)	3	9	1.0	0
512	Motion Picture and Sound Recording Industries	1	2	0.8	0
515	Broadcasting (Except Internet)	1	9	3.9	0
517	Telecommunications	3	17	10.3	0
518	Data Processing, Hosting, and Related Services	3	28	3.4	0
519	Other Information Services	2	31	0.1	0
52	Finance and Insurance	40	180	44.2	0
521	Monetary Authorities-Central Bank	0	0	0.0	0
522	Credit Intermediation and Related Activities	13	57	14.0	0
523	Securities, Commodity Contracts, and Other Financial Investments and Related Activities	7	46	17.2	0
524	Insurance Carriers and Related Activities	20	77	13.1	0
525	Funds, Trusts and Other Financial Vehicles	0	0	0.0	0
53	Real Estate and Rental and Leasing	54	421	62.2	1
531	Real Estate	51	418	60.5	1
532	Rental and Leasing Services	3	3	1.7	0
533	Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0.0	0
54	Professional, Scientific, and Technical Services	48	811	29.4	1
55	Management of Companies and Enterprises	0	0	0.0	0
56	Administrative and Support and Waste Management and Remediation Services	15	102	9.9	0
561	Administrative and Support Services	14	92	7.8	0
562	Waste Management and Remediation Services	1	10	2.1	0

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Business-Facts Summary

43.01535,-89.424789: Radius Analysis Area Group: Radius 1.0 mile(s)

NAICS Code	Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 100+ Employees
61	Educational Services	5	213	4.3	1
62	Healthcare and Social Assistance	170	1,797	467.8	5
621	Ambulatory Health Care Services	149	855	133.3	2
622	Hospitals	0	0	0.0	0
623	Nursing and Residential Care Facilities	10	733	326.7	2
624	Social Assistance	11	209	7.8	1
71	Arts, Entertainment, and Recreation	6	20	1.1	0
711	Performing Arts, Spectator Sports, and Related Industries	0	0	0.0	0
712	Museums, Historical Sites, and Similar Institutions	3	11	0.0	0
713	Amusement, Gambling, and Recreation Industries	3	9	1.1	0
72	Accommodation and Food Services	24	541	53.9	0
721	Accommodation	2	83	30.6	0
722	Food Services and Drinking Places	22	458	23.3	0
81	Other Services (except Public Administration)	37	452	9.7	0
811	Repair and Maintenance	0	0	0.0	0
812	Personal and Laundry Services	16	141	9.7	0
813	Religious, Grantmaking, Civic, Professional, and Similar Organizations	21	311	0.0	0
92	Public Administration	17	333	0.0	1

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Business-Facts Summary

43.01535,-89.424789: Radius Analysis Area Group: Radius 3.0 mile(s)

Total Establishment	Total Employees	Sales (in Millions)	Establishments 100+ Employees
3 Digit NAICS Top Ten Summary			
Healthcare and Social Assistance	Healthcare and Social Assistance	Wholesale Trade	Healthcare and Social Assistance
Ambulatory Health Care Services	Ambulatory Health Care Services	Retail Trade	Retail Trade
Professional, Scientific, and Technical Services	Retail Trade	Healthcare and Social Assistance	Ambulatory Health Care Services
Retail Trade	Manufacturing	Manufacturing	Public Administration
Other Services (except Public Administration)	Other Services (except Public Administration)	Merchant Wholesalers, Durable Goods	Wholesale Trade
Finance and Insurance	Professional, Scientific, and Technical Services	Merchant Wholesalers Non durable goods	Manufacturing
Real Estate and Rental and Leasing	Public Administration	Motor Vehicle and Parts Dealers	Professional, Scientific, and Technical Services
Construction	Construction	Ambulatory Health Care Services	Construction
Real Estate	Motor Vehicle and Parts Dealers	Electrical Equipment, Appliance and Component Manufacturing	Merchant Wholesalers Non durable goods
Religious, Grantmaking, Civic, Professional, and Similar Organizations	Wholesale Trade	Construction	Other Services (except Public Administration)

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Business-Facts Summary

43.01535,-89.424789: Radius Analysis Area Group: Radius 3.0 mile(s)

NAICS Code	Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 100+ Employees
3 Digit NAICS Summary					
Total Businesses		2,688	41,435	8,001.3	73
11	Agriculture, Forestry, Fishing and Hunting	4	27	2.9	0
111	Crop Production	3	23	1.7	0
112	Animal Production and Aquaculture	0	0	0.0	0
113	Forestry and Logging	0	0	0.0	0
114	Fishing Hunting and Trapping	0	0	0.0	0
115	Support Activities for Agriculture and Forestry	1	4	1.1	0
21	Mining, Quarrying, and Oil and Gas Extraction	1	15	2.8	0
211	Oil and Gas Extraction	0	0	0.0	0
212	Mining (except Oil and Gas)	1	15	2.8	0
213	Support Activities for Mining	0	0	0.0	0
22	Utilities	1	1	0.6	0
23	Construction	193	2,414	417.3	4
236	Construction of Buildings	61	654	135.9	1
237	Heavy and Civil Engineering Construction	16	181	60.0	0
238	Specialty Trade Contractors	116	1,579	221.4	3
31-33	Manufacturing	85	3,839	1,092.6	7
311	Food Manufacturing	9	247	43.8	1
312	Beverage and Tobacco Product Manufacturing	2	95	34.9	0
313	Textile Mills	0	0	0.0	0
314	Textile Product Mills	2	18	1.7	0
315	Apparel Manufacturing	0	0	0.0	0
316	Leather and Allied Product Manufacturing	0	0	0.0	0
321	Wood Product Manufacturing	3	140	26.5	1
322	Paper Manufacturing	1	5	0.9	0
323	Printing and Related Support Activities	8	206	20.0	0
324	Petroleum and Coal Products Manufacturing	1	9	3.5	0
325	Chemical Manufacturing	7	96	52.2	0
326	Plastics and Rubber Products Manufacturing	4	380	5.8	1
327	Nonmetallic Mineral Product Manufacturing	2	135	28.9	1
331	Primary Metal Manufacturing	1	10	7.9	0
332	Fabricated Metal Product Manufacturing	5	29	5.4	0

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Business-Facts Summary

43.01535,-89.424789: Radius Analysis Area Group: Radius 3.0 mile(s)

NAICS Code	Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 100+ Employees
333	Machinery Manufacturing	10	255	40.6	0
334	Computer and Electronic Product Manufacturing	4	684	103.4	1
335	Electrical Equipment, Appliance and Component Manufacturing	4	1,234	619.9	1
336	Transportation Equipment Manufacturing	7	68	29.3	0
337	Furniture and Related Product Manufacturing	5	79	36.7	0
339	Miscellaneous Manufacturing	10	149	31.2	1
42	Wholesale Trade	109	2,164	2,213.0	7
423	Merchant Wholesalers, Durable Goods	82	1,242	1,085.5	3
424	Merchant Wholesalers Non durable goods	21	873	1,049.6	4
425	Wholesale Electronic Markets and Agents and Brokers	6	49	77.9	0
44-45	Retail Trade	270	5,902	1,546.7	12
441	Motor Vehicle and Parts Dealers	42	2,166	789.8	4
442	Furniture and Home Furnishing Stores	33	419	153.8	1
443	Electronics and Appliance Stores	20	479	116.9	1
444	Building Material and Garden Equipment and Supplies Dealers	19	392	95.1	1
445	Food and Beverage Stores	34	789	181.2	3
446	Health and Personal Care Stores	19	212	68.5	0
447	Gasoline Stations	13	32	26.6	0
448	Clothing and Accessories Stores	18	169	25.3	0
451	Sporting Goods, Hobby, Musical Instrument and Book Stores	24	994	54.5	2
452	General Merchandise Stores	5	9	1.7	0
453	Miscellaneous Store Retailers	33	199	24.4	0
454	Nonstore Retailers	10	42	8.9	0
48-49	Transportation and Warehousing	33	534	51.9	1
481	Air Transportation	0	0	0.0	0
482	Rail Transportation	0	0	0.0	0
483	Water Transportation	0	0	0.0	0
484	Truck Transportation	15	72	9.6	0
485	Transit and Ground Passenger Transportation	8	340	29.7	1
486	Pipeline Transportation	0	0	0.0	0
487	Scenic and Sightseeing Transportation	0	0	0.0	0

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Business-Facts Summary

43.01535,-89.424789: Radius Analysis Area Group: Radius 3.0 mile(s)

NAICS Code	Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 100+ Employees
488	Support Activities for Transportation	5	83	8.7	0
491	Postal Service	3	12	0.0	0
492	Couriers and Messengers	0	0	0.0	0
493	Warehousing and Storage	2	27	3.9	0
51	Information	74	1,597	269.4	3
511	Publishing Industries (Except Internet)	19	813	116.5	1
512	Motion Picture and Sound Recording Industries	12	215	61.4	1
515	Broadcasting (Except Internet)	10	317	30.7	1
517	Telecommunications	14	89	49.6	0
518	Data Processing, Hosting, and Related Services	7	64	9.3	0
519	Other Information Services	12	99	1.8	0
52	Finance and Insurance	219	938	290.3	0
521	Monetary Authorities-Central Bank	0	0	0.0	0
522	Credit Intermediation and Related Activities	96	290	83.8	0
523	Securities, Commodity Contracts, and Other Financial Investments and Related Activities	60	245	109.2	0
524	Insurance Carriers and Related Activities	62	388	81.1	0
525	Funds, Trusts and Other Financial Vehicles	1	15	16.2	0
53	Real Estate and Rental and Leasing	213	1,317	246.6	1
531	Real Estate	189	1,197	189.4	1
532	Rental and Leasing Services	24	120	57.2	0
533	Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0.0	0
54	Professional, Scientific, and Technical Services	286	2,792	236.0	4
55	Management of Companies and Enterprises	2	84	2.5	0
56	Administrative and Support and Waste Management and Remediation Services	79	815	64.6	2
561	Administrative and Support Services	75	791	59.1	2
562	Waste Management and Remediation Services	4	24	5.5	0

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Business-Facts Summary

43.01535,-89.424789: Radius Analysis Area Group: Radius 3.0 mile(s)

NAICS Code	Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 100+ Employees
61	Educational Services	59	1,534	15.3	4
62	Healthcare and Social Assistance	578	9,270	1,143.0	14
621	Ambulatory Health Care Services	451	6,993	754.6	9
622	Hospitals	4	40	5.1	0
623	Nursing and Residential Care Facilities	16	851	339.8	2
624	Social Assistance	107	1,386	43.5	3
71	Arts, Entertainment, and Recreation	46	881	78.4	2
711	Performing Arts, Spectator Sports, and Related Industries	14	291	26.3	1
712	Museums, Historical Sites, and Similar Institutions	6	71	0.0	0
713	Amusement, Gambling, and Recreation Industries	26	519	52.1	1
72	Accommodation and Food Services	103	1,780	132.1	0
721	Accommodation	8	134	45.1	0
722	Food Services and Drinking Places	95	1,646	86.9	0
81	Other Services (except Public Administration)	260	3,113	195.4	4
811	Repair and Maintenance	61	1,138	163.4	2
812	Personal and Laundry Services	71	490	26.3	1
813	Religious, Grantmaking, Civic, Professional, and Similar Organizations	128	1,485	5.6	1
92	Public Administration	73	2,418	0.0	8

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Business-Facts Summary

43.01535,-89.424789: Radius Analysis Area Group: Radius 10.0 mile(s)

Total Establishment	Total Employees	Sales (in Millions)	Establishments 100+ Employees
3 Digit NAICS Top Ten Summary			
Healthcare and Social Assistance	Healthcare and Social Assistance	Wholesale Trade	Public Administration
Ambulatory Health Care Services	Educational Services	Merchant Wholesalers Non durable goods	Healthcare and Social Assistance
Professional, Scientific, and Technical Services	Public Administration	Healthcare and Social Assistance	Retail Trade
Retail Trade	Retail Trade	Retail Trade	Manufacturing
Other Services (except Public Administration)	Ambulatory Health Care Services	Manufacturing	Educational Services
Finance and Insurance	Manufacturing	Ambulatory Health Care Services	Professional, Scientific, and Technical Services
Real Estate and Rental and Leasing	Professional, Scientific, and Technical Services	Merchant Wholesalers, Durable Goods	Ambulatory Health Care Services
Construction	Accommodation and Food Services	Finance and Insurance	Accommodation and Food Services
Accommodation and Food Services	Food Services and Drinking Places	Accommodation and Food Services	Finance and Insurance
Real Estate	Finance and Insurance	Construction	Food and Beverage Stores

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Business-Facts Summary

43.01535,-89.424789: Radius Analysis Area Group: Radius 10.0 mile(s)

NAICS Code	Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 100+ Employees
3 Digit NAICS Summary					
Total Businesses		21,772	360,674	60,837.7	541
11	Agriculture, Forestry, Fishing and Hunting	56	424	44.5	1
111	Crop Production	27	128	10.2	0
112	Animal Production and Aquaculture	9	36	13.6	0
113	Forestry and Logging	0	0	0.0	0
114	Fishing Hunting and Trapping	3	10	1.1	0
115	Support Activities for Agriculture and Forestry	17	250	19.6	1
21	Mining, Quarrying, and Oil and Gas Extraction	3	52	9.2	0
211	Oil and Gas Extraction	0	0	0.0	0
212	Mining (except Oil and Gas)	3	52	9.2	0
213	Support Activities for Mining	0	0	0.0	0
22	Utilities	22	239	71.8	0
23	Construction	1,188	10,468	2,291.9	13
236	Construction of Buildings	379	3,032	920.3	3
237	Heavy and Civil Engineering Construction	96	941	367.8	0
238	Specialty Trade Contractors	713	6,495	1,003.8	10
31-33	Manufacturing	545	25,903	5,948.9	49
311	Food Manufacturing	58	1,434	403.4	5
312	Beverage and Tobacco Product Manufacturing	17	630	230.9	1
313	Textile Mills	0	0	0.0	0
314	Textile Product Mills	8	68	7.2	0
315	Apparel Manufacturing	2	2	0.1	0
316	Leather and Allied Product Manufacturing	1	35	1.4	0
321	Wood Product Manufacturing	11	239	46.6	1
322	Paper Manufacturing	9	52	21.2	0
323	Printing and Related Support Activities	74	1,693	172.5	2
324	Petroleum and Coal Products Manufacturing	7	126	59.6	1
325	Chemical Manufacturing	29	1,755	911.5	3
326	Plastics and Rubber Products Manufacturing	12	656	66.6	1
327	Nonmetallic Mineral Product Manufacturing	21	364	83.9	1
331	Primary Metal Manufacturing	6	822	62.6	4
332	Fabricated Metal Product Manufacturing	57	1,584	186.7	6

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Business-Facts Summary

43.01535,-89.424789: Radius Analysis Area Group: Radius 10.0 mile(s)

NAICS Code	Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 100+ Employees
333	Machinery Manufacturing	45	1,995	354.5	5
334	Computer and Electronic Product Manufacturing	28	1,556	218.5	4
335	Electrical Equipment, Appliance and Component Manufacturing	15	2,714	694.6	4
336	Transportation Equipment Manufacturing	14	152	70.7	0
337	Furniture and Related Product Manufacturing	41	677	180.9	2
339	Miscellaneous Manufacturing	90	9,349	2,175.5	9
42	Wholesale Trade	500	14,502	19,975.8	21
423	Merchant Wholesalers, Durable Goods	363	6,103	5,168.6	10
424	Merchant Wholesalers Non durable goods	118	7,977	12,716.1	10
425	Wholesale Electronic Markets and Agents and Brokers	19	422	2,091.1	1
44-45	Retail Trade	2,049	33,828	8,272.9	72
441	Motor Vehicle and Parts Dealers	184	4,459	1,981.4	9
442	Furniture and Home Furnishing Stores	136	2,252	434.8	3
443	Electronics and Appliance Stores	115	1,605	399.3	5
444	Building Material and Garden Equipment and Supplies Dealers	138	2,218	513.6	5
445	Food and Beverage Stores	258	5,908	1,307.6	24
446	Health and Personal Care Stores	199	4,376	1,388.3	3
447	Gasoline Stations	103	337	277.0	0
448	Clothing and Accessories Stores	291	2,829	428.2	0
451	Sporting Goods, Hobby, Musical Instrument and Book Stores	185	2,537	292.3	3
452	General Merchandise Stores	65	4,675	881.2	19
453	Miscellaneous Store Retailers	299	2,206	275.4	1
454	Nonstore Retailers	76	426	93.7	0
48-49	Transportation and Warehousing	193	5,285	923.4	10
481	Air Transportation	4	50	20.7	0
482	Rail Transportation	1	200	0.0	1
483	Water Transportation	0	0	0.0	0
484	Truck Transportation	72	894	151.1	1
485	Transit and Ground Passenger Transportation	40	2,882	677.9	6
486	Pipeline Transportation	1	2	1.6	0
487	Scenic and Sightseeing Transportation	4	28	2.4	0

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Business-Facts Summary

43.01535,-89.424789: Radius Analysis Area Group: Radius 10.0 mile(s)

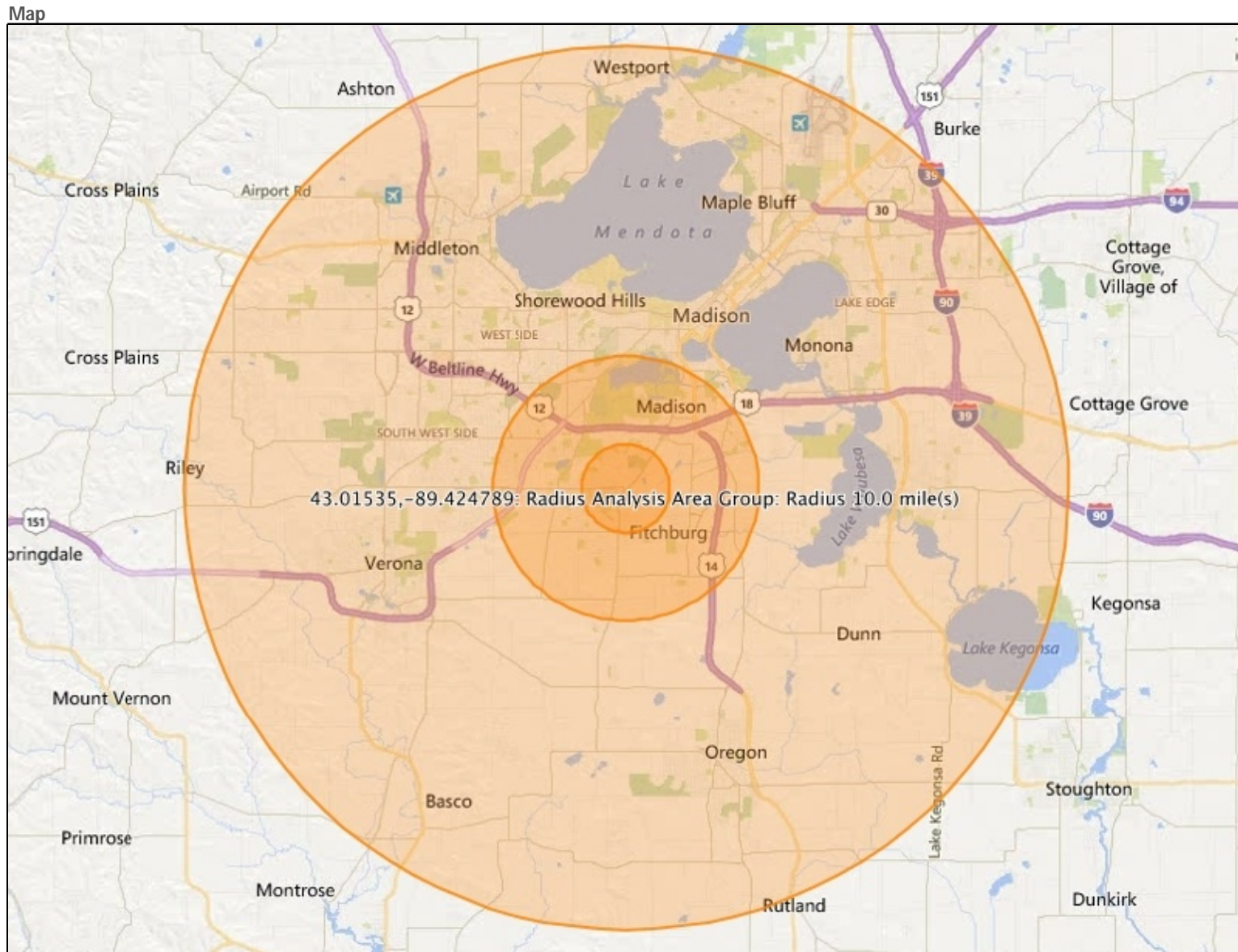
NAICS Code	Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 100+ Employees
488	Support Activities for Transportation	37	391	46.1	0
491	Postal Service	16	654	0.0	2
492	Couriers and Messengers	2	63	6.8	0
493	Warehousing and Storage	16	121	16.8	0
51	Information	527	11,851	2,267.0	21
511	Publishing Industries (Except Internet)	145	2,937	582.8	4
512	Motion Picture and Sound Recording Industries	61	537	147.8	2
515	Broadcasting (Except Internet)	59	2,925	314.9	8
517	Telecommunications	124	3,179	1,097.9	2
518	Data Processing, Hosting, and Related Services	34	582	93.4	1
519	Other Information Services	104	1,691	30.1	4
52	Finance and Insurance	1,612	17,986	3,461.8	26
521	Monetary Authorities-Central Bank	0	0	0.0	0
522	Credit Intermediation and Related Activities	729	4,623	1,521.2	5
523	Securities, Commodity Contracts, and Other Financial Investments and Related Activities	382	2,056	836.0	2
524	Insurance Carriers and Related Activities	489	11,047	825.5	18
525	Funds, Trusts and Other Financial Vehicles	12	260	279.2	1
53	Real Estate and Rental and Leasing	1,190	9,837	1,882.1	10
531	Real Estate	1,021	8,739	1,330.8	9
532	Rental and Leasing Services	168	1,093	545.8	1
533	Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	1	5	5.4	0
54	Professional, Scientific, and Technical Services	2,613	24,002	2,181.9	38
55	Management of Companies and Enterprises	22	1,284	275.2	2
56	Administrative and Support and Waste Management and Remediation Services	633	7,886	728.4	15
561	Administrative and Support Services	602	7,708	691.3	15
562	Waste Management and Remediation Services	31	178	37.1	0

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Business-Facts Summary




43.01535,-89.424789: Radius Analysis Area Group: Radius 10.0 mile(s)

NAICS Code	Description	Total Establishment	Total Employees	Sales (in Millions)	Establishments 100+ Employees
61	Educational Services	565	53,297	68.7	47
62	Healthcare and Social Assistance	5,570	59,970	8,947.2	74
621	Ambulatory Health Care Services	4,620	31,542	5,205.7	38
622	Hospitals	45	15,252	1,933.9	10
623	Nursing and Residential Care Facilities	110	6,414	1,563.5	18
624	Social Assistance	795	6,762	244.0	8
71	Arts, Entertainment, and Recreation	379	5,867	523.6	13
711	Performing Arts, Spectator Sports, and Related Industries	128	1,517	162.6	4
712	Museums, Historical Sites, and Similar Institutions	62	981	8.0	3
713	Amusement, Gambling, and Recreation Industries	189	3,369	352.9	6
72	Accommodation and Food Services	1,084	23,499	2,299.0	26
721	Accommodation	93	4,408	1,297.5	11
722	Food Services and Drinking Places	991	19,091	1,001.5	15
81	Other Services (except Public Administration)	2,033	17,662	664.4	20
811	Repair and Maintenance	433	3,453	431.0	4
812	Personal and Laundry Services	719	3,758	194.1	4
813	Religious, Grantmaking, Civic, Professional, and Similar Organizations	881	10,451	39.3	12
92	Public Administration	988	36,832	0.0	83

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Business-Facts Summary



43.01535, -89.424789

-  Radius 1.0 mile(s)
-  Radius 3.0 mile(s)
-  Radius 10.0 mile(s)

Fish Hatchery Rd & McKee Rd, Fitchburg, WI 53711 Business-Facts Summary

Appendix - Analysis Area details.

43.01535,-89.424789: Radius Analysis Area Group: Radius 1.0 mile(s): 43.01535 -89.424789
43.01535,-89.424789: Radius Analysis Area Group: Radius 3.0 mile(s): 43.01535 -89.424789
43.01535,-89.424789: Radius Analysis Area Group: Radius 10.0 mile(s): 43.01535 -89.424789