

Demographic and Lifestyle Characteristics

Consumer demographic and lifestyle characteristics provide valuable information on resident spending potential and purchasing preferences. Demographic information is also an important component to developing effective promotional and marketing strategies. Accordingly, Section 2 examines a number of key demographic and lifestyle categories within the Downtown Study Area and the primary and secondary destination trade areas.

Downtown Milwaukee is surrounded by a diverse population with varying incomes, ages, races, and occupations. To assist in understanding the tastes and preferences of these consumers, the following tables compare demographic characteristics for the Downtown Study Area, the primary and secondary destination trade areas, and the State of Wisconsin. Comparing the demographics within each of these areas aids in differentiating local consumer preferences and determining potential demographic niches. Demographic and lifestyle characteristics are derived from a variety of public and private datasets, including ESRI Business Information Solutions (ESRI BIS) and the 2000 Decennial Census. While the most current demographic information is used whenever possible, the figures produced by these sources may differ from other published estimates. Comprehensive demographic tables are also included in Appendix 2A. *Note that the demographics for each geographic area are not mutually exclusive. That is, demographic figures for the primary destination trade area include the numbers for the Downtown Study Area. Similarly, figures for the secondary destination trade area include the figures from the Downtown Study Area and the primary destination trade area.*

Population Trends

Population is defined as all persons living in a geographic area and is an important consideration for determining consumer demand. The population trends from ESRI (Table 2.1) suggest that the Downtown Study Area's population has increased by more than 1,000 residents since 2000, with an annual growth rate of 1.3%. However, the number of households in Downtown Study Area grew 2.0% per year, faster than the rate of population growth. The difference between these growth rates is explained by a number of local and national downtown housing trends. *Specifically, as Downtown Milwaukee's housing stock increasingly caters towards singles, young couples without children, and empty nesters, the average household size in the Downtown Study Area has decreased since 1990¹.* Declines in average household size have resulted in the number of households growing faster than the overall population in Downtown Milwaukee and many other large downtowns throughout the nation.

Table 2.1 – Population and Household Trends 1990 to 2006

Population and Households	Downtown Study Area	Primary Destination Trade Area	Secondary Destination Trade Area	State of Wisconsin
1990 Population (Census)	12,701	300,190	921,803	4,891,769
2000 Population (Census)	13,829	285,097	888,854	5,363,675
2006 Population (Estimate)	14,898	283,169	878,203	5,667,706
2000 – 2006 Annual Change	1.3%	-0.1%	-0.2%	0.9%
1990 Households (Census)	5,887	117,823	359,691	1,822,118
2000 Households (Census)	6,429	113,389	358,828	2,084,544
2006 Households (Estimate)	7,201	113,352	357,678	2,248,740
2000 – 2006 Annual Change	2.0%	0.0%	-0.1%	1.3%

Source: ESRI Business Information Solutions and U.S. Census Bureau

Percentages may not total 100.0% due to rounding

¹ Declining household sizes are also driven by the national trend of families having fewer children.

Despite the estimated increase of over 1,000 residents since 2000, the 2006 Study Area population figures appear to be somewhat underestimated given the number of condominium and rental units recently developed in Downtown Milwaukee. The dynamic nature of the downtown housing market could suggest that private data providers (such as ESRI BIS used in this analysis), may not be able to keep pace with the number of new housing units and residents. *Furthermore, many of the housing units recently added to Downtown Milwaukee have been developed directly north or south of the Downtown Study Area boundaries (Map 2.1). While local stakeholders may consider these units to be located “downtown”, the residents living in these housing complexes are not included in Table 2.1. More information is available in the examination of the Downtown residential market in Section 4.*

To determine the impact of new housing projects on the Downtown Study Area population, Table 2.2 and Map 2.1 examine the number of housing units developed between 2000 and 2006 (the 2000 Census figure is used as a baseline). Housing figures are based on estimates of new construction and converted units from the City of Milwaukee Assessor’s Office and Department of City Development. *Note that only those units ready for occupancy at the time of this analysis were included in the calculations. Several large developments under construction at the time of this analysis, such as University Club Tower and Union Point Condos, are not included in these estimates. Again, Map 2.1 shows the large number of new housing developments built just to the north and south of the Downtown Study Area. While the residents of these units are not included in the preceding population estimates, these housing developments still have an impact on Downtown businesses. Accordingly, Table 2.2 also examines the number of new housing units developed within a half-mile distance of the Downtown Study Area.*

Using the Study Area’s 2006 average household size of 1.47, and its 2006 90% average occupancy rate (Table 2.3), the housing units developed between 2000 and 2006 would have contributed an estimated 1,981 residents to the Downtown Study Area (Table 2.2). Moreover, the new housing units developed within a half-mile of the Study Area contributed an additional 1,800 new residents. Note that the actual number of new residents may be lower or higher due to a different average occupancy rate, varying household sizes, or a large number of existing units removed from the market due to redevelopment projects or their conversion to other uses. *However, if the market assumptions stated above are true, then the estimated Downtown Study Area population figure in Table 2.2 is 900 residents greater than the estimate in Table 2.1. As many developers and retailers rely on private data estimates similar to those used in this analysis, Downtown Milwaukee should work with prospective businesses to help them understand possible discrepancies in population figures.*

Table 2.2 – New Housing Units Developed Between 2000 and 2006

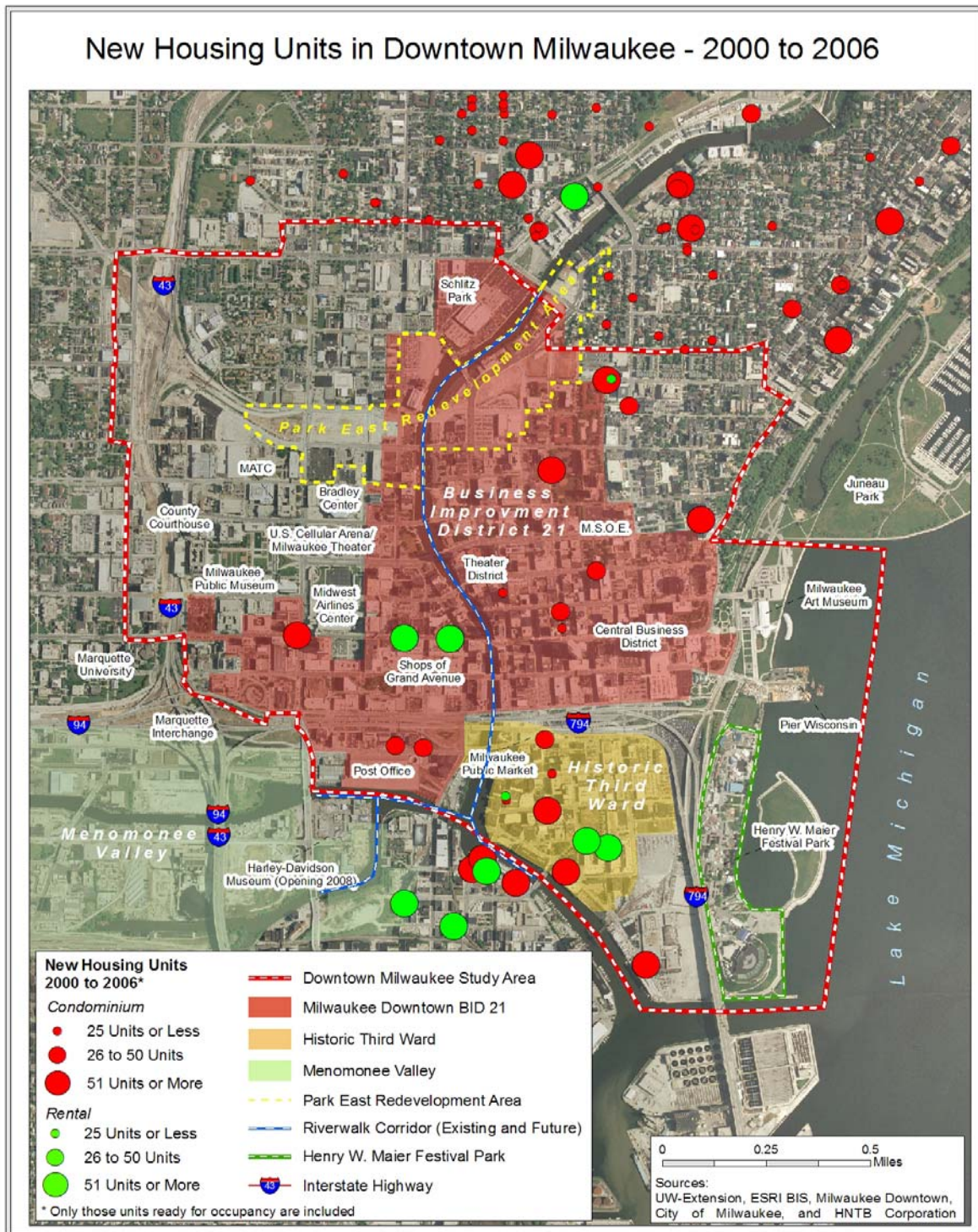
Downtown Housing Changes Between 2000 and 2006	Housing Units in Downtown Study Area	Housing Units in Half-Mile Buffer of Downtown Study Area	Total Units in Downtown Study Area and Half-Mile Buffer
Estimated New Condo Units	900	1,020	1,920
Estimated New Rental Units	597	368	965
Estimated Total New Units	1,497	1,388	2,885
Estimated New Population	1,981	1,836	3,817

Source: City of Milwaukee Assessor’s Office and Department of City Development, U.S. Census Bureau, and UWEX.

In addition to the Downtown Study Area, Downtown Milwaukee’s primary and secondary destination trade areas contain a sizeable population base. Current estimates show a combined primary and secondary trade area population of over 878,000. In contrast to the Downtown Study Area and the State of Wisconsin, the two trade areas’ populations show estimated declines between 1990 and 2000 and again between 2000 and 2006. As the

destination trade areas contain a large portion of Milwaukee County, these declines are not surprising given the county's population loss during the past few decades. *Note that the Census Bureau has undercounted Milwaukee's population in the past, and actual population figures and trends may be somewhat different.* Nonetheless, new and existing establishments should not rely on increases in the trade area population for additional sales and opportunities. *Instead, expanded business opportunities in the Downtown Study Area must focus on finding new niches, better serving current market segments (such as downtown employees, visitors, and residents), and meeting the needs of underserved populations within the current market.*

Map 2.1 – Downtown Housing Units Developed Between 2000 and 2006



Housing Tenure and Occupancy Rate

Occupancy rate relates the percentage of housing units that were occupied during a given year. Housing tenure refers to the difference between the number of owner-occupied and renter-occupied housing units. These statistics are valuable in analyzing the potential for a variety of different home-related products and services. Note that the number of housing units reported in Table 2.3 is likely several hundred lower than the actual inventory given the previous figures on new housing developments (Table 2.2),

While a large number of recently developed housing units are owner-occupied condominiums, renter-occupied units remain as the Study Area's dominant housing type. Nationally, renters tend to spend a higher proportion of their income on dining out, alcoholic beverages, and apparel. However, as the number and percent of owner-occupied units steadily increases in Downtown Milwaukee, the demand for goods and services typically purchased by home owners should also grow. Specifically, homeownership directly correlates with increased expenditures on home furnishings, home improvement, and appliances.

Table 2.3 – Housing Tenure and Occupancy Rates (2006)

Geographic Area	Downtown Study Area	Primary Destination Trade Area	Secondary Destination Trade Area	State of Wisconsin
Total Housing Units	7,947	125,190	384,279	2,516,288
Vacant Housing Units	9.4%	9.5%	6.9%	10.6%
Owner Occupied Housing Units	11.7%	33.6%	50.4%	62.7%
Renter Occupied Housing Units	78.9%	57.0%	42.6%	26.7%

Source: ESRI Business Information Systems (ESRI BIS)

Percentages may not total 100.0% due to rounding

Mobility Rates

Mobility rates examine the frequency of resident turnover or churn. The high mobility of our society (especially in urban areas) often poses a challenge for small businesses trying to build name recognition and customer relationships. *Subsequently, mobility rates will affect both the need for and frequency of marketing activities.* As shown in Table 2.4, mobility rates are classified by the type and relative distance of population movements. The category "Same house in 1995" includes all residents who did not move between 1995 and 2000. In contrast, the category "Different house in 1995" reports those people who moved during the same period. This category is subdivided into people who moved within the same county, people who moved from different counties in Wisconsin, and people who moved from a different state.

Both the Downtown Study Area and the primary destination trade area show high mobility rates. Within the Downtown Study Area, 73.7% of the population and 74.3% of the households moved between 1995 and 2000. A large portion of these households moved to the Study Area from outside of Milwaukee County and the State of Wisconsin. Additionally, 56.9% of the primary destination trade area's population moved during this period. While these mobility rates are based on year 2000 figures, both the Downtown Study Area and the primary destination trade area have large numbers of renters, college students, and young workers. *These residents tend to be among the most mobile demographic segments.* Accordingly, the study area and primary destination trade area should continue to experience high mobility rates as long as these demographic categories are present. *Downtown businesses seeking to serve these*

consumer segments likely will require consistent marketing and outreach efforts. Downtown Milwaukee BID 21 should also consider the mobility of these segments when marketing the overall Downtown Study Area.

Table 2.4 – Mobility Rates (1995 to 2000)

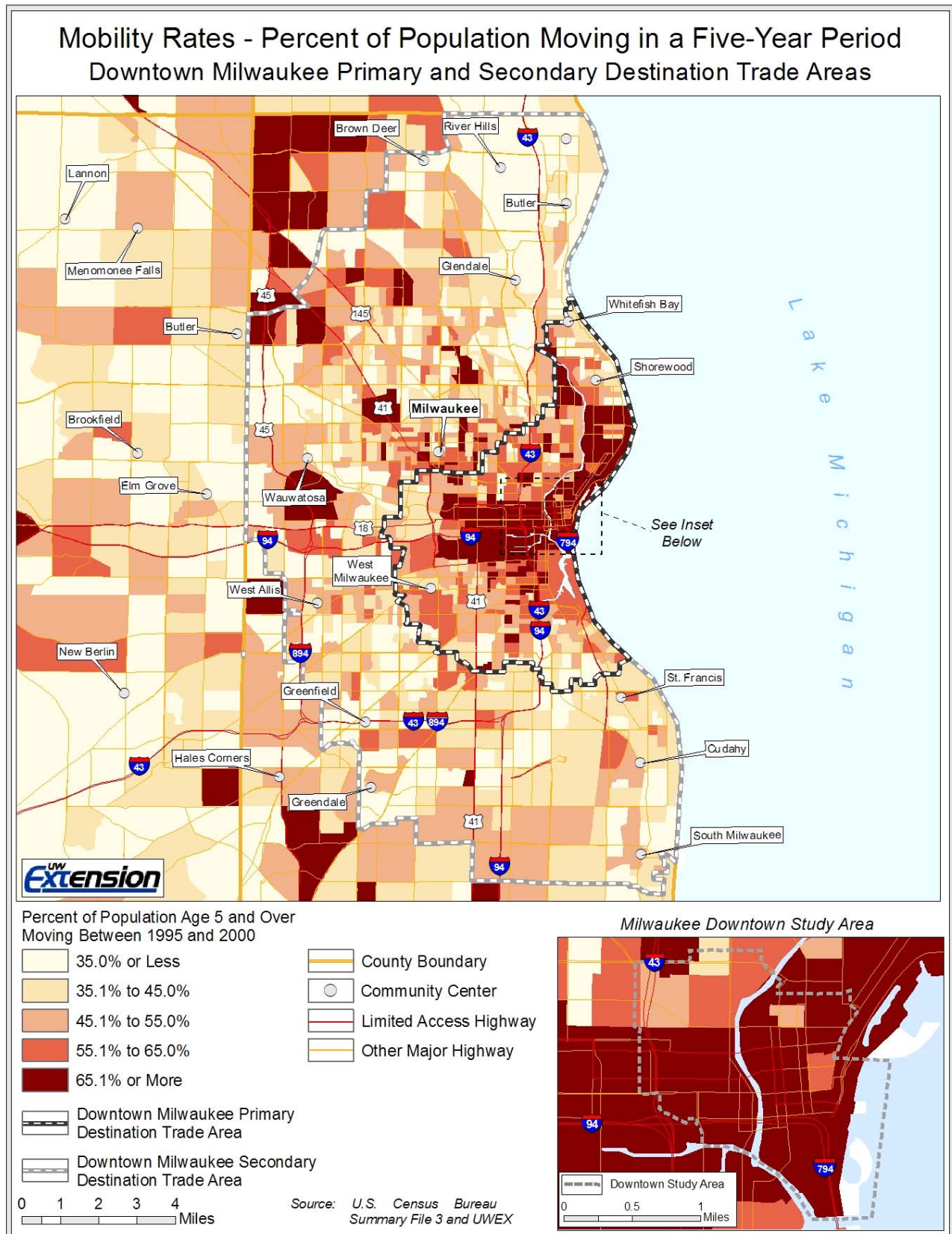
Geographic Area	Downtown Study Area	Primary Destination Trade Area	Secondary Destination Trade Area	State of Wisconsin
Population Age 5 and over (2000)	13,469	263,715	826,634	5,022,073
Same house in 1995	26.3%	43.1%	52.4%	56.5%
Different house in 1995	73.7%	56.9%	47.6%	43.5%
Same county	32.7%	35.7%	33.9%	24.6%
Different County in Wisconsin	20.8%	7.3%	5.3%	11.0%
Different County, different state	16.5%	8.7%	5.9%	6.7%
Elsewhere in 1995	3.6%	5.3%	2.5%	1.3%
Households Moving in Between 1995 and 2000	74.3%	59.7%	50.6%	46.2%

Source: U.S. Census Bureau – Summary File 3

Percentages may not total 100.0% due to rounding

To further examine resident turnover, Map 2.2 shows mobility rates in Milwaukee region between 1995 and 2000. Driving the overall high mobility rates in the Downtown Study Area and the primary destination trade area, many Census Block Groups show that more than 65% of the population moved during a five-year period. These high mobility areas are particularly apparent throughout the Downtown Study Area and along the North Shore of Lake Michigan. Above average mobility rates are also found to the south of Downtown Milwaukee and near Wauwatosa.

Map 2.2 – Five-Year Mobility Rates (1995 to 2000)



Household Composition

Households can be composed of people living alone, families with or without children, single parent households, or a number of unrelated people living together. The differences in these household structures are primary indicators for identifying several retail and restaurant opportunities. Households with children point to opportunities for fast-food, toys, children's apparel, and other goods and services desirable to kids. In contrast, households without children typically have more discretionary income available for home furnishings, dining out, and travel.

Non-family households are the dominant household type in the Downtown Study Area (Table 2.5). While non-family and family households are split equally in the primary destination trade area, the primary trade area still has a larger proportion of non-family households than either the State or the secondary destination trade area. The dominance of non-family households is reiterated by the high percentages of single-person households in both the Downtown Study Area and the primary destination trade area. *While the characteristics of these single-person households will vary, these households on average tend to have higher levels of discretionary income available for many goods and services such as food away from home.*

Table 2.5 – Household Characteristics (2000)

Households by Type and Size	Downtown Study Area	Primary Destination Trade Area	Secondary Destination Trade Area	State of Wisconsin
Total	6,429	113,370	358,828	2,084,544
Family Households	20.0%	49.9%	59.2%	66.5%
Married-couple Family	11.10%	28.9%	38.4%	53.2%
With Related Children	1.50%	14.8%	17.4%	24.3%
Other Family (No Spouse)	9.1%	21.0%	20.8%	13.3%
With Related Children	6.6%	14.8%	14.3%	9.0%
Non-family Households	80.0%	50.1%	40.8%	33.5%
Householder Living Alone	67.4%	38.9%	33.4%	26.8%
Householder Not Living Alone	12.6%	11.2%	7.4%	6.7%
Households with Related Children	8.1%	29.6%	31.8%	33.3%
Households with Persons 65+	15.2%	17.8%	23.4%	23.0%
1 Person Household	67.4%	38.9%	33.4%	26.8%
2 Person Household	23.9%	26.9%	30.6%	34.6%
3 Person Household	5.5%	13.2%	14.8%	15.4%
4 Person Household	1.9%	9.7%	11.5%	13.9%
5 or More Person Household	1.3%	11.4%	9.8%	9.2%
2000 Average Household Size	1.47	2.40	2.42	2.50
Vehicle Availability by Household				
No Vehicles	31.2%	25.1%	16.8%	7.9%
1	52.4%	43.7%	41.9%	32.5%
2	14.0%	24.2%	31.9%	41.5%
More than 2	2.4%	7.0%	9.5%	18.0%
Avg. Number of Vehicles Available	0.9	1.2	1.4	1.8

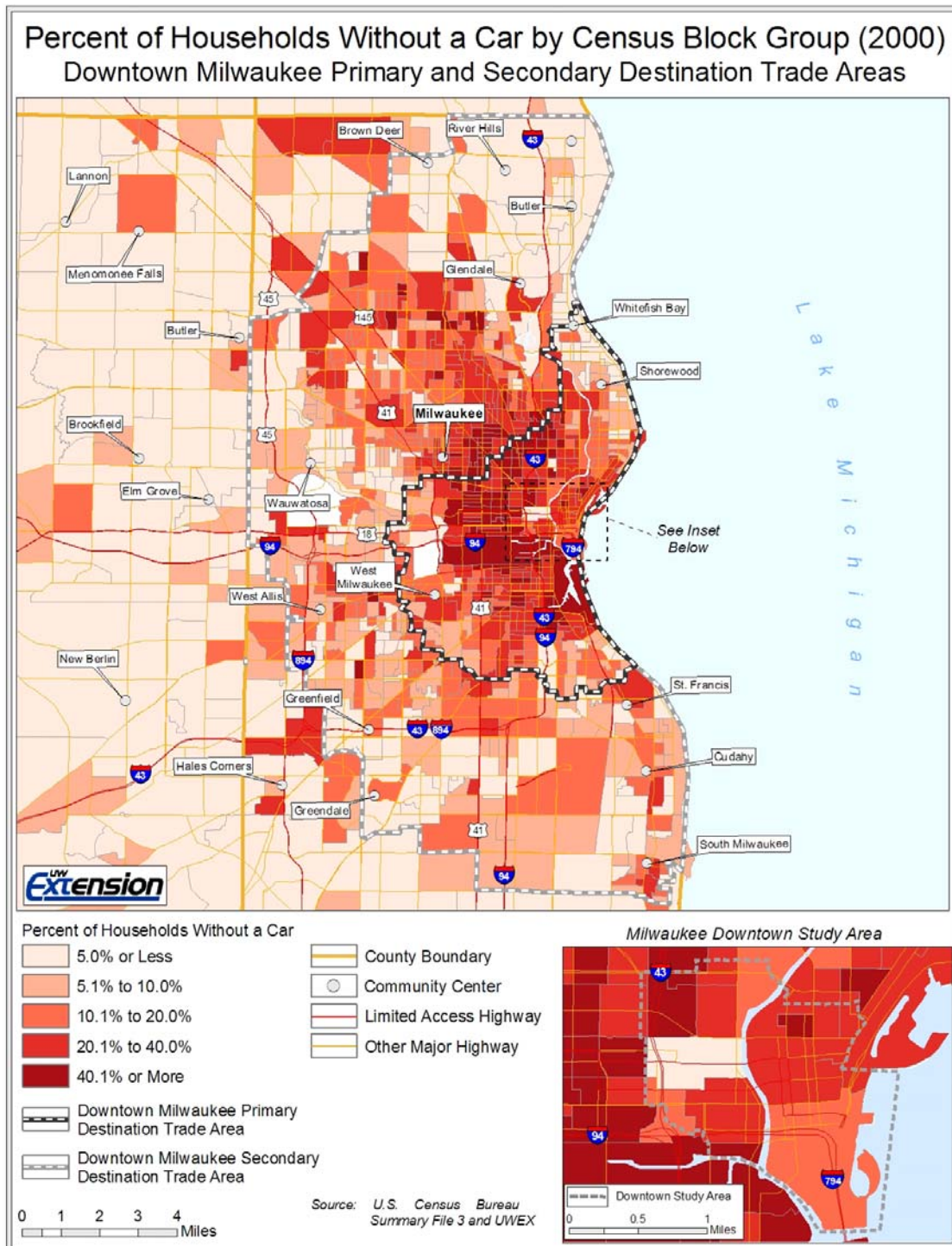
Source: U.S. Census Bureau and ESRI BIS

Percentages may not total 100.0% due to rounding

An additional characteristic of the Downtown Study Area and the primary destination trade area is the large percentage of households without automobiles. In 2000, 31.2% of Study Area households and 25.1% of primary destination trade area households did not own an automobile. In contrast, only 7.9% of Wisconsin households did not have an automobile. *Accordingly, these*

non-automobile households provide a captive consumer market for Downtown Milwaukee establishments. However, effectively capturing demand from this market segment requires that basic goods and services be easily accessible. Businesses such as grocery stores, pharmacies and hardware stores not only need to be present, but within a reasonable walking distance for Study Area residents. Conversely, households without cars living at greater distances from Downtown Milwaukee will likely provide somewhat limited demand (Map 2.3). Effective public transportation may help to overcome some of the travel limitations facing these households.

Map 2.3 – Distribution of Households without a Car



Age Distribution

Age is an important predictor of consumer spending patterns. Table 2.6 and Chart 2.1 depict the age distribution in the Downtown Study Area and the primary and secondary destination trade areas. Within the Downtown Study Area and primary destination trade area, the two largest age cohorts are those residents ages 15 to 24 and ages 25 to 34. These age groups encompass 54.5% of Downtown Study Area residents and 37.1% of primary destination trade area's population (compared to 27.1% of the State's population). These residents ages 15 to 34 include college students, young singles, and young couples. Given the occupation distribution shown in Table 2.10, it is likely that many of the younger workers not in college are employed in white-collar occupations (especially in the Downtown Study Area). *Residents age 55 and over are also a growing segment of the Downtown Study Area.*

While some younger residents have children, many of these individuals are single or live in two income households without children. Consequently, many of these young workers have relatively high levels of discretionary income. A number of these young residents are also college students, with increasing levels of disposable income (see Section 7). These young workers and college students typically exhibit above average spending patterns on personal services, alcoholic beverages, entertainment, home electronics, apparel, footwear, telephone services, and food away from home. Most members of this age group either rent or have purchased their first home. Furthermore, many residents in these age cohorts have either active educational expenses or are repaying student loans.

Given the spending potential represented by young professionals and college students, these two consumer segments are further analyzed in Section 6 and Section 7 of this market analysis.

Chart 2.1 – Age Distribution in 2006

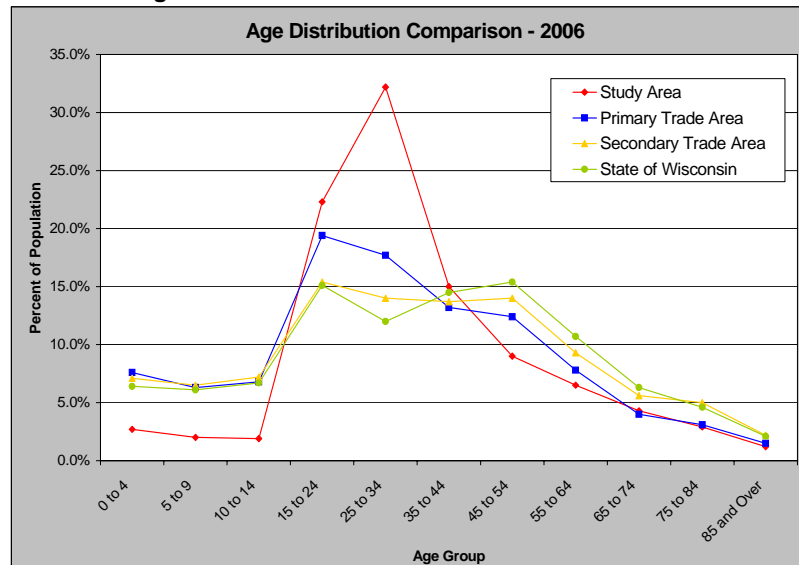


Table 2.6 – Age Distribution (2006)

Age Category	Downtown Study Area	Primary Destination Trade Area	Secondary Destination Trade Area	State of Wisconsin
Total Population	14,898	283,169	878,203	5,667,706
Ages 0 - 4	2.7%	7.6%	7.1%	6.4%
Ages 5 - 9	2.0%	6.3%	6.5%	6.1%
Ages 10 - 14	1.9%	6.8%	7.2%	6.7%
Ages 15 - 24	22.3%	19.4%	15.4%	15.1%
Ages 25 - 34	32.2%	17.7%	14.0%	12.0%
Ages 35 - 44	15.0%	13.2%	13.7%	14.5%
Ages 45 - 54	9.0%	12.4%	14.0%	15.4%
Ages 55 - 64	6.5%	7.8%	9.3%	10.7%
Ages 65 - 74	4.3%	4.0%	5.6%	6.3%
Ages 75 - 84	2.9%	3.1%	5.0%	4.6%
Ages 85+	1.2%	1.5%	2.2%	2.1%

Source: ESRI Business Information Systems (ESRI BIS)

Percentages may not total 100.0% due to rounding

Race and Ethnicity

Race and ethnicity are commonly misunderstood demographic categories. Race, as noted by the U.S. Census Bureau, reflects self-identification by people according to the race or races with which they most closely identify. Accordingly, racial categories are socio-political in nature and reflect both racial *and* national-origin groups. While most racial categories are straightforward in description, Hispanic or Latino origin often causes confusion with its Census definition. Hispanic or Latino origin can be viewed as the heritage, nationality group, lineage, or country of birth for the person or the person's parents or ancestors before their arrival in the United States. Therefore, people who identify their origin as Spanish, Hispanic or Latino, may be of any race.

The "Diversity Index" provides one method for examining ethnic diversity and measures the probability that two people from the same area will be from different race/ethnic groups. Compared to the State of Wisconsin, the Downtown Study Area and destination trade areas are considerably more diverse (Table 2.7). Residents of the Downtown Study Area are twice as likely to be from different race/ethnic groups as the State of Wisconsin's overall population. Furthermore, residents of the primary destination trade area are three times as likely to be in a different race or ethnic group. African Americans (23.0% of the population) and residents self-identifying as Hispanic or Latino (23.9% of the population) largely contribute to the diversity found in the primary destination trade area.

Many commercial districts with access to diverse populations have built niches around ethnic-focused retail and service establishments. As many of these niches center on convenience goods and services, ethnic-based business districts typically draw from a smaller geographic area. Downtown Milwaukee is surrounded by several of these districts, including businesses on National Avenue serving local Latino consumers. *The established nature of these existing neighborhood-serving ethnic commercial districts somewhat limits opportunities for downtown convenience businesses seeking to serve geographically distant ethnic niches. However, destination-based retailers and services focusing on ethnic niches could provide greater potential for the Downtown Study Area. These niches may also help to extend the primary trade area as noted in Section 1 of this market analysis.*

Table 2.7 –Race and Ethnicity Distribution (2006)

Population by Race/Ethnicity	Downtown Study Area	Primary Destination Trade Area	Secondary Destination Trade Area	State of Wisconsin
Total	14,899	283,168	878,203	5,667,706
White Alone	59.0%	54.9%	60.5%	87.5%
African American Alone	32.5%	23.0%	27.9%	6.1%
American Indian Alone	0.4%	1.2%	0.7%	0.9%
Asian or Pacific Islander Alone	5.5%	4.5%	3.3%	2.2%
Some Other Race Alone	1.0%	13.0%	5.2%	1.9%
Two or More Races	1.7%	3.3%	2.4%	1.3%
Hispanic or Latino Origin	3.2%	23.9%	10.6%	4.3%
Diversity Index	57.2	77.3	63.9	29.3

Source: ESRI BIS and U.S. Census Bureau

Percentages may not total 100.0% due to rounding

Income

As income is positively correlated with expenditures on many product categories, an area's income distribution is one indicator of spending power. Income levels also suggest appropriate price points for businesses focusing on the local market. *However, income should not be used as the only indicator for the market's purchasing power and spending preferences. Other demographic characteristics, the area's high population density, and the lifestyle segmentation data presented later*

in this section, also provide insight into resident purchasing preferences. Both the Downtown Study Area and the primary destination trade area have a higher percentage of households with incomes under \$25,000 when compared to either the secondary trade area or the state of Wisconsin (Table 2.8 and Chart 2.2). As suggested earlier, many of these lower income households contain college students with higher levels of disposable income. Accordingly, the spending potential of these individuals is not properly described by their income levels. Not surprisingly, the Downtown Study Area also has a higher percentage (4.4%) of upper income households (\$200,000 or more) when compared to the State or the two destination trade area, as well as a higher per capita income.

Historical and projected income figures from ESRI BIS (Appendix 2A) show that the percentage of lower income households in the Downtown Study Area and primary destination trade area has declined since 2000. Projections also suggest that this trend will continue as the percentage of low-income continues to decline through 2011. The shift away from lower income households is likely driven by the Downtown Study Area's growing number of owner-occupied housing units, young professionals and empty nesters. Similarly, projections from ESRI BIS also suggest an increase in the number of upper income households between 2006 and 2011 (See Appendix 2A).

Chart 2.2 – Income Distribution in 2006

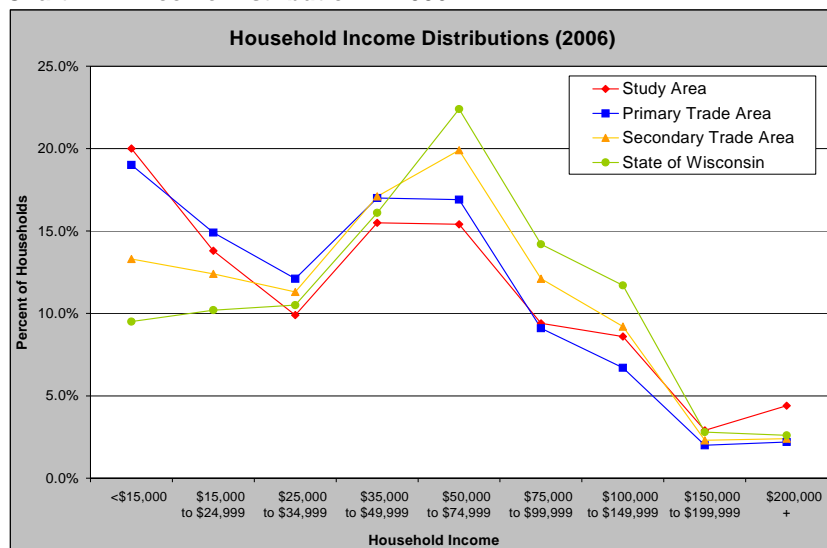


Table 2.8 – Income Characteristics in 2006

Geographic Area	Downtown Study Area	Primary Destination Trade Area	Secondary Destination Trade Area	State of Wisconsin
Number of Households	7,195	113,346	357,669	2,248,731
<\$15,000	20.0%	19.0%	13.3%	9.5%
\$15,000 - \$24,999	13.8%	14.9%	12.4%	10.2%
\$25,000 - \$34,999	9.9%	12.1%	11.3%	10.5%
\$35,000 - \$49,999	15.5%	17.0%	17.1%	16.1%
\$50,000 - \$74,999	15.4%	16.9%	19.9%	22.4%
\$75,000 - \$99,999	9.4%	9.1%	12.1%	14.2%
\$100,000 - \$149,999	8.6%	6.7%	9.2%	11.7%
\$150,000 - \$199,999	2.9%	2.0%	2.3%	2.8%
\$200,000 +	4.4%	2.2%	2.4%	2.6%
Average Household Income	\$62,140	\$52,736	\$60,364	\$66,730
Per Capita Income	\$34,035	\$21,692	\$24,902	\$26,829

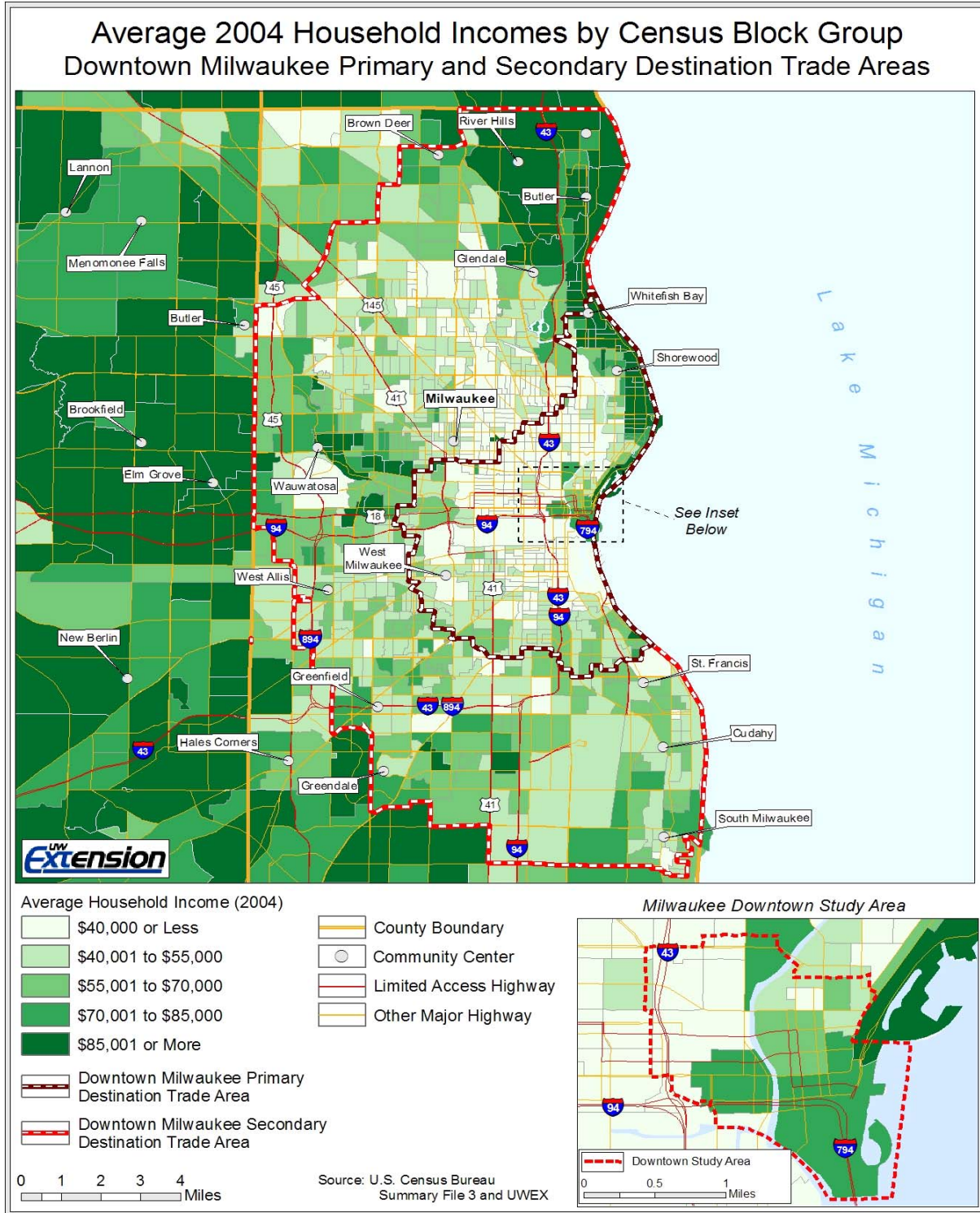
Source: ESRI Business Information Systems (ESRI BIS)

Percentages may not total 100.0% due to rounding

Geographically, household incomes vary throughout the Downtown Study Area and the two destination trade areas (Map 2.4). High-income households are located within the Third Ward, in the Central Business District and along Lake Michigan's North Shore. Also, note the high-income households located outside of the secondary destination trade area in Ozaukee and Waukesha counties. The large number of downtown employees living in these high income areas (see Section 1) are an important consumer segment that will be examined in Section 5 of

this market analysis. While other areas within the destination trade areas show lower household incomes, many of these areas have high population densities. Subsequently, these areas represent large demand sources for certain goods and services. The impact of population density on spending potential will be examined further in Part III of this study.

Map 2.4 – Average Household Incomes by Census Block Group



Educational Attainment and Occupation

Examining educational attainment levels and occupations provides an alternative method for determining the socio-economic status of an area. As income usually increases with advancing educational attainment or white-collar employment, many businesses focus on income levels rather than education. Exceptions include bookstores, various restaurants, certain apparel stores, and computer and software stores. Many of these store types assess the number of college-educated individuals or white-collar employees in the trade area.

The Downtown Study Area has an exceptionally high percentage of residents with a college degree. *In the year 2000, 45.1% of Study Area residents had obtained either a bachelor's or advanced degree, compared to 22.5% of Wisconsin residents (Table 2.9).* When compared to the State, the primary destination trade area primary trade area has also has a higher percentage of college educated residents (26.1% compared to 22.5%). However, the primary destination trade area also has an equally high percentage of residents without a high school degree. Greater efforts to increase the educational attainment of these residents could result in greater household income levels, improve these individuals' quality of life, and create a larger number of skilled workers available to local businesses. *Downtown employees, businesses, residents and community leaders represent a large amount of human, social, and financial capital that could be directed toward increasing educational attainment in and around the downtown trade areas.* Coalescing these sources of capital around long-term community development efforts to further educational attainment could greatly enhance the economic well-being of both Downtown Milwaukee and the overall region.

Table 2.9 – Educational Attainment for the Population Age 25 and Over (2000)

Geographic Area	Downtown Study Area	Primary Destination Trade Area	Secondary Destination Trade Area	State of Wisconsin
Total Population Age 25 and Over	8,802	166,722	519,950	3,475,878
Less than 9th Grade	4.0%	10.4%	6.3%	5.4%
9th - 12th Grade, No Diploma	11.7%	16.5%	14.4%	9.6%
High School Graduate	15.8%	24.7%	29.4%	34.6%
Some College, No Degree	17.8%	17.4%	20.8%	20.6%
Associate Degree	5.6%	4.8%	5.9%	7.5%
Bachelor's Degree	28.6%	16.4%	15.3%	15.3%
Master's/Prof/Doctorate Degree	16.5%	9.7%	7.9%	7.2%

Source: U.S. Census Bureau – Summary File 3

Percentages may not total 100.0% due to rounding

Table 2.10 – Occupation for the Employed Population Age 16 and Over (2006)

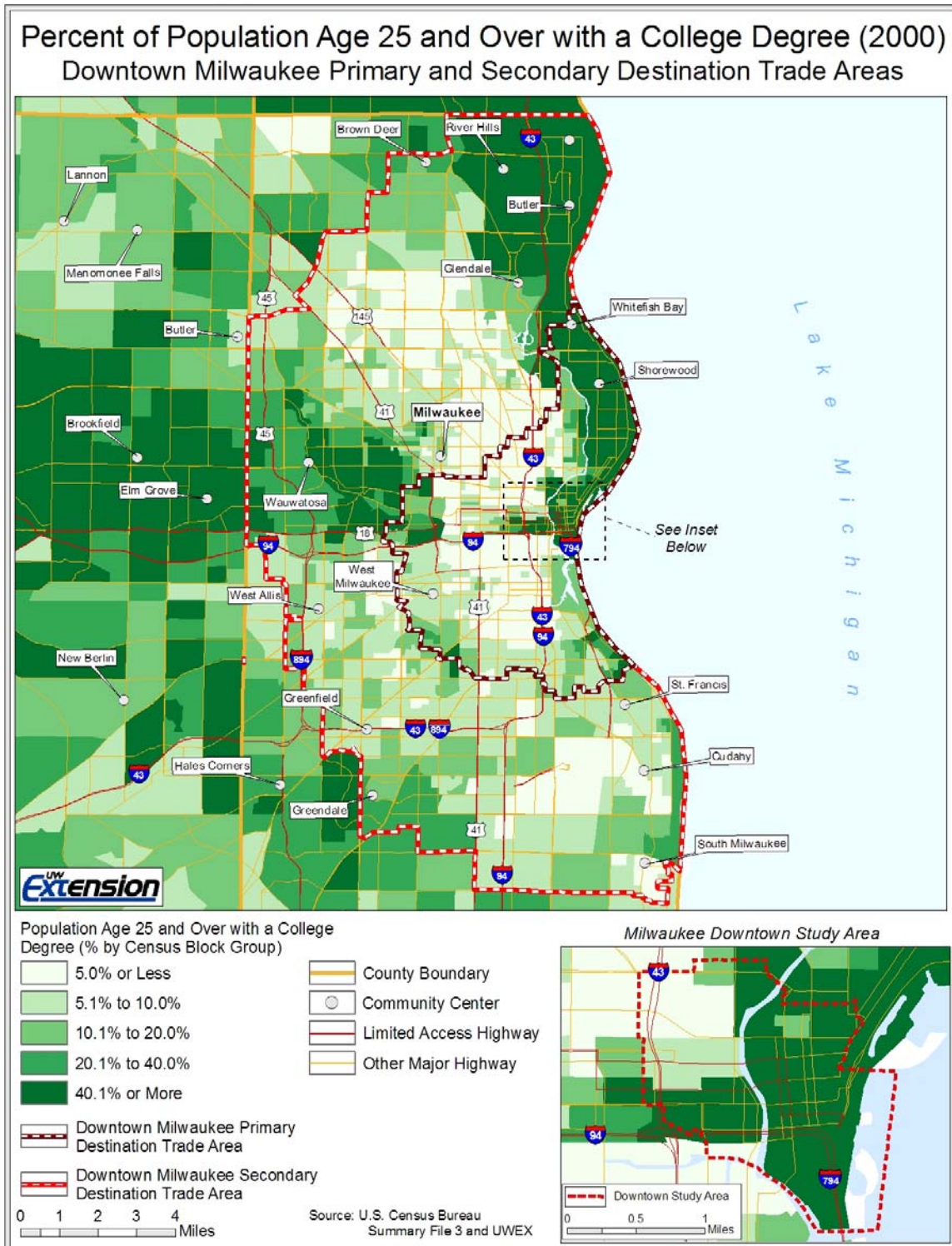
Geographic Area	Downtown Study Area	Primary Destination Trade Area	Secondary Destination Trade Area	State of Wisconsin
Total	7,864	125,311	391,818	2,843,048
White Collar	76.9%	58.4%	60.3%	57.9%
Management/Business/Financial	18.6%	11.3%	12.1%	13.4%
Professional	31.8%	23.4%	22.0%	19.9%
Sales	11.6%	10.2%	10.9%	11.0%
Administrative Support	15.0%	13.5%	15.4%	13.5%
Services	14.1%	18.8%	17.3%	15.3%
Blue Collar	9.0%	22.7%	22.4%	26.9%
Farming/Forestry/Fishing	0.1%	0.2%	0.1%	0.7%
Construction/Extraction	1.8%	3.7%	3.7%	5.5%
Installation/Maintenance/Repair	1.3%	2.5%	3.0%	3.8%
Production	2.7%	9.4%	9.0%	10.0%
Transportation/Material Moving	3.1%	6.9%	6.7%	6.8%

Source: ESRI Business Information Systems (ESRI BIS)

Percentages may not total 100.0% due to rounding

Map 2.5 examines the distribution of college-educated residents around the Downtown Study Area. High concentrations of residents with college degrees are located throughout Downtown Milwaukee, near Wauwatosa, along Milwaukee's East Side, and in communities located on Michigan's North Shore. Lower levels of educational attainment are found to the northeast of Downtown and to the southwest of the Study Area.

Map 2.5 – College Educated Population by Census Block Group



Consumer Classification and Lifestyle Segmentation

While demographics provide basic information about local consumers, lifestyle segmentation information can provide additional insight into trade area residents. Lifestyle segmentation systems examine the buying habits and preferences of consumers in the Downtown Study Area and the primary and secondary destination trade areas. One specific lifestyle segmentation system, Community Tapestry™, was purchased from ESRI Business Information Solutions to provide useful information about local households. Tapestry data is available for individual neighborhoods for the entire country. Consumers are classified into 65 demographic and behaviorally distinct segments. The segments are based on types of neighborhoods (urban, suburban, rural); the residents' socio-economic status (age, income, occupation, type and value of residence); and their buying behaviors and preferences. Tapestry data is updated regularly using various national and local data sources. Tables 2.11a, 2.11b, and 2.11c report the top five Community Tapestry segments found in the Downtown Study Area, primary destination trade area, and secondary destination trade area respectively. The complete Community Tapestry segment distribution is listed in Appendix 2B.

Table 2.11a – Community Tapestry Segments in the Downtown Study Area (2006)

Tapestry Number and Category	Downtown Study Area*		Primary Trade Area		Secondary Trade Area		State of Wisconsin	
	Population	%	Population	%	Population	%	Population	%
Population (2006)	14,898	N/A	283,169	N/A	878,203	N/A	5,667,706	N/A
27 Metro Renters	8,378	56.2%	25,925	9.2%	25,925	3.0%	38,485	0.7%
64 City Commons	1,567	10.5%	31,177	11.0%	74,945	8.5%	78,792	1.4%
63 Dorms to Diplomas	1,375	9.2%	8,391	3.0%	8,391	1.0%	67,971	1.2%
65 Social Security Set	1,112	7.5%	7,572	2.7%	9,368	1.1%	24,381	0.4%
55 College Towns	410	2.8%	11,428	4.0%	11,428	1.3%	71,211	1.3%

*The Downtown Study Area has 2,056 residents unclassified in a Tapestry Segment

Table 2.11b – Top 5 Community Tapestry Segments in the Primary Destination Trade Area (2006)

Tapestry Number and Category	Primary Trade Area		Downtown Study Area		Secondary Trade Area*		State of Wisconsin	
	Population	%	Population	%	Population	%	Population	%
Population (2006)	283,169	N/A	14,898	N/A	878,203	N/A	5,667,706	N/A
60 City Dimensions	66,339	23.4%	0	0.0%	71,181	8.1%	119,997	2.1%
48 Great Expectations	31,539	11.1%	0	0.0%	72,110	8.2%	232,275	4.1%
64 City Commons	31,177	11.0%	1,567	10.5%	74,945	8.5%	78,792	1.4%
27 Metro Renters	25,925	9.2%	8,378	56.2%	25,925	3.0%	38,485	0.7%
22 Metropolitans	20,620	7.3%	0	0.0%	36,374	4.1%	80,481	1.4%

Table 2.11c – Top 5 Community Tapestry Segments in the Secondary Destination Trade Area (2006)

Tapestry Number and Category	Secondary Trade Area*		Downtown Study Area		Primary Trade Area		State of Wisconsin	
	Population	%	Population	%	Population	%	Population	%
Population (2006)	878,203	N/A	14,898	N/A	283,169	N/A	5,667,706	N/A
51 Metro City Edge	82,866	9.4%	0	0.0%	2,352	0.8%	89,053	1.6%
64 City Commons	74,945	8.5%	1,567	10.5%	31,177	11.0%	78,792	1.4%
48 Great Expectations	72,110	8.2%	0	0.0%	31,539	11.1%	232,275	4.1%
60 City Dimensions	71,181	8.1%	0	0.0%	66,339	23.4%	119,997	2.1%
32 Rustbelt Traditions	68,961	7.9%	0	0.0%	9,213	3.3%	428,841	7.6%

Source: ESRI Business Information Solutions

Percentages may not total 100.0% due to rounding

The Downtown Study Area's predominant lifestyle segment is *Metro Renters*, which comprises 56.2% of the Study Area's population (the *Metro Renters* lifestyle segment is described further in Section 4 of this market analysis). The Downtown Study Area's second and third largest lifestyle

segments are *City Commons* and *Dorms to Diplomas* respectively. When combined, the three largest lifestyle segments comprise 76% of the Study Area's population. In contrast, the primary and secondary destination trade areas have a large number of lifestyle segments with each one comprising a relatively small percentage of the population. The primary destination trade area contains 33 different Community Tapestry segments, with the largest segment accounting for only 23.4% of the area's population. Similarly, the secondary destination trade area includes 43 distinct Community Tapestry categories, with the largest one encompassing just 9.4% of the secondary trade area's population. Given the number and diversity of lifestyle segments present, detailed descriptions of each segment are not listed in this analysis. However, information on the Tapestry Segments within the primary and secondary destination trade areas is available at www.esribis.com, or on the accompanying Community Tapestry CD. Furthermore, the largest Tapestry categories within the Study Area are described in Section 4. *Note that the descriptions of each Tapestry segment (as written by ESRI Business Information Systems) reflect the typical national household in each category. Local consumer characteristics will likely vary somewhat from these descriptions.*

In addition to the broad category descriptions available from ESRI BIS, a database describing detailed consumer purchasing patterns is available on the Community Tapestry CD that accompanies this report. Spending patterns on the CD are expressed using a market potential index (MPI). The MPI's examine a wide range of retail, service, entertainment and psychographic categories to determine a household's propensity for purchasing products or participating in activities. A market potential index is based on a U.S. average of 100. For each consumer category a value above 100 shows that a Tapestry segment is more likely than the national average to purchase a product or service. Conversely, a value below 100 suggests that a Tapestry segment is less likely than average to purchase a product. The MPI information may be useful to existing businesses interested in examining new product line opportunities, or other information related to their customers. *Given the depth of the MPI information, Milwaukee Downtown BID #21 may want to consider making the Community Tapestry data information available to existing and prospective businesses in the Downtown Study Area.*

While the Community Tapestry information provides a wide range of consumer insights, caution should be used in placing too much emphasis on lifestyle segmentation data. While lifestyle segmentation systems are a useful tool, research shows that they often misrepresent urban and inner city areas. *Studies from the Brookings Institution and the Helen Bader Foundation have found these systems to portray some urban residents in a negative manner and underestimate spending potential². These generalizations are especially relevant to several lifestyle categories in the primary and secondary destination trade areas. Therefore, the lifestyle segmentation data should not be used as the sole indicator of future business potential.*

² Quinn, Lois M. and Jon Pasasarat. "Confronting Anti-Urban Marketing Stereotypes: A Milwaukee Economic Development Challenge". UW-Milwaukee Employment and Training Institute, June 2001.

Quinn, Lois M. and Jon Pasasarat. "Exposing Urban Legends: The Real Purchasing Power of Central City Neighborhoods". Brookings Institution Center on Urban and Metropolitan Policy, June 2001.

Conclusions

The resident characteristics of the Downtown Study Area and destination trade areas depict a population diverse in both demographics and lifestyles. As some of the demographics represent the broader destination trade areas, not all of these demographic characteristics will be of interest to every individual business. Businesses targeting specific consumer segments may want to explore the more detailed demographics in Appendix 2A, along with the maps provided throughout this section. However, the preceding discussion of the overall consumer market suggests a number of conclusions important to a variety of businesses and downtown stakeholders:

- The historical and current estimates of residents and households living in the Downtown Study Area are impacted by several trends. Specifically, the number of Downtown households is increasing faster than the population. Declining average household sizes, and a downtown housing stock that caters toward singles, young couples without children, and empty nesters are the primary reasons driving the different growth rates in households and population.
- While the Downtown Study Area is growing in both population and the number of households, these growth rates may be underestimated. Many of the housing units being added to Downtown Milwaukee are not located within the Study Area boundaries, but are still within a reasonable walking distance to many Study Area businesses. Furthermore, private data providers may not be able to accurately track the number of housing units being added to the Study Area. Accordingly, the Downtown Study Area population numbers and trends shown in Table 2.1 should be supplemented with the local population estimates in Table 2.2.
- Downtown Milwaukee businesses should not rely on large population increases in the primary and secondary destination trade areas as a source of growing consumer demand. Instead, new and expanding business opportunities in the Downtown Study Area should focus on finding new niches, better serving current market segments (such as employees, visitors, and Study Area residents) and meeting the needs of underserved populations within the current market.
- While renter-occupied housing units remain dominant as a downtown housing type, the number and percent of owner-occupied units has been increasing steadily as more condominium units are developed (See Appendix 2A). As homeownership directly correlates with expenditures for home furnishings, home improvement, and appliances, the demand for these goods may also increase along with the number of homeowners.
- Driven by the mobility of college students, young workers, and renters, both the Downtown Study Area and the primary destination trade area have high overall mobility rates. Furthermore, a large percentage of new residents to the Downtown Study Area previously lived outside Milwaukee County or the State of Wisconsin. Downtown businesses seeking to serve these consumer segments likely will require consistent marketing and outreach efforts. Resident mobility rates should also be considered when marketing the overall Downtown Milwaukee Study Area.
- In 2000, 31.2% of Downtown Study Area households and 25.1% of primary destination trade area households did not own an automobile (compared to 7.9% of households in the State of Wisconsin). The limited day-to-day mobility of these households provides opportunities for those businesses within a reasonable walking distance of these households. Conversely,

the limited mobility of households without cars at greater distances from the Downtown Study Area may hinder their access to Downtown businesses.

- Individuals between the ages of 15 and 34 account for 54.5% of the Downtown Study Area's residents and 37.1% of primary destination trade area's population (compared to 27.1% of the State's population). Residents in these age groups include college students, young singles, and young couples. Many of these residents have high levels of disposable or discretionary income and tend to have above average spending on personal services, apparel, alcoholic beverages, entertainment, footwear, home electronics, telephone services, and food away from home.
- Both the Downtown Study Area and the primary destination trade area have a higher percentage of households with incomes under \$25,000. As previously suggested, many of the Study Area's lower income households contain college students with higher levels of disposable income. Accordingly, the spending potential of these individuals may not be properly captured by their income levels.
- The percentage of lower income households in the Downtown Study Area has declined since 2000, and should continue to decrease through 2011. The gradual trend towards middle and upper income households likely is driven by the area's increasing number of owner-occupied housing units and a growing number of young professionals and empty nesters living in Downtown Milwaukee.
- Compared to the State of Wisconsin, the Downtown Study Area and destination trade areas have considerably higher levels of ethnic and racial diversity. Destination-based retailers and services focusing on ethnic niches may provide potential opportunities for the Downtown Study Area.
- The Downtown Study Area has an exceptionally high percentage of residents with a college degree. In the year 2000, 45.1% of Study Area residents had obtained either a bachelor's or advanced degree, compared to 22.5% of Wisconsin residents (Table 2.9). When compared to the State, the primary destination trade area primary trade area has also has a higher percentage college educated residents (26.1% compared to 22.5%). These residents may have tastes and preferences that differ from other portions of the trade area population.
- In addition to a higher level of college-educated residents, the primary destination trade area also has a notable percentage of residents without a high school degree. Furthering the educational attainment of these residents could present an opportunity for downtown-driven leadership and community development initiatives. Coalescing sources of downtown social, human and financial capital around long-term community development efforts could result in greater income levels and larger number of skilled workers available to local businesses.
- The Community Tapestry lifestyle segmentation data shows a diverse range of consumer segments. While this information may be useful to some businesses, caution should be used in placing too much emphasis on lifestyle segmentation data. Research suggests that lifestyle segmentation data often underestimates the true spending potential of urban markets. *Consequently, the lifestyle segmentation data should not be used as the sole indicator of future business potential.*

Appendix 2A – Downtown Milwaukee Demographic Profile

Demographic Category	Downtown Study Area	Primary Destination Trade Area	Secondary Destination Trade Area	State of Wisconsin
1990 Total Population	12,701	300,190	921,803	4,891,769
2000 Total Population	13,829	285,058	888,854	5,363,675
2000 Group Quarters	4,200	12,999	21,871	155,958
2006 Total Population*	14,898	283,169	878,203	5,667,706
2000 - 2006 Annual Rate	1.3%	-0.1%	-0.2%	0.9%
2011 Total Population*	14,902	283,070	877,422	5,922,828
1990 Households	5,887	117,823	359,691	1,822,118
2000 Households	6,429	113,370	358,828	2,084,544
2000 Average Household Size	1.50	2.40	2.42	2.50
2006 Households*	7,201	113,352	357,678	2,248,740
2006 Average Household Size	1.47	2.38	2.39	2.45
2000 - 2006 Annual Rate	2.0%	0.0%	-0.1%	1.3%
2011 Households*	7,244	113,693	359,125	2,373,426
2011 Average Household Size	1.47	2.37	2.38	2.43
2000 Families	1,285	56,613	212,261	1,386,815
2000 Average Family Size	2.56	3.34	3.13	3.05
2006 Families	1,421	54,770	206,609	1,471,555
2006 Average Family Size	2.49	3.34	3.12	3.00
2011 Families	1,373	53,430	202,464	1,524,172
2011 Average Family Size	2.47	3.35	3.12	2.99
2000 Housing Units	7,006	123,039	380,173	2,321,144
Owner Occupied Housing Units	8.8%	32.9%	49.5%	61.5%
Renter Occupied Housing Units	82.4%	59.3%	44.9%	28.4%
Vacant Housing Units	8.8%	7.9%	5.6%	10.2%
2006 Housing Units*	7,947	125,190	384,279	2,516,288
Owner Occupied Housing Units	11.7%	33.6%	50.4%	62.7%
Renter Occupied Housing Units	78.9%	57.0%	42.6%	26.7%
Vacant Housing Units	9.4%	9.5%	6.9%	10.6%
2011 Housing Units*	8,100	127,172	389,274	2,665,810
Owner Occupied Housing Units	11.5%	33.1%	50.0%	62.7%
Renter Occupied Housing Units	77.9%	56.3%	42.3%	26.4%
Vacant Housing Units	10.6%	10.6%	7.7%	11.0%
Per Capita Income				
2000	\$23,310	\$17,294	\$20,115	\$21,271
2006	\$34,035	\$21,692	\$24,902	\$26,829
2011	\$42,769	\$26,418	\$30,152	\$32,668

Source: ESRI Business Information Solutions

Percentages may not total 100.0% due to rounding

*Note that the 2006 and 2011 population, housing and household estimates likely underestimate the actual values. See Table 2.2

Appendix 2A – Downtown Milwaukee Demographic Profile

Demographic Category	Downtown Study Area	Primary Destination Trade Area	Secondary Destination Trade Area	State of Wisconsin
2000 Household by Income				
Household Income Base	6,441	113,612	359,135	2,086,304
<\$15,000	26.7%	24.9%	17.8%	13.0%
\$15,000 - \$24,999	16.3%	16.6%	14.5%	12.7%
\$25,000 - \$34,999	13.6%	15.0%	14.3%	13.2%
\$35,000 - \$49,999	15.2%	16.1%	17.6%	18.1%
\$50,000 - \$74,999	12.5%	14.7%	18.9%	22.7%
\$75,000 - \$99,999	7.5%	6.4%	9.0%	10.9%
\$100,000 - \$149,999	4.0%	3.9%	5.1%	6.4%
\$150,000 - \$199,999	1.7%	1.0%	1.2%	1.5%
\$200,000 +	2.5%	1.5%	1.6%	1.5%
Average Household Income	\$45,699	\$42,319	\$49,057	\$53,863
2006 Household by Income				
Household Income Base	7,195	113,346	357,669	2,248,731
<\$15,000	20.0%	19.0%	13.3%	9.5%
\$15,000 - \$24,999	13.8%	14.9%	12.4%	10.2%
\$25,000 - \$34,999	9.9%	12.1%	11.3%	10.5%
\$35,000 - \$49,999	15.5%	17.0%	17.1%	16.1%
\$50,000 - \$74,999	15.4%	16.9%	19.9%	22.4%
\$75,000 - \$99,999	9.4%	9.1%	12.1%	14.2%
\$100,000 - \$149,999	8.6%	6.7%	9.2%	11.7%
\$150,000 - \$199,999	2.9%	2.0%	2.3%	2.8%
\$200,000 +	4.4%	2.2%	2.4%	2.6%
Average Household Income	\$62,140	\$52,736	\$60,364	\$66,730
2011 Household by Income				
Household Income Base	7,236	113,686	359,116	2,373,417
<\$15,000	17.0%	16.2%	11.3%	8.0%
\$15,000 - \$24,999	11.2%	12.6%	10.2%	8.3%
\$25,000 - \$34,999	9.2%	11.2%	10.0%	8.7%
\$35,000 - \$49,999	11.8%	14.4%	14.1%	13.2%
\$50,000 - \$74,999	17.5%	18.8%	20.8%	21.6%
\$75,000 - \$99,999	9.8%	10.0%	12.3%	14.7%
\$100,000 - \$149,999	11.9%	10.3%	13.7%	16.6%
\$150,000 - \$199,999	5.0%	3.1%	3.8%	4.7%
\$200,000 +	6.5%	3.4%	3.8%	4.2%
Average Household Income	\$78,838	\$64,178	\$72,813	\$80,592
2000 Specified Renter Occupied Housing Units by Contract Rent				
Total	5,803	73,034	170,463	641,672
With Cash Rent	98.9%	98.2%	97.9%	96.3%
No Cash Rent	1.1%	1.8%	2.1%	3.7%
Average Rent	\$535	\$436	\$478	\$473

Source: ESRI Business Information Solutions

Percentages may not total 100.0% due to rounding

Appendix 2A – Downtown Milwaukee Demographic Profile

Demographic Category	Downtown Study Area	Primary Destination Trade Area	Secondary Destination Trade Area	State of Wisconsin
2000 Owner Occupied Housing Units by Value				
Total	628	40,279	188,147	1,426,660
< \$50,000	8.6%	20.2%	12.1%	10.0%
\$50,000 - \$99,999	15.9%	41.7%	39.2%	33.8%
\$100,000 - \$149,999	17.5%	19.0%	29.9%	28.8%
\$150,000 - \$199,999	18.3%	8.7%	10.5%	14.8%
\$200,000 - \$299,999	21.7%	6.2%	5.2%	8.7%
\$300,000 - \$499,999	8.0%	2.8%	2.0%	3.0%
\$500,000 - \$999,999	8.0%	1.1%	0.8%	0.8%
\$1,000,000+	2.1%	0.2%	0.2%	0.2%
Average Home Value	\$226,815	\$113,564	\$118,279	\$131,105
2000 Population by Age				
Total	13,829	285,056	888,854	5,363,675
0 - 4	2.6%	7.5%	7.10%	6.4%
5 - 9	2.3%	7.5%	7.60%	7.1%
10 - 14	1.7%	7.0%	7.40%	7.5%
15 - 24	30.2%	19.6%	14.7%	14.3%
25 - 34	25.4%	17.4%	14.9%	13.2%
35 - 44	13.6%	14.2%	15.1%	16.3%
45 - 54	9.3%	11.1%	12.50%	13.7%
55 - 64	5.8%	6.0%	7.50%	8.5%
65 - 74	4.8%	4.7%	6.50%	6.6%
75 - 84	3.0%	3.5%	5.00%	4.7%
85+	1.2%	1.4%	1.80%	1.8%
18+	92.0%	73.9%	73.60%	74.5%
2006 Population by Age				
Total	14,898	283,170	878,203	5,667,706
0 - 4	2.7%	7.6%	7.1%	6.4%
5 - 9	2.0%	6.3%	6.5%	6.1%
10 - 14	1.9%	6.8%	7.2%	6.7%
15 - 24	22.3%	19.4%	15.4%	15.1%
25 - 34	32.2%	17.7%	14.0%	12.0%
35 - 44	15.0%	13.2%	13.7%	14.5%
45 - 54	9.0%	12.4%	14.0%	15.4%
55 - 64	6.5%	7.8%	9.3%	10.7%
65 - 74	4.3%	4.0%	5.6%	6.3%
75 - 84	2.9%	3.1%	5.0%	4.6%
85+	1.2%	1.5%	2.2%	2.1%
18+	92.1%	75.2%	74.9%	76.6%

Source: ESRI Business Information Solutions

Percentages may not total 100.0% due to rounding

Appendix 2A – Downtown Milwaukee Demographic Profile

Demographic Category	Downtown Study Area	Primary Destination Trade Area	Secondary Destination Trade Area	State of Wisconsin
2011 Population by Age				
Total	14,902	283,069	877,422	5,922,828
0 - 4	2.7%	7.8%	7.3%	6.4%
5 - 9	2.3%	6.5%	6.4%	6.0%
10 - 14	1.7%	5.9%	6.4%	6.3%
15 - 24	21.8%	19.4%	15.5%	14.3%
25 - 34	25.1%	16.9%	13.7%	12.7%
35 - 44	18.9%	12.8%	12.7%	12.7%
45 - 54	10.1%	12.1%	13.8%	15.7%
55 - 64	7.8%	9.8%	11.5%	12.8%
65 - 74	4.9%	4.2%	5.6%	6.5%
75 - 84	3.3%	2.9%	4.5%	4.4%
85+	1.5%	1.7%	2.5%	2.2%
18+	92.1%	76.2%	75.9%	77.3%
2000 Population by Sex				
Males	55.8%	49.9%	47.8%	49.4%
Females	44.2%	50.1%	52.2%	50.6%
2006 Population by Sex				
Males	56.2%	50.2%	47.9%	49.5%
Females	43.8%	49.8%	52.1%	50.5%
2011 Population by Sex				
Males	57.0%	50.3%	48.0%	49.5%
Females	43.0%	49.7%	52.0%	50.5%
2000 Population by Race/Ethnicity				
Total	13,829	285,058	888,854	5,363,675
White Alone	65.4%	59.9%	64.9%	88.9%
Black Alone	27.8%	20.6%	25.1%	5.7%
American Indian Alone	0.4%	1.3%	0.7%	0.9%
Asian or Pacific Islander Alone	4.0%	3.8%	2.6%	1.7%
Some Other Race Alone	0.8%	11.3%	4.4%	1.6%
Two or More Races	1.5%	3.2%	2.2%	1.2%
Hispanic Origin	2.5%	21.1%	9.0%	3.6%
Diversity Index	51.8	73.2	59.5	26.1
2006 Population by Race/Ethnicity				
Total	14,898	283,168	878,203	5,667,706
White Alone	59.0%	54.9%	60.5%	87.5%
Black Alone	32.5%	23.0%	27.9%	6.1%
American Indian Alone	0.4%	1.2%	0.7%	0.9%
Asian or Pacific Islander Alone	5.5%	4.5%	3.3%	2.2%
Some Other Race Alone	1.0%	13.0%	5.2%	1.9%
Two or More Races	1.7%	3.3%	2.4%	1.3%
Hispanic Origin	3.2%	23.9%	10.6%	4.3%
Diversity Index	57.2	77.3	63.9	29.3

Source: ESRI Business Information Solutions

Percentages may not total 100.0% due to rounding

Appendix 2A – Downtown Milwaukee Demographic Profile

Demographic Category	Downtown Study Area	Primary Destination Trade Area	Secondary Destination Trade Area	State of Wisconsin
2011 Population by Race/Ethnicity				
Total	14,902	283,070	877,422	5,922,828
White Alone	53.4%	51.0%	57.1%	86.3%
Black Alone	36.4%	24.9%	30.0%	6.5%
American Indian Alone	0.4%	1.2%	0.7%	0.9%
Asian or Pacific Islander Alone	6.8%	5.1%	3.8%	2.7%
Some Other Race Alone	1.2%	14.4%	5.9%	2.1%
Two or More Races	1.8%	3.4%	2.4%	1.4%
Hispanic Origin	3.8%	26.0%	11.9%	4.9%
Diversity Index	60.8	80.0	66.9	32.0
2000 Population 3+ by School Enrollment				
Total	13,620	272,057	849,919	5,160,081
Enrolled in Nursery/Preschool	0.6%	1.3%	1.4%	1.6%
Enrolled in Kindergarten	1.0%	2.2%	2.3%	1.6%
Enrolled in Grade 1-8	2.9%	12.6%	12.8%	12.4%
Enrolled in Grade 9-12	4.1%	5.8%	6.1%	6.4%
Enrolled in College	22.6%	9.1%	5.9%	5.4%
Enrolled in Grad/Prof School	4.2%	2.1%	1.4%	1.0%
Not Enrolled in School	64.6%	66.9%	70.1%	71.6%
2000 Population 25+ by Educational Attainment				
Total				
Less than 9th Grade	8,803	166,692	561,993	3,475,878
9th - 12th Grade, No Diploma	4.0%	10.4%	6.1%	5.4%
High School Graduate	11.7%	16.5%	14.0%	9.6%
Some College, No Degree	15.8%	24.7%	29.1%	34.6%
Associate Degree	17.8%	17.4%	20.9%	20.6%
Bachelor's Degree	5.6%	4.8%	5.9%	7.5%
Master's/Prof/Doctorate Degree	28.6%	16.4%	15.8%	15.3%
2000 Population 15+ by Sex and Marital Status				
Total	12,964	222,200	692,130	4,239,561
Females	43.3%	50.6%	53.2%	51.1%
Never Married	23.3%	21.2%	17.8%	12.4%
Married, not Separated	10.6%	17.6%	22.0%	27.9%
Married, Separated	1.3%	1.5%	1.3%	0.7%
Widowed	3.1%	4.4%	5.9%	5.2%
Divorced	5.0%	6.0%	6.2%	4.9%
Males	56.7%	49.4%	46.8%	48.9%
Never Married	29.6%	24.2%	18.1%	14.8%
Married, not Separated	19.5%	18.3%	22.1%	28.3%
Married, Separated	0.9%	1.1%	0.8%	0.5%
Widowed	1.2%	1.1%	1.3%	1.2%
Divorced	5.4%	4.7%	4.4%	4.1%

Source: ESRI Business Information Solutions

Percentages may not total 100.0% due to rounding

Appendix 2A – Downtown Milwaukee Demographic Profile

Demographic Category	Downtown Study Area	Primary Destination Trade Area	Secondary Destination Trade Area	State of Wisconsin
2000 Population 16+ by Emp. Status				
Total	12,896	218,248	679,214	4,157,030
In Labor Force	61.2%	64.3%	64.9%	69.1%
Civilian Employed	55.1%	58.3%	60.2%	65.8%
Civilian Unemployed	6.1%	6.0%	4.6%	3.2%
In Armed Forces	0.0%	0.0%	0.0%	0.1%
Not in Labor Force	38.8%	35.7%	35.1%	30.9%
2006 Population 16+ in Labor Force				
Civilian Employed	90.5%	89.2%	91.0%	94.3%
Civilian Unemployed	9.5%	10.8%	9.0%	5.7%
2011 Population 16+ in Labor Force				
Civilian Employed	90.8%	89.5%	91.3%	94.5%
Civilian Unemployed	9.2%	10.5%	8.7%	5.5%
2000 Females 16+ by Employment Status and Age of Children				
Total	5,581	110,549	362,096	2,127,011
Own Children < 6 Only	2.8%	7.7%	7.3%	7.1%
Employed/in Armed Forces	1.6%	4.0%	4.5%	5.0%
Unemployed	0.3%	0.7%	0.5%	0.2%
Not in Labor Force	0.8%	3.0%	2.4%	1.9%
Own Children <6 and 6-17 Only	1.4%	6.5%	6.1%	6.0%
Employed/in Armed Forces	1.0%	3.4%	3.6%	4.0%
Unemployed	0.1%	0.6%	0.4%	0.2%
Not in Labor Force	0.3%	2.5%	2.1%	1.8%
Own Children 6-17 Only	4.1%	14.0%	15.5%	17.5%
Employed/in Armed Forces	3.0%	9.1%	11.3%	14.3%
Unemployed	0.4%	0.8%	0.7%	0.4%
Not in Labor Force	0.6%	4.2%	3.5%	2.8%
No Own Children <18	91.8%	71.8%	71.1%	69.4%
Employed/in Armed Forces	53.9%	38.3%	36.8%	38.1%
Unemployed	4.8%	3.7%	2.6%	1.8%
Not in Labor Force	33.1%	29.8%	31.8%	29.4%
2006 Employed Pop. 16+ by Industry				
Total	7,867	125,310	391,818	2,843,048
Agriculture/Mining	0.1%	0.3%	0.3%	2.5%
Construction	2.6%	4.2%	4.3%	6.6%
Manufacturing	8.0%	13.0%	13.8%	17.1%
Wholesale Trade	3.6%	3.1%	3.6%	3.6%
Retail Trade	7.8%	9.8%	11.0%	12.5%
Transportation/Utilities	2.6%	3.9%	4.9%	4.4%
Information	2.7%	2.4%	2.3%	1.7%
Finance/Insurance/Real Estate	10.8%	6.5%	7.2%	5.8%
Services	59.1%	53.5%	48.6%	42.0%
Public Administration	2.7%	3.3%	4.1%	3.9%

Source: ESRI Business Information Solutions

Percentages may not total 100.0% due to rounding

Appendix 2A – Downtown Milwaukee Demographic Profile

Demographic Category	Downtown Study Area	Primary Destination Trade Area	Secondary Destination Trade Area	State of Wisconsin
2006 Employed Population 16+ by Occupation				
Total	7,864	125,311	391,818	2,843,048
White Collar	76.9%	58.4%	60.3%	57.9%
Management/Business/Financial	18.6%	11.3%	12.1%	13.4%
Professional	31.8%	23.4%	22.0%	19.9%
Sales	11.6%	10.2%	10.9%	11.0%
Administrative Support	15.0%	13.5%	15.4%	13.5%
Services	14.1%	18.8%	17.3%	15.3%
Blue Collar	9.0%	22.7%	22.4%	26.9%
Farming/Forestry/Fishing	0.1%	0.2%	0.1%	0.7%
Construction/Extraction	1.8%	3.7%	3.7%	5.5%
Installation/Maintenance/Repair	1.3%	2.5%	3.0%	3.8%
Production	2.7%	9.4%	9.0%	10.0%
Transportation/Material Moving	3.1%	6.9%	6.7%	6.8%
2000 Workers 16+ by Means of Transportation to Work				
Total	6,960	124,202	400,013	2,690,704
Drove Alone - Car, Truck, or Van	55.2%	63.7%	74.3%	79.5%
Carpooled - Car, Truck, or Van	6.0%	13.8%	11.6%	9.9%
Public Transportation	10.9%	11.2%	7.2%	2.0%
Walked	23.4%	7.9%	3.9%	3.7%
Other Means	1.5%	1.3%	0.8%	0.9%
Worked at Home	3.0%	2.1%	2.1%	3.9%
2000 Workers 16+ by Travel Time to Work				
Total	6,958	124,201	400,013	2,690,704
Did not Work at Home	97.0%	97.9%	97.9%	96.1%
Less than 5 minutes	5.1%	2.6%	2.3%	5.0%
5 to 9 minutes	17.4%	10.6%	9.9%	14.8%
10 to 19 minutes	35.8%	36.0%	35.8%	34.1%
20 to 24 minutes	14.7%	17.7%	18.8%	13.8%
25 to 34 minutes	14.3%	18.8%	19.7%	15.2%
35 to 44 minutes	2.0%	3.6%	3.7%	4.5%
45 to 59 minutes	3.9%	4.1%	3.7%	4.5%
60 to 89 minutes	2.0%	2.7%	2.4%	2.5%
90 or more minutes	1.8%	1.6%	1.5%	1.7%
Worked at Home	3.0%	2.1%	2.1%	3.9%
Average Travel Time to Work (in min)	18.9	21.7	21.7	20.8
2000 Households by Vehicles				
Total	6,435	113,401	358,880	2,084,544
None	31.2%	25.1%	16.8%	7.9%
1	52.4%	43.7%	41.9%	32.5%
2	14.0%	24.2%	31.9%	41.5%
3	1.7%	5.3%	7.2%	13.2%
4	0.5%	1.2%	1.7%	3.5%
5+	0.2%	0.5%	0.6%	1.3%
Average Number of Vehicles Available	0.9	1.2	1.4	1.8

Source: ESRI Business Information Solutions

Percentages may not total 100.0% due to rounding

Appendix 2A – Downtown Milwaukee Demographic Profile

Demographic Category	Downtown Study Area	Primary Destination Trade Area	Secondary Destination Trade Area	State of Wisconsin
2000 Households by Type				
Total	6,429	113,389	333,973	2,084,544
Family Households	20.00%	49.9%	58.8%	66.5%
Married-couple Family	11.10%	28.9%	37.3%	53.2%
With Related Children	1.50%	14.8%	17.1%	24.3%
Other Family (No Spouse)	9.1%	21.0%	21.5%	13.3%
With Related Children	6.6%	14.8%	14.9%	9.0%
Nonfamily Households	80.0%	50.1%	41.2%	33.5%
Householder Living Alone	67.4%	38.9%	33.7%	26.8%
Householder Not Living Alone	12.6%	11.2%	7.6%	6.7%
Households with Related Children	8.1%	29.6%	31.8%	33.3%
Households with Persons 65+	15.2%	17.8%	23.4%	23.0%
2000 Households by Size				
Total	6,429	113,370	358,828	2,084,544
1 Person Household	67.4%	38.9%	33.4%	26.8%
2 Person Household	23.9%	26.9%	30.6%	34.6%
3 Person Household	5.5%	13.2%	14.8%	15.4%
4 Person Household	1.9%	9.7%	11.5%	13.9%
5 Person Household	0.7%	5.7%	5.6%	6.1%
6 Person Household	0.4%	2.8%	2.3%	2.0%
7+ Person Household	0.2%	2.9%	1.9%	1.1%
2000 Households by Year Householder Moved In				
Total	6,434	113,401	358,880	2,084,544
Moved in 1999 to March 2000	37.6%	28.3%	21.4%	18.4%
Moved in 1995 to 1998	36.7%	31.4%	29.1%	27.8%
Moved in 1990 to 1994	10.8%	13.5%	15.2%	16.7%
Moved in 1980 to 1989	10.0%	11.6%	13.4%	15.5%
Moved in 1970 to 1979	3.7%	6.6%	9.0%	10.7%
Moved in 1969 or Earlier	1.1%	8.5%	11.8%	11.0%
2000 Housing Units by Units in Structure				
Total	7,087	123,096	380,245	2,321,144
1, Detached	1.3%	30.0%	45.5%	66.0%
1, Attached	2.9%	4.8%	5.2%	3.4%
2	1.3%	26.1%	19.0%	8.2%
3 or 4	7.2%	8.4%	6.8%	3.9%
5 to 9	4.0%	4.7%	5.8%	4.6%
10 to 19	6.3%	5.0%	4.2%	3.3%
20+	76.8%	20.8%	12.9%	6.2%
Mobile Home	0.0%	0.1%	0.5%	4.4%
Other	0.0%	0.0%	0.0%	0.1%

Source: ESRI Business Information Solutions

Percentages may not total 100.0% due to rounding

Appendix 2B – Downtown Milwaukee Lifestyle Segmentation Profile

Community Tapestry™ Category	Downtown Study Area		Primary Destination Trade Area		Secondary Destination Trade Area		State of Wisconsin	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total Population (2006)	14,898	N/A	283,169		878,203	N/A	5,667,706	N/A
L1. High Society	0	0.0%	6,714	2.4%	43,730	5.0%	561,040	9.9%
01 Top Rung	0	0.0%	770	0.3%	8,101	0.9%	8,101	0.1%
02 Suburban Splendor	0	0.0%	2,725	1.0%	4,973	0.6%	57,915	1.0%
03 Connoisseurs	0	0.0%	2,004	0.7%	7,872	0.9%	21,364	0.4%
04 Boomburbs	0	0.0%	0	0.0%	0	0.0%	45,724	0.8%
05 Wealthy Seaboard Suburbs	0	0.0%	627	0.2%	7,253	0.8%	9,246	0.2%
06 Sophisticated Squires	0	0.0%	0	0.0%	10,469	1.2%	280,963	5.0%
07 Exurbanites	0	0.0%	588	0.2%	5,062	0.6%	137,727	2.4%
L2. Upscale Avenues	0	0.0%	3,163	1.1%	78,008	8.9%	1,081,425	19.1%
09 Urban Chic	0	0.0%	1,508	0.5%	3,011	0.3%	8,389	0.1%
10 Pleasant-Ville	0	0.0%	1,123	0.4%	5,148	0.6%	5,850	0.1%
11 Pacific Heights	0	0.0%	0	0.0%	0	0.0%	0	0.0%
13 In Style	0	0.0%	532	0.2%	14,447	1.6%	179,673	3.2%
16 Enterprising Professionals	0	0.0%	0	0.0%	2,481	0.3%	66,000	1.2%
17 Green Acres	0	0.0%	0	0.0%	4,908	0.6%	600,249	10.6%
18 Cozy and Comfortable	0	0.0%	0	0.0%	48,013	5.5%	221,264	3.9%
L3. Metropolis	0	0.0%	27,984	9.9%	139,439	15.9%	191,760	3.4%
20 City Lights	0	0.0%	0	0.0%	0	0.0%	0	0.0%
22 Metropolitans	0	0.0%	20,620	7.3%	36,374	4.1%	80,481	1.4%
45 City Strivers	0	0.0%	638	0.2%	638	0.1%	638	0.0%
51 Metro City Edge	0	0.0%	2,352	0.8%	82,866	9.4%	89,053	1.6%
54 Urban Rows	0	0.0%	0	0.0%	0	0.0%	0	0.0%
62 Modest Income Homes	0	0.0%	4,374	1.5%	19,561	2.2%	21,588	0.4%
L4. Solo Acts	8,378	56.2%	34,171	12.1%	68,545	7.8%	203,406	3.6%
08 Laptops and Lattes	0	0.0%	1,985	0.7%	1,985	0.2%	2,957	0.1%
23 Trendsetters	0	0.0%	1,942	0.7%	1,942	0.2%	1,942	0.0%
27 Metro Renters	8,378	56.2%	25,925	9.2%	25,925	3.0%	38,485	0.7%
36 Old and Newcomers	0	0.0%	3,235	1.1%	37,609	4.3%	123,048	2.2%
39 Young and Restless	0	0.0%	1,084	0.4%	1,084	0.1%	36,974	0.7%
L5. Senior Styles	1,112	7.5%	12,621	4.5%	116,820	13.3%	579,705	10.2%
14 Prosperous Empty Nesters	0	0.0%	0	0.0%	19,923	2.3%	88,916	1.6%
15 Silver and Gold	0	0.0%	0	0.0%	1,554	0.2%	3,939	0.1%
29 Rustbelt Retirees	0	0.0%	1,538	0.5%	34,236	3.9%	132,882	2.3%
30 Retirement Communities	0	0.0%	1,366	0.5%	33,479	3.8%	68,979	1.2%
43 The Elders	0	0.0%	0	0.0%	0	0.0%	1,207	0.0%
49 Senior Sun Seekers	0	0.0%	0	0.0%	701	0.1%	27,306	0.5%
50 Heartland Communities	0	0.0%	0	0.0%	0	0.0%	137,702	2.4%
57 Simple Living	0	0.0%	2,145	0.8%	17,559	2.0%	94,393	1.7%
65 Social Security Set	1,112	7.5%	7,572	2.7%	9,368	1.1%	24,381	0.4%

Source: ESRI Business Information Solutions

Percentages may not total 100.0% due to rounding

Appendix 2B – Downtown Milwaukee Lifestyle Segmentation Profile

Community Tapestry™ Category	Downtown Study Area		Primary Destination Trade Area		Secondary Destination Trade Area		State of Wisconsin	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
L6. Scholars & Patriots	1,785	12.0%	19,819	7.0%	19,819	2.3%	139,182	2.5%
40 Military Proximity	0	0.0%	0	0.0%	0	0.0%	0	0.0%
55 College Towns	410	2.8%	11,428	4.0%	11,428	1.3%	71,211	1.3%
63 Dorms to Diplomas	1,375	9.2%	8,391	3.0%	8,391	1.0%	67,971	1.2%
L7. High Hopes	0	0.0%	31,539	11.1%	81,001	9.2%	376,522	6.6%
28 Aspiring Young Families	0	0.0%	0	0.0%	8,891	1.0%	144,247	2.5%
48 Great Expectations	0	0.0%	31,539	11.1%	72,110	8.2%	232,275	4.1%
L8. Global Roots	0	0.0%	96,680	34.1%	107,655	12.3%	194,440	3.4%
35 International Marketplace	0	0.0%	0	0.0%	0	0.0%	499	0.0%
38 Industrious Urban Fringe	0	0.0%	9,079	3.2%	9,079	1.0%	11,420	0.2%
44 Urban Melting Pot	0	0.0%	0	0.0%	0	0.0%	0	0.0%
47 Las Casas	0	0.0%	4,591	1.6%	4,591	0.5%	4,591	0.1%
52 Inner City Tenants	0	0.0%	3,812	1.3%	9,945	1.1%	45,074	0.8%
58 NeWest Residents	0	0.0%	12,859	4.5%	12,859	1.5%	12,859	0.2%
60 City Dimensions	0	0.0%	66,339	23.4%	71,181	8.1%	119,997	2.1%
61 High Rise Renters	0	0.0%	0	0.0%	0	0.0%	0	0.0%
L9. Family Portrait	1,567	10.5%	31,945	11.3%	80,515	9.2%	307,534	5.4%
12 Up and Coming Families	0	0.0%	0	0.0%	807	0.1%	170,766	3.0%
19 Milk and Cookies	0	0.0%	768	0.3%	4,763	0.5%	57,976	1.0%
21 Urban Villages	0	0.0%	0	0.0%	0	0.0%	0	0.0%
59 Southwestern Families	0	0.0%	0	0.0%	0	0.0%	0	0.0%
64 City Commons	1,567	10.5%	31,177	11.0%	74,945	8.5%	78,792	1.4%
L10. Traditional Living	0	0.0%	16,044	5.7%	139,272	15.9%	932,571	16.5%
24 Main Street, USA	0	0.0%	5,321	1.9%	50,076	5.7%	295,443	5.2%
32 Rustbelt Traditions	0	0.0%	9,213	3.3%	68,961	7.9%	428,841	7.6%
33 Midlife Junction	0	0.0%	1,510	0.5%	14,138	1.6%	202,190	3.6%
34 Family Foundations	0	0.0%	0	0.0%	6,097	0.7%	6,097	0.1%
L11. Factories & Farms	0	0.0%	0	0.0%	565	0.1%	694,059	12.2%
25 Salt of the Earth	0	0.0%	0	0.0%	0	0.0%	449,891	7.9%
37 Prairie Living	0	0.0%	0	0.0%	0	0.0%	189,536	3.3%
42 Southern Satellites	0	0.0%	0	0.0%	0	0.0%	35,263	0.6%
53 Home Town	0	0.0%	0	0.0%	565	0.1%	18,834	0.3%
56 Rural Bypasses	0	0.0%	0	0.0%	0	0.0%	535	0.0%
L12. American Quilt	0	0.0%	0	0.0%	0	0.0%	400,651	7.1%
26 Midland Crowd	0	0.0%	0	0.0%	0	0.0%	98,369	1.7%
31 Rural Resort Dwellers	0	0.0%	0	0.0%	0	0.0%	169,124	3.0%
41 Crossroads	0	0.0%	0	0.0%	0	0.0%	30,297	0.5%
46 Rooted Rural	0	0.0%	0	0.0%	0	0.0%	102,861	1.8%
66 Unclassified	2,056	13.8%	2,489	0.9%	2,834	0.3%	5,411	0.1%

Source: ESRI Business Information Solutions

Percentages may not total 100.0% due to rounding