

## Population Trends

Population is the basis for quantifying the current market size and growth trends, both of which are necessary to determine consumer demand. Population is defined as all persons living in a geographic area. Growth trends in population may indicate future opportunities for business.

	Trade Area	Wisconsin	U.S.
2000 Total Population	64,968	5,363,675	281,421,906
2000 Group Quarters	3,594	155,958	7,778,633
2006 Total Population	67,703	5,667,706	303,582,361
2011 Total Population	69,755	5,922,828	323,785,827
2006 - 2011 Annual Rate	0.6%	0.88%	1.3%

Source: ESRI Business Information Solutions

The table indicates that the trade area population of nearly 65,000 is more than two times larger than the City of Stevens Point (pop. 25,000). The trade area is expected to grow at a modest rate: behind that of Wisconsin and the U.S., but greater than many rural communities throughout the country.

## Housing Units - 2005

Housing data provides the number of owner-occupied and renter-occupied housing units. Vacant housing is an indicator of seasonal housing units. These statistics are valuable in analyzing the potential for a variety of different products and services. For instance, home ownership correlates with expenditures for home furnishings and equipment. Housing data is presented below.

	Trade Area	Wisconsin	U.S.
Owner Occupied Housing Units	65.6%	61.5	60.2
Renter Occupied Housing Units	28.1%	28.4%	30.8%
Vacant Housing Units	6.3%	10.2%	9.0%

Source: ESRI Business Information Solutions. Note: Vacant housing units include 2nd-home inventory in the trade area.

Compared to Wisconsin and the U.S., there is a higher percentage of homeownership in the trade area. In addition, there are less vacant housing units.

## Per Capita Income Trends

Per capita income is a good indicator of the spending power of residents as it positively correlates with retail expenditures in many categories. The following table presents per capita income data.

	Trade Area	Wisconsin	U.S.
2000	\$19,774	\$21,271	\$21,587
2006	\$25,059	\$26,829	\$27,084
2011	\$29,807	\$32,668	\$32,982

Source: ESRI Business Information Solutions

Per capita income in the trade area is slightly below that of Wisconsin, and that of the U.S. This difference may be due to the types of employers in the trade area coupled with an older population (with a higher percentage of residents not in the labor force). Lower incomes will decrease consumer spending in many categories, as will be presented later in this section.

## Household Income - 2006

Retailers are often interested in the median or average household income in a trade area or seek a minimum number of households within a certain income range. One common practice is to analyze the distribution of household incomes as presented in the following table.

	Trade Area	Wisconsin	U.S.
< \$15,000	10.0%	9.5	12.4%
\$15,000 - \$24,999	11.1%	10.2%	10.2%
\$25,000 - \$34,999	11.1%	10.5%	10.7%
\$35,000 - \$49,999	16.4%	16.1%	15.1%
\$50,000 - \$74,999	22.4%	22.4%	19.5%
\$75,000 - \$99,999	14.4%	14.2%	12.3%
\$100,000 - \$149,999	10.3%	11.7%	12.1%
\$150,000 - \$199,999	2.3%	2.8%	3.7%
\$200,000 +	2.2%	2.6%	4.0%
Average Household Income	\$63,193	\$66,730	\$71,092

Source: ESRI Business Information Solutions

The average household income in the trade area is 5-percent behind that of Wisconsin and 12-percent behind that of the U.S. Approximately 10-percent of trade area households have less than \$15,000 in income (compared to 9.5-percent in Wisconsin and 12.4-percent for the US). Also, the trade area has only 14.8-percent of its households with more that \$100,000 in income (compared to 17.1 -percent in Wisconsin and 19.8-percent for the US).

## Age - 2006

Expenditures and consumer preferences change with age. Accordingly, retail, service and restaurants often target certain age segments. The following table presents age distribution data.

	Trade Area	Wisconsin	U.S.
Total	67,703	5,667,706	303,582,361
0 – 4	5.9%	6.4%	6.9%
5 – 9	5.5%	6.1%	6.5%
10 – 14	6.1%	6.7%	7.0%
15 – 19	8.7%	7.3%	7.1%
20 – 24	11.7%	7.8%	7.1%
25 – 34	12.8%	12.0%	13.2%
35 – 44	13.3%	14.5%	14.6%
45 – 54	14.6%	15.4%	14.5%
55 – 64	10.0%	10.7%	10.5%
65 – 74	5.7%	6.3%	6.3%
75 – 84	3.9%	4.6%	4.4%
85 +	1.8%	2.1%	1.8%

Source: ESRI Business Information Solutions

Compared to Wisconsin and the U.S., trade area age distribution indicates that residents are coming to the community after high school and through their early career years (15-34). This is most likely due to the University of Wisconsin-Stevens Point. However, there are less 55+ residents in the community.

### Gender - 2006

The trade area is similar to Wisconsin and the U.S. in the ratio of males to females as presented below.

	Trade Area	Wisconsin	U.S.
Male	49.7%	49.5%	49.2%
Female	50.3%	50.5%	50.8%

Source: ESRI Business Information Solutions

### Race/Ethnicity – 2006

The trade area is primarily White Alone, though approximately 3-percent of the community is Asian/Pacific Islander Alone. The following table presents data on the ethnic diversity of the community.

	Trade Area	Wisconsin	U.S.
Total	67,703	5,667,706	303,582,361
White Alone	94.7%	87.5%	73.0%
Black Alone	0.4%	6.1%	12.6%
American Indian Alone	0.4%	0.9%	0.9%
Asian/Pacific Islander Alone	3.1%	2.2%	4.4%
Some Other Race Alone	0.4%	1.9%	6.4%
Two or More Races	1.0%	1.3%	2.8%
Hispanic Origin	1.6%	4.3%	14.8%

Source: ESRI Business Information Solutions

## Educational Attainment (Population 25+) – 2000

Educational attainment is another way to determine the socio-economic status of an area. Because income typically (but not always) increases with advancing educational attainment, many retailers focus on income levels rather than education.

	Trade Area	Wisconsin	U.S.
Total	38,825	3,475,878	182,211,639
Less than 9th Grade	6.2%	5.4%	7.5%
9th-12th Grade, No Diploma	7.4%	9.6%	12.1%
High School Graduate	37.1%	34.6%	28.6%
Some College, No Degree	18.8%	20.6%	21.0%
Associate Degree	6.9%	7.5%	6.3%
Bachelor's Degree	16.4%	15.3%	15.5%
Master's/Prof/Doctorate	7.3%	7.2%	8.9%

Source: ESRI Business Information Solutions

The trade area has many residents with college degrees. Approximately 31-percent of trade area residents have a college degree (associates or beyond) compared to 30-percent in Wisconsin and 31-percent in the U.S.

## Employment Occupations (Population 16+) – 2006

The type of employment in a community is sometimes related to market demand for certain products and services.

	Trade Area	Wisconsin	U.S.
<b>TOTAL</b>	36,467	2,843,048	139,189,597
<b>White Collar</b>	59.0%	57.9%	60.5%
Management/Business/Financial	13.3%	13.4%	13.6%
Professional	18.9%	19.9%	21.3%
Sales	11.8%	11.0%	11.6%
Administrative Support	14.9%	13.5%	14.0%
<b>Services</b>	15.4%	15.3%	16.4%
<b>Blue Collar</b>	25.6%	26.9%	23.1%
Farming/Forestry/Fishing	0.7%	0.7%	0.6%
Construction/Extraction	5.0%	5.5%	6.4%
Installation/Maintenance/Repair	3.5%	3.8%	3.9%
Production	8.3%	10.0%	6.3%
Transportation/Material Moving	8.1%	6.8%	5.9%

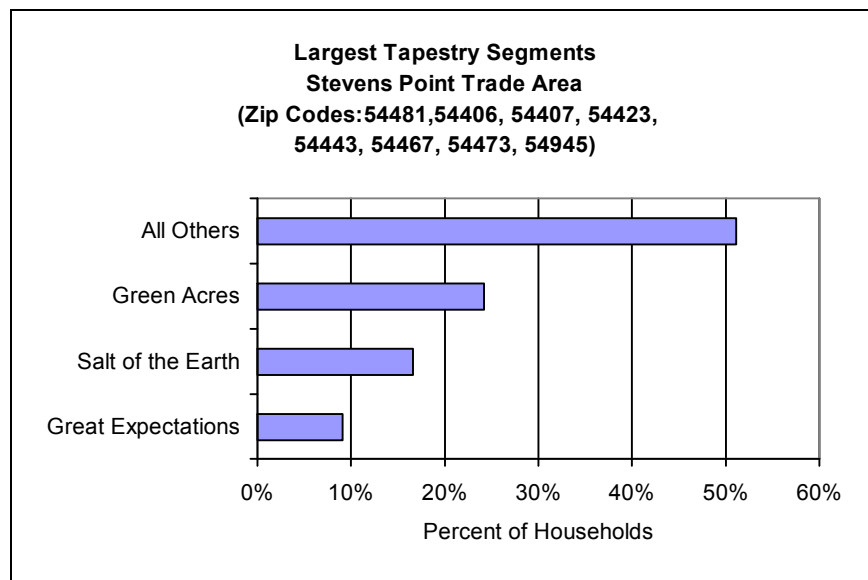
Source: ESRI Business Information Solutions

Compared to the Wisconsin, the Stevens Point trade area has a higher percent of residents in white collar occupations such as professional and administrative positions. Also, it has more residents employed in services, as well as blue collar occupations such as construction/extraction and farming than the U.S.

## Lifestyles

Trade area resident lifestyles can also be studied using lifestyle segmentation information. Lifestyle segmentation systems examine the buying habits and preferences of consumers in a trade area. One lifestyle segmentation system is Tapestry™, by ESRI Business Information Solutions. Consumers are classified into 65 demographic and behaviorally distinct segments. The segments are based on type of neighborhood (urban, suburban, rural); the residents' socio-economic status (age, income, occupation, type and value of residence); and their buying behaviors.

A summary for the trade area (Zip codes: 54481, 54406, 54407, 54423, 54443, 54467, 54473, 54945) is shown in the following graph. The predominant customer classification is *Green Acres* making up 24.2-percent of households in the trade area. This segment, along with *Salt of the Earth* and *Great Expectations* comprise almost one-half of trade area households.



Source: ESRI Business Information Solutions

Brief snapshot of the lifestyle preferences of these national segments are **described by ESRI** below.

- **Green Acres:** 6,332 Households / 24.2% of the Stevens Point trade area – Country living describes the lifestyle of Green Acres residents. They are do-it-yourselfers, maintaining and remodeling their homes with paint, decks and patios, and spas. Of course, they own all the necessary power tools to accomplish their projects including power saws, drill presses, and welders. Gardening, especially vegetables, is also a priority, again with the right tools—tillers, tractors, riding mowers, edgers, and even separate home freezers for the harvest. Leisure in Green Acres includes hiking, backpacking, hunting, and bicycling. They also own motorcycles, watch motorcycle events on TV, and read motorcycle magazines. Accommodating the country lifestyle, many households employ satellite dishes in lieu of cable TV. Favorite channels include Home & Garden Television, ESPN, and the Speed Channel. They listen to news-talk radio and read fishing, hunting, and boating magazines. Living in the country does not preclude connection to the rest of world. Green Acres residents own and use PCs, probably purchased by catalog. They own a variety of software packages including education software for their children. They also use the Internet, primarily to purchase consumer goods, such as videos, clothing, and CDs, or to track investments.

- Salt of the Earth: 4,331 Households / 16.6% of the Stevens Point trade area – Salt of the Earth households are rooted in their settled, traditional, and hardworking lifestyles. Independent and self-reliant, they take on small home improvement projects by themselves, as many homes are older. They enjoy reaping the rewards from their gardens and spend time and money on them. Practical, they often choose used cars over new ones and take on the maintenance themselves. These rural area households prefer trucks or SUVs to sedans and domestic vehicles to imported ones. They are active in their civic duties and tend to be politically conservative. Voting in elections and participating in fund-raising, veterans' club, and church are an integral part of these rural communities. They handle their finances with care and invest in retirement savings accounts but with a higher proportion in fixed income assets than usual. They carry insurance policies to protect themselves and their families. On the weekends, Salt of the Earth residents enjoy dining out, usually at full-service restaurants with friends and families. During the week, residents eat at fast-food establishments for convenience. Going to the movies is not as much a routine as it is in other segments. Fishing and hunting fit into their rural lifestyles. Their family portraits often include pets, usually dogs. They watch TV, but somewhat less often than the average households do. They stay informed by reading newspapers regularly and thoroughly. Their radio dials are often tuned to country music programs. They get to their vacation destinations usually by car, preferring domestic to foreign locations.
- Great Expectations: 2,366 Households / 9.1% of the Stevens Point trade area – Great Expectations homeowners are not afraid to tackle smaller maintenance and remodeling projects, often prefer ring to complete them on their own, but they also enjoy a young and active lifestyle. Going to bars, dancing, and playing pool are some of the leisure activities they enjoy. They go out for dinner and a movie, attend music concerts, visit a theme park, and go to the zoo or the beach. Singles take advantage of the convenience of fast-food restaurants. An adventurous bunch, they have tried their hand at different sports such as fishing, hunting, canoeing, roller-blading, or boating. They often watch TV for entertainment and news. Their entertainment programs include sitcoms, major sports events, and MTV. From country to rock, their taste in music is varied. Traveling does not rank high in this market segment. Still focused on starting a career, many have not prepared for their retirement by investing for the future. They shop at major discount stores and department stores, such as Sears and JC Penney, but many residents buy over the Internet or from catalogs for good deals. They dress youthfully, too, preferring to wear brand name athletic shoes and jeans.

For more information on these lifestyle categories, a database describing detailed consumer purchasing patterns for each segment is available on the Community Tapestry CD accompanying this report. These patterns are expressed using a purchase potential index (PPI). The PPI examines a wide range of retail, service, entertainment and psychographic categories to determine a household's propensity for purchasing products or participating in activities. Given the value of this information, it is suggested that this PPI information be made readily available to existing and prospective businesses in Stevens Point.

## Consumer Spending Potential of Residents

Consumer spending potential data for 2006 for the trade area is presented in the following table. Displayed are the expected amounts spent on a variety of goods and services by households that reside in the trade area. Expenditures are shown by broad budget categories that are not mutually exclusive. Spending by visitors and nonresidents is not included in these figures.

	Trade Area	Wisconsin	U.S.
Apparel & Services: Total \$	\$47,150,818		
Average Spent	\$1,803.78	\$ 1,887.50	\$ 2,722.18
Spending Potential Index	66	69	100
Computers & Accessories: Total \$	\$6,235,896		
Average Spent	\$238.56	\$245.03	\$257.21
Spending Potential Index	93	95	100
Education: Total \$	\$30,236,895		
Average Spent	\$1,156.73	\$1,106.01	\$1,130.58
Spending Potential Index	102	98	100
Entertainment/Recreation: Total \$	\$78,853,190		
Average Spent	\$3,016.57	\$3,166.11	\$3,306.13
Spending Potential Index	91	96	100
Food at Home: Total \$	\$115,831,557		
Average Spent	\$4,431.20	\$4,687.24	\$4,920.42
Spending Potential Index	90	95	100
Food Away from Home: Total \$	\$79,488,939		
Average Spent	\$3,040.89	\$3,175.94	\$3,336.70
Spending Potential Index	91	95	100
Health Care: Total \$	\$87,702,254		
Average Spent	\$3,335.10	\$3,580.73	\$3,675.67
Spending Potential Index	91	97	100
HH Furnishings & Equip: Total \$	\$45,311,409		
Average Spent	\$1,733.41	\$1,828.63	\$2,204.35
Spending Potential Index	79	83	100
Retail Goods: Total \$	\$599,120,510		
Average Spent	\$22,919.68	\$24,075.33	\$26,066.52
Spending Potential Index	88	92	100
TV/Video/Sound Equip: Total \$	\$26,046,109		
Average Spent	\$996.41	\$1,040.35	\$1,091.90
Spending Potential Index	91	95	100
Travel: Total \$	\$42,303,577		
Average Spent	\$1,618.35	\$1,703.63	\$1,789.31
Spending Potential Index	90	95	100
Vehicle Maint. & Repairs: Total \$	\$25,272,372		
Average Spent	\$966.81	\$1,018.17	\$1,071.93
Spending Potential Index	90	95	100

Source: ESRI Business Information Solutions. Expenditure data are derived from the 2000, 2001, and 2002 Consumer Expenditure Surveys, Bureau of Labor Statistics. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.