

# Appendix A - Calculation of Retail Sales Demand per Capita

State of Wisconsin, 1997 Dollars  
Based on the 1997 Economic Census, U.S. Census Bureau

NAICS	Description	Estab.	Sales \$000	Sales/Estab	\$ Per Capita
44-45	Total Wisconsin Retail Trade	21,717	50,520,463	2,326,309	9,782
<b>441</b>	<b>Motor vehicle &amp; parts dealers</b>				
44111	New car dealers	668	10,808,194	16,179,931	2,093
44112	Used car dealers	540	692,820	1,283,000	134
44121	Recreational vehicle dealers	81	171,432	2,116,444	33
44122	Motorcycle, boat, and other motor vehicle dealers	334	652,128	1,952,479	126
44131	Automotive parts and accessories stores	753	831,980	1,104,887	161
44132	Tire dealers	240	287,125	1,196,354	56
<b>442</b>	<b>Furniture &amp; home furnishings stores</b>				
44211	Furniture stores	537	736,673	1,371,831	143
44221	Floor covering stores	377	376,063	997,515	73
44229	Other home furnishings stores	308	163,854	531,994	32
<b>443</b>	<b>Electronics &amp; appliance stores</b>				
44311	Appliance, television, and other electronics stores	634	1,052,063	1,659,405	204
44312	Computer and software stores	198	261,211	1,319,247	51
44313	Camera and photographic supplies stores	38	23,801	626,342	5
<b>444</b>	<b>Building material &amp; garden equipment &amp; supplies dealers</b>				
44411	Home centers	47	747,361	15,901,305	145
44412	Paint and wallpaper stores	179	207,667	1,160,149	40
44413	Hardware stores	440	433,376	984,945	84
44419	Other building material dealers	1,031	3,028,918	2,937,845	586
44421	Outdoor power equipment stores	136	113,798	836,750	22
44422	Nursery and garden centers	534	1,238,995	2,320,215	240
<b>445</b>	<b>Food &amp; beverage stores</b>				
44511	Supermarkets & other grocers (ex convenience)	1,209	7,163,345	5,925,017	1,387
44512	Convenience stores	201	125,130	622,537	24
4452	Specialty food stores	472	182,382	386,403	35
44531	Beer, wine, and liquor stores	490	359,298	733,261	70
<b>446</b>	<b>Health &amp; personal care stores</b>				
44611	Pharmacies and drug stores	724	1,646,621	2,274,338	319
44612	Cosmetics, beauty supplies, and perfume stores	108	55,619	514,991	11
44613	Optical goods stores	277	109,865	396,625	21
44619	Other health and personal care stores	239	92,124	385,456	18
<b>447</b>	<b>Gasoline stations</b>				
44711	Gasoline stations with convenience stores	1,931	3,364,307	1,742,262	651
44719	Other gasoline stations	753	1,087,545	1,444,283	211
<b>448</b>	<b>Clothing &amp; clothing accessories stores</b>				
44811	Men's clothing stores	180	111,377	618,761	22
44812	Women's clothing stores	642	340,874	530,956	66
44813	Children's and infants' clothing stores	53	32,856	619,925	6
44814	Family clothing stores	298	441,492	1,481,517	85
44815	Clothing accessories stores	107	21,061	196,832	4
44819	Other clothing stores	209	104,617	500,560	20
44821	Shoe stores	524	323,280	616,947	63
44831	Jewelry stores	522	311,575	596,887	60
44832	Luggage and leather goods stores	25	10,186	407,440	2
<b>451</b>	<b>Sporting goods, hobby, book, &amp; music stores</b>				
45111	Sporting goods stores	610	423,731	694,641	82
45112	Hobby, toy, and game stores	244	205,783	843,373	40
45113	Sewing, needlework, and piece goods stores	147	56,140	381,905	11
45114	Musical instrument and supplies stores	84	83,366	992,452	16
45121	Book stores and news dealers	254	193,094	760,213	37
45122	Prerecorded tape, CD, and record stores	137	100,546	733,912	19
<b>452</b>	<b>General merchandise stores</b>				
45211	Department stores (ex. leased depts.)	272	5,308,110	19,515,110	1,028
45291	Warehouse clubs and superstores	12	920,588	76,715,659	178
45299	All other general merchandise stores	336	563,584	1,677,334	109
<b>453</b>	<b>Miscellaneous store retailers</b>				
45311	Florists	485	118,331	243,981	23
45321	Office supplies and stationery stores	105	205,600	1,958,095	40
45322	Gift, novelty, and souvenir stores	806	248,109	307,828	48
45331	Used merchandise stores	345	97,988	284,023	19
45391	Pet and pet supplies stores	161	90,682	563,242	18
45392	Art dealers	135	30,898	228,874	6

*Estimates in italics based on adjusted US Total \$/Establishment*

Population for determining per capita income based on 1997 Estimates from U.S. Census Bureau

**Appendix B - Estimates of Retail Sales per Square Foot GLA**  
**US Community Shopping Centers, Selected Store Categories**  
*Based on the 1997 Dollars and Cents of Shopping Centers, Urban Land Institute*

NAICS	Description	Median GLA	Median Sales/S.F	ULI Descriptions/Notes
44111	New car dealers			
44112	Used car dealers			
44121	Recreational vehicle dealers			
44122	Motorcycle, boat, and other motor vehicle dealers			
44131	Automotive parts and accessories stores	6,038	147.52	Automotive (Tire/Battery)
44132	Tire dealers			
44211	Furniture stores	7,471	141.84	Furniture
44221	Floor covering stores	2,545	88.04	Floor Coverings
44229	Other home furnishings stores	4,821	166.54	Home accessories
44311	Appliance, television, and other electronics stores	2,100	207.17	Electronics
44312	Computer and software stores	2,130	336.53	Computer/Computer Software
44313	Camera and photographic supplies stores	1,069	542.63	See "Regional Centers"
44411	Home centers			
44412	Paint and wallpaper stores	3,533	164.55	Paint and Wallpaper
44413	Hardware stores	7,857	121.08	Hardware
44419	Other building material dealers			
44421	Outdoor power equipment stores			
44422	Nursery and garden centers			
44511	Supermarkets & other grocers (ex convenience)	42,228	371.79	Supermarket
44512	Convenience stores			
4452	Specialty food stores	1,800	162.57	Specialty Food
44531	Beer, wine, and liquor stores	2,648	249.67	Liquor/Wine
44611	Pharmacies and drug stores	11,153	247.29	Drug Store
44612	Cosmetics, beauty supplies, and perfume stores	1,520	258.40	Cosmetics/Beauty Supplies
44613	Optical goods stores	1,487	156.74	Eyeglasses-optician
44619	Other health and personal care stores			
44711	Gasoline stations with convenience stores	2,508	339.01	Service Station
44719	Other gasoline stations			
44811	Men's clothing stores	3,082	182.61	Men's Wear
44812	Women's clothing stores	3,616	146.31	Women's Ready to Wear
44813	Children's and infants' clothing stores	2,665	142.98	Children's Wear
44814	Family clothing stores	5,775	186.50	Family Wear
44815	Clothing accessories stores			
44819	Other clothing stores			
44821	Shoe stores	3,150	158.81	Family shoes
44831	Jewelry stores	1,263	263.92	Jewelry
44832	Luggage and leather goods stores	2,398	198.82	Luggage and Leather
45111	Sporting goods stores	4,100	153.46	Sporting Goods - General
45112	Hobby, toy, and game stores	2,740	183.33	Toys
45113	Sewing, needlework, and piece goods stores	10,254	74.91	Fabric shop
45114	Musical instrument and supplies stores	2,992	159.68	See "Regional Centers"
45121	Book stores and news dealers	2,905	161.16	Books
45122	Prerecorded tape, CD, and record stores	2,900	163.04	Records and Tapes
45211	Department stores (ex. leased depts.)	73,500	142.31	Discount Department Store
45291	Warehouse clubs and superstores			
45299	All other general merchandise stores			
45311	Florists	1,600	149.82	Flowers/Plant Store
45321	Office supplies and stationery stores	23,003	262.26	Office Supplies
45322	Gift, novelty, and souvenir stores	3,000	126.70	Cards and gifts
45331	Used merchandise stores			
45391	Pet and pet supplies stores	2,933	122.48	Pet Shop
45392	Art dealers	1,605	154.79	Art Gallery

## Appendix C – Descriptions of Five Largest ACORN Categories in the Portage County Destination Trade Area

Note: These descriptions are provided by ESRI Business Information Solutions

### **Consumer Type 7A: Middle America**

The largest consumer market is rural, slightly older, and family oriented. The neighborhoods are newer, owner-occupied, single-family homes; the income, average.

**Demographic:** The demographic profile of these communities is similar to the U.S. population--just a little older, more white, and more family. The median age is 35.6 years, slightly older with more householders aged 35-44 and fewer under 25 years. Seventy percent of households are married couples, compared to 55 percent for the U.S. The distribution of children is similar; family size is average, 3.1 persons per family.

**Socioeconomic:** Middle America is a megamarket, representing almost 8 percent of U.S. households and a market share of almost 7 percent. Median household income is \$33,300. Almost 35 percent of these households earn less than \$25,000, but very few are below the poverty level. Labor force participation is average; unemployment, 5.2 percent, below average. Most of the work force is employed in manufacturing or farming. Thirty percent commute to a different county or state to work.

**Residential:** Middle America is rural nonfarm neighborhoods, located primarily in the Midwest (41 percent) or South (34 percent). Single-family and mobile homes predominate. More than 15 percent are mobile homes, twice the national proportion. Their homes are owner-occupied and valued at an average of \$79,700, 30 percent lower than the national average. Most were built after 1970.

**Buying Habits:** How does the Middle America market spend its time and money? Their lives are busy and centered around the home. Leisure activities include hunting, fishing, and needlework. Their budget priorities are home-oriented: improvements, children's apparel and toys, footwear, videos, and lawn, garden, and camping equipment. Most of the families own pets. They are likely to take domestic trips by car. This market ranks high for having personal loans (not education), and is also likely to have auto loans (for new cars), secured line of credit, savings, home mortgage loans, and CDs. However, this market tends not to use credit cards. Media preferences include reading newspapers 3 times a week, and reading magazines such as *Family Circle*, *Field & Stream*, *Country Living*, *Country Home*, and *Ladies Home Journal*.

### **Consumer Type 7G: Heartland Communities**

The Heartland Communities are small towns and communities that dot the interior of the country from Minnesota down through Arkansas. Their citizens are older, lifelong residents; their children, moved away.

**Demographic:** The Heartland Communities are older. The median age of the population is 37.6 years, with just about half of the householders over 55. There are few younger householders or children in this market. As the population ages, the dependency ratio of young (<15 years) and old (>65 years) to the working age (15-64 years) population is increasing. Households are still predominantly families, but married couples with no children at home and singles are increasingly common in the Heartland Communities.

## **Consumer Type 7G: Heartland Communities (Continued)**

**Socioeconomic:** Median household income is \$24,900. The Heartland Communities has a 3.7 percent share of consumers. Labor force participation is low, especially for women, less than 40 percent. It is due, in part, to retirement. More than 40 percent of the households are receiving Social Security income. Lack of opportunity contributes to lower participation, too. A third of adults have not completed high school. Half are employed part-time. However, wages and salaries are not the only source of income. About 16 percent are self-employed--in farming or other business.

**Residential:** Homes are older, single-family and owner-occupied for the most part. Single-family houses account for almost 75 percent of the housing. Almost 70 percent are owner-occupied; more than 10 percent of the housing is vacant. Average home value is less than \$50,000--60 percent lower than the national average. These neighborhoods are located in rural communities and towns outside metropolitan areas. Although scattered throughout the United States, the Heartland Communities are concentrated in Midwestern and Southern states: Arkansas, Idaho, Iowa, Kansas, Minnesota, Missouri, Montana, Nevada, North Dakota, Oklahoma, South Dakota, and West Virginia.

**Buying Habits:** The Heartland Communities are civic-minded consumers, active in their communities through fund raising, working for political candidates, and participating in 6+ public activities. Their leisure time includes taking domestic trips, mostly in the West, and casino gambling. This is a good mail/phone order market for clothing and shoes as these consumers tend to purchase from catalogs. They are top-ranked for outdoor vegetable gardening and rank among the highest for flower gardening. They are likely to own a dog and tend to purchase used cars and drive mid-sized vehicles, truck, van or sport utility vehicles. This market is ranked among the highest for buying videos at discount stores. Their media preferences include watching videos, listening to country (western) radio, and reading magazines such as *Field & Stream*, *Country Living*, and *Popular Mechanics*, as well as reading romance and religious books.

## **Consumer Type 6C: Newly Formed Households**

Newly Formed Households neighborhoods offer affordable housing that attracts young householders. This is a large, moderate income market that features an active lifestyle.

**Demographic:** Young, newly formed households are characteristic of this market; however, the neighborhoods are in transition, including older households, too. The mix of household types represents young families and single-parents plus married-without-children and single-person households that are typical of young and old alike. Median age is 34.0 years.

**Socioeconomic:** This is a large, moderate income market, more than 5 percent of all households. Median household income is \$30,800. Unemployment and poverty are low. Half of the work force is employed in the manufacturing and service industries.

**Residential:** Newly Formed Households neighborhoods offer affordable housing: older, single-family homes, and duplexes. Average home value is \$67,700, 40 percent below the national average, and average rent is \$430, 12 percent below average. These neighborhoods can be found in the urbanized areas of any state, but are most common in the smaller, metropolitan areas of Iowa, Kansas, Minnesota, Nebraska, New Hampshire, Oregon, Rhode Island, Vermont, Washington, and Wisconsin.

**Buying Habits:** Newly Formed Households are active in bowling and playing billiards/pool, performing volunteer work, and taking domestic trips. Most of these households drive older cars. This market ranks third for fast food delivery and for using coupons to purchase tobacco products. They also use coupons for other products such as groceries. Media preferences reflect the young and old households in this market: radio (golden oldies and soft contemporary rock), and reading 3 or more weekly newspapers. They also spend time watching television, watching children's videos, and reading *Seventeen*, *Woman's World*, *Soap Opera Digest*, *McCalls*, and *Rolling Stone* magazines.

### **Consumer Type 5A: Twentysomethings**

Twentysomethings are just completing college or starting their first, postgraduate jobs. Still unsettled, most are single, mobile, and city dwellers.

**Demographic:** Approximately 25 percent of Twentysomethings are in their twenties. The median age is 31.1 years. This population is young, mobile--in transition, completing college or starting their careers. Households are single-person or shared.

**Socioeconomic:** Typical of the cohort, Twentysomethings is a small market, 1.5 percent of the population. Median household income is \$24,600. Labor force participation is average, although half are employed only part-time. Education is the key to the future of Twentysomethings: 30 percent have a bachelor's or graduate degree; almost 30 percent have completed some college or an associate degree; 20 percent are attending college.

**Residential:** Twentysomethings live in apartments in the city. Only 20 percent of the housing in these neighborhoods is single-family, owner-occupied. Rent is generally below average, about \$400 monthly.

**Buying Habits:** Twentysomethings' lifestyle reflects age and environment--young, active, and urban. Play includes court, team, wilderness, and water sports, weight training and fitness programs. They frequent art museums, zoos, movies, bars and nightclubs, live theaters, and play card and board games. They also read books and participate in public activities. This population ranks high for drinking diet cola and, not surprisingly, are dieters. They are likely to drink beer, have personal loans for education, order CDs through the mail and phone, and make small contributions to organizations. The media of choice is television, shows like *Seinfeld*, *The Simpsons*, and *VH-1*. They also like to read biweekly newspapers and magazines such as *Entertainment Weekly*, *Cosmopolitan*, *Rolling Stone*, and *Sports Illustrated*.

### **Consumer Type 2B: Baby Boomers with Children**

Baby Boomers with Children -- is a homogeneous market who spends their time and money on home and family-oriented activities and goods.

**Demographic:** Two-thirds of the households are married couples; most with children (over 50 percent higher than the national average). Median age is 32.0; 33 percent of the population is under the age of 20. Typical of the cohort, many are migrants, still moving to find the best jobs or location.

**Socioeconomic:** This market represents 4.0 percent of all households. Baby Boomers with Children have very high labor force participation rates including a high proportion of families with two workers, but they are not as affluent. Median household income is \$41,300. Postsecondary schooling is evidenced, but this group is less likely to have completed a four-year degree.

**Residential:** Single-family homes built during the 1970s are typical. Most homes are owner-occupied and valued about 20 percent below the U.S. average, at \$89,500. Neighborhoods are found within the urbanized fringe of metropolitan areas--in smaller towns and in rural nonfarm communities. Western states, especially Utah and Alaska, are prominent in the distribution of Baby Boomers with Children, harking back to westward migration of Baby Boomers in the 1970s.

**Buying Habits:** This group represents family and home-oriented consumerism. There is little time for civic activities. They tend to have personal loans, use credit unions, and have savings accounts. They like to drive 4-wheel drive vehicles and buy vehicles based on the gas mileage. Leisure time includes playing board games, going to the movies, playing golf, and bicycling. Fast food, takeout and delivery, is also popular. They own pets and spend their money on home furnishings and improvements, children's toys, camping and exercise equipment, and electronics such as televisions, stereo equipment, children's videos, and cameras. Media preference is watching television, specifically children's programs.