



Market Profile

Prepared by Wisconsin

0 ZIPs: 53504 Argyle, 0
 Place: 5553750 WI, 53522 Browntown, County: 55045 Green
 Monroe City, WI WI, et. al. County, WI



2000 Total Population	10,843	21,661	33,647
2000 Group Quarters	226	376	508
2008 Total Population	11,409	23,278	36,874
2013 Total Population	11,859	24,324	38,817
2008 - 2013 Annual Rate	0.78%	0.88%	1.03%



2000 Households	4,710	8,690	13,212
2000 Average Household Size	2.25	2.45	2.51
2008 Households	5,097	9,611	14,898
2008 Average Household Size	2.20	2.38	2.44
2013 Households	5,342	10,125	15,808
2013 Average Household Size	2.18	2.37	2.42
2008 - 2013 Annual Rate	0.94%	1.05%	1.19%
2000 Families	2,824	5,859	9,215
2000 Average Family Size	2.91	3.00	3.01
2008 Families	3,052	6,420	10,315
2008 Average Family Size	2.84	2.93	2.94
2013 Families	3,157	6,702	10,857
2013 Average Family Size	2.83	2.92	2.93
2008 - 2013 Annual Rate	0.68%	0.86%	1.03%



2000 Housing Units	4,943	9,151	13,878
Owner Occupied Housing Units	60.7%	67.2%	70.2%
Renter Occupied Housing Units	34.6%	27.7%	25.0%
Vacant Housing Units	4.7%	5.0%	4.8%
2008 Housing Units	5,406	10,233	15,826
Owner Occupied Housing Units	60.4%	66.6%	69.8%
Renter Occupied Housing Units	33.9%	27.3%	24.3%
Vacant Housing Units	5.7%	6.1%	5.9%
2013 Housing Units	5,706	10,856	16,916
Owner Occupied Housing Units	59.3%	65.3%	68.4%
Renter Occupied Housing Units	34.3%	27.9%	25.0%
Vacant Housing Units	6.4%	6.7%	6.6%

Median Household Income

2000	\$36,711	\$40,948	\$43,184
2008	\$49,540	\$51,062	\$53,815
2013	\$59,368	\$59,597	\$62,091

Median Home Value

2000	\$88,766	\$96,776	\$102,652
2008	\$135,238	\$143,820	\$151,495
2013	\$143,477	\$153,376	\$163,952

Per Capita Income

2000	\$21,657	\$20,821	\$20,795
2008	\$28,729	\$26,437	\$26,348
2013	\$34,798	\$30,958	\$30,719

Median Age

2000	38.7	38.4	37.8
2008	40.3	41.0	40.3
2013	41.3	42.3	41.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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0
 Place: 5553750
 Monroe City, WI

ZIPs: 53504 Argyle,
 WI, 53522 Browntown,
 WI, et. al.

0
 County: 55045 Green
 County, WI



2000 Households by Income

Household Income Base	4,718	8,684	13,231
< \$15,000	14.5%	12.3%	11.4%
\$15,000 - \$24,999	18.5%	15.2%	13.8%
\$25,000 - \$34,999	14.4%	14.5%	14.2%
\$35,000 - \$49,999	20.0%	20.6%	19.9%
\$50,000 - \$74,999	19.5%	22.7%	24.0%
\$75,000 - \$99,999	6.7%	8.1%	9.8%
\$100,000 - \$149,999	3.5%	3.8%	4.4%
\$150,000 - \$199,999	1.4%	1.2%	1.2%
\$200,000 +	1.5%	1.6%	1.4%
Average Household Income	\$48,498	\$51,076	\$51,932

2008 Households by Income

Household Income Base	5,095	9,611	14,898
< \$15,000	9.2%	8.4%	7.8%
\$15,000 - \$24,999	12.9%	11.4%	10.0%
\$25,000 - \$34,999	12.7%	12.2%	11.1%
\$35,000 - \$49,999	15.6%	16.5%	16.6%
\$50,000 - \$74,999	21.9%	24.4%	24.2%
\$75,000 - \$99,999	16.7%	16.6%	19.1%
\$100,000 - \$149,999	5.8%	6.0%	7.0%
\$150,000 - \$199,999	2.1%	1.7%	1.9%
\$200,000 +	3.1%	2.6%	2.3%
Average Household Income	\$64,401	\$63,531	\$64,780

2013 Households by Income

Household Income Base	5,341	10,125	15,808
< \$15,000	7.9%	7.3%	6.6%
\$15,000 - \$24,999	9.8%	9.1%	8.0%
\$25,000 - \$34,999	11.2%	10.6%	9.6%
\$35,000 - \$49,999	12.4%	13.2%	13.0%
\$50,000 - \$74,999	24.0%	26.8%	25.9%
\$75,000 - \$99,999	14.9%	15.9%	18.1%
\$100,000 - \$149,999	13.0%	11.6%	13.3%
\$150,000 - \$199,999	2.3%	1.8%	2.0%
\$200,000 +	4.6%	3.7%	3.4%
Average Household Income	\$77,418	\$73,837	\$74,968

2000 Owner Occupied HUs by Value

Total	2,984	6,140	9,737
< \$50,000	7.5%	8.0%	8.2%
\$50,000 - \$99,999	57.1%	45.3%	40.1%
\$100,000 - \$149,999	26.6%	25.9%	27.3%
\$150,000 - \$199,999	7.0%	10.8%	12.8%
\$200,000 - \$299,999	1.7%	6.5%	8.1%
\$300,000 - \$499,999	0.1%	2.5%	2.7%
\$500,000 - \$999,999	0.0%	0.8%	0.7%
\$1,000,000+	0.0%	0.1%	0.1%
Average Home Value	\$95,734	\$120,275	\$125,628

2000 Specified Renter Occupied HUs by Contract Rent

Total	1,707	2,268	3,133
With Cash Rent	97.8%	94.3%	94.8%
No Cash Rent	2.2%	5.7%	5.2%
Median Rent	\$385	\$385	\$392
Average Rent	\$387	\$386	\$394

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2000 Population by Age

Total	10,843	21,657	33,647
0 - 4	6.1%	6.1%	6.4%
5 - 9	6.5%	7.0%	7.4%
10 - 14	7.5%	7.9%	7.9%
15 - 19	6.8%	7.3%	7.1%
20 - 24	5.1%	4.5%	4.4%
25 - 34	12.2%	11.4%	12.1%
35 - 44	15.6%	16.9%	17.1%
45 - 54	13.3%	14.1%	14.2%
55 - 64	8.3%	8.8%	8.7%
65 - 74	8.5%	7.9%	7.0%
75 - 84	7.2%	5.7%	5.5%
85+	2.9%	2.4%	2.2%
18+	75.5%	74.0%	73.5%

2008 Population by Age

Total	11,409	23,278	36,874
0 - 4	6.2%	6.2%	6.4%
5 - 9	5.8%	6.2%	6.4%
10 - 14	6.0%	6.4%	6.7%
15 - 19	6.5%	6.6%	6.7%
20 - 24	6.7%	5.9%	5.7%
25 - 34	12.2%	11.1%	11.1%
35 - 44	12.8%	13.4%	14.1%
45 - 54	15.6%	16.9%	16.8%
55 - 64	11.3%	12.0%	12.0%
65 - 74	7.0%	7.1%	6.7%
75 - 84	6.5%	5.5%	4.9%
85+	3.4%	2.7%	2.5%
18+	77.8%	76.9%	76.1%

2013 Population by Age

Total	11,860	24,324	38,817
0 - 4	6.2%	6.0%	6.3%
5 - 9	5.7%	6.0%	6.2%
10 - 14	5.8%	6.4%	6.6%
15 - 19	5.9%	6.2%	6.4%
20 - 24	6.3%	5.3%	5.3%
25 - 34	12.9%	11.4%	11.4%
35 - 44	11.7%	12.0%	12.3%
45 - 54	14.7%	16.1%	16.3%
55 - 64	13.9%	14.8%	14.4%
65 - 74	7.5%	7.6%	7.4%
75 - 84	5.9%	5.2%	4.6%
85+	3.5%	2.9%	2.6%
18+	78.5%	77.4%	76.7%

2000 Population by Sex

Males	47.4%	49.0%	49.2%
Females	52.6%	51.0%	50.8%

2008 Population by Sex

Males	47.8%	49.1%	49.2%
Females	52.2%	50.9%	50.8%

2013 Population by Sex

Males	47.9%	49.2%	49.2%
Females	52.1%	50.8%	50.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



2000 Population by Race/Ethnicity

Total	10,843	21,660	33,647
White Alone	97.7%	98.2%	98.1%
Black Alone	0.4%	0.3%	0.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	0.5%	0.3%	0.4%
Two or More Races	0.7%	0.7%	0.8%
Hispanic Origin	1.5%	1.0%	1.0%
Diversity Index	7.2	5.5	5.5

2008 Population by Race/Ethnicity

Total	11,409	23,278	36,874
White Alone	97.2%	97.8%	97.7%
Black Alone	0.5%	0.3%	0.3%
American Indian Alone	0.4%	0.2%	0.2%
Asian or Pacific Islander Alone	0.5%	0.4%	0.4%
Some Other Race Alone	0.7%	0.5%	0.5%
Two or More Races	0.8%	0.8%	0.9%
Hispanic Origin	1.9%	1.4%	1.4%
Diversity Index	9.2	7.1	7.2

2013 Population by Race/Ethnicity

Total	11,858	24,324	38,817
White Alone	96.7%	97.4%	97.3%
Black Alone	0.5%	0.4%	0.4%
American Indian Alone	0.4%	0.3%	0.2%
Asian or Pacific Islander Alone	0.6%	0.5%	0.5%
Some Other Race Alone	0.9%	0.6%	0.6%
Two or More Races	0.9%	0.9%	1.0%
Hispanic Origin	2.4%	1.7%	1.7%
Diversity Index	10.8	8.3	8.4



2000 Population 3+ by School Enrollment

Total	10,370	20,816	32,369
Enrolled in Nursery/Preschool	1.1%	1.2%	1.4%
Enrolled in Kindergarten	1.7%	1.7%	1.6%
Enrolled in Grade 1-8	11.9%	12.9%	13.0%
Enrolled in Grade 9-12	6.3%	6.8%	6.7%
Enrolled in College	2.2%	2.2%	2.4%
Enrolled in Grad/Prof School	0.4%	0.4%	0.5%
Not Enrolled in School	76.4%	74.8%	74.4%

2008 Population 25+ by Educational Attainment

Total	7,843	16,002	25,074
Less than 9th Grade	6.8%	5.9%	5.3%
9th - 12th Grade, No Diploma	8.8%	8.6%	8.1%
High School Graduate	39.6%	41.7%	40.2%
Some College, No Degree	17.6%	19.0%	19.4%
Associate Degree	8.0%	7.9%	8.7%
Bachelor's Degree	12.3%	11.0%	12.1%
Graduate/Professional Degree	7.0%	5.9%	6.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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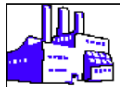
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2008 Population 15+ by Marital Status

Total	9,345	18,893	29,658
Never Married	24.1%	23.5%	22.6%
Married	54.9%	59.5%	60.6%
Widowed	9.2%	7.3%	7.1%
Divorced	11.9%	9.7%	9.7%



2000 Population 16+ by Employment Status

Total	8,461	16,712	25,846
In Labor Force	68.8%	72.0%	72.8%
Civilian Employed	65.8%	69.6%	70.5%
Civilian Unemployed	2.9%	2.4%	2.3%
In Armed Forces	0.1%	0.0%	0.0%
Not in Labor Force	31.2%	28.0%	27.2%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	92.3%	94.1%	94.4%
Civilian Unemployed	7.7%	5.9%	5.6%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	92.5%	94.2%	94.6%
Civilian Unemployed	7.5%	5.8%	5.4%

2000 Females 16+ by Employment Status and Age of Children

Total	4,542	8,624	13,255
Own Children < 6 Only	6.2%	6.2%	7.3%
Employed/in Armed Forces	5.0%	4.9%	5.8%
Unemployed	0.2%	0.2%	0.2%
Not in Labor Force	1.0%	1.1%	1.3%
Own Children <6 and 6-17	6.3%	6.7%	6.6%
Employed/in Armed Forces	5.5%	5.7%	5.6%
Unemployed	0.0%	0.0%	0.1%
Not in Labor Force	0.8%	0.9%	1.0%
Own Children 6-17 Only	17.9%	19.0%	19.0%
Employed/in Armed Forces	14.1%	16.0%	16.3%
Unemployed	0.7%	0.4%	0.4%
Not in Labor Force	3.1%	2.6%	2.4%
No Own Children <18	69.6%	68.1%	67.0%
Employed/in Armed Forces	34.8%	37.2%	37.5%
Unemployed	2.3%	1.8%	1.4%
Not in Labor Force	32.5%	29.1%	28.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2008 Employed Population 16+ by Industry

Total	5,471	11,811	18,755
Agriculture/Mining	2.0%	7.1%	6.2%
Construction	6.5%	6.4%	7.1%
Manufacturing	18.5%	17.9%	18.5%
Wholesale Trade	2.9%	3.3%	3.2%
Retail Trade	18.1%	16.1%	15.1%
Transportation/Utilities	3.9%	4.2%	3.8%
Information	2.1%	1.8%	1.8%
Finance/Insurance/Real Estate	3.3%	4.3%	5.1%
Services	40.0%	36.3%	36.4%
Public Administration	2.7%	2.5%	2.9%

2008 Employed Population 16+ by Occupation

Total	5,474	11,811	18,755
White Collar	53.7%	53.5%	54.0%
Management/Business/Financial	10.0%	14.4%	14.0%
Professional	18.2%	15.4%	16.8%
Sales	12.5%	10.7%	10.4%
Administrative Support	13.0%	13.0%	12.9%
Services	16.6%	15.2%	14.5%
Blue Collar	29.7%	31.3%	31.5%
Farming/Forestry/Fishing	0.8%	2.6%	2.5%
Construction/Extraction	5.7%	5.3%	5.7%
Installation/Maintenance/Repair	3.6%	4.3%	4.9%
Production	12.7%	11.7%	11.9%
Transportation/Material Moving	6.9%	7.3%	6.5%



2000 Workers 16+ by Means of Transportation to Work

Total	5,505	11,510	17,997
Drove Alone - Car, Truck, or Van	81.1%	75.8%	76.3%
Carpooled - Car, Truck, or Van	8.4%	9.3%	10.9%
Public Transportation	0.4%	0.3%	0.2%
Walked	6.9%	5.9%	4.6%
Other Means	0.8%	0.8%	0.8%
Worked at Home	2.4%	7.9%	7.2%

2000 Workers 16+ by Travel Time to Work

Total	5,505	11,511	17,997
Did not Work at Home	97.6%	92.1%	92.8%
Less than 5 minutes	12.3%	10.0%	8.5%
5 to 9 minutes	35.1%	24.0%	20.0%
10 to 19 minutes	28.2%	29.8%	24.6%
20 to 24 minutes	3.9%	6.8%	8.3%
25 to 34 minutes	4.9%	6.4%	12.0%
35 to 44 minutes	2.6%	3.5%	6.7%
45 to 59 minutes	5.0%	6.0%	7.6%
60 to 89 minutes	3.2%	3.6%	3.1%
90 or more minutes	2.3%	1.9%	2.1%
Worked at Home	2.4%	7.9%	7.2%
Average Travel Time to Work (in min)	17.4	19.3	22.3

2000 Households by Vehicles Available

Total	4,703	8,687	13,212
None	8.8%	5.9%	5.7%
1	40.8%	31.6%	29.5%
2	38.9%	42.0%	42.3%
3	8.9%	14.7%	16.3%
4	2.0%	4.2%	4.5%
5+	0.6%	1.6%	1.7%
Average Number of Vehicles Available	1.6	1.9	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



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2000 Households by Type

Table with 4 columns: Category, 0, WI, 53522 Browntown, WI, et. al., County: 55045 Green County, WI. Rows include Total, Family Households (Married-couple, With Related Children, Other), Nonfamily Households (Living Alone, Not Living Alone), and Households with Related Children/Persons 65+.

2000 Households by Size

Table with 4 columns: Category, 0, WI, 53522 Browntown, WI, et. al., County: 55045 Green County, WI. Rows include Total and household sizes from 1 Person to 7+.

2000 Households by Year Householder Moved In

Table with 4 columns: Category, 0, WI, 53522 Browntown, WI, et. al., County: 55045 Green County, WI. Rows include Total, various moving year ranges (1999 to March 2000, 1995 to 1998, etc.), and Median Year Householder Moved In.



2000 Housing Units by Units in Structure

Table with 4 columns: Category, 0, WI, 53522 Browntown, WI, et. al., County: 55045 Green County, WI. Rows include Total and structure types (1 Detached, 1 Attached, 2, 3 or 4, 5 to 9, 10 to 19, 20+, Mobile Home, Other).

2000 Housing Units by Year Structure Built

Table with 4 columns: Category, 0, WI, 53522 Browntown, WI, et. al., County: 55045 Green County, WI. Rows include Total, various building year ranges (1999 to March 2000, 1995 to 1998, etc.), and Median Year Structure Built.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.





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Top 3 Tapestry Segments

1.	Rustbelt Traditions	Prairie Living	Green Acres
2.	Midlife Junction	Salt of the Earth	Rustbelt Traditions
3.	Rustbelt Retirees	Rustbelt Traditions	Prairie Living



2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$10,045,737	\$18,090,219	\$28,846,694
Average Spent	\$1,970.91	\$1,882.24	\$1,936.28
Spending Potential Index	73	70	72
Computers & Accessories: Total \$	\$1,054,351	\$1,875,455	\$3,000,093
Average Spent	\$206.86	\$195.14	\$201.38
Spending Potential Index	86	82	84
Education: Total \$	\$6,537,963	\$10,576,220	\$17,287,736
Average Spent	\$1,282.71	\$1,100.43	\$1,160.41
Spending Potential Index	93	80	84
Entertainment/Recreation: Total \$	\$16,736,050	\$32,259,116	\$50,452,741
Average Spent	\$3,283.51	\$3,356.48	\$3,386.54
Spending Potential Index	88	90	91
Food at Home: Total \$	\$22,394,968	\$42,142,563	\$65,419,056
Average Spent	\$4,393.75	\$4,384.83	\$4,391.13
Spending Potential Index	90	90	90
Food Away from Home: Total \$	\$15,594,918	\$28,558,295	\$45,055,778
Average Spent	\$3,059.63	\$2,971.42	\$3,024.28
Spending Potential Index	89	87	88
Health Care: Total \$	\$19,984,271	\$38,902,999	\$59,467,073
Average Spent	\$3,920.79	\$4,047.76	\$3,991.61
Spending Potential Index	96	99	97
HH Furnishings & Equipment: Total \$	\$9,438,193	\$17,358,505	\$27,945,320
Average Spent	\$1,851.72	\$1,806.11	\$1,875.78
Spending Potential Index	81	79	82
Investments: Total \$	\$4,527,982	\$6,756,316	\$11,961,515
Average Spent	\$888.36	\$702.98	\$802.89
Spending Potential Index	88	69	79
Retail Goods: Total \$	\$118,270,497	\$230,261,948	\$357,779,411
Average Spent	\$23,203.94	\$23,958.17	\$24,015.26
Spending Potential Index	85	88	88
Shelter: Total \$	\$66,980,411	\$117,505,114	\$190,350,917
Average Spent	\$13,141.14	\$12,226.11	\$12,776.94
Spending Potential Index	85	79	82
TV/Video/Sound Equipment: Total \$	\$6,561,448	\$11,853,032	\$18,712,940
Average Spent	\$1,287.32	\$1,233.28	\$1,256.07
Spending Potential Index	90	86	87
Travel: Total \$	\$8,340,434	\$15,278,542	\$24,511,998
Average Spent	\$1,636.34	\$1,589.69	\$1,645.32
Spending Potential Index	87	84	87
Vehicle Maintenance & Repairs: Total \$	\$4,401,031	\$8,503,342	\$13,209,750
Average Spent	\$863.46	\$884.75	\$886.68
Spending Potential Index	87	89	89

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.