



City of Fort Atkinson
City Manager's Office
101 N. Main Street
Fort Atkinson, WI 53538

**CITY COUNCIL MEETING
IN PERSON AND VIA ZOOM
TUESDAY, JANUARY 6, 2026 – 7:00 PM
CITY HALL – SECOND FLOOR**

<https://us02web.zoom.us/j/5997866403?pwd=alcreldSbGpNUVI1VnR1RWF5bXovdz09&omn=85105919995>

Meeting ID: 599 786 6403

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AGENDA

- 1. Call meeting to order**
- 2. Roll call**
- 3. Pledge of Allegiance**
- 4. Consent Agenda:** *The Consent Agenda outlined below is hereby presented for action by the City Council. Items may be removed from the Consent Agenda on the request of any one Council member. Items not removed may be adopted by one action without debate. Removed items may be taken up either immediately after the Consent Agenda or placed later on the agenda at the discretion of the Council President.*
 - a. Review and possible action relating to the **minutes of the December 16, 2025, City Council meeting** (Ebbert, Clerk/Treasurer/Finance Director)
 - b. Review and possible action relating to **Citizen Appointments** to Committees, Commissions, and Boards (Houseman, City Manager)
- 5. Public Hearings**
- 6. Public Comment for Matters on the Agenda:** *The City Council will receive comments from City residents. Comments are generally limited to three minutes per individual. Anyone wishing to speak is required to sign up in advance or state the following items for the record*

when called upon: name, address, and contact information. No action will be taken on any public comments unless the item is also elsewhere on the agenda.

7. Petitions, Requests, and Communications

- a. Presentation - Retail Market Study (Corey Mehaffy, Growth Services Group)

8. Resolutions and Ordinances

9. Reports of Officers, Boards, and Committees

- a. City Manager's Report (Houseman, City Manager)

10. Unfinished Business

11. New Business

12. Miscellaneous

13. Public Comment for Matters Not on the Agenda: *The City Council will receive comments from City residents. Comments are generally limited to three minutes per individual. Anyone wishing to speak is required to sign up in advance or state the following items for the record when called upon: name, address, subject matter, and contact information. No action will be taken on any public comments.*

14. Claims, Appropriations and Contract Payments

- a. Review and possible action relating to the **Verified Claims** presented by the Director of Finance and authorization of payment (Ebbert, Clerk/Treasurer/Finance Director)

15. Adjournment

Date Posted: January 2, 2026

CC: City Council; City Staff; City Attorney; News Media; Fort Atkinson School District; Fort Atkinson Chamber of Commerce

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**CITY COUNCIL MEETING
IN PERSON AND VIA ZOOM
TUESDAY, DECEMBER 16, 2025 – 7:00 PM
CITY HALL – SECOND FLOOR**

MINUTES

1. Call meeting to order

President Jaeckel called the meeting to order at 7:00 pm.

2. Roll call

Present: Cm. Huckabee, Johnson, Lescohier, Schultz and President Jaeckel. Also present: City Manager, City Clerk/Treasurer, City Attorney, Director of Public Works, Director of Neighborhood Services, Public Works Superintendent, Fire Chief, Division Chief and Captain.

3. Pledge of Allegiance

President Jaeckel led the Pledge of Allegiance.

4. Consent Agenda

Huckabee moved, seconded by Johnson to approve the Consent Agenda items 4.a. through 4.i. Motion carried.

- a. *Review and possible action relating to the **minutes of the December 2, 2025, City Council meeting** (Ebbert, Clerk/Treasurer/Finance Director)*
- b. *Review and possible action relating to the **minutes of the December 9, 2025, Plan Commission meeting** (Ebbert, Clerk/Treasurer/Finance Director)*
- c. *Review and possible action relating to the **minutes of the December 11, 2025, Transportation and Traffic Review Committee meeting** (Ebbert, Clerk/Treasurer/Finance Director)*
- d. *Review and possible action relating to **building, plumbing, and electrical permit report for November 2025** (Draeger, Building Inspector/Zoning Administrator)*
- e. *Review and possible action relating to the City Clerk-issued **License and Permit Report for November 2025** (Ebbert, Clerk/Treasurer/Finance Director)*
- f. *Review and possible action relating to **City Sewer, Water, and Stormwater Utility Financial Statements** as of November 30, 2025 (Ebbert, Clerk/Treasurer/Finance Director)*
- g. *Review and possible action relating to a **Special Event: Friends of Haumerson's Pond Winter Ski, Skate and Hike, Saturday, February 7, 2026, from 2 p.m. to 8 p.m.** (Ebbert, Clerk/Treasurer/Finance Director)*

- h. *Review and possible action relating to a **Special Event: Generals Fort Atkinson Cruise Night: May 11, 2026, June 8, 2026, July 13, 2026, August 10, 2026, and September 14, 2026, from 5:30-8:30 pm at Jones Park.** (Ebbert, Clerk/Treasurer/Finance Director)*
- i. *Review and possible action relating to a **Special Event: General's Baseball Fest, June 18, 2026-June 21, 2026, at Jones Park** (Ebbert, Clerk/Treasurer/Finance Director).*

5. Public Hearings

None.

6. Public Comment for Matters on the Agenda

None.

7. Petitions, Requests, and Communications

- a. *Presentation—Jefferson County Financial Empowerment Center (Heather Nunez)*
Heather Nunuz provided a presentation on the Jefferson County Financial Empowerment Center. No action was taken.

8. Resolutions and Ordinances

None.

9. Reports of Officers, Boards, and Committees

- a. *City Manager's Report (Houseman, City Manager)*
No action was taken.

10. Unfinished Business

None.

11. New Business

- a. *Review and possible action relating to the **Rescheduling of City Council meetings to accommodate 2026 Elections** (Ebbert, Clerk/Treasurer/Finance Director)*
Clerk Ebbert referenced Section 2-52 of the City of Fort Atkinson Municipal Code governs City Council meetings. Section (a) states that regular meetings of the Council shall meet annually on the Third Tuesday of April for the purpose of organization and regular meetings shall be held on the first and third Tuesdays of every month thereafter. Staff proposes the following:
 - Tuesday, February 17 to Thursday, February 19 (Spring Primary)-If Necessary
 - Tuesday, April 7 to Thursday, April 9 (Spring General Election)
 - Tuesday, November 3 to Thursday, November 5 (General Election)

Lescohier moved, seconded by Johnson to reschedule City Council meetings in 2026 to accommodate Elections, Thursday, February 19th (if necessary), Thursday, April 9th and Thursday, November 5th. Motion carried.

- b. *Review and possible action relating to **Appointment of Election Inspectors** for a two-year cycle (Ebbert, Clerk/Treasurer/Finance Director)*

Clerk Ebbert stated that an election official is defined as “an individual who is charged with any duties relating to the conduct of an election” per Wis State. 5.02. County and municipal clerks are election officials, as are election inspectors, chief inspectors, greeters and canvas board members. Election officials perform a very important public service by enhancing the high quality and integrity of our elections. Wisconsin Statutes Chapter 7 prescribes the selection, training, and duties for election officials. Election inspectors staff the polling place on Election Day, preserve the order of the process, register electors, record electors, issue ballots, monitor voting equipment and properly complete required forms. Inspectors are required to attend training every two years and must have attended training within two years of any election at which they serve. Staff conducted two training sessions in November, with another to be held in January. Staff also provides training before any election and a brief refresher of procedures during every election.

Huckabee moved, seconded by Schultz to approve the appointment of Election Inspectors for the election cycle beginning January 1, 2026 through December 31, 2027 as provided. Motion carried.

- c. *Review and possible action relating to a one-year Intergovernmental Agreement with the Town of Koshkonong for **Building Inspection Services** (Draeger, Neighborhood and Building Services Director)*

Director Draeger discussed how the City was approached by the Town of Koshkonong to explore the possibility of providing building inspection services. The Town of Koshkonong does not have staff capable of performing its own inspection services, and the volume of permits issued each year does not justify hiring an additional staff member. Under the proposed agreement, the City will provide Building Inspection Services to the Town on an as-needed basis, handling permit reviews and inspections in accordance with the Wisconsin Uniform Dwelling Code and applicable municipal building codes. The City will collect the fees as permits are issued and will then issue a payment to the Town on a monthly basis for its portion of the fees. The Town will continue to manage all other responsibilities and local ordinances not covered by the building code. The City keeps 80% of permit fees, and the Town gets 20%, with a payment to the Town for its portion sent monthly. The Town guarantees at least \$10,000 in collected permit fees to the City by the end of 2026 or the remaining amount will be paid by the Town to the City.

Lescohier moved, seconded by Huckabee to direct the City Manager to enter into a one-year Intergovernmental Agreement with the Town of Koshkonong for building inspection services for 2026. Motion carried.

- d. *Review and possible action relating to an **Extraterritorial Certified Survey Map** for the*

property located at W6116 Star School Road in the Town of Koshkonong (Draeger, Director of Neighborhood and Building Services)

Director Draeger reviewed that the property owner would like to break off a 2 acre parcel from the parent parcel along Star School Road in the Town of Koshkonong without road right of way. This is within the 3-mile extraterritorial area of the City of Fort Atkinson and also within the 1.5-mile radius requiring a recommendation from the Plan Commission and approval by the City Council. The owner received approval from Jefferson County on January 1, 2025 to rezone the parcel from A-1 to A3, pending approval of the CSM.

Schultz moved, seconded by Johnson to waive the requirement for the road dedication and approve the Certified Survey Map for the property located at W6116 Star School Road in the Town of Koshkonong. Motion carried.

- e. *Review and possible action relating to a request from the **Wisconsin Economic Development Corporation (WEDC) to return unused Capital Catalyst Revolving Loan funds** (Houseman, City Manager)*

Manager Houseman discussed that the City of Fort Atkinson received a \$300,000 Capital Catalyst Grant on September 17, 2020 from the Wisconsin Economic Development Corporation to capitalize and manage an Investment Seed Fund to make awards to high-growth startups and emerging growth companies in the City of Fort Atkinson. The City matched the grant amount, for a total of \$600,000. The City created the Capital Catalyst Loan Fund (Fund 21) to provide revolving loans to new businesses and those less than five years old of up to \$100,000 with as low as a 2% interest rate. A total of \$447,000 has been awarded to eligible businesses through 8/19/2024, leaving a balance of initial deposits in the Investment Seed Fund of \$153,000. Given that the deadline has passed, and there are no imminent awards to be made, one-half of the balance of the fund, or \$76,500 has been requested to be returned to WEDC.

Huckabee moved, seconded by Johnson to approve the payment of \$76,500 to the WEDC, representing half of the remaining undeployed funds from the City's Capital Catalyst Revolving Loan Fund. Motion carried.

- f. *Review and possible action to authorize the City Manager to execute the **2026 Joint Powers Agreement with Jefferson County for the County 911 Emergency System** (Houseman, City Manager)*

Manager Houseman discussed the annual "Joint Powers Agreement" for the County 911 emergency system. The Agreement states that if an emergency services vehicle is dispatched in response to a 911 call for service through the County's dispatch system, that vehicle and its personnel will render aid to the persons needing such aid or services, regardless of whether the vehicle is operating inside or outside the vehicle's normal jurisdictional boundaries. This Agreement is required per State Statutes when the County has implemented a 911 system, as Jefferson County has done, and is necessary to provide emergency services to those in need, regardless of jurisdictional boundaries.

Schultz moved, seconded by Huckabee to authorize the City Manager to execute the Joint

Powers Agreement for 2026. Motion carried.

g. *Review and possible action relating to the **Proposal for Public Tree Inventory and Urban Forestry Management Plan** (Williamson, Superintendent of Public Works)*

Superintendent Williamson stated the Department of Public Works is, in part, responsible for the health and welfare of several areas of the community. One of these areas is the tree canopy within the city-owned lands. The City's tree canopy is an important natural resource requiring active management and care. From the list of transmitted recipients, staff received one (1) completed submittal. Great Lakes Urban Forestry, Inc. submitted a proposal including two (2) completed plan examples. The total cost of the project proposal submitted by Great Lakes Urban Forestry, Inc. is \$13,040.00. The Operations Division approved budget for 2025 included line item in the amount of \$10,000.00 for this proposed urban forestry plan and the 2026 approved budget included \$2,500.00 for the completion of the proposed urban forestry plan. The remaining \$540.00 will be paid for using other operational funds, such as the operational supplies account.

Schultz moved, seconded by Johnson to approve the contract for the evaluation and preparation of a Public Tree Inventory and Urban Forestry Management Plan with Great Lakes Urban Forestry, Inc. in the amount of \$13,040.00 and authorize the City Manager to execute the contract. Motion carried.

h. *Review and possible action relating to a request to order **GETAC Body Camera Fleet & In-Squad Video Recording System** at a cost not to exceed \$25,847.00 (Lindsey, Police Captain)*

Captain Lindsey discussed how the Police Department is in need of new Body Worn Cameras to replace the current cameras that have exceeded their useful life estimate (4 years). The current cameras have been in operation since approximately 2020. The original purchase of body cameras on the GETAC platform consisted of a quantity of 12. Currently, 5 of the 12 are operational. The proposal from GETAC to purchase, install, and deploy a new fleet of body cameras is \$16,489. The Department is also in need of two in-squad camera recording systems. These items also exist on the GETAC platform and are consistent with the patrol fleet. One of the systems will be utilized in the new squad car that the City Council approved on December 2nd, and the other is to replace an existing aging system. The proposal from GETAC for the purchase and deployment of these two recording systems is \$9,358. The total cost of both systems is \$25,847.00. Staff will not spend the funds until 2026.

Lescohier moved, seconded by Huckabee to approve the purchase order for the GETAC Body Worn Cameras and the in-car recording system at a total cost not to exceed the quoted amount of \$25,847, as included in the 2026 CIP. Motion carried.

i. *Review and possible action relating to **N. Main St. Sanitary Sewer Design Task Order** (Navin, Director of Public Works)*

Director Navin shared that the sanitary sewer on the east side of N. Main Street currently runs through the basements of the businesses on the 100 block of N. Main Street. This sanitary sewer line is an old clay pipe that is well past its useful life and in poor condition.

Staff is only able to clean it with certain equipment due to the risk of damaging the pipe. Staff proposes to work with Ruckert & Mielke to redesign this pipe to come through the parking lots behind the properties on N. Main Street and the proposed lot on N. Water St. E. The task order recommended by staff is for the design of this sanitary sewer, as staff want to be prepared if the proposed Premier Bank parking lot were to move forward.

Schultz moved, seconded by Johnson to approve Task Order 2025-08 from Ruckert & Mielke for the Design and Construction services of the N. Main St. Sanitary Sewer Redesign in an amount not to exceed \$29,360.00. Motion carried.

- j. *Review and possible action relating to **Amendment No. 1 to Task Order 2025-02: 2026 Road Rehabilitation and Water Relay-Design Project** (Navin, Director of Public Works)*
Director Navin stated that on January 21, 2025, the City Council awarded the bid to Ruckert & Mielke for the 2027 Road Rehabilitation and Water Relay-Design Project and Task Order 2025-02 was approved on February 7, 2025. Staff has since moved the construction of this project to 2027 due to increased costs in the 2026 S. Main St. Pedestrian Path and Water Relay Project. Ruckert & Mielke staff have been working on the design for the approved task order and have addressed several questions and clarifications that have added additional scope to the original task order. This work will be known as the 2027 Road Rehabilitation and Water Relay-Design Project moving forward. As noted, the original task order cost was \$61,644.00 and the proposed amendments cost \$36,912.00 for a new total of \$98,556.00 for the design of the 2027 road rehabilitation and water relay project. The additional \$36,912.00 will be paid for out of the storm water, water, and waste water utility funds as well as Fund 5. Each fund is assigned a percentage of the fee based on their overall percentage of the project.

Huckabee moved, seconded by Johnson to approve Amendment #1 of Task Order 2025-02 2027 Road Rehabilitation and Water Relay Project not to exceed \$36,912.00. Motion carried.

- k. *Review and possible action relating to the **purchase and replacement of 10 tires for Fort Atkinson Fire Department Tender 8191** (Peterson, Fire Chief)*
Division Chief Allard discussed the request for approval to replace ten tires on Unit 8191, the 2002 Sterling tandem axle tender used for rural water supply operations in non-hydranted areas. All current tires are approaching the ten-year replacement threshold that will make the unit noncompliant for the DOT certification in early 2026. Both DOT and NFPA standards treat ten years as the maximum service life for emergency vehicle tires. DOT considers tire age a critical safety factor for commercial vehicles. NFPA 1911 reinforces this by requiring that any tire be removed from service once it reaches ten years from its date of manufacture. Replacing the tires now ensures the tender passes its early 2026 DOT certification and prevents the unit from being taken out of service. This timing also helps avoid potential supply delays often associated with heavy apparatus tires.

Lescohier moved, seconded by Schultz to approve the purchase and install of ten

replacement tires for Tender 8191 from J & L Tire in Johnson Creek at a total cost of \$7,877.90, with funding through the Assigned Fire Replacement Fund. Motion carried.

- l. Review and possible action relating to the **purchase of a Fire Department battalion vehicle**, 2026 Ford F-350 Crew Cab with equipment and modifications at a cost not to exceed \$125,511.91. (Peterson, Fire Chief)*

Chief Peterson shared that this request is for approval to purchase a 2026 Ford F-350 Crew Cab pickup truck and associated equipment and modifications to serve as a dedicated Command Vehicle for the Fire Department on-duty shift commander. A dedicated vehicle, commonly referred to in the fire service as a Battalion or Command Unit, is widely used to allow the incident commander to respond quickly, establish a command post, and manage emergency incidents with the necessary tools and communications capability. At present, the shift commander often manages fires from the cab of the first-arriving engine. This approach is considered outdated, unsafe, and inconsistent with modern best practices. NFPA 1561 on Emergency Services Incident Management states that the incident commander shall establish a fixed, visible, and adequately equipped command post to maintain situational awareness and reduce distractions. Managing a fire from inside an engine cab exposes the commander to noise, radio overload, limited visibility, and restricted workspace, all of which impact decision-making and communication. A dedicated Command Vehicle resolves these limitations and is the reason they are common in all fire departments in Wisconsin. This vehicle will also be able to tow the Department's boat and other trailer required equipment.

Lescohier moved, seconded by Huckabee to approve the purchase the 2026 Ford F-350 Crew Cab from Griffin Ford and to contract with Madison Ziebart, Jesus Artz Productions, Gencom Radio, and 10-33 Vehicle Services for the necessary equipment and modifications at a total estimated cost of \$125,511.91 for the Fire Department Battalion Vehicle. Motion carried.

12. Miscellaneous

None.

13. Public Comment for Matters Not on the Agenda

None.

14. Claims, Appropriations and Contract Payments

- a. Review and possible action relating to the **Verified Claims** presented by the Director of Finance and authorization of payment (Ebbert, Clerk/Treasurer/Finance Director)*

Schultz moved, seconded by Huckabee to approve the list of Verified Claims as presented. Motion carried.

15. Adjournment

Huckabee moved, seconded by Johnson to adjourn. Meeting adjourned at 8:22 pm.

Respectfully submitted,
Michelle Ebbert
City Clerk/Treasurer/Finance Department



MEMORANDUM

DATE: January 6, 2026

TO: Fort Atkinson City Council

FROM: Rebecca Houseman, City Manager

RE: Review and possible action relating to Citizen Appointments to Committees, Commissions, and Boards (Houseman, City Manager)

BACKGROUND

The City has a wide variety of Committees, Commissions, and Boards made up of citizens, staff, and elected officials. Some of these groups are outlined in the City's Ordinances. Most often, the City Manager is responsible for appointing citizen members, subject to approval by the City Council. Similarly, in most cases, the Council President is responsible for appointing Council members to these groups.

DISCUSSION

The following citizen members are eligible for appointment or reappointment to the Committees, Commissions, and Boards below for the terms indicated:

Transportation and Traffic Review Committee

- Loren Gray to fill a citizen position on the Committee

Note the following vacancies for citizens on City Commissions, Committees, and Boards:

- Airport Committee (one seat)
- Board of Zoning Appeals (two seats)
- Cable Television Committee (one seat)
- Historic Preservation Commission (one seat)
- Parks and Recreation Advisory Board (one seat)
- Plan Commission (one seat)

Staff continues to work on filing these vacancies and encourages members of the public to

submit an [application](#) to serve if interested.

FINANCIAL ANALYSIS

The appointments of citizens to these Committees, Commissions, and Boards is not expected to impact the City financially.

RECOMMENDATION

Staff recommends that the City Council confirm the appointments listed in this memo through the Consent Agenda.

ATTACHMENTS

1. Citizen Service Form



City of Fort Atkinson
City Manager's Office
101 N. Main Street
Fort Atkinson, WI 53538

CITIZEN SERVICE INFORMATION FORM

Name (Print): GRAY JOHN LOREN Date: 12/16/25
Last First Middle

Home Address: 120 S. WATER ST. W, FORT ATKINSON

Business Name/Address: _____

Telephone (Home): 920-650-6783 (Work): _____

Email Address: rlsklr2@gmail.com

How long have you lived in the City of Fort Atkinson? 50 yrs

Which Boards, Commissions and/or Committees interest you? Traffic Review

Please give a brief overview of your background, experience, interest or concerns in the above areas:

*City Councilman
Planning Commission
RETIRED CEO - JONES DAIRY FARM*

References:

1. Rebecca Houseman Phone: _____
2. _____ Phone: _____

John Loren
Signature

Return this form to:
City Manager's Office
101 North Main Street
Fort Atkinson WI 53538
sweihert@fortatkinsonwi.gov

GSG Retail Market Study

Fort Atkinson, Wisconsin



TYPES OF ANALYSIS

DEMOGRAPHIC PROFILE

TRADE AREA

SITE EVALUATION

MARKET FORCES

LOCAL VIEWS

TARGETED RETAIL

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I. PROJECT OVERVIEW

SPONSOR

Rebecca Houseman, City Manager
City of Fort Atkinson
101 N Main Street
Fort Atkinson, WI 53538
(920) 397-9901

PURPOSE OF THE FINAL REPORT

This Retail Market Study was designed to examine the potential for the City of Fort Atkinson, Wisconsin to attract retailers, restaurants and services, as well as to be used as a due diligence tool for developing multiple prime retail sites within the community.

This Final Report is intended to identify business types, opportunities, and in some cases specific retailers, restaurants, and services for potential development opportunities in Fort Atkinson, Wisconsin.

RETAIL SITES

The proposed sites as presented by the City include:

Site 1: 1425 Janesville Avenue Lots 2 and 3

Site 1 is two lots from 0.69 acres to 1.01 acres of construction ready, urban mixed use lots adjacent to Highway 26 Business and Highland Avenue. Surrounding businesses include Badgerland After School Enrichment (BASE afterschool care), We Energies, and AmericInn by Wyndham., Brickhouse Pizza Pub, Fireside Dinner Theater, Rock River Lanes (bowling alley), Blodgett Garden Center, and Fort Atkinson Family Restaurant.

Site 2: Doris Drive Out Lot 1 and Lot 1

Site 2 is 1.8 acres with an out lot of 0.55 acres of construction ready, greenfield site adjacent to intersection of Highway 12 Business and Madison Avenue; one-quarter mile from the interchange of US Highway 26, exit 21. Surrounding businesses include Dunkin', Taco Bell, Culver's, Kwik Trip, Country Inn & Suites, Holiday Inn Express, Medical Care Facilities, Ft. Atkinson High School, and Madison Area Technical College.

Site 3: Doris Drive Fort Healthcare Out Lot

Site 3 is a 1.12 acre construction ready, commercial section of lot 1 accessible off Highway 12 Business and Madison Avenue. Surrounding businesses include Dunkin', Taco Bell, Culver's, Kwik Trip, Country Inn & Suites, Holiday Inn Express, Medical Care Facilities, Ft. Atkinson High School, and Madison Area Technical College.

Site 4: Pick and Save Out Lot

Site 4 is 0.5 acres of construction ready, commercial site adjacent to Highway 12 and Madison Ave and 0.25 miles from the interchange of US Highway 26, exit 21. Surrounding businesses include Dunkin', Taco Bell, Culver's, Kwik Trip, Country Inn & Suites, Holiday Inn Express, Madison Area Technical College, Verizon Wireless, T-Mobile, Fort 88 Smokehouse, and Fort Atkinson High School.

Site 5: Highway 26 Exit 21 Greenfield

Site 5 is a 23.407 acre greenfield site adjacent to Hwy 26 and Highway 12. The site is in a Tax Increment District and planned for mixed use development. Surrounding businesses include Country Inn & Suites, Holiday Inn Express, Kwik Trip, Dunkin', Reena Assisted Living, and Medical Care Facilities.

Site 6: Mile Away Redevelopment

Site 6 is a 1.0 acre redevelopment site commercial lot adjacent to Highway 26 and Highway 12. Surrounding businesses include Burger King, O'Reilly Auto Parts, Madison Area Technical College, and Salamone's Italian Pizzeria.

Site 7: Highway 26 Exit 23 Greenfield

Site 7 is a 74.211 acre parcel of 5 agricultural lots accessible to Highway 12 and Highway 26. Surrounding businesses include Hoard's Dairyman Farm, Fort Atkinson Municipal Airport, Riverfront Family Restaurant, U-Haul, railroad access, and Glacial River Bike Trail.

Site 8: U-Haul Out Lot

Site 8 is a 0.991 acre parcel of two commercial lots adjacent to Highway 26/North High Street. Surrounding businesses include River Front Family Restaurant, K&F Auto Sales, Fort Atkinson Municipal Airport, Glacial River Bike Trail, and Butch's High Lite Auto Body.

Site 9: BlackHawk Fitness Out Lot

Site is a 1.3 acre construction ready, commercial out lot adjacent to Highway 12/Madison Avenue. Surrounding businesses include Salamone's Italian Pizzeria, Financial Institutions, Medical Care Facilities, and beauty salons/spas.

Site 10: 7 Madison Avenue

Site 10 is a .85 acre parking lot available for redevelopment if providing underground parking. Site could serve as a gateway to Fort Atkinson's historic downtown. Surrounding businesses include Walgreens, Festival Foods, Anytime Fitness, Ace Hardware, Jimmy Johns, McDonalds, Verlo Mattress, Pete's Tire, and the Fort Atkinson Area Chamber of Commerce office.

HOW TO USE THIS REPORT

GSG has analyzed market conditions, economic and demographic factors, and site conditions to examine the potential for retail and commercial growth in Ft. Atkinson, WI. GSG has utilized both primary data in the form of a community survey and local interviews, and secondary data sources that are assumed to be correct to analyze the subject area's demand for additional retail and commercial development opportunities.

A developer should use this report as an informational tool for potential planners, retailers, developers, financiers, other businesses, economic development organizations, etc. in their due diligence and decision making process. The suggestions and recommendations in this report should be used as a guide only for that process.

GSG makes no representations regarding the development or possible investments. Potential developers and investors should rely on their own due diligence when making investment decisions.

This study was conducted by independent consulting firm Growth Services Group.

II. EXECUTIVE SUMMARY

INTRODUCTION

The purpose of this study is to determine the potential for the development of one or more sites located in Fort Atkinson, Wisconsin. The Greater Market Area, the Fort Atkinson Trade Area, and the proposed Retail Sites have been evaluated for potential restaurant, retail, and service operators as the locations dictate.

While the Fort Atkinson Area has considerable potential in terms of livability and a stable population, it is primarily a location that serves the community and the adjacent area of Jefferson County. Fort Atkinson and its Trade Area is a dense suburban community with a good mix of moderate to upper middle-income neighborhoods. The City features strong manufacturing, retail, and service industries. The community benefits from being the largest city in Jefferson County and significant traffic counts on Highways 26 and 12 and is strategically located just south of Jefferson, Wisconsin and north of Whitewater, Wisconsin.

The Retail Market Study provides the developer and others a base of information not only of the community and trade area, but also a Greater Market Area. The greater regional influences are important considerations in any decision-making process.

GENERAL FINDINGS, OPPORTUNITIES AND CHALLENGES

The Retail Market Study shows Fort Atkinson as a proud and stable community with a sense of purpose and direction. The City, for its size, has professional administration and has conducted a Community Survey for feedback and direction.

The research for this study focused on four areas:

- Demographic Profile;
- Trade Area and Site Evaluation;
- Market Forces & Local Views and Needs; and
- Targeted Retailers, Restaurants and Service Businesses.

As a basis of information, the study provides information on population, employment, income, housing, community patterns, sales and local shopper views and needs; and, to the degree possible, makes comparisons for market differentiation.

KEY FINDINGS

- Fort Atkinson is center to a Greater Market Area with a population of over 102,170 (15 Mile Ring) with over 41,200 Households. The Trade Area saw Retail Sales of \$149,329,943 in 2025.
- Jefferson County (Trade Area) is currently gaining retail and restaurant sales from areas outside the county with a moderately-neutral pull factor of 1.10. In addition, respondents to the 2025 Community Survey indicated strong local support for retailers.
- The Trade Area consists largely of consumers in the Classic Comfort (K4), Middle Ground (K2), and Country Charm (I7).
- The proposed development sites offer proximity and/or excellent visibility to US Highways 26 and 12.
- The Daytime Population in Fort Atkinson grows by nearly 11 percent as commuters travel to the market for employment.

- Fort Atkinson has traffic counts in the area of over 15,000, one of the higher traffic counts located outside of core metro cities along Highways 12 and 26.
- The 2025 Retail Sales reflect that Fort Atkinson has as slightly lower sales per capita (\$12,165) of comparable Wisconsin communities.
- Taxable sales for Fort Atkinson are projected to grow by 8.9% over the next five years, 2025 through 2030.
- Attracting new retail business was ranked a top three priority of the business development preferences in the Community Survey. The 389 respondents indicated tepid satisfaction with current retail, service and dining options which confirms a significant gap for new development opportunities.

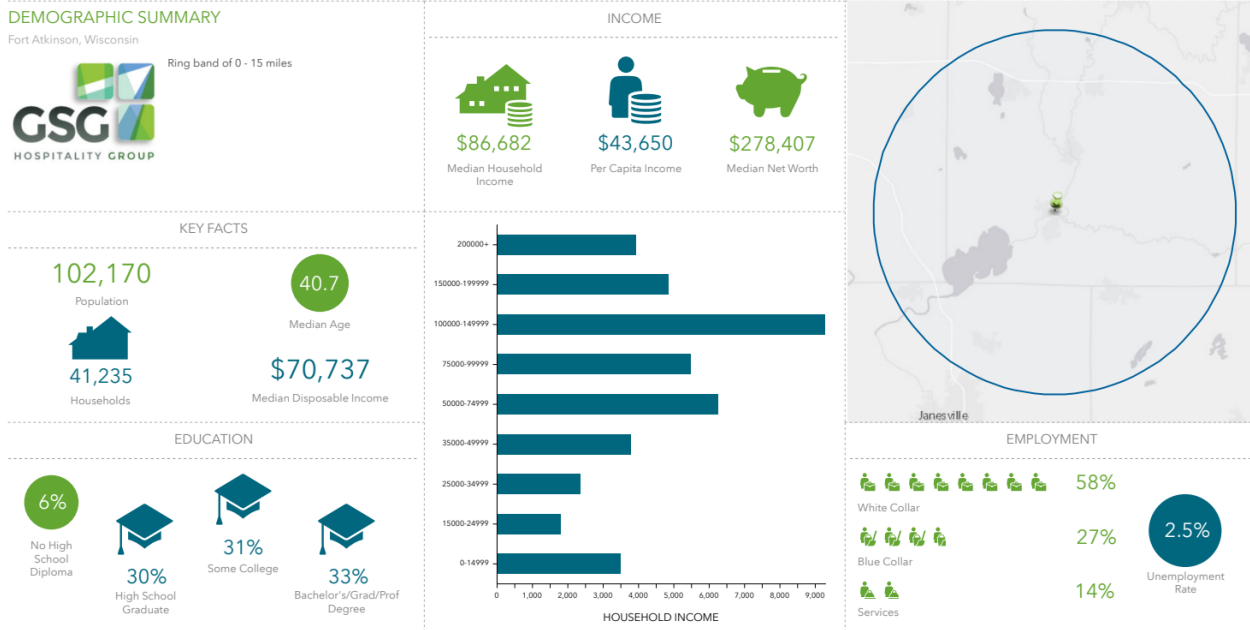
The key challenge will be to what degree the new developments and vendors can capture market share from other competitive markets identified by respondents who indicated shopping activity outside the Fort Atkinson market within the last 60 days. The high ratio of the workforce working inside the community adds to the opportunity. Retailers with strong regional and national brands and management can make a significant difference. The ability to capture transient business off the highway can also add to the mix.

CONCLUSION

The study concludes that the proposed development sites are viable offering a potential excellent future with the right mix of vendors matching the community's needs and the shopper's buying habits. In addition, opportunity exists with the high traffic and highway visibility to capture convenience and impulse buying for additional sales. Current experience and feedback shows local residents are willing to change with the right shopping options to support the community.

III. DEMOGRAPHIC PROFILE

Greater Market Area Fort Atkinson, WI (15 Mile Radius)



Source: ESRI

OVERVIEW

The Demographic Profile, with data available from public sources such as the U.S. Census, the Bureau of Labor Statistics and the University of Wisconsin-Madison Division of Extension, as well as subscription sources like ESRI, provides a quick overview of a larger market area—highlighting information related to population, employment, income, and commuting patterns. Where possible, this review makes direct comparisons of the local Market to the State of Wisconsin and the USA.

The presentation in the following charts and tables is used to analyze the local market for trends with the region, state and nation. The City of Fort Atkinson and the proposed sites are located in northwestern Jefferson County, Wisconsin. Its location is situated halfway between Madison and Milwaukee on Highway 26 and 12 provides both opportunities and challenges for Fort Atkinson and its trade area. The Demographic portion of this study will provide a better appreciation of the forces and trends currently at work and potential impacts for the future.

The Infographic above provides a demographic summary of the Greater Market Area including population, households, income and more.

POPULATION

The population of the City of Fort Atkinson grew from 12,428 (2010 census) to 12,589 (2020 census) and will remain steady according to the 2025 estimates. The City of Fort Atkinson is considered a magnet community as the Daytime Population increases to 16,630 with commuters traveling into the community for shopping, entertainment and employment.

Total households has increased from 5,153 (2010 census) to 5,349 (2020 census) and will hold steady according to the 2025 estimates.

The Median Household Income in Fort Atkinson continues to grow, sitting at \$81,213 according to 2025 estimates. The Median Age in Fort Atkinson is 42.1 compared to the US Median Age of 39.6. The Male Population is 49.2% with Female Population at 50.8%.

Refer to Appendix E for more detailed Demographic Information for Fort Atkinson.

FORT ATKINSON MARKET AREA POPULATION TRENDS AND COMPARISONS					
	2010	2020	2025	% Change 2010-2020	% Change 2020-2025
<i>Fort Atkinson, WI</i>	12,428	12,589	12,275	0.13%	-0.48%
5 Mile Ring	19,411	19,475	19,034	0.03%	-0.44%
10 Mile Ring	50,387	50,975	51,490	0.12%	0.19%
15 Mile Ring	97,499	100,682	102,170	0.32%	0.28%

Source: ESRI

FORT ATKINSON MARKET AREA TOTAL HOUSEHOLDS TRENDS AND COMPARISONS					
	2010	2020	2025	% Change 2010-2020	% Change 2020-2025
<i>Fort Atkinson, WI</i>	5,153	5,349	5,362	0.37%	0.05%
5 Mile Ring	7,749	8,049	8,080	0.38%	0.07%
10 Mile Ring	19,163	19,842	20,220	0.35%	0.36%
15 Mile Ring	37,756	40,005	41,235	0.58%	0.58%

Source: ESRI

FORT ATKINSON MARKET AREA TOTAL HOUSEHOLDS TRENDS AND COMPARISONS				
	Median HHI	Median Age	Male	Female
<i>Fort Atkinson, WI</i>	\$81,213	42.1	49.2%	50.8%
5 Mile Ring	\$84,159	43.1	49.9%	50.1%
10 Mile Ring	\$76,922	36.9	50.8%	49.2%
15 Mile Ring	\$86,682	40.7	51.1%	48.9%
US Average	\$81,624	39.6	49.7%	50.3%

Source: ESRI

POPULATION AGE DISTRIBUTION

In the age category, residents of Fort Atkinson have a slightly higher median age at 42.1 than the US average at 39.6. The 18+ population remains steady throughout the Greater Market Area, at roughly 80% of the total population.

Refer to Appendix E for more detailed Demographic Information for Fort Atkinson.

2025 POPULATION AGE DISTRIBUTION														
All Residents														
	Medi-an Age	0-4	5-9	10-14	15-24	25-34	35-44	45-54	55-64	65-74	75-84	85+	18+	Total 2025
Ft Atkinson	42.1	5.3%	5.7%	5.5%	11.9%	11.9%	13.8%	12.8%	12.6%	11.6%	6.5%	2.3%	79.4%	12,275
5 Mile Ring	43.1	5.0%	5.4%	5.6%	12.1%	11.3%	13.3%	13.0%	13.2%	12.2%	6.7%	2.2%	79.8%	19,034
10 Mile Ring	36.9	4.2%	4.4%	4.9%	24.2%	10.3%	10.8%	10.8%	11.5%	10.6%	6.1%	2.1%	83.1%	51,490
15 Mile Ring	40.7	4.6%	5.1%	5.7%	17.4%	10.5%	12.2%	11.7%	12.9%	11.7%	6.2%	2.1%	81.1%	102,170

Source: ESRI

POPULATION BY RACE

Nearly all residents of Fort Atkinson, Wisconsin, (92.5%), reported one race, with the remaining (7.5%), reporting being of two or more races.

2025 POPULATION BY RACE							
	White	Black	American Indian	Asian	Pacific Islander	Other	Two or More Races
Ft Atkinson	85.3%	1.1%	0.5%	1.0%	0.0%	4.6%	7.5%

Source: ESRI

Refer to Appendix E for more detailed Demographic Information for Fort Atkinson.

EMPLOYMENT

As mentioned earlier in this report, Fort Atkinson is considered a Magnet community with a Daytime Population that grows by nearly 11%. This increase is due in large part to a number of major employers providing quality employment opportunities to residents in the area. The following tables below show the number of businesses by NAICS code as well as the number of employees by NAICS code in the community.

Another indicator of Industry Employment is the relationship of Sector Employment by Industry to total Employment. An example would be Retail Trade with over 25% of total jobs in Fort Atkinson.

Business Sector (by NAICS codes)	Businesses	% of total	Employees	% of total
Retail Trade	125	20.3	3,102	25.3
Other Services (except Public Administration)	86	14.0	335	2.7
Accommodation & Food Services	45	7.3	595	4.9
Public Administration	11	1.8	119	1.0
Arts, Entertainment & Recreation	10	1.6	439	3.6
Total	616	100	12,267	100

Source: ESRI

Business Sector (by NAICS codes)	Employees	% of total	Businesses	% of total
Retail Trade	3,102	25.3	125	20.3
Health Care & Social Assistance	335	2.7	86	14.0
Educational Services	595	4.9	45	7.3
Manufacturing	119	1.0	11	1.8
Administrative & Support & Waste Management & Remediation Services	439	3.6	10	1.6
TOTAL	12,267	100	616	100

Source: ESRI (2025 data)

Refer to Appendix E for more detailed Demographic Information for Fort Atkinson

The chart below lists the top nine employers by number of employees in Fort Atkinson. Major employers include the healthcare, retail and industry sectors.

BUSINESS NAME	EMPLOYEES
Fort Healthcare	610
School District of Fort Atkinson	513
Spacesaver Corp.	475
Jones Dairy Farm	350
NORAC Systems	300
OSI Industries	300
Endeavor Business Media	270
Klopcic Enterprises	250
Opportunities, Inc.	225

Source: City of Fort Atkinson

The unemployment rate for Fort Atkinson and Jefferson County normally runs consistent with the state and national averages and indicates a stable industry base and productive workforce. The unemployment rate for Jefferson County is 2.7% and compares with Wisconsin at 3.0%.

Another element when comparing Industry Employment with Civilian Employment is that Civilian Employment counts all people working including self-employed, as well as job holders; whereas Industry Employment counts jobs and those on a payroll where withholdings are taken from their checks.

JEFFERSON COUNTY, WISCONSIN				
Civilian Employment Statistics				
	Labor Force	Employment	Unemployment	Unemployment Rate
Jefferson County	48,754	47,462	1,292	2.7%
State of Wisconsin	3,1756,83	3,0811,71	94,512	3.0%
USA	162,655,000	157,152,000	5,503,000	3.4%

Source: BLS, 2024 Local Area Unemployment Statistics

Civilian Employment: Employment of all residents living in county and working anywhere.

CIVILIAN EMPLOYMENT				
Jefferson County Annual Trends				
Annual Averages	Labor Force	Employment	Unemployment	Unemployment Rate
2020	47,563	45,008	2,555	5.4
2021	48,577	47,023	1,554	3.2
2022	48,464	47,247	1,217	2.5
2023	48,588	47,394	1,194	2.5
2024	48,754	47,462	1,292	2.7

Source: BLS, 2024 Local Unemployment Statistics

INCOME

The Median Household Income for 2025 in Fort Atkinson is \$81,213 and is estimated to increase by 11.8% by 2030. The Median Home Value in Fort Atkinson in 2025 is \$268,819 compared to the State of Wisconsin at \$313,652. The Per Capita Income in Fort Atkinson in 2025 is \$41,446 as compared to the State of Wisconsin's \$43,937

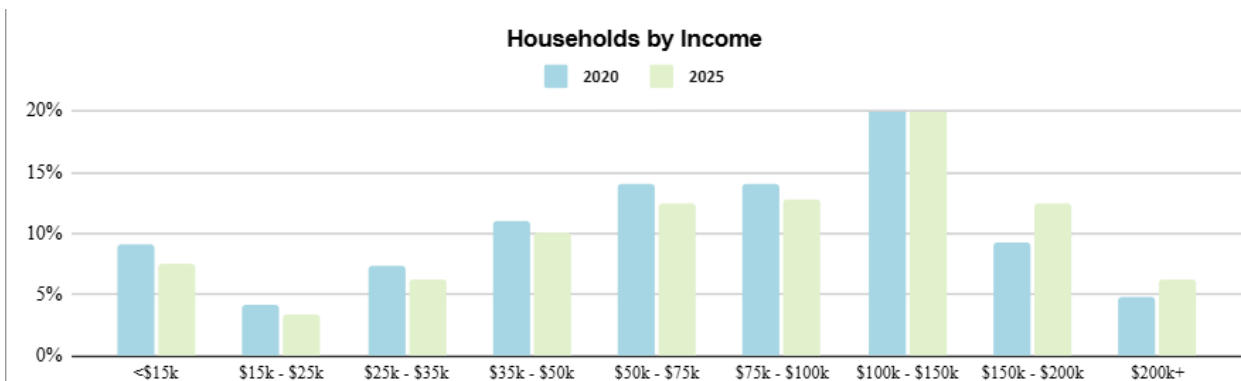
Sixty-eight percent of Households in Fort Atkinson have a Household Income of over \$50,000. Over 62% of the total 5,594 Fort Atkinson housing units are owner occupied with 36.4% renter occupied and 4.4% vacant. The average household size in Fort Atkinson is 2.25. There are 3,042 families in Fort Atkinson and the average family size is 2.9.

FORT ATKINSON INCOME STATISTICS				
	2025 Median HH Income	2030 Estimates MHHI	2025 Per Capita Income	2025 Median Home Value
Fort Atkinson	\$81,213	\$93,771	\$41,446	\$268,819
5 Mile Ring	\$84,159	\$97,072	\$42,511	\$304,216
10 Mile ring	\$76,922	\$87,175	\$38,871	\$337,191
15 Mile Ring	\$86,682	\$100,273	\$43,650	\$353,354
Wisconsin	\$78,651	\$88,685	\$43,937	\$313,652

Source: ESRI

FORT ATKINSON HOUSEHOLDS BY INCOME STATISTICS									
	<\$15,000	\$15,000 - \$24,999	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$149,999	\$150,000 - \$199,999	\$200,000+
Fort Atkinson	9.1%	4.2%	7.3%	11.0%	14.1%	14.0%	26.2%	9.3%	4.8%

Source: ESRI



Source: ESRI

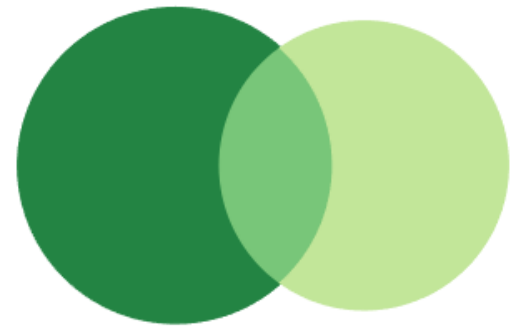
Refer to Appendix E for more detailed Demographic Information for Fort Atkinson.

COMMUTING PATTERNS

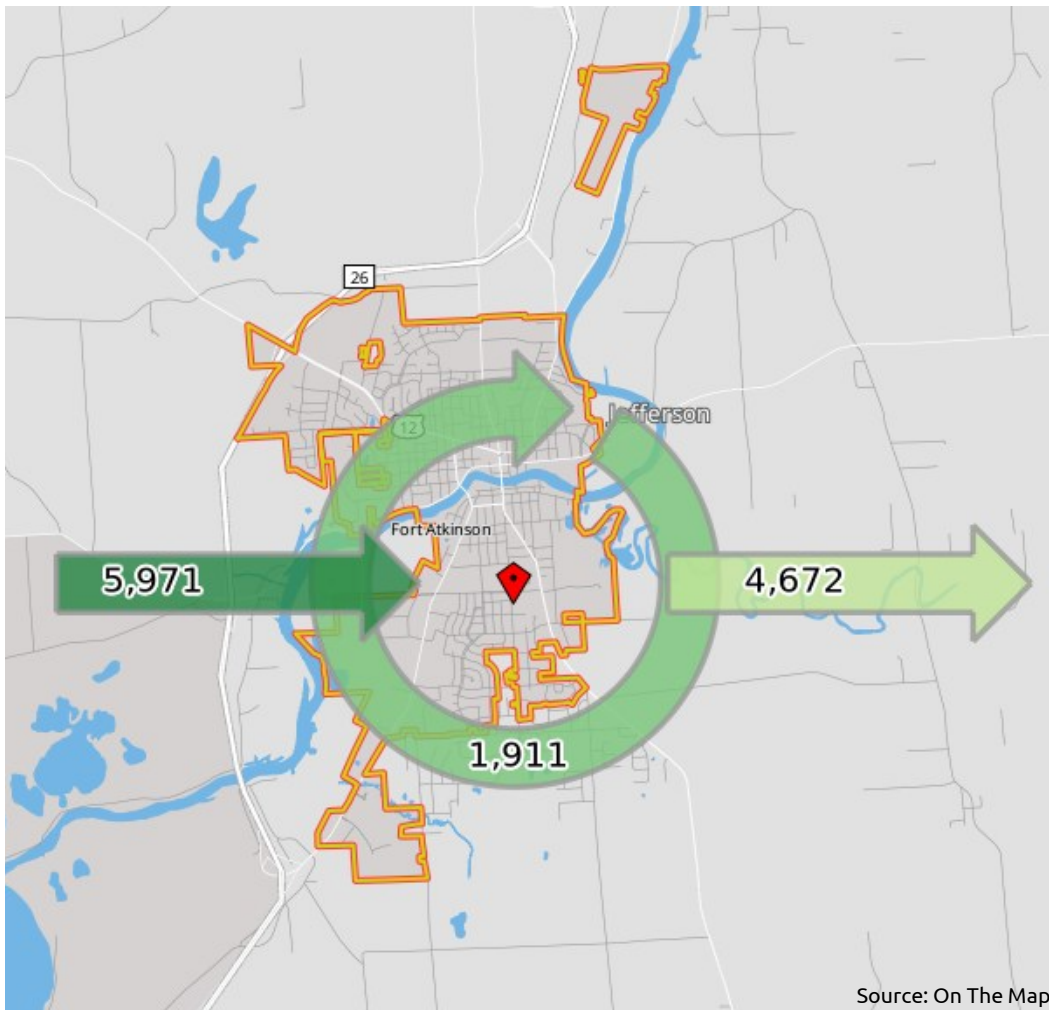
Work commuting patterns are important elements for influencing shopping patterns. One of the factors for the increased Daytime Population (from 12,275 to 16,630) is the number of commuters traveling to work in Fort Atkinson each day. According to US Census data, displayed here, Fort Atkinson is considered a Magnet community as more workers come to the community each day than leave it. The map below indicates an inflow of 5,971 workers who live outside the community and travel to the community for work each day while 4,672 workers who reside in the community leave each day for external jobs.

The data show that 6,583 workers live in the City of Fort Atkinson, of which, 1,911 are employed in the community and 4,672 are employed outside the community. In addition, of the 7,882 workers employed in the community, 4,672 live outside the city.

Inflow/Outflow Job Counts in 2022
All Workers



- 5,971 - Employed in Selection Area, Live Outside
- 4,672 - Live in Selection Area, Employed Outside
- 1,911 - Employed and Live in Selection Area



Source: On The Map

The charts below detail the job characteristics of workers who reside and work in Fort Atkinson as well as workers who flow in and out of the community for employment. The average one way commute for Fort Atkinson workers is 20 minutes compared to 22 minutes for Wisconsin and 27 minutes for the US. A larger percentage of workers (2.5%) walk to work as compared to Wisconsin (1.9%) and the US (2.8%).

Outflow Job Characteristics (All Jobs)	2022	
	Count	Share
External Jobs Filled by Residents	4,672	100.0%
Workers Aged 29 or younger	1,156	24.7%
Workers Aged 30 to 54	2,377	50.9%
Workers Aged 55 or older	1,139	24.4%
Workers Earning \$1,250 per month or less	885	18.9%
Workers Earning \$1,251 to \$3,333 per month	1,137	24.3%
Workers Earning More than \$3,333 per month	2,650	56.7%
Workers in the "Goods Producing" Industry Class	1,286	27.5%
Workers in the "Trade, Transportation, and Utilities" Industry Class	1,060	22.7%
Workers in the "All Other Services" Industry Class	2,326	49.8%

Source: On The Map

Inflow Job Characteristics (All Jobs)	2022	
	Count	Share
Internal Jobs Filled by Outside Workers	5,971	100.0%
Workers Aged 29 or younger	1,473	24.7%
Workers Aged 30 to 54	2,865	48.0%
Workers Aged 55 or older	1,633	27.3%
Workers Earning \$1,250 per month or less	1,499	25.1%
Workers Earning \$1,251 to \$3,333 per month	1,730	29.0%
Workers Earning More than \$3,333 per month	2,742	45.9%
Workers in the "Goods Producing" Industry Class	1,230	20.6%
Workers in the "Trade, Transportation, and Utilities" Industry Class	982	16.4%
Workers in the "All Other Services" Industry Class	3,759	63.0%

Source: On The Map

Interior Job Characteristics (All Jobs)	2022	
	Count	Share
Internal Jobs Filled by Residents	1,911	100.0%
Workers Aged 29 or younger	435	22.8%
Workers Aged 30 to 54	958	50.1%
Workers Aged 55 or older	518	27.1%
Workers Earning \$1,250 per month or less	492	25.7%
Workers Earning \$1,251 to \$3,333 per month	562	29.4%
Workers Earning More than \$3,333 per month	857	44.8%
Workers in the "Goods Producing" Industry Class	471	24.6%
Workers in the "Trade, Transportation, and Utilities" Industry Class	262	13.7%
Workers in the "All Other Services" Industry Class	1,178	61.6%

Source: On The Map

COMMUTING STATISTIC	FORT ATKINSON	WISCONSIN	NATIONAL
Average one way commute	20 min.	22 min.	27 min.
Workers who carpool	6.5%	7.4%	8.5%
Workers taking public transportation	0.6%	1.2%	3.5%
Workers who walk to work	2.5%	1.9%	2.8%
Working from home	8.4%	11.6%	13.5%

Source: ESRI

IV. TRADE AREA & SITE EVALUATION

TRADE AREA EVALUATION

The Trade Area Map on the following page is a radius map with five, ten, and fifteen mile circles to show distances surrounding Fort Atkinson along major highways. The current population of the Trade Area is estimated at 102,170 with approximately 41,235 households. The Median Household Income in the trade area is \$86,682 with a Median Home Value of \$353,354.

With a number of quality job opportunities in Fort Atkinson, the Daytime Population grows by nearly 12% as workers travel into the market for work. This increased traffic accounts for additional retail sales for local firms. Recent estimates show an expected continued increase in home values, median household income and per capita income.

The top three tapestry segments for the Trade Area are Classic Comfort (K4), Middle Ground (K2), and Country Charm (I7). These segments are largely comprised of married couples, many without children, self-employed/retired, and younger couples and singles living alone. They embrace the slower pace of suburban life and tend to be more price sensitive utilizing online shopping and coupons when shopping.

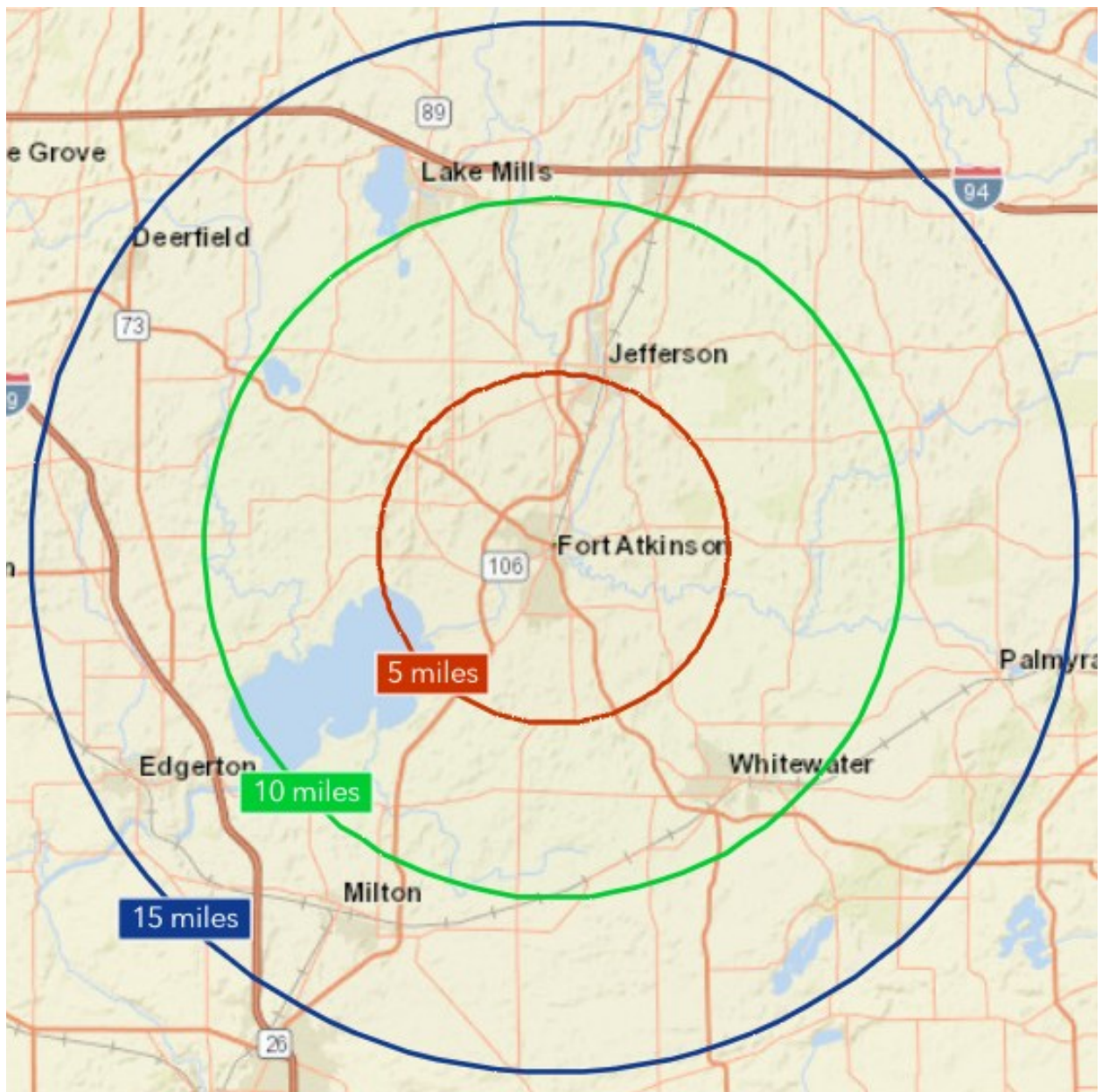
TRADE AREA DEMOGRAPHICS				
AREA	Fort Atkinson	5 Mile Ring	10 Mile Ring	15 Mile Ring
Population	12,275	19,034	51,490	102,170
Households	5,349	8,080	20,220	41,235
Median Home Value	\$268,819	\$304,216	\$337,191	\$353,354
Persons Per House	2.25	2.31	2.28	2.33
White Population	85.3%	86.0%	84.5%	87.7%
Median Household Income	\$81,213	\$84,159	\$76,922	\$86,682
Civilian Employment	7,073	10,668	29,046	57,744
Number Firms	616	852	1,823	3,443
Bachelors Degree or Higher	29.2%	27.4%	31.1%	33.2%
Poverty	7.7%	8.7%	15.3%	10.3%

Source: ESRI; 2020 U.S. Census Bureau, 2019-2023 American Community Survey
Refer to Appendix E for more detailed Demographic Information for Fort Atkinson.

TRADE AREA MAP

Fort Atkinson Market Area
5, 10, 15 Mile Rings
Population: 102,170

The general market area for this proposed development is Fort Atkinson, Wisconsin, a city in Jefferson County in south east Wisconsin, located at 42.9289° N, 88.8371° W. It has a population of 12,275 according to 2023 estimates and offers a variety of local support for retail, dining, and community events. It is about 45 minutes by car from Madison, Wisconsin (population 285,300) along Highway 12 or Interstate 94.



TRADE AREA AMENITIES (Partial List)

Lake Koshkonong



- Lake Koshkonong, a 10,595-acre shallow reservoir in southern Wisconsin spanning Jefferson, Rock, and Dane counties, is fed by the Rock River and known for its strong recreational appeal. Popular for boating, fishing, and lakeside living, it supports species such as bass, walleye, and catfish while offering year-round outdoor activity.

Rock River



- The Rock River winds through downtown **Fort Atkinson, Wisconsin**, offering scenic beauty, boating, and riverside recreation that define the community's character. Its calm flow connects parks, trails, and local businesses, making it a hub for outdoor life and tourism.

Jones Park



- Jones Park in Fort Atkinson is home to the **Fort Atkinson Generals Baseball Team**, where summer evenings come alive with spirited games, cheering crowds, and a strong sense of hometown pride. The park's well-kept field and community atmosphere make every match a highlight of local recreation.

Rock River Disc Golf Course



- Fort Atkinson's **Rock River Disc Golf Course**, set along the scenic riverfront, offers a fun and challenging layout for players of all skill levels. Surrounded by mature trees and walking trails, it's a favorite local spot for recreation and outdoor connection.

Fireside Theatre



- The **Fireside Theatre** in Fort Atkinson is an award-winning dinner theater known for its professional, in-the-round productions paired with fine dining and family hospitality. Today, it continues to draw audiences with vibrant Broadway-style shows, excellent food, and a unique cultural experience in a warm, intimate setting.

TRADE AREA AMENITIES (Partial List)

Fort Atkinson School System



- Fort Atkinson’s school system is known for blending rigorous academics with strong community involvement, serving approx. 2,357 students from elementary through high school. Its schools are valued not just for test scores, but for fostering character, creativity, and local pride.

Madison College—Fort Atkinson



- Madison College’s **Fort Atkinson campus** enrolls about **919 students** and offers **two-year associate degrees, technical diplomas, and certificate programs** in fields such as healthcare, business, information technology, and trades. The campus provides accessible higher education close to home, preparing students for both immediate careers and university transfer pathways.

Jones Dairy Farm



- Jones Dairy Farm, a seventh-generation, family-owned company based in Fort Atkinson since 1889, specializes in all-natural breakfast sausage, bacon, ham, and other meat products free from fillers or preservatives.

Fort Memorial Hospital



- Fort Memorial Hospital, under the **Fort HealthCare** system, is the largest medical facility in Fort Atkinson — a modern, fully accredited acute care hospital with **42 licensed beds** and over 100 physicians on staff.

Glacial River Trail

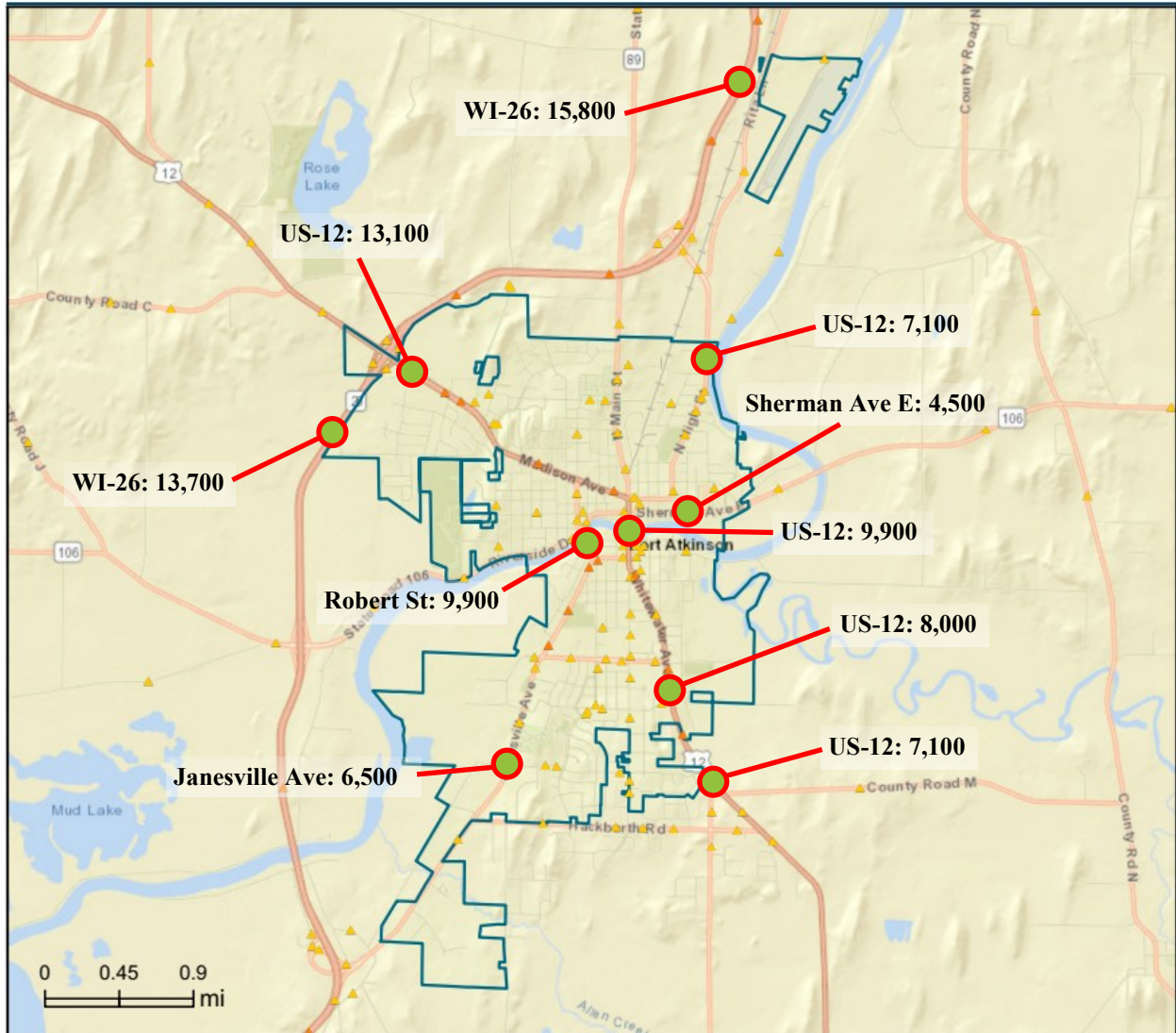


- The **Glacial River Trail** is a scenic 50+-mile multi-use route linking Janesville to Juneau that winds past Fort Atkinson, featuring paved and off-road segments that traverse farmland, woodlands, and wetlands. Within Fort Atkinson, the trail offers a pleasant mix of nature, public art, and community connection in a bike-friendly corridor.

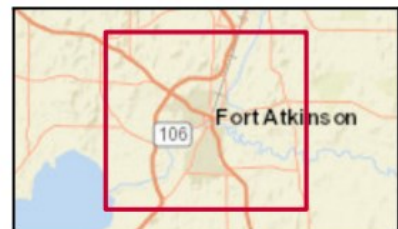
TRAFFIC COUNT MAP

(Sources: ESRI, Wisconsin Department of Transportation)

Average Daily Traffic (ADT)—Fort Atkinson

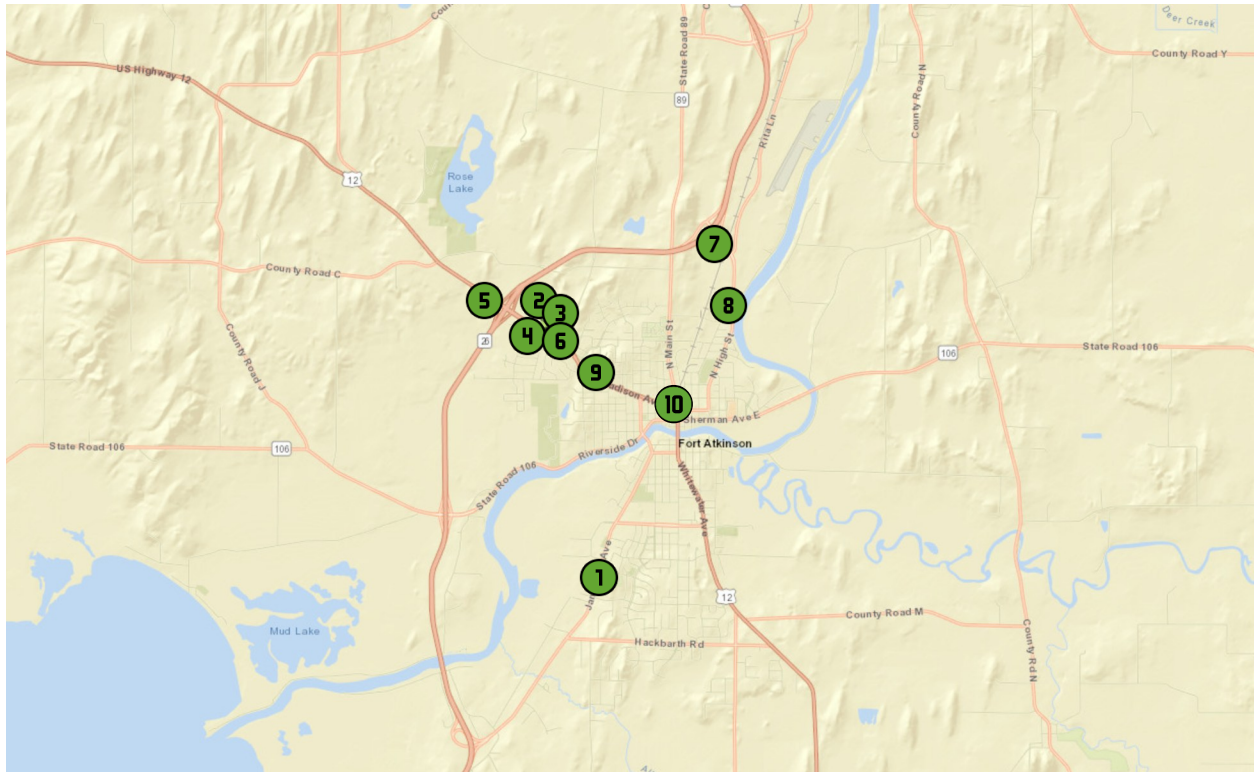


- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



SITE ANALYSIS

Proposed Site Summary



Fort Atkinson has several potential locations available for a new mixed-use development. Ten primary locations were evaluated for this report due to their closer proximity to Highways 26 and 12. The potential sites are shown on the map above.

Site 1: 1425 Janesville Avenue Lots 2 and 3

Site 1 is two lots from 0.69 acres to 1.01 acres of construction ready, urban mixed use lots adjacent to Highway 26 Business and Highland Avenue. Surrounding businesses include Badgerland After School Enrichment (BASE afterschool care), We Energies, and AmericInn by Wyndham., Brickhouse Pizza Pub, Fireside Dinner Theater, Rock River Lanes (bowling alley), Blodgett Garden Center, and Fort Atkinson Family Restaurant.

Site 2: Doris Drive Out Lot 1 and Lot 1

Site 2 is 1.8 acres with an out lot of 0.55 acres of construction ready, greenfield site adjacent to intersection of Highway 12 Business and Madison Avenue; one-quarter mile from the interchange of US Highway 26, exit 21. Surrounding businesses include Dunkin', Taco Bell, Culver's, Kwik Trip, Country Inn & Suites, Holiday Inn Express, Medical Care Facilities, Ft. Atkinson High School, and Madison Area Technical College.

Site 3: Doris Drive Fort Healthcare Out Lot

Site 3 is a 1.12 acre construction ready, commercial section of lot 1 accessible off Highway 12 Business and Madison Avenue. Surrounding businesses include Dunkin', Taco Bell, Culver's, Kwik Trip, Country Inn & Suites, Holiday Inn Express, Medical Care Facilities, Ft. Atkinson High School, and Madison Area Technical College.

SITE ANALYSIS

Proposed Site Summary

Site 4: Pick and Save Out Lot

Site 4 is 0.5 acres of construction ready, commercial site adjacent to Highway 12 and Madison Ave and 0.25 miles from the interchange of US Highway 26, exit 21. Surrounding businesses include Dunkin', Taco Bell, Culver's, Kwik Trip, Country Inn & Suites, Holiday Inn Express, Madison Area Technical College, Verizon Wireless, T-Mobile, Fort 88 Smokehouse, and Fort Atkinson High School.

Site 5: Highway 26 Exit 21 Greenfield

Site 5 is a 23.407 acre greenfield site adjacent to Hwy 26 and Highway 12. The site is in a Tax Increment District and planned for mixed use development. Surrounding businesses include Country Inn & Suites, Holiday Inn Express, Kwik Trip, Dunkin', Reena Assisted Living, and Medical Care Facilities.

Site 6: Mile Away Redevelopment

Site 6 is a 1.0 acre redevelopment site commercial lot adjacent to Highway 26 and Highway 12. Surrounding businesses include Burger King, O'Reilly Auto Parts, Madison Area Technical College, and Salamone's Italian Pizzeria.

Site 7: Highway 26 Exit 23 Greenfield

Site 7 is a 74.211 acre parcel of 5 agricultural lots accessible to Highway 12 and Highway 26. Surrounding businesses include Hoard's Dairyman Farm, Fort Atkinson Municipal Airport, Riverfront Family Restaurant, U-Haul, railroad access, and Glacial River Bike Trail.

Site 8: U-Haul Out Lot

Site 8 is a 0.991 acre parcel of two commercial lots adjacent to Highway 26/North High Street. Surrounding businesses include River Front Family Restaurant, K&F Auto Sales, Fort Atkinson Municipal Airport, Glacial River Bike Trail, and Butch's High Lite Auto Body.

Site 9: BlackHawk Fitness Out Lot

Site is a 1.3 acre construction ready, commercial out lot adjacent to Highway 12/Madison Avenue. Surrounding businesses include Salamone's Italian Pizzeria, Financial Institutions, Medical Care Facilities, and beauty salons/spas.

Site 10: 7 Madison Avenue

Site 10 is a .85 acre parking lot available for redevelopment if providing underground parking. Site could serve as a gateway to Fort Atkinson's historic downtown. Surrounding businesses include Walgreens, Festival Foods, Anytime Fitness, Ace Hardware, Jimmy Johns, McDonalds, Verlo Mattress, Pete's Tire, and the Fort Atkinson Area Chamber of Commerce office.

The proposed sites are well positioned to the current and future growth of Fort Atkinson and the trade area of Jefferson County. The sites should match a mix of retailers, restaurants, and service providers meeting the consumer's current needs and views about products and services. By meeting unmet needs and shopping preferences, the new stores will complement the existing store network with a win-win for the community by meeting the demand and slowly reversing the loss of some sales to outside markets.

The proposed sites and Fort Atkinson, Wisconsin, are in the center of a Greater Market Area with a high traffic count and visibility from US Highways 26 and 12 providing strong vendors, with good regional and national brands, the opportunity to capture sales from outside the trade area. The sites are best suited for vendors committed to quality, convenience, selection, value, and service with hours to accommodate out-of-town workers.

SITE EVALUATION - Site 1: 1425 Janesville Avenue Lots 2 and 3



1425 Janesville Avenue Lots 2 and 3 PROPOSED DEVELOPMENT Accessible off Highway 26 Business	
Total Area	Lot 2: 1.01 Acres; Lot 3: 0.69 Acres
Site Status	Construction Ready; Paved Parking Lot
Adjacent Land Use	Retail, Commercial, and Greenfield
Street/Highway	Accessible off Highway 26 Business and Highland Avenue
Traffic Count	9,600
Visibility	Good
Accessibility	Good
Ingress/Egress	Good
Utilities	Excellent
Zoning	Excellent - UMU-Urban Mixed Use
Highway Overpass Interchange	Accessible off Highway 26 exit 17

SITE EVALUATION - Site 2: Doris Drive Out Lot 1 and Lot 1



Doris Drive Out Lot 1 and Lot 1 PROPOSED DEVELOPMENT SITE Accessible off Highway 12/Madison Avenue	
Total Area	Out Lot 1: 0.55 Acres; Lot 1: 1.8 Acres
Site Status	Construction Ready; Greenfield Site
Adjacent Land Use	Retail, Commercial, Medical, and Education
Street/Highway	Accessible off Highway 12 Business and Madison Avenue
Traffic Count	11,600
Visibility	Good
Accessibility	Excellent
Ingress/Egress	Good
Utilities	Excellent
Zoning	Excellent - SMU-Suburban Mixed Use
Highway Overpass Interchange	Accessible off Highway 26 exit 21

SITE EVALUATION - Site 3: Doris Drive Ft. Healthcare Out Lot



Doris Drive Fort Healthcare Out Lot PROPOSED DEVELOPMENT SITE Accessible off Highway 12/Madison Avenue	
Total Area	Section of Lot 1: 1.2acres
Site Status	Construction Ready; Greenfield/Paved Parking Area
Adjacent Land Use	Retail, Commercial, Medical, and Education
Street/Highway	Accessible off Highway 12 Business and Madison Avenue
Traffic Count	11,600
Visibility	Good
Accessibility	Excellent – Adjacent Business 12/Madison Avenue
Ingress/Egress	Good
Utilities	Excellent
Zoning	Excellent - SMU-Suburban Mixed Use
Highway Overpass Interchange	Accessible off Highway 26 exit 21

SITE EVALUATION - Site 4: Pick and Save



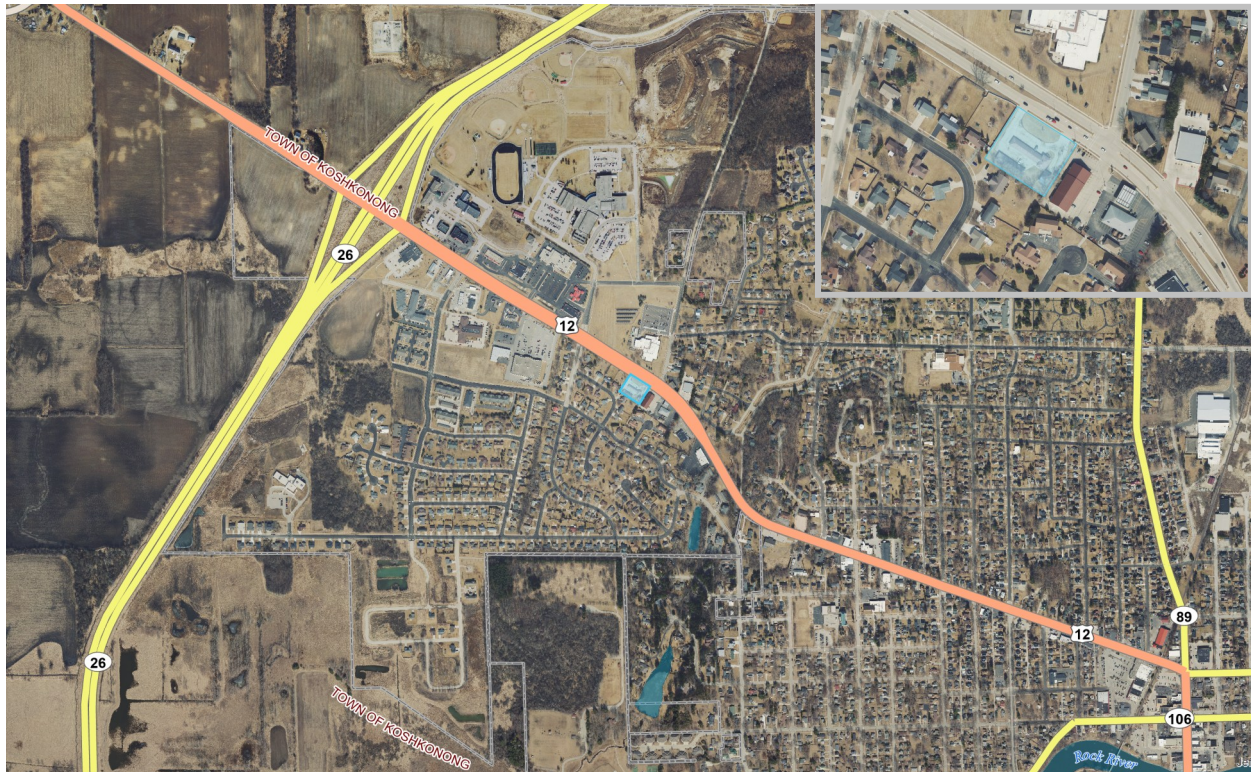
Pick and Save Out Lot PROPOSED DEVELOPMENT SITE Accessible off Highway 12/Madison Avenue	
Total Area	0.5 acres
Site Status	Construction Ready; Paved Parking Area
Adjacent Land Use	Retail, Commercial, and Residential
Street/Highway	Accessible off Highway 12/Madison Avenue
Traffic Count	11,600
Visibility	Good
Accessibility	Good
Ingress/Egress	Good
Utilities	Excellent
Zoning	Excellent - SMU-Suburban Mixed Use
Highway Overpass Interchange	Accessible off Highway 26 Exit 21

SITE EVALUATION - Site 5: Highway 26 Exit 21 Greenfield



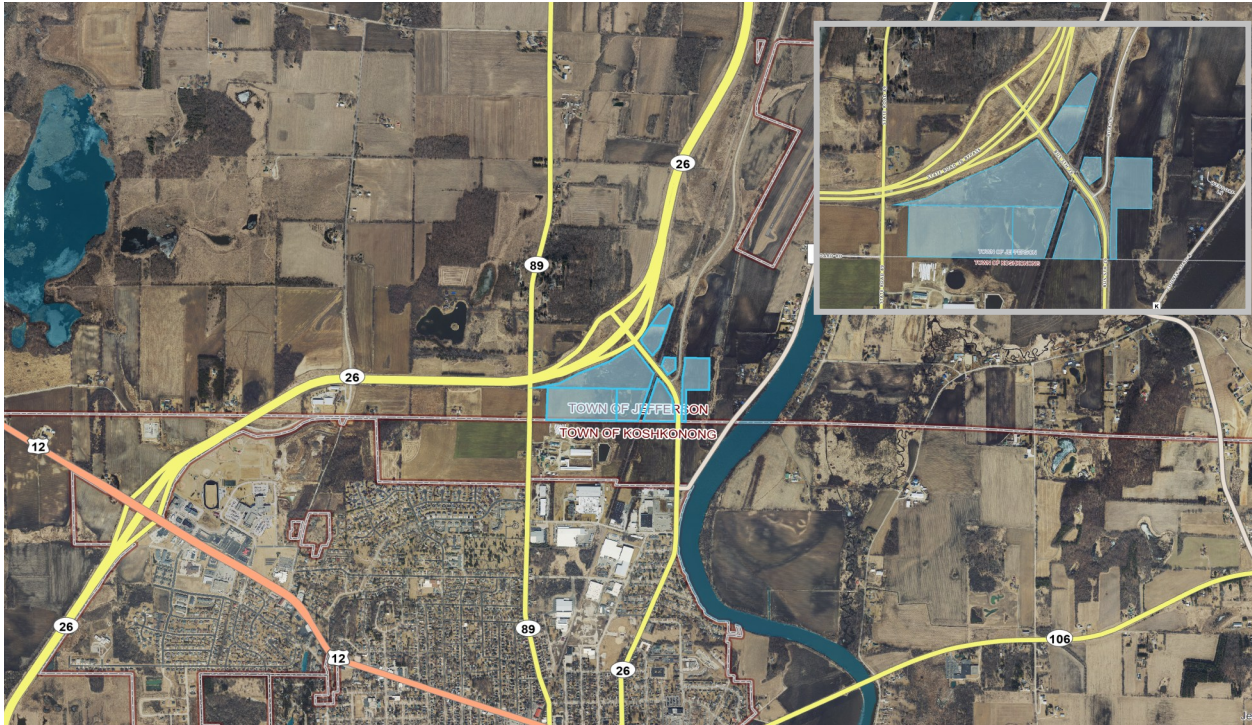
Highway 26 Exit 21 Greenfield PROPOSED DEVELOPMENT SITE Accessible off Highway 26 and Highway 12	
Total Area	23.407 acres
Site Status	Minimal Grading, Utilities, and Access Roads
Adjacent Land Use	Residential, Commercial, Agriculture
Street/Highway	Accessible off Highway 26 and Highway 12
Traffic Count	10,900
Visibility	Excellent
Accessibility	Excellent – With Site Improvements
Ingress/Egress	Good – With Site Improvements
Utilities	Fair – Not Available Currently
Zoning	Good-RH-35-Rural Holding, ready for development
Highway Overpass Interchange	Accessible off Highway 26 exit 21

SITE EVALUATION - Site 6: Mile Away Redevelopment



Mile Away Redevelopment PROPOSED DEVELOPMENT SITE Accessible off Highway 26 and Highway 12	
Total Area	1 Acre
Site Status	Demolition of Current Structure, Grading
Adjacent Land Use	Retail, Commercial, Education, and Residential
Street/Highway	Accessible off Highway 26 and Highway 12
Traffic Count	25,500
Visibility	Good
Accessibility	Excellent
Ingress/Egress	Good
Utilities	Excellent
Zoning	Excellent-SMU-Suburban Mixed Use
Highway Overpass Interchange	Accessible off Highway 26 exit 21

SITE EVALUATION - Site 7: Highway 26 Exit 23 Greenfield



Highway 26 Exit 23 Greenfield PROPOSED DEVELOPMENT SITE Accessible off Highway 26	
Total Area	Parcel # 014-0614-2734-001: 21.701 acres Parcel # 014-0614-2733-001: 20 acres Parcel # 014-0614-2734-000: 25.174 acres Parcel # 014-0614-2731-001: 5.139 acres Parcel # 014-0614-2731-000: 2.197 acres
Site Prep	Minimal Grading, Utilities, and Access Roads
Adjacent Land Use	Commercial, Agriculture
Street/Highway	Accessible off Highway 26
Traffic Count	3,820
Visibility	Excellent
Accessibility	Excellent – With Site Improvements
Ingress/Egress	Good – With Site Improvements
Utilities	Fair – Not Available Currently
Zoning	Fair-A-1 (Jefferson County) shown as City's long range urban growth area in the Comprehensive Plan.
Highway Overpass Interchange	Accessible off Highway 26 exit 23

SITE EVALUATION - Site 8: U-Haul Out Lot



U-Haul Out Lot PROPOSED DEVELOPMENT SITE Accessible off Highway 26/North High Street	
Total Area	Parcel # 226-0614-3424-024: 0.591 acres Section of Parcel # 226-0614-3424-007: 0.4 acres
Site Prep	Construction Ready; Paved Parking Area
Adjacent Land Use	Commercial, Residential, and Agriculture
Street/Highway	Accessible off Highway 26/North High Street
Traffic Count	6,000
Visibility	Good
Accessibility	Good
Ingress/Egress	Good
Utilities	Excellent
Zoning	Excellent-UMU-Urban Mixed Use
Highway Overpass Interchange	Accessible off Highway 26 exit 23

SITE EVALUATION - Site 9: BlackHawk Fitness Out Lot



BlackHawk Fitness Out Lot PROPOSED DEVELOPMENT SITE Accessible off Highway 12/Madison Avenue	
Total Area	Section of Parcel # 226-0614-3333-022: 1.3 acres
Site Prep	Construction Ready; Greenfield
Adjacent Land Use	Commercial, Residential
Street/Highway	Accessible off Highway 12/Madison Avenue
Traffic Count	11,900
Visibility	Good
Accessibility	Good
Ingress/Egress	Good
Utilities	Excellent
Zoning	Excellent-UMU-Urban Mixed Use
Highway Overpass Interchange	Accessible off Highway 26 Exit 21

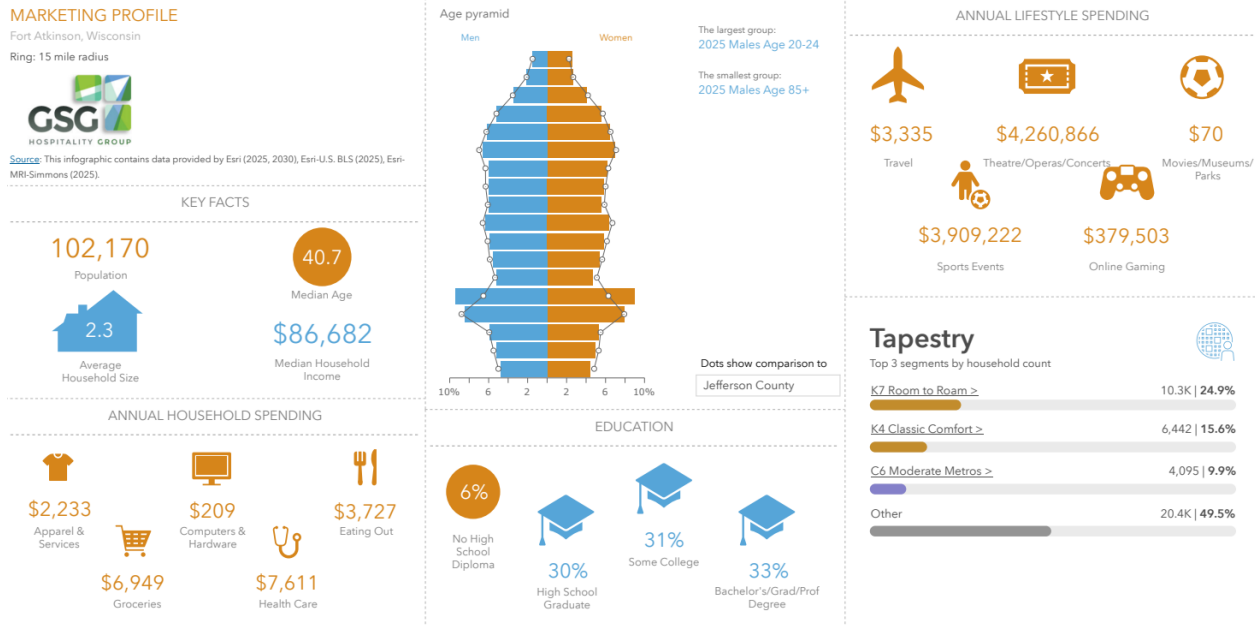
SITE EVALUATION - Site 10: 7 Madison Avenue



7 Madison Avenue PROPOSED DEVELOPMENT SITE Accessible off Highway 12, North Main, and North 3rd	
Total Area	0.85 acres
Site Prep	Construction Ready; Paved Parking Lot
Adjacent Land Use	Commercial
Street/Highway	Accessible off Hwy 12, North Main, and North 3rd
Traffic Count	5,500
Visibility	Excellent
Accessibility	Good
Ingress/Egress	Good
Utilities	Excellent
Zoning	Excellent-Downtown Periphery Mixed Use
Highway Overpass Interchange	Accessible off Highway 12/Main Street

V. MARKET FORCES AND LOCAL VIEWS AND NEEDS

OVERVIEW



This section of the study will present an overall market assessment of the Greater Market Area (15-mile radius) including the Trade Area (5-mile radius) and Fort Atkinson. The following areas will provide information on Retail Sales, Current and Projected Spending from 2025 and 2030 at the county and principal city level. It will provide the same at the Trade Area and Community Level to indicate trends and comparisons to the State of Wisconsin.

The Gap Analysis provides information on how certain commercial centers pull sales by availability and market presence. A further evaluation is made of market share at the county and state level by store group and then at the community level by NAICS Code. Assessment of comparable communities and number of business locations provides a way of viewing differences and similarities.

An important element is matching the right retail candidates for the community by a quick review of shopper views and needs as determined by feedback from respondents to surveys, projections based on gaps and trends, and assumptions of site impact for retail growth in Fort Atkinson.

TOTAL CONSUMER SPENDING

The first table provides the Trade Area Total Consumer Spending, the second table provides the Trade Area Potential Variables, and the graphs display retail demand and growth.

TRADE AREA TOTAL CONSUMER SPENDING 2025				
	Fort Atkinson	5 Mile Ring	10 Mile Ring	15 Mile Ring
Apparel & Services	\$10,549,761	\$16,693,287	\$41,775,099	\$92,063,833
Education	\$7,667,211	\$12,205,240	\$32,394,632	\$70,276,346
Entertainment/Recreation	\$18,930,991	\$29,921,578	\$72,537,083	\$161,636,172
Food at Home	\$33,558,715	\$52,956,906	\$130,301,814	\$286,545,615
Food Away from Home	\$17,466,202	\$27,666,566	\$69,600,940	\$153,699,355
Health Care	\$37,463,614	\$59,068,075	\$139,993,622	\$313,826,706
HH Furnishings	\$13,022,073	\$20,697,213	\$50,682,480	\$113,535,853
Personal Care Products & Services	\$4,497,110	\$7,144,448	\$17,914,662	\$39,784,864
Shelter	\$110,667,650	\$176,569,258	\$448,037,284	\$985,586,694
Support Payments/Contributions	\$14,591,734	\$23,388,756	\$56,255,333	\$129,299,186
Travel	\$15,502,735	\$24,834,204	\$60,452,931	\$137,536,905
Vehicle Maintenance/Repairs	\$6,181,974	\$9,770,493	\$24,193,639	\$53,075,436

Source: ESRI

The above table provides the Trade Area Total Consumer Spending by broad budget categories for 2025.

The following table provides the Trade Area Potential Variables regarding supply, demand and growth.

Refer to Appendix E for more detailed Demographic Information for Fort Atkinson.

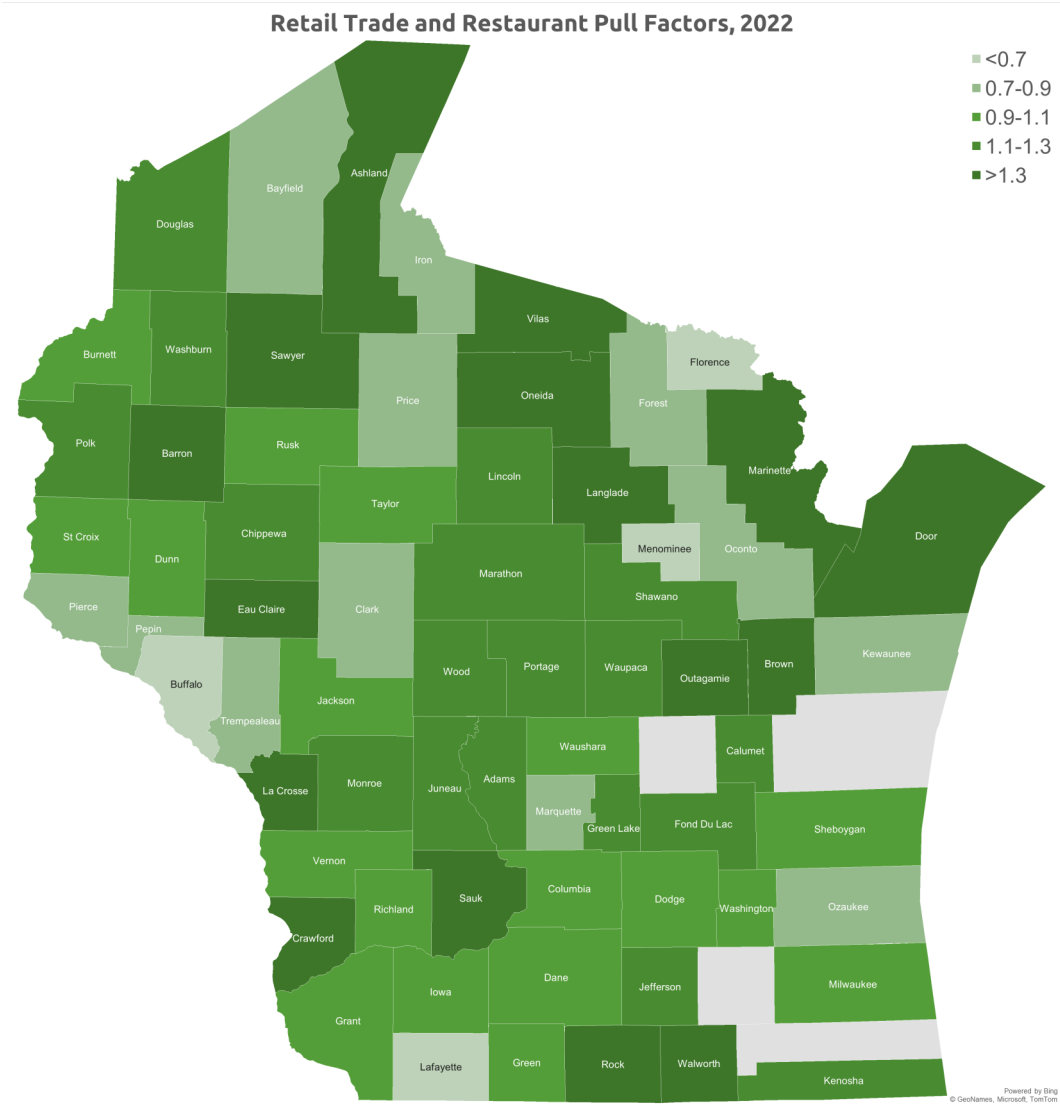
TRADE AREA POTENTIAL VARIABLES				
	Fort Atkinson	5 Mile Ring	10 Mile Ring	15 Mile Ring
Estimated Household Count	5,362	8,080	20,220	41,235
Total Consumer Spending 2025	\$1,351,242,397	\$2,165,291,965	\$5,052,819,663	\$11,767,133,964
Total Forecasted Demand 2030	\$1,523,405,882	\$2,419,651,842	\$5,623,604,559	\$13,266,310,322
Projected Spending Growth	\$172,163,485	\$254,359,877	\$570,784,896	\$1,499,176,358
Peak Traffic Count	Traffic Count: 15,000			
Employment by Type	White Collar: 51.6% Blue Collar: 26.2% Services: 22.2%			

Source: ESRI

GAP ANALYSIS AND MARKET CAPTURE

Retail Trade and Restaurant Pull Factors estimate the number of customers and retail sales that a county attracts, typically from neighboring counties. These pull factors comprise both the retail trade and restaurant industries. A retail trade pull factor greater than one indicates either a gain in customers from other counties or that residents or travelers spent more on retail goods than the state average. A retail trade pull factor less than one indicates either a loss of customers to other counties or that residents or travelers spent less on retail goods than the state average. A retail trade pull factor of one indicates that the county is capturing all the retail trade in the local market or the local residents are spending exactly the same amount on retail sales as the state average.

The retail trade and restaurant pull factor map shows that Jefferson County is currently gaining retail and restaurant sales from areas outside the county with a moderately-neutral pull factor of 1.10. This represents an opportunity to gain additional sales within the market. The counties that have pull factors greater than one are generally those with large urban metropolitan areas or tourist destinations.



Source: University of Wisconsin—Madison, Division of Extension

CURRENT SALES EXPENDITURES—FORT ATKINSON/JEFFERSON COUNTY

In addition to the retail potential supply/demand, it is important to examine the Sales of the Trade Area to gain a clear understanding of the actual expenditures. As opposed to the supply/demand numbers which are estimates based on consumer spending, Taxable Sales reflects the actual expenditures of consumers for a given year.

The table below reflects a selection of Taxable Sales for Fort Atkinson and Jefferson County by NAICS Subsector for 2025 as reported by ESRI.

FORT ATKINSON STATE CURRENT SALES BY NAICS SUBSECTOR 2025			
NAICS Subsector	Description	Fort Atkinson	Jefferson County
441	Motor Vehicle and Parts Dealers	\$15,191,466	\$109,349,453
442	Furniture and Home Furnishings Stores	\$4,483,711	\$32,625,339
443	Electronics and Appliance Stores	\$1,273,980	\$9,108,011
444	Building Material and Garden Equipment and Supplies Dealers	\$7,043,396	\$50,070,679
445	Food and Beverage Stores	\$25,834,173	\$184,293,341
446	Health and Personal Care Stores	\$4,111,682	\$184,293,341
447	Gasoline Stations	\$17,765,570	\$125,668,929
448	Clothing and Clothing Accessories Stores	\$5,510,735	\$39,796,653
451	Sporting Goods, Hobby, Musical Instrument, and Book Stores	\$2,104,475	\$15,016,771
452	General Merchandise Stores	\$20,283,089	\$144,449,793
453	Miscellaneous Store Retailers	\$3,003,696	\$21,423,124
454	Nonstore Retailers	\$12,892,538	\$92,296,449
722	Food Services and Drinking Places	\$20,029,776	\$145,402,345 5
Total	Total for ALL Sales	\$139,528,287	\$998,349,349

Source: ESRI

RETAIL DEMAND OUTLOOK

The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Sales to businesses are excluded. Forecasted Demand and Projected Spending Growth estimates assume current spending patterns and use five-year demographic updates.

As demonstrated on the previous page, the Fort Atkinson Trade Area has a pull factor above one, meaning the area is currently gaining retail customers from other counties. The chart below shows the 2025 Consumer Spending, 2030 Forecasted Demand, and Projected Spending Growth by category of households within the Trade Area. Significant opportunity exists for retailers interested in entering the market.

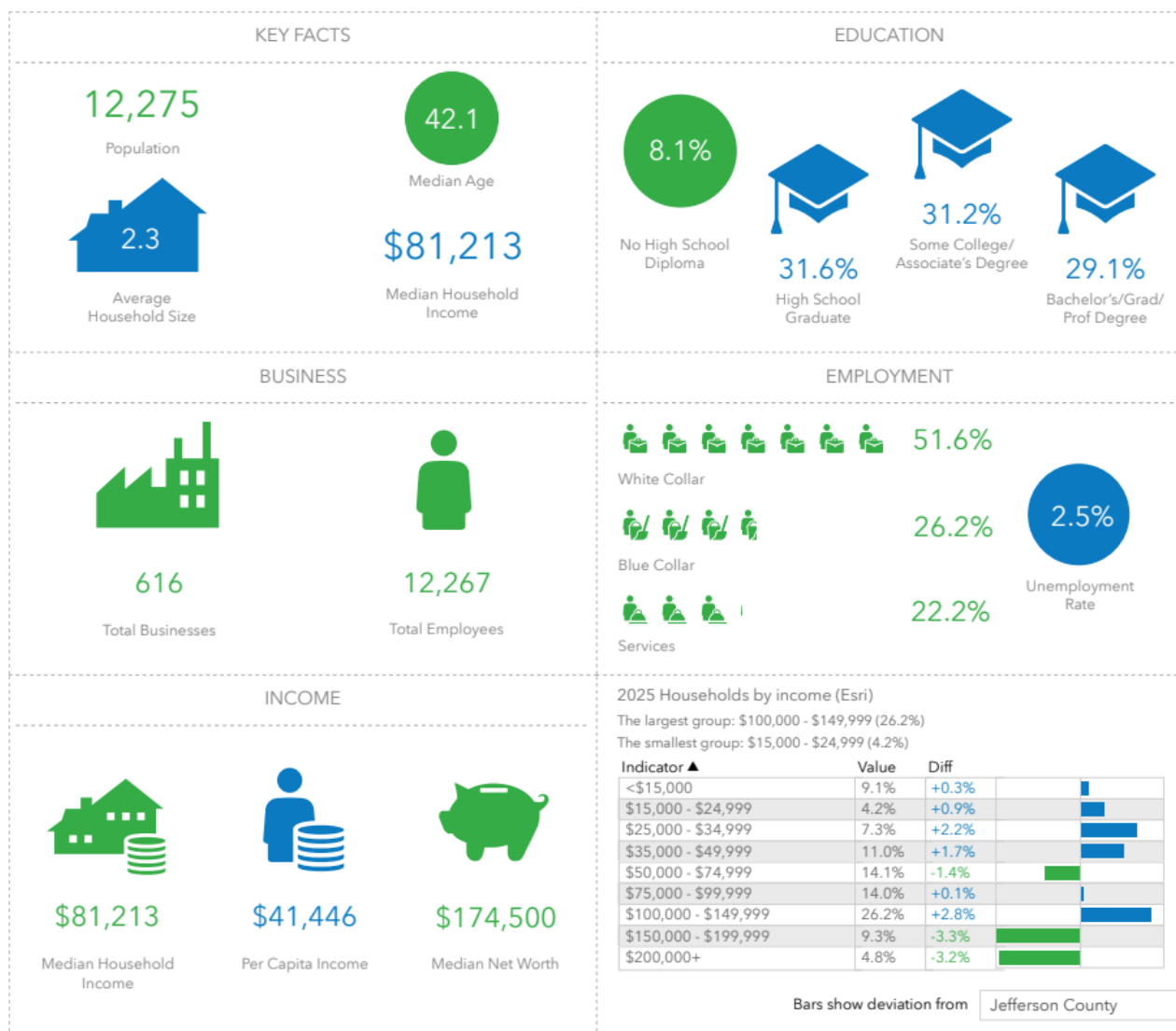
RETAIL DEMAND OUTLOOK BY CATEGORY				
	Fort Atkinson 2025 Consumer Spending	15 Mile Ring		
		2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Apparel Services	\$10,549,761	\$92,063,833	\$103,806,687	\$11,742,854
Computer	\$179,410	\$10,145,269	\$11,438,352	\$1,293,083
Entertainment and Recreation	\$18,930,991	\$161,636,172	\$182,198,421	\$20,562,249
Food at Home	\$33,558,715	\$286,545,615	\$322,989,866	\$36,444,251
Food Away from Home	\$17,466,202	\$153,699,355	\$173,310,273	\$19,610,918
Alcoholic Beverages	\$2,901,003	\$25,669,164	\$28,944,733	\$3,275,569
Health	\$4,054,929	\$32,767,826	\$36,920,972	\$4,153,146
Household Furnishings and Equipment	\$8,243,807	\$71,473,269	\$80,587,330	\$9,114,061
Household Operations	\$10,257,297	\$88,111,756	\$99,340,720	\$11,228,964
Personal Care Products	\$2,598,864	\$22,662,015	\$25,550,784	\$2,888,769
Smoking Products	\$2,346,536	\$19,075,277	\$21,489,067	\$2,413,790
Transportation	\$36,311,114	\$308,547,476	\$347,845,801	\$39,298,325
Travel	\$12,379,316	\$110,295,262	\$124,363,674	\$14,068,412

Source: ESRI
Refer to Appendix E for more detailed Demographic Information for Fort Atkinson.

The table below shows communities comparable to Fort Atkinson in population. In addition, the table reflects the total retail sales and per capita sales for each community. The table indicates that Fort Atkinson compares favorably to other communities of similar size in terms of total retail sales and suggests that the trade area is larger than the city alone.

COMPARABLE COMMUNITIES PER CAPITA SALES (2025)			
COMMUNITY	POPULATION	RETAIL SALES	PER CAPITA SALES
PLATTEVILLE, WI	11,614	\$80,661,975	\$6,945
GRAFTON, WI	12,409	\$180,634,322	\$14,557
CEDARBURG, WI	12,952	\$202,571,478	\$15,640
STOUGHTON, WI	13,499	\$164,556,283	\$12,190
FORT ATKINSON, WI	12,275	\$149,329,943	\$12,165
WAUNAKEE, WI	15,827	\$273,283,465	\$17,267
WHITEWATER, WI	15,837	\$94,787,275	\$5,985

Source: ESRI



SHOPPER VIEWS AND NEEDS

The research conducted through the Community Survey in 2025 provides the basic information required to match the buying habits and needs within the retail trade area. GSG conducted a residential survey among Fort Atkinson residents, ages 18 and older. Based on a population size of 9,747 (18+) a sample size of 370 respondents results in a 95% confidence level and a +/-5% margin of error. GSG considers the sample size of 370 to be reliable.

The area appears to be represented by a mix of middle aged and middle to upper-middle class households. Most households have two wage earners – have well paying blue or white-collar jobs or own small businesses. With their decent paying jobs, these dual-income couples have fashioned comfortable, often child-centered lifestyles.

Shoppers' buying styles reflect an interest in quality, selection and convenience. While price is important, the lowest price is not the key. They are value driven and are sensitive to competition. However, they are willing to pay for quality and good lifestyle experiences. Since many work out of town, hours and shopping convenience is important. (For more information, see the Appendix for this study.)

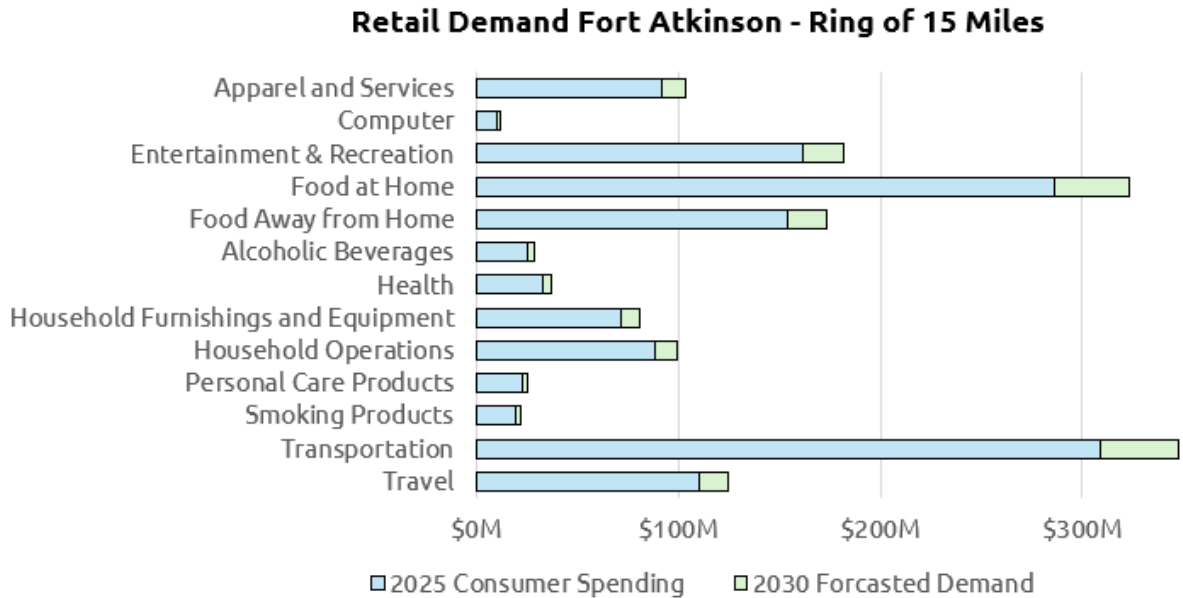
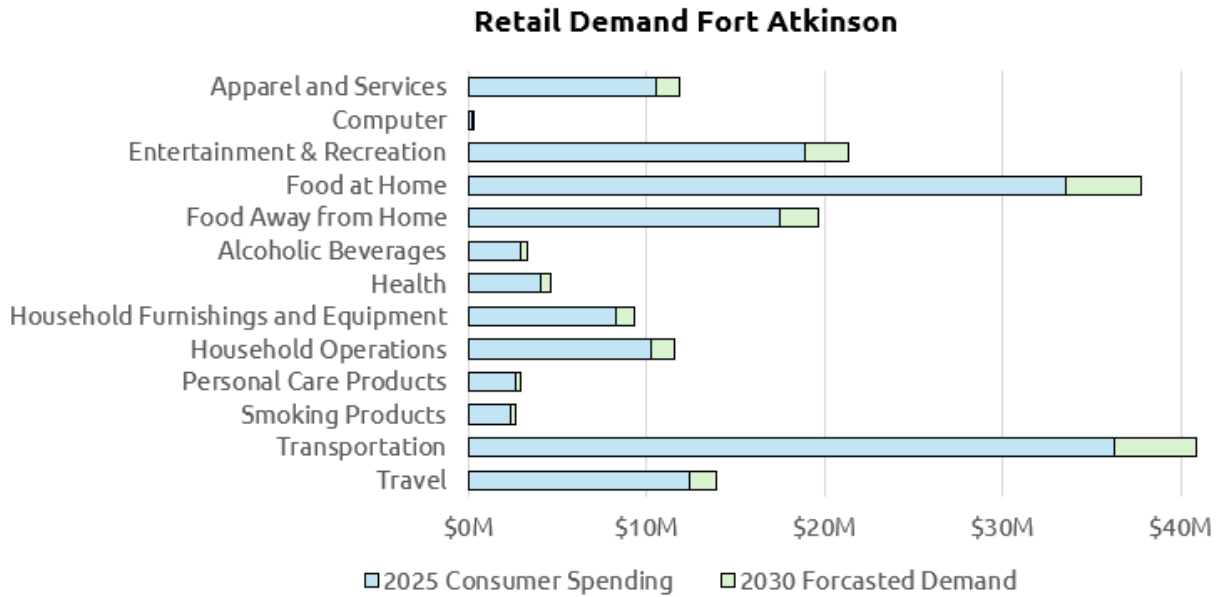
FORT ATKINSON RETAIL SALES PROJECTIONS

ASSUMPTIONS:

The Fort Atkinson Projections presented in this study are based on the following key assumptions and start with consumer spending data in 2025:

- The sales projections for the sites in this study assume that the stores or stores similar to those targeted will occupy the site.
- The sales projections further assume retailers will be typical in operations and merchandising as their newer units.
- The sales projections further assume the Site Development Plan provides for an attractive designed retail corridor with good traffic flows and ingress and egress into the sites and parking areas. It further assumes small strip centers which would accommodate smaller specialty retailers and service operations. Large signs readily visible from all directions is also recommended.
- The five-year projection assumes current spending patterns and uses five-year demographic updates to estimate consumer spending.
- Finally the projections assume a stable and growing regional, state and national economy.

RETAIL SALES PROJECTIONS—FORT ATKINSON



Source: ESRI

VI. TARGETED RETAILERS, RESTAURANTS & SERVICES

OVERVIEW AND TARGET CANDIDATE MATCH

Growth Services assessed hundreds of retailers, restaurants and service providers to determine those with products, services and market acceptance that best match the buying habits and demographics within the site's trade area. Initially, numerous matches occurred from our examination and acknowledgement of the area of Fort Atkinson, Wisconsin as a potential attractive location for retailers, restaurants and service providers.

The initial list was narrowed to approximately 30 targets based upon additional research of each provider. Factors included relative match considerations, business strategies and conditions, community considerations (consumer views and needs and market gaps) and proximity to existing locations. The sites visibility and accessibility to Highways 26 and 12 and the 15,000 plus ADT, while an influence for decision makers, is only a moderate consideration for this plan.

Finally, Growth Services, and City of Fort Atkinson met to review and discuss the proposed targets in order to make a final selection of target providers for which the developer can determine and conduct a marketing campaign. Factors considered in this final step included overall desirability, community preferences, the potential tenant mix and other issues .specific to the developer's and the City of Fort Atkinson's goals and objectives.

TARGETED CANDIDATES		
RESTAURANTS	CLASSIFICATION	LOCATIONS ESTIMATE
Qdoba	Fast Food	750
Pizza Ranch	Casual Dining	215
Starbucks/7-Brews	Fast Food	17,275
Perkins/Shoney's	Casual Dining	300
Noodles and Company	Casual Dining	435
Buffalo Wild Wings	Casual Dining	1,300
Applebee's	Casual Dining	1,600
Cracker Barrel	Casual Dining	660
Denny's	Casual Dining	1,285
IHOP	Casual Dining	1,650
RETAILERS	CLASSIFICATION	LOCATIONS ESTIMATE
Bomgaars/Buchheit/TSC/Rural King	Farm and Ranch Supply	180
Ollie's	Discount Store	584
Shoe Sensation	Footwear	200
Shoe Department	Footwear	1,100
Shoe Carnival	Footwear	430
Factory Connections	Discount Apparel	300
Maurices	Apparel	800
Marshall's/T.J. Maxx/HomeGoods	Discount Apparel	1,235
Harbor Freight	Tool and Equipment	1,600
RP Lumber	Home and Building Materials	87
Lowe's/Menards/Home Depot	Home and Building Materials	1,800
Hobby Lobby	Craft Store	1,000
Dunham's/Hibbet/Sports Academy	Sports Equipment	1,300
Play It Again Sports	Sports Equipment	275
SERVICES	CLASSIFICATION	LOCATIONS ESTIMATE
Petco	Pet Supplies	1,500
Valvoline Instant Oil Change	Automotive Maintenance	2,000
Plaza Tire/Les Schwab	Auto Repair	640
Molly Maid (or similar franchise)	Cleaning Service	500
UPS Store	Office Print & Ship Services	5,700

FORT ATKINSON, WISCONSIN RETAIL MARKET STUDY

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FORT ATKINSON DEVELOPMENT PREFERENCES

INTRODUCTION AND METHODOLOGY

In the Fall of 2025, the City of Fort Atkinson conducted a Community Survey. The study encompassed an area comprised primarily of Fort Atkinson residents. An electronic survey link was distributed through local utility bills, local partner social media outlets, and hard copies were available at City Hall.

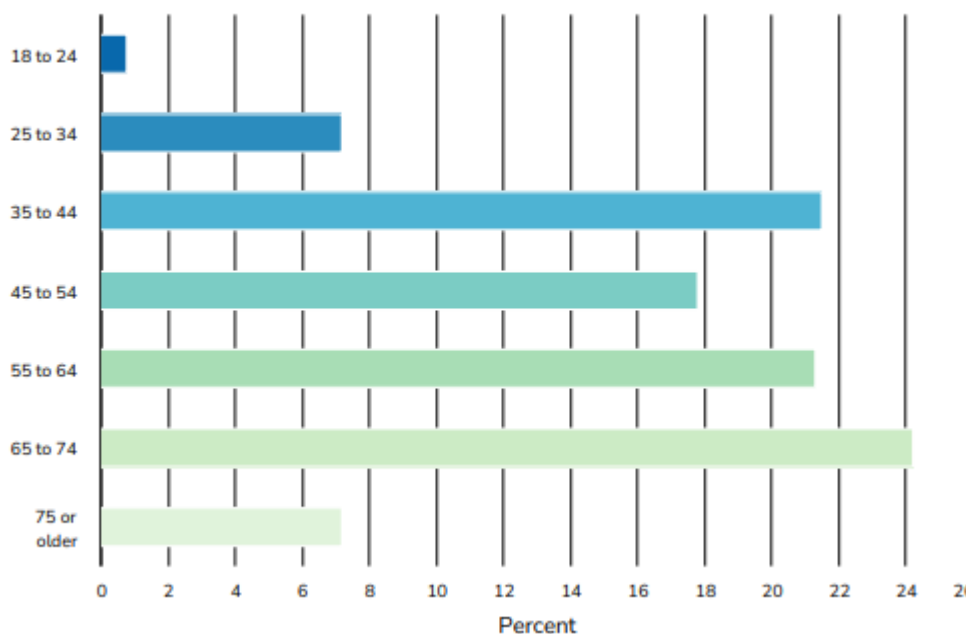
The data utilized for this study is from the development area of the survey consisting of: Business, Housing and Economic Development. This portion will provide the information important for commercial and economic growth. This information, as part of the overall Retail Market Study, will be helpful for planners, developers, and marketers in evaluating opportunities for the expansion of retail and service trade in Fort Atkinson, Wisconsin.

GSG conducted a residential survey among Fort Atkinson residents from age 18 and older. Based on a population size of 9,747 (18+) a sample size of 370 respondents results in a 95% confidence level and a +/-5% margin of error. GSG considers the sample size of 370 to be reliable.

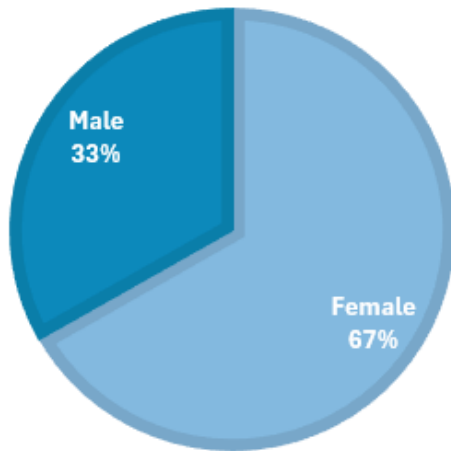
The key respondent demographics are as follows:

- Average age of the respondents: 48 years
- Respondents: Female 67% and Male 33%
- Job Status: Working 65%, Retired 32%, Other 1%, and 2% Unemployed
- 77% reside inside the Fort Atkinson City limits
- 92% live in single-family dwellings
- Occupations are highest in State/Government, Healthcare, and Education
- HH incomes are higher than average with 64% earning over \$75,000 yearly

Age Distribution

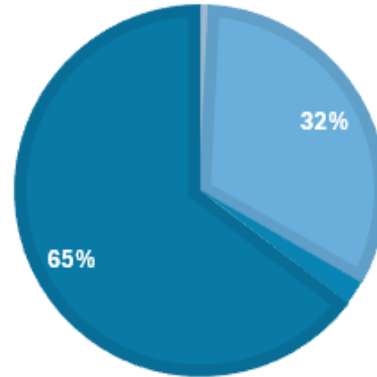


GENDER



JOB STATUS

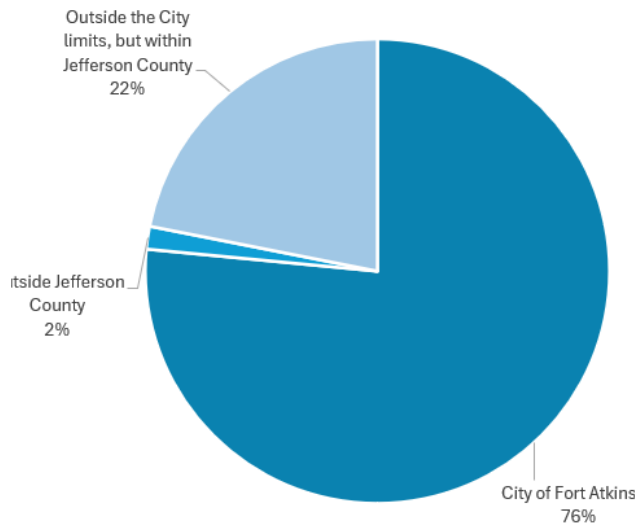
■ Other ■ Retired ■ Unemployed ■ Working



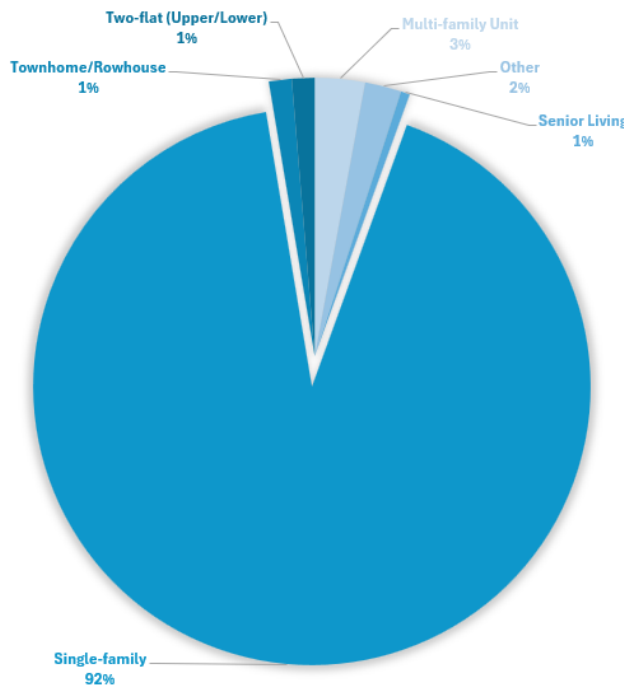
COMMENTS

These demographic charts reflect the mix of the respondents by **Age, Gender, Job Status, Location, Housing, Occupation, and Income**. While the sample size and survey are considered reliable and within a margin of error of +/- 5%, it is important to note that the information derived for this report could well be slightly different if the mix of respondents were different. The survey demographics tend to reflect an older population, with a higher retirement, a higher gender difference and a higher housing mix than the 2020 Census data. This may skew development and shopping preferences to some degree but not significantly. Where possible, GSG has accounted for these variations to further improve the reliability of the survey results.

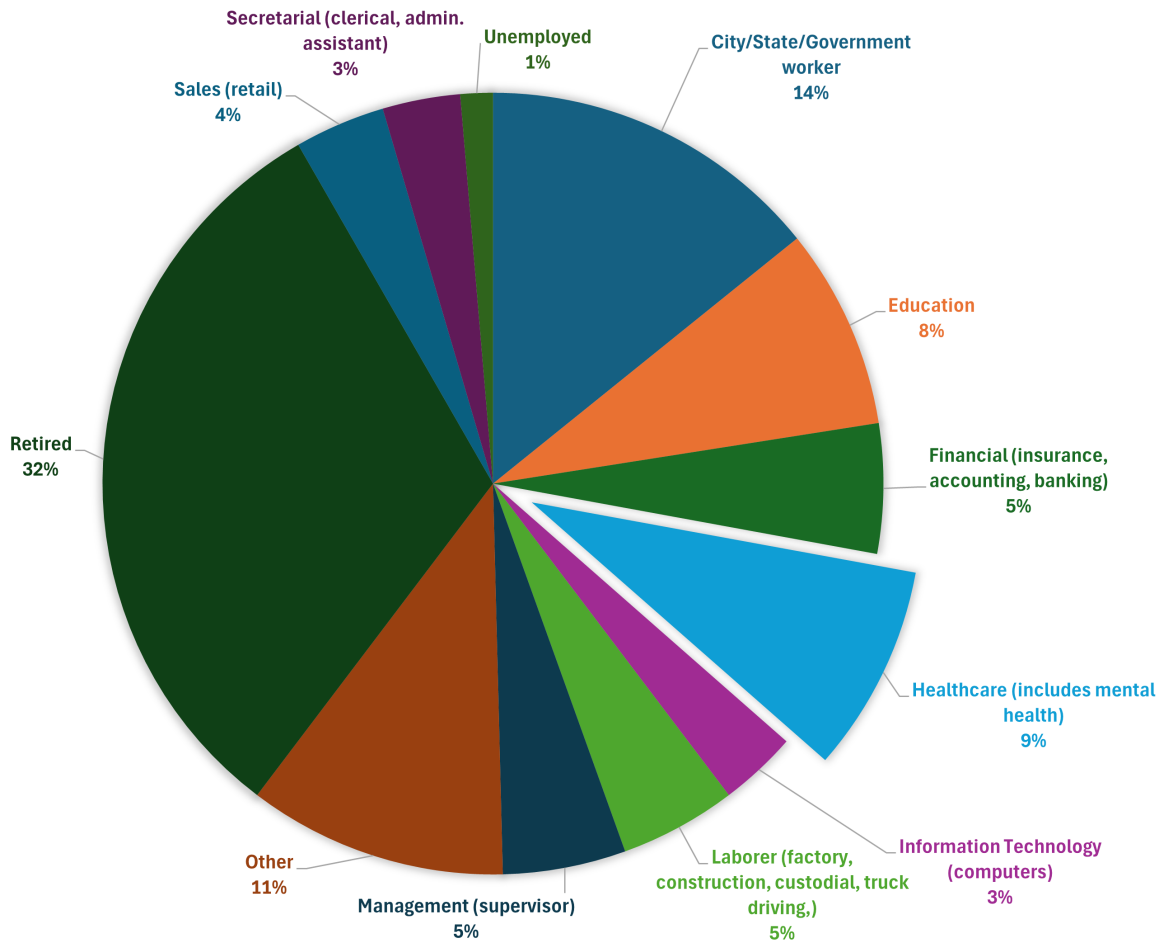
Residence



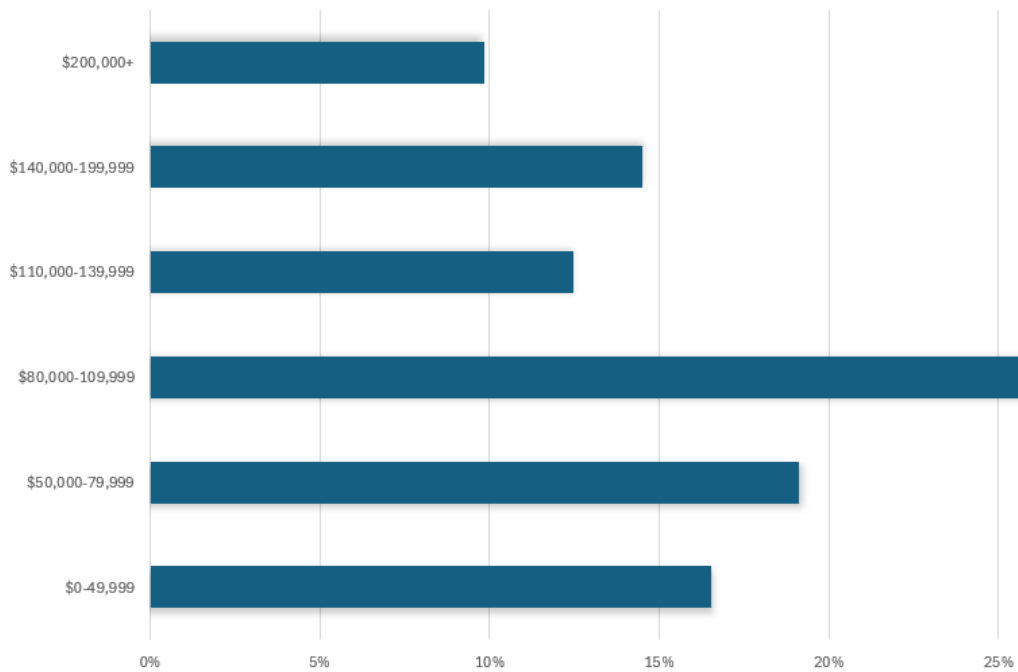
DWELLING TYPE



OCUPATION DISTRIBUTION



INCOME DISTRIBUTION



DEVELOPMENT PREFERENCES OF AREA RESIDENTS

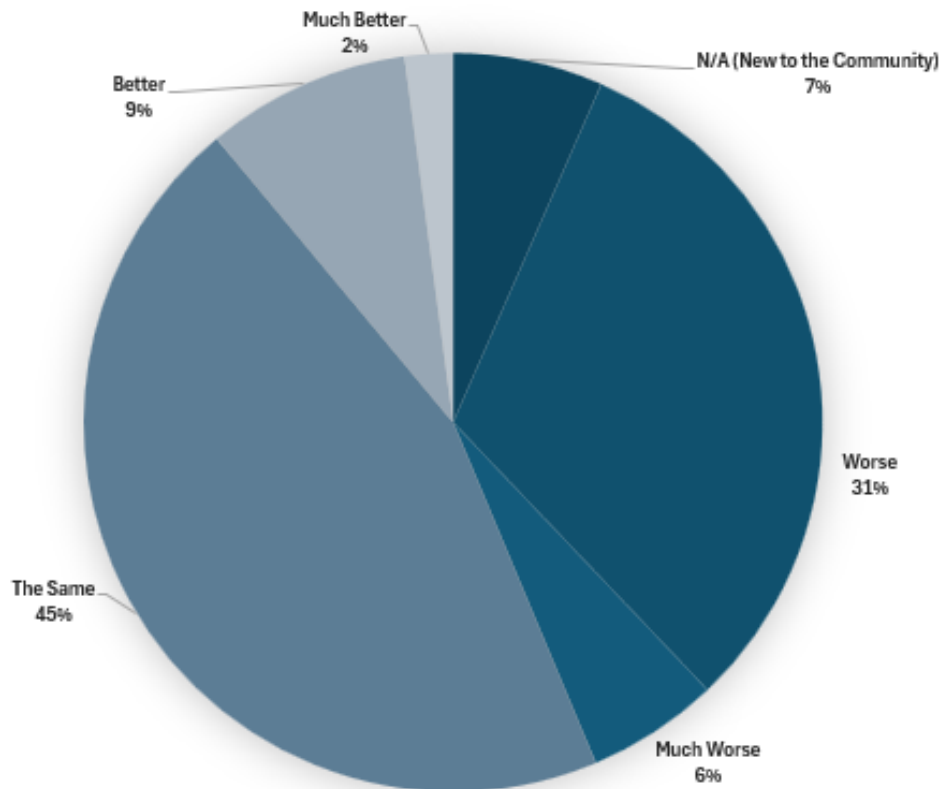
QUALITY OF LIFE

The quality of life element for livability ranked high. 56% of respondents rank the quality of life in Fort Atkinson is the same (45%), better (9%) or much better (2%) than it was 5 years ago. 67% of residents indicate that Fort Atkinson is a good (41%) or very good (26%) place to live.

One consistent theme among the comments was the desire for additional quality employment opportunities for residents.

THE QUALITY OF FORT ATKINSON AS A PLACE ...					
	Very Good	Good	Ok	Poor	Very Poor
To live is	26%	41%	23%	6%	2%
To raise children is	29%	44%	23%	4%	1%
To retire is	18%	29%	36%	12%	5%
To work is	14%	29%	38%	13%	6%

Quality of Life in Fort Atkinson compared to 5 years ago is...



SHOPPING PREFERENCES OF AREA RESIDENTS

LOCATION OF RETAIL PROVIDERS

The survey indicates that if the retail opportunities are available, local shopping will occur. Over 75% purchase gas and 68% prescriptions and eat at restaurants in Fort Atkinson. The low shopping incidence occurs where there is no provider or the selection and prices are perceived to be better out of town.

FORT ATKINSON SHOPPING PREFERENCES—WHERE WE SHOP NOW				
	Fort Atkinson	Out of Town	Online	Don't Purchase
Groceries	62%	35%	2%	1%
Gas	75%	24%	1%	0%
Prescription Drugs	68%	19%	8%	5%
Automobiles	11%	77%	1%	10%
Auto Repair	59%	38%	0%	3%
Tires	54%	41%	2%	3%
Hardware	32%	63%	1%	4%
Lawn/Garden Plants	43%	49%	0%	9%
Lumber	59%	13%	0%	28%
Home Interior Accessories	4%	67%	25%	5%
Computer Products	0%	54%	34%	12%
Clothing	2%	72%	26%	1%
Office Products	3%	50%	34%	13%
Recreation Items (biking, fishing)	14%	46%	17%	23%
Appliances and Furniture	1%	88%	7%	5%
Craft Supplies	2%	62%	16%	20%
Books/Games	5%	40%	43%	13%
Restaurant	68%	31%	0%	1%
Newspaper	17%	6%	9%	68%

LOCATION OF SERVICE PROVIDERS

Banking is well represented in the community with 75% banking in town. Service Areas with large out-of-town or online utilization are: Insurance (54%) and Accounting/Taxes (38%).

FORT ATKINSON SERVICES LOCATION & PREFERENCES				
	Fort Atkinson	Out of Town	Online	Don't Purchase
Attorney	17%	30%	1%	52%
Banking	75%	20%	4%	1%
Computer Services	9%	33%	9%	49%
Accounting/Taxes	39%	23%	15%	22%
Financial Advisor	30%	28%	2%	39%
Insurance	43%	41%	13%	3%
Daycare	9%	2%	0%	90%
Florist	37%	17%	5%	40%
Photographer	16%	11%	0%	73%
Funeral Home	37%	4%	0%	60%
Pet Care	38%	20%	2%	40%
Roofing	47%	13%	0%	40%
Cleaning Services	18%	5%	0%	77%
Landscaping/Snow Removal	27%	7%	0%	66%
Gym/Fitness Center	21%	9%	1%	70%
Moving Services	19%	3%	1%	77%
Small Engine Repair	45%	11%	0%	44%
Windows/Siding	31%	18%	0%	51%
Barber	39%	12%	0%	48%
Hair Stylist/Salon	60%	22%	0%	18%
Building Contractor	24%	11%	1%	65%
Electrician	42%	18%	1%	39%
Painter	32%	9%	0%	60%
HVAC	60%	23%	0%	17%
Realtor	39%	12%	0%	50%
Doctor	71%	27%	0%	3%
Veterinarian	45%	21%	0%	34%
Interior Decorator	2%	7%	1%	91%
Self-Storage	14%	2%	0%	84%

RETAIL RANKINGS: CONVENIENCE, SELECTION AND PRICING

Price, Selection, Quality, and Convenience are all important considerations for retail shoppers. Convenience and Selection tend to display an inverse correlation, often ranking opposite in importance. Gas, Groceries, and Tires are the most price sensitive categories.

SHOPPING CONSIDERATIONS FOR RETAIL BY CATEGORY							
Goods/Services	Selection	Quality	Price	Convenience	Store Hours	Unavailable Locally	Other
Groceries	15%	4%	63%	10%	1%	4%	4%
Gas	1%	0%	76%	18%	1%	2%	3%
Prescription Drugs	3%	5%	25%	38%	3%	3%	23%
Automobiles	48%	5%	20%	2%	0%	15%	9%
Auto Repair	13%	19%	20%	11%	1%	9%	26%
Tires	14%	4%	52%	12%	0%	5%	13%
Hardware	33%	2%	49%	7%	1%	6%	2%
Lawn/Garden Plants	36%	6%	43%	9%	1%	3%	3%
Lumber	29%	5%	32%	6%	1%	24%	3%
Home Interior Accessories	43%	3%	18%	7%	0%	27%	2%
Computer Products	24%	2%	19%	6%	0%	44%	4%
Clothing	38%	2%	10%	3%	0%	44%	2%
Office Products	25%	1%	20%	13%	0%	37%	4%
Recreation Items	39%	3%	25%	5%	0%	22%	6%
Appliances and Furniture	31%	4%	16%	3%	0%	45%	2%
Craft Supplies	32%	1%	10%	7%	1%	46%	3%
Books/Games	36%	1%	12%	6%	1%	41%	4%
Restaurant	44%	24%	9%	10%	1%	3%	9%
Newspaper	20%	34%	14%	3%	0%	9%	20%

Ranking by Convenience	
1	Prescription Drugs
2	Gas
3	Office Products
4	Tires
5	Auto Repair
6	Groceries
7	Restaurant
8	Lawn/Garden Plants
9	Hardware
10	Home Interior Accessories
11	Craft Supplies
12	Lumber
13	Computer Products
14	Books/Games
15	Recreation Items

Ranking by Selection	
1	Automobiles
2	Restaurant
3	Home Interior Accessories
4	Recreation Items
5	Clothing
6	Lawn/Garden Plants
7	Books/Games
8	Hardware
9	Craft Supplies
10	Appliances and Furniture
11	Lumber
12	Office Products
13	Computer Products
14	Newspaper
15	Groceries

Ranking by Price	
1	Gas
2	Groceries
3	Tires
4	Hardware
5	Lawn/Garden Plants
6	Lumber
7	Recreation Items)
8	Prescription Drugs
9	Automobiles
10	Office Products
11	Auto Repair
12	Computer Products
13	Home Interior Accessories
14	Appliances and Furniture
15	Newspaper

SERVICE RANKINGS: CONVENIENCE, SELECTION AND PRICING

In the Services market, quality is an important consideration for Interior Decorators, Realtors, Veterinarians, and Doctors. Store Hours do not rank significantly for any service. Quality is the most important factor for Day Care. For a Insurance, Price has the highest ranking.

SHOPPING CONSIDERATIONS FOR SERVICES BY CATEGORY							
Goods/Services	Selection	Quality	Price	Convenience	Store Hours	Unavailable Locally	Other
Attorney	29%	26%	5%	5%	0%	6%	29%
Banking	7%	20%	2%	20%	1%	19%	31%
Computer Services	16%	11%	16%	9%	1%	19%	10%
Accounting/Taxes	13%	23%	16%	12%	0%	38%	30%
Financial Advisor	18%	29%	5%	9%	0%	1%	38%
Insurance	10%	14%	23%	17%	0%	8%	28%
Daycare	14%	43%	14%	14%	0%	14%	0%
Florist	12%	11%	11%	12%	0%	48%	5%
Photographer	21%	32%	6%	4%	0%	4%	34%
Funeral Home	11%	6%	6%	17%	0%	0%	61%
Pet Care	12%	29%	22%	10%	1%	8%	17%
Roofing	8%	23%	38%	8%	0%	5%	20%
Cleaning Services	26%	9%	26%	22%	0%	9%	9%
Landscaping/Snow Removal	13%	20%	23%	13%	0%	7%	23%
Gym/Fitness Center	17%	17%	20%	24%	0%	17%	5%
Moving Services	13%	13%	31%	0%	0%	31%	13%
Small Engine Repair	19%	23%	21%	8%	0%	17%	9%
Windows/Siding	16%	22%	40%	2%	0%	9%	17%
Barber	12%	32%	18%	10%	3%	8%	28%
Hair Stylist/Salon	12%	36%	12%	9%	2%	1%	12%
Building Contractor	18%	42%	20%	4%	0%	4%	15%
Electrician	18%	27%	20%	12%	1%	6%	32%
Painter	7%	22%	29%	7%	0%	2%	18%
HVAC	11%	29%	14%	15%	0%	9%	22%
Realtor	6%	49%	0%	10%	0%	2%	33%
Doctor	16%	38%	2%	9%	0%	9%	27%
Veterinarian	8%	46%	11%	12%	0%	2%	21%
Interior Decorator	34%	21%	7%	14%	0%	24%	0%
Self-Storage	25%	13%	13%	13%	0%	13%	25%

SERVICE RANKINGS: CONVENIENCE, SELECTION AND PRICING

Ranking by Convenience	Ranking by Selection	Ranking by Price
1 Gym/Fitness Center	1 Interior Decorator	1 Windows/Siding
2 Cleaning Services	2 Attorney	2 Roofing
3 Banking	3 Cleaning Services	3 Moving Services
4 Insurance	4 Self-Storage	4 Painter
5 Funeral Home	5 Photographer	5 Cleaning Services
6 HVAC	6 Small Engine Repair	6 Landscaping/Snow Removal
7 Daycare	7 Electrician	7 Insurance
8 Interior Decorator	8 Financial Advisor	8 Pet Care
9 Landscaping/Snow Removal	9 Building Contractor	9 Small Engine Repair
10 Self-Storage	10 Gym/Fitness Center	10 Electrician
11 Accounting/Taxes	11 Computer Services	11 Building Contractor
12 Florist	12 Doctor	12 Gym/Fitness Center
13 Electrician	13 Windows/Siding	13 Barber
14 Veterinarian	14 Daycare	14 Computer Services
15 Pet Care	15 Landscaping/Snow Removal	15 Accounting/Taxes
16 Barber	16 Accounting/Taxes	16 Daycare
17 Realtor	17 Moving Services	17 HVAC
18 Computer Services	18 Florist	18 Self-Storage
19 Financial Advisor	19 Pet Care	19 Hair Stylist/Salon
20 Hair Stylist/Salon	20 Barber	20 Florist
21 Doctor	21 Hair Stylist/Salon	21 Veterinarian
22 Roofing	22 Funeral Home	22 Interior Decorator
23 Small Engine Repair	23 HVAC	23 Photographer
24 Painter	24 Insurance	24 Funeral Home
25 Attorney	25 Veterinarian	25 Attorney
26 Photographer	26 Roofing	26 Financial Advisor
27 Building Contractor	27 Banking	27 Doctor
28 Windows/Siding	28 Painter	28 Banking
29 Moving Services	29 Realtor	29 Realtor

COMMERCIAL DEVELOPMENT WISH LIST

Respondents were asked to identify up to 3 businesses they would patronize if they were located in Fort Atkinson. In addition, respondents were asked to rank their top three choices. The table below details the commercial development wish list for respondents with Retail Store ranking number one overall.

FORT ATKINSON COMMERCIAL DEVELOPMENT WISH LIST			
	Overall Rank	Score	# of Rankings
Retail Store	1	571	266
General Merchandise	2	495	242
Clothing Store	3	418	196
Casual Dining	4	289	140
Craft Supply Store	5	210	109
Farm Supply Store	6	110	59
Shipping Drop Off Point	7	105	50
Drive up Oil Change	8	97	50
Sporting Goods	9	90	52
Appliance Store	10	89	50
Electronics Store	11	55	31
Furniture Store	12	47	29
Hunting Supply Store	13	43	22
Dry Cleaners	14	28	15
Tire Sales	15	9	5
Paint Supply	16	6	3

IMPORTANCE OF SHOPPING CONSIDERATIONS

Variety of Stores/Merchandise receives the highest overall ranking when making a shopping location decision followed very closely by Low Prices or Good Value. Entertainment & Events ranked relatively low overall with a significant number of respondents indicating that it was not important at all.

IMPORTANCE OF SHOPPING CONSIDERATIONS			
Shopping	Very Important	Somewhat Important	Not Important at All
Variety of Stores/Merchandise	74%	24%	2%
Low Prices or Good Value	71%	28%	1%
Attractive Decor/Cleanliness	62%	34%	4%
Quality Merchandise	87%	13%	1%
Good Customer Service/Friendliness	82%	16%	2%
Quick & Easy to Shop	66%	32%	2%
Hours of Operation	53%	46%	2%
Restaurants You Like/Recognize	43%	44%	13%
Entertainment & Events	23%	51%	26%
Safety/Security	67%	27%	6%
Parking & Accessibility	54%	41%	6%
Proximity to Home, Work, or Both	40%	54%	6%

THE MOST IMPORTANT CONSIDERATION

When asked to select only one of the eleven considerations for shopping, Variety of Stores/ Merchandize ranked number one; Low Prices/Good Value ranked second; and Quality Merchandise ranked third with Attractive Décor/Cleanliness ranking at the bottom.

MOST IMPORTANT ATTRIBUTES			
Shopping	Overall Rank	Percent	# of Rankings
Variety of Stores/Merchandise	1	35%	151
Low Prices or Good Value	2	29%	124
Quality Merchandise	3	18%	80
Proximity to Home, Work, or Both	4	6%	28
Good Customer Service/Friendliness	5	5%	21
Quick & Easy to Shop	6	2%	10
Restaurants you Like/Recognize	7	2%	7
Hours of Operation	8	1%	4
Parking & Accessibility	9	1%	4
Safety/Security	10	1%	3
Attractive Decor/Cleanliness	11	0%	1

SHOPPING OUTSIDE OF FORT ATKINSON

Almost all respondents indicated that they traveled to another location in the region for shopping in the last 60 days. Janesville, Wisconsin, received the highest overall rank with Jefferson, Wisconsin, coming in second.

SHOPPING MARKETS VISITED BY RESPONDENTS IN THE LAST 60 DAYS			
Shopping Markets	Overall Rank	Percent	Responses
Stores or shopping in Janesville	1	85%	359
Stores or shipping in Jefferson	2	66%	281
Stores or shopping in Johnson Creek	3	65%	277
Stores or shopping in Madison	3	49%	207
Stores or shopping in Whitewater	5	35%	149
Factory Outlet Mall within 200 miles	6	34%	143
Stores or shopping in Waukesha	7	13%	54

SHOPPING DOLLARS IN FORT ATKINSON

Nearly seventy-three percent of all area residents in Fort Atkinson spend 50% or less of their shopping and entertainment dollars in Fort Atkinson. Those who work in Fort Atkinson tend to spend more of their dollars in Fort Atkinson. Five percent of respondents indicated spending over 75% of their shopping dollars in the city. This indicates a considerable gap in the retail, restaurant, and service options available in Fort Atkinson.

PERCENT OF TOTAL SHOPPING AND ENTERTAINMENT DOLLARS SPENT IN FORT ATKINSON			
Shopping	Overall Rank	Percent	Responses
Less than 25%	1	46%	191
25% to 50%	2	37%	158
51% to 75%	3	12%	51
Over 75%	4	5%	20

SATISFACTION OF DINING OPTIONS IN FORT ATKINSON (RESTAURANTS)

The satisfaction rating of existing dining options includes 43% of respondents satisfied or very satisfied versus 29% dissatisfied or very dissatisfied. This indicates an opportunity in the availability of desired dining establishments in Fort Atkinson.

SATISFACTION WITH DINING AND RESTAURANT OPTIONS IN FORT ATKINSON			
Dining/Restaurant Options	Overall Rank	Percent	Responses
Very Dissatisfied	5	4%	17
Dissatisfied	3	15%	61
Neutral	1	37%	151
Satisfied	2	34%	137
Very Satisfied	4	9%	37

SATISFACTION OF SHOPPING OPTIONS IN FORT ATKINSON (RETAIL STORES)

The Dissatisfied rating of existing retail shopping options for Fort Atkinson received the highest ranking from respondents followed by very dissatisfied. This satisfaction rating coupled with the number of respondents who indicated they have shopped outside the market in the last 60 days further confirms retail opportunities in the market.

SATISFACTION WITH RETAIL OPTIONS IN FORT ATKINSON			
Retail Options	Overall Rank	Percent	Responses
Very Dissatisfied	2	30%	115
Dissatisfied	1	43%	167
Neutral	3	21%	80
Satisfied	4	5%	20
Very Satisfied	5	1%	4

SATISFACTION OF SERVICE OPTIONS IN FORT ATKINSON (RETAIL STORES)

The overall rating of existing services option showed 81% of respondents neutral or satisfied with the services available in Fort Atkinson. 11% of respondents are dissatisfied or very dissatisfied with the current options.

SATISFACTION WITH SERVICES OPTIONS IN FORT ATKINSON			
Retail Options	Overall Rank	Percent	Responses
Very Dissatisfied	5	3%	12
Dissatisfied	3	9%	35
Neutral	1	49%	186
Satisfied	2	32%	123
Very Satisfied	5	7%	27

SHOPPING FREQUENCY

This area indicates a steady support for local businesses which is consistent with the tapestry segments for Fort Atkinson. 35% of respondents indicated they are shopping less often in Fort Atkinson which further demonstrates the need for additional retailers entering the market.

SHOPPING FREQUENCY IN FORT ATKINSON VS 1-YEAR PRIOR			
Shopping Frequency	Overall Rank	Percent	Responses
More Often	3	5%	18
About the Same	1	61%	228
Less Often	2	35%	130

WHY SHOPPING MORE OFTEN

For those who answered “more often” to the previous question, Time and Convenience ranked the highest, followed by Community Support and Loyalty. At this time, Saving Energy and Costs ranked the lowest. Write in comments included just moving to the area and lifestyle changes.

IF MORE OFTEN; WHY?			
Shopping Frequency; Why?	Overall Rank	Percent	Responses
Store & Merchandise Selection	4	17%	3
Time & Convenience	1	44%	8
Save Energy & Final Cost	3	28%	5
Community Support & Loyalty	2	39%	7
Other (write-in)	5	11%	2

DETAILED PREFERENCES RESPONSE SUMMARY

Respondents were asked to provide three names or types of restaurants, retail stores, and services that they would like to see added to the Fort Atkinson, Wisconsin area. Responses were reviewed, aggregated, and summarized to create detailed insights into consumer desires in the area. The following three pages include respondent answers by specific name (when provided) or type.

Dining/Restaurant Preferences

In general, respondents expressed a desire for a casual dining option such as Applebee's, Olive Garden, casual Chinese; and a greater variety of fast food options in Fort Atkinson. GSG recommended Qdoba, Pizza Ranch, Starbucks/7-brews, Perkins, among others, to meet these preferences.

When asked, "How often would you patronize one or more of your three restaurant choices?" 38 percent stated they would visit one of their choices at least weekly, 90 percent would patronize one of their choices at least monthly.

STATED FREQUENCY OF VISITS TO TOP CHOICES		
Restaurants	Percent	Responses
Multiple times per week	11%	40
Weekly	27%	102
Multiple times per month	30%	112
Monthly	22%	84
Once every two months	5%	20
A couple of times a year or less	5%	20

Shopping/Retail Preferences

In general, respondents expressed a desire for a farm & home, general merchandise, clothing, shoe, and other store options. GSG suggested Bomgaars/Buchheit/TSC/Rural King, Ollie's, Shoe Sensation, Shoe Department, Hobby Lobby as potential options to satisfy this market demand.

When asked, "How often would you patronize one or more of your three store choices?" 53 percent stated they would visit one of their choices at least weekly; 94 percent would patronize one of their choices at least monthly.

STATED FREQUENCY OF VISITS TO TOP CHOICES		
Retail Stores	Percent	Responses
Multiple times per week	23%	85
Weekly	30%	114
Multiple times per month	33%	125
Monthly	9%	34
Once every two months	3%	11
A couple of times a year or less	2%	7

Service Preferences

In general, respondents expressed a desire for auto repair, cleaning, and printing and shopping service options. GSG recommended Valvoline, Plaza Tire/Les Schwab, Molly Maid, and UPS to address some of these stated needs.

Dining/Restaurant Preferences			
Restaurant Name			
Panera	49	Pizza Ranch	6
Chick-fil-a	40	Starbucks	6
Olive Garden	30	Outback	5
Qdoba	21	Cousin's Subs	4
Chili's	18	Culver's	4
Chipotle	18	Firehouse Subs	4
Noodles	18	Geoge Webb	4
Texas Roadhouse	15	Perkins	4
KFC	14	Cracker Barrel	3
Wendy's	13	Golden Corral	3
Supper Club	12	Hardee's	3
Red Robin	11	IHOP	3
Buffalo Wild Wings	10	Raising Canes	3
Taco Johns	10	Rocky Rococo	3
Applebee's	9	Smoothie King	3
Popeye's	9	Sonic	3
Dairy Queen	8	A&W	2
Jersey Mike's	7	Little Caesar's	2
Denny's	6	Wingstop	2
Panda Express	6		
Restaurant Type			
Healthy/Gluten-free	26	Brewery restaurant	5
Indian	20	Coffee Shop	5
Family Dining	18	Specialty Pizza	5
Steak House	17	Vegetarian/Vegan	5
Chicken	17	24-Hour Restaurant	3
Italian	16	BBQ	3
Thai	15	Breakfast places	3
Buffet Style	14	Pasta	3
Chinese	14	Upscale	2
Asian Cuisine	14	Salad Shop	2
Seafood	9	Diner	2
American	8	Sandwich shop	2

Shopping/Retail Preferences					
Store Name					
Target	78	Pier One	4	Victoria Secret	2
Hy-Vee	57	Schnucks	4	Banana republic	1
JCPenney	39	Trader Joe's	4	Buchheits	1
Kohl's	35	Bass Pro/Cabela's	3	Charming Charlie	1
Marshall's	29	Bed Bath and Beyond	3	CVS	1
Hobby Lobby	23	Costco	3	Fred Meyers	1
Old Navy	17	Five below	3	Gordmans	1
Home Goods	15	Kroger's	3	Harbor Freight	1
Ross Dress for Less	12	Sears	3	Hastings	1
Best Buy	10	Shoe Carnival	3	Ink Factory	1
Gerbes	8	Torrid	3	Palen Music	1
Menards	8	Amazon Fresh	2	Plato's Closet	1
Academy Sports	7	Avenue	2	Plenty	1
Dick's Sporting Goods	7	Barnes & Noble	2	Roolee	1
K-Mart	7	Ben Franklin	2	Rue 21	1
TJ Maxx	7	Buckle	2	Sally's	1
Big Lots	6	Carters	2	Save a lot	1
Burlington Coat Factory	6	Chico's	2	Slackers	1
Pet Smart	6	Dress Barn	2	Soma	1
Sam's Club	6	H&M	2	Spencer's	1
American Eagle	5	Home Depot	2	Tradehome	1
Michael's	5	Hot Topic	2	V Stock	1
Bath & Body Works	4	Macy's	2	Verizon	1
Dillard's	4	Payless Shoes	2	Viva Fashion Mart	1
Gap	4	Salvation Army	2		
JoAnn's	4	Tuesday Mornings	2		
Store Type					
Men's Clothing	20	Children's clothing	6	Dollar Store	2
Shoe Store	16	Electronics	6	Family clothing	2
Clothing Store	15	Furniture store	6	Garden Center	2
Craft store	13	Farm/Tractor Supply	4	Maternity	2
Grocery store	12	Kids clothing	4	Outlet Stores	2
Pet Store	11	Office Equipment/Supplies	4	Packing/Shipping	2
Specialty Market	10	Automobile Dealers	3	Paint store	2
Women's Clothing	9	Big and Tall Men Clothing	3	Antique Store	1
Bookstore	8	Department Store	3	Bulk stores	1
Plus size women's clothing	8	Liquor Store	3	Mountaineering	1
sporting goods	8	Marijuana Dispensary	3	sports nutrition	1

Service Preferences			
Service Name			
Pet Smart/Petco	3	Merry Maids	1
Uber	3	Sally Beauty	1
Auto Glass Repair/Safelite	1	Steve's Pest Control	1
Boys & Girls Club	1	Trugreen	1
Kinko's	1		
Service Type			
General Home Repair/Handyman	49	Pet Boarding/Sitting	2
Electrician	22	Pet Grooming	2
Plumber	19	Roofing	2
General Contractor	11	Sanitation Services	2
Appliance Repair	10	Senior Services	2
Electronic Repair	10	Shoe Repair	2
Auto Repair	8	Towing	2
Cable/Internet Providers	8	Alternative Medicine	1
Attorney	7	Ambulance Service	1
Doctors	7	Architect	1
Interior decorating	7	Auction House	1
Landscaping	7	Axe Throwing	1
Lawn Care	7	Car Rental	1
Taxi/Transportation	7	Carpenter	1
Doctors (Specialists)	6	Children's Entertainment	1
House Cleaning Services	6	Children's Therapist	1
Accounting	5	Custom Auto Shop	1
Childcare	5	Dance/Cheer Instruction	1
HVAC	5	Dentist	1
Medical Center	5	Diesel repair	1
Asphalt Paving	4	Equipment repair	1
Computer Services	4	Escape Room	1
Dry Cleaners	4	Fencing	1
Home Remodeling	4	Financial Planning	1
Outside Activities/Put Put/Go Carts	4	Flooring	1
Painters	4	Gym	1
Animal Shelter	3	Hydraulic repair	1
Entertainment	3	LAUNDRA MATS	1
Food Delivery (GrubHub/Door Dash)	3	Locksmith	1
Hotel	3	Marketing Company	1
Pest Control	3	Masonry/Mortar Repair	1
Seamstress/Tailor	3	Music instrument repair	1
Veterinary Care	3	Nanny/Baby Sitter Service	1
Auto Detailing	2	Router Rooter	1
Career Center/Education	2	Security Firms	1
Children's Education Assistance	2	Senior Housing	1
Dog Training	2	Small Engine Repair	1
Full Service Car Wash	2	Spa	1
Insurance	2	Street Maintenance	1
Local Banks	2	Swimming Pool Service	1
Massage Therapy	2	Tattoo shops	1
Movie Theatre/IMAX	2	Window washing	1
Music lessons	2	Workout conditioning	1
Nail salon	2		

APPENDIX B

GLOSSARY OF TERMS

ADT: Average Daily Traffic

Barriers: Physical or psychological obstacles that make it more difficult to travel from one area to another.

Cannibalization: A situation in which one retail site attracts (cannibalizes) customers from an existing retail site of the same type retailer, reducing the existing store's customer base and sales. Simply, it is the loss of sales of an existing store when a new store location opens nearby.

Civilian Employment: The employment of all residents living in a county or area and working anywhere (counts people). It counts all people working whether self-employed, as well as job holders. It is reported monthly by Federal and State Labor agencies.

Commuting Patterns: The willingness of people residing in one community or county to travel to another for work. This can also influence shopping patterns and preference.

Demand: The amount spent on a commodity within certain geography in relation to the average amount spent on that commodity.

Float: That portion of the potential within the trade area that is not captured by the identified stores.

Greater Market Area: The geographic area normally designated with a core community or county with a surrounding area within a travel distance 25 to 40 miles or minutes for shopping or recreation.

Industry Employment: The employment of all workers working in the county and living anywhere (counts jobs). Industry Employment counts only those on a payroll where withholdings are taken from their checks. An individual could be counted twice on Industry Employment if the individual held two jobs. It is reported periodically by Federal and State Labor agencies.

Median Household Income: The income figure within a geographic area where half of the incomes for households are higher and half of the incomes are lower. The income is derived from all sources: wages, pensions, interest and dividend income, etc.

Pull Factor: The net pull of customers from one community or county to another for shopping purposes based on a factor where 1.0 reflects a balance based on population, income, and sales to a state average. A factor above 1.0 indicates a higher retail base than warranted by population and income and less than 1.0 would be the opposite.

Pulling Power: The attraction a store exerts upon the population.

Retail Trade Potential: The estimate of total retail sales that could potentially exist within a geography based on surveys, demographics and retail sales forecasts.

Segmentation: A standardized method of classifying, sorting, and grouping of people or households. An example would be by age such as the YXers, Under 41, Boomers, 41- 59, Seniors and Over 60, or by work location. The segmentation is to distinguish differences in lifestyle patterns, behavior, and purchasing habits of consumers.

Trade Area: The area containing the majority of the population that could contribute to the sales of a store or stores located at a proposed site, is also referred to as the study area.

APPENDIX C

QUALIFIER

In the use of this retail market study, potential users acknowledge that they believe the services performed by Growth Services can be a valuable tool in due-diligence and decision making. They also understand that an important part of said services involves judgment, which is dependent upon the correctness of the information made available to Growth Services and the ever changing market conditions, therefore, potential users further acknowledge their understanding that Growth Services does not guarantee any result from the use of the analysis or other services performed hereunder, nor shall Growth Services be responsible for any loss incurred as a result of the use of said analysis or other services.

Furthermore, these projections are based on the conditions identified in the report at the time of its completion. Any change within the trade area, such as the opening or closing of competitive stores or changes in economic conditions, could cause significant variation between these projections and actual results of individual businesses and/or development area. The supply and demand of retail services constantly change and are subject both to local and outside market forces.

GSG makes no express representations or warranty that the contents of this report are accurate, reasonable or free from errors, omissions or other defects of any kind or nature. Those who rely on this report do so solely at their own risk and agree to hold GSG harmless of any and all liability, damages or loss with respect to such reliance.

APPENDIX D

SOURCES OF INFORMATION

CITY OFFICES, FORT ATKINSON, WISCONSIN

CITY OF FORT ATKINSON COMMUNITY SURVEY 2025

ESRI—ArcGIS

ON THE MAP

WISCONSIN DEPARTMENT OF REVENUE

WISCONSIN DEPARTMENT OF TRANSPORTATION

UNIVERSITY OF WISCONSIN—MADISON, EXTENSION DIVISION

U.S. DEPARTMENT OF COMMERCE, BUREAU OF CENSUS

U.S. DEPARTMENT OF COMMERCE, BUREAU OF ECONOMIC ANALYSIS

U.S. DEPARTMENT OF LABOR, BUREAU OF LABOR STATISTICS

APPENDIX E

ESRI REPORTS

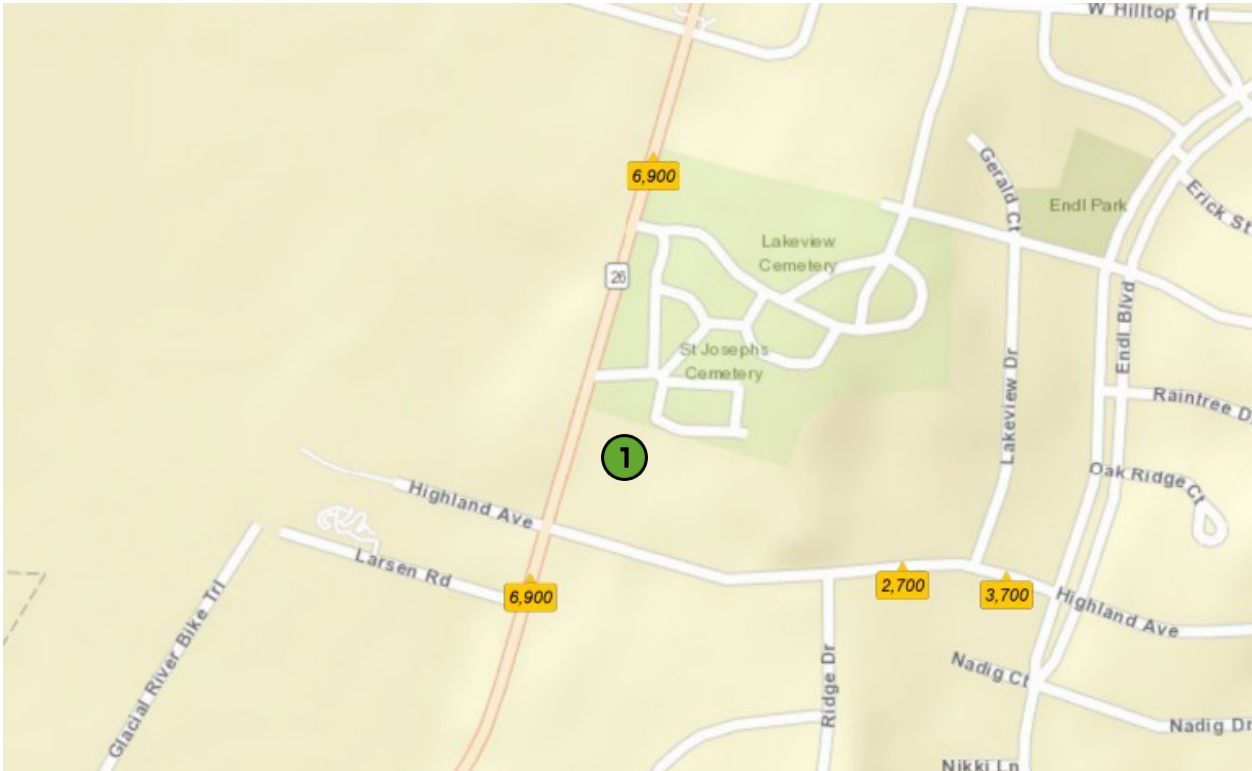
TRAFFIC COUNT MAPS
CENSUS PROFILE
ACS POPULATION SUMMARY
BUSINESS SUMMARY
COMMUNITY PROFILE
DETAILED AGE PROFILE
EXECUTIVE SUMMARY
GRAPHIC PROFILE
RETAIL GOODS AND SERVICES EXPEDITURES
RETAIL MARKET POTENTIAL
RETAIL MARKET PLACE PROFILE

Site 1: 1425 Janesville Avenue

Aerial View



Traffic Count

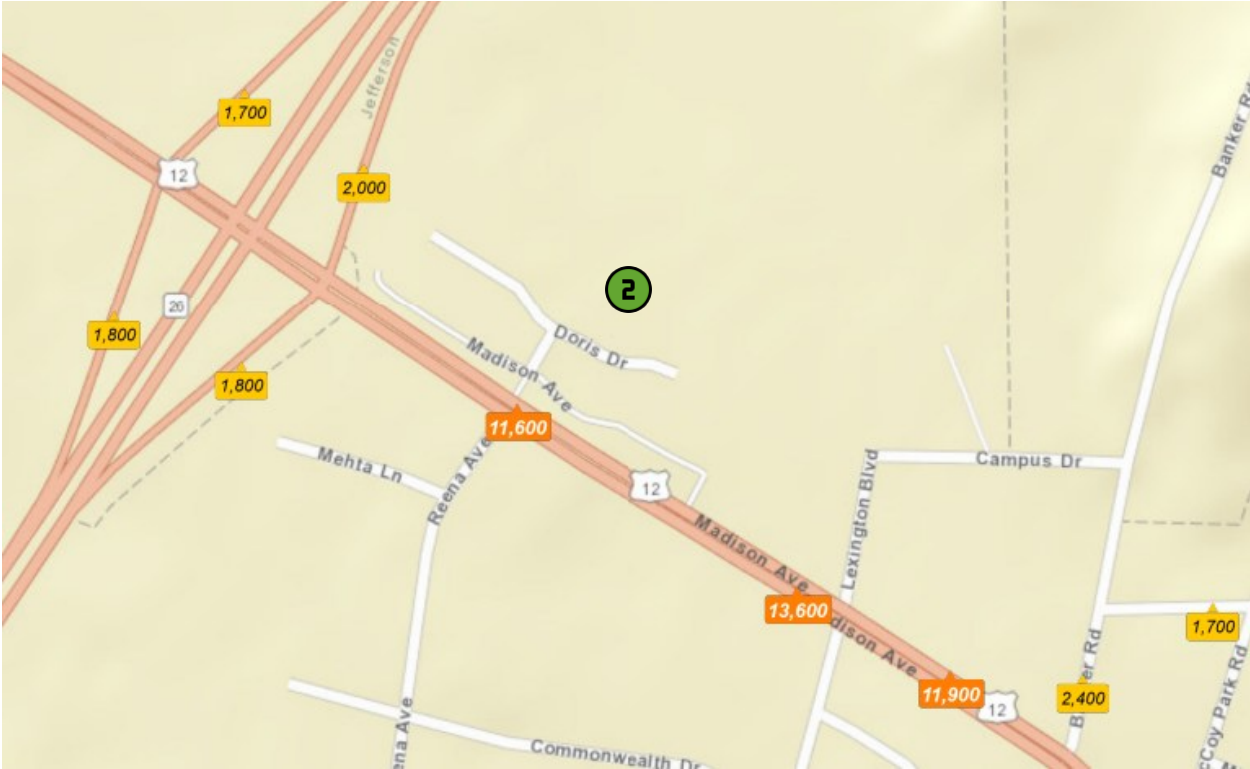


Site 2: Doris Drive Out Lot 1 and Lot 1

Aerial View



Traffic Count

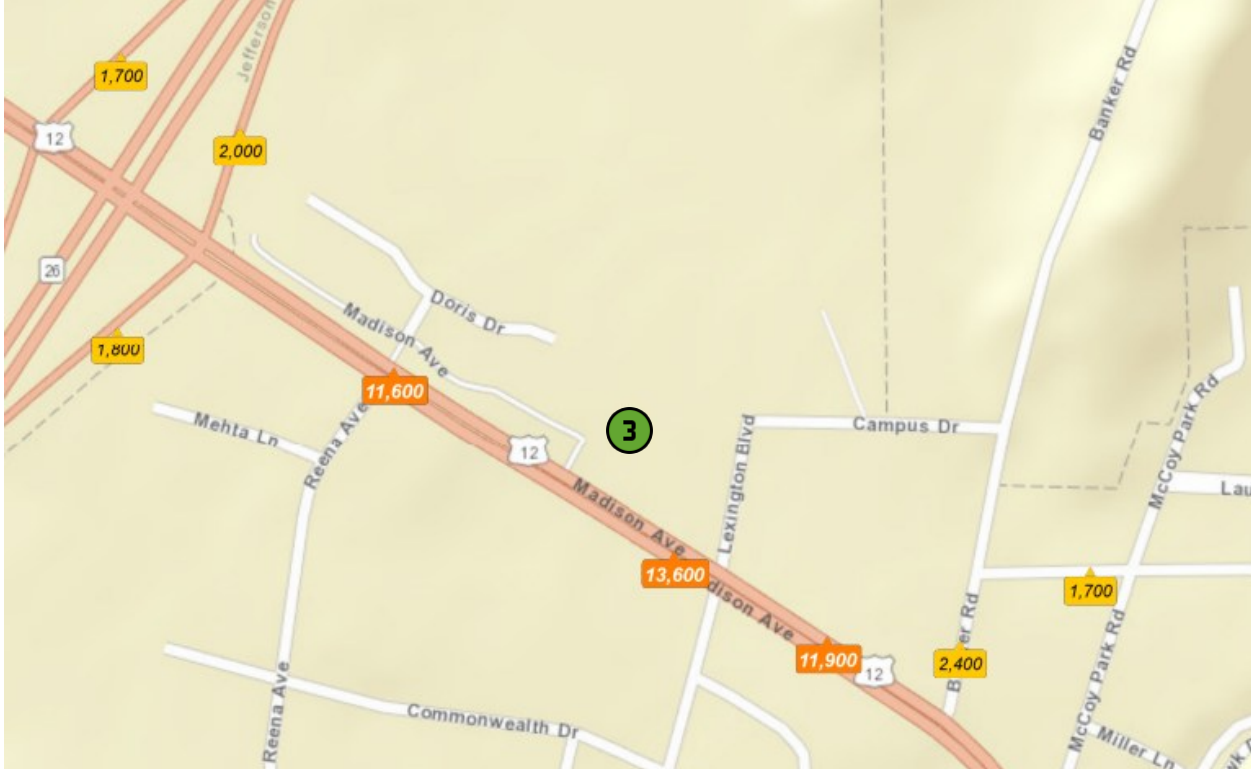


Site 3: Doris Drive Fort Healthcare Out Lot

Aerial View



Traffic Count

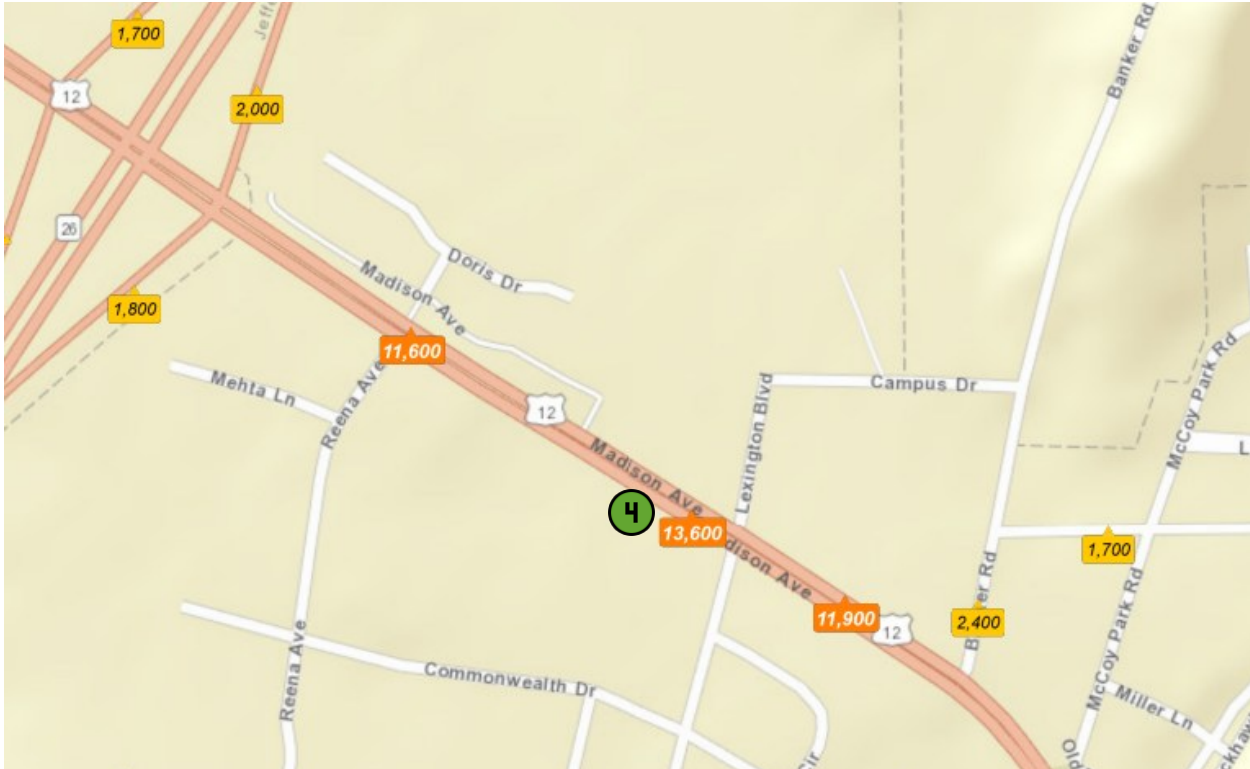


Site 4: Pick and Save Out Lot

Aerial View



Traffic Count

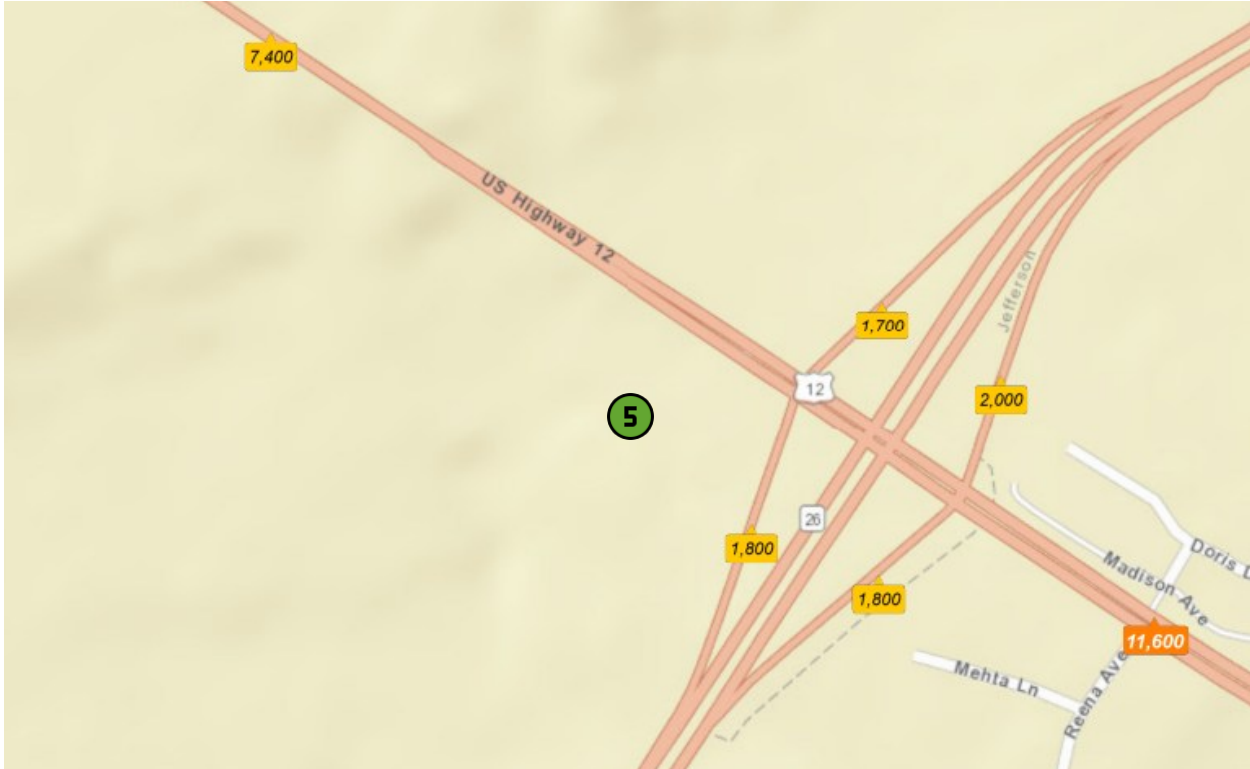


Site 5: Highway 26 Exit 21 Greenfield

Aerial View



Traffic Count

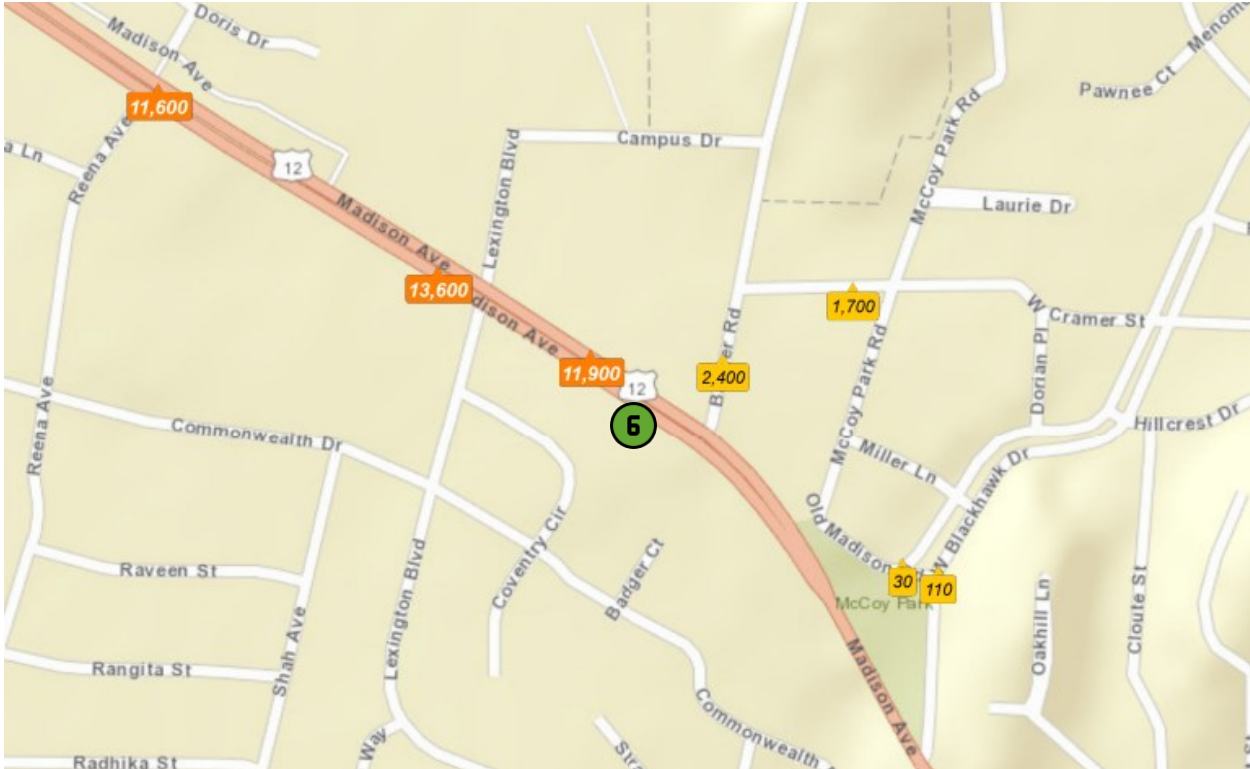


Site 6: Mile-A-Way Redevelopment

Aerial View

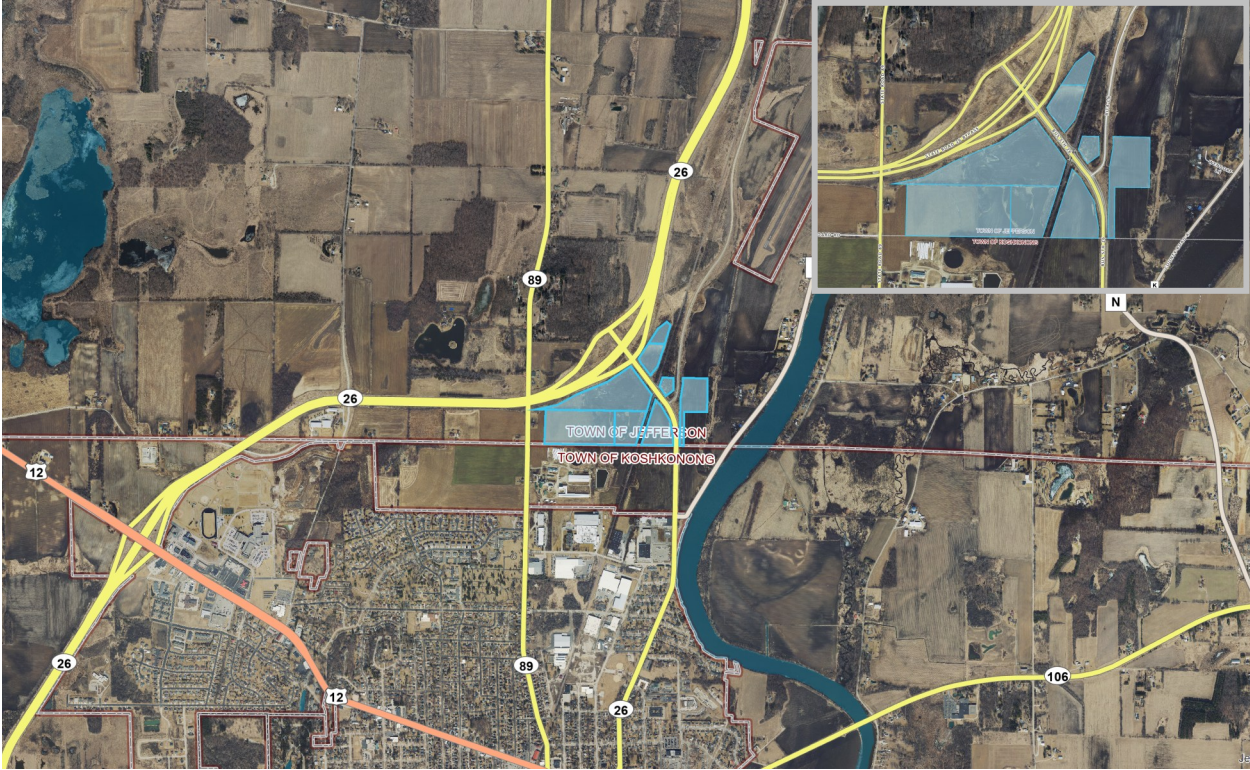


Traffic Count

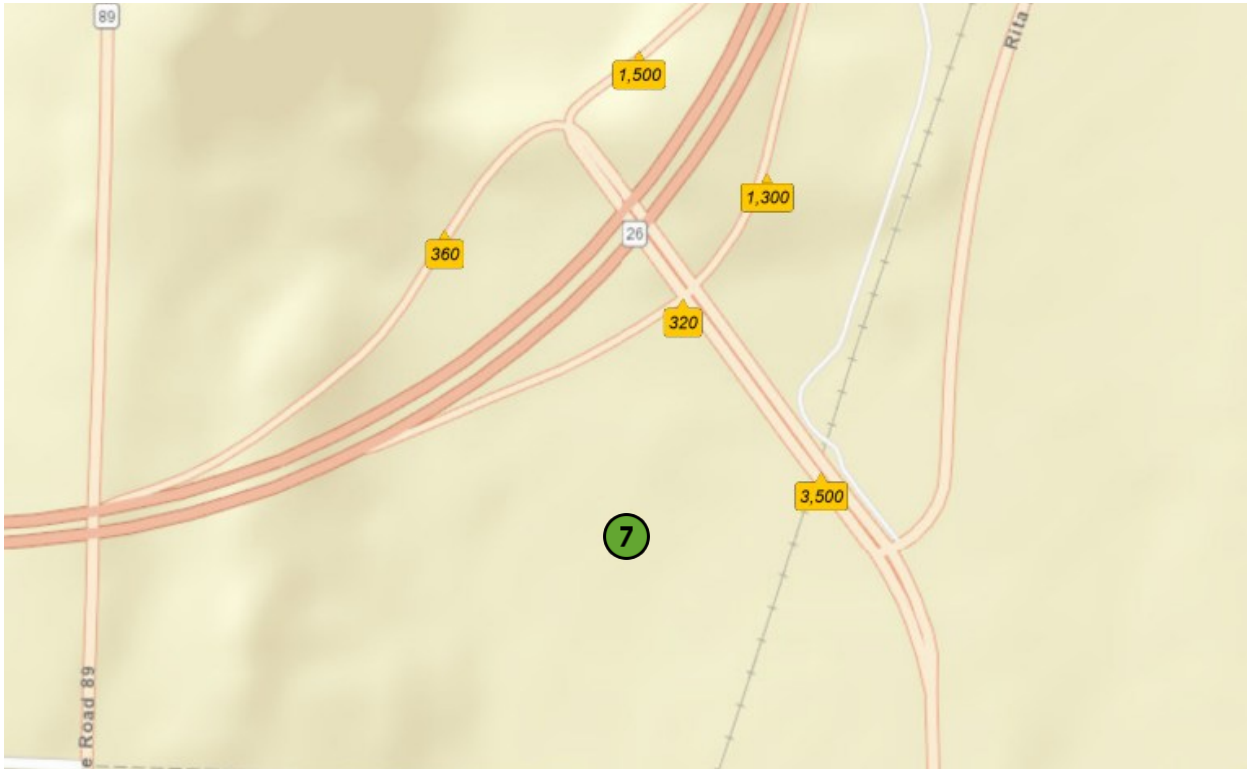


Site 7: Highway 26 Exit 23 Greenfield

Aerial View



Traffic Count



Site 8: U-Haul Out Lots

Aerial View



Traffic Count

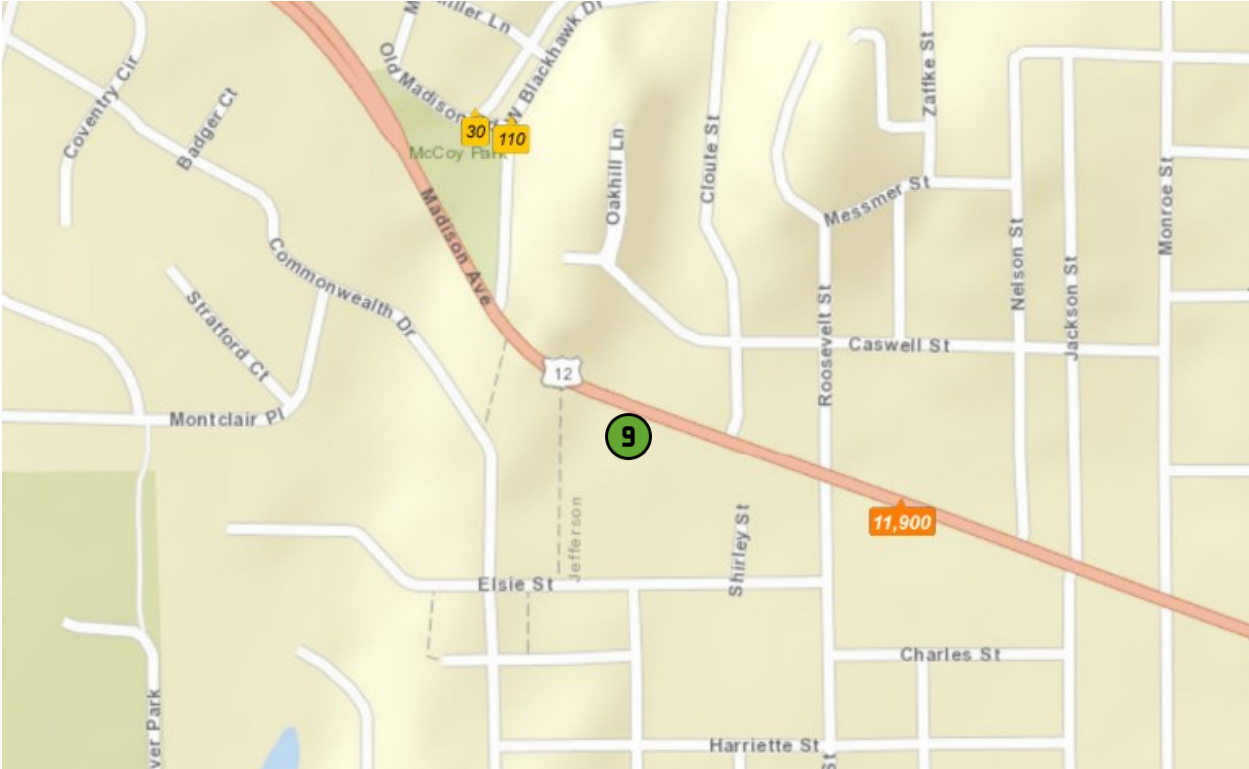


Site 9: Blackhawk Fitness Out Lot

Aerial View



Traffic Count



Site 10: 7 Madison Avenue

Aerial View



Traffic Count



2020 Census Profile

Fort Atkinson City, WI
 Fort Atkinson City, WI (5526675)
 Geography: Place



	2010		2020		2025		Annual Rate		
	Number	Percent	Number	Percent	Number	Percent	2000-20	2010-20	2020-24
Total Population	12,428	100.0%	12,589	100.0%	12,275	100.0%	0.37%	0.13%	-0.48%
Household Population	12,174	98.0%	12,369	98.3%	12,069	98.3%	0.37%	0.16%	-0.47%
Group Quarters	254	2.0%	220	1.8%	206	1.7%	0.31%	-1.43%	-1.24%
Population Density	2,125.6	-	2,153.2	-	2,099.5	-			
Total Housing Units	5,460	100.0%	5,594	100.0%	5,594	100.0%	0.54%	0.24%	0.00%
Total Households	5,153		5,349		5,362		0.55%	0.37%	0.05%
Total Vacant	307	5.6%	245	4.4%	232	4.2%	0.45%	-2.23%	-1.03%
Average Household Size	2.36	-	2.31	-	2.25	-	-		-

Population by Race	2020					
	Total		Non-Hispanic		Hispanic	
	Number	Percent	Number	Percent	Number	Percent
Total	12,589	100.0%	11,259	89.4%	1,330	10.6%
Population Reporting One Race	11,706	93.0%	10,812	96.0%	894	67.2%
White	10,808	85.8%	10,519	93.4%	289	21.7%
Black	129	1.0%	122	1.1%	7	0.5%
American Indian	54	0.4%	23	0.2%	31	2.3%
Asian	120	0.9%	120	1.1%	0	0.0%
Pacific Islander	2	0.0%	0	0.0%	2	0.1%
Some Other Race	593	4.7%	28	0.3%	565	42.5%
Population Reporting Two or More Races	883	7.0%	447	4.0%	436	32.8%
Diversity Index	39.6	-		-		-

Data Note: Hispanic population can be of any race. Population density is measured in square miles. Esri's Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Population 18+ by Race	2020					
	Total		Non-Hispanic		Hispanic	
	Number	Percent	Number	Percent	Number	Percent
Total	9,775	77.7%	8,976	79.7%	799	60.1%
Population Reporting One Race	9,230	73.3%	8,686	77.2%	544	40.9%
White	8,615	68.4%	8,463	75.2%	152	11.4%
Black	96	0.8%	92	0.8%	4	0.3%
American Indian	46	0.4%	22	0.2%	24	1.8%
Asian	94	0.8%	94	0.8%	0	0.0%
Pacific Islander	2	0.0%	0	0.0%	2	0.1%
Some Other Race	377	3.0%	15	0.1%	362	27.2%
Population Reporting Two or More Races	545	4.3%	290	2.6%	255	19.2%

Population <18 by Race	2020					
	Total		Non-Hispanic		Hispanic	
	Number	Percent	Number	Percent	Number	Percent
Total	2,814	22.4%	2,283	20.3%	531	39.9%
Population Reporting One Race	2,476	19.7%	2,126	18.9%	350	26.3%
White	2,193	17.4%	2,056	18.3%	137	10.3%
Black	33	0.3%	30	0.3%	3	0.2%
American Indian	8	0.1%	1	0.0%	7	0.5%
Asian	26	0.2%	26	0.2%	0	0.0%
Pacific Islander	0	0.0%	0	0.0%	0	0.0%
Some Other Race	216	1.7%	13	0.1%	203	15.3%
Population Reporting Two or More Races	338	2.7%	157	1.4%	181	13.6%

Population by Sex	Number	Percent
Male	6,080	48.3%
Female	6,509	51.7%

Data Note: Hispanic population can be of any race. Population density is measured in square miles. Esri's Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Group Quarters Population	2020	
	Number	Percent
Total	220	100.0%
Institutionalized population	48	21.8%
Correctional facilities for adults	0	0.0%
Juvenile facilities	0	0.0%
Nursing facilities/Skilled-nursing facilities	48	21.8%
Other institutional facilities	0	0.0%
Noninstitutionalized population	172	78.2%
College/University student housing	0	0.0%
Military Quarters	0	0.0%
Other noninstitutional facilities	172	78.2%

Population by Age		
Total	12,589	100.0%
Age 0 - 4	687	5.5%
Age 5 - 9	718	5.7%
Age 10 - 14	857	6.8%
Age 15 - 19	794	6.3%
Age 20 - 24	605	4.8%
Age 25 - 29	774	6.2%
Age 30 - 34	844	6.7%
Age 35 - 39	881	7.0%
Age 40 - 44	810	6.4%
Age 45 - 49	782	6.2%
Age 50 - 54	786	6.2%
Age 55 - 59	830	6.6%
Age 60 - 64	850	6.8%
Age 65 - 69	795	6.3%
Age 70 - 74	594	4.7%
Age 75 - 79	403	3.2%
Age 80 - 84	283	2.3%
Age 85+	296	2.4%
Age 18+	9,775	77.7%
Age 65+	2,371	18.8%

Data Note: Hispanic population can be of any race. Population density is measured in square miles. Esri's Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Households by Type	2020	
	Number	Percent
Total	5,349	100.0%
Married Couple Households	2,256	42.2%
With Own Children <18	850	15.9%
Without Own Children <18	1,406	26.3%
Cohabiting Couple Households	473	8.8%
With Own Children <18	160	3.0%
Without Own Children <18	313	5.8%
Male Householder, No Spouse/Partner	1,051	19.6%
Living Alone	757	14.2%
65 Years and over	258	4.8%
With Own Children <18	97	1.8%
Without Own Children <18, With Relatives	114	2.1%
No Relatives Present	83	1.6%
Female Householder, No Spouse/Partner	1,569	29.3%
Living Alone	1,016	19.0%
65 Years and over	519	9.7%
With Own Children <18	280	5.2%
Without Own Children <18, With Relatives	205	3.8%
No Relatives Present	68	1.3%
Households by Size		
Total	5,349	100.0%
1 Person	1,773	33.1%
2 People	1,843	34.5%
3 People	752	14.1%
4 People	599	11.2%
5 People	239	4.5%
6 People	91	1.7%
7+ People	52	1.0%

Data Note: Hispanic population can be of any race. Population density is measured in square miles. Esri's Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Population by Relationship	2020	
	Number	Percent
Total	12,589	100.0%
In Households	12,369	98.3%
Householder	5,358	43.3%
Opposite-Sex Spouse	2,233	18.1%
Same-Sex Spouse	17	0.1%
Opposite-Sex Unmarried Partner	473	3.8%
Same-Sex Unmarried Partner	9	0.1%
Biological Child	3,183	25.7%
Adopted Child	45	0.4%
Stepchild	206	1.7%
Grandchild	137	1.1%
Brother or Sister	82	0.7%
Parent	86	0.7%
Parent-in-law	18	0.1%
Son-in-law or Daughter-in-law	25	0.2%
Other Relatives	82	0.7%
Foster Child	9	0.1%
Other Nonrelatives	406	3.3%

Households by Age of Householder		
Total	5,349	100.0%
Householder Age 15-24	162	3.0%
Householder Age 25-34	795	14.9%
Householder Age 35-44	912	17.0%
Householder Age 45-54	942	17.6%
Householder Age 55-59	488	9.1%
Householder Age 60-64	542	10.1%
Householder Age 65-74	854	16.0%
Householder Age 75-84	443	8.3%
Householder Age 85+	211	3.9%

Data Note: Hispanic population can be of any race. Population density is measured in square miles. Esri's Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Family Households by Race of Householder	2020	
	Number	Percent
Total	3,140	100.0%
Householder is White Alone	2,824	52.8%
Householder is Black Alone	18	0.3%
Householder is American Indian Alone	10	0.2%
Householder is Asian Alone	25	0.5%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	113	2.1%
Householder is Two or More Races	149	2.8%
Households with Hispanic Householder	248	4.6%
Nonfamily Households by Race of Householder		
Total	2,209	100.0%
Householder is White Alone	2,045	38.2%
Householder is Black Alone	16	0.3%
Householder is American Indian Alone	8	0.1%
Householder is Asian Alone	11	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	46	0.9%
Householder is Two or More Races	83	1.6%
Households with Hispanic Householder	88	1.6%
Total Housing Units by Occupancy		
Total	5,594	100.0%
Occupied Housing Units	96	95.6%
Vacant Housing Units	245	4.4%
For Rent	81	33.1%
Rented, not Occupied	6	2.5%
For Sale Only	36	14.7%
Sold, not Occupied	8	3.3%
For Seasonal/Recreational/Occasional Use	38	15.5%
For Migrant Workers	0	0.0%
Other Vacant	76	31.0%

Data Note: Hispanic population can be of any race. Population density is measured in square miles. Esri's Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Owner-Occupied Housing Units by Race of Householder	2020	
	Number	Percent
Total	3,326	100.0%
Householder is White Alone	3,147	94.6%
Householder is Black Alone	6	0.2%
Householder is American Indian Alone	4	0.1%
Householder is Asian Alone	25	0.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	42	1.3%
Householder is Two or More Races	102	3.1%
Hispanic Householder	97	2.9%
Renter-Occupied Housing Units by Race of Householder		
Total	2,023	100.0%
Householder is White Alone	1,722	85.1%
Householder is Black Alone	28	1.4%
Householder is American Indian Alone	14	0.7%
Householder is Asian Alone	11	0.5%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	117	5.8%
Householder is Two or More Races	130	6.4%
Hispanic Householder	239	11.8%



































Data Note: Hispanic population can be of any race. Population density is measured in square miles. Esri's Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

ACS Population Summary

Fort Atkinson City, WI
 Fort Atkinson City, WI (5526675)
 Geography: Place



Totals	2019 - 2023			Reliability
	ACS Estimate	Percent	MOE (±)	
Total Population	12,490		30	
Total Households	5,394		234	
Total Housing Units	5,701		232	
Household Size and Type				
Households with Pop 65+	1,703	31.6%	235	
1-Person	787	14.6%	182	
2+ Person Family	907	16.8%	214	
2+ Person Nonfamily	9	0.2%	14	
Households with No Pop 65+	3,691	68.4%	243	
1-Person	846	15.7%	200	
2+ Person Family	2,276	42.2%	234	
2+ Person Nonfamily	569	10.5%	164	
Household Type by Relatives and Non-relatives				
Total	12,218	100.0%	34	
In Family Households	9,279	75.9%	412	
In Married-Couple Family	7,498	61.4%	652	
Relatives	7,485	61.3%	654	
Nonrelatives	13	0.1%	22	
In Male Householder-No Spouse Present-Family	814	6.7%	363	
Relatives	715	5.9%	337	
Nonrelatives	99	0.8%	58	
In Female Householder-No Spouse Present	967	7.9%	410	
Relatives	884	7.2%	349	
Nonrelatives	83	0.7%	85	
In Nonfamily Households	2,939	24.1%	408	
Households by Disability Status				
Total	5,394	100.0%	234	
With 1+ Persons w/Disability	1,198	22.2%	267	
With No Person w/Disability	4,196	77.8%	327	

Population Age 3+ by School Enrollment	2019 - 2023			Reliability
	ACS Estimate	Percent	MOE (±)	
Total	12,229	100.0%	122	
Enrolled in school	2,538	20.8%	331	
Enrolled in nursery school, preschool	147	1.2%	98	
Public school	79	0.6%	67	
Private school	68	0.6%	56	
Enrolled in kindergarten	137	1.1%	70	
Public school	86	0.7%	57	
Private school	51	0.4%	43	
Enrolled in grade 1 to grade 4	532	4.4%	189	
Public school	428	3.5%	171	
Private school	104	0.9%	70	
Enrolled in grade 5 to grade 8	545	4.5%	167	
Public school	466	3.8%	165	
Private school	79	0.6%	57	
Enrolled in grade 9 to grade 12	739	6.0%	186	
Public school	713	5.8%	187	
Private school	26	0.2%	29	
Enrolled in college undergraduate years	272	2.2%	119	
Public school	248	2.0%	115	
Private school	24	0.2%	34	
Enrolled in graduate or professional school	166	1.4%	108	
Public school	140	1.1%	103	
Private school	26	0.2%	30	
Not enrolled in school	9,691	79.2%	422	
Households by Presence of People Under 18 by Household Type				
Households with one or more people under 18 years	1,341	24.9%	196	
Family households	1,341	24.9%	196	
Married-couple family	860	15.9%	145	
Male householder, no wife present	208	3.9%	137	
Female householder, no husband present	273	5.1%	117	
Nonfamily households	0	0.0%	16	
Households with no people under 18 years	4,053	75.1%	303	
Married-couple family	1,651	30.6%	279	
Other family	191	3.5%	105	
Nonfamily households	2,211	41.0%	290	

Households by Poverty Status	2019 - 2023			Reliability
	ACS Estimate	Percent	MOE (±)	
Total	5,394	100.0%	234	
Income in the past 12 months below poverty level	415	7.7%	146	
Married-couple family	78	1.4%	61	
Other-Male householder (no wife present)	15	0.3%	22	
Female householder (no husband present)	64	1.2%	47	
Nonfamily household - male householder	99	1.8%	80	
Nonfamily household - female householder	159	2.9%	91	
Income past 12 months at or above poverty level	4,979	92.3%	257	
Married-couple family	2,433	45.1%	273	
Other-Male householder (no wife present)	297	5.5%	151	
Female householder (no husband present)	296	5.5%	130	
Nonfamily household - male householder	944	17.5%	218	
Nonfamily household - female householder	1,009	18.7%	203	
Poverty Index	62			

Households by Public Assistance and Other Income				
Total	5,394	100.0%	234	
With public assistance income	36	0.7%	28	
No public assistance income	5,358	99.3%	234	
With Food Stamps/SNAP	472	8.8%	131	
With No Food Stamps/SNAP	4,922	91.2%	266	
Social Security Income	1,742	32.3%	221	
No Social Security Income	3,652	67.7%	239	
Retirement Income	1,375	25.5%	212	
No Retirement Income	4,019	74.5%	263	

Population by Ratio of Income to Poverty				
Total	12,437	100.0%	39	
Under .50	528	4.2%	223	
.50 to .99	356	2.9%	165	
1.00 to 1.24	489	3.9%	256	
1.25 to 1.49	545	4.4%	362	
1.50 to 1.84	890	7.2%	300	
1.85 to 1.99	441	3.5%	262	
2.00 and over	9,188	73.9%	530	

Households by Type and Size	2019 - 2023			Reliability
	ACS Estimate	Percent	MOE (±)	
Family Households	3,183	59.0%	270	
2-Person	1,648	30.6%	295	
3-Person	700	13.0%	225	
4-Person	442	8.2%	131	
5-Person	327	6.1%	123	
6-Person	41	0.8%	34	
7+ Person	25	0.5%	31	
Nonfamily Households	2,211	41.0%	290	
1-Person	1,633	30.3%	254	
2-Person	512	9.5%	152	
3-Person	50	0.9%	60	
4-Person	0	0.0%	16	
5-Person	0	0.0%	16	
6-Person	0	0.0%	16	
7+ Person	16	0.3%	19	











Population Age 5 to 17 by Language Spoken

Speak only English	1,596	13.3%	240	
Speak Spanish	372	3.1%	178	
Speak English "very well" or "well"	327	2.7%	173	
Speak English "not well"	45	0.4%	74	
Speak English "not at all"	0	0.0%	16	
Speak other Indo-European languages	17	0.1%	35	
Speak English "very well" or "well"	17	0.1%	35	
Speak English "not well"	0	0.0%	16	
Speak English "not at all"	0	0.0%	16	
Speak Asian and Pacific Island languages	0	0.0%	16	
Speak English "very well" or "well"	0	0.0%	16	
Speak English "not well"	0	0.0%	16	
Speak English "not at all"	0	0.0%	16	
Speak other languages	0	0.0%	16	
Speak English "very well" or "well"	0	0.0%	16	
Speak English "not well"	0	0.0%	16	
Speak English "not at all"	0	0.0%	16	










Population Age 18 to 64 by Language Spoken	2019 - 2023			Reliability
	ACS Estimate	Percent	MOE (±)	
Speak only English	6,825	56.9%	421	
Speak Spanish	808	6.7%	279	
Speak English "very well" or "well"	463	3.9%	193	
Speak English "not well"	345	2.9%	174	
Speak English "not at all"	0	0.0%	16	
Speak other Indo-European languages	46	0.4%	46	
Speak English "very well" or "well"	46	0.4%	45	
Speak English "not well"	0	0.0%	16	
Speak English "not at all"	0	0.0%	16	
Speak Asian and Pacific Island languages	38	0.3%	33	
Speak English "very well" or "well"	21	0.2%	21	
Speak English "not well"	17	0.1%	18	
Speak English "not at all"	0	0.0%	16	
Speak other languages	0	0.0%	16	
Speak English "very well" or "well"	0	0.0%	16	
Speak English "not well"	0	0.0%	16	
Speak English "not at all"	0	0.0%	16	

Population Age 65+ by Language Spoken				
Speak only English	2,251	18.8%	266	
Speak Spanish	34	0.3%	43	
Speak English "very well" or "well"	34	0.3%	43	
Speak English "not well"	0	0.0%	16	
Speak English "not at all"	0	0.0%	16	
Speak other Indo-European languages	15	0.1%	23	
Speak English "very well" or "well"	15	0.1%	23	
Speak English "not well"	0	0.0%	16	
Speak English "not at all"	0	0.0%	16	
Speak Asian and Pacific Island languages	0	0.0%	16	
Speak English "very well" or "well"	0	0.0%	16	
Speak English "not well"	0	0.0%	16	
Speak English "not at all"	0	0.0%	16	
Speak other languages	0	0.0%	16	
Speak English "very well" or "well"	0	0.0%	16	
Speak English "not well"	0	0.0%	16	
Speak English "not at all"	0	0.0%	16	

Workers Age 16+ By Means of Transportation

Total	6,931	100.0%	441	
Drove alone	5,435	78.4%	503	
Carpooled	452	6.5%	150	
Public transportation (excluding taxicab)	41	0.6%	45	
Bus or trolley bus	41	0.6%	45	
Light rail, streetcar or trolley	0	0.0%	16	
Subway or elevated	0	0.0%	16	
Long-distance/Commuter Train	0	0.0%	16	
Ferryboat	0	0.0%	16	
Taxicab	28	0.4%	40	
Motorcycle	0	0.0%	16	
Bicycle	32	0.5%	26	
Walked	170	2.5%	111	
Other means	191	2.8%	166	
Worked at home	582	8.4%	250	

Workers Age 16+ By Travel Time to Work

Less than 5 minutes	523	8.2%	147	
5 to 9 minutes	1,771	27.9%	522	
10 to 14 minutes	795	12.5%	190	
15 to 19 minutes	634	10.0%	200	
20 to 24 minutes	511	8.0%	186	
25 to 29 minutes	310	4.9%	135	
30 to 34 minutes	540	8.5%	194	
35 to 39 minutes	167	2.6%	93	
40 to 44 minutes	132	2.1%	76	
45 to 59 minutes	585	9.2%	164	
60 to 89 minutes	355	5.6%	210	
90 or more minutes	26	0.4%	31	
Average Travel Time to Work (in minutes)	20.1		3.1	

Workers Age16+ by Place of Work	2019 - 2023			Reliability
	ACS Estimate	Percent	MOE (±)	
Total	6,931	100.0%	441	
Worked in state and in county of residence	4,847	69.9%	461	
Worked in state and outside county of residence	2,040	29.4%	291	
Worked outside state of residence	44	0.6%	40	

Sex by Class of Worker				
Total	7,025	100.0%	445	
Male	3,831	54.5%	363	
Employee of private company workers	3,034	43.2%	386	
Self-employed in own incorporated business	159	2.3%	72	
Private not-for-profit wage and salary workers	107	1.5%	57	
Local government workers	220	3.1%	121	
State government workers	177	2.5%	97	
Federal government workers	1	0.0%	3	
Self-employed in own not incorporated business	133	1.9%	82	
Unpaid family workers	0	0.0%	16	
Female	3,194	45.5%	296	
Employee of private company workers	2,143	30.5%	259	
Self-employed in own incorporated business	46	0.7%	38	
Private not-for-profit wage and salary workers	319	4.5%	182	
Local government workers	261	3.7%	101	
State government workers	250	3.6%	158	
Federal government workers	51	0.7%	69	
Self-employed in own not incorporated business	124	1.8%	66	
Unpaid family workers	0	0.0%	16	

Gross Rent as a Percentage of Household Income				
<10% of Income	54	3.4%	45	
10-14.9% of Income	335	20.8%	141	
15-19.9% of Income	154	9.6%	114	
20-24.9% of Income	148	9.2%	104	
25-29.9% of Income	196	12.2%	101	
30-34.9% of Income	239	14.9%	105	
35-39.9% of Income	28	1.7%	27	
40-49.9% of Income	120	7.5%	65	
50+% of Income	255	15.9%	115	
Gross Rent % Inc Not Computed	79	4.9%	58	

Females Age 20-64 by Age of Children	2019 - 2023			Reliability
	ACS Estimate	Percent	MOE (±)	
Total	3,622	100.0%	276	
Own children under 6 years only	158	4.4%	81	
In labor force	134	3.7%	86	
Not in labor force	24	0.7%	27	
Own children under 6 years and 6 to 17 years	251	6.9%	103	
In labor force	218	6.0%	104	
Not in labor force	33	0.9%	34	
Own children 6 to 17 years only	788	21.8%	154	
In labor force	654	18.1%	141	
Not in labor force	134	3.7%	101	
No own children under 18 years	2,425	67.0%	300	
In labor force	1,938	53.5%	296	
Not in labor force	487	13.4%	116	

Population and Presence of a Computer

Total	12,218	100.0%	34	
Population <18 in Households	2,473	20.2%	290	
Have a Computer	2,473	20.2%	290	
Have No Computer	0	0.0%	16	
Population 18-64 in Households	7,536	61.7%	333	
Have a Computer	7,212	59.0%	405	
Have No Computer	324	2.7%	213	
Population 65+ in Households				
Have a Computer	2,010	16.5%	266	
Have No Computer	199	1.6%	117	













Households and Internet Subscriptions

Total	5,394	100.0%	234	
With an Internet Subscription	4,991	92.5%	267	
Dial-Up Alone	0	0.0%	16	
Broadband	4,184	77.6%	271	
Satellite Service	340	6.3%	144	
Other Service	6	0.1%	12	
Internet Access with no Subscription	103	1.9%	75	
With No Internet Access	300	5.6%	148	










Health Insurance Coverage by Age	2019 - 2023			Reliability
	ACS Estimate	Percent	MOE (±)	
Under 19 years:	2,649	21.3%	299	
One Type of Health Insurance:	2,135	17.1%	322	
Employer-Based Health Ins Only	1,469	11.8%	300	
Direct-Purchase Health Ins Only	137	1.1%	113	
Medicare Coverage Only	0	0.0%	16	
Medicaid Coverage Only	529	4.2%	258	
TRICARE/Military Hlth Cov Only	0	0.0%	16	
VA Health Care Only	0	0.0%	16	
2+ Types of Health Insurance	355	2.9%	210	
No Health Insurance Coverage	159	1.3%	165	


Health Insurance Coverage by Age				
19 to 34 years:	2,411	19.4%	295	
One Type of Health Insurance:	1,854	14.9%	260	
Employer-Based Health Ins Only	1,523	12.2%	238	
Direct-Purchase Health Ins Only	100	0.8%	72	
Medicare Coverage Only	0	0.0%	16	
Medicaid Coverage Only	231	1.9%	122	
TRICARE/Military Hlth Cov Only	0	0.0%	16	
VA Health Care Only	0	0.0%	16	
2+ Types of Health Insurance	298	2.4%	177	
No Health Insurance Coverage	259	2.1%	161	

Health Insurance Coverage by Age				
35 to 64 years:	5,127	41.2%	308	
One Type of Health Insurance:	3,952	31.7%	415	
Employer-Based Health Ins Only	3,123	25.1%	435	
Direct-Purchase Health Ins Only	349	2.8%	114	
Medicare Coverage Only	64	0.5%	55	
Medicaid Coverage Only	390	3.1%	142	
TRICARE/Military Hlth Cov Only	26	0.2%	41	
VA Health Care Only	0	0.0%	16	
2+ Types of Health Insurance	696	5.6%	271	
No Health Insurance Coverage	479	3.8%	174	

Health Insurance Coverage by Age	2019 - 2023			Reliability
	ACS Estimate	Percent	MOE (±)	
65+ years:	2,263	18.2%	265	
One Type of Health Insurance:	747	6.0%	212	
Employer-Based Health Ins Only	60	0.5%	63	
Direct-Purchase Health Ins Only	0	0.0%	16	
Medicare Coverage Only	660	5.3%	190	
TRICARE/Military Hlth Cov Only	27	0.2%	45	
VA Health Care Only	0	0.0%	16	
2+ Types of Health Insurance:	1,516	12.2%	251	
Employer-Based & Direct-Purchase Insurance	36	0.3%	54	
Employer-Based Health & Medicare Insurance	401	3.2%	207	
Direct-Purchase Health & Medicare Insurance	587	4.7%	185	
Medicare & Medicaid Coverage	73	0.6%	53	
Other Private Health Insurance Combos	0	0.0%	16	
Other Public Health Insurance Combos	24	0.2%	34	
Other Health Insurance Combinations	395	3.2%	147	
No Health Insurance Coverage	0	0.0%	16	




Civilian Population Age18+ by Vetran Status

Total	10,017	100.0%	293	
Veteran	579	5.8%	139	
Nonveteran	9,438	94.2%	341	
Male	4,975	49.7%	321	
Veteran	571	5.7%	139	
Nonveteran	4,404	44.0%	370	
Female	5,042	50.3%	296	
Veteran	8	0.1%	13	
Nonveteran	5,034	50.3%	298	

 **Source:** U.S. Census 2019-2023 American Community Survey. **Data Note:** N/A means not available. Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2023, adjusted for inflation.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: Symbols represent threshold values Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

-  High Reliability: Small CVs (less than or equal to 12 percent) are flagged green and are considered reasonably reliable.
-  Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow and should be used with caution.
-  Low Reliability: Large CVs (over 40 percent) are flagged red and are considered very unreliable.

Business Summary Report (NAICS)

Fort Atkinson City, WI
 Fort Atkinson City, WI (5526675)
 Geography: Place



Data for all businesses in area	Fort Atkinson...
Total Businesses	616
Total Employees	12,267
Total Population	12,275
Employee/Population Ratio (per 100)	99.9

by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%
Agriculture, Forestry, Fishing & Hunting (11)	4	0.7%	87	0.7%				
Mining (21)	1	0.2%	8	0.1%				
Utilities (22)	3	0.5%	15	0.1%				
Construction (23)	32	5.2%	143	1.2%				
Building Construction	6	1.0%	15	0.1%				
Heavy/Civil Eng Construction	3	0.5%	16	0.1%				
Specialty Trade Contractor	23	3.7%	112	0.9%				
Manufacturing (31-33)	26	4.2%	1,840	15.0%				
Wholesale Trade (42)	11	1.8%	91	0.7%				
Durable Goods	7	1.1%	76	0.6%				
Nondurable Goods	3	0.5%	14	0.1%				
Trade Broker	1	0.2%	1	0.0%				



Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Data note: Not all NAICS subcategories for a 2 digit major category are being shown.

Business Summary Report (NAICS)

Fort Atkinson City, WI
 Fort Atkinson City, WI (5526675)
 Geography: Place



by NAICS Codes	Businesses	Employees	Fort Atkinson...			
			Businesses	Employees	Businesses	Employees
			Number	%	Number	%
Retail Trade (44-45)			67	10.9%	2,890	23.6%
Motor Vehicle & Parts Dealers			6	1.0%	62	0.5%
Furniture & Home Furnishing Stores			4	0.7%	9	0.1%
Electronics & Appliance Stores			0	0.0%	0	0.0%
Building & Garden Equipment			9	1.5%	39	0.3%
Food & Beverage Stores			9	1.5%	823	6.7%
Health & Personal Care Stores			8	1.3%	69	0.6%
Gasoline Stations			5	0.8%	15	0.1%
Clothing, Shoe and Jewellery Stores			4	0.7%	12	0.1%
Sporting Goods, Hobby & Music Stores			12	1.9%	100	0.8%
General Merchandise Stores			10	1.6%	1,761	14.4%
Transportation & Warehousing (48-49)			16	2.6%	280	2.3%
Truck Transportation			3	0.5%	22	0.2%
Information (51)			12	1.9%	352	2.9%
Finance & Insurance (52)			41	6.7%	322	2.6%
Central Bank/Credit & Related Activities			13	2.1%	143	1.2%
Securities & Commodity Contracts			15	2.4%	138	1.1%
Funds, Trusts & Other Financial			13	2.1%	41	0.3%
Real Estate, Rental & Leasing (53)			25	4.1%	82	0.7%
Professional, Scientific & Tech Services (54)			50	8.1%	453	3.7%
Legal Services			6	1.0%	26	0.2%



Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Data note: Not all NAICS subcategories for a 2 digit major category are being shown.

Business Summary Report (NAICS)

Fort Atkinson City, WI
 Fort Atkinson City, WI (5526675)
 Geography: Place



by NAICS Codes	Businesses	Employees	Fort Atkinson...					
			Businesses	Employees	Businesses		Employees	
					Number	%	Number	%
Management of Companies (55)			3	0.5%	50	0.4%		
Administrative, Support & Waste Mgmt (56)			21	3.4%	436	3.5%		
Educational Services (61)			15	2.4%	628	5.1%		
Health Care & Social Assistance (62)			125	20.3%	3,102	25.3%		
Ambulatory Health Care			78	12.7%	1,520	12.4%		
Hospital			2	0.3%	437	3.6%		
Nursing/Residential Care			27	4.4%	424	3.5%		
Social Assistance			18	2.9%	721	5.9%		
Arts, Entertainment & Recreation (71)			10	1.6%	439	3.6%		
Accommodation & Food Services (72)			45	7.3%	595	4.8%		
Accommodation			6	1.0%	74	0.6%		
Food & Drinking Places			39	6.3%	521	4.3%		
Other Services Except Public Admin (81)			86	14.0%	335	2.7%		
Repair & Maintenance			22	3.6%	76	0.6%		
Auto Repair & Maintenance			18	2.9%	68	0.6%		
Personal & Laundry Service			29	4.7%	116	0.9%		
Civic and Other Orgs			35	5.7%	143	1.2%		
Public Administration (92)			11	1.8%	119	1.0%		
Unclassified Establishments (99)			12	1.9%	0	0.0%		
Total (11-99)			616	100.0%	12,267	100.0%		



Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Data note: Not all NAICS subcategories for a 2 digit major category are being shown.

Business Summary Report (SIC)

Fort Atkinson City, WI
 Fort Atkinson City, WI (5526675)
 Geography: Place



Data for all businesses in area	Fort Atkinson...
Total Businesses	616
Total Employees	12,267
Total Population	12,275
Employee/Population Ratio (per 100)	99.9

by SIC Codes	Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%
Agriculture & Mining (01-14)	12	1.9%	125	1.0%				
Construction (15-17)	29	4.7%	124	1.0%				
Manufacturing (20-39)	29	4.7%	1,864	15.2%				
Transportation (40-47)	20	3.3%	289	2.4%				
Communication (48)	5	0.8%	15	0.1%				
Utility (49)	4	0.7%	20	0.2%				
Wholesale Trade (50-51)	11	1.8%	91	0.7%				
Retail Trade Summary (52-59)	108	17.5%	3,712	30.3%				
Home Improvement	9	1.5%	39	0.3%				
General Merchandise Stores	3	0.5%	608	5.0%				
Food Stores	12	1.9%	1,154	9.4%				
Auto Dealers & Gas Stations	11	1.8%	77	0.6%				
Apparel & Accessory Stores	2	0.3%	4	0.0%				
Furniture & Home Furnishings	4	0.7%	9	0.1%				
Eating & Drinking Places	38	6.2%	491	4.0%				
Miscellaneous Retail	29	4.7%	1,330	10.8%				

Business Summary Report (SIC)

Fort Atkinson City, WI
 Fort Atkinson City, WI (5526675)
 Geography: Place



by SIC Codes	Businesses	Employees	Fort Atkinson...					
			Businesses	Employees	Businesses		Employees	
					Number	%	Number	%
Finance, Insurance, Real Estate (60-67)					64	10.4%	447	3.6%
Banks, Savings & Lending					13	2.1%	143	1.2%
Securities Brokers					15	2.4%	138	1.1%
Insurance Carriers & Agents					13	2.1%	41	0.3%
Real Estate, Investment Offices					23	3.7%	125	1.0%
Services Summary (70-89)					311	50.5%	5,461	44.5%
Hotels & Lodging					6	1.0%	74	0.6%
Automotive Services					21	3.4%	75	0.6%
Movies & Amusements					9	1.5%	421	3.4%
Health Services					85	13.8%	2,068	16.9%
Legal Services					6	1.0%	26	0.2%
Education Inst. & Libraries					15	2.4%	630	5.1%
Other Services					169	27.4%	2,167	17.7%
Government (91-97)					11	1.8%	119	1.0%
Unclassified Establishments (99)					12	1.9%	0	0.0%
Totals (01-99)					616	100.0%	12,267	100.0%



Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025).

Business Summary

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

Data for all businesses in area	5 miles				10 miles				15 miles			
Total Businesses:	852				1,823				3,443			
Total Employees:	14,801				25,963				41,633			
Total Population:	19,034				51,490				102,170			
Employee/Population Ratio (per 100 Residents)	77.8				50.4				40.7			
by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	13	1.5%	107	0.7%	34	1.9%	155	0.6%	78	2.3%	490	1.2%
Mining	2	0.2%	16	0.1%	3	0.2%	18	0.1%	3	0.1%	18	0.0%
Utilities	4	0.5%	29	0.2%	8	0.4%	60	0.2%	13	0.4%	122	0.3%
Construction	63	7.4%	357	2.4%	141	7.7%	670	2.6%	290	8.4%	1,411	3.4%
Building Construction	18	2.1%	50	0.3%	49	2.7%	142	0.6%	98	2.9%	381	0.9%
Heavy/Civil Eng Construction	4	0.5%	17	0.1%	11	0.6%	82	0.3%	22	0.6%	141	0.3%
Specialty Trade Contractor	40	4.7%	290	2.0%	81	4.4%	445	1.7%	169	4.9%	889	2.1%
Manufacturing	39	4.6%	2,442	16.5%	83	4.5%	3,654	14.1%	175	5.1%	6,214	14.9%
Wholesale Trade	15	1.8%	132	0.9%	46	2.5%	1,495	5.8%	100	2.9%	2,213	5.3%
Durable Goods	8	0.9%	80	0.5%	26	1.4%	1,213	4.7%	60	1.7%	1,710	4.1%
Nondurable Goods	6	0.7%	51	0.3%	18	1.0%	280	1.1%	35	1.0%	452	1.1%
Trade Broker	1	0.1%	1	0.0%	2	0.1%	2	0.0%	5	0.1%	52	0.1%
Retail Trade	96	11.3%	3,305	22.3%	197	10.8%	4,259	16.4%	413	12.0%	6,717	16.1%
Motor Vehicle & Parts Dealers	13	1.5%	132	0.9%	28	1.5%	280	1.1%	62	1.8%	490	1.2%
Furniture & Home Furnishings Stores	6	0.7%	14	0.1%	9	0.5%	23	0.1%	21	0.6%	72	0.2%
Electronics & Appliance Stores	0	0.0%	1	0.0%	3	0.2%	19	0.1%	8	0.2%	74	0.2%
Building Material & Garden Equipment & Supplies Dealers	12	1.4%	63	0.4%	27	1.5%	195	0.8%	48	1.4%	354	0.8%
Food & Beverage Stores	14	1.6%	850	5.7%	30	1.6%	1,062	4.1%	63	1.8%	1,484	3.6%
Health & Personal Care Stores	10	1.2%	81	0.6%	16	0.9%	163	0.6%	29	0.8%	807	1.9%
Gasoline Stations & Fuel Dealers	6	0.7%	25	0.2%	11	0.6%	83	0.3%	27	0.8%	267	0.6%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	4	0.5%	12	0.1%	8	0.4%	30	0.1%	28	0.8%	135	0.3%
Sporting Goods, Hobby, Book, & Music Stores	17	2.0%	113	0.8%	42	2.3%	203	0.8%	66	1.9%	283	0.7%
General Merchandise Stores	14	1.6%	2,014	13.6%	22	1.2%	2,203	8.5%	62	1.8%	2,751	6.6%
Transportation & Warehousing	24	2.8%	396	2.7%	43	2.4%	660	2.5%	96	2.8%	1,081	2.6%
Truck Transportation	6	0.7%	62	0.4%	17	0.9%	155	0.6%	38	1.1%	271	0.7%
Information	17	2.0%	399	2.7%	28	1.5%	456	1.8%	55	1.6%	568	1.4%
Finance & Insurance	48	5.6%	347	2.3%	80	4.4%	559	2.1%	134	3.9%	871	2.1%
Central Bank/Credit Intermediation & Related Activities	15	1.8%	160	1.1%	28	1.5%	318	1.2%	49	1.4%	536	1.3%
Securities & Commodity Contracts	17	2.0%	141	0.9%	22	1.2%	154	0.6%	36	1.1%	191	0.5%
Funds, Trusts & Other Financial Vehicles	15	1.8%	47	0.3%	30	1.6%	87	0.3%	49	1.4%	144	0.3%
Real Estate, Rental & Leasing	33	3.9%	101	0.7%	95	5.2%	296	1.1%	176	5.1%	610	1.5%
Professional, Scientific & Tech Services	64	7.5%	493	3.3%	140	7.7%	968	3.7%	250	7.3%	1,690	4.1%
Legal Services	8	0.9%	31	0.2%	29	1.6%	176	0.7%	49	1.4%	238	0.6%
Management of Companies & Enterprises	4	0.5%	52	0.3%	7	0.4%	113	0.4%	11	0.3%	202	0.5%
Administrative, Support & Waste Management Services	28	3.3%	517	3.5%	46	2.5%	678	2.6%	101	2.9%	915	2.2%
Educational Services	19	2.2%	648	4.4%	44	2.4%	2,529	9.7%	85	2.5%	4,104	9.9%

Source: Copyright 2025 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2025.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

Business Summary

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Health Care & Social Assistance	141	16.6%	3,445	23.3%	208	11.4%	4,466	17.2%	336	9.8%	5,848	14.1%
Ambulatory Health Care	83	9.7%	1,540	10.4%	119	6.5%	1,814	7.0%	198	5.8%	2,554	6.1%
Hospital	2	0.2%	437	3.0%	3	0.2%	448	1.7%	7	0.2%	607	1.5%
Nursing/Residential Care	31	3.6%	646	4.4%	48	2.6%	1,063	4.1%	61	1.8%	1,288	3.1%
Social Assistance	25	2.9%	823	5.6%	39	2.1%	1,141	4.4%	69	2.0%	1,399	3.4%
Arts, Entertainment & Recreation	16	1.9%	480	3.2%	59	3.2%	941	3.6%	116	3.4%	1,293	3.1%
Accommodation & Food Services	63	7.4%	716	4.8%	157	8.6%	1,762	6.8%	271	7.9%	3,130	7.5%
Accommodation	9	1.1%	104	0.7%	26	1.4%	214	0.8%	48	1.4%	445	1.1%
Food Services & Drinking Places	53	6.2%	612	4.1%	131	7.2%	1,548	6.0%	224	6.5%	2,685	6.5%
Other Services (except Public Administration)	114	13.4%	461	3.1%	257	14.1%	1,004	3.9%	473	13.7%	1,858	4.5%
Repair & Maintenance	32	3.8%	98	0.7%	57	3.1%	168	0.7%	114	3.3%	381	0.9%
Automotive Repair & Maintenance	27	3.2%	89	0.6%	45	2.5%	141	0.5%	81	2.4%	278	0.7%
Personal & Laundry Service	34	4.0%	136	0.9%	68	3.7%	267	1.0%	123	3.6%	460	1.1%
Civic and Other Orgs	48	5.6%	227	1.5%	131	7.2%	570	2.2%	235	6.8%	1,017	2.4%
Public Administration	29	3.4%	355	2.4%	88	4.8%	1,215	4.7%	172	5.0%	2,265	5.4%
Unclassified Establishments	22	2.6%	1	0.0%	57	3.1%	6	0.0%	93	2.7%	11	0.0%
Total	852	100.0%	14,801	100.0%	1,823	100.0%	25,963	100.0%	3,443	100.0%	41,633	100.0%

Source: Copyright 2025 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2025.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

Business Summary

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	29	3.4%	227	1.5%	64	3.5%	351	1.4%	153	4.4%	871	2.1%
Construction	59	6.9%	338	2.3%	135	7.4%	624	2.4%	277	8.1%	1,321	3.2%
Manufacturing	40	4.7%	2,459	16.6%	80	4.4%	3,635	14.0%	172	5.0%	6,173	14.8%
Transportation	28	3.3%	405	2.7%	51	2.8%	683	2.6%	123	3.6%	1,237	3.0%
Communication	8	0.9%	47	0.3%	13	0.7%	70	0.3%	19	0.6%	93	0.2%
Utility	5	0.6%	35	0.2%	11	0.6%	153	0.6%	21	0.6%	262	0.6%
Wholesale Trade	15	1.8%	132	0.9%	46	2.5%	1,495	5.8%	102	3.0%	2,231	5.4%
Retail Trade Summary	154	18.1%	4,225	28.6%	337	18.5%	6,153	23.7%	650	18.9%	9,767	23.5%
Home Improvement	12	1.4%	63	0.4%	27	1.5%	195	0.8%	48	1.4%	351	0.8%
General Merchandise Stores	4	0.5%	849	5.7%	8	0.4%	1,027	4.0%	23	0.7%	1,215	2.9%
Food Stores	18	2.1%	1,186	8.0%	32	1.8%	1,418	5.5%	66	1.9%	2,407	5.8%
Auto Dealers & Gas Stations	19	2.2%	157	1.1%	40	2.2%	363	1.4%	88	2.6%	751	1.8%
Apparel & Accessory Stores	2	0.2%	4	0.0%	5	0.3%	16	0.1%	22	0.6%	105	0.3%
Furniture & Home Furnishings	8	0.9%	17	0.1%	15	0.8%	48	0.2%	34	1.0%	161	0.4%
Eating & Drinking Places	52	6.1%	582	3.9%	129	7.1%	1,507	5.8%	221	6.4%	2,631	6.3%
Miscellaneous Retail	38	4.5%	1,366	9.2%	81	4.4%	1,580	6.1%	150	4.4%	2,146	5.2%
Finance, Insurance, Real Estate Summary	76	8.9%	487	3.3%	172	9.4%	948	3.6%	296	8.6%	1,623	3.9%
Banks, Savings & Lending Institutions	15	1.8%	160	1.1%	28	1.5%	318	1.2%	49	1.4%	536	1.3%
Securities Brokers	17	2.0%	141	0.9%	22	1.2%	154	0.6%	36	1.1%	191	0.5%
Insurance Carriers & Agents	15	1.8%	47	0.3%	30	1.6%	87	0.3%	49	1.4%	144	0.3%
Real Estate, Holding, Other Investment Offices	28	3.3%	140	0.9%	92	5.0%	390	1.5%	162	4.7%	752	1.8%
Services Summary	387	45.4%	6,089	41.1%	766	42.0%	10,624	40.9%	1,363	39.6%	15,772	37.9%
Hotels & Lodging	9	1.1%	104	0.7%	26	1.4%	214	0.8%	48	1.4%	445	1.1%
Automotive Services	32	3.8%	102	0.7%	54	3.0%	169	0.7%	95	2.8%	323	0.8%
Movies & Amusements	17	2.0%	466	3.1%	55	3.0%	917	3.5%	112	3.3%	1,250	3.0%
Health Services	91	10.7%	2,092	14.1%	132	7.2%	2,699	10.4%	214	6.2%	3,639	8.7%
Legal Services	8	0.9%	31	0.2%	27	1.5%	169	0.7%	46	1.3%	227	0.6%
Education Institutions & Libraries	18	2.1%	648	4.4%	45	2.5%	2,546	9.8%	88	2.6%	4,144	9.9%
Other Services	212	24.9%	2,646	17.9%	427	23.4%	3,911	15.1%	760	22.1%	5,744	13.8%
Government	30	3.5%	356	2.4%	89	4.9%	1,220	4.7%	173	5.0%	2,270	5.5%
Unclassified Establishments	22	2.6%	1	2.4%	57	3.1%	6	4.7%	93	2.7%	11	5.5%
Totals	852	100.0%	14,801	100.0%	1,823	100.0%	25,963	100.0%	3,443	100.0%	41,633	100.0%

Source: Copyright 2025 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2025.

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Community Profile

Fort Atkinson City, WI
Fort Atkinson City, WI (5526675)
Geography: Place



Population Summary

Fort Atkinson...

2010 Total Population	12,428
2020 Total Population	12,589
2020 Group Quarters	220
2025 Total Population	12,275
2025 Group Quarters	206
2030 Total Population	12,363
2025-2030 Annual Rate	0.14%
2025 Total Daytime Population	16,630
Workers	11,152
Residents	5,478

Household Summary

2010 Total Households	5,153
2010 Average Household Size	2.36
2020 Total Households	5,349
2020 Average Household Size	2.31
2025 Total Households	5,362
2025 Average Household Size	2.25
2030 Total Households	5,475
2030 Average Household Size	2.22
2025-2030 Annual Rate	0.42%
2025 Families	3,042
2025 Average Family Size	2.90
2030 Families	3,093
2030 Average Family Size	2.85
2025-2030 Growth Rate	0.3%



[Source](#): Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Housing Unit Summary

2010 Total Housing Units	5,460
Owner Occupied Housing Units	62.6%
Renter Occupied Housing Units	37.4%
Vacant Housing Units	5.6%
2020 Housing Units	5,594
Owner Occupied Housing Units	62.2%
Renter Occupied Housing Units	37.8%
Vacant Housing Units	4.4%
2025 Housing Units	5,594
Owner Occupied Housing Units	63.6%
Renter Occupied Housing Units	36.4%
Vacant Housing Units	4.2%
2030 Total Housing Units	5,728
Owner Occupied Housing Units	63.7%
Renter Occupied Housing Units	36.3%
Vacant Housing Units	4.4%

Median Household Income**Fort Atkinson...**

2025	\$81,213
2030	\$93,771

Per Capita Income

2025	\$41,446
2030	\$46,362

2025 Households by Income

Household Income Base	5,362
<\$15,000	9.1%
\$15,000 - \$24,999	4.2%
\$25,000 - \$34,999	7.3%
\$35,000 - \$49,999	11.0%
\$50,000 - \$74,999	14.1%
\$75,000 - \$99,999	14.0%
\$100,000 - \$149,999	26.2%
\$150,000 - \$199,999	9.3%
\$200,000+	4.8%
Average Household Income	\$94,732



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Affordability, Mortgage and Wealth

Housing Affordability Index	107
Percent of Income for Mortgage	20.7%
Wealth Index	68

Median Home Value

2025	\$268,819
2030	\$322,908

2025 Home Value

Fort Atkinson...

Total Owner Occupied Housing Units	3,413
<\$50,000	2.0%
\$50,000 - \$99,999	2.2%
\$100,000 - \$149,999	3.0%
\$150,000 - \$199,999	16.7%
\$200,000 - \$249,999	20.0%
\$250,000 - \$299,999	16.0%
\$300,000 - \$399,999	17.4%
\$400,000 - \$499,999	18.8%
\$500,000 - \$749,999	3.4%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$295,278

2025 Population by Sex

Males	6,041
Females	6,234

Median Age

2010	38.4
2020	40.8
2025	42.1
2030	43.4



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Population by Age

Fort Atkinson...

Total	12,275
0 - 4	5.3%
5 - 9	5.7%
10 - 14	5.5%
15 - 24	11.9%
25 - 34	11.9%
35 - 44	13.8%
45 - 54	13.2%
55 - 64	12.6%
65 - 74	11.6%
75 - 84	6.5%
85 +	2.3%
18 +	79.4%

2025 Pop 25+ by Educational Attainment

Total	8,779
Less than 9th Grade	4.6%
9th - 12th Grade, No Diploma	3.4%
High School Graduate	27.0%
GED/Alternative Credential	4.6%
Some College, No Degree	19.4%
Associate Degree	11.8%
Bachelor's Degree	19.9%
Graduate/Professional Degree	9.3%

2025 Population 15+ by Marital Status

Total	10,244
Never Married	34.3%
Married	48.9%
Widowed	6.4%
Divorced	10.4%



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2020 Population by Race/Ethnicity

Fort Atkinson...

Total	12,589
White Alone	85.8%
Black Alone	1.0%
American Indian Alone	0.4%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.7%
Two or More Races	4.7%
Hispanic Origin	10.6%
Diversity Index	39.6

2025 Population by Race/Ethnicity

Total	12,275
White Alone	85.3%
Black Alone	1.1%
American Indian Alone	0.5%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.6%
Two or More Races	7.5%
Hispanic Origin	10.5%
Diversity Index	40.3

2025 Employed Pop 16+ by Occupation

Total	7,073
White Collar	51.5%
Management/Business/Financial	18.7%
Professional	18.9%
Sales	6.2%
Administrative Support	7.8%
Services	22.2%



[Source](#): Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Pop 16+ by Occupation

Fort Atkinson...

Total	7,073
Blue Collar	26.2%
Farming/Forestry/Fishing	1.0%
Construction/Extraction	5.5%
Installation/Maintenance/Repair	2.6%
Production	8.1%
Transportation/Material Moving	9.0%

2025 Civilian Population 16+ in Labor Force

Civilian Population 16+	7,073
Population 16+ Employed	97.5%
Population 16+ Unemployment rate	2.5%
Population 16-24 Employed	13.4%
Population 16-24 Unemployment rate	12.7%
Population 25-54 Employed	60.1%
Population 25-54 Unemployment rate	0.4%
Population 55-64 Employed	15%
Population 55-64 Unemployment rate	1.6%
Population 65+ Employed	9%
Population 65+ Unemployment rate	0.0%

2025 Employed Population 16+ by Industry

Total	6,899
Agriculture/Mining	2.1%
Construction	8.8%
Manufacturing	16.7%
Wholesale Trade	3.1%
Retail Trade	7.4%
Transportation/Utilities	3.9%
Information	1%
Finance/Insurance/Real Estate	3.6%
Services	48.1%
Public Administration	4.8%



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Consumer Spending	Fort Atkinson...
Apparel & Services: Total \$	\$10,549,761
Average Spent	\$1,967.50
Spending Potential Index	80
Education: Total \$	\$7,667,211
Average Spent	\$1,429.92
Spending Potential Index	80
Entertainment/Recreation: Total \$	\$18,930,991
Average Spent	\$3,530.58
Spending Potential Index	86
Food at Home: Total \$	\$33,558,715
Average Spent	\$6,258.62
Spending Potential Index	84
Food Away from Home: Total \$	\$17,466,202
Average Spent	\$3,257.40
Spending Potential Index	79
Health Care: Total \$	\$37,463,614
Average Spent	\$6,986.87
Spending Potential Index	90
HH Furnishings & Equipment: Total \$	\$13,022,073
Average Spent	\$2,428.59
Spending Potential Index	84
Personal Care Products & Services: Total \$	\$4,497,110
Average Spent	\$838.70
Spending Potential Index	80
Shelter: Total \$	\$110,667,650
Average Spent	\$20,639.25
Spending Potential Index	78
Support Payments/Gifts in Kind: Total \$	\$14,591,734
Average Spent	\$2,721.32
Spending Potential Index	82



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Consumer Spending

Fort Atkinson...

Travel: Total \$	\$15,502,735
Average Spent	\$2,891.22
Spending Potential Index	80
Vehicle Maintenance & Repairs: Total \$	\$6,181,974
Average Spent	\$1,152.92
Spending Potential Index	85

Top Tapestry Segment

Fort Atkinson...

Classic Comfort (K4):

This segment is characterized by aging Midwestern and Southern suburbanites with multiple vehicles.


[Learn more about this segment...](#)

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 the total population.

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.

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.

Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Community Profile

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group

Latitude: 42.92988
Longitude: -88.83702

	5 miles	10 miles	15 miles
Population Summary			
2010 Total Population	19,411	50,387	97,499
2020 Total Population	19,475	50,975	100,682
2020 Group Quarters	354	4,639	5,156
2025 Total Population	19,034	51,490	102,170
2025 Group Quarters	334	5,482	5,977
2030 Total Population	19,009	51,448	102,518
2025-2030 Annual Rate	-0.03%	-0.02%	0.07%
2025 Total Daytime Population	22,345	49,060	88,137
Workers	13,623	25,319	41,603
Residents	8,722	23,741	46,534
Household Summary			
2010 Households	7,749	19,163	37,756
2010 Average Household Size	2.45	2.41	2.46
2020 Total Households	8,049	19,842	40,005
2020 Average Household Size	2.38	2.34	2.39
2025 Households	8,080	20,220	41,235
2025 Average Household Size	2.31	2.28	2.33
2030 Households	8,197	20,515	41,990
2030 Average Household Size	2.28	2.24	2.30
2025-2030 Annual Rate	0.29%	0.29%	0.36%
2010 Families	5,117	11,540	24,588
2010 Average Family Size	2.97	2.95	2.96
2025 Families	4,909	11,541	25,466
2025 Average Family Size	2.93	2.86	2.88
2030 Families	4,934	11,593	25,725
2030 Average Family Size	2.88	2.82	2.84
2025-2030 Annual Rate	0.10%	0.09%	0.20%
Housing Unit Summary			
2000 Housing Units	7,513	18,507	36,959
Owner Occupied Housing Units	64.1%	59.1%	64.0%
Renter Occupied Housing Units	30.4%	34.3%	27.5%
Vacant Housing Units	5.5%	6.6%	8.5%
2010 Housing Units	8,326	20,965	42,170
Owner Occupied Housing Units	62.4%	57.0%	62.6%
Renter Occupied Housing Units	30.7%	34.4%	27.0%
Vacant Housing Units	6.9%	8.6%	10.5%
2020 Housing Units	8,488	21,567	44,238
Owner Occupied Housing Units	63.1%	57.1%	63.5%
Renter Occupied Housing Units	31.7%	34.9%	26.9%
Vacant Housing Units	5.1%	8.1%	9.5%
2025 Housing Units	8,489	21,973	45,470
Owner Occupied Housing Units	64.5%	58.1%	64.6%
Renter Occupied Housing Units	30.7%	33.9%	26.1%
Vacant Housing Units	4.8%	8.0%	9.3%
2030 Housing Units	8,624	22,272	46,243
Owner Occupied Housing Units	64.7%	58.8%	65.6%
Renter Occupied Housing Units	30.4%	33.3%	25.2%
Vacant Housing Units	5.0%	7.9%	9.2%

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 the total population.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group

Latitude: 42.92988
Longitude: -88.83702

	5 miles	10 miles	15 miles
2025 Households by Income			
Household Income Base	8,080	20,220	41,235
<\$15,000	9.5%	12.2%	8.5%
\$15,000 - \$24,999	4.0%	4.9%	4.4%
\$25,000 - \$34,999	5.9%	6.5%	5.7%
\$35,000 - \$49,999	10.6%	10.3%	9.2%
\$50,000 - \$74,999	13.8%	14.9%	15.1%
\$75,000 - \$99,999	14.1%	11.8%	13.3%
\$100,000 - \$149,999	24.8%	21.2%	22.5%
\$150,000 - \$199,999	11.1%	10.8%	11.8%
\$200,000+	6.1%	7.3%	9.5%
Average Household Income	\$99,853	\$98,238	\$107,730
2030 Households by Income			
Household Income Base	8,197	20,515	41,990
<\$15,000	7.9%	10.6%	7.3%
\$15,000 - \$24,999	3.2%	4.1%	3.6%
\$25,000 - \$34,999	5.0%	5.7%	4.8%
\$35,000 - \$49,999	9.5%	9.5%	8.1%
\$50,000 - \$74,999	12.5%	14.0%	13.9%
\$75,000 - \$99,999	13.0%	11.0%	12.2%
\$100,000 - \$149,999	26.9%	22.7%	23.5%
\$150,000 - \$199,999	14.4%	13.6%	14.7%
\$200,000+	7.5%	8.8%	12.0%
Average Household Income	\$109,979	\$107,771	\$119,269
2025 Owner Occupied Housing Units by Value			
Total	5,476	12,769	29,365
<\$50,000	1.9%	3.1%	3.0%
\$50,000 - \$99,999	1.5%	1.1%	0.7%
\$100,000 - \$149,999	2.7%	2.5%	1.6%
\$150,000 - \$199,999	12.6%	9.9%	7.1%
\$200,000 - \$249,999	16.7%	12.2%	10.7%
\$250,000 - \$299,999	13.8%	13.0%	14.1%
\$300,000 - \$399,999	18.4%	21.8%	24.1%
\$400,000 - \$499,999	20.1%	19.6%	18.7%
\$500,000 - \$749,999	9.1%	11.1%	13.3%
\$750,000 - \$999,999	2.2%	3.8%	4.8%
\$1,000,000 - \$1,499,999	0.9%	1.3%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.3%
\$2,000,000 +	0.0%	0.4%	0.6%
Average Home Value	\$346,312	\$379,466	\$403,869
2030 Owner Occupied Housing Units by Value			
Total	5,577	13,105	30,317
<\$50,000	1.3%	2.1%	1.8%
\$50,000 - \$99,999	0.4%	0.3%	0.1%
\$100,000 - \$149,999	0.8%	0.7%	0.4%
\$150,000 - \$199,999	7.0%	5.2%	3.2%
\$200,000 - \$249,999	13.3%	9.1%	6.7%
\$250,000 - \$299,999	12.9%	11.7%	11.5%
\$300,000 - \$399,999	20.8%	23.7%	25.2%
\$400,000 - \$499,999	26.8%	25.2%	23.8%
\$500,000 - \$749,999	13.0%	15.6%	19.4%
\$750,000 - \$999,999	2.7%	4.7%	6.1%
\$1,000,000 - \$1,499,999	0.8%	1.2%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.0%	0.4%	0.5%
Average Home Value	\$389,924	\$424,271	\$451,425

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.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group

Latitude: 42.92988
Longitude: -88.83702

	5 miles	10 miles	15 miles
Median Household Income			
2025	\$84,159	\$76,922	\$86,682
2030	\$97,072	\$87,175	\$100,273
Median Home Value			
2025	\$304,216	\$337,191	\$353,354
2030	\$368,734	\$388,427	\$404,523
Per Capita Income			
2025	\$42,511	\$38,871	\$43,650
2030	\$47,559	\$43,270	\$49,017
Median Age			
2010	39.6	33.9	37.4
2020	42.1	36.8	40.1
2025	43.1	36.9	40.7
2030	44.4	38.0	41.8
2020 Population by Age			
Total	19,475	50,975	100,682
0 - 4	5.1%	4.3%	4.8%
5 - 9	5.6%	5.0%	5.6%
10 - 14	7.0%	5.8%	6.2%
15 - 24	11.1%	22.6%	16.5%
25 - 34	11.7%	10.3%	10.8%
35 - 44	13.2%	10.8%	11.8%
45 - 54	12.9%	11.3%	12.3%
55 - 64	14.2%	12.7%	14.3%
65 - 74	11.3%	10.0%	10.7%
75 - 84	5.7%	5.2%	5.3%
85 +	2.1%	2.0%	1.9%
18 +	77.9%	81.4%	79.8%
2025 Population by Age			
Total	19,034	51,490	102,170
0 - 4	5.0%	4.2%	4.6%
5 - 9	5.4%	4.4%	5.1%
10 - 14	5.6%	4.9%	5.7%
15 - 24	12.1%	24.2%	17.4%
25 - 34	11.3%	10.3%	10.5%
35 - 44	13.3%	10.8%	12.2%
45 - 54	13.0%	10.8%	11.7%
55 - 64	13.2%	11.5%	12.9%
65 - 74	12.2%	10.6%	11.7%
75 - 84	6.7%	6.1%	6.2%
85 +	2.2%	2.1%	2.1%
18 +	79.8%	83.1%	81.1%
2030 Population by Age			
Total	19,009	51,448	102,518
0 - 4	4.8%	4.1%	4.5%
5 - 9	5.1%	4.2%	4.8%
10 - 14	5.5%	4.5%	5.3%
15 - 24	10.9%	23.4%	16.9%
25 - 34	11.7%	10.6%	10.6%
35 - 44	12.8%	10.5%	11.9%
45 - 54	13.6%	11.2%	12.2%
55 - 64	12.5%	10.6%	11.5%
65 - 74	12.3%	10.8%	12.1%
75 - 84	8.3%	7.5%	7.7%
85 +	2.6%	2.6%	2.5%
18 +	81.3%	84.2%	82.1%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 25, 2025



Community Profile

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group

Latitude: 42.92988
Longitude: -88.83702

	5 miles	10 miles	15 miles
2020 Population by Sex			
Males	9,586	25,664	50,867
Females	9,889	25,311	49,815
2025 Population by Sex			
Males	9,500	26,145	52,164
Females	9,534	25,345	50,006
2030 Population by Sex			
Males	9,449	26,005	52,139
Females	9,560	25,443	50,378
2010 Population by Race/Ethnicity			
Total	19,410	50,386	97,499
White Alone	92.9%	92.3%	94.2%
Black Alone	0.6%	1.4%	1.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.7%	1.0%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.2%	3.6%	2.4%
Two or More Races	1.3%	1.4%	1.3%
Hispanic Origin	8.7%	8.1%	5.8%
Diversity Index	27.2	27.3	21.0
2020 Population by Race/Ethnicity			
Total	19,475	50,975	100,682
White Alone	86.8%	85.7%	88.6%
Black Alone	1.0%	1.8%	1.3%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	0.9%	1.2%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.2%	4.4%	3.1%
Two or More Races	6.6%	6.3%	5.6%
Hispanic Origin	9.8%	10.0%	7.5%
Diversity Index	37.5	39.2	31.9
2025 Population by Race/Ethnicity			
Total	19,033	51,490	102,171
White Alone	86.0%	84.5%	87.7%
Black Alone	1.0%	2.0%	1.4%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	0.9%	1.4%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.3%	4.8%	3.4%
Two or More Races	7.2%	6.8%	6.0%
Hispanic Origin	10.2%	10.6%	8.0%
Diversity Index	39.0	41.6	34.0
2030 Population by Race/Ethnicity			
Total	19,008	51,446	102,519
White Alone	84.8%	83.2%	86.6%
Black Alone	1.1%	2.1%	1.5%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	1.0%	1.5%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.7%	5.2%	3.7%
Two or More Races	7.8%	7.3%	6.6%
Hispanic Origin	11.0%	11.5%	8.7%
Diversity Index	41.5	44.2	36.4

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: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group

Latitude: 42.92988
Longitude: -88.83702

	5 miles	10 miles	15 miles
2020 Population by Relationship and Household Type			
Total	19,475	50,975	100,682
In Households	98.2%	90.9%	94.9%
Householder	41.4%	38.9%	39.7%
Opposite-Sex Spouse	19.2%	17.2%	19.7%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	3.5%	3.1%	3.2%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	25.4%	21.6%	23.4%
Adopted Child	0.4%	0.4%	0.5%
Stepchild	1.5%	1.1%	1.2%
Grandchild	1.3%	1.2%	1.3%
Brother or Sister	0.6%	0.6%	0.6%
Parent	0.6%	0.6%	0.6%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.3%	0.2%	0.2%
Other Relatives	0.6%	0.5%	0.5%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	2.9%	5.1%	3.6%
In Group Quarters	1.8%	9.1%	5.1%
Institutionalized	0.7%	0.7%	0.8%
Noninstitutionalized	1.1%	8.4%	4.4%
2025 Population 25+ by Educational Attainment			
Total	13,686	32,072	68,646
Less than 9th Grade	4.0%	3.8%	2.4%
9th - 12th Grade, No Diploma	3.2%	3.4%	3.4%
High School Graduate	28.6%	26.6%	26.4%
GED/Alternative Credential	4.6%	3.8%	4.0%
Some College, No Degree	19.3%	19.7%	18.3%
Associate Degree	12.8%	11.8%	12.3%
Bachelor's Degree	18.6%	20.1%	22.6%
Graduate/Professional Degree	8.8%	11.0%	10.6%
2025 Population 15+ by Marital Status			
Total	15,987	44,538	86,456
Never Married	30.9%	42.5%	34.9%
Married	52.2%	42.9%	49.9%
Widowed	6.2%	5.2%	5.2%
Divorced	10.8%	9.4%	9.9%
2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	10,668	29,046	57,744
Population 16+ Employed	97.5%	97.0%	97.5%
Population 16+ Unemployment rate	2.5%	3.0%	2.5%
Population 16-24 Employed	14.1%	26.6%	19.2%
Population 16-24 Unemployment rate	11.6%	6.8%	6.5%
Population 25-54 Employed	60.4%	51.3%	55.8%
Population 25-54 Unemployment rate	0.7%	1.5%	1.3%
Population 55-64 Employed	16.4%	14.8%	17.0%
Population 55-64 Unemployment rate	1.6%	1.7%	2.2%
Population 65+ Employed	9.1%	7.3%	8.0%
Population 65+ Unemployment rate	0.7%	0.8%	0.6%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group

Latitude: 42.92988
Longitude: -88.83702

	5 miles	10 miles	15 miles
2025 Employed Population 16+ by Industry			
Total	10,396	28,187	56,325
Agriculture/Mining	2.1%	1.7%	1.9%
Construction	9.6%	6.8%	8.4%
Manufacturing	17.1%	16.2%	17.1%
Wholesale Trade	3.1%	2.3%	2.5%
Retail Trade	8.4%	11.5%	10.6%
Transportation/Utilities	4.0%	3.7%	3.7%
Information	1.2%	0.9%	0.9%
Finance/Insurance/Real Estate	4.6%	4.4%	5.1%
Services	45.7%	49.1%	45.9%
Public Administration	4.1%	3.4%	3.9%
2025 Employed Population 16+ by Occupation			
Total	10,393	28,183	56,327
White Collar	52.0%	51.9%	54.6%
Management/Business/Financial	18.2%	15.8%	16.9%
Professional	18.7%	19.4%	21.1%
Sales	6.5%	7.2%	7.2%
Administrative Support	8.6%	9.5%	9.4%
Services	20.0%	21.7%	17.9%
Blue Collar	28.0%	26.5%	27.5%
Farming/Forestry/Fishing	0.9%	0.5%	0.6%
Construction/Extraction	6.6%	4.8%	6.0%
Installation/Maintenance/Repair	3.3%	3.0%	3.5%
Production	8.7%	8.9%	8.9%
Transportation/Material Moving	8.6%	9.2%	8.5%
2020 Households by Type			
Total	8,049	19,842	40,005
Married Couple Households	46.7%	44.6%	50.0%
With Own Children <18	16.4%	15.0%	17.2%
Without Own Children <18	30.3%	29.6%	32.8%
Cohabiting Couple Households	8.5%	8.1%	8.1%
With Own Children <18	2.9%	2.6%	2.5%
Without Own Children <18	5.6%	5.5%	5.7%
Male Householder, No Spouse/Partner	18.6%	21.4%	19.3%
Living Alone	13.3%	14.5%	13.5%
65 Years and over	4.5%	4.2%	4.1%
With Own Children <18	1.8%	1.6%	1.6%
Without Own Children <18, With Relatives	2.1%	2.2%	2.2%
No Relatives Present	1.4%	3.0%	2.0%
Female Householder, No Spouse/Partner	26.2%	25.9%	22.6%
Living Alone	16.4%	16.0%	14.3%
65 Years and over	8.7%	8.1%	7.4%
With Own Children <18	4.8%	3.9%	3.4%
Without Own Children <18, With Relatives	3.9%	3.7%	3.5%
No Relatives Present	1.1%	2.3%	1.4%
2020 Households by Size			
Total	8,049	19,842	40,005
1 Person Household	29.7%	30.5%	27.7%
2 Person Household	36.4%	36.5%	37.7%
3 Person Household	14.4%	14.2%	14.3%
4 Person Household	11.8%	11.1%	11.9%
5 Person Household	4.9%	4.8%	5.3%
6 Person Household	1.9%	2.0%	2.0%
7 + Person Household	0.9%	0.9%	1.0%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 25, 2025



Community Profile

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group

Latitude: 42.92988
Longitude: -88.83702

	5 miles	10 miles	15 miles
2020 Households by Tenure and Mortgage Status			
Total	8,049	19,842	40,005
Owner Occupied	66.6%	62.1%	70.2%
Owned with a Mortgage/Loan	46.8%	42.0%	48.4%
Owned Free and Clear	19.8%	20.1%	21.8%
Renter Occupied	33.4%	37.9%	29.8%
2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	98	81	86
Percent of Income for Mortgage	22.6%	27.4%	25.5%
Wealth Index	79	82	95
2020 Housing Units By Urban/ Rural Status			
Total	8,488	21,567	44,238
Urban Housing Units	80.5%	70.1%	56.2%
Rural Housing Units	19.5%	29.9%	43.8%
2020 Population By Urban/ Rural Status			
Total	19,475	50,975	100,682
Urban Population	80.9%	72.6%	57.1%
Rural Population	19.1%	27.4%	42.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group
Latitude: 42.92988
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	5 miles	10 miles	15 miles
Top 3 Tapestry Segments			
1.	Classic Comfort (K4)	Moderate Metros (C6)	Room to Roam (K7)
2.	Room to Roam (K7)	Room to Roam (K7)	Classic Comfort (K4)
3.	Moderate Metros (C6)	Classic Comfort (K4)	Moderate Metros (C6)
2025 Consumer Spending			
Apparel & Services: Total \$	\$16,693,287	\$41,775,099	\$92,063,833
Average Spent	\$2,066.00	\$2,066.03	\$2,232.66
Spending Potential Index	84	84	91
Education: Total \$	\$12,205,240	\$32,394,632	\$70,276,346
Average Spent	\$1,510.55	\$1,602.11	\$1,704.29
Spending Potential Index	85	90	96
Entertainment/Recreation: Total \$	\$29,921,578	\$72,537,083	\$161,636,172
Average Spent	\$3,703.17	\$3,587.39	\$3,919.88
Spending Potential Index	90	87	95
Food at Home: Total \$	\$52,956,906	\$130,301,814	\$286,545,615
Average Spent	\$6,554.07	\$6,444.20	\$6,949.09
Spending Potential Index	88	87	93
Food Away from Home: Total \$	\$27,666,566	\$69,600,940	\$153,699,355
Average Spent	\$3,424.08	\$3,442.18	\$3,727.40
Spending Potential Index	83	83	90
Health Care: Total \$	\$59,068,075	\$139,993,622	\$313,826,706
Average Spent	\$7,310.41	\$6,923.52	\$7,610.69
Spending Potential Index	95	90	98
HH Furnishings & Equipment: Total \$	\$20,697,213	\$50,682,480	\$113,535,853
Average Spent	\$2,561.54	\$2,506.55	\$2,753.39
Spending Potential Index	88	86	95
Personal Care Products & Services: Total \$	\$7,144,448	\$17,914,662	\$39,784,864
Average Spent	\$884.21	\$885.99	\$964.83
Spending Potential Index	84	85	92
Shelter: Total \$	\$176,569,258	\$448,037,284	\$985,586,694
Average Spent	\$21,852.63	\$22,158.12	\$23,901.70
Spending Potential Index	82	83	90
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$23,388,756	\$56,255,333	\$129,299,186
Average Spent	\$2,894.65	\$2,782.16	\$3,135.67
Spending Potential Index	88	84	95
Travel: Total \$	\$24,834,204	\$60,452,931	\$137,536,905
Average Spent	\$3,073.54	\$2,989.76	\$3,335.44
Spending Potential Index	85	83	92
Vehicle Maintenance & Repairs: Total \$	\$9,770,493	\$24,193,639	\$53,075,436
Average Spent	\$1,209.22	\$1,196.52	\$1,287.15
Spending Potential Index	90	89	95

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Executive Summary

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group

Latitude: 42.92988
Longitude: -88.83702

	5 miles	10 miles	15 miles
Population			
2010 Population	19,411	50,387	97,499
2020 Population	19,475	50,975	100,682
2025 Population	19,034	51,490	102,170
2030 Population	19,009	51,448	102,518
2010-2020 Annual Rate	0.03%	0.12%	0.32%
2020-2025 Annual Rate	-0.44%	0.19%	0.28%
2025-2030 Annual Rate	-0.03%	-0.02%	0.07%
2020 Male Population	49.2%	50.3%	50.5%
2020 Female Population	50.8%	49.7%	49.5%
2020 Median Age	42.1	36.8	40.1
2025 Male Population	49.9%	50.8%	51.1%
2025 Female Population	50.1%	49.2%	48.9%
2025 Median Age	43.1	36.9	40.7

In the identified area, the current year population is 102,170. In 2020, the Census count in the area was 100,682. The rate of change since 2020 was 0.28% annually. The five-year projection for the population in the area is 102,518 representing a change of 0.07% annually from 2025 to 2030. Currently, the population is 51.1% male and 48.9% female.

Median Age

The median age in this area is 40.7, compared to U.S. median age of 39.6.

Race and Ethnicity

2025 White Alone	86.0%	84.5%	87.7%
2025 Black Alone	1.0%	2.0%	1.4%
2025 American Indian/Alaska Native Alone	0.6%	0.5%	0.5%
2025 Asian Alone	0.9%	1.4%	1.1%
2025 Pacific Islander Alone	0.0%	0.0%	0.0%
2025 Other Race	4.3%	4.8%	3.4%
2025 Two or More Races	7.2%	6.8%	6.0%
2025 Hispanic Origin (Any Race)	10.2%	10.6%	8.0%

Persons of Hispanic origin represent 8.0% of the population in the identified area compared to 19.7% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 34.0 in the identified area, compared to 72.7 for the U.S. as a whole.

Households

2025 Wealth Index	79	82	95
2010 Households	7,749	19,163	37,756
2020 Households	8,049	19,842	40,005
2025 Households	8,080	20,220	41,235
2030 Households	8,197	20,515	41,990
2010-2020 Annual Rate	0.38%	0.35%	0.58%
2020-2025 Annual Rate	0.07%	0.36%	0.58%
2025-2030 Annual Rate	0.29%	0.29%	0.36%
2025 Average Household Size	2.31	2.28	2.33

The household count in this area has changed from 40,005 in 2020 to 41,235 in the current year, a change of 0.58% annually. The five-year projection of households is 41,990, a change of 0.36% annually from the current year total. Average household size is currently 2.33, compared to 2.39 in the year 2020. The number of families in the current year is 25,466 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2025 and 2030. Esri converted Census 2010 into 2020 geography and Census 2020 data.



Executive Summary

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

	5 miles	10 miles	15 miles
Mortgage Income			
2025 Percent of Income for Mortgage	22.6%	27.4%	25.5%
Median Household Income			
2025 Median Household Income	\$84,159	\$76,922	\$86,682
2030 Median Household Income	\$97,072	\$87,175	\$100,273
2025-2030 Annual Rate	2.90%	2.53%	2.96%
Average Household Income			
2025 Average Household Income	\$99,853	\$98,238	\$107,730
2030 Average Household Income	\$109,979	\$107,771	\$119,269
2025-2030 Annual Rate	1.95%	1.87%	2.06%
Per Capita Income			
2025 Per Capita Income	\$42,511	\$38,871	\$43,650
2030 Per Capita Income	\$47,559	\$43,270	\$49,017
2025-2030 Annual Rate	2.27%	2.17%	2.35%
GINI Index			
2025 Gini Index	39.8	44.0	41.8

Households by Income

Current median household income is \$86,682 in the area, compared to \$81,624 for all U.S. households. Median household income is projected to be \$100,273 in five years, compared to \$92,476 all U.S. households.

Current average household income is \$107,730 in this area, compared to \$116,179 for all U.S. households. Average household income is projected to be \$119,269 in five years, compared to \$128,612 for all U.S. households.

Current per capita income is \$43,650 in the area, compared to the U.S. per capita income of \$45,360. The per capita income is projected to be \$49,017 in five years, compared to \$50,744 for all U.S. households.

Housing

2025 Housing Affordability Index	98	81	86
2010 Total Housing Units	8,326	20,965	42,170
2010 Owner Occupied Housing Units	5,196	11,952	26,379
2010 Renter Occupied Housing Units	2,553	7,210	11,377
2010 Vacant Housing Units	577	1,802	4,414
2020 Total Housing Units	8,488	21,567	44,238
2020 Owner Occupied Housing Units	5,360	12,319	28,086
2020 Renter Occupied Housing Units	2,689	7,523	11,919
2020 Vacant Housing Units	436	1,751	4,216
2025 Total Housing Units	8,489	21,973	45,470
2025 Owner Occupied Housing Units	5,476	12,769	29,365
2025 Renter Occupied Housing Units	2,604	7,451	11,870
2025 Vacant Housing Units	409	1,753	4,235
2030 Total Housing Units	8,624	22,272	46,243
2030 Owner Occupied Housing Units	5,577	13,105	30,317
2030 Renter Occupied Housing Units	2,620	7,410	11,673
2030 Vacant Housing Units	427	1,757	4,253

Socioeconomic Status Index

2025 Socioeconomic Status Index	56.5	52.2	55.0
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Currently, 64.6% of the 45,470 housing units in the area are owner occupied; 26.1%, renter occupied; and 9.3% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 9.8% are vacant. In 2020, there were 44,238 housing units in the area and 9.5% vacant housing units. The annual rate of change in housing units since 2020 is 0.52%. Median home value in the area is \$353,354, compared to a median home value of \$370,578 for the U.S. In five years, median value is projected to change by 2.74% annually to \$404,523.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2025 and 2030. Esri converted Census 2010 into 2020 geography and Census 2020 data.

Executive Summary

Fort Atkinson City, WI
 Fort Atkinson City, WI (5526675)
 Geography: Place



Population	Fort Atkinson...
2010 Population	12,428
2020 Population	12,589
2025 Population	12,275
2030 Population	12,363
2010-2020 Annual Rate	0.13%
2020-2025 Annual Rate	-0.48%
2025-2030 Annual Rate	0.14%

Age	
2025 Median Age	42.1
U.S. median age is 39.1	

Race and Ethnicity	
White Alone	85.3%
Black Alone	1.1%
American Indian Alone	0.5%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.6%
Two or More Races	7.5%
Hispanic Origin	10.5%
Diversity Index	40.3

Households	
2010 Total Households	5,153
2020 Total Households	5,349
2025 Total Households	5,362
2030 Total Households	5,475
2010-2020 Annual Rate	0.37%
2020-2025 Annual Rate	0.05%
2025-2030 Annual Rate	0.42%
2025 Average Household Size	2.25
Wealth Index	68

Mortgage Income		Fort Atkinson...
2025 Percent of Income for Mortgage		20.7%

Median Household Income		
2025 Median Household Income		\$81,213
2030 Median Household Income		\$93,771
2025-2030 Annual Rate		2.92%


Average Household Income		
2025 Average Household Income		\$94,732
2030 Average Household Income		\$104,545

Per Capita Income		
2025 Per Capita Income		\$41,446
2030 Per Capita Income		\$46,362
2025-2030 Annual Rate		2.27%

Income Equality		
2025 Gini Index		38.8

Socioeconomic Status		
2025 Socioeconomic Status Index		56.3

Housing Unit Summary		
Housing Affordability Index		107
2010 Total Housing Units		5,460
2010 Owner Occupied Hus (%)		62.6%
2010 Renter Occupied Hus (%)		37.4%
2010 Vacant Housing Units (%)		5.6%
2020 Housing Units		5,594
2020 Owner Occupied HUs (%)		62.2%
2020 Renter Occupied HUs (%)		37.8%
Vacant Housing Units		4.4%
2025 Housing Units		5,594
Owner Occupied Housing Units		63.6%
Renter Occupied Housing Units		36.4%
Vacant Housing Units		4.2%
2030 Total Housing Units		5,728
2030 Owner Occupied Housing Units		3,490
2030 Renter Occupied Housing Units		1,985
2030 Vacant Housing Units		253

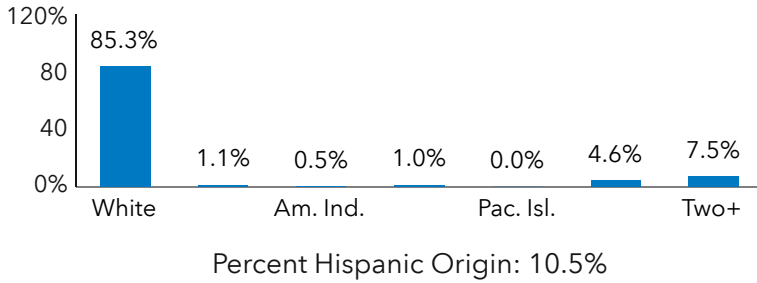
 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography.

Graphic Profile

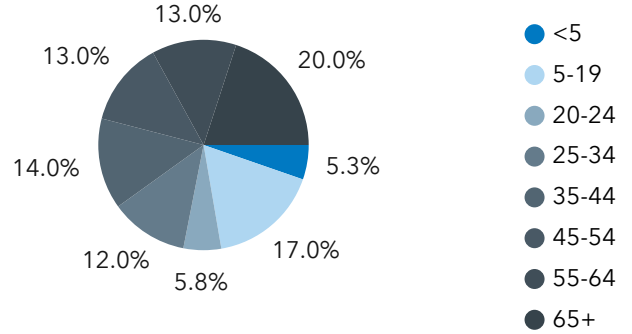
Fort Atkinson City, WI
 Fort Atkinson City, WI (5526675)
 Geography: Place



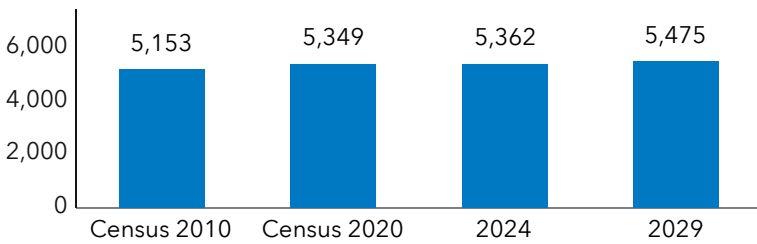
Population by Race



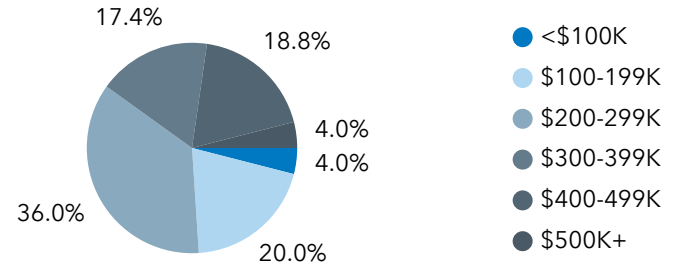
Population by Age



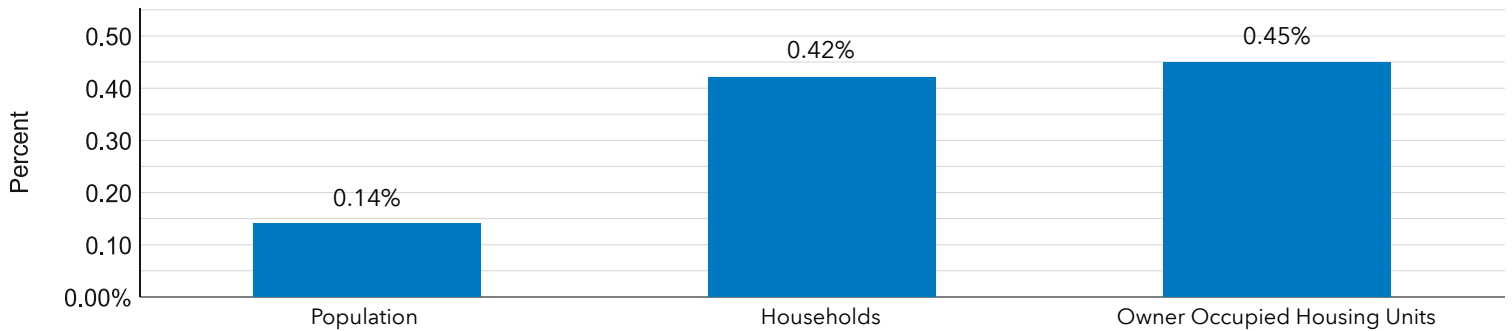
Households



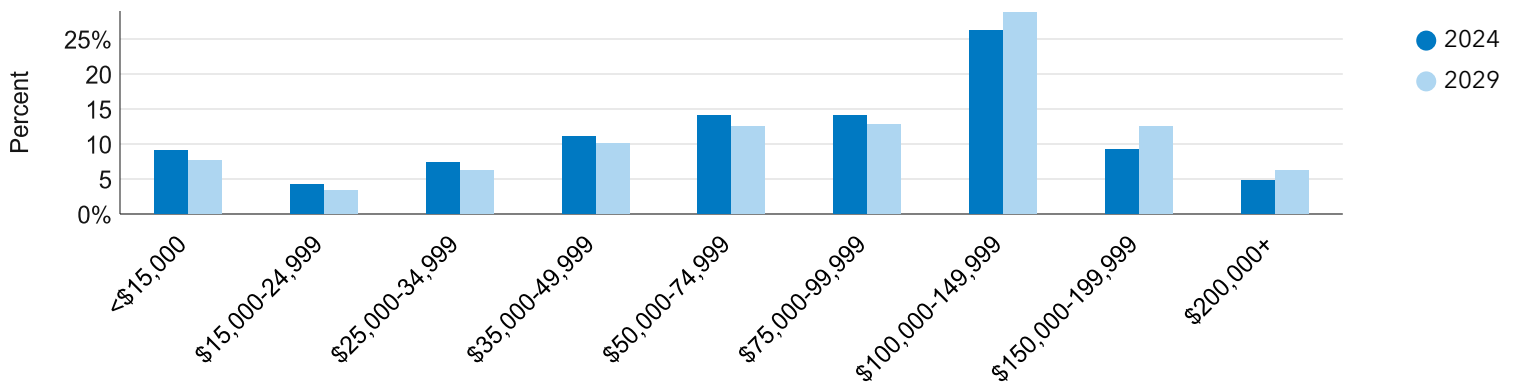
Home Value



2024-2029 Annual Growth Rate



Household Income



Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography. U.S. Census Bureau 2020 decennial Census data.

Retail Goods and Services Expenditures


Fort Atkinson City, WI
 Fort Atkinson City, WI (5526675)
 Geography: Place



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Classic Comfort (K4)	49.3%	Population	12,275	12,363
Middle Ground (K2)	17.6%	Households	5,362	5,475
Country Charm (I7)	10.9%	Families	3,042	3,093
Moderate Metros (C6)	8.1%	Median Age	42.1	43.4
Legacy Hills (K1)	7.1%	Median Household Income	\$81,213	\$93,771

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	80	\$1,967.50	\$10,549,761
Men's	83	\$399.94	\$2,144,484
Women's	79	\$663.13	\$3,555,708
Children's	80	\$269.37	\$1,444,347
Footwear	80	\$436.20	\$2,338,892
Watches & Jewelry	79	\$159.79	\$856,795
Apparel Products and Services (1)	84	\$39.08	\$209,535
Computer			
Computers and Hardware for Home Use	80	\$181.19	\$971,558
Portable Memory	81	\$3.09	\$16,569
Computer Software	84	\$14.09	\$75,555
Computer Accessories	81	\$16.28	\$87,286
Education	86	\$3,530.58	\$18,930,991
Educational Books, Supplies, and Other Expenditures	84	\$77.63	\$416,277
Other School Supplies	87	\$76.85	\$412,073

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

 **Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Entertainment & Recreation	86	\$3,530.58	\$18,930,991
Fees and Admissions	80	\$745.10	\$3,995,215
Membership Fees for Clubs (2)	81	\$255.79	\$1,371,530
Fees for Participant Sports, excl. Trips	83	\$137.65	\$738,063
Tickets to Theatre/Operas/Concerts	78	\$88.35	\$473,708
Tickets to Movies	77	\$28.53	\$152,984
Tickets to Parks or Museums	74	\$31.38	\$168,268
Admission to Sporting Events, excl. Trips	95	\$86.83	\$465,597
Fees for Recreational Lessons	69	\$115.69	\$620,345
Dating Services	76	\$0.88	\$4,720
TV/Video/Audio	86	\$1,066.58	\$5,718,985
Cable and Satellite Television Services	89	\$587.89	\$3,152,273
Televisions	82	\$97.47	\$522,629
Satellite Dishes	70	\$0.97	\$5,211
VCRs, Video Cameras, and DVD Players	83	\$3.46	\$18,540
Miscellaneous Video Equipment	73	\$25.47	\$136,549
Video Cassettes and DVDs	79	\$3.76	\$20,148
Video Game Hardware/Accessories	87	\$41.23	\$221,056
Video Game Software	83	\$19.07	\$102,259
Rental/Streaming/Downloaded Video	87	\$168.97	\$906,030
Installation of Televisions	64	\$0.96	\$5,145
Audio (3)	82	\$115.49	\$619,237
Rental of TV/VCR/Radio/Sound Equipment	122	\$0.28	\$1,524
Repair of TV/Radio/Sound Equipment	84	\$1.56	\$8,384
Pets	90	\$957.07	\$5,131,794
Toys/Games/Crafts/Hobbies (4)	88	\$158.42	\$849,425
Recreational Vehicles and Fees (5)	88	\$169.99	\$911,491
Sports/Recreation/Exercise Equipment (6)	89	\$229.31	\$1,229,554
Photo Equipment and Supplies (7)	86	\$59.35	\$318,219
Reading (8)	80	\$103.91	\$557,179
Live Entertainment for Catered Affairs	89	\$18.90	\$101,344
Rental of Party Supplies for Catered Affairs	81	\$21.97	\$117,785

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Food	82	\$9,516.02	\$51,024,917
Food at Home	84	\$6,258.62	\$33,558,715
Bakery and Cereal Products	84	\$838.39	\$4,495,433
Meats, Poultry, Fish, and Eggs	83	\$1,275.42	\$6,838,809
Dairy Products	85	\$642.38	\$3,444,448
Fruits and Vegetables	81	\$1,040.96	\$5,581,603
Snacks and Other Food at Home (9)	122	\$2,461.47	\$13,198,422
Food Away from Home	79	\$3,257.40	\$17,466,202
Alcoholic Beverages	80	\$541.03	\$2,901,003
Financial			
Value of Stocks/Bonds/Mutual Funds	78	\$37,559.40	\$201,393,486
Value of Retirement Plans	91	\$138,437.59	\$742,302,370
Value of Other Financial Assets	88	\$11,681.71	\$62,637,333
Vehicle Loan Amount excluding Interest	87	\$3,052.84	\$16,369,337
Value of Credit Card Debt	84	\$2,525.91	\$13,543,936
Health			
Nonprescription Drugs	87	\$173.88	\$932,323
Prescription Drugs	109	\$460.28	\$2,468,016
Eyeglasses and Contact Lenses	92	\$122.08	\$654,590
Personal Care Products (10)	81	\$484.68	\$2,598,864
Smoking Products	95	\$437.62	\$2,346,536
Home			
Mortgage Payment and Basics (11)	83	\$11,099.51	\$59,515,585
Maintenance and Remodeling Services	86	\$3,997.97	\$21,437,115
Maintenance and Remodeling Materials (12)	98	\$787.76	\$4,223,949
Utilities, Fuel, and Public Services	87	\$5,166.59	\$27,703,263

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Household Furnishings and Equipment			
Household Textiles (13)	83	\$97.35	\$522,002
Furniture	83	\$736.84	\$3,950,954
Rugs	82	\$32.16	\$172,428
Major Appliances (14)	85	\$429.68	\$2,303,932
Housewares (15)	80	\$78.98	\$423,490
Small Appliances	79	\$61.54	\$329,957
Luggage	78	\$19.14	\$102,642
Telephones and Accessories	98	\$81.76	\$438,402
Household Operations			
Child Care	80	\$469.51	\$2,517,487
Lawn and Garden (16)	91	\$616.70	\$3,306,728
Moving/Storage/Freight Express	70	\$89.97	\$482,409
Housekeeping Supplies (17)	85	\$736.79	\$3,950,673
Insurance			
Owners and Renters Insurance	94	\$794.74	\$4,261,388
Vehicle Insurance	84	\$1,824.65	\$9,783,771
Life/Other Insurance	85	\$583.60	\$3,129,252
Health Insurance	89	\$4,434.14	\$23,775,832
Transportation			
Payments on Vehicles excluding Leases	88	\$2,654.64	\$14,234,161
Gasoline/Diesel Fuel/Electric Vehicle Charging	85	\$2,964.38	\$15,894,979
Vehicle Maintenance and Repairs	85	\$1,152.92	\$6,181,974
Travel			
Airline Fares	73	\$619.13	\$3,319,775
Lodging on Trips	82	\$906.96	\$4,863,109
Auto/Truck Rental on Trips	79	\$96.29	\$516,310
Food and Drink on Trips	81	\$686.33	\$3,680,122

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.
- (3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (10) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.



Retail Market Potential

Fort Atkinson City, WI
 Fort Atkinson City, WI (5526675)
 Geography: Place



Demographic Summary	2025	2030
Population	12,275	12,363
Population 18+	9,745	9,989
Households	5,362	5,475
Median Household Income	\$81,213	\$93,771


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men's Clothing Last 12 Mo	6,256	64.2%	101
Bought Women's Clothing Last 12 Mo	5,073	52.1%	100
Bought Shoes Last 12 Mo	7,412	76.1%	100
Bought Fine Jewelry Last 12 Mo	2,026	20.8%	95
Bought Watch Last 12 Mo	1,186	12.2%	95
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	4,995	93.2%	104
HH Bought or Leased New Vehicle Last 12 Mo	434	8.1%	95
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	9,024	92.6%	104
Bought or Changed Motor Oil Last 12 Mo	5,666	58.1%	107
Had Vehicle Tune-Up Last 12 Mo	2,176	22.3%	97
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	3,739	38.4%	101
Drank Beer or Ale Last 6 Mo	3,588	36.8%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	863	8.9%	104
Own Digital SLR Camera or Camcorder	849	8.7%	90
Printed Digital Photos Last 12 Mo	2,500	25.6%	103
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	3,342	34.3%	99
Have a Smartphone	9,195	94.4%	100
Have Android Phone (Any Brand) Smartphone	4,096	42.0%	112
Have Apple iPhone Smartphone	5,284	54.2%	92
HH Owns 1 Cell Phone	1,683	31.4%	105
HH Owns 2 Cell Phones	2,116	39.5%	102
HH Owns 3+ Cell Phones	1,455	27.1%	94
HH Has Cell Phone Only (No Landline Telephone)	4,148	77.4%	103
Computers (Households)			
HH Owns Computer	4,431	82.6%	100
HH Owns Desktop Computer	2,010	37.5%	101
HH Owns Laptop or Notebook	3,639	67.9%	99
HH Owns Apple or Mac Brand Computer	1,080	20.1%	81
HH Owns PC or Non-Apple Brand Computer	3,849	71.8%	104
HH Purchased Most Recent Home Computer at Store	1,956	36.5%	104
HH Purchased Most Recent Home Computer Online	1,422	26.5%	98
HH Spent \$1-499 on Most Recent Home Computer	789	14.7%	114
HH Spent \$500-999 on Most Recent Home Computer	1,036	19.3%	109
HH Spent \$1K-1499 on Most Recent Home Computer	540	10.1%	91
HH Spent \$1500-1999 on Most Recent Home Computer	166	3.1%	76
HH Spent \$2000+ on Most Recent Home Computer	314	5.9%	93

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	6,882	70.6%	107
Bought Brewed Coffee at Convenience Store Last 30 Days	1,325	13.6%	108
Bought Cigarettes at Convenience Store Last 30 Days	684	7.0%	123
Bought Gas at Convenience Store Last 30 Days	4,614	47.4%	116
Spent \$1-19 at Convenience Store Last 30 Days	606	6.2%	99
Spent \$20-39 at Convenience Store Last 30 Days	768	7.9%	98
Spent \$40-50 at Convenience Store Last 30 Days	626	6.4%	102
Spent \$51-99 at Convenience Store Last 30 Days	634	6.5%	122
Spent \$100+ at Convenience Store Last 30 Days	2,738	28.1%	114
Entertainment (Adults)			
Attended Movie Last 6 Mo	5,069	52.0%	98
Went to Live Theater Last 12 Mo	1,049	10.8%	93
Went to Bar or Night Club Last 12 Mo	1,953	20.0%	103
Dined Out Last 12 Mo	5,662	58.1%	103
Gambled at Casino Last 12 Mo	1,311	13.4%	105
Visited Theme Park Last 12 Mo	1,598	16.4%	87
Viewed Movie (Video-on-Demand) Last 30 Days	682	7.0%	85
Viewed TV Show (Video-on-Demand) Last 30 Days	463	4.8%	87
Used Internet to Download Movie Last 30 Days	521	5.3%	79
Downloaded Individual Song Last 6 Mo	1,639	16.8%	93
Used Internet to Watch Movie Last 30 Days	3,026	31.1%	88
Used Internet to Watch TV Program Last 30 Days	2,126	21.8%	96
Played (Console) Video or Electronic Game Last 12 Mo	1,324	13.6%	106
Played (Portable) Video or Electronic Game Last 12 Mo	754	7.7%	106

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	3,603	37.0%	105
Used ATM or Cash Machine Last 12 Mo	5,940	61.0%	100
Own Any Stock	1,205	12.4%	90
Own U.S. Savings Bonds	768	7.9%	105
Own Shares in Mutual Fund (Stocks)	1,161	11.9%	99
Own Shares in Mutual Fund (Bonds)	774	7.9%	104
Have Interest Checking Account	3,880	39.8%	106
Have Non-Interest Checking Account	3,782	38.8%	107
Have Savings Account	7,148	73.3%	102
Have 401(k) Retirement Savings Plan	2,441	25.1%	104
Own or Used Any Credit or Debit Card Last 12 Mo	9,027	92.6%	101
Avg \$1-110 Monthly Credit Card Expenditures	2,072	21.3%	109
Avg \$111-225 Monthly Credit Card Expenditures	1,127	11.6%	94
Avg \$226-450 Monthly Credit Card Expenditures	843	8.7%	103
Avg \$451-700 Monthly Credit Card Expenditures	895	9.2%	105
Avg \$701-1000 Monthly Credit Card Expenditures	704	7.2%	93
Avg \$1001-2000 Monthly Credit Card Expenditures	1,129	11.6%	101
Avg \$2001+ Monthly Credit Card Expenditures	1,010	10.4%	77
Did Online Banking Last 12 Mo	5,537	56.8%	102
Did Mobile Device Banking Last 12 Mo	4,837	49.6%	102
Grocery (Adults)			
HH Used Bread Last 6 Mo	5,087	94.9%	101
HH Used Chicken (Fresh or Frozen) Last 6 Mo	4,149	77.4%	101
HH Used Turkey (Fresh or Frozen) Last 6 Mo	1,182	22.0%	110
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	2,988	55.7%	97
HH Used Fresh Fruit or Vegetables Last 6 Mo	4,813	89.8%	99
HH Used Fresh Milk Last 6 Mo	4,551	84.9%	104
HH Used Organic Food Last 6 Mo	1,106	20.6%	83

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	4,406	45.2%	99
Exercise at Club 2+ Times Per Week	1,115	11.4%	86
Visited Doctor Last 12 Mo	7,935	81.4%	102
Used Vitamins or Dietary Supplements Last 6 Mo	6,402	65.7%	101
Home (Households)			
HH Did Home Improvement Last 12 Mo	2,046	38.2%	112
HH Used Maid/Prof Cleaning Srv (Incl Furn/Carpet) Last 12 Mo	1,860	34.7%	102
HH Purchased Low Ticket HH Furnishing Last 12 Mo	1,191	22.2%	106
HH Purchased Big Ticket HH Furnishing Last 12 Mo	1,284	23.9%	100
HH Bought Small Kitchen Appliance Last 12 Mo	1,223	22.8%	100
HH Purchased Large Appliance/12 Mo	1,006	18.8%	105
Insurance (Adults/Households)			
Currently Carry Life Insurance	5,332	54.7%	108
Personally Carry Any Medical or Hospital or Accident Insurance	8,520	87.4%	103
Homeowner Carries Insurance on Home/Personal Property	6,369	65.4%	111
Renter Carries Insurance on Home/Personal Property	1,167	12.0%	90
HH Has 1 Vehicle Covered with Auto Insurance	1,785	33.3%	103
HH Has 2 Vehicles Covered with Auto Insurance	1,711	31.9%	104
HH Has 3+ Vehicles Covered with Auto Insurance	1,394	26.0%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	3,073	57.3%	111
HH Owns 1+ Cats	1,525	28.4%	119
HH Owns 1+ Dogs	2,280	42.5%	111
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	1,301	13.3%	83
Buying American Is Important: 4-Agr Cmpl	3,061	31.4%	115
Buy Based on Quality Not Price: 4-Agr Cmpl	1,299	13.3%	94
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,136	11.7%	95
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	934	9.6%	96
Will Pay More for Environ Safe Products: 4-Agr Cmpl	973	10.0%	91
Buy Based on Price Not Brands: 4-Agr Cmpl	2,699	27.7%	101
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	314	3.2%	82
Reading (Adults)			
Bought Digital Book Last 12 Mo	1,644	16.9%	95
Bought Hardcover Book Last 12 Mo	2,531	26.0%	100
Bought Paperback Book Last 12 Mo	3,158	32.4%	96
Read Daily Newspaper (Paper Version)	698	7.2%	102
Read Digital Newspaper Last 30 Days	4,773	49.0%	90
Read Magazine (Paper or Electronic Version) Last 6 Mo	8,242	84.6%	97

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	7,343	75.3%	104
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	2,450	25.1%	103
Went to Fast Food or Drive-In Restaurant Last 6 Mo	9,045	92.8%	102
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	3,923	40.3%	101
Ordered Eat-In Fast Food Last 6 Mo	3,298	33.8%	102
Ordered Home Delivery Fast Food Last 6 Mo	1,078	11.1%	90
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	5,218	53.5%	110
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	2,104	21.6%	94
Television & Electronics (Adults/Households)			
Own Tablet	5,321	54.6%	97
Own E-Reader	1,552	15.9%	97
Own E-Reader or Tablet: Apple iPad	3,216	33.0%	91
HH Owns Internet Connectable TV	2,292	42.8%	103
Own Portable MP3 Player	827	8.5%	111
HH Owns 1 TV	904	16.9%	85
HH Owns 2 TVs	1,498	27.9%	101
HH Owns 3 TVs	1,235	23.0%	105
HH Owns 4+ TVs	1,346	25.1%	114
HH Subscribes to Cable TV	1,494	27.9%	99
HH Subscribes to Fiber Optic TV	145	2.7%	84
HH Owns Portable GPS Device	990	18.5%	111
HH Purchased Video Game System Last 12 Mo	300	5.6%	79
HH Owns Internet Video Device for TV	2,943	54.9%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	5,992	61.5%	99
Took 3+ Domestic Non-Business Trips Last 12 Mo	1,675	17.2%	94
Spent \$1-999 on Domestic Vacations Last 12 Mo	1,216	12.5%	113
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	648	6.7%	96
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	450	4.6%	97
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	565	5.8%	103
Spent \$3K+ on Domestic Vacations Last 12 Mo	1,033	10.6%	89
Used Internet Travel Site for Domestic Trip Last 12 Mo	534	5.5%	85
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	2,339	24.0%	79
Took 3+ Foreign Trips by Plane Last 3 Yrs	388	4.0%	72
Spent \$1-999 on Foreign Vacations Last 12 Mo	331	3.4%	80
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	365	3.8%	87
Spent \$3K+ on Foreign Vacations Last 12 Mo	697	7.2%	74
Used General Travel Site: Foreign Trip Last 3 Yrs	378	3.9%	72
Spent Night at Hotel or Motel Last 12 Mo	5,376	55.2%	101
Took Cruise of More Than One Day Last 3 Yrs	768	7.9%	89
Member of Frequent Flyer Program	2,227	22.9%	83
Member of Hotel Rewards Program	2,793	28.7%	97

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Retail Demand Outlook

Fort Atkinson, Wisconsin
Ring: 10 mile radius

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Moderate Metros (C6)	20.2%	Population	51,490	51,448
Room to Roam (K7)	17.3%	Households	20,220	20,515
Classic Comfort (K4)	17.1%	Families	11,541	11,593
Dorms to Diplomas (B1)	9.1%	Median Age	36.9	38.0
Country Charm (I7)	7.3%	Median Household Income	\$76,922	\$87,175
		2025	2030	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$41,775,099	\$46,507,474	\$4,732,375
Men's		\$8,450,919	\$9,407,779	\$956,860
Women's		\$14,339,026	\$15,964,159	\$1,625,133
Children's		\$5,515,372	\$6,141,442	\$626,070
Footwear		\$9,252,362	\$10,298,345	\$1,045,983
Watches & Jewelry		\$3,403,376	\$3,789,617	\$386,241
Apparel Products and Services (1)		\$814,045	\$906,131	\$92,086
Computer				
Computers and Hardware for Home Use		\$3,953,191	\$4,401,512	\$448,321
Portable Memory		\$72,063	\$80,168	\$8,105
Computer Software		\$309,032	\$343,824	\$34,792
Computer Accessories		\$349,118	\$388,438	\$39,320
Entertainment & Recreation		\$72,537,083	\$80,717,376	\$8,180,293
Fees and Admissions		\$15,544,340	\$17,307,454	\$1,763,114
Membership Fees for Clubs (2)		\$5,322,256	\$5,925,452	\$603,196
Fees for Participant Sports, excl. Trips		\$2,817,189	\$3,137,535	\$320,346
Tickets to Theatre/Operas/Concerts		\$1,906,120	\$2,121,820	\$215,700
Tickets to Movies		\$632,057	\$703,765	\$71,708
Tickets to Parks or Museums		\$668,954	\$744,296	\$75,342
Admission to Sporting Events, excl. Trips		\$1,713,534	\$1,907,675	\$194,141
Fees for Recreational Lessons		\$2,462,353	\$2,742,542	\$280,189
Dating Services		\$21,878	\$24,368	\$2,490
TV/Video/Audio		\$22,112,885	\$24,608,771	\$2,495,886
Cable and Satellite Television Services		\$11,866,468	\$13,201,663	\$1,335,195
Televisions		\$2,080,099	\$2,316,101	\$236,002
Satellite Dishes		\$22,303	\$24,806	\$2,503
VCRs, Video Cameras, and DVD Players		\$72,993	\$81,222	\$8,229
Miscellaneous Video Equipment		\$554,301	\$618,453	\$64,152
Video Cassettes and DVDs		\$83,978	\$93,386	\$9,408
Video Game Hardware/Accessories		\$896,330	\$997,458	\$101,128
Video Game Software		\$456,191	\$507,705	\$51,514
Rental/Streaming/Downloaded Video		\$3,540,796	\$3,941,689	\$400,893
Installation of Televisions		\$22,253	\$24,785	\$2,532
Audio (3)		\$2,476,996	\$2,756,764	\$279,768
Rental and Repair of TV/Radio/Sound Equipment		\$40,177	\$44,737	\$4,560
Pets		\$19,333,686	\$21,505,606	\$2,171,920
Toys/Games/Crafts/Hobbies (4)		\$3,261,584	\$3,629,289	\$367,705
Recreational Vehicles and Fees (5)		\$3,326,306	\$3,701,171	\$374,865
Sports/Recreation/Exercise Equipment (6)		\$4,669,016	\$5,192,896	\$523,880
Photo Equipment and Supplies (7)		\$1,225,047	\$1,363,540	\$138,493
Reading (8)		\$2,248,481	\$2,501,164	\$252,683
Catered Affairs (9)		\$815,737	\$907,485	\$91,748
Food		\$199,902,754	\$222,494,601	\$22,591,847
Food at Home		\$130,301,814	\$145,007,967	\$14,706,153
Bakery and Cereal Products		\$17,406,172	\$19,370,902	\$1,964,730
Meats, Poultry, Fish, and Eggs		\$26,559,264	\$29,558,339	\$2,999,075
Dairy Products		\$13,362,840	\$14,868,974	\$1,506,134
Fruits and Vegetables		\$21,875,070	\$24,344,645	\$2,469,575
Snacks and Other Food at Home (10)		\$51,098,466	\$56,865,106	\$5,766,640
Food Away from Home		\$69,600,940	\$77,486,634	\$7,885,694
Alcoholic Beverages		\$11,413,451	\$12,707,408	\$1,293,957

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Fort Atkinson, Wisconsin
Ring: 10 mile radius

Prepared by GSG Hospitality Group

Latitude: 42.92988
Longitude: -88.83702

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$795,442,987	\$885,256,525	\$89,813,538
Value of Retirement Plans	\$2,713,444,864	\$3,019,848,783	\$306,403,919
Value of Other Financial Assets	\$228,966,069	\$254,915,477	\$25,949,408
Vehicle Loan Amount excluding Interest	\$63,435,328	\$70,615,980	\$7,180,652
Value of Credit Card Debt	\$52,327,636	\$58,256,330	\$5,928,694
Health			
Nonprescription Drugs	\$3,554,524	\$3,955,842	\$401,318
Prescription Drugs	\$8,662,949	\$9,635,616	\$972,667
Eyeglasses and Contact Lenses	\$2,444,750	\$2,719,529	\$274,779
Home			
Mortgage Payment and Basics (11)	\$219,240,336	\$244,076,160	\$24,835,824
Maintenance and Remodeling Services	\$78,845,947	\$87,734,389	\$8,888,442
Maintenance and Remodeling Materials (12)	\$14,670,281	\$16,315,918	\$1,645,637
Utilities, Fuel, and Public Services	\$106,041,069	\$118,007,794	\$11,966,725
Household Furnishings and Equipment			
Household Textiles (13)	\$2,057,919	\$2,290,697	\$232,778
Furniture	\$15,433,355	\$17,181,621	\$1,748,266
Rugs	\$672,000	\$748,129	\$76,129
Major Appliances (14)	\$8,699,498	\$9,683,362	\$983,864
Housewares (15)	\$1,697,384	\$1,889,040	\$191,656
Small Appliances	\$1,345,180	\$1,497,013	\$151,833
Luggage	\$414,766	\$461,865	\$47,099
Telephones and Accessories	\$1,629,833	\$1,813,879	\$184,046
Household Operations			
Child Care	\$9,518,055	\$10,601,759	\$1,083,704
Lawn and Garden (16)	\$12,159,615	\$13,527,438	\$1,367,823
Moving/Storage/Freight Express	\$2,079,342	\$2,314,547	\$235,205
Housekeeping Supplies (17)	\$15,248,004	\$16,969,594	\$1,721,590
Insurance			
Owners and Renters Insurance	\$15,270,583	\$16,996,243	\$1,725,660
Vehicle Insurance	\$38,475,647	\$42,829,805	\$4,354,158
Life/Other Insurance	\$11,737,886	\$13,064,847	\$1,326,961
Health Insurance	\$89,049,447	\$99,094,224	\$10,044,777
Personal Care Products (18)	\$10,404,802	\$11,583,288	\$1,178,486
Educational Books/Supplies/Other Expenditures	\$1,757,528	\$1,956,474	\$198,946
Smoking Products	\$9,051,833	\$10,068,608	\$1,016,775
Transportation			
Payments on Vehicles excluding Leases	\$54,034,530	\$60,144,733	\$6,110,203
Gasoline/Diesel Fuel/Electric Vehicle Charging	\$62,076,209	\$69,082,607	\$7,006,398
Vehicle Maintenance and Repairs	\$24,193,639	\$26,923,163	\$2,729,524
Travel			
Airline Fares	\$13,431,517	\$14,954,681	\$1,523,164
Lodging on Trips	\$18,606,040	\$20,708,962	\$2,102,922
Auto/Truck Rental on Trips	\$2,047,850	\$2,279,702	\$231,852
Food and Drink on Trips	\$14,338,670	\$15,959,134	\$1,620,464

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Retail Demand Outlook

Fort Atkinson, Wisconsin
Ring: 10 mile radius

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

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Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Fort Atkinson, Wisconsin
Ring: 15 mile radius

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Room to Roam (K7)	24.9%	Population	102,170	102,518
Classic Comfort (K4)	15.6%	Households	41,235	41,990
Moderate Metros (C6)	9.9%	Families	25,466	25,725
Flourishing Families (H1)	7.0%	Median Age	40.7	41.8
Country Charm (I7)	5.8%	Median Household Income	\$86,682	\$100,273
		2025	2030	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$92,063,833	\$103,806,687	\$11,742,854
Men's		\$18,552,558	\$20,916,252	\$2,363,694
Women's		\$31,673,697	\$35,714,686	\$4,040,989
Children's		\$12,254,872	\$13,822,704	\$1,567,832
Footwear		\$20,237,721	\$22,816,734	\$2,579,013
Watches & Jewelry		\$7,561,459	\$8,525,969	\$964,510
Apparel Products and Services (1)		\$1,783,526	\$2,010,342	\$226,816
Computer				
Computers and Hardware for Home Use		\$8,602,724	\$9,700,183	\$1,097,459
Portable Memory		\$148,443	\$167,249	\$18,806
Computer Software		\$642,889	\$724,391	\$81,502
Computer Accessories		\$751,213	\$846,529	\$95,316
Entertainment & Recreation		\$161,636,172	\$182,198,421	\$20,562,249
Fees and Admissions		\$35,533,065	\$40,073,804	\$4,540,739
Membership Fees for Clubs (2)		\$12,110,409	\$13,655,290	\$1,544,881
Fees for Participant Sports, excl. Trips		\$6,533,493	\$7,370,821	\$837,328
Tickets to Theatre/Operas/Concerts		\$4,260,866	\$4,803,687	\$542,821
Tickets to Movies		\$1,366,091	\$1,540,411	\$174,320
Tickets to Parks or Museums		\$1,506,617	\$1,698,669	\$192,052
Admission to Sporting Events, excl. Trips		\$3,909,222	\$4,408,465	\$499,243
Fees for Recreational Lessons		\$5,803,268	\$6,547,885	\$744,617
Dating Services		\$43,099	\$48,577	\$5,478
TV/Video/Audio		\$48,693,462	\$54,885,937	\$6,192,475
Cable and Satellite Television Services		\$26,526,817	\$29,892,978	\$3,366,161
Televisions		\$4,569,565	\$5,153,153	\$583,588
Satellite Dishes		\$45,904	\$51,723	\$5,819
VCRs, Video Cameras, and DVD Players		\$159,495	\$179,799	\$20,304
Miscellaneous Video Equipment		\$1,223,662	\$1,382,538	\$158,876
Video Cassettes and DVDs		\$175,207	\$197,330	\$22,123
Video Game Hardware/Accessories		\$1,853,222	\$2,088,490	\$235,268
Video Game Software		\$904,732	\$1,019,349	\$114,617
Rental/Streaming/Downloaded Video		\$7,660,791	\$8,637,275	\$976,484
Installation of Televisions		\$52,951	\$59,744	\$6,793
Audio (3)		\$5,434,828	\$6,126,252	\$691,424
Rental and Repair of TV/Radio/Sound Equipment		\$86,287	\$97,307	\$11,020
Pets		\$42,834,425	\$48,269,296	\$5,434,871
Toys/Games/Crafts/Hobbies (4)		\$7,151,631	\$8,060,586	\$908,955
Recreational Vehicles and Fees (5)		\$7,728,528	\$8,714,310	\$985,782
Sports/Recreation/Exercise Equipment (6)		\$10,270,069	\$11,573,592	\$1,303,523
Photo Equipment and Supplies (7)		\$2,706,285	\$3,050,494	\$344,209
Reading (8)		\$4,909,881	\$5,532,013	\$622,132
Catered Affairs (9)		\$1,808,825	\$2,038,389	\$229,564
Food		\$440,244,969	\$496,300,139	\$56,055,170
Food at Home		\$286,545,615	\$322,989,866	\$36,444,251
Bakery and Cereal Products		\$38,451,938	\$43,342,711	\$4,890,773
Meats, Poultry, Fish, and Eggs		\$58,303,334	\$65,720,510	\$7,417,176
Dairy Products		\$29,356,240	\$33,086,723	\$3,730,483
Fruits and Vegetables		\$48,190,556	\$54,320,691	\$6,130,135
Snacks and Other Food at Home (10)		\$112,243,547	\$126,519,230	\$14,275,683
Food Away from Home		\$153,699,355	\$173,310,273	\$19,610,918
Alcoholic Beverages		\$25,669,164	\$28,944,733	\$3,275,569

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Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Fort Atkinson, Wisconsin
Ring: 15 mile radius

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,869,603,976	\$2,107,766,143	\$238,162,167
Value of Retirement Plans	\$6,395,338,935	\$7,209,828,658	\$814,489,723
Value of Other Financial Assets	\$538,312,059	\$607,069,459	\$68,757,400
Vehicle Loan Amount excluding Interest	\$139,229,059	\$156,996,961	\$17,767,902
Value of Credit Card Debt	\$117,120,421	\$132,060,270	\$14,939,849
Health			
Nonprescription Drugs	\$7,962,208	\$8,976,179	\$1,013,971
Prescription Drugs	\$19,359,051	\$21,807,436	\$2,448,385
Eyeglasses and Contact Lenses	\$5,446,567	\$6,137,357	\$690,790
Home			
Mortgage Payment and Basics (11)	\$520,095,675	\$586,590,259	\$66,494,584
Maintenance and Remodeling Services	\$186,235,330	\$209,981,713	\$23,746,383
Maintenance and Remodeling Materials (12)	\$34,293,008	\$38,653,716	\$4,360,708
Utilities, Fuel, and Public Services	\$233,972,170	\$263,734,596	\$29,762,426
Household Furnishings and Equipment			
Household Textiles (13)	\$4,496,698	\$5,069,292	\$572,594
Furniture	\$34,510,513	\$38,914,904	\$4,404,391
Rugs	\$1,521,384	\$1,715,453	\$194,069
Major Appliances (14)	\$19,801,025	\$22,327,024	\$2,525,999
Housewares (15)	\$3,722,077	\$4,195,635	\$473,558
Small Appliances	\$2,859,460	\$3,222,873	\$363,413
Luggage	\$925,691	\$1,043,960	\$118,269
Telephones and Accessories	\$3,636,421	\$4,098,189	\$461,768
Household Operations			
Child Care	\$21,880,567	\$24,685,617	\$2,805,050
Lawn and Garden (16)	\$28,111,526	\$31,685,978	\$3,574,452
Moving/Storage/Freight Express	\$4,395,292	\$4,954,371	\$559,079
Housekeeping Supplies (17)	\$33,724,371	\$38,014,754	\$4,290,383
Insurance			
Owners and Renters Insurance	\$35,326,213	\$39,833,259	\$4,507,046
Vehicle Insurance	\$84,013,897	\$94,724,238	\$10,710,341
Life/Other Insurance	\$27,144,123	\$30,606,529	\$3,462,406
Health Insurance	\$200,052,945	\$225,502,195	\$25,449,250
Personal Care Products (18)	\$22,662,015	\$25,550,784	\$2,888,769
Educational Books/Supplies/Other Expenditures	\$3,703,865	\$4,175,646	\$471,781
Smoking Products	\$19,075,277	\$21,489,067	\$2,413,790
Transportation			
Payments on Vehicles excluding Leases	\$119,891,317	\$135,179,939	\$15,288,622
Gasoline/Diesel Fuel/Electric Vehicle Charging	\$135,580,723	\$152,838,947	\$17,258,224
Vehicle Maintenance and Repairs	\$53,075,436	\$59,826,915	\$6,751,479
Travel			
Airline Fares	\$30,484,215	\$34,378,056	\$3,893,841
Lodging on Trips	\$42,816,508	\$48,275,609	\$5,459,101
Auto/Truck Rental on Trips	\$4,601,938	\$5,189,049	\$587,111
Food and Drink on Trips	\$32,392,601	\$36,520,960	\$4,128,359

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Retail Demand Outlook

Fort Atkinson, Wisconsin
Ring: 15 mile radius

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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Retail Demand Outlook

Fort Atkinson, Wisconsin
Ring: 5 mile radius

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Classic Comfort (K4)	36.8%	Population	19,034	19,009
Room to Roam (K7)	15.4%	Households	8,080	8,197
Moderate Metros (C6)	14.6%	Families	4,909	4,934
Middle Ground (K2)	11.7%	Median Age	43.1	44.4
Country Charm (I7)	9.6%	Median Household Income	\$84,159	\$97,072
			2025	2030
			Consumer Spending	Forecasted Demand
Apparel and Services			\$16,693,287	\$18,650,670
Men's			\$3,381,541	\$3,778,265
Women's			\$5,673,983	\$6,339,538
Children's			\$2,258,176	\$2,523,656
Footwear			\$3,693,841	\$4,124,968
Watches & Jewelry			\$1,357,399	\$1,517,329
Apparel Products and Services (1)			\$328,348	\$366,915
Computer				
Computers and Hardware for Home Use			\$1,537,728	\$1,718,418
Portable Memory			\$26,314	\$29,362
Computer Software			\$118,367	\$132,055
Computer Accessories			\$137,594	\$153,584
Entertainment & Recreation			\$29,921,578	\$33,415,483
Fees and Admissions			\$6,381,472	\$7,132,450
Membership Fees for Clubs (2)			\$2,187,374	\$2,444,877
Fees for Participant Sports, excl. Trips			\$1,178,367	\$1,317,676
Tickets to Theatre/Operas/Concerts			\$758,739	\$847,530
Tickets to Movies			\$241,854	\$270,206
Tickets to Parks or Museums			\$270,254	\$301,560
Admission to Sporting Events, excl. Trips			\$730,226	\$816,402
Fees for Recreational Lessons			\$1,007,110	\$1,125,772
Dating Services			\$7,549	\$8,426
TV/Video/Audio			\$9,015,698	\$10,069,606
Cable and Satellite Television Services			\$4,985,389	\$5,566,165
Televisions			\$825,490	\$922,587
Satellite Dishes			\$8,151	\$9,088
VCRs, Video Cameras, and DVD Players			\$29,152	\$32,553
Miscellaneous Video Equipment			\$214,560	\$240,567
Video Cassettes and DVDs			\$32,049	\$35,724
Video Game Hardware/Accessories			\$341,112	\$380,878
Video Game Software			\$159,373	\$177,859
Rental/Streaming/Downloaded Video			\$1,414,351	\$1,580,371
Installation of Televisions			\$8,694	\$9,716
Audio (3)			\$981,725	\$1,096,603
Rental and Repair of TV/Radio/Sound Equipment			\$15,653	\$17,494
Pets			\$8,076,300	\$9,014,804
Toys/Games/Crafts/Hobbies (4)			\$1,333,883	\$1,489,312
Recreational Vehicles and Fees (5)			\$1,447,251	\$1,616,618
Sports/Recreation/Exercise Equipment (6)			\$1,932,772	\$2,156,877
Photo Equipment and Supplies (7)			\$499,481	\$557,960
Reading (8)			\$891,715	\$994,959
Catered Affairs (9)			\$343,007	\$382,898
Food			\$80,623,471	\$90,054,322
Food at Home			\$52,956,906	\$59,137,762
Bakery and Cereal Products			\$7,101,560	\$7,930,746
Meats, Poultry, Fish, and Eggs			\$10,781,698	\$12,040,743
Dairy Products			\$5,441,279	\$6,075,042
Fruits and Vegetables			\$8,841,616	\$9,873,277
Snacks and Other Food at Home (10)			\$20,790,753	\$23,217,954
Food Away from Home			\$27,666,566	\$30,916,560
Alcoholic Beverages			\$4,627,298	\$5,171,808

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Retail Demand Outlook

Fort Atkinson, Wisconsin
Ring: 5 mile radius

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$331,514,880	\$370,323,183	\$38,808,303
Value of Retirement Plans	\$1,188,549,269	\$1,328,342,585	\$139,793,316
Value of Other Financial Assets	\$99,254,282	\$110,989,815	\$11,735,533
Vehicle Loan Amount excluding Interest	\$25,630,363	\$28,642,927	\$3,012,564
Value of Credit Card Debt	\$21,454,659	\$23,975,626	\$2,520,967
Health			
Nonprescription Drugs	\$1,475,842	\$1,648,469	\$172,627
Prescription Drugs	\$3,812,902	\$4,258,342	\$445,440
Eyeglasses and Contact Lenses	\$1,030,931	\$1,150,878	\$119,947
Home			
Mortgage Payment and Basics (11)	\$95,174,795	\$106,401,478	\$11,226,683
Maintenance and Remodeling Services	\$34,399,633	\$38,428,490	\$4,028,857
Maintenance and Remodeling Materials (12)	\$6,650,436	\$7,426,990	\$776,554
Utilities, Fuel, and Public Services	\$43,539,541	\$48,631,391	\$5,091,850
Household Furnishings and Equipment			
Household Textiles (13)	\$823,151	\$919,592	\$96,441
Furniture	\$6,262,207	\$6,998,684	\$736,477
Rugs	\$274,650	\$306,925	\$32,275
Major Appliances (14)	\$3,647,829	\$4,076,384	\$428,555
Housewares (15)	\$673,772	\$752,466	\$78,694
Small Appliances	\$519,877	\$580,403	\$60,526
Luggage	\$164,260	\$183,604	\$19,344
Telephones and Accessories	\$684,616	\$765,241	\$80,625
Household Operations			
Child Care	\$3,972,633	\$4,442,721	\$470,088
Lawn and Garden (16)	\$5,274,922	\$5,891,479	\$616,557
Moving/Storage/Freight Express	\$770,862	\$860,525	\$89,663
Housekeeping Supplies (17)	\$6,231,161	\$6,959,825	\$728,664
Insurance			
Owners and Renters Insurance	\$6,694,371	\$7,483,207	\$788,836
Vehicle Insurance	\$15,383,871	\$17,188,218	\$1,804,347
Life/Other Insurance	\$4,986,831	\$5,572,330	\$585,499
Health Insurance	\$37,497,470	\$41,884,501	\$4,387,031
Personal Care Products (18)	\$4,097,931	\$4,579,033	\$481,102
Educational Books/Supplies/Other Expenditures	\$652,720	\$729,334	\$76,614
Smoking Products	\$3,629,530	\$4,050,711	\$421,181
Transportation			
Payments on Vehicles excluding Leases	\$22,282,570	\$24,898,751	\$2,616,181
Gasoline/Diesel Fuel/Electric Vehicle Charging	\$24,972,736	\$27,892,763	\$2,920,027
Vehicle Maintenance and Repairs	\$9,770,493	\$10,910,644	\$1,140,151
Travel			
Airline Fares	\$5,359,842	\$5,989,337	\$629,495
Lodging on Trips	\$7,786,736	\$8,700,238	\$913,502
Auto/Truck Rental on Trips	\$825,922	\$922,720	\$96,798
Food and Drink on Trips	\$5,877,832	\$6,566,330	\$688,498

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Retail Demand Outlook

Fort Atkinson, Wisconsin
Ring: 5 mile radius

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

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- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

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Retail Demand by Industry

Fort Atkinson City, WI
 Fort Atkinson City, WI (5526675)
 Geography: Place



NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	85	\$26,021.69	\$139,528,287
44-45	Retail Trade	86	\$22,286.18	\$119,498,511
722	Food Services & Drinking Places	80	\$3,735.50	\$20,029,776

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	88	\$2,833.17	\$15,191,466
4411	Automobile Dealers	85	\$2,364.79	\$12,679,993
4412	Other Motor Vehicle Dealers	119	\$261.30	\$1,401,073
4413	Auto Parts, Accessories & Tire Stores	87	\$207.09	\$1,110,400
442	Furniture and Home Furnishings Stores	84	\$836.20	\$4,483,711
4421	Furniture Stores	84	\$538.93	\$2,889,728
4422	Home Furnishings Stores	85	\$297.27	\$1,593,983
443, 4431	Electronics and Appliance Stores	83	\$237.59	\$1,273,980
444	Bldg Material & Garden Equipment & Supplies Dealers	94	\$1,313.58	\$7,043,396
4441	Building Material and Supplies Dealers	94	\$1,187.62	\$6,368,029
4442	Lawn and Garden Equipment and Supplies Stores	93	\$125.95	\$675,367
445	Food and Beverage Stores	85	\$4,818.01	\$25,834,173
4451	Grocery Stores	85	\$4,522.08	\$24,247,415
4452	Specialty Food Stores	83	\$148.72	\$797,414
4453	Beer, Wine, and Liquor Stores	81	\$147.21	\$789,344
446, 4461	Health and Personal Care Stores	92	\$766.82	\$4,111,682
447, 4471	Gasoline Stations	87	\$3,313.24	\$17,765,570
448	Clothing and Clothing Accessories Stores	81	\$1,027.74	\$5,510,735
4481	Clothing Stores	81	\$812.42	\$4,356,189
4482	Shoe Stores	80	\$198.91	\$1,066,541
4483	Jewelry, Luggage, and Leather Goods Stores	80	\$16.41	\$88,005
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	85	\$392.48	\$2,104,475
4511	Sporting Goods, Hobby, and Musical Inst Stores	85	\$314.56	\$1,686,672
4512	Book Stores and News Dealers	82	\$77.92	\$417,803
452	General Merchandise Stores	86	\$3,782.75	\$20,283,089
4522	Department Stores	81	\$321.92	\$1,726,158
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	86	\$3,460.82	\$18,556,931



Source: Esri 2025/2030 Consumer Spending databases are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	89	\$560.18	\$3,003,696
4531	Florists	94	\$27.07	\$145,156
4532	Office Supplies, Stationery, and Gift Stores	84	\$84.62	\$453,710
4533	Used Merchandise Stores	85	\$74.85	\$401,342
4539	Other Miscellaneous Store Retailers	91	\$373.65	\$2,003,488
454	Nonstore Retailers	86	\$2,404.43	\$12,892,538
4541	Electronic Shopping and Mail-Order Houses	86	\$2,052.20	\$11,003,914
4542	Vending Machine Operators	86	\$39.70	\$212,886
4543	Direct Selling Establishments	87	\$312.52	\$1,675,738
722	Food Services & Drinking Places	80	\$3,735.50	\$20,029,776
7223	Special Food Services	80	\$13.61	\$72,995
7224	Drinking Places (Alcoholic Beverages)	80	\$97.55	\$523,038
7225	Restaurants and Other Eating Places	80	\$3,624.35	\$19,433,743

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



Source: Esri 2025/2030 Consumer Spending databases are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

Retail Demand by Industry

Jefferson County, WI
 Jefferson County, WI (55055)
 Geography: County



NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	94	\$28,782.49	\$998,349,349
44-45	Retail Trade	95	\$24,590.53	\$852,947,004
722	Food Services & Drinking Places	89	\$4,191.96	\$145,402,345

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	98	\$3,152.55	\$109,349,453
4411	Automobile Dealers	96	\$2,649.28	\$91,893,042
4412	Other Motor Vehicle Dealers	124	\$274.00	\$9,503,811
4413	Auto Parts, Accessories & Tire Stores	97	\$229.27	\$7,952,600
442	Furniture and Home Furnishings Stores	95	\$940.59	\$32,625,339
4421	Furniture Stores	94	\$603.52	\$20,933,593
4422	Home Furnishings Stores	96	\$337.07	\$11,691,746
443, 4431	Electronics and Appliance Stores	92	\$262.58	\$9,108,011
444	Bldg Material & Garden Equipment & Supplies Dealers	104	\$1,443.54	\$50,070,679
4441	Building Material and Supplies Dealers	104	\$1,303.93	\$45,227,973
4442	Lawn and Garden Equipment and Supplies Stores	103	\$139.62	\$4,842,706
445	Food and Beverage Stores	93	\$5,313.19	\$184,293,341
4451	Grocery Stores	93	\$4,982.60	\$172,826,461
4452	Specialty Food Stores	92	\$164.69	\$5,712,580
4453	Beer, Wine, and Liquor Stores	92	\$165.90	\$5,754,300
446, 4461	Health and Personal Care Stores	100	\$831.70	\$28,848,462
447, 4471	Gasoline Stations	95	\$3,623.04	\$125,668,929
448	Clothing and Clothing Accessories Stores	91	\$1,147.34	\$39,796,653
4481	Clothing Stores	91	\$907.73	\$31,485,631
4482	Shoe Stores	89	\$221.06	\$7,667,807
4483	Jewelry, Luggage, and Leather Goods Stores	91	\$18.54	\$643,215
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	93	\$432.93	\$15,016,771
4511	Sporting Goods, Hobby, and Musical Inst Stores	94	\$346.53	\$12,019,604
4512	Book Stores and News Dealers	91	\$86.41	\$2,997,167
452	General Merchandise Stores	94	\$4,164.50	\$144,449,793
4522	Department Stores	90	\$358.91	\$12,449,082
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	94	\$3,805.59	\$132,000,711

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	98	\$617.63	\$21,423,124
4531	Florists	104	\$30.12	\$1,044,705
4532	Office Supplies, Stationery, and Gift Stores	93	\$93.66	\$3,248,551
4533	Used Merchandise Stores	97	\$85.61	\$2,969,547
4539	Other Miscellaneous Store Retailers	99	\$408.24	\$14,160,321
454	Nonstore Retailers	96	\$2,660.91	\$92,296,449
4541	Electronic Shopping and Mail-Order Houses	95	\$2,263.84	\$78,523,690
4542	Vending Machine Operators	94	\$43.47	\$1,507,831
4543	Direct Selling Establishments	99	\$353.60	\$12,264,928
722	Food Services & Drinking Places	89	\$4,191.96	\$145,402,345
7223	Special Food Services	90	\$15.26	\$529,151
7224	Drinking Places (Alcoholic Beverages)	90	\$109.43	\$3,795,594
7225	Restaurants and Other Eating Places	89	\$4,067.28	\$141,077,600

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



Source: Esri 2025/2030 Consumer Spending databases are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.