

Waterloo, Wisconsin

Retail Profile

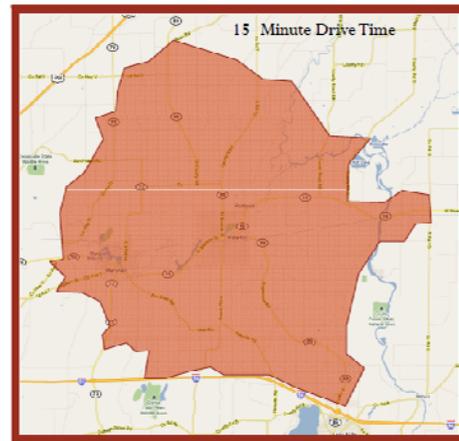


Demographics & Spending:

City Population: 3,333
Trade Area Population: 11,238
Anticipated 2015 growth: 3.66%
Households: 1,331
Median age: 36.4 years
Households with children: 32.8%
Average household size: 2.49
Average home price \$145,000
City Median Income: \$55,753
Trade Area Median Income: \$61,787

Retail spending:

Total trade area annual spending: \$213 million
Average household spending: \$50,871
Average annual growth: 2.47%



Retail Amenities: Current retail attractions include the Waterloo Artisan Gallery, Antiques Mall and Auction House, which draws tens of thousands of visitors annually, the historic downtown area, with its mix of locally owned shops and services, and commercial nodes on Monroe Street and Portland Roads, which include Piggly Wiggly and Jim's Cheese, featuring more than 200 local, regional and national cheeses.

Opportunities: Additional demand has been identified within specific categories where residents currently travel outside the community to make purchases. Currently more than \$19 million in total retail spending by residents is done outside the community. The following retail segments have over \$1million in unmet demand within the trade area: Health & Beauty, Fast Food, Casual Dining, Clothing, Home Furnishing & Accessories.

