



Demographic and Income Profile

Evansville City, WI_1

US.Places Evansville city, WI

Site Type: Geography

Summary	2000	2009	2014
Population	4,039	4,316	4,479
Households	1,563	1,702	1,774
Families	1,046	1,134	1,172
Average Household Size	2.51	2.49	2.48
Owner Occupied HUs	1,062	1,189	1,219
Renter Occupied HUs	501	513	555
Median Age	34.1	37.5	37.9

Trends: 2009-2014 Annual Rate	Area	National
Population	0.74%	0.91%
Households	0.83%	0.94%
Families	0.66%	0.74%
Owner HHs	0.5%	1.19%
Median Household Income	1.09%	0.80%

Households by Income	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	149	9.6%	94	5.5%	99	5.6%
\$15,000 - \$24,999	253	16.3%	175	10.3%	171	9.6%
\$25,000 - \$34,999	217	14.0%	200	11.8%	185	10.4%
\$35,000 - \$49,999	222	14.3%	234	13.8%	214	12.1%
\$50,000 - \$74,999	478	30.7%	319	18.8%	344	19.4%
\$75,000 - \$99,999	69	4.4%	449	26.4%	517	29.1%
\$100,000 - \$149,999	138	8.9%	146	8.6%	152	8.6%
\$150,000 - \$199,000	13	0.8%	60	3.5%	66	3.7%
\$200,000+	16	1.0%	24	1.4%	27	1.5%
Median Household Income	\$43,909		\$61,891		\$65,331	
Average Household Income	\$53,078		\$68,489		\$70,960	
Per Capita Income	\$20,766		\$27,434		\$28,603	

Population by Age	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	327	8.1%	315	7.3%	310	6.9%
5 - 9	369	9.1%	314	7.3%	317	7.1%
10 - 14	298	7.4%	317	7.3%	327	7.3%
15 - 19	269	6.7%	319	7.4%	301	6.7%
20 - 24	196	4.9%	243	5.6%	283	6.3%
25 - 34	619	15.3%	503	11.7%	550	12.3%
35 - 44	734	18.2%	616	14.3%	550	12.3%
45 - 54	433	10.7%	704	16.3%	685	15.3%
55 - 64	247	6.1%	443	10.3%	547	12.2%
65 - 74	221	5.5%	240	5.6%	306	6.8%
75 - 84	202	5.0%	181	4.2%	187	4.2%
85+	124	3.1%	120	2.8%	116	2.6%

Race and Ethnicity	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,942	97.6%	4,179	96.8%	4,312	96.3%
Black Alone	5	0.1%	9	0.2%	11	0.2%
American Indian Alone	17	0.4%	18	0.4%	20	0.4%
Asian Alone	7	0.2%	21	0.5%	26	0.6%
Pacific Islander Alone	2	0.0%	1	0.0%	2	0.0%
Some Other Race Alone	26	0.6%	39	0.9%	51	1.1%
Two or More Races	40	1.0%	49	1.1%	57	1.3%
Hispanic Origin (Any Race)	72	1.8%	116	2.7%	150	3.3%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



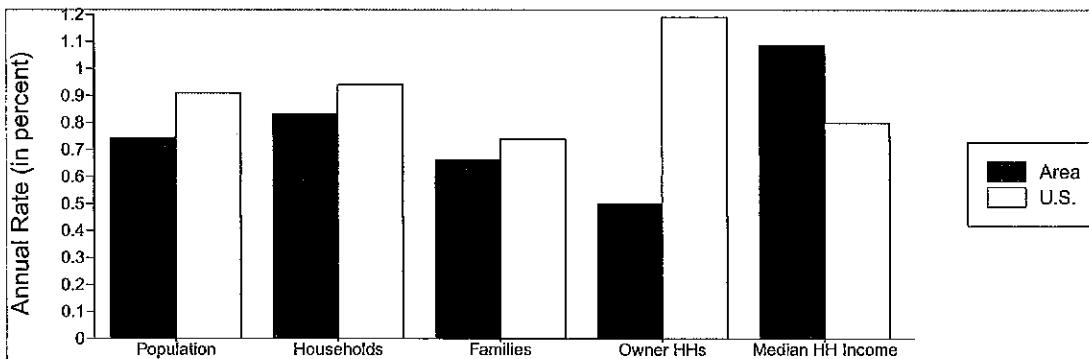
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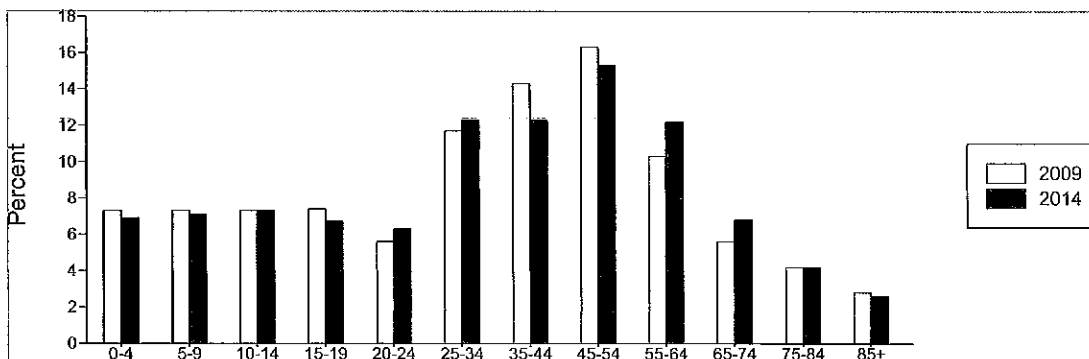
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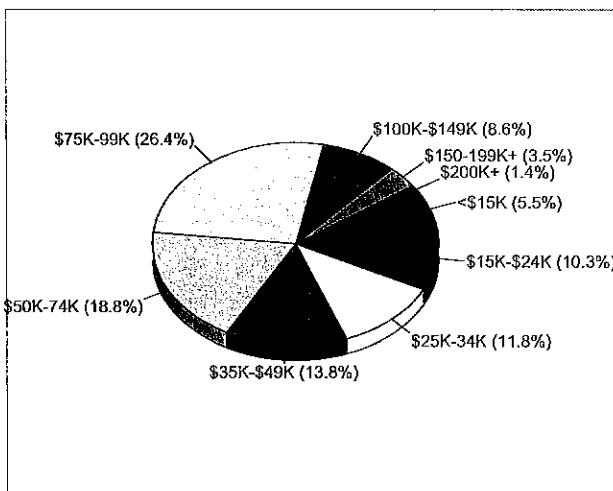
Trends 2009-2014



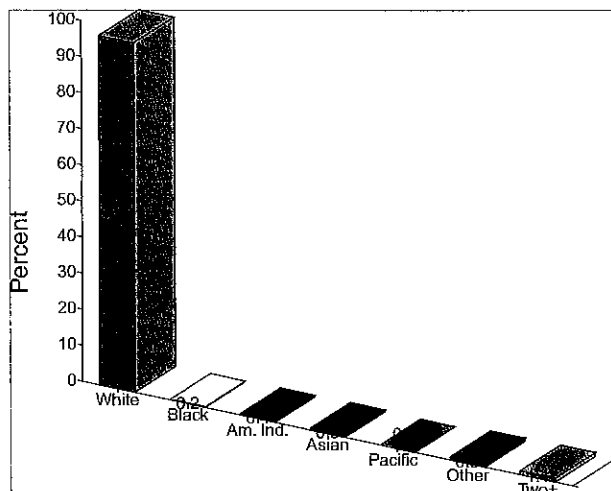
Population by Age



2009 Household Income



2009 Population by Race



2009 Percent Hispanic Origin: 2.7%



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2009 Population

Total Population	4,316
Male Population	48.8%
Female Population	51.2%
Median Age	37.5

2009 Income

Median Household Income	\$61,891
Per Capita Income	\$27,434
Average Household Income	\$68,489

2009 Households

Total Households	1,702
Average Household Size	2.49

2009 Housing

Owner Occupied Housing Units	65.9%
Renter Occupied Housing Units	28.4%
Vacant Housing Units	5.7%

Population

1990 Population	3,465
2000 Population	4,039
2009 Population	4,316
2014 Population	4,479
1990-2000 Annual Rate	1.54%
2000-2009 Annual Rate	0.72%
2009-2014 Annual Rate	0.74%

In the identified market area, the current year population is 4,316. In 2000, the Census count in the market area was 4,039. The rate of change since 2000 was 0.72 percent annually. The five-year projection for the population in the market area is 4,479, representing a change of 0.74 percent annually from 2009 to 2014. Currently, the population is 48.8 percent male and 51.2 percent female.

Households

1990 Households	1,335
2000 Households	1,563
2009 Households	1,702
2014 Households	1,774
1990-2000 Annual Rate	1.59%
2000-2009 Annual Rate	0.93%
2009-2014 Annual Rate	0.83%

The household count in this market area has changed from 1,563 in 2000 to 1,702 in the current year, a change of 0.93 percent annually. The five-year projection of households is 1,774, a change of 0.83 percent annually from the current year total. Average household size is currently 2.49, compared to 2.51 in the year 2000. The number of families in the current year is 1,134 in the market area.

Housing

Currently, 65.9 percent of the 1,804 housing units in the market area are owner occupied; 28.4 percent, renter occupied; and 5.7 percent are vacant. In 2000, there were 1,635 housing units—65.0 percent owner occupied, 30.6 percent renter occupied and 4.4 percent vacant. The rate of change in housing units since 2000 is 1.07 percent. Median home value in the market area is \$143,220, compared to a median home value of \$162,279 for the U.S. In five years, median home value is projected to change by 1.41 percent annually to \$153,618. From 2000 to the current year, median home value changed by 2.73 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography.



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Median Household Income

1990 Median Household Income	\$25,994
2000 Median Household Income	\$43,909
2009 Median Household Income	\$61,891
2014 Median Household Income	\$65,331
1990-2000 Annual Rate	5.38%
2000-2009 Annual Rate	3.78%
2009-2014 Annual Rate	1.09%

Per Capita Income

1990 Per Capita Income	\$12,204
2000 Per Capita Income	\$20,766
2009 Per Capita Income	\$27,434
2014 Per Capita Income	\$28,603
1990-2000 Annual Rate	5.46%
2000-2009 Annual Rate	3.06%
2009-2014 Annual Rate	0.84%

Average Household Income

1990 Average Household Income	\$31,564
2000 Average Household Income	\$53,078
2009 Average Household Income	\$68,489
2014 Average Household Income	\$70,960
1990-2000 Annual Rate	5.33%
2000-2009 Annual Rate	2.79%
2009-2014 Annual Rate	0.71%

Households by Income

Current median household income is \$61,891 in the market area, compared to \$54,719 for all U.S. households. Median household income is projected to be \$65,331 in five years. In 2000, median household income was \$43,909, compared to \$25,994 in 1990.

Current average household income is \$68,489 in this market area, compared to \$71,437 for all U.S. households. Average household income is projected to be \$70,960 in five years. In 2000, average household income was \$53,078, compared to \$31,564 in 1990.

Current per capita income is \$27,434 in the market area, compared to the U.S. per capita income of \$27,277. The per capita income is projected to be \$28,603 in five years. In 2000, the per capita income was \$20,766, compared to \$12,204 in 1990.

Population by Employment

Total Businesses	205
Total Employees	1,739

Currently, 82.9 percent of the civilian labor force in the identified market area is employed and 17.1 percent are unemployed. In comparison, 89.4 percent of the U.S. civilian labor force is employed, and 10.6 percent are unemployed. In five years the rate of employment in the market area will be 87.7 percent of the civilian labor force, and unemployment will be 12.3 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 92.9 percent, and 7.1 percent will be unemployed. In 2000, 71.6 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 56.0 percent in white collar jobs (compared to 61.5 percent of U.S. employment)
- 16.2 percent in service jobs (compared to 17.1 percent of U.S. employment)
- 27.9 percent in blue collar jobs (compared to 21.4 percent of U.S. employment)

In 2000, 74.3 percent of the market area population drove alone to work, and 4.2 percent worked at home. The average travel time to work in 2000 was 25.1 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2009, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 10.6 percent had not earned a high school diploma (16.2 percent in the U.S.)
- 36.1 percent were high school graduates only (29.8 percent in the U.S.)
- 8.3 percent had completed an Associate degree (7.2 percent in the U.S.)
- 17.3 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 6.1 percent had earned a Master's/Professional/Doctorate Degree (9.8 percent in the U.S.)

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography. Business data provided by InfoUSA, Omaha NE Copyright 2009, all rights reserved.



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2000 Total Population	4,039
2000 Group Quarters	110
2009 Total Population	4,316
2014 Total Population	4,479
2009 - 2014 Annual Rate	0.74%



2000 Households	1,563
2000 Average Household Size	2.51
2009 Households	1,702
2009 Average Household Size	2.49
2014 Households	1,774
2014 Average Household Size	2.48
2009 - 2014 Annual Rate	0.83%
2000 Families	1,046
2000 Average Family Size	3.08
2009 Families	1,134
2009 Average Family Size	3.04
2014 Families	1,172
2014 Average Family Size	3.04
2009 - 2014 Annual Rate	0.66%



2000 Housing Units	1,635
Owner Occupied Housing Units	65.0%
Renter Occupied Housing Units	30.6%
Vacant Housing Units	4.4%
2009 Housing Units	1,804
Owner Occupied Housing Units	65.9%
Renter Occupied Housing Units	28.4%
Vacant Housing Units	5.7%
2014 Housing Units	1,878
Owner Occupied Housing Units	64.9%
Renter Occupied Housing Units	29.6%
Vacant Housing Units	5.5%

Median Household Income

2000	\$43,909
2009	\$61,891
2014	\$65,331

Median Home Value

2000	\$111,649
2009	\$143,220
2014	\$153,618

Per Capita Income

2000	\$20,766
2009	\$27,434
2014	\$28,603

Median Age

2000	34.1
2009	37.5
2014	37.9

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

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



2000 Households by Income

Household Income Base	1,555
< \$15,000	9.6%
\$15,000 - \$24,999	16.3%
\$25,000 - \$34,999	14.0%
\$35,000 - \$49,999	14.3%
\$50,000 - \$74,999	30.7%
\$75,000 - \$99,999	4.4%
\$100,000 - \$149,999	8.9%
\$150,000 - \$199,999	0.8%
\$200,000+	1.0%
Average Household Income	\$53,078

2009 Households by Income

Household Income Base	1,701
< \$15,000	5.5%
\$15,000 - \$24,999	10.3%
\$25,000 - \$34,999	11.8%
\$35,000 - \$49,999	13.8%
\$50,000 - \$74,999	18.8%
\$75,000 - \$99,999	26.4%
\$100,000 - \$149,999	8.6%
\$150,000 - \$199,999	3.5%
\$200,000+	1.4%
Average Household Income	\$68,489

2014 Households by Income

Household Income Base	1,775
< \$15,000	5.6%
\$15,000 - \$24,999	9.6%
\$25,000 - \$34,999	10.4%
\$35,000 - \$49,999	12.1%
\$50,000 - \$74,999	19.4%
\$75,000 - \$99,999	29.1%
\$100,000 - \$149,999	8.6%
\$150,000 - \$199,999	3.7%
\$200,000+	1.5%
Average Household Income	\$70,960

2000 Owner Occupied HUs by Value

Total	1,061
<\$50,000	1.6%
\$50,000 - 99,999	33.6%
\$100,000 - 149,999	50.1%
\$150,000 - 199,999	11.1%
\$200,000 - \$299,999	3.6%
\$300,000 - 499,999	0.0%
\$500,000 - 999,999	0.0%
\$1,000,000+	0.0%
Average Home Value	\$118,346

2000 Specified Renter Occupied HUs by Contract Rent

Total	501
With Cash Rent	96.0%
No Cash Rent	4.0%
Median Rent	\$452
Average Rent	\$408

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

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



2000 Population by Age

Total	4,039
Age 0 - 4	8.1%
Age 5 - 9	9.1%
Age 10 - 14	7.4%
Age 15 - 19	6.7%
Age 20 - 24	4.9%
Age 25 - 34	15.3%
Age 35 - 44	18.2%
Age 45 - 54	10.7%
Age 55 - 64	6.1%
Age 65 - 74	5.5%
Age 75 - 84	5.0%
Age 85+	3.1%
Age 18+	70.9%

2009 Population by Age

Total	4,315
Age 0 - 4	7.3%
Age 5 - 9	7.3%
Age 10 - 14	7.3%
Age 15 - 19	7.4%
Age 20 - 24	5.6%
Age 25 - 34	11.7%
Age 35 - 44	14.3%
Age 45 - 54	16.3%
Age 55 - 64	10.3%
Age 65 - 74	5.6%
Age 75 - 84	4.2%
Age 85+	2.8%
Age 18+	73.4%

2014 Population by Age

Total	4,479
Age 0 - 4	6.9%
Age 5 - 9	7.1%
Age 10 - 14	7.3%
Age 15 - 19	6.7%
Age 20 - 24	6.3%
Age 25 - 34	12.3%
Age 35 - 44	12.3%
Age 45 - 54	15.3%
Age 55 - 64	12.2%
Age 65 - 74	6.8%
Age 75 - 84	4.2%
Age 85+	2.6%
Age 18+	74.4%

2000 Population by Sex

Males	47.8%
Females	52.2%

2009 Population by Sex

Males	48.8%
Females	51.2%

2014 Population by Sex

Males	48.8%
Females	51.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Population by Race/Ethnicity

Total	4,039
White Alone	97.6%
Black Alone	0.1%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.6%
Two or More Races	1.0%
Hispanic Origin	1.8%
Diversity Index	8.1

2009 Population by Race/Ethnicity

Total	4,316
White Alone	96.8%
Black Alone	0.2%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	0.9%
Two or More Races	1.1%
Hispanic Origin	2.7%
Diversity Index	11.1

2014 Population by Race/Ethnicity

Total	4,479
White Alone	96.3%
Black Alone	0.2%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	1.1%
Two or More Races	1.3%
Hispanic Origin	3.3%
Diversity Index	13.3



2000 Population 3+ by School Enrollment

Total	3,767
Enrolled in Nursery/Preschool	1.2%
Enrolled in Kindergarten	1.6%
Enrolled in Grade 1-8	13.2%
Enrolled in Grade 9-12	6.1%
Enrolled in College	3.9%
Enrolled in Grad/Prof School	1.4%
Not Enrolled in School	72.6%

2009 Population 25+ by Educational Attainment

Total	2,807
Less than 9th Grade	3.8%
9th - 12th Grade, No Diploma	6.8%
High School Graduate	36.1%
Some College, No Degree	21.7%
Associate Degree	8.3%
Bachelor's Degree	17.3%
Graduate/Professional Degree	6.1%

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

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



2009 Population 15+ by Marital Status

Total	3,370
Never Married	22.7%
Married	60.1%
Widowed	5.9%
Divorced	11.3%



2000 Population 16+ by Employment Status

Total	2,997
In Labor Force	71.6%
Civilian Employed	66.9%
Civilian Unemployed	4.7%
In Armed Forces	0.0%
Not in Labor Force	28.4%

2009 Civilian Population 16+ in Labor Force

Civilian Employed	82.9%
Civilian Unemployed	17.1%

2014 Civilian Population 16+ in Labor Force

Civilian Employed	87.7%
Civilian Unemployed	12.3%

2000 Females 16+ by Employment Status and Age of Children

Total	1,666
Own Children < 6 Only	11.3%
Employed/in Armed Forces	8.9%
Unemployed	0.6%
Not in Labor Force	1.8%
Own Children < 6 and 6-17 Only	7.4%
Employed/in Armed Forces	5.4%
Unemployed	0.0%
Not in Labor Force	2.0%
Own Children 6-17 Only	17.1%
Employed/in Armed Forces	15.5%
Unemployed	0.0%
Not in Labor Force	1.6%
No Own Children < 18	64.2%
Employed/in Armed Forces	33.4%
Unemployed	2.2%
Not in Labor Force	28.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2009 Employed Population 16+ by Industry

Total	1,914
Agriculture/Mining	1.1%
Construction	7.5%
Manufacturing	14.1%
Wholesale Trade	2.3%
Retail Trade	13.1%
Transportation/Utilities	4.4%
Information	0.9%
Finance/Insurance/Real Estate	8.9%
Services	44.9%
Public Administration	2.9%

2009 Employed Population 16+ by Occupation

Total	1,910
White Collar	56.0%
Management/Business/Financial	12.1%
Professional	19.8%
Sales	10.3%
Administrative Support	13.8%
Services	16.2%
Blue Collar	27.9%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	7.0%
Installation/Maintenance/Repair	4.8%
Production	9.5%
Transportation/Material Moving	5.8%



2000 Workers 16+ by Means of Transportation to Work

Total	1,969
Drove Alone - Car, Truck, or Van	74.3%
Carpooled - Car, Truck, or Van	15.6%
Public Transportation	0.5%
Walked	4.4%
Other Means	1.0%
Worked at Home	4.2%

2000 Workers 16+ by Travel Time to Work

Total	1,969
Did Not Work at Home	95.8%
Less than 5 minutes	8.3%
5 to 9 minutes	17.6%
10 to 19 minutes	12.2%
20 to 24 minutes	3.8%
25 to 34 minutes	29.4%
35 to 44 minutes	11.8%
45 to 59 minutes	9.6%
60 to 89 minutes	1.6%
90 or more minutes	1.5%
Worked at Home	4.2%
Average Travel Time to Work (in min)	25.1

2000 Households by Vehicles Available

Total	1,562
None	9.5%
1	31.0%
2	39.6%
3	15.0%
4	3.7%
5+	1.0%
Average Number of Vehicles Available	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



2000 Households by Type

Total	1,563
Family Households	66.9%
Married-couple Family	52.1%
With Related Children	28.2%
Other Family (No Spouse)	14.8%
With Related Children	11.3%
Nonfamily Households	33.1%
Householder Living Alone	27.7%
Householder Not Living Alone	5.4%
Households with Related Children	39.5%
Households with Persons 65+	21.8%

2000 Households by Size

Total	1,563
1 Person Household	27.7%
2 Person Household	30.1%
3 Person Household	17.1%
4 Person Household	16.0%
5 Person Household	6.8%
6 Person Household	1.8%
7+ Person Household	0.4%

2000 Households by Year Householder Moved In

Total	1,562
Moved in 1999 to March 2000	19.7%
Moved in 1995 to 1998	32.7%
Moved in 1990 to 1994	18.5%
Moved in 1980 to 1989	14.5%
Moved in 1970 to 1979	6.9%
Moved in 1969 or Earlier	7.8%
Median Year Householder Moved In	1995



2000 Housing Units by Units in Structure

Total	1,617
1, Detached	72.2%
1, Attached	2.4%
2	10.9%
3 or 4	2.1%
5 to 9	2.5%
10 to 19	5.0%
20+	4.6%
Mobile Home	0.3%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	1,617
1999 to March 2000	4.8%
1995 to 1998	12.6%
1990 to 1994	8.1%
1980 to 1989	5.1%
1970 to 1979	7.1%
1969 or Earlier	62.5%
Median Year Structure Built	1954

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



Top 3 Tapestry Segments

- 1. Main Street, USA
- 2. Cozy and Comfortable
- 3. Midlife Junction



2009 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$2,890,974
Average Spent	\$1,698.57
Spending Potential Index	68
Computers & Accessories: Total \$	\$372,695
Average Spent	\$218.97
Spending Potential Index	96
Education: Total \$	\$2,190,221
Average Spent	\$1,286.85
Spending Potential Index	103
Entertainment/Recreation: Total \$	\$5,406,400
Average Spent	\$3,176.50
Spending Potential Index	98
Food at Home: Total \$	\$7,505,667
Average Spent	\$4,409.91
Spending Potential Index	97
Food Away from Home: Total \$	\$5,478,498
Average Spent	\$3,218.86
Spending Potential Index	97
Health Care: Total \$	\$6,339,843
Average Spent	\$3,724.94
Spending Potential Index	99
HH Furnishings & Equipment: Total \$	\$3,156,752
Average Spent	\$1,854.73
Spending Potential Index	85
Investments: Total \$	\$2,334,990
Average Spent	\$1,371.91
Spending Potential Index	95
Retail Goods: Total \$	\$40,229,537
Average Spent	\$23,636.63
Spending Potential Index	92
Shelter: Total \$	\$26,011,859
Average Spent	\$15,283.11
Spending Potential Index	98
TV/Video/Sound Equipment: Total \$	\$1,978,010
Average Spent	\$1,162.17
Spending Potential Index	96
Travel: Total \$	\$3,165,484
Average Spent	\$1,859.86
Spending Potential Index	101
Vehicle Maintenance & Repairs: Total \$	\$1,535,049
Average Spent	\$901.91
Spending Potential Index	96

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

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.



Retail Goods and Services Expenditures

Evansville City, WI

US.Places Evansville city, WI

Site Type: Geography

Top Tapestry Segments:		Demographic Summary		2009	2014
Main Street, USA	39.5%	Population	4,316	4,479	
Cozy and Comfortable	30.0%	Households	1,702	1,774	
Midlife Junction	17.9%	Families	1,134	1,172	
Green Acres	12.6%	Median Age	37.5	37.9	
		Median Household Income	\$61,891	\$65,331	

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	68	\$1,698.57	\$2,890,974
Men's	65	\$310.97	\$529,272
Women's	62	\$537.81	\$915,355
Children's	71	\$292.85	\$498,438
Footwear	46	\$197.18	\$335,594
Watches & Jewelry	97	\$206.55	\$351,545
Apparel Products and Services ¹	151	\$153.22	\$260,774
Computer			
Computers and Hardware for Home Use	96	\$191.74	\$326,342
Software and Accessories for Home Use	96	\$27.23	\$46,353
Entertainment & Recreation	98	\$3,176.50	\$5,406,400
Fees and Admissions	102	\$638.15	\$1,086,135
Membership Fees for Clubs ²	102	\$174.47	\$296,946
Fees for Participant Sports, excl. Trips	103	\$114.47	\$194,832
Admission to Movie/Theatre/Opera/Ballet	99	\$150.25	\$255,724
Admission to Sporting Events, excl. Trips	100	\$58.64	\$99,812
Fees for Recreational Lessons	107	\$139.53	\$237,472
Dating Services	100	\$0.79	\$1,349
TV/Video/Sound Equipment	96	\$1,162.17	\$1,978,010
Community Antenna or Cable TV	97	\$702.51	\$1,195,667
Televisions	96	\$155.57	\$264,783
VCRs, Video Cameras, and DVD Players	96	\$24.28	\$41,321
Video Cassettes and DVDs	93	\$55.25	\$94,034
Video Game Hardware and Software	96	\$42.25	\$71,911
Satellite Dishes	80	\$0.91	\$1,554
Rental of Video Cassettes and DVDs	93	\$41.08	\$69,923
Streaming/Downloaded Video	107	\$1.15	\$1,950
Sound Equipment ³	91	\$132.70	\$225,851
Rental and Repair of TV/Radio/Sound Equipment	95	\$6.47	\$11,015
Pets	113	\$495.08	\$842,626
Toys and Games⁴	96	\$125.63	\$213,821
Recreational Vehicles and Fees⁵	92	\$327.68	\$557,717
Sports/Recreation/Exercise Equipment⁶	74	\$147.61	\$251,238
Photo Equipment and Supplies⁷	97	\$113.39	\$192,989
Reading⁸	103	\$166.78	\$283,867
Food	97	\$7,628.77	\$12,984,164
Food at Home	97	\$4,409.91	\$7,505,667
Bakery and Cereal Products	98	\$597.56	\$1,017,039
Meat, Poultry, Fish, and Eggs	96	\$1,032.60	\$1,757,479
Dairy Products	97	\$496.73	\$845,429
Fruit and Vegetables	97	\$762.09	\$1,297,075
Snacks and Other Food at Home ⁹	96	\$1,520.94	\$2,588,646
Food Away from Home	97	\$3,218.86	\$5,478,498
Alcoholic Beverages	99	\$568.72	\$967,959
Nonalcoholic Beverages at Home	95	\$429.67	\$731,295



Retail Goods and Services Expenditures

Evansville City, WI

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	95	\$1,371.91	\$2,334,990
Vehicle Loans	91	\$4,857.47	\$8,267,418
Health			
Nonprescription Drugs	91	\$95.29	\$162,180
Prescription Drugs	99	\$542.38	\$923,130
Eyeglasses and Contact Lenses	100	\$75.82	\$129,052
Home			
Mortgage Payment and Basics ¹⁰	103	\$9,406.74	\$16,010,269
Maintenance and Remodeling Services	102	\$2,162.00	\$3,679,725
Maintenance and Remodeling Materials ¹¹	97	\$400.69	\$681,979
Utilities, Fuel, and Public Services	97	\$4,374.73	\$7,445,798
Household Furnishings and Equipment			
Household Textiles ¹²	97	\$134.88	\$229,568
Furniture	95	\$605.63	\$1,030,784
Floor Coverings	105	\$91.86	\$156,346
Major Appliances ¹³	97	\$293.95	\$500,301
Housewares ¹⁴	78	\$73.56	\$125,192
Small Appliances	98	\$33.67	\$57,312
Luggage	100	\$10.10	\$17,188
Telephones and Accessories	55	\$24.50	\$41,692
Household Operations			
Child Care	97	\$425.88	\$724,856
Lawn and Garden ¹⁵	101	\$416.00	\$708,025
Moving/Storage/Freight Express	87	\$46.84	\$79,721
Housekeeping Supplies ¹⁶	96	\$699.85	\$1,191,142
Insurance			
Owners and Renters Insurance	99	\$469.80	\$799,594
Vehicle Insurance	97	\$1,193.11	\$2,030,668
Life/Other Insurance	100	\$481.66	\$819,793
Health Insurance	100	\$1,912.56	\$3,255,174
Personal Care Products ¹⁷	94	\$372.07	\$633,255
School Books and Supplies ¹⁸	94	\$105.57	\$179,674
Smoking Products	94	\$416.04	\$708,092
Transportation			
Vehicle Purchases (Net Outlay) ¹⁹	92	\$4,404.65	\$7,496,714
Gasoline and Motor Oil	93	\$2,555.05	\$4,348,687
Vehicle Maintenance and Repairs	96	\$901.91	\$1,535,049
Travel			
Airline Fares	100	\$427.31	\$727,286
Lodging on Trips	103	\$433.95	\$738,583
Auto/Truck/Van Rental on Trips	103	\$38.18	\$64,983
Food and Drink on Trips	100	\$444.83	\$757,102

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. Detail may not sum to totals due to rounding.

Source: ESRI forecasts for 2009 and 2014. Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Evansville City, WI

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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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 civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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 magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**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.

¹⁷**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, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.