

Coloma Commercial Profile

2015

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Market Area

For this profile, the primary market area used for Coloma is roughly a four mile area around the downtown area. When a four mile radius is used, there is very little overlap between primary market areas for communities in Waushara County. The secondary market area is an eight mile area around downtown Coloma. Nearly all residents of Waushara County are within eight miles of a commercial area. The market area for individual businesses varies.

The market area is based on an analysis of the distance to a full service grocery store in Waushara County that was conducted by UW-Extension for the grocery stores in the county as part of the Vision 2020 project. In a survey of low-income households in the county, 90% shop at the grocery store twice a month and about 70% shop for groceries at least once a week, indicating that the Coloma Supermarket is a daily draw to Coloma. Use of gravity modeling, Reilly's Law of Retail Gravitation, drive time analysis, and in-commuting patterns yielded similar results.

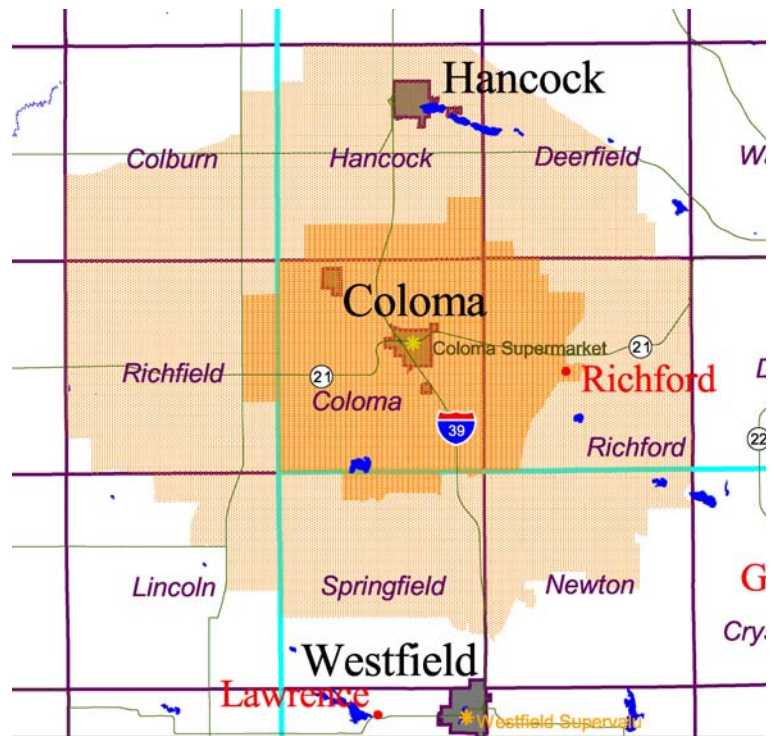
Primary Market Area

Full-time Population: 1,672
 Seasonal Home Population: 1,616
 Full-time Households: 697
 Youths: 365 / 22% of Pop.
 Seniors: 342 / 20% of Pop.

Secondary Market Area

Full-time Population: 4,290
 Seasonal Home Population: 4,204
 Full-time Households: 1,796
 Youths: 921 / 21% of Pop.
 Seniors: 924 / 22% of Pop.
 Campsites: 1,200
 Max # of Campers: 8,490

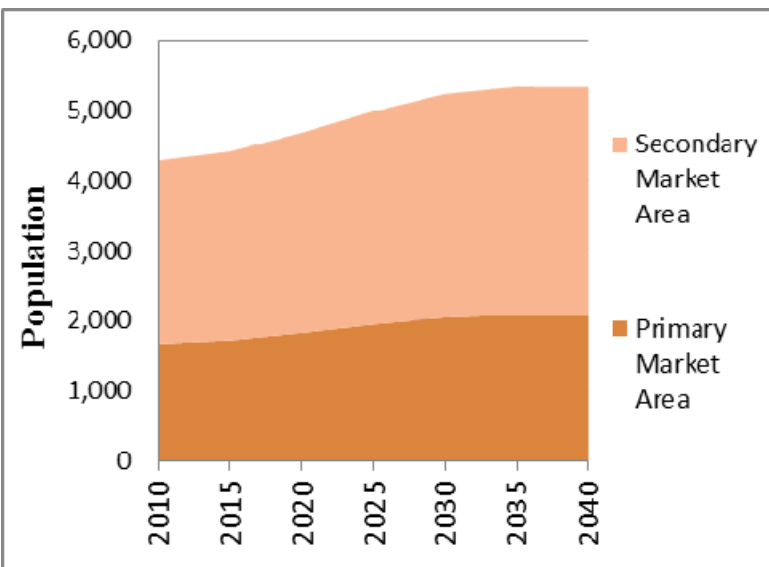
Sources: US Census-2010 Census Count and American Community Survey 2009-2013, US Dept of Labor -2012 Consumer Expenditure Survey (Rural), Waushara County Public Health Department, Campgrounds, UW-Extension Waushara County



Primary and Secondary Market Areas for Coloma Supermarket

UW-Extension Waushara County 2014

- Full Service Grocery
- Neighboring Full Service Groceries
- Unincorporated Village
- Highways
- Major Lakes and Rivers
- Primary Market Area for Coloma
- Secondary Market Area for Coloma
- County Boundaries
- Towns
- Cities and Villages



Sources: US Census-2010 Census Count, WI Dept of Administration, UW-Extension Waushara Cty

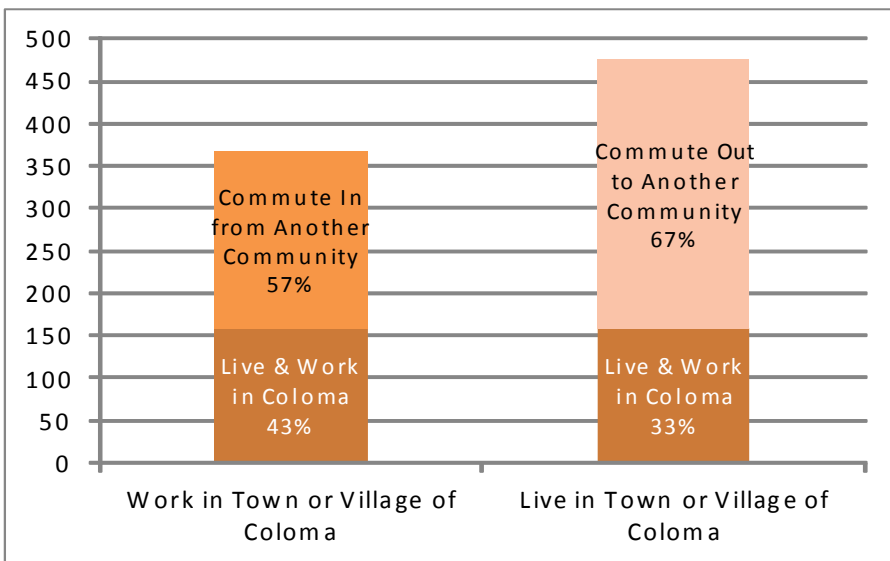
Median Household Income

Village of Coloma	\$ 43,600
Town of Coloma	40,500
Town of Colburn	40,400
Village of Hancock	29,300
Town of Hancock	44,500
Town of Deerfield	51,900
Town of Richford	37,100
Town of Newton	43,700
Town of Springfield	50,500
Town of Lincoln	47,300
Town of Richfield	31,250
Wisconsin	52,400

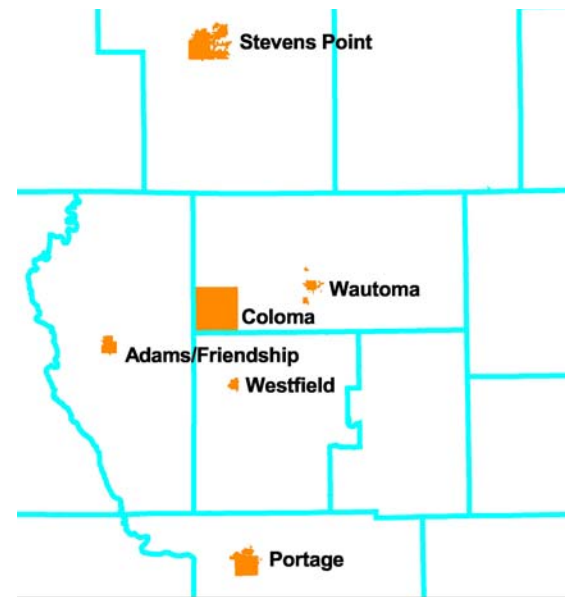
Aggregate Annual Household Income

Village and Town of Coloma: \$ 25 Million

Villages of Coloma and Hancock and Towns of Coloma, Colburn, Hancock, Deerfield, Richford, Newton, Springfield, Lincoln, and Richfield: \$ 120 Million



Source: US Census American Community Survey 2009-2013

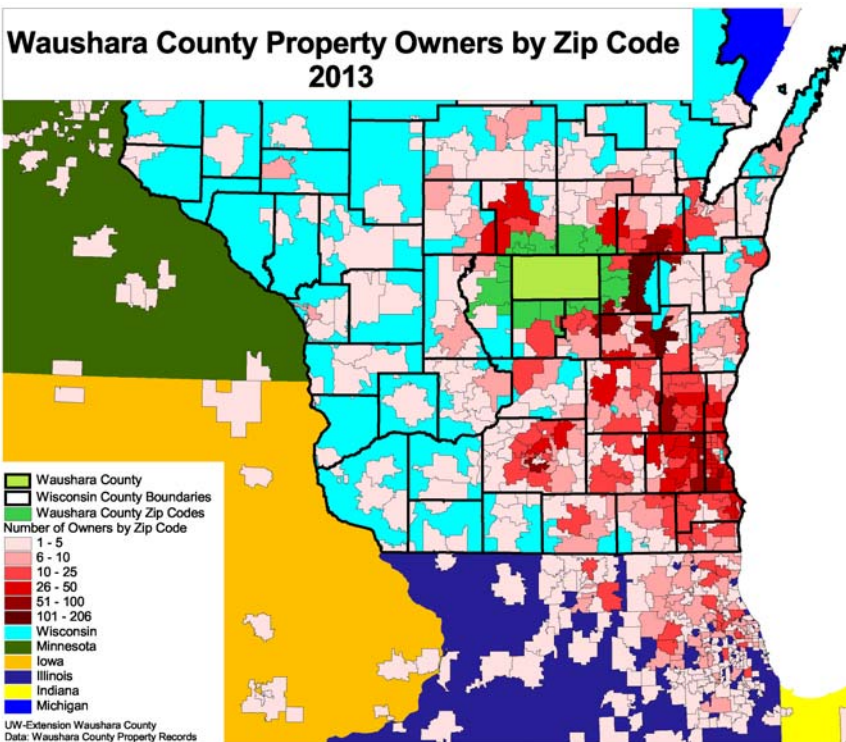


Top Commuter Destination for Coloma Residents

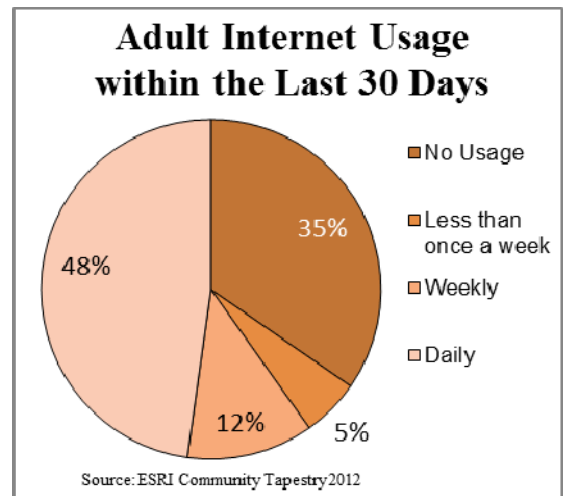
County Boundaries
Community

UW-Extension Waushara County 2013

Source: US Census American Community Survey 2009-2013



Tourists A tourism study of the Tri-County area found that the biggest concentration of tourist visiting Waushara County come from the Fox Valley, Milwaukee, and Chicago areas. An analysis of out-of-county property owners yields similar results. The tourism study found that the average tourists to the area are couples between the age of 30 and 60, who come to the area for the small town atmosphere and the area's peaceful nature and beauty.



Community Tapestry data from ESRI Business Information Solutions divides the households in the Coloma secondary market area into four lifestyle segments. This data is based on applying a national survey to the demographics of the area.

Ethnicity/Ancestry

The primary municipalities contained within the market area for Coloma the Towns of Colburn, Hancock, Deerfield, Richfield, Coloma, Richford, Springfield, and the Villages of Hancock and Coloma. Close to half (42%) of the population in these municipalities is of German ancestry according to the US Census 2011 American Community Survey (5-year estimate). Other major ethnic groups are Irish (12%), Polish (12%), English (7%), and Norwegian (6%). The primary market area is 3% Hispanic (42 people). The secondary market area is 4% Hispanic (171 people). There is a significant Amish and Mennonite population in the market area with the largest population in the Town of Richford. There were 336 people in Waushara County associated with the Amish and Mennonite religions.