

Coloma Commercial Profile 2018

Patrick Nehring, University of Wisconsin-Extension Waushara County

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 surveys 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. This would indicate that grocery sales would be 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.

Sources: UW-Extension Waushara County and Vision 2020, - Waushara County Food System and Access Study 2009-2011 and Low Income Food Access Survey 2014

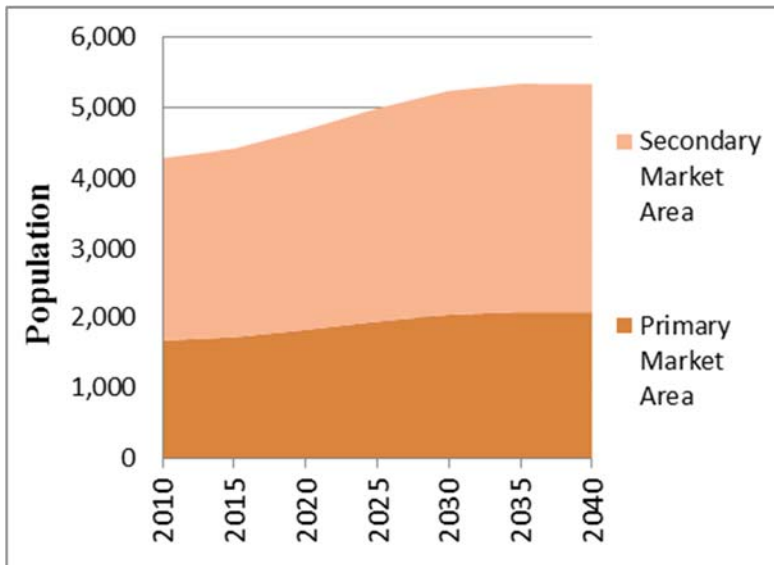
Primary Market Area

Full-time Population: 1,564
Seasonal Home Population: 1,100
Full-time Households: 608
Youths: 293 / 19% of Pop.
Seniors: 347 / 22% of Pop.

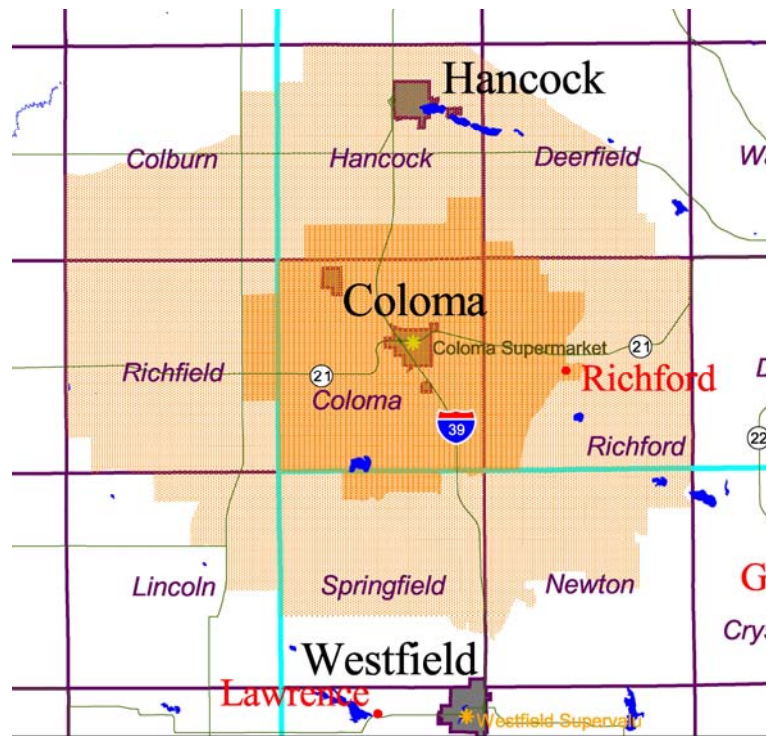
Secondary Market Area

Full-time Population: 4,581
Seasonal Home Population: 4,132
Full-time Households: 1,760
Youths: 983 / 21% of Pop.
Seniors: 1,061 / 23% of Pop.
Campsites: 1,200
Max # of Campers: 8,490

Sources: US Census-2010 Census Count and American Community Survey 2012-2016, Waushara County Public Health Department, Campgrounds, UW-Extension Waushara County



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



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

Median Household Income

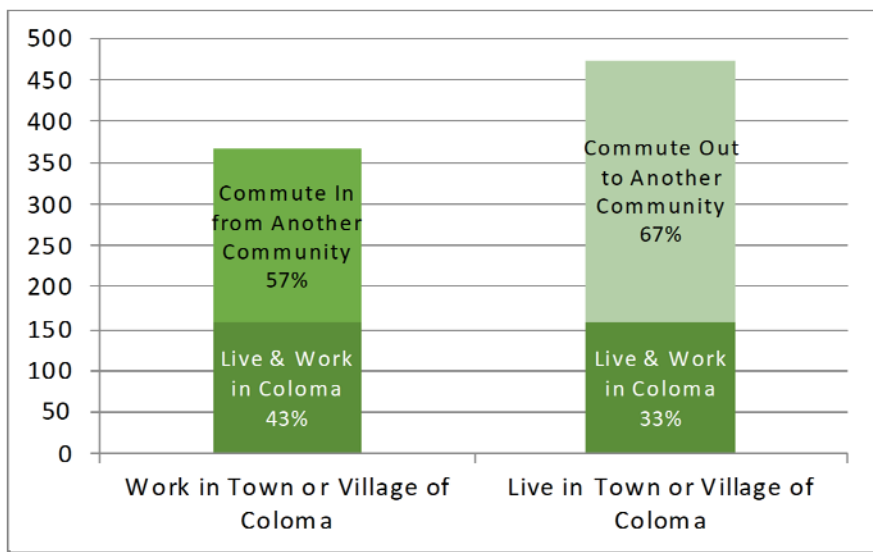
Village of Coloma	\$ 42,800
Town of Coloma	44,300
Town of Colburn	40,400
Village of Hancock	30,600
Town of Hancock	53,000
Town of Deerfield	47,600
Town of Richford	45,700
Town of Newton	47,900
Town of Springfield	48,400
Town of Lincoln	48,800
Town of Richfield	43,100
Wisconsin	54,600

Aggregate Annual Household Income

Village and Town of Coloma: \$ 24 Million

Villages of Coloma and Hancock and Towns of Coloma, Colburn, Hancock, Deerfield, Richford, Newton, Springfield, Lincoln, and Richfield: \$ 127 Million

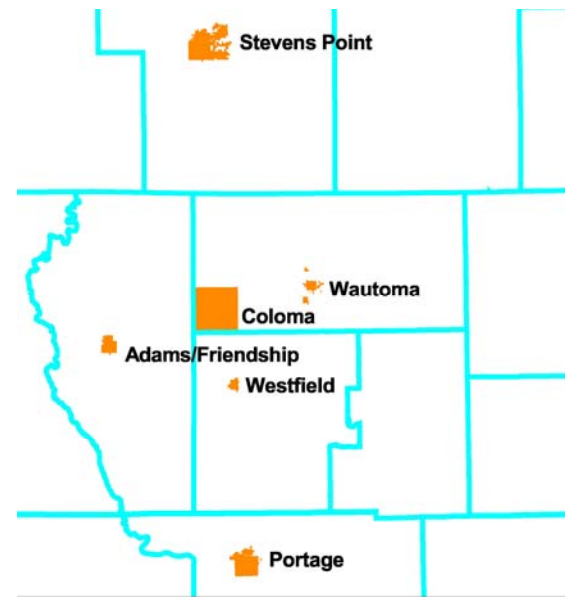
Source: US Census American Community Survey 5-Year Estimate (2012-2016)



Source: US Census American Community Survey 2009-2013

2015 Annual Average Daily Traffic Count
 Hwy 21/Follett Dr between 1st and Madison St: 4,200 vehicles

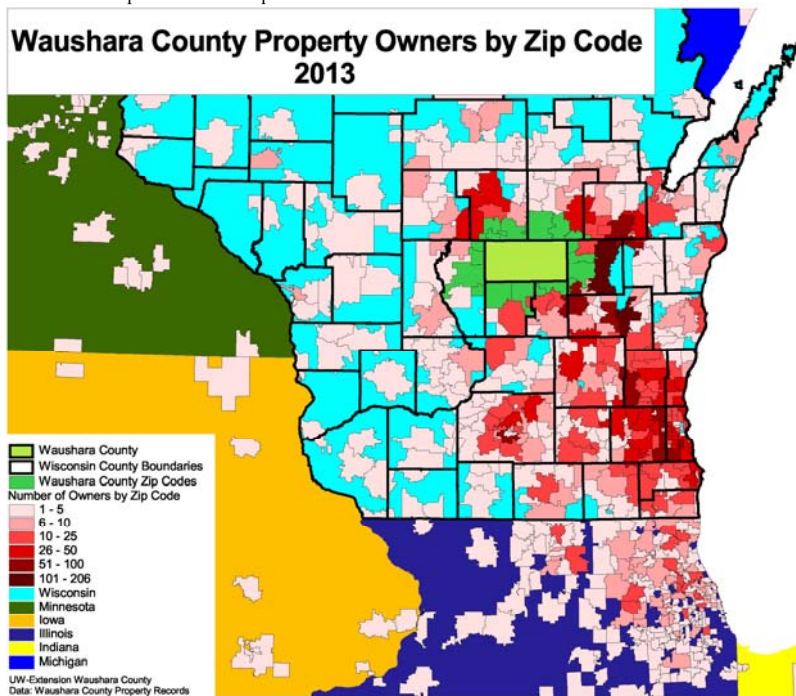
Source: Wisconsin Department of Transportation



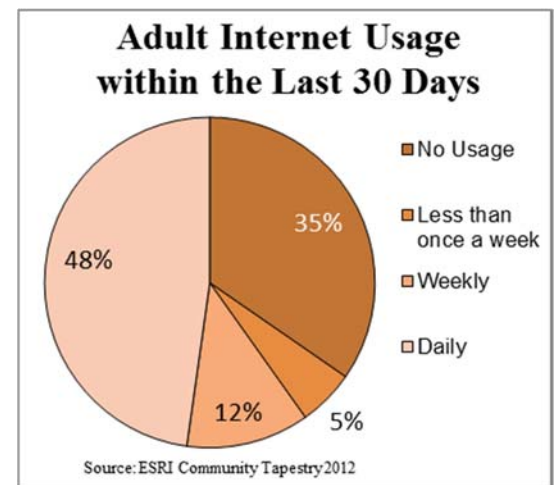
Top Commuter Destination for Coloma Residents

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 the Coloma Super Market are the Towns of Colburn, Hancock, Deerfield, Richfield, Coloma, Richford, Springfield, and the Villages of Hancock and Coloma. Close to half (45%) of the population in these municipalities is of German ancestry according to the US Census 2016 American Community Survey (5-year estimate). Other major ethnic groups are Irish (11%), Polish (10%), English (7%), Norwegian (4%), and French (4%). Within these municipalities 5% of the population is Hispanic, primarily (92%) of Mexican ancestry.

US Census American Community Survey 5-Year Estimate (2012-2016)

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. Association of Statisticians of American Religious Bodies 2010

For more information and assistance contact:

Patrick Nehring
 University of Wisconsin-Extension Waushara County
 209 S Ste Marie Street
 PO Box 487
 Wautoma, WI 54982
 (920) 787-0416
 patrick.nehring@ces.uwex.edu

