

# Redgranite Commercial Profile

## 2018

Patrick Nehring, UW-Madison Extension Waushara County

### Market Area

For this profile, the primary market area used for Redgranite is roughly a four mile area around the Redgranite grocery store. 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 Redgranite. 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 Redgranite. Use of gravity modeling, Reilly's Law of Retail Gravitation, drive time analysis, and in-commuting patterns yielded similar results. Data for this market area is only available for 2010, so information is provided for the four municipalities contained in the market area.

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

### 2018

#### Redgranite Area\*

Towns of Leon and Warren, Villages of Lohrville and Redgranite

Full-time Population: 3,525

Seasonal Home Population: 1,352

Full-time Households: 1,575

Youths: 672 / 19% of Pop.

Seniors: 1,011 / 29% of Pop.

Lodging Rooms: 46

Max # if Lodgers: 101

Campsites: 293

Max # of Campers: 1,026

Sources: US Census American Community Survey 2013-2017, Waushara County Public Health Department, Campgrounds, UW-Madison Extension Waushara County

\*Does not include inmates at the Redgranite Correctional Institute.

### 2010

#### Primary Market Area\*

Full-time Population: 3,955

Seasonal Home Population: 1,252

Full-time Households: 853

Youths: 605 / 15% of Pop.

Seniors: 619 / 16% of Pop.

#### Secondary Market Area\*

Full-time Population: 7,773

Seasonal Home Population: 6,368

Full-time Households: 2,757

Youths: 1,428 / 18% of Pop.

Seniors: 1,755 / 23% of Pop.

Lodging Rooms: 77

Max # of Lodgers: 169

Campsites: 293

Max # of Campers: 1,026

Sources: US Census-2010 Census, Waushara County Public Health Dept, Campgrounds, UW-Extension Waushara County

### Median Household Income\*

Town of Leon \$ 58,750

Town of Warren 53,750

Village of Lohrville 37,656

Village of Redgranite 40,524

Wisconsin 56,800

### Aggregate Annual

### Household Income\*

Towns of Leon and

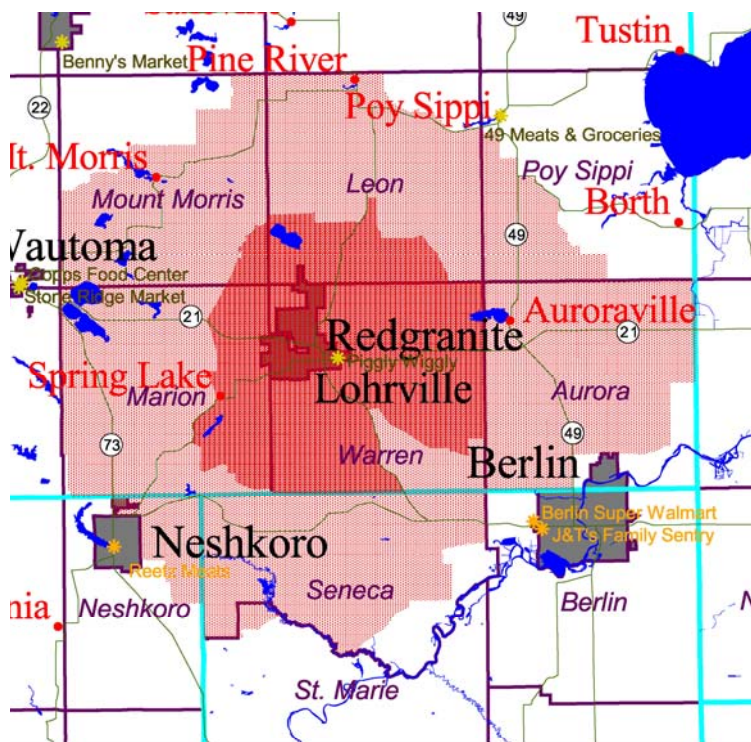
Warren, Villages of

Lohrville and

Redgranite :

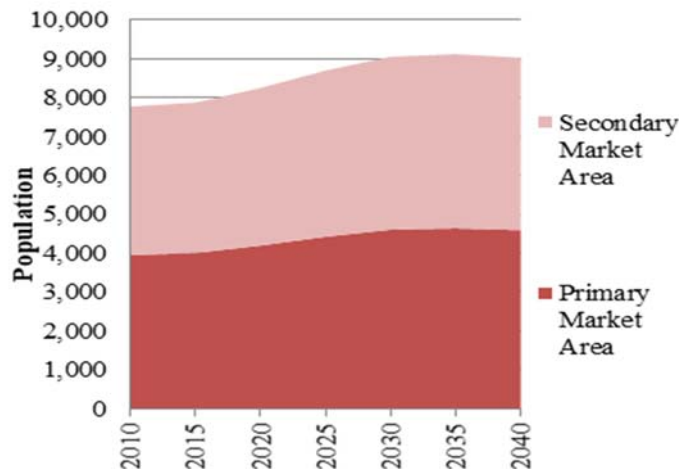
\$ 87 Million

Source: US Census American Community Survey 5-Year Estimate (2013-2017)



### Primary and Secondary Market Areas for Lucassen's Piggly Wiggly

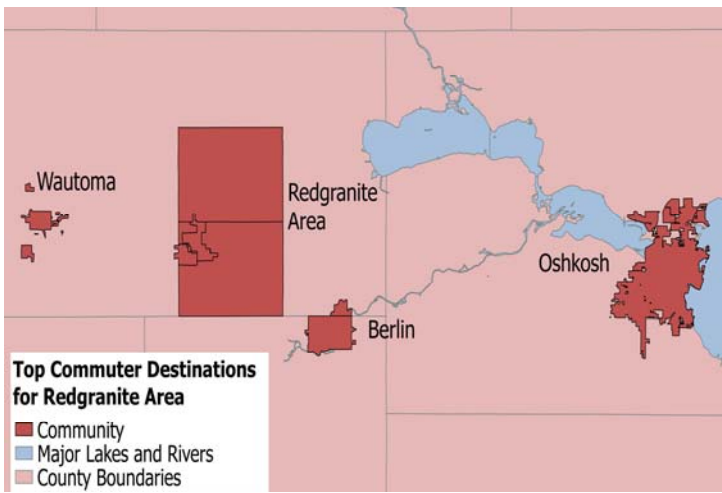
UW-Extension Waushara County 2014



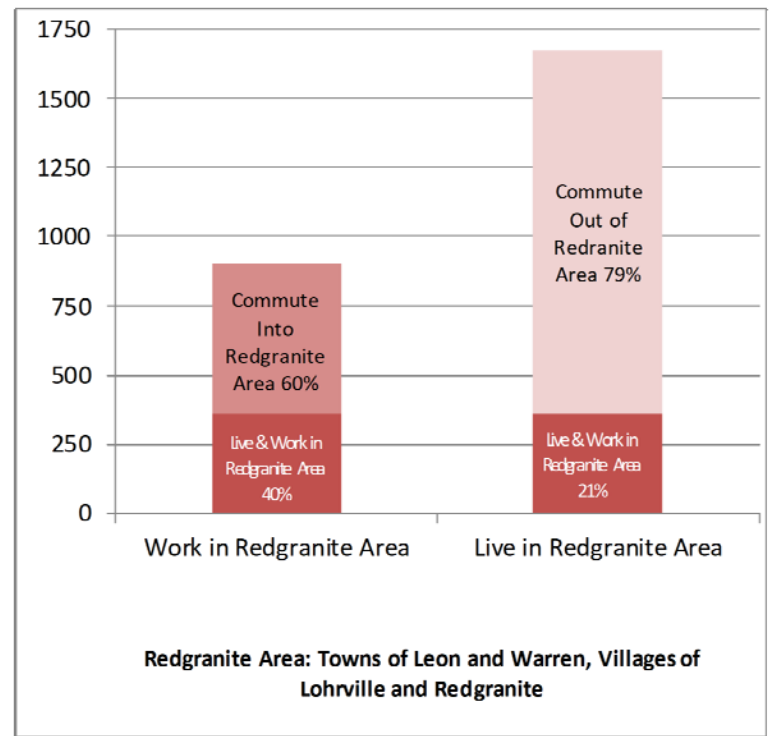
Sources: 2010 Census and WisDept of Administration



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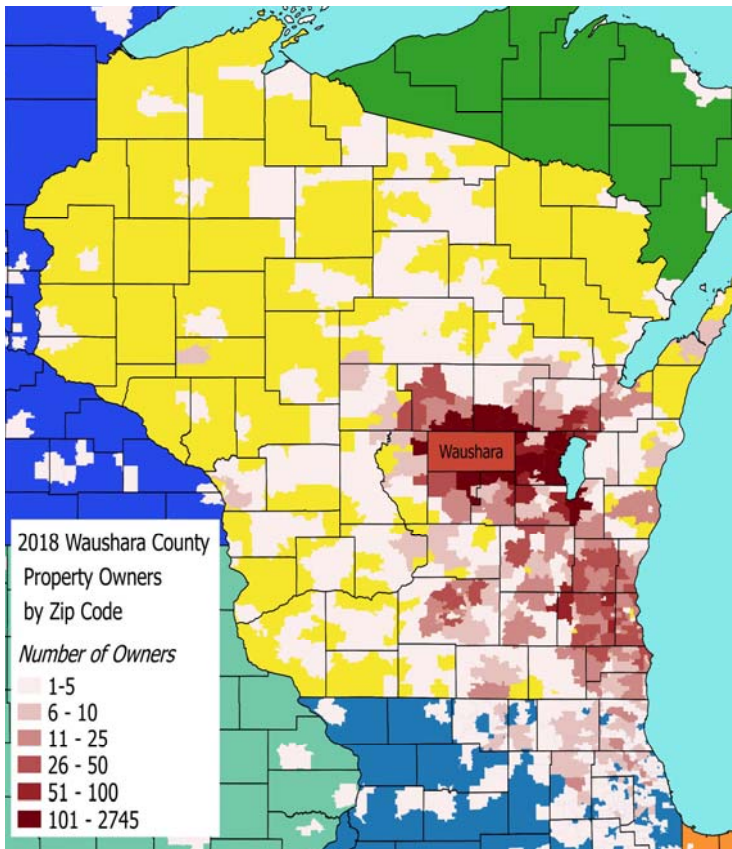


Source: US Census American Community Survey 2011-2015



Source: US Census American Community Survey 2011-2015

**Redgranite Area: Towns of Leon and Warren, Villages of Lohrville and Redgranite**



Source: Waushara County Property Records

**2018 Annual Average Daily Traffic Count for Bannerman Avenue (Highway 21)**

- Between Bonnell Avenue and Foster Road: 6,200 vehicles per day
- Between Foster Road and Pine River Street: 7,400 vehicles per day
- Between Pine River Street and Maple Avenue: 7,100 vehicles per day

Source: Wisconsin Department of Transportation

**Ethnicity/Ancestry**

The primary municipalities contained within the market area for Redgranite are the Towns of Leon and Warren, and Villages of Lohrville and Redgranite. Close to half of the population (40%) in these municipalities is of German ancestry according to the US Census 2017 American Community Survey (5-year estimate). Other major ethnic groups are Polish (10%), Irish (10%), English (5%), Norwegian (4%), French (4%) and Italian (3%). Within these municipalities 4% of the population is Hispanic, primarily (75%) of Mexican ancestry.

US Census American Community Survey 5-Year Estimate (2013-2017)

There is a significant Amish and Mennonite population near the market area. There were 336 people in Waushara County associated with the Amish and Mennonite religions.

Association of Statisticians of American Religious Bodies 2010

**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.

Source: 2010 Visitor Study for Green Lake, Marquette, and Waushara Counties

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**For more information and assistance contact:**

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