

Wautoma Commercial Profile 2018

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Market Area

For this profile, the primary market area used for Wautoma is roughly a four mile area around the Wautoma grocery stores. 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 Wautoma. 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 Wautoma. 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 five 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

2017

Wautoma Area

Towns of Dakota, Marion, Mt Morris, Wautoma and City of Wautoma

Full-time Population: 7,493

Seasonal Home Population: 6,100

Full-time Households: 3,289

Youths: 1,429 / 19% of Pop.

Seniors: 2,015 / 27% of Pop.

Lodging Rooms: 175

Max # if Lodgers: 385

Campsites: 60

Max # of Campers: 210

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

2010

Primary Market Area

Full-time Population: 5,426

Seasonal Home Population: 3,584

Full-time Households: 2,338

Youths: 1,162 / 21% of Pop.

Seniors: 1,136 / 21% of Pop.

Secondary Market Area*

Full-time Population: 10,076

Seasonal Home Population: 8,588

Full-time Households: 4,345

Youths: 2,017 / 20% of Pop.

Seniors: 2,274 / 23% of Pop.

Lodging Rooms: 160

Max # of Lodgers: 352

Campsites: 533

Max # of Campers: 1,865

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

*Does not include inmates at the Redgranite Correctional Institute.

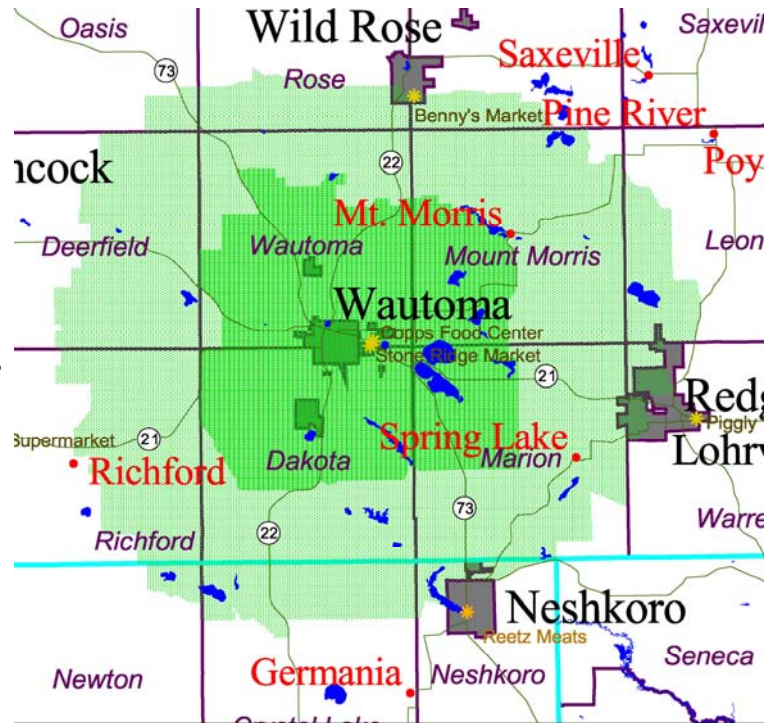
Median Household Income

City of Wautoma	\$ 25,900
Town of Wautoma	51,900
Town of Mt Morris	54,800
Town of Marion	54,300
Town of Wautoma	53,200
Wisconsin	56,800

Aggregate Annual Household Income

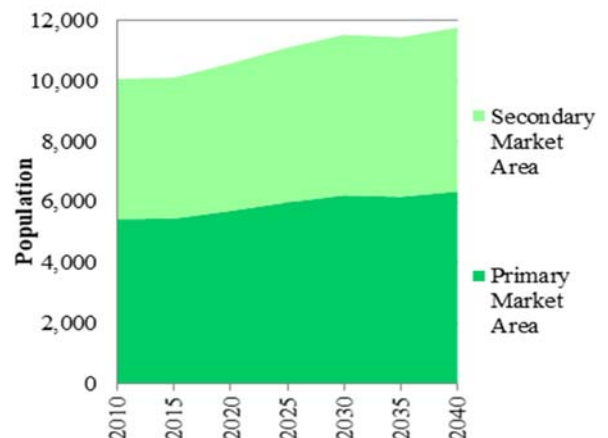
Towns of Dakota, Marion, Mt Morris, Wautoma and City of Wautoma:
\$ 203 Million

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



Primary and Secondary Market Areas for Wautoma Grocery Stores

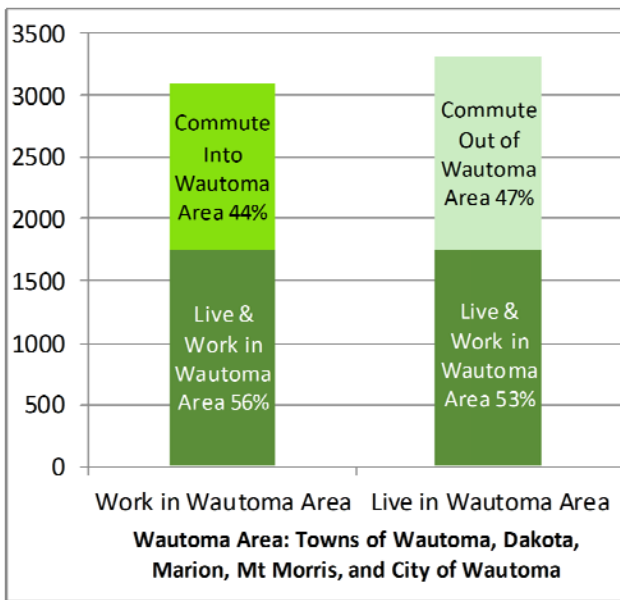
UW-Extension Waushara County 2014



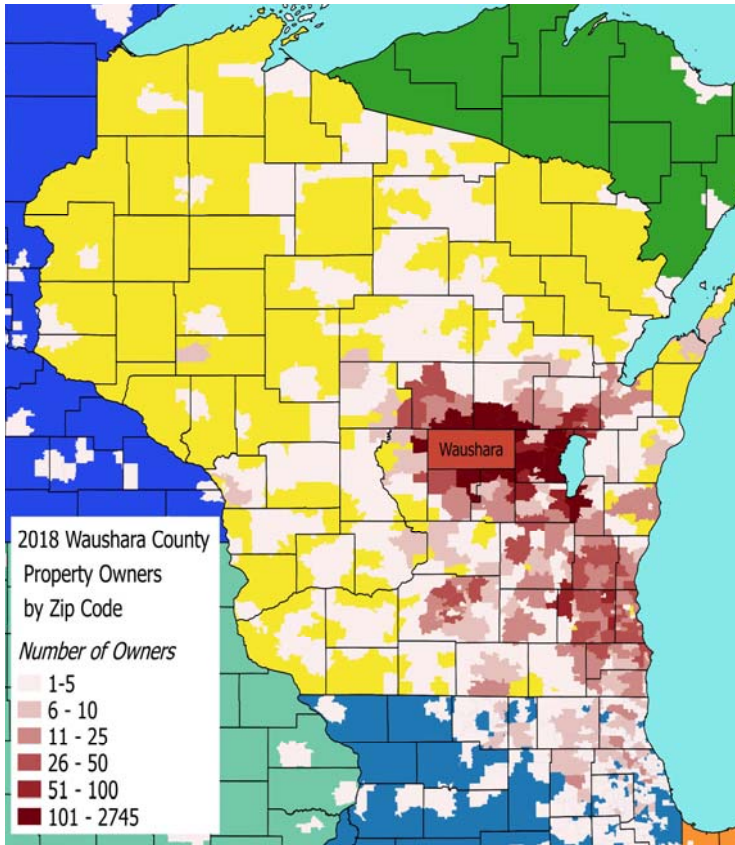
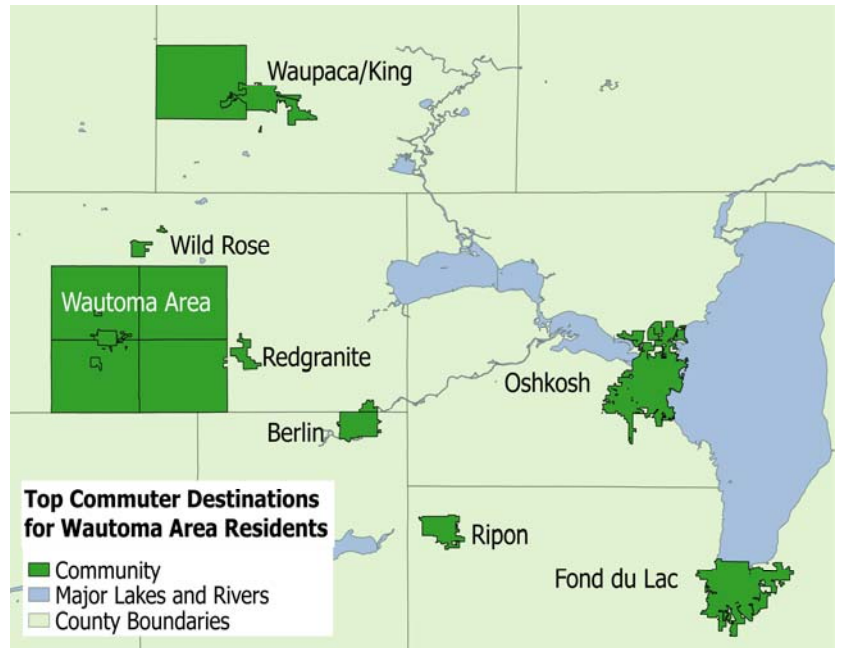
Sources: 2010 Census and Wis Dept of Administration



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Source: US Census American Community Survey 2011-2015



2018 Annual Average Daily Traffic Count for Main Street (Highway 21/73)

- Between Century Drive and Division Street: 9,800 vehicles per day
- Between Townline Rd and Bean Street: 9,900 vehicles per day
- Between Ste Marie Street and Waupaca Street: 9,200 vehicles per day
- Between Waupaca Street and Cambridge Street: 9,800 vehicles per day

Source: Wisconsin Department of Transportation

Ethnicity/Ancestry

The primary municipalities contained within the market area for the grocery stores in Wautoma are the Towns of Wautoma, Marion, Dakota, Mt Morris, and City of Wautoma. Close to half of the population (46%) 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 (11%), Irish (8%), English (7%), and Norwegian (6%). Within these municipalities 8% of the population is Hispanic, primarily (94%) of Mexican ancestry.

US Census American Community Survey 5-Year Estimate (20013-2017)

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.

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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:

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