2020 Census Profile

Fort Atkinson City, WI
Fort Atkinson City, WI (5526675)
Geography: Place

	2010		2020		2025		Annual Rate		
	Number	Percent	Number	Percent	Number	Percent	2000-20	2010-20	2020-24
Total Population	12,428	100.0%	12,589	100.0%	12,275	100.0%	0.37%	0.13%	-0.48%
Household Population	12,174	98.0%	12,369	98.3%	12,069	98.3%	0.37%	0.16%	-0.47%
Group Quarters	254	2.0%	220	1.8%	206	1.7%	0.31%	-1.43%	-1.24%
Population Density	2,125.6	-	2,153.2	-	2,099.5	-			
Total Housing Units	5,460	100.0%	5,594	100.0%	5,594	100.0%	0.54%	0.24%	0.00%
Total Households	5,153		5,349		5,362		0.55%	0.37%	0.05%
Total Vacant	307	5.6%	245	4.4%	232	4.2%	0.45%	-2.23%	-1.03%
Average Household Size	2.36	-	2.31	-	2.25	-	-		-

	2020					
Population by Race	Total		Non-Hispanic		Hispanic	
	Number	Percent	Number	Percent	Number	Percent
Total	12,589	100.0%	11,259	89.4%	1,330	10.6%
Population Reporting One Race	11,706	93.0%	10,812	96.0%	894	67.2%
White	10,808	85.8%	10,519	93.4%	289	21.7%
Black	129	1.0%	122	1.1%	7	0.5%
American Indian	54	0.4%	23	0.2%	31	2.3%
Asian	120	0.9%	120	1.1%	0	0.0%
Pacific Islander	2	0.0%	0	0.0%	2	0.1%
Some Other Race	593	4.7%	28	0.3%	565	42.5%
Population Reporting Two or More Races	883	7.0%	447	4.0%	436	32.8%
Diversity Index	39.6	-		-	-	-

Data Note: Hispanic population can be of any race. Population density is measured in square miles. Esri's Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Source: U.S. Census Bureau. U.S. Census Bureau 2020 decennial Census data.

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Population 18+ by Race	2020 Total		Non-Hispanic		Hispanic	
	Number	Percent	Number	Percent	Number	Percent
Total	9,775	77.7%	8,976	79.7%	799	60.1%
Population Reporting One Race	9,230	73.3%	8,686	77.2%	544	40.9%
White	8,615	68.4%	8,463	75.2%	152	11.4%
Black	96	0.8%	92	0.8%	4	0.3%
American Indian	46	0.4%	22	0.2%	24	1.8%
Asian	94	0.8%	94	0.8%	0	0.0%
Pacific Islander	2	0.0%	0	0.0%	2	0.1%
Some Other Race	377	3.0%	15	0.1%	362	27.2%
Population Reporting Two or More Races	545	4.3%	290	2.6%	255	19.2%

Population <18 by Race	2020 Total		Non-Hispanic		Hispanic	
	Number	Percent	Number	Percent	Number	Percent
Total	2,814	22.4%	2,283	20.3%	531	39.9%
Population Reporting One Race	2,476	19.7%	2,126	18.9%	350	26.3%
White	2,193	17.4%	2,056	18.3%	137	10.3%
Black	33	0.3%	30	0.3%	3	0.2%
American Indian	8	0.1%	1	0.0%	7	0.5%
Asian	26	0.2%	26	0.2%	0	0.0%
Pacific Islander	0	0.0%	0	0.0%	0	0.0%
Some Other Race	216	1.7%	13	0.1%	203	15.3%
Population Reporting Two or More Races	338	2.7%	157	1.4%	181	13.6%

Population by Sex	Number	Percent
Male	6,080	48.3%
Female	6,509	51.7%

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Group Quarters Population	2020 Number	2020 Percent
Total	220	100.0%
Institutionalized population	48	21.8%
Correctional facilities for adults	0	0.0%
Juvenile facilities	0	0.0%
Nursing facilities/Skilled-nursing facilities	48	21.8%
Other institutional facilities	0	0.0%
Noninstitutionalized population	172	78.2%
College/University student housing	0	0.0%
Military Quarters	0	0.0%
Other noninstitutional facilities	172	78.2%

Population by Age		
Total	12,589	100.0%
Age 0 - 4	687	5.5%
Age 5 - 9	718	5.7%
Age 10 - 14	857	6.8%
Age 15 - 19	794	6.3%
Age 20 - 24	605	4.8%
Age 25 - 29	774	6.2%
Age 30 - 34	844	6.7%
Age 35 - 39	881	7.0%
Age 40 - 44	810	6.4%
Age 45 - 49	782	6.2%
Age 50 - 54	786	6.2%
Age 55 - 59	830	6.6%
Age 60 - 64	850	6.8%
Age 65 - 69	795	6.3%
Age 70 - 74	594	4.7%
Age 75 - 79	403	3.2%
Age 80 - 84	283	2.3%
Age 85+	296	2.4%
Age 18+	9,775	77.7%
Age 65+	2,371	18.8%

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Households by Type	2020 Number	2020 Percent
Total	5,349	100.0%
Married Couple Households	2,256	42.2%
With Own Children <18	850	15.9%
Without Own Children <18	1,406	26.3%
Cohabitating Couple Households	473	8.8%
With Own Children <18	160	3.0%
Without Own Children <18	313	5.8%
Male Householder, No Spouse/Partner	1,051	19.6%
Living Alone	757	14.2%
65 Years and over	258	4.8%
With Own Children <18	97	1.8%
Without Own Children <18, With Relatives	114	2.1%
No Relatives Present	83	1.6%
Female Householder, No Spouse/Partner	1,569	29.3%
Living Alone	1,016	19.0%
65 Years and over	519	9.7%
With Own Children <18	280	5.2%
Without Own Children <18, With Relatives	205	3.8%
No Relatives Present	68	1.3%

Households by Size		
Total	5,349	100.0%
1 Person	1,773	33.1%
2 People	1,843	34.5%
3 People	752	14.1%
4 People	599	11.2%
5 People	239	4.5%
6 People	91	1.7%
7+ People	52	1.0%

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Source: U.S. Census Bureau. U.S. Census Bureau 2020 decennial Census data.

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Population by Relationship	2020 Number	2020 Percent
Total	12,589	100.0%
In Households	12,369	98.3%
Householder	5,358	43.3%
Opposite-Sex Spouse	2,233	18.1%
Same-Sex Spouse	17	0.1%
Opposite-Sex Unmarried Partner	473	3.8%
Same-Sex Unmarried Partner	9	0.1%
Biological Child	3,183	25.7%
Adopted Child	45	0.4%
Stepchild	206	1.7%
Grandchild	137	1.1%
Brother or Sister	82	0.7%
Parent	86	0.7%
Parent-in-law	18	0.1%
Son-in-law or Daughter-in-law	25	0.2%
Other Relatives	82	0.7%
Foster Child	9	0.1%
Other Nonrelatives	406	3.3%

Households by Age of Householder		
Total	5,349	100.0%
Householder Age 15-24	162	3.0%
Householder Age 25-34	795	14.9%
Householder Age 35-44	912	17.0%
Householder Age 45-54	942	17.6%
Householder Age 55-59	488	9.1%
Householder Age 60-64	542	10.1%
Householder Age 65-74	854	16.0%
Householder Age 75-84	443	8.3%
Householder Age 85+	211	3.9%

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Family Households by Race of Householder	2020 Number	2020 Percent
Total	3,140	100.0%
Householder is White Alone	2,824	52.8%
Householder is Black Alone	18	0.3%
Householder is American Indian Alone	10	0.2%
Householder is Asian Alone	25	0.5%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	113	2.1%
Householder is Two or More Races	149	2.8%
Households with Hispanic Householder	248	4.6%

Nonfamily Households by Race of Householder		
Total	2,209	100.0%
Householder is White Alone	2,045	38.2%
Householder is Black Alone	16	0.3%
Householder is American Indian Alone	8	0.1%
Householder is Asian Alone	11	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	46	0.9%
Householder is Two or More Races	83	1.6%
Households with Hispanic Householder	88	1.6%

Total Housing Units by Occupancy		
Total	5,594	100.0%
Occupied Housing Units	96	95.6%
Vacant Housing Units	245	4.4%
For Rent	81	33.1%
Rented, not Occupied	6	2.5%
For Sale Only	36	14.7%
Sold, not Occupied	8	3.3%
For Seasonal/Recreational/Occasional Use	38	15.5%
For Migrant Workers	0	0.0%
Other Vacant	76	31.0%

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Source: U.S. Census Bureau. U.S. Census Bureau 2020 decennial Census data.

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Owner-Occupied Housing Units by Race of Householder	2020 Number	2020 Percent
Total	3,326	100.0%
Householder is White Alone	3,147	94.6%
Householder is Black Alone	6	0.2%
Householder is American Indian Alone	4	0.1%
Householder is Asian Alone	25	0.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	42	1.3%
Householder is Two or More Races	102	3.1%
Hispanic Householder	97	2.9%

Renter-Occupied Housing Units by Race of Householder		
Total	2,023	100.0%
Householder is White Alone	1,722	85.1%
Householder is Black Alone	28	1.4%
Householder is American Indian Alone	14	0.7%
Householder is Asian Alone	11	0.5%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	117	5.8%
Householder is Two or More Races	130	6.4%
Hispanic Householder	239	11.8%

Data Note: Hispanic population can be of any race. Population density is measured in square miles. Esri's Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Source: U.S. Census Bureau. U.S. Census Bureau 2020 decennial Census data.

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ACS Population Summary

Fort Atkinson City, WI
Fort Atkinson City, WI (5526675)
Geography: Place

Totals	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total Population	12,490		30	
Total Households	5,394		234	
Total Housing Units	5,701		232	
Household Size and Type				
Households with Pop 65+	1,703	31.6%	235	
1-Person	787	14.6%	182	
2+ Person Family	907	16.8%	214	
2+ Person Nonfamily	9	0.2%	14	
Households with No Pop 65+	3,691	68.4%	243	
1-Person	846	15.7%	200	
2+ Person Family	2,276	42.2%	234	
2+ Person Nonfamily	569	10.5%	164	
Household Type by Relatives and Non-relatives				
Total	12,218	100.0%	34	
In Family Households	9,279	75.9%	412	
In Married-Couple Family	7,498	61.4%	652	
Relatives	7,485	61.3%	654	
Nonrelatives	13	0.1%	22	
In Male Householder-No Spouse Present-Family	814	6.7%	363	
Relatives	715	5.9%	337	
Nonrelatives	99	0.8%	58	
In Female Householder-No Spouse Present	967	7.9%	410	
Relatives	884	7.2%	349	
Nonrelatives	83	0.7%	85	
In Nonfamily Households	2,939	24.1%	408	
Households by Disability Status				
Total	5,394	100.0%	234	
With 1+ Persons w/Disability	1,198	22.2%	267	
With No Person w/Disability	4,196	77.8%	327	

Source: U.S. Census Bureau, 2019-2023 American Community Survey. Reliability: high medium low © 2025 Esri

Population Age 3+ by School Enrollment	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	12,229	100.0%	122	
Enrolled in school	2,538	20.8%	331	
Enrolled in nursery school, preschool	147	1.2%	98	
Public school	79	0.6%	67	
Private school	68	0.6%	56	
Enrolled in kindergarten	137	1.1%	70	
Public school	86	0.7%	57	
Private school	51	0.4%	43	
Enrolled in grade 1 to grade 4	532	4.4%	189	
Public school	428	3.5%	171	
Private school	104	0.9%	70	
Enrolled in grade 5 to grade 8	545	4.5%	167	
Public school	466	3.8%	165	
Private school	79	0.6%	57	
Enrolled in grade 9 to grade 12	739	6.0%	186	
Public school	713	5.8%	187	
Private school	26	0.2%	29	
Enrolled in college undergraduate years	272	2.2%	119	
Public school	248	2.0%	115	
Private school	24	0.2%	34	
Enrolled in graduate or professional school	166	1.4%	108	
Public school	140	1.1%	103	
Private school	26	0.2%	30	
Not enrolled in school	9,691	79.2%	422	

Households by Presence of People Under 18 by Household Type				
Households with one or more people under 18 years	1,341	24.9%	196	
Family households	1,341	24.9%	196	
Married-couple family	860	15.9%	145	
Male householder, no wife present	208	3.9%	137	
Female householder, no husband present	273	5.1%	117	
Nonfamily households	0	0.0%	16	
Households with no people under 18 years	4,053	75.1%	303	
Married-couple family	1,651	30.6%	279	
Other family	191	3.5%	105	
Nonfamily households	2,211	41.0%	290	

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Households by Poverty Status	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	5,394	100.0%	234	
Income in the past 12 months below poverty level	415	7.7%	146	
Married-couple family	78	1.4%	61	
Other-Male householder (no wife present)	15	0.3%	22	
Female householder (no husband present)	64	1.2%	47	
Nonfamily household - male householder	99	1.8%	80	
Nonfamily household - female householder	159	2.9%	91	
Income past 12 months at or above poverty level	4,979	92.3%	257	
Married-couple family	2,433	45.1%	273	
Other-Male householder (no wife present)	297	5.5%	151	
Female householder (no husband present)	296	5.5%	130	
Nonfamily household - male householder	944	17.5%	218	
Nonfamily household - female householder	1,009	18.7%	203	
Poverty Index	62			

Households by Public Assistance and Other Income				
Total	5,394	100.0%	234	
With public assistance income	36	0.7%	28	
No public assistance income	5,358	99.3%	234	
With Food Stamps/SNAP	472	8.8%	131	
With No Food Stamps/SNAP	4,922	91.2%	266	
Social Security Income	1,742	32.3%	221	
No Social Security Income	3,652	67.7%	239	
Retirement Income	1,375	25.5%	212	
No Retirement Income	4,019	74.5%	263	

Population by Ratio of Income to Poverty				
Total	12,437	100.0%	39	
Under .50	528	4.2%	223	
.50 to .99	356	2.9%	165	
1.00 to 1.24	489	3.9%	256	
1.25 to 1.49	545	4.4%	362	
1.50 to 1.84	890	7.2%	300	
1.85 to 1.99	441	3.5%	262	
2.00 and over	9,188	73.9%	530	

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Households by Type and Size	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Family Households	3,183	59.0%	270	
2-Person	1,648	30.6%	295	
3-Person	700	13.0%	225	
4-Person	442	8.2%	131	
5-Person	327	6.1%	123	
6-Person	41	0.8%	34	
7+ Person	25	0.5%	31	
Nonfamily Households	2,211	41.0%	290	
1-Person	1,633	30.3%	254	
2-Person	512	9.5%	152	
3-Person	50	0.9%	60	
4-Person	0	0.0%	16	
5-Person	0	0.0%	16	
6-Person	0	0.0%	16	
7+ Person	16	0.3%	19	

Population Age 5 to 17 by Language Spoken				
Speak only English	1,596	13.3%	240	
Speak Spanish	372	3.1%	178	
Speak English "very well" or "well"	327	2.7%	173	
Speak English "not well"	45	0.4%	74	
Speak English "not at all"	0	0.0%	16	
Speak other Indo-European languages	17	0.1%	35	
Speak English "very well" or "well"	17	0.1%	35	
Speak English "not well"	0	0.0%	16	
Speak English "not at all"	0	0.0%	16	
Speak Asian and Pacific Island languages	0	0.0%	16	
Speak English "very well" or "well"	0	0.0%	16	
Speak English "not well"	0	0.0%	16	
Speak English "not at all"	0	0.0%	16	
Speak other languages	0	0.0%	16	
Speak English "very well" or "well"	0	0.0%	16	
Speak English "not well"	0	0.0%	16	
Speak English "not at all"	0	0.0%	16	

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Population Age 18 to 64 by Language Spoken	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Speak only English	6,825	56.9%	421	
Speak Spanish	808	6.7%	279	
Speak English "very well" or "well"	463	3.9%	193	
Speak English "not well"	345	2.9%	174	
Speak English "not at all"	0	0.0%	16	
Speak other Indo-European languages	46	0.4%	46	
Speak English "very well" or "well"	46	0.4%	45	
Speak English "not well"	0	0.0%	16	
Speak English "not at all"	0	0.0%	16	
Speak Asian and Pacific Island languages	38	0.3%	33	
Speak English "very well" or "well"	21	0.2%	21	
Speak English "not well"	17	0.1%	18	
Speak English "not at all"	0	0.0%	16	
Speak other languages	0	0.0%	16	
Speak English "very well" or "well"	0	0.0%	16	
Speak English "not well"	0	0.0%	16	
Speak English "not at all"	0	0.0%	16	

Population Age 65+ by Language Spoken				
Speak only English	2,251	18.8%	266	
Speak Spanish	34	0.3%	43	
Speak English "very well" or "well"	34	0.3%	43	
Speak English "not well"	0	0.0%	16	
Speak English "not at all"	0	0.0%	16	
Speak other Indo-European languages	15	0.1%	23	
Speak English "very well" or "well"	15	0.1%	23	
Speak English "not well"	0	0.0%	16	
Speak English "not at all"	0	0.0%	16	
Speak Asian and Pacific Island languages	0	0.0%	16	
Speak English "very well" or "well"	0	0.0%	16	
Speak English "not well"	0	0.0%	16	
Speak English "not at all"	0	0.0%	16	
Speak other languages	0	0.0%	16	
Speak English "very well" or "well"	0	0.0%	16	
Speak English "not well"	0	0.0%	16	
Speak English "not at all"	0	0.0%	16	

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Workers Age 16+ By Means of Transportation				
Total	6,931	100.0%	441	
Drove alone	5,435	78.4%	503	
Carpooled	452	6.5%	150	
Public transportation (excluding taxicab)	41	0.6%	45	
Bus or trolley bus	41	0.6%	45	
Light rail, streetcar or trolley	0	0.0%	16	
Subway or elevated	0	0.0%	16	
Long-distance/Commuter Train	0	0.0%	16	
Ferryboat	0	0.0%	16	
Taxicab	28	0.4%	40	
Motorcycle	0	0.0%	16	
Bicycle	32	0.5%	26	
Walked	170	2.5%	111	
Other means	191	2.8%	166	
Worked at home	582	8.4%	250	

Workers Age 16+ By Travel Time to Work				
Less than 5 minutes	523	8.2%	147	
5 to 9 minutes	1,771	27.9%	522	
10 to 14 minutes	795	12.5%	190	
15 to 19 minutes	634	10.0%	200	
20 to 24 minutes	511	8.0%	186	
25 to 29 minutes	310	4.9%	135	
30 to 34 minutes	540	8.5%	194	
35 to 39 minutes	167	2.6%	93	
40 to 44 minutes	132	2.1%	76	
45 to 59 minutes	585	9.2%	164	
60 to 89 minutes	355	5.6%	210	
90 or more minutes	26	0.4%	31	
Average Travel Time to Work (in minutes)	20.1		3.1	

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Workers Age16+ by Place of Work	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	6,931	100.0%	441	
Worked in state and in county of residence	4,847	69.9%	461	
Worked in state and outside county of residence	2,040	29.4%	291	
Worked outside state of residence	44	0.6%	40	
Sex by Class of Worker				
Total	7,025	100.0%	445	
Male	3,831	54.5%	363	
Employee of private company workers	3,034	43.2%	386	
Self-employed in own incorporated business	159	2.3%	72	
Private not-for-profit wage and salary workers	107	1.5%	57	
Local government workers	220	3.1%	121	
State government workers	177	2.5%	97	
Federal government workers	1	0.0%	3	
Self-employed in own not incorporated business	133	1.9%	82	
Unpaid family workers	0	0.0%	16	
Female	3,194	45.5%	296	
Employee of private company workers	2,143	30.5%	259	
Self-employed in own incorporated business	46	0.7%	38	
Private not-for-profit wage and salary workers	319	4.5%	182	
Local government workers	261	3.7%	101	
State government workers	250	3.6%	158	
Federal government workers	51	0.7%	69	
Self-employed in own not incorporated business	124	1.8%	66	
Unpaid family workers	0	0.0%	16	
Gross Rent as a Percentage of Household Income				
<10% of Income	54	3.4%	45	
10-14.9% of Income	335	20.8%	141	
15-19.9% of Income	154	9.6%	114	
20-24.9% of Income	148	9.2%	104	
25-29.9% of Income	196	12.2%	101	
30-34.9% of Income	239	14.9%	105	
35-39.9% of Income	28	1.7%	27	
40-49.9% of Income	120	7.5%	65	
50+% of Income	255	15.9%	115	
Gross Rent % Inc Not Computed	79	4.9%	58	

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Females Age 20-64 by Age of Children	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Total	3,622	100.0%	276	
Own children under 6 years only	158	4.4%	81	
In labor force	134	3.7%	86	
Not in labor force	24	0.7%	27	
Own children under 6 years and 6 to 17 years	251	6.9%	103	
In labor force	218	6.0%	104	
Not in labor force	33	0.9%	34	
Own children 6 to 17 years only	788	21.8%	154	
In labor force	654	18.1%	141	
Not in labor force	134	3.7%	101	
No own children under 18 years	2,425	67.0%	300	
In labor force	1,938	53.5%	296	
Not in labor force	487	13.4%	116	
Population and Presence of a Computer				
Total	12,218	100.0%	34	
Population <18 in Households	2,473	20.2%	290	
Have a Computer	2,473	20.2%	290	
Have No Computer	0	0.0%	16	
Population 18-64 in Households	7,536	61.7%	333	
Have a Computer	7,212	59.0%	405	
Have No Computer	324	2.7%	213	
Population 65+ in Households				
Have a Computer	2,010	16.5%	266	
Have No Computer	199	1.6%	117	
Households and Internet Subscriptions				
Total	5,394	100.0%	234	
With an Internet Subscription	4,991	92.5%	267	
Dial-Up Alone	0	0.0%	16	
Broadband	4,184	77.6%	271	
Satellite Service	340	6.3%	144	
Other Service	6	0.1%	12	
Internet Access with no Subscription	103	1.9%	75	
With No Internet Access	300	5.6%	148	

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Health Insurance Coverage by Age	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
Under 19 years:	2,649	21.3%	299	
One Type of Health Insurance:	2,135	17.1%	322	
Employer-Based Health Ins Only	1,469	11.8%	300	
Direct-Purchase Health Ins Only	137	1.1%	113	
Medicare Coverage Only	0	0.0%	16	
Medicaid Coverage Only	529	4.2%	258	
TRICARE/Military Hlth Cov Only	0	0.0%	16	
VA Health Care Only	0	0.0%	16	
2+ Types of Health Insurance	355	2.9%	210	
No Health Insurance Coverage	159	1.3%	165	

Health Insurance Coverage by Age				
19 to 34 years:	2,411	19.4%	295	
One Type of Health Insurance:	1,854	14.9%	260	
Employer-Based Health Ins Only	1,523	12.2%	238	
Direct-Purchase Health Ins Only	100	0.8%	72	
Medicare Coverage Only	0	0.0%	16	
Medicaid Coverage Only	231	1.9%	122	
TRICARE/Military Hlth Cov Only	0	0.0%	16	
VA Health Care Only	0	0.0%	16	
2+ Types of Health Insurance	298	2.4%	177	
No Health Insurance Coverage	259	2.1%	161	

Health Insurance Coverage by Age				
35 to 64 years:	5,127	41.2%	308	
One Type of Health Insurance:	3,952	31.7%	415	
Employer-Based Health Ins Only	3,123	25.1%	435	
Direct-Purchase Health Ins Only	349	2.8%	114	
Medicare Coverage Only	64	0.5%	55	
Medicaid Coverage Only	390	3.1%	142	
TRICARE/Military Hlth Cov Only	26	0.2%	41	
VA Health Care Only	0	0.0%	16	
2+ Types of Health Insurance	696	5.6%	271	
No Health Insurance Coverage	479	3.8%	174	

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Health Insurance Coverage by Age	2019 - 2023 ACS Estimate	Percent	MOE (±)	Reliability
65+ years:	2,263	18.2%	265	
One Type of Health Insurance:	747	6.0%	212	
Employer-Based Health Ins Only	60	0.5%	63	
Direct-Purchase Health Ins Only	0	0.0%	16	
Medicare Coverage Only	660	5.3%	190	
TRICARE/Military Hlth Cov Only	27	0.2%	45	
VA Health Care Only	0	0.0%	16	
2+ Types of Health Insurance:	1,516	12.2%	251	
Employer-Based & Direct-Purchase Insurance	36	0.3%	54	
Employer-Based Health & Medicare Insurance	401	3.2%	207	
Direct-Purchase Health & Medicare Insurance	587	4.7%	185	
Medicare & Medicaid Coverage	73	0.6%	53	
Other Private Health Insurance Combos	0	0.0%	16	
Other Public Health Insurance Combos	24	0.2%	34	
Other Health Insurance Combinations	395	3.2%	147	
No Health Insurance Coverage	0	0.0%	16	

Civilian Population Age18+ by Vetran Status				
Total	10,017	100.0%	293	
Veteran	579	5.8%	139	
Nonveteran	9,438	94.2%	341	
Male	4,975	49.7%	321	
Veteran	571	5.7%	139	
Nonveteran	4,404	44.0%	370	
Female	5,042	50.3%	296	
Veteran	8	0.1%	13	
Nonveteran	5,034	50.3%	298	

Source: U.S. Census 2019-2023 American Community Survey. **Data Note:** N/A means not available. Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2023, adjusted for inflation.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: Symbols represent threshold values Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

High Reliability: Small CVs (less than or equal to 12 percent) are flagged green and are considered reasonably reliable.

Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow and should be used with caution.

Low Reliability: Large CVs (over 40 percent) are flagged red and are considered very unreliable.

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Business Summary Report (NAICS)

Fort Atkinson City, WI
Fort Atkinson City, WI (5526675)
Geography: Place

Data for all businesses in area	Fort Atkinson...
Total Businesses	616
Total Employees	12,267
Total Population	12,275
Employee/Population Ratio (per 100)	99.9

	Businesses	Employees	Businesses	Employees	Businesses		Employees	
by NAICS Codes					Number	%	Number	%
Agriculture, Forestry, Fishing & Hunting (11)					4	0.7%	87	0.7%
Mining (21)					1	0.2%	8	0.1%
Utilities (22)					3	0.5%	15	0.1%
Construction (23)					32	5.2%	143	1.2%
Building Construction					6	1.0%	15	0.1%
Heavy/Civil Eng Construction					3	0.5%	16	0.1%
Specialty Trade Contractor					23	3.7%	112	0.9%
Manufacturing (31-33)					26	4.2%	1,840	15.0%
Wholesale Trade (42)					11	1.8%	91	0.7%
Durable Goods					7	1.1%	76	0.6%
Nondurable Goods					3	0.5%	14	0.1%
Trade Broker					1	0.2%	1	0.0%

Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Data note: Not all NAICS subcategories for a 2 digit major category are being shown.

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Business Summary Report (NAICS)

Fort Atkinson City, WI
Fort Atkinson City, WI (5526675)
Geography: Place

	Businesses	Employees	Businesses	Employees	Fort Atkinson... Businesses		Employees	
by NAICS Codes					Number	%	Number	%
Retail Trade (44-45)					67	10.9%	2,890	23.6%
Motor Vehicle & Parts Dealers					6	1.0%	62	0.5%
Furniture & Home Furnishing Stores					4	0.7%	9	0.1%
Electronics & Appliance Stores					0	0.0%	0	0.0%
Building & Garden Equipment					9	1.5%	39	0.3%
Food & Beverage Stores					9	1.5%	823	6.7%
Health & Personal Care Stores					8	1.3%	69	0.6%
Gasoline Stations					5	0.8%	15	0.1%
Clothing, Shoe and Jewelery Stores					4	0.7%	12	0.1%
Sporting Goods, Hobby & Music Stores					12	1.9%	100	0.8%
General Merchandise Stores					10	1.6%	1,761	14.4%
Transportation & Warehousing (48-49)					16	2.6%	280	2.3%
Truck Transportation					3	0.5%	22	0.2%
Information (51)					12	1.9%	352	2.9%
Finance & Insurance (52)					41	6.7%	322	2.6%
Central Bank/Credit & Related Activities					13	2.1%	143	1.2%
Securities & Commodity Contracts					15	2.4%	138	1.1%
Funds, Trusts & Other Financial					13	2.1%	41	0.3%
Real Estate, Rental & Leasing (53)					25	4.1%	82	0.7%
Professional, Scientific & Tech Services (54)					50	8.1%	453	3.7%
Legal Services					6	1.0%	26	0.2%

Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Data note: Not all NAICS subcategories for a 2 digit major category are being shown.

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Business Summary Report (NAICS)

Fort Atkinson City, WI
Fort Atkinson City, WI (5526675)
Geography: Place

	Businesses	Employees	Businesses	Employees	Fort Atkinson... Businesses		Employees	
by NAICS Codes					Number	%	Number	%
Management of Companies (55)					3	0.5%	50	0.4%
Administrative, Support & Waste Mgmt (56)					21	3.4%	436	3.5%
Educational Services (61)					15	2.4%	628	5.1%
Health Care & Social Assistance (62)					125	20.3%	3,102	25.3%
Ambulatory Health Care					78	12.7%	1,520	12.4%
Hospital					2	0.3%	437	3.6%
Nursing/Residential Care					27	4.4%	424	3.5%
Social Assistance					18	2.9%	721	5.9%
Arts, Entertainment & Recreation (71)					10	1.6%	439	3.6%
Accommodation & Food Services (72)					45	7.3%	595	4.8%
Accommodation					6	1.0%	74	0.6%
Food & Drinking Places					39	6.3%	521	4.3%
Other Services Except Public Admin (81)					86	14.0%	335	2.7%
Repair & Maintenance					22	3.6%	76	0.6%
Auto Repair & Maintenance					18	2.9%	68	0.6%
Personal & Laundry Service					29	4.7%	116	0.9%
Civic and Other Orgs					35	5.7%	143	1.2%
Public Administration (92)					11	1.8%	119	1.0%
Unclassified Establishments (99)					12	1.9%	0	0.0%
Total (11-99)					616	100.0%	12,267	100.0%

Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Data note: Not all NAICS subcategories for a 2 digit major category are being shown.

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Business Summary Report (SIC)

Fort Atkinson City, WI
Fort Atkinson City, WI (5526675)
Geography: Place

Data for all businesses in area	Fort Atkinson...
Total Businesses	616
Total Employees	12,267
Total Population	12,275
Employee/Population Ratio (per 100)	99.9

by SIC Codes	Businesses	Employees	Businesses	Employees	Businesses		Employees	
					Number	%	Number	%
Agriculture & Mining (01-14)					12	1.9%	125	1.0%
Construction (15-17)					29	4.7%	124	1.0%
Manufacturing (20-39)					29	4.7%	1,864	15.2%
Transportation (40-47)					20	3.3%	289	2.4%
Communication (48)					5	0.8%	15	0.1%
Utility (49)					4	0.7%	20	0.2%
Wholesale Trade (50-51)					11	1.8%	91	0.7%
Retail Trade Summary (52-59)					108	17.5%	3,712	30.3%
Home Improvement					9	1.5%	39	0.3%
General Merchandise Stores					3	0.5%	608	5.0%
Food Stores					12	1.9%	1,154	9.4%
Auto Dealers & Gas Stations					11	1.8%	77	0.6%
Apparel & Accessory Stores					2	0.3%	4	0.0%
Furniture & Home Furnishings					4	0.7%	9	0.1%
Eating & Drinking Places					38	6.2%	491	4.0%
Miscellaneous Retail					29	4.7%	1,330	10.8%

Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025).

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Business Summary Report (SIC)

Fort Atkinson City, WI
Fort Atkinson City, WI (5526675)
Geography: Place

	Businesses	Employees	Businesses	Employees	Fort Atkinson... Businesses		Employees	
by SIC Codes					Number	%	Number	%
Finance, Insurance, Real Estate (60-67)					64	10.4%	447	3.6%
Banks, Savings & Lending					13	2.1%	143	1.2%
Securities Brokers					15	2.4%	138	1.1%
Insurance Carriers & Agents					13	2.1%	41	0.3%
Real Estate, Investment Offices					23	3.7%	125	1.0%
Services Summary (70-89)					311	50.5%	5,461	44.5%
Hotels & Lodging					6	1.0%	74	0.6%
Automotive Services					21	3.4%	75	0.6%
Movies & Amusements					9	1.5%	421	3.4%
Health Services					85	13.8%	2,068	16.9%
Legal Services					6	1.0%	26	0.2%
Education Inst. & Libraries					15	2.4%	630	5.1%
Other Services					169	27.4%	2,167	17.7%
Government (91-97)					11	1.8%	119	1.0%
Unclassified Establishments (99)					12	1.9%	0	0.0%
Totals (01-99)					616	100.0%	12,267	100.0%

Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025).

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Business Summary

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

Data for all businesses in area	5 miles	10 miles	15 miles
Total Businesses:	852	1,823	3,443
Total Employees:	14,801	25,963	41,633
Total Population:	19,034	51,490	102,170
Employee/Population Ratio (per 100 Residents)	77.8	50.4	40.7

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by NAICS Codes	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Agriculture, Forestry, Fishing & Hunting	13	1.5%	107	0.7%	34	1.9%	155	0.6%	78	2.3%	490	1.2%
Mining	2	0.2%	16	0.1%	3	0.2%	18	0.1%	3	0.1%	18	0.0%
Utilities	4	0.5%	29	0.2%	8	0.4%	60	0.2%	13	0.4%	122	0.3%
Construction	63	7.4%	357	2.4%	141	7.7%	670	2.6%	290	8.4%	1,411	3.4%
Building Construction	18	2.1%	50	0.3%	49	2.7%	142	0.6%	98	2.9%	381	0.9%
Heavy/Civil Eng Construction	4	0.5%	17	0.1%	11	0.6%	82	0.3%	22	0.6%	141	0.3%
Specialty Trade Contractor	40	4.7%	290	2.0%	81	4.4%	445	1.7%	169	4.9%	889	2.1%
Manufacturing	39	4.6%	2,442	16.5%	83	4.5%	3,654	14.1%	175	5.1%	6,214	14.9%
Wholesale Trade	15	1.8%	132	0.9%	46	2.5%	1,495	5.8%	100	2.9%	2,213	5.3%
Durable Goods	8	0.9%	80	0.5%	26	1.4%	1,213	4.7%	60	1.7%	1,710	4.1%
Nondurable Goods	6	0.7%	51	0.3%	18	1.0%	280	1.1%	35	1.0%	452	1.1%
Trade Broker	1	0.1%	1	0.0%	2	0.1%	2	0.0%	5	0.1%	52	0.1%
Retail Trade	96	11.3%	3,305	22.3%	197	10.8%	4,259	16.4%	413	12.0%	6,717	16.1%
Motor Vehicle & Parts Dealers	13	1.5%	132	0.9%	28	1.5%	280	1.1%	62	1.8%	490	1.2%
Furniture & Home Furnishings Stores	6	0.7%	14	0.1%	9	0.5%	23	0.1%	21	0.6%	72	0.2%
Electronics & Appliance Stores	0	0.0%	1	0.0%	3	0.2%	19	0.1%	8	0.2%	74	0.2%
Building Material & Garden Equipment & Supplies Dealers	12	1.4%	63	0.4%	27	1.5%	195	0.8%	48	1.4%	354	0.8%
Food & Beverage Stores	14	1.6%	850	5.7%	30	1.6%	1,062	4.1%	63	1.8%	1,484	3.6%
Health & Personal Care Stores	10	1.2%	81	0.6%	16	0.9%	163	0.6%	29	0.8%	807	1.9%
Gasoline Stations & Fuel Dealers	6	0.7%	25	0.2%	11	0.6%	83	0.3%	27	0.8%	267	0.6%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	4	0.5%	12	0.1%	8	0.4%	30	0.1%	28	0.8%	135	0.3%
Sporting Goods, Hobby, Book, & Music Stores	17	2.0%	113	0.8%	42	2.3%	203	0.8%	66	1.9%	283	0.7%
General Merchandise Stores	14	1.6%	2,014	13.6%	22	1.2%	2,203	8.5%	62	1.8%	2,751	6.6%
Transportation & Warehousing	24	2.8%	396	2.7%	43	2.4%	660	2.5%	96	2.8%	1,081	2.6%
Truck Transportation	6	0.7%	62	0.4%	17	0.9%	155	0.6%	38	1.1%	271	0.7%
Information	17	2.0%	399	2.7%	28	1.5%	456	1.8%	55	1.6%	568	1.4%
Finance & Insurance	48	5.6%	347	2.3%	80	4.4%	559	2.1%	134	3.9%	871	2.1%
Central Bank/Credit Intermediation & Related Activities	15	1.8%	160	1.1%	28	1.5%	318	1.2%	49	1.4%	536	1.3%
Securities & Commodity Contracts	17	2.0%	141	0.9%	22	1.2%	154	0.6%	36	1.1%	191	0.5%
Funds, Trusts & Other Financial Vehicles	15	1.8%	47	0.3%	30	1.6%	87	0.3%	49	1.4%	144	0.3%
Real Estate, Rental & Leasing	33	3.9%	101	0.7%	95	5.2%	296	1.1%	176	5.1%	610	1.5%
Professional, Scientific & Tech Services	64	7.5%	493	3.3%	140	7.7%	968	3.7%	250	7.3%	1,690	4.1%
Legal Services	8	0.9%	31	0.2%	29	1.6%	176	0.7%	49	1.4%	238	0.6%
Management of Companies & Enterprises	4	0.5%	52	0.3%	7	0.4%	113	0.4%	11	0.3%	202	0.5%
Administrative, Support & Waste Management Services	28	3.3%	517	3.5%	46	2.5%	678	2.6%	101	2.9%	915	2.2%
Educational Services	19	2.2%	648	4.4%	44	2.4%	2,529	9.7%	85	2.5%	4,104	9.9%

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Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

September 18, 2025

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Business Summary

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Health Care & Social Assistance	141	16.6%	3,445	23.3%	208	11.4%	4,466	17.2%	336	9.8%	5,848	14.1%
Amubulatory Health Care	83	9.7%	1,540	10.4%	119	6.5%	1,814	7.0%	198	5.8%	2,554	6.1%
Hospital	2	0.2%	437	3.0%	3	0.2%	448	1.7%	7	0.2%	607	1.5%
Nursing/Residential Care	31	3.6%	646	4.4%	48	2.6%	1,063	4.1%	61	1.8%	1,288	3.1%
Social Assistance	25	2.9%	823	5.6%	39	2.1%	1,141	4.4%	69	2.0%	1,399	3.4%
Arts, Entertainment & Recreation	16	1.9%	480	3.2%	59	3.2%	941	3.6%	116	3.4%	1,293	3.1%
Accommodation & Food Services	63	7.4%	716	4.8%	157	8.6%	1,762	6.8%	271	7.9%	3,130	7.5%
Accommodation	9	1.1%	104	0.7%	26	1.4%	214	0.8%	48	1.4%	445	1.1%
Food Services & Drinking Places	53	6.2%	612	4.1%	131	7.2%	1,548	6.0%	224	6.5%	2,685	6.5%
Other Services (except Public Administration)	114	13.4%	461	3.1%	257	14.1%	1,004	3.9%	473	13.7%	1,858	4.5%
Repair & Maintenance	32	3.8%	98	0.7%	57	3.1%	168	0.7%	114	3.3%	381	0.9%
Automotive Repair & Maintenance	27	3.2%	89	0.6%	45	2.5%	141	0.5%	81	2.4%	278	0.7%
Personal & Laundry Service	34	4.0%	136	0.9%	68	3.7%	267	1.0%	123	3.6%	460	1.1%
Civic and Other Orgs	48	5.6%	227	1.5%	131	7.2%	570	2.2%	235	6.8%	1,017	2.4%
Public Administration	29	3.4%	355	2.4%	88	4.8%	1,215	4.7%	172	5.0%	2,265	5.4%
Unclassified Establishments	22	2.6%	1	0.0%	57	3.1%	6	0.0%	93	2.7%	11	0.0%
Total	852	100.0%	14,801	100.0%	1,823	100.0%	25,963	100.0%	3,443	100.0%	41,633	100.0%

Source: Copyright 2025 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2025.
Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

September 18, 2025

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Business Summary

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by SIC Codes	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Agriculture & Mining	29	3.4%	227	1.5%	64	3.5%	351	1.4%	153	4.4%	871	2.1%
Construction	59	6.9%	338	2.3%	135	7.4%	624	2.4%	277	8.1%	1,321	3.2%
Manufacturing	40	4.7%	2,459	16.6%	80	4.4%	3,635	14.0%	172	5.0%	6,173	14.8%
Transportation	28	3.3%	405	2.7%	51	2.8%	683	2.6%	123	3.6%	1,237	3.0%
Communication	8	0.9%	47	0.3%	13	0.7%	70	0.3%	19	0.6%	93	0.2%
Utility	5	0.6%	35	0.2%	11	0.6%	153	0.6%	21	0.6%	262	0.6%
Wholesale Trade	15	1.8%	132	0.9%	46	2.5%	1,495	5.8%	102	3.0%	2,231	5.4%
Retail Trade Summary	154	18.1%	4,225	28.6%	337	18.5%	6,153	23.7%	650	18.9%	9,767	23.5%
Home Improvement	12	1.4%	63	0.4%	27	1.5%	195	0.8%	48	1.4%	351	0.8%
General Merchandise Stores	4	0.5%	849	5.7%	8	0.4%	1,027	4.0%	23	0.7%	1,215	2.9%
Food Stores	18	2.1%	1,186	8.0%	32	1.8%	1,418	5.5%	66	1.9%	2,407	5.8%
Auto Dealers & Gas Stations	19	2.2%	157	1.1%	40	2.2%	363	1.4%	88	2.6%	751	1.8%
Apparel & Accessory Stores	2	0.2%	4	0.0%	5	0.3%	16	0.1%	22	0.6%	105	0.3%
Furniture & Home Furnishings	8	0.9%	17	0.1%	15	0.8%	48	0.2%	34	1.0%	161	0.4%
Eating & Drinking Places	52	6.1%	582	3.9%	129	7.1%	1,507	5.8%	221	6.4%	2,631	6.3%
Miscellaneous Retail	38	4.5%	1,366	9.2%	81	4.4%	1,580	6.1%	150	4.4%	2,146	5.2%
Finance, Insurance, Real Estate Summary	76	8.9%	487	3.3%	172	9.4%	948	3.6%	296	8.6%	1,623	3.9%
Banks, Savings & Lending Institutions	15	1.8%	160	1.1%	28	1.5%	318	1.2%	49	1.4%	536	1.3%
Securities Brokers	17	2.0%	141	0.9%	22	1.2%	154	0.6%	36	1.1%	191	0.5%
Insurance Carriers & Agents	15	1.8%	47	0.3%	30	1.6%	87	0.3%	49	1.4%	144	0.3%
Real Estate, Holding, Other Investment Offices	28	3.3%	140	0.9%	92	5.0%	390	1.5%	162	4.7%	752	1.8%
Services Summary	387	45.4%	6,089	41.1%	766	42.0%	10,624	40.9%	1,363	39.6%	15,772	37.9%
Hotels & Lodging	9	1.1%	104	0.7%	26	1.4%	214	0.8%	48	1.4%	445	1.1%
Automotive Services	32	3.8%	102	0.7%	54	3.0%	169	0.7%	95	2.8%	323	0.8%
Movies & Amusements	17	2.0%	466	3.1%	55	3.0%	917	3.5%	112	3.3%	1,250	3.0%
Health Services	91	10.7%	2,092	14.1%	132	7.2%	2,699	10.4%	214	6.2%	3,639	8.7%
Legal Services	8	0.9%	31	0.2%	27	1.5%	169	0.7%	46	1.3%	227	0.6%
Education Institutions & Libraries	18	2.1%	648	4.4%	45	2.5%	2,546	9.8%	88	2.6%	4,144	9.9%
Other Services	212	24.9%	2,646	17.9%	427	23.4%	3,911	15.1%	760	22.1%	5,744	13.8%
Government	30	3.5%	356	2.4%	89	4.9%	1,220	4.7%	173	5.0%	2,270	5.5%
Unclassified Establishments	22	2.6%	1	2.4%	57	3.1%	6	4.7%	93	2.7%	11	5.5%
Totals	852	100.0%	14,801	100.0%	1,823	100.0%	25,963	100.0%	3,443	100.0%	41,633	100.0%

Source: Copyright 2025 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2025.
Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

September 18, 2025

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Community Profile

Fort Atkinson City, WI
Fort Atkinson City, WI (5526675)
Geography: Place

Population Summary	Fort Atkinson...
2010 Total Population	12,428
2020 Total Population	12,589
2020 Group Quarters	220
2025 Total Population	12,275
2025 Group Quarters	206
2030 Total Population	12,363
2025-2030 Annual Rate	0.14%
2025 Total Daytime Population	16,630
Workers	11,152
Residents	5,478

Household Summary	
2010 Total Households	5,153
2010 Average Household Size	2.36
2020 Total Households	5,349
2020 Average Household Size	2.31
2025 Total Households	5,362
2025 Average Household Size	2.25
2030 Total Households	5,475
2030 Average Household Size	2.22
2025-2030 Annual Rate	0.42%
2025 Families	3,042
2025 Average Family Size	2.90
2030 Families	3,093
2030 Average Family Size	2.85
2025-2030 Growth Rate	0.3%

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Housing Unit Summary	
2010 Total Housing Units	5,460
Owner Occupied Housing Units	62.6%
Renter Occupied Housing Units	37.4%
Vacant Housing Units	5.6%
2020 Housing Units	5,594
Owner Occupied Housing Units	62.2%
Renter Occupied Housing Units	37.8%
Vacant Housing Units	4.4%
2025 Housing Units	5,594
Owner Occupied Housing Units	63.6%
Renter Occupied Housing Units	36.4%
Vacant Housing Units	4.2%
2030 Total Housing Units	5,728
Owner Occupied Housing Units	63.7%
Renter Occupied Housing Units	36.3%
Vacant Housing Units	4.4%

Median Household Income	Fort Atkinson...
2025	$81,213
2030	$93,771

Per Capita Income	
2025	$41,446
2030	$46,362

2025 Households by Income	
Household Income Base	5,362
<$15,000	9.1%
$15,000 - $24,999	4.2%
$25,000 - $34,999	7.3%
$35,000 - $49,999	11.0%
$50,000 - $74,999	14.1%
$75,000 - $99,999	14.0%
$100,000 - $149,999	26.2%
$150,000 - $199,999	9.3%
$200,000+	4.8%
Average Household Income	$94,732

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2025 Affordability, Mortgage and Wealth	
Housing Affordability Index	107
Percent of Income for Mortgage	20.7%
Wealth Index	68

Median Home Value	
2025	$268,819
2030	$322,908

2025 Home Value	Fort Atkinson...
Total Owner Occupied Housing Units	3,413
<$50,000	2.0%
$50,000 - $99,999	2.2%
$100,000 - $149,999	3.0%
$150,000 - $199,999	16.7%
$200,000 - $249,999	20.0%
$250,000 - $299,999	16.0%
$300,000 - $399,999	17.4%
$400,000 - $499,999	18.8%
$500,000 - $749,999	3.4%
$750,000 - $999,999	0.4%
$1,000,000 - $1,499,999	0.0%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.0%
Average Home Value	$295,278

2025 Population by Sex	
Males	6,041
Females	6,234

Median Age	
2010	38.4
2020	40.8
2025	42.1
2030	43.4

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2025 Population by Age	Fort Atkinson...
Total	12,275
0 - 4	5.3%
5 - 9	5.7%
10 - 14	5.5%
15 - 24	11.9%
25 - 34	11.9%
35 - 44	13.8%
45 - 54	13.2%
55 - 64	12.6%
65 - 74	11.6%
75 - 84	6.5%
85 +	2.3%
18 +	79.4%

2025 Pop 25+ by Educational Attainment	
Total	8,779
Less than 9th Grade	4.6%
9th - 12th Grade, No Diploma	3.4%
High School Graduate	27.0%
GED/Alternative Credential	4.6%
Some College, No Degree	19.4%
Associate Degree	11.8%
Bachelor's Degree	19.9%
Graduate/Professional Degree	9.3%

2025 Population 15+ by Marital Status	
Total	10,244
Never Married	34.3%
Married	48.9%
Widowed	6.4%
Divorced	10.4%

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2020 Population by Race/Ethnicity	Fort Atkinson...
Total	12,589
White Alone	85.8%
Black Alone	1.0%
American Indian Alone	0.4%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.7%
Two or More Races	4.7%
Hispanic Origin	10.6%
Diversity Index	39.6

2025 Population by Race/Ethnicity	
Total	12,275
White Alone	85.3%
Black Alone	1.1%
American Indian Alone	0.5%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.6%
Two or More Races	7.5%
Hispanic Origin	10.5%
Diversity Index	40.3

2025 Employed Pop 16+ by Occupation	
Total	7,073
White Collar	51.5%
Management/Business/Financial	18.7%
Professional	18.9%
Sales	6.2%
Administrative Support	7.8%
Services	22.2%

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2025 Employed Pop 16+ by Occupation	Fort Atkinson...
Total	7,073
Blue Collar	26.2%
Farming/Forestry/Fishing	1.0%
Construction/Extraction	5.5%
Installation/Maintenance/Repair	2.6%
Production	8.1%
Transportation/Material Moving	9.0%

2025 Civilian Population 16+ in Labor Force	
Civilian Population 16+	7,073
Population 16+ Employed	97.5%
Population 16+ Unemployment rate	2.5%
Population 16-24 Employed	13.4%
Population 16-24 Unemployment rate	12.7%
Population 25-54 Employed	60.1%
Population 25-54 Unemployment rate	0.4%
Population 55-64 Employed	15%
Population 55-64 Unemployment rate	1.6%
Population 65+ Employed	9%
Population 65+ Unemployment rate	0.0%

2025 Employed Population 16+ by Industry	
Total	6,899
Agriculture/Mining	2.1%
Construction	8.8%
Manufacturing	16.7%
Wholesale Trade	3.1%
Retail Trade	7.4%
Transportation/Utilities	3.9%
Information	1%
Finance/Insurance/Real Estate	3.6%
Services	48.1%
Public Administration	4.8%

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2025 Consumer Spending	Fort Atkinson...
Apparel & Services: Total $	$10,549,761
Average Spent	$1,967.50
Spending Potential Index	80
Education: Total $	$7,667,211
Average Spent	$1,429.92
Spending Potential Index	80
Entertainment/Recreation: Total $	$18,930,991
Average Spent	$3,530.58
Spending Potential Index	86
Food at Home: Total $	$33,558,715
Average Spent	$6,258.62
Spending Potential Index	84
Food Away from Home: Total $	$17,466,202
Average Spent	$3,257.40
Spending Potential Index	79
Health Care: Total $	$37,463,614
Average Spent	$6,986.87
Spending Potential Index	90
HH Furnishings & Equipment: Total $	$13,022,073
Average Spent	$2,428.59
Spending Potential Index	84
Personal Care Products & Services: Total $	$4,497,110
Average Spent	$838.70
Spending Potential Index	80
Shelter: Total $	$110,667,650
Average Spent	$20,639.25
Spending Potential Index	78
Support Payments/Gifts in Kind: Total $	$14,591,734
Average Spent	$2,721.32
Spending Potential Index	82

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2025 Consumer Spending	Fort Atkinson...
Travel: Total $	$15,502,735
Average Spent	$2,891.22
Spending Potential Index	80
Vehicle Maintenance & Repairs: Total $	$6,181,974
Average Spent	$1,152.92
Spending Potential Index	85

Top Tapestry Segment
Fort Atkinson...
Classic Comfort (K4):
This segment is characterized by aging Midwestern and Southern suburbanites with multiple vehicles.
Learn more about this segment...

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 the total population.

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.

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.

Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Community Profile

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

	5 miles	10 miles	15 miles
Population Summary			
2010 Total Population	19,411	50,387	97,499
2020 Total Population	19,475	50,975	100,682
2020 Group Quarters	354	4,639	5,156
2025 Total Population	19,034	51,490	102,170
2025 Group Quarters	334	5,482	5,977
2030 Total Population	19,009	51,448	102,518
2025-2030 Annual Rate	-0.03%	-0.02%	0.07%
2025 Total Daytime Population	22,345	49,060	88,137
Workers	13,623	25,319	41,603
Residents	8,722	23,741	46,534
Household Summary			
2010 Households	7,749	19,163	37,756
2010 Average Household Size	2.45	2.41	2.46
2020 Total Households	8,049	19,842	40,005
2020 Average Household Size	2.38	2.34	2.39
2025 Households	8,080	20,220	41,235
2025 Average Household Size	2.31	2.28	2.33
2030 Households	8,197	20,515	41,990
2030 Average Household Size	2.28	2.24	2.30
2025-2030 Annual Rate	0.29%	0.29%	0.36%
2010 Families	5,117	11,540	24,588
2010 Average Family Size	2.97	2.95	2.96
2025 Families	4,909	11,541	25,466
2025 Average Family Size	2.93	2.86	2.88
2030 Families	4,934	11,593	25,725
2030 Average Family Size	2.88	2.82	2.84
2025-2030 Annual Rate	0.10%	0.09%	0.20%
Housing Unit Summary			
2000 Housing Units	7,513	18,507	36,959
Owner Occupied Housing Units	64.1%	59.1%	64.0%
Renter Occupied Housing Units	30.4%	34.3%	27.5%
Vacant Housing Units	5.5%	6.6%	8.5%
2010 Housing Units	8,326	20,965	42,170
Owner Occupied Housing Units	62.4%	57.0%	62.6%
Renter Occupied Housing Units	30.7%	34.4%	27.0%
Vacant Housing Units	6.9%	8.6%	10.5%
2020 Housing Units	8,488	21,567	44,238
Owner Occupied Housing Units	63.1%	57.1%	63.5%
Renter Occupied Housing Units	31.7%	34.9%	26.9%
Vacant Housing Units	5.1%	8.1%	9.5%
2025 Housing Units	8,489	21,973	45,470
Owner Occupied Housing Units	64.5%	58.1%	64.6%
Renter Occupied Housing Units	30.7%	33.9%	26.1%
Vacant Housing Units	4.8%	8.0%	9.3%
2030 Housing Units	8,624	22,272	46,243
Owner Occupied Housing Units	64.7%	58.8%	65.6%
Renter Occupied Housing Units	30.4%	33.3%	25.2%
Vacant Housing Units	5.0%	7.9%	9.2%

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 the total population.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 25, 2025

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Community Profile

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

	5 miles	10 miles	15 miles
2025 Households by Income			
Household Income Base	8,080	20,220	41,235
<$15,000	9.5%	12.2%	8.5%
$15,000 - $24,999	4.0%	4.9%	4.4%
$25,000 - $34,999	5.9%	6.5%	5.7%
$35,000 - $49,999	10.6%	10.3%	9.2%
$50,000 - $74,999	13.8%	14.9%	15.1%
$75,000 - $99,999	14.1%	11.8%	13.3%
$100,000 - $149,999	24.8%	21.2%	22.5%
$150,000 - $199,999	11.1%	10.8%	11.8%
$200,000+	6.1%	7.3%	9.5%
Average Household Income	$99,853	$98,238	$107,730
2030 Households by Income			
Household Income Base	8,197	20,515	41,990
<$15,000	7.9%	10.6%	7.3%
$15,000 - $24,999	3.2%	4.1%	3.6%
$25,000 - $34,999	5.0%	5.7%	4.8%
$35,000 - $49,999	9.5%	9.5%	8.1%
$50,000 - $74,999	12.5%	14.0%	13.9%
$75,000 - $99,999	13.0%	11.0%	12.2%
$100,000 - $149,999	26.9%	22.7%	23.5%
$150,000 - $199,999	14.4%	13.6%	14.7%
$200,000+	7.5%	8.8%	12.0%
Average Household Income	$109,979	$107,771	$119,269
2025 Owner Occupied Housing Units by Value			
Total	5,476	12,769	29,365
<$50,000	1.9%	3.1%	3.0%
$50,000 - $99,999	1.5%	1.1%	0.7%
$100,000 - $149,999	2.7%	2.5%	1.6%
$150,000 - $199,999	12.6%	9.9%	7.1%
$200,000 - $249,999	16.7%	12.2%	10.7%
$250,000 - $299,999	13.8%	13.0%	14.1%
$300,000 - $399,999	18.4%	21.8%	24.1%
$400,000 - $499,999	20.1%	19.6%	18.7%
$500,000 - $749,999	9.1%	11.1%	13.3%
$750,000 - $999,999	2.2%	3.8%	4.8%
$1,000,000 - $1,499,999	0.9%	1.3%	1.2%
$1,500,000 - $1,999,999	0.0%	0.1%	0.3%
$2,000,000 +	0.0%	0.4%	0.6%
Average Home Value	$346,312	$379,466	$403,869
2030 Owner Occupied Housing Units by Value			
Total	5,577	13,105	30,317
<$50,000	1.3%	2.1%	1.8%
$50,000 - $99,999	0.4%	0.3%	0.1%
$100,000 - $149,999	0.8%	0.7%	0.4%
$150,000 - $199,999	7.0%	5.2%	3.2%
$200,000 - $249,999	13.3%	9.1%	6.7%
$250,000 - $299,999	12.9%	11.7%	11.5%
$300,000 - $399,999	20.8%	23.7%	25.2%
$400,000 - $499,999	26.8%	25.2%	23.8%
$500,000 - $749,999	13.0%	15.6%	19.4%
$750,000 - $999,999	2.7%	4.7%	6.1%
$1,000,000 - $1,499,999	0.8%	1.2%	1.0%
$1,500,000 - $1,999,999	0.0%	0.1%	0.2%
$2,000,000 +	0.0%	0.4%	0.5%
Average Home Value	$389,924	$424,271	$451,425

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.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 25, 2025

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Community Profile

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

	5 miles	10 miles	15 miles
Median Household Income			
2025	$84,159	$76,922	$86,682
2030	$97,072	$87,175	$100,273
Median Home Value			
2025	$304,216	$337,191	$353,354
2030	$368,734	$388,427	$404,523
Per Capita Income			
2025	$42,511	$38,871	$43,650
2030	$47,559	$43,270	$49,017
Median Age			
2010	39.6	33.9	37.4
2020	42.1	36.8	40.1
2025	43.1	36.9	40.7
2030	44.4	38.0	41.8
2020 Population by Age			
Total	19,475	50,975	100,682
0 - 4	5.1%	4.3%	4.8%
5 - 9	5.6%	5.0%	5.6%
10 - 14	7.0%	5.8%	6.2%
15 - 24	11.1%	22.6%	16.5%
25 - 34	11.7%	10.3%	10.8%
35 - 44	13.2%	10.8%	11.8%
45 - 54	12.9%	11.3%	12.3%
55 - 64	14.2%	12.7%	14.3%
65 - 74	11.3%	10.0%	10.7%
75 - 84	5.7%	5.2%	5.3%
85 +	2.1%	2.0%	1.9%
18 +	77.9%	81.4%	79.8%
2025 Population by Age			
Total	19,034	51,490	102,170
0 - 4	5.0%	4.2%	4.6%
5 - 9	5.4%	4.4%	5.1%
10 - 14	5.6%	4.9%	5.7%
15 - 24	12.1%	24.2%	17.4%
25 - 34	11.3%	10.3%	10.5%
35 - 44	13.3%	10.8%	12.2%
45 - 54	13.0%	10.8%	11.7%
55 - 64	13.2%	11.5%	12.9%
65 - 74	12.2%	10.6%	11.7%
75 - 84	6.7%	6.1%	6.2%
85 +	2.2%	2.1%	2.1%
18 +	79.8%	83.1%	81.1%
2030 Population by Age			
Total	19,009	51,448	102,518
0 - 4	4.8%	4.1%	4.5%
5 - 9	5.1%	4.2%	4.8%
10 - 14	5.5%	4.5%	5.3%
15 - 24	10.9%	23.4%	16.9%
25 - 34	11.7%	10.6%	10.6%
35 - 44	12.8%	10.5%	11.9%
45 - 54	13.6%	11.2%	12.2%
55 - 64	12.5%	10.6%	11.5%
65 - 74	12.3%	10.8%	12.1%
75 - 84	8.3%	7.5%	7.7%
85 +	2.6%	2.6%	2.5%
18 +	81.3%	84.2%	82.1%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 25, 2025

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Community Profile

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

	5 miles	10 miles	15 miles
2020 Population by Sex			
Males	9,586	25,664	50,867
Females	9,889	25,311	49,815
2025 Population by Sex			
Males	9,500	26,145	52,164
Females	9,534	25,345	50,006
2030 Population by Sex			
Males	9,449	26,005	52,139
Females	9,560	25,443	50,378
2010 Population by Race/Ethnicity			
Total	19,410	50,386	97,499
White Alone	92.9%	92.3%	94.2%
Black Alone	0.6%	1.4%	1.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.7%	1.0%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.2%	3.6%	2.4%
Two or More Races	1.3%	1.4%	1.3%
Hispanic Origin	8.7%	8.1%	5.8%
Diversity Index	27.2	27.3	21.0
2020 Population by Race/Ethnicity			
Total	19,475	50,975	100,682
White Alone	86.8%	85.7%	88.6%
Black Alone	1.0%	1.8%	1.3%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	0.9%	1.2%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.2%	4.4%	3.1%
Two or More Races	6.6%	6.3%	5.6%
Hispanic Origin	9.8%	10.0%	7.5%
Diversity Index	37.5	39.2	31.9
2025 Population by Race/Ethnicity			
Total	19,033	51,490	102,171
White Alone	86.0%	84.5%	87.7%
Black Alone	1.0%	2.0%	1.4%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	0.9%	1.4%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.3%	4.8%	3.4%
Two or More Races	7.2%	6.8%	6.0%
Hispanic Origin	10.2%	10.6%	8.0%
Diversity Index	39.0	41.6	34.0
2030 Population by Race/Ethnicity			
Total	19,008	51,446	102,519
White Alone	84.8%	83.2%	86.6%
Black Alone	1.1%	2.1%	1.5%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	1.0%	1.5%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.7%	5.2%	3.7%
Two or More Races	7.8%	7.3%	6.6%
Hispanic Origin	11.0%	11.5%	8.7%
Diversity Index	41.5	44.2	36.4

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: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 25, 2025

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Community Profile

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

	5 miles	10 miles	15 miles
2020 Population by Relationship and Household Type			
Total	19,475	50,975	100,682
In Households	98.2%	90.9%	94.9%
Householder	41.4%	38.9%	39.7%
Opposite-Sex Spouse	19.2%	17.2%	19.7%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	3.5%	3.1%	3.2%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	25.4%	21.6%	23.4%
Adopted Child	0.4%	0.4%	0.5%
Stepchild	1.5%	1.1%	1.2%
Grandchild	1.3%	1.2%	1.3%
Brother or Sister	0.6%	0.6%	0.6%
Parent	0.6%	0.6%	0.6%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.3%	0.2%	0.2%
Other Relatives	0.6%	0.5%	0.5%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	2.9%	5.1%	3.6%
In Group Quarters	1.8%	9.1%	5.1%
Institutionalized	0.7%	0.7%	0.8%
Noninstitutionalized	1.1%	8.4%	4.4%
2025 Population 25+ by Educational Attainment			
Total	13,686	32,072	68,646
Less than 9th Grade	4.0%	3.8%	2.4%
9th - 12th Grade, No Diploma	3.2%	3.4%	3.4%
High School Graduate	28.6%	26.6%	26.4%
GED/Alternative Credential	4.6%	3.8%	4.0%
Some College, No Degree	19.3%	19.7%	18.3%
Associate Degree	12.8%	11.8%	12.3%
Bachelor's Degree	18.6%	20.1%	22.6%
Graduate/Professional Degree	8.8%	11.0%	10.6%
2025 Population 15+ by Marital Status			
Total	15,987	44,538	86,456
Never Married	30.9%	42.5%	34.9%
Married	52.2%	42.9%	49.9%
Widowed	6.2%	5.2%	5.2%
Divorced	10.8%	9.4%	9.9%
2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	10,668	29,046	57,744
Population 16+ Employed	97.5%	97.0%	97.5%
Population 16+ Unemployment rate	2.5%	3.0%	2.5%
Population 16-24 Employed	14.1%	26.6%	19.2%
Population 16-24 Unemployment rate	11.6%	6.8%	6.5%
Population 25-54 Employed	60.4%	51.3%	55.8%
Population 25-54 Unemployment rate	0.7%	1.5%	1.3%
Population 55-64 Employed	16.4%	14.8%	17.0%
Population 55-64 Unemployment rate	1.6%	1.7%	2.2%
Population 65+ Employed	9.1%	7.3%	8.0%
Population 65+ Unemployment rate	0.7%	0.8%	0.6%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 25, 2025

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Community Profile

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

	5 miles	10 miles	15 miles
2025 Employed Population 16+ by Industry			
Total	10,396	28,187	56,325
Agriculture/Mining	2.1%	1.7%	1.9%
Construction	9.6%	6.8%	8.4%
Manufacturing	17.1%	16.2%	17.1%
Wholesale Trade	3.1%	2.3%	2.5%
Retail Trade	8.4%	11.5%	10.6%
Transportation/Utilities	4.0%	3.7%	3.7%
Information	1.2%	0.9%	0.9%
Finance/Insurance/Real Estate	4.6%	4.4%	5.1%
Services	45.7%	49.1%	45.9%
Public Administration	4.1%	3.4%	3.9%
2025 Employed Population 16+ by Occupation			
Total	10,393	28,183	56,327
White Collar	52.0%	51.9%	54.6%
Management/Business/Financial	18.2%	15.8%	16.9%
Professional	18.7%	19.4%	21.1%
Sales	6.5%	7.2%	7.2%
Administrative Support	8.6%	9.5%	9.4%
Services	20.0%	21.7%	17.9%
Blue Collar	28.0%	26.5%	27.5%
Farming/Forestry/Fishing	0.9%	0.5%	0.6%
Construction/Extraction	6.6%	4.8%	6.0%
Installation/Maintenance/Repair	3.3%	3.0%	3.5%
Production	8.7%	8.9%	8.9%
Transportation/Material Moving	8.6%	9.2%	8.5%
2020 Households by Type			
Total	8,049	19,842	40,005
Married Couple Households	46.7%	44.6%	50.0%
With Own Children <18	16.4%	15.0%	17.2%
Without Own Children <18	30.3%	29.6%	32.8%
Cohabitating Couple Households	8.5%	8.1%	8.1%
With Own Children <18	2.9%	2.6%	2.5%
Without Own Children <18	5.6%	5.5%	5.7%
Male Householder, No Spouse/Partner	18.6%	21.4%	19.3%
Living Alone	13.3%	14.5%	13.5%
65 Years and over	4.5%	4.2%	4.1%
With Own Children <18	1.8%	1.6%	1.6%
Without Own Children <18, With Relatives	2.1%	2.2%	2.2%
No Relatives Present	1.4%	3.0%	2.0%
Female Householder, No Spouse/Partner	26.2%	25.9%	22.6%
Living Alone	16.4%	16.0%	14.3%
65 Years and over	8.7%	8.1%	7.4%
With Own Children <18	4.8%	3.9%	3.4%
Without Own Children <18, With Relatives	3.9%	3.7%	3.5%
No Relatives Present	1.1%	2.3%	1.4%
2020 Households by Size			
Total	8,049	19,842	40,005
1 Person Household	29.7%	30.5%	27.7%
2 Person Household	36.4%	36.5%	37.7%
3 Person Household	14.4%	14.2%	14.3%
4 Person Household	11.8%	11.1%	11.9%
5 Person Household	4.9%	4.8%	5.3%
6 Person Household	1.9%	2.0%	2.0%
7 + Person Household	0.9%	0.9%	1.0%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 25, 2025

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Community Profile

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

	5 miles	10 miles	15 miles
2020 Households by Tenure and Mortgage Status			
Total	8,049	19,842	40,005
Owner Occupied	66.6%	62.1%	70.2%
Owned with a Mortgage/Loan	46.8%	42.0%	48.4%
Owned Free and Clear	19.8%	20.1%	21.8%
Renter Occupied	33.4%	37.9%	29.8%
2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	98	81	86
Percent of Income for Mortgage	22.6%	27.4%	25.5%
Wealth Index	79	82	95
2020 Housing Units By Urban/ Rural Status			
Total	8,488	21,567	44,238
Urban Housing Units	80.5%	70.1%	56.2%
Rural Housing Units	19.5%	29.9%	43.8%
2020 Population By Urban/ Rural Status			
Total	19,475	50,975	100,682
Urban Population	80.9%	72.6%	57.1%
Rural Population	19.1%	27.4%	42.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 25, 2025

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Community Profile

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

	5 miles	10 miles	15 miles
Top 3 Tapestry Segments			
1.	Classic Comfort (K4)	Moderate Metros (C6)	Room to Roam (K7)
2.	Room to Roam (K7)	Room to Roam (K7)	Classic Comfort (K4)
3.	Moderate Metros (C6)	Classic Comfort (K4)	Moderate Metros (C6)
2025 Consumer Spending			
Apparel & Services: Total $	$16,693,287	$41,775,099	$92,063,833
Average Spent	$2,066.00	$2,066.03	$2,232.66
Spending Potential Index	84	84	91
Education: Total $	$12,205,240	$32,394,632	$70,276,346
Average Spent	$1,510.55	$1,602.11	$1,704.29
Spending Potential Index	85	90	96
Entertainment/Recreation: Total $	$29,921,578	$72,537,083	$161,636,172
Average Spent	$3,703.17	$3,587.39	$3,919.88
Spending Potential Index	90	87	95
Food at Home: Total $	$52,956,906	$130,301,814	$286,545,615
Average Spent	$6,554.07	$6,444.20	$6,949.09
Spending Potential Index	88	87	93
Food Away from Home: Total $	$27,666,566	$69,600,940	$153,699,355
Average Spent	$3,424.08	$3,442.18	$3,727.40
Spending Potential Index	83	83	90
Health Care: Total $	$59,068,075	$139,993,622	$313,826,706
Average Spent	$7,310.41	$6,923.52	$7,610.69
Spending Potential Index	95	90	98
HH Furnishings & Equipment: Total $	$20,697,213	$50,682,480	$113,535,853
Average Spent	$2,561.54	$2,506.55	$2,753.39
Spending Potential Index	88	86	95
Personal Care Products & Services: Total $	$7,144,448	$17,914,662	$39,784,864
Average Spent	$884.21	$885.99	$964.83
Spending Potential Index	84	85	92
Shelter: Total $	$176,569,258	$448,037,284	$985,586,694
Average Spent	$21,852.63	$22,158.12	$23,901.70
Spending Potential Index	82	83	90
Support Payments/Cash Contributions/Gifts in Kind: Total $	$23,388,756	$56,255,333	$129,299,186
Average Spent	$2,894.65	$2,782.16	$3,135.67
Spending Potential Index	88	84	95
Travel: Total $	$24,834,204	$60,452,931	$137,536,905
Average Spent	$3,073.54	$2,989.76	$3,335.44
Spending Potential Index	85	83	92
Vehicle Maintenance & Repairs: Total $	$9,770,493	$24,193,639	$53,075,436
Average Spent	$1,209.22	$1,196.52	$1,287.15
Spending Potential Index	90	89	95

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 25, 2025

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Executive Summary

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

	5 miles	10 miles	15 miles
Population			
2010 Population	19,411	50,387	97,499
2020 Population	19,475	50,975	100,682
2025 Population	19,034	51,490	102,170
2030 Population	19,009	51,448	102,518
2010-2020 Annual Rate	0.03%	0.12%	0.32%
2020-2025 Annual Rate	-0.44%	0.19%	0.28%
2025-2030 Annual Rate	-0.03%	-0.02%	0.07%
2020 Male Population	49.2%	50.3%	50.5%
2020 Female Population	50.8%	49.7%	49.5%
2020 Median Age	42.1	36.8	40.1
2025 Male Population	49.9%	50.8%	51.1%
2025 Female Population	50.1%	49.2%	48.9%
2025 Median Age	43.1	36.9	40.7

In the identified area, the current year population is 102,170. In 2020, the Census count in the area was 100,682. The rate of change since 2020 was 0.28% annually. The five-year projection for the population in the area is 102,518 representing a change of 0.07% annually from 2025 to 2030. Currently, the population is 51.1% male and 48.9% female.

Median Age

The median age in this area is 40.7, compared to U.S. median age of 39.6.

Race and Ethnicity			
2025 White Alone	86.0%	84.5%	87.7%
2025 Black Alone	1.0%	2.0%	1.4%
2025 American Indian/Alaska Native Alone	0.6%	0.5%	0.5%
2025 Asian Alone	0.9%	1.4%	1.1%
2025 Pacific Islander Alone	0.0%	0.0%	0.0%
2025 Other Race	4.3%	4.8%	3.4%
2025 Two or More Races	7.2%	6.8%	6.0%
2025 Hispanic Origin (Any Race)	10.2%	10.6%	8.0%

Persons of Hispanic origin represent 8.0% of the population in the identified area compared to 19.7% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 34.0 in the identified area, compared to 72.7 for the U.S. as a whole.

Households			
2025 Wealth Index	79	82	95
2010 Households	7,749	19,163	37,756
2020 Households	8,049	19,842	40,005
2025 Households	8,080	20,220	41,235
2030 Households	8,197	20,515	41,990
2010-2020 Annual Rate	0.38%	0.35%	0.58%
2020-2025 Annual Rate	0.07%	0.36%	0.58%
2025-2030 Annual Rate	0.29%	0.29%	0.36%
2025 Average Household Size	2.31	2.28	2.33

The household count in this area has changed from 40,005 in 2020 to 41,235 in the current year, a change of 0.58% annually. The five-year projection of households is 41,990, a change of 0.36% annually from the current year total. Average household size is currently 2.33, compared to 2.39 in the year 2020. The number of families in the current year is 25,466 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.
Source: U.S. Census Bureau. Esri forecasts for 2025 and 2030. Esri converted Census 2010 into 2020 geography and Census 2020 data.

September 18, 2025

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Executive Summary

Fort Atkinson, Wisconsin
Rings: 5, 10, 15 mile radii

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

	5 miles	10 miles	15 miles
Mortgage Income			
2025 Percent of Income for Mortgage	22.6%	27.4%	25.5%
Median Household Income			
2025 Median Household Income	$84,159	$76,922	$86,682
2030 Median Household Income	$97,072	$87,175	$100,273
2025-2030 Annual Rate	2.90%	2.53%	2.96%
Average Household Income			
2025 Average Household Income	$99,853	$98,238	$107,730
2030 Average Household Income	$109,979	$107,771	$119,269
2025-2030 Annual Rate	1.95%	1.87%	2.06%
Per Capita Income			
2025 Per Capita Income	$42,511	$38,871	$43,650
2030 Per Capita Income	$47,559	$43,270	$49,017
2025-2030 Annual Rate	2.27%	2.17%	2.35%
GINI Index			
2025 Gini Index	39.8	44.0	41.8
Households by Income			

Current median household income is $86,682 in the area, compared to $81,624 for all U.S. households. Median household income is projected to be $100,273 in five years, compared to $92,476 all U.S. households.

Current average household income is $107,730 in this area, compared to $116,179 for all U.S. households. Average household income is projected to be $119,269 in five years, compared to $128,612 for all U.S. households.

Current per capita income is $43,650 in the area, compared to the U.S. per capita income of $45,360. The per capita income is projected to be $49,017 in five years, compared to $50,744 for all U.S. households.

Housing			
2025 Housing Affordability Index	98	81	86
2010 Total Housing Units	8,326	20,965	42,170
2010 Owner Occupied Housing Units	5,196	11,952	26,379
2010 Renter Occupied Housing Units	2,553	7,210	11,377
2010 Vacant Housing Units	577	1,802	4,414
2020 Total Housing Units	8,488	21,567	44,238
2020 Owner Occupied Housing Units	5,360	12,319	28,086
2020 Renter Occupied Housing Units	2,689	7,523	11,919
2020 Vacant Housing Units	436	1,751	4,216
2025 Total Housing Units	8,489	21,973	45,470
2025 Owner Occupied Housing Units	5,476	12,769	29,365
2025 Renter Occupied Housing Units	2,604	7,451	11,870
2025 Vacant Housing Units	409	1,753	4,235
2030 Total Housing Units	8,624	22,272	46,243
2030 Owner Occupied Housing Units	5,577	13,105	30,317
2030 Renter Occupied Housing Units	2,620	7,410	11,673
2030 Vacant Housing Units	427	1,757	4,253
Socioeconomic Status Index			
2025 Socioeconomic Status Index	56.5	52.2	55.0

Currently, 64.6% of the 45,470 housing units in the area are owner occupied; 26.1%, renter occupied; and 9.3% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 9.8% are vacant. In 2020, there were 44,238 housing units in the area and 9.5% vacant housing units. The annual rate of change in housing units since 2020 is 0.52%. Median home value in the area is $353,354, compared to a median home value of $370,578 for the U.S. In five years, median value is projected to change by 2.74% annually to $404,523.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.
Source: U.S. Census Bureau. Esri forecasts for 2025 and 2030. Esri converted Census 2010 into 2020 geography and Census 2020 data.

September 18, 2025

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Executive Summary

Fort Atkinson City, WI
Fort Atkinson City, WI (5526675)
Geography: Place

Population	Fort Atkinson...
2010 Population	12,428
2020 Population	12,589
2025 Population	12,275
2030 Population	12,363
2010-2020 Annual Rate	0.13%
2020-2025 Annual Rate	-0.48%
2025-2030 Annual Rate	0.14%

Age	
2025 Median Age	42.1
U.S. median age is 39.1	

Race and Ethnicity	
White Alone	85.3%
Black Alone	1.1%
American Indian Alone	0.5%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.6%
Two or More Races	7.5%
Hispanic Origin	10.5%
Diversity Index	40.3

Households	
2010 Total Households	5,153
2020 Total Households	5,349
2025 Total Households	5,362
2030 Total Households	5,475
2010-2020 Annual Rate	0.37%
2020-2025 Annual Rate	0.05%
2025-2030 Annual Rate	0.42%
2025 Average Household Size	2.25
Wealth Index	68

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography.

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Mortgage Income	Fort Atkinson...
2025 Percent of Income for Mortgage	20.7%

Median Household Income	
2025 Median Household Income	$81,213
2030 Median Household Income	$93,771
2025-2030 Annual Rate	2.92%

Average Household Income	
2025 Average Household Income	$94,732
2030 Average Household Income	$104,545

Per Capita Income	
2025 Per Capita Income	$41,446
2030 Per Capita Income	$46,362
2025-2030 Annual Rate	2.27%

Income Equality	
2025 Gini Index	38.8

Socioeconomic Status	
2025 Socioeconomic Status Index	56.3

Housing Unit Summary	
Housing Affordability Index	107
2010 Total Housing Units	5,460
2010 Owner Occupied Hus (%)	62.6%
2010 Renter Occupied Hus (%)	37.4%
2010 Vacant Housing Units (%)	5.6%
2020 Housing Units	5,594
2020 Owner Occupied HUs (%)	62.2%
2020 Renter Occupied HUs (%)	37.8%
Vacant Housing Units	4.4%
2025 Housing Units	5,594
Owner Occupied Housing Units	63.6%
Renter Occupied Housing Units	36.4%
Vacant Housing Units	4.2%
2030 Total Housing Units	5,728
2030 Owner Occupied Housing Units	3,490
2030 Renter Occupied Housing Units	1,985
2030 Vacant Housing Units	253

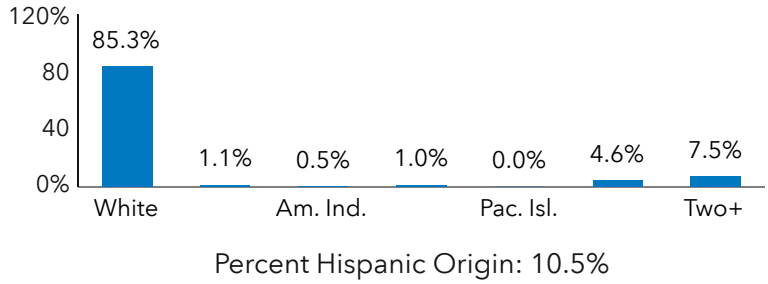
Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography.

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Graphic Profile

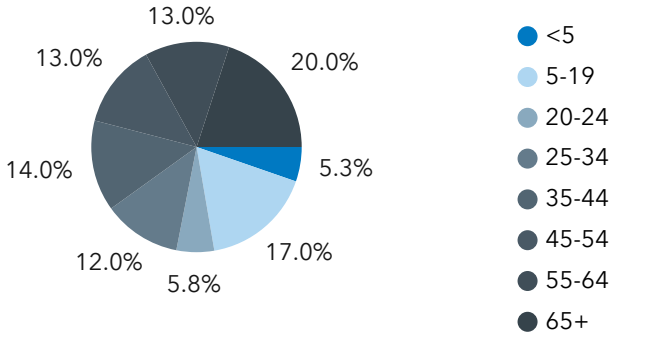
Fort Atkinson City, WI
Fort Atkinson City, WI (5526675)
Geography: Place

Population by Race

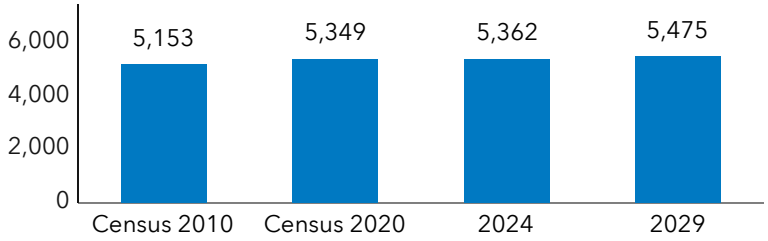


Percent Hispanic Origin: 10.5%

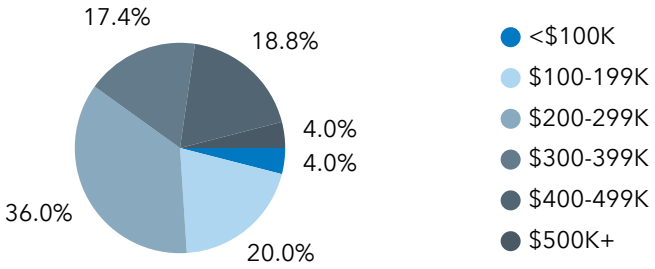
Population by Age



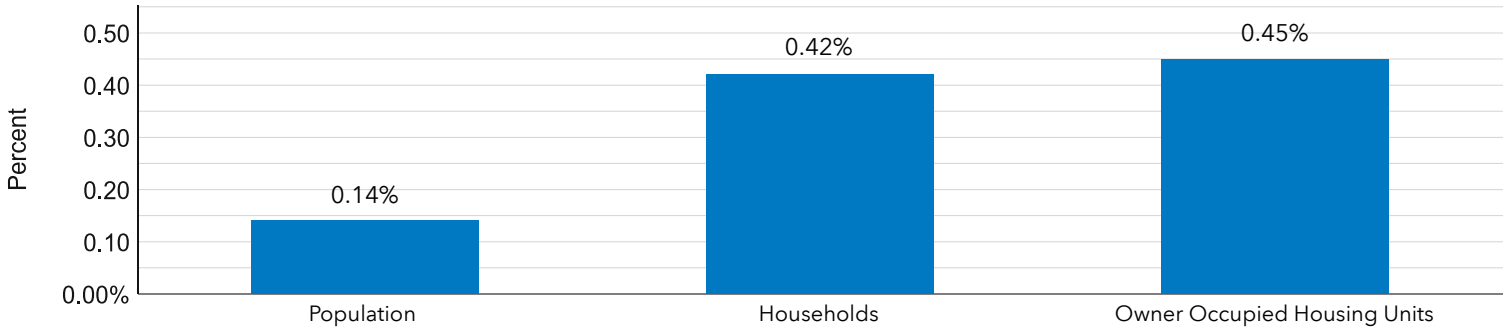
Households



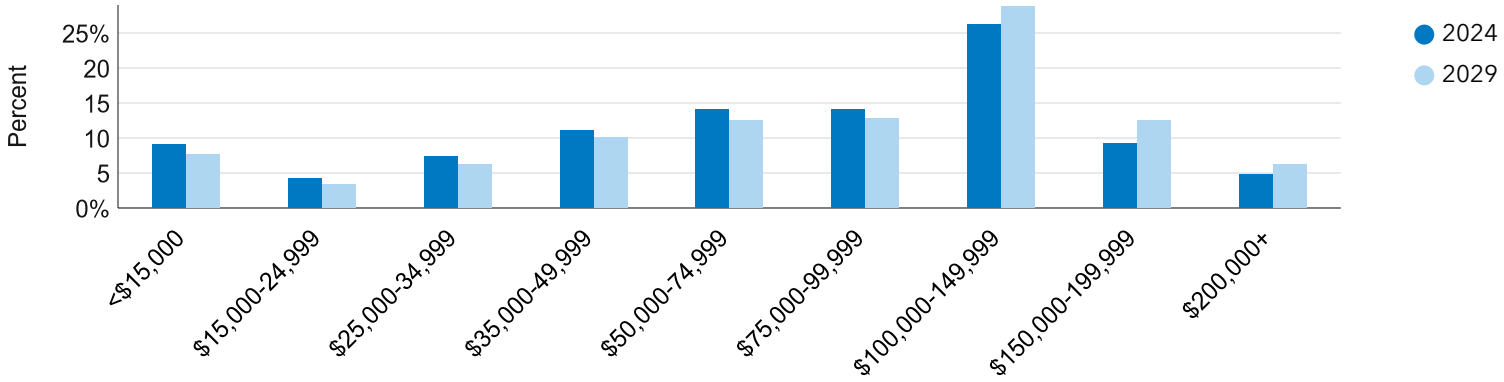
Home Value



2024-2029 Annual Growth Rate



Household Income



Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography. U.S. Census Bureau 2020 decennial Census data.

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Retail Goods and Services Expenditures

Fort Atkinson City, WI
Fort Atkinson City, WI (5526675)
Geography: Place

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Classic Comfort (K4)	49.3%	Population	12,275	12,363
Middle Ground (K2)	17.6%	Households	5,362	5,475
Country Charm (I7)	10.9%	Families	3,042	3,093
Moderate Metros (C6)	8.1%	Median Age	42.1	43.4
Legacy Hills (K1)	7.1%	Median Household Income	$81,213	$93,771

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	80	$1,967.50	$10,549,761
Men's	83	$399.94	$2,144,484
Women's	79	$663.13	$3,555,708
Children's	80	$269.37	$1,444,347
Footwear	80	$436.20	$2,338,892
Watches & Jewelry	79	$159.79	$856,795
Apparel Products and Services (1)	84	$39.08	$209,535
Computer			
Computers and Hardware for Home Use	80	$181.19	$971,558
Portable Memory	81	$3.09	$16,569
Computer Software	84	$14.09	$75,555
Computer Accessories	81	$16.28	$87,286
Education	86	$3,530.58	$18,930,991
Educational Books, Supplies, and Other Expenditures	84	$77.63	$416,277
Other School Supplies	87	$76.85	$412,073

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.

Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
Entertainment & Recreation	86	$3,530.58	$18,930,991
Fees and Admissions	80	$745.10	$3,995,215
Membership Fees for Clubs (2)	81	$255.79	$1,371,530
Fees for Participant Sports, excl. Trips	83	$137.65	$738,063
Tickets to Theatre/Operas/Concerts	78	$88.35	$473,708
Tickets to Movies	77	$28.53	$152,984
Tickets to Parks or Museums	74	$31.38	$168,268
Admission to Sporting Events, excl. Trips	95	$86.83	$465,597
Fees for Recreational Lessons	69	$115.69	$620,345
Dating Services	76	$0.88	$4,720
TV/Video/Audio	86	$1,066.58	$5,718,985
Cable and Satellite Television Services	89	$587.89	$3,152,273
Televisions	82	$97.47	$522,629
Satellite Dishes	70	$0.97	$5,211
VCRs, Video Cameras, and DVD Players	83	$3.46	$18,540
Miscellaneous Video Equipment	73	$25.47	$136,549
Video Cassettes and DVDs	79	$3.76	$20,148
Video Game Hardware/Accessories	87	$41.23	$221,056
Video Game Software	83	$19.07	$102,259
Rental/Streaming/Downloaded Video	87	$168.97	$906,030
Installation of Televisions	64	$0.96	$5,145
Audio (3)	82	$115.49	$619,237
Rental of TV/VCR/Radio/Sound Equipment	122	$0.28	$1,524
Repair of TV/Radio/Sound Equipment	84	$1.56	$8,384
Pets	90	$957.07	$5,131,794
Toys/Games/Crafts/Hobbies (4)	88	$158.42	$849,425
Recreational Vehicles and Fees (5)	88	$169.99	$911,491
Sports/Recreation/Exercise Equipment (6)	89	$229.31	$1,229,554
Photo Equipment and Supplies (7)	86	$59.35	$318,219
Reading (8)	80	$103.91	$557,179
Live Entertainment for Catered Affairs	89	$18.90	$101,344
Rental of Party Supplies for Catered Affairs	81	$21.97	$117,785

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.

Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
Food	82	$9,516.02	$51,024,917
Food at Home	84	$6,258.62	$33,558,715
Bakery and Cereal Products	84	$838.39	$4,495,433
Meats, Poultry, Fish, and Eggs	83	$1,275.42	$6,838,809
Dairy Products	85	$642.38	$3,444,448
Fruits and Vegetables	81	$1,040.96	$5,581,603
Snacks and Other Food at Home (9)	122	$2,461.47	$13,198,422
Food Away from Home	79	$3,257.40	$17,466,202
Alcoholic Beverages	80	$541.03	$2,901,003
Financial			
Value of Stocks/Bonds/Mutual Funds	78	$37,559.40	$201,393,486
Value of Retirement Plans	91	$138,437.59	$742,302,370
Value of Other Financial Assets	88	$11,681.71	$62,637,333
Vehicle Loan Amount excluding Interest	87	$3,052.84	$16,369,337
Value of Credit Card Debt	84	$2,525.91	$13,543,936
Health			
Nonprescription Drugs	87	$173.88	$932,323
Prescription Drugs	109	$460.28	$2,468,016
Eyeglasses and Contact Lenses	92	$122.08	$654,590
Personal Care Products (10)	81	$484.68	$2,598,864
Smoking Products	95	$437.62	$2,346,536
Home			
Mortgage Payment and Basics (11)	83	$11,099.51	$59,515,585
Maintenance and Remodeling Services	86	$3,997.97	$21,437,115
Maintenance and Remodeling Materials (12)	98	$787.76	$4,223,949
Utilities, Fuel, and Public Services	87	$5,166.59	$27,703,263

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.

Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
Household Furnishings and Equipment			
Household Textiles (13)	83	$97.35	$522,002
Furniture	83	$736.84	$3,950,954
Rugs	82	$32.16	$172,428
Major Appliances (14)	85	$429.68	$2,303,932
Housewares (15)	80	$78.98	$423,490
Small Appliances	79	$61.54	$329,957
Luggage	78	$19.14	$102,642
Telephones and Accessories	98	$81.76	$438,402
Household Operations			
Child Care	80	$469.51	$2,517,487
Lawn and Garden (16)	91	$616.70	$3,306,728
Moving/Storage/Freight Express	70	$89.97	$482,409
Housekeeping Supplies (17)	85	$736.79	$3,950,673
Insurance			
Owners and Renters Insurance	94	$794.74	$4,261,388
Vehicle Insurance	84	$1,824.65	$9,783,771
Life/Other Insurance	85	$583.60	$3,129,252
Health Insurance	89	$4,434.14	$23,775,832
Transportation			
Payments on Vehicles excluding Leases	88	$2,654.64	$14,234,161
Gasoline/Diesel Fuel/Electric Vehicle Charging	85	$2,964.38	$15,894,979
Vehicle Maintenance and Repairs	85	$1,152.92	$6,181,974
Travel			
Airline Fares	73	$619.13	$3,319,775
Lodging on Trips	82	$906.96	$4,863,109
Auto/Truck Rental on Trips	79	$96.29	$516,310
Food and Drink on Trips	81	$686.33	$3,680,122

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.

Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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(1) Apparel Products and Services includes 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 health clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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) 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, adult diapers, other miscellaneous care products and personal care appliances.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

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

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

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

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

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

(17) 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.

Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Retail Market Potential

Fort Atkinson City, WI
Fort Atkinson City, WI (5526675)
Geography: Place

Demographic Summary	2025	2030
Population	12,275	12,363
Population 18+	9,745	9,989
Households	5,362	5,475
Median Household Income	$81,213	$93,771

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	6,256	64.2%	101
Bought Women`s Clothing Last 12 Mo	5,073	52.1%	100
Bought Shoes Last 12 Mo	7,412	76.1%	100
Bought Fine Jewelry Last 12 Mo	2,026	20.8%	95
Bought Watch Last 12 Mo	1,186	12.2%	95
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	4,995	93.2%	104
HH Bought or Leased New Vehicle Last 12 Mo	434	8.1%	95
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	9,024	92.6%	104
Bought or Changed Motor Oil Last 12 Mo	5,666	58.1%	107
Had Vehicle Tune-Up Last 12 Mo	2,176	22.3%	97
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	3,739	38.4%	101
Drank Beer or Ale Last 6 Mo	3,588	36.8%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	863	8.9%	104
Own Digital SLR Camera or Camcorder	849	8.7%	90
Printed Digital Photos Last 12 Mo	2,500	25.6%	103
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	3,342	34.3%	99
Have a Smartphone	9,195	94.4%	100
Have Android Phone (Any Brand) Smartphone	4,096	42.0%	112
Have Apple iPhone Smartphone	5,284	54.2%	92
HH Owns 1 Cell Phone	1,683	31.4%	105
HH Owns 2 Cell Phones	2,116	39.5%	102
HH Owns 3+ Cell Phones	1,455	27.1%	94
HH Has Cell Phone Only (No Landline Telephone)	4,148	77.4%	103
Computers (Households)			
HH Owns Computer	4,431	82.6%	100
HH Owns Desktop Computer	2,010	37.5%	101
HH Owns Laptop or Notebook	3,639	67.9%	99
HH Owns Apple or Mac Brand Computer	1,080	20.1%	81
HH Owns PC or Non-Apple Brand Computer	3,849	71.8%	104
HH Purchased Most Recent Home Computer at Store	1,956	36.5%	104
HH Purchased Most Recent Home Computer Online	1,422	26.5%	98
HH Spent $1-499 on Most Recent Home Computer	789	14.7%	114
HH Spent $500-999 on Most Recent Home Computer	1,036	19.3%	109
HH Spent $1K-1499 on Most Recent Home Computer	540	10.1%	91
HH Spent $1500-1999 on Most Recent Home Computer	166	3.1%	76
HH Spent $2000+ on Most Recent Home Computer	314	5.9%	93

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	6,882	70.6%	107
Bought Brewed Coffee at Convenience Store Last 30 Days	1,325	13.6%	108
Bought Cigarettes at Convenience Store Last 30 Days	684	7.0%	123
Bought Gas at Convenience Store Last 30 Days	4,614	47.4%	116
Spent $1-19 at Convenience Store Last 30 Days	606	6.2%	99
Spent $20-39 at Convenience Store Last 30 Days	768	7.9%	98
Spent $40-50 at Convenience Store Last 30 Days	626	6.4%	102
Spent $51-99 at Convenience Store Last 30 Days	634	6.5%	122
Spent $100+ at Convenience Store Last 30 Days	2,738	28.1%	114
Entertainment (Adults)			
Attended Movie Last 6 Mo	5,069	52.0%	98
Went to Live Theater Last 12 Mo	1,049	10.8%	93
Went to Bar or Night Club Last 12 Mo	1,953	20.0%	103
Dined Out Last 12 Mo	5,662	58.1%	103
Gambled at Casino Last 12 Mo	1,311	13.4%	105
Visited Theme Park Last 12 Mo	1,598	16.4%	87
Viewed Movie (Video-on-Demand) Last 30 Days	682	7.0%	85
Viewed TV Show (Video-on-Demand) Last 30 Days	463	4.8%	87
Used Internet to Download Movie Last 30 Days	521	5.3%	79
Downloaded Individual Song Last 6 Mo	1,639	16.8%	93
Used Internet to Watch Movie Last 30 Days	3,026	31.1%	88
Used Internet to Watch TV Program Last 30 Days	2,126	21.8%	96
Played (Console) Video or Electronic Game Last 12 Mo	1,324	13.6%	106
Played (Portable) Video or Electronic Game Last 12 Mo	754	7.7%	106

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	3,603	37.0%	105
Used ATM or Cash Machine Last 12 Mo	5,940	61.0%	100
Own Any Stock	1,205	12.4%	90
Own U.S. Savings Bonds	768	7.9%	105
Own Shares in Mutual Fund (Stocks)	1,161	11.9%	99
Own Shares in Mutual Fund (Bonds)	774	7.9%	104
Have Interest Checking Account	3,880	39.8%	106
Have Non-Interest Checking Account	3,782	38.8%	107
Have Savings Account	7,148	73.3%	102
Have 401(k) Retirement Savings Plan	2,441	25.1%	104
Own or Used Any Credit or Debit Card Last 12 Mo	9,027	92.6%	101
Avg $1-110 Monthly Credit Card Expenditures	2,072	21.3%	109
Avg $111-225 Monthly Credit Card Expenditures	1,127	11.6%	94
Avg $226-450 Monthly Credit Card Expenditures	843	8.7%	103
Avg $451-700 Monthly Credit Card Expenditures	895	9.2%	105
Avg $701-1000 Monthly Credit Card Expenditures	704	7.2%	93
Avg $1001-2000 Monthly Credit Card Expenditures	1,129	11.6%	101
Avg $2001+ Monthly Credit Card Expenditures	1,010	10.4%	77
Did Online Banking Last 12 Mo	5,537	56.8%	102
Did Mobile Device Banking Last 12 Mo	4,837	49.6%	102
Grocery (Adults)			
HH Used Bread Last 6 Mo	5,087	94.9%	101
HH Used Chicken (Fresh or Frozen) Last 6 Mo	4,149	77.4%	101
HH Used Turkey (Fresh or Frozen) Last 6 Mo	1,182	22.0%	110
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	2,988	55.7%	97
HH Used Fresh Fruit or Vegetables Last 6 Mo	4,813	89.8%	99
HH Used Fresh Milk Last 6 Mo	4,551	84.9%	104
HH Used Organic Food Last 6 Mo	1,106	20.6%	83

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	4,406	45.2%	99
Exercise at Club 2+ Times Per Week	1,115	11.4%	86
Visited Doctor Last 12 Mo	7,935	81.4%	102
Used Vitamins or Dietary Supplements Last 6 Mo	6,402	65.7%	101
Home (Households)			
HH Did Home Improvement Last 12 Mo	2,046	38.2%	112
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	1,860	34.7%	102
HH Purchased Low Ticket HH Furnishing Last 12 Mo	1,191	22.2%	106
HH Purchased Big Ticket HH Furnishing Last 12 Mo	1,284	23.9%	100
HH Bought Small Kitchen Appliance Last 12 Mo	1,223	22.8%	100
HH Purchased Large Appliance/12 Mo	1,006	18.8%	105
Insurance (Adults/Households)			
Currently Carry Life Insurance	5,332	54.7%	108
Personally Carry Any Medical or Hospital or Accident Insurance	8,520	87.4%	103
Homeowner Carries Insurance on Home/Personal Property	6,369	65.4%	111
Renter Carries Insurance on Home/Personal Property	1,167	12.0%	90
HH Has 1 Vehicle Covered with Auto Insurance	1,785	33.3%	103
HH Has 2 Vehicles Covered with Auto Insurance	1,711	31.9%	104
HH Has 3+ Vehicles Covered with Auto Insurance	1,394	26.0%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	3,073	57.3%	111
HH Owns 1+ Cats	1,525	28.4%	119
HH Owns 1+ Dogs	2,280	42.5%	111
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	1,301	13.3%	83
Buying American Is Important: 4-Agr Cmpl	3,061	31.4%	115
Buy Based on Quality Not Price: 4-Agr Cmpl	1,299	13.3%	94
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,136	11.7%	95
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	934	9.6%	96
Will Pay More for Environ Safe Products: 4-Agr Cmpl	973	10.0%	91
Buy Based on Price Not Brands: 4-Agr Cmpl	2,699	27.7%	101
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	314	3.2%	82
Reading (Adults)			
Bought Digital Book Last 12 Mo	1,644	16.9%	95
Bought Hardcover Book Last 12 Mo	2,531	26.0%	100
Bought Paperback Book Last 12 Mo	3,158	32.4%	96
Read Daily Newspaper (Paper Version)	698	7.2%	102
Read Digital Newspaper Last 30 Days	4,773	49.0%	90
Read Magazine (Paper or Electronic Version) Last 6 Mo	8,242	84.6%	97

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	7,343	75.3%	104
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	2,450	25.1%	103
Went to Fast Food or Drive-In Restaurant Last 6 Mo	9,045	92.8%	102
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	3,923	40.3%	101
Ordered Eat-In Fast Food Last 6 Mo	3,298	33.8%	102
Ordered Home Delivery Fast Food Last 6 Mo	1,078	11.1%	90
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	5,218	53.5%	110
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	2,104	21.6%	94
Television & Electronics (Adults/Households)			
Own Tablet	5,321	54.6%	97
Own E-Reader	1,552	15.9%	97
Own E-Reader or Tablet: Apple iPad	3,216	33.0%	91
HH Owns Internet Connectable TV	2,292	42.8%	103
Own Portable MP3 Player	827	8.5%	111
HH Owns 1 TV	904	16.9%	85
HH Owns 2 TVs	1,498	27.9%	101
HH Owns 3 TVs	1,235	23.0%	105
HH Owns 4+ TVs	1,346	25.1%	114
HH Subscribes to Cable TV	1,494	27.9%	99
HH Subscribes to Fiber Optic TV	145	2.7%	84
HH Owns Portable GPS Device	990	18.5%	111
HH Purchased Video Game System Last 12 Mo	300	5.6%	79
HH Owns Internet Video Device for TV	2,943	54.9%	104

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	5,992	61.5%	99
Took 3+ Domestic Non-Business Trips Last 12 Mo	1,675	17.2%	94
Spent $1-999 on Domestic Vacations Last 12 Mo	1,216	12.5%	113
Spent $1K-1499 on Domestic Vacations Last 12 Mo	648	6.7%	96
Spent $1500-1999 on Domestic Vacations Last 12 Mo	450	4.6%	97
Spent $2K-2999 on Domestic Vacations Last 12 Mo	565	5.8%	103
Spent $3K+ on Domestic Vacations Last 12 Mo	1,033	10.6%	89
Used Internet Travel Site for Domestic Trip Last 12 Mo	534	5.5%	85
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	2,339	24.0%	79
Took 3+ Foreign Trips by Plane Last 3 Yrs	388	4.0%	72
Spent $1-999 on Foreign Vacations Last 12 Mo	331	3.4%	80
Spent $1K-2999 on Foreign Vacations Last 12 Mo	365	3.8%	87
Spent $3K+ on Foreign Vacations Last 12 Mo	697	7.2%	74
Used General Travel Site: Foreign Trip Last 3 Yrs	378	3.9%	72
Spent Night at Hotel or Motel Last 12 Mo	5,376	55.2%	101
Took Cruise of More Than One Day Last 3 Yrs	768	7.9%	89
Member of Frequent Flyer Program	2,227	22.9%	83
Member of Hotel Rewards Program	2,793	28.7%	97

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Retail Demand Outlook

Fort Atkinson, Wisconsin
Ring: 10 mile radius

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

Top Tapestry Segments	Percent
Moderate Metros (C6)	20.2%
Room to Roam (K7)	17.3%
Classic Comfort (K4)	17.1%
Dorms to Diplomas (B1)	9.1%
Country Charm (I7)	7.3%

Demographic Summary	2025	2030
Population	51,490	51,448
Households	20,220	20,515
Families	11,541	11,593
Median Age	36.9	38.0
Median Household Income	$76,922	$87,175

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	$41,775,099	$46,507,474	$4,732,375
Men's	$8,450,919	$9,407,779	$956,860
Women's	$14,339,026	$15,964,159	$1,625,133
Children's	$5,515,372	$6,141,442	$626,070
Footwear	$9,252,362	$10,298,345	$1,045,983
Watches & Jewelry	$3,403,376	$3,789,617	$386,241
Apparel Products and Services (1)	$814,045	$906,131	$92,086
Computer			
Computers and Hardware for Home Use	$3,953,191	$4,401,512	$448,321
Portable Memory	$72,063	$80,168	$8,105
Computer Software	$309,032	$343,824	$34,792
Computer Accessories	$349,118	$388,438	$39,320
Entertainment & Recreation	$72,537,083	$80,717,376	$8,180,293
Fees and Admissions	$15,544,340	$17,307,454	$1,763,114
Membership Fees for Clubs (2)	$5,322,256	$5,925,452	$603,196
Fees for Participant Sports, excl. Trips	$2,817,189	$3,137,535	$320,346
Tickets to Theatre/Operas/Concerts	$1,906,120	$2,121,820	$215,700
Tickets to Movies	$632,057	$703,765	$71,708
Tickets to Parks or Museums	$668,954	$744,296	$75,342
Admission to Sporting Events, excl. Trips	$1,713,534	$1,907,675	$194,141
Fees for Recreational Lessons	$2,462,353	$2,742,542	$280,189
Dating Services	$21,878	$24,368	$2,490
TV/Video/Audio	$22,112,885	$24,608,771	$2,495,886
Cable and Satellite Television Services	$11,866,468	$13,201,663	$1,335,195
Televisions	$2,080,099	$2,316,101	$236,002
Satellite Dishes	$22,303	$24,806	$2,503
VCRs, Video Cameras, and DVD Players	$72,993	$81,222	$8,229
Miscellaneous Video Equipment	$554,301	$618,453	$64,152
Video Cassettes and DVDs	$83,978	$93,386	$9,408
Video Game Hardware/Accessories	$896,330	$997,458	$101,128
Video Game Software	$456,191	$507,705	$51,514
Rental/Streaming/Downloaded Video	$3,540,796	$3,941,689	$400,893
Installation of Televisions	$22,253	$24,785	$2,532
Audio (3)	$2,476,996	$2,756,764	$279,768
Rental and Repair of TV/Radio/Sound Equipment	$40,177	$44,737	$4,560
Pets	$19,333,686	$21,505,606	$2,171,920
Toys/Games/Crafts/Hobbies (4)	$3,261,584	$3,629,289	$367,705
Recreational Vehicles and Fees (5)	$3,326,306	$3,701,171	$374,865
Sports/Recreation/Exercise Equipment (6)	$4,669,016	$5,192,896	$523,880
Photo Equipment and Supplies (7)	$1,225,047	$1,363,540	$138,493
Reading (8)	$2,248,481	$2,501,164	$252,683
Catered Affairs (9)	$815,737	$907,485	$91,748
Food	$199,902,754	$222,494,601	$22,591,847
Food at Home	$130,301,814	$145,007,967	$14,706,153
Bakery and Cereal Products	$17,406,172	$19,370,902	$1,964,730
Meats, Poultry, Fish, and Eggs	$26,559,264	$29,558,339	$2,999,075
Dairy Products	$13,362,840	$14,868,974	$1,506,134
Fruits and Vegetables	$21,875,070	$24,344,645	$2,469,575
Snacks and Other Food at Home (10)	$51,098,466	$56,865,106	$5,766,640
Food Away from Home	$69,600,940	$77,486,634	$7,885,694
Alcoholic Beverages	$11,413,451	$12,707,408	$1,293,957

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September 25, 2025

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Retail Demand Outlook

Fort Atkinson, Wisconsin
Ring: 10 mile radius

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	$795,442,987	$885,256,525	$89,813,538
Value of Retirement Plans	$2,713,444,864	$3,019,848,783	$306,403,919
Value of Other Financial Assets	$228,966,069	$254,915,477	$25,949,408
Vehicle Loan Amount excluding Interest	$63,435,328	$70,615,980	$7,180,652
Value of Credit Card Debt	$52,327,636	$58,256,330	$5,928,694
Health			
Nonprescription Drugs	$3,554,524	$3,955,842	$401,318
Prescription Drugs	$8,662,949	$9,635,616	$972,667
Eyeglasses and Contact Lenses	$2,444,750	$2,719,529	$274,779
Home			
Mortgage Payment and Basics (11)	$219,240,336	$244,076,160	$24,835,824
Maintenance and Remodeling Services	$78,845,947	$87,734,389	$8,888,442
Maintenance and Remodeling Materials (12)	$14,670,281	$16,315,918	$1,645,637
Utilities, Fuel, and Public Services	$106,041,069	$118,007,794	$11,966,725
Household Furnishings and Equipment			
Household Textiles (13)	$2,057,919	$2,290,697	$232,778
Furniture	$15,433,355	$17,181,621	$1,748,266
Rugs	$672,000	$748,129	$76,129
Major Appliances (14)	$8,699,498	$9,683,362	$983,864
Housewares (15)	$1,697,384	$1,889,040	$191,656
Small Appliances	$1,345,180	$1,497,013	$151,833
Luggage	$414,766	$461,865	$47,099
Telephones and Accessories	$1,629,833	$1,813,879	$184,046
Household Operations			
Child Care	$9,518,055	$10,601,759	$1,083,704
Lawn and Garden (16)	$12,159,615	$13,527,438	$1,367,823
Moving/Storage/Freight Express	$2,079,342	$2,314,547	$235,205
Housekeeping Supplies (17)	$15,248,004	$16,969,594	$1,721,590
Insurance			
Owners and Renters Insurance	$15,270,583	$16,996,243	$1,725,660
Vehicle Insurance	$38,475,647	$42,829,805	$4,354,158
Life/Other Insurance	$11,737,886	$13,064,847	$1,326,961
Health Insurance	$89,049,447	$99,094,224	$10,044,777
Personal Care Products (18)	$10,404,802	$11,583,288	$1,178,486
Educational Books/Supplies/Other Expenditures	$1,757,528	$1,956,474	$198,946
Smoking Products	$9,051,833	$10,068,608	$1,016,775
Transportation			
Payments on Vehicles excluding Leases	$54,034,530	$60,144,733	$6,110,203
Gasoline/Diesel Fuel/Electric Vehicle Charging	$62,076,209	$69,082,607	$7,006,398
Vehicle Maintenance and Repairs	$24,193,639	$26,923,163	$2,729,524
Travel			
Airline Fares	$13,431,517	$14,954,681	$1,523,164
Lodging on Trips	$18,606,040	$20,708,962	$2,102,922
Auto/Truck Rental on Trips	$2,047,850	$2,279,702	$231,852
Food and Drink on Trips	$14,338,670	$15,959,134	$1,620,464

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(1) Apparel Products and Services includes 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 health clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

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

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

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

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

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

(17) 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.

(18) 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, adult diapers, other miscellaneous care products and personal care appliances.

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Top Tapestry Segments	Percent
Room to Roam (K7)	24.9%
Classic Comfort (K4)	15.6%
Moderate Metros (C6)	9.9%
Flourishing Families (H1)	7.0%
Country Charm (I7)	5.8%

Demographic Summary	2025	2030
Population	102,170	102,518
Households	41,235	41,990
Families	25,466	25,725
Median Age	40.7	41.8
Median Household Income	$86,682	$100,273

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	$92,063,833	$103,806,687	$11,742,854
Men's	$18,552,558	$20,916,252	$2,363,694
Women's	$31,673,697	$35,714,686	$4,040,989
Children's	$12,254,872	$13,822,704	$1,567,832
Footwear	$20,237,721	$22,816,734	$2,579,013
Watches & Jewelry	$7,561,459	$8,525,969	$964,510
Apparel Products and Services (1)	$1,783,526	$2,010,342	$226,816
Computer			
Computers and Hardware for Home Use	$8,602,724	$9,700,183	$1,097,459
Portable Memory	$148,443	$167,249	$18,806
Computer Software	$642,889	$724,391	$81,502
Computer Accessories	$751,213	$846,529	$95,316
Entertainment & Recreation	$161,636,172	$182,198,421	$20,562,249
Fees and Admissions	$35,533,065	$40,073,804	$4,540,739
Membership Fees for Clubs (2)	$12,110,409	$13,655,290	$1,544,881
Fees for Participant Sports, excl. Trips	$6,533,493	$7,370,821	$837,328
Tickets to Theatre/Operas/Concerts	$4,260,866	$4,803,687	$542,821
Tickets to Movies	$1,366,091	$1,540,411	$174,320
Tickets to Parks or Museums	$1,506,617	$1,698,669	$192,052
Admission to Sporting Events, excl. Trips	$3,909,222	$4,408,465	$499,243
Fees for Recreational Lessons	$5,803,268	$6,547,885	$744,617
Dating Services	$43,099	$48,577	$5,478
TV/Video/Audio	$48,693,462	$54,885,937	$6,192,475
Cable and Satellite Television Services	$26,526,817	$29,892,978	$3,366,161
Televisions	$4,569,565	$5,153,153	$583,588
Satellite Dishes	$45,904	$51,723	$5,819
VCRs, Video Cameras, and DVD Players	$159,495	$179,799	$20,304
Miscellaneous Video Equipment	$1,223,662	$1,382,538	$158,876
Video Cassettes and DVDs	$175,207	$197,330	$22,123
Video Game Hardware/Accessories	$1,853,222	$2,088,490	$235,268
Video Game Software	$904,732	$1,019,349	$114,617
Rental/Streaming/Downloaded Video	$7,660,791	$8,637,275	$976,484
Installation of Televisions	$52,951	$59,744	$6,793
Audio (3)	$5,434,828	$6,126,252	$691,424
Rental and Repair of TV/Radio/Sound Equipment	$86,287	$97,307	$11,020
Pets	$42,834,425	$48,269,296	$5,434,871
Toys/Games/Crafts/Hobbies (4)	$7,151,631	$8,060,586	$908,955
Recreational Vehicles and Fees (5)	$7,728,528	$8,714,310	$985,782
Sports/Recreation/Exercise Equipment (6)	$10,270,069	$11,573,592	$1,303,523
Photo Equipment and Supplies (7)	$2,706,285	$3,050,494	$344,209
Reading (8)	$4,909,881	$5,532,013	$622,132
Catered Affairs (9)	$1,808,825	$2,038,389	$229,564
Food	$440,244,969	$496,300,139	$56,055,170
Food at Home	$286,545,615	$322,989,866	$36,444,251
Bakery and Cereal Products	$38,451,938	$43,342,711	$4,890,773
Meats, Poultry, Fish, and Eggs	$58,303,334	$65,720,510	$7,417,176
Dairy Products	$29,356,240	$33,086,723	$3,730,483
Fruits and Vegetables	$48,190,556	$54,320,691	$6,130,135
Snacks and Other Food at Home (10)	$112,243,547	$126,519,230	$14,275,683
Food Away from Home	$153,699,355	$173,310,273	$19,610,918
Alcoholic Beverages	$25,669,164	$28,944,733	$3,275,569

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Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

September 25, 2025

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Retail Demand Outlook

Fort Atkinson, Wisconsin
Ring: 15 mile radius

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	$1,869,603,976	$2,107,766,143	$238,162,167
Value of Retirement Plans	$6,395,338,935	$7,209,828,658	$814,489,723
Value of Other Financial Assets	$538,312,059	$607,069,459	$68,757,400
Vehicle Loan Amount excluding Interest	$139,229,059	$156,996,961	$17,767,902
Value of Credit Card Debt	$117,120,421	$132,060,270	$14,939,849
Health			
Nonprescription Drugs	$7,962,208	$8,976,179	$1,013,971
Prescription Drugs	$19,359,051	$21,807,436	$2,448,385
Eyeglasses and Contact Lenses	$5,446,567	$6,137,357	$690,790
Home			
Mortgage Payment and Basics (11)	$520,095,675	$586,590,259	$66,494,584
Maintenance and Remodeling Services	$186,235,330	$209,981,713	$23,746,383
Maintenance and Remodeling Materials (12)	$34,293,008	$38,653,716	$4,360,708
Utilities, Fuel, and Public Services	$233,972,170	$263,734,596	$29,762,426
Household Furnishings and Equipment			
Household Textiles (13)	$4,496,698	$5,069,292	$572,594
Furniture	$34,510,513	$38,914,904	$4,404,391
Rugs	$1,521,384	$1,715,453	$194,069
Major Appliances (14)	$19,801,025	$22,327,024	$2,525,999
Housewares (15)	$3,722,077	$4,195,635	$473,558
Small Appliances	$2,859,460	$3,222,873	$363,413
Luggage	$925,691	$1,043,960	$118,269
Telephones and Accessories	$3,636,421	$4,098,189	$461,768
Household Operations			
Child Care	$21,880,567	$24,685,617	$2,805,050
Lawn and Garden (16)	$28,111,526	$31,685,978	$3,574,452
Moving/Storage/Freight Express	$4,395,292	$4,954,371	$559,079
Housekeeping Supplies (17)	$33,724,371	$38,014,754	$4,290,383
Insurance			
Owners and Renters Insurance	$35,326,213	$39,833,259	$4,507,046
Vehicle Insurance	$84,013,897	$94,724,238	$10,710,341
Life/Other Insurance	$27,144,123	$30,606,529	$3,462,406
Health Insurance	$200,052,945	$225,502,195	$25,449,250
Personal Care Products (18)	$22,662,015	$25,550,784	$2,888,769
Educational Books/Supplies/Other Expenditures	$3,703,865	$4,175,646	$471,781
Smoking Products	$19,075,277	$21,489,067	$2,413,790
Transportation			
Payments on Vehicles excluding Leases	$119,891,317	$135,179,939	$15,288,622
Gasoline/Diesel Fuel/Electric Vehicle Charging	$135,580,723	$152,838,947	$17,258,224
Vehicle Maintenance and Repairs	$53,075,436	$59,826,915	$6,751,479
Travel			
Airline Fares	$30,484,215	$34,378,056	$3,893,841
Lodging on Trips	$42,816,508	$48,275,609	$5,459,101
Auto/Truck Rental on Trips	$4,601,938	$5,189,049	$587,111
Food and Drink on Trips	$32,392,601	$36,520,960	$4,128,359

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September 25, 2025

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(1) Apparel Products and Services includes 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 health clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

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

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

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

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

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

(17) 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.

(18) 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, adult diapers, other miscellaneous care products and personal care appliances.

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
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Retail Demand Outlook

Fort Atkinson, Wisconsin
Ring: 5 mile radius

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

Top Tapestry Segments	Percent
Classic Comfort (K4)	36.8%
Room to Roam (K7)	15.4%
Moderate Metros (C6)	14.6%
Middle Ground (K2)	11.7%
Country Charm (I7)	9.6%

Demographic Summary	2025	2030
Population	19,034	19,009
Households	8,080	8,197
Families	4,909	4,934
Median Age	43.1	44.4
Median Household Income	$84,159	$97,072

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	$16,693,287	$18,650,670	$1,957,383
Men's	$3,381,541	$3,778,265	$396,724
Women's	$5,673,983	$6,339,538	$665,555
Children's	$2,258,176	$2,523,656	$265,480
Footwear	$3,693,841	$4,124,968	$431,127
Watches & Jewelry	$1,357,399	$1,517,329	$159,930
Apparel Products and Services (1)	$328,348	$366,915	$38,567
Computer			
Computers and Hardware for Home Use	$1,537,728	$1,718,418	$180,690
Portable Memory	$26,314	$29,362	$3,048
Computer Software	$118,367	$132,055	$13,688
Computer Accessories	$137,594	$153,584	$15,990
Entertainment & Recreation	$29,921,578	$33,415,483	$3,493,905
Fees and Admissions	$6,381,472	$7,132,450	$750,978
Membership Fees for Clubs (2)	$2,187,374	$2,444,877	$257,503
Fees for Participant Sports, excl. Trips	$1,178,367	$1,317,676	$139,309
Tickets to Theatre/Operas/Concerts	$758,739	$847,530	$88,791
Tickets to Movies	$241,854	$270,206	$28,352
Tickets to Parks or Museums	$270,254	$301,560	$31,306
Admission to Sporting Events, excl. Trips	$730,226	$816,402	$86,176
Fees for Recreational Lessons	$1,007,110	$1,125,772	$118,662
Dating Services	$7,549	$8,426	$877
TV/Video/Audio	$9,015,698	$10,069,606	$1,053,908
Cable and Satellite Television Services	$4,985,389	$5,566,165	$580,776
Televisions	$825,490	$922,587	$97,097
Satellite Dishes	$8,151	$9,088	$937
VCRs, Video Cameras, and DVD Players	$29,152	$32,553	$3,401
Miscellaneous Video Equipment	$214,560	$240,567	$26,007
Video Cassettes and DVDs	$32,049	$35,724	$3,675
Video Game Hardware/Accessories	$341,112	$380,878	$39,766
Video Game Software	$159,373	$177,859	$18,486
Rental/Streaming/Downloaded Video	$1,414,351	$1,580,371	$166,020
Installation of Televisions	$8,694	$9,716	$1,022
Audio (3)	$981,725	$1,096,603	$114,878
Rental and Repair of TV/Radio/Sound Equipment	$15,653	$17,494	$1,841
Pets	$8,076,300	$9,014,804	$938,504
Toys/Games/Crafts/Hobbies (4)	$1,333,883	$1,489,312	$155,429
Recreational Vehicles and Fees (5)	$1,447,251	$1,616,618	$169,367
Sports/Recreation/Exercise Equipment (6)	$1,932,772	$2,156,877	$224,105
Photo Equipment and Supplies (7)	$499,481	$557,960	$58,479
Reading (8)	$891,715	$994,959	$103,244
Catered Affairs (9)	$343,007	$382,898	$39,891
Food	$80,623,471	$90,054,322	$9,430,851
Food at Home	$52,956,906	$59,137,762	$6,180,856
Bakery and Cereal Products	$7,101,560	$7,930,746	$829,186
Meats, Poultry, Fish, and Eggs	$10,781,698	$12,040,743	$1,259,045
Dairy Products	$5,441,279	$6,075,042	$633,763
Fruits and Vegetables	$8,841,616	$9,873,277	$1,031,661
Snacks and Other Food at Home (10)	$20,790,753	$23,217,954	$2,427,201
Food Away from Home	$27,666,566	$30,916,560	$3,249,994
Alcoholic Beverages	$4,627,298	$5,171,808	$544,510

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September 25, 2025

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Retail Demand Outlook

Fort Atkinson, Wisconsin
Ring: 5 mile radius

Prepared by GSG Hospitality Group
Latitude: 42.92988
Longitude: -88.83702

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	$331,514,880	$370,323,183	$38,808,303
Value of Retirement Plans	$1,188,549,269	$1,328,342,585	$139,793,316
Value of Other Financial Assets	$99,254,282	$110,989,815	$11,735,533
Vehicle Loan Amount excluding Interest	$25,630,363	$28,642,927	$3,012,564
Value of Credit Card Debt	$21,454,659	$23,975,626	$2,520,967
Health			
Nonprescription Drugs	$1,475,842	$1,648,469	$172,627
Prescription Drugs	$3,812,902	$4,258,342	$445,440
Eyeglasses and Contact Lenses	$1,030,931	$1,150,878	$119,947
Home			
Mortgage Payment and Basics (11)	$95,174,795	$106,401,478	$11,226,683
Maintenance and Remodeling Services	$34,399,633	$38,428,490	$4,028,857
Maintenance and Remodeling Materials (12)	$6,650,436	$7,426,990	$776,554
Utilities, Fuel, and Public Services	$43,539,541	$48,631,391	$5,091,850
Household Furnishings and Equipment			
Household Textiles (13)	$823,151	$919,592	$96,441
Furniture	$6,262,207	$6,998,684	$736,477
Rugs	$274,650	$306,925	$32,275
Major Appliances (14)	$3,647,829	$4,076,384	$428,555
Housewares (15)	$673,772	$752,466	$78,694
Small Appliances	$519,877	$580,403	$60,526
Luggage	$164,260	$183,604	$19,344
Telephones and Accessories	$684,616	$765,241	$80,625
Household Operations			
Child Care	$3,972,633	$4,442,721	$470,088
Lawn and Garden (16)	$5,274,922	$5,891,479	$616,557
Moving/Storage/Freight Express	$770,862	$860,525	$89,663
Housekeeping Supplies (17)	$6,231,161	$6,959,825	$728,664
Insurance			
Owners and Renters Insurance	$6,694,371	$7,483,207	$788,836
Vehicle Insurance	$15,383,871	$17,188,218	$1,804,347
Life/Other Insurance	$4,986,831	$5,572,330	$585,499
Health Insurance	$37,497,470	$41,884,501	$4,387,031
Personal Care Products (18)	$4,097,931	$4,579,033	$481,102
Educational Books/Supplies/Other Expenditures	$652,720	$729,334	$76,614
Smoking Products	$3,629,530	$4,050,711	$421,181
Transportation			
Payments on Vehicles excluding Leases	$22,282,570	$24,898,751	$2,616,181
Gasoline/Diesel Fuel/Electric Vehicle Charging	$24,972,736	$27,892,763	$2,920,027
Vehicle Maintenance and Repairs	$9,770,493	$10,910,644	$1,140,151
Travel			
Airline Fares	$5,359,842	$5,989,337	$629,495
Lodging on Trips	$7,786,736	$8,700,238	$913,502
Auto/Truck Rental on Trips	$825,922	$922,720	$96,798
Food and Drink on Trips	$5,877,832	$6,566,330	$688,498

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(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

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Retail Demand by Industry

Fort Atkinson City, WI
Fort Atkinson City, WI (5526675)
Geography: Place

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	85	$26,021.69	$139,528,287
44-45	Retail Trade	86	$22,286.18	$119,498,511
722	Food Services & Drinking Places	80	$3,735.50	$20,029,776

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	88	$2,833.17	$15,191,466
4411	Automobile Dealers	85	$2,364.79	$12,679,993
4412	Other Motor Vehicle Dealers	119	$261.30	$1,401,073
4413	Auto Parts, Accessories & Tire Stores	87	$207.09	$1,110,400
442	Furniture and Home Furnishings Stores	84	$836.20	$4,483,711
4421	Furniture Stores	84	$538.93	$2,889,728
4422	Home Furnishings Stores	85	$297.27	$1,593,983
443, 4431	Electronics and Appliance Stores	83	$237.59	$1,273,980
444	Bldg Material & Garden Equipment & Supplies Dealers	94	$1,313.58	$7,043,396
4441	Building Material and Supplies Dealers	94	$1,187.62	$6,368,029
4442	Lawn and Garden Equipment and Supplies Stores	93	$125.95	$675,367
445	Food and Beverage Stores	85	$4,818.01	$25,834,173
4451	Grocery Stores	85	$4,522.08	$24,247,415
4452	Specialty Food Stores	83	$148.72	$797,414
4453	Beer, Wine, and Liquor Stores	81	$147.21	$789,344
446, 4461	Health and Personal Care Stores	92	$766.82	$4,111,682
447, 4471	Gasoline Stations	87	$3,313.24	$17,765,570
448	Clothing and Clothing Accessories Stores	81	$1,027.74	$5,510,735
4481	Clothing Stores	81	$812.42	$4,356,189
4482	Shoe Stores	80	$198.91	$1,066,541
4483	Jewelry, Luggage, and Leather Goods Stores	80	$16.41	$88,005
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	85	$392.48	$2,104,475
4511	Sporting Goods, Hobby, and Musical Inst Stores	85	$314.56	$1,686,672
4512	Book Stores and News Dealers	82	$77.92	$417,803
452	General Merchandise Stores	86	$3,782.75	$20,283,089
4522	Department Stores	81	$321.92	$1,726,158
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	86	$3,460.82	$18,556,931

Source: Esri 2025/2030 Consumer Spending databases are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

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NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	89	$560.18	$3,003,696
4531	Florists	94	$27.07	$145,156
4532	Office Supplies, Stationery, and Gift Stores	84	$84.62	$453,710
4533	Used Merchandise Stores	85	$74.85	$401,342
4539	Other Miscellaneous Store Retailers	91	$373.65	$2,003,488
454	Nonstore Retailers	86	$2,404.43	$12,892,538
4541	Electronic Shopping and Mail-Order Houses	86	$2,052.20	$11,003,914
4542	Vending Machine Operators	86	$39.70	$212,886
4543	Direct Selling Establishments	87	$312.52	$1,675,738
722	Food Services & Drinking Places	80	$3,735.50	$20,029,776
7223	Special Food Services	80	$13.61	$72,995
7224	Drinking Places (Alcoholic Beverages)	80	$97.55	$523,038
7225	Restaurants and Other Eating Places	80	$3,624.35	$19,433,743

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.

Source: Esri 2025/2030 Consumer Spending databases are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

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Retail Demand by Industry

Jefferson County, WI
Jefferson County, WI (55055)
Geography: County

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	94	$28,782.49	$998,349,349
44-45	Retail Trade	95	$24,590.53	$852,947,004
722	Food Services & Drinking Places	89	$4,191.96	$145,402,345

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	98	$3,152.55	$109,349,453
4411	Automobile Dealers	96	$2,649.28	$91,893,042
4412	Other Motor Vehicle Dealers	124	$274.00	$9,503,811
4413	Auto Parts, Accessories & Tire Stores	97	$229.27	$7,952,600
442	Furniture and Home Furnishings Stores	95	$940.59	$32,625,339
4421	Furniture Stores	94	$603.52	$20,933,593
4422	Home Furnishings Stores	96	$337.07	$11,691,746
443, 4431	Electronics and Appliance Stores	92	$262.58	$9,108,011
444	Bldg Material & Garden Equipment & Supplies Dealers	104	$1,443.54	$50,070,679
4441	Building Material and Supplies Dealers	104	$1,303.93	$45,227,973
4442	Lawn and Garden Equipment and Supplies Stores	103	$139.62	$4,842,706
445	Food and Beverage Stores	93	$5,313.19	$184,293,341
4451	Grocery Stores	93	$4,982.60	$172,826,461
4452	Specialty Food Stores	92	$164.69	$5,712,580
4453	Beer, Wine, and Liquor Stores	92	$165.90	$5,754,300
446, 4461	Health and Personal Care Stores	100	$831.70	$28,848,462
447, 4471	Gasoline Stations	95	$3,623.04	$125,668,929
448	Clothing and Clothing Accessories Stores	91	$1,147.34	$39,796,653
4481	Clothing Stores	91	$907.73	$31,485,631
4482	Shoe Stores	89	$221.06	$7,667,807
4483	Jewelry, Luggage, and Leather Goods Stores	91	$18.54	$643,215
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	93	$432.93	$15,016,771
4511	Sporting Goods, Hobby, and Musical Inst Stores	94	$346.53	$12,019,604
4512	Book Stores and News Dealers	91	$86.41	$2,997,167
452	General Merchandise Stores	94	$4,164.50	$144,449,793
4522	Department Stores	90	$358.91	$12,449,082
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	94	$3,805.59	$132,000,711

Source: Esri 2025/2030 Consumer Spending databases are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

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NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	98	$617.63	$21,423,124
4531	Florists	104	$30.12	$1,044,705
4532	Office Supplies, Stationery, and Gift Stores	93	$93.66	$3,248,551
4533	Used Merchandise Stores	97	$85.61	$2,969,547
4539	Other Miscellaneous Store Retailers	99	$408.24	$14,160,321
454	Nonstore Retailers	96	$2,660.91	$92,296,449
4541	Electronic Shopping and Mail-Order Houses	95	$2,263.84	$78,523,690
4542	Vending Machine Operators	94	$43.47	$1,507,831
4543	Direct Selling Establishments	99	$353.60	$12,264,928
722	Food Services & Drinking Places	89	$4,191.96	$145,402,345
7223	Special Food Services	90	$15.26	$529,151
7224	Drinking Places (Alcoholic Beverages)	90	$109.43	$3,795,594
7225	Restaurants and Other Eating Places	89	$4,067.28	$141,077,600

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.

Source: Esri 2025/2030 Consumer Spending databases are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

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