

Site Selection Reports & Analysis Executive Summary

Location: Beloit City Center
Address: 100 state st., beloit, wi 53511
Latitude: 42° : 29' : 47"
Longitude: -89° : 02' : 11"

Description	5 Miles	10 Miles	15 Miles
POPULATION BY YEAR			
Population (4/1/1990)	57,306	83,652	231,730
Population (4/1/2000)	63,577	97,412	262,567
Population (1/1/2009)	68,904	113,197	291,618
Population (1/1/2014)	73,385	124,088	310,873
Percent Growth (2009/2000)	8.38	16.20	11.06
Percent Forecast (2014/2009)	6.50	9.62	6.60
HOUSEHOLDS BY YEAR			
Households (4/1/1990)	21,529	30,294	86,273
Households (4/1/2000)	23,891	35,927	100,187
Households (1/1/2009)	26,301	42,386	112,794
Households (1/1/2014)	27,907	46,383	120,006
Percent Growth (2009/2000)	10.09	17.98	12.58
Percent Forecast (2014/2009)	6.11	9.43	6.39
GENERAL POPULATION CHARACTERISTICS			
Median Age	35.5	36.5	36.9
Male	34,033	56,585	144,222
Female	34,871	56,612	147,396
Density	607.6	358.6	377.4
Urban	61,947	90,878	249,894
Rural	6,957	22,319	41,724
GENERAL HOUSEHOLD CHARACTERISTICS			
Households (1/1/2009)	26,301	42,386	112,794
Families	18,599	31,513	79,843
Non-Family Households	7,702	10,873	32,951
Average Size of Household	2.56	2.62	2.53
Median Age of Householder	47.8	47.9	48.0
Median Value Owner Occupied (\$)	118,014	138,678	134,066
Median Rent (\$)	776	804	838
Median Vehicles Per Household	2.4	2.5	2.4
GENERAL HOUSING CHARACTERISTICS			
Housing, Units	27,557	44,084	117,384
Housing, Owner Occupied	19,414	33,601	86,444
Housing, Renter Occupied	6,887	8,785	26,350
Housing, Vacant	1,256	1,698	4,590
POPULATION BY RACE			
White Alone	57,022	98,696	258,891
Black Alone	6,418	7,268	14,900
Asian Alone	780	1,274	4,362
Other	4,684	5,959	13,465
POPULATION BY ETHNICITY			
Hispanic	5,360	6,971	15,833
White Non-Hispanic	53,931	94,469	248,318
GENERAL INCOME CHARACTERISTICS			
Total Household Income (\$)	1,586,781,581	2,836,118,263	7,541,920,540
Median Household Income (\$)	50,633	57,375	55,865

Average Household Income (\$)	60,332	66,912	66,865
Per Capita Income (\$)	23,029	25,055	25,862
RETAIL SALES			
Total Retail Sales (including Food Services) (\$)	315,770	1,517,615	3,373,744
CONSUMER EXPENDITURES			
Total Consumer Expenditures (\$000)	1,342,895.3	2,289,560.9	6,061,424.4
EMPLOYMENT BY PLACE OF BUSINESS			
Employees, Total (by Place of Work)	9,702	32,008	92,009
Establishments, Total (by Place of Work)	762	2,137	5,741
EASI QUALITY OF LIFE			
EASI Quality of Life Index (US Avg=100)	56	58	59
EASI Total Crime Index (US Avg=100; A=High)	75	70	74
EASI Weather Index (US Avg=100)	20	21	19
BLOCK GROUP COUNT	54	78	221

Footnotes:

Easy Analytic Software, Inc. (EASI) is the source of all updated estimates. All other data are derived from the US Census and other official government sources.

All estimates are as of 1/1/2009 unless otherwise stated.

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