

Retail Market Comparison, West Bend Benchmark

Variable	West Bend Benchmark (10 minutes)	Jackson Village Square (10 minutes)		Cedarburg Retail Center (10 minutes)		Germantown Retail Center (10 minutes)	
		value	difference	value	difference	value	difference
2022-2027 Population: Compound Annual Growth Rate	0.11%	0.20%	+81.82%	0.32%	+190.91%	0.01%	-90.91%
2022 Population Density (Pop per Square Mile)	620.1	256.6	-58.62%	737.9	+19.00%	717.2	+15.66%
2022 Annual Budget Expenditures	\$1,431,556,088	\$820,281,718	-42.70%	\$1,496,677,126	+4.55%	\$1,504,919,750	+5.12%
2022 Average Disposable Income	\$72,596	\$87,363	+20.34%	\$90,049	+24.04%	\$82,719	+13.94%
2022 Average Disposable Income (Index)	93	112	+20.43%	115	+23.66%	106	+13.98%
2022 Retail Goods	\$433,701,555	\$250,319,348	-42.28%	\$451,193,751	+4.03%	\$454,438,739	+4.78%
2022 Alcoholic Beverages (Index)	91	112	+23.08%	120	+31.87%	106	+16.48%
2022 Alcoholic Beverages	\$11,503,076	\$6,626,939	-42.39%	\$12,222,385	+6.25%	\$12,193,894	+6.01%
2022 Alcoholic Beverages Away from Home	\$4,620,202	\$2,616,310	-43.37%	\$4,926,888	+6.64%	\$4,932,016	+6.75%
2022 Alcoholic Beverages Away from Home (Index)	90	109	+21.11%	119	+32.22%	106	+17.78%
2022 Alcoholic Beverages Away from Home (Avg)	\$258.99	\$314.46	+21.42%	\$343.48	+32.62%	\$306.01	+18.16%
2022 Entertainment/Recreation	\$59,111,692	\$34,073,262	-42.36%	\$61,882,020	+4.69%	\$62,181,597	+5.19%
2022 Entertainment/Recreation (Index)	90	112	+24.44%	118	+31.11%	105	+16.67%
2022 Entertainment/Recreation (Avg)	\$3,313.62	\$4,095.34	+23.59%	\$4,314.14	+30.19%	\$3,858.14	+16.43%
2022 Water Sports Equipment	\$157,529	\$100,844	-35.98%	\$158,566	+0.66%	\$157,888	+0.23%
2022 Water Sports Equipment (Index)	93	128	+37.63%	117	+25.81%	104	+11.83%

Source: Esri Business Analyst 2022