



# Juneau County Retail Market Analysis

2008



Created in Partnership with:

Juneau County Economic Development Committee

Greater Mauston Area Development Corporation

University of Wisconsin-Extension



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Prepared by the University of Wisconsin-Extension,  
Center for Community and Economic Development.

In cooperation with the Juneau County Economic Development Corporation, Greater  
Mauston Area Development Corporation and  
The University of Wisconsin-Extension, Juneau County

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### About the Study

This study was a joint effort between the University of Wisconsin Extension (UWEX), the Juneau County Economic Development Corporation (JCEDC) and the Greater Mauston Area Development Corporation. Researchers were Kris Yager (JCEDC), Jamie Krug (UWEX), and Bill Ryan (UWEX). Guidance provided by Terry Whipple (JCEDC) and Jim Goldsmith (UWEX). The authors extend their thanks to the business and community leaders of Juneau County who contributed to this effort.

# Introduction

The University of Wisconsin-Extension worked with the Juneau County Economic Development Committee to conduct an abbreviated market analysis that examined demand for retail products and services in Juneau County, Wisconsin. Trade areas were created for Elroy, Mauston, Necedah and New Lisbon of which the resident population was analyzed and profiled.

This study also provides a geographic and demographic analysis of recreational homeowners, commuters, and visitors in the County. Together, with local discussion, this information is intended to help communities explore business expansion and recruitment opportunities. The following flowchart illustrates the elements of this analysis:

