

## Conclusion

The following provides a brief summary of data on trade area residents, commuters, recreational homeowners, and tourists/visitors.

### Residents

- The Mauston Destination Trade Area had a 2007 population of 33,809 and is projected to have 35,461 residents by 2012. Approximately 55% of housing units are occupied by resident homeowners and 32% of housing units are vacant indicating a significant recreational home population. The 2007 per capita income was \$21,695, significantly below Wisconsin (\$27,589) and the U.S. (\$27,916). The Rooted Rural category (see Appendix A) describes roughly 30% of the resident's lifestyle characteristics.
- The Mauston Convenience Trade Area had a 2007 population of 8,873 and is projected to have 9,236 residents by 2012. Approximately 64% of housing units are occupied by resident homeowners and 14% of housing units are vacant. The 2007 per capita income was \$21,905, significantly below Wisconsin (\$27,589) and the U.S. (\$27,916). The Rooted Rural category (see Appendix A) describes roughly 40% of the resident's lifestyle characteristics.
- The Elroy Convenience Trade Area had a 2007 population of 3,458 and is projected to have 3,540 residents by 2012. Approximately 65% of housing units are occupied by resident homeowners and 13% of housing units are vacant. The 2007 per capita income was \$21,027, significantly below Wisconsin (\$27,589) and the U.S. (\$27,916). The Heartland Communities category (see Appendix A) describes roughly 37% of the resident's lifestyle characteristics.
- The Necedah Convenience Trade Area had a 2007 population of 4,281 and is projected to have 4,522 residents by 2012. Approximately 54% of housing units are occupied by resident homeowners and 34% of housing units are vacant indicating a significant recreational home population. The 2007 per capita income was \$18,732, significantly below Wisconsin (\$27,589) and the U.S. (\$27,916). The Rooted Rural category (see Appendix A) describes roughly 61% of the resident's lifestyle characteristics.
- The New Lisbon Convenience Trade Area had a 2007 population of 4,409 and is projected to have 4,550 residents by 2012. Approximately 56% of housing units are occupied by resident homeowners and 31% of housing units are vacant indicating a significant recreational home population.. The 2007 per capita income was \$22,724, significantly below Wisconsin (\$27,589) and the U.S. (\$27,916). The Rooted Rural category (see Appendix A) describes roughly 47% of the resident's lifestyle characteristics.

### Commuters

- In-commuters are people who live outside of Juneau County, but travel in to the community for work. Roughly a quarter (26%) of the people working in Juneau County travel in from other counties. Small communities with large employers often have a significant day-time population made up of in-commuters. These in-commuters offer the retail and service businesses in a community an additional market opportunity from which to generate sales.
- In Juneau County there are more residents leaving the county for work (out-commuters) than workers coming into the county from other areas (in-commuters.) At the same time, about a third (33%) of the working resident population travel to other counties for work.

### Recreational Homeowners

- In many rural communities, non-resident recreational homeowners have emerged as an important market segment for local businesses. Many of these seasonal residents are affluent and from out-of-state, bringing in significant spending potential.
- Purchasing behavior of recreational homeowners varies geographically and demographically. A recent study of spending was conducted in Sawyer County, Wisconsin and found that some common purchases include: basic consumption of food and beverage, recreation equipment and construction and remodeling needs for the second home.
- The median age of the recreational homeowner's census tracts, analyzed for this report, is 38.3, compared to 36.9 for Wisconsin. The percentage of people who are homeowners in these census tracts is 77.4 percent, significantly higher than for the state of Wisconsin (62.3 percent). The average household income for the second homeowner's census tracts is higher than the state average (\$76,741 compared to \$62,001). The per capita income of the second homeowner's census tracts is also higher (\$29,212 compared to \$25,042).

### Tourists, Visitors and Interstate Travelers

- The visitor and tourist market is a vital component of the Juneau County economy. For many communities, tourism is one engine behind downtown revitalization, job creation, and re-investment. It is often the catalyst for a wide range of capital improvement projects and development opportunities such as transportation and infrastructure, hotels, retail, and entertainment-based facilities.
- In 2007 tourists spent nearly \$90 million dollars in Juneau County and supported 1,120 full time jobs.
- Some elements that may bring tourists and visitors to a region include: historic districts, waterfronts, convention centers, festivals and cultural events, and visitor districts, such as clustering of attractions and retail and dining facilities.
- Monthly visitor counts were collected for two state parks and two state trails in Juneau County between January 2000 and December 2007. The data shows strong seasonality and positive growth patterns.