

CITY OF ALTOONA





LINCOLN ST, HIGHWAY 53 BYPASS, HWY 12 AND COUNTY A

County Trunk A runs east-west through Altoona and connects with Highways 12 and 53. The Highway 53 bypass provides access to Altoona, increasing accessibility for businesses and residents. I-94 is located 3 miles south of Altoona.

Some recent developments include:

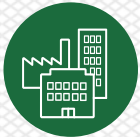
- Woodman's (2015 opening)
- Oakleaf Surgical Hospital (2014)
- Chippewa Valley Orthopedics & Sports Medicine (2014)
- Orgel Wealth Management (2013)
- Hoelt Builders, Inc. (2013)
- Hillcrest Greens (residential subdivision)

KEY

-  US Highway
-  County Road
-  Railroad
-  Daily Traffic Count



Traffic Count Source: Department of Transportation, May 2014



MAJOR BUSINESS CLUSTERS

- Area Financial Institutions
- Highway Oriented Businesses
- Professional Offices
- Transportation/Logistics



MAJOR EMPLOYERS

- Altoona Printing Co., Inc.
- Curt Manufacturing
- J&D Manufacturing
- J&R Manufacturing
- National Business Institute
- Oakleaf Surgical Hospital
- School District of Altoona
- Senasys Inc.
- United Parcel Service
- Woodman's (2015)



MAJOR RETAILERS & SELECTED FRANCHISES

- Altoona Family Restaurant
- Kwik Trip
- Northside Service
- Potting Shed
- Sport Rider, Inc.
- Subway
- Woodman's (2015)



MAJOR ATTRACTIONS

- Cinder City Park Eau Claire
- Eau Claire Golf and Country Club
- Lake Altoona County Park
- Otter Creek Trails



Demographic and Income Comparison Profile

1303 Lynn Ave, Altoona, Wisconsin, 54720
1303 Lynn Ave, Altoona, Wisconsin, 54720
Rings: 1, 3, 10 mile radii

Latitude: 44.80639
Longitude: -91.4327

	1 mile	3 mile	10 mile
Census 2010 Summary			
Population	4,958	34,381	113,104
Households	2,150	15,144	45,548
Families	1,383	8,690	27,173
Average Household Size	2.30	2.25	2.37
Owner Occupied Housing Units	1,436	9,155	28,600
Renter Occupied Housing Units	714	5,989	16,948
Median Age	37.4	35.9	34.0
2014 Summary			
Population	5,248	35,083	115,107
Households	2,288	15,608	46,852
Families	1,461	8,885	27,748
Average Household Size	2.29	2.23	2.34
Owner Occupied Housing Units	1,478	9,093	28,593
Renter Occupied Housing Units	810	6,515	18,259
Median Age	37.2	36.4	34.5
Median Household Income	\$47,217	\$44,710	\$47,074
Average Household Income	\$62,332	\$58,117	\$60,167
2019 Summary			
Population	5,590	36,284	118,516
Households	2,448	16,215	48,504
Families	1,554	9,181	28,574
Average Household Size	2.28	2.22	2.33
Owner Occupied Housing Units	1,589	9,397	29,609
Renter Occupied Housing Units	858	6,818	18,895
Median Age	36.9	37.4	35.6
Median Household Income	\$55,700	\$52,451	\$54,310
Average Household Income	\$72,391	\$68,177	\$70,242
Trends: 2014-2019 Annual Rate			
Population	1.27%	0.68%	0.59%
Households	1.36%	0.77%	0.70%
Families	1.24%	0.66%	0.59%
Owner Households	1.46%	0.66%	0.70%
Median Household Income	3.36%	3.25%	2.90%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.



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2014 Households by Income	1 mile		3 mile		10 mile	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	266	11.6%	2,062	13.2%	6,349	13.6%
\$15,000 - \$24,999	310	13.5%	2,556	16.4%	6,598	14.1%
\$25,000 - \$34,999	243	10.6%	1,740	11.1%	5,041	10.8%
\$35,000 - \$49,999	379	16.6%	2,029	13.0%	6,412	13.7%
\$50,000 - \$74,999	430	18.8%	3,000	19.2%	9,150	19.5%
\$75,000 - \$99,999	278	12.2%	1,870	12.0%	5,796	12.4%
\$100,000 - \$149,999	246	10.8%	1,656	10.6%	5,461	11.7%
\$150,000 - \$199,999	87	3.8%	349	2.2%	1,018	2.2%
\$200,000+	50	2.2%	346	2.2%	1,027	2.2%
Median Household Income	\$47,217		\$44,710		\$47,074	
Average Household Income	\$62,332		\$58,117		\$60,167	
Per Capita Income	\$25,651		\$25,641		\$24,947	

2019 Households by Income	1 mile		3 mile		10 mile	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	259	10.6%	2,011	12.4%	6,167	12.7%
\$15,000 - \$24,999	235	9.6%	1,960	12.1%	5,053	10.4%
\$25,000 - \$34,999	220	9.0%	1,663	10.3%	4,629	9.5%
\$35,000 - \$49,999	382	15.6%	2,095	12.9%	6,409	13.2%
\$50,000 - \$74,999	420	17.2%	2,721	16.8%	8,432	17.4%
\$75,000 - \$99,999	379	15.5%	2,341	14.4%	7,250	14.9%
\$100,000 - \$149,999	339	13.8%	2,290	14.1%	7,195	14.8%
\$150,000 - \$199,999	153	6.3%	663	4.1%	1,929	4.0%
\$200,000+	60	2.5%	471	2.9%	1,441	3.0%
Median Household Income	\$55,700		\$52,451		\$54,310	
Average Household Income	\$72,391		\$68,177		\$70,242	
Per Capita Income	\$29,871		\$30,215		\$29,302	

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.



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2010 Population by Age	1 mile		3 mile		10 mile	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	366	7.4%	2,272	6.6%	6,951	6.1%
Age 5 - 9	324	6.5%	2,043	5.9%	6,608	5.8%
Age 10 - 14	339	6.8%	2,046	6.0%	6,508	5.8%
Age 15 - 19	324	6.5%	2,051	6.0%	9,060	8.0%
Age 20 - 24	327	6.6%	3,272	9.5%	13,407	11.9%
Age 25 - 34	655	13.2%	5,167	15.0%	15,419	13.6%
Age 35 - 44	623	12.6%	4,010	11.7%	12,774	11.3%
Age 45 - 54	698	14.1%	4,655	13.5%	14,958	13.2%
Age 55 - 64	588	11.9%	4,074	11.8%	13,117	11.6%
Age 65 - 74	367	7.4%	2,239	6.5%	7,039	6.2%
Age 75 - 84	241	4.9%	1,660	4.8%	4,887	4.3%
Age 85+	106	2.1%	891	2.6%	2,376	2.1%

2014 Population by Age	Number		Percent		Number		Percent	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	371	7.1%	2,206	6.3%	6,741	5.9%		
Age 5 - 9	363	6.9%	2,165	6.2%	6,688	5.8%		
Age 10 - 14	333	6.3%	2,010	5.7%	6,490	5.6%		
Age 15 - 19	328	6.3%	2,017	5.7%	8,832	7.7%		
Age 20 - 24	358	6.8%	3,072	8.8%	13,350	11.6%		
Age 25 - 34	738	14.1%	5,496	15.7%	16,227	14.1%		
Age 35 - 44	622	11.9%	4,121	11.7%	12,738	11.1%		
Age 45 - 54	694	13.2%	4,377	12.5%	13,962	12.1%		
Age 55 - 64	652	12.4%	4,350	12.4%	14,058	12.2%		
Age 65 - 74	439	8.4%	2,774	7.9%	8,819	7.7%		
Age 75 - 84	228	4.3%	1,582	4.5%	4,687	4.1%		
Age 85+	122	2.3%	911	2.6%	2,517	2.2%		

2019 Population by Age	Number		Percent		Number		Percent	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	395	7.1%	2,320	6.4%	7,033	5.9%		
Age 5 - 9	375	6.7%	2,164	6.0%	6,670	5.6%		
Age 10 - 14	364	6.5%	2,110	5.8%	6,673	5.6%		
Age 15 - 19	325	5.8%	2,007	5.5%	8,937	7.5%		
Age 20 - 24	349	6.2%	2,891	8.0%	12,700	10.7%		
Age 25 - 34	851	15.2%	5,507	15.2%	16,399	13.8%		
Age 35 - 44	641	11.5%	4,471	12.3%	13,720	11.6%		
Age 45 - 54	662	11.8%	4,054	11.2%	12,869	10.9%		
Age 55 - 64	698	12.5%	4,687	12.9%	14,686	12.4%		
Age 65 - 74	519	9.3%	3,379	9.3%	10,918	9.2%		
Age 75 - 84	287	5.1%	1,794	4.9%	5,343	4.5%		
Age 85+	122	2.2%	902	2.5%	2,569	2.2%		

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.



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2010 Race and Ethnicity	1 mile		3 mile		10 mile	
	Number	Percent	Number	Percent	Number	Percent
White Alone	4,645	93.7%	31,877	92.7%	105,219	93.0%
Black Alone	37	0.7%	350	1.0%	1,066	0.9%
American Indian Alone	19	0.4%	182	0.5%	570	0.5%
Asian Alone	105	2.1%	1,058	3.1%	3,830	3.4%
Pacific Islander Alone	0	0.0%	18	0.1%	33	0.0%
Some Other Race Alone	24	0.5%	230	0.7%	564	0.5%
Two or More Races	127	2.6%	666	1.9%	1,822	1.6%
Hispanic Origin (Any Race)	108	2.2%	775	2.3%	2,006	1.8%

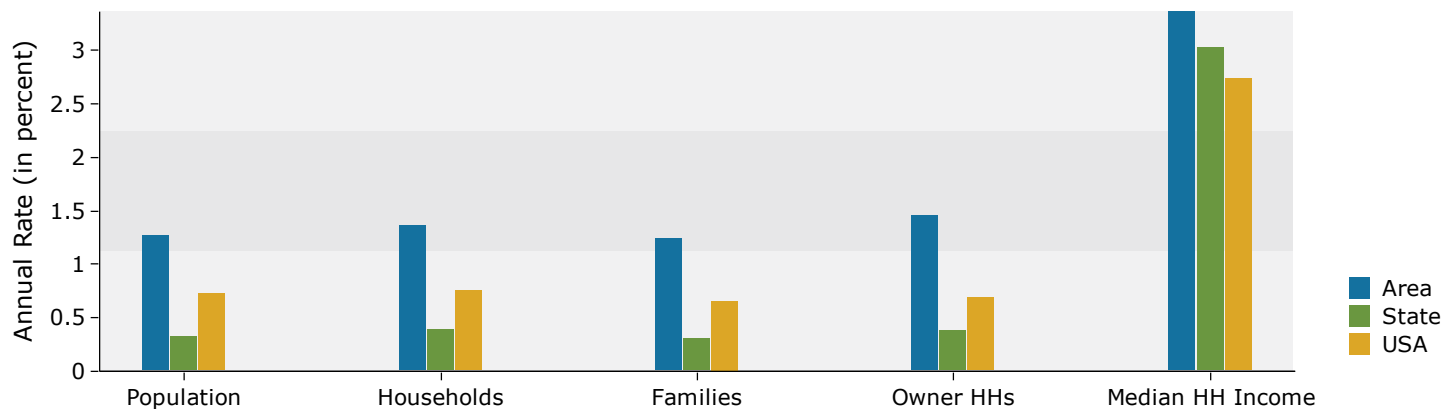
2014 Race and Ethnicity	1 mile		3 mile		10 mile	
	Number	Percent	Number	Percent	Number	Percent
White Alone	4,877	92.9%	32,234	91.9%	106,106	92.2%
Black Alone	43	0.8%	388	1.1%	1,150	1.0%
American Indian Alone	23	0.4%	208	0.6%	655	0.6%
Asian Alone	121	2.3%	1,171	3.3%	4,371	3.8%
Pacific Islander Alone	0	0.0%	27	0.1%	49	0.0%
Some Other Race Alone	33	0.6%	289	0.8%	699	0.6%
Two or More Races	150	2.9%	767	2.2%	2,077	1.8%
Hispanic Origin (Any Race)	138	2.6%	958	2.7%	2,453	2.1%

2019 Race and Ethnicity	1 mile		3 mile		10 mile	
	Number	Percent	Number	Percent	Number	Percent
White Alone	5,136	91.9%	32,918	90.7%	107,875	91.0%
Black Alone	52	0.9%	451	1.2%	1,296	1.1%
American Indian Alone	28	0.5%	237	0.7%	753	0.6%
Asian Alone	144	2.6%	1,342	3.7%	5,150	4.3%
Pacific Islander Alone	0	0.0%	37	0.1%	68	0.1%
Some Other Race Alone	47	0.8%	381	1.1%	912	0.8%
Two or More Races	183	3.3%	918	2.5%	2,461	2.1%
Hispanic Origin (Any Race)	183	3.3%	1,251	3.4%	3,138	2.6%

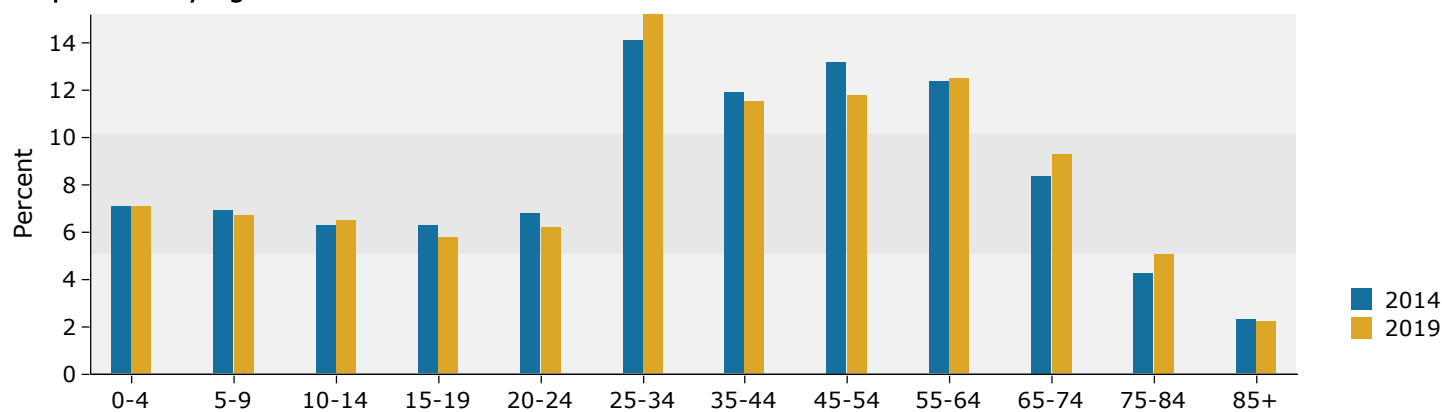
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

1 mile

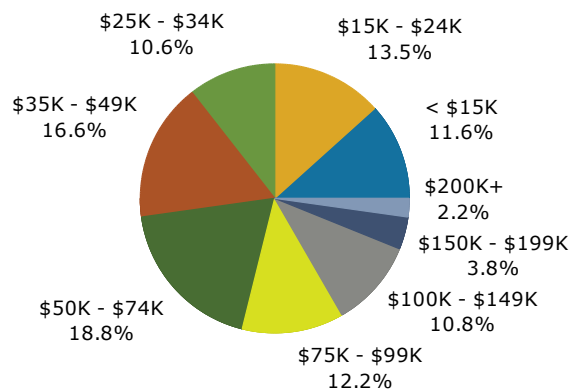
Trends 2014-2019



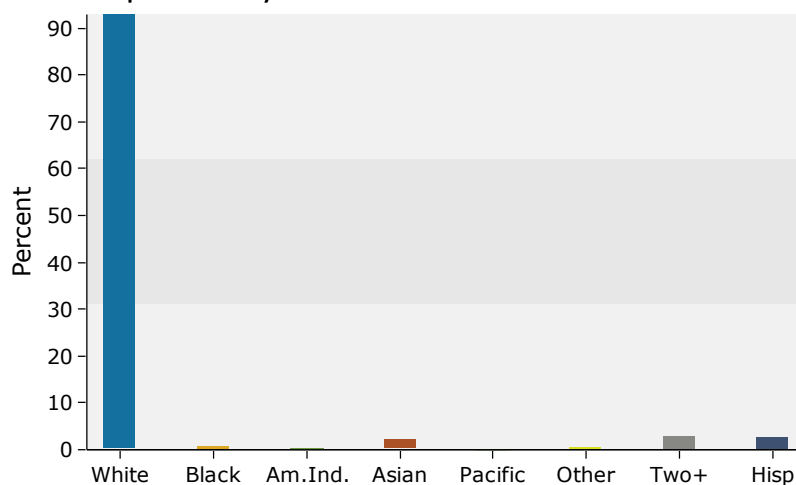
Population by Age



2014 Household Income



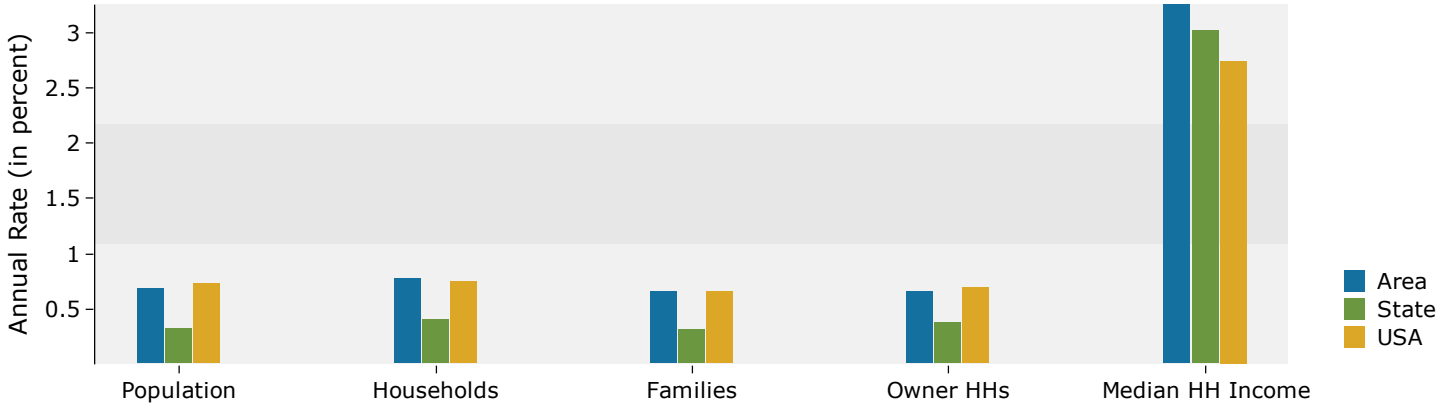
2014 Population by Race



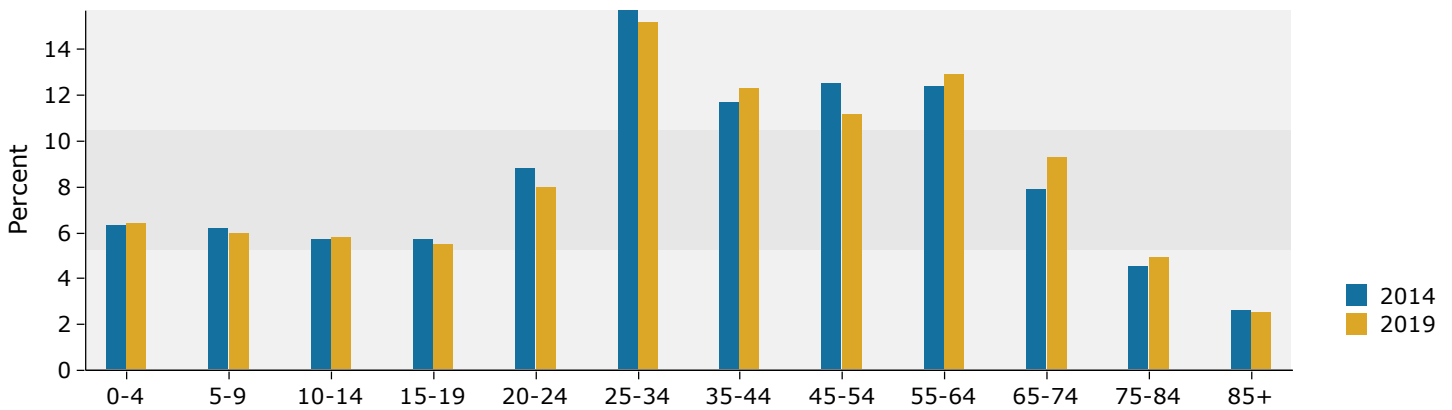
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

3 mile

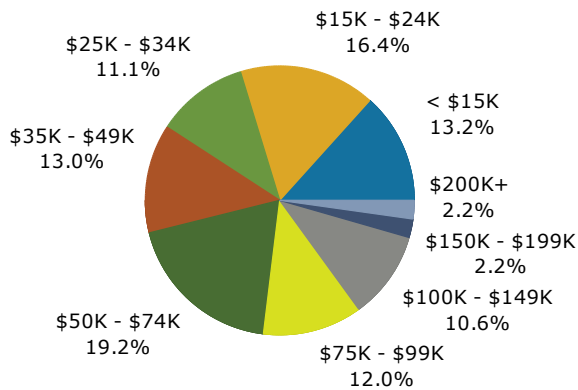
Trends 2014-2019



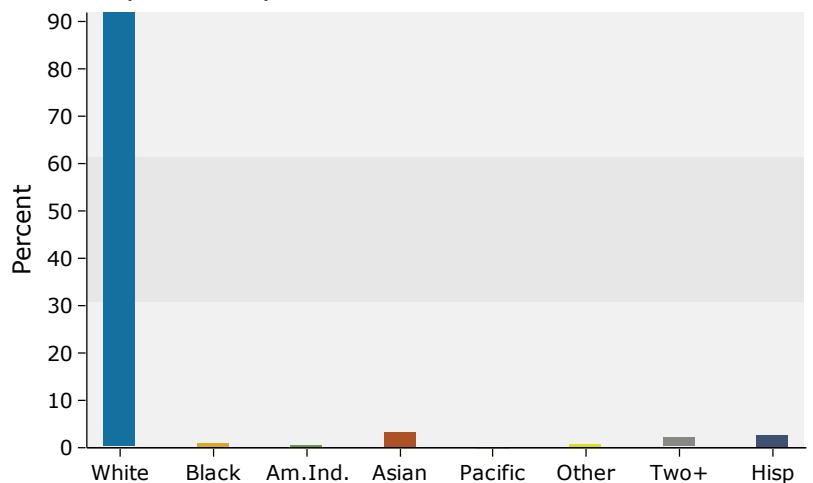
Population by Age



2014 Household Income



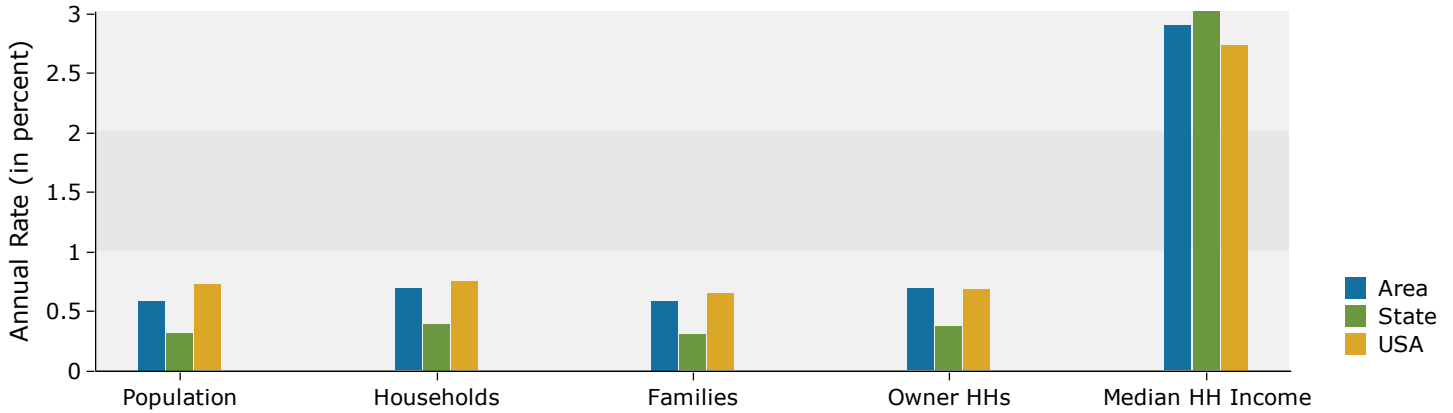
2014 Population by Race



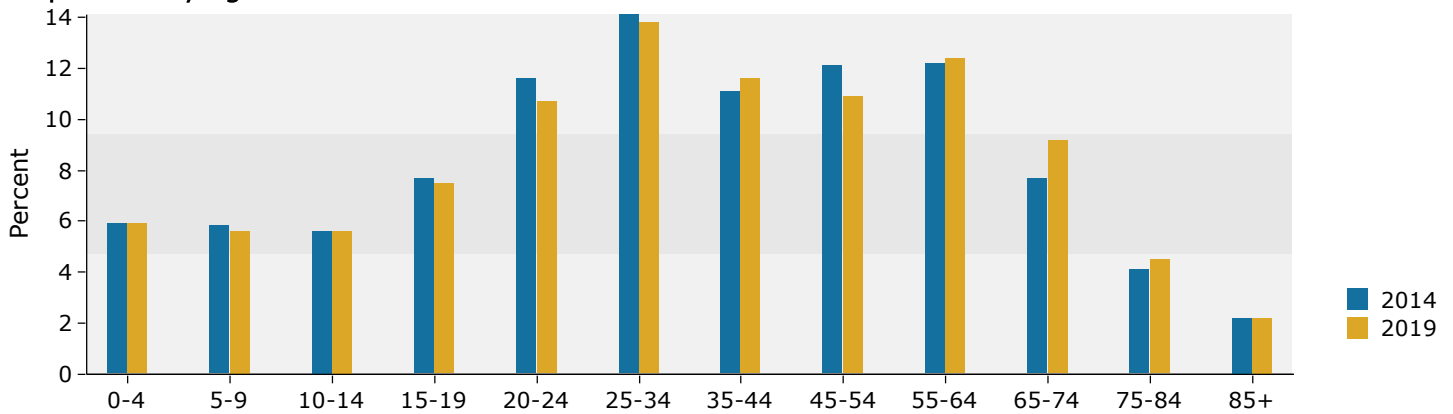
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

10 mile

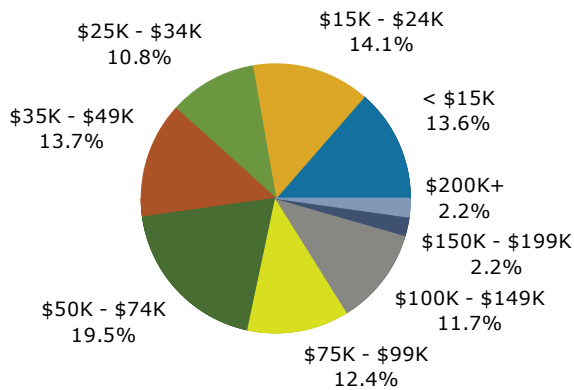
Trends 2014-2019



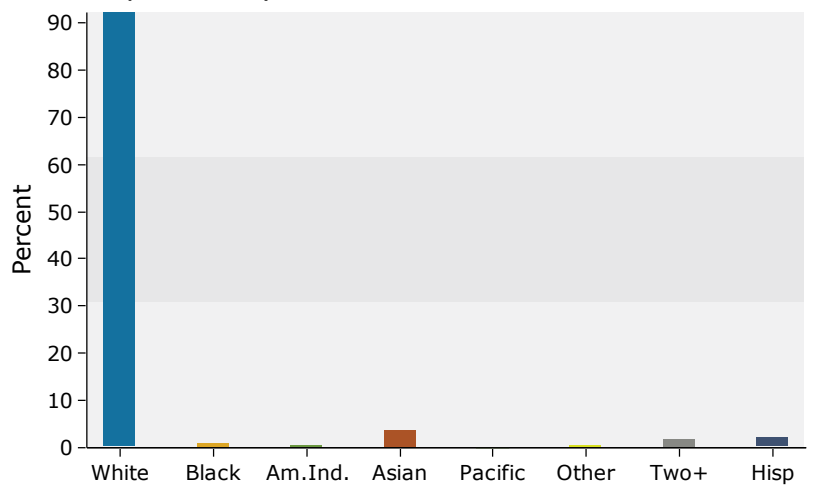
Population by Age



2014 Household Income



2014 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.