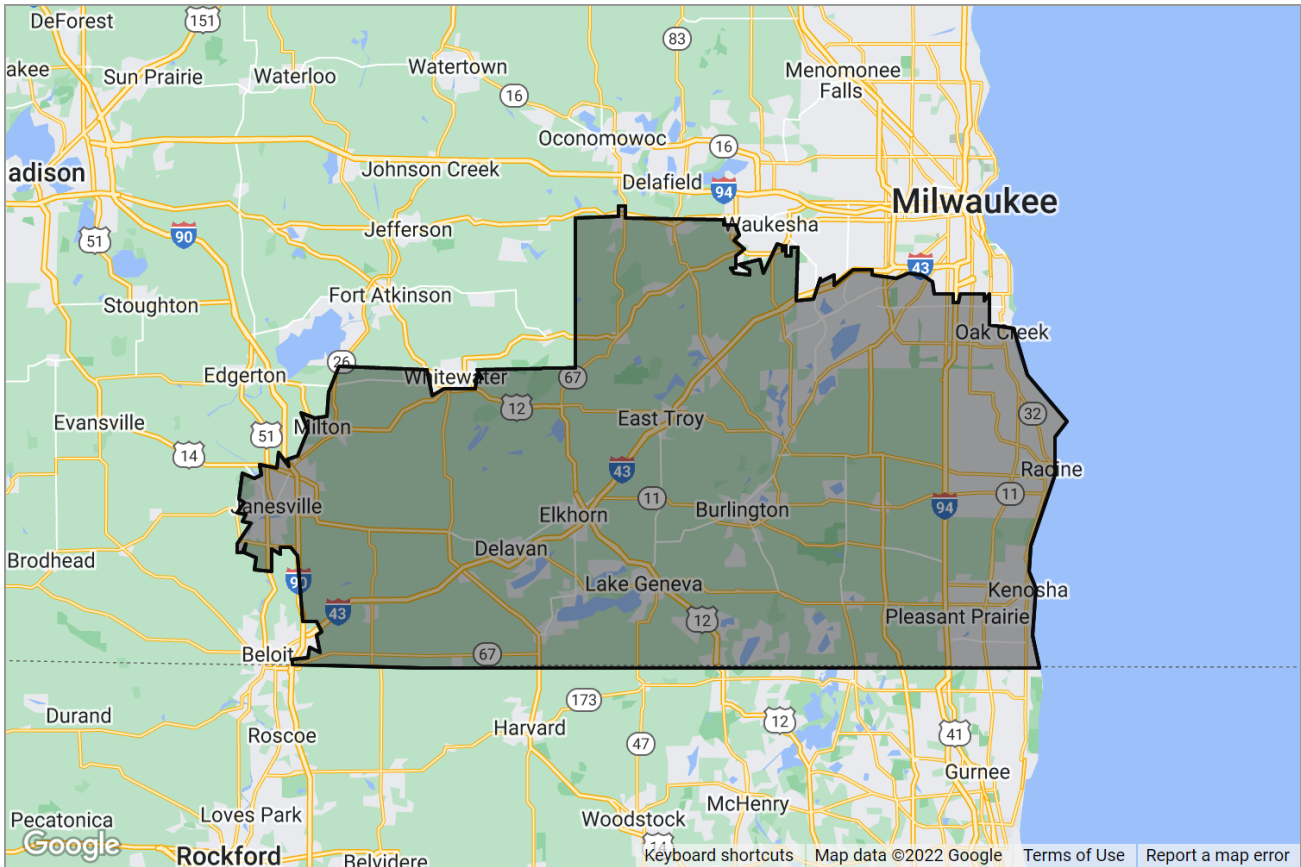


FEDERAL ECONOMIC AREA REPORT

# Wisconsin: Congressional District 1



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# HOUSING STATISTICS FOR THE 117TH CONGRESS

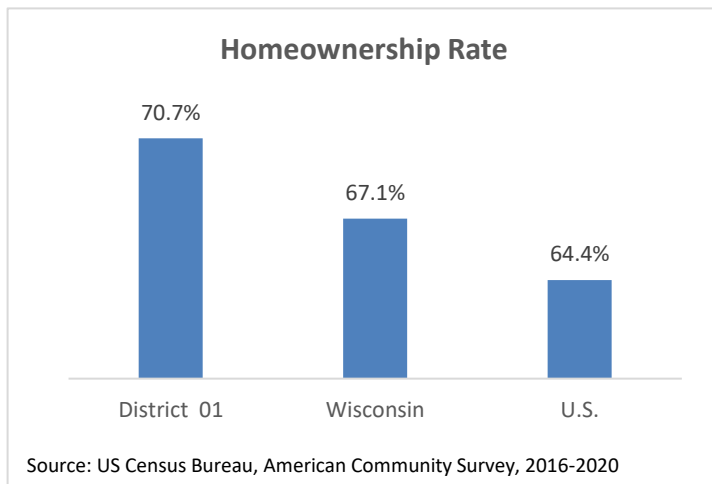
Wisconsin District 1  
Honorable Bryan Steil (R)



## Housing Stock in 2016-2020

<b>Value of owner-occupied units (\$ Bil)<sup>1</sup></b>	<b>\$43.3</b>	
Total Housing Units	310,059	
Occupied Housing Units	284,440	
Owner Occupied Units	201,184	
With Mortgage	133,683	66.4%
Without Mortgage	67,501	33.6%
Renter Occupied Units	83,256	
Vacant Units	25,619	8.3%
<b>Homeownership rate</b>	<b>70.7%</b>	
<b>Median property value</b>	<b>\$215,100</b>	

## Homeownership Rate in 2016-2020



<sup>1</sup>/1 NAR estimate which is the number of owner-occupied housing units multiplied by the median property value.

## Homeownership Rate by Race/Ethnicity and Age in 2016-2020

By race	District 01	WI	U.S.
All	70.7%	67.1%	64.4%
White Alone	74.2%	71.3%	70.1%
Black Alone	21.7%	23.9%	42.4%
Amer. Indian/Alaskan Native	61.5%	47.0%	55.2%
Asian Alone	56.6%	47.9%	60.0%
Native Hawaiian/Pacific Is.	77.5%	32.8%	41.6%
Some Other Race Alone	56.5%	43.6%	42.5%
Two or More Races	57.1%	50.2%	52.0%
Hispanic (ethnicity)	51.8%	43.1%	48.6%

By age of head of household:	District 01	WI	U.S.
25-34 years old	55%	45%	39%
35 to 44 years old	72%	66%	59%
45 to 54 years old	80%	75%	69%
55 and over years old	83%	78%	77%

\* N means no data is reported

## Broadband Access in 2016-2020

	District 01	WI	U.S.
Households with internet	247,515	2,025,923	104,647,943
Households with broadband	246,249	2,013,911	104,302,759
Percent of households with internet	87.0%	85.2%	85.5%
Percent of households with broadband	86.6%	84.7%	85.9%

## Household Income and Unemployment by Race in 2016-2020

	Household Income	Unemployment Rate
All	\$69,400	0.0
White Alone	\$72,294	4.0
Black Alone	\$31,020	8.1
Amer. Indian/Alaskan Native	\$60,106	5.2
Asian Alone	\$77,063	6.2
Native Hawaiian/Pacific Is.	-	0.0
Some Other Race Alone	\$61,268	3.3
Two or More Races	\$53,025	9.7
Hispanic (ethnicity)	\$56,855	4.4

\* N means no data is reported

## Monthly Housing Cost, Gross Rent, and Real Estate Taxes in 2016-2020

	Median household Income	Median property value	Price-to-income ratio*	Housing Cost <sup>2</sup>	Housing cost as percent of income**
Owner Occupied Units	\$85,531	\$215,100	2.5	\$1,212	17%
With Mortgage	\$97,600	\$221,200	2.3	\$1,561	19%
Without Mortgage	\$60,655	\$202,800	3.3	\$615	12%
Renter Occupied Units	\$40,572			\$930	28%

\*Households are cost-burdened if they spend more than 30 percent of income on housing.

<sup>2</sup> Selected monthly owner cost is the sum of payment for mortgages, real estate taxes, various insurance, utilities, fuels, mobile home costs, and condominium fees. Gross rent includes contract rent, utilities, and fuels.

Median property value in the US	\$229,800
Median household income in the U.S.	\$64,994
Price-to-income	3.5

\*Price to income ratio of 10 or higher is highly unaffordable.

## Where People Lived in 2016-2020

	Owner-occupied		Renter-occupied		Total
1-unit, detached	179,672	89.3%	19,584	23.5%	70.1%
1-unit, attached	8,165	4.1%	5,498	6.6%	4.8%
2-unit	2,942	1.5%	24,901	29.9%	9.8%
3-4 unit	1,689	0.8%	12,137	14.6%	4.9%
5-9 unit	2,849	1.4%	6,891	8.3%	3.4%
10 or more unit	1,959	1.0%	13,057	15.7%	5.3%
Mobile home or other type	3,908	1.9%	1,188	1.4%	1.8%
	201,184	100.0%	83,256	100.0%	100.0%

Percent of homeowners in 1-unit homes	93.4%
Percent of renters in 1-unit structures	30.1%

## Criteria Used for Analysis

2021 Income (Esri):  
**Median Household Income**  
**\$69,754**

2021 Age: 5 Year Increments (Esri):  
**Median Age**  
**41.0**

2021 Key Demographic Indicators (Esri):  
**Total Population**  
**732,514**

2021 Tapestry Market Segmentation (Households):  
**1st Dominant Segment**  
**Green Acres**

## Consumer Segmentation

Life Mode

What are the people like that live in this area?

**Cozy Country Living**  
Empty nesters in bucolic settings

Urbanization

Where do people like this usually live?

**Rural**  
Country living with older families, low density and low diversity

## Top Tapestry Segments

	<b>Green Acres</b>	<b>Rustbelt Traditions</b>	<b>Workday Drive</b>	<b>Salt of the Earth</b>	<b>Middleburg</b>
<b>% of Households</b>	47,454 (16.6%)	26,482 (9.3%)	26,436 (9.3%)	17,303 (6.1%)	16,761 (5.9%)
<b>Lifestyle Group</b>	Cozy Country Living	GenXurban	Family Landscapes	Cozy Country Living	Family Landscapes
<b>Urbanization Group</b>	Rural	Urban Periphery	Suburban Periphery	Rural	Semirural
<b>Residence Type</b>	Single Family	Single Family	Single Family	Single Family	Single Family
<b>Household Type</b>	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples
<b>Average Household Size</b>	2.68	2.45	2.95	2.57	2.73
<b>Median Age</b>	44.7	39.7	37.3	44.9	36.9
<b>Diversity Index</b>	28.5	49.5	53.5	21.4	51.2
<b>Median Household Income</b>	\$86,100	\$57,400	\$102,300	\$64,600	\$69,200
<b>Median Net Worth</b>	\$326,900	\$143,500	\$352,100	\$213,700	\$168,400
<b>Median Home Value</b>	\$283,600	\$147,500	\$310,000	\$188,300	\$222,300
<b>Homeownership</b>	87.4 %	73.2 %	86.1 %	84.4 %	76.4 %
<b>Employment</b>	Professional or Mgmt/Bus/Financial	Professional or Services	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
<b>Education</b>	High School Diploma	High School Diploma	Bachelor's Degree	High School Diploma	High School Diploma
<b>Preferred Activities</b>	Pursue physical fitness vigorously, . Active in communities and social organizations.	Value time spent at home . Watching television and gaming are common pastimes.	Prefer outdoor activities and sports . Family-oriented purchases and activities dominate.	Spending time with family is their top priority . Outdoor sports and activities.	Spending priorities also focus on family . Enjoy hunting, fishing, bowling and baseball.
<b>Financial</b>	Comfortable with debt, and investments.	Budget aware shoppers	Well insured, invest in a range of funds, high debt	Prefer to conduct business in person	Carry some debt; invest for future
<b>Media</b>	Provided by satellite service, radio and television	Read newspapers, especially Sunday editions	Connected, with a host of wireless devices	Satellite dishes and high speed internet through DSL	TV and magazines provide entertainment and information
<b>Vehicle</b>	Late model trucks SUVs, ATVs and motorcycles	Own 2-3 vehicles	Own 2+ vehicles (minivans, SUVs)	Own truck, ATV	Like to drive trucks, SUVs, or motorcycles

## About this segment

# Green Acres

This is the

# #1

dominant segment for this area

In this area

# 16.6%

of households fall into this segment

In the United States

# 3.3%

of households fall into this segment

## An overview of who makes up this segment across the United States

### Who We Are

The Green Acres lifestyle features country living and self-reliance. Avid do-it-yourselfers, they maintain and remodel their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

### Our Neighborhood

- This large segment is concentrated in rural enclaves in metropolitan areas. Primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years. Single-family, owner-occupied housing, with a median value of \$235,500. An older market, primarily married couples, most with no children.

### Socioeconomic Traits

- Education: More than 60% are college educated. Labor force participation rate is high at 66.8%. Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement. They are cautious consumers with a focus on quality and durability. Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment. Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

### Market Profile

- Purchasing choices reflect Green Acres residents' country life, including a variety of vehicles, from trucks and SUVs to ATVs and motorcycles, preferably late model. Homeowners favor DIY home improvement projects and gardening. Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden. Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports. Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2021. Update Frequency: Annually.

## About this segment

# Rustbelt Traditions

This is the  
**#2**  
dominant segment  
for this area

In this area  
**9.3%**  
of households fall  
into this segment

In the United States  
**2.2%**  
of households fall  
into this segment

### An overview of who makes up this segment across the United States

#### Who We Are

The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade and health care. Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes but above average net worth. Family oriented, they value time spent at home. Most have lived, worked and played in the same area for years.

#### Our Neighborhood

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles reflects the aging of the population. Average household size is slightly lower at 2.47. They are movers, slightly more mobile than the US population, but over 70 percent of house holders moved into their current homes before 2010. Most residents live in modest, single-family homes in older neighborhoods built in the 1950s. Nearly three quarters own their homes; nearly half of households have mortgages. A large and growing market, Rustbelt Traditions residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South. Most households have 1 to 2 vehicles available.

#### Market Profile

- Residents take advantage of convenience stores for fueling up and picking up incidentals. Watching television is a common pastime; many households have more than four TVs. Favorite programming ranges from ABC Family Channel, A&E, and TNT to children's shows on Nickelodeon and the Disney Channel. Residents are connected; entertainment activities like online gaming dominate their Internet usage. Favorite family restaurants include Applebee's, Arby's, and Texas Roadhouse. Radio dials are typically tuned to classic rock stations.

#### Socioeconomic Traits

- Most have graduated from high school or spent some time at a college or university. Labor force participation slightly higher than the US at 67%. While most income is derived from wages and salaries, nearly 31% of households collect Social Security and nearly 20% draw income from retirement accounts. Family-oriented consumers who value time spent at home. Most have lived, worked, and played in the same area for years. Budget aware shoppers that favor American-made products. Read newspapers, especially the Sunday editions.

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## About this segment

# Workday Drive

This is the  
**#3**  
dominant segment  
for this area

In this area  
**9.3%**  
of households fall  
into this segment

In the United States  
**3.0%**  
of households fall  
into this segment

### An overview of who makes up this segment across the United States

#### Who We Are

Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

#### Our Neighborhood

- Workday Drive residents prefer the suburban periphery of metropolitan areas. Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s, 31% built since 2000. Owner-occupied homes have high rate of mortgages at 68%, and low rate vacancy at 4%. Median home value is \$257,400. Most households are married couples with children; average household size is 2.97. Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county

#### Socioeconomic Traits

- Education: 40.5% college graduates, more than 72% with some college education. High labor force participation rate at 71%; 2 out of 3 households include 2+ workers. Connected, with a host of wireless devices, anything that enables convenience, like banking, paying bills, or even shopping online. Well insured and invested in a range of funds, from savings accounts or bonds to stocks. Carry a higher level of debt, including first and second mortgages and auto loans.

#### Market Profile

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs. Family-oriented purchases and activities dominate, like 4+ televisions, movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos. Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating. Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2021. Update Frequency: Annually.

## About this segment

# Salt of the Earth

This is the  
**#4**  
dominant segment  
for this area

In this area  
**6.1%**  
of households fall  
into this segment

In the United States  
**2.9%**  
of households fall  
into this segment

### An overview of who makes up this segment across the United States

#### Who We Are

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary but seek face-to-face contact in their routine activities.

#### Our Neighborhood

- This large segment is concentrated in rural enclaves in metropolitan areas. Primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years. Single-family, owner-occupied housing, with a median value of \$235,500. An older market, primarily married couples, most with no children.

#### Socioeconomic Traits

- Steady employment in construction, manufacturing, and related service industries. Completed education: 40% with a high school diploma only. Household income just over the national median, while net worth is nearly double the national median. Spending time with family is their top priority. Cost-conscious consumers, loyal to brands they like, with a focus on buying American. Last to buy the latest and greatest products. Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

#### Market Profile

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular. To support their pastimes, truck ownership is high; many also own an ATV. They own the equipment to maintain their lawns and tend to their vegetable gardens. Residents often tackle home remodeling and improvement jobs themselves. Due to their locale, they own satellite dishes and have access to high-speed internet connections like DSL. These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2021. Update Frequency: Annually.



## About this segment

# Middleburg

This is the  
**#5**  
dominant segment  
for this area

In this area  
**5.9%**  
of households fall  
into this segment

In the United States  
**3.0%**  
of households fall  
into this segment

### An overview of who makes up this segment across the United States

#### Who We Are

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, as the housing boom spread beyond large metropolitan cities. Residents are traditional, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

#### Our Neighborhood

- Semirural locales within metropolitan areas. Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes. Include a number of mobile homes. Affordable housing, median value of \$175,000 with a low vacancy rate. Young couples, many with children; average household size is 2.75.

#### Socioeconomic Traits

- Education: 65% with a high school diploma or some college. Labor force participation typical of a younger population at 66.7%. Traditional values are the norm here, faith, country, and family. Prefer to buy American and for a good price. Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

#### Market Profile

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles. Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants. Spending priorities also focus on family (children's toys and apparel) or home DIY projects. Sports include hunting, fishing, bowling, and baseball. TV and magazines provide entertainment and information. Media preferences include country and Christian channels.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2021. Update Frequency: Annually.

# Wisconsin: Congressional District 1: Population Comparison

## Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



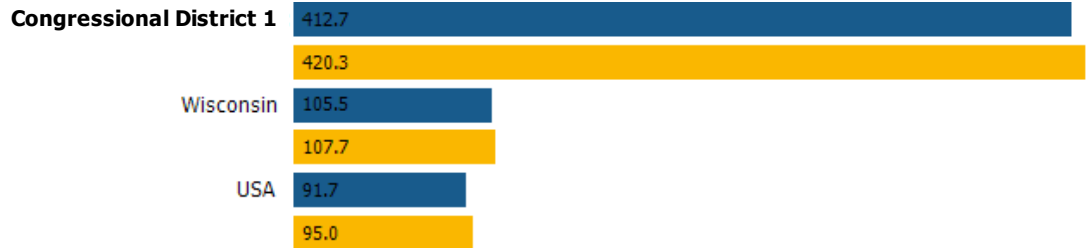
## Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



## Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2021, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



## Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ Congressional District 1



### Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



■ Congressional District 1

### Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



■ 2021  
■ 2025 (Projected)

### Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



■ 2021  
■ 2025 (Projected)

### Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



■ Women 2021  
■ Men 2021  
■ Women 2025 (Projected)  
■ Men 2025 (Projected)

# Wisconsin: Congressional District 1: Age Comparison

## Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



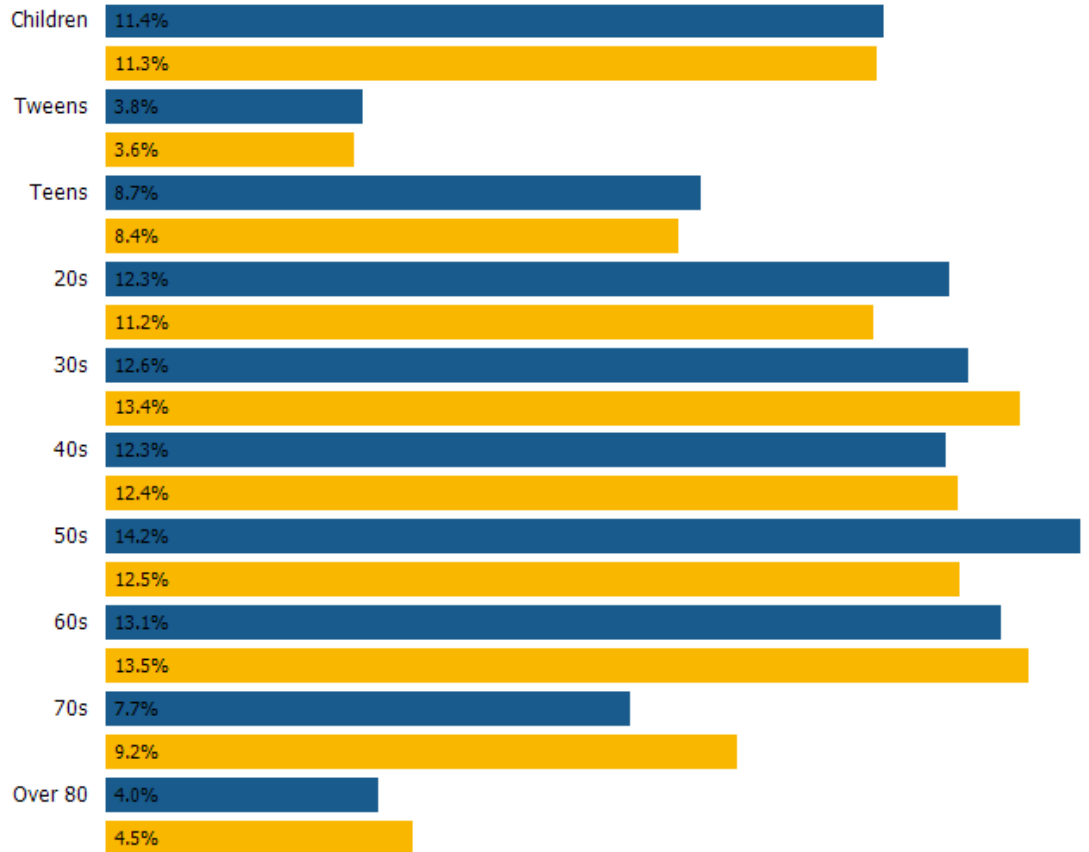
## Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



## Wisconsin: Congressional District 1: Marital Status Comparison

### Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



### Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



### Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



### Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



### Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



## Wisconsin: Congressional District 1: Economic Comparison

### Average Household Income

This chart shows the average household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



### Median Household Income

This chart shows the median household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



### Per Capita Income

This chart shows per capita income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



### Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



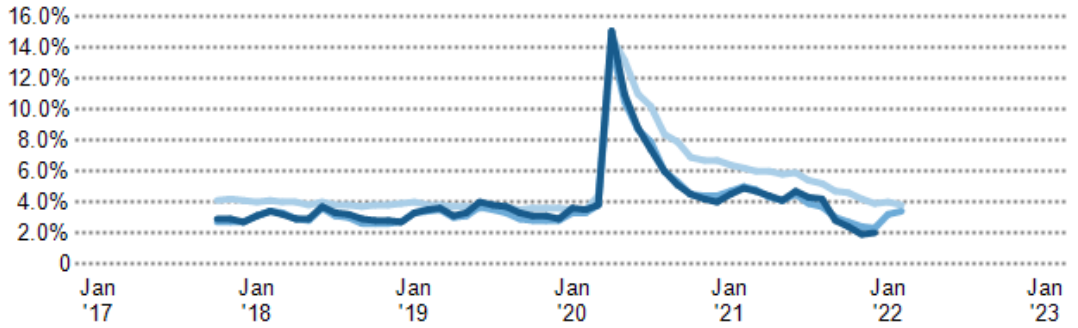
### Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

- Congressional District 1
- Wisconsin
- USA

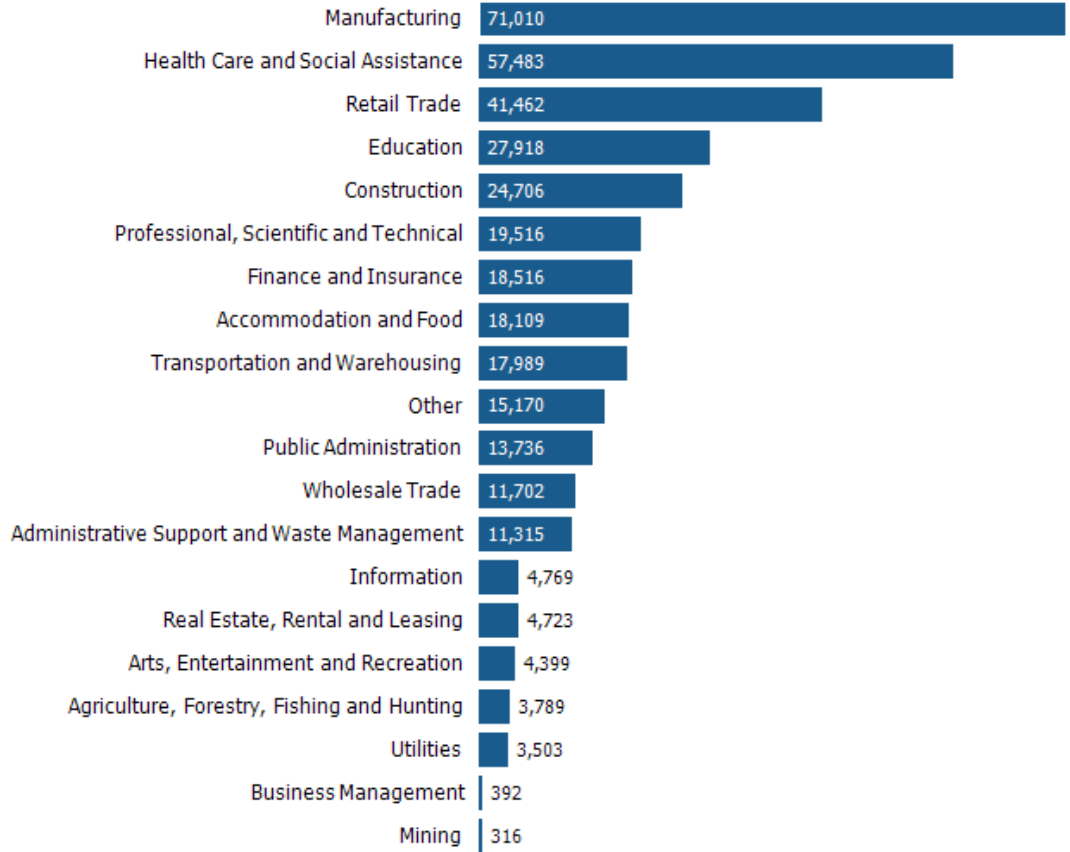


### Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2021

Update Frequency: Annually



## Wisconsin: Congressional District 1: Education Comparison

### Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



### Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



### High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



### High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



### Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually





### Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021  
Update Frequency: Annually



### Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021  
Update Frequency: Annually



### Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021  
Update Frequency: Annually



## Wisconsin: Congressional District 1: Commute Comparison

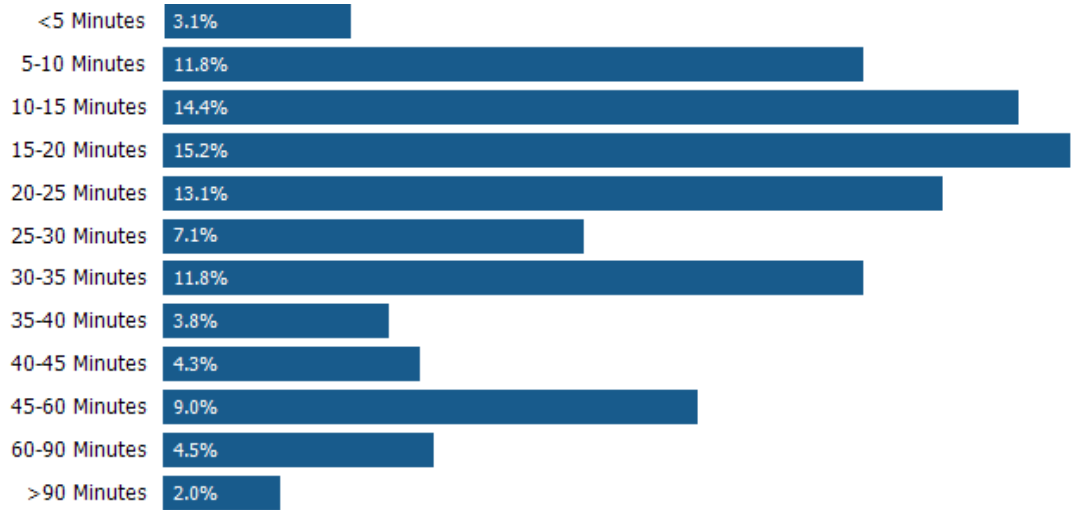
### Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ Congressional District 1



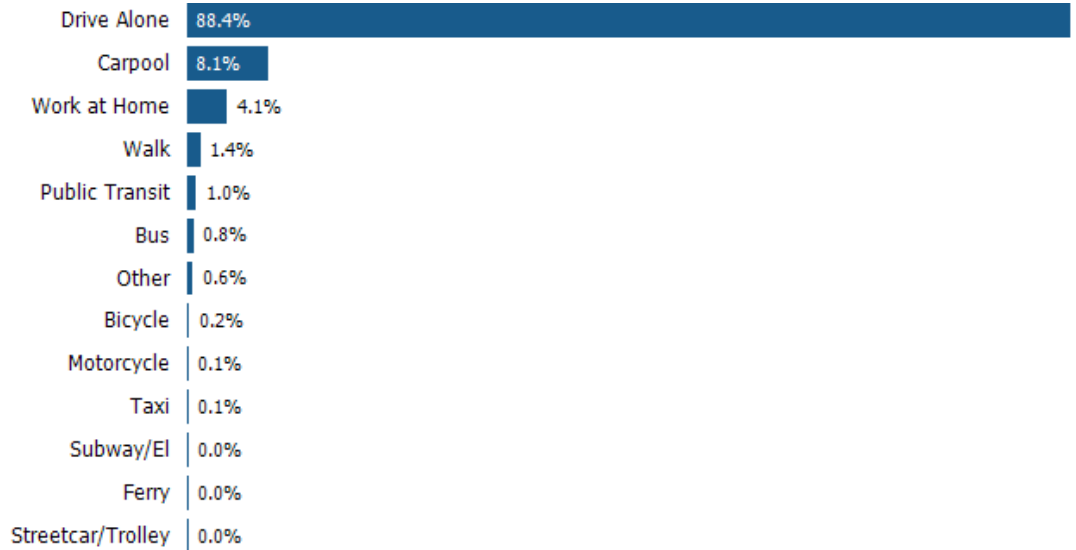
### How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ Congressional District 1



## Wisconsin: Congressional District 1: Home Value Comparison

### Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



### 12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



## About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.
- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.
- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.
- This report has been provided to you by a member of the NAR.



## About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.
- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.
- **Market conditions and forecasts** based on listing and public records data.
- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.
- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.
- **School data and reviews** from Niche.
- **Specialty data sets** such as walkability scores, traffic counts and flood zones.



## Update Frequency

- Listings and public records data are updated on a continuous basis.
- Charts and statistics calculated from listing and public records data are refreshed monthly.
- Other data sets range from daily to annual updates.

## Learn more

For more information about RPR, please visit RPR's public website: <https://blog.narrpr.com>

