

MARKET SNAPSHOT

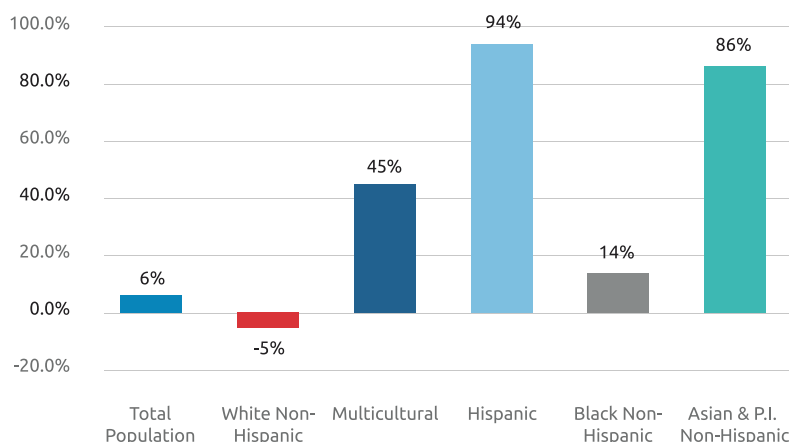
Milwaukee, WI DMA



The DMA for Milwaukee, is the 36th most populous in the United States. The non-Hispanic Asian population in the Milwaukee area grew at 86% between 2000 and 2017 (10% above the National Average), and is forecasted to grow at a similar rate through 2018.

Population	2017 Ranking	2017 Population
Total	36	2,332,469
Hispanic	42	263,049
White Non-Hispanic	36	1,647,684
Black Non-Hispanic	38	300,562
Asian Non-Hispanic	34	71,117

Percent Change – 2000 vs. 2017



The Hispanic population in Milwaukee also continues to show significant growth. In fact, the Hispanic population has experienced 94% growth between 2000 and 2017, and now makes up almost 11.3% of the total population. Today the Milwaukee DMA is home to approximately 263,000 Hispanics.

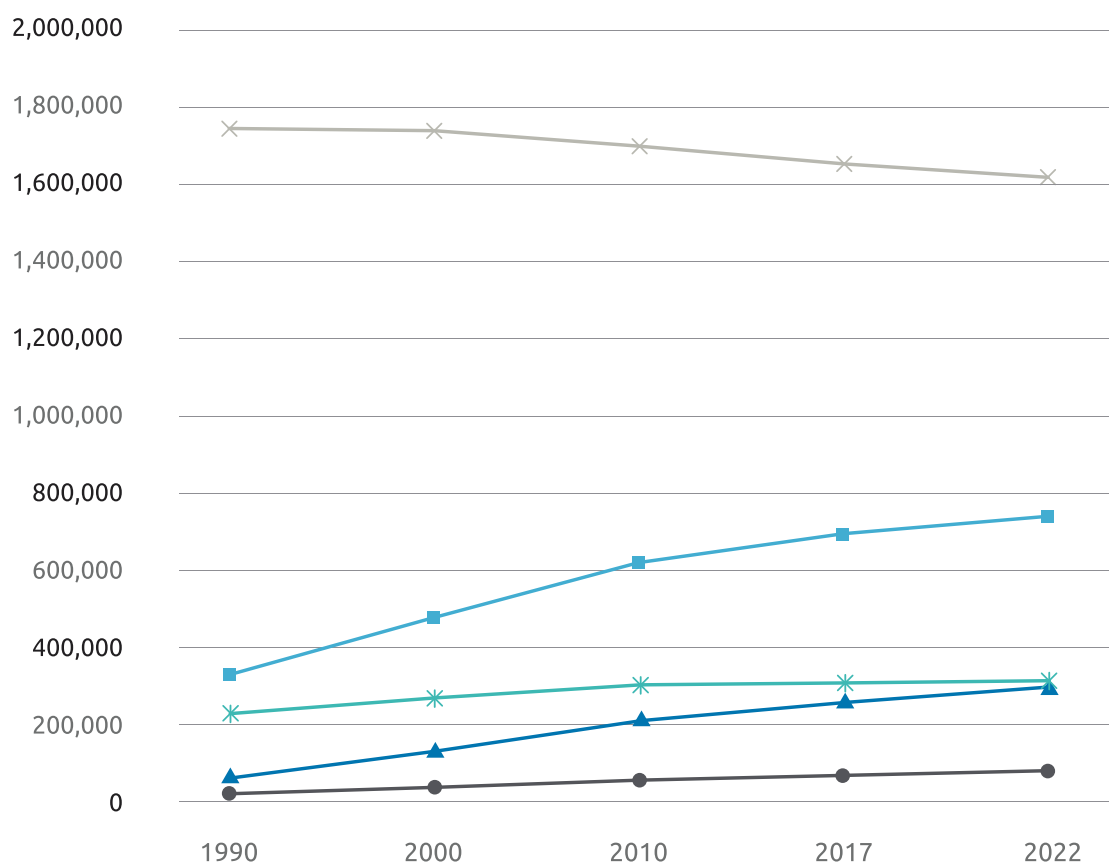
While White Non-Hispanics make up 70.6% of the total population of the Milwaukee DMA this segment witnessed a 5% decline between 2000 and 2017. This decline supports the fact that the population in this area is becoming more and more diverse.

Facts About Milwaukee Households

In the Milwaukee DMA:

- Over 22% of the population falls between the ages of 18-34. ¹
- The median age of the population is 37.7 (National Average is 37.3) ²
- The estimated average household income in 2018 is \$71,129 (National Average is \$71,997) ²
- Non-family households make up nearly 36% of the total population. ¹
- A little more than 43% of households are comprised of a married couple with no children of their own. ¹

Population by Race/Ethnicity Counts



✕ White Non Hispanic	1,737,343	1,732,061	1,694,853	1,647,684	1,617,020
▲ Hispanic Population	67,511	135,399	215,625	263,049	296,732
* Black Non-Hispanic	220,138	263,348	293,144	300,562	305,123
● Asian & P.I. Non-Hispanic	23,019	38,323	57,121	71,117	80,590
■ Multicultural Population	321,247	473,411	613,069	684,785	734,267

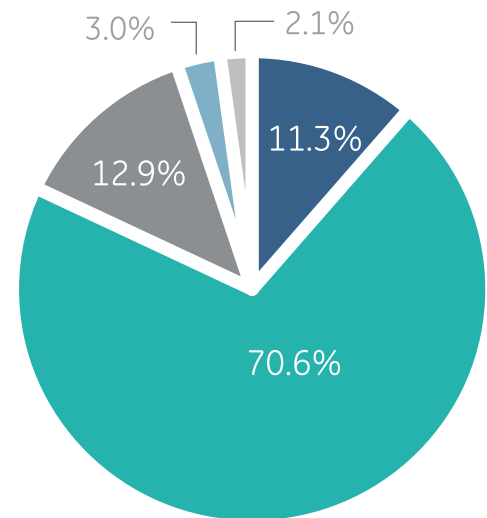
Source 1: Claritas Pop-Facts 2018

Source 2: American Marketscape Datastream (AMDS) 2017

> | 2017 POPULATION BY RACE/ETHNICITY PERCENT

29.4% of the population in the Milwaukee DMA is multicultural. Black Non-Hispanics account for the largest multicultural segment, at nearly 12.9% of the total population.

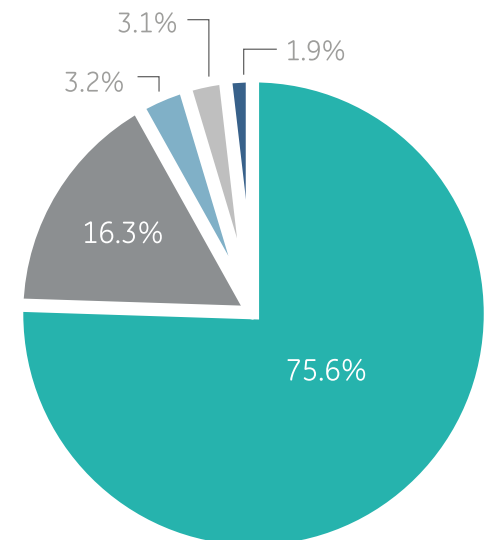
- Hispanic
- White Non-Hispanic
- Black Non-Hispanic
- Asian & P.I. Non-Hispanic
- All Other



> | 2017 HISPANIC COUNTRY OF ORIGIN PERCENT

The majority of the Hispanic population in the Milwaukee DMA is of Mexican descent (75.6%). Individuals of Puerto Rican (Caribbean) descent account for the 2nd largest Hispanic group in the DMA with over 38,197 (14.5%) individuals.

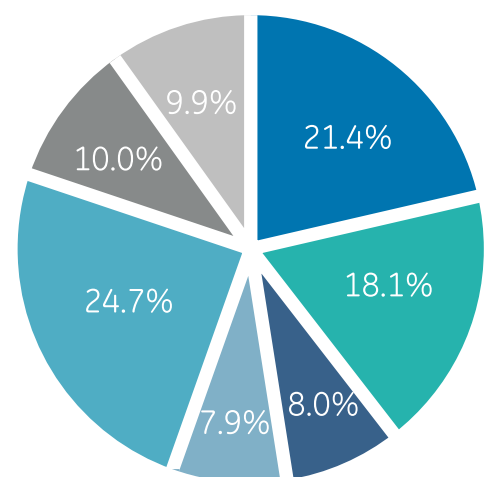
- North American
- Caribbean
- Central American
- South American
- Other Hispanic Region



> | 2017 ASIAN POPULATION BY RACE/ETHNICITY PERCENT

This pie chart shows that the Milwaukee DMA's major Asian Race/Ethnicities are Asian Indian (21.4%) and Other SE Asian (24.7%).

- Asian Indian
- Chinese & Taiwanese
- Korean
- Vietnamese
- Other SE Asian
- Filipino
- All Other



Hispanicity™ Segments

HA1: Americanizado (National Avg. 17.1%)

English Dominant (nearly no Spanish)

Born in US; 3rd+ generation

Few Hispanic cultural practices

HA2: Nueva Latina (National Avg. 29%)

English Preferred (some Spanish)

Born in U.S.; 2nd generation

Some Hispanic cultural practices; often “retro-acculturate”

HA3: AmBi-Cultural (National Avg. 25.6%)

Bi-Lingual (equal or nearly)

Immigrant as child or young adult

Many Hispanic cultural practices

HA4: Hispano (National Avg. 15.5%)

Spanish Preferred (some English)

Immigrant as adult, in U.S. 10+ years

Pre-dominant Hispanic cultural practices

HA5: Latinoamerica (National Avg. 12.8%)

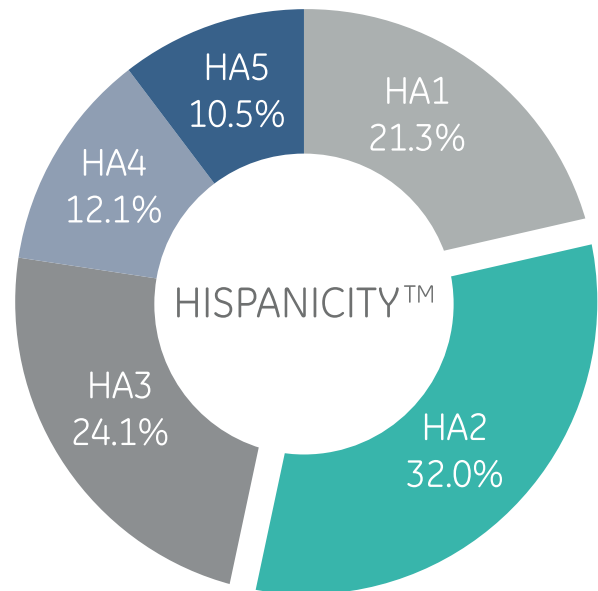
Spanish Dominant (nearly no English)

Recent Immigrant as adult (less than 10 years ago)

Primarily Hispanic cultural practices

Identify with home country more so than U.S.

> 2017 HISPANICITY™ SEGMENTS PERCENT



More than 53.3% of the DMA's Hispanic population classifies as Acculturated. These individuals, known as HA1s and HA2s, primarily speak English, are 2nd or 3rd generation born Americans who maintain few to some Hispanic cultural practices.

Asianicity™ Segments

AA1: Very Westernized (38%)

English Dominant
 Born in US; 3rd+ generation
 Few Asian cultural practices

AA2: Bi-cultural Westernized (12.1%)

English Preferred (some home language)
 Born in U.S.; 2nd generation
 Some Asian cultural practices; often “retro-acculturate”

AA3: Bi-cultural (19.3%)

Bilingual (equal or nearly)
 Immigrant as child or young adult
 Many Asian cultural practices

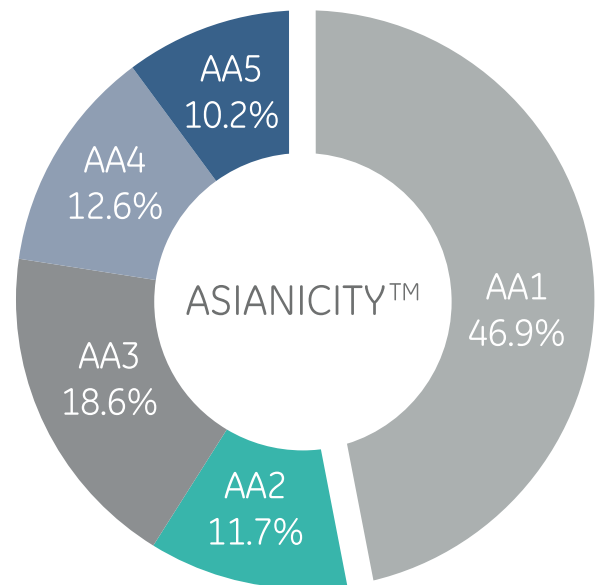
AA4: Bi-cultural Asian Identity (17.6%)

Asian home language preferred (some English)
 Immigrant as adult, in U.S. 10+ years
 Pre-dominant Asian cultural practices

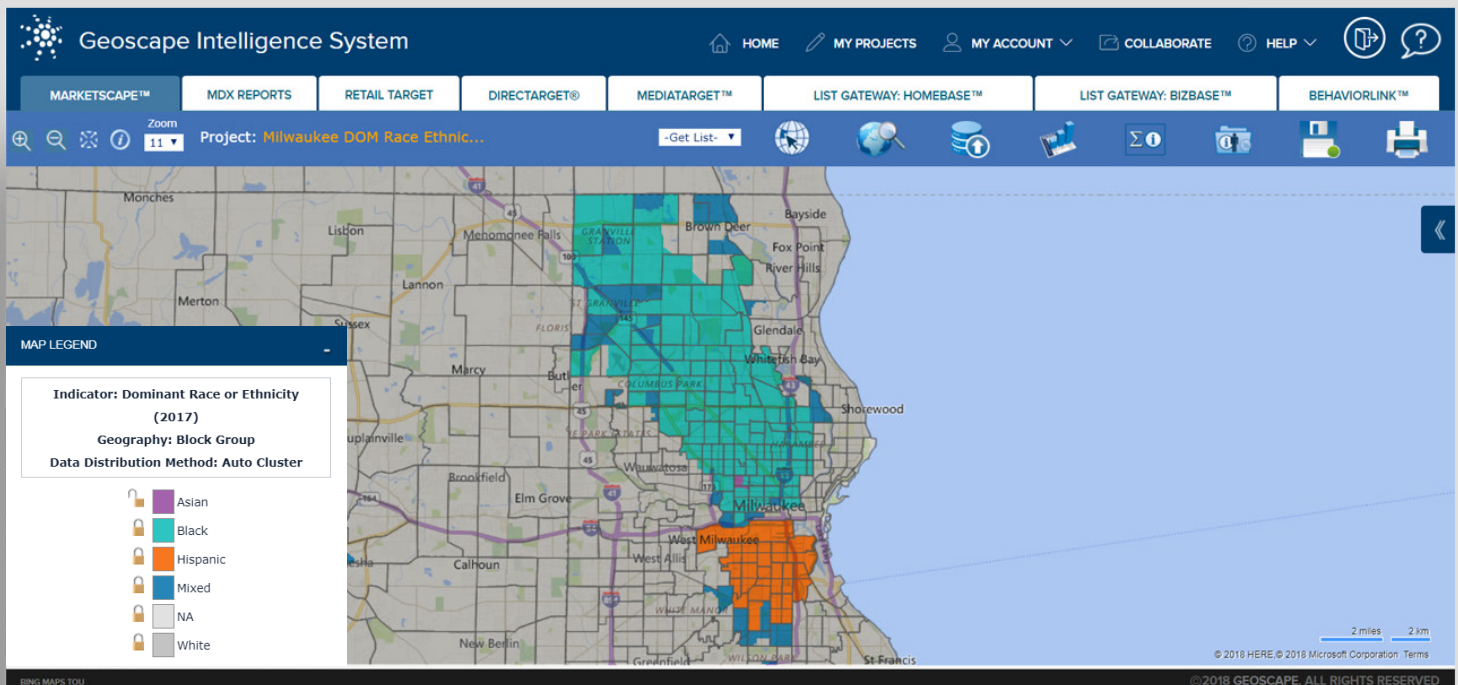
AA5: Very Asian Identity (13%)

Asian home language dominant (nearly no English)
 Recent Immigrant as adult (less than 10 years ago)
 Primarily Asian cultural practices
 Identify with home country more so than Asian - American

> 2017 ASIANICITY™ SEGMENTS PERCENT

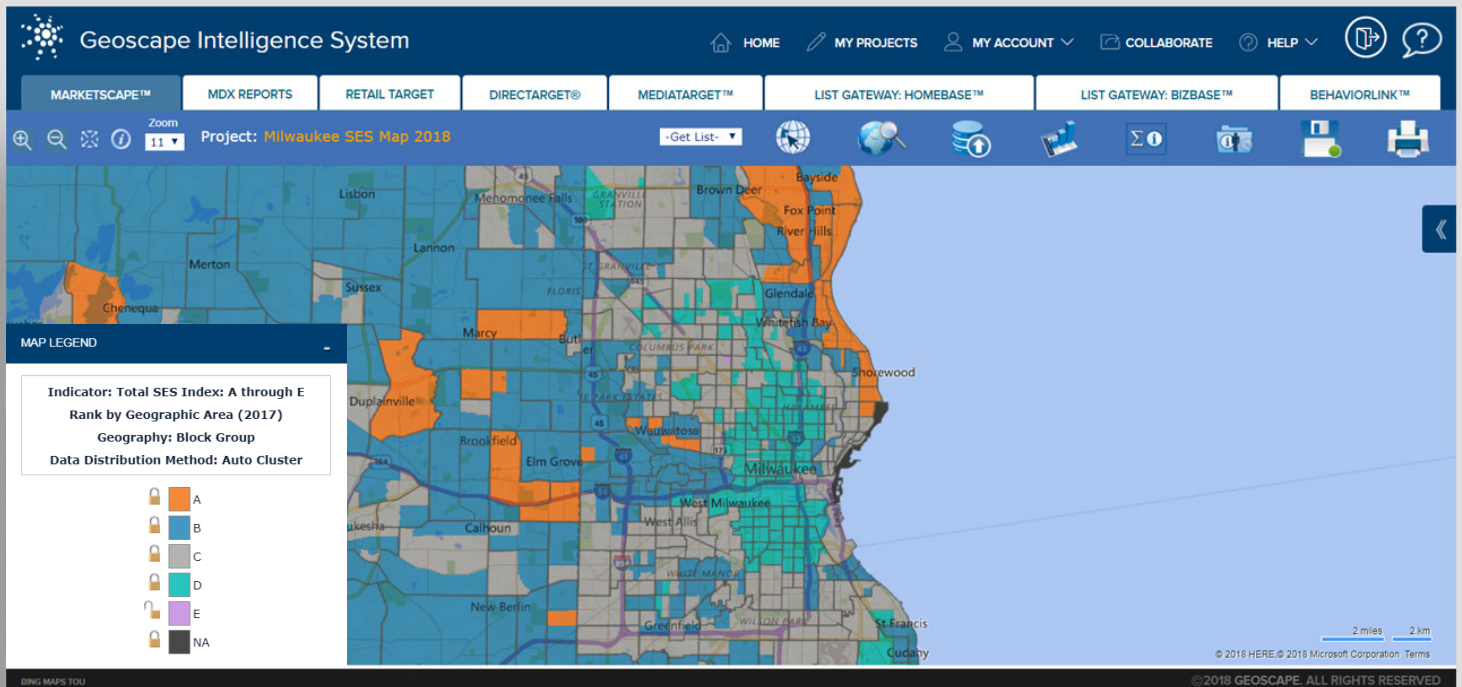


More than 58.6% of the Milwaukee's DMA's Asian population classifies as Bi-cultural Westernized or Very Westernized (Acculturated). These individuals, known as AA1s and AA2s, primarily speak English and maintain few to some Asian cultural practices.



The variation in dominant race or ethnicity is illustrated by Block Group for the Milwaukee DMA. As illustrated on the map, a small pocket of Hispanic households are located just south of the city center and a large pocket of Black households are concentrated just north of the city center. White households are spread further throughout the outlying areas of the DMA.

This Market Snapshot is produced by Geoscape using the Geoscape Intelligence System (GIS). For a FREE test drive of GIS, point our browser to: <http://geoscape.com/schedule-a-free-demo/> | Call 888-211-9353 or email info@geoscape.com

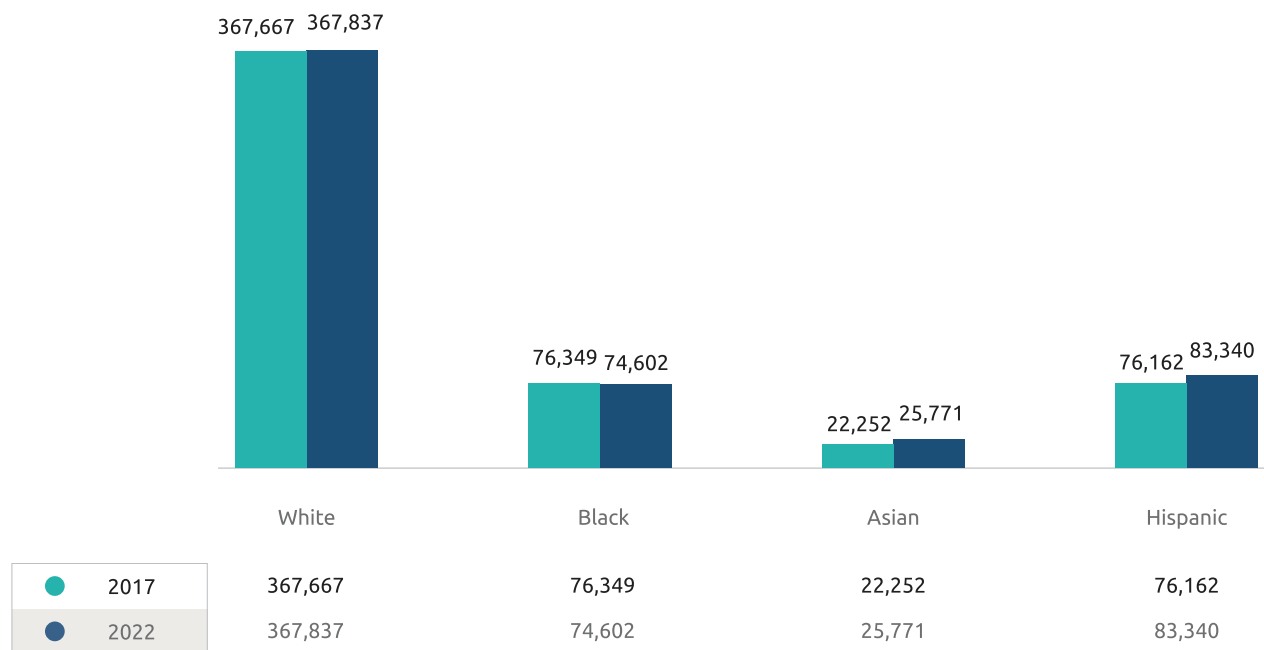


This map illustrates the Socio-Economic Status of all households in the Milwaukee DMA by Block Group. Those households ranked “A” and falling within the orange areas of the map typically have annual incomes over \$85,000, a 4 year college or graduate degree, own housing, and are employed in professional occupations. The gray areas indicate a concentration of households ranked “C”, typically having annual incomes between \$30,000 and \$75,000, high school graduates to some college, and employed as skilled labor or service workers.

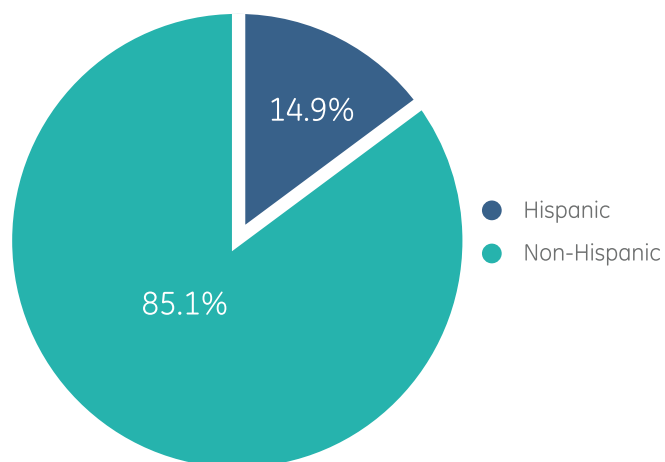
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> | MILLENNIALS

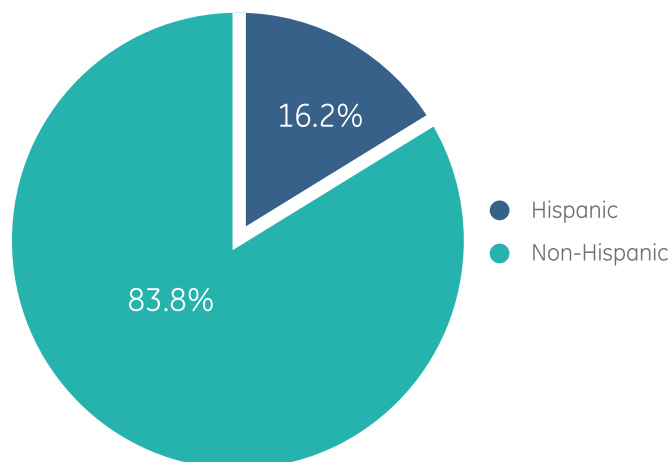
MILLENNIALS: PROJECTED POPULATION GROWTH (2017-2022)

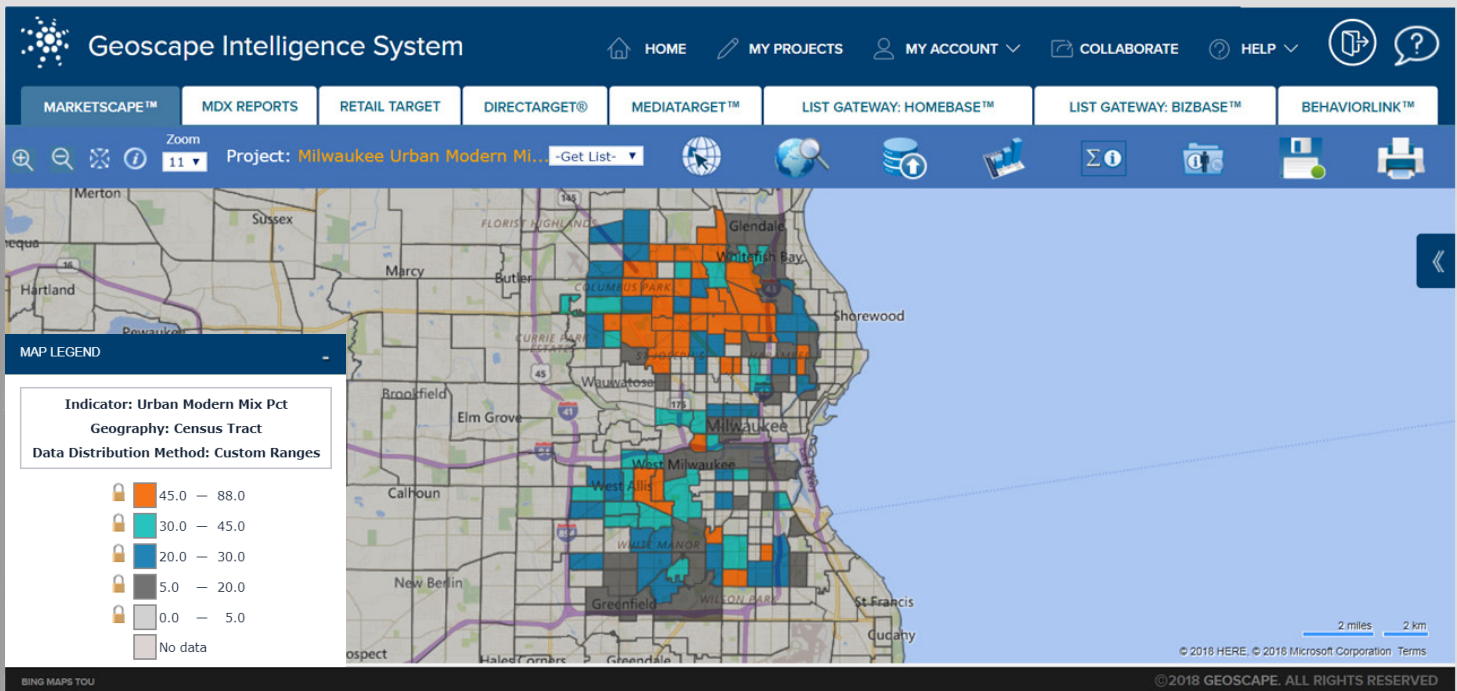


> | MILLENNIALS (2017)



> | MILLENNIALS (2022)





Claritas PRIZM Premier Segmentation

PRIZM® Premier segmentation helps you find more of your best customers by lifestyles, shopping behaviors and media use with smart insights on what they choose and why they buy. Milwaukee households are made up of many segments, but here is a look at two of the highest indexing PRIZM Premier segments for the Milwaukee DMA.

➤ | SEGMENT 45 – URBAN MODERN MIX

Midscale Middle Age Mostly w/o Kids

In Urban Modern Mix, middle class singles and couples reside in ethnically diverse neighborhoods in or near the city center. Despite only average overall technology use, they are frequent online shoppers for everything from jeans to groceries.

Urban Modern Mix Households are likely to:

- Own a Kia
- Shop at Burlington
- Follow pro boxing
- Visit casinos
- Watch TV One
- Listen to Urban Adult Contemporary

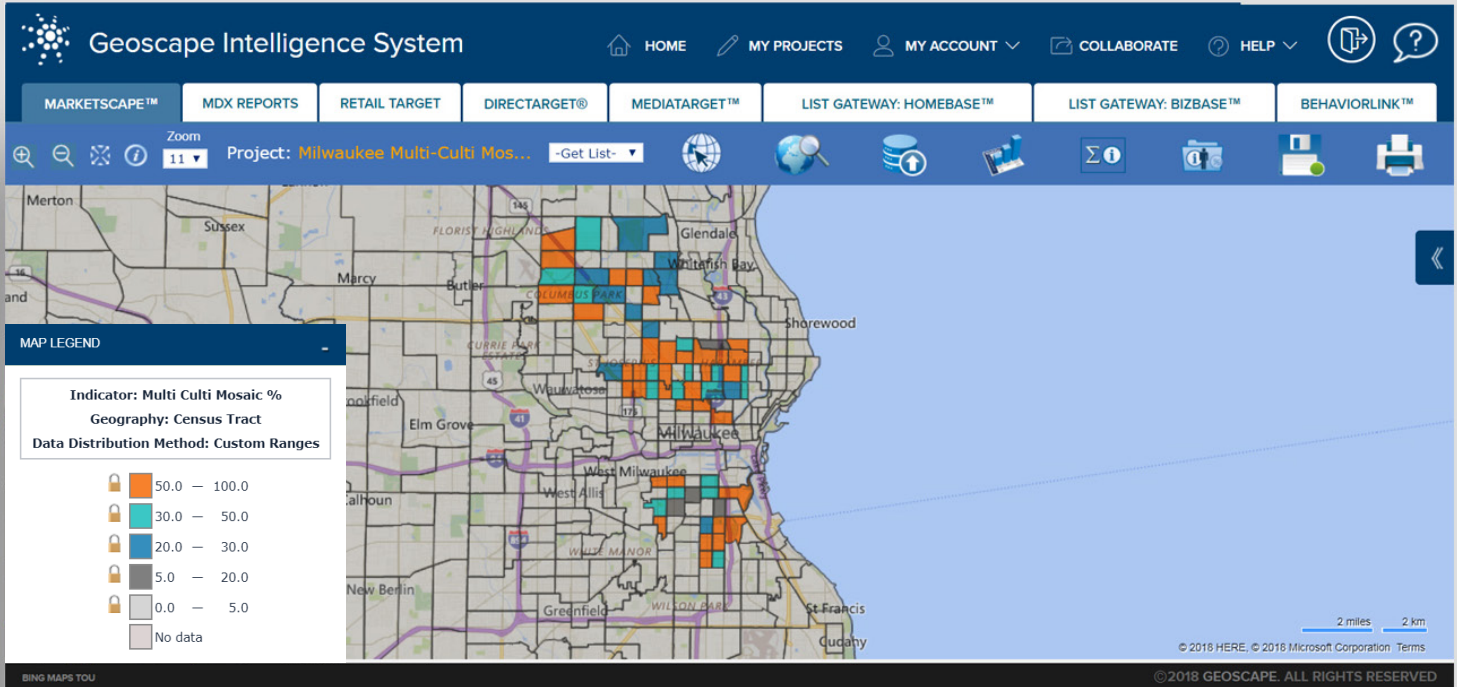
Demographics Traits:

- Urbanicity: Urban
- Income: Midscale
- Income Producing Assets: Low
- Age Ranges: <55
- Presence of Kids: Mostly w/o Kids
- Homeownership: Mix
- Employment Levels: Mix
- Education Levels: Some College
- Technology Use: Average

Source: Claritas PRIZM Premier 2018

To learn about segments in your market, visit www.mybestsegments.com.

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Claritas PRIZM Premier Segmentation

SEGMENT 42 – MULTI-CULTI MOSAIC

Midscale Middle Age Family Mix

An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of Hispanic, Asian, and African-American singles and families. This segment is characterized by many first-generation Americans who are striving to improve their economic status.

Multi-Culti Mosaic Households are likely to:

- Own a Dodge
- Eat at Little Caesars
- Shop at Foot Locker
- Follow Mexican league soccer
- Visit Mexico
- Watch Univision
- Listen to Urban Adult Contemporary

Demographic Traits:

- Urbanicity: Urban
- Income: Midscale
- Income Producing Assets: Above Average
- Age Ranges: <55
- Presence of Kids: Family Mix
- Homeownership: Mix
- Employment Levels: Mix
- Education Levels: Some College
- Technology Use: Average

Source: Claritas PRIZM Premier 2018

To learn about segments in your market, visit www.mybestsegments.com.

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