


**Rice Lake**   
 2501 West Avenue  
 Rice Lake, WI 54868  
 County: Barron

**CONTACT LISTING BROKER**  
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**Midwestern Management  
 LLC**

Population	1-mi.	3-mi.	5-mi.
2006 Male Population	347	4,839	6,277
2006 Female Population	381	5,324	6,733
% 2006 Male Population	47.66%	47.61%	48.25%
% 2006 Female Population	52.34%	52.39%	51.75%
2006 Total Adult Population	571	7,982	10,147
2006 Total Daytime Population	604	12,343	14,893
2006 Total Daytime Work Population	394	7,633	8,970
2006 Median Age Total Population	41	40	40
2006 Median Age Adult Population	47	47	46
2006 Age 0-5	48	677	872
2006 Age 6-13	64	923	1,225
2006 Age 14-17	46	581	766
2006 Age 18-20	39	540	686
2006 Age 21-24	47	744	890
2006 Age 25-29	36	604	750
2006 Age 30-34	24	429	565
2006 Age 35-39	34	483	637
2006 Age 40-44	61	792	1,056
2006 Age 45-49	68	760	1,011
2006 Age 50-54	56	748	1,008
2006 Age 55-59	55	630	803
2006 Age 60-64	41	477	620
2006 Age 65-69	28	340	437
2006 Age 70-74	24	366	444
2006 Age 75-79	22	371	436
2006 Age 80-84	21	344	398
2006 Age 85+	14	353	406
% 2006 Age 0-5	6.59%	6.66%	6.70%
% 2006 Age 6-13	8.79%	9.08%	9.42%
% 2006 Age 14-17	6.32%	5.72%	5.89%
% 2006 Age 18-20	5.36%	5.31%	5.27%
% 2006 Age 21-24	6.46%	7.32%	6.84%
% 2006 Age 25-29	4.95%	5.94%	5.76%
% 2006 Age 30-34	3.30%	4.22%	4.34%
% 2006 Age 35-39	4.67%	4.75%	4.90%
% 2006 Age 40-44	8.38%	7.79%	8.12%
% 2006 Age 45-49	9.34%	7.48%	7.77%
% 2006 Age 50-54	7.69%	7.36%	7.75%
% 2006 Age 55-59	7.55%	6.20%	6.17%
% 2006 Age 60-64	5.63%	4.69%	4.77%

% 2006 Age 65-69	3.85%	3.35%	3.36%
% 2006 Age 70-74	3.30%	3.60%	3.41%
% 2006 Age 75-79	3.02%	3.65%	3.35%
% 2006 Age 80-84	2.88%	3.39%	3.06%
% 2006 Age 85+	1.92%	3.47%	3.12%
2006 White Population	708	9,851	12,644
2006 Black Population	n/a	16	21
2006 Asian/Hawaiian/Pacific Islander	4	75	88
2006 American Indian/Alaska Native	2	59	67
2006 Other Population (Incl 2+ Races)	14	163	189
2006 Hispanic Population	11	181	214
2006 Non-Hispanic Population	717	9,982	12,795
% 2006 White Population	97.25%	96.92%	97.19%
% 2006 Black Population	0.00%	0.16%	0.16%
% 2006 Asian/Hawaiian/Pacific Islander	0.55%	0.74%	0.68%
% 2006 American Indian/Alaska Native	0.27%	0.58%	0.52%
% 2006 Other Population (Incl 2+ Races)	1.92%	1.60%	1.45%
% 2006 Hispanic Population	1.51%	1.78%	1.65%
% 2006 Non-Hispanic Population	98.49%	98.22%	98.35%
2000 Non-Hispanic White	671	9,726	12,439
2000 Non-Hispanic Black	n/a	38	38
2000 Non-Hispanic Amer Indian/Alaska Native	11	54	55
2000 Non-Hispanic Asian	n/a	33	40
2000 Non-Hispanic Hawaiian/Pacific Islander	n/a	n/a	n/a
2000 Non-Hispanic Some Other Race	n/a	17	17
2000 Non-Hispanic Two or More Races	1	36	51
% 2000 Non-Hispanic White	98.24%	98.20%	98.41%
% 2000 Non-Hispanic Black	0.00%	0.38%	0.30%
% 2000 Non-Hispanic Amer Indian/Alaska Native	1.61%	0.55%	0.44%
% 2000 Non-Hispanic Asian	0.00%	0.33%	0.32%
% 2000 Non-Hispanic Hawaiian/Pacific Islander	0.00%	0.00%	0.00%
% 2000 Non-Hispanic Some Other Race	0.00%	0.17%	0.13%
% 2000 Non-Hispanic Two or More Races	0.15%	0.36%	0.40%
<b>Population Change</b>	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
Total Employees	n/a	n/a	n/a
Total Establishments	n/a	n/a	n/a
2006 Total Population	728	10,163	13,010
2006 Total Households	297	4,487	5,540
Population Change 1990-2006	56	854	1,141
Household Change 1990-2006	43	659	849
% Population Change 1990-2006	8.33%	9.17%	9.61%
% Household Change 1990-2006	16.93%	17.22%	18.10%
Population Change 2000-2006	11	65	184
Household Change 2000-2006	17	193	274
% Population Change 2000-2006	1.53%	0.64%	1.43%

% Households Change 2000-2006	6.07%	4.49%	5.20%
<b>Housing</b>	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
2000 Total Housing Units	289	4,539	5,591
2000 Occupied Housing Units	277	4,299	5,279
2000 Owner Occupied Housing Units	172	2,801	3,623
2000 Renter Occupied Housing Units	105	1,498	1,656
2000 Vacant Housing Units	11	240	313
% 2000 Occupied Housing Units	95.85%	94.71%	94.42%
% 2000 Owner Occupied Housing Units	59.72%	61.71%	64.79%
% 2000 Renter Occupied Housing Units	36.46%	33.00%	29.61%
% 2000 Vacant Housing Units	3.82%	5.29%	5.60%
<b>Income</b>	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
2006 Median Household Income	\$35,624	\$38,081	\$39,852
2006 Per Capita Income	\$22,779	\$23,678	\$23,538
2006 Average Household Income	\$55,834	\$53,630	\$55,275
2006 Household Income < \$10,000	41	427	473
2006 Household Income \$10,000-\$14,999	44	404	473
2006 Household Income \$15,000-\$19,999	27	417	475
2006 Household Income \$20,000-\$24,999	16	301	375
2006 Household Income \$25,000-\$29,999	8	279	346
2006 Household Income \$30,000-\$34,999	11	243	299
2006 Household Income \$35,000-\$39,999	12	279	339
2006 Household Income \$40,000-\$44,999	24	296	395
2006 Household Income \$45,000-\$49,999	8	211	278
2006 Household Income \$50,000-\$59,999	22	450	569
2006 Household Income \$60,000-\$74,999	26	507	655
2006 Household Income \$75,000-\$99,999	26	370	475
2006 Household Income \$100,000-\$124,999	17	99	125
2006 Household Income \$125,000-\$149,999	11	116	135
2006 Household Income \$150,000-\$199,999	3	26	41
2006 Household Income \$200,000-\$249,999	n/a	10	15
2006 Household Income \$250,000-\$499,999	1	48	68
2006 Household Income \$500,000+	n/a	3	4
2006 Household Income \$200,000+	1	61	86
% 2006 Household Income < \$10,000	13.80%	9.52%	8.54%
% 2006 Household Income \$10,000-\$14,999	14.81%	9.01%	8.54%
% 2006 Household Income \$15,000-\$19,999	9.09%	9.30%	8.57%
% 2006 Household Income \$20,000-\$24,999	5.39%	6.71%	6.77%
% 2006 Household Income \$25,000-\$29,999	2.69%	6.22%	6.25%
% 2006 Household Income \$30,000-\$34,999	3.70%	5.42%	5.40%
% 2006 Household Income \$35,000-\$39,999	4.04%	6.22%	6.12%
% 2006 Household Income \$40,000-\$44,999	8.08%	6.60%	7.13%
% 2006 Household Income \$45,000-\$49,999	2.69%	4.70%	5.02%
% 2006 Household Income \$50,000-\$59,999	7.41%	10.03%	10.27%

% 2006 Household Income \$60,000-\$74,999	8.75%	11.30%	11.82%
% 2006 Household Income \$75,000-\$99,999	8.75%	8.25%	8.57%
% 2006 Household Income \$100,000-\$124,999	5.72%	2.21%	2.26%
% 2006 Household Income \$125,000-\$149,999	3.70%	2.59%	2.44%
% 2006 Household Income \$150,000-\$199,999	1.01%	0.58%	0.74%
% 2006 Household Income \$200,000-\$249,999	0.00%	0.22%	0.27%
% 2006 Household Income \$250,000-\$499,999	0.34%	1.07%	1.23%
% 2006 Household Income \$500,000+	0.00%	0.07%	0.07%
% 2006 Household Income \$200,000+	0.34%	1.36%	1.55%

<b>Retail Sales Volume</b>	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
2006 Children/Infants Clothing Stores	\$77,829	\$1,912,200	\$2,201,350
2006 Jewelry Stores	\$59,551	\$758,977	\$922,571
2006 Mens Clothing Stores	\$225,879	\$3,133,239	\$3,805,797
2006 Shoe Stores	\$144,365	\$2,293,875	\$2,702,298
2006 Womens Clothing Stores	\$355,519	\$4,745,739	\$5,824,156
2006 Automobile Dealers	\$2,168,585	\$33,349,412	\$40,693,069
2006 Automotive Parts/Acc/Repair Stores	\$379,001	\$5,183,672	\$6,351,562
2006 Other Motor Vehicle Dealers	\$94,342	\$1,243,096	\$1,570,273
2006 Tire Dealers	\$91,167	\$1,386,624	\$1,710,245
2006 Hardware Stores	\$104,916	\$1,400,357	\$1,746,256
2006 Home Centers	\$685,846	\$9,781,948	\$12,462,302
2006 Nursery/Garden Centers	\$282,324	\$3,439,530	\$4,243,823
2006 Outdoor Power Equipment Stores	\$163,504	\$2,717,168	\$3,537,880
2006 Paint/Wallpaper Stores	\$52,366	\$787,500	\$1,001,961
2006 Appliance/TV/Other Electronics Stores	\$293,605	\$4,421,725	\$5,509,121
2006 Camera/Photographic Supplies Stores	\$36,132	\$467,629	\$565,882
2006 Computer/Software Stores	\$110,192	\$1,232,488	\$1,465,353
2006 Beer/Wine/Liquor Stores	\$173,144	\$2,035,398	\$2,453,334
2006 Convenience/Specialty Food Stores	\$165,194	\$2,532,390	\$3,047,317
2006 Restaurant Expenditures	\$896,877	\$12,181,721	\$14,825,472
2006 Supermarkets/Other Grocery excl Conv	\$2,180,348	\$34,355,882	\$41,632,641
2006 Furniture Stores	\$184,129	\$2,518,419	\$3,054,508
2006 Home Furnishings Stores	\$750,943	\$9,714,966	\$11,878,177
2006 Gen Merch/Appliance/Furniture Stores	\$2,653,640	\$37,762,583	\$45,891,713
2006 Gasoline Stations w/ Convenience Stores	\$1,000,141	\$15,651,615	\$19,117,719
2006 Other Gasoline Stations	\$834,947	\$13,119,226	\$16,070,402
2006 Department Stores excl Leased Depts	\$2,947,245	\$42,184,308	\$51,400,834
2006 General Merchandise Stores	\$2,469,510	\$35,244,165	\$42,837,205
2006 Other Health/Personal Care Stores	\$146,118	\$1,998,194	\$2,468,500
2006 Pharmacies/Drug Stores	\$1,336,105	\$20,280,433	\$25,205,578
2006 Pet/Pet Supplies Stores	\$207,583	\$2,891,931	\$3,635,373
2006 Book/Periodical/Music Stores	\$77,284	\$985,157	\$1,194,751
2006 Hobby/Toy/Game Stores	\$108,755	\$1,906,290	\$2,324,996
2006 Musical Instrument/Supplies Stores	\$5,566	\$84,871	\$96,931
2006 Sewing/Needlework/Piece Goods Stores	\$7,983	\$102,188	\$124,967

2006 Sporting Goods Stores	\$107,455	\$1,439,775	\$1,821,313
2006 Video Tape Stores - Retail	\$22,231	\$337,310	\$395,078

