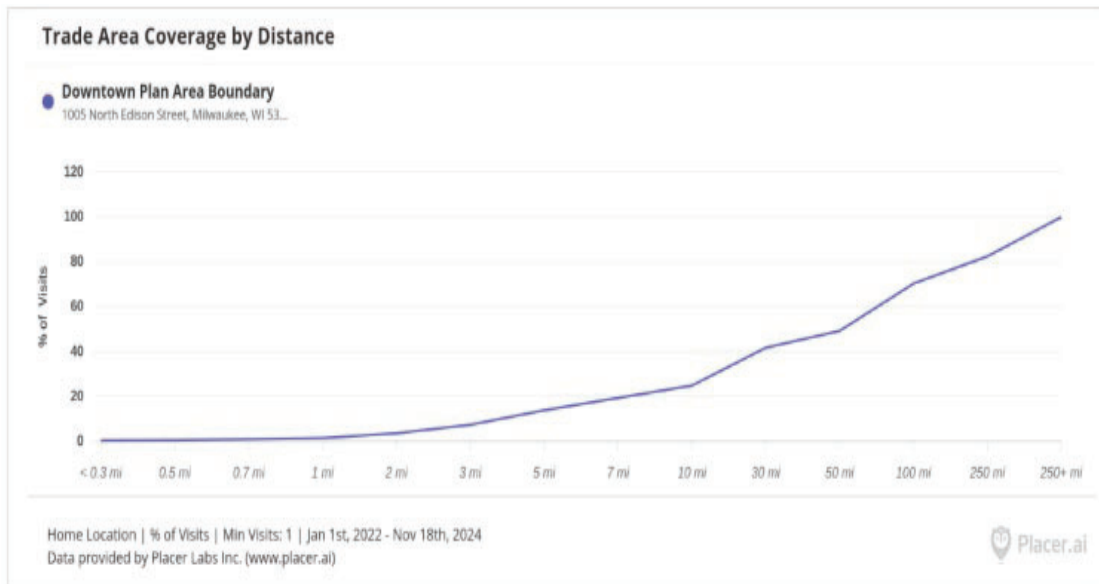




Downtown
Milwaukee
Retail Assessment

DEMOGRAPHICS

ESTABLISHING THE BASELINE: WHY 1/3/5?



Key Points:

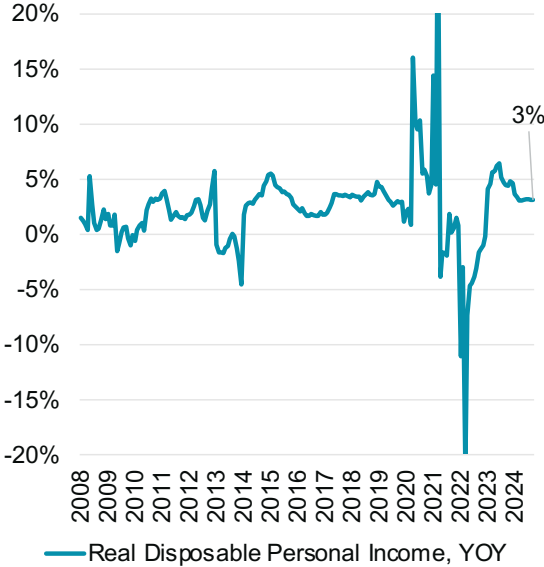
- 80% of the visitors to downtown come from 10 miles away
- 60% of visitors to downtown come from more than 20 miles away, which is effectively the MSA boundary.
- *Visit Milwaukee* has a huge role to play, alongside sports & events in success of foot traffic in downtown Milwaukee



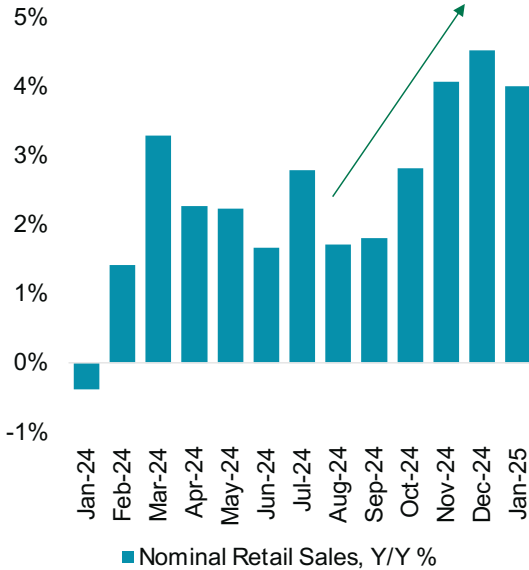
CONSUMERS SPENDING REMAINS SOLID

Goods consumption bounced year-end...but be mindful of consumer prudence ahead

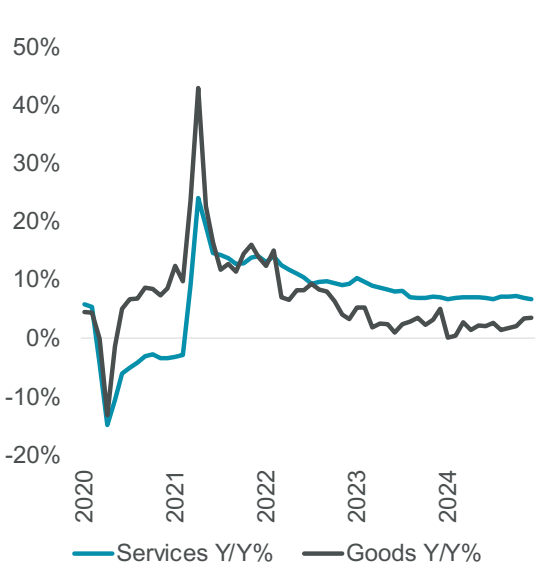
Disposable Income Growth Still Supportive of Consumption



Retail Sales Accelerating into 2025



Goods Spending Boosted by Potential Pull-Forward Behavior Ahead of Tariffs....



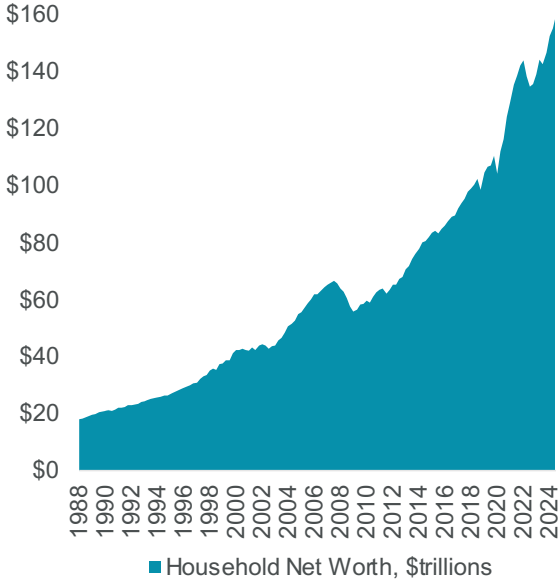
Source: U.S. Census Bureau, Cushman & Wakefield



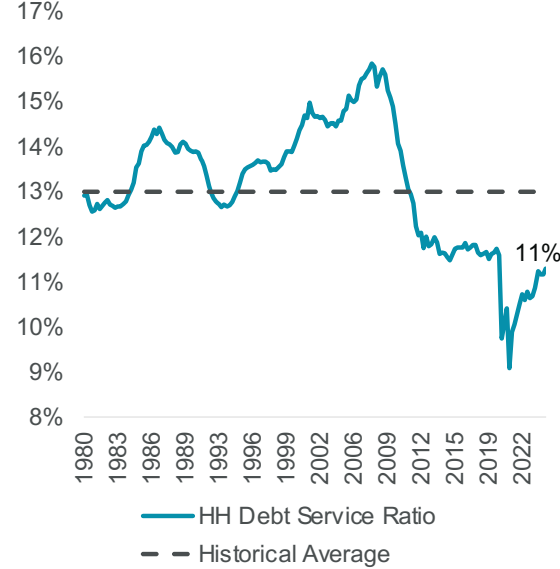
HOUSEHOLDS IN A GREAT RELATIVE POSITION

...in aggregate...but barbell situation increasingly evident

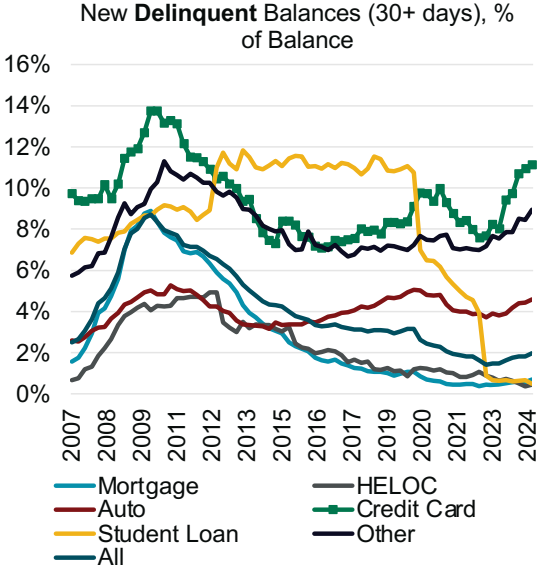
Strong Wealth Effect: HH Balance Sheets in Fantastic Shape



Income Growth has Helped Reduce Debt Service Burdens



Challenges Percolating for Some



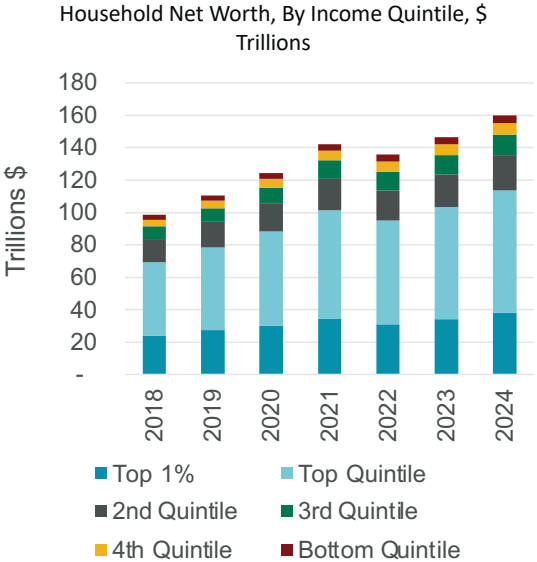
Source: FRBNY, Federal Reserve Board, Cushman & Wakefield Research



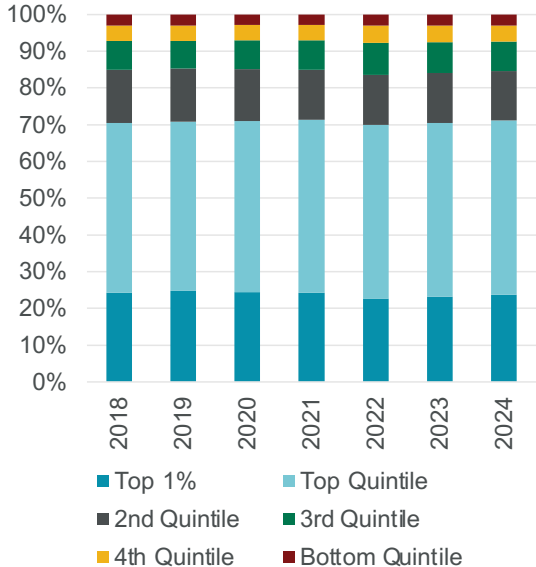
HIGH-INCOME HOUSEHOLDS WILL DRIVE FUTURE SPENDING

High street retail, value-oriented retail and necessity-based retail to thrive ahead

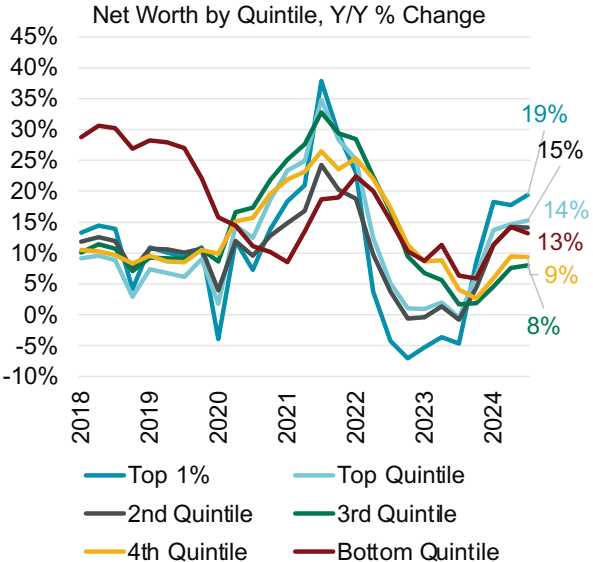
Household Net Worth Expanded by 60% since 2018



Top 20% Represent 70%+ Of Net Worth



Barbell-Shaped Recovery in Net Worth Underway...

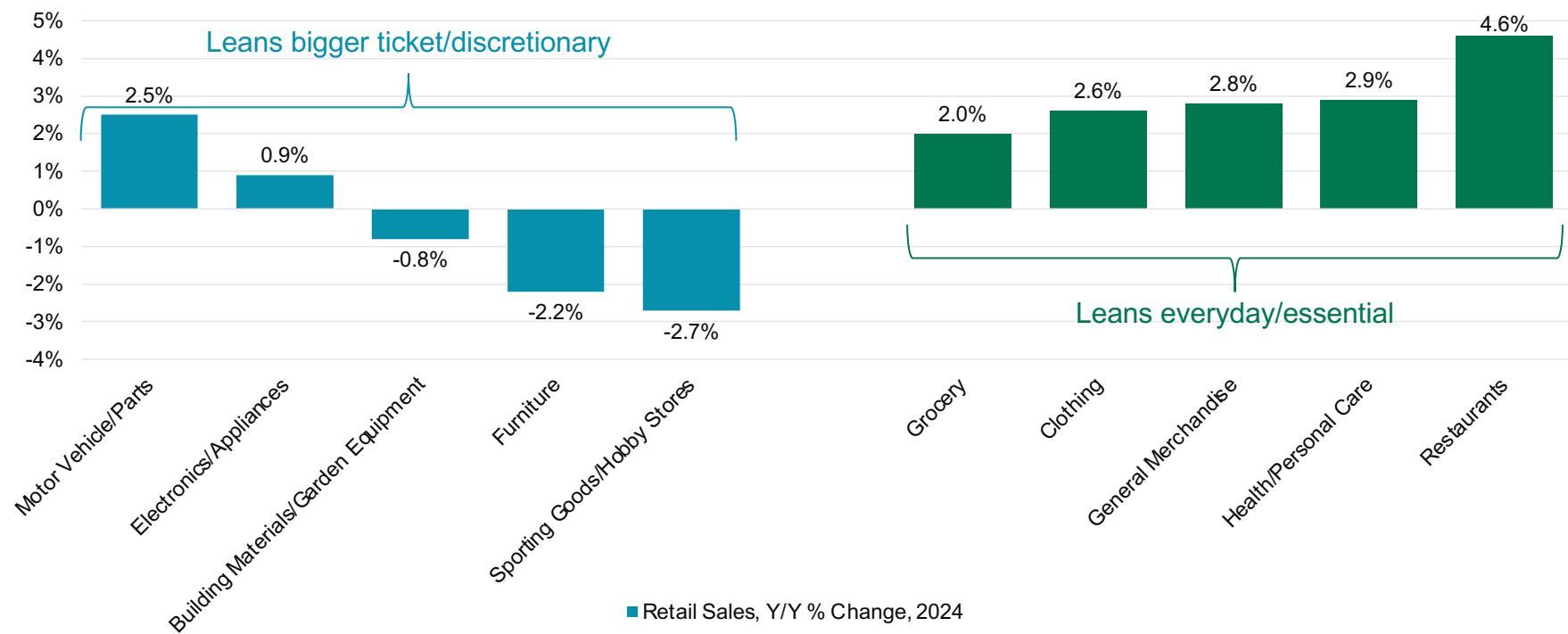


Source: Federal Reserve Board of Governors



COST FATIGUE DRIVING A SHIFT IN CONSUMER SPENDING

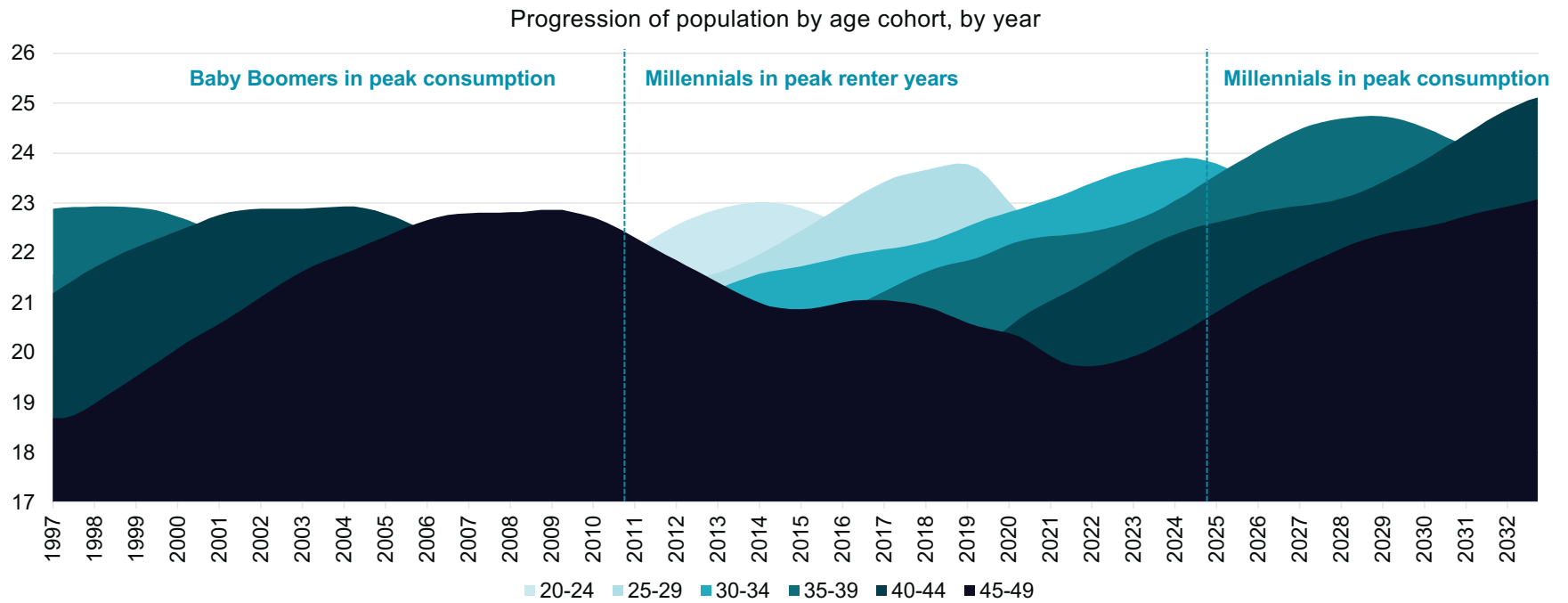
Consumer spending is growing for non-discretionary essentials, smaller-budget items



Source: U.S. Census Bureau, Cushman & Wakefield Research.

PERSPECTIVES ON DEMOGRAPHICS WINDS

Millennials aging into prime consumption years...

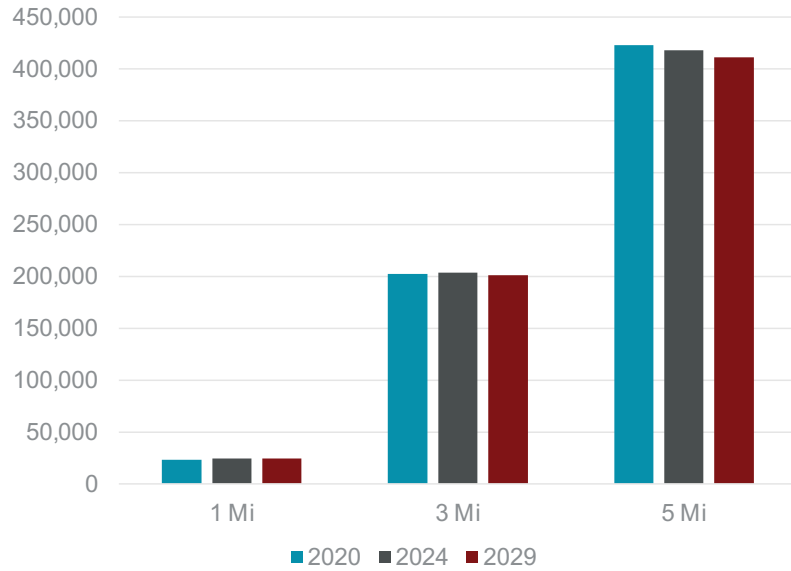


Source: Moody's Analytics and Cushman & Wakefield Research.

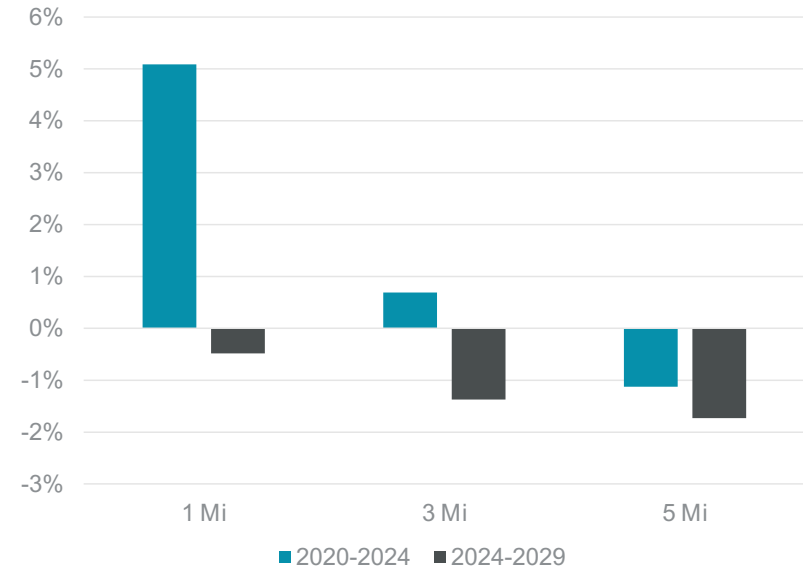
POPULATION GROWTH HAS BEEN STRONGEST IN IMMEDIATE AREA



Total Population



Population Growth Rates

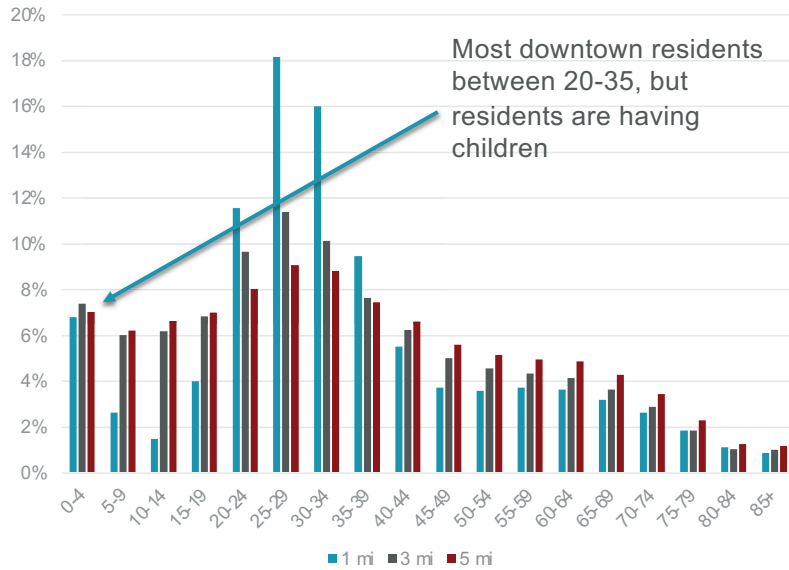


Source: CoStar, Neustar, ITP Consulting

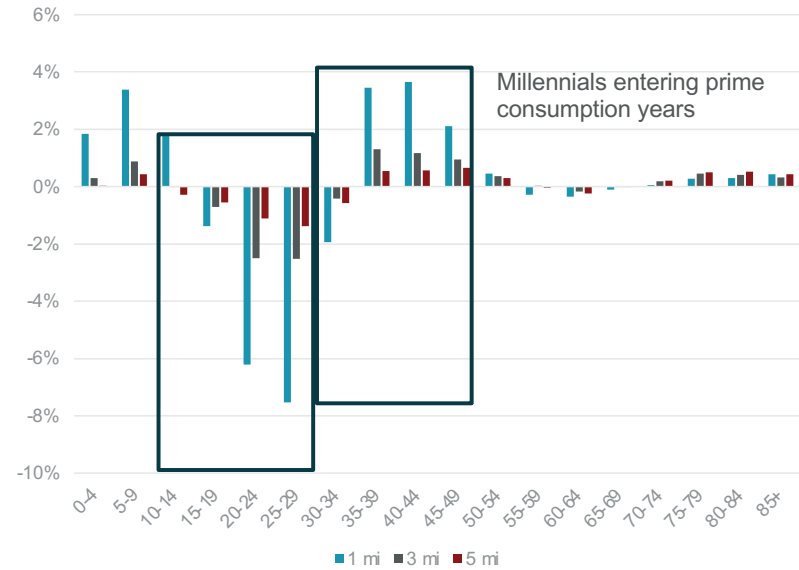
POPULATION BY AGE: SHIFTS AHEAD, BENEFITTING RETAILERS



Population by Age Cohort



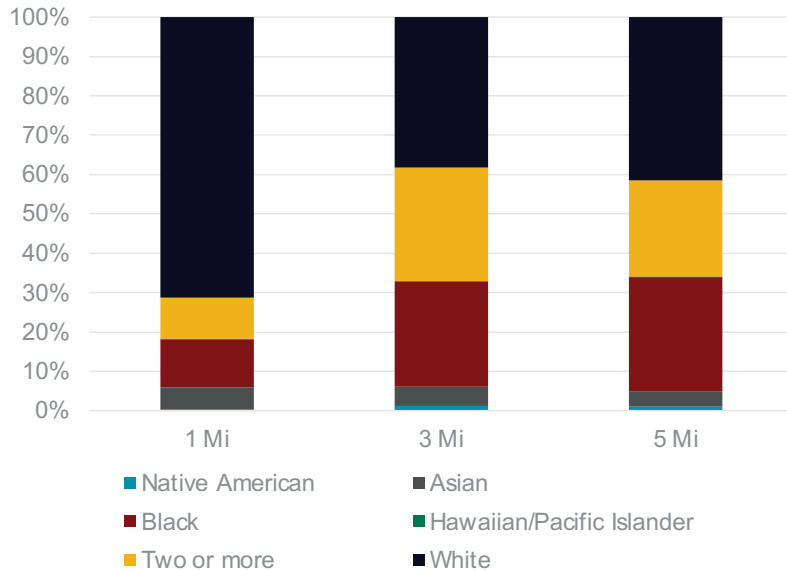
Change in Concentration, 2024-2029



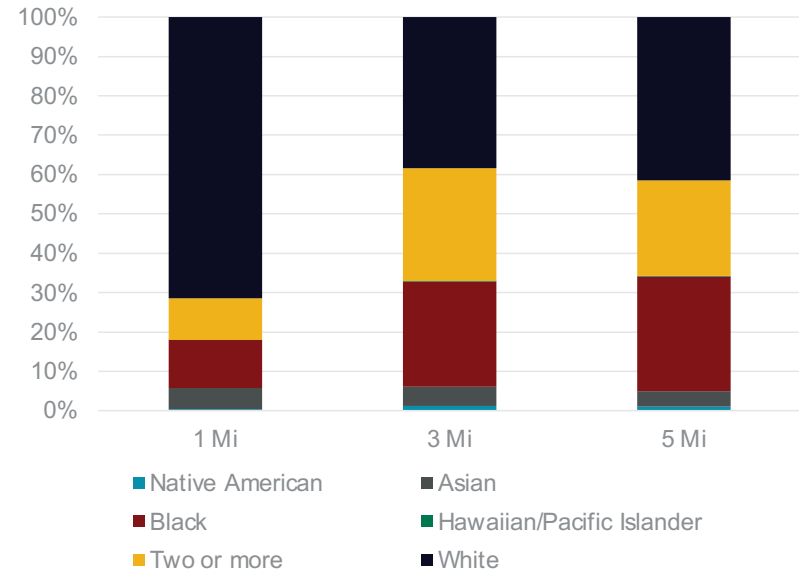
DOWNTOWN HAS VERY LIMITED MINORITY POPULATION



Share of Population By Race, 2024

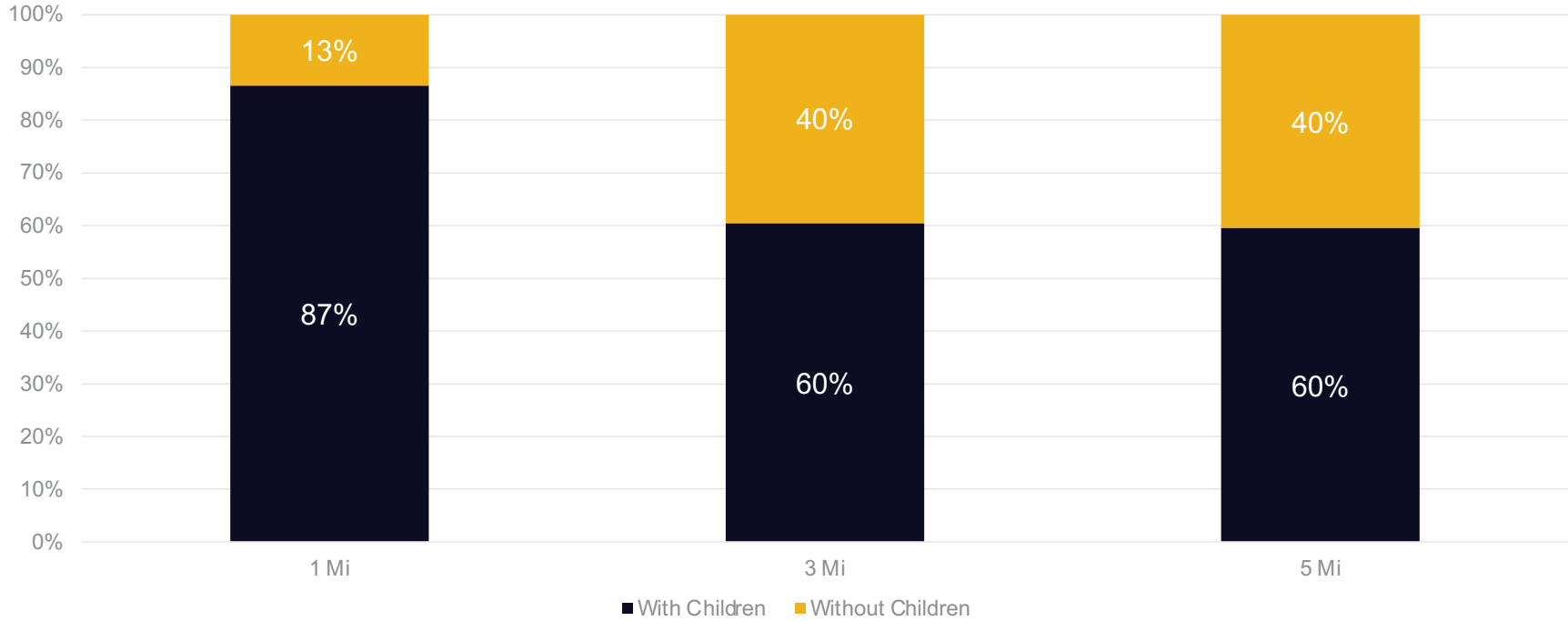


Share of Population By Race, 2029



FEWER FAMILIES WITH CHILDREN LIVE DOWNTOWN

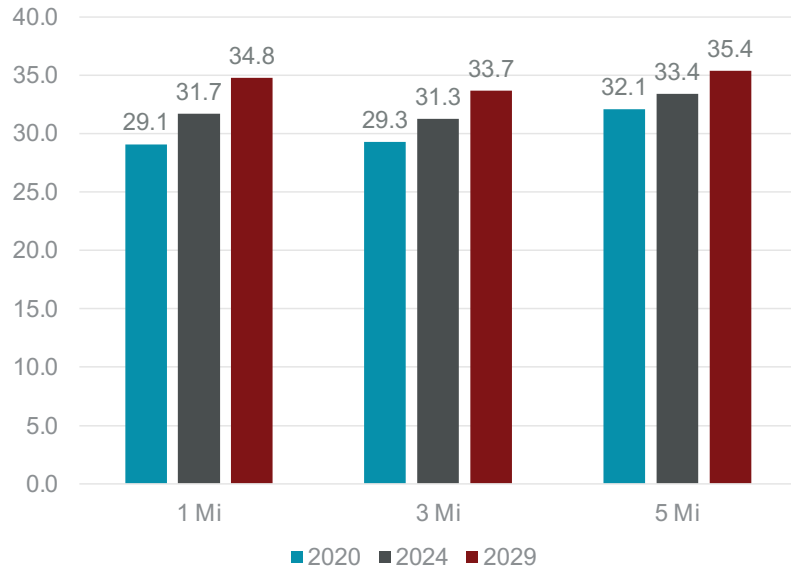
Share of Married Families Broken Out By Child-Status



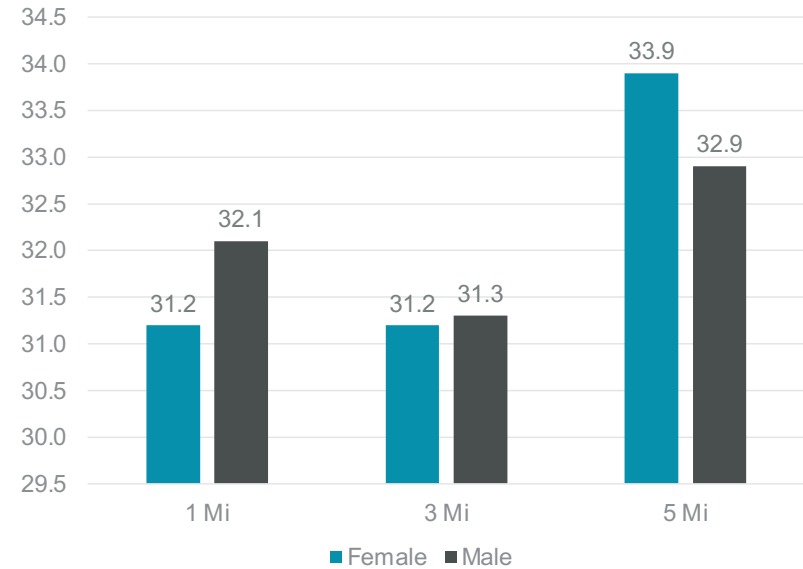
DOWNTOWN WILL LIKELY GET OLDER QUICKER, BENEFITTING RETAILERS



Median Age



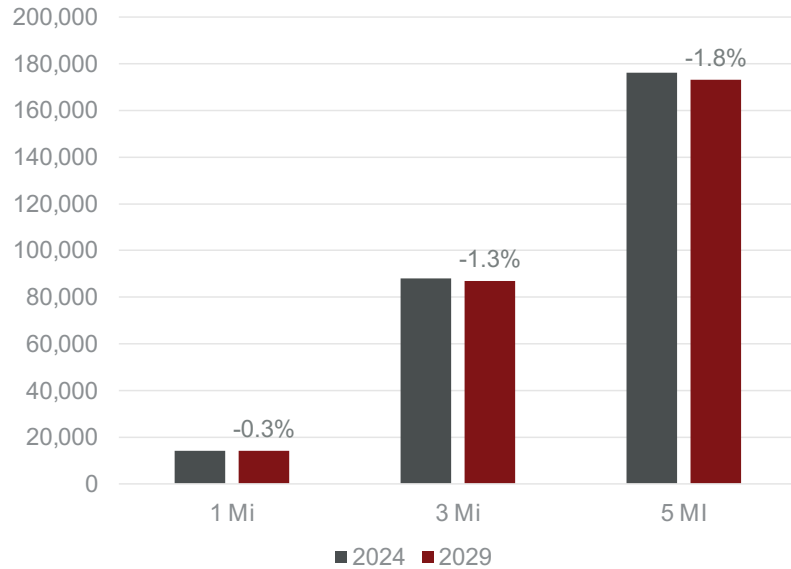
Median Age By Gender, 2024



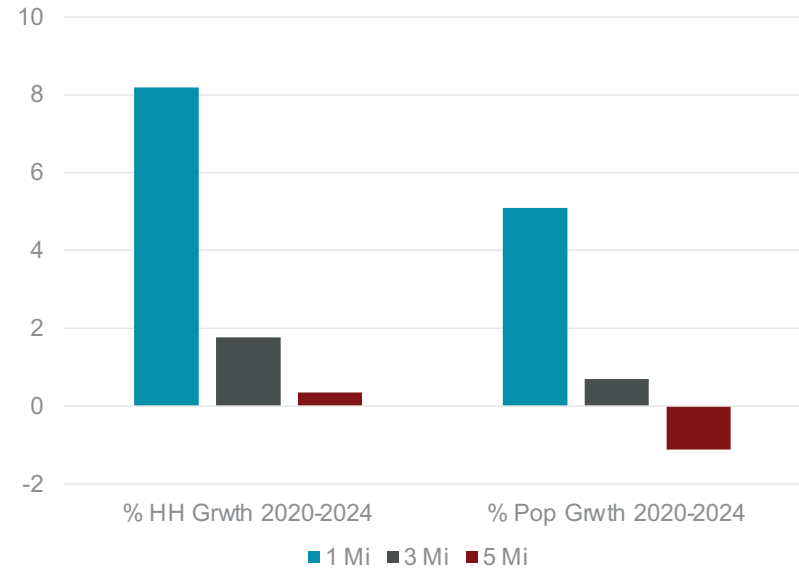
DOWNTOWN HOUSEHOLD GROWTH MORE RESILIENT



Number of Households



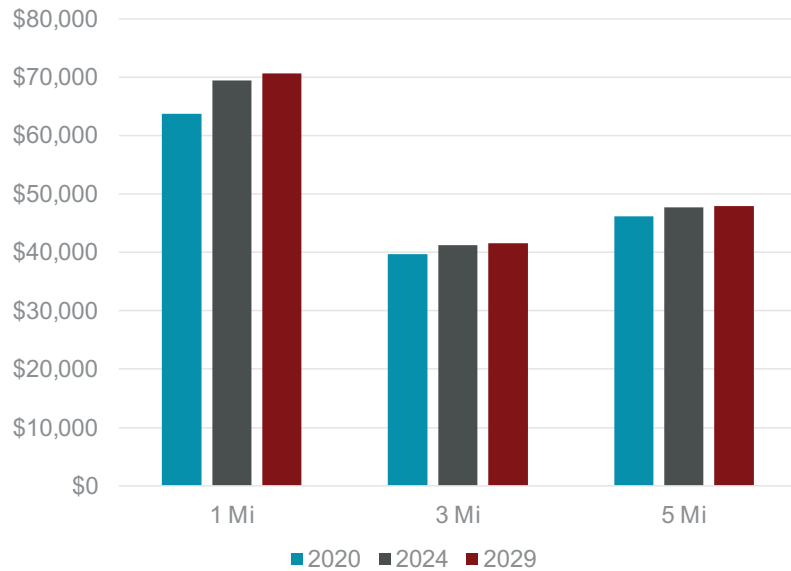
Household Growth



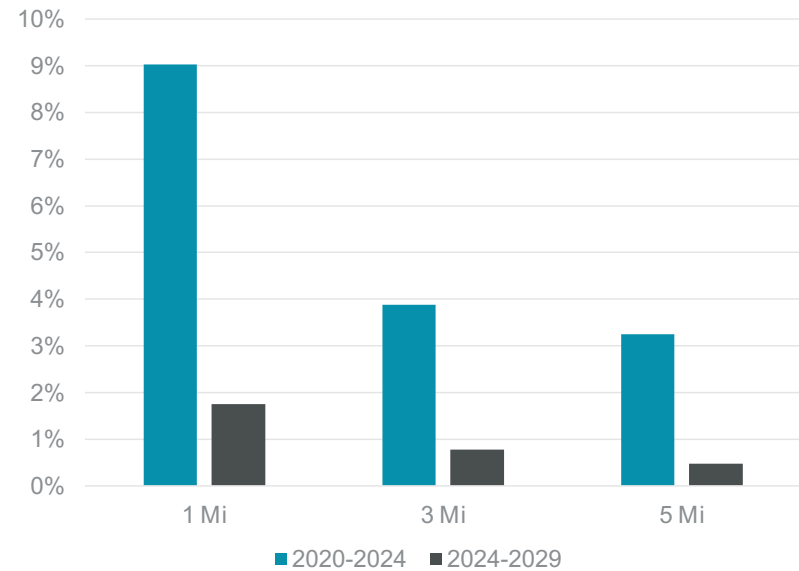
DOWNTOWN INCOME GROWTH IS 2X ITS PEERS



Median Household Income

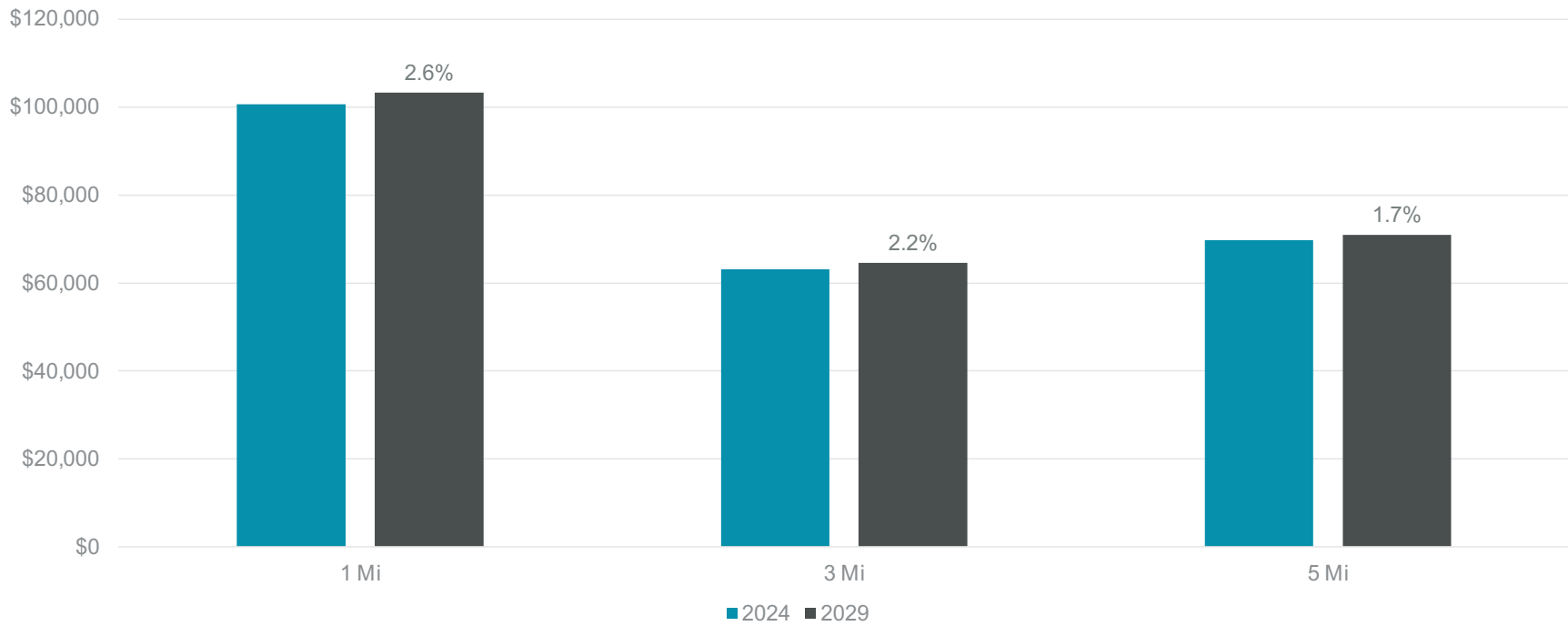


Growth Rates



DOWNTOWN INCOME GROWTH IS EXCEEDING PEERS

Average Household Income (Labels reflect % growth)

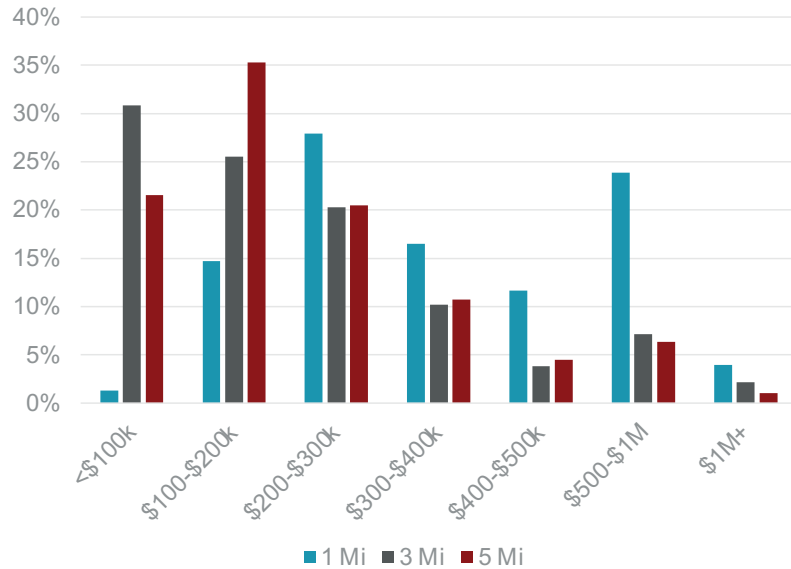


STRONG HOUSING WEALTH EFFECT DOWNTOWN

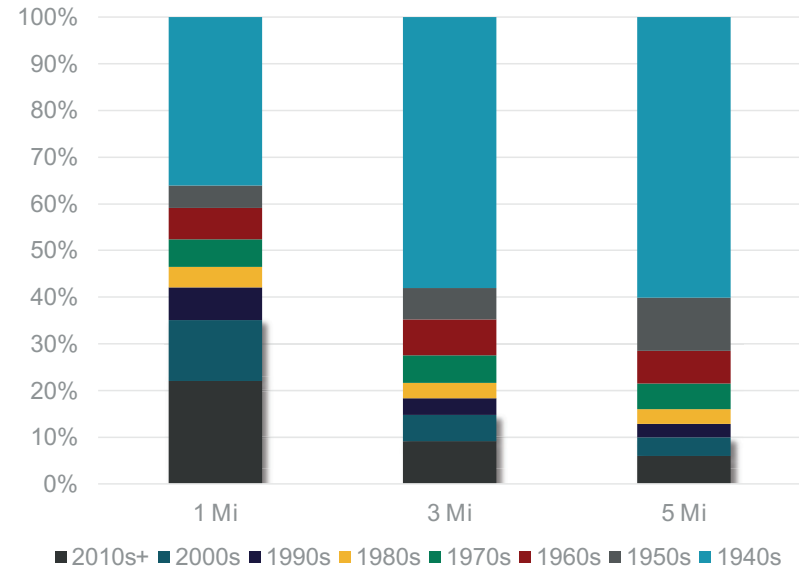
Thanks to newer housing stock



Share of Home Value By Price

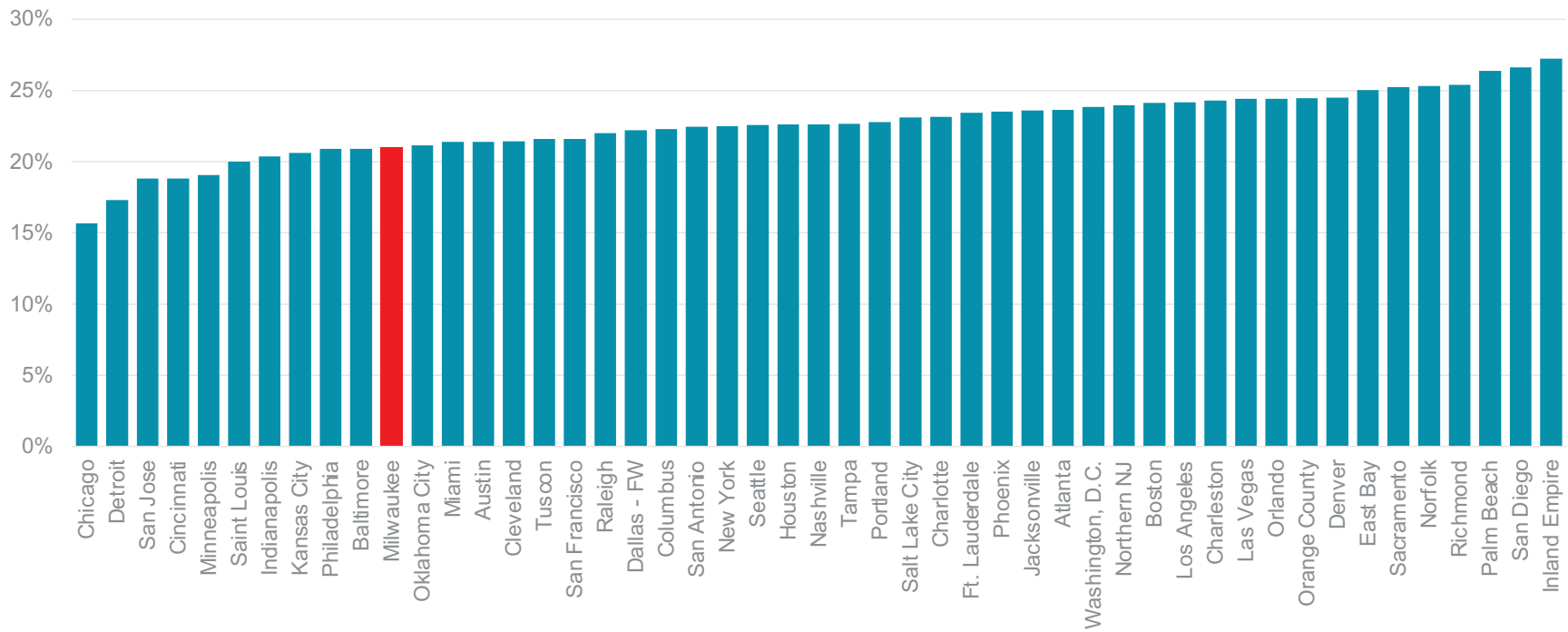


% of Housing Inventory By Decade



HOUSING COSTS DON'T EAT INTO BUDGETS IN MILWAUKEE

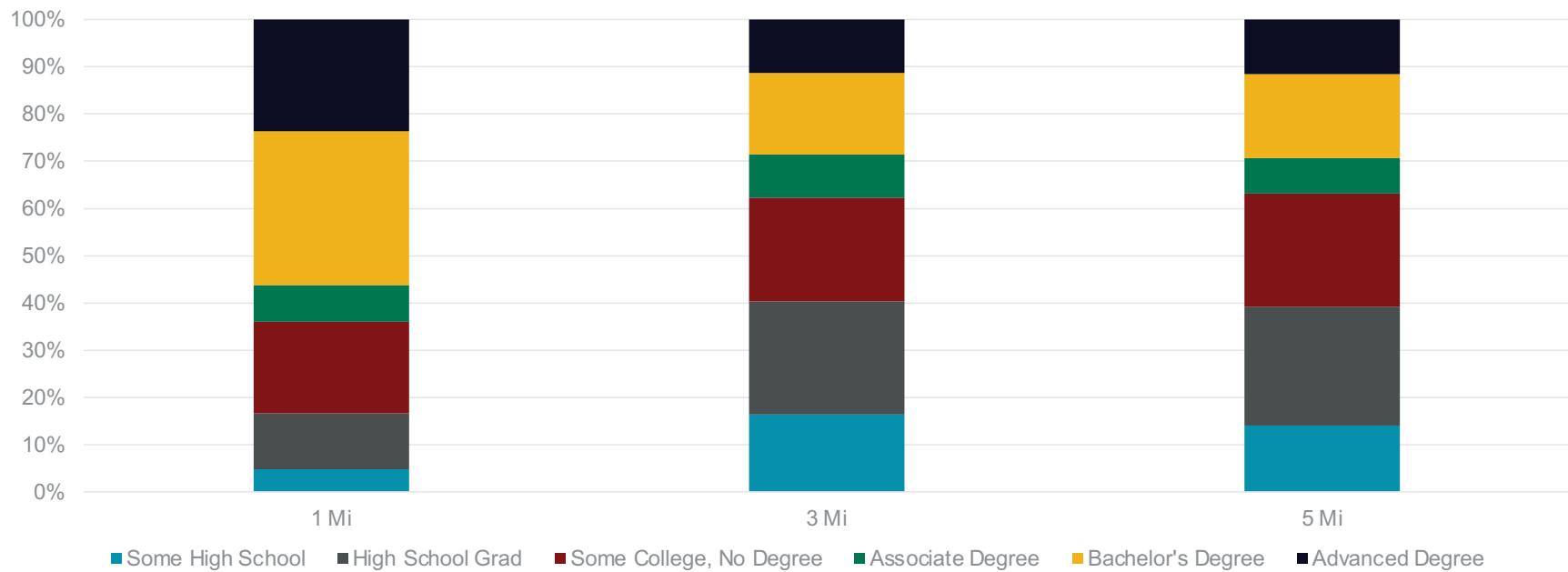
Average 2024 Rent-to-Income Ratio



MORE THAN HALF OF DOWNTOWN RESIDENTS HAVE A BACHELORS+

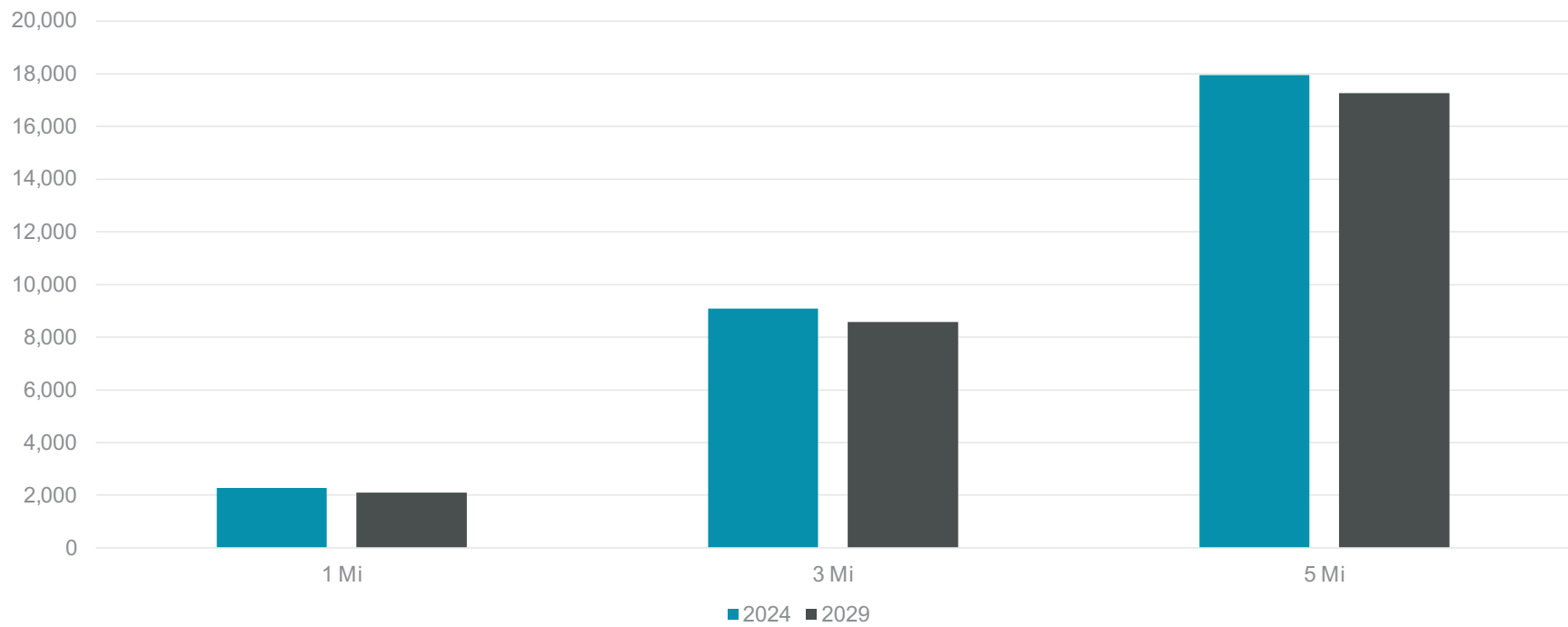


Share of Population By Educational Attainment



FEWER PEOPLE EXPECTED TO WORK AT HOME

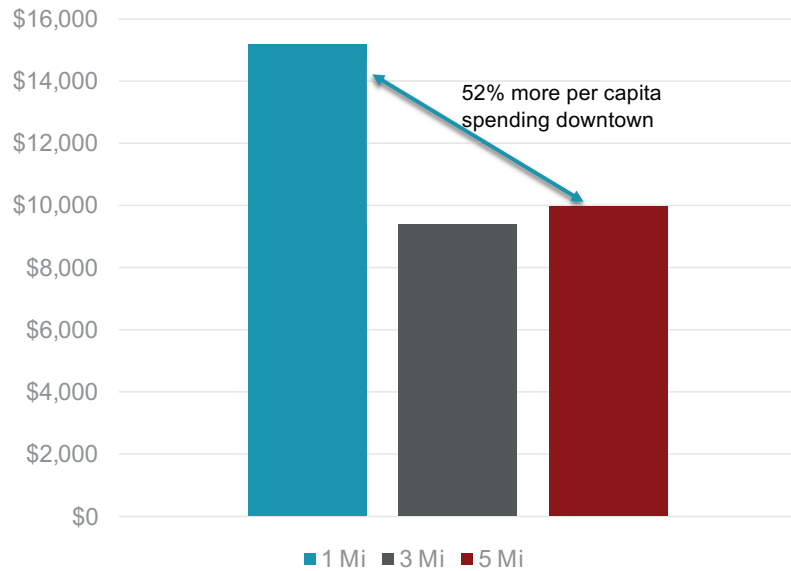
Likely commuting downtown



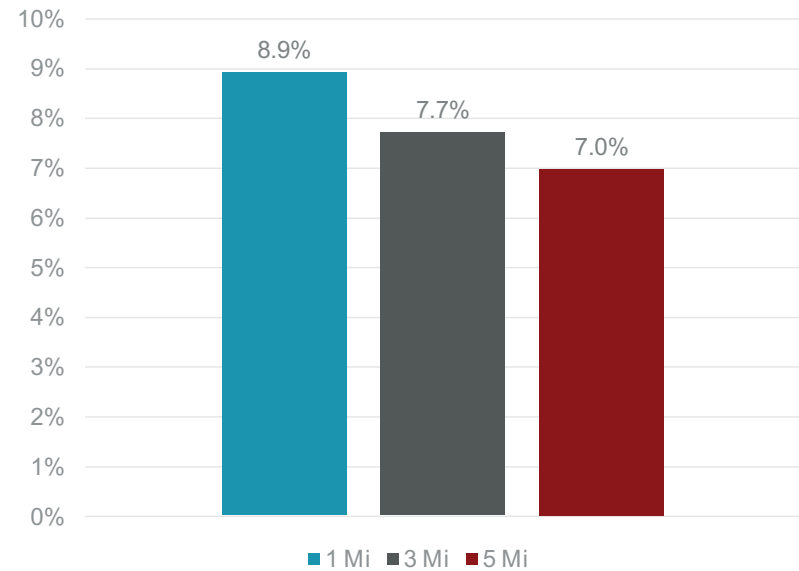
DOWNTOWN RESIDENTS ARE BIG CONSUMERS



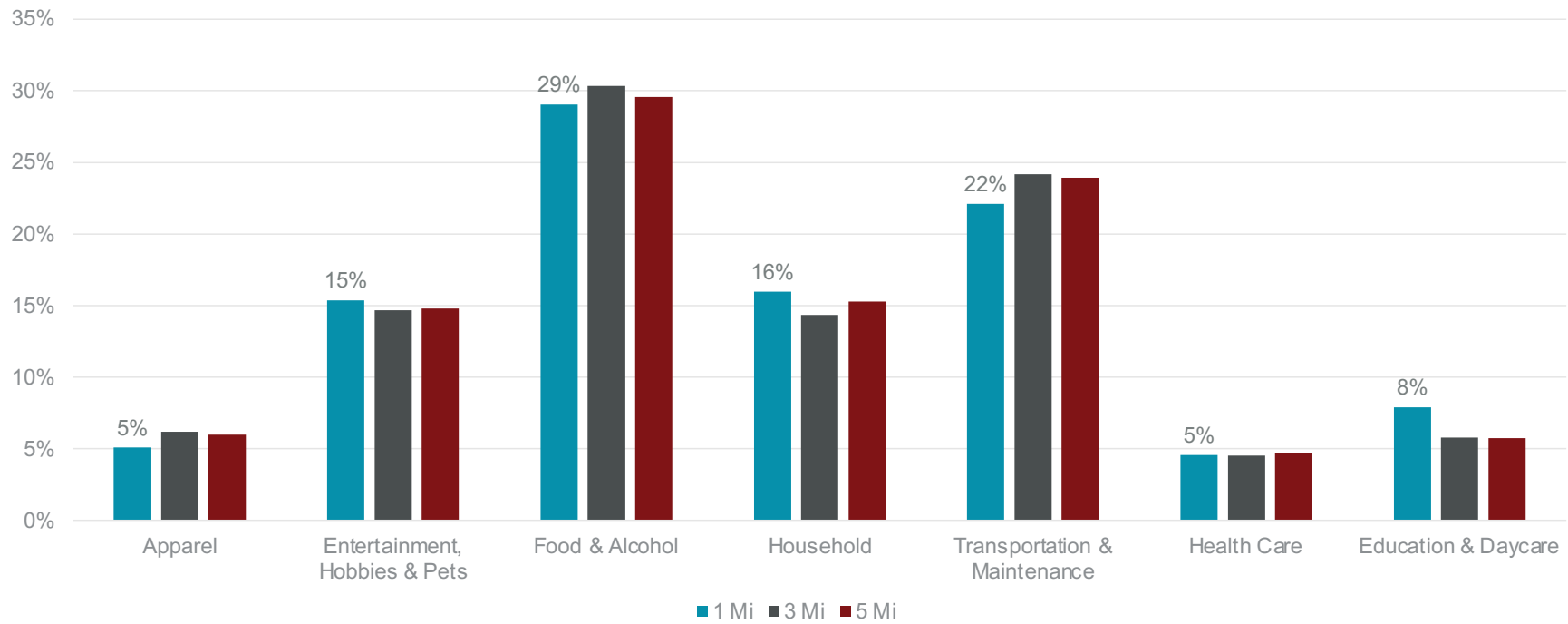
Per Capita Spending, 2024



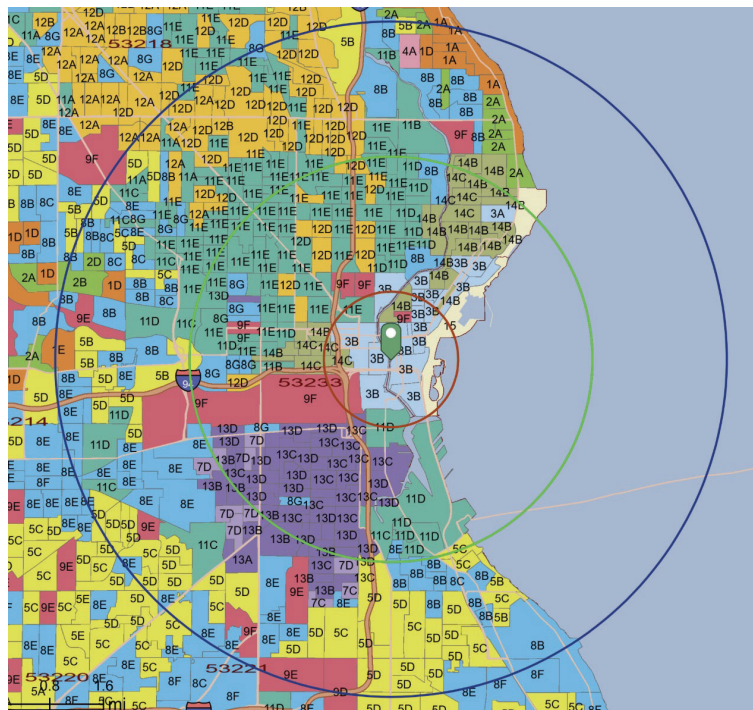
Growth In Total Spending, 2024-2029



CONSUMPTION PATTERNS



PUTTING IT ALL TOGETHER INTO A BEAUTIFUL TAPESTRY



Biggest Demographic Tapestry

1 Mi: [Metro Renters](#) (3B)

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest-growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties.KE

3 Mi: [Set to Impress](#) (11D)

Nearly one in three residents is 20 to 34 years old, and a large portion are single-person nonfamily households. Although many residents live alone, they preserve close connections with their family. Many work in food service while they are attending college. This group is always looking for a deal.

[City Commons](#) (11E)

This segment is one of Tapestry's Segmentation's youngest markets. While more than a third have a college degree or spent some time in college, nearly a quarter have not finished high school. These residents strive for the best for themselves and their children.

[NeWest Residents](#) (13C)

NeWest Residents households are new to America and their careers, often with new, young families. Many are new to the English language; nearly one-third of households are linguistically isolated. As residents adopt the American way of life, many pursue risky employment opportunities for the benefit of their extended families.