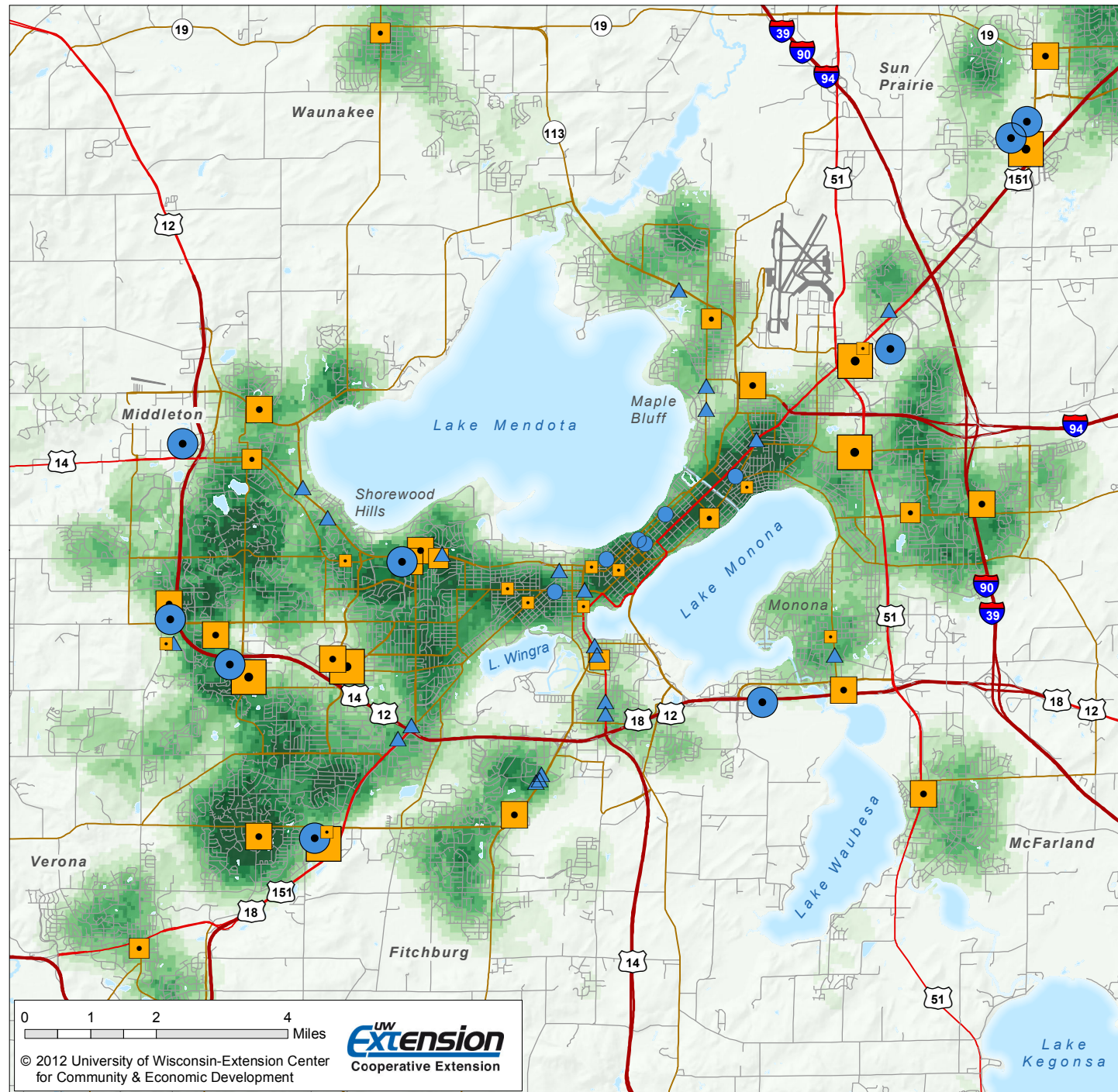


Madison Grocery Store Distribution and Demand for Food Consumed at Home



Grocery Locations in 2012*

- Small Grocer (Under 20,000 sq ft)
- Medium Grocer (20,000 to 40,000 sq ft)
- Large Grocer (40,001 to 75,000 sq ft)
- Hypermarket (75,001 to 215,000 sq ft)
- Discount Retailer plus Grocer
- ▲ Specialty Food Store**
- Convenience Food Store** (without Gasoline)

Other Features

- Limited Access Freeway
- Highway
- Secondary Roads
- Local Road

Demand in 2010 for Food Consumed at Home Within Half-Mile Radius of Any Point

- \$1,000,000 or Less
- \$1,000,001 - \$2,000,000
- \$2,000,001 - \$3,000,000
- \$3,000,001 - \$4,000,000
- \$4,000,001 - \$5,000,000
- \$5,000,001 - \$6,000,000
- \$6,000,001 - \$7,000,000
- \$7,000,001 - \$8,000,000
- \$8,000,001 or More

Demand is based on average household expenditures on food away from home by household income level from the 2010 BLS Consumer Expenditure Survey. Figures do not include spending potential from other demand sources (i.e. daytime population). Demand figures do not reflect where food purchases are made.

* Several locations depicted on the map are currently under construction or have yet to break ground.

** Specialty food stores are those stores that carry a variety of food types and not those that specialize in specific product lines (e.g. bakery). Specialty food and convenience food stores are not fully depicted in areas surrounding Madison.

Data Sources: City of Madison, U.S. Census Bureau, Bureau of Labor Statistics CEX, ESRI and UW-Extension Center for Community & Economic Development