

Madison

The Top Ten Lifestyles

Snow Skiing Frequently
Hunting/Shooting
Bowling Environmental
Wildlife/Environmental
Bicycling Frequently
Motorcycles
Golf
Camping/Hiking
Career-Oriented Activities
Boating/Sailing

Sports/Leisure Activities

Snow Skiing Frequently
Bowling
Bicycling Frequently
Golf
Boating/Sailing
Physical Fitness/Exercise
Watching Sports on TV
Tennis Frequently
Racquetball

Milwaukee

Vital Statistics

Population:	1,401,300
Households:	537,500
Median Age:	32.7
Total EBI:	\$18,616,645,000
Median Household:	\$27,680
Total Retail Sales:	\$9,863,013,000
Buying Power:	\$.5977

Outdoor Activities

Hunting/Shooting
Wildlife

Motorcycles
Camping/Hiking
Fishing Frequently
RV's - 4-WD