



Community Profile

Rings: 1, 3, 5 mile radii

625 Main St, Brookfield, WI 53005, USA

Latitude: 43.0380
Longitude: -88.11285

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	3,149	46,637	139,404
2010 Total Population	3,107	45,934	136,958
2020 Total Population	3,273	48,311	142,241
2020 Group Quarters	34	568	1,970
2025 Total Population	3,492	50,119	145,119
2020-2025 Annual Rate	1.30%	0.74%	0.40%
2020 Total Daytime Population	7,412	58,723	181,908
Workers	5,677	32,320	106,438
Residents	1,735	26,403	75,470
Household Summary			
2000 Households	1,194	18,476	56,480
2000 Average Household Size	2.60	2.49	2.42
2010 Households	1,257	18,994	58,041
2010 Average Household Size	2.44	2.39	2.32
2020 Households	1,346	20,262	60,975
2020 Average Household Size	2.41	2.36	2.30
2025 Households	1,444	21,098	62,349
2025 Average Household Size	2.39	2.35	2.30
2020-2025 Annual Rate	1.42%	0.81%	0.45%
2010 Families	933	12,912	37,268
2010 Average Family Size	2.89	2.94	2.91
2020 Families	987	13,667	38,824
2020 Average Family Size	2.85	2.90	2.89
2025 Families	1,064	14,215	39,687
2025 Average Family Size	2.83	2.89	2.88
2020-2025 Annual Rate	1.51%	0.79%	0.44%
Housing Unit Summary			
2000 Housing Units	1,233	19,046	58,116
Owner Occupied Housing Units	90.9%	78.7%	71.5%
Renter Occupied Housing Units	5.9%	18.3%	25.7%
Vacant Housing Units	3.2%	3.0%	2.8%
2010 Housing Units	1,328	20,119	60,797
Owner Occupied Housing Units	86.4%	75.3%	68.7%
Renter Occupied Housing Units	8.3%	19.2%	26.7%
Vacant Housing Units	5.3%	5.6%	4.5%
2020 Housing Units	1,397	21,406	64,095
Owner Occupied Housing Units	84.8%	71.7%	65.4%
Renter Occupied Housing Units	11.5%	22.9%	29.7%
Vacant Housing Units	3.7%	5.3%	4.9%
2025 Housing Units	1,494	22,266	65,658
Owner Occupied Housing Units	80.7%	70.8%	65.0%
Renter Occupied Housing Units	16.0%	24.0%	29.9%
Vacant Housing Units	3.3%	5.2%	5.0%
Median Household Income			
2020	\$116,340	\$95,729	\$78,837
2025	\$122,784	\$103,110	\$85,169
Median Home Value			
2020	\$350,389	\$298,846	\$262,834
2025	\$366,945	\$329,017	\$287,052
Per Capita Income			
2020	\$64,775	\$56,033	\$46,678
2025	\$70,787	\$61,582	\$51,634
Median Age			
2010	48.3	45.9	43.5
2020	51.5	48.2	45.3
2025	52.7	48.8	46.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income			
Household Income Base	1,346	20,262	60,975
<\$15,000	2.1%	5.0%	6.2%
\$15,000 - \$24,999	4.3%	5.4%	6.9%
\$25,000 - \$34,999	4.5%	5.6%	6.9%
\$35,000 - \$49,999	5.3%	9.3%	11.2%
\$50,000 - \$74,999	11.4%	14.1%	16.3%
\$75,000 - \$99,999	11.9%	12.2%	13.3%
\$100,000 - \$149,999	24.3%	20.2%	19.1%
\$150,000 - \$199,999	14.3%	9.9%	8.7%
\$200,000+	22.0%	18.2%	11.5%
Average Household Income	\$158,117	\$133,685	\$108,792
2025 Households by Income			
Household Income Base	1,444	21,098	62,349
<\$15,000	1.9%	4.3%	5.4%
\$15,000 - \$24,999	3.6%	4.6%	6.0%
\$25,000 - \$34,999	3.9%	5.0%	6.2%
\$35,000 - \$49,999	4.8%	8.6%	10.5%
\$50,000 - \$74,999	10.5%	13.4%	15.6%
\$75,000 - \$99,999	11.6%	12.1%	13.2%
\$100,000 - \$149,999	24.2%	21.1%	20.4%
\$150,000 - \$199,999	15.7%	11.1%	9.8%
\$200,000+	23.8%	19.8%	12.9%
Average Household Income	\$171,763	\$146,363	\$120,094
2020 Owner Occupied Housing Units by Value			
Total	1,185	15,354	41,915
<\$50,000	1.4%	1.0%	1.8%
\$50,000 - \$99,999	0.1%	1.3%	1.5%
\$100,000 - \$149,999	1.9%	3.6%	7.7%
\$150,000 - \$199,999	2.8%	11.5%	15.5%
\$200,000 - \$249,999	10.9%	16.4%	19.2%
\$250,000 - \$299,999	16.5%	16.5%	16.9%
\$300,000 - \$399,999	32.6%	23.8%	21.0%
\$400,000 - \$499,999	10.4%	10.6%	7.8%
\$500,000 - \$749,999	15.4%	11.1%	6.2%
\$750,000 - \$999,999	5.2%	2.3%	1.4%
\$1,000,000 - \$1,499,999	2.8%	1.2%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.6%	0.4%
Average Home Value	\$415,422	\$356,905	\$304,380
2025 Owner Occupied Housing Units by Value			
Total	1,205	15,763	42,695
<\$50,000	0.7%	0.5%	1.2%
\$50,000 - \$99,999	0.0%	0.8%	0.8%
\$100,000 - \$149,999	0.9%	2.1%	5.1%
\$150,000 - \$199,999	1.6%	8.1%	12.5%
\$200,000 - \$249,999	8.3%	14.4%	17.6%
\$250,000 - \$299,999	15.2%	16.2%	17.2%
\$300,000 - \$399,999	34.8%	27.3%	25.2%
\$400,000 - \$499,999	11.3%	12.4%	9.7%
\$500,000 - \$749,999	17.3%	13.0%	7.4%
\$750,000 - \$999,999	6.5%	2.8%	1.8%
\$1,000,000 - \$1,499,999	3.4%	1.6%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.9%	0.5%
Average Home Value	\$444,585	\$391,035	\$333,833

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	3,107	45,933	136,957
0 - 4	4.4%	5.0%	5.3%
5 - 9	5.9%	6.0%	5.8%
10 - 14	7.1%	6.9%	6.1%
15 - 24	9.6%	9.7%	10.7%
25 - 34	6.6%	9.4%	12.1%
35 - 44	10.5%	11.5%	11.7%
45 - 54	19.2%	17.1%	16.4%
55 - 64	16.2%	14.2%	13.7%
65 - 74	9.7%	9.2%	8.1%
75 - 84	7.9%	7.8%	6.9%
85 +	3.0%	3.2%	3.1%
18 +	77.4%	77.8%	78.8%
2020 Population by Age			
Total	3,273	48,311	142,239
0 - 4	4.1%	4.5%	4.8%
5 - 9	4.9%	5.0%	5.1%
10 - 14	6.5%	6.1%	5.8%
15 - 24	10.9%	10.8%	10.8%
25 - 34	6.7%	8.9%	10.8%
35 - 44	9.2%	11.0%	12.3%
45 - 54	13.0%	12.7%	12.4%
55 - 64	18.3%	16.4%	15.4%
65 - 74	14.0%	12.7%	11.7%
75 - 84	8.1%	7.7%	6.9%
85 +	4.1%	4.3%	4.0%
18 +	80.2%	80.5%	80.7%
2025 Population by Age			
Total	3,490	50,120	145,121
0 - 4	4.0%	4.5%	4.7%
5 - 9	5.0%	5.1%	5.1%
10 - 14	5.6%	5.5%	5.5%
15 - 24	9.4%	9.6%	10.2%
25 - 34	7.9%	9.9%	10.9%
35 - 44	9.5%	11.1%	12.3%
45 - 54	11.3%	11.6%	11.9%
55 - 64	16.9%	14.6%	13.6%
65 - 74	16.2%	14.5%	13.5%
75 - 84	9.7%	9.1%	8.3%
85 +	4.6%	4.4%	4.1%
18 +	81.6%	81.4%	81.4%
2010 Population by Sex			
Males	1,481	21,934	65,748
Females	1,626	24,000	71,210
2020 Population by Sex			
Males	1,571	23,285	68,638
Females	1,701	25,026	73,603
2025 Population by Sex			
Males	1,678	24,195	70,066
Females	1,814	25,923	75,053

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

September 23, 2020



Community Profile

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2010 Population by Race/Ethnicity			
Total	3,108	45,933	136,959
White Alone	92.0%	90.6%	90.2%
Black Alone	0.7%	1.5%	2.1%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	5.2%	5.5%	4.7%
Pacific Islander Alone	0.2%	0.0%	0.0%
Some Other Race Alone	0.4%	0.6%	0.9%
Two or More Races	1.4%	1.5%	1.7%
Hispanic Origin	2.1%	2.8%	3.6%
Diversity Index	18.5	22.1	24.1
2020 Population by Race/Ethnicity			
Total	3,274	48,311	142,241
White Alone	88.4%	86.4%	86.3%
Black Alone	1.0%	2.0%	2.7%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	7.8%	8.4%	7.0%
Pacific Islander Alone	0.2%	0.0%	0.0%
Some Other Race Alone	0.4%	0.8%	1.3%
Two or More Races	1.9%	2.1%	2.2%
Hispanic Origin	2.6%	3.5%	4.8%
Diversity Index	25.1	29.7	31.8
2025 Population by Race/Ethnicity			
Total	3,491	50,118	145,119
White Alone	86.1%	83.7%	83.9%
Black Alone	1.1%	2.3%	3.0%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	9.7%	10.3%	8.6%
Pacific Islander Alone	0.2%	0.0%	0.0%
Some Other Race Alone	0.4%	0.9%	1.4%
Two or More Races	2.2%	2.5%	2.6%
Hispanic Origin	2.9%	4.1%	5.6%
Diversity Index	29.2	34.4	36.4
2010 Population by Relationship and Household Type			
Total	3,107	45,934	136,958
In Households	98.9%	98.7%	98.5%
In Family Households	87.3%	83.4%	80.4%
Householder	29.9%	28.0%	27.2%
Spouse	26.2%	24.2%	22.7%
Child	29.1%	28.6%	27.5%
Other relative	1.7%	1.7%	1.8%
Nonrelative	0.6%	0.9%	1.1%
In Nonfamily Households	11.6%	15.3%	18.1%
In Group Quarters	1.1%	1.3%	1.5%
Institutionalized Population	0.5%	0.7%	0.7%
Noninstitutionalized Population	0.6%	0.6%	0.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Population 25+ by Educational Attainment			
Total	2,405	35,535	104,480
Less than 9th Grade	1.0%	1.3%	1.5%
9th - 12th Grade, No Diploma	0.8%	1.8%	2.5%
High School Graduate	10.3%	15.3%	18.4%
GED/Alternative Credential	1.4%	1.4%	1.7%
Some College, No Degree	10.9%	14.9%	17.2%
Associate Degree	7.4%	8.0%	8.9%
Bachelor's Degree	36.4%	33.1%	29.6%
Graduate/Professional Degree	31.8%	24.1%	20.2%
2020 Population 15+ by Marital Status			
Total	2,764	40,761	119,837
Never Married	21.0%	23.4%	27.7%
Married	67.9%	62.2%	56.9%
Widowed	5.1%	6.4%	6.6%
Divorced	6.0%	8.0%	8.8%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,697	24,326	74,656
Population 16+ Employed	91.2%	90.3%	89.9%
Population 16+ Unemployment rate	8.8%	9.7%	10.1%
Population 16-24 Employed	11.0%	11.8%	11.3%
Population 16-24 Unemployment rate	17.9%	17.2%	18.4%
Population 25-54 Employed	49.0%	56.9%	60.4%
Population 25-54 Unemployment rate	7.7%	8.5%	9.0%
Population 55-64 Employed	27.2%	23.0%	21.0%
Population 55-64 Unemployment rate	7.5%	8.7%	8.9%
Population 65+ Employed	12.9%	8.4%	7.3%
Population 65+ Unemployment rate	7.0%	8.1%	9.0%
2020 Employed Population 16+ by Industry			
Total	1,547	21,978	67,104
Agriculture/Mining	0.1%	0.4%	0.3%
Construction	2.3%	4.5%	4.7%
Manufacturing	10.4%	15.8%	16.3%
Wholesale Trade	3.6%	3.3%	3.5%
Retail Trade	5.6%	7.3%	8.1%
Transportation/Utilities	1.8%	3.0%	3.2%
Information	3.6%	2.4%	2.0%
Finance/Insurance/Real Estate	10.0%	11.8%	9.6%
Services	60.7%	49.5%	49.6%
Public Administration	2.0%	2.1%	2.7%
2020 Employed Population 16+ by Occupation			
Total	1,547	21,978	67,104
White Collar	85.6%	80.1%	75.7%
Management/Business/Financial	28.1%	24.2%	20.5%
Professional	37.2%	33.3%	32.5%
Sales	10.8%	11.3%	10.4%
Administrative Support	9.5%	11.4%	12.4%
Services	5.4%	8.0%	10.3%
Blue Collar	9.0%	11.9%	13.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.1%	2.5%	2.8%
Installation/Maintenance/Repair	2.7%	2.0%	2.3%
Production	1.2%	4.1%	5.3%
Transportation/Material Moving	3.1%	3.2%	3.4%

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2010 Households by Type			
Total	1,258	18,994	58,041
Households with 1 Person	23.1%	27.5%	30.0%
Households with 2+ People	76.9%	72.5%	70.0%
Family Households	74.2%	68.0%	64.2%
Husband-wife Families	64.9%	58.6%	53.6%
With Related Children	25.5%	23.1%	21.1%
Other Family (No Spouse Present)	9.2%	9.4%	10.6%
Other Family with Male Householder	3.0%	2.9%	3.2%
With Related Children	1.5%	1.5%	1.6%
Other Family with Female Householder	6.2%	6.5%	7.4%
With Related Children	3.0%	3.5%	4.2%
Nonfamily Households	2.7%	4.5%	5.8%
All Households with Children	30.1%	28.2%	27.2%
Multigenerational Households	1.7%	1.7%	1.6%
Unmarried Partner Households	3.2%	3.9%	4.8%
Male-female	2.9%	3.5%	4.3%
Same-sex	0.3%	0.4%	0.5%
2010 Households by Size			
Total	1,257	18,995	58,043
1 Person Household	23.2%	27.5%	30.0%
2 Person Household	40.3%	37.6%	36.6%
3 Person Household	15.1%	14.2%	14.4%
4 Person Household	13.9%	13.1%	12.1%
5 Person Household	5.2%	5.2%	4.8%
6 Person Household	1.4%	1.6%	1.4%
7 + Person Household	0.9%	0.8%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	1,257	18,994	58,041
Owner Occupied	91.2%	79.7%	72.0%
Owned with a Mortgage/Loan	60.1%	52.9%	48.8%
Owned Free and Clear	31.1%	26.8%	23.2%
Renter Occupied	8.8%	20.3%	28.0%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	160	153	138
Percent of Income for Mortgage	12.6%	13.0%	13.9%
Wealth Index	274	201	147
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,328	20,119	60,797
Housing Units Inside Urbanized Area	100.0%	99.7%	99.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	0.9%
2010 Population By Urban/ Rural Status			
Total Population	3,107	45,934	136,958
Population Inside Urbanized Area	100.0%	99.8%	99.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.2%	1.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Exurbanites (1E)	Exurbanites (1E)	Comfortable Empty Nesters (5A)
2.	Savvy Suburbanites (1D)	Comfortable Empty Nesters	Savvy Suburbanites (1D)
3.	Top Tier (1A)	Savvy Suburbanites (1D)	Exurbanites (1E)
2020 Consumer Spending			
Apparel & Services: Total \$	\$4,750,088	\$62,000,180	\$154,691,118
Average Spent	\$3,529.04	\$3,059.92	\$2,536.96
Spending Potential Index	164	143	118
Education: Total \$	\$4,707,784	\$57,002,233	\$135,770,820
Average Spent	\$3,497.61	\$2,813.26	\$2,226.66
Spending Potential Index	196	157	124
Entertainment/Recreation: Total \$	\$7,482,906	\$96,272,358	\$236,968,559
Average Spent	\$5,559.37	\$4,751.37	\$3,886.32
Spending Potential Index	171	146	120
Food at Home: Total \$	\$11,606,675	\$152,934,569	\$382,230,940
Average Spent	\$8,623.09	\$7,547.85	\$6,268.65
Spending Potential Index	161	141	117
Food Away from Home: Total \$	\$8,291,406	\$108,365,363	\$270,265,195
Average Spent	\$6,160.03	\$5,348.21	\$4,432.39
Spending Potential Index	163	142	118
Health Care: Total \$	\$13,104,866	\$171,154,173	\$423,945,586
Average Spent	\$9,736.16	\$8,447.05	\$6,952.78
Spending Potential Index	169	147	121
HH Furnishings & Equipment: Total \$	\$5,099,481	\$65,553,264	\$161,461,873
Average Spent	\$3,788.62	\$3,235.28	\$2,648.00
Spending Potential Index	173	148	121
Personal Care Products & Services: Total \$	\$2,095,034	\$27,301,260	\$67,946,034
Average Spent	\$1,556.49	\$1,347.41	\$1,114.33
Spending Potential Index	169	147	121
Shelter: Total \$	\$45,019,758	\$577,136,212	\$1,422,754,521
Average Spent	\$33,447.07	\$28,483.67	\$23,333.41
Spending Potential Index	173	147	120
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,653,362	\$71,964,093	\$175,491,512
Average Spent	\$4,200.12	\$3,551.68	\$2,878.09
Spending Potential Index	179	152	123
Travel: Total \$	\$6,140,769	\$76,174,294	\$182,961,137
Average Spent	\$4,562.24	\$3,759.47	\$3,000.59
Spending Potential Index	189	156	124
Vehicle Maintenance & Repairs: Total \$	\$2,604,517	\$34,387,019	\$86,296,009
Average Spent	\$1,935.01	\$1,697.12	\$1,415.27
Spending Potential Index	167	146	122

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.