



# Community Profile

Rings: 1, 3, 5 mile radii

2901 S Chicago Ave, South Milwaukee, WI

Latitude: 42.9020  
Longitude: -87.86354

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	15,365	42,906	90,039
2010 Total Population	15,148	44,866	96,981
2018 Total Population	14,846	44,847	97,610
2018 Group Quarters	251	377	587
2023 Total Population	14,655	44,535	97,157
2018-2023 Annual Rate	-0.26%	-0.14%	-0.09%
2018 Total Daytime Population	12,080	37,230	97,914
Workers	4,827	16,006	52,204
Residents	7,253	21,224	45,710
<b>Household Summary</b>			
2000 Households	6,226	17,302	37,134
2000 Average Household Size	2.40	2.45	2.41
2010 Households	6,546	18,991	41,009
2010 Average Household Size	2.27	2.34	2.35
2018 Households	6,385	18,876	40,965
2018 Average Household Size	2.29	2.36	2.37
2023 Households	6,283	18,683	40,608
2023 Average Household Size	2.29	2.36	2.38
2018-2023 Annual Rate	-0.32%	-0.21%	-0.17%
2010 Families	3,971	11,813	25,221
2010 Average Family Size	2.90	2.96	2.99
2018 Families	3,855	11,685	25,101
2018 Average Family Size	2.89	2.96	2.99
2023 Families	3,788	11,545	24,850
2023 Average Family Size	2.89	2.96	2.99
2018-2023 Annual Rate	-0.35%	-0.24%	-0.20%
<b>Housing Unit Summary</b>			
2000 Housing Units	6,497	18,085	38,899
Owner Occupied Housing Units	60.7%	62.0%	60.1%
Renter Occupied Housing Units	35.1%	33.6%	35.4%
Vacant Housing Units	4.2%	4.3%	4.5%
2010 Housing Units	7,059	20,144	43,457
Owner Occupied Housing Units	55.1%	57.7%	58.4%
Renter Occupied Housing Units	37.6%	36.6%	35.9%
Vacant Housing Units	7.3%	5.7%	5.6%
2018 Housing Units	7,076	20,358	43,960
Owner Occupied Housing Units	51.0%	54.1%	55.0%
Renter Occupied Housing Units	39.2%	38.7%	38.2%
Vacant Housing Units	9.8%	7.3%	6.8%
2023 Housing Units	7,097	20,470	44,201
Owner Occupied Housing Units	51.6%	54.2%	55.4%
Renter Occupied Housing Units	37.0%	37.1%	36.5%
Vacant Housing Units	11.5%	8.7%	8.1%
<b>Median Household Income</b>			
2018	\$57,897	\$61,536	\$61,532
2023	\$63,180	\$67,126	\$67,512
<b>Median Home Value</b>			
2018	\$170,137	\$184,881	\$186,007
2023	\$178,438	\$195,447	\$197,031
<b>Per Capita Income</b>			
2018	\$29,211	\$31,706	\$31,727
2023	\$32,888	\$35,522	\$35,462
<b>Median Age</b>			
2010	39.7	40.4	39.0
2018	40.4	41.4	40.3
2023	41.2	42.0	41.0

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2018 Households by Income</b>			
Household Income Base	6,385	18,876	40,965
<\$15,000	9.9%	8.4%	8.5%
\$15,000 - \$24,999	8.9%	8.8%	8.7%
\$25,000 - \$34,999	8.7%	7.8%	8.4%
\$35,000 - \$49,999	13.7%	13.0%	13.2%
\$50,000 - \$74,999	21.1%	21.4%	20.1%
\$75,000 - \$99,999	16.5%	15.9%	16.0%
\$100,000 - \$149,999	15.1%	18.0%	17.9%
\$150,000 - \$199,999	4.1%	4.0%	4.5%
\$200,000+	1.9%	2.8%	2.8%
Average Household Income	\$69,938	\$75,083	\$75,243
<b>2023 Households by Income</b>			
Household Income Base	6,283	18,683	40,608
<\$15,000	8.5%	7.2%	7.3%
\$15,000 - \$24,999	7.7%	7.8%	7.6%
\$25,000 - \$34,999	8.0%	7.2%	7.8%
\$35,000 - \$49,999	13.0%	12.2%	12.3%
\$50,000 - \$74,999	20.5%	20.5%	19.3%
\$75,000 - \$99,999	17.2%	16.2%	16.5%
\$100,000 - \$149,999	17.2%	20.2%	20.0%
\$150,000 - \$199,999	5.0%	4.8%	5.3%
\$200,000+	2.9%	3.9%	3.8%
Average Household Income	\$79,130	\$84,433	\$84,474
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	3,609	11,007	24,176
<\$50,000	3.1%	3.2%	3.7%
\$50,000 - \$99,999	5.7%	3.8%	4.0%
\$100,000 - \$149,999	27.4%	20.3%	19.9%
\$150,000 - \$199,999	34.5%	32.6%	31.1%
\$200,000 - \$249,999	13.9%	19.8%	19.0%
\$250,000 - \$299,999	10.2%	12.7%	11.6%
\$300,000 - \$399,999	3.9%	5.7%	8.0%
\$400,000 - \$499,999	1.1%	1.3%	2.0%
\$500,000 - \$749,999	0.2%	0.4%	0.4%
\$750,000 - \$999,999	0.0%	0.1%	0.1%
\$1,000,000 - \$1,499,999	0.2%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$180,485	\$197,449	\$201,594
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	3,659	11,090	24,466
<\$50,000	2.5%	2.6%	3.0%
\$50,000 - \$99,999	4.5%	2.9%	3.1%
\$100,000 - \$149,999	23.9%	17.0%	16.6%
\$150,000 - \$199,999	33.6%	30.3%	29.0%
\$200,000 - \$249,999	14.6%	20.4%	19.4%
\$250,000 - \$299,999	12.7%	15.5%	13.7%
\$300,000 - \$399,999	5.8%	8.3%	11.1%
\$400,000 - \$499,999	1.8%	2.1%	3.0%
\$500,000 - \$749,999	0.3%	0.6%	0.6%
\$750,000 - \$999,999	0.0%	0.2%	0.1%
\$1,000,000 - \$1,499,999	0.2%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$193,487	\$212,880	\$218,281

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	15,147	44,867	96,978
0 - 4	6.0%	5.9%	6.3%
5 - 9	6.0%	6.0%	6.1%
10 - 14	6.3%	6.3%	6.0%
15 - 24	12.6%	12.0%	11.8%
25 - 34	13.8%	13.2%	14.4%
35 - 44	12.5%	12.8%	13.5%
45 - 54	16.8%	16.4%	16.0%
55 - 64	11.3%	12.0%	12.1%
65 - 74	6.0%	7.0%	6.7%
75 - 84	5.6%	5.8%	4.9%
85 +	3.3%	2.7%	2.1%
18 +	77.4%	77.9%	77.8%
<b>2018 Population by Age</b>			
Total	14,848	44,847	97,611
0 - 4	5.6%	5.4%	5.7%
5 - 9	5.5%	5.4%	5.8%
10 - 14	5.8%	5.7%	5.9%
15 - 24	11.8%	11.6%	11.4%
25 - 34	14.1%	13.7%	13.9%
35 - 44	12.5%	12.3%	13.2%
45 - 54	13.3%	13.4%	13.4%
55 - 64	14.6%	14.4%	14.0%
65 - 74	8.6%	9.5%	9.3%
75 - 84	4.9%	5.5%	4.9%
85 +	3.4%	3.1%	2.4%
18 +	79.7%	80.0%	79.1%
<b>2023 Population by Age</b>			
Total	14,655	44,534	97,156
0 - 4	5.6%	5.4%	5.7%
5 - 9	5.5%	5.3%	5.6%
10 - 14	5.7%	5.6%	5.9%
15 - 24	10.7%	10.8%	11.1%
25 - 34	13.8%	13.7%	13.7%
35 - 44	13.8%	13.1%	13.4%
45 - 54	11.7%	12.0%	12.5%
55 - 64	14.1%	13.8%	13.3%
65 - 74	10.5%	11.2%	10.9%
75 - 84	5.4%	6.2%	5.6%
85 +	3.2%	3.1%	2.4%
18 +	79.9%	80.4%	79.4%
<b>2010 Population by Sex</b>			
Males	7,416	21,869	47,826
Females	7,732	22,997	49,155
<b>2018 Population by Sex</b>			
Males	7,336	21,937	48,167
Females	7,510	22,910	49,443
<b>2023 Population by Sex</b>			
Males	7,282	21,838	47,977
Females	7,373	22,697	49,179

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

May 08, 2019



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<b>2010 Population by Race/Ethnicity</b>			
Total	15,149	44,866	96,981
White Alone	91.6%	90.7%	88.4%
Black Alone	1.9%	2.1%	2.5%
American Indian Alone	1.0%	0.7%	0.8%
Asian Alone	1.2%	2.2%	3.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	2.1%	2.6%
Two or More Races	2.3%	2.1%	2.5%
Hispanic Origin	8.1%	7.6%	9.2%
Diversity Index	28.4	29.2	34.8
<b>2018 Population by Race/Ethnicity</b>			
Total	14,846	44,846	97,610
White Alone	89.2%	87.8%	85.0%
Black Alone	2.1%	2.4%	2.9%
American Indian Alone	1.1%	0.8%	0.9%
Asian Alone	1.7%	3.2%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.8%	2.9%	3.7%
Two or More Races	3.1%	2.8%	3.2%
Hispanic Origin	11.2%	10.5%	12.4%
Diversity Index	36.2	37.3	43.2
<b>2023 Population by Race/Ethnicity</b>			
Total	14,655	44,535	97,156
White Alone	87.2%	85.6%	82.5%
Black Alone	2.3%	2.6%	3.1%
American Indian Alone	1.2%	0.9%	1.0%
Asian Alone	2.1%	3.9%	5.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.5%	3.7%	4.5%
Two or More Races	3.6%	3.3%	3.7%
Hispanic Origin	14.0%	13.2%	15.3%
Diversity Index	42.2	43.4	49.4
<b>2010 Population by Relationship and Household Type</b>			
Total	15,148	44,866	96,981
In Households	98.3%	99.1%	99.4%
In Family Households	78.7%	80.1%	79.8%
Householder	25.5%	26.3%	26.0%
Spouse	18.0%	19.9%	19.7%
Child	30.1%	29.5%	29.3%
Other relative	2.5%	2.4%	2.7%
Nonrelative	2.7%	2.1%	2.0%
In Nonfamily Households	19.6%	19.0%	19.6%
In Group Quarters	1.7%	0.9%	0.6%
Institutionalized Population	1.3%	0.5%	0.3%
Noninstitutionalized Population	0.4%	0.4%	0.3%

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2018 Population 25+ by Educational Attainment</b>			
Total	10,594	32,224	69,442
Less than 9th Grade	3.1%	2.1%	2.1%
9th - 12th Grade, No Diploma	6.4%	5.0%	5.5%
High School Graduate	31.7%	29.2%	27.6%
GED/Alternative Credential	4.1%	3.7%	3.8%
Some College, No Degree	21.8%	22.2%	21.8%
Associate Degree	11.9%	11.6%	10.8%
Bachelor's Degree	15.7%	18.4%	19.6%
Graduate/Professional Degree	5.3%	7.9%	8.8%
<b>2018 Population 15+ by Marital Status</b>			
Total	12,345	37,410	80,541
Never Married	34.2%	30.9%	31.6%
Married	45.5%	50.5%	50.5%
Widowed	6.6%	6.4%	5.7%
Divorced	13.7%	12.3%	12.2%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.9%	96.5%	96.6%
Civilian Unemployed (Unemployment Rate)	4.1%	3.5%	3.4%
<b>2018 Employed Population 16+ by Industry</b>			
Total	7,745	24,078	52,905
Agriculture/Mining	0.1%	0.5%	0.6%
Construction	4.6%	5.0%	4.8%
Manufacturing	20.8%	19.0%	17.7%
Wholesale Trade	2.0%	2.5%	2.4%
Retail Trade	10.3%	9.5%	9.5%
Transportation/Utilities	7.6%	7.3%	7.5%
Information	2.1%	1.5%	1.4%
Finance/Insurance/Real Estate	5.4%	7.2%	7.2%
Services	43.5%	43.4%	44.3%
Public Administration	3.5%	4.2%	4.6%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	7,745	24,078	52,905
White Collar	52.7%	58.0%	58.4%
Management/Business/Financial	10.0%	12.5%	13.3%
Professional	17.9%	21.5%	20.8%
Sales	6.5%	6.8%	7.6%
Administrative Support	18.3%	17.3%	16.8%
Services	18.3%	15.6%	15.8%
Blue Collar	28.9%	26.4%	25.8%
Farming/Forestry/Fishing	0.0%	0.4%	0.6%
Construction/Extraction	3.1%	3.6%	3.5%
Installation/Maintenance/Repair	4.8%	3.6%	3.5%
Production	11.6%	10.4%	10.1%
Transportation/Material Moving	9.5%	8.5%	8.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	15,148	44,866	96,981
Population Inside Urbanized Area	100.0%	100.0%	99.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Households by Type</b>			
Total	6,547	18,991	41,010
Households with 1 Person	33.1%	31.5%	31.7%
Households with 2+ People	66.9%	68.5%	68.3%
Family Households	60.7%	62.2%	61.5%
Husband-wife Families	43.0%	47.0%	46.4%
With Related Children	18.1%	19.2%	19.6%
Other Family (No Spouse Present)	17.6%	15.2%	15.1%
Other Family with Male Householder	5.4%	4.8%	4.9%
With Related Children	3.1%	2.8%	2.7%
Other Family with Female Householder	12.2%	10.4%	10.2%
With Related Children	8.2%	6.7%	6.3%
Nonfamily Households	6.2%	6.3%	6.8%
All Households with Children	29.9%	29.1%	29.1%
Multigenerational Households	2.8%	2.5%	2.6%
Unmarried Partner Households	7.8%	7.4%	7.5%
Male-female	7.4%	6.8%	6.8%
Same-sex	0.4%	0.6%	0.7%
<b>2010 Households by Size</b>			
Total	6,545	18,991	41,009
1 Person Household	33.1%	31.5%	31.7%
2 Person Household	31.6%	33.3%	33.5%
3 Person Household	15.4%	15.2%	15.0%
4 Person Household	12.1%	12.5%	12.3%
5 Person Household	5.1%	5.0%	5.0%
6 Person Household	1.8%	1.7%	1.7%
7 + Person Household	0.9%	0.8%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	6,546	18,991	41,009
Owner Occupied	59.4%	61.2%	61.9%
Owned with a Mortgage/Loan	44.2%	43.3%	44.3%
Owned Free and Clear	15.3%	18.0%	17.7%
Renter Occupied	40.6%	38.8%	38.1%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	7,059	20,144	43,457
Housing Units Inside Urbanized Area	100.0%	100.0%	99.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.7%

**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.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Front Porches (8E)	Parks and Rec (5C)	Parks and Rec (5C)
<b>2.</b>	Green Acres (6A)	Front Porches (8E)	Front Porches (8E)
<b>3.</b>	Parks and Rec (5C)	Green Acres (6A)	Green Acres (6A)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$11,544,204	\$36,508,635	\$80,104,218
Average Spent	\$1,808.02	\$1,934.13	\$1,955.43
Spending Potential Index	83	89	90
Education: Total \$	\$7,902,898	\$25,196,855	\$54,690,780
Average Spent	\$1,237.73	\$1,334.86	\$1,335.06
Spending Potential Index	86	92	92
Entertainment/Recreation: Total \$	\$17,039,614	\$54,126,824	\$117,832,544
Average Spent	\$2,668.69	\$2,867.49	\$2,876.42
Spending Potential Index	83	89	89
Food at Home: Total \$	\$26,739,781	\$84,741,455	\$185,181,222
Average Spent	\$4,187.91	\$4,489.38	\$4,520.47
Spending Potential Index	83	89	90
Food Away from Home: Total \$	\$18,609,130	\$59,084,479	\$129,792,347
Average Spent	\$2,914.51	\$3,130.14	\$3,168.37
Spending Potential Index	83	89	90
Health Care: Total \$	\$30,362,228	\$96,910,561	\$209,205,490
Average Spent	\$4,755.24	\$5,134.06	\$5,106.93
Spending Potential Index	83	90	89
HH Furnishings & Equipment: Total \$	\$11,019,357	\$34,994,709	\$76,529,639
Average Spent	\$1,725.82	\$1,853.93	\$1,868.17
Spending Potential Index	83	89	89
Personal Care Products & Services: Total \$	\$4,392,565	\$13,962,672	\$30,521,876
Average Spent	\$687.95	\$739.71	\$745.07
Spending Potential Index	83	89	90
Shelter: Total \$	\$92,288,740	\$290,330,677	\$631,911,711
Average Spent	\$14,453.99	\$15,380.94	\$15,425.65
Spending Potential Index	86	92	92
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,181,828	\$42,026,227	\$90,221,240
Average Spent	\$2,064.50	\$2,226.44	\$2,202.40
Spending Potential Index	83	90	89
Travel: Total \$	\$11,506,093	\$36,320,889	\$78,789,678
Average Spent	\$1,802.05	\$1,924.18	\$1,923.34
Spending Potential Index	84	89	89
Vehicle Maintenance & Repairs: Total \$	\$5,709,096	\$18,096,764	\$39,538,620
Average Spent	\$894.14	\$958.72	\$965.18
Spending Potential Index	83	89	90

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.