



Community Profile

Rings: 1, 3, 5 mile radii

515 N Milwaukee St, Waterford, WI 53185,

Latitude: 42.7700

Longitude: -88.20305

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	3,636	10,335	18,540
2010 Total Population	3,834	11,774	20,644
2018 Total Population	3,990	12,391	21,349
2018 Group Quarters	0	25	60
2023 Total Population	4,089	12,769	21,853
2018-2023 Annual Rate	0.49%	0.60%	0.47%
2018 Total Daytime Population	3,496	9,563	14,588
Workers	1,751	3,871	4,997
Residents	1,745	5,692	9,591
Household Summary			
2000 Households	1,415	3,789	6,606
2000 Average Household Size	2.57	2.72	2.80
2010 Households	1,569	4,506	7,735
2010 Average Household Size	2.44	2.61	2.66
2018 Households	1,638	4,741	8,006
2018 Average Household Size	2.44	2.61	2.66
2023 Households	1,682	4,882	8,191
2023 Average Household Size	2.43	2.61	2.66
2018-2023 Annual Rate	0.53%	0.59%	0.46%
2010 Families	1,097	3,358	5,921
2010 Average Family Size	2.90	3.01	3.03
2018 Families	1,132	3,497	6,066
2018 Average Family Size	2.89	3.01	3.03
2023 Families	1,157	3,587	6,181
2023 Average Family Size	2.88	3.02	3.03
2018-2023 Annual Rate	0.44%	0.51%	0.38%
Housing Unit Summary			
2000 Housing Units	1,494	4,026	6,984
Owner Occupied Housing Units	66.2%	74.8%	78.1%
Renter Occupied Housing Units	28.5%	19.3%	16.5%
Vacant Housing Units	5.3%	5.9%	5.4%
2010 Housing Units	1,702	4,894	8,330
Owner Occupied Housing Units	64.0%	73.4%	77.0%
Renter Occupied Housing Units	28.1%	18.7%	15.9%
Vacant Housing Units	7.8%	7.9%	7.1%
2018 Housing Units	1,731	5,064	8,560
Owner Occupied Housing Units	61.1%	71.1%	74.3%
Renter Occupied Housing Units	33.6%	22.5%	19.3%
Vacant Housing Units	5.4%	6.4%	6.5%
2023 Housing Units	1,782	5,224	8,786
Owner Occupied Housing Units	61.8%	71.8%	74.7%
Renter Occupied Housing Units	32.5%	21.7%	18.5%
Vacant Housing Units	5.6%	6.5%	6.8%
Median Household Income			
2018	\$72,092	\$79,371	\$83,667
2023	\$77,304	\$84,917	\$89,779
Median Home Value			
2018	\$228,006	\$267,175	\$280,888
2023	\$268,364	\$296,884	\$309,792
Per Capita Income			
2018	\$32,468	\$36,632	\$38,002
2023	\$36,162	\$41,303	\$42,913
Median Age			
2010	40.7	41.6	42.1
2018	41.5	43.4	44.3
2023	41.3	44.1	45.4

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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2018 Households by Income			
Household Income Base	1,638	4,741	8,006
<\$15,000	7.4%	4.5%	3.6%
\$15,000 - \$24,999	6.2%	4.8%	4.5%
\$25,000 - \$34,999	6.8%	6.5%	6.1%
\$35,000 - \$49,999	14.5%	11.8%	10.2%
\$50,000 - \$74,999	16.5%	18.2%	17.4%
\$75,000 - \$99,999	20.1%	18.2%	19.0%
\$100,000 - \$149,999	17.3%	20.5%	22.7%
\$150,000 - \$199,999	8.3%	9.7%	9.4%
\$200,000+	2.8%	5.8%	7.0%
Average Household Income	\$82,134	\$95,796	\$101,300
2023 Households by Income			
Household Income Base	1,682	4,882	8,191
<\$15,000	6.7%	4.0%	3.2%
\$15,000 - \$24,999	5.5%	4.3%	4.0%
\$25,000 - \$34,999	6.3%	5.9%	5.5%
\$35,000 - \$49,999	13.4%	10.8%	9.3%
\$50,000 - \$74,999	15.5%	16.7%	15.8%
\$75,000 - \$99,999	20.2%	17.8%	18.3%
\$100,000 - \$149,999	19.0%	21.8%	23.8%
\$150,000 - \$199,999	9.6%	11.2%	10.8%
\$200,000+	3.8%	7.7%	9.3%
Average Household Income	\$91,422	\$108,104	\$114,453
2018 Owner Occupied Housing Units by Value			
Total	1,057	3,602	6,358
<\$50,000	4.2%	1.8%	1.3%
\$50,000 - \$99,999	8.9%	3.8%	2.5%
\$100,000 - \$149,999	8.6%	5.1%	3.9%
\$150,000 - \$199,999	20.0%	16.6%	14.1%
\$200,000 - \$249,999	14.9%	16.7%	16.4%
\$250,000 - \$299,999	13.6%	17.3%	19.0%
\$300,000 - \$399,999	16.9%	21.8%	23.6%
\$400,000 - \$499,999	5.4%	8.4%	10.1%
\$500,000 - \$749,999	5.9%	7.3%	7.7%
\$750,000 - \$999,999	0.1%	0.4%	0.6%
\$1,000,000 - \$1,499,999	1.5%	0.6%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$264,451	\$295,940	\$312,659
2023 Owner Occupied Housing Units by Value			
Total	1,102	3,751	6,566
<\$50,000	3.1%	1.3%	0.9%
\$50,000 - \$99,999	6.3%	2.5%	1.6%
\$100,000 - \$149,999	6.2%	3.4%	2.5%
\$150,000 - \$199,999	15.5%	12.1%	9.9%
\$200,000 - \$249,999	13.6%	14.3%	13.7%
\$250,000 - \$299,999	14.7%	17.5%	18.8%
\$300,000 - \$399,999	22.4%	26.4%	27.8%
\$400,000 - \$499,999	7.6%	11.3%	13.1%
\$500,000 - \$749,999	8.3%	9.9%	10.3%
\$750,000 - \$999,999	0.1%	0.4%	0.6%
\$1,000,000 - \$1,499,999	2.3%	0.9%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$305,190	\$328,193	\$342,356

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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2010 Population by Age			
Total	3,835	11,773	20,643
0 - 4	5.4%	5.2%	5.0%
5 - 9	6.9%	7.3%	7.2%
10 - 14	8.5%	8.1%	8.1%
15 - 24	11.9%	11.1%	11.4%
25 - 34	10.2%	9.1%	8.5%
35 - 44	14.6%	15.0%	15.0%
45 - 54	17.1%	18.3%	19.5%
55 - 64	11.9%	13.3%	13.5%
65 - 74	7.4%	7.3%	7.1%
75 - 84	4.7%	4.0%	3.5%
85 +	1.5%	1.4%	1.2%
18 +	73.9%	74.4%	74.8%
2018 Population by Age			
Total	3,990	12,392	21,349
0 - 4	5.2%	4.9%	4.6%
5 - 9	5.4%	5.6%	5.4%
10 - 14	6.2%	6.7%	6.7%
15 - 24	13.1%	12.1%	11.9%
25 - 34	12.7%	11.1%	10.8%
35 - 44	11.3%	11.6%	11.4%
45 - 54	15.1%	16.1%	16.7%
55 - 64	14.6%	15.7%	16.7%
65 - 74	9.5%	10.3%	10.2%
75 - 84	4.9%	4.4%	4.2%
85 +	2.0%	1.6%	1.4%
18 +	79.2%	78.7%	79.0%
2023 Population by Age			
Total	4,088	12,768	21,851
0 - 4	5.3%	4.8%	4.5%
5 - 9	5.3%	5.2%	4.9%
10 - 14	5.6%	6.0%	5.9%
15 - 24	10.9%	10.8%	10.7%
25 - 34	15.1%	12.4%	11.8%
35 - 44	12.2%	12.0%	11.8%
45 - 54	12.1%	13.4%	13.7%
55 - 64	15.2%	16.2%	17.2%
65 - 74	10.9%	12.0%	12.4%
75 - 84	5.6%	5.7%	5.6%
85 +	2.0%	1.7%	1.6%
18 +	80.4%	80.2%	80.8%
2010 Population by Sex			
Males	1,906	5,898	10,453
Females	1,928	5,876	10,191
2018 Population by Sex			
Males	1,963	6,169	10,761
Females	2,027	6,222	10,588
2023 Population by Sex			
Males	2,008	6,349	11,003
Females	2,081	6,420	10,850

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



Community Profile

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2010 Population by Race/Ethnicity			
Total	3,834	11,773	20,644
White Alone	96.9%	97.5%	97.4%
Black Alone	0.3%	0.3%	0.3%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	0.8%	0.7%	0.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.8%	0.5%	0.5%
Two or More Races	1.0%	0.8%	0.9%
Hispanic Origin	3.0%	2.5%	2.5%
Diversity Index	11.5	9.7	9.7
2018 Population by Race/Ethnicity			
Total	3,989	12,391	21,349
White Alone	95.9%	96.6%	96.6%
Black Alone	0.3%	0.3%	0.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.1%	0.9%	0.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.0%	0.7%	0.7%
Two or More Races	1.4%	1.1%	1.2%
Hispanic Origin	3.9%	3.4%	3.3%
Diversity Index	15.0	12.7	12.6
2023 Population by Race/Ethnicity			
Total	4,088	12,771	21,853
White Alone	95.0%	95.9%	95.9%
Black Alone	0.3%	0.4%	0.4%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	1.4%	1.1%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.2%	0.9%	0.9%
Two or More Races	1.6%	1.3%	1.4%
Hispanic Origin	4.8%	4.1%	4.0%
Diversity Index	18.0	15.2	15.0
2010 Population by Relationship and Household Type			
Total	3,834	11,774	20,644
In Households	100.0%	99.8%	99.7%
In Family Households	85.0%	87.6%	88.6%
Householder	27.8%	28.5%	28.7%
Spouse	21.5%	23.8%	24.4%
Child	31.9%	31.8%	32.1%
Other relative	1.9%	1.9%	1.8%
Nonrelative	1.9%	1.6%	1.6%
In Nonfamily Households	15.0%	12.2%	11.1%
In Group Quarters	0.0%	0.2%	0.3%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.0%	0.2%	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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2018 Population 25+ by Educational Attainment			
Total	2,796	8,764	15,234
Less than 9th Grade	1.4%	1.1%	1.1%
9th - 12th Grade, No Diploma	4.1%	4.2%	4.0%
High School Graduate	30.5%	27.7%	28.0%
GED/Alternative Credential	2.9%	2.9%	2.9%
Some College, No Degree	21.1%	21.1%	22.0%
Associate Degree	13.0%	11.8%	11.3%
Bachelor's Degree	18.3%	21.0%	20.7%
Graduate/Professional Degree	8.7%	10.3%	10.0%
2018 Population 15+ by Marital Status			
Total	3,318	10,262	17,783
Never Married	25.0%	23.6%	24.1%
Married	54.9%	58.7%	59.4%
Widowed	5.9%	5.0%	4.5%
Divorced	14.3%	12.7%	12.0%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	97.3%	97.1%	97.4%
Civilian Unemployed (Unemployment Rate)	2.7%	2.9%	2.6%
2018 Employed Population 16+ by Industry			
Total	2,273	6,798	11,923
Agriculture/Mining	0.7%	1.1%	1.2%
Construction	11.0%	10.1%	10.1%
Manufacturing	17.2%	18.9%	20.2%
Wholesale Trade	1.8%	1.0%	1.4%
Retail Trade	11.2%	10.0%	10.4%
Transportation/Utilities	8.8%	7.6%	7.6%
Information	1.4%	1.0%	0.9%
Finance/Insurance/Real Estate	4.8%	6.8%	6.5%
Services	40.9%	41.0%	39.6%
Public Administration	2.2%	2.4%	2.1%
2018 Employed Population 16+ by Occupation			
Total	2,273	6,798	11,924
White Collar	58.7%	61.0%	60.3%
Management/Business/Financial	13.2%	14.7%	15.2%
Professional	21.2%	21.7%	21.0%
Sales	7.0%	8.6%	9.4%
Administrative Support	17.4%	15.9%	14.7%
Services	15.6%	15.3%	13.9%
Blue Collar	25.6%	23.8%	25.8%
Farming/Forestry/Fishing	0.4%	0.6%	0.6%
Construction/Extraction	9.0%	7.7%	7.7%
Installation/Maintenance/Repair	6.3%	4.5%	4.6%
Production	5.5%	6.3%	7.2%
Transportation/Material Moving	4.4%	4.7%	5.7%
2010 Population By Urban/ Rural Status			
Total Population	3,834	11,774	20,644
Population Inside Urbanized Area	2.5%	11.4%	29.1%
Population Inside Urbanized Cluster	94.5%	67.9%	43.6%
Rural Population	3.0%	20.7%	27.3%

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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2010 Households by Type			
Total	1,569	4,507	7,736
Households with 1 Person	23.9%	20.3%	18.5%
Households with 2+ People	76.1%	79.7%	81.5%
Family Households	69.9%	74.5%	76.5%
Husband-wife Families	54.3%	62.3%	65.2%
With Related Children	23.8%	26.8%	28.0%
Other Family (No Spouse Present)	15.6%	12.2%	11.3%
Other Family with Male Householder	5.0%	4.2%	4.2%
With Related Children	3.3%	2.8%	2.6%
Other Family with Female Householder	10.6%	8.0%	7.2%
With Related Children	7.1%	5.2%	4.6%
Nonfamily Households	6.2%	5.1%	5.0%
All Households with Children	34.7%	35.3%	35.8%
Multigenerational Households	1.8%	2.0%	2.1%
Unmarried Partner Households	7.5%	6.1%	6.0%
Male-female	6.8%	5.6%	5.5%
Same-sex	0.6%	0.5%	0.5%
2010 Households by Size			
Total	1,571	4,506	7,734
1 Person Household	23.9%	20.4%	18.5%
2 Person Household	36.7%	37.6%	37.5%
3 Person Household	15.8%	16.2%	17.1%
4 Person Household	15.1%	16.6%	17.6%
5 Person Household	5.4%	6.1%	6.4%
6 Person Household	2.0%	2.2%	2.1%
7 + Person Household	1.1%	0.9%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	1,569	4,506	7,735
Owner Occupied	69.5%	79.7%	82.9%
Owned with a Mortgage/Loan	50.9%	61.2%	64.1%
Owned Free and Clear	18.5%	18.5%	18.8%
Renter Occupied	30.5%	20.3%	17.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,702	4,894	8,330
Housing Units Inside Urbanized Area	2.4%	12.3%	29.7%
Housing Units Inside Urbanized Cluster	94.7%	68.1%	44.7%
Rural Housing Units	2.9%	19.6%	25.7%

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.

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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Top 3 Tapestry Segments			
1.	Parks and Rec (5C)	Green Acres (6A)	Green Acres (6A)
2.	Soccer Moms (4A)	Soccer Moms (4A)	Soccer Moms (4A)
3.	Green Acres (6A)	Parks and Rec (5C)	Parks and Rec (5C)
2018 Consumer Spending			
Apparel & Services: Total \$	\$3,409,148	\$11,524,262	\$20,561,561
Average Spent	\$2,081.29	\$2,430.77	\$2,568.27
Spending Potential Index	96	112	118
Education: Total \$	\$2,473,252	\$8,193,666	\$14,547,731
Average Spent	\$1,509.92	\$1,728.26	\$1,817.10
Spending Potential Index	104	119	126
Entertainment/Recreation: Total \$	\$5,084,365	\$17,293,436	\$30,977,297
Average Spent	\$3,104.01	\$3,647.63	\$3,869.26
Spending Potential Index	96	113	120
Food at Home: Total \$	\$7,711,082	\$26,096,828	\$46,674,030
Average Spent	\$4,707.62	\$5,504.50	\$5,829.88
Spending Potential Index	94	110	116
Food Away from Home: Total \$	\$5,459,571	\$18,603,749	\$33,297,828
Average Spent	\$3,333.07	\$3,924.01	\$4,159.11
Spending Potential Index	95	112	118
Health Care: Total \$	\$9,048,405	\$30,955,274	\$55,644,403
Average Spent	\$5,524.06	\$6,529.27	\$6,950.34
Spending Potential Index	96	114	121
HH Furnishings & Equipment: Total \$	\$3,292,505	\$11,304,758	\$20,297,478
Average Spent	\$2,010.08	\$2,384.47	\$2,535.28
Spending Potential Index	96	114	121
Personal Care Products & Services: Total \$	\$1,298,291	\$4,460,306	\$8,008,142
Average Spent	\$792.61	\$940.79	\$1,000.27
Spending Potential Index	96	114	121
Shelter: Total \$	\$26,951,823	\$88,708,304	\$157,006,074
Average Spent	\$16,454.10	\$18,710.88	\$19,611.05
Spending Potential Index	98	111	117
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,963,379	\$13,298,692	\$23,729,159
Average Spent	\$2,419.65	\$2,805.04	\$2,963.92
Spending Potential Index	97	113	119
Travel: Total \$	\$3,541,375	\$12,009,418	\$21,470,550
Average Spent	\$2,162.01	\$2,533.10	\$2,681.81
Spending Potential Index	100	118	125
Vehicle Maintenance & Repairs: Total \$	\$1,672,076	\$5,696,037	\$10,208,570
Average Spent	\$1,020.80	\$1,201.44	\$1,275.11
Spending Potential Index	95	112	119

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.