



Community Profile

Rings: 1, 3, 5 mile radii

2410 8th St S, Wisconsin Rapids, WI 54494,

Latitude: 44.3728

Longitude: -89.81747

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	7,129	24,448	33,431
2010 Total Population	6,955	23,968	32,684
2019 Total Population	6,902	23,931	32,672
2019 Group Quarters	83	375	442
2024 Total Population	6,895	23,950	32,708
2019-2024 Annual Rate	-0.02%	0.02%	0.02%
2019 Total Daytime Population	8,480	27,017	33,044
Workers	4,630	14,025	15,558
Residents	3,850	12,992	17,486
Household Summary			
2000 Households	3,098	10,127	13,469
2000 Average Household Size	2.26	2.37	2.44
2010 Households	3,218	10,488	13,989
2010 Average Household Size	2.13	2.25	2.30
2019 Households	3,245	10,642	14,211
2019 Average Household Size	2.10	2.21	2.27
2024 Households	3,268	10,740	14,346
2024 Average Household Size	2.08	2.20	2.25
2019-2024 Annual Rate	0.14%	0.18%	0.19%
2010 Families	1,835	6,357	8,923
2010 Average Family Size	2.81	2.86	2.85
2019 Families	1,816	6,358	8,948
2019 Average Family Size	2.78	2.82	2.82
2024 Families	1,818	6,387	8,995
2024 Average Family Size	2.76	2.80	2.79
2019-2024 Annual Rate	0.02%	0.09%	0.10%
Housing Unit Summary			
2000 Housing Units	3,214	10,652	14,074
Owner Occupied Housing Units	67.3%	67.2%	71.6%
Renter Occupied Housing Units	29.1%	27.9%	24.1%
Vacant Housing Units	3.6%	4.9%	4.3%
2010 Housing Units	3,393	11,260	14,929
Owner Occupied Housing Units	62.7%	63.0%	68.0%
Renter Occupied Housing Units	32.1%	30.1%	25.7%
Vacant Housing Units	5.2%	6.9%	6.3%
2019 Housing Units	3,465	11,520	15,269
Owner Occupied Housing Units	60.2%	61.0%	66.2%
Renter Occupied Housing Units	33.5%	31.4%	26.9%
Vacant Housing Units	6.3%	7.6%	6.9%
2024 Housing Units	3,513	11,688	15,495
Owner Occupied Housing Units	60.3%	61.0%	66.2%
Renter Occupied Housing Units	32.7%	30.8%	26.4%
Vacant Housing Units	7.0%	8.1%	7.4%
Median Household Income			
2019	\$46,570	\$46,569	\$50,762
2024	\$52,196	\$52,114	\$55,578
Median Home Value			
2019	\$100,577	\$100,446	\$116,082
2024	\$108,585	\$108,973	\$124,951
Per Capita Income			
2019	\$28,650	\$26,962	\$27,878
2024	\$33,368	\$31,121	\$32,051
Median Age			
2010	46.6	42.4	43.2
2019	48.4	43.7	45.0
2024	48.9	43.5	45.0

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Households by Income			
Household Income Base	3,245	10,642	14,211
<\$15,000	11.4%	10.4%	9.5%
\$15,000 - \$24,999	14.6%	14.3%	12.9%
\$25,000 - \$34,999	13.4%	13.7%	12.6%
\$35,000 - \$49,999	12.9%	14.1%	14.0%
\$50,000 - \$74,999	21.3%	20.0%	20.2%
\$75,000 - \$99,999	12.6%	12.2%	13.4%
\$100,000 - \$149,999	8.7%	10.6%	12.2%
\$150,000 - \$199,999	3.0%	2.9%	3.3%
\$200,000+	2.1%	1.7%	1.9%
Average Household Income	\$60,444	\$60,702	\$64,170
2024 Households by Income			
Household Income Base	3,268	10,740	14,346
<\$15,000	9.7%	9.1%	8.2%
\$15,000 - \$24,999	12.8%	12.2%	11.0%
\$25,000 - \$34,999	12.7%	12.9%	11.8%
\$35,000 - \$49,999	12.1%	13.5%	13.3%
\$50,000 - \$74,999	20.4%	19.0%	18.9%
\$75,000 - \$99,999	14.2%	13.6%	14.7%
\$100,000 - \$149,999	10.9%	13.2%	14.9%
\$150,000 - \$199,999	4.5%	4.4%	5.0%
\$200,000+	2.8%	2.1%	2.2%
Average Household Income	\$69,852	\$69,496	\$73,175
2019 Owner Occupied Housing Units by Value			
Total	2,085	7,027	10,106
<\$50,000	5.0%	6.9%	6.8%
\$50,000 - \$99,999	44.7%	42.9%	36.3%
\$100,000 - \$149,999	22.9%	20.0%	21.3%
\$150,000 - \$199,999	9.6%	13.1%	15.5%
\$200,000 - \$249,999	5.8%	5.4%	6.4%
\$250,000 - \$299,999	5.4%	5.6%	7.2%
\$300,000 - \$399,999	4.6%	4.2%	4.5%
\$400,000 - \$499,999	1.8%	1.6%	1.3%
\$500,000 - \$749,999	0.1%	0.1%	0.4%
\$750,000 - \$999,999	0.1%	0.1%	0.1%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$134,005	\$134,300	\$143,497
2024 Owner Occupied Housing Units by Value			
Total	2,120	7,135	10,253
<\$50,000	5.1%	7.1%	6.9%
\$50,000 - \$99,999	41.2%	39.5%	33.1%
\$100,000 - \$149,999	21.8%	19.0%	20.0%
\$150,000 - \$199,999	10.6%	14.5%	17.0%
\$200,000 - \$249,999	6.4%	5.8%	6.8%
\$250,000 - \$299,999	6.2%	6.2%	7.8%
\$300,000 - \$399,999	5.8%	5.2%	5.5%
\$400,000 - \$499,999	2.6%	2.2%	1.9%
\$500,000 - \$749,999	0.1%	0.3%	0.7%
\$750,000 - \$999,999	0.2%	0.3%	0.3%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$143,953	\$143,151	\$153,260

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	6,951	23,968	32,684
0 - 4	5.1%	6.2%	5.9%
5 - 9	5.2%	5.8%	5.7%
10 - 14	5.9%	6.3%	6.6%
15 - 24	10.9%	12.3%	11.9%
25 - 34	9.9%	11.0%	10.4%
35 - 44	10.8%	11.6%	11.9%
45 - 54	14.2%	15.2%	16.2%
55 - 64	13.8%	12.5%	13.1%
65 - 74	10.1%	8.6%	8.9%
75 - 84	8.8%	6.8%	6.3%
85 +	5.3%	3.5%	3.1%
18 +	79.5%	77.3%	77.4%
2019 Population by Age			
Total	6,902	23,932	32,674
0 - 4	4.8%	5.7%	5.4%
5 - 9	4.7%	5.5%	5.4%
10 - 14	5.1%	5.8%	5.8%
15 - 24	10.1%	10.9%	10.7%
25 - 34	11.5%	12.8%	12.1%
35 - 44	10.1%	10.6%	10.6%
45 - 54	11.7%	12.5%	13.1%
55 - 64	14.2%	14.1%	15.0%
65 - 74	13.0%	11.1%	11.6%
75 - 84	9.2%	7.1%	6.9%
85 +	5.7%	3.9%	3.4%
18 +	82.0%	79.6%	79.9%
2024 Population by Age			
Total	6,895	23,952	32,709
0 - 4	4.8%	5.7%	5.4%
5 - 9	4.7%	5.6%	5.5%
10 - 14	5.1%	6.0%	6.0%
15 - 24	9.4%	10.3%	10.1%
25 - 34	11.6%	12.6%	11.9%
35 - 44	10.6%	11.3%	11.2%
45 - 54	10.5%	11.1%	11.5%
55 - 64	13.2%	13.5%	14.4%
65 - 74	13.9%	11.9%	12.6%
75 - 84	10.6%	8.0%	8.0%
85 +	5.8%	3.8%	3.5%
18 +	82.0%	79.2%	79.7%
2010 Population by Sex			
Males	3,247	11,593	15,996
Females	3,708	12,375	16,688
2019 Population by Sex			
Males	3,234	11,618	16,027
Females	3,668	12,312	16,645
2024 Population by Sex			
Males	3,237	11,699	16,118
Females	3,657	12,251	16,589

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	6,956	23,969	32,682
White Alone	92.0%	93.3%	94.1%
Black Alone	0.7%	0.7%	0.6%
American Indian Alone	0.9%	0.9%	0.9%
Asian Alone	4.2%	3.0%	2.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.8%	0.8%
Two or More Races	1.2%	1.3%	1.2%
Hispanic Origin	2.8%	2.5%	2.4%
Diversity Index	19.8	17.1	15.5
2019 Population by Race/Ethnicity			
Total	6,904	23,931	32,672
White Alone	89.8%	91.4%	92.3%
Black Alone	1.1%	1.1%	1.0%
American Indian Alone	1.1%	1.0%	0.9%
Asian Alone	4.7%	3.3%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	1.2%	1.2%
Two or More Races	1.9%	2.0%	1.9%
Hispanic Origin	4.1%	3.7%	3.4%
Diversity Index	25.5	22.2	20.3
2024 Population by Race/Ethnicity			
Total	6,896	23,950	32,708
White Alone	88.3%	90.1%	91.1%
Black Alone	1.5%	1.5%	1.3%
American Indian Alone	1.2%	1.1%	1.0%
Asian Alone	4.9%	3.4%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	1.5%	1.4%
Two or More Races	2.3%	2.5%	2.3%
Hispanic Origin	5.1%	4.6%	4.2%
Diversity Index	29.4	25.7	23.7
2010 Population by Relationship and Household Type			
Total	6,955	23,968	32,684
In Households	98.7%	98.2%	98.5%
In Family Households	76.2%	78.3%	80.4%
Householder	26.6%	26.5%	27.3%
Spouse	20.3%	19.9%	21.3%
Child	25.4%	27.7%	27.7%
Other relative	1.9%	1.7%	1.7%
Nonrelative	2.0%	2.5%	2.5%
In Nonfamily Households	22.5%	19.9%	18.1%
In Group Quarters	1.3%	1.8%	1.5%
Institutionalized Population	0.6%	1.2%	1.1%
Noninstitutionalized Population	0.7%	0.6%	0.4%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Population 25+ by Educational Attainment			
Total	5,196	17,251	23,739
Less than 9th Grade	1.4%	1.7%	1.6%
9th - 12th Grade, No Diploma	5.0%	4.2%	4.0%
High School Graduate	34.1%	31.8%	32.1%
GED/Alternative Credential	5.0%	4.7%	4.1%
Some College, No Degree	21.6%	22.2%	22.3%
Associate Degree	12.9%	14.5%	14.8%
Bachelor's Degree	12.0%	14.0%	14.1%
Graduate/Professional Degree	7.9%	6.9%	7.0%
2019 Population 15+ by Marital Status			
Total	5,895	19,868	27,243
Never Married	22.5%	25.6%	24.7%
Married	52.0%	50.5%	52.4%
Widowed	11.2%	8.3%	7.9%
Divorced	14.3%	15.6%	15.0%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.3%	96.0%	96.2%
Civilian Unemployed (Unemployment Rate)	3.7%	4.0%	3.8%
2019 Employed Population 16+ by Industry			
Total	3,073	10,987	15,291
Agriculture/Mining	0.8%	1.4%	1.7%
Construction	3.6%	4.8%	5.2%
Manufacturing	20.0%	24.0%	23.5%
Wholesale Trade	1.9%	2.1%	2.4%
Retail Trade	9.9%	10.3%	10.6%
Transportation/Utilities	6.4%	5.0%	5.1%
Information	2.2%	2.8%	2.6%
Finance/Insurance/Real Estate	5.7%	4.9%	5.4%
Services	46.2%	41.7%	40.3%
Public Administration	3.4%	3.0%	3.2%
2019 Employed Population 16+ by Occupation			
Total	3,072	10,986	15,290
White Collar	52.3%	49.3%	51.4%
Management/Business/Financial	11.4%	10.0%	10.3%
Professional	17.6%	16.3%	17.7%
Sales	6.7%	7.2%	7.4%
Administrative Support	16.6%	15.7%	16.0%
Services	16.9%	17.1%	15.9%
Blue Collar	30.8%	33.6%	32.7%
Farming/Forestry/Fishing	0.6%	1.0%	0.9%
Construction/Extraction	2.7%	3.7%	3.9%
Installation/Maintenance/Repair	3.2%	4.0%	5.0%
Production	18.4%	16.7%	15.2%
Transportation/Material Moving	6.0%	8.1%	7.8%
2010 Population By Urban/ Rural Status			
Total Population	6,955	23,968	32,684
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	98.0%	92.0%	80.6%
Rural Population	2.0%	8.0%	19.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	3,217	10,488	13,989
Households with 1 Person	38.5%	34.1%	31.0%
Households with 2+ People	61.5%	65.9%	69.0%
Family Households	57.0%	60.6%	63.8%
Husband-wife Families	43.6%	45.5%	49.8%
With Related Children	14.0%	16.6%	17.9%
Other Family (No Spouse Present)	13.5%	15.1%	14.0%
Other Family with Male Householder	3.9%	4.5%	4.4%
With Related Children	2.4%	3.0%	2.9%
Other Family with Female Householder	9.5%	10.7%	9.7%
With Related Children	6.7%	7.8%	7.1%
Nonfamily Households	4.5%	5.3%	5.2%
All Households with Children	23.3%	27.8%	28.3%
Multigenerational Households	1.7%	1.8%	1.9%
Unmarried Partner Households	5.8%	7.3%	7.1%
Male-female	5.3%	6.9%	6.7%
Same-sex	0.5%	0.4%	0.4%
2010 Households by Size			
Total	3,219	10,488	13,989
1 Person Household	38.5%	34.1%	31.0%
2 Person Household	35.6%	35.4%	37.2%
3 Person Household	11.8%	13.5%	13.9%
4 Person Household	8.5%	10.0%	10.9%
5 Person Household	3.2%	4.3%	4.5%
6 Person Household	1.3%	1.6%	1.6%
7 + Person Household	1.1%	1.1%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	3,218	10,488	13,989
Owner Occupied	66.1%	67.7%	72.5%
Owned with a Mortgage/Loan	39.9%	42.6%	45.8%
Owned Free and Clear	26.3%	25.0%	26.8%
Renter Occupied	33.9%	32.3%	27.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,393	11,260	14,929
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	98.2%	92.5%	81.5%
Rural Housing Units	1.8%	7.5%	18.5%

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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Top 3 Tapestry Segments			
1.	Heartland Communities (6F)	Traditional Living (12B)	Heartland Communities (6F)
2.	Midlife Constants (5E)	Heartland Communities (6F)	Traditional Living (12B)
3.	Retirement Communities (9E)	Midlife Constants (5E)	Salt of the Earth (6B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$4,631,396	\$15,492,858	\$21,717,405
Average Spent	\$1,427.24	\$1,455.82	\$1,528.21
Spending Potential Index	67	68	71
Education: Total \$	\$3,236,015	\$11,014,400	\$15,723,052
Average Spent	\$997.23	\$1,034.99	\$1,106.40
Spending Potential Index	63	65	69
Entertainment/Recreation: Total \$	\$7,724,256	\$25,187,553	\$35,470,313
Average Spent	\$2,380.36	\$2,366.81	\$2,495.98
Spending Potential Index	73	72	76
Food at Home: Total \$	\$12,223,020	\$39,940,388	\$55,918,799
Average Spent	\$3,766.72	\$3,753.09	\$3,934.90
Spending Potential Index	73	73	76
Food Away from Home: Total \$	\$8,140,604	\$27,071,402	\$38,013,040
Average Spent	\$2,508.66	\$2,543.83	\$2,674.90
Spending Potential Index	68	69	73
Health Care: Total \$	\$15,185,384	\$49,006,214	\$68,915,498
Average Spent	\$4,679.63	\$4,604.98	\$4,849.45
Spending Potential Index	79	78	82
HH Furnishings & Equipment: Total \$	\$4,783,769	\$15,928,812	\$22,440,317
Average Spent	\$1,474.20	\$1,496.79	\$1,579.08
Spending Potential Index	69	70	74
Personal Care Products & Services: Total \$	\$1,974,361	\$6,572,071	\$9,262,229
Average Spent	\$608.43	\$617.56	\$651.76
Spending Potential Index	69	70	74
Shelter: Total \$	\$40,233,879	\$132,218,821	\$185,656,083
Average Spent	\$12,398.73	\$12,424.25	\$13,064.25
Spending Potential Index	67	67	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,848,553	\$18,844,623	\$26,608,376
Average Spent	\$1,802.33	\$1,770.78	\$1,872.38
Spending Potential Index	73	71	75
Travel: Total \$	\$4,804,351	\$15,789,946	\$22,482,705
Average Spent	\$1,480.54	\$1,483.74	\$1,582.06
Spending Potential Index	66	66	70
Vehicle Maintenance & Repairs: Total \$	\$2,776,278	\$8,995,614	\$12,528,441
Average Spent	\$855.56	\$845.29	\$881.60
Spending Potential Index	75	74	77

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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