



# Community Profile

Rings: 1, 3, 5 mile radii

623 Marshall Ct, West Bend, WI 53090, USA

Latitude: 43.43  
Longitude: -88.21

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	5,847	30,241	39,795
2010 Total Population	5,971	32,202	42,862
2018 Total Population	6,066	32,943	43,703
2018 Group Quarters	16	705	739
2023 Total Population	6,183	33,660	44,611
2018-2023 Annual Rate	0.38%	0.43%	0.41%
2018 Total Daytime Population	5,674	32,284	41,023
Workers	2,584	16,792	21,128
Residents	3,090	15,492	19,895
<b>Household Summary</b>			
2000 Households	2,574	11,928	15,288
2000 Average Household Size	2.27	2.47	2.55
2010 Households	2,670	13,183	17,131
2010 Average Household Size	2.23	2.39	2.46
2018 Households	2,739	13,639	17,668
2018 Average Household Size	2.21	2.36	2.43
2023 Households	2,801	13,995	18,108
2023 Average Household Size	2.20	2.35	2.42
2018-2023 Annual Rate	0.45%	0.52%	0.49%
2010 Families	1,569	8,611	11,658
2010 Average Family Size	2.89	2.94	2.97
2018 Families	1,586	8,782	11,866
2018 Average Family Size	2.85	2.91	2.94
2023 Families	1,614	8,962	12,099
2023 Average Family Size	2.84	2.90	2.93
2018-2023 Annual Rate	0.35%	0.41%	0.39%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,676	12,658	16,235
Owner Occupied Housing Units	62.2%	62.5%	65.2%
Renter Occupied Housing Units	34.0%	31.7%	28.9%
Vacant Housing Units	3.8%	5.8%	5.8%
2010 Housing Units	2,830	14,160	18,415
Owner Occupied Housing Units	63.4%	63.2%	66.4%
Renter Occupied Housing Units	31.0%	29.9%	26.6%
Vacant Housing Units	5.7%	6.9%	7.0%
2018 Housing Units	2,913	14,766	19,153
Owner Occupied Housing Units	61.9%	61.4%	64.6%
Renter Occupied Housing Units	32.1%	30.9%	27.6%
Vacant Housing Units	6.0%	7.6%	7.8%
2023 Housing Units	2,998	15,247	19,750
Owner Occupied Housing Units	62.9%	62.2%	65.3%
Renter Occupied Housing Units	30.6%	29.6%	26.3%
Vacant Housing Units	6.6%	8.2%	8.3%
<b>Median Household Income</b>			
2018	\$56,646	\$59,316	\$63,581
2023	\$60,843	\$64,893	\$70,164
<b>Median Home Value</b>			
2018	\$176,678	\$193,184	\$212,888
2023	\$187,175	\$209,313	\$235,571
<b>Per Capita Income</b>			
2018	\$31,706	\$33,057	\$34,158
2023	\$35,506	\$37,662	\$38,805
<b>Median Age</b>			
2010	41.6	39.1	39.9
2018	43.5	40.7	41.6
2023	44.1	41.4	42.3

**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	2,739	13,639	17,668
<\$15,000	9.2%	8.1%	7.1%
\$15,000 - \$24,999	10.8%	9.5%	8.8%
\$25,000 - \$34,999	9.7%	9.5%	9.1%
\$35,000 - \$49,999	12.7%	13.6%	12.8%
\$50,000 - \$74,999	21.2%	19.7%	19.2%
\$75,000 - \$99,999	16.9%	15.1%	15.7%
\$100,000 - \$149,999	13.3%	15.3%	16.7%
\$150,000 - \$199,999	4.1%	4.0%	4.9%
\$200,000+	2.0%	5.1%	5.7%
Average Household Income	\$69,168	\$79,124	\$83,562
<b>2023 Households by Income</b>			
Household Income Base	2,801	13,995	18,108
<\$15,000	8.2%	7.1%	6.3%
\$15,000 - \$24,999	9.7%	8.5%	7.8%
\$25,000 - \$34,999	9.1%	8.9%	8.4%
\$35,000 - \$49,999	12.1%	12.8%	11.9%
\$50,000 - \$74,999	20.4%	18.6%	18.1%
\$75,000 - \$99,999	17.8%	15.4%	15.8%
\$100,000 - \$149,999	15.1%	17.1%	18.4%
\$150,000 - \$199,999	4.9%	4.8%	5.8%
\$200,000+	2.7%	6.8%	7.4%
Average Household Income	\$77,178	\$89,887	\$94,668
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	1,803	9,070	12,380
<\$50,000	2.0%	2.1%	1.9%
\$50,000 - \$99,999	11.9%	5.2%	4.4%
\$100,000 - \$149,999	18.5%	13.7%	11.4%
\$150,000 - \$199,999	33.1%	33.6%	28.2%
\$200,000 - \$249,999	18.4%	17.2%	16.1%
\$250,000 - \$299,999	8.5%	8.7%	11.0%
\$300,000 - \$399,999	4.4%	10.8%	14.8%
\$400,000 - \$499,999	1.4%	4.3%	5.6%
\$500,000 - \$749,999	1.8%	3.1%	4.5%
\$750,000 - \$999,999	0.0%	0.6%	1.2%
\$1,000,000 - \$1,499,999	0.1%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.2%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$189,343	\$234,940	\$264,458
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	1,885	9,488	12,906
<\$50,000	1.6%	1.5%	1.4%
\$50,000 - \$99,999	9.9%	4.0%	3.3%
\$100,000 - \$149,999	15.8%	10.9%	8.8%
\$150,000 - \$199,999	30.6%	30.3%	25.0%
\$200,000 - \$249,999	20.4%	18.0%	16.2%
\$250,000 - \$299,999	10.1%	9.9%	11.8%
\$300,000 - \$399,999	6.2%	13.6%	17.9%
\$400,000 - \$499,999	2.3%	6.0%	7.4%
\$500,000 - \$749,999	3.1%	4.4%	6.1%
\$750,000 - \$999,999	0.0%	0.7%	1.3%
\$1,000,000 - \$1,499,999	0.2%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.2%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$207,781	\$256,027	\$286,471

**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	5,973	32,201	42,864
0 - 4	6.5%	6.7%	6.4%
5 - 9	6.2%	6.6%	6.7%
10 - 14	5.9%	6.7%	6.9%
15 - 24	9.8%	11.1%	11.2%
25 - 34	13.4%	13.8%	12.8%
35 - 44	12.6%	13.2%	13.4%
45 - 54	13.1%	14.2%	15.3%
55 - 64	12.1%	11.6%	12.3%
65 - 74	8.5%	7.2%	7.2%
75 - 84	7.8%	5.8%	5.2%
85 +	3.9%	3.3%	2.8%
18 +	78.2%	76.2%	76.0%
<b>2018 Population by Age</b>			
Total	6,068	32,942	43,702
0 - 4	5.9%	6.0%	5.7%
5 - 9	6.1%	6.2%	6.1%
10 - 14	5.9%	6.3%	6.4%
15 - 24	10.2%	11.7%	11.6%
25 - 34	11.7%	12.4%	11.9%
35 - 44	12.0%	12.7%	12.5%
45 - 54	12.4%	13.0%	13.8%
55 - 64	12.6%	12.8%	13.7%
65 - 74	10.9%	9.4%	9.8%
75 - 84	7.4%	5.8%	5.4%
85 +	5.0%	3.8%	3.2%
18 +	78.9%	77.8%	78.0%
<b>2023 Population by Age</b>			
Total	6,182	33,659	44,614
0 - 4	5.8%	6.0%	5.6%
5 - 9	5.9%	6.0%	5.8%
10 - 14	6.0%	6.2%	6.2%
15 - 24	10.2%	11.4%	11.3%
25 - 34	11.2%	12.7%	12.3%
35 - 44	12.0%	12.3%	12.2%
45 - 54	11.1%	11.9%	12.3%
55 - 64	12.4%	12.6%	13.5%
65 - 74	11.5%	10.5%	11.1%
75 - 84	8.7%	6.7%	6.5%
85 +	5.2%	3.8%	3.2%
18 +	79.0%	78.1%	78.5%
<b>2010 Population by Sex</b>			
Males	2,744	15,536	20,956
Females	3,227	16,666	21,906
<b>2018 Population by Sex</b>			
Males	2,774	15,862	21,298
Females	3,292	17,081	22,404
<b>2023 Population by Sex</b>			
Males	2,805	16,202	21,720
Females	3,378	17,458	22,891

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 Race/Ethnicity</b>			
Total	5,971	32,202	42,862
White Alone	95.7%	95.3%	95.6%
Black Alone	0.4%	0.8%	0.8%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	0.9%	0.7%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	1.2%	1.1%
Two or More Races	1.3%	1.6%	1.5%
Hispanic Origin	3.3%	3.6%	3.2%
Diversity Index	14.3	15.6	14.2
<b>2018 Population by Race/Ethnicity</b>			
Total	6,067	32,943	43,702
White Alone	94.4%	93.8%	94.2%
Black Alone	0.5%	1.3%	1.1%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.2%	0.9%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	1.6%	1.4%
Two or More Races	1.5%	2.0%	1.8%
Hispanic Origin	4.4%	4.8%	4.3%
Diversity Index	18.3	20.0	18.4
<b>2023 Population by Race/Ethnicity</b>			
Total	6,182	33,660	44,611
White Alone	93.2%	92.4%	92.9%
Black Alone	0.7%	1.6%	1.5%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	1.5%	1.2%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	2.0%	1.8%
Two or More Races	1.8%	2.3%	2.2%
Hispanic Origin	5.4%	5.8%	5.2%
Diversity Index	22.0	24.0	22.1
<b>2010 Population by Relationship and Household Type</b>			
Total	5,971	32,202	42,862
In Households	99.7%	97.7%	98.2%
In Family Households	77.8%	80.6%	82.7%
Householder	26.6%	26.7%	27.3%
Spouse	21.1%	21.1%	22.1%
Child	26.7%	29.4%	29.9%
Other relative	1.6%	1.6%	1.6%
Nonrelative	1.9%	1.9%	1.8%
In Nonfamily Households	21.9%	17.1%	15.5%
In Group Quarters	0.3%	2.3%	1.8%
Institutionalized Population	0.0%	2.0%	1.6%
Noninstitutionalized Population	0.3%	0.3%	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	4,365	23,019	30,681
Less than 9th Grade	3.0%	2.5%	2.3%
9th - 12th Grade, No Diploma	3.2%	4.0%	4.0%
High School Graduate	32.3%	28.7%	28.4%
GED/Alternative Credential	3.2%	3.1%	3.1%
Some College, No Degree	21.3%	21.2%	21.6%
Associate Degree	14.1%	12.4%	12.1%
Bachelor's Degree	16.7%	19.9%	20.1%
Graduate/Professional Degree	6.2%	8.2%	8.3%
<b>2018 Population 15+ by Marital Status</b>			
Total	4,984	26,859	35,736
Never Married	23.2%	25.7%	25.2%
Married	53.8%	54.9%	56.8%
Widowed	9.1%	7.4%	6.8%
Divorced	13.8%	12.0%	11.2%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.7%	97.5%	97.7%
Civilian Unemployed (Unemployment Rate)	2.3%	2.5%	2.3%
<b>2018 Employed Population 16+ by Industry</b>			
Total	2,998	17,671	24,140
Agriculture/Mining	0.8%	0.9%	1.5%
Construction	6.1%	6.5%	6.3%
Manufacturing	21.9%	20.9%	21.7%
Wholesale Trade	3.8%	2.8%	2.7%
Retail Trade	12.4%	15.0%	14.7%
Transportation/Utilities	5.1%	3.4%	3.4%
Information	1.1%	1.4%	1.6%
Finance/Insurance/Real Estate	4.3%	5.5%	6.2%
Services	41.8%	40.6%	38.9%
Public Administration	2.9%	3.0%	3.0%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	2,999	17,673	24,141
White Collar	57.5%	57.3%	58.5%
Management/Business/Financial	10.2%	12.3%	13.3%
Professional	21.8%	20.2%	20.3%
Sales	10.6%	11.3%	11.3%
Administrative Support	14.9%	13.4%	13.6%
Services	15.7%	15.6%	14.5%
Blue Collar	26.8%	27.1%	27.0%
Farming/Forestry/Fishing	0.5%	0.7%	0.8%
Construction/Extraction	5.3%	5.0%	4.9%
Installation/Maintenance/Repair	2.2%	3.9%	4.1%
Production	10.2%	10.9%	10.9%
Transportation/Material Moving	8.6%	6.6%	6.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	5,971	32,202	42,862
Population Inside Urbanized Area	98.7%	93.6%	84.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.3%	6.4%	15.5%

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 30, 2019



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<b>2010 Households by Type</b>			
Total	2,670	13,183	17,131
Households with 1 Person	35.4%	28.9%	26.3%
Households with 2+ People	64.6%	71.1%	73.7%
Family Households	58.8%	65.3%	68.1%
Husband-wife Families	46.6%	51.7%	55.1%
With Related Children	17.9%	21.6%	22.8%
Other Family (No Spouse Present)	12.2%	13.6%	12.9%
Other Family with Male Householder	4.0%	4.3%	4.3%
With Related Children	2.8%	2.8%	2.7%
Other Family with Female Householder	8.1%	9.2%	8.6%
With Related Children	5.4%	6.4%	5.8%
Nonfamily Households	5.9%	5.8%	5.6%
All Households with Children	26.5%	31.2%	31.8%
Multigenerational Households	1.5%	1.7%	1.8%
Unmarried Partner Households	6.4%	6.7%	6.5%
Male-female	6.1%	6.3%	6.1%
Same-sex	0.3%	0.4%	0.4%
<b>2010 Households by Size</b>			
Total	2,670	13,182	17,131
1 Person Household	35.4%	28.9%	26.3%
2 Person Household	34.5%	35.1%	36.1%
3 Person Household	13.3%	15.2%	15.6%
4 Person Household	10.8%	13.1%	13.9%
5 Person Household	4.0%	5.1%	5.4%
6 Person Household	1.5%	1.9%	2.0%
7 + Person Household	0.5%	0.6%	0.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,670	13,183	17,131
Owner Occupied	67.2%	67.9%	71.4%
Owned with a Mortgage/Loan	45.1%	49.3%	52.3%
Owned Free and Clear	22.1%	18.6%	19.1%
Renter Occupied	32.8%	32.1%	28.6%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,830	14,160	18,415
Housing Units Inside Urbanized Area	99.0%	94.0%	86.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.0%	6.0%	13.8%

**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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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Retirement Communities	Middleburg (4C)	Middleburg (4C)
<b>2.</b>	Middleburg (4C)	Parks and Rec (5C)	Parks and Rec (5C)
<b>3.</b>	Midlife Constants (5E)	Retirement Communities	Green Acres (6A)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,875,638	\$27,756,990	\$37,820,507
Average Spent	\$1,780.08	\$2,035.12	\$2,140.62
Spending Potential Index	82	94	98
Education: Total \$	\$3,119,469	\$18,361,823	\$25,414,908
Average Spent	\$1,138.91	\$1,346.27	\$1,438.47
Spending Potential Index	79	93	99
Entertainment/Recreation: Total \$	\$7,342,180	\$41,645,749	\$56,827,327
Average Spent	\$2,680.61	\$3,053.43	\$3,216.40
Spending Potential Index	83	95	100
Food at Home: Total \$	\$11,613,769	\$65,009,090	\$88,044,438
Average Spent	\$4,240.15	\$4,766.41	\$4,983.27
Spending Potential Index	84	95	99
Food Away from Home: Total \$	\$7,999,256	\$45,319,835	\$61,634,145
Average Spent	\$2,920.50	\$3,322.81	\$3,488.46
Spending Potential Index	83	95	99
Health Care: Total \$	\$13,638,594	\$75,907,188	\$103,343,555
Average Spent	\$4,979.41	\$5,565.45	\$5,849.19
Spending Potential Index	87	97	102
HH Furnishings & Equipment: Total \$	\$4,751,467	\$27,093,702	\$37,003,727
Average Spent	\$1,734.75	\$1,986.49	\$2,094.39
Spending Potential Index	83	95	100
Personal Care Products & Services: Total \$	\$1,918,003	\$10,774,525	\$14,688,132
Average Spent	\$700.26	\$789.98	\$831.34
Spending Potential Index	85	95	100
Shelter: Total \$	\$38,701,643	\$217,592,580	\$295,307,168
Average Spent	\$14,129.84	\$15,953.70	\$16,714.24
Spending Potential Index	84	95	100
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,920,814	\$32,443,545	\$44,243,319
Average Spent	\$2,161.67	\$2,378.73	\$2,504.15
Spending Potential Index	87	96	101
Travel: Total \$	\$4,770,835	\$27,527,774	\$37,947,314
Average Spent	\$1,741.82	\$2,018.31	\$2,147.80
Spending Potential Index	81	94	100
Vehicle Maintenance & Repairs: Total \$	\$2,470,633	\$13,985,235	\$19,014,768
Average Spent	\$902.02	\$1,025.39	\$1,076.23
Spending Potential Index	84	95	100

**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.