



Community Profile

Rings: 1, 3, 5 mile radii

3626 W College Ave, Appleton, WI 54914,

Latitude: 44.2624

Longitude: -88.45987

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	3,269	51,895	124,653
2010 Total Population	3,369	52,732	132,259
2018 Total Population	3,527	54,478	138,629
2018 Group Quarters	29	1,383	2,910
2023 Total Population	3,642	56,051	143,230
2018-2023 Annual Rate	0.64%	0.57%	0.66%
2018 Total Daytime Population	14,792	87,405	157,444
Workers	13,244	63,171	95,044
Residents	1,548	24,234	62,400
Household Summary			
2000 Households	1,643	21,266	49,061
2000 Average Household Size	1.97	2.35	2.48
2010 Households	1,691	22,950	54,365
2010 Average Household Size	1.98	2.24	2.38
2018 Households	1,773	23,814	57,192
2018 Average Household Size	1.97	2.23	2.37
2023 Households	1,836	24,550	59,187
2023 Average Household Size	1.97	2.23	2.37
2018-2023 Annual Rate	0.70%	0.61%	0.69%
2010 Families	801	12,937	33,792
2010 Average Family Size	2.74	2.91	2.98
2018 Families	819	13,159	35,043
2018 Average Family Size	2.72	2.89	2.97
2023 Families	839	13,460	36,071
2023 Average Family Size	2.71	2.88	2.96
2018-2023 Annual Rate	0.48%	0.45%	0.58%
Housing Unit Summary			
2000 Housing Units	1,735	22,211	50,880
Owner Occupied Housing Units	39.5%	57.5%	64.1%
Renter Occupied Housing Units	55.2%	38.3%	32.4%
Vacant Housing Units	5.3%	4.3%	3.6%
2010 Housing Units	1,825	24,420	57,352
Owner Occupied Housing Units	39.1%	53.1%	61.3%
Renter Occupied Housing Units	53.5%	40.8%	33.5%
Vacant Housing Units	7.3%	6.0%	5.2%
2018 Housing Units	1,907	25,339	60,305
Owner Occupied Housing Units	35.7%	49.8%	58.1%
Renter Occupied Housing Units	57.3%	44.1%	36.7%
Vacant Housing Units	7.0%	6.0%	5.2%
2023 Housing Units	1,975	26,161	62,566
Owner Occupied Housing Units	37.8%	51.0%	59.2%
Renter Occupied Housing Units	55.2%	42.9%	35.4%
Vacant Housing Units	7.0%	6.2%	5.4%
Median Household Income			
2018	\$47,737	\$53,307	\$57,298
2023	\$52,359	\$56,639	\$61,568
Median Home Value			
2018	\$180,037	\$148,567	\$152,165
2023	\$208,042	\$161,910	\$166,876
Per Capita Income			
2018	\$32,457	\$30,104	\$31,046
2023	\$37,033	\$33,831	\$34,886
Median Age			
2010	34.4	35.3	36.4
2018	35.8	36.8	37.9
2023	36.9	37.5	38.6

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	1,773	23,814	57,192
<\$15,000	10.8%	10.0%	8.6%
\$15,000 - \$24,999	13.9%	9.9%	9.2%
\$25,000 - \$34,999	12.2%	11.3%	10.5%
\$35,000 - \$49,999	14.7%	14.6%	13.6%
\$50,000 - \$74,999	18.6%	21.5%	20.9%
\$75,000 - \$99,999	13.3%	14.1%	14.9%
\$100,000 - \$149,999	9.5%	11.8%	14.1%
\$150,000 - \$199,999	2.6%	3.6%	4.3%
\$200,000+	4.3%	3.2%	3.9%
Average Household Income	\$66,771	\$68,767	\$74,409
2023 Households by Income			
Household Income Base	1,836	24,550	59,187
<\$15,000	9.3%	8.9%	7.7%
\$15,000 - \$24,999	12.4%	8.9%	8.2%
\$25,000 - \$34,999	11.6%	10.8%	9.8%
\$35,000 - \$49,999	14.2%	13.9%	12.9%
\$50,000 - \$74,999	18.7%	21.1%	20.1%
\$75,000 - \$99,999	14.5%	14.7%	15.4%
\$100,000 - \$149,999	10.8%	13.3%	15.8%
\$150,000 - \$199,999	3.1%	4.2%	5.0%
\$200,000+	5.6%	4.2%	5.1%
Average Household Income	\$76,012	\$77,246	\$83,562
2018 Owner Occupied Housing Units by Value			
Total	680	12,628	35,040
<\$50,000	0.1%	3.2%	2.8%
\$50,000 - \$99,999	20.7%	15.3%	13.6%
\$100,000 - \$149,999	17.4%	32.5%	32.7%
\$150,000 - \$199,999	19.7%	23.2%	21.9%
\$200,000 - \$249,999	17.9%	12.4%	12.3%
\$250,000 - \$299,999	12.8%	5.0%	5.8%
\$300,000 - \$399,999	7.5%	4.9%	6.8%
\$400,000 - \$499,999	3.2%	1.8%	2.0%
\$500,000 - \$749,999	0.4%	1.1%	1.4%
\$750,000 - \$999,999	0.0%	0.5%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.3%	0.1%	0.0%
Average Home Value	\$197,210	\$175,246	\$183,322
2023 Owner Occupied Housing Units by Value			
Total	746	13,340	37,009
<\$50,000	0.0%	2.6%	2.3%
\$50,000 - \$99,999	15.8%	13.4%	11.9%
\$100,000 - \$149,999	13.8%	28.8%	29.0%
\$150,000 - \$199,999	17.3%	22.1%	20.4%
\$200,000 - \$249,999	19.2%	13.7%	13.2%
\$250,000 - \$299,999	16.5%	6.2%	7.1%
\$300,000 - \$399,999	10.9%	7.3%	9.8%
\$400,000 - \$499,999	5.6%	3.1%	3.0%
\$500,000 - \$749,999	0.7%	1.8%	2.2%
\$750,000 - \$999,999	0.0%	0.8%	0.6%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.3%	0.1%	0.0%
Average Home Value	\$221,414	\$195,971	\$204,551

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	3,367	52,730	132,259
0 - 4	7.1%	6.8%	6.7%
5 - 9	6.0%	6.1%	6.7%
10 - 14	4.4%	5.6%	6.5%
15 - 24	15.9%	14.6%	13.6%
25 - 34	17.5%	16.6%	14.8%
35 - 44	11.5%	12.4%	13.0%
45 - 54	13.9%	14.6%	15.3%
55 - 64	11.1%	11.2%	11.3%
65 - 74	6.6%	5.8%	6.0%
75 - 84	4.4%	4.0%	4.1%
85 +	1.8%	2.3%	2.0%
18 +	79.3%	77.8%	76.0%
2018 Population by Age			
Total	3,526	54,479	138,629
0 - 4	6.5%	6.3%	6.2%
5 - 9	6.0%	6.1%	6.2%
10 - 14	5.5%	5.7%	6.2%
15 - 24	12.0%	13.1%	13.1%
25 - 34	18.8%	16.2%	14.4%
35 - 44	12.8%	13.2%	13.0%
45 - 54	10.7%	12.0%	12.9%
55 - 64	12.2%	12.6%	13.1%
65 - 74	8.6%	8.3%	8.6%
75 - 84	4.7%	4.1%	4.2%
85 +	2.2%	2.4%	2.2%
18 +	79.2%	78.8%	77.9%
2023 Population by Age			
Total	3,640	56,051	143,228
0 - 4	6.7%	6.4%	6.2%
5 - 9	5.8%	6.0%	6.0%
10 - 14	5.4%	5.7%	6.1%
15 - 24	13.3%	13.0%	12.8%
25 - 34	15.9%	15.4%	14.2%
35 - 44	14.3%	13.8%	13.2%
45 - 54	10.1%	11.1%	12.0%
55 - 64	10.9%	11.8%	12.5%
65 - 74	10.1%	9.7%	9.9%
75 - 84	5.4%	4.8%	5.0%
85 +	2.2%	2.3%	2.2%
18 +	79.1%	78.8%	78.2%
2010 Population by Sex			
Males	1,663	26,259	65,285
Females	1,706	26,473	66,974
2018 Population by Sex			
Males	1,738	27,207	68,448
Females	1,789	27,271	70,181
2023 Population by Sex			
Males	1,781	27,964	70,777
Females	1,860	28,087	72,453

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 Race/Ethnicity			
Total	3,370	52,733	132,259
White Alone	83.1%	86.8%	89.0%
Black Alone	2.7%	2.0%	1.4%
American Indian Alone	0.8%	0.8%	0.6%
Asian Alone	3.0%	5.0%	4.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	7.3%	3.3%	2.6%
Two or More Races	3.0%	2.1%	1.8%
Hispanic Origin	12.0%	6.4%	5.5%
Diversity Index	45.3	33.5	28.8
2018 Population by Race/Ethnicity			
Total	3,528	54,479	138,628
White Alone	79.1%	83.4%	86.3%
Black Alone	3.8%	2.7%	2.0%
American Indian Alone	0.9%	0.8%	0.7%
Asian Alone	3.5%	6.1%	5.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.6%	4.1%	3.2%
Two or More Races	3.9%	2.7%	2.4%
Hispanic Origin	14.3%	7.9%	6.7%
Diversity Index	52.5	40.1	34.6
2023 Population by Race/Ethnicity			
Total	3,641	56,051	143,230
White Alone	75.9%	80.7%	84.0%
Black Alone	4.8%	3.4%	2.4%
American Indian Alone	0.9%	0.9%	0.8%
Asian Alone	3.9%	6.8%	6.1%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	9.8%	4.8%	3.7%
Two or More Races	4.5%	3.2%	2.9%
Hispanic Origin	16.2%	9.2%	7.8%
Diversity Index	57.8	45.3	39.2
2010 Population by Relationship and Household Type			
Total	3,369	52,732	132,259
In Households	99.1%	97.4%	97.8%
In Family Households	67.8%	73.6%	78.2%
Householder	22.8%	24.3%	25.6%
Spouse	15.3%	18.2%	19.8%
Child	24.2%	26.7%	28.9%
Other relative	2.8%	2.3%	2.0%
Nonrelative	2.7%	2.1%	2.0%
In Nonfamily Households	31.3%	23.7%	19.6%
In Group Quarters	0.9%	2.6%	2.2%
Institutionalized Population	0.5%	1.4%	0.9%
Noninstitutionalized Population	0.4%	1.3%	1.3%

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	2,468	37,541	94,792
Less than 9th Grade	6.0%	3.0%	2.6%
9th - 12th Grade, No Diploma	5.1%	4.5%	4.2%
High School Graduate	28.5%	26.4%	26.7%
GED/Alternative Credential	2.8%	3.2%	2.8%
Some College, No Degree	22.4%	22.4%	20.7%
Associate Degree	13.5%	10.9%	11.6%
Bachelor's Degree	17.0%	20.3%	21.8%
Graduate/Professional Degree	4.8%	9.3%	9.5%
2018 Population 15+ by Marital Status			
Total	2,891	44,654	112,921
Never Married	29.9%	35.2%	32.1%
Married	50.1%	45.8%	50.3%
Widowed	3.5%	5.5%	5.3%
Divorced	16.5%	13.5%	12.3%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	98.1%	98.2%	98.3%
Civilian Unemployed (Unemployment Rate)	1.9%	1.8%	1.7%
2018 Employed Population 16+ by Industry			
Total	2,023	30,588	77,421
Agriculture/Mining	0.0%	0.3%	0.5%
Construction	2.9%	4.5%	4.3%
Manufacturing	25.0%	22.9%	22.8%
Wholesale Trade	1.0%	2.1%	2.8%
Retail Trade	8.7%	11.8%	11.1%
Transportation/Utilities	3.0%	4.1%	4.1%
Information	1.9%	1.8%	1.8%
Finance/Insurance/Real Estate	2.8%	6.1%	6.0%
Services	53.6%	44.0%	44.2%
Public Administration	0.9%	2.5%	2.5%
2018 Employed Population 16+ by Occupation			
Total	2,021	30,593	77,420
White Collar	50.7%	56.2%	58.4%
Management/Business/Financial	11.7%	11.9%	12.9%
Professional	23.3%	20.7%	21.3%
Sales	6.7%	10.8%	10.7%
Administrative Support	9.0%	12.9%	13.5%
Services	15.7%	16.4%	16.2%
Blue Collar	33.5%	27.4%	25.4%
Farming/Forestry/Fishing	0.0%	0.2%	0.3%
Construction/Extraction	2.1%	3.2%	3.4%
Installation/Maintenance/Repair	5.2%	3.8%	3.4%
Production	14.6%	12.6%	11.6%
Transportation/Material Moving	11.6%	7.7%	6.8%
2010 Population By Urban/ Rural Status			
Total Population	3,369	52,732	132,259
Population Inside Urbanized Area	100.0%	98.8%	98.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.2%	1.9%

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	1,691	22,950	54,366
Households with 1 Person	42.5%	34.2%	29.9%
Households with 2+ People	57.5%	65.8%	70.1%
Family Households	47.4%	56.4%	62.2%
Husband-wife Families	31.9%	42.1%	48.1%
With Related Children	12.5%	17.5%	20.8%
Other Family (No Spouse Present)	15.5%	14.3%	14.0%
Other Family with Male Householder	4.8%	4.4%	4.2%
With Related Children	2.9%	2.8%	2.8%
Other Family with Female Householder	10.7%	9.9%	9.8%
With Related Children	8.1%	7.0%	6.9%
Nonfamily Households	10.2%	9.4%	7.9%
All Households with Children	23.8%	27.8%	31.0%
Multigenerational Households	1.1%	1.5%	1.7%
Unmarried Partner Households	8.8%	8.4%	7.9%
Male-female	7.9%	7.7%	7.2%
Same-sex	0.9%	0.7%	0.7%
2010 Households by Size			
Total	1,692	22,952	54,366
1 Person Household	42.4%	34.2%	29.9%
2 Person Household	31.5%	34.4%	35.2%
3 Person Household	12.9%	14.2%	15.0%
4 Person Household	7.3%	10.4%	12.2%
5 Person Household	3.7%	4.2%	4.9%
6 Person Household	1.4%	1.6%	1.7%
7 + Person Household	0.8%	1.0%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	1,691	22,950	54,365
Owner Occupied	42.2%	56.5%	64.6%
Owned with a Mortgage/Loan	27.6%	40.6%	47.1%
Owned Free and Clear	14.7%	15.9%	17.5%
Renter Occupied	57.8%	43.5%	35.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,825	24,420	57,352
Housing Units Inside Urbanized Area	100.0%	98.9%	98.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.1%	1.8%

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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Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)
2.	Young and Restless (11B)	Young and Restless (11B)	Bright Young Professionals
3.	In Style (5B)	In Style (5B)	In Style (5B)
2018 Consumer Spending			
Apparel & Services: Total \$	\$3,186,643	\$43,362,161	\$111,514,272
Average Spent	\$1,797.32	\$1,820.87	\$1,949.82
Spending Potential Index	83	84	90
Education: Total \$	\$2,053,458	\$28,813,567	\$74,373,484
Average Spent	\$1,158.18	\$1,209.94	\$1,300.42
Spending Potential Index	80	84	90
Entertainment/Recreation: Total \$	\$4,568,967	\$63,126,945	\$164,329,038
Average Spent	\$2,576.97	\$2,650.83	\$2,873.29
Spending Potential Index	80	82	89
Food at Home: Total \$	\$7,427,814	\$101,264,780	\$259,361,222
Average Spent	\$4,189.40	\$4,252.32	\$4,534.92
Spending Potential Index	83	85	90
Food Away from Home: Total \$	\$5,236,349	\$70,822,474	\$181,858,280
Average Spent	\$2,953.38	\$2,973.98	\$3,179.79
Spending Potential Index	84	85	91
Health Care: Total \$	\$7,963,542	\$111,592,433	\$292,584,698
Average Spent	\$4,491.56	\$4,686.00	\$5,115.83
Spending Potential Index	78	82	89
HH Furnishings & Equipment: Total \$	\$2,993,651	\$41,228,894	\$107,488,977
Average Spent	\$1,688.47	\$1,731.29	\$1,879.44
Spending Potential Index	81	83	90
Personal Care Products & Services: Total \$	\$1,212,156	\$16,476,391	\$42,621,396
Average Spent	\$683.68	\$691.88	\$745.23
Spending Potential Index	83	84	90
Shelter: Total \$	\$24,821,195	\$337,512,585	\$859,497,441
Average Spent	\$13,999.55	\$14,172.86	\$15,028.28
Spending Potential Index	83	84	90
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,408,176	\$47,205,000	\$123,097,792
Average Spent	\$1,922.27	\$1,982.24	\$2,152.36
Spending Potential Index	77	80	87
Travel: Total \$	\$2,931,986	\$40,783,653	\$107,401,974
Average Spent	\$1,653.69	\$1,712.59	\$1,877.92
Spending Potential Index	77	80	87
Vehicle Maintenance & Repairs: Total \$	\$1,565,432	\$21,422,300	\$55,385,288
Average Spent	\$882.93	\$899.57	\$968.41
Spending Potential Index	82	84	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.