



Community Profile

Rings: 3, 5, 10 mile radii

3105 Golf Rd, Delafield, WI 53018, USA

Latitude: 43.05
Longitude: -88.37

	3 mile	5 mile	10 mile
Population Summary			
2000 Total Population	14,704	42,115	186,933
2010 Total Population	15,837	46,446	204,673
2017 Total Population	16,296	48,616	212,117
2017 Group Quarters	595	890	4,269
2022 Total Population	16,691	50,043	217,766
2017-2022 Annual Rate	0.48%	0.58%	0.53%
2017 Total Daytime Population	17,429	41,769	219,709
Workers	9,401	18,692	120,332
Residents	8,028	23,077	99,377
Household Summary			
2000 Households	5,096	15,059	70,349
2000 Average Household Size	2.79	2.76	2.60
2010 Households	5,716	17,468	79,582
2010 Average Household Size	2.66	2.61	2.52
2017 Households	5,952	18,444	83,026
2017 Average Household Size	2.64	2.59	2.50
2022 Households	6,123	19,049	85,489
2022 Average Household Size	2.63	2.58	2.50
2017-2022 Annual Rate	0.57%	0.65%	0.59%
2010 Families	4,483	13,200	55,643
2010 Average Family Size	3.04	3.02	3.02
2017 Families	4,635	13,860	57,585
2017 Average Family Size	3.01	3.00	3.01
2022 Families	4,755	14,285	59,095
2022 Average Family Size	3.00	2.99	3.00
2017-2022 Annual Rate	0.51%	0.61%	0.52%
Housing Unit Summary			
2000 Housing Units	5,326	15,765	73,694
Owner Occupied Housing Units	80.9%	75.8%	67.4%
Renter Occupied Housing Units	14.8%	19.7%	28.1%
Vacant Housing Units	4.3%	4.5%	4.5%
2010 Housing Units	6,079	18,644	84,592
Owner Occupied Housing Units	78.8%	75.5%	68.0%
Renter Occupied Housing Units	15.2%	18.2%	26.0%
Vacant Housing Units	6.0%	6.3%	5.9%
2017 Housing Units	6,311	19,568	88,106
Owner Occupied Housing Units	76.6%	73.9%	65.9%
Renter Occupied Housing Units	17.7%	20.4%	28.4%
Vacant Housing Units	5.7%	5.7%	5.8%
2022 Housing Units	6,501	20,229	90,836
Owner Occupied Housing Units	76.4%	73.8%	65.8%
Renter Occupied Housing Units	17.8%	20.3%	28.3%
Vacant Housing Units	5.8%	5.8%	5.9%
Median Household Income			
2017	\$106,630	\$93,427	\$77,409
2022	\$109,912	\$99,598	\$83,989
Median Home Value			
2017	\$396,648	\$345,635	\$278,125
2022	\$439,747	\$387,628	\$308,176
Per Capita Income			
2017	\$53,073	\$47,449	\$39,553
2022	\$57,827	\$52,455	\$44,184
Median Age			
2010	43.1	42.1	39.9
2017	45.2	43.7	41.1
2022	46.2	44.8	42.0

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	5,952	18,444	83,026
<\$15,000	2.4%	3.5%	4.9%
\$15,000 - \$24,999	3.5%	3.9%	6.5%
\$25,000 - \$34,999	4.8%	5.5%	7.3%
\$35,000 - \$49,999	6.8%	8.5%	10.6%
\$50,000 - \$74,999	14.6%	16.2%	18.7%
\$75,000 - \$99,999	13.8%	15.7%	15.7%
\$100,000 - \$149,999	21.7%	21.8%	19.7%
\$150,000 - \$199,999	11.4%	9.8%	8.0%
\$200,000+	21.1%	15.2%	8.6%
Average Household Income	\$143,497	\$124,172	\$100,158
2022 Households by Income			
Household Income Base	6,123	19,049	85,489
<\$15,000	2.1%	3.1%	4.5%
\$15,000 - \$24,999	3.0%	3.3%	5.6%
\$25,000 - \$34,999	3.9%	4.4%	6.0%
\$35,000 - \$49,999	5.5%	6.9%	8.6%
\$50,000 - \$74,999	13.4%	14.8%	17.3%
\$75,000 - \$99,999	15.8%	17.7%	18.1%
\$100,000 - \$149,999	22.7%	23.1%	21.7%
\$150,000 - \$199,999	11.6%	10.3%	8.7%
\$200,000+	22.1%	16.3%	9.4%
Average Household Income	\$155,914	\$136,921	\$111,673
2017 Owner Occupied Housing Units by Value			
Total	4,837	14,459	58,021
<\$50,000	0.5%	1.0%	1.5%
\$50,000 - \$99,999	0.2%	0.3%	0.9%
\$100,000 - \$149,999	2.5%	3.5%	5.0%
\$150,000 - \$199,999	6.5%	7.4%	14.7%
\$200,000 - \$249,999	10.7%	14.1%	18.8%
\$250,000 - \$299,999	8.8%	13.6%	16.0%
\$300,000 - \$399,999	21.6%	22.3%	19.6%
\$400,000 - \$499,999	17.8%	15.4%	10.0%
\$500,000 - \$749,999	17.5%	12.9%	8.1%
\$750,000 - \$999,999	7.1%	4.6%	2.6%
\$1,000,000 +	6.9%	4.9%	2.6%
Average Home Value	\$476,298	\$416,794	\$339,661
2022 Owner Occupied Housing Units by Value			
Total	4,965	14,933	59,767
<\$50,000	0.2%	0.5%	0.9%
\$50,000 - \$99,999	0.1%	0.1%	0.7%
\$100,000 - \$149,999	1.5%	2.4%	4.0%
\$150,000 - \$199,999	3.8%	4.5%	11.5%
\$200,000 - \$249,999	7.7%	10.5%	16.2%
\$250,000 - \$299,999	7.2%	12.0%	15.1%
\$300,000 - \$399,999	20.7%	22.8%	21.4%
\$400,000 - \$499,999	22.3%	20.5%	13.9%
\$500,000 - \$749,999	20.4%	15.6%	10.2%
\$750,000 - \$999,999	7.1%	4.7%	2.7%
\$1,000,000 +	9.1%	6.3%	3.4%
Average Home Value	\$521,481	\$457,739	\$372,021

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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3105 Golf Rd, Delafield, WI 53018, USA

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2010 Population by Age			
Total	15,837	46,447	204,674
0 - 4	4.5%	5.1%	5.9%
5 - 9	6.9%	6.9%	7.0%
10 - 14	9.0%	8.2%	7.2%
15 - 24	13.6%	12.1%	12.3%
25 - 34	6.4%	8.8%	11.5%
35 - 44	12.5%	13.2%	13.6%
45 - 54	19.5%	18.9%	17.0%
55 - 64	16.1%	15.0%	13.2%
65 - 74	7.2%	7.1%	6.7%
75 - 84	3.2%	3.4%	3.9%
85 +	1.2%	1.2%	1.6%
18 +	72.0%	73.8%	75.3%
2017 Population by Age			
Total	16,296	48,618	212,117
0 - 4	4.1%	4.6%	5.3%
5 - 9	5.9%	6.0%	6.2%
10 - 14	8.0%	7.5%	6.9%
15 - 24	13.8%	12.6%	12.6%
25 - 34	7.6%	9.4%	11.5%
35 - 44	10.4%	11.6%	12.4%
45 - 54	16.7%	15.9%	14.8%
55 - 64	17.6%	16.7%	14.6%
65 - 74	10.8%	10.3%	9.4%
75 - 84	3.8%	4.0%	4.2%
85 +	1.4%	1.4%	1.9%
18 +	75.2%	76.6%	77.3%
2022 Population by Age			
Total	16,691	50,041	217,767
0 - 4	4.0%	4.5%	5.3%
5 - 9	5.3%	5.5%	5.7%
10 - 14	7.1%	6.8%	6.5%
15 - 24	13.0%	11.9%	12.2%
25 - 34	8.3%	9.7%	11.7%
35 - 44	10.8%	11.9%	12.5%
45 - 54	14.0%	13.7%	13.2%
55 - 64	17.1%	16.2%	14.3%
65 - 74	13.5%	12.7%	11.2%
75 - 84	5.4%	5.5%	5.4%
85 +	1.5%	1.6%	2.0%
18 +	77.1%	78.1%	78.4%
2010 Population by Sex			
Males	8,084	23,158	100,966
Females	7,753	23,288	103,707
2017 Population by Sex			
Males	8,313	24,214	104,686
Females	7,983	24,402	107,431
2022 Population by Sex			
Males	8,513	24,931	107,569
Females	8,178	25,112	110,198

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Rings: 3, 5, 10 mile radii

3105 Golf Rd, Delafield, WI 53018, USA

Latitude: 43.05
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2010 Population by Race/Ethnicity			
Total	15,836	46,446	204,673
White Alone	95.2%	95.3%	93.1%
Black Alone	1.9%	1.1%	1.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.3%	1.8%	2.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.4%	1.6%
Two or More Races	1.0%	1.1%	1.4%
Hispanic Origin	2.8%	2.6%	5.8%
Diversity Index	14.2	13.7	22.7
2017 Population by Race/Ethnicity			
Total	16,297	48,616	212,118
White Alone	94.3%	94.0%	91.3%
Black Alone	2.0%	1.3%	1.7%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.6%	2.3%	2.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.5%	1.9%
Two or More Races	1.2%	1.5%	1.8%
Hispanic Origin	3.4%	3.3%	6.9%
Diversity Index	16.9	17.2	27.1
2022 Population by Race/Ethnicity			
Total	16,692	50,043	217,765
White Alone	93.1%	92.8%	89.9%
Black Alone	2.4%	1.6%	2.0%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	2.0%	2.9%	3.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.6%	2.1%
Two or More Races	1.5%	1.8%	2.1%
Hispanic Origin	4.1%	3.9%	7.8%
Diversity Index	19.9	20.3	30.8
2010 Population by Relationship and Household Type			
Total	15,837	46,446	204,673
In Households	96.1%	98.0%	97.8%
In Family Households	86.7%	86.7%	83.4%
Householder	28.2%	28.4%	27.2%
Spouse	24.8%	24.6%	22.6%
Child	31.4%	31.2%	30.5%
Other relative	1.5%	1.4%	1.8%
Nonrelative	0.8%	1.0%	1.3%
In Nonfamily Households	9.4%	11.3%	14.4%
In Group Quarters	3.9%	2.0%	2.2%
Institutionalized Population	1.6%	0.8%	0.8%
Noninstitutionalized Population	2.4%	1.2%	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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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Latitude: 43.05
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2017 Population 25+ by Educational Attainment			
Total	11,131	33,686	146,169
Less than 9th Grade	0.9%	0.8%	1.4%
9th - 12th Grade, No Diploma	1.3%	1.8%	2.9%
High School Graduate	14.6%	16.7%	19.8%
GED/Alternative Credential	1.7%	2.4%	2.7%
Some College, No Degree	19.8%	21.2%	21.6%
Associate Degree	8.5%	8.5%	9.9%
Bachelor's Degree	34.8%	30.8%	28.2%
Graduate/Professional Degree	18.5%	17.9%	13.5%
2017 Population 15+ by Marital Status			
Total	13,377	39,814	172,898
Never Married	24.7%	24.6%	27.9%
Married	63.5%	62.4%	57.5%
Widowed	5.0%	4.8%	4.9%
Divorced	6.8%	8.2%	9.7%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	97.0%	97.7%	97.3%
Civilian Unemployed (Unemployment Rate)	3.0%	2.3%	2.7%
2017 Employed Population 16+ by Industry			
Total	8,424	25,979	114,366
Agriculture/Mining	0.4%	0.5%	0.5%
Construction	6.8%	6.0%	5.7%
Manufacturing	15.2%	16.4%	18.1%
Wholesale Trade	4.7%	4.1%	3.5%
Retail Trade	9.3%	9.5%	11.2%
Transportation/Utilities	1.9%	2.8%	3.2%
Information	0.7%	1.2%	1.3%
Finance/Insurance/Real Estate	8.3%	8.6%	7.9%
Services	50.8%	49.0%	46.4%
Public Administration	1.8%	1.9%	2.1%
2017 Employed Population 16+ by Occupation			
Total	8,425	25,982	114,367
White Collar	74.4%	72.7%	66.9%
Management/Business/Financial	23.2%	22.6%	18.8%
Professional	27.0%	26.0%	23.7%
Sales	12.0%	11.7%	11.6%
Administrative Support	12.2%	12.4%	12.8%
Services	11.9%	12.5%	15.3%
Blue Collar	13.7%	14.7%	17.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.2%
Construction/Extraction	4.3%	3.5%	3.4%
Installation/Maintenance/Repair	2.1%	2.5%	2.9%
Production	3.8%	4.8%	6.9%
Transportation/Material Moving	3.5%	3.9%	4.4%
2010 Population By Urban/ Rural Status			
Total Population	15,837	46,446	204,673
Population Inside Urbanized Area	81.9%	86.9%	87.8%
Population Inside Urbanized Cluster	0.0%	0.1%	1.9%
Rural Population	18.1%	13.0%	10.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

May 02, 2018



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2010 Households by Type			
Total	5,716	17,469	79,582
Households with 1 Person	17.7%	19.8%	24.4%
Households with 2+ People	82.3%	80.2%	75.6%
Family Households	78.4%	75.6%	69.9%
Husband-wife Families	68.9%	65.5%	58.2%
With Related Children	30.0%	28.4%	25.7%
Other Family (No Spouse Present)	9.5%	10.1%	11.7%
Other Family with Male Householder	3.1%	3.1%	3.6%
With Related Children	1.8%	1.9%	2.1%
Other Family with Female Householder	6.5%	7.0%	8.1%
With Related Children	3.9%	4.4%	5.2%
Nonfamily Households	3.9%	4.7%	5.7%
All Households with Children	35.9%	34.9%	33.3%
Multigenerational Households	1.6%	1.7%	1.8%
Unmarried Partner Households	3.8%	4.5%	5.2%
Male-female	3.3%	4.1%	4.8%
Same-sex	0.5%	0.4%	0.4%
2010 Households by Size			
Total	5,716	17,470	79,582
1 Person Household	17.7%	19.8%	24.4%
2 Person Household	39.4%	38.7%	36.1%
3 Person Household	16.2%	16.1%	15.9%
4 Person Household	16.2%	16.2%	14.8%
5 Person Household	7.4%	6.5%	6.0%
6 Person Household	2.3%	2.0%	1.9%
7 + Person Household	0.9%	0.8%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	5,716	17,468	79,582
Owner Occupied	83.8%	80.6%	72.3%
Owned with a Mortgage/Loan	64.1%	62.3%	55.3%
Owned Free and Clear	19.8%	18.2%	17.0%
Renter Occupied	16.2%	19.4%	27.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,079	18,644	84,592
Housing Units Inside Urbanized Area	82.9%	87.9%	88.6%
Housing Units Inside Urbanized Cluster	0.0%	0.1%	1.7%
Rural Housing Units	17.1%	12.0%	9.8%

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.

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Top 3 Tapestry Segments			
1.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Professional Pride (1B)	Green Acres (6A)	Green Acres (6A)
3.	In Style (5B)	Soccer Moms (4A)	Soccer Moms (4A)
2017 Consumer Spending			
Apparel & Services: Total \$	\$22,370,473	\$60,447,923	\$221,659,458
Average Spent	\$3,758.48	\$3,277.38	\$2,669.76
Spending Potential Index	174	152	124
Education: Total \$	\$16,868,037	\$44,339,019	\$158,630,895
Average Spent	\$2,834.01	\$2,403.98	\$1,910.62
Spending Potential Index	195	165	131
Entertainment/Recreation: Total \$	\$32,332,089	\$87,085,059	\$317,807,290
Average Spent	\$5,432.14	\$4,721.59	\$3,827.80
Spending Potential Index	174	151	123
Food at Home: Total \$	\$48,387,486	\$133,371,108	\$499,943,620
Average Spent	\$8,129.62	\$7,231.14	\$6,021.53
Spending Potential Index	161	144	120
Food Away from Home: Total \$	\$33,659,596	\$91,886,149	\$339,956,354
Average Spent	\$5,655.17	\$4,981.90	\$4,094.58
Spending Potential Index	170	149	123
Health Care: Total \$	\$57,275,433	\$154,612,122	\$562,757,646
Average Spent	\$9,622.89	\$8,382.79	\$6,778.09
Spending Potential Index	172	150	121
HH Furnishings & Equipment: Total \$	\$20,326,327	\$54,800,994	\$199,438,869
Average Spent	\$3,415.04	\$2,971.21	\$2,402.13
Spending Potential Index	176	153	124
Personal Care Products & Services: Total \$	\$8,331,540	\$22,455,174	\$81,996,573
Average Spent	\$1,399.79	\$1,217.48	\$987.60
Spending Potential Index	176	153	124
Shelter: Total \$	\$165,777,872	\$447,124,011	\$1,661,887,900
Average Spent	\$27,852.47	\$24,242.25	\$20,016.48
Spending Potential Index	172	149	123
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$25,396,273	\$67,281,965	\$241,169,625
Average Spent	\$4,266.85	\$3,647.91	\$2,904.75
Spending Potential Index	182	156	124
Travel: Total \$	\$23,656,904	\$61,984,224	\$219,324,520
Average Spent	\$3,974.61	\$3,360.67	\$2,641.64
Spending Potential Index	192	162	127
Vehicle Maintenance & Repairs: Total \$	\$10,812,525	\$29,403,536	\$108,155,508
Average Spent	\$1,816.62	\$1,594.21	\$1,302.67
Spending Potential Index	169	149	121

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.