



Community Profile

Rings: 1, 3, 5 mile radii

3105 Golf Rd, Delafield, WI 53018, USA

Latitude: 43.05
Longitude: -88.37

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	1,113	14,734	42,058
2010 Total Population	1,219	15,867	46,380
2018 Total Population	1,248	16,503	48,815
2018 Group Quarters	26	584	867
2023 Total Population	1,276	17,016	50,361
2018-2023 Annual Rate	0.44%	0.61%	0.63%
2018 Total Daytime Population	4,075	17,500	40,918
Workers	3,467	9,578	18,389
Residents	608	7,922	22,529
Household Summary			
2000 Households	418	5,108	15,055
2000 Average Household Size	2.56	2.79	2.75
2010 Households	502	5,729	17,462
2010 Average Household Size	2.37	2.66	2.60
2018 Households	515	6,067	18,600
2018 Average Household Size	2.37	2.62	2.58
2023 Households	527	6,289	19,262
2023 Average Household Size	2.37	2.61	2.57
2018-2023 Annual Rate	0.46%	0.72%	0.70%
2010 Families	396	4,494	13,195
2010 Average Family Size	2.73	3.03	3.01
2018 Families	405	4,710	13,946
2018 Average Family Size	2.73	2.99	2.98
2023 Families	413	4,863	14,401
2023 Average Family Size	2.73	2.98	2.97
2018-2023 Annual Rate	0.39%	0.64%	0.64%
Housing Unit Summary			
2000 Housing Units	434	5,339	15,760
Owner Occupied Housing Units	88.7%	80.9%	75.8%
Renter Occupied Housing Units	7.6%	14.8%	19.7%
Vacant Housing Units	3.7%	4.3%	4.5%
2010 Housing Units	530	6,093	18,637
Owner Occupied Housing Units	80.2%	78.8%	75.5%
Renter Occupied Housing Units	14.5%	15.2%	18.2%
Vacant Housing Units	5.3%	6.0%	6.3%
2018 Housing Units	546	6,428	19,820
Owner Occupied Housing Units	78.2%	75.2%	72.9%
Renter Occupied Housing Units	16.1%	19.2%	20.9%
Vacant Housing Units	5.7%	5.6%	6.2%
2023 Housing Units	559	6,666	20,540
Owner Occupied Housing Units	79.2%	76.3%	73.8%
Renter Occupied Housing Units	15.0%	18.0%	19.9%
Vacant Housing Units	5.7%	5.7%	6.2%
Median Household Income			
2018	\$125,132	\$111,785	\$100,272
2023	\$131,801	\$117,502	\$105,281
Median Home Value			
2018	\$425,882	\$409,294	\$355,599
2023	\$444,330	\$430,263	\$379,882
Per Capita Income			
2018	\$61,148	\$55,319	\$49,792
2023	\$66,733	\$60,776	\$55,315
Median Age			
2010	44.8	43.1	42.1
2018	47.9	45.3	44.0
2023	50.0	46.0	44.8

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	515	6,067	18,600
<\$15,000	1.9%	2.5%	3.6%
\$15,000 - \$24,999	2.3%	2.9%	3.7%
\$25,000 - \$34,999	3.7%	4.3%	5.4%
\$35,000 - \$49,999	7.6%	6.7%	8.4%
\$50,000 - \$74,999	10.7%	13.7%	14.6%
\$75,000 - \$99,999	9.9%	12.7%	14.1%
\$100,000 - \$149,999	22.7%	22.1%	22.5%
\$150,000 - \$199,999	13.8%	12.6%	11.0%
\$200,000+	27.2%	22.5%	16.7%
Average Household Income	\$165,894	\$148,927	\$129,915
2023 Households by Income			
Household Income Base	527	6,289	19,262
<\$15,000	1.7%	2.3%	3.2%
\$15,000 - \$24,999	2.1%	2.6%	3.3%
\$25,000 - \$34,999	3.4%	4.0%	5.0%
\$35,000 - \$49,999	7.2%	6.4%	7.8%
\$50,000 - \$74,999	9.9%	12.8%	13.6%
\$75,000 - \$99,999	9.5%	12.1%	13.5%
\$100,000 - \$149,999	22.4%	21.7%	22.5%
\$150,000 - \$199,999	13.7%	12.8%	11.6%
\$200,000+	30.2%	25.3%	19.5%
Average Household Income	\$180,919	\$162,984	\$143,909
2018 Owner Occupied Housing Units by Value			
Total	427	4,831	14,450
<\$50,000	0.2%	0.4%	0.6%
\$50,000 - \$99,999	0.5%	0.2%	0.3%
\$100,000 - \$149,999	0.9%	2.2%	3.2%
\$150,000 - \$199,999	2.3%	5.5%	6.5%
\$200,000 - \$249,999	4.7%	9.0%	12.4%
\$250,000 - \$299,999	10.3%	8.8%	13.7%
\$300,000 - \$399,999	26.0%	22.1%	23.9%
\$400,000 - \$499,999	19.9%	19.9%	16.4%
\$500,000 - \$749,999	19.2%	17.9%	13.5%
\$750,000 - \$999,999	8.4%	7.8%	4.9%
\$1,000,000 - \$1,499,999	4.4%	3.9%	2.9%
\$1,500,000 - \$1,999,999	0.5%	1.0%	0.8%
\$2,000,000 +	2.8%	1.4%	0.9%
Average Home Value	\$544,685	\$501,236	\$435,880
2023 Owner Occupied Housing Units by Value			
Total	443	5,087	15,167
<\$50,000	0.2%	0.2%	0.3%
\$50,000 - \$99,999	0.2%	0.1%	0.1%
\$100,000 - \$149,999	0.5%	1.3%	2.1%
\$150,000 - \$199,999	1.4%	3.6%	4.2%
\$200,000 - \$249,999	3.4%	7.2%	10.0%
\$250,000 - \$299,999	8.6%	7.9%	12.8%
\$300,000 - \$399,999	26.2%	23.0%	25.7%
\$400,000 - \$499,999	21.9%	22.4%	19.4%
\$500,000 - \$749,999	21.0%	20.0%	15.8%
\$750,000 - \$999,999	9.3%	8.2%	5.2%
\$1,000,000 - \$1,499,999	4.3%	3.7%	2.7%
\$1,500,000 - \$1,999,999	0.5%	1.0%	0.8%
\$2,000,000 +	2.9%	1.4%	0.9%
Average Home Value	\$563,007	\$520,468	\$457,988

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	1,219	15,867	46,382
0 - 4	3.9%	4.5%	5.1%
5 - 9	7.1%	6.9%	6.9%
10 - 14	9.4%	9.0%	8.2%
15 - 24	13.0%	13.6%	12.1%
25 - 34	4.9%	6.4%	8.8%
35 - 44	12.1%	12.5%	13.2%
45 - 54	20.0%	19.5%	18.9%
55 - 64	16.7%	16.1%	15.0%
65 - 74	7.8%	7.3%	7.1%
75 - 84	3.6%	3.2%	3.4%
85 +	1.7%	1.2%	1.2%
18 +	71.9%	72.0%	73.8%
2018 Population by Age			
Total	1,250	16,502	48,817
0 - 4	3.6%	4.1%	4.6%
5 - 9	5.0%	5.8%	5.8%
10 - 14	7.5%	8.0%	7.4%
15 - 24	13.8%	13.5%	12.6%
25 - 34	7.3%	7.7%	9.4%
35 - 44	8.6%	10.4%	11.4%
45 - 54	16.4%	16.0%	15.4%
55 - 64	19.4%	17.7%	16.9%
65 - 74	11.8%	11.3%	10.7%
75 - 84	4.6%	4.1%	4.2%
85 +	1.9%	1.5%	1.5%
18 +	76.4%	75.3%	76.7%
2023 Population by Age			
Total	1,277	17,015	50,362
0 - 4	3.6%	4.1%	4.6%
5 - 9	4.8%	5.5%	5.5%
10 - 14	6.3%	7.1%	6.8%
15 - 24	12.1%	12.7%	11.8%
25 - 34	8.2%	8.2%	9.7%
35 - 44	9.6%	11.3%	11.9%
45 - 54	12.9%	13.4%	13.4%
55 - 64	19.0%	16.8%	16.0%
65 - 74	14.6%	13.3%	12.8%
75 - 84	6.7%	6.0%	5.8%
85 +	2.2%	1.7%	1.7%
18 +	78.9%	76.8%	78.1%
2010 Population by Sex			
Males	607	8,099	23,124
Females	612	7,768	23,256
2018 Population by Sex			
Males	618	8,398	24,293
Females	630	8,104	24,521
2023 Population by Sex			
Males	630	8,655	25,082
Females	646	8,361	25,279

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

December 20, 2018



Community Profile

Rings: 1, 3, 5 mile radii

3105 Golf Rd, Delafield, WI 53018, USA

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2010 Population by Race/Ethnicity			
Total	1,218	15,867	46,379
White Alone	94.9%	95.2%	95.3%
Black Alone	2.1%	1.9%	1.1%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.1%	1.3%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.3%	0.4%
Two or More Races	1.1%	1.0%	1.1%
Hispanic Origin	2.0%	2.8%	2.6%
Diversity Index	13.5	14.2	13.7
2018 Population by Race/Ethnicity			
Total	1,248	16,503	48,815
White Alone	93.3%	93.9%	93.8%
Black Alone	2.7%	2.4%	1.4%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	1.5%	1.7%	2.4%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	0.3%	0.4%	0.5%
Two or More Races	1.6%	1.3%	1.5%
Hispanic Origin	2.5%	3.4%	3.3%
Diversity Index	17.0	17.6	17.4
2023 Population by Race/Ethnicity			
Total	1,276	17,017	50,361
White Alone	92.0%	92.6%	92.5%
Black Alone	3.3%	2.8%	1.7%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	1.9%	2.1%	3.0%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	0.4%	0.5%	0.6%
Two or More Races	2.0%	1.6%	1.8%
Hispanic Origin	2.9%	4.0%	3.9%
Diversity Index	20.0	20.7	20.6
2010 Population by Relationship and Household Type			
Total	1,219	15,867	46,380
In Households	97.8%	96.1%	98.0%
In Family Households	89.3%	86.7%	86.7%
Householder	28.5%	28.3%	28.4%
Spouse	26.1%	24.8%	24.6%
Child	32.6%	31.4%	31.2%
Other relative	1.6%	1.5%	1.4%
Nonrelative	0.5%	0.8%	1.0%
In Nonfamily Households	8.5%	9.4%	11.3%
In Group Quarters	2.2%	3.9%	2.0%
Institutionalized Population	2.0%	1.6%	0.8%
Noninstitutionalized Population	0.2%	2.4%	1.2%

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	872	11,322	33,937
Less than 9th Grade	0.8%	0.8%	0.8%
9th - 12th Grade, No Diploma	0.7%	1.2%	2.0%
High School Graduate	12.6%	15.1%	17.0%
GED/Alternative Credential	0.2%	1.2%	1.9%
Some College, No Degree	18.6%	17.7%	19.3%
Associate Degree	7.8%	8.5%	9.0%
Bachelor's Degree	35.3%	35.0%	30.9%
Graduate/Professional Degree	24.0%	20.5%	19.2%
2018 Population 15+ by Marital Status			
Total	1,045	13,553	40,068
Never Married	25.1%	26.0%	25.9%
Married	61.4%	61.1%	60.2%
Widowed	6.7%	4.8%	5.0%
Divorced	6.8%	8.0%	8.8%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	98.3%	97.8%	98.3%
Civilian Unemployed (Unemployment Rate)	1.7%	2.2%	1.7%
2018 Employed Population 16+ by Industry			
Total	650	8,727	26,735
Agriculture/Mining	0.0%	0.4%	0.5%
Construction	5.7%	6.8%	6.0%
Manufacturing	10.6%	15.1%	16.2%
Wholesale Trade	5.2%	4.8%	4.2%
Retail Trade	11.1%	9.2%	9.6%
Transportation/Utilities	1.4%	1.9%	2.8%
Information	0.5%	0.8%	1.3%
Finance/Insurance/Real Estate	12.6%	8.3%	8.5%
Services	50.2%	50.8%	48.9%
Public Administration	2.9%	1.8%	2.0%
2018 Employed Population 16+ by Occupation			
Total	652	8,725	26,734
White Collar	77.8%	74.4%	72.8%
Management/Business/Financial	21.5%	23.1%	22.5%
Professional	30.2%	27.0%	26.1%
Sales	13.1%	12.0%	11.6%
Administrative Support	13.1%	12.2%	12.5%
Services	10.6%	11.7%	12.2%
Blue Collar	11.8%	13.9%	15.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	3.7%	4.5%	3.7%
Installation/Maintenance/Repair	3.2%	2.2%	2.6%
Production	2.2%	3.8%	4.8%
Transportation/Material Moving	2.8%	3.5%	3.9%
2010 Population By Urban/ Rural Status			
Total Population	1,219	15,867	46,380
Population Inside Urbanized Area	76.6%	81.9%	87.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Population	23.4%	18.1%	12.9%

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

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2010 Households by Type			
Total	502	5,730	17,462
Households with 1 Person	17.9%	17.7%	19.8%
Households with 2+ People	82.1%	82.3%	80.2%
Family Households	78.9%	78.4%	75.6%
Husband-wife Families	72.1%	68.9%	65.5%
With Related Children	31.3%	30.0%	28.4%
Other Family (No Spouse Present)	6.8%	9.5%	10.1%
Other Family with Male Householder	2.6%	3.1%	3.1%
With Related Children	1.6%	1.8%	1.9%
Other Family with Female Householder	4.4%	6.5%	7.0%
With Related Children	2.4%	3.9%	4.4%
Nonfamily Households	3.2%	3.9%	4.7%
All Households with Children	35.1%	35.9%	34.9%
Multigenerational Households	1.6%	1.6%	1.7%
Unmarried Partner Households	2.8%	3.8%	4.5%
Male-female	2.4%	3.3%	4.1%
Same-sex	0.4%	0.5%	0.4%
2010 Households by Size			
Total	500	5,730	17,463
1 Person Household	18.0%	17.7%	19.8%
2 Person Household	38.6%	39.4%	38.7%
3 Person Household	15.8%	16.2%	16.1%
4 Person Household	16.0%	16.2%	16.2%
5 Person Household	8.0%	7.4%	6.5%
6 Person Household	2.4%	2.3%	2.0%
7 + Person Household	1.2%	0.9%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	502	5,729	17,462
Owner Occupied	84.7%	83.8%	80.6%
Owned with a Mortgage/Loan	63.9%	64.1%	62.3%
Owned Free and Clear	20.9%	19.8%	18.2%
Renter Occupied	15.3%	16.2%	19.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	530	6,093	18,637
Housing Units Inside Urbanized Area	70.9%	82.9%	87.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Housing Units	29.1%	17.1%	12.0%

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.	Exurbanites (1E)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Professional Pride (1B)	In Style (5B)	Green Acres (6A)
3.	Savvy Suburbanites (1D)	Exurbanites (1E)	In Style (5B)
2018 Consumer Spending			
Apparel & Services: Total \$	\$2,118,129	\$22,599,619	\$61,175,876
Average Spent	\$4,112.87	\$3,725.01	\$3,289.03
Spending Potential Index	189	171	151
Education: Total \$	\$1,602,691	\$17,004,411	\$44,734,570
Average Spent	\$3,112.02	\$2,802.77	\$2,405.08
Spending Potential Index	215	194	166
Entertainment/Recreation: Total \$	\$3,214,986	\$33,985,082	\$91,430,370
Average Spent	\$6,242.69	\$5,601.63	\$4,915.61
Spending Potential Index	194	174	153
Food at Home: Total \$	\$4,616,881	\$49,643,615	\$136,372,714
Average Spent	\$8,964.82	\$8,182.56	\$7,331.87
Spending Potential Index	179	163	146
Food Away from Home: Total \$	\$3,390,028	\$36,190,227	\$98,563,472
Average Spent	\$6,582.58	\$5,965.09	\$5,299.11
Spending Potential Index	187	170	151
Health Care: Total \$	\$5,674,200	\$59,914,240	\$161,611,315
Average Spent	\$11,017.86	\$9,875.43	\$8,688.78
Spending Potential Index	192	172	152
HH Furnishings & Equipment: Total \$	\$2,126,662	\$22,368,364	\$60,084,301
Average Spent	\$4,129.44	\$3,686.89	\$3,230.34
Spending Potential Index	198	176	155
Personal Care Products & Services: Total \$	\$839,286	\$8,841,115	\$23,819,518
Average Spent	\$1,629.68	\$1,457.25	\$1,280.62
Spending Potential Index	197	176	155
Shelter: Total \$	\$16,387,571	\$173,775,801	\$468,468,181
Average Spent	\$31,820.53	\$28,642.79	\$25,186.46
Spending Potential Index	190	171	150
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,675,712	\$27,489,025	\$72,140,047
Average Spent	\$5,195.56	\$4,530.91	\$3,878.50
Spending Potential Index	209	182	156
Travel: Total \$	\$2,409,477	\$24,855,436	\$64,994,801
Average Spent	\$4,678.60	\$4,096.82	\$3,494.34
Spending Potential Index	217	190	162
Vehicle Maintenance & Repairs: Total \$	\$1,037,856	\$11,023,870	\$29,956,368
Average Spent	\$2,015.25	\$1,817.02	\$1,610.56
Spending Potential Index	187	169	150

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.