



Community Profile

Rings: 3, 5, 10 mile radii

1210 W Sunset Dr, Waukesha, WI 53189,

Latitude: 42.99
Longitude: -88.26

	3 mile	5 mile	10 mile
Population Summary			
2000 Total Population	57,165	84,978	252,640
2010 Total Population	61,255	91,315	267,977
2017 Total Population	62,796	94,124	275,299
2017 Group Quarters	2,559	2,860	4,475
2022 Total Population	64,137	96,346	281,373
2017-2022 Annual Rate	0.42%	0.47%	0.44%
2017 Total Daytime Population	57,804	99,201	294,266
Workers	28,294	55,494	163,851
Residents	29,510	43,707	130,415
Household Summary			
2000 Households	22,430	32,719	94,632
2000 Average Household Size	2.46	2.52	2.62
2010 Households	24,074	36,066	105,390
2010 Average Household Size	2.43	2.45	2.50
2017 Households	24,823	37,440	109,110
2017 Average Household Size	2.43	2.44	2.48
2022 Households	25,422	38,447	111,886
2022 Average Household Size	2.42	2.43	2.47
2017-2022 Annual Rate	0.48%	0.53%	0.50%
2010 Families	15,415	23,796	73,956
2010 Average Family Size	3.03	3.00	3.00
2017 Families	15,747	24,500	75,968
2017 Average Family Size	3.02	2.99	2.98
2022 Families	16,065	25,070	77,648
2022 Average Family Size	3.02	2.98	2.98
2017-2022 Annual Rate	0.40%	0.46%	0.44%
Housing Unit Summary			
2000 Housing Units	23,306	34,058	97,820
Owner Occupied Housing Units	57.6%	61.4%	72.3%
Renter Occupied Housing Units	38.6%	34.7%	24.5%
Vacant Housing Units	3.8%	3.9%	3.3%
2010 Housing Units	25,429	37,857	110,492
Owner Occupied Housing Units	58.5%	62.6%	71.4%
Renter Occupied Housing Units	36.2%	32.7%	24.0%
Vacant Housing Units	5.3%	4.7%	4.6%
2017 Housing Units	26,299	39,288	114,212
Owner Occupied Housing Units	55.6%	60.1%	69.2%
Renter Occupied Housing Units	38.8%	35.1%	26.3%
Vacant Housing Units	5.6%	4.7%	4.5%
2022 Housing Units	27,005	40,423	117,251
Owner Occupied Housing Units	55.5%	60.1%	69.1%
Renter Occupied Housing Units	38.6%	35.0%	26.4%
Vacant Housing Units	5.9%	4.9%	4.6%
Median Household Income			
2017	\$60,107	\$65,890	\$79,094
2022	\$68,526	\$75,629	\$85,702
Median Home Value			
2017	\$221,539	\$236,538	\$273,640
2022	\$235,757	\$252,767	\$299,237
Per Capita Income			
2017	\$30,622	\$33,766	\$41,270
2022	\$34,572	\$38,092	\$45,995
Median Age			
2010	35.1	36.7	41.6
2017	36.5	38.0	43.0
2022	37.2	38.8	44.0

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	24,823	37,440	109,110
<\$15,000	8.3%	6.9%	4.8%
\$15,000 - \$24,999	9.3%	8.1%	5.9%
\$25,000 - \$34,999	10.0%	8.6%	7.3%
\$35,000 - \$49,999	12.1%	11.5%	10.4%
\$50,000 - \$74,999	20.4%	20.8%	18.3%
\$75,000 - \$99,999	15.6%	15.5%	15.7%
\$100,000 - \$149,999	15.9%	17.7%	20.1%
\$150,000 - \$199,999	4.9%	6.2%	8.2%
\$200,000+	3.5%	4.8%	9.3%
Average Household Income	\$76,075	\$83,818	\$103,198
2022 Households by Income			
Household Income Base	25,422	38,447	111,886
<\$15,000	7.7%	6.3%	4.3%
\$15,000 - \$24,999	8.2%	7.0%	5.1%
\$25,000 - \$34,999	8.5%	7.2%	6.0%
\$35,000 - \$49,999	10.0%	9.4%	8.4%
\$50,000 - \$74,999	19.3%	19.5%	16.9%
\$75,000 - \$99,999	18.4%	18.2%	18.1%
\$100,000 - \$149,999	18.3%	20.0%	22.1%
\$150,000 - \$199,999	5.6%	7.0%	8.9%
\$200,000+	3.9%	5.4%	10.0%
Average Household Income	\$85,918	\$94,446	\$114,725
2017 Owner Occupied Housing Units by Value			
Total	14,619	23,631	79,044
<\$50,000	1.7%	1.6%	1.6%
\$50,000 - \$99,999	2.3%	1.6%	0.9%
\$100,000 - \$149,999	7.5%	7.1%	4.5%
\$150,000 - \$199,999	27.8%	22.0%	13.4%
\$200,000 - \$249,999	24.8%	24.4%	21.1%
\$250,000 - \$299,999	15.5%	17.8%	18.1%
\$300,000 - \$399,999	13.2%	16.2%	20.4%
\$400,000 - \$499,999	4.4%	5.7%	9.7%
\$500,000 - \$749,999	2.1%	2.8%	7.5%
\$750,000 - \$999,999	0.5%	0.7%	1.8%
\$1,000,000 +	0.2%	0.3%	1.2%
Average Home Value	\$244,372	\$262,306	\$319,010
2022 Owner Occupied Housing Units by Value			
Total	14,999	24,291	80,980
<\$50,000	1.1%	1.0%	0.9%
\$50,000 - \$99,999	1.8%	1.2%	0.7%
\$100,000 - \$149,999	6.5%	6.0%	3.5%
\$150,000 - \$199,999	23.8%	18.4%	10.2%
\$200,000 - \$249,999	23.6%	22.4%	17.9%
\$250,000 - \$299,999	16.1%	17.9%	17.1%
\$300,000 - \$399,999	16.1%	19.2%	22.6%
\$400,000 - \$499,999	7.2%	8.8%	13.7%
\$500,000 - \$749,999	2.8%	3.8%	9.8%
\$750,000 - \$999,999	0.7%	0.9%	2.0%
\$1,000,000 +	0.4%	0.5%	1.6%
Average Home Value	\$265,442	\$284,663	\$349,616

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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2010 Population by Age			
Total	61,254	91,316	267,977
0 - 4	6.9%	6.5%	5.5%
5 - 9	6.8%	6.6%	6.5%
10 - 14	6.3%	6.3%	7.1%
15 - 24	14.9%	13.8%	11.9%
25 - 34	15.0%	14.5%	10.9%
35 - 44	13.2%	13.3%	13.0%
45 - 54	14.5%	15.2%	17.3%
55 - 64	11.4%	12.2%	13.8%
65 - 74	5.6%	6.2%	7.3%
75 - 84	3.6%	3.7%	4.7%
85 +	1.8%	1.6%	2.0%
18 +	76.0%	76.5%	76.3%
2017 Population by Age			
Total	62,794	94,121	275,301
0 - 4	6.3%	6.0%	5.0%
5 - 9	6.4%	6.2%	5.8%
10 - 14	6.4%	6.3%	6.6%
15 - 24	14.5%	13.5%	12.0%
25 - 34	14.2%	13.9%	11.1%
35 - 44	13.3%	13.1%	11.9%
45 - 54	12.7%	13.3%	14.6%
55 - 64	12.3%	13.0%	15.4%
65 - 74	8.1%	8.8%	10.3%
75 - 84	3.7%	4.0%	4.9%
85 +	2.0%	1.8%	2.4%
18 +	77.2%	77.9%	78.6%
2022 Population by Age			
Total	64,135	96,347	281,372
0 - 4	6.3%	5.9%	4.9%
5 - 9	6.1%	5.8%	5.4%
10 - 14	6.3%	6.1%	6.1%
15 - 24	14.4%	13.3%	11.4%
25 - 34	14.1%	13.9%	11.2%
35 - 44	13.2%	13.1%	12.3%
45 - 54	12.1%	12.4%	12.9%
55 - 64	11.7%	12.5%	14.9%
65 - 74	9.2%	10.0%	12.3%
75 - 84	4.6%	5.0%	6.2%
85 +	1.9%	1.9%	2.5%
18 +	77.6%	78.5%	79.7%
2010 Population by Sex			
Males	30,141	44,963	131,336
Females	31,114	46,352	136,641
2017 Population by Sex			
Males	30,898	46,355	135,112
Females	31,898	47,770	140,187
2022 Population by Sex			
Males	31,534	47,453	138,203
Females	32,602	48,893	143,170

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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2010 Population by Race/Ethnicity			
Total	61,255	91,315	267,978
White Alone	89.2%	89.8%	92.6%
Black Alone	2.4%	1.9%	1.3%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	2.3%	3.1%	3.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.7%	2.9%	1.3%
Two or More Races	2.0%	1.8%	1.4%
Hispanic Origin	12.4%	10.0%	5.0%
Diversity Index	37.6	33.8	22.3
2017 Population by Race/Ethnicity			
Total	62,796	94,124	275,299
White Alone	86.7%	87.4%	90.7%
Black Alone	2.9%	2.4%	1.6%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	2.9%	4.0%	4.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	4.5%	3.5%	1.6%
Two or More Races	2.5%	2.3%	1.8%
Hispanic Origin	14.6%	11.8%	6.0%
Diversity Index	43.4	39.4	26.9
2022 Population by Race/Ethnicity			
Total	64,137	96,345	281,373
White Alone	84.8%	85.4%	89.0%
Black Alone	3.4%	2.8%	1.9%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	3.6%	4.8%	4.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	5.0%	3.9%	1.8%
Two or More Races	2.9%	2.7%	2.1%
Hispanic Origin	16.5%	13.4%	6.9%
Diversity Index	47.8	43.7	30.7
2010 Population by Relationship and Household Type			
Total	61,255	91,315	267,977
In Households	95.6%	96.7%	98.3%
In Family Households	78.1%	79.9%	84.0%
Householder	25.1%	26.0%	27.7%
Spouse	19.2%	20.7%	23.4%
Child	29.6%	29.3%	30.0%
Other relative	2.4%	2.2%	1.8%
Nonrelative	1.9%	1.7%	1.2%
In Nonfamily Households	17.6%	16.8%	14.3%
In Group Quarters	4.4%	3.3%	1.7%
Institutionalized Population	1.1%	1.0%	0.8%
Noninstitutionalized Population	3.3%	2.2%	1.0%

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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2017 Population 25+ by Educational Attainment			
Total	41,649	64,004	194,471
Less than 9th Grade	2.6%	2.0%	1.4%
9th - 12th Grade, No Diploma	4.4%	3.7%	2.7%
High School Graduate	21.4%	20.7%	20.1%
GED/Alternative Credential	3.7%	3.2%	2.3%
Some College, No Degree	23.8%	23.3%	21.2%
Associate Degree	10.8%	10.4%	10.0%
Bachelor's Degree	23.8%	25.7%	28.2%
Graduate/Professional Degree	9.5%	10.9%	14.0%
2017 Population 15+ by Marital Status			
Total	50,783	76,733	227,551
Never Married	34.8%	31.9%	26.7%
Married	48.7%	52.1%	58.8%
Widowed	5.2%	5.1%	5.6%
Divorced	11.3%	10.9%	8.8%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	96.7%	97.0%	97.4%
Civilian Unemployed (Unemployment Rate)	3.3%	3.0%	2.6%
2017 Employed Population 16+ by Industry			
Total	33,655	50,991	147,074
Agriculture/Mining	0.5%	0.5%	0.4%
Construction	4.9%	4.8%	4.9%
Manufacturing	18.1%	18.5%	17.4%
Wholesale Trade	3.0%	2.9%	3.4%
Retail Trade	11.8%	11.3%	10.8%
Transportation/Utilities	3.5%	3.3%	3.5%
Information	1.3%	1.3%	1.5%
Finance/Insurance/Real Estate	6.9%	7.2%	8.5%
Services	47.8%	47.9%	47.3%
Public Administration	2.2%	2.3%	2.3%
2017 Employed Population 16+ by Occupation			
Total	33,656	50,991	147,074
White Collar	60.0%	63.5%	69.2%
Management/Business/Financial	14.9%	16.4%	19.2%
Professional	22.0%	24.3%	25.9%
Sales	9.5%	9.8%	11.1%
Administrative Support	13.6%	13.0%	13.1%
Services	19.9%	17.6%	14.0%
Blue Collar	20.1%	19.0%	16.7%
Farming/Forestry/Fishing	0.3%	0.3%	0.2%
Construction/Extraction	2.7%	2.7%	3.0%
Installation/Maintenance/Repair	3.4%	3.3%	2.9%
Production	8.1%	7.6%	6.5%
Transportation/Material Moving	5.7%	5.1%	4.2%
2010 Population By Urban/ Rural Status			
Total Population	61,255	91,315	267,977
Population Inside Urbanized Area	98.5%	94.4%	87.2%
Population Inside Urbanized Cluster	0.0%	0.3%	4.8%
Rural Population	1.5%	5.2%	8.0%

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	24,073	36,067	105,390
Households with 1 Person	29.1%	27.1%	24.5%
Households with 2+ People	70.9%	72.9%	75.5%
Family Households	64.0%	66.0%	70.2%
Husband-wife Families	48.9%	52.4%	59.3%
With Related Children	22.4%	23.1%	25.0%
Other Family (No Spouse Present)	15.1%	13.5%	10.9%
Other Family with Male Householder	4.4%	4.0%	3.4%
With Related Children	2.6%	2.3%	1.9%
Other Family with Female Householder	10.7%	9.5%	7.4%
With Related Children	7.2%	6.3%	4.6%
Nonfamily Households	6.9%	6.9%	5.3%
All Households with Children	32.7%	32.1%	31.8%
Multigenerational Households	2.2%	2.0%	1.9%
Unmarried Partner Households	6.5%	6.1%	4.9%
Male-female	6.1%	5.7%	4.5%
Same-sex	0.4%	0.4%	0.4%
2010 Households by Size			
Total	24,076	36,068	105,390
1 Person Household	29.1%	27.1%	24.5%
2 Person Household	33.0%	35.0%	36.9%
3 Person Household	15.8%	16.0%	15.8%
4 Person Household	13.5%	13.6%	14.5%
5 Person Household	5.5%	5.4%	5.7%
6 Person Household	2.2%	2.0%	1.9%
7 + Person Household	0.9%	0.9%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	24,074	36,066	105,390
Owner Occupied	61.8%	65.7%	74.9%
Owned with a Mortgage/Loan	47.9%	50.5%	55.2%
Owned Free and Clear	13.9%	15.2%	19.6%
Renter Occupied	38.2%	34.3%	25.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	25,429	37,857	110,492
Housing Units Inside Urbanized Area	98.6%	94.9%	88.4%
Housing Units Inside Urbanized Cluster	0.0%	0.3%	4.4%
Rural Housing Units	1.4%	4.8%	7.2%

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.	Parks and Rec (5C)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Bright Young Professionals	Parks and Rec (5C)	Green Acres (6A)
3.	Set to Impress (11D)	Soccer Moms (4A)	Soccer Moms (4A)
2017 Consumer Spending			
Apparel & Services: Total \$	\$51,048,510	\$84,564,910	\$297,985,522
Average Spent	\$2,056.50	\$2,258.68	\$2,731.06
Spending Potential Index	95	105	126
Education: Total \$	\$35,706,404	\$59,597,389	\$214,777,913
Average Spent	\$1,438.44	\$1,591.81	\$1,968.45
Spending Potential Index	99	109	135
Entertainment/Recreation: Total \$	\$72,534,440	\$120,254,520	\$429,845,497
Average Spent	\$2,922.07	\$3,211.93	\$3,939.56
Spending Potential Index	94	103	126
Food at Home: Total \$	\$117,935,874	\$193,706,415	\$671,673,418
Average Spent	\$4,751.07	\$5,173.78	\$6,155.93
Spending Potential Index	94	103	122
Food Away from Home: Total \$	\$78,972,909	\$130,640,171	\$456,350,327
Average Spent	\$3,181.44	\$3,489.32	\$4,182.48
Spending Potential Index	95	105	125
Health Care: Total \$	\$127,473,873	\$211,541,198	\$767,078,203
Average Spent	\$5,135.31	\$5,650.14	\$7,030.32
Spending Potential Index	92	101	126
HH Furnishings & Equipment: Total \$	\$45,334,988	\$75,323,109	\$269,383,113
Average Spent	\$1,826.33	\$2,011.84	\$2,468.91
Spending Potential Index	94	103	127
Personal Care Products & Services: Total \$	\$18,750,767	\$31,112,694	\$111,070,071
Average Spent	\$755.38	\$831.00	\$1,017.96
Spending Potential Index	95	104	128
Shelter: Total \$	\$389,473,638	\$641,083,444	\$2,245,247,674
Average Spent	\$15,690.03	\$17,122.96	\$20,577.84
Spending Potential Index	97	105	127
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$53,726,026	\$89,588,073	\$330,302,282
Average Spent	\$2,164.36	\$2,392.84	\$3,027.24
Spending Potential Index	92	102	129
Travel: Total \$	\$48,231,928	\$80,909,022	\$299,729,454
Average Spent	\$1,943.03	\$2,161.03	\$2,747.04
Spending Potential Index	94	104	133
Vehicle Maintenance & Repairs: Total \$	\$24,947,361	\$41,227,259	\$146,023,573
Average Spent	\$1,005.01	\$1,101.16	\$1,338.32
Spending Potential Index	94	103	125

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.