



## Community Profile

Rings: 1, 3, 5 mile radii

Unnamed Road, West Allis, WI 53214, USA

Latitude: 43.02  
Longitude: -88.00

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	23,262	175,699	458,580
2010 Total Population	23,601	176,905	457,728
2018 Total Population	23,727	174,665	453,290
2018 Group Quarters	127	2,943	13,271
2023 Total Population	23,570	172,930	452,217
2018-2023 Annual Rate	-0.13%	-0.20%	-0.05%
2018 Total Daytime Population	24,967	175,477	513,277
Workers	13,843	88,577	275,351
Residents	11,124	86,900	237,926
<b>Household Summary</b>			
2000 Households	10,510	74,188	180,277
2000 Average Household Size	2.20	2.33	2.47
2010 Households	10,526	73,634	180,625
2010 Average Household Size	2.23	2.36	2.46
2018 Households	10,537	72,305	178,680
2018 Average Household Size	2.24	2.37	2.46
2023 Households	10,447	71,417	178,176
2023 Average Household Size	2.24	2.38	2.46
2018-2023 Annual Rate	-0.17%	-0.25%	-0.06%
2010 Families	5,369	40,770	103,932
2010 Average Family Size	3.02	3.14	3.21
2018 Families	5,308	39,467	101,036
2018 Average Family Size	3.01	3.14	3.21
2023 Families	5,241	38,793	100,136
2023 Average Family Size	3.00	3.14	3.20
2018-2023 Annual Rate	-0.25%	-0.34%	-0.18%
<b>Housing Unit Summary</b>			
2000 Housing Units	11,089	78,113	191,997
Owner Occupied Housing Units	47.2%	51.5%	47.9%
Renter Occupied Housing Units	47.6%	43.4%	46.0%
Vacant Housing Units	5.2%	5.0%	6.1%
2010 Housing Units	11,592	79,514	197,778
Owner Occupied Housing Units	42.5%	48.4%	44.9%
Renter Occupied Housing Units	48.3%	44.2%	46.4%
Vacant Housing Units	9.2%	7.4%	8.7%
2018 Housing Units	11,705	80,192	200,972
Owner Occupied Housing Units	38.5%	43.9%	40.6%
Renter Occupied Housing Units	51.5%	46.2%	48.3%
Vacant Housing Units	10.0%	9.8%	11.1%
2023 Housing Units	11,770	80,666	203,747
Owner Occupied Housing Units	39.3%	44.2%	40.5%
Renter Occupied Housing Units	49.5%	44.4%	47.0%
Vacant Housing Units	11.2%	11.5%	12.6%
<b>Median Household Income</b>			
2018	\$43,762	\$48,596	\$45,163
2023	\$47,571	\$51,686	\$48,990
<b>Median Home Value</b>			
2018	\$142,374	\$162,683	\$168,457
2023	\$148,558	\$170,372	\$176,996
<b>Per Capita Income</b>			
2018	\$24,060	\$26,018	\$24,874
2023	\$26,824	\$28,754	\$27,639
<b>Median Age</b>			
2010	34.2	34.6	32.8
2018	36.9	36.7	34.4
2023	38.1	37.6	35.2

**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	10,537	72,305	178,680
<\$15,000	13.5%	13.1%	15.8%
\$15,000 - \$24,999	12.2%	11.3%	12.2%
\$25,000 - \$34,999	12.7%	11.4%	11.5%
\$35,000 - \$49,999	17.4%	15.2%	14.2%
\$50,000 - \$74,999	21.4%	20.1%	17.9%
\$75,000 - \$99,999	11.4%	12.4%	11.4%
\$100,000 - \$149,999	9.2%	11.4%	11.0%
\$150,000 - \$199,999	1.3%	3.0%	3.3%
\$200,000+	0.8%	1.9%	2.6%
Average Household Income	\$54,009	\$62,045	\$62,049
<b>2023 Households by Income</b>			
Household Income Base	10,447	71,417	178,176
<\$15,000	11.9%	11.9%	14.3%
\$15,000 - \$24,999	11.0%	10.4%	11.4%
\$25,000 - \$34,999	12.3%	11.1%	11.2%
\$35,000 - \$49,999	16.9%	14.7%	13.9%
\$50,000 - \$74,999	21.5%	19.8%	17.6%
\$75,000 - \$99,999	12.5%	13.2%	12.1%
\$100,000 - \$149,999	11.1%	13.0%	12.5%
\$150,000 - \$199,999	1.7%	3.6%	3.9%
\$200,000+	1.2%	2.4%	3.3%
Average Household Income	\$60,355	\$68,777	\$69,101
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	4,508	35,237	81,491
<\$50,000	2.7%	3.8%	3.9%
\$50,000 - \$99,999	13.7%	10.8%	12.9%
\$100,000 - \$149,999	39.7%	27.3%	22.9%
\$150,000 - \$199,999	32.9%	32.0%	27.6%
\$200,000 - \$249,999	7.4%	11.7%	14.2%
\$250,000 - \$299,999	0.7%	5.9%	8.0%
\$300,000 - \$399,999	1.7%	5.2%	6.5%
\$400,000 - \$499,999	0.6%	1.6%	2.0%
\$500,000 - \$749,999	0.0%	1.0%	1.4%
\$750,000 - \$999,999	0.3%	0.2%	0.3%
\$1,000,000 - \$1,499,999	0.4%	0.4%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$152,540	\$180,896	\$188,087
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	4,623	35,639	82,434
<\$50,000	2.4%	3.3%	3.4%
\$50,000 - \$99,999	11.9%	9.5%	11.7%
\$100,000 - \$149,999	36.8%	24.4%	20.6%
\$150,000 - \$199,999	33.8%	31.4%	26.5%
\$200,000 - \$249,999	9.2%	12.8%	14.9%
\$250,000 - \$299,999	1.0%	7.1%	9.2%
\$300,000 - \$399,999	2.8%	6.9%	8.2%
\$400,000 - \$499,999	1.0%	2.3%	2.7%
\$500,000 - \$749,999	0.0%	1.4%	2.0%
\$750,000 - \$999,999	0.5%	0.3%	0.3%
\$1,000,000 - \$1,499,999	0.7%	0.6%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$165,409	\$195,162	\$202,442

**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	23,603	176,905	457,730
0 - 4	7.4%	7.6%	7.9%
5 - 9	6.2%	6.7%	7.0%
10 - 14	5.7%	6.1%	6.7%
15 - 24	12.4%	12.9%	15.5%
25 - 34	19.7%	17.3%	16.3%
35 - 44	13.2%	13.0%	12.6%
45 - 54	14.6%	13.9%	13.1%
55 - 64	10.5%	10.8%	10.0%
65 - 74	4.6%	5.1%	5.0%
75 - 84	3.4%	4.1%	3.9%
85 +	2.2%	2.5%	2.1%
18 +	77.2%	75.9%	74.3%
<b>2018 Population by Age</b>			
Total	23,725	174,666	453,290
0 - 4	6.6%	6.9%	7.2%
5 - 9	6.4%	6.7%	6.9%
10 - 14	6.1%	6.3%	6.5%
15 - 24	11.9%	12.6%	15.1%
25 - 34	15.7%	15.0%	15.1%
35 - 44	15.8%	14.1%	13.1%
45 - 54	12.1%	12.1%	11.5%
55 - 64	12.4%	12.3%	11.4%
65 - 74	7.6%	7.8%	7.3%
75 - 84	3.3%	3.8%	3.6%
85 +	2.1%	2.6%	2.3%
18 +	77.5%	76.7%	75.7%
<b>2023 Population by Age</b>			
Total	23,570	172,931	452,216
0 - 4	6.6%	6.9%	7.2%
5 - 9	6.1%	6.4%	6.6%
10 - 14	6.1%	6.3%	6.4%
15 - 24	12.1%	12.4%	14.6%
25 - 34	14.4%	14.4%	14.8%
35 - 44	15.7%	14.1%	13.3%
45 - 54	12.4%	12.0%	11.2%
55 - 64	11.5%	11.5%	10.8%
65 - 74	9.1%	9.2%	8.6%
75 - 84	4.1%	4.5%	4.3%
85 +	1.9%	2.4%	2.2%
18 +	77.6%	76.9%	76.1%
<b>2010 Population by Sex</b>			
Males	11,760	87,021	223,195
Females	11,841	89,884	234,533
<b>2018 Population by Sex</b>			
Males	11,866	86,113	221,402
Females	11,860	88,552	231,888
<b>2023 Population by Sex</b>			
Males	11,834	85,487	221,366
Females	11,736	87,443	230,851

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	23,602	176,904	457,729
White Alone	80.2%	73.2%	62.0%
Black Alone	5.8%	9.3%	21.3%
American Indian Alone	1.4%	1.2%	0.9%
Asian Alone	1.6%	2.7%	3.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.4%	10.1%	9.3%
Two or More Races	4.4%	3.6%	3.3%
Hispanic Origin	15.4%	22.5%	21.3%
Diversity Index	52.1	64.5	71.4
<b>2018 Population by Race/Ethnicity</b>			
Total	23,727	174,666	453,289
White Alone	75.6%	69.9%	59.3%
Black Alone	6.4%	9.6%	21.4%
American Indian Alone	1.6%	1.2%	1.0%
Asian Alone	2.1%	3.4%	3.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.8%	11.7%	10.6%
Two or More Races	5.5%	4.2%	3.8%
Hispanic Origin	20.5%	26.0%	24.0%
Diversity Index	61.1	69.3	74.6
<b>2023 Population by Race/Ethnicity</b>			
Total	23,571	172,931	452,216
White Alone	72.3%	67.6%	57.4%
Black Alone	6.6%	9.6%	21.4%
American Indian Alone	1.6%	1.3%	1.0%
Asian Alone	2.6%	3.9%	4.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	10.5%	12.8%	11.4%
Two or More Races	6.3%	4.7%	4.2%
Hispanic Origin	24.6%	28.9%	26.2%
Diversity Index	66.8	72.4	76.8
<b>2010 Population by Relationship and Household Type</b>			
Total	23,601	176,905	457,728
In Households	99.4%	98.3%	97.0%
In Family Households	72.3%	75.3%	76.0%
Householder	22.7%	23.1%	22.7%
Spouse	13.9%	14.9%	13.6%
Child	28.6%	30.2%	32.1%
Other relative	3.6%	4.1%	4.5%
Nonrelative	3.5%	3.0%	3.1%
In Nonfamily Households	27.2%	23.0%	21.0%
In Group Quarters	0.6%	1.7%	3.0%
Institutionalized Population	0.1%	0.7%	1.0%
Noninstitutionalized Population	0.5%	1.1%	2.0%

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2018 Population 25+ by Educational Attainment</b>			
Total	16,361	118,037	291,517
Less than 9th Grade	3.7%	5.6%	5.7%
9th - 12th Grade, No Diploma	7.8%	7.7%	8.9%
High School Graduate	27.6%	24.9%	24.6%
GED/Alternative Credential	5.3%	4.3%	4.2%
Some College, No Degree	20.3%	20.7%	20.6%
Associate Degree	10.4%	8.7%	8.0%
Bachelor's Degree	18.4%	18.8%	18.2%
Graduate/Professional Degree	6.5%	9.3%	9.8%
<b>2018 Population 15+ by Marital Status</b>			
Total	19,196	139,992	359,762
Never Married	46.6%	43.0%	46.2%
Married	34.8%	39.1%	37.2%
Widowed	5.0%	5.3%	5.1%
Divorced	13.7%	12.6%	11.4%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.7%	95.9%	95.2%
Civilian Unemployed (Unemployment Rate)	4.3%	4.1%	4.8%
<b>2018 Employed Population 16+ by Industry</b>			
Total	12,897	89,710	218,277
Agriculture/Mining	0.3%	0.4%	0.5%
Construction	6.2%	4.8%	4.1%
Manufacturing	18.5%	16.1%	15.0%
Wholesale Trade	2.1%	2.5%	2.5%
Retail Trade	11.6%	9.8%	9.8%
Transportation/Utilities	5.1%	4.2%	4.1%
Information	1.8%	1.8%	1.6%
Finance/Insurance/Real Estate	4.8%	5.5%	5.9%
Services	47.4%	51.4%	53.1%
Public Administration	2.4%	3.6%	3.5%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	12,895	89,710	218,274
White Collar	52.4%	54.3%	55.1%
Management/Business/Financial	10.9%	11.8%	11.8%
Professional	16.1%	20.4%	21.0%
Sales	10.0%	8.2%	8.4%
Administrative Support	15.4%	13.8%	13.9%
Services	20.1%	20.5%	21.8%
Blue Collar	27.4%	25.2%	23.1%
Farming/Forestry/Fishing	0.3%	0.4%	0.5%
Construction/Extraction	4.9%	3.9%	3.4%
Installation/Maintenance/Repair	3.9%	3.2%	2.7%
Production	11.1%	10.4%	9.8%
Transportation/Material Moving	7.2%	7.3%	6.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	23,601	176,905	457,728
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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 Households by Type</b>			
Total	10,526	73,634	180,625
Households with 1 Person	38.9%	36.1%	34.1%
Households with 2+ People	61.1%	63.9%	65.9%
Family Households	51.0%	55.4%	57.5%
Husband-wife Families	31.1%	35.8%	34.5%
With Related Children	14.1%	16.7%	16.2%
Other Family (No Spouse Present)	19.9%	19.5%	23.0%
Other Family with Male Householder	5.7%	5.7%	5.7%
With Related Children	3.3%	3.3%	3.3%
Other Family with Female Householder	14.3%	13.9%	17.3%
With Related Children	9.9%	9.5%	12.4%
Nonfamily Households	10.1%	8.6%	8.4%
All Households with Children	27.9%	30.0%	32.4%
Multigenerational Households	2.7%	3.2%	3.9%
Unmarried Partner Households	10.3%	9.1%	9.0%
Male-female	9.6%	8.3%	8.2%
Same-sex	0.8%	0.8%	0.8%
<b>2010 Households by Size</b>			
Total	10,527	73,633	180,624
1 Person Household	38.9%	36.1%	34.1%
2 Person Household	29.3%	29.8%	29.1%
3 Person Household	14.4%	13.9%	14.5%
4 Person Household	9.7%	10.8%	11.3%
5 Person Household	4.6%	5.4%	6.0%
6 Person Household	2.0%	2.3%	2.7%
7 + Person Household	1.1%	1.8%	2.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	10,526	73,634	180,625
Owner Occupied	46.8%	52.2%	49.2%
Owned with a Mortgage/Loan	36.8%	38.2%	35.8%
Owned Free and Clear	10.0%	14.0%	13.4%
Renter Occupied	53.2%	47.8%	50.8%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	11,592	79,514	197,778
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Front Porches (8E)	Front Porches (8E)	Front Porches (8E)
2.	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)
3.	Set to Impress (11D)	Parks and Rec (5C)	Parks and Rec (5C)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$15,127,442	\$118,921,118	\$296,845,029
Average Spent	\$1,435.65	\$1,644.71	\$1,661.32
Spending Potential Index	66	76	76
Education: Total \$	\$10,065,059	\$79,140,699	\$198,639,328
Average Spent	\$955.21	\$1,094.54	\$1,111.70
Spending Potential Index	66	76	77
Entertainment/Recreation: Total \$	\$21,711,634	\$171,258,061	\$423,802,406
Average Spent	\$2,060.51	\$2,368.55	\$2,371.85
Spending Potential Index	64	74	74
Food at Home: Total \$	\$34,937,353	\$275,351,131	\$689,105,861
Average Spent	\$3,315.68	\$3,808.19	\$3,856.65
Spending Potential Index	66	76	77
Food Away from Home: Total \$	\$24,331,724	\$191,284,047	\$477,985,706
Average Spent	\$2,309.17	\$2,645.52	\$2,675.09
Spending Potential Index	66	75	76
Health Care: Total \$	\$37,780,345	\$300,764,220	\$740,972,108
Average Spent	\$3,585.49	\$4,159.66	\$4,146.92
Spending Potential Index	63	73	72
HH Furnishings & Equipment: Total \$	\$14,102,543	\$111,578,111	\$275,485,346
Average Spent	\$1,338.38	\$1,543.16	\$1,541.78
Spending Potential Index	64	74	74
Personal Care Products & Services: Total \$	\$5,638,849	\$44,521,406	\$110,480,235
Average Spent	\$535.15	\$615.74	\$618.31
Spending Potential Index	65	74	75
Shelter: Total \$	\$121,027,460	\$942,194,321	\$2,346,868,357
Average Spent	\$11,485.95	\$13,030.83	\$13,134.48
Spending Potential Index	68	78	78
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,309,151	\$129,880,438	\$320,771,343
Average Spent	\$1,547.80	\$1,796.29	\$1,795.23
Spending Potential Index	62	72	72
Travel: Total \$	\$14,412,415	\$113,411,435	\$275,822,508
Average Spent	\$1,367.79	\$1,568.51	\$1,543.67
Spending Potential Index	64	73	72
Vehicle Maintenance & Repairs: Total \$	\$7,372,472	\$58,022,393	\$143,928,107
Average Spent	\$699.67	\$802.47	\$805.51
Spending Potential Index	65	75	75

**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.

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