

Market Profile

Waupun City, WI
Waupun city, WI (5584425)
Place

Prepared by Esri

	Waupun city, WI ...
Population Summary	
2000 Total Population	10,920
2010 Total Population	11,340
2015 Total Population	11,469
2015 Group Quarters	3,211
2020 Total Population	11,502
2015-2020 Annual Rate	0.06%
Household Summary	
2000 Households	3,342
2000 Average Household Size	2.39
2010 Households	3,485
2010 Average Household Size	2.35
2015 Households	3,549
2015 Average Household Size	2.33
2020 Households	3,572
2020 Average Household Size	2.32
2015-2020 Annual Rate	0.13%
2010 Families	2,259
2010 Average Family Size	2.91
2015 Families	2,305
2015 Average Family Size	2.88
2020 Families	2,311
2020 Average Family Size	2.87
2015-2020 Annual Rate	0.05%
Housing Unit Summary	
2000 Housing Units	3,502
Owner Occupied Housing Units	66.1%
Renter Occupied Housing Units	29.3%
Vacant Housing Units	4.6%
2010 Housing Units	3,703
Owner Occupied Housing Units	65.2%
Renter Occupied Housing Units	28.9%
Vacant Housing Units	5.9%
2015 Housing Units	3,780
Owner Occupied Housing Units	64.6%
Renter Occupied Housing Units	29.3%
Vacant Housing Units	6.1%
2020 Housing Units	3,826
Owner Occupied Housing Units	64.2%
Renter Occupied Housing Units	29.1%
Vacant Housing Units	6.6%
Median Household Income	
2015	\$45,143
2020	\$51,544
Median Home Value	
2015	\$110,687
2020	\$126,626
Per Capita Income	
2015	\$18,148
2020	\$20,430
Median Age	
2010	36.3
2015	36.8
2020	37.5

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2015 Households by Income		
Household Income Base		3,549
<\$15,000		14.9%
\$15,000 - \$24,999		11.2%
\$25,000 - \$34,999		10.6%
\$35,000 - \$49,999		17.8%
\$50,000 - \$74,999		20.3%
\$75,000 - \$99,999		14.4%
\$100,000 - \$149,999		9.0%
\$150,000 - \$199,999		1.4%
\$200,000+		0.4%
Average Household Income		\$53,626
2020 Households by Income		
Household Income Base		3,573
<\$15,000		13.9%
\$15,000 - \$24,999		8.7%
\$25,000 - \$34,999		9.4%
\$35,000 - \$49,999		16.1%
\$50,000 - \$74,999		20.7%
\$75,000 - \$99,999		19.1%
\$100,000 - \$149,999		9.8%
\$150,000 - \$199,999		1.7%
\$200,000+		0.6%
Average Household Income		\$60,714
2015 Owner Occupied Housing Units by Value		
Total		2,444
<\$50,000		1.8%
\$50,000 - \$99,999		39.1%
\$100,000 - \$149,999		42.9%
\$150,000 - \$199,999		11.3%
\$200,000 - \$249,999		3.4%
\$250,000 - \$299,999		0.8%
\$300,000 - \$399,999		0.2%
\$400,000 - \$499,999		0.2%
\$500,000 - \$749,999		0.2%
\$750,000 - \$999,999		0.1%
\$1,000,000 +		0.1%
Average Home Value		\$117,829
2020 Owner Occupied Housing Units by Value		
Total		2,458
<\$50,000		1.3%
\$50,000 - \$99,999		29.4%
\$100,000 - \$149,999		36.3%
\$150,000 - \$199,999		18.1%
\$200,000 - \$249,999		9.2%
\$250,000 - \$299,999		2.7%
\$300,000 - \$399,999		1.0%
\$400,000 - \$499,999		0.8%
\$500,000 - \$749,999		0.7%
\$750,000 - \$999,999		0.4%
\$1,000,000 +		0.1%
Average Home Value		\$143,816

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.

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2010 Population by Age		
Total		11,340
0 - 4		4.9%
5 - 9		4.7%
10 - 14		4.7%
15 - 24		14.3%
25 - 34		19.3%
35 - 44		15.8%
45 - 54		14.3%
55 - 64		9.0%
65 - 74		5.9%
75 - 84		4.7%
85 +		2.4%
18 +		82.4%
2015 Population by Age		
Total		11,471
0 - 4		4.4%
5 - 9		4.6%
10 - 14		4.5%
15 - 24		13.6%
25 - 34		20.0%
35 - 44		15.4%
45 - 54		13.8%
55 - 64		10.6%
65 - 74		6.5%
75 - 84		4.3%
85 +		2.4%
18 +		83.7%
2020 Population by Age		
Total		11,501
0 - 4		4.3%
5 - 9		4.4%
10 - 14		4.7%
15 - 24		13.0%
25 - 34		19.0%
35 - 44		16.5%
45 - 54		12.8%
55 - 64		11.1%
65 - 74		7.6%
75 - 84		4.2%
85 +		2.4%
18 +		83.6%
2010 Population by Sex		
Males		6,914
Females		4,426
2015 Population by Sex		
Males		7,044
Females		4,427
2020 Population by Sex		
Males		7,059
Females		4,442

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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		Waupun city, WI ...
2010 Population by Race/Ethnicity		
Total		11,340
White Alone		84.7%
Black Alone		12.2%
American Indian Alone		1.2%
Asian Alone		0.3%
Pacific Islander Alone		0.2%
Some Other Race Alone		0.5%
Two or More Races		0.9%
Hispanic Origin		1.9%
Diversity Index		29.4
2015 Population by Race/Ethnicity		
Total		11,470
White Alone		82.4%
Black Alone		14.2%
American Indian Alone		1.2%
Asian Alone		0.3%
Pacific Islander Alone		0.2%
Some Other Race Alone		0.6%
Two or More Races		1.0%
Hispanic Origin		2.2%
Diversity Index		33.1
2020 Population by Race/Ethnicity		
Total		11,502
White Alone		80.2%
Black Alone		15.9%
American Indian Alone		1.3%
Asian Alone		0.4%
Pacific Islander Alone		0.2%
Some Other Race Alone		0.8%
Two or More Races		1.2%
Hispanic Origin		2.7%
Diversity Index		36.6
2010 Population by Relationship and Household Type		
Total		11,340
In Households		72.3%
In Family Households		59.6%
Householder		19.9%
Spouse		15.4%
Child		21.7%
Other relative		1.0%
Nonrelative		1.6%
In Nonfamily Households		12.7%
In Group Quarters		27.7%
Institutionalized Population		27.5%
Noninstitutionalized Population		0.2%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2015 Population 25+ by Educational Attainment		
Total		8,363
Less than 9th Grade		4.7%
9th - 12th Grade, No Diploma		12.9%
High School Graduate		30.4%
GED/Alternative Credential		10.6%
Some College, No Degree		23.3%
Associate Degree		8.1%
Bachelor's Degree		7.1%
Graduate/Professional Degree		2.9%
2015 Population 15+ by Marital Status		
Total		9,926
Never Married		34.0%
Married		45.7%
Widowed		6.3%
Divorced		14.0%
2015 Civilian Population 16+ in Labor Force		
Civilian Employed		96.8%
Civilian Unemployed		3.2%
2015 Employed Population 16+ by Industry		
Total		4,675
Agriculture/Mining		1.7%
Construction		8.0%
Manufacturing		19.3%
Wholesale Trade		2.1%
Retail Trade		12.0%
Transportation/Utilities		4.8%
Information		2.2%
Finance/Insurance/Real Estate		3.7%
Services		37.8%
Public Administration		8.4%
2015 Employed Population 16+ by Occupation		
Total		4,674
White Collar		39.0%
Management/Business/Financial		7.3%
Professional		14.1%
Sales		6.2%
Administrative Support		11.3%
Services		21.4%
Blue Collar		39.6%
Farming/Forestry/Fishing		0.9%
Construction/Extraction		9.0%
Installation/Maintenance/Repair		5.0%
Production		14.8%
Transportation/Material Moving		9.9%

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2010 Households by Type		
Total		3,485
Households with 1 Person		30.4%
Households with 2+ People		69.6%
Family Households		64.8%
Husband-wife Families		50.1%
With Related Children		19.5%
Other Family (No Spouse Present)		14.7%
Other Family with Male Householder		5.5%
With Related Children		3.8%
Other Family with Female Householder		9.2%
With Related Children		6.7%
Nonfamily Households		4.8%
All Households with Children		30.8%
Multigenerational Households		1.5%
Unmarried Partner Households		7.1%
Male-female		6.7%
Same-sex		0.4%
2010 Households by Size		
Total		3,485
1 Person Household		30.4%
2 Person Household		35.3%
3 Person Household		14.3%
4 Person Household		12.5%
5 Person Household		5.2%
6 Person Household		1.4%
7 + Person Household		0.9%
2010 Households by Tenure and Mortgage Status		
Total		3,485
Owner Occupied		69.3%
Owned with a Mortgage/Loan		48.6%
Owned Free and Clear		20.7%
Renter Occupied		30.7%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments		
	1.	Heartland Communities
	2.	Traditional Living (12B)
	3.	Salt of the Earth (6B)
2015 Consumer Spending		
Apparel & Services: Total \$		\$5,669,009
Average Spent		\$1,597.35
Spending Potential Index		69
Computers & Accessories: Total \$		\$632,228
Average Spent		\$178.14
Spending Potential Index		70
Education: Total \$		\$3,403,399
Average Spent		\$958.97
Spending Potential Index		63
Entertainment/Recreation: Total \$		\$8,675,554
Average Spent		\$2,444.51
Spending Potential Index		74
Food at Home: Total \$		\$13,937,492
Average Spent		\$3,927.16
Spending Potential Index		75
Food Away from Home: Total \$		\$8,170,427
Average Spent		\$2,302.18
Spending Potential Index		70
Health Care: Total \$		\$13,500,291
Average Spent		\$3,803.97
Spending Potential Index		80
HH Furnishings & Equipment: Total \$		\$4,754,349
Average Spent		\$1,339.63
Spending Potential Index		73
Investments: Total \$		\$5,629,641
Average Spent		\$1,586.26
Spending Potential Index		58
Retail Goods: Total \$		\$68,832,445
Average Spent		\$19,394.88
Spending Potential Index		76
Shelter: Total \$		\$38,647,435
Average Spent		\$10,889.67
Spending Potential Index		66
TV/Video/Audio: Total \$		\$3,511,355
Average Spent		\$989.39
Spending Potential Index		76
Travel: Total \$		\$4,647,582
Average Spent		\$1,309.55
Spending Potential Index		67
Vehicle Maintenance & Repairs: Total \$		\$2,887,454
Average Spent		\$813.60
Spending Potential Index		73

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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