



Market Profile

Brandon Village, WI
 Brandon Village, WI (5509300)
 Geography: Place

Prepared by Esri

	Brandon villa...
Population Summary	
2000 Total Population	873
2010 Total Population	879
2018 Total Population	886
2018 Group Quarters	9
2023 Total Population	894
2018-2023 Annual Rate	0.18%
2018 Total Daytime Population	588
Workers	210
Residents	378
Household Summary	
2000 Households	329
2000 Average Household Size	2.65
2010 Households	336
2010 Average Household Size	2.58
2018 Households	344
2018 Average Household Size	2.55
2023 Households	350
2023 Average Household Size	2.53
2018-2023 Annual Rate	0.35%
2010 Families	233
2010 Average Family Size	3.13
2018 Families	247
2018 Average Family Size	3.02
2023 Families	250
2023 Average Family Size	3.00
2018-2023 Annual Rate	0.24%
Housing Unit Summary	
2000 Housing Units	346
Owner Occupied Housing Units	76.0%
Renter Occupied Housing Units	19.1%
Vacant Housing Units	4.9%
2010 Housing Units	369
Owner Occupied Housing Units	69.9%
Renter Occupied Housing Units	21.1%
Vacant Housing Units	8.9%
2018 Housing Units	377
Owner Occupied Housing Units	73.5%
Renter Occupied Housing Units	17.5%
Vacant Housing Units	8.8%
2023 Housing Units	384
Owner Occupied Housing Units	74.5%
Renter Occupied Housing Units	16.7%
Vacant Housing Units	8.9%
Median Household Income	
2018	\$63,160
2023	\$69,679
Median Home Value	
2018	\$145,667
2023	\$172,115
Per Capita Income	
2018	\$28,195
2023	\$32,574
Median Age	
2010	38.2
2018	39.6
2023	40.4

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	343
<\$15,000	6.7%
\$15,000 - \$24,999	6.4%
\$25,000 - \$34,999	6.1%
\$35,000 - \$49,999	14.9%
\$50,000 - \$74,999	25.1%
\$75,000 - \$99,999	22.4%
\$100,000 - \$149,999	13.7%
\$150,000 - \$199,999	1.7%
\$200,000+	2.9%
Average Household Income	\$74,629
2023 Households by Income	
Household Income Base	349
<\$15,000	5.7%
\$15,000 - \$24,999	5.4%
\$25,000 - \$34,999	5.4%
\$35,000 - \$49,999	13.5%
\$50,000 - \$74,999	23.5%
\$75,000 - \$99,999	23.5%
\$100,000 - \$149,999	16.3%
\$150,000 - \$199,999	2.3%
\$200,000+	4.3%
Average Household Income	\$85,581
2018 Owner Occupied Housing Units by Value	
Total	275
<\$50,000	1.8%
\$50,000 - \$99,999	23.3%
\$100,000 - \$149,999	27.3%
\$150,000 - \$199,999	19.6%
\$200,000 - \$249,999	11.3%
\$250,000 - \$299,999	5.5%
\$300,000 - \$399,999	7.6%
\$400,000 - \$499,999	1.8%
\$500,000 - \$749,999	1.8%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$173,000
2023 Owner Occupied Housing Units by Value	
Total	286
<\$50,000	1.7%
\$50,000 - \$99,999	18.2%
\$100,000 - \$149,999	22.0%
\$150,000 - \$199,999	18.2%
\$200,000 - \$249,999	12.9%
\$250,000 - \$299,999	7.3%
\$300,000 - \$399,999	12.2%
\$400,000 - \$499,999	3.5%
\$500,000 - \$749,999	3.8%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$205,332

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		879
0 - 4		7.4%
5 - 9		8.2%
10 - 14		7.6%
15 - 24		12.2%
25 - 34		10.2%
35 - 44		16.2%
45 - 54		14.8%
55 - 64		10.5%
65 - 74		5.6%
75 - 84		5.5%
85 +		1.9%
18 +		71.8%
2018 Population by Age		
Total		887
0 - 4		6.8%
5 - 9		7.4%
10 - 14		7.8%
15 - 24		11.5%
25 - 34		11.4%
35 - 44		11.5%
45 - 54		14.9%
55 - 64		14.0%
65 - 74		8.7%
75 - 84		4.2%
85 +		1.9%
18 +		73.4%
2023 Population by Age		
Total		892
0 - 4		6.3%
5 - 9		7.2%
10 - 14		8.1%
15 - 24		11.8%
25 - 34		10.3%
35 - 44		11.8%
45 - 54		13.3%
55 - 64		14.1%
65 - 74		10.7%
75 - 84		4.6%
85 +		1.9%
18 +		73.4%
2010 Population by Sex		
Males		435
Females		444
2018 Population by Sex		
Males		453
Females		434
2023 Population by Sex		
Males		460
Females		432

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2010 Population by Race/Ethnicity		
Total		879
White Alone		94.8%
Black Alone		0.5%
American Indian Alone		0.3%
Asian Alone		0.0%
Pacific Islander Alone		0.0%
Some Other Race Alone		3.1%
Two or More Races		1.4%
Hispanic Origin		5.0%
Diversity Index		18.7
2018 Population by Race/Ethnicity		
Total		887
White Alone		94.5%
Black Alone		0.7%
American Indian Alone		0.5%
Asian Alone		0.0%
Pacific Islander Alone		0.0%
Some Other Race Alone		3.0%
Two or More Races		1.4%
Hispanic Origin		5.4%
Diversity Index		19.7
2023 Population by Race/Ethnicity		
Total		893
White Alone		93.3%
Black Alone		0.9%
American Indian Alone		0.6%
Asian Alone		0.0%
Pacific Islander Alone		0.0%
Some Other Race Alone		3.7%
Two or More Races		1.6%
Hispanic Origin		6.8%
Diversity Index		24.2
2010 Population by Relationship and Household Type		
Total		879
In Households		98.6%
In Family Households		85.1%
Householder		26.5%
Spouse		21.7%
Child		33.9%
Other relative		0.8%
Nonrelative		2.2%
In Nonfamily Households		13.5%
In Group Quarters		1.4%
Institutionalized Population		0.0%
Noninstitutionalized Population		1.4%

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	589
Less than 9th Grade	2.5%
9th - 12th Grade, No Diploma	4.1%
High School Graduate	41.8%
GED/Alternative Credential	2.4%
Some College, No Degree	18.2%
Associate Degree	9.7%
Bachelor's Degree	14.8%
Graduate/Professional Degree	6.6%
2018 Population 15+ by Marital Status	
Total	692
Never Married	27.0%
Married	60.5%
Widowed	4.8%
Divorced	7.7%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	99.0%
Civilian Unemployed (Unemployment Rate)	1.0%
2018 Employed Population 16+ by Industry	
Total	515
Agriculture/Mining	6.2%
Construction	9.1%
Manufacturing	23.3%
Wholesale Trade	3.3%
Retail Trade	13.2%
Transportation/Utilities	5.8%
Information	1.2%
Finance/Insurance/Real Estate	2.7%
Services	30.6%
Public Administration	4.7%
2018 Employed Population 16+ by Occupation	
Total	515
White Collar	45.2%
Management/Business/Financial	10.5%
Professional	11.5%
Sales	8.0%
Administrative Support	15.3%
Services	17.5%
Blue Collar	37.3%
Farming/Forestry/Fishing	2.5%
Construction/Extraction	5.4%
Installation/Maintenance/Repair	4.1%
Production	16.7%
Transportation/Material Moving	8.5%
2010 Population By Urban/ Rural Status	
Total Population	879
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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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2010 Households by Type	
Total	336
Households with 1 Person	25.9%
Households with 2+ People	74.1%
Family Households	69.3%
Husband-wife Families	56.8%
With Related Children	27.7%
Other Family (No Spouse Present)	12.5%
Other Family with Male Householder	3.0%
With Related Children	2.4%
Other Family with Female Householder	9.5%
With Related Children	6.2%
Nonfamily Households	4.8%
All Households with Children	36.6%
Multigenerational Households	1.8%
Unmarried Partner Households	4.5%
Male-female	4.5%
Same-sex	0.0%
2010 Households by Size	
Total	336
1 Person Household	25.9%
2 Person Household	34.8%
3 Person Household	11.9%
4 Person Household	13.7%
5 Person Household	11.0%
6 Person Household	2.4%
7 + Person Household	0.3%
2010 Households by Tenure and Mortgage Status	
Total	336
Owner Occupied	76.8%
Owned with a Mortgage/Loan	56.2%
Owned Free and Clear	20.5%
Renter Occupied	23.2%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	369
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

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.

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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Top 3 Tapestry Segments

1. Salt of the Earth (6B)
2. Top Tier (1A)
3. Professional Pride (1B)

2018 Consumer Spending

Apparel & Services: Total \$	\$637,830
Average Spent	\$1,854.16
Spending Potential Index	85
Education: Total \$	\$427,188
Average Spent	\$1,241.83
Spending Potential Index	86
Entertainment/Recreation: Total \$	\$1,022,582
Average Spent	\$2,972.62
Spending Potential Index	92
Food at Home: Total \$	\$1,583,909
Average Spent	\$4,604.39
Spending Potential Index	92
Food Away from Home: Total \$	\$1,054,185
Average Spent	\$3,064.49
Spending Potential Index	87
Health Care: Total \$	\$1,939,959
Average Spent	\$5,639.42
Spending Potential Index	98
HH Furnishings & Equipment: Total \$	\$647,740
Average Spent	\$1,882.96
Spending Potential Index	90
Personal Care Products & Services: Total \$	\$251,102
Average Spent	\$729.95
Spending Potential Index	88
Shelter: Total \$	\$4,807,512
Average Spent	\$13,975.33
Spending Potential Index	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$766,089
Average Spent	\$2,227.00
Spending Potential Index	90
Travel: Total \$	\$639,114
Average Spent	\$1,857.89
Spending Potential Index	86
Vehicle Maintenance & Repairs: Total \$	\$339,466
Average Spent	\$986.82
Spending Potential Index	92

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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