



Market Profile

Fairwater Village, WI
 Fairwater Village, WI (5525075)
 Geography: Place

Prepared by Esri

	Fairwater vil...
Population Summary	
2000 Total Population	365
2010 Total Population	371
2018 Total Population	338
2018 Group Quarters	0
2023 Total Population	327
2018-2023 Annual Rate	-0.66%
2018 Total Daytime Population	519
Workers	390
Residents	129
Household Summary	
2000 Households	144
2000 Average Household Size	2.53
2010 Households	152
2010 Average Household Size	2.44
2018 Households	141
2018 Average Household Size	2.40
2023 Households	137
2023 Average Household Size	2.39
2018-2023 Annual Rate	-0.57%
2010 Families	108
2010 Average Family Size	2.90
2018 Families	108
2018 Average Family Size	2.74
2023 Families	105
2023 Average Family Size	2.71
2018-2023 Annual Rate	-0.56%
Housing Unit Summary	
2000 Housing Units	145
Owner Occupied Housing Units	81.4%
Renter Occupied Housing Units	17.9%
Vacant Housing Units	0.7%
2010 Housing Units	160
Owner Occupied Housing Units	74.4%
Renter Occupied Housing Units	20.6%
Vacant Housing Units	5.0%
2018 Housing Units	160
Owner Occupied Housing Units	70.6%
Renter Occupied Housing Units	16.9%
Vacant Housing Units	11.9%
2023 Housing Units	160
Owner Occupied Housing Units	70.0%
Renter Occupied Housing Units	15.6%
Vacant Housing Units	14.4%
Median Household Income	
2018	\$57,023
2023	\$66,125
Median Home Value	
2018	\$144,231
2023	\$193,750
Per Capita Income	
2018	\$29,324
2023	\$36,604
Median Age	
2010	39.0
2018	43.9
2023	45.4

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	139
<\$15,000	5.8%
\$15,000 - \$24,999	10.1%
\$25,000 - \$34,999	12.2%
\$35,000 - \$49,999	12.2%
\$50,000 - \$74,999	25.2%
\$75,000 - \$99,999	14.4%
\$100,000 - \$149,999	10.1%
\$150,000 - \$199,999	5.8%
\$200,000+	4.3%
Average Household Income	\$77,024
2023 Households by Income	
Household Income Base	135
<\$15,000	4.4%
\$15,000 - \$24,999	7.4%
\$25,000 - \$34,999	10.4%
\$35,000 - \$49,999	10.4%
\$50,000 - \$74,999	23.7%
\$75,000 - \$99,999	15.6%
\$100,000 - \$149,999	13.3%
\$150,000 - \$199,999	8.1%
\$200,000+	6.7%
Average Household Income	\$95,774
2018 Owner Occupied Housing Units by Value	
Total	110
<\$50,000	2.7%
\$50,000 - \$99,999	26.4%
\$100,000 - \$149,999	23.6%
\$150,000 - \$199,999	12.7%
\$200,000 - \$249,999	10.0%
\$250,000 - \$299,999	9.1%
\$300,000 - \$399,999	4.5%
\$400,000 - \$499,999	9.1%
\$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	\$187,955
2023 Owner Occupied Housing Units by Value	
Total	111
<\$50,000	1.8%
\$50,000 - \$99,999	19.8%
\$100,000 - \$149,999	18.9%
\$150,000 - \$199,999	10.8%
\$200,000 - \$249,999	10.8%
\$250,000 - \$299,999	11.7%
\$300,000 - \$399,999	7.2%
\$400,000 - \$499,999	16.2%
\$500,000 - \$749,999	2.7%
\$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	\$229,505

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	371
0 - 4	7.8%
5 - 9	7.0%
10 - 14	5.9%
15 - 24	9.7%
25 - 34	15.6%
35 - 44	12.7%
45 - 54	15.1%
55 - 64	11.9%
65 - 74	9.2%
75 - 84	4.3%
85 +	0.8%
18 +	76.5%
2018 Population by Age	
Total	338
0 - 4	5.3%
5 - 9	5.9%
10 - 14	6.8%
15 - 24	10.9%
25 - 34	10.9%
35 - 44	11.2%
45 - 54	16.6%
55 - 64	15.4%
65 - 74	10.7%
75 - 84	4.7%
85 +	1.5%
18 +	77.8%
2023 Population by Age	
Total	327
0 - 4	4.9%
5 - 9	6.1%
10 - 14	6.4%
15 - 24	10.4%
25 - 34	9.5%
35 - 44	12.2%
45 - 54	12.8%
55 - 64	17.4%
65 - 74	12.2%
75 - 84	6.4%
85 +	1.5%
18 +	78.6%
2010 Population by Sex	
Males	188
Females	183
2018 Population by Sex	
Males	178
Females	160
2023 Population by Sex	
Males	171
Females	156

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 Race/Ethnicity	
Total	371
White Alone	95.1%
Black Alone	0.8%
American Indian Alone	0.5%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.2%
Two or More Races	0.0%
Hispanic Origin	6.5%
Diversity Index	20.4
2018 Population by Race/Ethnicity	
Total	337
White Alone	95.3%
Black Alone	0.6%
American Indian Alone	0.6%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.1%
Two or More Races	0.9%
Hispanic Origin	3.8%
Diversity Index	16.5
2023 Population by Race/Ethnicity	
Total	327
White Alone	93.9%
Black Alone	0.6%
American Indian Alone	0.6%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.8%
Two or More Races	1.2%
Hispanic Origin	5.2%
Diversity Index	20.5
2010 Population by Relationship and Household Type	
Total	371
In Households	100.0%
In Family Households	86.0%
Householder	29.1%
Spouse	25.3%
Child	28.3%
Other relative	1.6%
Nonrelative	1.6%
In Nonfamily Households	14.0%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

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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2018 Population 25+ by Educational Attainment	
Total	238
Less than 9th Grade	2.5%
9th - 12th Grade, No Diploma	7.1%
High School Graduate	37.8%
GED/Alternative Credential	3.4%
Some College, No Degree	20.6%
Associate Degree	12.2%
Bachelor's Degree	13.9%
Graduate/Professional Degree	2.5%
2018 Population 15+ by Marital Status	
Total	277
Never Married	35.0%
Married	52.3%
Widowed	5.4%
Divorced	7.2%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	98.2%
Civilian Unemployed (Unemployment Rate)	1.8%
2018 Employed Population 16+ by Industry	
Total	213
Agriculture/Mining	16.0%
Construction	1.9%
Manufacturing	24.4%
Wholesale Trade	1.9%
Retail Trade	8.5%
Transportation/Utilities	7.0%
Information	0.5%
Finance/Insurance/Real Estate	1.9%
Services	29.1%
Public Administration	8.9%
2018 Employed Population 16+ by Occupation	
Total	213
White Collar	45.1%
Management/Business/Financial	15.5%
Professional	11.7%
Sales	4.7%
Administrative Support	13.1%
Services	18.8%
Blue Collar	36.2%
Farming/Forestry/Fishing	6.6%
Construction/Extraction	0.9%
Installation/Maintenance/Repair	3.3%
Production	18.8%
Transportation/Material Moving	6.6%
2010 Population By Urban/ Rural Status	
Total Population	371
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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2010 Households by Type	
Total	152
Households with 1 Person	25.0%
Households with 2+ People	75.0%
Family Households	71.1%
Husband-wife Families	61.8%
With Related Children	25.0%
Other Family (No Spouse Present)	9.2%
Other Family with Male Householder	3.3%
With Related Children	2.0%
Other Family with Female Householder	5.9%
With Related Children	2.6%
Nonfamily Households	3.9%
All Households with Children	30.3%
Multigenerational Households	2.0%
Unmarried Partner Households	4.6%
Male-female	4.6%
Same-sex	0.0%
2010 Households by Size	
Total	152
1 Person Household	25.0%
2 Person Household	38.8%
3 Person Household	14.5%
4 Person Household	15.1%
5 Person Household	3.9%
6 Person Household	1.3%
7 + Person Household	1.3%
2010 Households by Tenure and Mortgage Status	
Total	152
Owner Occupied	78.3%
Owned with a Mortgage/Loan	57.2%
Owned Free and Clear	21.1%
Renter Occupied	21.7%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	160
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.	Prairie Living (6D)
	2.	Top Tier (1A)
	3.	Professional Pride (1B)
2018 Consumer Spending		
Apparel & Services: Total \$		\$264,244
Average Spent		\$1,874.07
Spending Potential Index		86
Education: Total \$		\$116,597
Average Spent		\$826.93
Spending Potential Index		57
Entertainment/Recreation: Total \$		\$498,209
Average Spent		\$3,533.40
Spending Potential Index		110
Food at Home: Total \$		\$793,394
Average Spent		\$5,626.91
Spending Potential Index		112
Food Away from Home: Total \$		\$450,467
Average Spent		\$3,194.80
Spending Potential Index		91
Health Care: Total \$		\$978,336
Average Spent		\$6,938.55
Spending Potential Index		121
HH Furnishings & Equipment: Total \$		\$286,073
Average Spent		\$2,028.89
Spending Potential Index		97
Personal Care Products & Services: Total \$		\$102,088
Average Spent		\$724.03
Spending Potential Index		87
Shelter: Total \$		\$1,817,083
Average Spent		\$12,887.12
Spending Potential Index		77
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$325,844
Average Spent		\$2,310.95
Spending Potential Index		93
Travel: Total \$		\$244,478
Average Spent		\$1,733.89
Spending Potential Index		81
Vehicle Maintenance & Repairs: Total \$		\$161,320
Average Spent		\$1,144.11
Spending Potential Index		106

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.