



# Market Profile

Lomira Village, WI  
 Lomira Village, WI (5545475)  
 Geography: Place

Prepared by Esri

	<b>Lomira villag...</b>
<b>Population Summary</b>	
2000 Total Population	2,275
2010 Total Population	2,430
2018 Total Population	2,507
2018 Group Quarters	35
2023 Total Population	2,555
2018-2023 Annual Rate	0.38%
2018 Total Daytime Population	2,310
Workers	1,267
Residents	1,043
<b>Household Summary</b>	
2000 Households	859
2000 Average Household Size	2.59
2010 Households	1,002
2010 Average Household Size	2.39
2018 Households	1,043
2018 Average Household Size	2.37
2023 Households	1,064
2023 Average Household Size	2.37
2018-2023 Annual Rate	0.40%
2010 Families	639
2010 Average Family Size	2.96
2018 Families	681
2018 Average Family Size	2.88
2023 Families	693
2023 Average Family Size	2.87
2018-2023 Annual Rate	0.35%
<b>Housing Unit Summary</b>	
2000 Housing Units	913
Owner Occupied Housing Units	62.9%
Renter Occupied Housing Units	31.2%
Vacant Housing Units	5.9%
2010 Housing Units	1,096
Owner Occupied Housing Units	49.5%
Renter Occupied Housing Units	42.0%
Vacant Housing Units	8.6%
2018 Housing Units	1,143
Owner Occupied Housing Units	51.3%
Renter Occupied Housing Units	40.0%
Vacant Housing Units	8.7%
2023 Housing Units	1,174
Owner Occupied Housing Units	52.0%
Renter Occupied Housing Units	38.8%
Vacant Housing Units	9.4%
<b>Median Household Income</b>	
2018	\$51,171
2023	\$54,477
<b>Median Home Value</b>	
2018	\$170,423
2023	\$171,483
<b>Per Capita Income</b>	
2018	\$25,110
2023	\$27,815
<b>Median Age</b>	
2010	36.3
2018	38.2
2023	38.7

**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	1,044
<\$15,000	6.8%
\$15,000 - \$24,999	11.7%
\$25,000 - \$34,999	12.3%
\$35,000 - \$49,999	17.7%
\$50,000 - \$74,999	21.2%
\$75,000 - \$99,999	13.3%
\$100,000 - \$149,999	14.8%
\$150,000 - \$199,999	2.1%
\$200,000+	0.2%
Average Household Income	\$60,795
<b>2023 Households by Income</b>	
Household Income Base	1,064
<\$15,000	5.9%
\$15,000 - \$24,999	9.8%
\$25,000 - \$34,999	11.3%
\$35,000 - \$49,999	17.7%
\$50,000 - \$74,999	21.1%
\$75,000 - \$99,999	13.6%
\$100,000 - \$149,999	17.9%
\$150,000 - \$199,999	2.5%
\$200,000+	0.2%
Average Household Income	\$67,375
<b>2018 Owner Occupied Housing Units by Value</b>	
Total	587
<\$50,000	14.0%
\$50,000 - \$99,999	2.2%
\$100,000 - \$149,999	8.3%
\$150,000 - \$199,999	62.4%
\$200,000 - \$249,999	7.5%
\$250,000 - \$299,999	3.1%
\$300,000 - \$399,999	1.9%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	0.5%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.0%
Average Home Value	\$162,734
<b>2023 Owner Occupied Housing Units by Value</b>	
Total	610
<\$50,000	13.6%
\$50,000 - \$99,999	1.6%
\$100,000 - \$149,999	7.2%
\$150,000 - \$199,999	64.1%
\$200,000 - \$249,999	7.5%
\$250,000 - \$299,999	3.1%
\$300,000 - \$399,999	2.0%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	0.7%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.0%
Average Home Value	\$165,205

**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	2,430
0 - 4	6.4%
5 - 9	7.4%
10 - 14	7.2%
15 - 24	13.1%
25 - 34	14.2%
35 - 44	14.3%
45 - 54	15.1%
55 - 64	9.9%
65 - 74	6.1%
75 - 84	3.8%
85 +	2.5%
18 +	75.3%
<b>2018 Population by Age</b>	
Total	2,507
0 - 4	5.9%
5 - 9	6.0%
10 - 14	6.3%
15 - 24	11.4%
25 - 34	15.7%
35 - 44	13.0%
45 - 54	13.6%
55 - 64	13.3%
65 - 74	8.1%
75 - 84	4.3%
85 +	2.4%
18 +	78.1%
<b>2023 Population by Age</b>	
Total	2,555
0 - 4	6.0%
5 - 9	6.2%
10 - 14	6.3%
15 - 24	10.6%
25 - 34	14.3%
35 - 44	16.0%
45 - 54	11.1%
55 - 64	12.8%
65 - 74	9.5%
75 - 84	4.7%
85 +	2.3%
18 +	77.9%
<b>2010 Population by Sex</b>	
Males	1,223
Females	1,207
<b>2018 Population by Sex</b>	
Males	1,245
Females	1,262
<b>2023 Population by Sex</b>	
Males	1,263
Females	1,292

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		2,430
White Alone		95.2%
Black Alone		0.7%
American Indian Alone		0.5%
Asian Alone		0.3%
Pacific Islander Alone		0.0%
Some Other Race Alone		1.7%
Two or More Races		1.6%
Hispanic Origin		4.6%
Diversity Index		17.2
<b>2018 Population by Race/Ethnicity</b>		
Total		2,507
White Alone		95.2%
Black Alone		0.7%
American Indian Alone		0.6%
Asian Alone		0.2%
Pacific Islander Alone		0.0%
Some Other Race Alone		1.8%
Two or More Races		1.4%
Hispanic Origin		4.9%
Diversity Index		17.8
<b>2023 Population by Race/Ethnicity</b>		
Total		2,555
White Alone		94.2%
Black Alone		0.9%
American Indian Alone		0.7%
Asian Alone		0.3%
Pacific Islander Alone		0.0%
Some Other Race Alone		2.2%
Two or More Races		1.8%
Hispanic Origin		5.8%
Diversity Index		21.0
<b>2010 Population by Relationship and Household Type</b>		
Total		2,430
In Households		98.5%
In Family Households		80.4%
Householder		26.3%
Spouse		20.2%
Child		29.9%
Other relative		1.3%
Nonrelative		2.6%
In Nonfamily Households		18.1%
In Group Quarters		1.5%
Institutionalized Population		1.5%
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.

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<b>2018 Population 25+ by Educational Attainment</b>	
Total	1,766
Less than 9th Grade	3.1%
9th - 12th Grade, No Diploma	10.2%
High School Graduate	30.1%
GED/Alternative Credential	3.2%
Some College, No Degree	26.5%
Associate Degree	7.4%
Bachelor's Degree	14.0%
Graduate/Professional Degree	5.4%
<b>2018 Population 15+ by Marital Status</b>	
Total	2,051
Never Married	27.5%
Married	52.8%
Widowed	8.0%
Divorced	11.7%
<b>2018 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	98.0%
Civilian Unemployed (Unemployment Rate)	2.0%
<b>2018 Employed Population 16+ by Industry</b>	
Total	1,489
Agriculture/Mining	3.2%
Construction	8.1%
Manufacturing	35.3%
Wholesale Trade	1.3%
Retail Trade	15.6%
Transportation/Utilities	2.1%
Information	0.2%
Finance/Insurance/Real Estate	1.9%
Services	29.5%
Public Administration	2.8%
<b>2018 Employed Population 16+ by Occupation</b>	
Total	1,491
White Collar	46.6%
Management/Business/Financial	11.2%
Professional	13.6%
Sales	10.9%
Administrative Support	10.9%
Services	11.6%
Blue Collar	41.8%
Farming/Forestry/Fishing	2.5%
Construction/Extraction	4.2%
Installation/Maintenance/Repair	4.6%
Production	23.5%
Transportation/Material Moving	7.0%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	2,430
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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<b>2010 Households by Type</b>	
Total	1,002
Households with 1 Person	29.6%
Households with 2+ People	70.4%
Family Households	63.8%
Husband-wife Families	49.1%
With Related Children	20.3%
Other Family (No Spouse Present)	14.7%
Other Family with Male Householder	5.5%
With Related Children	3.9%
Other Family with Female Householder	9.2%
With Related Children	6.2%
Nonfamily Households	6.6%
All Households with Children	30.6%
Multigenerational Households	1.2%
Unmarried Partner Households	6.6%
Male-female	6.4%
Same-sex	0.2%
<b>2010 Households by Size</b>	
Total	1,002
1 Person Household	29.6%
2 Person Household	34.9%
3 Person Household	14.0%
4 Person Household	13.2%
5 Person Household	5.9%
6 Person Household	1.8%
7 + Person Household	0.6%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	1,002
Owner Occupied	54.1%
Owned with a Mortgage/Loan	37.6%
Owned Free and Clear	16.5%
Renter Occupied	45.9%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	1,096
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.

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<b>Top 3 Tapestry Segments</b>		
	<b>1.</b>	Middleburg (4C)
	<b>2.</b>	Salt of the Earth (6B)
	<b>3.</b>	Top Tier (1A)
<b>2018 Consumer Spending</b>		
Apparel & Services: Total \$		\$1,669,562
Average Spent		\$1,600.73
Spending Potential Index		74
Education: Total \$		\$1,019,694
Average Spent		\$977.65
Spending Potential Index		68
Entertainment/Recreation: Total \$		\$2,462,765
Average Spent		\$2,361.23
Spending Potential Index		73
Food at Home: Total \$		\$3,824,038
Average Spent		\$3,666.38
Spending Potential Index		73
Food Away from Home: Total \$		\$2,730,023
Average Spent		\$2,617.47
Spending Potential Index		75
Health Care: Total \$		\$4,461,576
Average Spent		\$4,277.64
Spending Potential Index		75
HH Furnishings & Equipment: Total \$		\$1,628,213
Average Spent		\$1,561.09
Spending Potential Index		75
Personal Care Products & Services: Total \$		\$643,731
Average Spent		\$617.19
Spending Potential Index		75
Shelter: Total \$		\$12,287,803
Average Spent		\$11,781.21
Spending Potential Index		70
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$1,840,860
Average Spent		\$1,764.97
Spending Potential Index		71
Travel: Total \$		\$1,603,447
Average Spent		\$1,537.34
Spending Potential Index		71
Vehicle Maintenance & Repairs: Total \$		\$833,121
Average Spent		\$798.77
Spending Potential Index		74

**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.