



# Market Profile

Oakfield Village, WI  
 Oakfield Village, WI (5558900)  
 Geography: Place

Prepared by Esri

	Oakfield vill...
<b>Population Summary</b>	
2000 Total Population	1,083
2010 Total Population	1,075
2018 Total Population	1,054
2018 Group Quarters	0
2023 Total Population	1,047
2018-2023 Annual Rate	-0.13%
2018 Total Daytime Population	723
Workers	262
Residents	461
<b>Household Summary</b>	
2000 Households	370
2000 Average Household Size	2.93
2010 Households	392
2010 Average Household Size	2.74
2018 Households	390
2018 Average Household Size	2.70
2023 Households	391
2023 Average Household Size	2.68
2018-2023 Annual Rate	0.05%
2010 Families	307
2010 Average Family Size	3.13
2018 Families	311
2018 Average Family Size	3.04
2023 Families	311
2023 Average Family Size	3.01
2018-2023 Annual Rate	0.00%
<b>Housing Unit Summary</b>	
2000 Housing Units	384
Owner Occupied Housing Units	79.9%
Renter Occupied Housing Units	16.4%
Vacant Housing Units	3.6%
2010 Housing Units	415
Owner Occupied Housing Units	77.3%
Renter Occupied Housing Units	17.1%
Vacant Housing Units	5.5%
2018 Housing Units	415
Owner Occupied Housing Units	80.2%
Renter Occupied Housing Units	13.7%
Vacant Housing Units	6.0%
2023 Housing Units	418
Owner Occupied Housing Units	80.6%
Renter Occupied Housing Units	12.9%
Vacant Housing Units	6.5%
<b>Median Household Income</b>	
2018	\$68,998
2023	\$76,436
<b>Median Home Value</b>	
2018	\$192,578
2023	\$230,702
<b>Per Capita Income</b>	
2018	\$31,511
2023	\$36,706
<b>Median Age</b>	
2010	40.3
2018	44.1
2023	44.8

**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	390
<\$15,000	6.4%
\$15,000 - \$24,999	7.9%
\$25,000 - \$34,999	7.7%
\$35,000 - \$49,999	11.3%
\$50,000 - \$74,999	20.3%
\$75,000 - \$99,999	20.3%
\$100,000 - \$149,999	16.9%
\$150,000 - \$199,999	4.4%
\$200,000+	4.9%
Average Household Income	\$83,624
<b>2023 Households by Income</b>	
Household Income Base	391
<\$15,000	5.6%
\$15,000 - \$24,999	6.9%
\$25,000 - \$34,999	6.9%
\$35,000 - \$49,999	10.2%
\$50,000 - \$74,999	18.7%
\$75,000 - \$99,999	20.2%
\$100,000 - \$149,999	19.4%
\$150,000 - \$199,999	5.4%
\$200,000+	6.6%
Average Household Income	\$96,466
<b>2018 Owner Occupied Housing Units by Value</b>	
Total	331
<\$50,000	2.1%
\$50,000 - \$99,999	8.8%
\$100,000 - \$149,999	22.7%
\$150,000 - \$199,999	19.3%
\$200,000 - \$249,999	16.9%
\$250,000 - \$299,999	9.1%
\$300,000 - \$399,999	10.9%
\$400,000 - \$499,999	2.7%
\$500,000 - \$749,999	3.9%
\$750,000 - \$999,999	0.9%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	2.1%
Average Home Value	\$270,166
<b>2023 Owner Occupied Housing Units by Value</b>	
Total	336
<\$50,000	1.5%
\$50,000 - \$99,999	6.0%
\$100,000 - \$149,999	16.7%
\$150,000 - \$199,999	15.5%
\$200,000 - \$249,999	17.0%
\$250,000 - \$299,999	11.0%
\$300,000 - \$399,999	16.1%
\$400,000 - \$499,999	4.2%
\$500,000 - \$749,999	6.8%
\$750,000 - \$999,999	1.5%
\$1,000,000 - \$1,499,999	0.9%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	3.0%
Average Home Value	\$330,134

**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	1,075
0 - 4	6.7%
5 - 9	6.8%
10 - 14	7.4%
15 - 24	14.0%
25 - 34	8.7%
35 - 44	13.9%
45 - 54	18.4%
55 - 64	11.3%
65 - 74	6.5%
75 - 84	4.7%
85 +	1.6%
18 +	73.8%
<b>2018 Population by Age</b>	
Total	1,052
0 - 4	5.4%
5 - 9	6.0%
10 - 14	6.3%
15 - 24	11.3%
25 - 34	11.2%
35 - 44	10.8%
45 - 54	16.2%
55 - 64	16.1%
65 - 74	10.9%
75 - 84	4.3%
85 +	1.5%
18 +	78.6%
<b>2023 Population by Age</b>	
Total	1,048
0 - 4	5.2%
5 - 9	5.9%
10 - 14	6.6%
15 - 24	9.9%
25 - 34	10.9%
35 - 44	11.7%
45 - 54	13.5%
55 - 64	16.0%
65 - 74	12.9%
75 - 84	5.8%
85 +	1.6%
18 +	78.6%
<b>2010 Population by Sex</b>	
Males	530
Females	545
<b>2018 Population by Sex</b>	
Males	534
Females	518
<b>2023 Population by Sex</b>	
Males	533
Females	515

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	1,075
White Alone	96.9%
Black Alone	0.2%
American Indian Alone	0.3%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	2.0%
Hispanic Origin	1.8%
Diversity Index	9.3
<b>2018 Population by Race/Ethnicity</b>	
Total	1,054
White Alone	96.7%
Black Alone	0.3%
American Indian Alone	0.2%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	2.0%
Hispanic Origin	1.9%
Diversity Index	10.0
<b>2023 Population by Race/Ethnicity</b>	
Total	1,047
White Alone	96.0%
Black Alone	0.4%
American Indian Alone	0.2%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	2.3%
Hispanic Origin	2.6%
Diversity Index	12.5
<b>2010 Population by Relationship and Household Type</b>	
Total	1,075
In Households	100.0%
In Family Households	91.0%
Householder	28.6%
Spouse	24.1%
Child	34.6%
Other relative	2.2%
Nonrelative	1.5%
In Nonfamily Households	9.0%
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.

October 04, 2018



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<b>2018 Population 25+ by Educational Attainment</b>	
Total	748
Less than 9th Grade	2.4%
9th - 12th Grade, No Diploma	3.7%
High School Graduate	38.4%
GED/Alternative Credential	4.0%
Some College, No Degree	18.0%
Associate Degree	15.9%
Bachelor's Degree	13.9%
Graduate/Professional Degree	3.6%
<b>2018 Population 15+ by Marital Status</b>	
Total	868
Never Married	23.3%
Married	61.9%
Widowed	4.8%
Divorced	10.0%
<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	601
Agriculture/Mining	5.1%
Construction	6.3%
Manufacturing	28.4%
Wholesale Trade	2.7%
Retail Trade	8.1%
Transportation/Utilities	4.5%
Information	3.3%
Finance/Insurance/Real Estate	4.7%
Services	31.6%
Public Administration	5.3%
<b>2018 Employed Population 16+ by Occupation</b>	
Total	600
White Collar	49.2%
Management/Business/Financial	12.3%
Professional	17.5%
Sales	6.5%
Administrative Support	12.8%
Services	12.8%
Blue Collar	38.0%
Farming/Forestry/Fishing	3.0%
Construction/Extraction	4.7%
Installation/Maintenance/Repair	6.2%
Production	14.8%
Transportation/Material Moving	9.3%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	1,075
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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<b>2010 Households by Type</b>	
Total	392
Households with 1 Person	19.1%
Households with 2+ People	80.9%
Family Households	78.3%
Husband-wife Families	66.1%
With Related Children	28.6%
Other Family (No Spouse Present)	12.2%
Other Family with Male Householder	3.6%
With Related Children	2.0%
Other Family with Female Householder	8.7%
With Related Children	5.9%
Nonfamily Households	2.6%
All Households with Children	36.7%
Multigenerational Households	2.3%
Unmarried Partner Households	5.9%
Male-female	5.1%
Same-sex	0.8%
<b>2010 Households by Size</b>	
Total	392
1 Person Household	19.1%
2 Person Household	35.2%
3 Person Household	16.1%
4 Person Household	18.6%
5 Person Household	5.6%
6 Person Household	3.8%
7 + Person Household	1.5%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	392
Owner Occupied	81.9%
Owned with a Mortgage/Loan	59.7%
Owned Free and Clear	22.2%
Renter Occupied	18.1%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	415
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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<b>Top 3 Tapestry Segments</b>		
	<b>1.</b>	Salt of the Earth (6B)
	<b>2.</b>	Green Acres (6A)
	<b>3.</b>	Top Tier (1A)
<b>2018 Consumer Spending</b>		
Apparel & Services: Total \$		\$812,927
Average Spent		\$2,084.43
Spending Potential Index		96
Education: Total \$		\$558,846
Average Spent		\$1,432.94
Spending Potential Index		99
Entertainment/Recreation: Total \$		\$1,281,258
Average Spent		\$3,285.28
Spending Potential Index		102
Food at Home: Total \$		\$1,962,235
Average Spent		\$5,031.37
Spending Potential Index		100
Food Away from Home: Total \$		\$1,336,874
Average Spent		\$3,427.88
Spending Potential Index		98
Health Care: Total \$		\$2,394,591
Average Spent		\$6,139.98
Spending Potential Index		107
HH Furnishings & Equipment: Total \$		\$821,793
Average Spent		\$2,107.16
Spending Potential Index		101
Personal Care Products & Services: Total \$		\$320,629
Average Spent		\$822.13
Spending Potential Index		99
Shelter: Total \$		\$6,152,639
Average Spent		\$15,776.00
Spending Potential Index		94
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$968,353
Average Spent		\$2,482.96
Spending Potential Index		100
Travel: Total \$		\$831,959
Average Spent		\$2,133.23
Spending Potential Index		99
Vehicle Maintenance & Repairs: Total \$		\$424,248
Average Spent		\$1,087.82
Spending Potential Index		101

**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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