



Market Profile

Rosendale Village, WI
 Rosendale Village, WI (5569525)
 Geography: Place

Prepared by Esri

	Rosendale vil...
Population Summary	
2000 Total Population	1,055
2010 Total Population	1,063
2018 Total Population	1,082
2018 Group Quarters	0
2023 Total Population	1,101
2018-2023 Annual Rate	0.35%
2018 Total Daytime Population	910
Workers	429
Residents	481
Household Summary	
2000 Households	375
2000 Average Household Size	2.81
2010 Households	407
2010 Average Household Size	2.61
2018 Households	421
2018 Average Household Size	2.57
2023 Households	430
2023 Average Household Size	2.56
2018-2023 Annual Rate	0.42%
2010 Families	299
2010 Average Family Size	3.07
2018 Families	309
2018 Average Family Size	2.99
2023 Families	314
2023 Average Family Size	2.98
2018-2023 Annual Rate	0.32%
Housing Unit Summary	
2000 Housing Units	388
Owner Occupied Housing Units	82.5%
Renter Occupied Housing Units	14.2%
Vacant Housing Units	3.4%
2010 Housing Units	417
Owner Occupied Housing Units	80.1%
Renter Occupied Housing Units	17.5%
Vacant Housing Units	2.4%
2018 Housing Units	431
Owner Occupied Housing Units	83.1%
Renter Occupied Housing Units	14.6%
Vacant Housing Units	2.3%
2023 Housing Units	443
Owner Occupied Housing Units	83.3%
Renter Occupied Housing Units	13.8%
Vacant Housing Units	2.9%
Median Household Income	
2018	\$68,190
2023	\$76,491
Median Home Value	
2018	\$174,451
2023	\$198,476
Per Capita Income	
2018	\$32,036
2023	\$37,304
Median Age	
2010	36.7
2018	43.4
2023	45.2

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	420
<\$15,000	6.0%
\$15,000 - \$24,999	6.4%
\$25,000 - \$34,999	6.0%
\$35,000 - \$49,999	12.4%
\$50,000 - \$74,999	24.0%
\$75,000 - \$99,999	19.0%
\$100,000 - \$149,999	19.0%
\$150,000 - \$199,999	3.6%
\$200,000+	3.6%
Average Household Income	\$81,309
2023 Households by Income	
Household Income Base	430
<\$15,000	5.1%
\$15,000 - \$24,999	5.3%
\$25,000 - \$34,999	5.3%
\$35,000 - \$49,999	10.9%
\$50,000 - \$74,999	21.6%
\$75,000 - \$99,999	19.3%
\$100,000 - \$149,999	22.1%
\$150,000 - \$199,999	4.7%
\$200,000+	5.6%
Average Household Income	\$94,093
2018 Owner Occupied Housing Units by Value	
Total	359
<\$50,000	1.7%
\$50,000 - \$99,999	12.8%
\$100,000 - \$149,999	23.1%
\$150,000 - \$199,999	25.3%
\$200,000 - \$249,999	13.6%
\$250,000 - \$299,999	9.2%
\$300,000 - \$399,999	7.8%
\$400,000 - \$499,999	3.3%
\$500,000 - \$749,999	1.7%
\$750,000 - \$999,999	0.6%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$207,382
2023 Owner Occupied Housing Units by Value	
Total	369
<\$50,000	1.1%
\$50,000 - \$99,999	9.5%
\$100,000 - \$149,999	17.9%
\$150,000 - \$199,999	22.2%
\$200,000 - \$249,999	14.9%
\$250,000 - \$299,999	11.9%
\$300,000 - \$399,999	11.9%
\$400,000 - \$499,999	5.7%
\$500,000 - \$749,999	3.0%
\$750,000 - \$999,999	0.8%
\$1,000,000 - \$1,499,999	1.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$241,599

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	1,063
0 - 4	7.0%
5 - 9	7.9%
10 - 14	8.0%
15 - 24	11.7%
25 - 34	12.7%
35 - 44	15.1%
45 - 54	14.9%
55 - 64	10.7%
65 - 74	6.8%
75 - 84	3.2%
85 +	2.1%
18 +	72.2%
2018 Population by Age	
Total	1,082
0 - 4	5.4%
5 - 9	6.0%
10 - 14	6.4%
15 - 24	10.9%
25 - 34	10.7%
35 - 44	12.8%
45 - 54	14.8%
55 - 64	16.2%
65 - 74	10.6%
75 - 84	4.6%
85 +	1.6%
18 +	78.7%
2023 Population by Age	
Total	1,100
0 - 4	5.1%
5 - 9	5.7%
10 - 14	6.6%
15 - 24	10.1%
25 - 34	10.3%
35 - 44	11.9%
45 - 54	14.1%
55 - 64	16.1%
65 - 74	12.5%
75 - 84	5.9%
85 +	1.6%
18 +	78.8%
2010 Population by Sex	
Males	516
Females	547
2018 Population by Sex	
Males	533
Females	549
2023 Population by Sex	
Males	542
Females	558

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	1,063
White Alone	96.0%
Black Alone	0.2%
American Indian Alone	0.9%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.7%
Two or More Races	0.8%
Hispanic Origin	3.0%
Diversity Index	13.3
2018 Population by Race/Ethnicity	
Total	1,082
White Alone	96.4%
Black Alone	0.2%
American Indian Alone	0.6%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.3%
Two or More Races	1.2%
Hispanic Origin	2.7%
Diversity Index	11.9
2023 Population by Race/Ethnicity	
Total	1,100
White Alone	95.6%
Black Alone	0.3%
American Indian Alone	0.7%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.6%
Two or More Races	1.4%
Hispanic Origin	3.4%
Diversity Index	14.6
2010 Population by Relationship and Household Type	
Total	1,063
In Households	100.0%
In Family Households	87.7%
Householder	28.1%
Spouse	23.5%
Child	33.2%
Other relative	1.5%
Nonrelative	1.3%
In Nonfamily Households	12.3%
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	772
Less than 9th Grade	1.0%
9th - 12th Grade, No Diploma	3.6%
High School Graduate	37.7%
GED/Alternative Credential	2.6%
Some College, No Degree	18.1%
Associate Degree	13.0%
Bachelor's Degree	16.8%
Graduate/Professional Degree	7.1%
2018 Population 15+ by Marital Status	
Total	890
Never Married	21.9%
Married	65.6%
Widowed	5.1%
Divorced	7.4%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	97.8%
Civilian Unemployed (Unemployment Rate)	2.2%
2018 Employed Population 16+ by Industry	
Total	618
Agriculture/Mining	9.2%
Construction	7.3%
Manufacturing	23.0%
Wholesale Trade	2.9%
Retail Trade	8.6%
Transportation/Utilities	4.1%
Information	0.6%
Finance/Insurance/Real Estate	5.5%
Services	33.2%
Public Administration	5.5%
2018 Employed Population 16+ by Occupation	
Total	618
White Collar	56.3%
Management/Business/Financial	13.9%
Professional	20.6%
Sales	7.6%
Administrative Support	14.2%
Services	12.0%
Blue Collar	31.7%
Farming/Forestry/Fishing	3.6%
Construction/Extraction	4.7%
Installation/Maintenance/Repair	3.4%
Production	12.8%
Transportation/Material Moving	7.3%
2010 Population By Urban/ Rural Status	
Total Population	1,063
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	407
Households with 1 Person	21.4%
Households with 2+ People	78.6%
Family Households	73.5%
Husband-wife Families	61.4%
With Related Children	27.3%
Other Family (No Spouse Present)	12.0%
Other Family with Male Householder	3.7%
With Related Children	2.9%
Other Family with Female Householder	8.4%
With Related Children	6.6%
Nonfamily Households	5.2%
All Households with Children	36.9%
Multigenerational Households	2.2%
Unmarried Partner Households	5.4%
Male-female	4.9%
Same-sex	0.5%
2010 Households by Size	
Total	407
1 Person Household	21.4%
2 Person Household	38.6%
3 Person Household	14.7%
4 Person Household	13.5%
5 Person Household	8.4%
6 Person Household	2.5%
7 + Person Household	1.0%
2010 Households by Tenure and Mortgage Status	
Total	407
Owner Occupied	82.1%
Owned with a Mortgage/Loan	62.9%
Owned Free and Clear	19.2%
Renter Occupied	17.9%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	417
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 \$		\$850,471
Average Spent		\$2,020.12
Spending Potential Index		93
Education: Total \$		\$569,605
Average Spent		\$1,352.98
Spending Potential Index		93
Entertainment/Recreation: Total \$		\$1,363,493
Average Spent		\$3,238.70
Spending Potential Index		101
Food at Home: Total \$		\$2,111,955
Average Spent		\$5,016.52
Spending Potential Index		100
Food Away from Home: Total \$		\$1,405,631
Average Spent		\$3,338.79
Spending Potential Index		95
Health Care: Total \$		\$2,586,706
Average Spent		\$6,144.20
Spending Potential Index		107
HH Furnishings & Equipment: Total \$		\$863,685
Average Spent		\$2,051.51
Spending Potential Index		98
Personal Care Products & Services: Total \$		\$334,814
Average Spent		\$795.28
Spending Potential Index		96
Shelter: Total \$		\$6,410,251
Average Spent		\$15,226.25
Spending Potential Index		91
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$1,021,490
Average Spent		\$2,426.34
Spending Potential Index		98
Travel: Total \$		\$852,183
Average Spent		\$2,024.19
Spending Potential Index		94
Vehicle Maintenance & Repairs: Total \$		\$452,638
Average Spent		\$1,075.15
Spending Potential Index		100

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.