



Market Profile

Waupun City, WI
 Waupun City, WI (5584425)
 Geography: Place

Prepared by Esri

	Waupun city, ...
Population Summary	
2000 Total Population	10,924
2010 Total Population	11,343
2018 Total Population	11,411
2018 Group Quarters	3,196
2023 Total Population	11,439
2018-2023 Annual Rate	0.05%
2018 Total Daytime Population	8,872
Workers	4,378
Residents	4,494
Household Summary	
2000 Households	3,343
2000 Average Household Size	2.39
2010 Households	3,486
2010 Average Household Size	2.35
2018 Households	3,519
2018 Average Household Size	2.33
2023 Households	3,548
2023 Average Household Size	2.32
2018-2023 Annual Rate	0.16%
2010 Families	2,260
2010 Average Family Size	2.91
2018 Families	2,271
2018 Average Family Size	2.87
2023 Families	2,279
2023 Average Family Size	2.86
2018-2023 Annual Rate	0.07%
Housing Unit Summary	
2000 Housing Units	3,503
Owner Occupied Housing Units	66.1%
Renter Occupied Housing Units	29.3%
Vacant Housing Units	4.6%
2010 Housing Units	3,704
Owner Occupied Housing Units	65.2%
Renter Occupied Housing Units	28.9%
Vacant Housing Units	5.9%
2018 Housing Units	3,786
Owner Occupied Housing Units	63.5%
Renter Occupied Housing Units	29.4%
Vacant Housing Units	7.1%
2023 Housing Units	3,845
Owner Occupied Housing Units	64.7%
Renter Occupied Housing Units	27.5%
Vacant Housing Units	7.7%
Median Household Income	
2018	\$50,740
2023	\$54,258
Median Home Value	
2018	\$130,571
2023	\$136,980
Per Capita Income	
2018	\$22,097
2023	\$24,527
Median Age	
2010	36.3
2018	37.3
2023	38.1

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	3,519
<\$15,000	12.2%
\$15,000 - \$24,999	9.0%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	17.8%
\$50,000 - \$74,999	22.1%
\$75,000 - \$99,999	15.9%
\$100,000 - \$149,999	10.2%
\$150,000 - \$199,999	1.8%
\$200,000+	1.1%
Average Household Income	\$60,290
2023 Households by Income	
Household Income Base	3,548
<\$15,000	10.7%
\$15,000 - \$24,999	7.6%
\$25,000 - \$34,999	9.0%
\$35,000 - \$49,999	17.3%
\$50,000 - \$74,999	21.8%
\$75,000 - \$99,999	17.0%
\$100,000 - \$149,999	12.7%
\$150,000 - \$199,999	2.3%
\$200,000+	1.5%
Average Household Income	\$67,855
2018 Owner Occupied Housing Units by Value	
Total	2,406
<\$50,000	3.4%
\$50,000 - \$99,999	23.0%
\$100,000 - \$149,999	38.6%
\$150,000 - \$199,999	17.5%
\$200,000 - \$249,999	11.1%
\$250,000 - \$299,999	2.5%
\$300,000 - \$399,999	2.9%
\$400,000 - \$499,999	0.5%
\$500,000 - \$749,999	0.2%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$146,914
2023 Owner Occupied Housing Units by Value	
Total	2,489
<\$50,000	3.5%
\$50,000 - \$99,999	20.0%
\$100,000 - \$149,999	35.7%
\$150,000 - \$199,999	18.2%
\$200,000 - \$249,999	12.7%
\$250,000 - \$299,999	3.4%
\$300,000 - \$399,999	4.7%
\$400,000 - \$499,999	0.9%
\$500,000 - \$749,999	0.3%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$159,140

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.

October 04, 2018



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	Waupun city, ...
2010 Population by Age	
Total	11,343
0 - 4	4.9%
5 - 9	4.7%
10 - 14	4.7%
15 - 24	14.3%
25 - 34	19.3%
35 - 44	15.8%
45 - 54	14.3%
55 - 64	9.0%
65 - 74	5.9%
75 - 84	4.7%
85 +	2.4%
18 +	82.4%
2018 Population by Age	
Total	11,412
0 - 4	4.3%
5 - 9	4.4%
10 - 14	4.3%
15 - 24	13.1%
25 - 34	20.1%
35 - 44	15.9%
45 - 54	13.3%
55 - 64	10.6%
65 - 74	7.0%
75 - 84	4.4%
85 +	2.6%
18 +	84.2%
2023 Population by Age	
Total	11,436
0 - 4	4.2%
5 - 9	4.3%
10 - 14	4.5%
15 - 24	12.5%
25 - 34	19.1%
35 - 44	16.8%
45 - 54	12.7%
55 - 64	10.3%
65 - 74	8.1%
75 - 84	4.9%
85 +	2.5%
18 +	84.1%
2010 Population by Sex	
Males	6,916
Females	4,427
2018 Population by Sex	
Males	7,013
Females	4,399
2023 Population by Sex	
Males	7,042
Females	4,394

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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		Waupun city, ...
2010 Population by Race/Ethnicity		
Total		11,343
White Alone		84.7%
Black Alone		12.2%
American Indian Alone		1.2%
Asian Alone		0.3%
Pacific Islander Alone		0.2%
Some Other Race Alone		0.5%
Two or More Races		0.9%
Hispanic Origin		1.9%
Diversity Index		29.4
2018 Population by Race/Ethnicity		
Total		11,411
White Alone		81.6%
Black Alone		14.7%
American Indian Alone		1.3%
Asian Alone		0.5%
Pacific Islander Alone		0.2%
Some Other Race Alone		0.7%
Two or More Races		1.1%
Hispanic Origin		2.3%
Diversity Index		34.5
2023 Population by Race/Ethnicity		
Total		11,440
White Alone		79.3%
Black Alone		16.2%
American Indian Alone		1.4%
Asian Alone		0.6%
Pacific Islander Alone		0.3%
Some Other Race Alone		0.8%
Two or More Races		1.3%
Hispanic Origin		2.8%
Diversity Index		37.9
2010 Population by Relationship and Household Type		
Total		11,343
In Households		72.3%
In Family Households		59.6%
Householder		19.9%
Spouse		15.4%
Child		21.7%
Other relative		1.0%
Nonrelative		1.6%
In Nonfamily Households		12.7%
In Group Quarters		27.7%
Institutionalized Population		27.5%
Noninstitutionalized Population		0.2%

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	8,435
Less than 9th Grade	3.2%
9th - 12th Grade, No Diploma	10.4%
High School Graduate	29.2%
GED/Alternative Credential	8.7%
Some College, No Degree	24.2%
Associate Degree	9.3%
Bachelor's Degree	10.5%
Graduate/Professional Degree	4.5%
2018 Population 15+ by Marital Status	
Total	9,927
Never Married	36.4%
Married	46.4%
Widowed	6.4%
Divorced	10.8%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	98.6%
Civilian Unemployed (Unemployment Rate)	1.4%
2018 Employed Population 16+ by Industry	
Total	4,934
Agriculture/Mining	1.6%
Construction	6.9%
Manufacturing	21.7%
Wholesale Trade	1.8%
Retail Trade	12.0%
Transportation/Utilities	5.4%
Information	1.6%
Finance/Insurance/Real Estate	1.8%
Services	36.9%
Public Administration	10.4%
2018 Employed Population 16+ by Occupation	
Total	4,936
White Collar	42.0%
Management/Business/Financial	8.3%
Professional	16.8%
Sales	7.3%
Administrative Support	9.5%
Services	23.3%
Blue Collar	34.7%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	6.6%
Installation/Maintenance/Repair	5.2%
Production	11.8%
Transportation/Material Moving	11.2%
2010 Population By Urban/ Rural Status	
Total Population	11,343
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	99.0%
Rural Population	1.0%

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	3,486
Households with 1 Person	30.3%
Households with 2+ People	69.7%
Family Households	64.8%
Husband-wife Families	50.1%
With Related Children	19.5%
Other Family (No Spouse Present)	14.7%
Other Family with Male Householder	5.5%
With Related Children	3.8%
Other Family with Female Householder	9.2%
With Related Children	6.7%
Nonfamily Households	4.8%
All Households with Children	30.8%
Multigenerational Households	1.6%
Unmarried Partner Households	6.8%
Male-female	6.4%
Same-sex	0.4%
2010 Households by Size	
Total	3,486
1 Person Household	30.3%
2 Person Household	35.3%
3 Person Household	14.3%
4 Person Household	12.5%
5 Person Household	5.2%
6 Person Household	1.4%
7 + Person Household	0.9%
2010 Households by Tenure and Mortgage Status	
Total	3,486
Owner Occupied	69.3%
Owned with a Mortgage/Loan	48.6%
Owned Free and Clear	20.7%
Renter Occupied	30.7%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	3,704
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	98.9%
Rural Housing Units	1.1%

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.	Heartland Communities
	2.	Traditional Living (12B)
	3.	Midlife Constants (5E)
2018 Consumer Spending		
Apparel & Services: Total \$		\$5,392,288
Average Spent		\$1,532.34
Spending Potential Index		70
Education: Total \$		\$3,377,691
Average Spent		\$959.84
Spending Potential Index		66
Entertainment/Recreation: Total \$		\$8,605,419
Average Spent		\$2,445.42
Spending Potential Index		76
Food at Home: Total \$		\$13,559,722
Average Spent		\$3,853.29
Spending Potential Index		77
Food Away from Home: Total \$		\$8,833,151
Average Spent		\$2,510.13
Spending Potential Index		71
Health Care: Total \$		\$16,211,565
Average Spent		\$4,606.87
Spending Potential Index		80
HH Furnishings & Equipment: Total \$		\$5,389,810
Average Spent		\$1,531.63
Spending Potential Index		73
Personal Care Products & Services: Total \$		\$2,069,633
Average Spent		\$588.13
Spending Potential Index		71
Shelter: Total \$		\$40,723,209
Average Spent		\$11,572.38
Spending Potential Index		69
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$6,350,724
Average Spent		\$1,804.70
Spending Potential Index		73
Travel: Total \$		\$5,115,432
Average Spent		\$1,453.66
Spending Potential Index		67
Vehicle Maintenance & Repairs: Total \$		\$2,873,155
Average Spent		\$816.47
Spending Potential Index		76

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.