



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
2019 Total Population	359
2019 Group Quarters	0
2024 Total Population	354
2019-2024 Annual Rate	-0.28%
2019 Total Daytime Population	525
Workers	362
Residents	163
Household Summary	
2000 Households	144
2000 Average Household Size	2.53
2010 Households	152
2010 Average Household Size	2.44
2019 Households	150
2019 Average Household Size	2.39
2024 Households	149
2024 Average Household Size	2.38
2019-2024 Annual Rate	-0.13%
2010 Families	108
2010 Average Family Size	2.90
2019 Families	114
2019 Average Family Size	2.76
2024 Families	113
2024 Average Family Size	2.74
2019-2024 Annual Rate	-0.18%
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%
2019 Housing Units	160
Owner Occupied Housing Units	73.8%
Renter Occupied Housing Units	20.0%
Vacant Housing Units	6.2%
2024 Housing Units	160
Owner Occupied Housing Units	73.8%
Renter Occupied Housing Units	19.4%
Vacant Housing Units	6.9%
Median Household Income	
2019	\$64,341
2024	\$79,181
Median Home Value	
2019	\$185,000
2024	\$252,778
Per Capita Income	
2019	\$34,037
2024	\$40,995
Median Age	
2010	39.0
2019	44.3
2024	46.3

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income	
Household Income Base	148
<\$15,000	5.4%
\$15,000 - \$24,999	5.4%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	11.5%
\$50,000 - \$74,999	25.0%
\$75,000 - \$99,999	12.2%
\$100,000 - \$149,999	18.2%
\$150,000 - \$199,999	5.4%
\$200,000+	6.1%
Average Household Income	\$89,183
2024 Households by Income	
Household Income Base	148
<\$15,000	3.4%
\$15,000 - \$24,999	4.1%
\$25,000 - \$34,999	8.1%
\$35,000 - \$49,999	9.5%
\$50,000 - \$74,999	22.3%
\$75,000 - \$99,999	12.8%
\$100,000 - \$149,999	24.3%
\$150,000 - \$199,999	8.1%
\$200,000+	7.4%
Average Household Income	\$105,918
2019 Owner Occupied Housing Units by Value	
Total	114
<\$50,000	0.9%
\$50,000 - \$99,999	13.2%
\$100,000 - \$149,999	23.7%
\$150,000 - \$199,999	17.5%
\$200,000 - \$249,999	9.6%
\$250,000 - \$299,999	7.0%
\$300,000 - \$399,999	7.9%
\$400,000 - \$499,999	8.8%
\$500,000 - \$749,999	1.8%
\$750,000 - \$999,999	7.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	2.6%
\$2,000,000 +	0.0%
Average Home Value	\$296,930
2024 Owner Occupied Housing Units by Value	
Total	115
<\$50,000	0.9%
\$50,000 - \$99,999	8.7%
\$100,000 - \$149,999	16.5%
\$150,000 - \$199,999	13.9%
\$200,000 - \$249,999	9.6%
\$250,000 - \$299,999	7.8%
\$300,000 - \$399,999	12.2%
\$400,000 - \$499,999	14.8%
\$500,000 - \$749,999	2.6%
\$750,000 - \$999,999	9.6%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	3.5%
\$2,000,000 +	0.0%
Average Home Value	\$364,783

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.

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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%
2019 Population by Age	
Total	362
0 - 4	5.5%
5 - 9	5.8%
10 - 14	6.4%
15 - 24	11.0%
25 - 34	10.5%
35 - 44	11.6%
45 - 54	16.0%
55 - 64	15.7%
65 - 74	10.8%
75 - 84	5.0%
85 +	1.7%
18 +	78.2%
2024 Population by Age	
Total	356
0 - 4	5.3%
5 - 9	5.9%
10 - 14	6.5%
15 - 24	9.6%
25 - 34	9.3%
35 - 44	12.1%
45 - 54	12.4%
55 - 64	18.3%
65 - 74	12.1%
75 - 84	7.0%
85 +	1.7%
18 +	78.7%
2010 Population by Sex	
Males	188
Females	183
2019 Population by Sex	
Males	189
Females	173
2024 Population by Sex	
Males	186
Females	170

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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
2019 Population by Race/Ethnicity	
Total	359
White Alone	95.0%
Black Alone	0.6%
American Indian Alone	0.6%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.2%
Two or More Races	0.8%
Hispanic Origin	4.2%
Diversity Index	17.0
2024 Population by Race/Ethnicity	
Total	356
White Alone	93.5%
Black Alone	0.8%
American Indian Alone	0.6%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.8%
Two or More Races	1.1%
Hispanic Origin	5.4%
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 19, 2020



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2019 Population 25+ by Educational Attainment	
Total	256
Less than 9th Grade	3.1%
9th - 12th Grade, No Diploma	5.1%
High School Graduate	42.2%
GED/Alternative Credential	1.6%
Some College, No Degree	15.6%
Associate Degree	14.1%
Bachelor's Degree	16.0%
Graduate/Professional Degree	2.3%
2019 Population 15+ by Marital Status	
Total	296
Never Married	38.9%
Married	49.7%
Widowed	5.4%
Divorced	6.1%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	98.5%
Civilian Unemployed (Unemployment Rate)	1.5%
2019 Employed Population 16+ by Industry	
Total	197
Agriculture/Mining	18.4%
Construction	3.6%
Manufacturing	26.0%
Wholesale Trade	2.6%
Retail Trade	9.7%
Transportation/Utilities	6.1%
Information	1.5%
Finance/Insurance/Real Estate	0.0%
Services	29.1%
Public Administration	3.1%
2019 Employed Population 16+ by Occupation	
Total	196
White Collar	49.0%
Management/Business/Financial	18.9%
Professional	11.7%
Sales	7.7%
Administrative Support	10.7%
Services	14.3%
Blue Collar	36.7%
Farming/Forestry/Fishing	5.1%
Construction/Extraction	1.5%
Installation/Maintenance/Repair	1.0%
Production	19.9%
Transportation/Material Moving	9.2%
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 2019 and 2024 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)
2019 Consumer Spending		
Apparel & Services: Total \$		\$283,709
Average Spent		\$1,891.39
Spending Potential Index		88
Education: Total \$		\$144,209
Average Spent		\$961.39
Spending Potential Index		60
Entertainment/Recreation: Total \$		\$610,694
Average Spent		\$4,071.29
Spending Potential Index		125
Food at Home: Total \$		\$905,787
Average Spent		\$6,038.58
Spending Potential Index		117
Food Away from Home: Total \$		\$543,686
Average Spent		\$3,624.58
Spending Potential Index		99
Health Care: Total \$		\$1,263,407
Average Spent		\$8,422.71
Spending Potential Index		142
HH Furnishings & Equipment: Total \$		\$337,834
Average Spent		\$2,252.23
Spending Potential Index		106
Personal Care Products & Services: Total \$		\$125,574
Average Spent		\$837.16
Spending Potential Index		94
Shelter: Total \$		\$2,453,638
Average Spent		\$16,357.59
Spending Potential Index		88
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$408,307
Average Spent		\$2,722.04
Spending Potential Index		110
Travel: Total \$		\$326,276
Average Spent		\$2,175.17
Spending Potential Index		97
Vehicle Maintenance & Repairs: Total \$		\$211,939
Average Spent		\$1,412.93
Spending Potential Index		124

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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