



Market Profile

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

Prepared by Esri

Lomira villag...

Population Summary	
2000 Total Population	2,275
2010 Total Population	2,430
2019 Total Population	2,531
2019 Group Quarters	36
2024 Total Population	2,582
2019-2024 Annual Rate	0.40%
2019 Total Daytime Population	3,780
Workers	2,585
Residents	1,195
Household Summary	
2000 Households	859
2000 Average Household Size	2.59
2010 Households	1,002
2010 Average Household Size	2.39
2019 Households	1,043
2019 Average Household Size	2.39
2024 Households	1,065
2024 Average Household Size	2.39
2019-2024 Annual Rate	0.42%
2010 Families	639
2010 Average Family Size	2.96
2019 Families	681
2019 Average Family Size	2.91
2024 Families	692
2024 Average Family Size	2.92
2019-2024 Annual Rate	0.32%
Housing Unit Summary	
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%
2019 Housing Units	1,143
Owner Occupied Housing Units	53.1%
Renter Occupied Housing Units	38.1%
Vacant Housing Units	8.7%
2024 Housing Units	1,176
Owner Occupied Housing Units	53.1%
Renter Occupied Housing Units	37.5%
Vacant Housing Units	9.4%
Median Household Income	
2019	\$46,903
2024	\$52,180
Median Home Value	
2019	\$174,844
2024	\$181,765
Per Capita Income	
2019	\$26,011
2024	\$29,244
Median Age	
2010	36.3
2019	38.3
2024	38.9

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	1,042
<\$15,000	5.8%
\$15,000 - \$24,999	9.3%
\$25,000 - \$34,999	17.5%
\$35,000 - \$49,999	20.6%
\$50,000 - \$74,999	13.2%
\$75,000 - \$99,999	16.0%
\$100,000 - \$149,999	13.8%
\$150,000 - \$199,999	2.2%
\$200,000+	1.5%
Average Household Income	\$64,356
2024 Households by Income	
Household Income Base	1,064
<\$15,000	5.4%
\$15,000 - \$24,999	8.0%
\$25,000 - \$34,999	16.3%
\$35,000 - \$49,999	19.0%
\$50,000 - \$74,999	11.9%
\$75,000 - \$99,999	17.5%
\$100,000 - \$149,999	16.9%
\$150,000 - \$199,999	3.3%
\$200,000+	1.8%
Average Household Income	\$72,343
2019 Owner Occupied Housing Units by Value	
Total	607
<\$50,000	10.2%
\$50,000 - \$99,999	8.9%
\$100,000 - \$149,999	17.8%
\$150,000 - \$199,999	26.4%
\$200,000 - \$249,999	22.9%
\$250,000 - \$299,999	6.3%
\$300,000 - \$399,999	3.3%
\$400,000 - \$499,999	3.5%
\$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	\$181,672
2024 Owner Occupied Housing Units by Value	
Total	624
<\$50,000	9.9%
\$50,000 - \$99,999	7.2%
\$100,000 - \$149,999	15.5%
\$150,000 - \$199,999	27.2%
\$200,000 - \$249,999	23.7%
\$250,000 - \$299,999	6.4%
\$300,000 - \$399,999	3.8%
\$400,000 - \$499,999	4.8%
\$500,000 - \$749,999	0.5%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$194,111

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



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2010 Population by Age		
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%
2019 Population by Age		
Total		2,531
0 - 4		5.9%
5 - 9		6.0%
10 - 14		6.3%
15 - 24		11.3%
25 - 34		15.3%
35 - 44		13.9%
45 - 54		13.2%
55 - 64		13.2%
65 - 74		8.3%
75 - 84		4.4%
85 +		2.3%
18 +		78.1%
2024 Population by Age		
Total		2,580
0 - 4		6.1%
5 - 9		6.3%
10 - 14		6.4%
15 - 24		10.5%
25 - 34		13.9%
35 - 44		16.7%
45 - 54		11.0%
55 - 64		12.5%
65 - 74		9.4%
75 - 84		4.8%
85 +		2.4%
18 +		77.8%
2010 Population by Sex		
Males		1,223
Females		1,207
2019 Population by Sex		
Males		1,258
Females		1,273
2024 Population by Sex		
Males		1,274
Females		1,306

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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2010 Population by Race/Ethnicity

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

2019 Population by Race/Ethnicity

Total	2,530
White Alone	95.0%
Black Alone	0.8%
American Indian Alone	0.6%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.0%
Two or More Races	1.5%
Hispanic Origin	5.2%
Diversity Index	18.7

2024 Population by Race/Ethnicity

Total	2,581
White Alone	94.0%
Black Alone	0.9%
American Indian Alone	0.6%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.4%
Two or More Races	1.7%
Hispanic Origin	6.1%
Diversity Index	21.8

2010 Population by Relationship and Household Type

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.

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 Population 25+ by Educational Attainment		
Total		1,785
Less than 9th Grade		2.9%
9th - 12th Grade, No Diploma		8.7%
High School Graduate		29.6%
GED/Alternative Credential		3.5%
Some College, No Degree		25.7%
Associate Degree		11.3%
Bachelor's Degree		13.2%
Graduate/Professional Degree		5.1%
2019 Population 15+ by Marital Status		
Total		2,070
Never Married		28.1%
Married		53.9%
Widowed		6.8%
Divorced		11.3%
2019 Civilian Population 16+ in Labor Force		
Civilian Employed		96.7%
Civilian Unemployed (Unemployment Rate)		3.3%
2019 Employed Population 16+ by Industry		
Total		1,361
Agriculture/Mining		2.6%
Construction		7.9%
Manufacturing		36.9%
Wholesale Trade		1.0%
Retail Trade		13.7%
Transportation/Utilities		3.0%
Information		0.3%
Finance/Insurance/Real Estate		3.3%
Services		30.4%
Public Administration		1.0%
2019 Employed Population 16+ by Occupation		
Total		1,361
White Collar		44.1%
Management/Business/Financial		8.1%
Professional		16.5%
Sales		10.6%
Administrative Support		9.0%
Services		9.9%
Blue Collar		46.0%
Farming/Forestry/Fishing		1.5%
Construction/Extraction		4.0%
Installation/Maintenance/Repair		5.2%
Production		24.0%
Transportation/Material Moving		11.2%
2010 Population By Urban/ Rural Status		
Total Population		2,430
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
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%
2010 Households by Size	
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%
2010 Households by Tenure and Mortgage Status	
Total	1,002
Owner Occupied	54.1%
Owned with a Mortgage/Loan	37.6%
Owned Free and Clear	16.5%
Renter Occupied	45.9%
2010 Housing Units By Urban/ Rural Status	
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.

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. Middleburg (4C)
2. Salt of the Earth (6B)
3. Top Tier (1A)

2019 Consumer Spending

Apparel & Services: Total \$	\$1,644,347
Average Spent	\$1,576.55
Spending Potential Index	74
Education: Total \$	\$1,116,573
Average Spent	\$1,070.54
Spending Potential Index	67
Entertainment/Recreation: Total \$	\$2,526,106
Average Spent	\$2,421.96
Spending Potential Index	74
Food at Home: Total \$	\$3,988,406
Average Spent	\$3,823.98
Spending Potential Index	74
Food Away from Home: Total \$	\$2,875,399
Average Spent	\$2,756.85
Spending Potential Index	75
Health Care: Total \$	\$4,738,588
Average Spent	\$4,543.23
Spending Potential Index	77
HH Furnishings & Equipment: Total \$	\$1,686,353
Average Spent	\$1,616.83
Spending Potential Index	76
Personal Care Products & Services: Total \$	\$713,669
Average Spent	\$684.25
Spending Potential Index	77
Shelter: Total \$	\$13,650,727
Average Spent	\$13,087.95
Spending Potential Index	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,942,385
Average Spent	\$1,862.31
Spending Potential Index	75
Travel: Total \$	\$1,711,130
Average Spent	\$1,640.59
Spending Potential Index	73
Vehicle Maintenance & Repairs: Total \$	\$895,289
Average Spent	\$858.38
Spending Potential Index	75

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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