



Market Profile

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

Prepared by Esri

	Oakfield vill...
Population Summary	
2000 Total Population	1,083
2010 Total Population	1,075
2019 Total Population	1,050
2019 Group Quarters	0
2024 Total Population	1,043
2019-2024 Annual Rate	-0.13%
2019 Total Daytime Population	730
Workers	257
Residents	473
Household Summary	
2000 Households	370
2000 Average Household Size	2.93
2010 Households	392
2010 Average Household Size	2.74
2019 Households	390
2019 Average Household Size	2.69
2024 Households	390
2024 Average Household Size	2.67
2019-2024 Annual Rate	0.00%
2010 Families	307
2010 Average Family Size	3.13
2019 Families	310
2019 Average Family Size	3.04
2024 Families	309
2024 Average Family Size	3.03
2019-2024 Annual Rate	-0.06%
Housing Unit Summary	
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%
2019 Housing Units	416
Owner Occupied Housing Units	78.4%
Renter Occupied Housing Units	15.4%
Vacant Housing Units	6.2%
2024 Housing Units	417
Owner Occupied Housing Units	78.4%
Renter Occupied Housing Units	15.1%
Vacant Housing Units	6.5%
Median Household Income	
2019	\$72,141
2024	\$81,024
Median Home Value	
2019	\$207,778
2024	\$255,159
Per Capita Income	
2019	\$32,758
2024	\$37,925
Median Age	
2010	40.3
2019	44.5
2024	45.1

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

March 19, 2020



Market Profile

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

Prepared by Esri

Oakfield vill...

2019 Households by Income

Household Income Base	389
<\$15,000	5.1%
\$15,000 - \$24,999	6.4%
\$25,000 - \$34,999	6.4%
\$35,000 - \$49,999	13.1%
\$50,000 - \$74,999	20.6%
\$75,000 - \$99,999	17.2%
\$100,000 - \$149,999	21.1%
\$150,000 - \$199,999	5.4%
\$200,000+	4.6%
Average Household Income	\$87,224

2024 Households by Income

Household Income Base	391
<\$15,000	3.8%
\$15,000 - \$24,999	5.4%
\$25,000 - \$34,999	5.4%
\$35,000 - \$49,999	11.5%
\$50,000 - \$74,999	18.7%
\$75,000 - \$99,999	17.1%
\$100,000 - \$149,999	24.6%
\$150,000 - \$199,999	7.9%
\$200,000+	5.6%
Average Household Income	\$99,912

2019 Owner Occupied Housing Units by Value

Total	326
<\$50,000	1.8%
\$50,000 - \$99,999	5.8%
\$100,000 - \$149,999	16.6%
\$150,000 - \$199,999	23.6%
\$200,000 - \$249,999	13.8%
\$250,000 - \$299,999	16.3%
\$300,000 - \$399,999	15.0%
\$400,000 - \$499,999	4.6%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.9%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.6%
Average Home Value	\$243,558

2024 Owner Occupied Housing Units by Value

Total	327
<\$50,000	1.2%
\$50,000 - \$99,999	3.7%
\$100,000 - \$149,999	11.0%
\$150,000 - \$199,999	18.7%
\$200,000 - \$249,999	13.5%
\$250,000 - \$299,999	19.3%
\$300,000 - \$399,999	21.7%
\$400,000 - \$499,999	7.3%
\$500,000 - \$749,999	1.5%
\$750,000 - \$999,999	1.5%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.6%
Average Home Value	\$278,440

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.

March 19, 2020



Market Profile

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

Prepared by Esri

	Oakfield vill...
2010 Population by Age	
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%
2019 Population by Age	
Total	1,050
0 - 4	5.2%
5 - 9	6.0%
10 - 14	6.2%
15 - 24	10.9%
25 - 34	11.5%
35 - 44	10.7%
45 - 54	15.8%
55 - 64	16.3%
65 - 74	11.5%
75 - 84	4.5%
85 +	1.4%
18 +	79.2%
2024 Population by Age	
Total	1,045
0 - 4	5.1%
5 - 9	5.7%
10 - 14	6.6%
15 - 24	9.7%
25 - 34	10.9%
35 - 44	11.9%
45 - 54	12.7%
55 - 64	16.3%
65 - 74	13.2%
75 - 84	6.3%
85 +	1.6%
18 +	79.0%
2010 Population by Sex	
Males	530
Females	545
2019 Population by Sex	
Males	533
Females	517
2024 Population by Sex	
Males	530
Females	515

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



Market Profile

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

Prepared by Esri

	Oakfield vill...
2010 Population by Race/Ethnicity	
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
2019 Population by Race/Ethnicity	
Total	1,050
White Alone	96.5%
Black Alone	0.3%
American Indian Alone	0.2%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	2.1%
Hispanic Origin	2.0%
Diversity Index	10.6
2024 Population by Race/Ethnicity	
Total	1,044
White Alone	95.7%
Black Alone	0.4%
American Indian Alone	0.2%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	2.5%
Hispanic Origin	2.6%
Diversity Index	12.9
2010 Population by Relationship and Household Type	
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 19, 2020



Market Profile

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

Prepared by Esri

	Oakfield vill...
2019 Population 25+ by Educational Attainment	
Total	754
Less than 9th Grade	2.3%
9th - 12th Grade, No Diploma	3.7%
High School Graduate	36.1%
GED/Alternative Credential	3.1%
Some College, No Degree	17.8%
Associate Degree	17.2%
Bachelor's Degree	15.5%
Graduate/Professional Degree	4.4%
2019 Population 15+ by Marital Status	
Total	868
Never Married	23.5%
Married	61.9%
Widowed	4.6%
Divorced	10.0%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	98.3%
Civilian Unemployed (Unemployment Rate)	1.7%
2019 Employed Population 16+ by Industry	
Total	581
Agriculture/Mining	4.3%
Construction	9.5%
Manufacturing	26.6%
Wholesale Trade	1.7%
Retail Trade	11.3%
Transportation/Utilities	8.2%
Information	1.4%
Finance/Insurance/Real Estate	6.5%
Services	26.5%
Public Administration	4.0%
2019 Employed Population 16+ by Occupation	
Total	582
White Collar	54.1%
Management/Business/Financial	13.4%
Professional	17.9%
Sales	7.4%
Administrative Support	15.5%
Services	10.8%
Blue Collar	35.1%
Farming/Forestry/Fishing	1.5%
Construction/Extraction	5.5%
Installation/Maintenance/Repair	3.6%
Production	15.5%
Transportation/Material Moving	8.9%
2010 Population By Urban/ Rural Status	
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

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

Prepared by Esri

	Oakfield vill...
2010 Households by Type	
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%
2010 Households by Size	
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%
2010 Households by Tenure and Mortgage Status	
Total	392
Owner Occupied	81.9%
Owned with a Mortgage/Loan	59.7%
Owned Free and Clear	22.2%
Renter Occupied	18.1%
2010 Housing Units By Urban/ Rural Status	
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

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

Prepared by Esri

		Oakfield vill...
Top 3 Tapestry Segments		
1.		Salt of the Earth (6B)
2.		Green Acres (6A)
3.		Top Tier (1A)
2019 Consumer Spending		
Apparel & Services: Total \$		\$790,331
Average Spent		\$2,026.49
Spending Potential Index		95
Education: Total \$		\$619,877
Average Spent		\$1,589.43
Spending Potential Index		100
Entertainment/Recreation: Total \$		\$1,304,977
Average Spent		\$3,346.09
Spending Potential Index		102
Food at Home: Total \$		\$2,011,559
Average Spent		\$5,157.84
Spending Potential Index		100
Food Away from Home: Total \$		\$1,394,178
Average Spent		\$3,574.82
Spending Potential Index		97
Health Care: Total \$		\$2,515,743
Average Spent		\$6,450.62
Spending Potential Index		109
HH Furnishings & Equipment: Total \$		\$833,731
Average Spent		\$2,137.77
Spending Potential Index		100
Personal Care Products & Services: Total \$		\$345,271
Average Spent		\$885.31
Spending Potential Index		100
Shelter: Total \$		\$6,793,351
Average Spent		\$17,418.85
Spending Potential Index		94
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$984,742
Average Spent		\$2,524.98
Spending Potential Index		102
Travel: Total \$		\$868,782
Average Spent		\$2,227.65
Spending Potential Index		99
Vehicle Maintenance & Repairs: Total \$		\$441,658
Average Spent		\$1,132.46
Spending Potential Index		99

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.

March 19, 2020