



# Market Profile

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

Prepared by Esri

	Rosendale vil...
<b>Population Summary</b>	
2000 Total Population	1,055
2010 Total Population	1,063
2019 Total Population	1,109
2019 Group Quarters	0
2024 Total Population	1,135
2019-2024 Annual Rate	0.46%
2019 Total Daytime Population	1,016
Workers	535
Residents	481
<b>Household Summary</b>	
2000 Households	375
2000 Average Household Size	2.81
2010 Households	407
2010 Average Household Size	2.61
2019 Households	431
2019 Average Household Size	2.57
2024 Households	445
2024 Average Household Size	2.55
2019-2024 Annual Rate	0.64%
2010 Families	299
2010 Average Family Size	3.07
2019 Families	316
2019 Average Family Size	3.00
2024 Families	325
2024 Average Family Size	2.98
2019-2024 Annual Rate	0.56%
<b>Housing Unit Summary</b>	
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%
2019 Housing Units	439
Owner Occupied Housing Units	82.0%
Renter Occupied Housing Units	16.4%
Vacant Housing Units	1.8%
2024 Housing Units	453
Owner Occupied Housing Units	82.3%
Renter Occupied Housing Units	15.9%
Vacant Housing Units	1.8%
<b>Median Household Income</b>	
2019	\$70,582
2024	\$79,890
<b>Median Home Value</b>	
2019	\$189,646
2024	\$217,500
<b>Per Capita Income</b>	
2019	\$32,451
2024	\$37,948
<b>Median Age</b>	
2010	36.7
2019	43.8
2024	45.5

**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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<b>2019 Households by Income</b>	
Household Income Base	432
<\$15,000	4.6%
\$15,000 - \$24,999	6.5%
\$25,000 - \$34,999	6.5%
\$35,000 - \$49,999	9.3%
\$50,000 - \$74,999	26.4%
\$75,000 - \$99,999	18.3%
\$100,000 - \$149,999	20.4%
\$150,000 - \$199,999	5.8%
\$200,000+	2.3%
Average Household Income	\$82,027
<b>2024 Households by Income</b>	
Household Income Base	444
<\$15,000	3.4%
\$15,000 - \$24,999	5.0%
\$25,000 - \$34,999	5.2%
\$35,000 - \$49,999	7.9%
\$50,000 - \$74,999	23.9%
\$75,000 - \$99,999	18.5%
\$100,000 - \$149,999	24.8%
\$150,000 - \$199,999	8.3%
\$200,000+	3.2%
Average Household Income	\$95,487
<b>2019 Owner Occupied Housing Units by Value</b>	
Total	361
<\$50,000	1.1%
\$50,000 - \$99,999	5.8%
\$100,000 - \$149,999	21.3%
\$150,000 - \$199,999	27.4%
\$200,000 - \$249,999	18.0%
\$250,000 - \$299,999	11.4%
\$300,000 - \$399,999	10.2%
\$400,000 - \$499,999	0.3%
\$500,000 - \$749,999	4.2%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$217,590
<b>2024 Owner Occupied Housing Units by Value</b>	
Total	373
<\$50,000	0.8%
\$50,000 - \$99,999	4.0%
\$100,000 - \$149,999	15.5%
\$150,000 - \$199,999	23.1%
\$200,000 - \$249,999	18.8%
\$250,000 - \$299,999	14.5%
\$300,000 - \$399,999	15.5%
\$400,000 - \$499,999	0.5%
\$500,000 - \$749,999	7.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$248,794

**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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	<b>Rosendale vil...</b>
<b>2010 Population by Age</b>	
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%
<b>2019 Population by Age</b>	
Total	1,110
0 - 4	5.1%
5 - 9	5.9%
10 - 14	6.5%
15 - 24	10.5%
25 - 34	11.1%
35 - 44	12.6%
45 - 54	14.3%
55 - 64	16.7%
65 - 74	11.0%
75 - 84	4.9%
85 +	1.5%
18 +	79.3%
<b>2024 Population by Age</b>	
Total	1,136
0 - 4	4.9%
5 - 9	5.5%
10 - 14	6.4%
15 - 24	10.0%
25 - 34	10.6%
35 - 44	11.9%
45 - 54	13.8%
55 - 64	15.9%
65 - 74	12.9%
75 - 84	6.2%
85 +	1.8%
18 +	79.3%
<b>2010 Population by Sex</b>	
Males	516
Females	547
<b>2019 Population by Sex</b>	
Males	546
Females	564
<b>2024 Population by Sex</b>	
Males	562
Females	574

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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## Rosendale vil...

### 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

### 2019 Population by Race/Ethnicity

Total	1,110
White Alone	96.0%
Black Alone	0.3%
American Indian Alone	0.7%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.4%
Two or More Races	1.3%
Hispanic Origin	2.9%
Diversity Index	12.8

### 2024 Population by Race/Ethnicity

Total	1,134
White Alone	95.5%
Black Alone	0.3%
American Indian Alone	0.7%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.7%
Two or More Races	1.4%
Hispanic Origin	3.5%
Diversity Index	15.1

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

March 19, 2020



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		Rosendale vil...
<b>2019 Population 25+ by Educational Attainment</b>		
Total		798
Less than 9th Grade		1.6%
9th - 12th Grade, No Diploma		3.8%
High School Graduate		39.1%
GED/Alternative Credential		2.5%
Some College, No Degree		17.0%
Associate Degree		13.2%
Bachelor's Degree		15.7%
Graduate/Professional Degree		7.1%
<b>2019 Population 15+ by Marital Status</b>		
Total		914
Never Married		24.5%
Married		61.7%
Widowed		5.1%
Divorced		8.6%
<b>2019 Civilian Population 16+ in Labor Force</b>		
Civilian Employed		98.2%
Civilian Unemployed (Unemployment Rate)		1.8%
<b>2019 Employed Population 16+ by Industry</b>		
Total		640
Agriculture/Mining		6.5%
Construction		8.7%
Manufacturing		23.5%
Wholesale Trade		4.4%
Retail Trade		7.0%
Transportation/Utilities		5.3%
Information		1.4%
Finance/Insurance/Real Estate		4.0%
Services		33.8%
Public Administration		5.3%
<b>2019 Employed Population 16+ by Occupation</b>		
Total		642
White Collar		55.6%
Management/Business/Financial		15.9%
Professional		17.8%
Sales		6.5%
Administrative Support		15.4%
Services		12.9%
Blue Collar		31.5%
Farming/Forestry/Fishing		1.1%
Construction/Extraction		4.4%
Installation/Maintenance/Repair		4.5%
Production		12.9%
Transportation/Material Moving		8.6%
<b>2010 Population By Urban/ Rural Status</b>		
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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	<b>Rosendale vil...</b>
<b>2010 Households by Type</b>	
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%
<b>2010 Households by Size</b>	
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%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	407
Owner Occupied	82.1%
Owned with a Mortgage/Loan	62.9%
Owned Free and Clear	19.2%
Renter Occupied	17.9%
<b>2010 Housing Units By Urban/ Rural Status</b>	
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 2019 and 2024 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)

### 2019 Consumer Spending

Apparel & Services: Total \$	\$819,214
Average Spent	\$1,900.73
Spending Potential Index	89
Education: Total \$	\$635,376
Average Spent	\$1,474.19
Spending Potential Index	93
Entertainment/Recreation: Total \$	\$1,373,453
Average Spent	\$3,186.67
Spending Potential Index	97
Food at Home: Total \$	\$2,141,759
Average Spent	\$4,969.28
Spending Potential Index	96
Food Away from Home: Total \$	\$1,454,519
Average Spent	\$3,374.75
Spending Potential Index	92
Health Care: Total \$	\$2,689,952
Average Spent	\$6,241.19
Spending Potential Index	105
HH Furnishings & Equipment: Total \$	\$857,997
Average Spent	\$1,990.71
Spending Potential Index	93
Personal Care Products & Services: Total \$	\$356,046
Average Spent	\$826.09
Spending Potential Index	93
Shelter: Total \$	\$7,013,242
Average Spent	\$16,272.02
Spending Potential Index	88
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,023,276
Average Spent	\$2,374.19
Spending Potential Index	96
Travel: Total \$	\$883,452
Average Spent	\$2,049.77
Spending Potential Index	91
Vehicle Maintenance & Repairs: Total \$	\$461,577
Average Spent	\$1,070.94
Spending Potential Index	94

**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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