



# Market Profile

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

Prepared by Esri

	Waupun city, ...
<b>Population Summary</b>	
2000 Total Population	10,902
2010 Total Population	11,324
2019 Total Population	11,423
2019 Group Quarters	3,187
2024 Total Population	11,489
2019-2024 Annual Rate	0.12%
2019 Total Daytime Population	9,098
Workers	4,352
Residents	4,746
<b>Household Summary</b>	
2000 Households	3,336
2000 Average Household Size	2.39
2010 Households	3,477
2010 Average Household Size	2.35
2019 Households	3,511
2019 Average Household Size	2.35
2024 Households	3,547
2024 Average Household Size	2.34
2019-2024 Annual Rate	0.20%
2010 Families	2,254
2010 Average Family Size	2.91
2019 Families	2,264
2019 Average Family Size	2.90
2024 Families	2,278
2024 Average Family Size	2.89
2019-2024 Annual Rate	0.12%
<b>Housing Unit Summary</b>	
2000 Housing Units	3,495
Owner Occupied Housing Units	66.1%
Renter Occupied Housing Units	29.3%
Vacant Housing Units	4.5%
2010 Housing Units	3,694
Owner Occupied Housing Units	65.2%
Renter Occupied Housing Units	28.9%
Vacant Housing Units	5.9%
2019 Housing Units	3,782
Owner Occupied Housing Units	63.7%
Renter Occupied Housing Units	29.1%
Vacant Housing Units	7.2%
2024 Housing Units	3,852
Owner Occupied Housing Units	63.8%
Renter Occupied Housing Units	28.3%
Vacant Housing Units	7.9%
<b>Median Household Income</b>	
2019	\$51,252
2024	\$57,647
<b>Median Home Value</b>	
2019	\$133,574
2024	\$140,936
<b>Per Capita Income</b>	
2019	\$22,765
2024	\$25,734
<b>Median Age</b>	
2010	36.3
2019	37.4
2024	38.2

**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	3,511
<\$15,000	10.7%
\$15,000 - \$24,999	8.5%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	18.2%
\$50,000 - \$74,999	20.0%
\$75,000 - \$99,999	16.0%
\$100,000 - \$149,999	11.4%
\$150,000 - \$199,999	2.4%
\$200,000+	1.7%
Average Household Income	\$64,024
<b>2024 Households by Income</b>	
Household Income Base	3,548
<\$15,000	8.8%
\$15,000 - \$24,999	7.0%
\$25,000 - \$34,999	9.7%
\$35,000 - \$49,999	16.8%
\$50,000 - \$74,999	19.4%
\$75,000 - \$99,999	18.2%
\$100,000 - \$149,999	14.6%
\$150,000 - \$199,999	3.6%
\$200,000+	2.0%
Average Household Income	\$73,443
<b>2019 Owner Occupied Housing Units by Value</b>	
Total	2,410
<\$50,000	2.1%
\$50,000 - \$99,999	22.8%
\$100,000 - \$149,999	37.4%
\$150,000 - \$199,999	17.8%
\$200,000 - \$249,999	9.4%
\$250,000 - \$299,999	6.6%
\$300,000 - \$399,999	3.0%
\$400,000 - \$499,999	0.8%
\$500,000 - \$749,999	0.1%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$149,637
<b>2024 Owner Occupied Housing Units by Value</b>	
Total	2,460
<\$50,000	2.0%
\$50,000 - \$99,999	20.2%
\$100,000 - \$149,999	33.9%
\$150,000 - \$199,999	17.8%
\$200,000 - \$249,999	10.4%
\$250,000 - \$299,999	8.9%
\$300,000 - \$399,999	5.1%
\$400,000 - \$499,999	1.5%
\$500,000 - \$749,999	0.2%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$162,571

**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>2010 Population by Age</b>	
Total	11,324
0 - 4	4.9%
5 - 9	4.7%
10 - 14	4.7%
15 - 24	14.3%
25 - 34	19.3%
35 - 44	15.9%
45 - 54	14.3%
55 - 64	9.0%
65 - 74	5.9%
75 - 84	4.7%
85 +	2.3%
18 +	82.4%
<b>2019 Population by Age</b>	
Total	11,423
0 - 4	4.2%
5 - 9	4.3%
10 - 14	4.3%
15 - 24	12.8%
25 - 34	20.1%
35 - 44	16.1%
45 - 54	13.1%
55 - 64	10.7%
65 - 74	7.2%
75 - 84	4.5%
85 +	2.6%
18 +	84.3%
<b>2024 Population by Age</b>	
Total	11,491
0 - 4	4.2%
5 - 9	4.3%
10 - 14	4.4%
15 - 24	12.5%
25 - 34	18.8%
35 - 44	16.9%
45 - 54	12.6%
55 - 64	10.3%
65 - 74	8.4%
75 - 84	5.1%
85 +	2.5%
18 +	84.1%
<b>2010 Population by Sex</b>	
Males	6,907
Females	4,417
<b>2019 Population by Sex</b>	
Males	7,016
Females	4,407
<b>2024 Population by Sex</b>	
Males	7,056
Females	4,435

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

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<b>2010 Population by Race/Ethnicity</b>	
Total	11,324
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	29.5
<b>2019 Population by Race/Ethnicity</b>	
Total	11,423
White Alone	80.9%
Black Alone	15.2%
American Indian Alone	1.3%
Asian Alone	0.5%
Pacific Islander Alone	0.2%
Some Other Race Alone	0.7%
Two or More Races	1.2%
Hispanic Origin	2.5%
Diversity Index	35.5
<b>2024 Population by Race/Ethnicity</b>	
Total	11,490
White Alone	78.8%
Black Alone	16.6%
American Indian Alone	1.4%
Asian Alone	0.7%
Pacific Islander Alone	0.2%
Some Other Race Alone	0.8%
Two or More Races	1.4%
Hispanic Origin	2.9%
Diversity Index	38.7
<b>2010 Population by Relationship and Household Type</b>	
Total	11,324
In Households	72.2%
In Family Households	59.5%
Householder	19.9%
Spouse	15.4%
Child	21.7%
Other relative	1.0%
Nonrelative	1.6%
In Nonfamily Households	12.7%
In Group Quarters	27.8%
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.

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# Market Profile

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<b>2019 Population 25+ by Educational Attainment</b>		
Total		8,483
Less than 9th Grade		2.8%
9th - 12th Grade, No Diploma		8.6%
High School Graduate		31.2%
GED/Alternative Credential		7.9%
Some College, No Degree		24.1%
Associate Degree		9.4%
Bachelor's Degree		11.0%
Graduate/Professional Degree		5.0%
<b>2019 Population 15+ by Marital Status</b>		
Total		9,948
Never Married		34.5%
Married		46.9%
Widowed		6.6%
Divorced		12.0%
<b>2019 Civilian Population 16+ in Labor Force</b>		
Civilian Employed		97.1%
Civilian Unemployed (Unemployment Rate)		2.9%
<b>2019 Employed Population 16+ by Industry</b>		
Total		4,787
Agriculture/Mining		1.8%
Construction		9.4%
Manufacturing		24.2%
Wholesale Trade		1.1%
Retail Trade		11.1%
Transportation/Utilities		3.5%
Information		1.5%
Finance/Insurance/Real Estate		1.7%
Services		36.7%
Public Administration		8.8%
<b>2019 Employed Population 16+ by Occupation</b>		
Total		4,785
White Collar		45.9%
Management/Business/Financial		9.0%
Professional		18.4%
Sales		6.2%
Administrative Support		12.3%
Services		19.3%
Blue Collar		34.8%
Farming/Forestry/Fishing		0.3%
Construction/Extraction		6.1%
Installation/Maintenance/Repair		3.8%
Production		14.7%
Transportation/Material Moving		9.9%
<b>2010 Population By Urban/ Rural Status</b>		
Total Population		11,324
Population Inside Urbanized Area		0.0%
Population Inside Urbanized Cluster		98.9%
Rural Population		1.1%

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>2010 Households by Type</b>	
Total	3,477
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	5.4%
With Related Children	3.8%
Other Family with Female Householder	9.3%
With Related Children	6.7%
Nonfamily Households	4.8%
All Households with Children	30.9%
Multigenerational Households	1.6%
Unmarried Partner Households	6.8%
Male-female	6.4%
Same-sex	0.4%
<b>2010 Households by Size</b>	
Total	3,477
1 Person Household	30.3%
2 Person Household	35.3%
3 Person Household	14.3%
4 Person Household	12.6%
5 Person Household	5.2%
6 Person Household	1.4%
7 + Person Household	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	3,477
Owner Occupied	69.3%
Owned with a Mortgage/Loan	48.7%
Owned Free and Clear	20.6%
Renter Occupied	30.7%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	3,694
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	98.8%
Rural Housing Units	1.2%

**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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<b>Top 3 Tapestry Segments</b>		
1.		Heartland Communities (6F)
2.		Traditional Living (12B)
3.		Salt of the Earth (6B)
<b>2019 Consumer Spending</b>		
Apparel & Services: Total \$		\$5,358,062
Average Spent		\$1,526.08
Spending Potential Index		71
Education: Total \$		\$3,783,724
Average Spent		\$1,077.68
Spending Potential Index		68
Entertainment/Recreation: Total \$		\$8,864,179
Average Spent		\$2,524.69
Spending Potential Index		77
Food at Home: Total \$		\$14,001,692
Average Spent		\$3,987.95
Spending Potential Index		77
Food Away from Home: Total \$		\$9,383,221
Average Spent		\$2,672.52
Spending Potential Index		73
Health Care: Total \$		\$17,317,087
Average Spent		\$4,932.24
Spending Potential Index		83
HH Furnishings & Equipment: Total \$		\$5,530,886
Average Spent		\$1,575.30
Spending Potential Index		74
Personal Care Products & Services: Total \$		\$2,264,255
Average Spent		\$644.90
Spending Potential Index		73
Shelter: Total \$		\$45,376,904
Average Spent		\$12,924.21
Spending Potential Index		70
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$6,578,686
Average Spent		\$1,873.74
Spending Potential Index		76
Travel: Total \$		\$5,463,266
Average Spent		\$1,556.04
Spending Potential Index		69
Vehicle Maintenance & Repairs: Total \$		\$3,109,024
Average Spent		\$885.51
Spending Potential Index		77

**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