






329 E Wisconsin Ave, Oconomowoc, WI 53066
 Drive Time: 5, 10, 15 Minutes radii

Latitude: 43.10962
 Longitude: -88.49454

	5 Minutes	10 Minutes	15 Minutes
 2000 Total Population	12,160	29,875	57,637
2000 Group Quarters	258	502	992
2009 Total Population	13,251	33,294	63,783
2014 Total Population	13,720	34,614	66,316
2009 - 2014 Annual Rate	0.7%	0.78%	0.78%
 2000 Households	4,893	11,569	21,601
2000 Average Household Size	2.43	2.54	2.62
2009 Households	5,509	13,219	24,590
2009 Average Household Size	2.36	2.48	2.55
2014 Households	5,775	13,879	25,838
2014 Average Household Size	2.33	2.46	2.53
2009 - 2014 Annual Rate	0.95%	0.98%	1%
2000 Families	3,367	8,267	16,055
2000 Average Family Size	2.95	3.02	3.07
2009 Families	3,719	9,306	18,029
2009 Average Family Size	2.88	2.97	3.01
2014 Families	3,865	9,701	18,825
2014 Average Family Size	2.85	2.95	2.98
2009 - 2014 Annual Rate	0.77%	0.83%	0.87%
 2000 Housing Units	5,161	12,327	22,977
Owner Occupied Housing Units	64.7%	65.0%	70.3%
Renter Occupied Housing Units	29.9%	28.7%	23.8%
Vacant Housing Units	5.4%	6.3%	6.0%
2009 Housing Units	5,892	14,294	26,530
Owner Occupied Housing Units	63.6%	64.1%	68.9%
Renter Occupied Housing Units	29.9%	28.4%	23.8%
Vacant Housing Units	6.5%	7.5%	7.3%
2014 Housing Units	6,168	14,984	27,822
Owner Occupied Housing Units	63.6%	64.3%	69.0%
Renter Occupied Housing Units	30.0%	28.4%	23.8%
Vacant Housing Units	6.4%	7.4%	7.1%
Median Household Income			
2000	\$53,657	\$58,904	\$63,881
2009	\$69,499	\$76,761	\$82,477
2014	\$73,052	\$80,037	\$86,984
Median Home Value			
2000	\$152,712	\$174,072	\$190,433
2009	\$220,068	\$246,304	\$267,752
2014	\$255,395	\$282,535	\$299,110
Per Capita Income			
2000	\$27,615	\$30,332	\$32,231
2009	\$34,969	\$38,324	\$41,246
2014	\$37,016	\$40,643	\$43,868
Median Age			
2000	38.0	38.2	38.0
2009	40.8	41.0	40.8
2014	41.3	41.3	40.9


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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Households by Income			
 Household Income Base	4,903	11,591	21,763
< \$15,000	8.1%	7.2%	6.1%
\$15,000 - \$24,999	9.8%	8.3%	7.2%
\$25,000 - \$34,999	9.4%	9.0%	8.2%
\$35,000 - \$49,999	17.9%	15.3%	14.2%
\$50,000 - \$74,999	25.1%	25.0%	23.7%
\$75,000 - \$99,999	14.0%	14.6%	15.7%
\$100,000 - \$149,999	10.2%	12.6%	14.8%
\$150,000 - \$199,999	2.9%	3.7%	4.2%
\$200,000+	2.6%	4.2%	5.9%
Average Household Income	\$68,377	\$76,774	\$85,038
2009 Households by Income			
Household Income Base	5,510	13,219	24,590
< \$15,000	3.7%	3.9%	3.4%
\$15,000 - \$24,999	8.2%	6.2%	5.1%
\$25,000 - \$34,999	7.9%	6.8%	6.0%
\$35,000 - \$49,999	12.9%	11.4%	10.2%
\$50,000 - \$74,999	21.1%	19.8%	18.6%
\$75,000 - \$99,999	18.0%	18.5%	17.9%
\$100,000 - \$149,999	19.1%	20.5%	21.8%
\$150,000 - \$199,999	4.5%	6.3%	8.3%
\$200,000+	4.5%	6.6%	8.7%
Average Household Income	\$84,820	\$95,408	\$106,462
2014 Households by Income			
Household Income Base	5,776	13,880	25,838
< \$15,000	4.0%	4.0%	3.5%
\$15,000 - \$24,999	7.7%	5.9%	4.8%
\$25,000 - \$34,999	7.1%	6.1%	5.4%
\$35,000 - \$49,999	11.3%	9.9%	8.8%
\$50,000 - \$74,999	20.9%	19.6%	18.4%
\$75,000 - \$99,999	16.6%	17.1%	16.5%
\$100,000 - \$149,999	22.7%	23.7%	24.8%
\$150,000 - \$199,999	4.9%	6.8%	8.7%
\$200,000+	4.7%	6.9%	9.2%
Average Household Income	\$88,743	\$100,154	\$112,028
2000 Owner Occupied HUs by Value			
Total	3,335	8,030	16,174
<\$50,000	0.4%	0.7%	0.8%
\$50,000 - 99,999	9.0%	5.5%	5.8%
\$100,000 - 149,999	38.8%	29.9%	24.3%
\$150,000 - 199,999	25.9%	24.1%	23.0%
\$200,000 - \$299,999	15.0%	20.2%	22.6%
\$300,000 - 499,999	6.5%	12.3%	14.9%
\$500,000 - 999,999	3.7%	5.4%	6.9%
\$1,000,000+	0.7%	1.8%	1.8%
Average Home Value	\$199,453	\$241,854	\$257,986
2000 Specified Renter Occupied HUs by Contract Rent			
Total	1,556	3,518	5,399
With Cash Rent	96.5%	96.6%	96.2%
No Cash Rent	3.5%	3.4%	3.8%
Median Rent	\$628	\$644	\$642
Average Rent	\$626	\$648	\$647


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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

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2000 Population by Age			
 Total	12,160	29,872	57,637
Age 0 - 4	6.4%	6.3%	6.2%
Age 5 - 9	6.7%	6.9%	7.3%
Age 10 - 14	7.5%	7.8%	8.5%
Age 15 - 19	6.9%	6.8%	7.7%
Age 20 - 24	4.6%	4.4%	4.0%
Age 25 - 34	12.8%	12.2%	11.1%
Age 35 - 44	16.5%	17.6%	18.2%
Age 45 - 54	13.7%	15.3%	16.3%
Age 55 - 64	9.6%	9.7%	9.8%
Age 65 - 74	7.2%	6.2%	5.8%
Age 75 - 84	5.7%	4.7%	3.8%
Age 85+	2.3%	1.9%	1.4%
Age 18+	74.8%	74.4%	72.6%
2009 Population by Age			
Total	13,251	33,296	63,783
Age 0 - 4	6.3%	6.1%	6.0%
Age 5 - 9	6.3%	6.3%	6.4%
Age 10 - 14	6.8%	6.8%	7.1%
Age 15 - 19	6.6%	6.7%	7.5%
Age 20 - 24	5.2%	5.3%	5.1%
Age 25 - 34	11.0%	10.8%	10.2%
Age 35 - 44	13.7%	13.8%	13.9%
Age 45 - 54	15.8%	16.8%	17.6%
Age 55 - 64	12.2%	13.1%	13.5%
Age 65 - 74	7.6%	7.3%	6.9%
Age 75 - 84	5.5%	4.6%	4.0%
Age 85+	3.0%	2.4%	1.8%
Age 18+	76.4%	76.6%	75.5%
2014 Population by Age			
Total	13,717	34,612	66,316
Age 0 - 4	6.1%	5.9%	5.9%
Age 5 - 9	6.4%	6.3%	6.4%
Age 10 - 14	6.8%	6.8%	7.1%
Age 15 - 19	6.4%	6.4%	7.0%
Age 20 - 24	5.1%	5.2%	5.0%
Age 25 - 34	11.7%	11.8%	11.5%
Age 35 - 44	12.5%	12.6%	12.8%
Age 45 - 54	14.9%	15.4%	15.9%
Age 55 - 64	13.0%	13.8%	14.2%
Age 65 - 74	9.0%	8.9%	8.5%
Age 75 - 84	5.2%	4.5%	4.0%
Age 85+	2.9%	2.3%	1.8%
Age 18+	76.6%	76.9%	76.0%
2000 Population by Sex			
Males	48.2%	49.0%	49.7%
Females	51.8%	51.0%	50.3%
2009 Population by Sex			
Males	48.1%	48.8%	49.4%
Females	51.9%	51.2%	50.6%
2014 Population by Sex			
Males	48.1%	48.8%	49.4%
Females	51.9%	51.2%	50.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Population by Race/Ethnicity			
 Total	12,160	29,874	57,637
White Alone	97.9%	98.1%	97.5%
Black Alone	0.3%	0.2%	0.6%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	0.4%	0.4%	0.5%
Some Other Race Alone	0.4%	0.3%	0.4%
Two or More Races	0.7%	0.7%	0.7%
Hispanic Origin	1.5%	1.3%	1.3%
Diversity Index	7.0	6.3	7.3
2009 Population by Race/Ethnicity			
Total	13,252	33,294	63,783
White Alone	97.2%	97.5%	96.8%
Black Alone	0.4%	0.3%	0.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	0.6%	0.7%	0.8%
Some Other Race Alone	0.6%	0.5%	0.5%
Two or More Races	0.8%	0.8%	0.8%
Hispanic Origin	2.2%	2.0%	1.9%
Diversity Index	9.6	8.7	9.8
2014 Population by Race/Ethnicity			
Total	13,720	34,615	66,316
White Alone	96.7%	97.1%	96.3%
Black Alone	0.5%	0.3%	0.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	0.8%	0.9%	1.0%
Some Other Race Alone	0.8%	0.6%	0.6%
Two or More Races	0.9%	0.9%	0.9%
Hispanic Origin	2.8%	2.5%	2.4%
Diversity Index	11.5	10.3	11.5
2000 Population 3+ by School Enrollment			
 Total	11,633	28,564	55,574
Enrolled in Nursery/Preschool	2.1%	2.2%	2.1%
Enrolled in Kindergarten	1.5%	1.5%	1.6%
Enrolled in Grade 1-8	12.3%	12.3%	13.4%
Enrolled in Grade 9-12	5.5%	6.1%	7.3%
Enrolled in College	3.5%	3.4%	3.4%
Enrolled in Grad/Prof School	1.1%	1.1%	1.0%
Not Enrolled in School	74.0%	73.5%	71.3%
2009 Population 25+ by Educational Attainment			
Total	9,119	22,916	43,309
Less than 9th Grade	1.9%	1.6%	1.4%
9th - 12th Grade, No Diploma	5.6%	4.9%	4.1%
High School Graduate	26.5%	26.3%	25.8%
Some College, No Degree	23.2%	23.2%	23.0%
Associate Degree	7.9%	8.5%	8.9%
Bachelor's Degree	25.1%	24.9%	25.4%
Graduate/Professional Degree	9.8%	10.6%	11.5%




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. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2009 Population 15+ by Marital Status			
 Total	10,686	26,921	51,336
Never Married	21.6%	21.9%	22.2%
Married	60.5%	61.8%	63.8%
Widowed	8.1%	6.6%	5.1%
Divorced	9.7%	9.6%	8.9%
2000 Population 16+ by Employment Status			
 Total	9,370	22,993	43,993
In Labor Force	69.5%	71.5%	73.0%
Civilian Employed	67.4%	69.6%	71.2%
Civilian Unemployed	2.0%	1.8%	1.8%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	30.5%	28.5%	27.0%
2009 Civilian Population 16+ in Labor Force			
Civilian Employed	92.1%	92.8%	92.9%
Civilian Unemployed	7.9%	7.2%	7.1%
2014 Civilian Population 16+ in Labor Force			
Civilian Employed	94.5%	95.0%	95.1%
Civilian Unemployed	5.5%	5.0%	4.9%
2000 Females 16+ by Employment Status and Age of Children			
Total	4,839	11,827	22,270
Own Children < 6 Only	7.0%	7.5%	6.8%
Employed/in Armed Forces	5.3%	5.6%	5.0%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	1.7%	1.8%	1.7%
Own Children < 6 and 6-17 Only	5.7%	6.2%	6.4%
Employed/in Armed Forces	3.8%	3.7%	3.7%
Unemployed	0.2%	0.1%	0.0%
Not in Labor Force	1.8%	2.4%	2.7%
Own Children 6-17 Only	17.3%	18.1%	20.6%
Employed/in Armed Forces	13.0%	13.7%	15.8%
Unemployed	0.4%	0.4%	0.3%
Not in Labor Force	3.9%	4.0%	4.5%
No Own Children < 18	70.0%	68.3%	66.3%
Employed/in Armed Forces	37.8%	38.9%	39.7%
Unemployed	1.3%	1.1%	1.0%
Not in Labor Force	30.9%	28.2%	25.5%
2009 Employed Population 16+ by Industry			
 Total	6,396	16,705	32,363
Agriculture/Mining	0.7%	0.5%	0.8%
Construction	7.0%	6.7%	6.1%
Manufacturing	15.0%	15.6%	15.6%
Wholesale Trade	4.3%	4.7%	4.8%
Retail Trade	13.5%	12.5%	11.7%
Transportation/Utilities	2.6%	3.0%	3.1%
Information	2.6%	2.4%	2.6%
Finance/Insurance/Real Estate	8.2%	8.3%	8.0%
Services	43.6%	44.1%	45.3%
Public Administration	2.6%	2.2%	2.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2009 Employed Population 16+ by Occupation			
Total	6,397	16,704	32,363
White Collar	70.1%	70.4%	71.4%
Management/Business/Financial	16.0%	17.5%	19.0%
Professional	24.7%	24.3%	25.3%
Sales	16.6%	15.9%	14.4%
Administrative Support	12.9%	12.6%	12.8%
Services	12.1%	11.8%	11.6%
Blue Collar	17.8%	17.8%	16.9%
Farming/Forestry/Fishing	0.3%	0.2%	0.3%
Construction/Extraction	5.1%	4.5%	4.0%
Installation/Maintenance/Repair	2.0%	2.7%	3.0%
Production	6.9%	6.8%	6.1%
Transportation/Material Moving	3.5%	3.6%	3.4%
2000 Workers 16+ by Means of Transportation to Work			
 Total	6,277	15,820	30,991
Drove Alone - Car, Truck, or Van	82.4%	83.6%	85.0%
Carpooled - Car, Truck, or Van	10.0%	8.7%	8.0%
Public Transportation	0.3%	0.3%	0.3%
Walked	3.0%	2.5%	1.8%
Other Means	0.6%	0.7%	0.6%
Worked at Home	3.6%	4.3%	4.3%
2000 Workers 16+ by Travel Time to Work			
Total	6,276	15,821	30,991
Did Not Work at Home	96.4%	95.7%	95.7%
Less than 5 minutes	6.6%	4.8%	3.9%
5 to 9 minutes	17.1%	13.7%	12.2%
10 to 19 minutes	27.6%	26.8%	28.3%
20 to 24 minutes	10.0%	11.4%	12.6%
25 to 34 minutes	14.8%	18.1%	18.8%
35 to 44 minutes	7.6%	8.7%	8.7%
45 to 59 minutes	8.3%	8.2%	7.6%
60 to 89 minutes	3.5%	2.9%	2.5%
90 or more minutes	0.9%	1.1%	1.0%
Worked at Home	3.6%	4.3%	4.3%
Average Travel Time to Work (in min)	21.5	23.0	23.0
2000 Households by Vehicles Available			
Total	4,892	11,562	21,622
None	5.3%	4.5%	3.7%
1	27.8%	27.7%	24.2%
2	47.5%	45.9%	47.3%
3	14.6%	16.5%	18.9%
4	3.6%	4.2%	4.5%
5+	1.1%	1.3%	1.4%
Average Number of Vehicles Available	1.9	1.9	2.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Households by Type			
 Total	4,893	11,569	21,601
Family Households	68.8%	71.5%	74.3%
Married-couple Family	57.9%	60.9%	64.6%
With Related Children	25.6%	27.8%	30.8%
Other Family (No Spouse)	10.9%	10.5%	9.8%
With Related Children	6.8%	6.6%	6.2%
Nonfamily Households	31.2%	28.5%	25.7%
Householder Living Alone	26.2%	23.3%	21.0%
Householder Not Living Alone	5.0%	5.3%	4.7%
Households with Related Children	32.5%	34.4%	37.0%
Households with Persons 65+	26.0%	22.2%	20.0%
2000 Households by Size			
Total	4,893	11,569	21,601
1 Person Household	26.2%	23.3%	21.0%
2 Person Household	35.6%	36.7%	36.0%
3 Person Household	15.5%	15.8%	16.2%
4 Person Household	14.6%	15.5%	17.0%
5 Person Household	5.9%	6.4%	7.2%
6 Person Household	1.7%	1.6%	1.9%
7+ Person Household	0.6%	0.6%	0.7%
2000 Households by Year Householder Moved In			
Total	4,892	11,561	21,622
Moved in 1999 to March 2000	20.1%	19.8%	17.6%
Moved in 1995 to 1998	27.7%	29.3%	29.9%
Moved in 1990 to 1994	17.7%	17.8%	18.7%
Moved in 1980 to 1989	16.1%	16.2%	16.5%
Moved in 1970 to 1979	8.1%	8.4%	9.7%
Moved in 1969 or Earlier	10.3%	8.5%	7.5%
Median Year Householder Moved In	1994	1995	1994
2000 Housing Units by Units in Structure			
 Total	5,167	12,345	22,998
1, Detached	67.4%	69.9%	72.7%
1, Attached	5.5%	5.0%	5.5%
2	6.4%	4.5%	4.5%
3 or 4	4.1%	3.7%	3.3%
5 to 9	5.1%	6.9%	6.4%
10 to 19	4.0%	4.1%	3.1%
20+	7.5%	5.8%	4.3%
Mobile Home	0.0%	0.1%	0.3%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	5,157	12,326	22,998
1999 to March 2000	1.6%	2.4%	3.1%
1995 to 1998	5.7%	7.5%	9.8%
1990 to 1994	5.7%	7.7%	10.7%
1980 to 1989	10.2%	11.8%	11.4%
1970 to 1979	17.5%	18.9%	20.4%
1969 or Earlier	59.3%	51.7%	44.6%
Median Year Structure Built	1963	1969	1973

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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Top 3 Tapestry Segments			
1.	In Style	In Style	In Style
2.	Exurbanites	Exurbanites	Exurbanites
3.	Main Street, USA	Main Street, USA	Suburban Splendor



2009 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$11,506,729	\$31,124,253	\$64,430,295
Average Spent	\$2,088.71	\$2,354.51	\$2,620.18
Spending Potential Index	83	94	105
Computers & Accessories: Total \$	\$1,499,529	\$4,068,762	\$8,434,555
Average Spent	\$272.20	\$307.80	\$343.01
Spending Potential Index	119	135	150
Education: Total \$	\$8,703,315	\$23,734,170	\$49,757,688
Average Spent	\$1,579.84	\$1,795.46	\$2,023.49
Spending Potential Index	126	143	161
Entertainment/Recreation: Total \$	\$21,536,878	\$58,179,752	\$121,098,350
Average Spent	\$3,909.40	\$4,401.22	\$4,924.70
Spending Potential Index	121	136	152
Food at Home: Total \$	\$29,279,113	\$78,227,477	\$160,096,000
Average Spent	\$5,314.78	\$5,917.81	\$6,510.61
Spending Potential Index	117	130	143
Food Away from Home: Total \$	\$21,609,385	\$58,303,978	\$120,177,112
Average Spent	\$3,922.56	\$4,410.62	\$4,887.24
Spending Potential Index	118	133	147
Health Care: Total \$	\$24,906,095	\$65,621,386	\$134,057,326
Average Spent	\$4,520.98	\$4,964.17	\$5,451.70
Spending Potential Index	120	132	145
HH Furnishings & Equipment: Total \$	\$12,932,146	\$35,149,653	\$73,555,063
Average Spent	\$2,347.46	\$2,659.03	\$2,991.26
Spending Potential Index	108	122	138
Investments: Total \$	\$10,166,187	\$27,368,187	\$57,880,972
Average Spent	\$1,845.38	\$2,070.37	\$2,353.84
Spending Potential Index	128	144	164
Retail Goods: Total \$	\$160,521,884	\$433,182,709	\$898,337,490
Average Spent	\$29,138.12	\$32,769.70	\$36,532.63
Spending Potential Index	113	127	142
Shelter: Total \$	\$105,728,277	\$284,943,586	\$590,494,319
Average Spent	\$19,191.92	\$21,555.61	\$24,013.60
Spending Potential Index	123	138	154
TV/Video/Sound Equipment: Total \$	\$7,795,025	\$20,959,877	\$43,090,221
Average Spent	\$1,414.96	\$1,585.59	\$1,752.35
Spending Potential Index	116	130	144
Travel: Total \$	\$12,957,912	\$34,979,510	\$73,122,415
Average Spent	\$2,352.14	\$2,646.15	\$2,973.66
Spending Potential Index	127	143	161
Vehicle Maintenance & Repairs: Total \$	\$6,120,253	\$16,455,706	\$33,909,430
Average Spent	\$1,110.96	\$1,244.85	\$1,378.99
Spending Potential Index	119	133	147

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.