



Latitude: 43.111219  
Longitude: -88.499639

S Hwy 16 AT Hwy 67  
Oconomowoc, WI  
Radius: 2.0 miles

S Hwy 16 AT Hwy 67  
Oconomowoc, WI  
Radius: 4.0 miles

S Hwy 16 AT Hwy 67  
Oconomowoc, WI  
Radius: 6.0 miles



	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 2.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 4.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 6.0 miles
2000 Total Population	13,992	21,815	34,221
2000 Group Quarters	308	458	585
2003 Total Population	14,366	22,520	35,601
2008 Total Population	15,106	23,770	37,800
2003 - 2008 Annual Rate	1.01%	1.09%	1.21%



2000 Households	5,566	8,471	12,962
2000 Average Household Size	2.46	2.52	2.59
2003 Households	5,786	8,849	13,631
2003 Average Household Size	2.43	2.49	2.57
2008 Households	6,255	9,597	14,856
2008 Average Household Size	2.37	2.43	2.51
2003 - 2008 Annual Rate	1.57%	1.64%	1.74%
2000 Families	3,832	6,061	9,576
2000 Average Family Size	2.99	3	3.04
2003 Families	3,933	6,269	9,983
2003 Average Family Size	2.97	2.98	3.02
2008 Families	4,216	6,752	10,816
2008 Average Family Size	2.94	2.95	3
2003 - 2008 Annual Rate	1.4%	1.5%	1.62%



<b>2000 Housing Units</b>	5,890	9,083	13,892
Owner Occupied Housing Units	63.6%	66.6%	69.6%
Renter Occupied Housing Units	31.1%	26.7%	23.6%
Vacant Housing Units	5.3%	6.7%	6.8%
<b>2003 Housing Units</b>	6,159	9,538	14,678
Owner Occupied Housing Units	63.2%	66.4%	69.6%
Renter Occupied Housing Units	30.7%	26.3%	23.2%
Vacant Housing Units	6.1%	7.2%	7.1%
<b>2008 Housing Units</b>	6,722	10,397	15,996
Owner Occupied Housing Units	62.8%	66.3%	69.8%
Renter Occupied Housing Units	30.3%	26.0%	23.0%
Vacant Housing Units	6.9%	7.7%	7.1%

**Median Household Income**

2000	\$53,547	\$57,851	\$60,993
2003	\$58,818	\$63,713	\$67,283
2008	\$67,585	\$74,819	\$78,379

**Median Home Value**

2000	\$154,037	\$169,271	\$180,925
2003	\$188,109	\$206,250	\$222,434
2008	\$246,569	\$272,526	\$290,956

**Per Capita Income**

2000	\$27,050	\$30,364	\$30,934
2003	\$30,551	\$34,461	\$35,350
2008	\$36,836	\$41,897	\$43,103

**Median Age**

2000	37.8	38.7	38.9
2003	38.9	40.0	40.3
2008	40.4	41.7	42.1

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 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 BIS forecasts for 2003 and 2008.



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**2000 Households by Income**

Household Income Base	2.0 miles	4.0 miles	6.0 miles
< \$15,000	5,593 (8.3%)	8,488 (7.4%)	13,005 (6.5%)
\$15,000 - \$24,999	10.1%	8.6%	7.9%
\$25,000 - \$34,999	9.4%	8.8%	8.6%
\$35,000 - \$49,999	17.6%	15.6%	14.9%
\$50,000 - \$74,999	24.8%	25.2%	24.6%
\$75,000 - \$99,999	14.2%	14.8%	15.4%
\$100,000 - \$149,999	10.4%	12.3%	13.4%
\$150,000 - \$199,999	2.9%	3.3%	4.1%
\$200,000+	2.3%	4.2%	4.5%
Average Household Income	\$66,914	\$76,835	\$80,288

**2003 Households by Income**

Household Income Base	2.0 miles	4.0 miles	6.0 miles
< \$15,000	5,785 (7.3%)	8,850 (6.4%)	13,631 (5.7%)
\$15,000 - \$24,999	8.7%	7.2%	6.6%
\$25,000 - \$34,999	8.4%	7.6%	7.3%
\$35,000 - \$49,999	16.2%	14.3%	13.5%
\$50,000 - \$74,999	23.6%	23.6%	22.9%
\$75,000 - \$99,999	15.6%	16.0%	16.5%
\$100,000 - \$149,999	13.7%	15.9%	17.1%
\$150,000 - \$199,999	3.5%	4.0%	4.8%
\$200,000+	2.9%	5.1%	5.5%
Average Household Income	\$75,438	\$87,200	\$91,312

**2008 Households by Income**

Household Income Base	2.0 miles	4.0 miles	6.0 miles
< \$15,000	6,253 (5.9%)	9,596 (5.1%)	14,858 (4.4%)
\$15,000 - \$24,999	7.0%	5.7%	5.1%
\$25,000 - \$34,999	7.4%	6.5%	6.2%
\$35,000 - \$49,999	13.4%	11.7%	10.8%
\$50,000 - \$74,999	21.7%	21.1%	20.2%
\$75,000 - \$99,999	17.9%	17.5%	17.7%
\$100,000 - \$149,999	17.7%	19.9%	21.2%
\$150,000 - \$199,999	4.8%	5.4%	6.5%
\$200,000+	4.4%	7.0%	7.8%
Average Household Income	\$88,564	\$103,291	\$108,521

**2000 Owner Occupied HUs by Value**

Total	2.0 miles	4.0 miles	6.0 miles
<\$50,000	3,738 (0.4%)	6,065 (0.7%)	9,705 (1.1%)
\$50,000 - 99,999	8.4%	6.6%	5.5%
\$100,000 - 149,999	38.4%	30.8%	27.1%
\$150,000 - 199,999	26.8%	25.9%	24.0%
\$200,000 - \$299,999	16.2%	18.9%	21.6%
\$300,000 - 499,999	6.1%	10.2%	13.0%
\$500,000 - 999,999	3.1%	5.0%	5.7%
\$1,000,000+	0.5%	1.9%	2.0%
Average Home Value	\$194,428	\$234,968	\$248,322

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	2.0 miles	4.0 miles	6.0 miles
With Cash Rent	1,835 (97.1%)	2,391 (95.8%)	3,202 (94.9%)
No Cash Rent	2.9%	4.2%	5.1%
Median Rent	\$628	\$637	\$641
Average Rent	\$624	\$642	\$650

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 HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2003 and 2008.



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Oconomowoc, WI  
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**2000 Population by Age**

	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 2.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 4.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 6.0 miles
Total	13,992	21,814	34,222
0 - 4	6.4%	6.1%	6.1%
5 - 9	6.8%	6.7%	7.0%
10 - 14	7.6%	7.8%	8.0%
15 - 24	11.6%	11.2%	11.1%
25 - 34	12.9%	11.9%	11.1%
35 - 44	16.6%	17.2%	17.8%
45 - 54	13.7%	15.0%	15.9%
55 - 64	9.2%	10.0%	10.2%
65 - 74	7.2%	6.7%	6.3%
75 - 84	5.7%	5.2%	4.6%
85+	2.4%	2.3%	1.8%
18+	74.6%	75.0%	74.2%

**2003 Population by Age**

	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 2.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 4.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 6.0 miles
Total	14,364	22,521	35,600
0 - 4	6.2%	5.9%	5.9%
5 - 9	6.6%	6.5%	6.7%
10 - 14	7.2%	7.2%	7.5%
15 - 24	12.4%	12.0%	12.0%
25 - 34	11.8%	11.0%	10.2%
35 - 44	15.8%	16.0%	16.3%
45 - 54	14.5%	15.8%	16.8%
55 - 64	10.2%	11.3%	11.6%
65 - 74	7.0%	6.8%	6.6%
75 - 84	5.6%	5.1%	4.6%
85+	2.6%	2.4%	2.0%
18+	75.6%	76.1%	75.5%

**2008 Population by Age**

	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 2.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 4.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 6.0 miles
Total	15,105	23,772	37,801
0 - 4	6.1%	5.7%	5.7%
5 - 9	6.1%	5.9%	5.9%
10 - 14	7.1%	7.1%	7.3%
15 - 24	12.9%	12.5%	12.6%
25 - 34	10.6%	9.8%	9.1%
35 - 44	14.2%	14.2%	14.0%
45 - 54	16.1%	17.2%	18.0%
55 - 64	11.7%	12.8%	13.4%
65 - 74	7.2%	7.5%	7.4%
75 - 84	5.3%	4.8%	4.5%
85+	2.7%	2.5%	2.2%
18+	76.3%	77.0%	76.6%

**2000 Population by Sex**

	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 2.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 4.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 6.0 miles
Males	48.0%	48.8%	49.5%
Females	52.0%	51.2%	50.5%

**2003 Population by Sex**

	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 2.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 4.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 6.0 miles
Males	48.0%	48.8%	49.4%
Females	52.0%	51.2%	50.6%

**2008 Population by Sex**

	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 2.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 4.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 6.0 miles
Males	48.2%	48.9%	49.4%
Females	51.8%	51.1%	50.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2003 and 2008.



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Oconomowoc, WI  
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**2000 Population by Race/Ethnicity**

Total	13,993	21,815	34,221
White Alone	97.8%	98.1%	98.1%
Black Alone	0.3%	0.2%	0.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	0.5%	0.4%	0.4%
Some Other Race Alone	0.4%	0.4%	0.3%
Two or More Races	0.7%	0.6%	0.6%
Hispanic Origin	1.5%	1.3%	1.2%
Diversity Index	7.1	6.2	6.1

**2003 Population by Race/Ethnicity**

Total	14,365	22,519	35,600
White Alone	97.7%	98.0%	97.9%
Black Alone	0.3%	0.3%	0.4%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	0.6%	0.5%	0.5%
Some Other Race Alone	0.5%	0.4%	0.4%
Two or More Races	0.7%	0.6%	0.6%
Hispanic Origin	1.6%	1.4%	1.4%
Diversity Index	7.6	6.7	6.7

**2008 Population by Race/Ethnicity**

Total	15,107	23,771	37,800
White Alone	97.5%	97.7%	97.7%
Black Alone	0.4%	0.3%	0.5%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	0.7%	0.6%	0.6%
Some Other Race Alone	0.5%	0.5%	0.4%
Two or More Races	0.7%	0.6%	0.6%
Hispanic Origin	1.8%	1.6%	1.6%
Diversity Index	8.4	7.4	7.5



**2000 Population 3+ by School Enrollment**

Total	13,423	20,923	32,940
Enrolled in Nursery/Preschool	2.1%	2.1%	2.1%
Enrolled in Kindergarten	1.5%	1.4%	1.5%
Enrolled in Grade 1-8	12.3%	12.0%	12.7%
Enrolled in Grade 9-12	5.5%	5.8%	6.3%
Enrolled in College	3.6%	3.4%	3.4%
Enrolled in Grad/Prof School	1.1%	1.1%	1.1%
Not Enrolled in School	74.0%	74.3%	72.9%

**2000 Population 25+ by Educational Attainment**

Total	9,433	14,803	23,121
Less than 9th Grade	2.6%	2.5%	2.3%
9th - 12th Grade, No Diploma	7.0%	6.5%	6.2%
High School Graduate	26.9%	27.3%	27.3%
Some College, No Degree	23.9%	24.5%	24.4%
Associate Degree	7.4%	7.5%	7.7%
Bachelor's Degree	23.5%	22.4%	22.3%
Master's/Prof/Doctorate Degree	8.6%	9.2%	9.8%

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 BIS forecasts for 2003 and 2008.



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Radius: 4.0 miles

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Oconomowoc, WI  
Radius: 6.0 miles



**2000 Population 15+ by Sex and Marital Status**

	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 2.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 4.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 6.0 miles
Total	11,039	17,256	26,941
Females	52.4%	51.3%	50.9%
Never Married	9.6%	9.1%	9.0%
Married, not Separated	30.3%	31.3%	31.9%
Married, Separated	0.2%	0.2%	0.3%
Widowed	7.2%	6.3%	5.4%
Divorced	5.0%	4.4%	4.2%
Males	47.6%	48.7%	49.1%
Never Married	10.8%	11.3%	11.4%
Married, not Separated	31.7%	32.4%	32.7%
Married, Separated	0.2%	0.3%	0.3%
Widowed	1.2%	1.2%	1.1%
Divorced	3.7%	3.6%	3.6%



**2000 Population 16+ by Employment Status**

	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 2.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 4.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 6.0 miles
Total	10,799	16,945	26,474
In Labor Force	69.2%	70.2%	71.2%
Civilian Employed	67.1%	68.2%	69.3%
Civilian Unemployed	2.0%	2.0%	1.9%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	30.8%	29.8%	28.8%

**2003 Civilian Population 16+ in Labor Force**

	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 2.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 4.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 6.0 miles
Civilian Employed	95.7%	95.8%	96.3%
Civilian Unemployed	4.3%	4.2%	3.7%

**2008 Civilian Population 16+ in Labor Force**

	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 2.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 4.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 6.0 miles
Civilian Employed	95.3%	95.5%	96.2%
Civilian Unemployed	4.7%	4.5%	3.8%

**2000 Females 16+ by Employment Status and Age of Children**

	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 2.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 4.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 6.0 miles
Total	5,636	8,676	13,463
Own Children < 6 Only	7.0%	7.4%	7.0%
Employed/in Armed Forces	5.3%	5.6%	5.4%
Unemployed	0.0%	0.0%	0.1%
Not in Labor Force	1.7%	1.8%	1.5%
Own Children < 6 and 6-17 Only	5.8%	5.9%	5.9%
Employed/in Armed Forces	3.8%	3.5%	3.6%
Unemployed	0.1%	0.1%	0.1%
Not in Labor Force	1.8%	2.2%	2.3%
Own Children 6-17 Only	17.4%	17.4%	18.6%
Employed/in Armed Forces	12.7%	12.9%	14.0%
Unemployed	0.5%	0.4%	0.4%
Not in Labor Force	4.2%	4.1%	4.2%
No Own Children < 18	69.8%	69.4%	68.5%
Employed/in Armed Forces	37.4%	38.6%	39.1%
Unemployed	1.4%	1.1%	1.1%
Not in Labor Force	31.1%	29.7%	28.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2003.



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**2003 Employed Population 16+ by Industry**

	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 2.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 4.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 6.0 miles
Total	7,338	11,804	18,896
Agriculture/Mining	0.8%	0.9%	0.9%
Construction	7.2%	7.4%	6.9%
Manufacturing	19.1%	19.2%	19.5%
Wholesale Trade	4.1%	4.6%	4.4%
Retail Trade	13.2%	13.0%	12.6%
Transportation/Utilities	3.4%	3.5%	3.9%
Information	2.5%	2.2%	2.2%
Finance/Insurance/Real Estate	8.0%	7.6%	7.4%
Services	39.3%	39.5%	40.1%
Public Administration	2.3%	1.9%	2.0%

**2003 Employed Population 16+ by Occupation**

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Total	7,338	11,804	18,894
White Collar	66.8%	67.1%	66.9%
Management/Business/Financial	15.3%	16.8%	17.4%
Professional	23.2%	22.3%	22.9%
Sales	14.9%	14.9%	14.1%
Administrative Support	13.4%	13.1%	12.5%
Services	11.1%	10.3%	10.8%
Blue Collar	22.1%	22.5%	22.4%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	6.0%	6.0%	5.6%
Installation/Maintenance/Repair	2.6%	3.2%	4.0%
Production	9.6%	9.1%	8.7%
Transportation/Material Moving	3.9%	4.1%	3.9%



**2000 Workers 16+ by Means of Transportation to Work**

	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 2.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 4.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 6.0 miles
Total	7,202	11,434	18,125
Drove Alone - Car, Truck, or Van	82.4%	82.9%	83.4%
Carpooled - Car, Truck, or Van	10.3%	9.4%	9.1%
Public Transportation	0.3%	0.2%	0.3%
Walked	2.9%	2.7%	2.2%
Other Means	0.6%	0.6%	0.6%
Worked at Home	3.5%	4.1%	4.4%

**2000 Workers 16+ by Travel Time to Work**

	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 2.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 4.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 6.0 miles
Total	7,202	11,434	18,125
Did Not Work at Home	96.5%	95.9%	95.6%
Less than 5 minutes	6.7%	5.5%	4.5%
5 to 9 minutes	17.5%	14.2%	12.3%
10 to 19 minutes	27.1%	26.4%	26.5%
20 to 24 minutes	9.7%	10.1%	11.3%
25 to 34 minutes	14.5%	16.7%	18.5%
35 to 44 minutes	7.7%	9.0%	9.3%
45 to 59 minutes	8.7%	9.4%	9.0%
60 to 89 minutes	3.6%	3.4%	3.1%
90 or more minutes	1.0%	1.2%	1.1%
Worked at Home	3.5%	4.1%	4.4%
Average Travel Time to Work (in min)	21.7	23.3	23.9

**2000 Households by Vehicles Available**

	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 2.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 4.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 6.0 miles
Total	5,548	8,458	13,016
None	5.7%	4.8%	3.9%
1	28.2%	26.2%	25.3%
2	46.6%	46.0%	45.9%
3	14.9%	17.2%	18.3%
4	3.6%	4.2%	5.0%
5+	1.2%	1.6%	1.7%
Average Number of Vehicles Available	1.9	2.0	2.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2003 and 2008.



Latitude: 43.111219  
Longitude: -88.499639

S Hwy 16 AT Hwy 67  
Oconomowoc, WI  
Radius: 2.0 miles

S Hwy 16 AT Hwy 67  
Oconomowoc, WI  
Radius: 4.0 miles

S Hwy 16 AT Hwy 67  
Oconomowoc, WI  
Radius: 6.0 miles



**2000 Households by Type**

	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 2.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 4.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 6.0 miles
Total	5,566	8,471	12,962
Family Households	68.8%	71.6%	73.9%
Married-couple Family	57.8%	61.6%	64.3%
With Related Children	26.1%	27.4%	29.0%
Other Family (No Spouse)	11.0%	10.0%	9.6%
With Related Children	6.9%	6.1%	5.8%
Nonfamily Households	31.2%	28.4%	26.1%
Householder Living Alone	26.2%	23.5%	21.5%
Householder Not Living Alone	4.9%	5.0%	4.6%
Households with Related Children	33.0%	33.5%	34.8%
Households with Persons 65+	25.9%	23.8%	22.5%

**2000 Households by Size**

	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 2.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 4.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 6.0 miles
Total	5,566	8,471	12,962
1 Person Household	26.2%	23.5%	21.5%
2 Person Household	35.1%	36.5%	36.9%
3 Person Household	15.5%	15.9%	16.1%
4 Person Household	14.9%	15.4%	16.2%
5 Person Household	5.9%	6.4%	6.7%
6 Person Household	1.6%	1.7%	1.9%
7+ Person Household	0.6%	0.7%	0.7%

**2000 Households by Year Householder Moved In**

	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 2.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 4.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 6.0 miles
Total	5,570	8,468	12,965
Moved in 1999 to March 2000	21.0%	19.5%	17.8%
Moved in 1995 to 1998	27.8%	27.7%	27.2%
Moved in 1990 to 1994	17.1%	17.9%	18.9%
Moved in 1980 to 1989	16.2%	16.7%	17.6%
Moved in 1970 to 1979	8.1%	9.0%	9.6%
Moved in 1969 or Earlier	9.9%	9.2%	8.9%
Median Year Householder Moved In	1995	1994	1994



**2000 Housing Units by Units in Structure**

	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 2.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 4.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 6.0 miles
Total	5,855	9,068	13,984
1, Detached	66.0%	72.4%	76.0%
1, Attached	5.7%	5.0%	4.3%
2	6.2%	5.0%	4.4%
3 or 4	4.2%	3.4%	3.0%
5 to 9	5.6%	4.8%	5.1%
10 to 19	4.7%	3.6%	2.6%
20+	7.7%	5.7%	4.1%
Mobile Home	0.0%	0.2%	0.4%
Other	0.0%	0.0%	0.1%

**2000 Housing Units by Year Structure Built**

	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 2.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 4.0 miles	S Hwy 16 AT Hwy 67 Oconomowoc, WI Radius: 6.0 miles
Total	5,895	9,083	13,899
1999 to March 2000	2.1%	2.4%	2.6%
1995 to 1998	6.3%	6.9%	7.7%
1990 to 1994	6.2%	6.8%	8.5%
1980 to 1989	12.0%	11.1%	11.1%
1970 to 1979	17.8%	18.8%	18.4%
1969 or Earlier	55.6%	54.0%	51.7%
Median Year Structure Built	1966	1967	1969

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



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S Hwy 16 AT Hwy 67  
Oconomowoc, WI  
Radius: 6.0 miles

Top 3 Tapestry Segments

1.	In Style	In Style	In Style
2.	Main Street, USA	Exurbanites	Exurbanites
3.	Exurbanites	Main Street, USA	Sophisticated Squires



**2003 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 \$	\$20,572,180	\$36,277,215	\$58,375,853
Average Spent	\$3,555.51	\$4,099.58	\$4,282.58
Spending Potential Index	133	154	161
Computers & Accessories: Total \$	\$1,915,175	\$3,400,590	\$5,502,836
Average Spent	\$331.00	\$384.29	\$403.70
Spending Potential Index	112	130	136
Education: Total \$	\$6,434,447	\$11,364,480	\$18,287,407
Average Spent	\$1,112.07	\$1,284.27	\$1,341.60
Spending Potential Index	115	133	139
Entertainment/Recreation: Total \$	\$19,779,569	\$34,998,486	\$56,493,512
Average Spent	\$3,418.52	\$3,955.08	\$4,144.49
Spending Potential Index	116	134	141
Food at Home: Total \$	\$34,771,935	\$60,784,694	\$97,327,876
Average Spent	\$6,009.67	\$6,869.10	\$7,140.19
Spending Potential Index	134	153	159
Food Away from Home: Total \$	\$23,037,866	\$40,457,540	\$64,964,784
Average Spent	\$3,981.66	\$4,571.99	\$4,765.96
Spending Potential Index	134	154	160
Health Care: Total \$	\$19,908,673	\$34,716,432	\$55,505,052
Average Spent	\$3,440.84	\$3,923.20	\$4,071.97
Spending Potential Index	110	125	130
HH Furnishings & Equipment: Total \$	\$14,198,006	\$25,261,274	\$40,920,910
Average Spent	\$2,453.86	\$2,854.70	\$3,002.05
Spending Potential Index	120	140	147
Investments: Total \$	\$61,772,856	\$113,079,842	\$185,384,054
Average Spent	\$10,676.26	\$12,778.83	\$13,600.18
Spending Potential Index	126	151	160
Retail Goods: Total \$	\$159,606,922	\$280,485,683	\$450,928,163
Average Spent	\$27,585.02	\$31,696.88	\$33,081.08
Spending Potential Index	119	137	143
Shelter: Total \$	\$81,881,307	\$145,333,451	\$234,918,241
Average Spent	\$14,151.63	\$16,423.71	\$17,234.12
Spending Potential Index	111	129	135
TV/Video/Sound Equipment: Total \$	\$5,995,757	\$10,491,975	\$5,995,757
Average Spent	\$1,036.25	\$1,185.67	\$1,233.58
Spending Potential Index	108	124	129
Travel: Total \$	\$11,401,051	\$20,314,869	\$32,891,489
Average Spent	\$1,970.45	\$2,295.72	\$2,412.99
Spending Potential Index	113	131	138
Vehicle Maintenance & Repairs: Total \$	\$6,255,029	\$11,026,093	\$17,773,057
Average Spent	\$1,081.06	\$1,246.03	\$1,303.87
Spending Potential Index	110	126	132

**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Expenditure data are derived from the Consumer Expenditure Surveys, Bureau of Labor Statistics.