

EXPANDED PROFILE

2000-2010 Census, 2017 Estimates with 2022 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 43.0909/-87.9847

RF5

5700 W Capitol Dr

Milwaukee, WI 53216

1 min drivetime 3 min drivetime 5 min drivetime

Population

Estimated Population (2017)	6,194	80,710	219,830
Projected Population (2022)	6,127	80,744	223,012
Census Population (2010)	6,222	80,573	216,992
Census Population (2000)	6,504	83,641	229,221
Projected Annual Growth (2017 to 2022)	-67 -0.2%	34 -	3,182 0.3%
Historical Annual Growth (2010 to 2017)	-28 -0.1%	137 -	2,838 0.2%
Historical Annual Growth (2000 to 2010)	-282 -0.4%	-3,068 -0.4%	-12,229 -0.5%
Estimated Population Density (2017)	6,684 <i>psm</i>	7,967 <i>psm</i>	7,477 <i>psm</i>
Trade Area Size	0.93 <i>sq mi</i>	10.13 <i>sq mi</i>	29.40 <i>sq mi</i>

Households

Estimated Households (2017)	2,402	31,579	84,101
Projected Households (2022)	2,436	32,342	87,106
Census Households (2010)	2,362	30,867	81,302
Census Households (2000)	2,459	32,120	84,978
Estimated Households with Children (2017)	947 39.4%	12,363 39.1%	32,935 39.2%
Estimated Average Household Size (2017)	2.57	2.54	2.59

Average Household Income

Estimated Average Household Income (2017)	\$47,536	\$47,422	\$51,833
Projected Average Household Income (2022)	\$57,234	\$56,607	\$62,051
Estimated Average Family Income (2017)	\$53,792	\$54,605	\$59,859

Median Household Income

Estimated Median Household Income (2017)	\$42,766	\$40,801	\$44,611
Projected Median Household Income (2022)	\$50,538	\$48,364	\$52,165
Estimated Median Family Income (2017)	\$47,439	\$49,821	\$53,068

Per Capita Income

Estimated Per Capita Income (2017)	\$18,458	\$18,618	\$19,916
Projected Per Capita Income (2022)	\$22,779	\$22,738	\$24,322
Estimated Per Capita Income 5 Year Growth	\$4,321 23.4%	\$4,119 22.1%	\$4,406 22.1%
Estimated Average Household Net Worth (2017)	\$260,293	\$236,976	\$285,040

Daytime Demos (2017)

Total Businesses	341	2,023	4,936
Total Employees	2,777	17,630	49,292
Company Headquarter Businesses	2 0.6%	5 0.2%	11 0.2%
Company Headquarter Employees	31 1.1%	1,723 9.8%	2,062 4.2%
Employee Population per Business	8.1	8.7	10.0
Residential Population per Business	18.2	39.9	44.5

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Race & Ethnicity

White (2017)	805	13.0%	15,303	19.0%	55,746	25.4%
Black or African American (2017)	4,935	79.7%	58,528	72.5%	145,197	66.0%
American Indian or Alaska Native (2017)	20	0.3%	324	0.4%	767	0.3%
Asian (2017)	160	2.6%	3,011	3.7%	9,195	4.2%
Hawaiian or Pacific Islander (2017)	-	-	11	-	59	-
Other Race (2017)	85	1.4%	1,002	1.2%	2,356	1.1%
Two or More Races (2017)	190	3.1%	2,532	3.1%	6,511	3.0%
Not Hispanic or Latino Population (2017)	5,958	96.2%	77,617	96.2%	211,618	96.3%
Hispanic or Latino Population (2017)	236	3.8%	3,093	3.8%	8,212	3.7%
Not Hispanic or Latino Population (2022)	5,868	95.8%	77,307	95.7%	213,642	95.8%
Hispanic or Latino Population (2022)	259	4.2%	3,438	4.3%	9,370	4.2%
Not Hispanic or Latino Population (2010)	6,000	96.4%	77,701	96.4%	209,616	96.6%
Hispanic or Latino Population (2010)	222	3.6%	2,872	3.6%	7,376	3.4%
Not Hispanic or Latino Population (2000)	6,329	97.3%	81,359	97.3%	223,533	97.5%
Hispanic or Latino Population (2000)	175	2.7%	2,283	2.7%	5,689	2.5%
Projected Hispanic Annual Growth (2017 to 2022)	23	2.0%	345	2.2%	1,158	2.8%
Historic Hispanic Annual Growth (2000 to 2017)	60	2.0%	810	2.1%	2,523	2.6%

Age Distribution (2017)

Age Under 5	413	6.7%	6,106	7.6%	17,766	8.1%
Age 5 to 9 Years	465	7.5%	6,388	7.9%	17,949	8.2%
Age 10 to 14 Years	502	8.1%	6,455	8.0%	17,573	8.0%
Age 15 to 19 Years	514	8.3%	6,363	7.9%	16,886	7.7%
Age 20 to 24 Years	398	6.4%	5,520	6.8%	14,753	6.7%
Age 25 to 29 Years	396	6.4%	5,741	7.1%	16,311	7.4%
Age 30 to 34 Years	399	6.4%	5,826	7.2%	16,530	7.5%
Age 35 to 39 Years	430	6.9%	5,488	6.8%	14,812	6.7%
Age 40 to 44 Years	394	6.4%	4,916	6.1%	13,243	6.0%
Age 45 to 49 Years	386	6.2%	4,901	6.1%	12,969	5.9%
Age 50 to 54 Years	434	7.0%	5,086	6.3%	13,187	6.0%
Age 55 to 59 Years	449	7.3%	5,086	6.3%	13,204	6.0%
Age 60 to 64 Years	386	6.2%	4,581	5.7%	11,429	5.2%
Age 65 to 74 Years	382	6.2%	5,103	6.3%	13,509	6.1%
Age 75 to 84 Years	172	2.8%	2,189	2.7%	6,488	3.0%
Age 85 Years or Over	73	1.2%	961	1.2%	3,222	1.5%
Median Age	34.0		32.4		31.7	

Gender Age Distribution (2017)

Female Population	3,441	55.5%	44,309	54.9%	119,374	54.3%
Age 0 to 19 Years	950	27.6%	12,606	28.5%	34,732	29.1%
Age 20 to 64 Years	2,118	61.5%	26,649	60.1%	70,389	59.0%
Age 65 Years or Over	373	10.8%	5,054	11.4%	14,252	11.9%
Female Median Age	36.0		34.5		33.6	
Male Population	2,753	44.5%	36,401	45.1%	100,456	45.7%
Age 0 to 19 Years	944	34.3%	12,706	34.9%	35,441	35.3%
Age 20 to 64 Years	1,556	56.5%	20,497	56.3%	56,049	55.8%
Age 65 Years or Over	253	9.2%	3,199	8.8%	8,966	8.9%
Male Median Age	30.9		29.8		29.4	

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Household Income Distribution (2017)

HH Income \$200,000 or More	22	0.9%	261	0.8%	1,490	1.8%
HH Income \$150,000 to \$199,999	59	2.4%	516	1.6%	2,043	2.4%
HH Income \$100,000 to \$149,999	191	8.0%	2,668	8.4%	7,544	9.0%
HH Income \$75,000 to \$99,999	275	11.5%	3,234	10.2%	8,943	10.6%
HH Income \$50,000 to \$74,999	421	17.5%	5,818	18.4%	14,901	17.7%
HH Income \$35,000 to \$49,999	418	17.4%	5,053	16.0%	12,372	14.7%
HH Income \$25,000 to \$34,999	313	13.0%	4,033	12.8%	10,188	12.1%
HH Income \$15,000 to \$24,999	320	13.3%	4,657	14.7%	12,268	14.6%
HH Income Under \$15,000	384	16.0%	5,340	16.9%	14,351	17.1%
HH Income \$35,000 or More	1,386	57.7%	17,549	55.6%	47,294	56.2%
HH Income \$75,000 or More	547	22.8%	6,678	21.1%	20,021	23.8%

Housing (2017)

Total Housing Units	2,517		33,416		89,995	
Housing Units Occupied	2,402	95.5%	31,579	94.5%	84,101	93.5%
Housing Units Owner-Occupied	1,481	61.6%	16,842	53.3%	42,144	50.1%
Housing Units, Renter-Occupied	922	38.4%	14,737	46.7%	41,957	49.9%
Housing Units, Vacant	114	4.5%	1,837	5.5%	5,894	6.5%

Marital Status (2017)

Never Married	2,594	53.9%	32,947	53.3%	86,301	51.8%
Currently Married	1,257	26.1%	15,818	25.6%	44,661	26.8%
Separated	161	3.3%	2,683	4.3%	7,394	4.4%
Widowed	235	4.9%	2,932	4.7%	8,644	5.2%
Divorced	567	11.8%	7,381	12.0%	19,542	11.7%

Household Type (2017)

Population Family	5,278	85.2%	66,851	82.8%	182,074	82.8%
Population Non-Family	904	14.6%	13,332	16.5%	35,897	16.3%
Population Group Quarters	12	0.2%	527	0.7%	1,858	0.8%
Family Households	1,645	68.5%	20,253	64.1%	54,140	64.4%
Non-Family Households	757	31.5%	11,326	35.9%	29,962	35.6%
Married Couple with Children	289	23.0%	3,762	23.8%	10,739	24.0%
Average Family Household Size	3.2		3.3		3.4	

Household Size (2017)

1 Person Households	638	26.6%	9,676	30.6%	25,035	29.8%
2 Person Households	756	31.5%	8,985	28.5%	23,937	28.5%
3 Person Households	438	18.2%	5,409	17.1%	14,089	16.8%
4 Person Households	307	12.8%	3,807	12.1%	10,347	12.3%
5 Person Households	142	5.9%	1,968	6.2%	5,578	6.6%
6 or More Person Households	122	5.1%	1,734	5.5%	5,115	6.1%

Household Vehicles (2017)

Households with 0 Vehicles Available	294	12.2%	4,912	15.6%	14,727	17.5%
Households with 1 Vehicles Available	1,130	47.0%	14,555	46.1%	37,472	44.6%
Households with 2 or More Vehicles Available	978	40.7%	12,112	38.4%	31,903	37.9%
Total Vehicles Available	3,317		42,654		110,438	
Average Vehicles Per Household	1.4		1.4		1.3	

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Labor Force (2017)

Estimated Labor Population Age 16 Years or Over	4,729		60,576		163,379	
Estimated Civilian Employed	2,825	59.7%	35,960	59.4%	95,234	58.3%
Estimated Civilian Unemployed	195	4.1%	2,586	4.3%	7,319	4.5%
Estimated in Armed Forces	-	-	-	-	20	-
Estimated Not in Labor Force	1,709	36.1%	22,031	36.4%	60,806	37.2%
Unemployment Rate	4.1%		4.3%		4.5%	

Occupation (2010)

Occupation: Population Age 16 Years or Over	2,829		35,980		95,208	
Management, Business, Financial Operations	292	10.3%	3,558	9.9%	11,132	11.7%
Professional, Related	569	20.1%	7,135	19.8%	20,039	21.0%
Service	753	26.6%	8,941	24.9%	22,350	23.5%
Sales, Office	576	20.4%	8,875	24.7%	22,518	23.7%
Farming, Fishing, Forestry	8	0.3%	73	0.2%	176	0.2%
Construct, Extraction, Maintenance	132	4.7%	1,463	4.1%	3,888	4.1%
Production, Transport Material Moving	499	17.7%	5,936	16.5%	15,104	15.9%
White Collar Workers	1,437	50.8%	19,568	54.4%	53,690	56.4%
Blue Collar Workers	1,392	49.2%	16,413	45.6%	41,518	43.6%

Consumer Expenditure (2017)

Total Household Expenditure	\$102 M		\$1.33 B		\$3.74 B	
Total Non-Retail Expenditure	\$54.7 M	53.9%	\$716 M	53.8%	\$2.02 B	53.9%
Total Retail Expenditure	\$46.9 M	46.1%	\$616 M	46.2%	\$1.72 B	46.1%
Apparel	\$3.54 M	3.5%	\$46.3 M	3.5%	\$131 M	3.5%
Contributions	\$3.90 M	3.8%	\$50.2 M	3.8%	\$147 M	3.9%
Education	\$3.36 M	3.3%	\$43.7 M	3.3%	\$128 M	3.4%
Entertainment	\$5.60 M	5.5%	\$73.4 M	5.5%	\$207 M	5.5%
Food and Beverages	\$15.4 M	15.1%	\$202 M	15.2%	\$563 M	15.1%
Furnishings and Equipment	\$3.34 M	3.3%	\$43.5 M	3.3%	\$124 M	3.3%
Gifts	\$2.29 M	2.3%	\$29.8 M	2.2%	\$86.1 M	2.3%
Health Care	\$8.55 M	8.4%	\$113 M	8.5%	\$312 M	8.3%
Household Operations	\$2.68 M	2.6%	\$34.9 M	2.6%	\$100 M	2.7%
Miscellaneous Expenses	\$1.54 M	1.5%	\$20.3 M	1.5%	\$56.4 M	1.5%
Personal Care	\$1.33 M	1.3%	\$17.4 M	1.3%	\$48.9 M	1.3%
Personal Insurance	\$688 K	0.7%	\$8.90 M	0.7%	\$25.8 M	0.7%
Reading	\$223 K	0.2%	\$2.93 M	0.2%	\$8.24 M	0.2%
Shelter	\$20.8 M	20.5%	\$273 M	20.5%	\$768 M	20.5%
Tobacco	\$708 K	0.7%	\$9.39 M	0.7%	\$25.4 M	0.7%
Transportation	\$19.6 M	19.3%	\$256 M	19.2%	\$714 M	19.1%
Utilities	\$8.08 M	8.0%	\$107 M	8.0%	\$295 M	7.9%

Educational Attainment (2017)

Adult Population Age 25 Years or Over	3,902		49,879		134,903	
Elementary (Grade Level 0 to 8)	126	3.2%	1,826	3.7%	5,472	4.1%
Some High School (Grade Level 9 to 11)	397	10.2%	4,952	9.9%	14,943	11.1%
High School Graduate	1,198	30.7%	15,885	31.8%	40,595	30.1%
Some College	1,068	27.4%	13,585	27.2%	33,029	24.5%
Associate Degree Only	381	9.8%	4,378	8.8%	10,489	7.8%
Bachelor Degree Only	508	13.0%	6,256	12.5%	20,084	14.9%
Graduate Degree	223	5.7%	2,997	6.0%	10,292	7.6%

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Units In Structure (2010)

1 Detached Unit	1,507	63.8%	17,798	57.7%	44,528	54.8%
1 Attached Unit	224	9.5%	2,975	9.6%	6,372	7.8%
2 to 4 Units	603	25.5%	7,862	25.5%	23,849	29.3%
5 to 9 Units	14	0.6%	1,242	4.0%	3,649	4.5%
10 to 19 Units	11	0.5%	551	1.8%	1,567	1.9%
20 to 49 Units	15	0.6%	567	1.8%	2,040	2.5%
50 or More Units	12	0.5%	520	1.7%	1,878	2.3%
Mobile Home or Trailer	20	0.9%	71	0.2%	186	0.2%
Other Structure	-	-	11	-	15	-

Homes Built By Year (2010)

Homes Built 2005 or later	-	-	5	-	68	0.1%
Homes Built 2000 to 2004	41	1.7%	518	1.7%	1,693	2.1%
Homes Built 1990 to 1999	28	1.2%	504	1.6%	1,808	2.2%
Homes Built 1980 to 1989	28	1.2%	576	1.9%	2,035	2.5%
Homes Built 1970 to 1979	147	6.2%	2,361	7.7%	6,119	7.5%
Homes Built 1960 to 1969	223	9.4%	3,041	9.9%	8,037	9.9%
Homes Built 1950 to 1959	893	37.8%	10,943	35.5%	23,175	28.5%
Homes Built Before 1949	1,037	43.9%	13,407	43.4%	40,387	49.7%

Home Values (2010)

Home Values \$1,000,000 or More	4	0.3%	49	0.3%	113	0.3%
Home Values \$500,000 to \$999,999	21	1.4%	231	1.4%	710	1.7%
Home Values \$400,000 to \$499,999	12	0.9%	139	0.8%	571	1.4%
Home Values \$300,000 to \$399,999	33	2.3%	404	2.5%	1,559	3.8%
Home Values \$200,000 to \$299,999	101	7.0%	1,221	7.4%	5,223	12.7%
Home Values \$150,000 to \$199,999	225	15.5%	2,149	13.0%	6,697	16.3%
Home Values \$100,000 to \$149,999	406	27.9%	4,638	28.1%	9,935	24.2%
Home Values \$70,000 to \$99,999	472	32.5%	4,880	29.6%	9,028	22.0%
Home Values \$50,000 to \$69,999	129	8.9%	1,846	11.2%	4,448	10.9%
Home Values \$25,000 to \$49,999	66	4.5%	1,017	6.2%	2,946	7.2%
Home Values Under \$25,000	12	0.8%	271	1.6%	894	2.2%
Owner-Occupied Median Home Value	\$106,685		\$104,765		\$122,327	
Renter-Occupied Median Rent	\$699		\$656		\$668	

Transportation To Work (2010)

Drive to Work Alone	2,261	74.4%	30,032	76.3%	80,373	75.7%
Drive to Work in Carpool	311	10.2%	3,250	8.3%	9,163	8.6%
Travel to Work by Public Transportation	258	8.5%	3,616	9.2%	9,698	9.1%
Drive to Work on Motorcycle	-	-	31	0.1%	98	0.1%
Walk or Bicycle to Work	34	1.1%	633	1.6%	2,133	2.0%
Other Means	10	0.3%	209	0.5%	633	0.6%
Work at Home	166	5.4%	1,602	4.1%	4,122	3.9%

Travel Time (2010)

Travel to Work in 14 Minutes or Less	555	19.3%	7,036	18.6%	20,067	19.7%
Travel to Work in 15 to 29 Minutes	1,326	46.1%	17,224	45.6%	43,972	43.1%
Travel to Work in 30 to 59 Minutes	650	22.6%	8,110	21.5%	22,072	21.6%
Travel to Work in 60 Minutes or More	144	5.0%	2,151	5.7%	5,516	5.4%
Average Minutes Travel to Work	21.0		21.0		21.3	

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