

EXPANDED PROFILE

2000-2010 Census, 2018 Estimates with 2023 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 (2018)	6,131	79,906	218,068
Projected Population (2023)	5,891	77,460	214,513
Census Population (2010)	6,222	80,573	216,992
Census Population (2000)	6,504	83,641	229,221
Projected Annual Growth (2018 to 2023)	-240 -0.8%	-2,446 -0.6%	-3,555 -0.3%
Historical Annual Growth (2010 to 2018)	-91 -0.2%	-667 -0.1%	1,076 0.1%
Historical Annual Growth (2000 to 2010)	-282 -0.4%	-3,068 -0.4%	-12,229 -0.5%
Estimated Population Density (2018)	6,616 <i>psm</i>	7,888 <i>psm</i>	7,417 <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 (2018)	2,395	31,488	84,062
Projected Households (2023)	2,424	32,105	86,728
Census Households (2010)	2,362	30,867	81,302
Census Households (2000)	2,459	32,120	84,978
Estimated Households with Children (2018)	941 39.3%	12,239 38.9%	32,679 38.9%
Estimated Average Household Size (2018)	2.56	2.52	2.57

Average Household Income

Estimated Average Household Income (2018)	\$56,709	\$54,217	\$57,379
Projected Average Household Income (2023)	\$67,231	\$63,282	\$66,818
Estimated Average Family Income (2018)	\$64,534	\$63,275	\$66,364

Median Household Income

Estimated Median Household Income (2018)	\$42,784	\$40,329	\$44,444
Projected Median Household Income (2023)	\$49,002	\$46,041	\$50,267
Estimated Median Family Income (2018)	\$49,509	\$50,549	\$53,963

Per Capita Income

Estimated Per Capita Income (2018)	\$22,172	\$21,433	\$22,207
Projected Per Capita Income (2023)	\$27,689	\$26,300	\$27,105
Estimated Per Capita Income 5 Year Growth	\$5,517 24.9%	\$4,866 22.7%	\$4,897 22.1%
Estimated Average Household Net Worth (2018)	\$279,076	\$253,842	\$305,074

Daytime Demos (2018)

Total Businesses	336	2,004	4,920
Total Employees	2,760	16,999	47,506
Company Headquarter Businesses	2 0.6%	5 0.2%	12 0.2%
Company Headquarter Employees	31 1.1%	603 3.5%	970 2.0%
Employee Population per Business	8.2	8.5	9.7
Residential Population per Business	18.2	39.9	44.3

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Race & Ethnicity

White (2018)	791	12.9%	15,024	18.8%	55,165	25.3%
Black or African American (2018)	4,871	79.4%	57,773	72.3%	143,359	65.7%
American Indian or Alaska Native (2018)	20	0.3%	329	0.4%	784	0.4%
Asian (2018)	167	2.7%	3,131	3.9%	9,569	4.4%
Hawaiian or Pacific Islander (2018)	-	-	11	-	60	-
Other Race (2018)	87	1.4%	1,027	1.3%	2,426	1.1%
Two or More Races (2018)	196	3.2%	2,610	3.3%	6,705	3.1%
Not Hispanic or Latino Population (2018)	5,889	96.0%	76,738	96.0%	209,654	96.1%
Hispanic or Latino Population (2018)	242	4.0%	3,168	4.0%	8,414	3.9%
Not Hispanic or Latino Population (2023)	5,630	95.6%	73,996	95.5%	205,062	95.6%
Hispanic or Latino Population (2023)	262	4.4%	3,464	4.5%	9,451	4.4%
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 (2018 to 2023)	19	1.6%	296	1.9%	1,037	2.5%
Historic Hispanic Annual Growth (2000 to 2018)	67	2.1%	885	2.2%	2,725	2.7%

Age Distribution (2018)

Age Under 5	402	6.6%	5,932	7.4%	17,272	7.9%
Age 5 to 9 Years	456	7.4%	6,278	7.9%	17,639	8.1%
Age 10 to 14 Years	503	8.2%	6,437	8.1%	17,550	8.0%
Age 15 to 19 Years	496	8.1%	6,120	7.7%	16,287	7.5%
Age 20 to 24 Years	372	6.1%	5,186	6.5%	13,925	6.4%
Age 25 to 29 Years	423	6.9%	6,111	7.6%	17,318	7.9%
Age 30 to 34 Years	389	6.3%	5,697	7.1%	16,208	7.4%
Age 35 to 39 Years	432	7.0%	5,549	6.9%	15,030	6.9%
Age 40 to 44 Years	372	6.1%	4,638	5.8%	12,568	5.8%
Age 45 to 49 Years	387	6.3%	4,904	6.1%	13,018	6.0%
Age 50 to 54 Years	421	6.9%	4,914	6.1%	12,781	5.9%
Age 55 to 59 Years	449	7.3%	5,091	6.4%	13,242	6.1%
Age 60 to 64 Years	392	6.4%	4,677	5.9%	11,718	5.4%
Age 65 to 74 Years	398	6.5%	5,290	6.6%	14,050	6.4%
Age 75 to 84 Years	172	2.8%	2,172	2.7%	6,427	2.9%
Age 85 Years or Over	68	1.1%	908	1.1%	3,035	1.4%
Median Age	34.2		32.6		31.9	

Gender Age Distribution (2018)

Female Population	3,400	55.5%	43,834	54.9%	118,288	54.2%
Age 0 to 19 Years	926	27.2%	12,284	28.0%	33,934	28.7%
Age 20 to 64 Years	2,090	61.5%	26,452	60.3%	70,007	59.2%
Age 65 Years or Over	384	11.3%	5,097	11.6%	14,346	12.1%
Female Median Age	36.2		34.6		33.7	
Male Population	2,731	44.5%	36,072	45.1%	99,781	45.8%
Age 0 to 19 Years	931	34.1%	12,483	34.6%	34,814	34.9%
Age 20 to 64 Years	1,546	56.6%	20,316	56.3%	55,800	55.9%
Age 65 Years or Over	255	9.3%	3,273	9.1%	9,166	9.2%
Male Median Age	31.1		30.0		29.7	

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Household Income Distribution (2018)

HH Income \$200,000 or More	35	1.4%	300	1.0%	1,781	2.1%
HH Income \$150,000 to \$199,999	62	2.6%	709	2.3%	2,449	2.9%
HH Income \$100,000 to \$149,999	197	8.2%	2,444	7.8%	7,388	8.8%
HH Income \$75,000 to \$99,999	270	11.3%	3,234	10.3%	8,750	10.4%
HH Income \$50,000 to \$74,999	417	17.4%	5,880	18.7%	14,503	17.3%
HH Income \$35,000 to \$49,999	430	18.0%	5,000	15.9%	12,412	14.8%
HH Income \$25,000 to \$34,999	278	11.6%	3,663	11.6%	9,452	11.2%
HH Income \$15,000 to \$24,999	303	12.6%	4,510	14.3%	11,925	14.2%
HH Income Under \$15,000	404	16.9%	5,748	18.3%	15,401	18.3%
HH Income \$35,000 or More	1,411	58.9%	17,567	55.8%	47,284	56.2%
HH Income \$75,000 or More	563	23.5%	6,687	21.2%	20,369	24.2%

Housing (2018)

Total Housing Units	2,512		33,363		90,085	
Housing Units Occupied	2,395	95.3%	31,488	94.4%	84,062	93.3%
Housing Units Owner-Occupied	1,477	61.7%	16,811	53.4%	42,276	50.3%
Housing Units, Renter-Occupied	918	38.3%	14,677	46.6%	41,786	49.7%
Housing Units, Vacant	118	4.7%	1,875	5.6%	6,023	6.7%

Marital Status (2018)

Never Married	2,727	57.2%	33,564	54.8%	87,367	52.8%
Currently Married	1,223	25.6%	14,936	24.4%	43,614	26.3%
Separated	142	3.0%	2,519	4.1%	6,735	4.1%
Widowed	180	3.8%	2,903	4.7%	8,332	5.0%
Divorced	498	10.4%	7,337	12.0%	19,558	11.8%

Household Type (2018)

Population Family	5,215	85.1%	66,028	82.6%	180,249	82.7%
Population Non-Family	904	14.8%	13,363	16.7%	36,047	16.5%
Population Group Quarters	12	0.2%	515	0.6%	1,772	0.8%
Family Households	1,636	68.3%	20,115	63.9%	53,897	64.1%
Non-Family Households	759	31.7%	11,373	36.1%	30,165	35.9%
Married Couple with Children	285	23.3%	3,705	24.8%	10,659	24.4%
Average Family Household Size	3.2		3.3		3.3	

Household Size (2018)

1 Person Households	639	26.7%	9,730	30.9%	25,279	30.1%
2 Person Households	758	31.6%	9,017	28.6%	24,095	28.7%
3 Person Households	435	18.2%	5,348	17.0%	13,958	16.6%
4 Person Households	304	12.7%	3,747	11.9%	10,201	12.1%
5 Person Households	138	5.7%	1,943	6.2%	5,502	6.5%
6 or More Person Households	121	5.1%	1,703	5.4%	5,027	6.0%

Household Vehicles (2018)

Households with 0 Vehicles Available	303	12.6%	5,057	16.1%	14,979	17.8%
Households with 1 Vehicles Available	1,115	46.6%	14,691	46.7%	37,012	44.0%
Households with 2 or More Vehicles Available	976	40.8%	11,740	37.3%	32,071	38.2%
Total Vehicles Available	3,332		42,107		110,922	
Average Vehicles Per Household	1.4		1.3		1.3	

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Labor Force (2018)

Estimated Labor Population Age 16 Years or Over	4,690		60,120		162,560	
Estimated Civilian Employed	2,888	61.6%	36,000	59.9%	96,046	59.1%
Estimated Civilian Unemployed	161	3.4%	2,239	3.7%	6,135	3.8%
Estimated in Armed Forces	-	-	-	-	16	-
Estimated Not in Labor Force	1,641	35.0%	21,881	36.4%	60,363	37.1%
Unemployment Rate	3.4%		3.7%		3.8%	

Occupation (2015)

Occupation: Population Age 16 Years or Over	2,892		36,012		96,079	
Management, Business, Financial Operations	275	9.5%	3,443	9.6%	11,079	11.5%
Professional, Related	518	17.9%	6,684	18.6%	20,029	20.8%
Service	828	28.6%	8,912	24.7%	22,263	23.2%
Sales, Office	579	20.0%	9,077	25.2%	22,816	23.7%
Farming, Fishing, Forestry	11	0.4%	79	0.2%	159	0.2%
Construct, Extraction, Maintenance	138	4.8%	1,478	4.1%	3,692	3.8%
Production, Transport Material Moving	543	18.8%	6,341	17.6%	16,041	16.7%
White Collar Workers	1,372	47.5%	19,203	53.3%	53,924	56.1%
Blue Collar Workers	1,520	52.5%	16,809	46.7%	42,155	43.9%

Consumer Expenditure (2018)

Total Household Expenditure	\$114 M		\$1.45 B		\$3.99 B	
Total Non-Retail Expenditure	\$58.6 M	51.4%	\$746 M	51.4%	\$2.06 B	51.7%
Total Retail Expenditure	\$55.3 M	48.6%	\$704 M	48.6%	\$1.93 B	48.3%
Apparel	\$3.97 M	3.5%	\$50.5 M	3.5%	\$139 M	3.5%
Contributions	\$4.42 M	3.9%	\$55.4 M	3.8%	\$159 M	4.0%
Education	\$3.82 M	3.4%	\$48.2 M	3.3%	\$139 M	3.5%
Entertainment	\$6.28 M	5.5%	\$79.9 M	5.5%	\$221 M	5.5%
Food and Beverages	\$17.2 M	15.1%	\$220 M	15.2%	\$600 M	15.0%
Furnishings and Equipment	\$3.76 M	3.3%	\$47.5 M	3.3%	\$132 M	3.3%
Gifts	\$2.58 M	2.3%	\$32.7 M	2.3%	\$92.9 M	2.3%
Health Care	\$9.55 M	8.4%	\$122 M	8.4%	\$331 M	8.3%
Household Operations	\$3.02 M	2.7%	\$38.2 M	2.6%	\$108 M	2.7%
Miscellaneous Expenses	\$1.72 M	1.5%	\$22.0 M	1.5%	\$60.0 M	1.5%
Personal Care	\$1.49 M	1.3%	\$19.0 M	1.3%	\$52.2 M	1.3%
Personal Insurance	\$778 K	0.7%	\$9.77 M	0.7%	\$27.8 M	0.7%
Reading	\$250 K	0.2%	\$3.19 M	0.2%	\$8.81 M	0.2%
Shelter	\$23.4 M	20.5%	\$298 M	20.5%	\$821 M	20.6%
Tobacco	\$788 K	0.7%	\$10.2 M	0.7%	\$26.9 M	0.7%
Transportation	\$21.9 M	19.2%	\$278 M	19.2%	\$760 M	19.0%
Utilities	\$9.03 M	7.9%	\$116 M	8.0%	\$314 M	7.9%

Educational Attainment (2018)

Adult Population Age 25 Years or Over	3,902		49,953		135,394	
Elementary (Grade Level 0 to 8)	100	2.6%	1,629	3.3%	5,034	3.7%
Some High School (Grade Level 9 to 11)	366	9.4%	4,733	9.5%	14,477	10.7%
High School Graduate	1,256	32.2%	16,257	32.5%	41,012	30.3%
Some College	973	24.9%	12,791	25.6%	31,479	23.3%
Associate Degree Only	418	10.7%	4,588	9.2%	10,899	8.0%
Bachelor Degree Only	580	14.9%	6,527	13.1%	20,871	15.4%
Graduate Degree	209	5.4%	3,427	6.9%	11,622	8.6%

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Units In Structure (2015)

	1 min drivetime	3 min drivetime	5 min drivetime
1 Detached Unit	1,518 64.3%	17,925 58.1%	44,890 55.2%
1 Attached Unit	292 12.4%	3,271 10.6%	7,200 8.9%
2 to 4 Units	479 20.3%	6,925 22.4%	21,001 25.8%
5 to 9 Units	25 1.1%	1,397 4.5%	4,275 5.3%
10 to 19 Units	18 0.8%	520 1.7%	1,522 1.9%
20 to 49 Units	25 1.1%	569 1.8%	2,339 2.9%
50 or More Units	25 1.0%	653 2.1%	2,293 2.8%
Mobile Home or Trailer	16 0.7%	232 0.8%	569 0.7%
Other Structure	- -	7 -	7 -

Homes Built By Year (2015)

	1 min drivetime	3 min drivetime	5 min drivetime
Homes Built 2010 or later	1 0.1%	14 -	92 0.1%
Homes Built 2000 to 2009	37 1.6%	439 1.4%	1,501 1.8%
Homes Built 1990 to 1999	25 1.1%	619 2.0%	2,143 2.6%
Homes Built 1980 to 1989	34 1.4%	649 2.1%	2,434 3.0%
Homes Built 1970 to 1979	171 7.2%	2,318 7.5%	5,822 7.2%
Homes Built 1960 to 1969	245 10.4%	3,390 11.0%	8,938 11.0%
Homes Built 1950 to 1959	901 38.1%	11,108 36.0%	23,494 28.9%
Homes Built Before 1949	977 41.3%	12,797 41.5%	38,947 47.9%

Home Values (2015)

	1 min drivetime	3 min drivetime	5 min drivetime
Home Values \$1,000,000 or More	- -	5 -	17 -
Home Values \$500,000 to \$999,999	24 1.7%	288 1.7%	865 2.1%
Home Values \$400,000 to \$499,999	16 1.1%	168 1.0%	662 1.6%
Home Values \$300,000 to \$399,999	47 3.2%	573 3.5%	2,040 5.0%
Home Values \$200,000 to \$299,999	109 7.5%	1,375 8.3%	5,528 13.5%
Home Values \$150,000 to \$199,999	220 15.1%	1,990 12.1%	6,479 15.8%
Home Values \$100,000 to \$149,999	405 27.9%	4,424 26.8%	9,475 23.1%
Home Values \$70,000 to \$99,999	432 29.7%	4,240 25.7%	7,660 18.7%
Home Values \$50,000 to \$69,999	154 10.6%	2,135 12.9%	4,856 11.9%
Home Values \$25,000 to \$49,999	61 4.2%	1,369 8.3%	3,822 9.3%
Home Values Under \$25,000	10 0.7%	241 1.5%	846 2.1%
Owner-Occupied Median Home Value	\$107,482	\$102,511	\$122,075
Renter-Occupied Median Rent	\$736	\$695	\$699

Transportation To Work (2015)

	1 min drivetime	3 min drivetime	5 min drivetime
Drive to Work Alone	2,281 75.0%	29,959 76.2%	80,581 75.7%
Drive to Work in Carpool	267 8.8%	3,220 8.2%	9,138 8.6%
Travel to Work by Public Transportation	230 7.6%	3,531 9.0%	9,224 8.7%
Drive to Work on Motorcycle	- -	19 -	45 -
Walk or Bicycle to Work	57 1.9%	551 1.4%	1,998 1.9%
Other Means	- -	237 0.6%	688 0.6%
Work at Home	207 6.8%	1,801 4.6%	4,757 4.5%

Travel Time (2015)

	1 min drivetime	3 min drivetime	5 min drivetime
Travel to Work in 14 Minutes or Less	545 19.2%	6,765 18.0%	20,098 19.8%
Travel to Work in 15 to 29 Minutes	1,446 51.0%	18,271 48.7%	46,875 46.1%
Travel to Work in 30 to 59 Minutes	579 20.4%	7,213 19.2%	19,797 19.5%
Travel to Work in 60 Minutes or More	128 4.5%	2,159 5.8%	5,226 5.1%
Average Minutes Travel to Work	20.4	20.7	20.8

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