



Community Profile

Rings: 1, 3, 5 mile radii

2292+6X West Allis, WI, USA

Latitude: 43.0180

Longitude: -87.99762

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	23,484	177,241	456,396
2020 Total Population	23,617	175,897	451,679
2020 Group Quarters	347	2,719	11,506
2022 Total Population	24,109	175,083	451,707
2022 Group Quarters	347	2,718	11,507
2027 Total Population	23,906	172,189	446,823
2022-2027 Annual Rate	-0.17%	-0.33%	-0.22%
2022 Total Daytime Population	23,304	174,903	491,583
Workers	11,856	88,764	256,958
Residents	11,448	86,139	234,625
Household Summary			
2010 Households	10,529	73,840	179,591
2010 Average Household Size	2.22	2.36	2.46
2020 Total Households	10,572	74,719	185,695
2020 Average Household Size	2.20	2.32	2.37
2022 Total Households	10,891	74,780	186,325
2022 Average Household Size	2.18	2.30	2.36
2027 Total Households	10,863	73,904	185,268
2027 Average Household Size	2.17	2.29	2.35
2022-2027 Annual Rate	-0.05%	-0.24%	-0.11%
2010 Families	5,369	40,864	103,595
2010 Average Family Size	3.01	3.13	3.22
2022 Total Families	5,354	40,004	103,169
2022 Average Family Size	3.02	3.12	3.14
2027 Total Families	5,320	39,388	102,061
2027 Average Family Size	2.99	3.10	3.12
2022-2027 Annual Rate	-0.13%	-0.31%	-0.22%
Housing Unit Summary			
2000 Housing Units	11,059	78,526	190,926
Owner Occupied Housing Units	47.3%	51.4%	48.1%
Renter Occupied Housing Units	47.7%	43.5%	45.8%
Vacant Housing Units	5.0%	5.1%	6.1%
2010 Housing Units	11,566	79,822	196,668
Owner Occupied Housing Units	42.6%	48.3%	45.0%
Renter Occupied Housing Units	48.5%	44.2%	46.3%
Vacant Housing Units	9.0%	7.5%	8.7%
2020 Housing Units	11,389	79,813	200,550
Vacant Housing Units	7.2%	6.4%	7.4%
2022 Housing Units	11,801	80,148	201,852
Owner Occupied Housing Units	44.0%	49.7%	45.1%
Renter Occupied Housing Units	48.3%	43.6%	47.2%
Vacant Housing Units	7.7%	6.7%	7.7%
2027 Housing Units	11,864	80,313	202,433
Owner Occupied Housing Units	44.8%	50.0%	45.6%
Renter Occupied Housing Units	46.7%	42.0%	45.9%
Vacant Housing Units	8.4%	8.0%	8.5%
Median Household Income			
2022	\$55,640	\$57,721	\$54,970
2027	\$64,249	\$69,494	\$66,473
Median Home Value			
2022	\$164,825	\$184,596	\$196,084
2027	\$241,002	\$263,303	\$274,008
Per Capita Income			
2022	\$31,736	\$33,221	\$32,003
2027	\$37,789	\$39,575	\$38,049
Median Age			
2010	34.2	34.7	32.9
2022	37.9	37.3	35.4
2027	39.3	38.3	36.1

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 the total population.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Households by Income			
Household Income Base	10,891	74,780	186,325
<\$15,000	9.7%	9.8%	12.0%
\$15,000 - \$24,999	8.3%	9.8%	10.7%
\$25,000 - \$34,999	9.1%	8.6%	8.7%
\$35,000 - \$49,999	16.2%	14.0%	13.8%
\$50,000 - \$74,999	21.4%	19.5%	17.7%
\$75,000 - \$99,999	14.9%	14.1%	12.7%
\$100,000 - \$149,999	14.7%	15.7%	15.1%
\$150,000 - \$199,999	4.3%	5.2%	5.5%
\$200,000+	1.4%	3.3%	3.8%
Average Household Income	\$70,646	\$77,648	\$77,174
2027 Households by Income			
Household Income Base	10,863	73,904	185,268
<\$15,000	6.8%	7.5%	9.6%
\$15,000 - \$24,999	5.4%	7.3%	8.6%
\$25,000 - \$34,999	8.0%	7.2%	7.1%
\$35,000 - \$49,999	17.0%	13.0%	12.2%
\$50,000 - \$74,999	19.4%	18.0%	17.1%
\$75,000 - \$99,999	15.0%	14.3%	13.4%
\$100,000 - \$149,999	19.8%	21.0%	19.5%
\$150,000 - \$199,999	6.9%	7.7%	8.0%
\$200,000+	1.7%	4.1%	4.6%
Average Household Income	\$83,615	\$92,056	\$91,318
2022 Owner Occupied Housing Units by Value			
Total	5,194	39,800	91,098
<\$50,000	1.3%	2.6%	3.9%
\$50,000 - \$99,999	5.2%	7.5%	9.4%
\$100,000 - \$149,999	34.7%	21.9%	17.7%
\$150,000 - \$199,999	29.7%	26.0%	20.6%
\$200,000 - \$249,999	12.9%	14.1%	15.2%
\$250,000 - \$299,999	3.5%	9.4%	11.5%
\$300,000 - \$399,999	5.3%	10.3%	11.9%
\$400,000 - \$499,999	2.9%	3.5%	4.4%
\$500,000 - \$749,999	3.3%	2.6%	3.0%
\$750,000 - \$999,999	0.6%	1.1%	1.2%
\$1,000,000 - \$1,499,999	0.4%	0.4%	0.5%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.3%
\$2,000,000 +	0.1%	0.2%	0.4%
Average Home Value	\$204,528	\$229,197	\$242,064
2027 Owner Occupied Housing Units by Value			
Total	5,318	40,177	92,242
<\$50,000	0.2%	1.1%	1.8%
\$50,000 - \$99,999	0.5%	2.3%	3.3%
\$100,000 - \$149,999	10.4%	8.1%	7.6%
\$150,000 - \$199,999	23.4%	18.7%	14.4%
\$200,000 - \$249,999	18.9%	15.5%	15.1%
\$250,000 - \$299,999	11.9%	15.8%	16.3%
\$300,000 - \$399,999	15.2%	20.1%	21.5%
\$400,000 - \$499,999	9.8%	8.3%	9.4%
\$500,000 - \$749,999	6.4%	6.2%	6.5%
\$750,000 - \$999,999	2.4%	2.7%	2.6%
\$1,000,000 - \$1,499,999	0.7%	0.5%	0.7%
\$1,500,000 - \$1,999,999	0.1%	0.4%	0.4%
\$2,000,000 +	0.2%	0.2%	0.3%
Average Home Value	\$302,040	\$311,094	\$321,721

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Age			
Total	23,484	177,241	456,393
0 - 4	7.4%	7.6%	7.9%
5 - 9	6.2%	6.6%	7.0%
10 - 14	5.7%	6.1%	6.7%
15 - 24	12.4%	12.9%	15.5%
25 - 34	19.7%	17.3%	16.2%
35 - 44	13.2%	13.0%	12.6%
45 - 54	14.6%	13.9%	13.1%
55 - 64	10.5%	10.8%	10.0%
65 - 74	4.7%	5.1%	5.0%
75 - 84	3.4%	4.2%	3.9%
85 +	2.2%	2.5%	2.1%
18 +	77.2%	75.9%	74.2%
2022 Population by Age			
Total	24,109	175,084	451,707
0 - 4	6.3%	6.7%	6.9%
5 - 9	6.2%	6.5%	6.7%
10 - 14	6.2%	6.4%	6.5%
15 - 24	11.9%	12.5%	14.6%
25 - 34	14.2%	14.3%	14.6%
35 - 44	16.8%	14.8%	13.7%
45 - 54	11.5%	11.5%	10.9%
55 - 64	12.3%	12.0%	11.3%
65 - 74	8.7%	8.8%	8.3%
75 - 84	3.7%	4.1%	4.1%
85 +	2.1%	2.5%	2.2%
18 +	77.9%	76.9%	76.1%
2027 Population by Age			
Total	23,908	172,190	446,822
0 - 4	6.2%	6.6%	6.9%
5 - 9	6.0%	6.3%	6.5%
10 - 14	6.0%	6.2%	6.3%
15 - 24	12.3%	12.8%	14.6%
25 - 34	13.6%	13.7%	14.3%
35 - 44	15.3%	14.0%	13.4%
45 - 54	13.1%	12.3%	11.4%
55 - 64	10.8%	10.8%	10.2%
65 - 74	9.8%	9.7%	9.1%
75 - 84	4.9%	5.2%	5.0%
85 +	2.0%	2.4%	2.2%
18 +	78.2%	77.2%	76.6%
2010 Population by Sex			
Males	11,703	87,202	222,414
Females	11,781	90,039	233,983
2022 Population by Sex			
Males	12,068	86,417	220,438
Females	12,042	88,666	231,269
2027 Population by Sex			
Males	11,971	85,041	218,167
Females	11,934	87,148	228,656

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 28, 2022



Community Profile

Rings: 1, 3, 5 mile radii

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2010 Population by Race/Ethnicity			
Total	23,484	177,241	456,398
White Alone	80.2%	73.2%	62.0%
Black Alone	5.9%	9.3%	21.4%
American Indian Alone	1.4%	1.2%	0.9%
Asian Alone	1.6%	2.7%	3.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.4%	10.0%	9.4%
Two or More Races	4.4%	3.6%	3.3%
Hispanic Origin	15.4%	22.4%	21.3%
Diversity Index	51.6	63.7	70.7
2020 Population by Race/Ethnicity			
Total	23,617	175,897	451,679
White Alone	64.0%	59.5%	50.9%
Black Alone	9.2%	10.0%	20.6%
American Indian Alone	1.7%	1.5%	1.2%
Asian Alone	1.7%	3.4%	4.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	10.3%	12.4%	11.1%
Two or More Races	13.0%	13.1%	11.8%
Hispanic Origin	25.2%	28.4%	25.1%
Diversity Index	72.3	76.4	79.4
2022 Population by Race/Ethnicity			
Total	24,109	175,086	451,707
White Alone	63.4%	58.9%	50.2%
Black Alone	9.3%	10.1%	20.8%
American Indian Alone	1.7%	1.5%	1.2%
Asian Alone	1.8%	3.5%	4.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	10.4%	12.5%	11.2%
Two or More Races	13.3%	13.4%	12.1%
Hispanic Origin	25.3%	28.6%	25.3%
Diversity Index	72.6	76.8	79.8
2027 Population by Race/Ethnicity			
Total	23,904	172,189	446,823
White Alone	61.1%	56.8%	48.3%
Black Alone	9.6%	10.3%	20.9%
American Indian Alone	1.8%	1.6%	1.2%
Asian Alone	1.9%	3.8%	4.8%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	11.0%	13.0%	11.6%
Two or More Races	14.6%	14.5%	13.1%
Hispanic Origin	26.0%	29.1%	25.8%
Diversity Index	74.4	78.1	80.8
2010 Population by Relationship and Household Type			
Total	23,484	177,241	456,396
In Households	99.4%	98.2%	97.0%
In Family Households	72.2%	75.2%	76.1%
Householder	22.7%	23.1%	22.7%
Spouse	13.8%	14.9%	13.6%
Child	28.6%	30.1%	32.1%
Other relative	3.6%	4.1%	4.5%
Nonrelative	3.5%	3.0%	3.1%
In Nonfamily Households	27.2%	23.0%	20.9%
In Group Quarters	0.6%	1.8%	3.0%
Institutionalized Population	0.1%	0.7%	1.1%
Noninstitutionalized Population	0.5%	1.1%	2.0%

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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2022 Population 25+ by Educational Attainment			
Total	16,722	118,793	294,480
Less than 9th Grade	3.2%	4.7%	5.0%
9th - 12th Grade, No Diploma	4.6%	6.0%	7.2%
High School Graduate	29.5%	26.5%	25.3%
GED/Alternative Credential	5.0%	4.5%	4.3%
Some College, No Degree	20.8%	19.2%	18.7%
Associate Degree	11.2%	9.2%	8.9%
Bachelor's Degree	19.1%	20.1%	20.5%
Graduate/Professional Degree	6.6%	9.6%	10.1%
2022 Population 15+ by Marital Status			
Total	19,599	140,759	360,527
Never Married	44.8%	43.0%	46.4%
Married	36.4%	40.3%	37.9%
Widowed	5.5%	5.0%	5.0%
Divorced	13.3%	11.7%	10.7%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	13,468	94,362	231,149
Population 16+ Employed	95.8%	96.0%	95.4%
Population 16+ Unemployment rate	4.2%	4.0%	4.6%
Population 16-24 Employed	13.6%	13.6%	15.7%
Population 16-24 Unemployment rate	6.5%	8.2%	8.6%
Population 25-54 Employed	65.3%	64.6%	63.8%
Population 25-54 Unemployment rate	4.4%	3.5%	4.2%
Population 55-64 Employed	15.8%	16.1%	15.1%
Population 55-64 Unemployment rate	2.2%	3.1%	3.4%
Population 65+ Employed	5.3%	5.7%	5.4%
Population 65+ Unemployment rate	0.3%	0.8%	1.0%
2022 Employed Population 16+ by Industry			
Total	12,907	90,613	220,492
Agriculture/Mining	0.1%	0.3%	0.3%
Construction	6.4%	5.8%	5.2%
Manufacturing	18.0%	15.1%	14.9%
Wholesale Trade	3.1%	2.9%	2.6%
Retail Trade	11.7%	10.8%	9.8%
Transportation/Utilities	6.2%	4.7%	4.9%
Information	1.3%	1.5%	1.4%
Finance/Insurance/Real Estate	7.9%	6.2%	6.6%
Services	41.8%	49.4%	51.0%
Public Administration	3.5%	3.3%	3.3%
2022 Employed Population 16+ by Occupation			
Total	12,906	90,611	220,493
White Collar	55.2%	56.4%	56.4%
Management/Business/Financial	13.8%	13.5%	14.0%
Professional	19.9%	22.7%	22.9%
Sales	8.7%	8.1%	7.6%
Administrative Support	12.8%	12.1%	11.8%
Services	15.1%	17.3%	18.3%
Blue Collar	29.7%	26.4%	25.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	5.5%	4.8%	4.3%
Installation/Maintenance/Repair	3.5%	3.0%	2.5%
Production	11.4%	9.7%	9.6%
Transportation/Material Moving	9.3%	8.8%	8.7%

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2010 Households by Type			
Total	10,529	73,839	179,591
Households with 1 Person	38.9%	36.1%	34.0%
Households with 2+ People	61.1%	63.9%	66.0%
Family Households	51.0%	55.3%	57.7%
Husband-wife Families	31.1%	35.8%	34.6%
With Related Children	14.1%	16.7%	16.2%
Other Family (No Spouse Present)	19.9%	19.5%	23.1%
Other Family with Male Householder	5.7%	5.7%	5.7%
With Related Children	3.3%	3.3%	3.3%
Other Family with Female Householder	14.3%	13.8%	17.4%
With Related Children	9.9%	9.5%	12.5%
Nonfamily Households	10.1%	8.5%	8.3%
All Households with Children	27.8%	30.0%	32.5%
Multigenerational Households	2.7%	3.2%	3.9%
Unmarried Partner Households	10.3%	9.1%	9.0%
Male-female	9.6%	8.3%	8.2%
Same-sex	0.8%	0.8%	0.8%
2010 Households by Size			
Total	10,528	73,840	179,591
1 Person Household	38.9%	36.1%	34.0%
2 Person Household	29.3%	29.8%	29.1%
3 Person Household	14.4%	13.9%	14.5%
4 Person Household	9.7%	10.7%	11.3%
5 Person Household	4.6%	5.4%	6.0%
6 Person Household	1.9%	2.3%	2.7%
7 + Person Household	1.1%	1.8%	2.3%
2010 Households by Tenure and Mortgage Status			
Total	10,529	73,840	179,591
Owner Occupied	46.8%	52.2%	49.3%
Owned with a Mortgage/Loan	36.8%	38.2%	35.9%
Owned Free and Clear	10.0%	14.0%	13.4%
Renter Occupied	53.2%	47.8%	50.7%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	121	114	104
Percent of Income for Mortgage	15.6%	16.9%	18.8%
Wealth Index	44	57	59
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	11,566	79,822	196,668
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	23,484	177,241	456,396
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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.

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Top 3 Tapestry Segments			
1.	Front Porches (8E)	Front Porches (8E)	Front Porches (8E)
2.	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)
3.	Set to Impress (11D)	Parks and Rec (5C)	Parks and Rec (5C)
2022 Consumer Spending			
Apparel & Services: Total \$	\$18,104,488	\$137,211,429	\$345,089,779
Average Spent	\$1,662.33	\$1,834.87	\$1,852.09
Spending Potential Index	69	76	77
Education: Total \$	\$15,431,328	\$112,584,813	\$281,756,599
Average Spent	\$1,416.89	\$1,505.55	\$1,512.18
Spending Potential Index	72	77	77
Entertainment/Recreation: Total \$	\$26,657,457	\$201,260,357	\$497,037,027
Average Spent	\$2,447.66	\$2,691.37	\$2,667.58
Spending Potential Index	67	73	73
Food at Home: Total \$	\$46,351,050	\$348,879,988	\$873,585,751
Average Spent	\$4,255.90	\$4,665.42	\$4,688.51
Spending Potential Index	69	75	76
Food Away from Home: Total \$	\$32,313,394	\$243,441,526	\$610,536,822
Average Spent	\$2,966.98	\$3,255.44	\$3,276.73
Spending Potential Index	69	75	76
Health Care: Total \$	\$50,527,529	\$385,735,602	\$954,873,578
Average Spent	\$4,639.38	\$5,158.27	\$5,124.77
Spending Potential Index	65	73	72
HH Furnishings & Equipment: Total \$	\$18,516,529	\$140,461,188	\$347,547,428
Average Spent	\$1,700.17	\$1,878.33	\$1,865.28
Spending Potential Index	66	73	73
Personal Care Products & Services: Total \$	\$7,603,939	\$57,580,009	\$143,751,367
Average Spent	\$698.19	\$769.99	\$771.51
Spending Potential Index	68	76	76
Shelter: Total \$	\$175,782,489	\$1,313,951,885	\$3,264,332,157
Average Spent	\$16,140.16	\$17,570.90	\$17,519.56
Spending Potential Index	70	77	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$18,785,458	\$142,469,703	\$347,533,075
Average Spent	\$1,724.86	\$1,905.18	\$1,865.20
Spending Potential Index	64	70	69
Travel: Total \$	\$20,561,240	\$155,317,483	\$379,582,847
Average Spent	\$1,887.91	\$2,076.99	\$2,037.21
Spending Potential Index	66	72	71
Vehicle Maintenance & Repairs: Total \$	\$9,324,070	\$70,203,548	\$175,109,619
Average Spent	\$856.13	\$938.80	\$939.81
Spending Potential Index	68	75	75

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.