



## Community Profile

Rings: 1, 3, 5 mile radii

3105 Golf Rd, Delafield, WI 53018, USA

Latitude: 43.0532

Longitude: -88.36802

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2010 Total Population	1,386	15,687	46,543
2020 Total Population	1,336	15,513	47,815
2020 Group Quarters	1	87	380
2022 Total Population	1,327	15,492	48,234
2022 Group Quarters	1	87	380
2027 Total Population	1,311	15,487	48,876
2022-2027 Annual Rate	-0.24%	-0.01%	0.26%
2022 Total Daytime Population	3,714	16,994	42,998
Workers	3,070	9,603	20,689
Residents	644	7,391	22,309
<b>Household Summary</b>			
2010 Households	573	5,720	17,564
2010 Average Household Size	2.35	2.64	2.60
2020 Total Households	607	6,149	19,083
2020 Average Household Size	2.20	2.51	2.49
2022 Households	606	6,175	19,261
2022 Average Household Size	2.19	2.49	2.48
2027 Households	605	6,226	19,646
2027 Average Household Size	2.17	2.47	2.47
2022-2027 Annual Rate	-0.03%	0.16%	0.40%
2010 Families	441	4,493	13,289
2010 Average Family Size	2.73	3.00	3.01
2022 Families	455	4,733	14,247
2022 Average Family Size	2.58	2.88	2.91
2027 Families	453	4,761	14,498
2027 Average Family Size	2.56	2.86	2.89
2022-2027 Annual Rate	-0.09%	0.12%	0.35%
<b>Housing Unit Summary</b>			
2000 Housing Units	497	5,287	15,790
Owner Occupied Housing Units	88.1%	81.4%	76.4%
Renter Occupied Housing Units	9.5%	14.9%	19.3%
Vacant Housing Units	2.4%	3.7%	4.3%
2010 Housing Units	597	6,048	18,731
Owner Occupied Housing Units	80.1%	79.2%	75.8%
Renter Occupied Housing Units	15.7%	15.3%	18.0%
Vacant Housing Units	4.0%	5.4%	6.2%
2020 Housing Units	630	6,498	20,175
Vacant Housing Units	3.7%	5.4%	5.4%
2022 Housing Units	631	6,543	20,408
Owner Occupied Housing Units	82.7%	79.2%	77.3%
Renter Occupied Housing Units	13.5%	15.1%	17.1%
Vacant Housing Units	4.0%	5.6%	5.6%
2027 Housing Units	631	6,616	20,859
Owner Occupied Housing Units	83.5%	79.9%	77.4%
Renter Occupied Housing Units	12.4%	14.2%	16.8%
Vacant Housing Units	4.1%	5.9%	5.8%
<b>Median Household Income</b>			
2022	\$125,234	\$122,983	\$113,317
2027	\$146,296	\$139,839	\$127,531
<b>Median Home Value</b>			
2022	\$469,463	\$470,969	\$415,833
2027	\$483,929	\$491,545	\$446,939
<b>Per Capita Income</b>			
2022	\$69,467	\$64,773	\$59,539
2027	\$78,760	\$73,395	\$67,625
<b>Median Age</b>			
2010	44.8	43.2	42.2
2022	49.7	47.0	45.0
2027	50.9	47.4	45.7

**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.

July 28, 2022



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<b>2022 Households by Income</b>			
Household Income Base	606	6,175	19,261
<\$15,000	3.5%	2.6%	2.7%
\$15,000 - \$24,999	3.0%	3.1%	3.4%
\$25,000 - \$34,999	2.5%	2.6%	3.5%
\$35,000 - \$49,999	6.8%	6.6%	6.6%
\$50,000 - \$74,999	9.4%	10.5%	12.5%
\$75,000 - \$99,999	12.4%	12.2%	12.7%
\$100,000 - \$149,999	20.6%	21.9%	23.6%
\$150,000 - \$199,999	16.2%	16.5%	15.9%
\$200,000+	25.6%	24.0%	19.0%
Average Household Income	\$170,091	\$164,282	\$149,689
<b>2027 Households by Income</b>			
Household Income Base	605	6,226	19,646
<\$15,000	2.3%	1.7%	1.8%
\$15,000 - \$24,999	1.8%	2.0%	2.1%
\$25,000 - \$34,999	1.7%	1.8%	2.3%
\$35,000 - \$49,999	5.1%	5.0%	4.8%
\$50,000 - \$74,999	8.1%	9.6%	10.9%
\$75,000 - \$99,999	11.4%	11.8%	12.0%
\$100,000 - \$149,999	20.7%	21.4%	24.7%
\$150,000 - \$199,999	20.8%	20.0%	20.4%
\$200,000+	28.1%	26.9%	21.1%
Average Household Income	\$191,426	\$184,618	\$168,933
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	522	5,185	15,772
<\$50,000	0.2%	0.2%	0.4%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.3%	1.0%
\$150,000 - \$199,999	0.6%	1.1%	1.6%
\$200,000 - \$249,999	3.1%	4.2%	6.5%
\$250,000 - \$299,999	6.9%	8.4%	11.4%
\$300,000 - \$399,999	19.3%	18.6%	25.4%
\$400,000 - \$499,999	28.5%	24.3%	23.2%
\$500,000 - \$749,999	22.4%	22.0%	16.7%
\$750,000 - \$999,999	10.0%	11.4%	7.6%
\$1,000,000 - \$1,499,999	4.8%	5.1%	3.0%
\$1,500,000 - \$1,999,999	0.4%	0.8%	0.9%
\$2,000,000 +	3.6%	3.6%	2.2%
Average Home Value	\$599,952	\$605,135	\$518,115
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	527	5,286	16,142
<\$50,000	0.0%	0.0%	0.1%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.1%	0.2%
\$150,000 - \$199,999	0.2%	0.3%	0.5%
\$200,000 - \$249,999	1.3%	2.0%	3.0%
\$250,000 - \$299,999	4.4%	6.0%	8.9%
\$300,000 - \$399,999	17.5%	16.6%	24.5%
\$400,000 - \$499,999	31.9%	27.2%	27.2%
\$500,000 - \$749,999	24.3%	25.8%	21.3%
\$750,000 - \$999,999	15.6%	15.9%	9.7%
\$1,000,000 - \$1,499,999	3.0%	3.4%	2.3%
\$1,500,000 - \$1,999,999	0.2%	0.7%	0.9%
\$2,000,000 +	1.9%	1.9%	1.4%
Average Home Value	\$590,672	\$600,009	\$534,316

**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.

July 28, 2022



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<b>2010 Population by Age</b>			
Total	1,388	15,688	46,545
0 - 4	4.0%	4.4%	5.1%
5 - 9	6.7%	6.9%	6.9%
10 - 14	8.8%	9.0%	8.2%
15 - 24	13.4%	13.6%	12.0%
25 - 34	5.5%	6.4%	8.8%
35 - 44	11.9%	12.5%	13.2%
45 - 54	19.6%	19.5%	18.9%
55 - 64	16.9%	16.0%	15.0%
65 - 74	7.9%	7.3%	7.1%
75 - 84	3.5%	3.2%	3.4%
85 +	1.7%	1.2%	1.2%
18 +	72.3%	72.0%	73.8%
<b>2022 Population by Age</b>			
Total	1,325	15,490	48,234
0 - 4	3.5%	4.1%	4.6%
5 - 9	4.8%	5.6%	5.6%
10 - 14	6.7%	7.4%	7.0%
15 - 24	11.5%	11.3%	11.7%
25 - 34	8.5%	8.1%	9.5%
35 - 44	8.8%	10.7%	11.6%
45 - 54	14.6%	15.3%	14.5%
55 - 64	19.3%	18.1%	16.8%
65 - 74	14.3%	12.9%	11.9%
75 - 84	5.8%	5.0%	5.1%
85 +	2.0%	1.5%	1.7%
18 +	80.3%	78.0%	78.2%
<b>2027 Population by Age</b>			
Total	1,310	15,484	48,878
0 - 4	3.7%	4.1%	4.5%
5 - 9	4.7%	5.5%	5.5%
10 - 14	5.7%	6.7%	6.5%
15 - 24	9.7%	10.4%	10.8%
25 - 34	8.9%	8.2%	9.7%
35 - 44	10.9%	12.0%	12.1%
45 - 54	11.7%	13.3%	13.2%
55 - 64	17.8%	16.5%	15.4%
65 - 74	15.8%	14.1%	13.2%
75 - 84	8.8%	7.4%	7.1%
85 +	2.4%	1.8%	2.0%
18 +	82.0%	79.3%	79.2%
<b>2010 Population by Sex</b>			
Males	699	7,998	23,204
Females	687	7,689	23,340
<b>2022 Population by Sex</b>			
Males	651	7,713	23,793
Females	676	7,779	24,441
<b>2027 Population by Sex</b>			
Males	641	7,714	24,119
Females	670	7,773	24,757

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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3105 Golf Rd, Delafield, WI 53018, USA

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	1 mile	3 mile	5 mile
<b>2010 Population by Race/Ethnicity</b>			
Total	1,386	15,687	46,544
White Alone	94.3%	95.2%	95.3%
Black Alone	2.7%	1.9%	1.1%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.1%	1.3%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.3%	0.4%
Two or More Races	1.2%	1.0%	1.1%
Hispanic Origin	2.1%	2.7%	2.6%
Diversity Index	14.6	14.2	13.6
<b>2020 Population by Race/Ethnicity</b>			
Total	1,336	15,513	47,815
White Alone	92.1%	92.3%	91.6%
Black Alone	0.8%	0.6%	0.7%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	2.1%	1.6%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.8%	0.8%
Two or More Races	4.1%	4.5%	4.8%
Hispanic Origin	2.4%	3.0%	3.6%
Diversity Index	18.9	19.6	21.7
<b>2022 Population by Race/Ethnicity</b>			
Total	1,326	15,491	48,234
White Alone	91.9%	92.0%	91.2%
Black Alone	0.8%	0.6%	0.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.2%	1.6%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.8%	0.8%
Two or More Races	4.4%	4.8%	5.1%
Hispanic Origin	2.5%	3.1%	3.7%
Diversity Index	19.5	20.2	22.4
<b>2027 Population by Race/Ethnicity</b>			
Total	1,310	15,486	48,876
White Alone	91.1%	91.1%	90.3%
Black Alone	0.8%	0.6%	0.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.4%	1.8%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.9%	0.9%
Two or More Races	5.0%	5.4%	5.8%
Hispanic Origin	2.7%	3.2%	3.9%
Diversity Index	21.2	21.9	24.2
<b>2010 Population by Relationship and Household Type</b>			
Total	1,386	15,686	46,544
In Households	97.0%	96.1%	98.1%
In Family Households	87.4%	86.8%	86.8%
Householder	28.4%	28.3%	28.5%
Spouse	25.7%	24.9%	24.7%
Child	31.2%	31.4%	31.3%
Other relative	1.6%	1.4%	1.4%
Nonrelative	0.5%	0.8%	1.0%
In Nonfamily Households	9.7%	9.3%	11.3%
In Group Quarters	3.0%	3.9%	1.9%
Institutionalized Population	2.7%	1.6%	0.8%
Noninstitutionalized Population	0.2%	2.3%	1.2%

**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:** 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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<b>2022 Population 25+ by Educational Attainment</b>			
Total	974	11,094	34,327
Less than 9th Grade	0.2%	0.4%	0.5%
9th - 12th Grade, No Diploma	1.0%	0.9%	1.3%
High School Graduate	10.7%	12.9%	15.2%
GED/Alternative Credential	0.8%	1.3%	1.5%
Some College, No Degree	15.2%	16.4%	17.3%
Associate Degree	10.5%	10.4%	10.4%
Bachelor's Degree	38.3%	37.0%	34.6%
Graduate/Professional Degree	23.3%	20.6%	19.3%
<b>2022 Population 15+ by Marital Status</b>			
Total	1,128	12,846	39,950
Never Married	24.1%	23.8%	24.0%
Married	62.5%	62.6%	62.3%
Widowed	4.1%	3.8%	4.2%
Divorced	9.3%	9.8%	9.5%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	714	8,411	26,658
Population 16+ Employed	96.8%	97.4%	98.4%
Population 16+ Unemployment rate	3.2%	2.6%	1.6%
Population 16-24 Employed	11.1%	10.8%	12.9%
Population 16-24 Unemployment rate	8.3%	8.1%	3.6%
Population 25-54 Employed	53.7%	56.1%	57.5%
Population 25-54 Unemployment rate	1.3%	1.4%	1.0%
Population 55-64 Employed	27.1%	25.4%	22.8%
Population 55-64 Unemployment rate	4.6%	3.4%	1.9%
Population 65+ Employed	8.1%	7.7%	6.8%
Population 65+ Unemployment rate	1.8%	0.8%	0.9%
<b>2022 Employed Population 16+ by Industry</b>			
Total	691	8,193	26,242
Agriculture/Mining	0.6%	0.6%	0.3%
Construction	6.7%	8.0%	6.7%
Manufacturing	16.1%	16.5%	16.7%
Wholesale Trade	3.8%	4.1%	4.1%
Retail Trade	8.2%	9.5%	11.4%
Transportation/Utilities	1.4%	2.9%	3.6%
Information	1.4%	1.1%	1.0%
Finance/Insurance/Real Estate	10.9%	9.2%	8.6%
Services	49.9%	46.1%	45.3%
Public Administration	1.0%	1.9%	2.2%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	691	8,193	26,243
White Collar	82.8%	78.3%	73.2%
Management/Business/Financial	30.2%	28.9%	25.3%
Professional	32.9%	30.1%	27.5%
Sales	11.3%	10.3%	11.2%
Administrative Support	8.4%	9.0%	9.3%
Services	8.7%	8.3%	10.6%
Blue Collar	8.5%	13.4%	16.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	3.2%	4.5%	4.1%
Installation/Maintenance/Repair	0.7%	1.4%	2.6%
Production	2.6%	3.6%	4.5%
Transportation/Material Moving	2.0%	3.9%	4.9%

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<b>2010 Households by Type</b>			
Total	572	5,720	17,563
Households with 1 Person	19.4%	17.6%	19.7%
Households with 2+ People	80.6%	82.4%	80.3%
Family Households	77.1%	78.5%	75.7%
Husband-wife Families	69.6%	69.1%	65.6%
With Related Children	29.5%	30.2%	28.4%
Other Family (No Spouse Present)	7.5%	9.5%	10.1%
Other Family with Male Householder	2.6%	3.1%	3.1%
With Related Children	1.6%	1.8%	1.9%
Other Family with Female Householder	4.9%	6.4%	7.0%
With Related Children	2.8%	3.9%	4.4%
Nonfamily Households	3.5%	3.8%	4.6%
All Households with Children	33.9%	36.0%	34.9%
Multigenerational Households	1.6%	1.6%	1.7%
Unmarried Partner Households	3.1%	3.8%	4.5%
Male-female	2.8%	3.3%	4.1%
Same-sex	0.3%	0.5%	0.4%
<b>2010 Households by Size</b>			
Total	574	5,720	17,562
1 Person Household	19.3%	17.6%	19.7%
2 Person Household	38.7%	39.3%	38.7%
3 Person Household	15.9%	16.3%	16.1%
4 Person Household	15.3%	16.2%	16.2%
5 Person Household	7.5%	7.4%	6.5%
6 Person Household	2.3%	2.3%	2.0%
7 + Person Household	1.0%	0.9%	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	572	5,720	17,564
Owner Occupied	83.6%	83.8%	80.8%
Owned with a Mortgage/Loan	63.1%	64.0%	62.4%
Owned Free and Clear	20.5%	19.8%	18.4%
Renter Occupied	16.4%	16.2%	19.2%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	114	111	115
Percent of Income for Mortgage	19.8%	20.2%	19.3%
Wealth Index	248	226	192
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	597	6,048	18,731
Housing Units Inside Urbanized Area	74.5%	82.8%	87.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Housing Units	25.5%	17.2%	12.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	1,386	15,687	46,543
Population Inside Urbanized Area	75.9%	81.7%	86.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Population	24.0%	18.3%	13.3%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Exurbanites (1E)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Savvy Suburbanites (1D)	In Style (5B)	Green Acres (6A)
3.	Professional Pride (1B)	Exurbanites (1E)	Workday Drive (4A)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$2,242,008	\$22,197,413	\$64,120,444
Average Spent	\$3,699.68	\$3,594.72	\$3,329.03
Spending Potential Index	154	149	138
Education: Total \$	\$2,095,304	\$20,635,935	\$57,002,283
Average Spent	\$3,457.60	\$3,341.85	\$2,959.47
Spending Potential Index	176	170	151
Entertainment/Recreation: Total \$	\$3,530,584	\$34,703,903	\$99,477,712
Average Spent	\$5,826.05	\$5,620.07	\$5,164.72
Spending Potential Index	159	153	141
Food at Home: Total \$	\$5,608,435	\$55,377,297	\$160,593,320
Average Spent	\$9,254.84	\$8,967.98	\$8,337.75
Spending Potential Index	149	145	135
Food Away from Home: Total \$	\$3,984,044	\$39,212,480	\$113,266,634
Average Spent	\$6,574.33	\$6,350.20	\$5,880.62
Spending Potential Index	152	147	136
Health Care: Total \$	\$6,737,413	\$66,078,635	\$190,761,385
Average Spent	\$11,117.84	\$10,700.99	\$9,904.02
Spending Potential Index	157	151	140
HH Furnishings & Equipment: Total \$	\$2,537,723	\$24,944,437	\$71,094,484
Average Spent	\$4,187.66	\$4,039.58	\$3,691.11
Spending Potential Index	163	158	144
Personal Care Products & Services: Total \$	\$976,498	\$9,599,464	\$27,556,820
Average Spent	\$1,611.38	\$1,554.57	\$1,430.71
Spending Potential Index	158	152	140
Shelter: Total \$	\$22,034,383	\$215,319,227	\$612,197,273
Average Spent	\$36,360.37	\$34,869.51	\$31,784.29
Spending Potential Index	159	152	139
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,829,541	\$27,178,977	\$76,364,349
Average Spent	\$4,669.21	\$4,401.45	\$3,964.71
Spending Potential Index	172	162	146
Travel: Total \$	\$3,030,904	\$29,441,881	\$82,437,278
Average Spent	\$5,001.49	\$4,767.92	\$4,280.01
Spending Potential Index	174	166	149
Vehicle Maintenance & Repairs: Total \$	\$1,161,848	\$11,460,233	\$33,312,196
Average Spent	\$1,917.24	\$1,855.91	\$1,729.52
Spending Potential Index	152	147	137

**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.

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