



TheRetailCoach®

SECONDARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

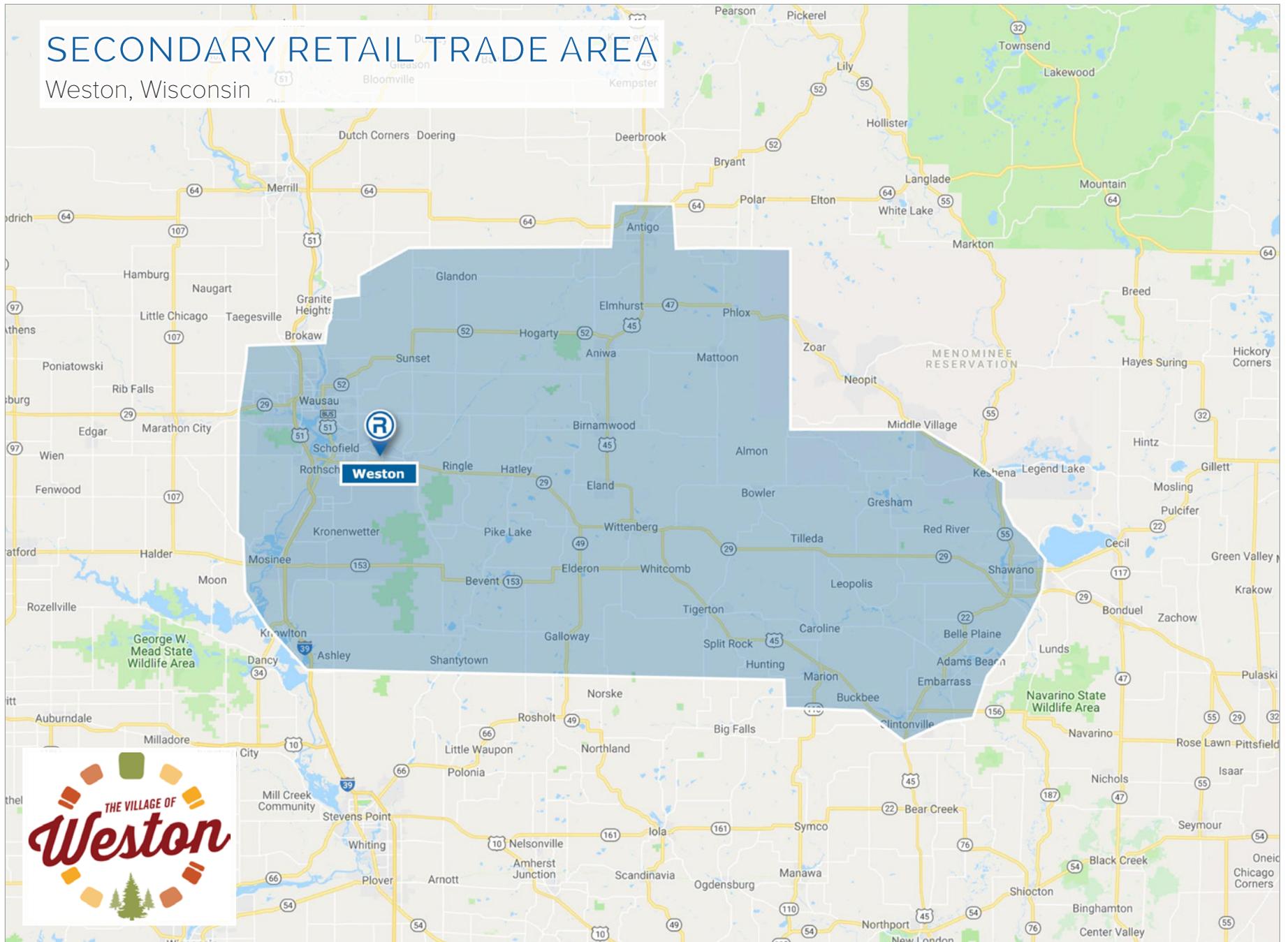
Weston, Wisconsin

Prepared for
Village of Weston
September 2018



SECONDARY RETAIL TRADE AREA

Weston, Wisconsin



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SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Weston, Wisconsin



DESCRIPTION	DATA	%
Population		
2023 Projection	146,954	
2018 Estimate	146,425	
2010 Census	146,812	
2000 Census	141,197	
Growth 2018 - 2023		0.36%
Growth 2010 - 2018		-0.26%
Growth 2000 - 2010		3.98%
2018 Est. Population by Single-Classification Race	146,425	
White Alone	127,792	87.28%
Black or African American Alone	1,362	0.93%
Amer. Indian and Alaska Native Alone	4,704	3.21%
Asian Alone	7,840	5.35%
Native Hawaiian and Other Pacific Island Alone	50	0.03%
Some Other Race Alone	1,492	1.02%
Two or More Races	3,184	2.17%
2018 Est. Population by Hispanic or Latino Origin	146,425	
Not Hispanic or Latino	141,891	96.90%
Hispanic or Latino	4,534	3.10%
Mexican	3,192	70.40%
Puerto Rican	399	8.80%
Cuban	61	1.35%
All Other Hispanic or Latino	882	19.45%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	4,534	
White Alone	2,165	47.75%
Black or African American Alone	49	1.08%
American Indian and Alaska Native Alone	398	8.78%
Asian Alone	51	1.13%
Native Hawaiian and Other Pacific Islander Alone	2	0.04%
Some Other Race Alone	1,420	31.32%
Two or More Races	448	9.88%
2018 Est. Pop by Race, Asian Alone, by Category	7,840	
Chinese, except Taiwanese	215	2.74%
Filipino	180	2.30%
Japanese	72	0.92%
Asian Indian	606	7.73%
Korean	94	1.20%
Vietnamese	20	0.26%
Cambodian	16	0.20%
Hmong	5,957	75.98%
Laotian	70	0.89%
Thai	21	0.27%
All Other Asian Races Including 2+ Category	589	7.51%

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DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	146,425	
Arab	30	0.02%
Czech	1,239	0.85%
Danish	788	0.54%
Dutch	1,712	1.17%
English	3,688	2.52%
French (except Basque)	2,059	1.41%
French Canadian	1,293	0.88%
German	58,260	39.79%
Greek	113	0.08%
Hungarian	343	0.23%
Irish	6,143	4.20%
Italian	1,518	1.04%
Lithuanian	99	0.07%
United States or American	4,511	3.08%
Norwegian	4,568	3.12%
Polish	13,270	9.06%
Portuguese	28	0.02%
Russian	347	0.24%
Scottish	617	0.42%
Scotch-Irish	299	0.20%
Slovak	120	0.08%
Subsaharan African	137	0.09%
Swedish	1,446	0.99%
Swiss	441	0.30%
Ukrainian	76	0.05%
Welsh	317	0.22%
West Indian (except Hisp. groups)	76	0.05%
Other ancestries	22,780	15.56%
Ancestry Unclassified	20,109	13.73%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	127,586	92.63%
Speak Asian/Pacific Island Language at Home	5,323	3.87%
Speak IndoEuropean Language at Home	1,720	1.25%
Speak Spanish at Home	2,891	2.10%
Speak Other Language at Home	212	0.15%
2018 Est. Population by Age	146,425	
Age 0 - 4	8,693	5.94%
Age 5 - 9	8,952	6.11%
Age 10 - 14	9,349	6.39%
Age 15 - 17	5,697	3.89%
Age 18 - 20	5,244	3.58%
Age 21 - 24	6,875	4.70%
Age 25 - 34	16,813	11.48%
Age 35 - 44	17,503	11.95%
Age 45 - 54	19,100	13.04%
Age 55 - 64	20,900	14.27%
Age 65 - 74	15,105	10.32%
Age 75 - 84	8,145	5.56%
Age 85 and over	4,049	2.77%
Age 16 and over	117,570	80.29%
Age 18 and over	113,734	77.67%
Age 21 and over	108,490	74.09%
Age 65 and over	27,299	18.64%
2018 Est. Median Age		41.70
2018 Est. Average Age		41.22

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	146,425	
Male	72,937	49.81%
Female	73,487	50.19%
2018 Est. Male Population by Age	72,937	
Age 0 - 4	4,445	6.09%
Age 5 - 9	4,575	6.27%
Age 10 - 14	4,801	6.58%
Age 15 - 17	2,936	4.03%
Age 18 - 20	2,757	3.78%
Age 21 - 24	3,604	4.94%
Age 25 - 34	8,584	11.77%
Age 35 - 44	8,873	12.17%
Age 45 - 54	9,600	13.16%
Age 55 - 64	10,502	14.40%
Age 65 - 74	7,293	10.00%
Age 75 - 84	3,553	4.87%
Age 85 and over	1,415	1.94%
2018 Est. Median Age, Male		40.45
2018 Est. Average Age, Male		40.18

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	73,487	
Age 0 - 4	4,248	5.78%
Age 5 - 9	4,378	5.96%
Age 10 - 14	4,548	6.19%
Age 15 - 17	2,761	3.76%
Age 18 - 20	2,487	3.38%
Age 21 - 24	3,271	4.45%
Age 25 - 34	8,229	11.20%
Age 35 - 44	8,630	11.74%
Age 45 - 54	9,500	12.93%
Age 55 - 64	10,398	14.15%
Age 65 - 74	7,813	10.63%
Age 75 - 84	4,592	6.25%
Age 85 and over	2,634	3.58%
2018 Est. Median Age, Female		42.97
2018 Est. Average Age, Female		42.22
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	33,095	27.71%
Males, Never Married	18,879	15.81%
Females, Never Married	14,215	11.90%
Married, Spouse present	60,820	50.93%
Married, Spouse absent	3,177	2.66%
Widowed	8,583	7.19%
Males Widowed	1,975	1.65%
Females Widowed	6,608	5.53%
Divorced	13,755	11.52%
Males Divorced	6,305	5.28%
Females Divorced	7,450	6.24%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,633	3.6%
Some High School, no diploma	5,685	5.6%
High School Graduate (or GED)	38,160	37.6%
Some College, no degree	19,925	19.6%
Associate Degree	11,807	11.6%
Bachelor's Degree	15,695	15.4%
Master's Degree	4,896	4.8%
Professional School Degree	1,321	1.3%
Doctorate Degree	491	0.5%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	786	40.12%
High School Graduate	497	25.37%
Some College or Associate's Degree	494	25.22%
Bachelor's Degree or Higher	181	9.24%
Households		
2023 Projection	61,518	
2018 Estimate	60,791	
2010 Census	59,667	
2000 Census	54,962	
Growth 2018 - 2023		1.20%
Growth 2010 - 2018		1.88%
Growth 2000 - 2010		8.56%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	60,791	
Family Households	40,015	65.82%
Nonfamily Households	20,777	34.18%
2018 Est. Group Quarters Population	2,396	
2018 Households by Ethnicity, Hispanic/Latino	1,111	
2018 Est. Households by Household Income	60,791	
Income < \$15,000	6,037	9.93%
Income \$15,000 - \$24,999	6,398	10.53%
Income \$25,000 - \$34,999	7,048	11.59%
Income \$35,000 - \$49,999	8,802	14.48%
Income \$50,000 - \$74,999	11,747	19.32%
Income \$75,000 - \$99,999	8,331	13.70%
Income \$100,000 - \$124,999	5,169	8.50%
Income \$125,000 - \$149,999	3,020	4.97%
Income \$150,000 - \$199,999	2,337	3.84%
Income \$200,000 - \$249,999	887	1.46%
Income \$250,000 - \$499,999	794	1.31%
Income \$500,000+	221	0.36%
2018 Est. Average Household Income		\$69,487
2018 Est. Median Household Income		\$53,982

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$55,044
Black or African American Alone		\$32,147
American Indian and Alaska Native Alone		\$36,007
Asian Alone		\$52,306
Native Hawaiian and Other Pacific Islander Alone		\$40,492
Some Other Race Alone		\$39,351
Two or More Races		\$37,361
Hispanic or Latino		\$34,106
Not Hispanic or Latino		\$54,504
2018 Est. Family HH Type by Presence of Own Child.	40,015	
Married-Couple Family, own children	11,628	29.06%
Married-Couple Family, no own children	19,473	48.66%
Male Householder, own children	1,804	4.51%
Male Householder, no own children	1,258	3.14%
Female Householder, own children	3,720	9.30%
Female Householder, no own children	2,132	5.33%
2018 Est. Households by Household Size	60,791	
1-person	17,940	29.51%
2-person	22,070	36.31%
3-person	8,952	14.73%
4-person	7,080	11.65%
5-person	2,947	4.85%
6-person	1,143	1.88%
7-or-more-person	659	1.08%
2018 Est. Average Household Size		2.37

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	60,791	
Households with 1 or More People under Age 18:	18,445	30.34%
Married-Couple Family	12,117	65.69%
Other Family, Male Householder	1,970	10.68%
Other Family, Female Householder	4,078	22.11%
Nonfamily, Male Householder	220	1.19%
Nonfamily, Female Householder	59	0.32%
Households with No People under Age 18:	42,347	69.66%
Married-Couple Family	18,977	44.81%
Other Family, Male Householder	1,104	2.61%
Other Family, Female Householder	1,772	4.18%
Nonfamily, Male Householder	9,656	22.80%
Nonfamily, Female Householder	10,838	25.59%
2018 Est. Households by Number of Vehicles	60,791	
No Vehicles	3,717	6.11%
1 Vehicle	18,781	30.89%
2 Vehicles	25,179	41.42%
3 Vehicles	9,673	15.91%
4 Vehicles	2,226	3.66%
5 or more Vehicles	1,216	2.00%
2018 Est. Average Number of Vehicles		1.88

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	40,529	
2018 Estimate	40,015	
2010 Census	39,199	
2000 Census	37,572	
Growth 2018 - 2023		1.29%
Growth 2010 - 2018		2.08%
Growth 2000 - 2010		4.33%
2018 Est. Families by Poverty Status	40,015	
2018 Families at or Above Poverty	36,875	92.15%
2018 Families at or Above Poverty with Children	15,020	37.54%
2018 Families Below Poverty	3,140	7.85%
2018 Families Below Poverty with Children	2,364	5.91%
2018 Est. Pop 16+ by Employment Status	117,570	
Civilian Labor Force, Employed	74,377	63.26%
Civilian Labor Force, Unemployed	3,286	2.80%
Armed Forces	4	0.00%
Not in Labor Force	39,903	33.94%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	73,432	
For-Profit Private Workers	53,454	72.79%
Non-Profit Private Workers	6,109	8.32%
Local Government Workers	675	0.92%
State Government Workers	2,036	2.77%
Federal Government Workers	5,434	7.40%
Self-Employed Workers	5,547	7.55%
Unpaid Family Workers	177	0.24%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	73,432	
Architect/Engineer	915	1.25%
Arts/Entertainment/Sports	1,021	1.39%
Building Grounds Maintenance	2,268	3.09%
Business/Financial Operations	3,108	4.23%
Community/Social Services	1,235	1.68%
Computer/Mathematical	1,164	1.59%
Construction/Extraction	2,931	3.99%
Education/Training/Library	3,491	4.75%
Farming/Fishing/Forestry	1,223	1.67%
Food Prep/Serving	3,586	4.88%
Health Practitioner/Technician	4,326	5.89%
Healthcare Support	1,855	2.53%
Maintenance Repair	2,466	3.36%
Legal	816	1.11%
Life/Physical/Social Science	406	0.55%
Management	6,458	8.80%
Office/Admin. Support	10,243	13.95%
Production	8,273	11.27%
Protective Services	1,079	1.47%
Sales/Related	7,974	10.86%
Personal Care/Service	2,503	3.41%
Transportation/Moving	6,092	8.30%
2018 Est. Pop 16+ by Occupation Classification	73,432	
White Collar	41,156	56.05%
Blue Collar	19,761	26.91%
Service and Farm	12,515	17.04%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	72,511	
Drove Alone	60,302	83.16%
Car Pooled	6,253	8.62%
Public Transportation	282	0.39%
Walked	1,597	2.20%
Bicycle	387	0.53%
Other Means	656	0.91%
Worked at Home	3,035	4.19%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	31,252	
15 - 29 Minutes	25,720	
30 - 44 Minutes	6,755	
45 - 59 Minutes	3,303	
60 or more Minutes	2,765	
2018 Est. Avg Travel Time to Work in Minutes		21
2018 Est. Occupied Housing Units by Tenure	60,791	
Owner Occupied	42,851	70.49%
Renter Occupied	17,940	29.51%
2018 Owner Occ. HUs: Avg. Length of Residence		18.76
2018 Renter Occ. HUs: Avg. Length of Residence		6.88

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	60,791	
Value Less than \$20,000	1,104	2.58%
Value \$20,000 - \$39,999	641	1.50%
Value \$40,000 - \$59,999	1,268	2.96%
Value \$60,000 - \$79,999	3,178	7.42%
Value \$80,000 - \$99,999	5,230	12.21%
Value \$100,000 - \$149,999	11,385	26.57%
Value \$150,000 - \$199,999	8,894	20.76%
Value \$200,000 - \$299,999	6,535	15.25%
Value \$300,000 - \$399,999	2,474	5.77%
Value \$400,000 - \$499,999	1,102	2.57%
Value \$500,000 - \$749,999	741	1.73%
Value \$750,000 - \$999,999	167	0.39%
Value \$1,000,000 or \$1,499,999	68	0.16%
Value \$1,500,000 or \$1,999,999	24	0.06%
Value \$2,000,000+	40	0.09%
2018 Est. Median All Owner-Occupied Housing Value		\$143,308
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	49,251	72.36%
1 Unit Detached	1,980	2.91%
2 Units	3,850	5.66%
3 or 4 Units	1,844	2.71%
5 to 19 Units	6,335	9.31%
20 to 49 Units	1,633	2.40%
50 or More Units	1,102	1.62%
Mobile Home or Trailer	2,039	3.00%
Boat, RV, Van, etc.	28	0.04%

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DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,547	2.27%
Housing Units Built 2010 to 2014	808	1.19%
Housing Units Built 2000 to 2009	10,116	14.86%
Housing Units Built 1990 to 1999	8,959	13.16%
Housing Units Built 1980 to 1989	6,412	9.42%
Housing Units Built 1970 to 1979	10,322	15.17%
Housing Units Built 1960 to 1969	5,744	8.44%
Housing Units Built 1950 to 1959	6,660	9.79%
Housing Units Built 1940 to 1949	4,442	6.53%
Housing Unit Built 1939 or Earlier	13,051	19.18%
2018 Est. Median Year Structure Built		
		1974

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

 TheRetailCoach®



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach –

“It’s not about data. It’s about your success.”



ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics 2018, ESRI 2017, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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