



TheRetailCoach®

# 10-MINUTE DRIVE TIME DEMOGRAPHIC PROFILE

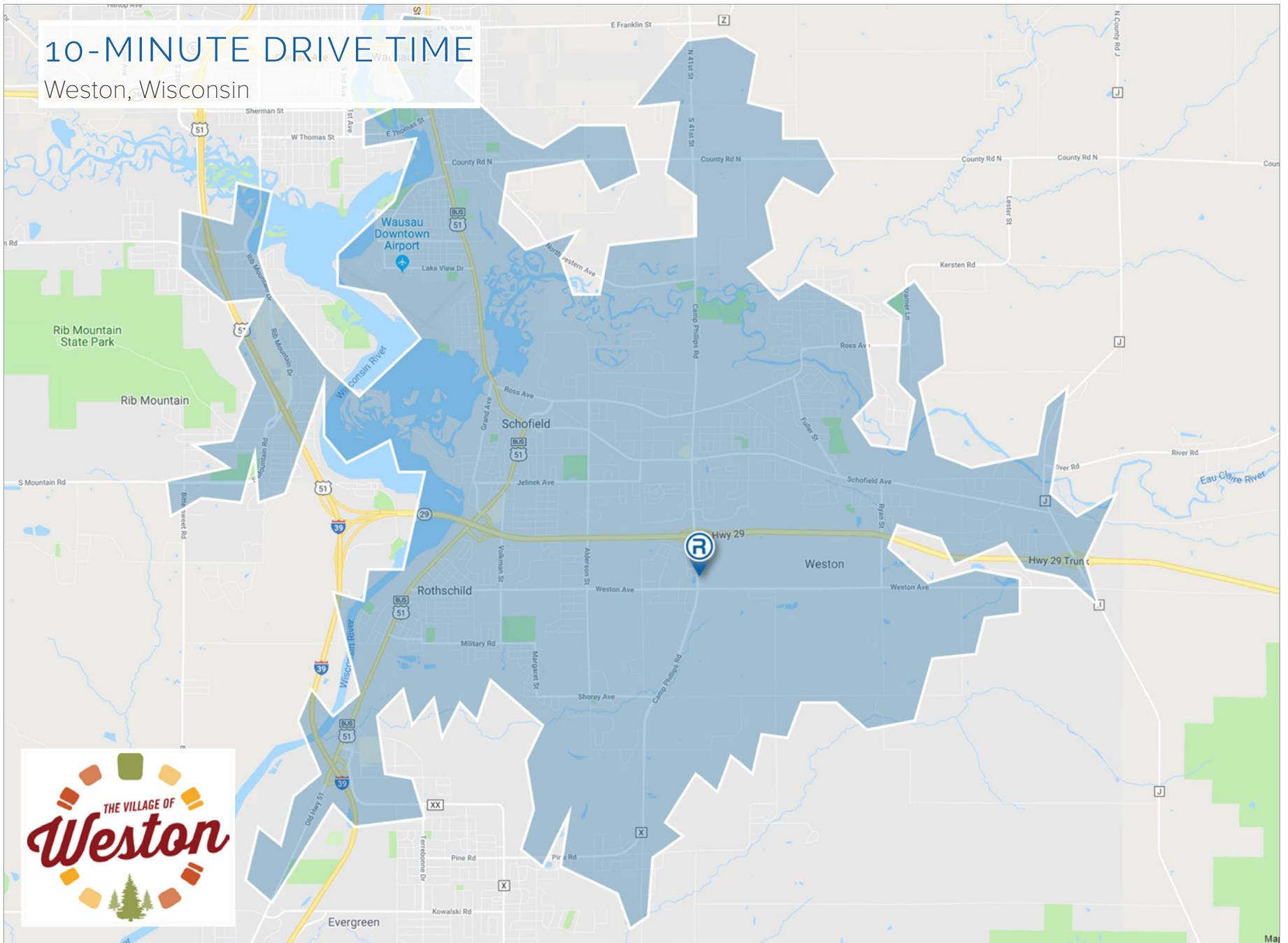
Weston, Wisconsin

Prepared for  
Village of Weston  
September 2018



# 10-MINUTE DRIVE TIME

Weston, Wisconsin



**CONTACT** JENNIFER HIGGINS, DIRECTOR OF PLANNING & DEVELOPMENT

Village of Weston | 5500 Schofield Avenue | Weston, Wisconsin 54476 | 715.359.6114 | 715.241.2638  
jhiggins@westonwi.gov | www.westonwi.gov

# 10-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE

Weston, Wisconsin



DESCRIPTION	DATA	%
<b>Population</b>		
2023 Projection	32,879	
2018 Estimate	32,362	
2010 Census	31,646	
2000 Census	29,626	
Growth 2018 - 2023		1.60%
Growth 2010 - 2018		2.26%
Growth 2000 - 2010		6.82%
<b>2018 Est. Population by Single-Classification Race</b>	32,362	
White Alone	27,835	86.01%
Black or African American Alone	479	1.48%
Amer. Indian and Alaska Native Alone	210	0.65%
Asian Alone	2,766	8.55%
Native Hawaiian and Other Pacific Island Alone	10	0.03%
Some Other Race Alone	295	0.91%
Two or More Races	766	2.37%
<b>2018 Est. Population by Hispanic or Latino Origin</b>	32,362	
Not Hispanic or Latino	31,425	97.11%
Hispanic or Latino	937	2.90%
Mexican	575	61.37%
Puerto Rican	81	8.65%
Cuban	17	1.81%
All Other Hispanic or Latino	264	28.18%

DESCRIPTION	DATA	%
<b>2018 Est. Hisp. or Latino Pop by Single-Class. Race</b>	937	
White Alone	505	53.90%
Black or African American Alone	8	0.85%
American Indian and Alaska Native Alone	21	2.24%
Asian Alone	16	1.71%
Native Hawaiian and Other Pacific Islander Alone	1	0.11%
Some Other Race Alone	272	29.03%
Two or More Races	113	12.06%
<b>2018 Est. Pop by Race, Asian Alone, by Category</b>	2,766	
Chinese, except Taiwanese	53	1.92%
Filipino	41	1.48%
Japanese	9	0.33%
Asian Indian	169	6.11%
Korean	19	0.69%
Vietnamese	1	0.04%
Cambodian	7	0.25%
Hmong	2,243	81.09%
Laotian	15	0.54%
Thai	8	0.29%
All Other Asian Races Including 2+ Category	200	7.23%

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DESCRIPTION	DATA	%
<b>2018 Est. Population by Ancestry</b>	32,362	
Arab	5	0.02%
Czech	249	0.77%
Danish	227	0.70%
Dutch	654	2.02%
English	825	2.55%
French (except Basque)	462	1.43%
French Canadian	454	1.40%
German	11,907	36.79%
Greek	19	0.06%
Hungarian	67	0.21%
Irish	1,392	4.30%
Italian	435	1.34%
Lithuanian	34	0.11%
United States or American	790	2.44%
Norwegian	1,022	3.16%
Polish	3,042	9.40%
Portuguese	6	0.02%
Russian	62	0.19%
Scottish	101	0.31%
Scotch-Irish	149	0.46%
Slovak	1	0.00%
Subsaharan African	0	0.00%
Swedish	300	0.93%
Swiss	98	0.30%
Ukrainian	25	0.08%
Welsh	73	0.23%
West Indian (except Hisp. groups)	1	0.00%
Other ancestries	4,704	14.54%
Ancestry Unclassified	5,256	16.24%

DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	27,684	91.33%
Speak Asian/Pacific Island Language at Home	1,589	5.24%
Speak IndoEuropean Language at Home	238	0.79%
Speak Spanish at Home	777	2.56%
Speak Other Language at Home	22	0.07%
<b>2018 Est. Population by Age</b>	32,362	
Age 0 - 4	2,051	6.34%
Age 5 - 9	2,087	6.45%
Age 10 - 14	2,127	6.57%
Age 15 - 17	1,255	3.88%
Age 18 - 20	1,147	3.54%
Age 21 - 24	1,540	4.76%
Age 25 - 34	3,981	12.30%
Age 35 - 44	4,224	13.05%
Age 45 - 54	4,148	12.82%
Age 55 - 64	4,257	13.15%
Age 65 - 74	3,067	9.48%
Age 75 - 84	1,609	4.97%
Age 85 and over	870	2.69%
Age 16 and over	25,687	79.37%
Age 18 and over	24,843	76.77%
Age 21 and over	23,696	73.22%
Age 65 and over	5,546	17.14%
<b>2018 Est. Median Age</b>		39.75
<b>2018 Est. Average Age</b>		40.05

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DESCRIPTION	DATA	%
<b>2018 Est. Population by Sex</b>	32,362	
Male	16,136	49.86%
Female	16,226	50.14%
<b>2018 Est. Male Population by Age</b>	16,136	
Age 0 - 4	1,061	6.58%
Age 5 - 9	1,080	6.69%
Age 10 - 14	1,087	6.74%
Age 15 - 17	636	3.94%
Age 18 - 20	597	3.70%
Age 21 - 24	807	5.00%
Age 25 - 34	2,027	12.56%
Age 35 - 44	2,174	13.47%
Age 45 - 54	2,103	13.03%
Age 55 - 64	2,130	13.20%
Age 65 - 74	1,458	9.04%
Age 75 - 84	698	4.33%
Age 85 and over	278	1.72%
<b>2018 Est. Median Age, Male</b>		38.59
<b>2018 Est. Average Age, Male</b>		38.95

DESCRIPTION	DATA	%
<b>2018 Est. Female Population by Age</b>	16,226	
Age 0 - 4	990	6.10%
Age 5 - 9	1,007	6.21%
Age 10 - 14	1,040	6.41%
Age 15 - 17	619	3.82%
Age 18 - 20	550	3.39%
Age 21 - 24	732	4.51%
Age 25 - 34	1,954	12.04%
Age 35 - 44	2,050	12.63%
Age 45 - 54	2,045	12.60%
Age 55 - 64	2,127	13.11%
Age 65 - 74	1,609	9.92%
Age 75 - 84	911	5.61%
Age 85 and over	592	3.65%
<b>2018 Est. Median Age, Female</b>		40.98
<b>2018 Est. Average Age, Female</b>		41.12
<b>2018 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	7,709	29.54%
Males, Never Married	4,385	16.80%
Females, Never Married	3,324	12.74%
Married, Spouse present	12,778	48.96%
Married, Spouse absent	597	2.29%
Widowed	1,837	7.04%
Males Widowed	383	1.47%
Females Widowed	1,454	5.57%
Divorced	3,177	12.17%
Males Divorced	1,383	5.30%
Females Divorced	1,794	6.87%

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DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	758	3.4%
Some High School, no diploma	1,094	4.9%
High School Graduate (or GED)	7,679	34.7%
Some College, no degree	4,565	20.6%
Associate Degree	2,538	11.5%
Bachelor's Degree	3,889	17.6%
Master's Degree	1,238	5.6%
Professional School Degree	309	1.4%
Doctorate Degree	86	0.4%
<b>2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	130	31.48%
High School Graduate	118	28.57%
Some College or Associate's Degree	106	25.67%
Bachelor's Degree or Higher	60	14.53%
<b>Households</b>		
2023 Projection	13,805	
2018 Estimate	13,479	
2010 Census	12,904	
2000 Census	11,693	
Growth 2018 - 2023		2.42%
Growth 2010 - 2018		4.46%
Growth 2000 - 2010		10.36%

DESCRIPTION	DATA	%
<b>2018 Est. Households by Household Type</b>	13,479	
Family Households	8,475	62.88%
Nonfamily Households	5,005	37.13%
2018 Est. Group Quarters Population	789	
2018 Households by Ethnicity, Hispanic/Latino	234	
<b>2018 Est. Households by Household Income</b>	13,479	
Income < \$15,000	1,362	10.11%
Income \$15,000 - \$24,999	1,543	11.45%
Income \$25,000 - \$34,999	1,538	11.41%
Income \$35,000 - \$49,999	2,023	15.01%
Income \$50,000 - \$74,999	2,697	20.01%
Income \$75,000 - \$99,999	1,797	13.33%
Income \$100,000 - \$124,999	1,085	8.05%
Income \$125,000 - \$149,999	638	4.73%
Income \$150,000 - \$199,999	447	3.32%
Income \$200,000 - \$249,999	160	1.19%
Income \$250,000 - \$499,999	146	1.08%
Income \$500,000+	42	0.31%
<b>2018 Est. Average Household Income</b>		\$66,593
<b>2018 Est. Median Household Income</b>		\$52,209

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DESCRIPTION	DATA	%
<b>2018 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$53,794
Black or African American Alone		\$12,880
American Indian and Alaska Native Alone		\$30,544
Asian Alone		\$35,587
Native Hawaiian and Other Pacific Islander Alone		\$32,297
Some Other Race Alone		\$38,889
Two or More Races		\$54,681
Hispanic or Latino		\$43,496
Not Hispanic or Latino		\$52,495
<b>2018 Est. Family HH Type by Presence of Own Child.</b>	8,475	
Married-Couple Family, own children	2,556	30.16%
Married-Couple Family, no own children	3,827	45.16%
Male Householder, own children	445	5.25%
Male Householder, no own children	237	2.80%
Female Householder, own children	927	10.94%
Female Householder, no own children	483	5.70%
<b>2018 Est. Households by Household Size</b>	13,479	
1-person	4,305	31.94%
2-person	4,621	34.28%
3-person	1,996	14.81%
4-person	1,554	11.53%
5-person	601	4.46%
6-person	246	1.83%
7-or-more-person	156	1.16%
<b>2018 Est. Average Household Size</b>		2.33

DESCRIPTION	DATA	%
<b>2018 Est. Households by Presence of People Under 18</b>	13,479	
Households with 1 or More People under Age 18:	4,181	31.02%
Married-Couple Family	2,635	63.02%
Other Family, Male Householder	481	11.50%
Other Family, Female Householder	1,003	23.99%
Nonfamily, Male Householder	47	1.12%
Nonfamily, Female Householder	15	0.36%
<b>Households with No People under Age 18:</b>	9,299	68.99%
Married-Couple Family	3,747	40.30%
Other Family, Male Householder	204	2.19%
Other Family, Female Householder	406	4.37%
Nonfamily, Male Householder	2,342	25.19%
Nonfamily, Female Householder	2,600	27.96%
<b>2018 Est. Households by Number of Vehicles</b>	13,479	
No Vehicles	955	7.09%
1 Vehicle	4,736	35.14%
2 Vehicles	5,553	41.20%
3 Vehicles	1,833	13.60%
4 Vehicles	238	1.77%
5 or more Vehicles	164	1.22%
<b>2018 Est. Average Number of Vehicles</b>		1.73

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DESCRIPTION	DATA	%
<b>Family Households</b>		
2023 Projection	8,697	
2018 Estimate	8,475	
2010 Census	8,079	
2000 Census	7,624	
Growth 2018 - 2023		2.62%
Growth 2010 - 2018		4.90%
Growth 2000 - 2010		5.97%
<b>2018 Est. Families by Poverty Status</b>	8,475	
2018 Families at or Above Poverty	7,884	93.03%
2018 Families at or Above Poverty with Children	3,268	38.56%
2018 Families Below Poverty	590	6.96%
2018 Families Below Poverty with Children	484	5.71%
<b>2018 Est. Pop 16+ by Employment Status</b>	25,687	
Civilian Labor Force, Employed	16,430	63.96%
Civilian Labor Force, Unemployed	605	2.36%
Armed Forces	0	0.00%
Not in Labor Force	8,652	33.68%
<b>2018 Est. Civ. Employed Pop 16+ by Class of Worker</b>	16,155	
For-Profit Private Workers	12,193	75.48%
Non-Profit Private Workers	1,427	8.83%
Local Government Workers	149	0.92%
State Government Workers	340	2.11%
Federal Government Workers	1,108	6.86%
Self-Employed Workers	909	5.63%
Unpaid Family Workers	29	0.18%

DESCRIPTION	DATA	%
<b>2018 Est. Civ. Employed Pop 16+ by Occupation</b>	16,155	
Architect/Engineer	199	1.23%
Arts/Entertainment/Sports	271	1.68%
Building Grounds Maintenance	497	3.08%
Business/Financial Operations	923	5.71%
Community/Social Services	304	1.88%
Computer/Mathematical	296	1.83%
Construction/Extraction	463	2.87%
Education/Training/Library	747	4.62%
Farming/Fishing/Forestry	101	0.63%
Food Prep/Serving	664	4.11%
Health Practitioner/Technician	912	5.65%
Healthcare Support	575	3.56%
Maintenance Repair	387	2.40%
Legal	275	1.70%
Life/Physical/Social Science	61	0.38%
Management	1,435	8.88%
Office/Admin. Support	2,297	14.22%
Production	1,614	9.99%
Protective Services	225	1.39%
Sales/Related	2,155	13.34%
Personal Care/Service	452	2.80%
Transportation/Moving	1,303	8.07%
<b>2018 Est. Pop 16+ by Occupation Classification</b>	16,155	
White Collar	9,874	61.12%
Blue Collar	3,767	23.32%
Service and Farm	2,514	15.56%

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DESCRIPTION	DATA	%
<b>2018 Est. Workers Age 16+ by Transp. to Work</b>	16,055	
Drove Alone	13,757	85.69%
Car Pooled	1,201	7.48%
Public Transportation	94	0.59%
Walked	240	1.50%
Bicycle	90	0.56%
Other Means	85	0.53%
Worked at Home	588	3.66%
<b>2018 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	7,671	
15 - 29 Minutes	6,259	
30 - 44 Minutes	771	
45 - 59 Minutes	339	
60 or more Minutes	517	
2018 Est. Avg Travel Time to Work in Minutes		18.9
<b>2018 Est. Occupied Housing Units by Tenure</b>	13,479	
Owner Occupied	8,629	64.02%
Renter Occupied	4,850	35.98%
<b>2018 Owner Occ. HUs: Avg. Length of Residence</b>		17.47
<b>2018 Renter Occ. HUs: Avg. Length of Residence</b>		6.02

DESCRIPTION	DATA	%
<b>2018 Est. Owner-Occupied Housing Units by Value</b>	13,479	
Value Less than \$20,000	314	3.64%
Value \$20,000 - \$39,999	48	0.56%
Value \$40,000 - \$59,999	60	0.70%
Value \$60,000 - \$79,999	456	5.29%
Value \$80,000 - \$99,999	914	10.59%
Value \$100,000 - \$149,999	3,085	35.75%
Value \$150,000 - \$199,999	1,901	22.03%
Value \$200,000 - \$299,999	1,139	13.20%
Value \$300,000 - \$399,999	396	4.59%
Value \$400,000 - \$499,999	173	2.01%
Value \$500,000 - \$749,999	95	1.10%
Value \$750,000 - \$999,999	34	0.39%
Value \$1,000,000 or \$1,499,999	14	0.16%
Value \$1,500,000 or \$1,999,999	1	0.01%
Value \$2,000,000+	0	0.00%
<b>2018 Est. Median All Owner-Occupied Housing Value</b>		\$140,243
<b>2018 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	9,222	62.48%
1 Unit Detached	652	4.42%
2 Units	922	6.25%
3 or 4 Units	412	2.79%
5 to 19 Units	2,164	14.66%
20 to 49 Units	439	2.97%
50 or More Units	523	3.54%
Mobile Home or Trailer	426	2.89%
Boat, RV, Van, etc.	0	0.00%

# 10-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
<b>2018 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	474	3.21%
Housing Units Built 2010 to 2014	268	1.82%
Housing Units Built 2000 to 2009	2,448	16.59%
Housing Units Built 1990 to 1999	2,078	14.08%
Housing Units Built 1980 to 1989	1,311	8.88%
Housing Units Built 1970 to 1979	2,293	15.54%
Housing Units Built 1960 to 1969	1,443	9.78%
Housing Units Built 1950 to 1959	1,576	10.68%
Housing Units Built 1940 to 1949	808	5.48%
Housing Unit Built 1939 or Earlier	2,060	13.96%
<b>2018 Est. Median Year Structure Built</b>		1976

# 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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