



TheRetailCoach®

10-MILE RADIAL DEMOGRAPHIC PROFILE

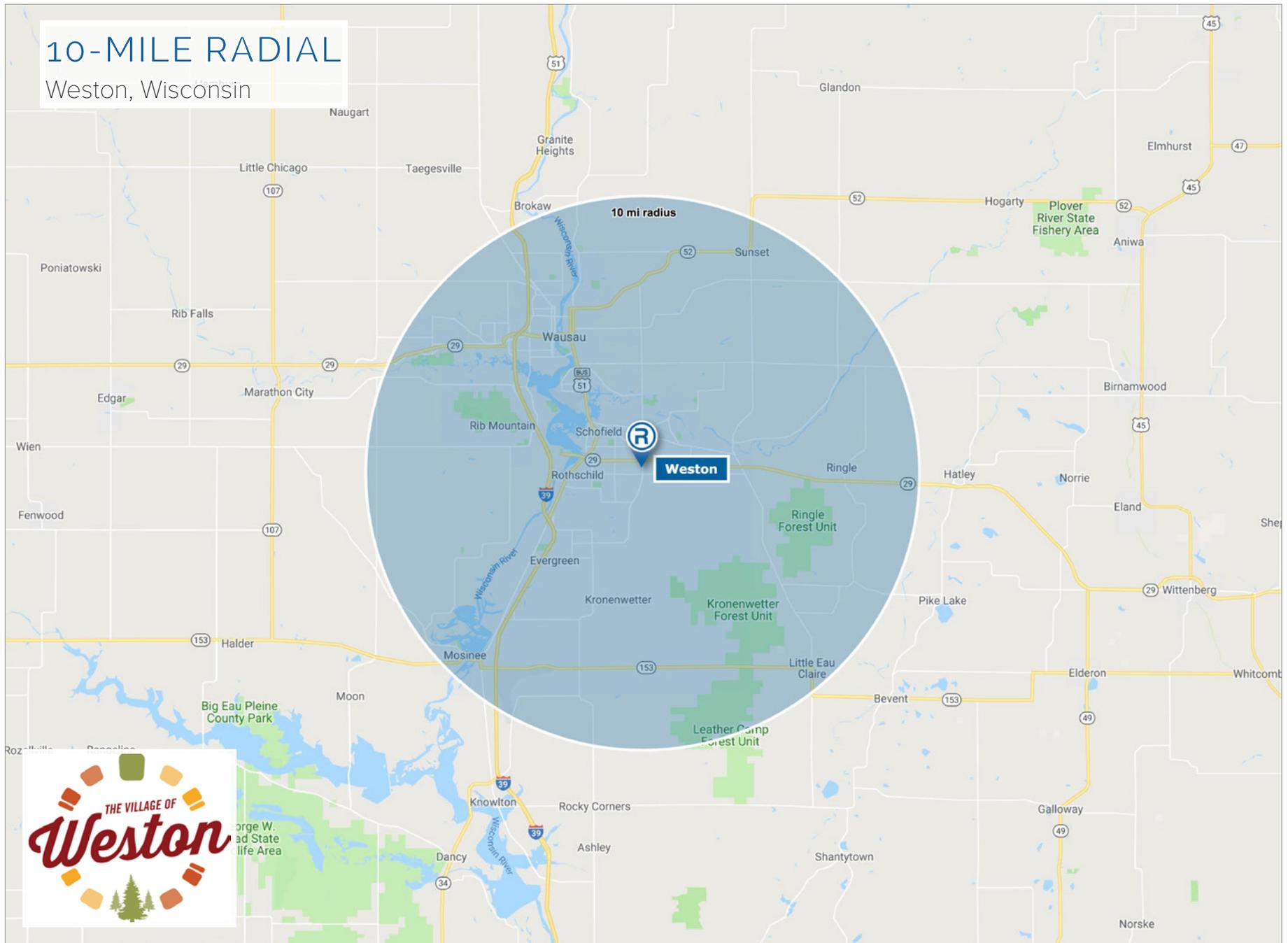
Weston, Wisconsin

Prepared for
Village of Weston
September 2018



10-MILE RADIAL

Weston, Wisconsin



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DESCRIPTION	DATA	%
Population		
2023 Projection	90,319	
2018 Estimate	89,272	
2010 Census	87,915	
2000 Census	82,580	
Growth 2018 - 2023		1.17%
Growth 2010 - 2018		1.54%
Growth 2000 - 2010		6.46%
2018 Est. Population by Single-Classification Race	89,272	
White Alone	77,488	86.80%
Black or African American Alone	1,056	1.18%
Amer. Indian and Alaska Native Alone	558	0.63%
Asian Alone	7,501	8.40%
Native Hawaiian and Other Pacific Island Alone	21	0.02%
Some Other Race Alone	764	0.86%
Two or More Races	1,885	2.11%
2018 Est. Population by Hispanic or Latino Origin	89,272	
Not Hispanic or Latino	86,758	97.18%
Hispanic or Latino	2,514	2.82%
Mexican	1,613	64.16%
Puerto Rican	192	7.64%
Cuban	44	1.75%
All Other Hispanic or Latino	666	26.49%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	2,514	
White Alone	1,394	55.45%
Black or African American Alone	26	1.03%
American Indian and Alaska Native Alone	62	2.47%
Asian Alone	48	1.91%
Native Hawaiian and Other Pacific Islander Alone	1	0.04%
Some Other Race Alone	714	28.40%
Two or More Races	270	10.74%
2018 Est. Pop by Race, Asian Alone, by Category	7,501	
Chinese, except Taiwanese	207	2.76%
Filipino	160	2.13%
Japanese	36	0.48%
Asian Indian	570	7.60%
Korean	57	0.76%
Vietnamese	19	0.25%
Cambodian	16	0.21%
Hmong	5,797	77.28%
Laotian	70	0.93%
Thai	21	0.28%
All Other Asian Races Including 2+ Category	549	7.32%

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DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	89,272	
Arab	22	0.03%
Czech	584	0.65%
Danish	481	0.54%
Dutch	1,205	1.35%
English	2,394	2.68%
French (except Basque)	1,263	1.42%
French Canadian	806	0.90%
German	33,411	37.43%
Greek	86	0.10%
Hungarian	227	0.25%
Irish	4,066	4.56%
Italian	975	1.09%
Lithuanian	81	0.09%
United States or American	2,206	2.47%
Norwegian	3,075	3.45%
Polish	8,882	9.95%
Portuguese	8	0.01%
Russian	305	0.34%
Scottish	422	0.47%
Scotch-Irish	205	0.23%
Slovak	90	0.10%
Subsaharan African	22	0.03%
Swedish	964	1.08%
Swiss	335	0.38%
Ukrainian	43	0.05%
Welsh	275	0.31%
West Indian (except Hisp. groups)	62	0.07%
Other ancestries	13,882	15.55%
Ancestry Unclassified	12,892	14.44%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	75,798	90.48%
Speak Asian/Pacific Island Language at Home	5,087	6.07%
Speak IndoEuropean Language at Home	1,043	1.25%
Speak Spanish at Home	1,797	2.15%
Speak Other Language at Home	50	0.06%
2018 Est. Population by Age	89,272	
Age 0 - 4	5,497	6.16%
Age 5 - 9	5,651	6.33%
Age 10 - 14	5,767	6.46%
Age 15 - 17	3,475	3.89%
Age 18 - 20	3,262	3.65%
Age 21 - 24	4,317	4.84%
Age 25 - 34	10,892	12.20%
Age 35 - 44	11,108	12.44%
Age 45 - 54	11,562	12.95%
Age 55 - 64	12,227	13.70%
Age 65 - 74	8,621	9.66%
Age 75 - 84	4,580	5.13%
Age 85 and over	2,313	2.59%
Age 16 and over	71,222	79.78%
Age 18 and over	68,882	77.16%
Age 21 and over	65,619	73.51%
Age 65 and over	15,513	17.38%
2018 Est. Median Age		40.24
2018 Est. Average Age		40.35

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	89,272	
Male	44,449	49.79%
Female	44,823	50.21%
2018 Est. Male Population by Age	44,449	
Age 0 - 4	2,816	6.34%
Age 5 - 9	2,897	6.52%
Age 10 - 14	2,951	6.64%
Age 15 - 17	1,782	4.01%
Age 18 - 20	1,711	3.85%
Age 21 - 24	2,263	5.09%
Age 25 - 34	5,549	12.48%
Age 35 - 44	5,671	12.76%
Age 45 - 54	5,804	13.06%
Age 55 - 64	6,109	13.74%
Age 65 - 74	4,146	9.33%
Age 75 - 84	1,963	4.42%
Age 85 and over	788	1.77%
2018 Est. Median Age, Male		39.01
2018 Est. Average Age, Male		39.30

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	44,823	
Age 0 - 4	2,681	5.98%
Age 5 - 9	2,754	6.14%
Age 10 - 14	2,817	6.29%
Age 15 - 17	1,692	3.78%
Age 18 - 20	1,552	3.46%
Age 21 - 24	2,054	4.58%
Age 25 - 34	5,343	11.92%
Age 35 - 44	5,437	12.13%
Age 45 - 54	5,758	12.85%
Age 55 - 64	6,118	13.65%
Age 65 - 74	4,475	9.98%
Age 75 - 84	2,617	5.84%
Age 85 and over	1,526	3.41%
2018 Est. Median Age, Female		41.52
2018 Est. Average Age, Female		41.37
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	20,604	28.48%
Males, Never Married	11,800	16.31%
Females, Never Married	8,804	12.17%
Married, Spouse present	36,644	50.64%
Married, Spouse absent	1,920	2.65%
Widowed	4,887	6.75%
Males Widowed	1,052	1.45%
Females Widowed	3,835	5.30%
Divorced	8,302	11.47%
Males Divorced	3,596	4.97%
Females Divorced	4,706	6.50%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,218	3.6%
Some High School, no diploma	2,959	4.8%
High School Graduate (or GED)	20,536	33.5%
Some College, no degree	11,865	19.4%
Associate Degree	7,497	12.2%
Bachelor's Degree	11,472	18.7%
Master's Degree	3,410	5.6%
Professional School Degree	1,004	1.6%
Doctorate Degree	341	0.6%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	395	35.55%
High School Graduate	292	26.28%
Some College or Associate's Degree	335	30.15%
Bachelor's Degree or Higher	89	8.01%
Households		
2023 Projection	37,659	
2018 Estimate	36,933	
2010 Census	35,636	
2000 Census	32,132	
Growth 2018 - 2023		1.97%
Growth 2010 - 2018		3.64%
Growth 2000 - 2010		10.91%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type		
Family Households	24,079	65.20%
Nonfamily Households	12,854	34.80%
2018 Est. Group Quarters Population	1,342	
2018 Households by Ethnicity, Hispanic/Latino	644	
2018 Est. Households by Household Income		
Income < \$15,000	3,378	9.15%
Income \$15,000 - \$24,999	3,789	10.26%
Income \$25,000 - \$34,999	4,040	10.94%
Income \$35,000 - \$49,999	5,201	14.08%
Income \$50,000 - \$74,999	6,977	18.89%
Income \$75,000 - \$99,999	5,188	14.05%
Income \$100,000 - \$124,999	3,298	8.93%
Income \$125,000 - \$149,999	2,049	5.55%
Income \$150,000 - \$199,999	1,694	4.59%
Income \$200,000 - \$249,999	625	1.69%
Income \$250,000 - \$499,999	549	1.49%
Income \$500,000+	146	0.40%
2018 Est. Average Household Income		\$72,955
2018 Est. Median Household Income		\$56,679

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$57,689
Black or African American Alone		\$39,706
American Indian and Alaska Native Alone		\$32,734
Asian Alone		\$51,667
Native Hawaiian and Other Pacific Islander Alone		\$37,597
Some Other Race Alone		\$37,040
Two or More Races		\$38,001
Hispanic or Latino		\$39,148
Not Hispanic or Latino		\$57,136
2018 Est. Family HH Type by Presence of Own Child.	24,079	
Married-Couple Family, own children	7,340	30.48%
Married-Couple Family, no own children	11,381	47.27%
Male Householder, own children	1,090	4.53%
Male Householder, no own children	678	2.82%
Female Householder, own children	2,303	9.56%
Female Householder, no own children	1,288	5.35%
2018 Est. Households by Household Size	36,933	
1-person	10,958	29.67%
2-person	13,210	35.77%
3-person	5,475	14.82%
4-person	4,405	11.93%
5-person	1,702	4.61%
6-person	703	1.90%
7-or-more-person	481	1.30%
2018 Est. Average Household Size		2.38

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	36,933	
Households with 1 or More People under Age 18:	11,409	30.89%
Married-Couple Family	7,581	66.45%
Other Family, Male Householder	1,185	10.39%
Other Family, Female Householder	2,492	21.84%
Nonfamily, Male Householder	117	1.03%
Nonfamily, Female Householder	35	0.31%
Households with No People under Age 18:	25,524	69.11%
Married-Couple Family	11,136	43.63%
Other Family, Male Householder	591	2.32%
Other Family, Female Householder	1,099	4.31%
Nonfamily, Male Householder	5,995	23.49%
Nonfamily, Female Householder	6,702	26.26%
2018 Est. Households by Number of Vehicles	36,933	
No Vehicles	2,297	6.22%
1 Vehicle	11,634	31.50%
2 Vehicles	15,814	42.82%
3 Vehicles	5,530	14.97%
4 Vehicles	1,021	2.76%
5 or more Vehicles	637	1.73%
2018 Est. Average Number of Vehicles		1.84

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	24,590	
2018 Estimate	24,079	
2010 Census	23,154	
2000 Census	21,733	
Growth 2018 - 2023		2.12%
Growth 2010 - 2018		4.00%
Growth 2000 - 2010		6.54%
2018 Est. Families by Poverty Status	24,079	
2018 Families at or Above Poverty	22,438	93.19%
2018 Families at or Above Poverty with Children	9,447	39.23%
2018 Families Below Poverty	1,642	6.82%
2018 Families Below Poverty with Children	1,286	5.34%
2018 Est. Pop 16+ by Employment Status	71,223	
Civilian Labor Force, Employed	46,622	65.46%
Civilian Labor Force, Unemployed	1,649	2.32%
Armed Forces	0	0.00%
Not in Labor Force	22,952	32.23%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	45,828	
For-Profit Private Workers	34,283	74.81%
Non-Profit Private Workers	4,141	9.04%
Local Government Workers	316	0.69%
State Government Workers	1,281	2.80%
Federal Government Workers	2,882	6.29%
Self-Employed Workers	2,831	6.18%
Unpaid Family Workers	95	0.21%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	45,828	
Architect/Engineer	653	1.43%
Arts/Entertainment/Sports	777	1.70%
Building Grounds Maintenance	1,281	2.80%
Business/Financial Operations	2,343	5.11%
Community/Social Services	873	1.91%
Computer/Mathematical	858	1.87%
Construction/Extraction	1,526	3.33%
Education/Training/Library	2,252	4.91%
Farming/Fishing/Forestry	304	0.66%
Food Prep/Serving	2,122	4.63%
Health Practitioner/Technician	2,929	6.39%
Healthcare Support	1,167	2.55%
Maintenance Repair	1,304	2.85%
Legal	692	1.51%
Life/Physical/Social Science	212	0.46%
Management	3,933	8.58%
Office/Admin. Support	6,646	14.50%
Production	4,687	10.23%
Protective Services	609	1.33%
Sales/Related	5,476	11.95%
Personal Care/Service	1,463	3.19%
Transportation/Moving	3,722	8.12%
2018 Est. Pop 16+ by Occupation Classification	45,828	
White Collar	27,643	60.32%
Blue Collar	11,239	24.52%
Service and Farm	6,946	15.16%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	45,332	
Drove Alone	38,255	84.39%
Car Pooled	3,638	8.03%
Public Transportation	214	0.47%
Walked	807	1.78%
Bicycle	292	0.64%
Other Means	402	0.89%
Worked at Home	1,724	3.80%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	20,415	
15 - 29 Minutes	17,976	
30 - 44 Minutes	2,841	
45 - 59 Minutes	1,326	
60 or more Minutes	1,310	
2018 Est. Avg Travel Time to Work in Minutes		19.3
2018 Est. Occupied Housing Units by Tenure	36,933	
Owner Occupied	25,094	67.95%
Renter Occupied	11,839	32.06%
2018 Owner Occ. HUs: Avg. Length of Residence		18.2
2018 Renter Occ. HUs: Avg. Length of Residence		6.23

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	36,933	
Value Less than \$20,000	603	2.40%
Value \$20,000 - \$39,999	212	0.85%
Value \$40,000 - \$59,999	296	1.18%
Value \$60,000 - \$79,999	1,369	5.46%
Value \$80,000 - \$99,999	2,624	10.46%
Value \$100,000 - \$149,999	7,247	28.88%
Value \$150,000 - \$199,999	5,751	22.92%
Value \$200,000 - \$299,999	4,010	15.98%
Value \$300,000 - \$399,999	1,603	6.39%
Value \$400,000 - \$499,999	732	2.92%
Value \$500,000 - \$749,999	471	1.88%
Value \$750,000 - \$999,999	112	0.45%
Value \$1,000,000 or \$1,499,999	51	0.20%
Value \$1,500,000 or \$1,999,999	7	0.03%
Value \$2,000,000+	6	0.02%
2018 Est. Median All Owner-Occupied Housing Value		\$151,480
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	27,464	68.26%
1 Unit Detached	1,585	3.94%
2 Units	2,692	6.69%
3 or 4 Units	1,175	2.92%
5 to 19 Units	4,591	11.41%
20 to 49 Units	1,090	2.71%
50 or More Units	931	2.31%
Mobile Home or Trailer	710	1.77%
Boat, RV, Van, etc.	0	0.00%

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DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,256	3.12%
Housing Units Built 2010 to 2014	589	1.46%
Housing Units Built 2000 to 2009	6,719	16.70%
Housing Units Built 1990 to 1999	5,319	13.22%
Housing Units Built 1980 to 1989	3,677	9.14%
Housing Units Built 1970 to 1979	5,983	14.87%
Housing Units Built 1960 to 1969	3,607	8.96%
Housing Units Built 1950 to 1959	4,362	10.84%
Housing Units Built 1940 to 1949	2,529	6.29%
Housing Unit Built 1939 or Earlier	6,196	15.40%
2018 Est. Median Year Structure Built		
		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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