



TheRetailCoach®

# COMMUNITY DEMOGRAPHIC PROFILE

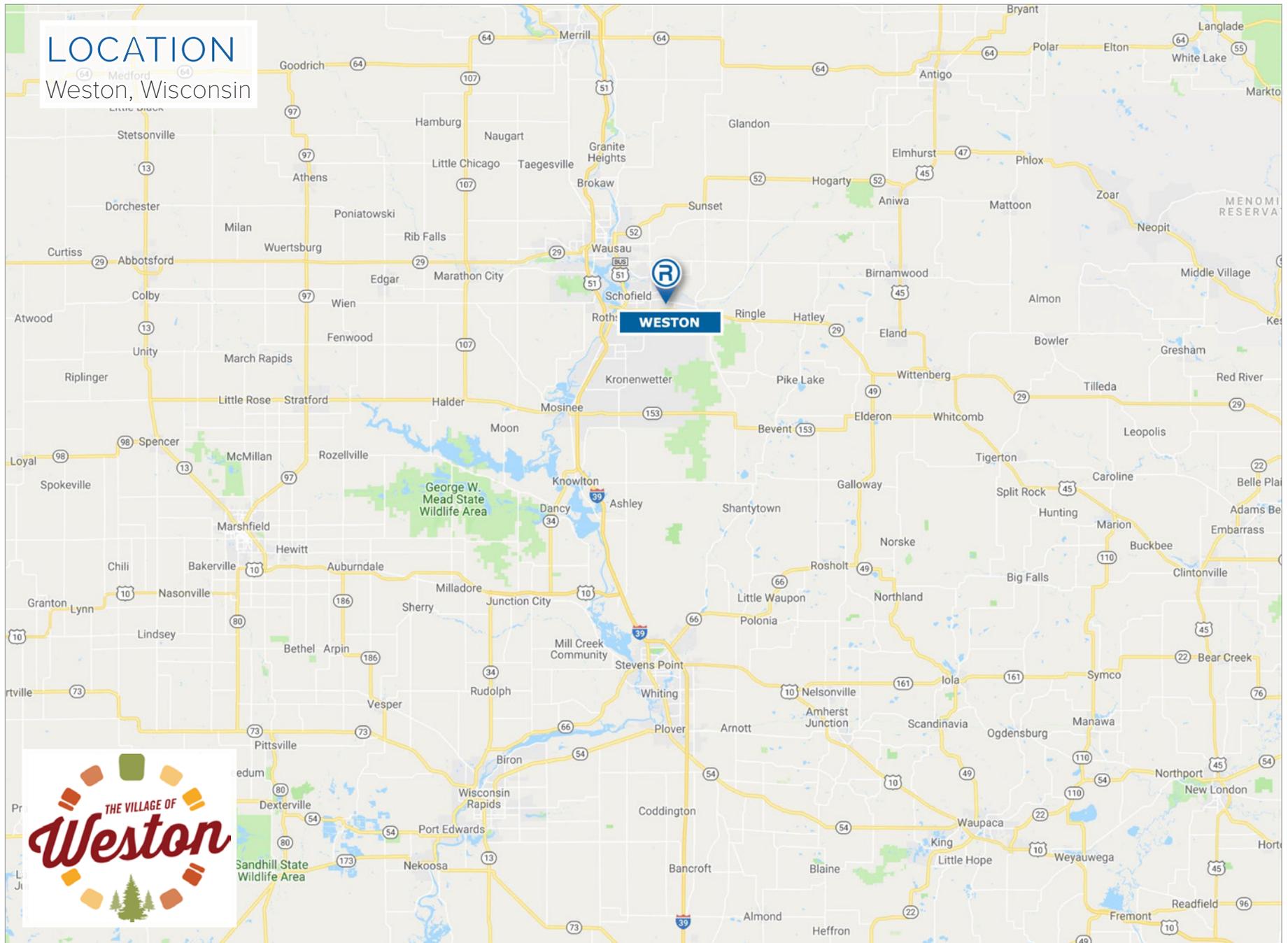
Weston, Wisconsin

Prepared for  
Village of Weston  
September 2018



# LOCATION

Weston, Wisconsin



 TheRetailCoach®

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# COMMUNITY • DEMOGRAPHIC PROFILE

Weston, Wisconsin

DESCRIPTION	DATA	%
<b>Population</b>		
2023 Projection	16,383	
2018 Estimate	15,766	
2010 Census	14,868	
2000 Census	12,046	
Growth 2018 - 2023		3.91%
Growth 2010 - 2018		6.04%
Growth 2000 - 2010		23.43%
<b>2018 Est. Population by Single-Classification Race</b>	15,766	
White Alone	13,386	84.90%
Black or African American Alone	164	1.04%
Amer. Indian and Alaska Native Alone	65	0.41%
Asian Alone	1,670	10.59%
Native Hawaiian and Other Pacific Island Alone	5	0.03%
Some Other Race Alone	158	1.00%
Two or More Races	318	2.02%
<b>2018 Est. Population by Hispanic or Latino Origin</b>	15,766	
Not Hispanic or Latino	15,341	97.30%
Hispanic or Latino	425	2.70%
Mexican	269	63.29%
Puerto Rican	35	8.24%
Cuban	10	2.35%
All Other Hispanic or Latino	111	26.12%

DESCRIPTION	DATA	%
<b>2018 Est. Hisp. or Latino Pop by Single-Class. Race</b>	425	
White Alone	209	49.18%
Black or African American Alone	4	0.94%
American Indian and Alaska Native Alone	12	2.82%
Asian Alone	3	0.71%
Native Hawaiian and Other Pacific Islander Alone	1	0.24%
Some Other Race Alone	153	36.00%
Two or More Races	43	10.12%
<b>2018 Est. Pop by Race, Asian Alone, by Category</b>	1,670	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	161	9.64%
Korean	10	0.60%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	1,365	81.74%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	134	8.02%

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DESCRIPTION	DATA	%
<b>2018 Est. Population by Ancestry</b>	15,766	
Arab	5	0.03%
Czech	178	1.13%
Danish	99	0.63%
Dutch	380	2.41%
English	390	2.47%
French (except Basque)	177	1.12%
French Canadian	307	1.95%
German	6,073	38.52%
Greek	10	0.06%
Hungarian	40	0.25%
Irish	496	3.15%
Italian	192	1.22%
Lithuanian	12	0.08%
United States or American	301	1.91%
Norwegian	578	3.67%
Polish	1,626	10.31%
Portuguese	4	0.03%
Russian	4	0.03%
Scottish	58	0.37%
Scotch-Irish	111	0.70%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	149	0.95%
Swiss	57	0.36%
Ukrainian	0	0.00%
Welsh	0	0.00%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	2,104	13.35%
Ancestry Unclassified	2,415	15.32%

DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	13,292	90.47%
Speak Asian/Pacific Island Language at Home	786	5.35%
Speak IndoEuropean Language at Home	98	0.67%
Speak Spanish at Home	505	3.44%
Speak Other Language at Home	12	0.08%
<b>2018 Est. Population by Age</b>	15,766	
Age 0 - 4	1,073	6.81%
Age 5 - 9	1,087	6.90%
Age 10 - 14	1,113	7.06%
Age 15 - 17	666	4.22%
Age 18 - 20	597	3.79%
Age 21 - 24	786	4.99%
Age 25 - 34	1,966	12.47%
Age 35 - 44	2,104	13.35%
Age 45 - 54	2,101	13.33%
Age 55 - 64	1,963	12.45%
Age 65 - 74	1,310	8.31%
Age 75 - 84	662	4.20%
Age 85 and over	338	2.14%
Age 16 and over	12,275	77.86%
Age 18 and over	11,827	75.02%
Age 21 and over	11,230	71.23%
Age 65 and over	2,310	14.65%
<b>2018 Est. Median Age</b>		37.87
<b>2018 Est. Average Age</b>		38.40

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DESCRIPTION	DATA	%
<b>2018 Est. Population by Sex</b>	15,766	
Male	7,821	49.61%
Female	7,945	50.39%
<b>2018 Est. Male Population by Age</b>	7,821	
Age 0 - 4	554	7.08%
Age 5 - 9	562	7.19%
Age 10 - 14	570	7.29%
Age 15 - 17	334	4.27%
Age 18 - 20	305	3.90%
Age 21 - 24	396	5.06%
Age 25 - 34	973	12.44%
Age 35 - 44	1,066	13.63%
Age 45 - 54	1,063	13.59%
Age 55 - 64	974	12.45%
Age 65 - 74	612	7.83%
Age 75 - 84	298	3.81%
Age 85 and over	114	1.46%
<b>2018 Est. Median Age, Male</b>		37.08
<b>2018 Est. Average Age, Male</b>		37.50

DESCRIPTION	DATA	%
<b>2018 Est. Female Population by Age</b>	7,945	
Age 0 - 4	519	6.53%
Age 5 - 9	525	6.61%
Age 10 - 14	543	6.83%
Age 15 - 17	332	4.18%
Age 18 - 20	292	3.68%
Age 21 - 24	390	4.91%
Age 25 - 34	993	12.50%
Age 35 - 44	1,038	13.07%
Age 45 - 54	1,038	13.07%
Age 55 - 64	989	12.45%
Age 65 - 74	698	8.79%
Age 75 - 84	364	4.58%
Age 85 and over	224	2.82%
<b>2018 Est. Median Age, Female</b>		38.68
<b>2018 Est. Average Age, Female</b>		39.30
<b>2018 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	3,317	26.55%
Males, Never Married	1,810	14.49%
Females, Never Married	1,507	12.06%
Married, Spouse present	6,777	54.25%
Married, Spouse absent	222	1.78%
Widowed	825	6.60%
Males Widowed	148	1.19%
Females Widowed	677	5.42%
Divorced	1,352	10.82%
Males Divorced	588	4.71%
Females Divorced	764	6.12%

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DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	372	3.6%
Some High School, no diploma	522	5.0%
High School Graduate (or GED)	3,592	34.4%
Some College, no degree	2,071	19.8%
Associate Degree	1,206	11.5%
Bachelor's Degree	1,889	18.1%
Master's Degree	660	6.3%
Professional School Degree	105	1.0%
Doctorate Degree	27	0.3%
<b>2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	66	34.20%
High School Graduate	71	36.79%
Some College or Associate's Degree	16	8.29%
Bachelor's Degree or Higher	40	20.73%
<b>Households</b>		
2023 Projection	6,580	
2018 Estimate	6,297	
2010 Census	5,840	
2000 Census	4,586	
Growth 2018 - 2023		4.49%
Growth 2010 - 2018		7.83%
Growth 2000 - 2010		27.34%

DESCRIPTION	DATA	%
<b>2018 Est. Households by Household Type</b>		
Family Households	4,211	66.87%
Nonfamily Households	2,086	33.13%
2018 Est. Group Quarters Population	189	
2018 Households by Ethnicity, Hispanic/Latino	111	
<b>2018 Est. Households by Household Income</b>		
Income < \$15,000	576	9.15%
Income \$15,000 - \$24,999	725	11.51%
Income \$25,000 - \$34,999	735	11.67%
Income \$35,000 - \$49,999	970	15.40%
Income \$50,000 - \$74,999	1,157	18.37%
Income \$75,000 - \$99,999	899	14.28%
Income \$100,000 - \$124,999	550	8.73%
Income \$125,000 - \$149,999	346	5.50%
Income \$150,000 - \$199,999	216	3.43%
Income \$200,000 - \$249,999	69	1.10%
Income \$250,000 - \$499,999	48	0.76%
Income \$500,000+	6	0.10%
2018 Est. Average Household Income		\$66,092
2018 Est. Median Household Income		\$52,605

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DESCRIPTION	DATA	%
<b>2018 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$55,891
Black or African American Alone		\$28,738
American Indian and Alaska Native Alone		\$28,963
Asian Alone		\$31,093
Native Hawaiian and Other Pacific Islander Alone		\$35,000
Some Other Race Alone		\$42,219
Two or More Races		\$30,205
Hispanic or Latino		\$50,283
Not Hispanic or Latino		\$52,682
<b>2018 Est. Family HH Type by Presence of Own Child.</b>	4,211	
Married-Couple Family, own children	1,389	32.99%
Married-Couple Family, no own children	1,769	42.01%
Male Householder, own children	241	5.72%
Male Householder, no own children	102	2.42%
Female Householder, own children	488	11.59%
Female Householder, no own children	222	5.27%
<b>2018 Est. Households by Household Size</b>	6,297	
1-person	1,726	27.41%
2-person	2,164	34.37%
3-person	1,017	16.15%
4-person	852	13.53%
5-person	325	5.16%
6-person	130	2.06%
7-or-more-person	83	1.32%
<b>2018 Est. Average Household Size</b>		2.47

DESCRIPTION	DATA	%
<b>2018 Est. Households by Presence of People Under 18</b>	6,297	
Households with 1 or More People under Age 18:	2,241	35.59%
Married-Couple Family	1,426	63.63%
Other Family, Male Householder	255	11.38%
Other Family, Female Householder	525	23.43%
Nonfamily, Male Householder	26	1.16%
Nonfamily, Female Householder	9	0.40%
<b>Households with No People under Age 18:</b>	4,056	64.41%
Married-Couple Family	1,732	42.70%
Other Family, Male Householder	87	2.15%
Other Family, Female Householder	185	4.56%
Nonfamily, Male Householder	1,008	24.85%
Nonfamily, Female Householder	1,044	25.74%
<b>2018 Est. Households by Number of Vehicles</b>	6,297	
No Vehicles	268	4.26%
1 Vehicle	2,066	32.81%
2 Vehicles	2,836	45.04%
3 Vehicles	978	15.53%
4 Vehicles	95	1.51%
5 or more Vehicles	54	0.86%
<b>2018 Est. Average Number of Vehicles</b>		1.8

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DESCRIPTION	DATA	%
<b>Family Households</b>		
2023 Projection	4,399	
2018 Estimate	4,211	
2010 Census	3,915	
2000 Census	3,201	
Growth 2018 - 2023		4.46%
Growth 2010 - 2018		7.56%
Growth 2000 - 2010		22.31%
<b>2018 Est. Families by Poverty Status</b>	4,211	
2018 Families at or Above Poverty	3,877	92.07%
2018 Families at or Above Poverty with Children	1,582	37.57%
2018 Families Below Poverty	334	7.93%
2018 Families Below Poverty with Children	283	6.72%
<b>2018 Est. Pop 16+ by Employment Status</b>	12,275	
Civilian Labor Force, Employed	8,066	65.71%
Civilian Labor Force, Unemployed	255	2.08%
Armed Forces	0	0.00%
Not in Labor Force	3,954	32.21%
<b>2018 Est. Civ. Employed Pop 16+ by Class of Worker</b>	7,827	
For-Profit Private Workers	5,769	73.71%
Non-Profit Private Workers	769	9.83%
Local Government Workers	78	1.00%
State Government Workers	161	2.06%
Federal Government Workers	554	7.08%
Self-Employed Workers	483	6.17%
Unpaid Family Workers	13	0.17%

DESCRIPTION	DATA	%
<b>2018 Est. Civ. Employed Pop 16+ by Occupation</b>	7,827	
Architect/Engineer	71	0.91%
Arts/Entertainment/Sports	94	1.20%
Building Grounds Maintenance	332	4.24%
Business/Financial Operations	442	5.65%
Community/Social Services	189	2.42%
Computer/Mathematical	170	2.17%
Construction/Extraction	316	4.04%
Education/Training/Library	325	4.15%
Farming/Fishing/Forestry	41	0.52%
Food Prep/Serving	244	3.12%
Health Practitioner/Technician	521	6.66%
Healthcare Support	274	3.50%
Maintenance Repair	198	2.53%
Legal	81	1.04%
Life/Physical/Social Science	11	0.14%
Management	746	9.53%
Office/Admin. Support	1,031	13.17%
Production	788	10.07%
Protective Services	87	1.11%
Sales/Related	1,109	14.17%
Personal Care/Service	169	2.16%
Transportation/Moving	588	7.51%
<b>2018 Est. Pop 16+ by Occupation Classification</b>	7,827	
White Collar	4,790	61.20%
Blue Collar	1,890	24.15%
Service and Farm	1,147	14.65%

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DESCRIPTION	DATA	%
<b>2018 Est. Workers Age 16+ by Transp. to Work</b>	7,805	
Drove Alone	6,807	87.21%
Car Pooled	603	7.73%
Public Transportation	31	0.40%
Walked	21	0.27%
Bicycle	23	0.30%
Other Means	29	0.37%
Worked at Home	291	3.73%
<b>2018 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	3,411	
15 - 29 Minutes	3,493	
30 - 44 Minutes	270	
45 - 59 Minutes	139	
60 or more Minutes	275	
2018 Est. Avg Travel Time to Work in Minutes		19
<b>2018 Est. Occupied Housing Units by Tenure</b>	6,297	
Owner Occupied	3,924	62.32%
Renter Occupied	2,373	37.69%
<b>2018 Owner Occ. HUs: Avg. Length of Residence</b>		15.2
<b>2018 Renter Occ. HUs: Avg. Length of Residence</b>		5.8

DESCRIPTION	DATA	%
<b>2018 Est. Owner-Occupied Housing Units by Value</b>	6,297	
Value Less than \$20,000	208	5.30%
Value \$20,000 - \$39,999	23	0.59%
Value \$40,000 - \$59,999	8	0.20%
Value \$60,000 - \$79,999	102	2.60%
Value \$80,000 - \$99,999	211	5.38%
Value \$100,000 - \$149,999	1,296	33.03%
Value \$150,000 - \$199,999	1,084	27.63%
Value \$200,000 - \$299,999	669	17.05%
Value \$300,000 - \$399,999	191	4.87%
Value \$400,000 - \$499,999	75	1.91%
Value \$500,000 - \$749,999	41	1.05%
Value \$750,000 - \$999,999	4	0.10%
Value \$1,000,000 or \$1,499,999	11	0.28%
Value \$1,500,000 or \$1,999,999	1	0.03%
Value \$2,000,000+	0	0.00%
<b>2018 Est. Median All Owner-Occupied Housing Value</b>		\$154,670
<b>2018 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	3,788	54.63%
1 Unit Detached	410	5.91%
2 Units	370	5.34%
3 or 4 Units	306	4.41%
5 to 19 Units	1,264	18.23%
20 to 49 Units	226	3.26%
50 or More Units	197	2.84%
Mobile Home or Trailer	373	5.38%
Boat, RV, Van, etc.	0	0.00%

# COMMUNITY • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
<b>2018 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	370	5.34%
Housing Units Built 2010 to 2014	166	2.39%
Housing Units Built 2000 to 2009	1,779	25.66%
Housing Units Built 1990 to 1999	1,426	20.57%
Housing Units Built 1980 to 1989	793	11.44%
Housing Units Built 1970 to 1979	1,298	18.72%
Housing Units Built 1960 to 1969	435	6.27%
Housing Units Built 1950 to 1959	354	5.11%
Housing Units Built 1940 to 1949	83	1.20%
Housing Unit Built 1939 or Earlier	230	3.32%
<b>2018 Est. Median Year Structure Built</b>		1992

# 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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