



TheRetailCoach®

15-MINUTE DRIVE TIME DEMOGRAPHIC PROFILE

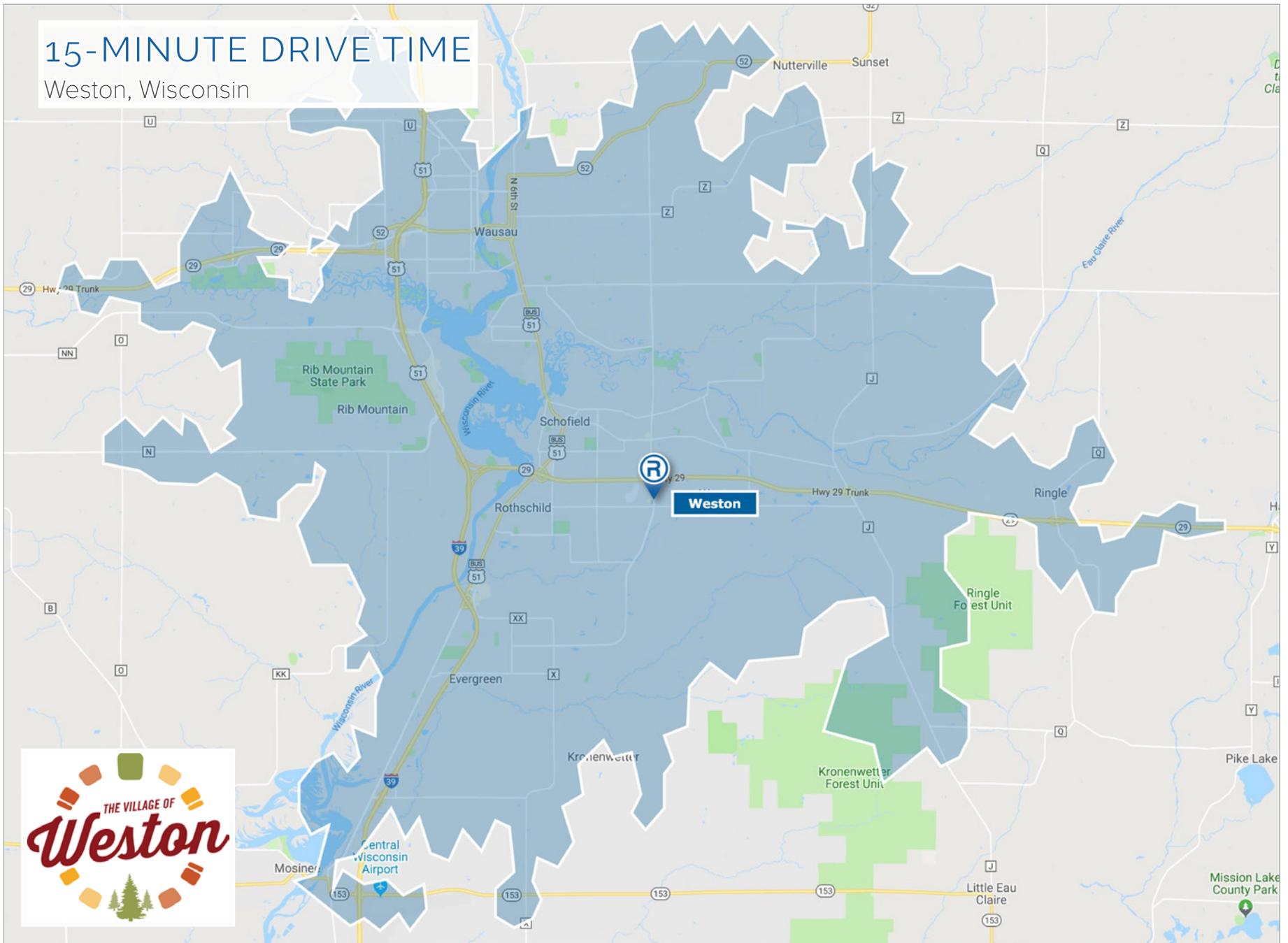
Weston, Wisconsin

Prepared for
Village of Weston
September 2018



15-MINUTE DRIVE TIME

Weston, Wisconsin



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DESCRIPTION	DATA	%
Population		
2023 Projection	73,518	
2018 Estimate	72,615	
2010 Census	71,468	
2000 Census	67,426	
Growth 2018 - 2023		1.24%
Growth 2010 - 2018		1.61%
Growth 2000 - 2010		6.00%
2018 Est. Population by Single-Classification Race	72,615	
White Alone	62,092	85.51%
Black or African American Alone	934	1.29%
Amer. Indian and Alaska Native Alone	469	0.65%
Asian Alone	6,808	9.38%
Native Hawaiian and Other Pacific Island Alone	19	0.03%
Some Other Race Alone	637	0.88%
Two or More Races	1,654	2.28%
2018 Est. Population by Hispanic or Latino Origin	72,615	
Not Hispanic or Latino	70,492	97.08%
Hispanic or Latino	2,123	2.92%
Mexican	1,350	63.59%
Puerto Rican	166	7.82%
Cuban	37	1.74%
All Other Hispanic or Latino	571	26.90%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	2,123	
White Alone	1,172	55.21%
Black or African American Alone	20	0.94%
American Indian and Alaska Native Alone	55	2.59%
Asian Alone	44	2.07%
Native Hawaiian and Other Pacific Islander Alone	1	0.05%
Some Other Race Alone	595	28.03%
Two or More Races	236	11.12%
2018 Est. Pop by Race, Asian Alone, by Category	6,808	
Chinese, except Taiwanese	206	3.03%
Filipino	160	2.35%
Japanese	36	0.53%
Asian Indian	411	6.04%
Korean	37	0.54%
Vietnamese	18	0.26%
Cambodian	16	0.24%
Hmong	5,398	79.29%
Laotian	62	0.91%
Thai	21	0.31%
All Other Asian Races Including 2+ Category	444	6.52%

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DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	72,615	
Arab	19	0.03%
Czech	447	0.62%
Danish	379	0.52%
Dutch	1,039	1.43%
English	1,865	2.57%
French (except Basque)	968	1.33%
French Canadian	711	0.98%
German	26,508	36.51%
Greek	59	0.08%
Hungarian	155	0.21%
Irish	3,400	4.68%
Italian	815	1.12%
Lithuanian	64	0.09%
United States or American	1,740	2.40%
Norwegian	2,483	3.42%
Polish	6,939	9.56%
Portuguese	8	0.01%
Russian	237	0.33%
Scottish	297	0.41%
Scotch-Irish	177	0.24%
Slovak	61	0.08%
Subsaharan African	10	0.01%
Swedish	761	1.05%
Swiss	281	0.39%
Ukrainian	41	0.06%
Welsh	206	0.28%
West Indian (except Hisp. groups)	42	0.06%
Other ancestries	11,974	16.49%
Ancestry Unclassified	10,929	15.05%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	60,952	89.70%
Speak Asian/Pacific Island Language at Home	4,683	6.89%
Speak IndoEuropean Language at Home	767	1.13%
Speak Spanish at Home	1,508	2.22%
Speak Other Language at Home	42	0.06%
2018 Est. Population by Age	72,615	
Age 0 - 4	4,662	6.42%
Age 5 - 9	4,753	6.55%
Age 10 - 14	4,804	6.62%
Age 15 - 17	2,835	3.90%
Age 18 - 20	2,672	3.68%
Age 21 - 24	3,500	4.82%
Age 25 - 34	9,003	12.40%
Age 35 - 44	9,200	12.67%
Age 45 - 54	9,269	12.77%
Age 55 - 64	9,658	13.30%
Age 65 - 74	6,810	9.38%
Age 75 - 84	3,600	4.96%
Age 85 and over	1,848	2.55%
Age 16 and over	57,469	79.14%
Age 18 and over	55,559	76.51%
Age 21 and over	52,887	72.83%
Age 65 and over	12,257	16.88%
2018 Est. Median Age		39.45
2018 Est. Average Age		39.84

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	72,615	
Male	36,175	49.82%
Female	36,440	50.18%
2018 Est. Male Population by Age	36,175	
Age 0 - 4	2,390	6.61%
Age 5 - 9	2,440	6.75%
Age 10 - 14	2,455	6.79%
Age 15 - 17	1,447	4.00%
Age 18 - 20	1,397	3.86%
Age 21 - 24	1,834	5.07%
Age 25 - 34	4,589	12.69%
Age 35 - 44	4,712	13.03%
Age 45 - 54	4,673	12.92%
Age 55 - 64	4,826	13.34%
Age 65 - 74	3,253	8.99%
Age 75 - 84	1,538	4.25%
Age 85 and over	622	1.72%
2018 Est. Median Age, Male		38.27
2018 Est. Average Age, Male		38.79

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	36,440	
Age 0 - 4	2,272	6.24%
Age 5 - 9	2,314	6.35%
Age 10 - 14	2,350	6.45%
Age 15 - 17	1,389	3.81%
Age 18 - 20	1,275	3.50%
Age 21 - 24	1,666	4.57%
Age 25 - 34	4,414	12.11%
Age 35 - 44	4,488	12.32%
Age 45 - 54	4,596	12.61%
Age 55 - 64	4,831	13.26%
Age 65 - 74	3,557	9.76%
Age 75 - 84	2,062	5.66%
Age 85 and over	1,226	3.36%
2018 Est. Median Age, Female		40.69
2018 Est. Average Age, Female		40.86
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	17,133	29.34%
Males, Never Married	9,833	16.84%
Females, Never Married	7,300	12.50%
Married, Spouse present	28,922	49.53%
Married, Spouse absent	1,511	2.59%
Widowed	3,924	6.72%
Males Widowed	849	1.45%
Females Widowed	3,075	5.27%
Divorced	6,905	11.83%
Males Divorced	2,985	5.11%
Females Divorced	3,920	6.71%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,860	3.8%
Some High School, no diploma	2,441	4.9%
High School Graduate (or GED)	16,452	33.3%
Some College, no degree	9,766	19.8%
Associate Degree	5,913	12.0%
Bachelor's Degree	9,229	18.7%
Master's Degree	2,682	5.4%
Professional School Degree	777	1.6%
Doctorate Degree	267	0.5%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	317	33.87%
High School Graduate	256	27.35%
Some College or Associate's Degree	279	29.81%
Bachelor's Degree or Higher	85	9.08%
Households		
2023 Projection	30,533	
2018 Estimate	29,925	
2010 Census	28,851	
2000 Census	26,302	
Growth 2018 - 2023		2.03%
Growth 2010 - 2018		3.72%
Growth 2000 - 2010		9.69%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type		
Family Households	19,270	64.39%
Nonfamily Households	10,655	35.61%
2018 Est. Group Quarters Population	1,207	
2018 Households by Ethnicity, Hispanic/Latino	553	
2018 Est. Households by Household Income		
Income < \$15,000	2,893	9.67%
Income \$15,000 - \$24,999	3,162	10.57%
Income \$25,000 - \$34,999	3,365	11.25%
Income \$35,000 - \$49,999	4,292	14.34%
Income \$50,000 - \$74,999	5,614	18.76%
Income \$75,000 - \$99,999	4,111	13.74%
Income \$100,000 - \$124,999	2,553	8.53%
Income \$125,000 - \$149,999	1,599	5.34%
Income \$150,000 - \$199,999	1,302	4.35%
Income \$200,000 - \$249,999	484	1.62%
Income \$250,000 - \$499,999	428	1.43%
Income \$500,000+	122	0.41%
2018 Est. Average Household Income		\$71,473
2018 Est. Median Household Income		\$54,941

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$55,987
Black or African American Alone		\$35,528
American Indian and Alaska Native Alone		\$31,751
Asian Alone		\$49,809
Native Hawaiian and Other Pacific Islander Alone		\$33,243
Some Other Race Alone		\$37,497
Two or More Races		\$40,223
Hispanic or Latino		\$39,800
Not Hispanic or Latino		\$55,372
2018 Est. Family HH Type by Presence of Own Child.	19,270	
Married-Couple Family, own children	5,925	30.75%
Married-Couple Family, no own children	8,815	45.75%
Male Householder, own children	927	4.81%
Male Householder, no own children	554	2.88%
Female Householder, own children	1,962	10.18%
Female Householder, no own children	1,086	5.64%
2018 Est. Households by Household Size	29,925	
1-person	9,085	30.36%
2-person	10,445	34.90%
3-person	4,446	14.86%
4-person	3,540	11.83%
5-person	1,396	4.67%
6-person	595	1.99%
7-or-more-person	418	1.40%
2018 Est. Average Household Size		2.38

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	29,925	
Households with 1 or More People under Age 18:	9,380	31.35%
Married-Couple Family	6,124	65.29%
Other Family, Male Householder	1,006	10.73%
Other Family, Female Householder	2,124	22.64%
Nonfamily, Male Householder	99	1.06%
Nonfamily, Female Householder	28	0.30%
Households with No People under Age 18:	20,545	68.66%
Married-Couple Family	8,614	41.93%
Other Family, Male Householder	481	2.34%
Other Family, Female Householder	926	4.51%
Nonfamily, Male Householder	4,983	24.25%
Nonfamily, Female Householder	5,541	26.97%
2018 Est. Households by Number of Vehicles	29,925	
No Vehicles	1,941	6.49%
1 Vehicle	9,743	32.56%
2 Vehicles	12,822	42.85%
3 Vehicles	4,222	14.11%
4 Vehicles	746	2.49%
5 or more Vehicles	451	1.51%
2018 Est. Average Number of Vehicles		1.8

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	19,705	
2018 Estimate	19,270	
2010 Census	18,491	
2000 Census	17,424	
Growth 2018 - 2023		2.26%
Growth 2010 - 2018		4.21%
Growth 2000 - 2010		6.12%
2018 Est. Families by Poverty Status	19,270	
2018 Families at or Above Poverty	17,838	92.57%
2018 Families at or Above Poverty with Children	7,683	39.87%
2018 Families Below Poverty	1,432	7.43%
2018 Families Below Poverty with Children	1,135	5.89%
2018 Est. Pop 16+ by Employment Status	57,469	
Civilian Labor Force, Employed	37,466	65.19%
Civilian Labor Force, Unemployed	1,416	2.46%
Armed Forces	0	0.00%
Not in Labor Force	18,587	32.34%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	36,932	
For-Profit Private Workers	27,857	75.43%
Non-Profit Private Workers	3,246	8.79%
Local Government Workers	261	0.71%
State Government Workers	994	2.69%
Federal Government Workers	2,315	6.27%
Self-Employed Workers	2,191	5.93%
Unpaid Family Workers	68	0.18%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	36,932	
Architect/Engineer	534	1.45%
Arts/Entertainment/Sports	592	1.60%
Building Grounds Maintenance	1,020	2.76%
Business/Financial Operations	1,917	5.19%
Community/Social Services	701	1.90%
Computer/Mathematical	660	1.79%
Construction/Extraction	1,126	3.05%
Education/Training/Library	1,740	4.71%
Farming/Fishing/Forestry	231	0.63%
Food Prep/Serving	1,713	4.64%
Health Practitioner/Technician	2,217	6.00%
Healthcare Support	1,031	2.79%
Maintenance Repair	1,009	2.73%
Legal	559	1.51%
Life/Physical/Social Science	166	0.45%
Management	3,069	8.31%
Office/Admin. Support	5,468	14.81%
Production	3,918	10.61%
Protective Services	476	1.29%
Sales/Related	4,591	12.43%
Personal Care/Service	1,262	3.42%
Transportation/Moving	2,933	7.94%
2018 Est. Pop 16+ by Occupation Classification	36,932	
White Collar	22,214	60.15%
Blue Collar	8,986	24.33%
Service and Farm	5,733	15.52%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	36,545	
Drove Alone	30,896	84.54%
Car Pooled	2,955	8.09%
Public Transportation	198	0.54%
Walked	681	1.86%
Bicycle	229	0.63%
Other Means	304	0.83%
Worked at Home	1,281	3.51%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	17,265	
15 - 29 Minutes	14,180	
30 - 44 Minutes	1,933	
45 - 59 Minutes	1,002	
60 or more Minutes	1,087	
2018 Est. Avg Travel Time to Work in Minutes		18.87
2018 Est. Occupied Housing Units by Tenure	29,925	
Owner Occupied	19,952	66.67%
Renter Occupied	9,973	33.33%
2018 Owner Occ. HUs: Avg. Length of Residence		18.05
2018 Renter Occ. HUs: Avg. Length of Residence		6.1

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	29,925	
Value Less than \$20,000	474	2.38%
Value \$20,000 - \$39,999	140	0.70%
Value \$40,000 - \$59,999	208	1.04%
Value \$60,000 - \$79,999	1,246	6.25%
Value \$80,000 - \$99,999	2,307	11.56%
Value \$100,000 - \$149,999	5,988	30.01%
Value \$150,000 - \$199,999	4,511	22.61%
Value \$200,000 - \$299,999	2,935	14.71%
Value \$300,000 - \$399,999	1,178	5.90%
Value \$400,000 - \$499,999	517	2.59%
Value \$500,000 - \$749,999	319	1.60%
Value \$750,000 - \$999,999	82	0.41%
Value \$1,000,000 or \$1,499,999	39	0.20%
Value \$1,500,000 or \$1,999,999	6	0.03%
Value \$2,000,000+	2	0.01%
2018 Est. Median All Owner-Occupied Housing Value		\$146,487
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	21,956	67.22%
1 Unit Detached	1,398	4.28%
2 Units	2,544	7.79%
3 or 4 Units	918	2.81%
5 to 19 Units	3,606	11.04%
20 to 49 Units	803	2.46%
50 or More Units	906	2.77%
Mobile Home or Trailer	535	1.64%
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	1,056	3.23%
Housing Units Built 2010 to 2014	476	1.46%
Housing Units Built 2000 to 2009	5,200	15.92%
Housing Units Built 1990 to 1999	4,072	12.47%
Housing Units Built 1980 to 1989	2,854	8.74%
Housing Units Built 1970 to 1979	4,688	14.35%
Housing Units Built 1960 to 1969	2,932	8.98%
Housing Units Built 1950 to 1959	3,785	11.59%
Housing Units Built 1940 to 1949	2,255	6.90%
Housing Unit Built 1939 or Earlier	5,347	16.37%
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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