



TheRetailCoach®

5-MINUTE DRIVE TIME DEMOGRAPHIC PROFILE

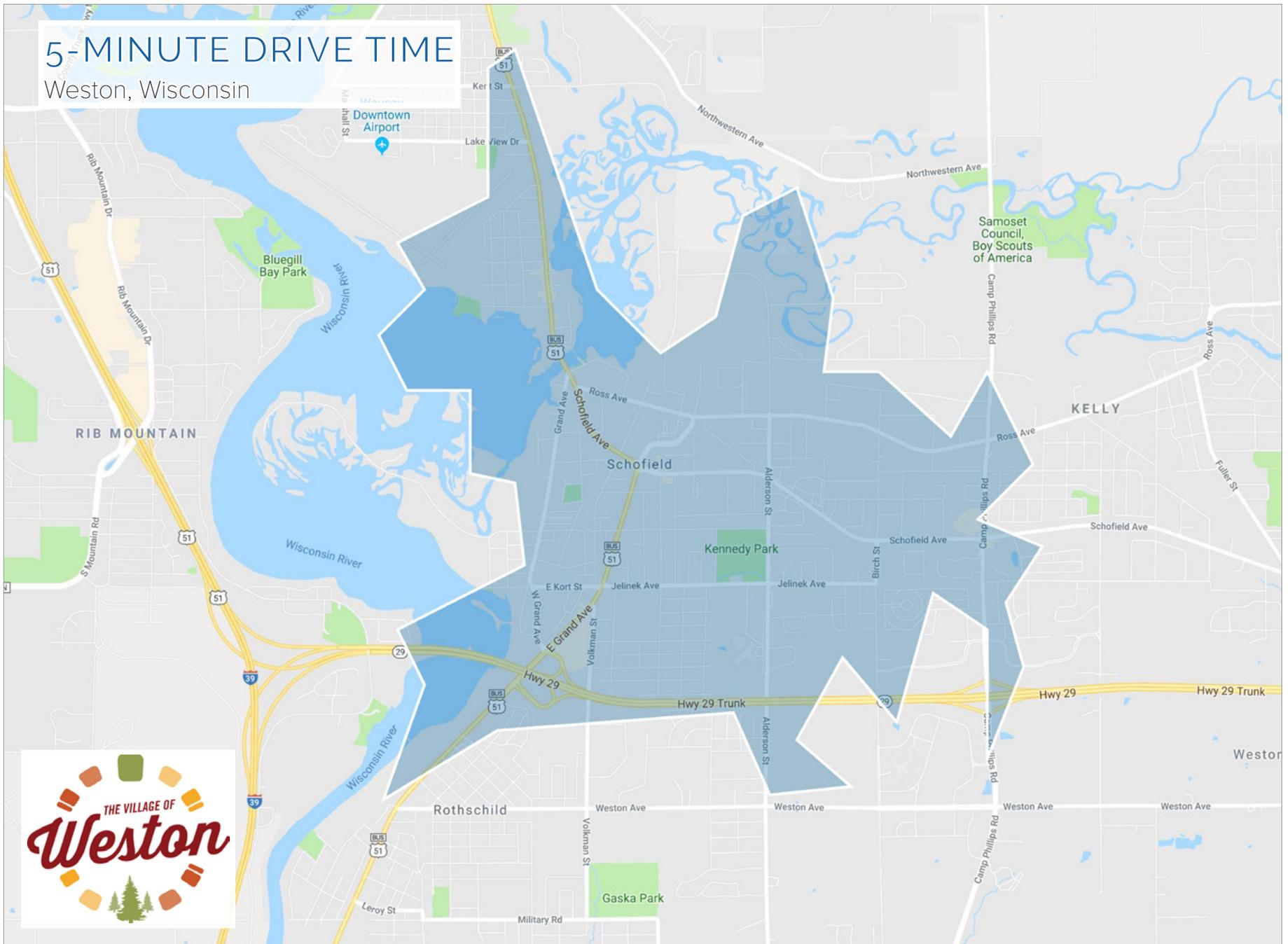
Weston, Wisconsin

Prepared for
Village of Weston
September 2018



5-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

5-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE

Weston, Wisconsin



DESCRIPTION	DATA	%
Population		
2023 Projection	9,469	
2018 Estimate	9,236	
2010 Census	8,845	
2000 Census	8,319	
Growth 2018 - 2023		2.52%
Growth 2010 - 2018		4.42%
Growth 2000 - 2010		6.32%
2018 Est. Population by Single-Classification Race	9,236	
White Alone	7,782	84.26%
Black or African American Alone	150	1.62%
Amer. Indian and Alaska Native Alone	56	0.61%
Asian Alone	938	10.16%
Native Hawaiian and Other Pacific Island Alone	4	0.04%
Some Other Race Alone	95	1.03%
Two or More Races	211	2.29%
2018 Est. Population by Hispanic or Latino Origin	9,236	
Not Hispanic or Latino	8,960	97.01%
Hispanic or Latino	277	3.00%
Mexican	175	63.18%
Puerto Rican	25	9.03%
Cuban	4	1.44%
All Other Hispanic or Latino	73	26.35%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	277	
White Alone	149	53.79%
Black or African American Alone	2	0.72%
American Indian and Alaska Native Alone	8	2.89%
Asian Alone	1	0.36%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	94	33.94%
Two or More Races	22	7.94%
2018 Est. Pop by Race, Asian Alone, by Category	938	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	52	5.54%
Korean	1	0.11%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	817	87.10%
Laotian	0	0.00%
Thai	6	0.64%
All Other Asian Races Including 2+ Category	61	6.50%

5-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE

Weston, Wisconsin



DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	9,236	
Arab	0	0.00%
Czech	67	0.73%
Danish	71	0.77%
Dutch	300	3.25%
English	233	2.52%
French (except Basque)	107	1.16%
French Canadian	237	2.57%
German	3,421	37.04%
Greek	1	0.01%
Hungarian	32	0.35%
Irish	294	3.18%
Italian	80	0.87%
Lithuanian	13	0.14%
United States or American	233	2.52%
Norwegian	272	2.95%
Polish	909	9.84%
Portuguese	3	0.03%
Russian	18	0.20%
Scottish	9	0.10%
Scotch-Irish	97	1.05%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	80	0.87%
Swiss	20	0.22%
Ukrainian	2	0.02%
Welsh	3	0.03%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	1,324	14.34%
Ancestry Unclassified	1,410	15.27%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	7,898	91.48%
Speak Asian/Pacific Island Language at Home	378	4.38%
Speak IndoEuropean Language at Home	51	0.59%
Speak Spanish at Home	295	3.42%
Speak Other Language at Home	12	0.14%
2018 Est. Population by Age	9,236	
Age 0 - 4	603	6.53%
Age 5 - 9	611	6.62%
Age 10 - 14	600	6.50%
Age 15 - 17	327	3.54%
Age 18 - 20	295	3.19%
Age 21 - 24	394	4.27%
Age 25 - 34	1,343	14.54%
Age 35 - 44	1,286	13.92%
Age 45 - 54	1,096	11.87%
Age 55 - 64	1,106	11.98%
Age 65 - 74	809	8.76%
Age 75 - 84	476	5.15%
Age 85 and over	290	3.14%
Age 16 and over	7,315	79.20%
Age 18 and over	7,095	76.82%
Age 21 and over	6,800	73.63%
Age 65 and over	1,575	17.05%
2018 Est. Median Age		38.37
2018 Est. Average Age		39.70

5-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE

Weston, Wisconsin



DESCRIPTION	DATA	%
2018 Est. Population by Sex	9,236	
Male	4,597	49.77%
Female	4,639	50.23%
2018 Est. Male Population by Age	4,597	
Age 0 - 4	316	6.87%
Age 5 - 9	317	6.90%
Age 10 - 14	313	6.81%
Age 15 - 17	168	3.66%
Age 18 - 20	155	3.37%
Age 21 - 24	201	4.37%
Age 25 - 34	663	14.42%
Age 35 - 44	673	14.64%
Age 45 - 54	566	12.31%
Age 55 - 64	548	11.92%
Age 65 - 74	366	7.96%
Age 75 - 84	215	4.68%
Age 85 and over	97	2.11%
2018 Est. Median Age, Male		37.43
2018 Est. Average Age, Male		38.52

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	4,639	
Age 0 - 4	287	6.19%
Age 5 - 9	294	6.34%
Age 10 - 14	288	6.21%
Age 15 - 17	159	3.43%
Age 18 - 20	140	3.02%
Age 21 - 24	193	4.16%
Age 25 - 34	680	14.66%
Age 35 - 44	614	13.24%
Age 45 - 54	530	11.43%
Age 55 - 64	558	12.03%
Age 65 - 74	443	9.55%
Age 75 - 84	262	5.65%
Age 85 and over	193	4.16%
2018 Est. Median Age, Female		39.40
2018 Est. Average Age, Female		40.88
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,186	29.45%
Males, Never Married	1,229	16.56%
Females, Never Married	957	12.89%
Married, Spouse present	3,465	46.69%
Married, Spouse absent	156	2.10%
Widowed	540	7.28%
Males Widowed	103	1.39%
Females Widowed	437	5.89%
Divorced	1,076	14.50%
Males Divorced	497	6.70%
Females Divorced	578	7.79%

5-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE

Weston, Wisconsin



DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	258	4.0%
Some High School, no diploma	410	6.4%
High School Graduate (or GED)	2,557	39.9%
Some College, no degree	1,178	18.4%
Associate Degree	630	9.8%
Bachelor's Degree	986	15.4%
Master's Degree	337	5.3%
Professional School Degree	35	0.5%
Doctorate Degree	14	0.2%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	34	28.10%
High School Graduate	44	36.36%
Some College or Associate's Degree	14	11.57%
Bachelor's Degree or Higher	29	23.97%
Households		
2023 Projection	4,307	
2018 Estimate	4,150	
2010 Census	3,858	
2000 Census	3,511	
Growth 2018 - 2023		3.78%
Growth 2010 - 2018		7.57%
Growth 2000 - 2010		9.88%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type		
Family Households	2,383	57.42%
Nonfamily Households	1,767	42.58%
2018 Est. Group Quarters Population	191	
2018 Households by Ethnicity, Hispanic/Latino	73	
2018 Est. Households by Household Income		
Income < \$15,000	523	12.60%
Income \$15,000 - \$24,999	483	11.64%
Income \$25,000 - \$34,999	569	13.71%
Income \$35,000 - \$49,999	715	17.23%
Income \$50,000 - \$74,999	885	21.33%
Income \$75,000 - \$99,999	518	12.48%
Income \$100,000 - \$124,999	276	6.65%
Income \$125,000 - \$149,999	104	2.51%
Income \$150,000 - \$199,999	45	1.08%
Income \$200,000 - \$249,999	15	0.36%
Income \$250,000 - \$499,999	13	0.31%
Income \$500,000+	4	0.10%
2018 Est. Average Household Income		\$54,305
2018 Est. Median Household Income		\$45,151

5-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE

Weston, Wisconsin

DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$46,854
Black or African American Alone		\$18,547
American Indian and Alaska Native Alone		\$30,413
Asian Alone		\$29,192
Native Hawaiian and Other Pacific Islander Alone		\$29,833
Some Other Race Alone		\$42,224
Two or More Races		\$31,081
Hispanic or Latino		\$49,298
Not Hispanic or Latino		\$44,943
2018 Est. Family HH Type by Presence of Own Child.	2,383	
Married-Couple Family, own children	571	23.96%
Married-Couple Family, no own children	998	41.88%
Male Householder, own children	175	7.34%
Male Householder, no own children	90	3.78%
Female Householder, own children	373	15.65%
Female Householder, no own children	176	7.39%
2018 Est. Households by Household Size	4,150	
1-person	1,500	36.15%
2-person	1,423	34.29%
3-person	597	14.39%
4-person	394	9.49%
5-person	136	3.28%
6-person	63	1.52%
7-or-more-person	36	0.87%
2018 Est. Average Household Size		2.18

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	4,150	
Households with 1 or More People under Age 18:	1,207	29.08%
Married-Couple Family	598	49.54%
Other Family, Male Householder	185	15.33%
Other Family, Female Householder	403	33.39%
Nonfamily, Male Householder	12	0.99%
Nonfamily, Female Householder	8	0.66%
Households with No People under Age 18:	2,944	70.94%
Married-Couple Family	974	33.08%
Other Family, Male Householder	78	2.65%
Other Family, Female Householder	145	4.93%
Nonfamily, Male Householder	852	28.94%
Nonfamily, Female Householder	894	30.37%
2018 Est. Households by Number of Vehicles	4,150	
No Vehicles	274	6.60%
1 Vehicle	1,660	40.00%
2 Vehicles	1,643	39.59%
3 Vehicles	502	12.10%
4 Vehicles	34	0.82%
5 or more Vehicles	37	0.89%
2018 Est. Average Number of Vehicles		1.65

5-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE

Weston, Wisconsin



DESCRIPTION	DATA	%
Family Households		
2023 Projection	2,472	
2018 Estimate	2,383	
2010 Census	2,214	
2000 Census	2,139	
Growth 2018 - 2023		3.74%
Growth 2010 - 2018		7.63%
Growth 2000 - 2010		3.51%
2018 Est. Families by Poverty Status	2,383	
2018 Families at or Above Poverty	2,132	89.47%
2018 Families at or Above Poverty with Children	798	33.49%
2018 Families Below Poverty	251	10.53%
2018 Families Below Poverty with Children	205	8.60%
2018 Est. Pop 16+ by Employment Status	7,315	
Civilian Labor Force, Employed	4,685	64.05%
Civilian Labor Force, Unemployed	164	2.24%
Armed Forces	0	0.00%
Not in Labor Force	2,466	33.71%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	4,430	
For-Profit Private Workers	3,348	75.58%
Non-Profit Private Workers	384	8.67%
Local Government Workers	61	1.38%
State Government Workers	85	1.92%
Federal Government Workers	333	7.52%
Self-Employed Workers	217	4.90%
Unpaid Family Workers	2	0.05%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	4,430	
Architect/Engineer	60	1.35%
Arts/Entertainment/Sports	49	1.11%
Building Grounds Maintenance	193	4.36%
Business/Financial Operations	247	5.58%
Community/Social Services	125	2.82%
Computer/Mathematical	110	2.48%
Construction/Extraction	143	3.23%
Education/Training/Library	151	3.41%
Farming/Fishing/Forestry	7	0.16%
Food Prep/Serving	160	3.61%
Health Practitioner/Technician	268	6.05%
Healthcare Support	169	3.82%
Maintenance Repair	124	2.80%
Legal	49	1.11%
Life/Physical/Social Science	26	0.59%
Management	321	7.25%
Office/Admin. Support	701	15.82%
Production	533	12.03%
Protective Services	52	1.17%
Sales/Related	515	11.63%
Personal Care/Service	72	1.63%
Transportation/Moving	356	8.04%
2018 Est. Pop 16+ by Occupation Classification	4,430	
White Collar	2,620	59.14%
Blue Collar	1,157	26.12%
Service and Farm	653	14.74%

5-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE

Weston, Wisconsin



DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	4,415	
Drove Alone	3,729	84.46%
Car Pooled	437	9.90%
Public Transportation	29	0.66%
Walked	52	1.18%
Bicycle	18	0.41%
Other Means	18	0.41%
Worked at Home	132	2.99%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,213	
15 - 29 Minutes	1,676	
30 - 44 Minutes	123	
45 - 59 Minutes	116	
60 or more Minutes	171	
2018 Est. Avg Travel Time to Work in Minutes		19
2018 Est. Occupied Housing Units by Tenure	4,150	
Owner Occupied	2,148	51.76%
Renter Occupied	2,002	48.24%
2018 Owner Occ. HUs: Avg. Length of Residence		18.02
2018 Renter Occ. HUs: Avg. Length of Residence		5.37

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	4,150	
Value Less than \$20,000	182	8.47%
Value \$20,000 - \$39,999	27	1.26%
Value \$40,000 - \$59,999	18	0.84%
Value \$60,000 - \$79,999	173	8.05%
Value \$80,000 - \$99,999	283	13.18%
Value \$100,000 - \$149,999	834	38.83%
Value \$150,000 - \$199,999	423	19.69%
Value \$200,000 - \$299,999	115	5.35%
Value \$300,000 - \$399,999	49	2.28%
Value \$400,000 - \$499,999	19	0.89%
Value \$500,000 - \$749,999	15	0.70%
Value \$750,000 - \$999,999	9	0.42%
Value \$1,000,000 or \$1,499,999	2	0.09%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	0	0.00%
2018 Est. Median All Owner-Occupied Housing Value		\$122,733
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	2,151	46.05%
1 Unit Detached	222	4.75%
2 Units	280	5.99%
3 or 4 Units	296	6.34%
5 to 19 Units	1,183	25.33%
20 to 49 Units	156	3.34%
50 or More Units	65	1.39%
Mobile Home or Trailer	316	6.77%
Boat, RV, Van, etc.	0	0.00%

5-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE

Weston, Wisconsin

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	207	4.43%
Housing Units Built 2010 to 2014	52	1.11%
Housing Units Built 2000 to 2009	758	16.23%
Housing Units Built 1990 to 1999	732	15.67%
Housing Units Built 1980 to 1989	539	11.54%
Housing Units Built 1970 to 1979	884	18.93%
Housing Units Built 1960 to 1969	429	9.18%
Housing Units Built 1950 to 1959	502	10.75%
Housing Units Built 1940 to 1949	205	4.39%
Housing Unit Built 1939 or Earlier	362	7.75%
2018 Est. Median Year Structure Built		1979

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.

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