



TheRetailCoach®

60-MINUTE DRIVE TIME DEMOGRAPHIC PROFILE

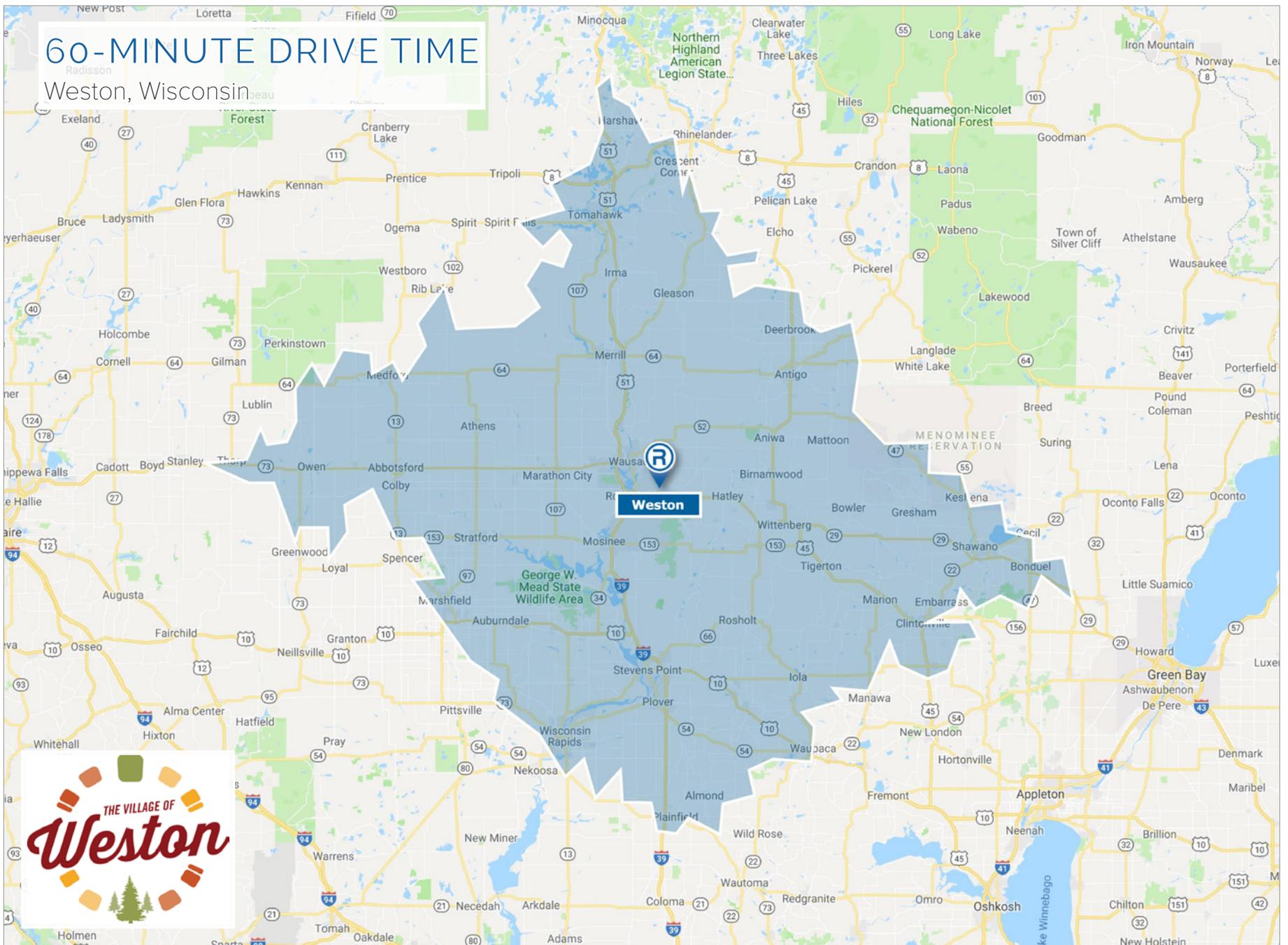
Weston, Wisconsin

Prepared for
Village of Weston
September 2018



60-MINUTE DRIVE TIME

Weston, Wisconsin



 TheRetailCoach®

CONTACT

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Weston, Wisconsin



DESCRIPTION	DATA	%
Population		
2023 Projection	388,465	
2018 Estimate	388,058	
2010 Census	390,997	
2000 Census	379,642	
Growth 2018 - 2023		0.11%
Growth 2010 - 2018		-0.75%
Growth 2000 - 2010		2.99%
2018 Est. Population by Single-Classification Race	388,058	
White Alone	354,325	91.31%
Black or African American Alone	3,129	0.81%
Amer. Indian and Alaska Native Alone	7,003	1.81%
Asian Alone	12,217	3.15%
Native Hawaiian and Other Pacific Island Alone	123	0.03%
Some Other Race Alone	4,832	1.25%
Two or More Races	6,429	1.66%
2018 Est. Population by Hispanic or Latino Origin	388,058	
Not Hispanic or Latino	375,321	96.72%
Hispanic or Latino	12,737	3.28%
Mexican	9,657	75.82%
Puerto Rican	838	6.58%
Cuban	158	1.24%
All Other Hispanic or Latino	2,084	16.36%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	12,737	
White Alone	6,114	48.00%
Black or African American Alone	107	0.84%
American Indian and Alaska Native Alone	652	5.12%
Asian Alone	98	0.77%
Native Hawaiian and Other Pacific Islander Alone	11	0.09%
Some Other Race Alone	4,676	36.71%
Two or More Races	1,080	8.48%
2018 Est. Pop by Race, Asian Alone, by Category	12,217	
Chinese, except Taiwanese	655	5.36%
Filipino	522	4.27%
Japanese	203	1.66%
Asian Indian	937	7.67%
Korean	403	3.30%
Vietnamese	147	1.20%
Cambodian	21	0.17%
Hmong	8,278	67.76%
Laotian	199	1.63%
Thai	36	0.30%
All Other Asian Races Including 2+ Category	816	6.68%

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DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	388,058	
Arab	354	0.09%
Czech	2,999	0.77%
Danish	1,872	0.48%
Dutch	4,243	1.09%
English	10,332	2.66%
French (except Basque)	5,468	1.41%
French Canadian	2,737	0.71%
German	151,663	39.08%
Greek	293	0.08%
Hungarian	670	0.17%
Irish	16,080	4.14%
Italian	5,076	1.31%
Lithuanian	488	0.13%
United States or American	15,909	4.10%
Norwegian	14,930	3.85%
Polish	41,176	10.61%
Portuguese	103	0.03%
Russian	841	0.22%
Scottish	1,746	0.45%
Scotch-Irish	684	0.18%
Slovak	250	0.06%
Subsaharan African	334	0.09%
Swedish	4,769	1.23%
Swiss	1,941	0.50%
Ukrainian	331	0.09%
Welsh	671	0.17%
West Indian (except Hisp. groups)	96	0.03%
Other ancestries	51,510	13.27%
Ancestry Unclassified	50,496	13.01%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	342,509	93.55%
Speak Asian/Pacific Island Language at Home	8,308	2.27%
Speak IndoEuropean Language at Home	7,133	1.95%
Speak Spanish at Home	7,644	2.09%
Speak Other Language at Home	522	0.14%
2018 Est. Population by Age	388,058	
Age 0 - 4	21,942	5.65%
Age 5 - 9	22,680	5.84%
Age 10 - 14	23,858	6.15%
Age 15 - 17	14,908	3.84%
Age 18 - 20	16,266	4.19%
Age 21 - 24	20,678	5.33%
Age 25 - 34	43,079	11.10%
Age 35 - 44	43,876	11.31%
Age 45 - 54	50,310	12.97%
Age 55 - 64	57,104	14.72%
Age 65 - 74	40,786	10.51%
Age 75 - 84	21,856	5.63%
Age 85 and over	10,715	2.76%
Age 16 and over	314,687	81.09%
Age 18 and over	304,670	78.51%
Age 21 and over	288,404	74.32%
Age 65 and over	73,357	18.90%
2018 Est. Median Age		42.08
2018 Est. Average Age		41.45

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	388,058	
Male	194,139	50.03%
Female	193,919	49.97%
2018 Est. Male Population by Age	194,139	
Age 0 - 4	11,217	5.78%
Age 5 - 9	11,645	6.00%
Age 10 - 14	12,227	6.30%
Age 15 - 17	7,707	3.97%
Age 18 - 20	8,430	4.34%
Age 21 - 24	10,813	5.57%
Age 25 - 34	22,018	11.34%
Age 35 - 44	22,243	11.46%
Age 45 - 54	25,371	13.07%
Age 55 - 64	28,871	14.87%
Age 65 - 74	19,904	10.25%
Age 75 - 84	9,857	5.08%
Age 85 and over	3,835	1.98%
2018 Est. Median Age, Male		40.95
2018 Est. Average Age, Male		40.53

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	193,919	
Age 0 - 4	10,725	5.53%
Age 5 - 9	11,035	5.69%
Age 10 - 14	11,631	6.00%
Age 15 - 17	7,201	3.71%
Age 18 - 20	7,836	4.04%
Age 21 - 24	9,864	5.09%
Age 25 - 34	21,061	10.86%
Age 35 - 44	21,633	11.16%
Age 45 - 54	24,939	12.86%
Age 55 - 64	28,233	14.56%
Age 65 - 74	20,882	10.77%
Age 75 - 84	11,999	6.19%
Age 85 and over	6,879	3.55%
2018 Est. Median Age, Female		43.22
2018 Est. Average Age, Female		42.33
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	88,637	27.74%
Males, Never Married	50,142	15.69%
Females, Never Married	38,495	12.05%
Married, Spouse present	166,954	52.24%
Married, Spouse absent	7,689	2.41%
Widowed	21,216	6.64%
Males Widowed	4,865	1.52%
Females Widowed	16,350	5.12%
Divorced	35,082	10.98%
Males Divorced	16,558	5.18%
Females Divorced	18,524	5.80%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	9,800	3.7%
Some High School, no diploma	14,609	5.5%
High School Graduate (or GED)	101,148	37.8%
Some College, no degree	53,734	20.1%
Associate Degree	29,570	11.0%
Bachelor's Degree	40,306	15.1%
Master's Degree	12,846	4.8%
Professional School Degree	3,532	1.3%
Doctorate Degree	2,181	0.8%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	2,211	39.95%
High School Graduate	1,555	28.09%
Some College or Associate's Degree	1,303	23.54%
Bachelor's Degree or Higher	466	8.42%
Households		
2023 Projection	161,883	
2018 Estimate	160,407	
2010 Census	158,364	
2000 Census	146,202	
Growth 2018 - 2023		0.92%
Growth 2010 - 2018		1.29%
Growth 2000 - 2010		8.32%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type		
Family Households	105,976	66.07%
Nonfamily Households	54,431	33.93%
2018 Est. Group Quarters Population	8,755	
2018 Households by Ethnicity, Hispanic/Latino	3,222	
2018 Est. Households by Household Income		
Income < \$15,000	15,661	9.76%
Income \$15,000 - \$24,999	16,180	10.09%
Income \$25,000 - \$34,999	17,194	10.72%
Income \$35,000 - \$49,999	23,333	14.55%
Income \$50,000 - \$74,999	31,004	19.33%
Income \$75,000 - \$99,999	22,729	14.17%
Income \$100,000 - \$124,999	14,382	8.97%
Income \$125,000 - \$149,999	8,390	5.23%
Income \$150,000 - \$199,999	6,334	3.95%
Income \$200,000 - \$249,999	2,480	1.55%
Income \$250,000 - \$499,999	2,080	1.30%
Income \$500,000+	639	0.40%
2018 Est. Average Household Income		\$71,020
2018 Est. Median Household Income		\$55,662

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$56,528
Black or African American Alone		\$45,436
American Indian and Alaska Native Alone		\$36,391
Asian Alone		\$51,182
Native Hawaiian and Other Pacific Islander Alone		\$47,563
Some Other Race Alone		\$37,965
Two or More Races		\$39,209
Hispanic or Latino		\$38,678
Not Hispanic or Latino		\$56,141
2018 Est. Family HH Type by Presence of Own Child.	105,976	
Married-Couple Family, own children	31,460	29.69%
Married-Couple Family, no own children	53,549	50.53%
Male Householder, own children	4,278	4.04%
Male Householder, no own children	3,091	2.92%
Female Householder, own children	8,544	8.06%
Female Householder, no own children	5,054	4.77%
2018 Est. Households by Household Size	160,407	
1-person	46,417	28.94%
2-person	59,811	37.29%
3-person	23,423	14.60%
4-person	18,548	11.56%
5-person	7,711	4.81%
6-person	2,831	1.77%
7-or-more-person	1,666	1.04%
2018 Est. Average Household Size		2.36

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	160,407	
Households with 1 or More People under Age 18:	47,294	29.48%
Married-Couple Family	32,671	69.08%
Other Family, Male Householder	4,656	9.85%
Other Family, Female Householder	9,304	19.67%
Nonfamily, Male Householder	560	1.18%
Nonfamily, Female Householder	103	0.22%
Households with No People under Age 18:	113,113	70.52%
Married-Couple Family	52,318	46.25%
Other Family, Male Householder	2,733	2.42%
Other Family, Female Householder	4,295	3.80%
Nonfamily, Male Householder	25,891	22.89%
Nonfamily, Female Householder	27,877	24.65%
2018 Est. Households by Number of Vehicles	160,407	
No Vehicles	9,654	6.02%
1 Vehicle	47,117	29.37%
2 Vehicles	65,296	40.71%
3 Vehicles	27,250	16.99%
4 Vehicles	7,248	4.52%
5 or more Vehicles	3,842	2.40%
2018 Est. Average Number of Vehicles		1.94

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	107,002	
2018 Estimate	105,976	
2010 Census	104,493	
2000 Census	100,729	
Growth 2018 - 2023		0.97%
Growth 2010 - 2018		1.42%
Growth 2000 - 2010		3.74%
2018 Est. Families by Poverty Status	105,976	
2018 Families at or Above Poverty	98,459	92.91%
2018 Families at or Above Poverty with Children	38,673	36.49%
2018 Families Below Poverty	7,517	7.09%
2018 Families Below Poverty with Children	5,582	5.27%
2018 Est. Pop 16+ by Employment Status	314,688	
Civilian Labor Force, Employed	197,968	62.91%
Civilian Labor Force, Unemployed	9,255	2.94%
Armed Forces	23	0.01%
Not in Labor Force	107,442	34.14%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	195,938	
For-Profit Private Workers	137,868	70.36%
Non-Profit Private Workers	16,671	8.51%
Local Government Workers	1,952	1.00%
State Government Workers	6,865	3.50%
Federal Government Workers	14,002	7.15%
Self-Employed Workers	17,975	9.17%
Unpaid Family Workers	604	0.31%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	195,938	
Architect/Engineer	2,656	1.36%
Arts/Entertainment/Sports	2,521	1.29%
Building Grounds Maintenance	5,818	2.97%
Business/Financial Operations	7,749	3.96%
Community/Social Services	3,158	1.61%
Computer/Mathematical	3,489	1.78%
Construction/Extraction	8,525	4.35%
Education/Training/Library	10,071	5.14%
Farming/Fishing/Forestry	4,534	2.31%
Food Prep/Serving	10,486	5.35%
Health Practitioner/Technician	11,191	5.71%
Healthcare Support	5,305	2.71%
Maintenance Repair	6,803	3.47%
Legal	1,350	0.69%
Life/Physical/Social Science	1,343	0.69%
Management	17,538	8.95%
Office/Admin. Support	26,438	13.49%
Production	22,610	11.54%
Protective Services	2,285	1.17%
Sales/Related	19,062	9.73%
Personal Care/Service	6,396	3.26%
Transportation/Moving	16,609	8.48%
2018 Est. Pop 16+ by Occupation Classification	195,938	
White Collar	106,567	54.39%
Blue Collar	54,547	27.84%
Service and Farm	34,824	17.77%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	192,642	
Drove Alone	156,962	81.48%
Car Pooled	16,247	8.43%
Public Transportation	692	0.36%
Walked	6,712	3.48%
Bicycle	1,449	0.75%
Other Means	1,798	0.93%
Worked at Home	8,782	4.56%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	82,558	
15 - 29 Minutes	63,533	
30 - 44 Minutes	21,921	
45 - 59 Minutes	8,570	
60 or more Minutes	7,654	
2018 Est. Avg Travel Time to Work in Minutes		21.45
2018 Est. Occupied Housing Units by Tenure	160,407	
Owner Occupied	116,879	72.86%
Renter Occupied	43,528	27.14%
2018 Owner Occ. HUs: Avg. Length of Residence		18.71
2018 Renter Occ. HUs: Avg. Length of Residence		7.42

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	160,407	
Value Less than \$20,000	3,042	2.60%
Value \$20,000 - \$39,999	1,998	1.71%
Value \$40,000 - \$59,999	3,630	3.11%
Value \$60,000 - \$79,999	8,099	6.93%
Value \$80,000 - \$99,999	12,592	10.77%
Value \$100,000 - \$149,999	28,788	24.63%
Value \$150,000 - \$199,999	24,240	20.74%
Value \$200,000 - \$299,999	20,486	17.53%
Value \$300,000 - \$399,999	7,688	6.58%
Value \$400,000 - \$499,999	3,220	2.76%
Value \$500,000 - \$749,999	2,062	1.76%
Value \$750,000 - \$999,999	535	0.46%
Value \$1,000,000 or \$1,499,999	209	0.18%
Value \$1,500,000 or \$1,999,999	121	0.10%
Value \$2,000,000+	169	0.15%
2018 Est. Median All Owner-Occupied Housing Value		\$150,535
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	137,016	74.64%
1 Unit Detached	4,554	2.48%
2 Units	8,125	4.43%
3 or 4 Units	4,500	2.45%
5 to 19 Units	14,193	7.73%
20 to 49 Units	3,859	2.10%
50 or More Units	2,909	1.59%
Mobile Home or Trailer	8,367	4.56%
Boat, RV, Van, etc.	45	0.03%

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DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,909	2.13%
Housing Units Built 2010 to 2014	2,158	1.18%
Housing Units Built 2000 to 2009	25,339	13.80%
Housing Units Built 1990 to 1999	25,418	13.85%
Housing Units Built 1980 to 1989	19,771	10.77%
Housing Units Built 1970 to 1979	29,429	16.03%
Housing Units Built 1960 to 1969	15,982	8.71%
Housing Units Built 1950 to 1959	16,335	8.90%
Housing Units Built 1940 to 1949	10,913	5.95%
Housing Unit Built 1939 or Earlier	34,315	18.69%
2018 Est. Median Year Structure Built		
		1975

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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