

2014 Key Demographics



City of Wauwatosa

Wisconsin

Office of the City Administrator

Updated 07/30/2014

Table of Contents

Section I– Population Totals

Pages 4-7

- Total Population
- Population by Race
- Population by Hispanic or Latino
- Population 5+ by Language Spoken at Home
- Population by Sex
- Population by Age

Section II– Housing Totals

Pages 8-10

- Total Housing Units
- Owner Occupied Housing Units
- Housing Units by Units in Structure
- Housing Units by Year Structure Built
- Housing Costs by Monthly Mortgage/Rent

Section III– Employment Totals

Pages 11-13

- Civilian Employed Population Age 16+ by Class of Worker
- Civilian Employed Population Age 16+ by Occupation
- Civilian Employed Population Age 16+ by Industry
- Civilian Employed Population Age 16+ by Commuting to Work

Section IV– Education and Income Totals

Pages 14-16

- Population Age 25+ by Educational Attainment
- Households (non-related) by Income
- Family (Related) by Income

Section V– Projections

Pages 17-18

- Population Projections
- Household Projections

Data Sources

Decennial Census

The U.S. Census Bureau publishes the Decennial Census every 10 years. Used as the official source for population counts for local community, this census has been utilized to determine accurate demographic estimates for Wauwatosa, WI. While in 2000 the Census included both the short and long forms, the 2010 Census no longer included the data associated with the long form. The detailed data associated with the long form is now collected through the American Community Survey (ACS), which has been used to provide greater detail.

American Community Survey

In 2006, the U.S. Census Bureau began publishing the American Community Survey (ACS). This survey collects information that historically was collected on the Decennial Census long form. Information provided by the ACS includes detailed demographics including; education levels, income, employment status, housing value, etc. Both three and five year estimates are available through the ACS. This report utilizes five year estimates as they are considered to be the most reliable for populations under 65,000.

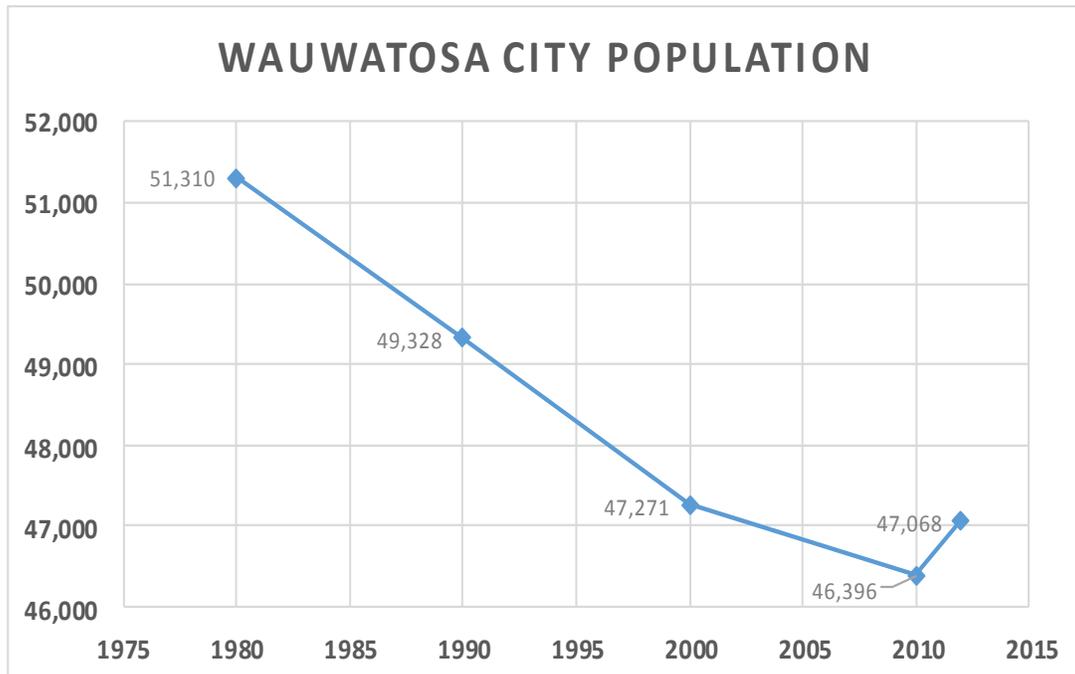
Demographic Services Center

Wisconsin population projections are developed periodically by the Demographic Service Center (DSC), in accordance with Wisconsin Statute 16.96. Annually, the DSC produces population estimates for Wisconsin counties and municipalities. The estimates are based on prior decennial census data and analysis of contemporary data, including housing units, dormitory and institutional populations, automobile registrations, residential electric meters and other indicators of population change¹. DSC population and household projections were produced in 2013, based from 2010 Census data. This report includes projections from the Wisconsin Minor Civil Division (MCD) and Municipal Population Projections, 2010-2040.

¹ Department of Administration. (2013, January 1). *Wisconsin Population & Housing Estimates*. Retrieved from <http://www.doa.state.wi.us/Divisions/Intergovernmental-Relations/Demographic-Services-Center/Wisconsin-Population-Housing-Estimates>

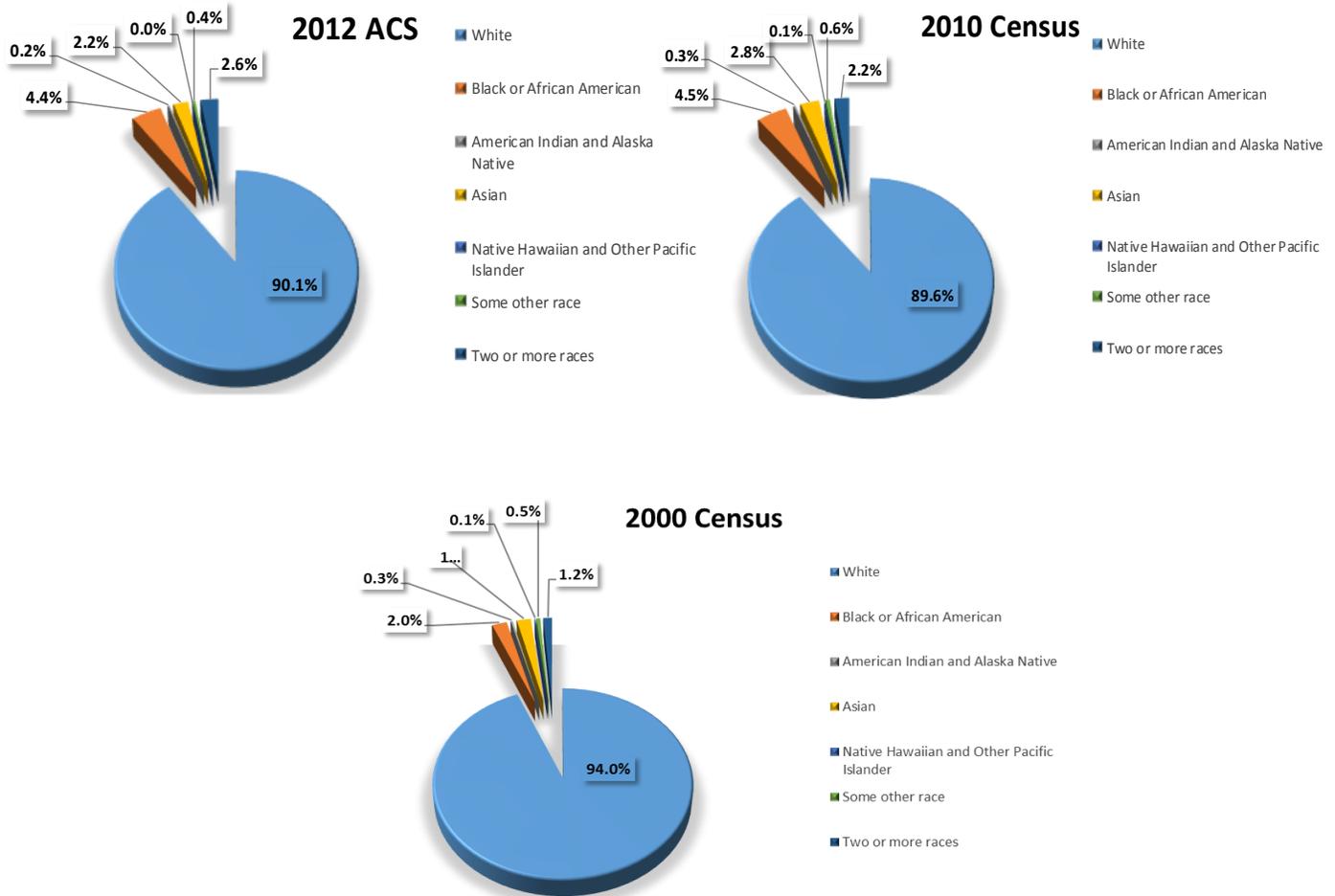
Section I—Population Totals

Wauwatosa City Population				
Source	Year	Population	Numeric Change	% Change
American Community Survey	2012	47,068	672	1.45%
Census	2010	46,396	-875	-1.85%
Census	2000	47,271	-2,057	-4.17%
Census	1990	49,328	-1,982	-3.86%
Census	1980	51,310	-----	-----



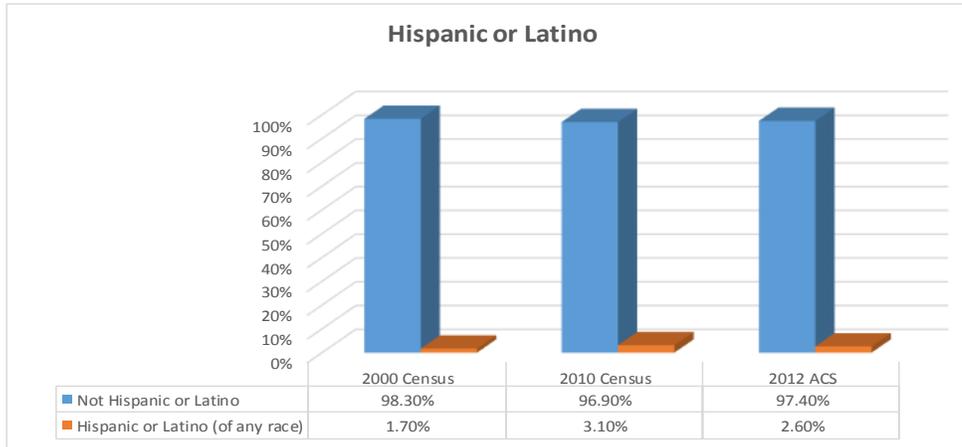
Population By Race

Race	2012 ACS		2010 Census		2000 Census	
	#	%	#	%	#	%
White	41,862	90.1%	41,574	89.6%	44,422	94.0%
Black or African American	2,051	4.4%	2,070	4.5%	965	2.0%
American Indian and Alaska Native	113	0.2%	139	0.3%	128	0.3%
Asian	1,012	2.2%	1,289	2.8%	918	1.9%
Native Hawaiian and Other Pacific Islander	0	0.0%	28	0.1%	31	0.1%
Some other race	192	0.4%	296	0.6%	254	0.5%
Two or more races	1,227	2.6%	1,000	2.2%	553	1.2%
Total	46,457	100.0%	46,396	100.0%	47,271	100.0%



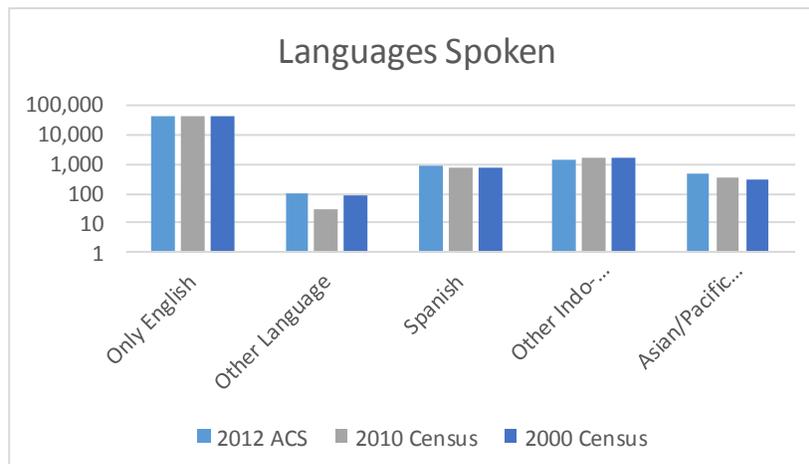
Population by Hispanic or Latino

	2012 ACS		2010 Census		2000 Census	
Hispanic or Latino	#	%	#	%	#	%
Not Hispanic or Latino	45,230	97.4%	44,946	96.9%	46,458	98.3%
Hispanic or Latino (of any race)	1,227	2.6%	1,450	3.1%	813	1.7%
Total	46,457	100%	46,396	100%	47,271	100%



Population 5+ by Language Spoken at Home

	2012 ACS		2010 Census		2000 Census	
Languages Spoken	#	%	#	%	#	%
Only English	40,508	93.6%	40,305	93.6%	41,428	93.6%
Other Language	99	0.2%	30	0.1%	88	0.2%
Spanish	850	2.0%	785	1.8%	753	1.7%
Other Indo-European Languages	1,330	3.1%	1,556	3.6%	1,681	3.8%
Asian/Pacific Islander Languages	487	1.1%	369	0.9%	306	0.7%
Total	43,274	100%	43,045	100%	44,256	100%

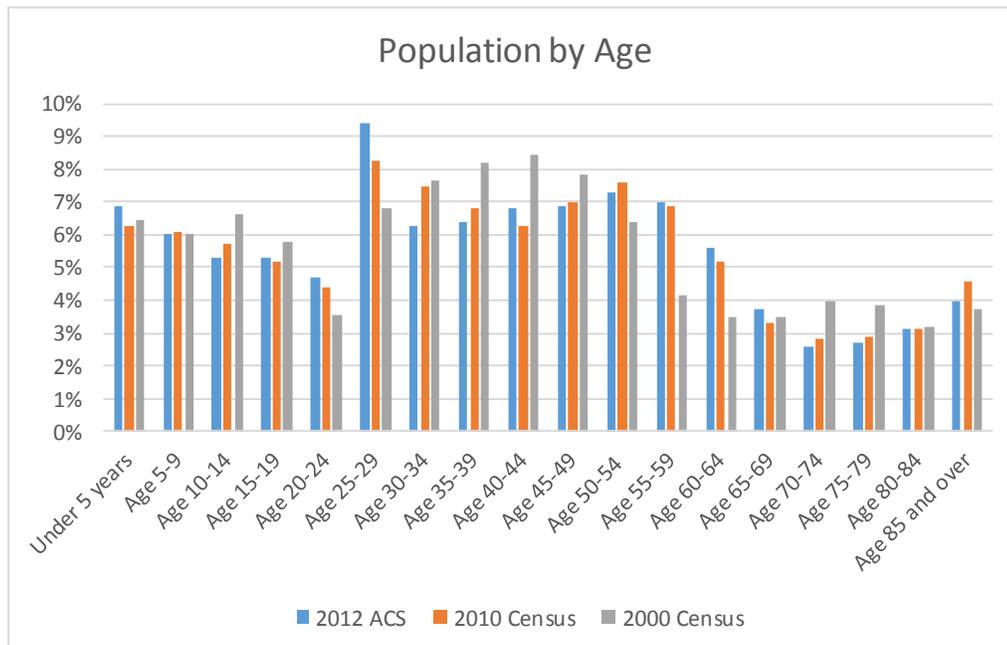


Population by Sex

Sex	2012 ACS		2010 Census		2000 Census	
	#	%	#	%	#	%
Male	22,207	47.8%	21,637	46.6%	21,981	46.5%
Female	24,250	52.2%	24,759	53.4%	25,290	53.5%

Population by Age

Age	2012 ACS		2010 Census		2000 Census	
	#	%	#	%	#	%
Under 5 years	3,206	6.90%	2,921	6.30%	3,053	6.50%
Age 5-9	2,787	6.00%	2,852	6.10%	2,839	6.00%
Age 10-14	2,462	5.30%	2,664	5.70%	3,145	6.70%
Age 15-19	2,462	5.30%	2,434	5.20%	2,729	5.80%
Age 20-24	2,183	4.70%	2,041	4.40%	1,689	3.60%
Age 25-29	4,367	9.40%	3,843	8.30%	3,227	6.80%
Age 30-34	2,927	6.30%	3,466	7.50%	3,618	7.70%
Age 35-39	2,973	6.40%	3,136	6.80%	3,883	8.20%
Age 40-44	3,159	6.80%	2,917	6.30%	4,006	8.50%
Age 45-49	3,206	6.90%	3,255	7.00%	3,723	7.90%
Age 50-54	3,391	7.30%	3,520	7.60%	3,013	6.40%
Age 55-59	3,252	7.00%	3,214	6.90%	1,968	4.20%
Age 60-64	2,602	5.60%	2,425	5.20%	1,647	3.50%
Age 65-69	1,719	3.70%	1,512	3.30%	1,635	3.50%
Age 70-74	1,208	2.60%	1,277	2.80%	1,871	4.00%
Age 75-79	1,254	2.70%	1,339	2.90%	1,824	3.90%
Age 80-84	1,440	3.10%	1,443	3.10%	1,508	3.20%
Age 85 and over	1,858	4.00%	2,137	4.60%	1,753	3.70%



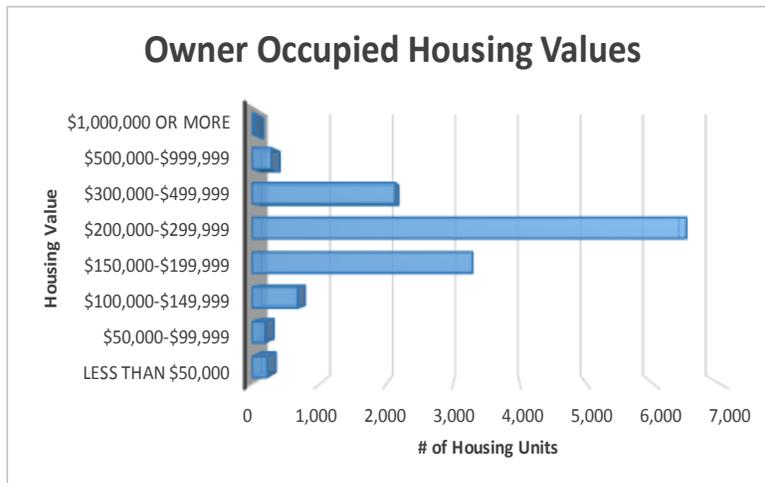
Section II—Housing Totals

Year*	#	% Change
2012	20,086	-0.16%
2010	20,118	2.86%
2000	19,559	----

Owner-Occupied Housing Values

2012 ACS	#	%
Less than \$50,000	227	1.7%
\$50,000-\$99,999	194	1.5%
\$100,000-\$149,999	680	5.1%
\$150,000-\$199,999	3,287	24.7%
\$200,000-\$299,999	6,485	48.7%
\$300,000-\$499,999	2,135	16.0%
\$500,000-\$999,999	287	2.2%
\$1,000,000 or more	32	0.2%
Total	13,327	100%

Median Owner-Occupied Housing Value: \$227,800



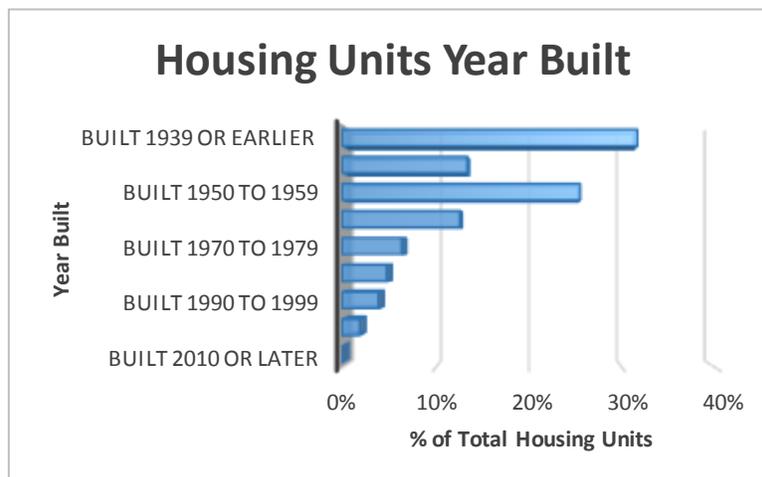
* Due to 2012 ACS data being derived from estimates number of housing units was found to be unreliable. In order to accurately portray number of housing units in Wauwatosa a query was run through the City Assessor's office to determine total number of units. All other data presented in this section has been drawn from the 2012 ACS and is therefore subject to margin of error due to estimations.

Housing Units by Units in Structure

2012 ACS (Units in Structure)	#	%
1-unit, detached	12872	60.8%
1-unit, attached	472	2.2%
2 units	2670	12.6%
3 or 4 units	1118	5.3%
5 to 9 units	810	3.8%
10 to 19 units	423	2.0%
20 or more units%	2786	13.2%
mobile home	12	0.1%
Boat, RV, van, etc.	0	0.0%

Housing Units by Year Structure Built

2012 ACS (Year Built)	#	%
Built 2010 or later	0	0.0%
Built 2000 to 2009	398	1.9%
Built 1990 to 1999	818	3.9%
Built 1980 to 1989	1,009	4.8%
Built 1970 to 1979	1,345	6.4%
Built 1960 to 1969	2,676	12.6%
Built 1950 to 1959	5,393	25.5%
Built 1940 to 1949	2,829	13.4%
Built 1939 or earlier	6,695	31.6%



Housing Costs by Monthly Mortgage/Rent

Monthly Owner Costs	#	%
Less than \$300	9	0.1%
\$300 to \$499	34	0.4%
\$500 to \$699	83	0.9%
\$700 to \$999	436	4.7%
\$1,000 to \$1,499	2,148	23.1%
\$1,500 to \$1,999	3,476	37.3%
\$2,000 or more	3,130	33.6%

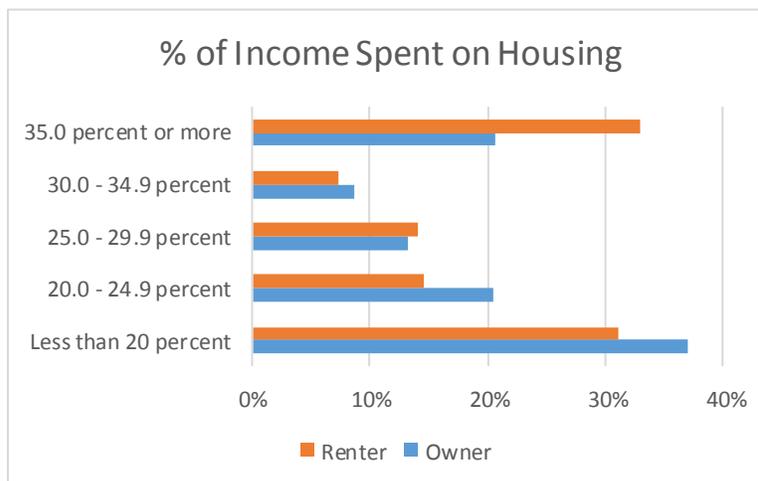
Median Mortgage Cost: \$1,771

Monthly Renter Costs	#	%
Less than \$200	0	0.0%
\$200 to \$299	82	1.3%
\$300 to \$499	216	3.3%
\$500 to \$749	1,163	17.8%
\$750 to \$999	2,491	38.1%
\$1,000 to \$1,499	1,759	26.9%
\$1,500 or more	834	12.7%

Median Rent Cost: \$899

Monthly Owner Costs as Percent of Income	#	%
Less than 20 percent	3,447	37.0%
20.0 - 24.9 percent	1,911	20.5%
25.0 - 29.9 percent	1,229	13.2%
30.0 - 34.9 percent	797	8.6%
35.0 percent or more	1,924	20.7%

Monthly Renter Costs as Percent of Income	#	%
Less than 20 percent	1,976	31.1%
20.0 - 24.9 percent	924	14.5%
25.0 - 29.9 percent	895	14.1%
30.0 - 34.9 percent	465	7.3%
35.0 percent or more	2,098	33.0%



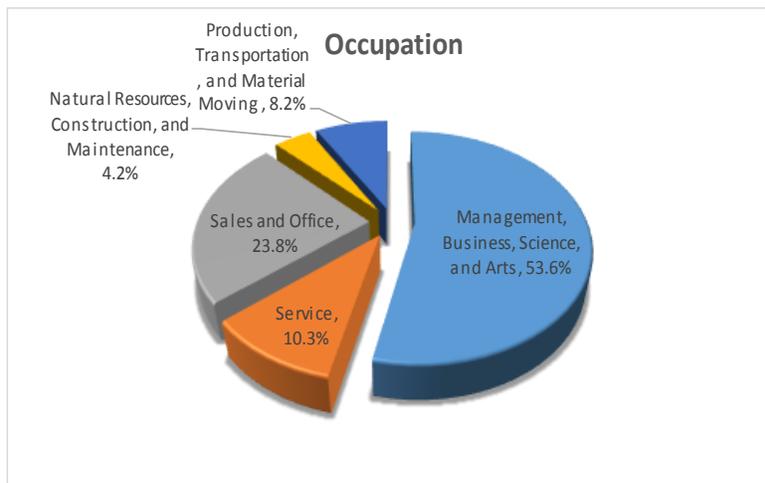
Section III– Employment Totals

Civilian Employed Population Age 16+ by Class

2010 ACS Class of Worker	#	%
Private Wage and Salary Workers	21,122	84.2%
Government Workers	2,788	11.1%
Self-Employed Workers	1,173	4.7%
Unpaid Family Workers	6	0.0%
Total	25,089	100%

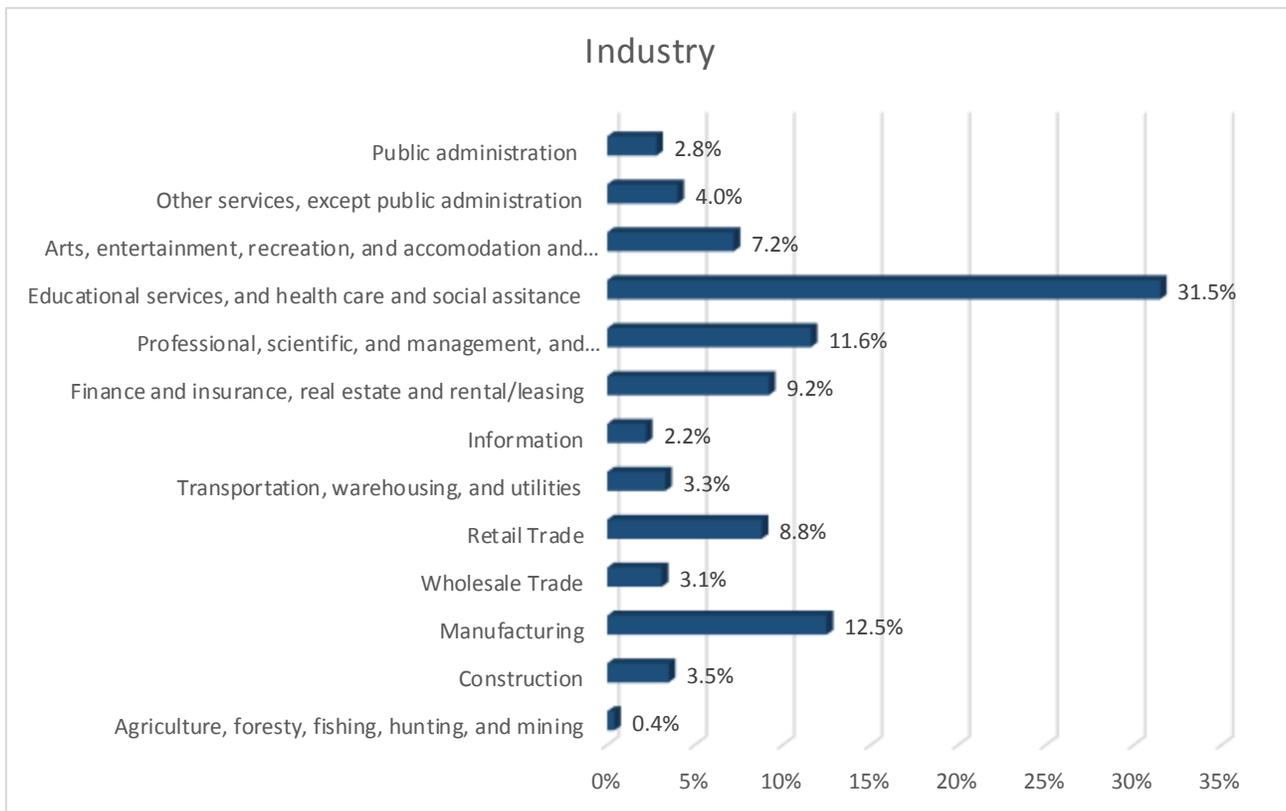
Civilian Employed Population Age 16+ by Occupation

2012 ACS Occupation	#	%
Management, Business, Science, and Arts	13,440	53.6%
Service	2,578	10.3%
Sales and Office	5,965	23.8%
Natural Resources, Construction, and Maintenance	1,045	4.2%
Production, Transportation, and Material Moving	2,061	8.2%
Total	25,089	100%



Civilian Employed Population Age 16+ by Industry

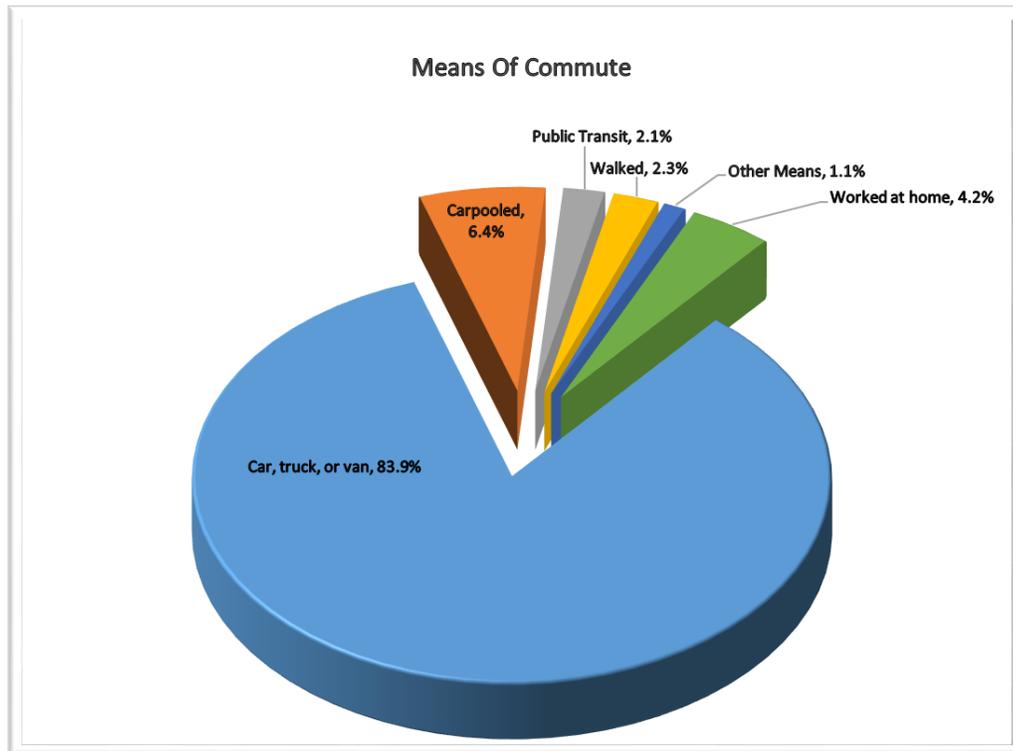
2012 ACS Industry	#	%
Agriculture, forestry, fishing, hunting, and mining	103	0.4%
Construction	873	3.5%
Manufacturing	3,148	12.5%
Wholesale Trade	778	3.1%
Retail Trade	2,197	8.8%
Transportation, warehousing, and utilities	820	3.3%
Information	544	2.2%
Finance and insurance, real estate and rental/leasing	2,297	9.2%
Professional, scientific, and management, and administrative and waste management	2,903	11.6%
Educational services, and health care and social assistance	7,914	31.5%
Arts, entertainment, recreation, and accommodation and food services	1,803	7.2%
Other services, except public administration	1,016	4.0%
Public administration	693	2.8%
Total	25,089	100%



Civilian Employed Population Age 16+

Commuting to Work

Commuting to work	#	%
Car, truck, or van	20,804	83.9%
Carpooled	1,593	6.4%
Public Transit	521	2.1%
Walked	574	2.3%
Other Means	261	1.1%
Worked at home	1,046	4.2%

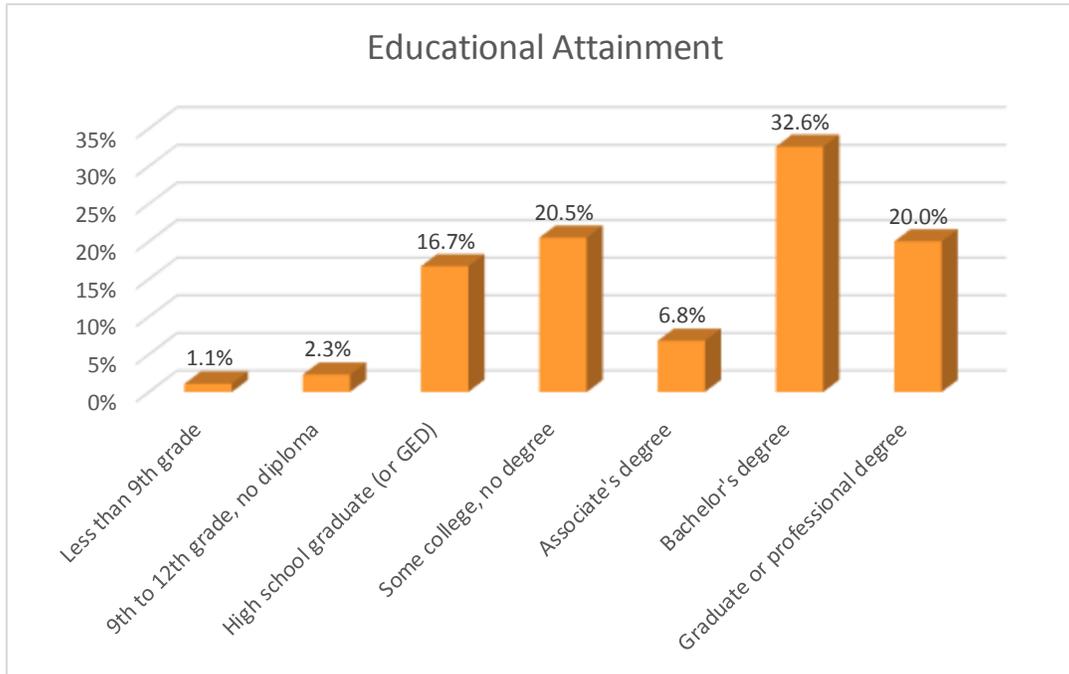


Average Travel Time to Work: 20.2 Minutes

Section IV– Education & Income Totals

Population Age 25+ by Educational Attainment

2012 ACS	#	%
Less than 9th grade	367	1.1%
9th to 12th grade, no diploma	768	2.3%
High school graduate (or GED)	5,579	16.7%
Some college, no degree	6,849	20.5%
Associate's degree	2,272	6.8%
Bachelor's degree	10,891	32.6%
Graduate or professional degree	6,682	20.0%
Total	33,409	100%



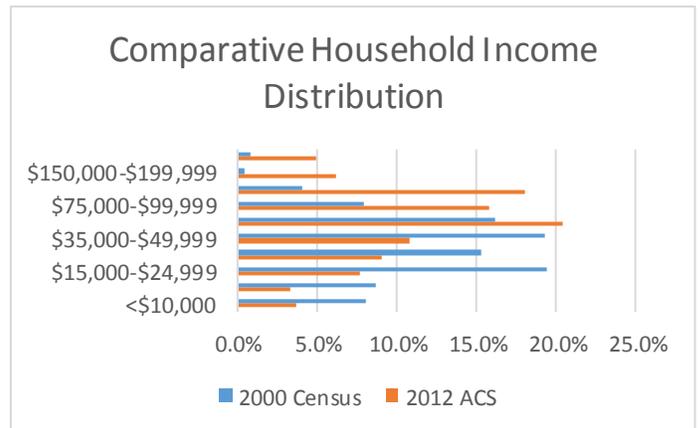
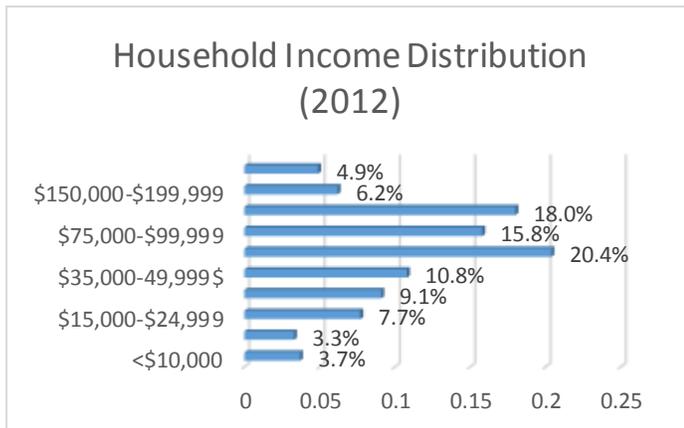
Households (Non-Related) by Income

2012 Household Income	#	%
<\$10,000	743	3.7%
\$10,000- \$14,999	667	3.3%
\$15,000-\$24,999	1,561	7.7%
\$25,000-\$34,999	1,837	9.1%
\$35,000-49,999\$	2,184	10.8%
\$50,000-\$74,999	4,110	20.4%
\$75,000-\$99,999	3,186	15.8%
\$100,000-\$149,999	3,623	18.0%
\$150,000-\$199,999	1,248	6.2%
>\$200,000	993	4.9%
Total	20,152	100%

Median Household Income: \$68,674

1999 Household Income	#	%
<\$10,000	643	8.0%
\$10,000-\$14,999	705	8.7%
\$15,000-\$24,999	1,565	19.4%
\$25,000-\$34,999	1,227	15.3%
\$35,000-\$49,999	1,557	19.3%
\$50,000-\$74,999	1,303	16.2%
\$75,000-\$99,999	638	7.9%
\$100,000-\$149,999	324	4.0%
\$150,000-\$199,999	36	0.4%
>\$200,000	65	0.8%
Total	8,063	100%

Median Household Income: \$34,024



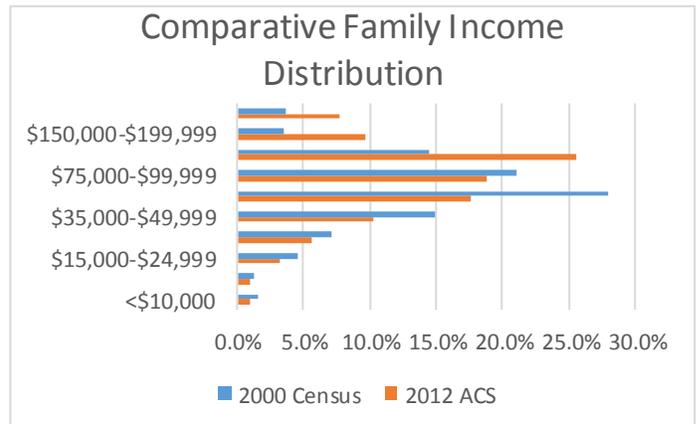
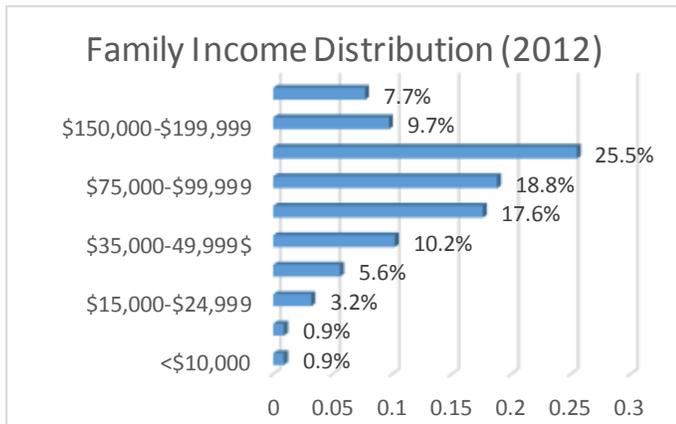
Family (Related) by Income

2012 Family Income	#	%
<\$10,000	111	0.9%
\$10,000- \$14,999	104	0.9%
\$15,000-\$24,999	377	3.2%
\$25,000-\$34,999	653	5.6%
\$35,000-49,999\$	1,192	10.2%
\$50,000-\$74,999	2,060	17.6%
\$75,000-\$99,999	2,201	18.8%
\$100,000-\$149,999	2,983	25.5%
\$150,000-\$199,999	1,131	9.7%
>\$200,000	898	7.7%
Total	11,710	100%

Median Family Income: \$90,764

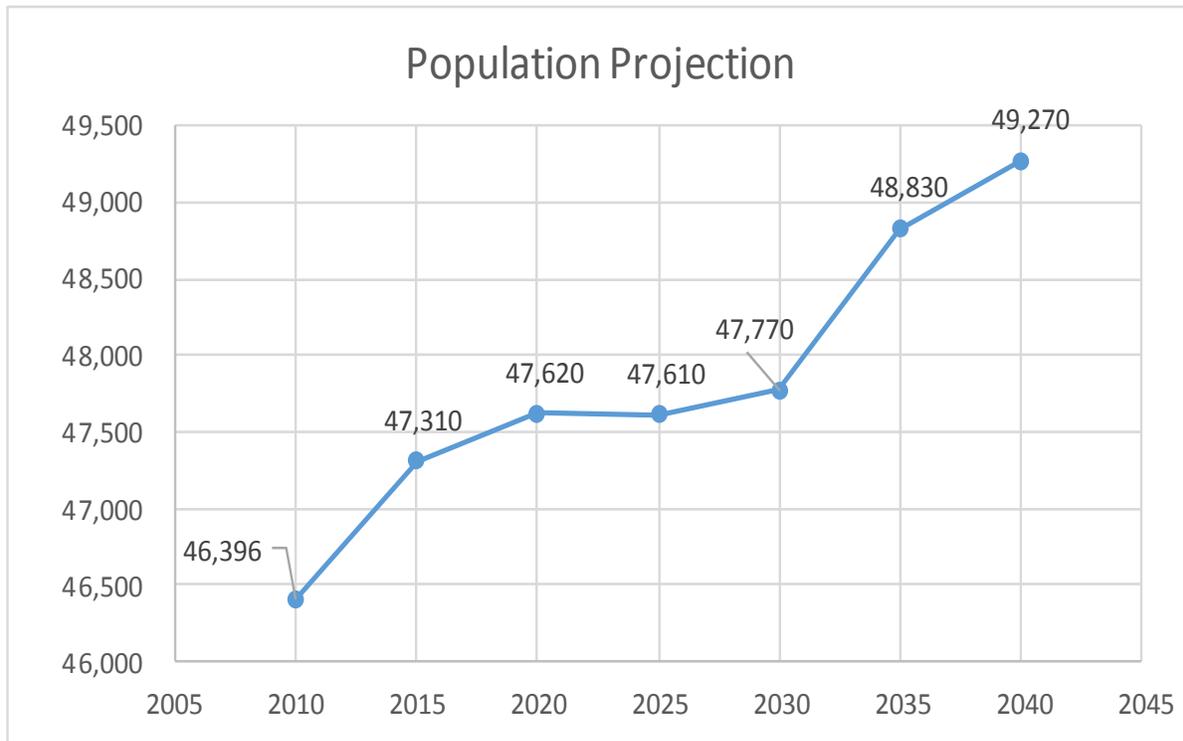
1999 Family Income	#	%
<\$10,000	194	1.6%
\$10,000-\$14,999	149	1.2%
\$15,000-\$24,999	564	4.6%
\$25,000-\$34,999	887	7.1%
\$35,000-\$49,999	1,845	14.9%
\$50,000-\$74,999	3,455	27.9%
\$75,000-\$99,999	2,603	21.0%
\$100,000-\$149,999	1,786	14.4%
\$150,000-\$199,999	434	3.5%
>\$200,000	450	3.6%
Total	12,367	100%

Median Family Income: \$72,442



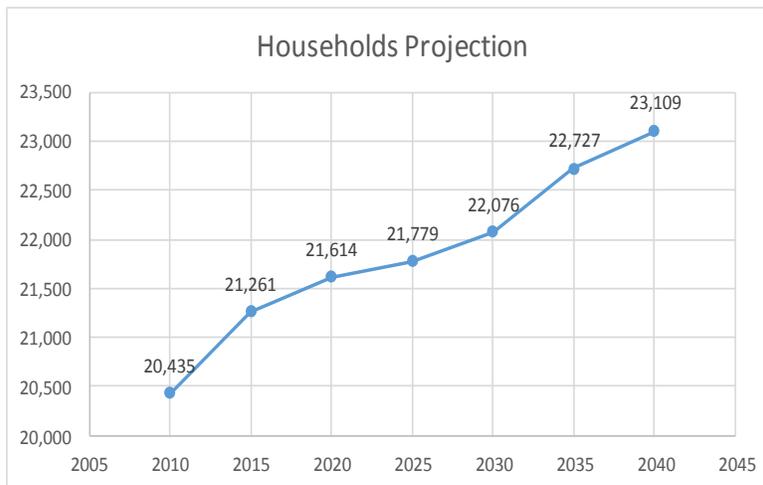
Population Projections

Year	#	# Change	% Change
2010 Census	46,396	----	----
2015 Projection	47,310	914	1.97%
2020 Projection	47,620	310	0.66%
2025 Projection	47,610	-10	-0.02%
2030 Projection	47,770	160	0.34%
2035 Projection	48,830	1060	2.22%
2040 Projection	49,270	440	0.90%



Household Projections

Year	#	# Change	% Change
2010 Census	20,435	---	---
2015 Projection	21,261	826	4.04%
2020 Projection	21,614	353	1.66%
2025 Projection	21,779	165	0.76%
2030 Projection	22,076	297	1.36%
2035 Projection	22,727	651	2.95%
2040 Projection	23,109	382	1.68%



Year	#	# Change	% Change
2010 Census	2.23	---	---
2015 Projection	2.18	-0.09	-3.97%
2020 Projection	2.16	-0.02	-0.92%
2025 Projection	2.15	-0.01	-0.46%
2030 Projection	2.12	-0.03	-1.40%
2035 Projection	2.11	-0.01	-0.47%
2040 Projection	2.09	-0.02	-0.95%

