



ZIP: 54981 Waupaca, WI



2000 Total Population	15,260
2000 Group Quarters	1,122
2006 Total Population	16,105
2011 Total Population	16,660
2006 - 2011 Annual Rate	0.68%



2000 Households	5,791
2000 Average Household Size	2.44
2006 Households	6,271
2006 Average Household Size	2.39
2011 Households	6,562
2011 Average Household Size	2.37
2006 - 2011 Annual Rate	0.91%
2000 Families	3,959
2000 Average Family Size	2.94
2006 Families	4,226
2006 Average Family Size	2.89
2011 Families	4,346
2011 Average Family Size	2.87
2006 - 2011 Annual Rate	0.56%



2000 Housing Units	7,207
Owner Occupied Housing Units	59.3%
Renter Occupied Housing Units	22.0%
Vacant Housing Units	18.7%
2006 Housing Units	7,812
Owner Occupied Housing Units	59.8%
Renter Occupied Housing Units	20.5%
Vacant Housing Units	19.7%
2011 Housing Units	8,215
Owner Occupied Housing Units	60.2%
Renter Occupied Housing Units	19.6%
Vacant Housing Units	20.1%

Median Household Income

2000	\$39,794
2006	\$47,822
2011	\$54,867

Median Home Value

2000	\$97,516
2006	\$143,252
2011	\$179,174

Per Capita Income

2000	\$19,786
2006	\$24,520
2011	\$28,949

Median Age

2000	39.9
2006	42.4
2011	44.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



2000 Households by Income

Household Income Base	5,807
< \$15,000	12.9%
\$15,000 - \$24,999	16.5%
\$25,000 - \$34,999	15.0%
\$35,000 - \$49,999	17.0%
\$50,000 - \$74,999	21.9%
\$75,000 - \$99,999	8.8%
\$100,000 - \$149,999	5.0%
\$150,000 - \$199,999	1.5%
\$200,000+	1.3%
Average Household Income	\$49,486

2006 Households by Income

Household Income Base	6,271
< \$15,000	9.6%
\$15,000 - \$24,999	13.8%
\$25,000 - \$34,999	11.8%
\$35,000 - \$49,999	17.0%
\$50,000 - \$74,999	21.4%
\$75,000 - \$99,999	13.4%
\$100,000 - \$149,999	9.0%
\$150,000 - \$199,999	1.8%
\$200,000+	2.2%
Average Household Income	\$60,705

2011 Households by Income

Household Income Base	6,562
< \$15,000	8.1%
\$15,000 - \$24,999	11.4%
\$25,000 - \$34,999	10.7%
\$35,000 - \$49,999	15.0%
\$50,000 - \$74,999	21.0%
\$75,000 - \$99,999	14.0%
\$100,000 - \$149,999	13.2%
\$150,000 - \$199,999	3.6%
\$200,000+	3.1%
Average Household Income	\$71,106

2000 Owner Occupied HUs by Value

Total	4,215
<\$50,000	9.2%
\$50,000 - 99,999	43.5%
\$100,000 - 149,999	24.2%
\$150,000 - 199,999	11.6%
\$200,000 - \$299,999	7.0%
\$300,000 - 499,999	3.5%
\$500,000 - 999,999	0.9%
\$1,000,000+	0.0%
Average Home Value	\$124,373

2000 Specified Renter Occupied HUs by Contract Rent

Total	1,525
With Cash Rent	94.1%
No Cash Rent	5.9%
Median Rent	\$397
Average Rent	\$395

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



2000 Population by Age

Total	15,259
0 - 4	5.9%
5 - 9	7.0%
10 - 14	7.1%
15 - 19	6.8%
20 - 24	4.6%
25 - 34	11.4%
35 - 44	14.9%
45 - 54	14.0%
55 - 64	8.9%
65 - 74	8.9%
75 - 84	7.6%
85+	3.1%
18+	75.5%

2006 Population by Age

Total	16,105
0 - 4	5.9%
5 - 9	5.6%
10 - 14	6.7%
15 - 19	6.1%
20 - 24	5.9%
25 - 34	10.1%
35 - 44	13.4%
45 - 54	15.3%
55 - 64	12.2%
65 - 74	8.0%
75 - 84	7.3%
85+	3.3%
18+	77.9%

2011 Population by Age

Total	16,660
0 - 4	5.7%
5 - 9	5.5%
10 - 14	6.0%
15 - 19	6.2%
20 - 24	5.1%
25 - 34	10.3%
35 - 44	11.9%
45 - 54	15.4%
55 - 64	15.0%
65 - 74	8.5%
75 - 84	7.0%
85+	3.5%
18+	78.8%

2000 Population by Sex

Males	50.8%
Females	49.2%

2006 Population by Sex

Males	50.8%
Females	49.2%

2011 Population by Sex

Males	50.7%
Females	49.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



2000 Population by Race/Ethnicity

Total	15,261
White Alone	97.6%
Black Alone	0.2%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.8%
Two or More Races	0.7%
Hispanic Origin	1.8%
Diversity Index	8.2

2006 Population by Race/Ethnicity

Total	16,105
White Alone	97.1%
Black Alone	0.2%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	1.0%
Two or More Races	0.8%
Hispanic Origin	2.3%
Diversity Index	10.0

2011 Population by Race/Ethnicity

Total	16,660
White Alone	96.6%
Black Alone	0.3%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	1.1%
Two or More Races	0.9%
Hispanic Origin	2.8%
Diversity Index	11.6



2000 Population 3+ by School Enrollment

Total	14,740
Enrolled in Nursery/Preschool	1.2%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	12.3%
Enrolled in Grade 9-12	6.2%
Enrolled in College	1.6%
Enrolled in Grad/Prof School	0.2%
Not Enrolled in School	77.2%

2000 Population 25+ by Educational Attainment

Total	10,485
Less than 9th Grade	5.3%
9th - 12th Grade, No Diploma	10.9%
High School Graduate	37.1%
Some College, No Degree	21.0%
Associate Degree	5.1%
Bachelor's Degree	15.0%
Master's/Prof/Doctorate Degree	5.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



2000 Population 15+ by Sex and Marital Status

Total	12,168
Females	49.2%
Never Married	8.3%
Married, not Separated	28.3%
Married, Separated	0.4%
Widowed	6.6%
Divorced	5.6%
Males	50.8%
Never Married	12.4%
Married, not Separated	30.0%
Married, Separated	0.6%
Widowed	2.2%
Divorced	5.7%



2000 Population 16+ by Employment Status

Total	11,898
In Labor Force	62.7%
Civilian Employed	59.6%
Civilian Unemployed	3.0%
In Armed Forces	0.1%
Not in Labor Force	37.3%

2006 Civilian Population 16+ in Labor Force

Civilian Employed	92.6%
Civilian Unemployed	7.4%

2011 Civilian Population 16+ in Labor Force

Civilian Employed	92.9%
Civilian Unemployed	7.1%

2000 Females 16+ by Employment Status and Age of Children

Total	5,872
Own Children < 6 Only	6.8%
Employed/in Armed Forces	5.2%
Unemployed	0.2%
Not in Labor Force	1.4%
Own Children < 6 and 6-17 Only	4.8%
Employed/in Armed Forces	3.4%
Unemployed	0.0%
Not in Labor Force	1.3%
Own Children 6-17 Only	19.2%
Employed/in Armed Forces	15.1%
Unemployed	0.4%
Not in Labor Force	3.7%
No Own Children < 18	69.2%
Employed/in Armed Forces	32.8%
Unemployed	1.8%
Not in Labor Force	34.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006.



2006 Employed Population 16+ by Industry

Total	7,473
Agriculture/Mining	2.7%
Construction	7.4%
Manufacturing	15.7%
Wholesale Trade	2.6%
Retail Trade	13.4%
Transportation/Utilities	2.9%
Information	3.2%
Finance/Insurance/Real Estate	4.0%
Services	42.8%
Public Administration	5.2%

2006 Employed Population 16+ by Occupation

Total	7,473
White Collar	53.5%
Management/Business/Financial	12.3%
Professional	18.7%
Sales	12.1%
Administrative Support	10.4%
Services	17.8%
Blue Collar	28.7%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	5.7%
Installation/Maintenance/Repair	4.3%
Production	10.1%
Transportation/Material Moving	8.0%



2000 Workers 16+ by Means of Transportation to Work

Total	6,965
Drove Alone - Car, Truck, or Van	80.2%
Carpooled - Car, Truck, or Van	11.2%
Public Transportation	0.4%
Walked	2.8%
Other Means	0.5%
Worked at Home	4.9%

2000 Workers 16+ by Travel Time to Work

Total	6,965
Did Not Work at Home	95.1%
Less than 5 minutes	7.3%
5 to 9 minutes	23.1%
10 to 19 minutes	38.2%
20 to 24 minutes	6.7%
25 to 34 minutes	5.9%
35 to 44 minutes	3.6%
45 to 59 minutes	5.2%
60 to 89 minutes	3.6%
90 or more minutes	1.5%
Worked at Home	4.9%
Average Travel Time to Work (in min)	18.2

2000 Households by Vehicles Available

Total	5,793
None	5.2%
1	32.1%
2	42.2%
3	15.0%
4	3.5%
5+	2.0%
Average Number of Vehicles Available	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



2000 Households by Type

Total	5,792
Family Households	68.4%
Married-couple Family	56.3%
With Related Children	24.5%
Other Family (No Spouse)	12.0%
With Related Children	8.4%
Nonfamily Households	31.6%
Householder Living Alone	26.2%
Householder Not Living Alone	5.5%
Households with Related Children	32.8%
Households with Persons 65+	26.2%

2000 Households by Size

Total	5,791
1 Person Household	26.2%
2 Person Household	37.0%
3 Person Household	14.7%
4 Person Household	13.1%
5 Person Household	6.4%
6 Person Household	2.1%
7+ Person Household	0.6%

2000 Households by Year Householder Moved In

Total	5,790
Moved in 1999 to March 2000	17.3%
Moved in 1995 to 1998	25.5%
Moved in 1990 to 1994	22.8%
Moved in 1980 to 1989	18.1%
Moved in 1970 to 1979	9.2%
Moved in 1969 or Earlier	7.1%
Median Year Householder Moved In	1993



2000 Housing Units by Units in Structure

Total	7,124
1, Detached	74.3%
1, Attached	1.2%
2	5.3%
3 or 4	3.1%
5 to 9	3.5%
10 to 19	2.8%
20+	2.8%
Mobile Home	6.8%
Other	0.2%

2000 Housing Units by Year Structure Built


Total	7,207
1999 to March 2000	2.4%
1995 to 1998	8.1%
1990 to 1994	11.2%
1980 to 1989	12.8%
1970 to 1979	17.6%
1969 or Earlier	48.1%
Median Year Structure Built	1971

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Top 3 Tapestry Segments

- 1. Salt of the Earth
- 2. Rural Resort Dwellers
- 3. Midlife Junction

 **2006 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$10,211,990
Average Spent	\$1,628.45
Spending Potential Index	60
Computers & Accessories: Total \$	\$1,322,438
Average Spent	\$210.88
Spending Potential Index	82
Education: Total \$	\$5,746,936
Average Spent	\$916.43
Spending Potential Index	81
Entertainment/Recreation: Total \$	\$18,451,644
Average Spent	\$2,942.38
Spending Potential Index	89
Food at Home: Total \$	\$27,949,138
Average Spent	\$4,456.89
Spending Potential Index	91
Food Away from Home: Total \$	\$17,769,485
Average Spent	\$2,833.60
Spending Potential Index	85
Health Care: Total \$	\$23,377,592
Average Spent	\$3,727.89
Spending Potential Index	101
HH Furnishings & Equipment: Total \$	\$10,274,896
Average Spent	\$1,638.48
Spending Potential Index	74
Investments: Total \$	\$17,425,582
Average Spent	\$2,778.76
Spending Potential Index	59
Retail Goods: Total \$	\$146,027,943
Average Spent	\$23,286.23
Spending Potential Index	89
Shelter: Total \$	\$70,118,119
Average Spent	\$11,181.33
Spending Potential Index	78
TV/Video/Sound Equipment: Total \$	\$5,948,652
Average Spent	\$948.60
Spending Potential Index	87
Travel: Total \$	\$9,572,030
Average Spent	\$1,526.40
Spending Potential Index	85
Vehicle Maintenance & Repairs: Total \$	\$5,941,710
Average Spent	\$947.49
Spending Potential Index	88

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2006 and 2011.