



Demographic and Income Profile

53959, Reedsburg, Wisconsin
 Drive Distance: 5 mile radius

City of Reedsburg WI. - Economic
 Latitude: 43.53566
 Longitude: -90.00336

Summary	Census 2010	2016	2021
Population	10,742	11,177	11,622
Households	4,405	4,541	4,697
Families	2,858	2,930	3,023
Average Household Size	2.42	2.45	2.46
Owner Occupied Housing Units	2,989	3,005	3,128
Renter Occupied Housing Units	1,416	1,536	1,570
Median Age	37.5	38.1	38.3
Trends: 2016 - 2021 Annual Rate	Area	State	National
Population	0.78%	0.35%	0.84%
Households	0.68%	0.40%	0.79%
Families	0.63%	0.34%	0.72%
Owner HHs	0.81%	0.38%	0.73%
Median Household Income	3.08%	2.10%	1.89%

Households by Income	2016		2021	
	Number	Percent	Number	Percent
<\$15,000	529	11.6%	511	10.9%
\$15,000 - \$24,999	655	14.4%	620	13.2%
\$25,000 - \$34,999	595	13.1%	578	12.3%
\$35,000 - \$49,999	588	12.9%	335	7.1%
\$50,000 - \$74,999	973	21.4%	1,156	24.6%
\$75,000 - \$99,999	615	13.5%	743	15.8%
\$100,000 - \$149,999	427	9.4%	540	11.5%
\$150,000 - \$199,999	123	2.7%	174	3.7%
\$200,000+	35	0.8%	41	0.9%
Median Household Income	\$46,851		\$54,520	
Average Household Income	\$56,968		\$63,972	
Per Capita Income	\$22,924		\$25,605	

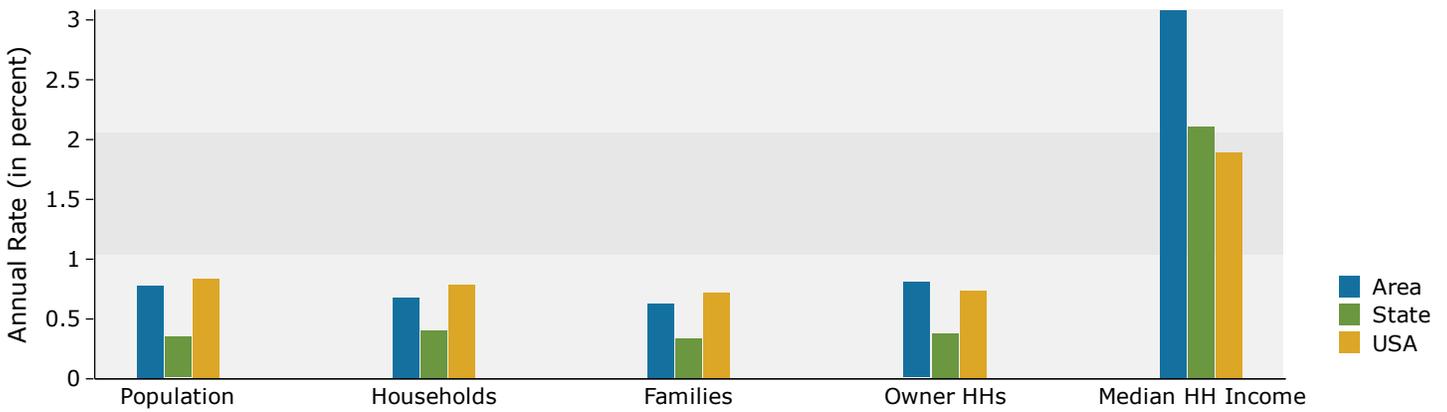
Population by Age	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	795	7.4%	784	7.0%	789	6.8%
5 - 9	793	7.4%	788	7.1%	785	6.8%
10 - 14	750	7.0%	763	6.8%	784	6.7%
15 - 19	703	6.5%	717	6.4%	733	6.3%
20 - 24	558	5.2%	691	6.2%	669	5.8%
25 - 34	1,423	13.2%	1,384	12.4%	1,559	13.4%
35 - 44	1,463	13.6%	1,450	13.0%	1,486	12.8%
45 - 54	1,475	13.7%	1,520	13.6%	1,443	12.4%
55 - 64	1,140	10.6%	1,335	11.9%	1,470	12.6%
65 - 74	776	7.2%	880	7.9%	1,023	8.8%
75 - 84	562	5.2%	560	5.0%	593	5.1%
85+	302	2.8%	305	2.7%	288	2.5%

Race and Ethnicity	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
White Alone	10,286	95.8%	10,574	94.6%	10,854	93.4%
Black Alone	56	0.5%	85	0.8%	117	1.0%
American Indian Alone	99	0.9%	107	1.0%	118	1.0%
Asian Alone	42	0.4%	67	0.6%	99	0.9%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	147	1.4%	190	1.7%	232	2.0%
Two or More Races	112	1.0%	154	1.4%	203	1.7%
Hispanic Origin (Any Race)	400	3.7%	507	4.5%	633	5.4%

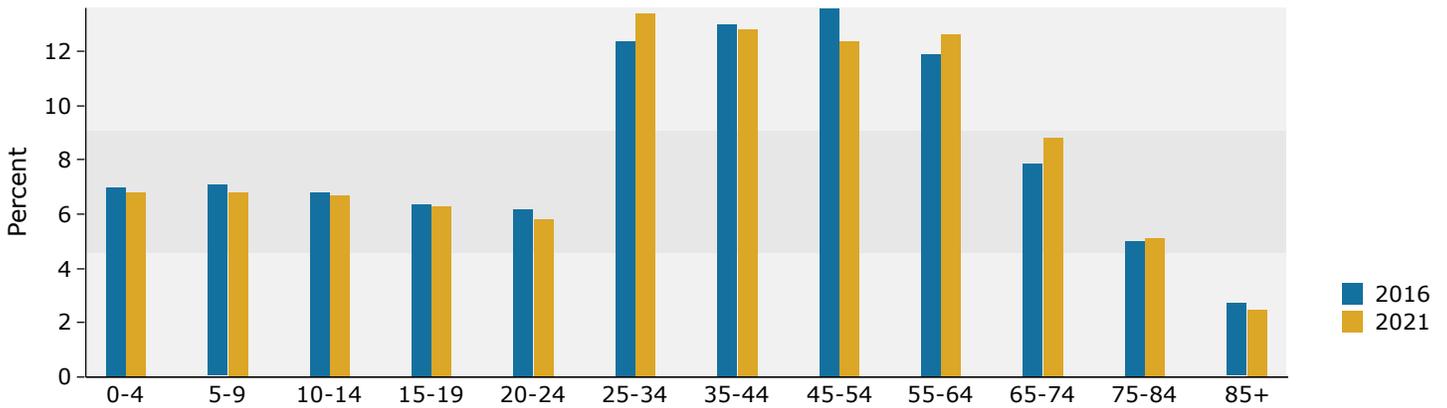
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

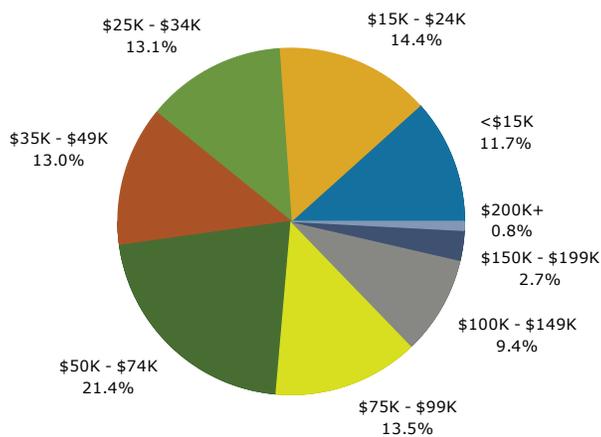
Trends 2016-2021



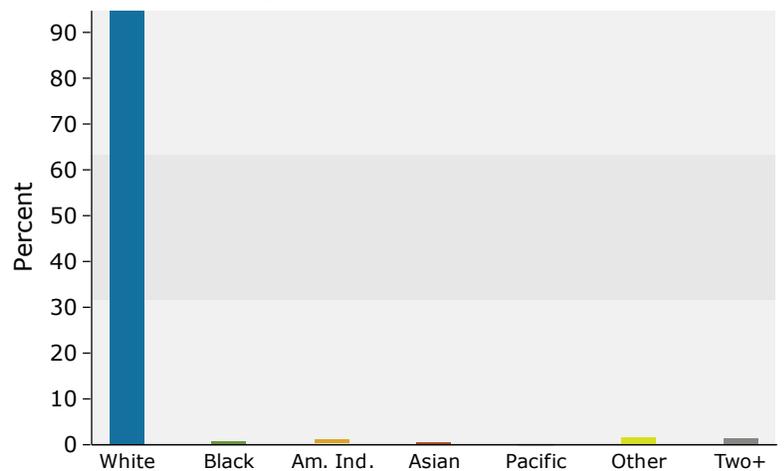
Population by Age



2016 Household Income



2016 Population by Race



2016 Percent Hispanic Origin: 4.5%



Demographic and Income Profile

53959, Reedsburg, Wisconsin
 Drive Distance: 15 mile radius

City of Reedsburg WI. - Economic
 Latitude: 43.53566
 Longitude: -90.00336

Summary	Census 2010	2016	2021
Population	28,460	29,748	30,959
Households	11,267	11,700	12,129
Families	7,662	7,917	8,187
Average Household Size	2.50	2.52	2.54
Owner Occupied Housing Units	8,258	8,402	8,739
Renter Occupied Housing Units	3,009	3,298	3,390
Median Age	39.7	40.7	41.4
Trends: 2016 - 2021 Annual Rate	Area	State	National
Population	0.80%	0.35%	0.84%
Households	0.72%	0.40%	0.79%
Families	0.67%	0.34%	0.72%
Owner HHs	0.79%	0.38%	0.73%
Median Household Income	2.34%	2.10%	1.89%

Households by Income	2016		2021	
	Number	Percent	Number	Percent
<\$15,000	1,116	9.5%	1,108	9.1%
\$15,000 - \$24,999	1,404	12.0%	1,362	11.2%
\$25,000 - \$34,999	1,407	12.0%	1,477	12.2%
\$35,000 - \$49,999	1,825	15.6%	1,130	9.3%
\$50,000 - \$74,999	2,413	20.6%	2,671	22.0%
\$75,000 - \$99,999	1,704	14.6%	2,004	16.5%
\$100,000 - \$149,999	1,311	11.2%	1,678	13.8%
\$150,000 - \$199,999	342	2.9%	485	4.0%
\$200,000+	179	1.5%	214	1.8%
Median Household Income	\$50,655		\$56,856	
Average Household Income	\$62,490		\$69,692	
Per Capita Income	\$24,722		\$27,455	

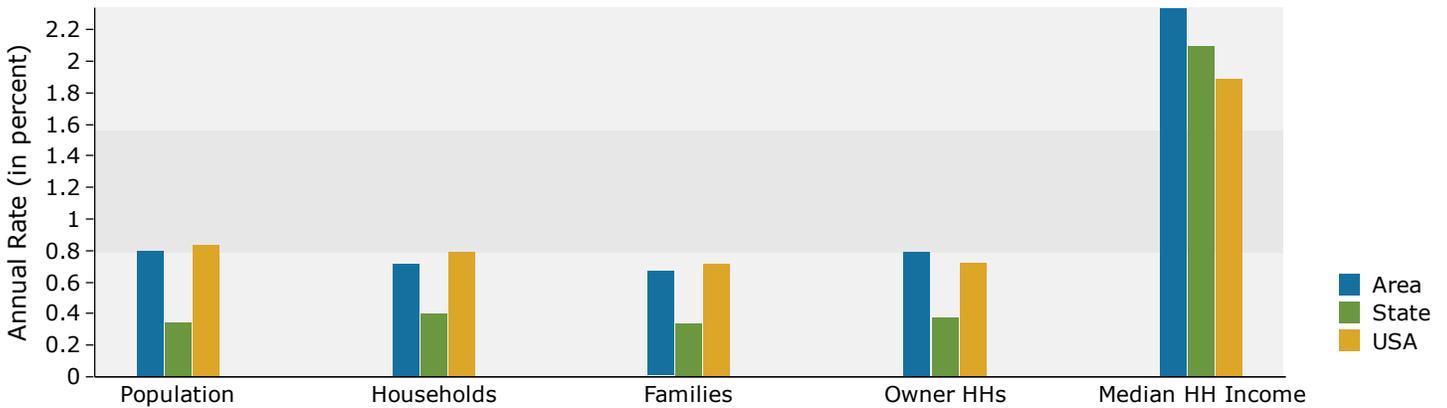
Population by Age	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,867	6.6%	1,820	6.1%	1,823	5.9%
5 - 9	1,897	6.7%	1,881	6.3%	1,879	6.1%
10 - 14	1,941	6.8%	1,925	6.5%	2,009	6.5%
15 - 19	1,828	6.4%	1,814	6.1%	1,858	6.0%
20 - 24	1,554	5.5%	1,767	5.9%	1,650	5.3%
25 - 34	3,486	12.2%	3,599	12.1%	3,769	12.2%
35 - 44	3,663	12.9%	3,627	12.2%	3,836	12.4%
45 - 54	4,397	15.4%	4,168	14.0%	3,895	12.6%
55 - 64	3,685	12.9%	4,284	14.4%	4,521	14.6%
65 - 74	2,274	8.0%	2,866	9.6%	3,451	11.1%
75 - 84	1,318	4.6%	1,417	4.8%	1,674	5.4%
85+	552	1.9%	581	2.0%	594	1.9%

Race and Ethnicity	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
White Alone	26,897	94.5%	27,784	93.4%	28,545	92.2%
Black Alone	122	0.4%	187	0.6%	258	0.8%
American Indian Alone	562	2.0%	583	2.0%	617	2.0%
Asian Alone	170	0.6%	266	0.9%	383	1.2%
Pacific Islander Alone	3	0.0%	3	0.0%	3	0.0%
Some Other Race Alone	401	1.4%	509	1.7%	612	2.0%
Two or More Races	305	1.1%	417	1.4%	542	1.8%
Hispanic Origin (Any Race)	1,095	3.8%	1,376	4.6%	1,690	5.5%

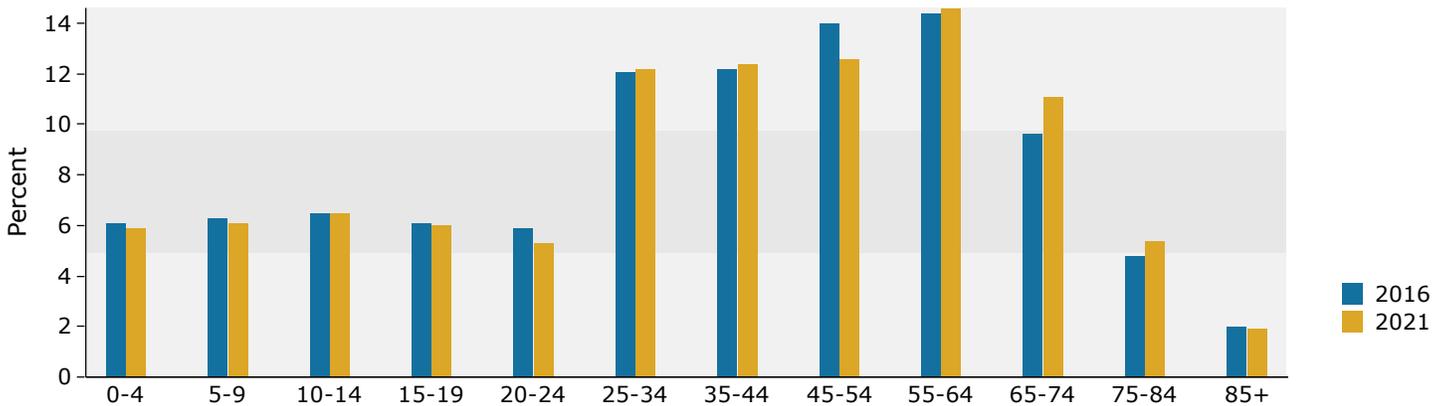
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

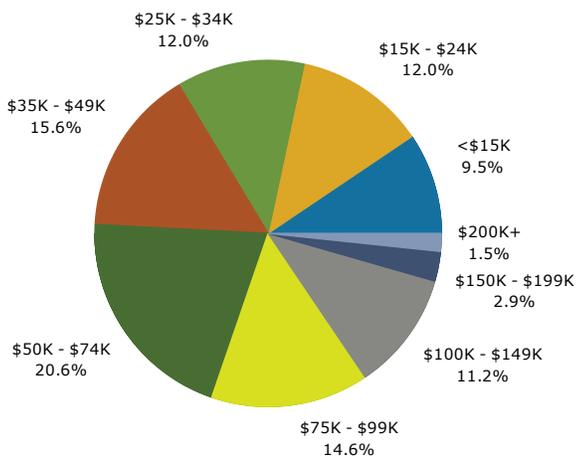
Trends 2016-2021



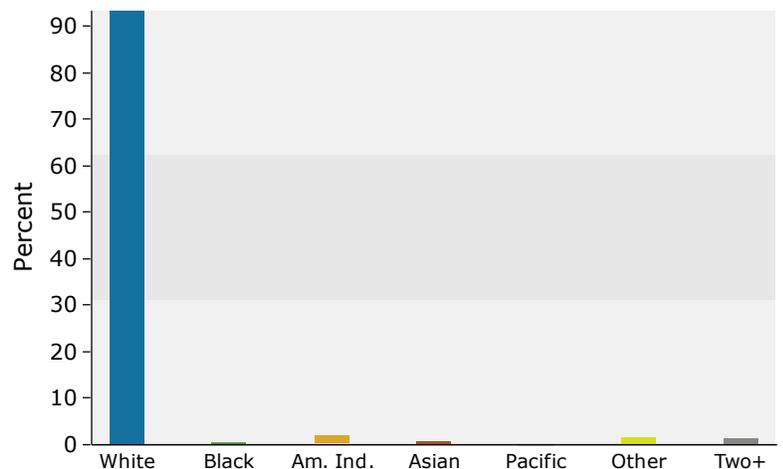
Population by Age



2016 Household Income



2016 Population by Race



2016 Percent Hispanic Origin: 4.6%



Demographic and Income Profile

53959, Reedsburg, Wisconsin
 Drive Distance: 25 mile radius

City of Reedsburg WI. - Economic
 Latitude: 43.53566
 Longitude: -90.00336

Summary	Census 2010	2016	2021
Population	70,100	72,369	74,503
Households	28,295	29,080	29,848
Families	18,587	18,985	19,429
Average Household Size	2.43	2.45	2.45
Owner Occupied Housing Units	20,013	20,054	20,531
Renter Occupied Housing Units	8,282	9,025	9,316
Median Age	40.6	41.4	42.1
Trends: 2016 - 2021 Annual Rate	Area	State	National
Population	0.58%	0.35%	0.84%
Households	0.52%	0.40%	0.79%
Families	0.46%	0.34%	0.72%
Owner HHs	0.47%	0.38%	0.73%
Median Household Income	2.09%	2.10%	1.89%

Households by Income	2016		2021	
	Number	Percent	Number	Percent
<\$15,000	2,935	10.1%	2,915	9.8%
\$15,000 - \$24,999	3,633	12.5%	3,666	12.3%
\$25,000 - \$34,999	3,459	11.9%	3,408	11.4%
\$35,000 - \$49,999	4,562	15.7%	3,012	10.1%
\$50,000 - \$74,999	6,007	20.7%	6,607	22.1%
\$75,000 - \$99,999	3,947	13.6%	4,520	15.1%
\$100,000 - \$149,999	3,247	11.2%	4,053	13.6%
\$150,000 - \$199,999	770	2.6%	1,070	3.6%
\$200,000+	519	1.8%	598	2.0%
Median Household Income	\$49,778		\$55,189	
Average Household Income	\$62,036		\$68,588	
Per Capita Income	\$25,168		\$27,715	

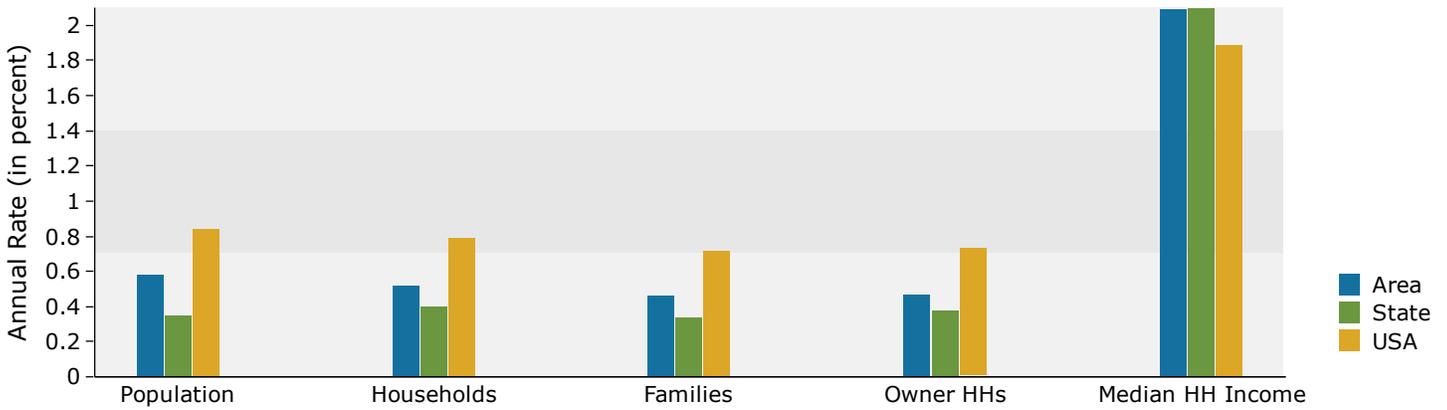
Population by Age	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,444	6.3%	4,303	5.9%	4,288	5.8%
5 - 9	4,476	6.4%	4,419	6.1%	4,374	5.9%
10 - 14	4,616	6.6%	4,507	6.2%	4,672	6.3%
15 - 19	4,407	6.3%	4,262	5.9%	4,325	5.8%
20 - 24	3,898	5.6%	4,266	5.9%	3,943	5.3%
25 - 34	8,491	12.1%	8,937	12.3%	9,097	12.2%
35 - 44	8,824	12.6%	8,634	11.9%	9,151	12.3%
45 - 54	10,984	15.7%	10,100	14.0%	9,204	12.4%
55 - 64	9,166	13.1%	10,497	14.5%	10,881	14.6%
65 - 74	5,626	8.0%	7,148	9.9%	8,582	11.5%
75 - 84	3,527	5.0%	3,604	5.0%	4,261	5.7%
85+	1,641	2.3%	1,691	2.3%	1,726	2.3%

Race and Ethnicity	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
White Alone	66,139	94.4%	67,360	93.1%	68,382	91.8%
Black Alone	515	0.7%	723	1.0%	948	1.3%
American Indian Alone	1,061	1.5%	1,122	1.6%	1,206	1.6%
Asian Alone	404	0.6%	612	0.8%	849	1.1%
Pacific Islander Alone	16	0.0%	21	0.0%	25	0.0%
Some Other Race Alone	1,087	1.6%	1,364	1.9%	1,625	2.2%
Two or More Races	877	1.3%	1,167	1.6%	1,467	2.0%
Hispanic Origin (Any Race)	2,734	3.9%	3,413	4.7%	4,149	5.6%

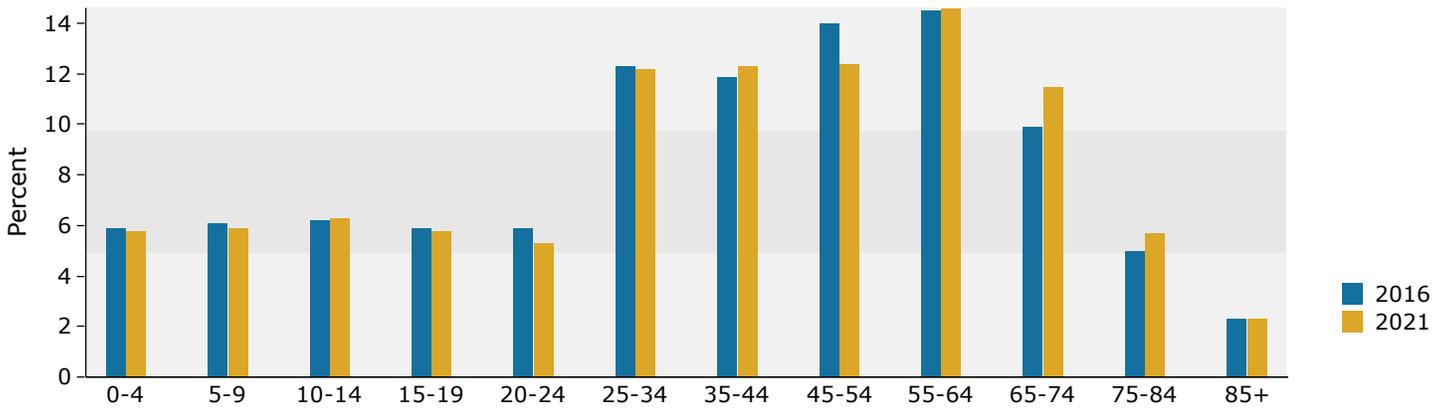
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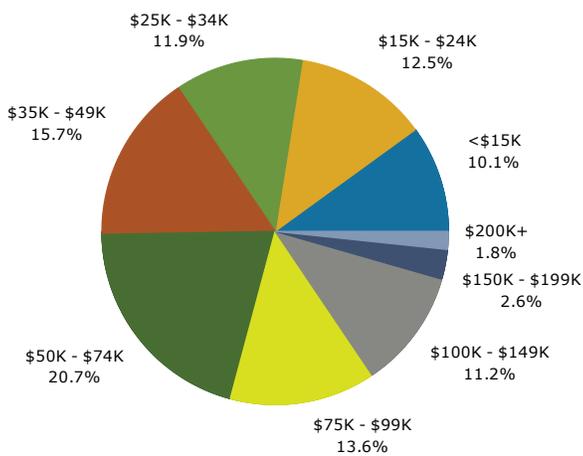
Trends 2016-2021



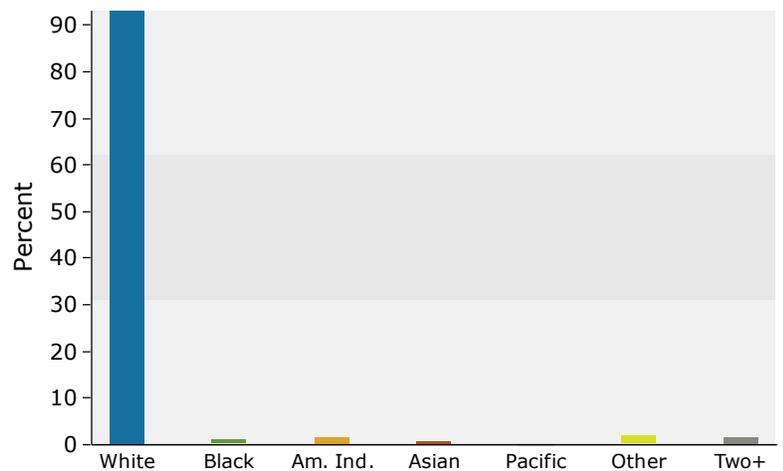
Population by Age



2016 Household Income



2016 Population by Race



2016 Percent Hispanic Origin: 4.7%