



Date: 05/20/10

Current Geography Selection: (3 Selected) 1,3,5 mile radii: 2400 WITZEL AVE, OSHKOSH, WI 54904

Lat: 44.018280 **Long:** -88.591876

City: Oshkosh **Pop:** 63,387

County: Winnebago County **Pop:** 164,668
Zip: 54904 **Pop:** 20,067

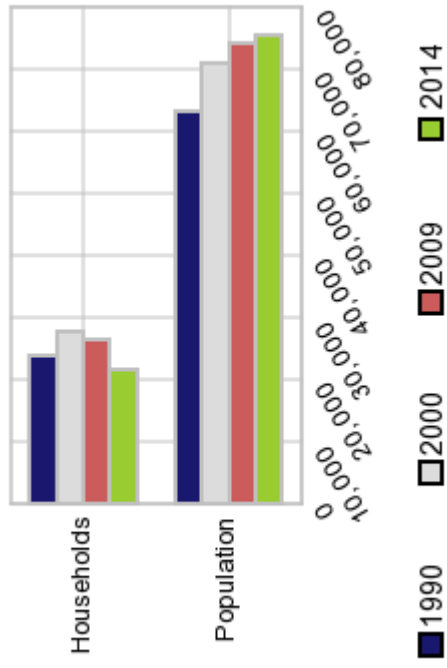
Executive Summary Report with Charts

Population Demographics

The number of households in the study area in 1990 was **23,874** and changed to **27,348** in 2000, representing a change of **14.6%**. The household count in 2009 was **26,243** and the household projection for 2014 is **21,648**, a change of **-17.5%**.

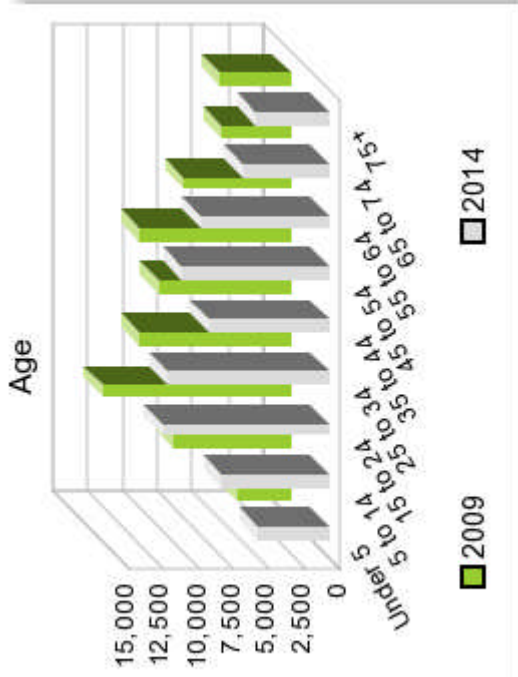
The population in the study area in 1990 was **63,064** and in 2000 it was **71,041**, roughly a **12.6%** change. The population in 2009 was **74,046** and the projection for 2014 is **75,433** representing a change of **1.9%**.

Population and Household Change



	1990	2000	2009	2014	Percent Change
Total Population	63,064	71,041	74,046	75,433	12.6%
Total Households	23,874	27,348	26,243	21,648	14.6%
			Estimate	Projection	
		Census			
					1.9%
					-17.5%

Population by Age

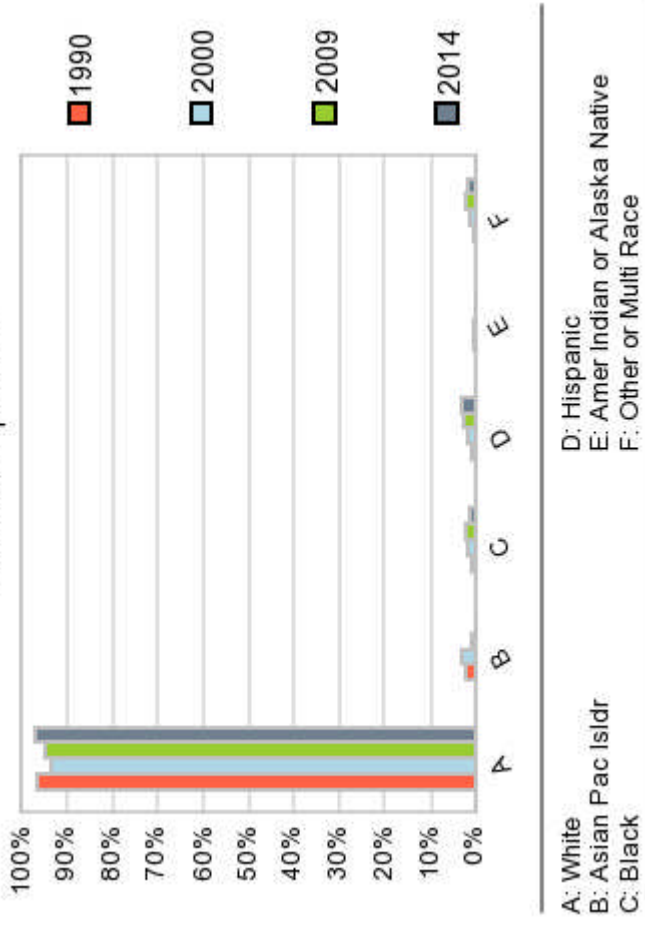


In 1990, the median age of the total population in the study area was **31.1**, and in 2000, it was **33.4**. The median age in 2009 is **35.9** and it is predicted to change in five years to **36.9** years. In 2009, females represented **50.5%** of the population with a median age of **36.8** and males represented **49.6%** of the population with a median age of **35.1** years. In 2009, the most prominent age group in this geography is **Age 45 to 54** years. The age group least represented in this geography is **0 to 4** years.

Age Groups	1990		2000		2009		2014		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	1990 to 2000	2009 to 2014
0 to 4	4,142	6.6%	3,963	5.6%	3,794	5.1%	5,021	6.7%	-4.3%	32.4%
5 to 14	7,425	11.8%	8,880	12.5%	8,292	11.2%	7,686	10.2%	19.6%	-7.3%
15 to 19	5,327	8.5%	6,184	8.7%	5,449	7.4%	4,836	6.4%	16.1%	-11.2%
20 to 24	7,945	12.6%	8,149	11.5%	7,911	10.7%	7,005	9.3%	2.6%	-11.5%
25 to 34	10,641	16.9%	10,017	14.1%	10,782	14.6%	11,400	15.1%	-5.9%	5.7%
35 to 44	8,486	13.5%	10,900	15.3%	9,409	12.7%	8,619	11.4%	28.5%	-8.4%
45 to 54	5,461	8.7%	8,691	12.2%	10,793	14.6%	10,475	13.9%	59.1%	-2.9%
55 to 64	4,988	7.9%	5,182	7.3%	7,672	10.4%	9,146	12.1%	3.9%	19.2%
65 to 74	4,451	7.1%	4,321	6.1%	4,904	6.6%	6,143	8.1%	-2.9%	25.3%
75 +	4,197	6.7%	4,753	6.7%	5,065	6.8%	5,126	6.8%	13.3%	1.2%

Population by Race/Ethnicity

Race and Ethnicity Percent Composition



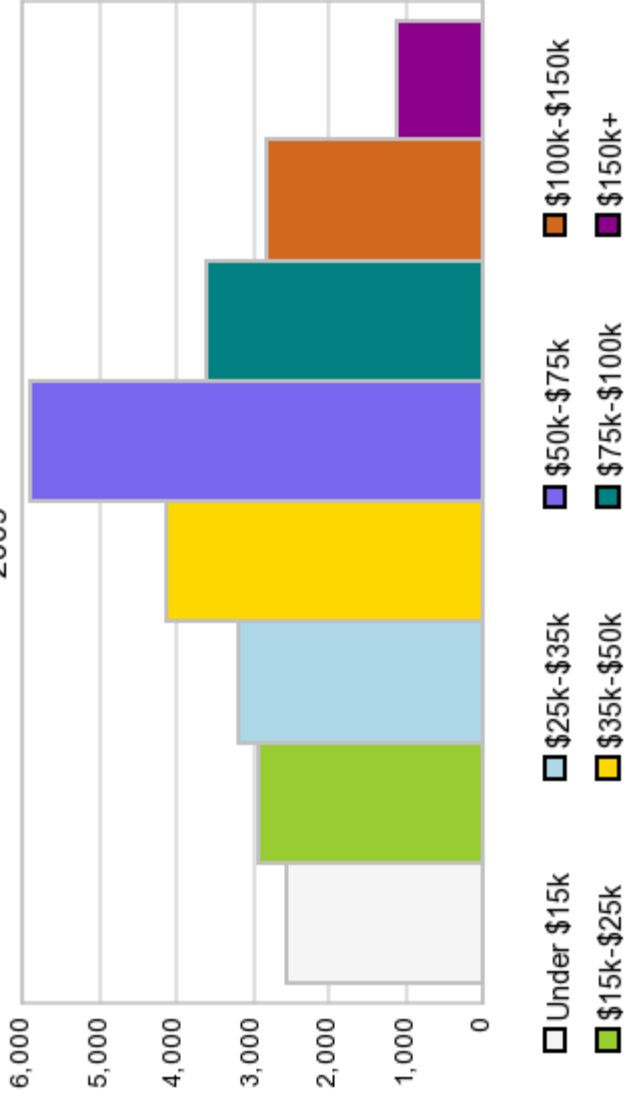
In 2009, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **American Indian, Alaska Native**.

Race & Ethnicity

	1990 Census	%	2000 Census	%	2009 Estimate	%	2014 Projection	%	1990 to 2000	2009 to 2014
White	60,877	96.5%	66,490	93.6%	70,099	94.7%	73,035	96.8%	9.2%	4.2%
Black	490	0.8%	1,205	1.7%	1,470	2.0%	1,033	1.4%	146.1%	-29.7%
American Indian or Alaska Native	307	0.5%	322	0.5%	156	0.2%	39	0.1%	5.0%	-75.1%
Asian or Pacific Islander	1,226	1.9%	1,995	2.8%	720	1.0%	106	0.1%	62.7%	-85.2%
Other Race	164	0.3%	349	0.5%	546	0.7%	526	0.7%	112.4%	-3.7%
Two or More Races			679	1.0%	1,055	1.4%	694	0.9%		-34.2%
Hispanic Ethnicity	511	0.8%	1,118	1.6%	1,829	2.5%	2,142	2.8%	118.6%	17.1%
Not Hispanic or Latino	62,553	99.2%	69,923	98.4%	72,217	97.5%	73,290	97.2%	11.8%	1.5%

Households by Income

Households by Income Group
2009

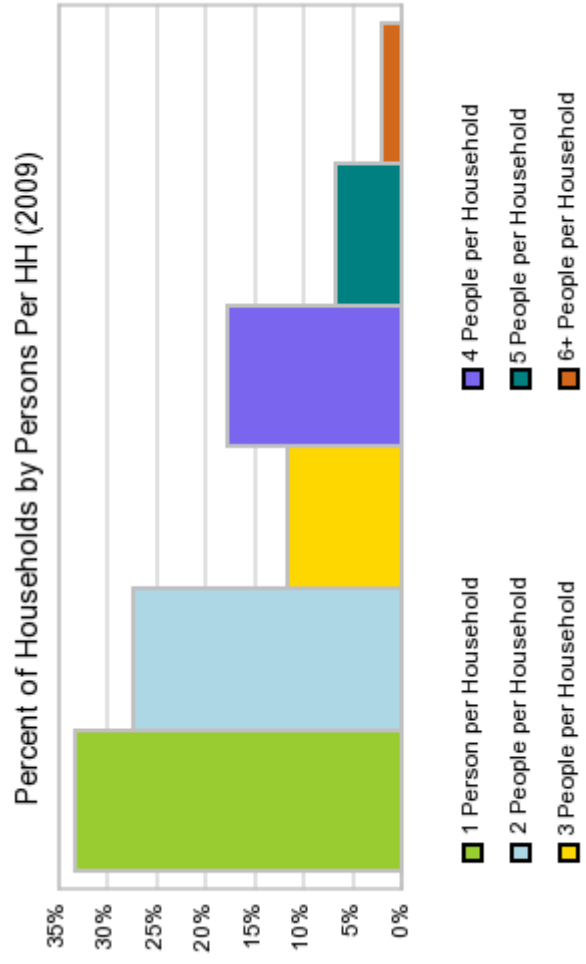
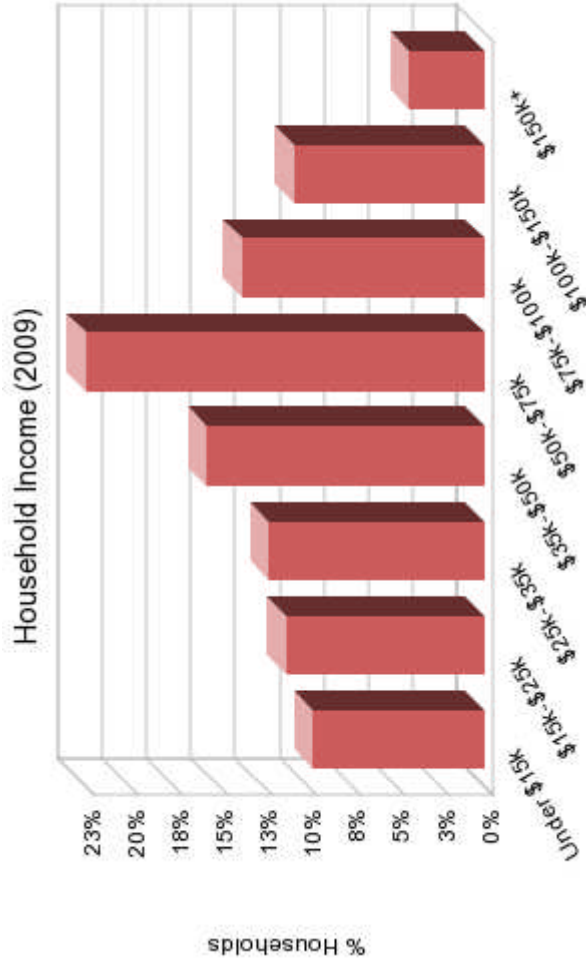


In 2009 the predominant household income category in this study area is **\$50K - \$75K**, and the income group that is least represented in this geography is **\$150K +**.

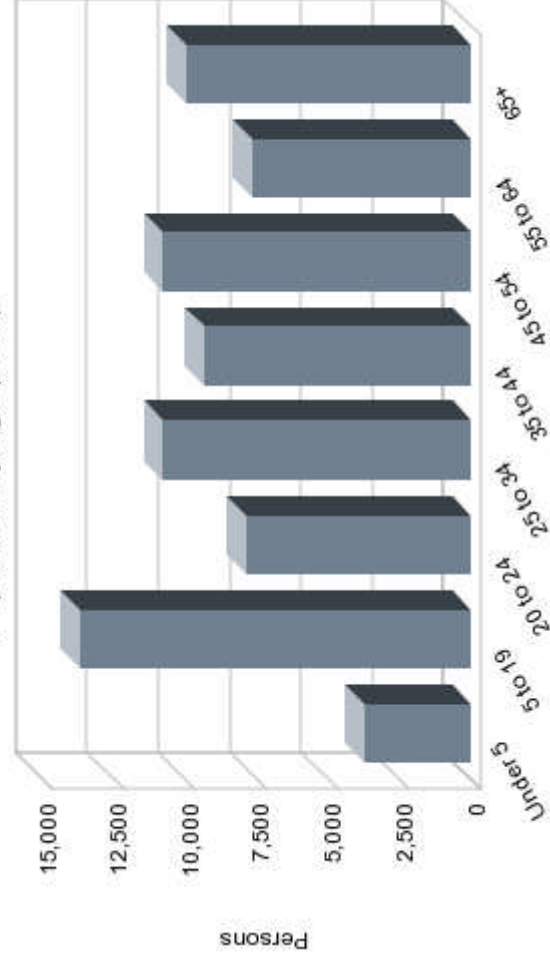
HH Income Categories

	1990 Census	%	2000 Census	%	2009 Estimate	%	2014 Projection	%	1990 to 2009 to 2014	Percent Change
\$0 - \$15,000	6,100	25.6%	3,616	13.2%	2,552	9.7%	1,904	8.8%	-40.7%	-25.4%
\$15,000 - \$24,999	5,048	21.1%	4,211	15.4%	2,947	11.2%	2,112	9.8%	-16.6%	-28.3%
\$25,000 - \$34,999	4,719	19.8%	3,940	14.4%	3,202	12.2%	2,470	11.4%	-16.5%	-22.9%
\$35,000 - \$49,999	4,346	18.2%	4,924	18.0%	4,114	15.7%	3,194	14.8%	13.3%	-22.4%
\$50,000 - \$74,999	2,547	10.7%	6,094	22.3%	5,900	22.5%	4,767	22.0%	139.2%	-19.2%
\$75,000 - \$99,999	709	3.0%	2,678	9.8%	3,596	13.7%	3,136	14.5%	277.8%	-12.8%
\$100,000 - \$149,999	240	1.0%	1,333	4.9%	2,817	10.7%	2,900	13.4%	454.7%	3.0%
\$150,000 +	174	0.7%	552	2.0%	1,113	4.2%	1,165	5.4%	217.8%	4.7%
Average Hhld Income	\$31,538		\$49,765		\$54,518		\$54,901		57.8%	0.7%
Median Hhld Income	\$26,539		\$40,734		\$51,224		\$55,538		53.5%	8.4%
Per Capita Income	\$12,179		\$19,158		\$21,937		\$18,335		57.3%	-16.4%

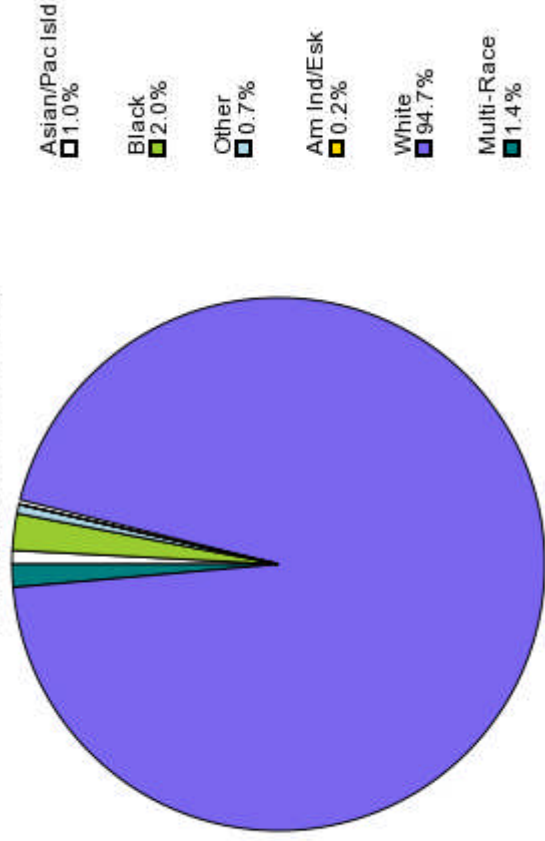
Demographic Snapshot Summary Report with Charts

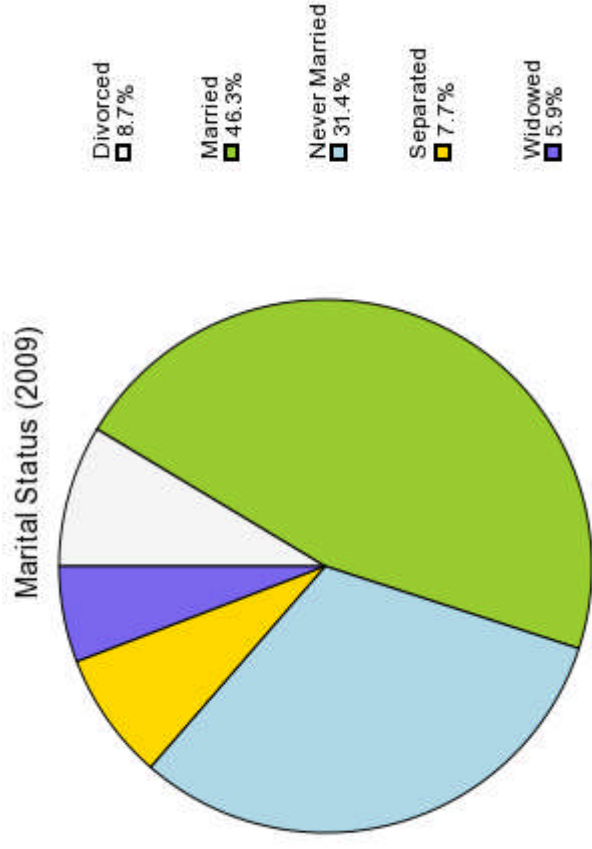
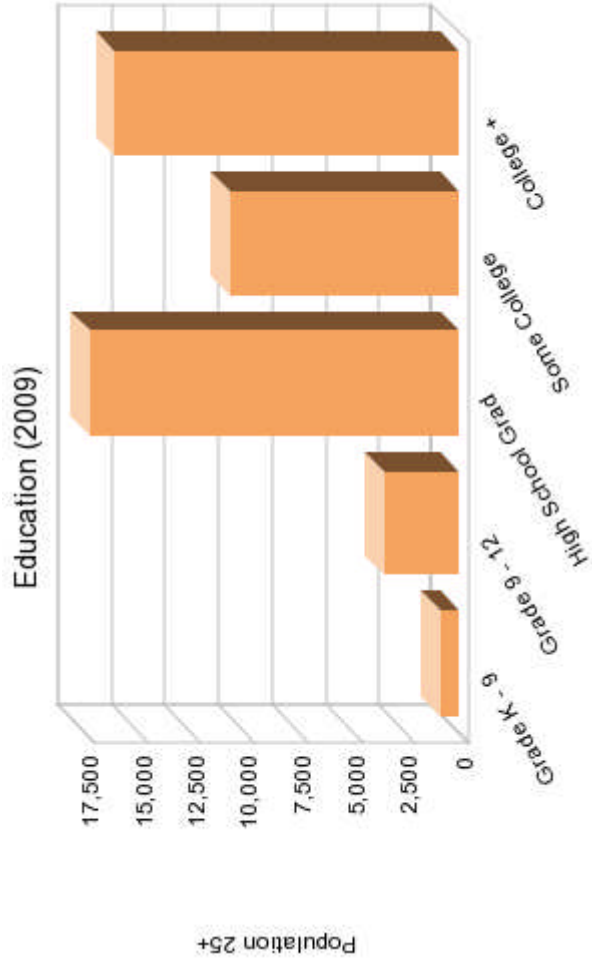


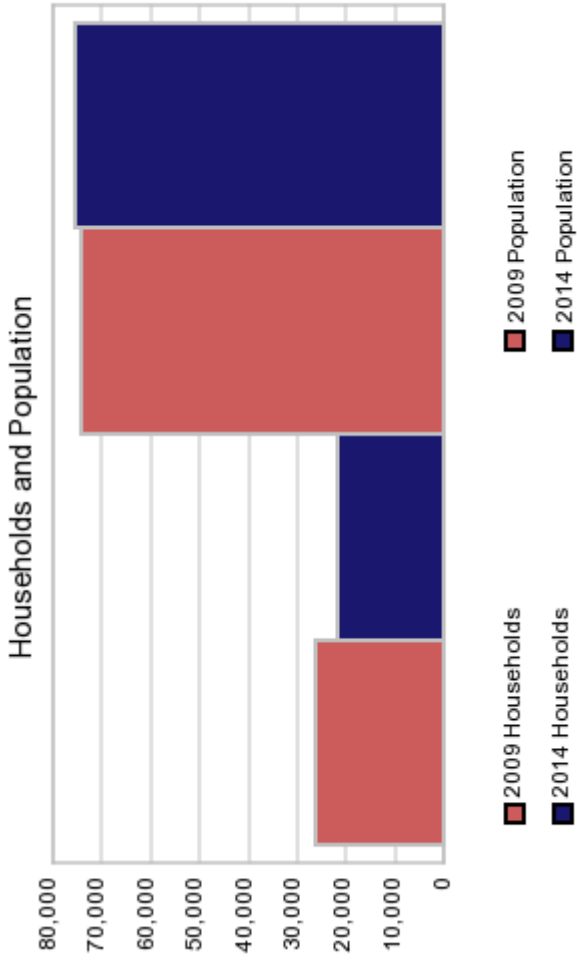
Population by Age (2009)



Population by Race (2009)







Demographic Detail Summary Report

Population Demographics

	1990 Census	2000 Census	2009 Estimate	2014 Projection	1990 to 2000	2009 to 2014	Percent Change
Total Population	63,064	71,041	74,046	75,433	12.6%	1.9%	1.9%
Population Density (Pop/Sq Mi)	803.0	904.5	942.8	960.4	12.6%	1.9%	1.9%
Total Households	23,874	27,348	26,243	21,648	14.6%	-17.5%	

Population by Gender:

Male	30,420	48.2%	35,379	49.8%	36,691	49.6%	36,145	47.9%	16.3%	-1.5%
Female	32,644	51.8%	35,662	50.2%	37,355	50.5%	39,288	52.1%	9.2%	5.2%

Population by Race/Ethnicity

	1990 Census	2000 Census	2009 Estimate	2014 Projection	1990 to 2000	2009 to 2014	Percent Change			
White	60,877	96.5%	66,490	93.6%	70,099	94.7%	73,035	96.8%	9.2%	4.2%
Black	490	0.8%	1,205	1.7%	1,470	2.0%	1,033	1.4%	146.1%	-29.7%
American Indian or Alaska Native	307	0.5%	322	0.5%	156	0.2%	39	0.1%	5.0%	-75.1%
Asian or Pacific Islander	1,226	1.9%	1,995	2.8%	720	1.0%	106	0.1%	62.7%	-85.2%
Some Other Race	164	0.3%	349	0.5%	546	0.7%	526	0.7%	112.4%	-3.7%
Two or More Races	679	1.0%	679	1.0%	1,055	1.4%	694	0.9%		-34.2%
Hispanic Ethnicity	511	0.8%	1,118	1.6%	1,829	2.5%	2,142	2.8%	118.6%	17.1%
Not Hispanic or Latino	62,553	99.2%	69,923	98.4%	72,217	97.5%	73,290	97.2%	11.8%	1.5%

Population by Age

	1990		2000		2009		2014		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	1990 to 2000	2009 to 2014
0 to 4	4,142	6.6%	3,963	5.6%	3,794	5.1%	5,021	6.7%	-4.3%	32.4%
5 to 14	7,425	11.8%	8,880	12.5%	8,292	11.2%	7,686	10.2%	19.6%	-7.3%
15 to 19	5,327	8.5%	6,184	8.7%	5,449	7.4%	4,836	6.4%	16.1%	-11.2%
20 to 24	7,945	12.6%	8,149	11.5%	7,911	10.7%	7,005	9.3%	2.6%	-11.5%
25 to 34	10,641	16.9%	10,017	14.1%	10,782	14.6%	11,400	15.1%	-5.9%	5.7%
35 to 44	8,486	13.5%	10,900	15.3%	9,409	12.7%	8,619	11.4%	28.5%	-8.4%
45 to 54	5,461	8.7%	8,691	12.2%	10,793	14.6%	10,475	13.9%	59.1%	-2.9%
55 to 64	4,988	7.9%	5,182	7.3%	7,672	10.4%	9,146	12.1%	3.9%	19.2%
65 to 74	4,451	7.1%	4,321	6.1%	4,904	6.6%	6,143	8.1%	-2.9%	25.3%
75 to 84	3,065	4.9%	3,284	4.6%	3,298	4.5%	3,407	4.5%	7.2%	3.3%
85+	1,132	1.8%	1,469	2.1%	1,768	2.4%	1,719	2.3%	29.7%	-2.7%
Median Age:										
Total Population	31.1		33.4		35.9		36.9		7.2%	2.8%
Households by Income										
	1990		2000		2009		2014		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	1990 to 2000	2009 to 2014
\$0 - \$15,000	6,100	25.6%	3,616	13.2%	2,552	9.7%	1,904	8.8%	-40.7%	-25.4%
\$15,000 - \$24,999	5,048	21.1%	4,211	15.4%	2,947	11.2%	2,112	9.8%	-16.6%	-28.3%
\$25,000 - \$34,999	4,719	19.8%	3,940	14.4%	3,202	12.2%	2,470	11.4%	-16.5%	-22.9%
\$35,000 - \$49,999	4,346	18.2%	4,924	18.0%	4,114	15.7%	3,194	14.8%	13.3%	-22.4%
\$50,000 - \$74,999	2,547	10.7%	6,094	22.3%	5,900	22.5%	4,767	22.0%	139.2%	-19.2%
\$75,000 - \$99,999	709	3.0%	2,678	9.8%	3,596	13.7%	3,136	14.5%	277.8%	-12.8%
\$100,000 - \$149,999	240	1.0%	1,333	4.9%	2,817	10.7%	2,900	13.4%	454.7%	3.0%
\$150,000 +	174	0.7%	552	2.0%	1,113	4.2%	1,165	5.4%	217.8%	4.7%
Average Hhld Income	\$31,538		\$49,765		\$54,518		\$54,901		57.8%	0.7%
Median Hhld Income	\$26,539		\$40,734		\$51,224		\$55,538		53.5%	8.4%
Per Capita Income	\$12,179		\$19,158		\$21,937		\$18,335		57.3%	-16.4%
Employment and Business										
	1990		2000		2009		2014		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	1990 to 2000	2009 to 2014
Age 16 + Population	50,814		57,294		61,070		61,914		12.8%	1.4%
In Labor Force	32,963	64.9%	38,810	67.7%	40,192	65.8%	40,663	65.7%	17.7%	1.2%
Employed	31,382	95.2%	37,057	95.5%	36,143	89.9%	38,018	93.5%	18.1%	5.2%
Unemployed	1,523	4.6%	1,716	4.4%	3,920	9.8%	2,526	6.2%	12.7%	-35.6%
In Armed Forces	52	0.1%	37	0.1%	129	0.3%	119	0.3%	-28.2%	-7.8%
Not In Labor Force	17,851	35.1%	18,484	32.3%	20,878	34.2%	21,252	34.3%	3.5%	1.8%

Number of Employees (Daytime Pop)	45,865			
Number of Establishments	2,944			
Emp in Blue Collar Occupations	16,378	44.2%		
Emp in White Collar Occupations	20,679	55.8%		

Housing Units

	1990 Census	2000 Census	2009 Estimate	2014 Projection	1990 to 2000	2009 to 2014	Percent Change
Total Housing Units	24,949	28,848	31,772	32,654	15.6%	2.8%	
Owner Occupied	14,512	16,981	18,640	18,121	58.7%	17.0%	-2.8%
Renter Occupied	9,361	10,367	7,604	3,526	23.9%	10.7%	-53.6%
Vacant	1,076	1,501	5,529	11,006	17.4%	33.7%	99.1%

Vehicles Available

	1990 Census	2000 Census	2009 Estimate	2014 Projection	1990 to 2000	2009 to 2014	Percent Change
Average Vehicles Per Hhld	1.60%	1.60%	1.90%	1.60%	-0.7%	-13.2%	
0 Vehicles Available	2,313	1,868	1,382	935	4.3%	-32.4%	
1 Vehicle Available	8,649	9,866	8,742	6,599	33.3%	14.1%	-24.5%
2+ Vehicles Available	15,202	15,614	16,119	14,114	61.4%	2.7%	-12.4%

Marital Status

	1990 Census	2000 Census	2009 Estimate	2014 Projection	1990 to 2000	2009 to 2014	Percent Change
Age 15+ Population	51,496	58,198	61,991	62,747	13.0%	1.2%	
Married, Spouse Present	25,621	26,798	28,696	29,456	46.3%	4.6%	2.6%
Married, Spouse Absent	607	4,346	4,788	4,672	7.7%	615.4%	-2.4%
Divorced	4,007	5,143	5,384	5,463	8.7%	28.3%	1.5%
Widowed	3,827	3,458	3,661	3,787	5.9%	-9.6%	3.4%
Never Married	17,435	18,453	19,462	19,369	31.7%	30.9%	-0.5%

Educational Attainment

	1990 Census	2000 Census	2009 Estimate	2014 Projection	1990 to 2000	2009 to 2014	Percent Change
Age 25+ Population	38,224	43,864	48,625	50,910	14.8%	4.7%	
Grade K - 8	3,145	1,418	944	669	1.3%	-54.9%	-29.2%
Grade 9 - 12	4,881	4,801	3,512	3,399	6.7%	-1.6%	-3.2%

High School Graduate	13,817	36.2%	15,590	35.5%	17,344	35.7%	18,559	36.5%	12.8%	7.0%
Some College, No Degree	6,515	17.1%	8,290	18.9%	10,720	22.1%	11,698	23.0%	27.2%	9.1%
Associates Degree	2,311	6.1%	2,765	6.3%	4,062	8.4%	4,429	8.7%	19.6%	9.0%
Bachelor's Degree	4,980	13.0%	7,365	16.8%	8,237	16.9%	8,075	15.9%	47.9%	-2.0%
Graduate Degree	2,572	6.7%	3,270	7.5%	3,807	7.8%	4,082	8.0%	27.1%	7.2%
No Schooling Completed			365	0.8%						

Current year data is for the year **2009**, 5 year projected data is for the year **2014**. More About Our Data.
 Demographic data © 2009 by Experian/Applied Geographic Solutions.
 Traffic Count data © 2009 by DataMetrix. All rights reserved.

© **2010. DemographicsNow is brought to you by Alteryx, LLC.**

Alteryx, DemographicsNow.com and the Alteryx and DemographicsNow.com logos are trademarks of Alteryx, LLC.
 All rights reserved.

Privacy Statement | License Agreement