



# Market Profile

Oshkosh, Wisconsin, United States 2  
Oshkosh, Wisconsin, United States  
Ring Bands: 0-10 mile radii

Prepared by Esri  
Latitude: 44.02471  
Longitude: -88.54261

**0 - 10 mile**

<b>Population Summary</b>	
2000 Total Population	89,903
2010 Total Population	95,963
2016 Total Population	97,526
2016 Group Quarters	7,409
2021 Total Population	98,713
2016-2021 Annual Rate	0.24%
2016 Total Daytime Population	106,810
Workers	61,860
Residents	44,950
<b>Household Summary</b>	
2000 Households	34,010
2000 Average Household Size	2.42
2010 Households	37,838
2010 Average Household Size	2.34
2016 Households	38,876
2016 Average Household Size	2.32
2021 Households	39,544
2021 Average Household Size	2.31
2016-2021 Annual Rate	0.34%
2010 Families	22,629
2010 Average Family Size	2.91
2016 Families	23,101
2016 Average Family Size	2.89
2021 Families	23,426
2021 Average Family Size	2.88
2016-2021 Annual Rate	0.28%
<b>Housing Unit Summary</b>	
2000 Housing Units	35,907
Owner Occupied Housing Units	62.1%
Renter Occupied Housing Units	32.6%
Vacant Housing Units	5.3%
2010 Housing Units	40,734
Owner Occupied Housing Units	60.2%
Renter Occupied Housing Units	32.7%
Vacant Housing Units	7.1%
2016 Housing Units	41,815
Owner Occupied Housing Units	58.4%
Renter Occupied Housing Units	34.5%
Vacant Housing Units	7.0%
2021 Housing Units	42,614
Owner Occupied Housing Units	58.2%
Renter Occupied Housing Units	34.5%
Vacant Housing Units	7.2%
<b>Median Household Income</b>	
2016	\$50,308
2021	\$54,568
<b>Median Home Value</b>	
2016	\$144,175
2021	\$185,337
<b>Per Capita Income</b>	
2016	\$26,559
2021	\$29,042
<b>Median Age</b>	
2010	36.7
2016	37.7
2021	38.7

**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 the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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## 2016 Households by Income

Household Income Base	38,872
<\$15,000	11.4%
\$15,000 - \$24,999	12.2%
\$25,000 - \$34,999	11.1%
\$35,000 - \$49,999	15.0%
\$50,000 - \$74,999	20.0%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	12.2%
\$150,000 - \$199,999	3.2%
\$200,000+	2.6%

Average Household Income \$64,760

## 2021 Households by Income

Household Income Base	39,540
<\$15,000	11.5%
\$15,000 - \$24,999	11.7%
\$25,000 - \$34,999	12.1%
\$35,000 - \$49,999	9.4%
\$50,000 - \$74,999	20.8%
\$75,000 - \$99,999	13.3%
\$100,000 - \$149,999	14.2%
\$150,000 - \$199,999	4.1%
\$200,000+	2.9%

Average Household Income \$70,665

## 2016 Owner Occupied Housing Units by Value

Total	24,429
<\$50,000	5.1%
\$50,000 - \$99,999	21.9%
\$100,000 - \$149,999	26.0%
\$150,000 - \$199,999	18.6%
\$200,000 - \$249,999	9.9%
\$250,000 - \$299,999	5.8%
\$300,000 - \$399,999	6.4%
\$400,000 - \$499,999	2.8%
\$500,000 - \$749,999	2.0%
\$750,000 - \$999,999	1.0%
\$1,000,000 +	0.5%

Average Home Value \$183,716

## 2021 Owner Occupied Housing Units by Value

Total	24,822
<\$50,000	4.0%
\$50,000 - \$99,999	17.7%
\$100,000 - \$149,999	15.5%
\$150,000 - \$199,999	18.0%
\$200,000 - \$249,999	14.8%
\$250,000 - \$299,999	10.3%
\$300,000 - \$399,999	10.9%
\$400,000 - \$499,999	3.9%
\$500,000 - \$749,999	3.0%
\$750,000 - \$999,999	1.2%
\$1,000,000 +	0.6%

Average Home Value \$219,687

**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.

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### 2010 Population by Age

Total	95,965
0 - 4	5.5%
5 - 9	5.6%
10 - 14	5.6%
15 - 24	18.5%
25 - 34	12.8%
35 - 44	12.6%
45 - 54	14.7%
55 - 64	11.6%
65 - 74	6.5%
75 - 84	4.6%
85 +	2.1%
18 +	79.7%

### 2016 Population by Age

Total	97,527
0 - 4	5.1%
5 - 9	5.3%
10 - 14	5.5%
15 - 24	17.5%
25 - 34	13.4%
35 - 44	12.0%
45 - 54	13.4%
55 - 64	12.8%
65 - 74	8.1%
75 - 84	4.5%
85 +	2.3%
18 +	80.9%

### 2021 Population by Age

Total	98,714
0 - 4	5.0%
5 - 9	5.0%
10 - 14	5.4%
15 - 24	16.8%
25 - 34	13.1%
35 - 44	12.4%
45 - 54	12.2%
55 - 64	12.8%
65 - 74	9.8%
75 - 84	5.1%
85 +	2.4%
18 +	81.4%

### 2010 Population by Sex

Males	48,775
Females	47,188

### 2016 Population by Sex

Males	49,599
Females	47,927

### 2021 Population by Sex

Males	50,230
Females	48,483

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### 2010 Population by Race/Ethnicity

Total	95,962
White Alone	92.3%
Black Alone	2.3%
American Indian Alone	0.6%
Asian Alone	2.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	1.4%
Hispanic Origin	2.4%
Diversity Index	18.7

### 2016 Population by Race/Ethnicity

Total	97,526
White Alone	90.7%
Black Alone	2.6%
American Indian Alone	0.6%
Asian Alone	3.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.8%
Two or More Races	1.9%
Hispanic Origin	2.9%
Diversity Index	22.1

### 2021 Population by Race/Ethnicity

Total	98,714
White Alone	89.2%
Black Alone	3.0%
American Indian Alone	0.6%
Asian Alone	3.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.9%
Two or More Races	2.3%
Hispanic Origin	3.4%
Diversity Index	25.4

### 2010 Population by Relationship and Household Type

Total	95,963
In Households	92.1%
In Family Households	70.4%
Householder	23.6%
Spouse	18.5%
Child	24.8%
Other relative	1.6%
Nonrelative	1.8%
In Nonfamily Households	21.7%
In Group Quarters	7.9%
Institutionalized Population	4.3%
Noninstitutionalized Population	3.6%

**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.

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<b>2016 Population 25+ by Educational Attainment</b>	
Total	64,969
Less than 9th Grade	1.9%
9th - 12th Grade, No Diploma	6.1%
High School Graduate	28.4%
GED/Alternative Credential	4.6%
Some College, No Degree	21.0%
Associate Degree	9.8%
Bachelor's Degree	19.9%
Graduate/Professional Degree	8.3%
<b>2016 Population 15+ by Marital Status</b>	
Total	81,999
Never Married	37.5%
Married	45.2%
Widowed	5.3%
Divorced	12.1%
<b>2016 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	96.5%
Civilian Unemployed	3.5%
<b>2016 Employed Population 16+ by Industry</b>	
Total	51,069
Agriculture/Mining	1.1%
Construction	3.2%
Manufacturing	23.5%
Wholesale Trade	2.5%
Retail Trade	12.3%
Transportation/Utilities	3.7%
Information	1.3%
Finance/Insurance/Real Estate	4.3%
Services	44.3%
Public Administration	3.7%
<b>2016 Employed Population 16+ by Occupation</b>	
Total	51,071
White Collar	54.4%
Management/Business/Financial	11.7%
Professional	18.2%
Sales	10.3%
Administrative Support	14.2%
Services	20.2%
Blue Collar	25.4%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	2.7%
Installation/Maintenance/Repair	3.1%
Production	11.7%
Transportation/Material Moving	7.1%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	95,963
Population Inside Urbanized Area	84.9%
Population Inside Urbanized Cluster	3.8%
Rural Population	11.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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## 2010 Households by Type

Total	37,838
Households with 1 Person	29.9%
Households with 2+ People	70.1%
Family Households	59.8%
Husband-wife Families	47.0%
With Related Children	18.8%
Other Family (No Spouse Present)	12.8%
Other Family with Male Householder	4.1%
With Related Children	2.6%
Other Family with Female Householder	8.8%
With Related Children	5.9%
Nonfamily Households	10.3%
All Households with Children	27.8%
Multigenerational Households	1.6%
Unmarried Partner Households	7.6%
Male-female	7.1%
Same-sex	0.5%

## 2010 Households by Size

Total	37,837
1 Person Household	29.9%
2 Person Household	36.5%
3 Person Household	14.7%
4 Person Household	12.1%
5 Person Household	4.6%
6 Person Household	1.4%
7 + Person Household	0.9%

## 2010 Households by Tenure and Mortgage Status

Total	37,839
Owner Occupied	64.8%
Owned with a Mortgage/Loan	45.7%
Owned Free and Clear	19.0%
Renter Occupied	35.2%

## 2010 Housing Units By Urban/ Rural Status

Total Housing Units	40,734
Housing Units Inside Urbanized Area	84.7%
Housing Units Inside Urbanized Cluster	3.9%
Rural Housing Units	11.3%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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## Top 3 Tapestry Segments

1. Traditional Living (12B)
2. Old and Newcomers (8F)
3. Rustbelt Traditions (5D)

## 2016 Consumer Spending

Apparel & Services: Total \$	\$65,590,862
Average Spent	\$1,687.18
Spending Potential Index	84
Education: Total \$	\$48,023,344
Average Spent	\$1,235.30
Spending Potential Index	87
Entertainment/Recreation: Total \$	\$95,398,124
Average Spent	\$2,453.91
Spending Potential Index	84
Food at Home: Total \$	\$166,450,958
Average Spent	\$4,281.59
Spending Potential Index	86
Food Away from Home: Total \$	\$101,771,423
Average Spent	\$2,617.85
Spending Potential Index	85
Health Care: Total \$	\$176,428,083
Average Spent	\$4,538.23
Spending Potential Index	86
HH Furnishings & Equipment: Total \$	\$58,193,592
Average Spent	\$1,496.90
Spending Potential Index	85
Personal Care Products & Services: Total \$	\$23,761,274
Average Spent	\$611.21
Spending Potential Index	83
Shelter: Total \$	\$507,786,471
Average Spent	\$13,061.70
Spending Potential Index	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$77,675,542
Average Spent	\$1,998.03
Spending Potential Index	86
Travel: Total \$	\$59,640,701
Average Spent	\$1,534.13
Spending Potential Index	82
Vehicle Maintenance & Repairs: Total \$	\$34,257,346
Average Spent	\$881.20
Spending Potential Index	85

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.