

# Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 44.8122/-91.4715

| Waterford Galleria<br>Eau Claire, WI         | 1 mi radius |       | 3 mi radius |       | 5 mi radius |       | 10 mi radius |       |
|--|-------------|-------|-------------|-------|-------------|-------|--------------|-------|
| <b>Population</b>                            |             |       |             |       |             |       |              |       |
| Estimated Population (2023)                  | 7,832       |       | 64,968      |       | 88,873      |       | 120,659      |       |
| Projected Population (2028)                  | 7,866       |       | 66,814      |       | 91,780      |       | 125,078      |       |
| Census Population (2020)                     | 7,701       |       | 64,144      |       | 87,778      |       | 119,150      |       |
| Census Population (2010)                     | 7,315       |       | 61,380      |       | 82,645      |       | 110,654      |       |
| Projected Annual Growth (2023-2028)          | 34          | -     | 1,846       | 0.6%  | 2,907       | 0.7%  | 4,419        | 0.7%  |
| Historical Annual Growth (2020-2023)         | 131         | 0.6%  | 824         | 0.4%  | 1,095       | 0.4%  | 1,509        | 0.4%  |
| Historical Annual Growth (2010-2020)         | 386         | 0.5%  | 2,764       | 0.5%  | 5,133       | 0.6%  | 8,496        | 0.8%  |
| Estimated Population Density (2023)          | 2,494       | psm   | 2,299       | psm   | 1,132       | psm   | 384          | psm   |
| Trade Area Size                              | 3.1         | sq mi | 28.3        | sq mi | 78.5        | sq mi | 314.0        | sq mi |
| <b>Households</b>                            |             |       |             |       |             |       |              |       |
| Estimated Households (2023)                  | 3,660       |       | 27,292      |       | 37,248      |       | 50,225       |       |
| Projected Households (2028)                  | 3,653       |       | 27,992      |       | 38,339      |       | 51,895       |       |
| Census Households (2020)                     | 3,564       |       | 26,542      |       | 36,268      |       | 48,923       |       |
| Census Households (2010)                     | 3,344       |       | 24,757      |       | 33,443      |       | 44,664       |       |
| Projected Annual Growth (2023-2028)          | -6          | -     | 699         | 0.5%  | 1,091       | 0.6%  | 1,670        | 0.7%  |
| Historical Annual Change (2010-2023)         | 315         | 0.7%  | 2,535       | 0.8%  | 3,805       | 0.9%  | 5,561        | 1.0%  |
| <b>Average Household Income</b>              |             |       |             |       |             |       |              |       |
| Estimated Average Household Income (2023)    | \$88,015    |       | \$89,566    |       | \$93,010    |       | \$94,584     |       |
| Projected Average Household Income (2028)    | \$89,077    |       | \$89,043    |       | \$92,405    |       | \$93,762     |       |
| Census Average Household Income (2010)       | \$45,436    |       | \$52,856    |       | \$55,954    |       | \$57,642     |       |
| Census Average Household Income (2000)       | \$41,007    |       | \$46,983    |       | \$48,531    |       | \$49,178     |       |
| Projected Annual Change (2023-2028)          | \$1,062     | 0.2%  | -\$523      | -0.1% | -\$605      | -0.1% | -\$821       | -0.2% |
| Historical Annual Change (2000-2023)         | \$47,008    | 5.0%  | \$42,582    | 3.9%  | \$44,478    | 4.0%  | \$45,406     | 4.0%  |
| <b>Median Household Income</b>               |             |       |             |       |             |       |              |       |
| Estimated Median Household Income (2023)     | \$69,755    |       | \$66,232    |       | \$69,247    |       | \$71,980     |       |
| Projected Median Household Income (2028)     | \$65,041    |       | \$61,348    |       | \$64,410    |       | \$67,323     |       |
| Census Median Household Income (2010)        | \$36,843    |       | \$42,348    |       | \$44,849    |       | \$46,811     |       |
| Census Median Household Income (2000)        | \$33,097    |       | \$38,766    |       | \$40,293    |       | \$41,049     |       |
| Projected Annual Change (2023-2028)          | -\$4,714    | -1.4% | -\$4,884    | -1.5% | -\$4,837    | -1.4% | -\$4,656     | -1.3% |
| Historical Annual Change (2000-2023)         | \$36,658    | 4.8%  | \$27,466    | 3.1%  | \$28,954    | 3.1%  | \$30,931     | 3.3%  |
| <b>Per Capita Income</b>                     |             |       |             |       |             |       |              |       |
| Estimated Per Capita Income (2023)           | \$41,257    |       | \$38,115    |       | \$39,388    |       | \$39,720     |       |
| Projected Per Capita Income (2028)           | \$41,503    |       | \$37,780    |       | \$38,993    |       | \$39,238     |       |
| Census Per Capita Income (2010)              | \$20,771    |       | \$21,317    |       | \$22,643    |       | \$23,266     |       |
| Census Per Capita Income (2000)              | \$18,253    |       | \$18,333    |       | \$18,804    |       | \$19,096     |       |
| Projected Annual Change (2023-2028)          | \$247       | 0.1%  | -\$335      | -0.2% | -\$395      | -0.2% | -\$482       | -0.2% |
| Historical Annual Change (2000-2023)         | \$23,004    | 5.5%  | \$19,782    | 4.7%  | \$20,584    | 4.8%  | \$20,624     | 4.7%  |
| Estimated Average Household Net Worth (2023) | \$299,536   |       | \$352,611   |       | \$367,152   |       | \$386,194    |       |

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| Waterford Galleria<br>Eau Claire, WI          | 1 mi radius |       | 3 mi radius  |       | 5 mi radius  |       | 10 mi radius  |       |
|---|-------------|-------|--------------|-------|--------------|-------|---------------|-------|
| <b>Race and Ethnicity</b>                     |             |       |              |       |              |       |               |       |
| Total Population (2023)                       | 7,832       |       | 64,968       |       | 88,873       |       | 120,659       |       |
| White (2023)                                  | 7,013       | 89.5% | 54,082       | 83.2% | 74,982       | 84.4% | 104,243       | 86.4% |
| Black or African American (2023)              | 143         | 1.8%  | 1,246        | 1.9%  | 1,565        | 1.8%  | 1,945         | 1.6%  |
| American Indian or Alaska Native (2023)       | 18          | 0.2%  | 228          | 0.4%  | 305          | 0.3%  | 410           | 0.3%  |
| Asian (2023)                                  | 278         | 3.5%  | 6,523        | 10.0% | 8,013        | 9.0%  | 8,849         | 7.3%  |
| Hawaiian or Pacific Islander (2023)           | 10          | 0.1%  | 43           | -     | 51           | -     | 55            | -     |
| Other Race (2023)                             | 63          | 0.8%  | 543          | 0.8%  | 771          | 0.9%  | 927           | 0.8%  |
| Two or More Races (2023)                      | 307         | 3.9%  | 2,302        | 3.5%  | 3,187        | 3.6%  | 4,229         | 3.5%  |
| Population < 18 (2023)                        | 1,658 21.2% |       | 12,504 19.2% |       | 17,863 20.1% |       | 24,848 20.6%  |       |
| White Not Hispanic                            | 1,353       | 81.6% | 9,785        | 78.3% | 13,944       | 78.1% | 20,041        | 80.7% |
| Black or African American                     | 53          | 3.2%  | 358          | 2.9%  | 472          | 2.6%  | 512           | 2.1%  |
| Asian   | 74          | 4.5%  | 893          | 7.1%  | 1,404        | 7.9%  | 1,636         | 6.6%  |
| Other Race Not Hispanic                       | 102         | 6.2%  | 730          | 5.8%  | 1,021        | 5.7%  | 1,357         | 5.5%  |
| Hispanic                                      | 76          | 4.6%  | 738          | 5.9%  | 1,021        | 5.7%  | 1,302         | 5.2%  |
| Not Hispanic or Latino Population (2023)      | 7,554 96.4% |       | 62,711 96.5% |       | 85,767 96.5% |       | 116,648 96.7% |       |
| Not Hispanic White                            | 6,916       | 91.6% | 53,323       | 85.0% | 73,972       | 86.2% | 102,961       | 88.3% |
| Not Hispanic Black or African American        | 134         | 1.8%  | 1,205        | 1.9%  | 1,521        | 1.8%  | 1,882         | 1.6%  |
| Not Hispanic American Indian or Alaska Native | 14          | 0.2%  | 163          | 0.3%  | 217          | 0.3%  | 284           | 0.2%  |
| Not Hispanic Asian                            | 278         | 3.7%  | 6,469        | 10.3% | 7,946        | 9.3%  | 8,764         | 7.5%  |
| Not Hispanic Hawaiian or Pacific Islander     | 9           | 0.1%  | 39           | -     | 46           | -     | 50            | -     |
| Not Hispanic Other Race                       | 2           | -     | 32           | -     | 50           | -     | 72            | -     |
| Not Hispanic Two or More Races                | 200         | 2.7%  | 1,479        | 2.4%  | 2,015        | 2.3%  | 2,635         | 2.3%  |
| Hispanic or Latino Population (2023)          | 278 3.6%    |       | 2,257 3.5%   |       | 3,106 3.5%   |       | 4,011 3.3%    |       |
| Hispanic White                                | 97          | 34.8% | 759          | 33.6% | 1,010        | 32.5% | 1,282         | 32.0% |
| Hispanic Black or African American            | 9           | 3.3%  | 40           | 1.8%  | 44           | 1.4%  | 63            | 1.6%  |
| Hispanic American Indian or Alaska Native     | 4           | 1.4%  | 65           | 2.9%  | 87           | 2.8%  | 127           | 3.2%  |
| Hispanic Asian                                | -           | -     | 55           | 2.4%  | 66           | 2.1%  | 85            | 2.1%  |
| Hispanic Hawaiian or Pacific Islander         | 1           | 0.4%  | 4            | 0.2%  | 5            | 0.2%  | 5             | 0.1%  |
| Hispanic Other Race                           | 61          | 21.8% | 511          | 22.6% | 721          | 23.2% | 856           | 21.3% |
| Hispanic Two or More Races                    | 107         | 38.3% | 823          | 36.5% | 1,172        | 37.7% | 1,594         | 39.7% |
| Not Hispanic or Latino Population (2020)      | 7,426 96.4% |       | 61,993 96.6% |       | 84,986 96.8% |       | 115,719 97.1% |       |
| Hispanic or Latino Population (2020)          | 274 3.6%    |       | 2,151 3.4%   |       | 2,793 3.2%   |       | 3,431 2.9%    |       |
| Not Hispanic or Latino Population (2010)      | 7,096 97.0% |       | 60,152 98.0% |       | 81,064 98.1% |       | 108,670 98.2% |       |
| Hispanic or Latino Population (2010)          | 219 3.0%    |       | 1,228 2.0%   |       | 1,581 1.9%   |       | 1,983 1.8%    |       |
| Not Hispanic or Latino Population (2028)      | 7,588 96.5% |       | 64,505 96.5% |       | 88,592 96.5% |       | 120,952 96.7% |       |
| Hispanic or Latino Population (2028)          | 278 3.5%    |       | 2,309 3.5%   |       | 3,188 3.5%   |       | 4,126 3.3%    |       |
| Projected Annual Growth (2023-2028)           | -           |       | 51 0.5%      |       | 82 0.5%      |       | 115 0.6%      |       |
| Historical Annual Growth (2010-2020)          | 55 2.5%     |       | 923 7.5%     |       | 1,211 7.7%   |       | 1,448 7.3%    |       |

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|---------------------------------------|-------|--------------------|--------|--------------------|--------|--------------------|--------|---------------------|--|
| <b>Eau Claire, WI</b>                 |       |                    |        |                    |        |                    |        |                     |  |
| <b>Total Age Distribution (2023)</b>  |       |                    |        |                    |        |                    |        |                     |  |
| Total Population                      |       | 7,832              |        | 64,968             |        | 88,873             |        | 120,659             |  |
| Age Under 5 Years                     | 501   | 6.4%               | 3,419  | 5.3%               | 4,866  | 5.5%               | 6,555  | 5.4%                |  |
| Age 5 to 9 Years                      | 450   | 5.7%               | 3,439  | 5.3%               | 4,986  | 5.6%               | 6,898  | 5.7%                |  |
| Age 10 to 14 Years                    | 435   | 5.6%               | 3,529  | 5.4%               | 5,012  | 5.6%               | 7,120  | 5.9%                |  |
| Age 15 to 19 Years                    | 430   | 5.5%               | 5,671  | 8.7%               | 7,027  | 7.9%               | 8,970  | 7.4%                |  |
| Age 20 to 24 Years                    | 657   | 8.4%               | 9,896  | 15.2%              | 11,641 | 13.1%              | 13,355 | 11.1%               |  |
| Age 25 to 29 Years                    | 696   | 8.9%               | 4,740  | 7.3%               | 6,503  | 7.3%               | 8,423  | 7.0%                |  |
| Age 30 to 34 Years                    | 744   | 9.5%               | 4,254  | 6.5%               | 6,011  | 6.8%               | 8,034  | 6.7%                |  |
| Age 35 to 39 Years                    | 602   | 7.7%               | 4,026  | 6.2%               | 5,745  | 6.5%               | 7,987  | 6.6%                |  |
| Age 40 to 44 Years                    | 428   | 5.5%               | 3,381  | 5.2%               | 4,838  | 5.4%               | 6,980  | 5.8%                |  |
| Age 45 to 49 Years                    | 414   | 5.3%               | 2,776  | 4.3%               | 3,984  | 4.5%               | 5,834  | 4.8%                |  |
| Age 50 to 54 Years                    | 475   | 6.1%               | 3,151  | 4.8%               | 4,497  | 5.1%               | 6,488  | 5.4%                |  |
| Age 55 to 59 Years                    | 427   | 5.5%               | 3,328  | 5.1%               | 4,776  | 5.4%               | 7,092  | 5.9%                |  |
| Age 60 to 64 Years                    | 394   | 5.0%               | 3,449  | 5.3%               | 4,977  | 5.6%               | 7,281  | 6.0%                |  |
| Age 65 to 69 Years                    | 343   | 4.4%               | 3,098  | 4.8%               | 4,458  | 5.0%               | 6,412  | 5.3%                |  |
| Age 70 to 74 Years                    | 305   | 3.9%               | 2,869  | 4.4%               | 4,016  | 4.5%               | 5,572  | 4.6%                |  |
| Age 75 to 79 Years                    | 195   | 2.5%               | 1,722  | 2.7%               | 2,455  | 2.8%               | 3,421  | 2.8%                |  |
| Age 80 to 84 Years                    | 138   | 1.8%               | 1,131  | 1.7%               | 1,553  | 1.7%               | 2,158  | 1.8%                |  |
| Age 85 Years or Over                  | 199   | 2.5%               | 1,088  | 1.7%               | 1,527  | 1.7%               | 2,078  | 1.7%                |  |
| Median Age                            | 34.6  |                    | 33.5   |                    | 34.4   |                    | 35.8   |                     |  |
| Age 19 Years or Less                  | 1,817 | 23.2%              | 16,059 | 24.7%              | 21,891 | 24.6%              | 29,544 | 24.5%               |  |
| Age 20 to 64 Years                    | 4,836 | 61.7%              | 39,001 | 60.0%              | 52,972 | 59.6%              | 71,473 | 59.2%               |  |
| Age 65 Years or Over                  | 1,179 | 15.1%              | 9,908  | 15.3%              | 14,010 | 15.8%              | 19,642 | 16.3%               |  |
| <b>Female Age Distribution (2023)</b> |       |                    |        |                    |        |                    |        |                     |  |
| Female Population                     | 3,907 | 49.9%              | 33,087 | 50.9%              | 44,997 | 50.6%              | 60,598 | 50.2%               |  |
| Age Under 5 Years                     | 239   | 6.1%               | 1,691  | 5.1%               | 2,397  | 5.3%               | 3,211  | 5.3%                |  |
| Age 5 to 9 Years                      | 198   | 5.1%               | 1,662  | 5.0%               | 2,452  | 5.4%               | 3,398  | 5.6%                |  |
| Age 10 to 14 Years                    | 200   | 5.1%               | 1,721  | 5.2%               | 2,415  | 5.4%               | 3,388  | 5.6%                |  |
| Age 15 to 19 Years                    | 196   | 5.0%               | 3,021  | 9.1%               | 3,687  | 8.2%               | 4,612  | 7.6%                |  |
| Age 20 to 24 Years                    | 314   | 8.0%               | 5,211  | 15.8%              | 6,087  | 13.5%              | 6,951  | 11.5%               |  |
| Age 25 to 29 Years                    | 353   | 9.0%               | 2,297  | 6.9%               | 3,155  | 7.0%               | 4,078  | 6.7%                |  |
| Age 30 to 34 Years                    | 355   | 9.1%               | 2,018  | 6.1%               | 2,849  | 6.3%               | 3,829  | 6.3%                |  |
| Age 35 to 39 Years                    | 292   | 7.5%               | 1,906  | 5.8%               | 2,733  | 6.1%               | 3,807  | 6.3%                |  |
| Age 40 to 44 Years                    | 200   | 5.1%               | 1,625  | 4.9%               | 2,313  | 5.1%               | 3,304  | 5.5%                |  |
| Age 45 to 49 Years                    | 217   | 5.5%               | 1,371  | 4.1%               | 1,971  | 4.4%               | 2,878  | 4.7%                |  |
| Age 50 to 54 Years                    | 241   | 6.2%               | 1,589  | 4.8%               | 2,270  | 5.0%               | 3,231  | 5.3%                |  |
| Age 55 to 59 Years                    | 205   | 5.3%               | 1,666  | 5.0%               | 2,370  | 5.3%               | 3,492  | 5.8%                |  |
| Age 60 to 64 Years                    | 205   | 5.2%               | 1,793  | 5.4%               | 2,570  | 5.7%               | 3,736  | 6.2%                |  |
| Age 65 to 69 Years                    | 186   | 4.8%               | 1,668  | 5.0%               | 2,372  | 5.3%               | 3,329  | 5.5%                |  |
| Age 70 to 74 Years                    | 158   | 4.1%               | 1,533  | 4.6%               | 2,146  | 4.8%               | 2,942  | 4.9%                |  |
| Age 75 to 79 Years                    | 117   | 3.0%               | 954    | 2.9%               | 1,340  | 3.0%               | 1,828  | 3.0%                |  |
| Age 80 to 84 Years                    | 93    | 2.4%               | 655    | 2.0%               | 882    | 2.0%               | 1,237  | 2.0%                |  |
| Age 85 Years or Over                  | 137   | 3.5%               | 705    | 2.1%               | 989    | 2.2%               | 1,347  | 2.2%                |  |
| Female Median Age                     | 36.2  |                    | 34.1   |                    | 35.0   |                    | 36.4   |                     |  |
| Age 19 Years or Less                  | 834   | 21.3%              | 8,096  | 24.5%              | 10,951 | 24.3%              | 14,610 | 24.1%               |  |
| Age 20 to 64 Years                    | 2,381 | 61.0%              | 19,475 | 58.9%              | 26,317 | 58.5%              | 35,305 | 58.3%               |  |
| Age 65 Years or Over                  | 692   | 17.7%              | 5,515  | 16.7%              | 7,729  | 17.2%              | 10,683 | 17.6%               |  |

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|--------------------------------------|-------|-------------|--------|-------------|--------|-------------|--------|--------------|--|
| <b>Male Age Distribution (2023)</b>  |       |             |        |             |        |             |        |              |  |
| Male Population                      | 3,925 | 50.1%       | 31,881 | 49.1%       | 43,876 | 49.4%       | 60,061 | 49.8%        |  |
| Age Under 5 Years                    | 262   | 6.7%        | 1,728  | 5.4%        | 2,469  | 5.6%        | 3,344  | 5.6%         |  |
| Age 5 to 9 Years                     | 252   | 6.4%        | 1,777  | 5.6%        | 2,534  | 5.8%        | 3,500  | 5.8%         |  |
| Age 10 to 14 Years                   | 235   | 6.0%        | 1,808  | 5.7%        | 2,597  | 5.9%        | 3,732  | 6.2%         |  |
| Age 15 to 19 Years                   | 234   | 6.0%        | 2,650  | 8.3%        | 3,341  | 7.6%        | 4,358  | 7.3%         |  |
| Age 20 to 24 Years                   | 343   | 8.7%        | 4,685  | 14.7%       | 5,554  | 12.7%       | 6,404  | 10.7%        |  |
| Age 25 to 29 Years                   | 343   | 8.7%        | 2,444  | 7.7%        | 3,349  | 7.6%        | 4,345  | 7.2%         |  |
| Age 30 to 34 Years                   | 388   | 9.9%        | 2,236  | 7.0%        | 3,162  | 7.2%        | 4,204  | 7.0%         |  |
| Age 35 to 39 Years                   | 310   | 7.9%        | 2,120  | 6.7%        | 3,012  | 6.9%        | 4,180  | 7.0%         |  |
| Age 40 to 44 Years                   | 228   | 5.8%        | 1,756  | 5.5%        | 2,525  | 5.8%        | 3,676  | 6.1%         |  |
| Age 45 to 49 Years                   | 197   | 5.0%        | 1,405  | 4.4%        | 2,013  | 4.6%        | 2,957  | 4.9%         |  |
| Age 50 to 54 Years                   | 233   | 5.9%        | 1,562  | 4.9%        | 2,227  | 5.1%        | 3,257  | 5.4%         |  |
| Age 55 to 59 Years                   | 222   | 5.7%        | 1,662  | 5.2%        | 2,405  | 5.5%        | 3,601  | 6.0%         |  |
| Age 60 to 64 Years                   | 189   | 4.8%        | 1,656  | 5.2%        | 2,408  | 5.5%        | 3,545  | 5.9%         |  |
| Age 65 to 69 Years                   | 157   | 4.0%        | 1,430  | 4.5%        | 2,086  | 4.8%        | 3,083  | 5.1%         |  |
| Age 70 to 74 Years                   | 147   | 3.7%        | 1,336  | 4.2%        | 1,870  | 4.3%        | 2,630  | 4.4%         |  |
| Age 75 to 79 Years                   | 78    | 2.0%        | 768    | 2.4%        | 1,115  | 2.5%        | 1,593  | 2.7%         |  |
| Age 80 to 84 Years                   | 45    | 1.1%        | 476    | 1.5%        | 671    | 1.5%        | 922    | 1.5%         |  |
| Age 85 Years or Over                 | 61    | 1.6%        | 383    | 1.2%        | 538    | 1.2%        | 731    | 1.2%         |  |
| Male Median Age                      | 33.0  |             | 33.0   |             | 33.9   |             | 35.3   |              |  |
| Age 19 Years or Less                 | 983   | 25.1%       | 7,963  | 25.0%       | 10,940 | 24.9%       | 14,934 | 24.9%        |  |
| Age 20 to 64 Years                   | 2,454 | 62.5%       | 19,526 | 61.2%       | 26,655 | 60.8%       | 36,168 | 60.2%        |  |
| Age 65 Years or Over                 | 488   | 12.4%       | 4,393  | 13.8%       | 6,281  | 14.3%       | 8,959  | 14.9%        |  |
| <b>Males per 100 Females (2023)</b>  |       |             |        |             |        |             |        |              |  |
| Overall Comparison                   | 100   |             | 96     |             | 98     |             | 99     |              |  |
| Age Under 5 Years                    | 109   | 52.2%       | 102    | 50.5%       | 103    | 50.7%       | 104    | 51.0%        |  |
| Age 5 to 9 Years                     | 128   | 56.1%       | 107    | 51.7%       | 103    | 50.8%       | 103    | 50.7%        |  |
| Age 10 to 14 Years                   | 117   | 53.9%       | 105    | 51.2%       | 108    | 51.8%       | 110    | 52.4%        |  |
| Age 15 to 19 Years                   | 120   | 54.5%       | 88     | 46.7%       | 91     | 47.5%       | 94     | 48.6%        |  |
| Age 20 to 24 Years                   | 109   | 52.2%       | 90     | 47.3%       | 91     | 47.7%       | 92     | 47.9%        |  |
| Age 25 to 29 Years                   | 97    | 49.3%       | 106    | 51.5%       | 106    | 51.5%       | 107    | 51.6%        |  |
| Age 30 to 34 Years                   | 109   | 52.2%       | 111    | 52.6%       | 111    | 52.6%       | 110    | 52.3%        |  |
| Age 35 to 39 Years                   | 106   | 51.5%       | 111    | 52.7%       | 110    | 52.4%       | 110    | 52.3%        |  |
| Age 40 to 44 Years                   | 114   | 53.2%       | 108    | 51.9%       | 109    | 52.2%       | 111    | 52.7%        |  |
| Age 45 to 49 Years                   | 91    | 47.6%       | 103    | 50.6%       | 102    | 50.5%       | 103    | 50.7%        |  |
| Age 50 to 54 Years                   | 97    | 49.2%       | 98     | 49.6%       | 98     | 49.5%       | 101    | 50.2%        |  |
| Age 55 to 59 Years                   | 108   | 52.0%       | 100    | 49.9%       | 101    | 50.4%       | 103    | 50.8%        |  |
| Age 60 to 64 Years                   | 92    | 48.0%       | 92     | 48.0%       | 94     | 48.4%       | 95     | 48.7%        |  |
| Age 65 to 69 Years                   | 84    | 45.8%       | 86     | 46.2%       | 88     | 46.8%       | 93     | 48.1%        |  |
| Age 70 to 74 Years                   | 93    | 48.1%       | 87     | 46.6%       | 87     | 46.6%       | 89     | 47.2%        |  |
| Age 75 to 79 Years                   | 66    | 39.9%       | 81     | 44.6%       | 83     | 45.4%       | 87     | 46.6%        |  |
| Age 80 to 84 Years                   | 48    | 32.6%       | 73     | 42.1%       | 76     | 43.2%       | 75     | 42.7%        |  |
| Age 85 Years or Over                 | 45    | 30.9%       | 54     | 35.2%       | 54     | 35.2%       | 54     | 35.2%        |  |
| Age 19 Years or Less                 | 118   | 54.1%       | 98     | 49.6%       | 100    | 50.0%       | 102    | 50.5%        |  |
| Age 20 to 39 Years                   | 105   | 51.3%       | 100    | 50.1%       | 102    | 50.4%       | 103    | 50.6%        |  |
| Age 40 to 64 Years                   | 100   | 50.0%       | 100    | 50.0%       | 101    | 50.2%       | 102    | 50.6%        |  |
| Age 65 Years or Over                 | 71    | 41.4%       | 80     | 44.3%       | 81     | 44.8%       | 84     | 45.6%        |  |

# Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 44.8122/-91.4715

| Waterford Galleria<br>Eau Claire, WI         |  | 1 mi radius |       | 3 mi radius |       | 5 mi radius |       | 10 mi radius |       |
|--|--|-------------|-------|-------------|-------|-------------|-------|--------------|-------|
| <b>Household Type (2023)</b>                 |  |             |       |             |       |             |       |              |       |
| Total Households                             |  | 3,660       |       | 27,292      |       | 37,248      |       | 50,225       |       |
| Households with Children                     |  | 968         | 26.5% | 6,702       | 24.6% | 9,672       | 26.0% | 12,938       | 25.8% |
| Average Household Size                       |  | 2.1         |       | 2.2         |       | 2.3         |       | 2.3          |       |
| Household Density per Square Mile            |  | 1,165       |       | 966         |       | 474         |       | 160          |       |
| Population Family                            |  | 5,358       | 68.4% | 41,877      | 64.5% | 61,011      | 68.6% | 87,196       | 72.3% |
| Population Non-Family                        |  | 2,362       | 30.2% | 18,744      | 28.9% | 23,045      | 25.9% | 28,167       | 23.3% |
| Population Group Quarters                    |  | 112         | 1.4%  | 4,347       | 6.7%  | 4,817       | 5.4%  | 5,296        | 4.4%  |
| Family Households                            |  | 1,882       | 51.4% | 14,572      | 53.4% | 21,167      | 56.8% | 30,088       | 59.9% |
| Married Couple Households                    |  | 1,224       | 65.0% | 10,467      | 71.8% | 15,668      | 74.0% | 21,751       | 72.3% |
| Other Family Households with Children        |  | 658         | 35.0% | 4,105       | 28.2% | 5,499       | 26.0% | 8,337        | 27.7% |
| Family Households with Children              |  | 964         | 51.2% | 6,674       | 45.8% | 9,632       | 45.5% | 12,885       | 42.8% |
| Married Couple with Children                 |  | 553         | 57.4% | 4,217       | 63.2% | 6,305       | 65.5% | 8,676        | 67.3% |
| Other Family Households with Children        |  | 411         | 42.6% | 2,458       | 36.8% | 3,327       | 34.5% | 4,209        | 32.7% |
| Family Households No Children                |  | 918         | 48.8% | 7,898       | 54.2% | 11,535      | 54.5% | 17,203       | 57.2% |
| Married Couple No Children                   |  | 670         | 73.1% | 6,251       | 79.1% | 9,363       | 81.2% | 13,075       | 76.0% |
| Other Family Households No Children          |  | 247         | 26.9% | 1,647       | 20.9% | 2,172       | 18.8% | 4,129        | 24.0% |
| Non-Family Households                        |  | 1,778       | 48.6% | 12,720      | 46.6% | 16,082      | 43.2% | 20,137       | 40.1% |
| Non-Family Households with Children          |  | 4           | 0.2%  | 27          | 0.2%  | 40          | 0.2%  | 54           | 0.3%  |
| Non-Family Households No Children            |  | 1,774       | 99.8% | 12,693      | 99.8% | 16,042      | 99.8% | 20,084       | 99.7% |
| Average Family Household Size                |  | 2.8         |       | 2.9         |       | 2.9         |       | 2.9          |       |
| Average Family Income                        |  | \$112,972   |       | \$118,684   |       | \$119,516   |       | \$117,637    |       |
| Median Family Income                         |  | \$87,564    |       | \$90,134    |       | \$92,886    |       | \$94,142     |       |
| Average Non-Family Household Size            |  | 1.3         |       | 1.5         |       | 1.4         |       | 1.4          |       |
| <b>Marital Status (2023)</b>                 |  |             |       |             |       |             |       |              |       |
| Population Age 15 Years or Over              |  | 6,445       |       | 54,580      |       | 74,009      |       | 100,085      |       |
| Never Married                                |  | 2,142       | 33.2% | 22,342      | 40.9% | 28,293      | 38.2% | 35,406       | 35.4% |
| Currently Married                            |  | 2,843       | 44.1% | 23,550      | 43.1% | 34,089      | 46.1% | 47,777       | 47.7% |
| Previously Married                           |  | 1,461       | 22.7% | 8,688       | 15.9% | 11,627      | 15.7% | 16,903       | 16.9% |
| Separated                                    |  | 198         | 13.5% | 953         | 11.0% | 1,331       | 11.4% | 1,820        | 10.8% |
| Widowed                                      |  | 273         | 18.7% | 1,657       | 19.1% | 2,332       | 20.1% | 3,696        | 21.9% |
| Divorced                                     |  | 990         | 67.7% | 6,078       | 70.0% | 7,963       | 68.5% | 11,387       | 67.4% |
| <b>Educational Attainment (2023)</b>         |  |             |       |             |       |             |       |              |       |
| Adult Population Age 25 Years or Over        |  | 5,358       |       | 39,013      |       | 55,341      |       | 77,760       |       |
| Elementary (Grade Level 0 to 8)              |  | 92          | 1.7%  | 663         | 1.7%  | 979         | 1.8%  | 1,264        | 1.6%  |
| Some High School (Grade Level 9 to 11)       |  | 68          | 1.3%  | 719         | 1.8%  | 1,150       | 2.1%  | 1,855        | 2.4%  |
| High School Graduate                         |  | 1,338       | 25.0% | 10,099      | 25.9% | 14,327      | 25.9% | 20,297       | 26.1% |
| Some College                                 |  | 1,163       | 21.7% | 7,968       | 20.4% | 11,122      | 20.1% | 15,677       | 20.2% |
| Associate Degree Only                        |  | 1,061       | 19.8% | 5,724       | 14.7% | 8,435       | 15.2% | 12,434       | 16.0% |
| Bachelor Degree Only                         |  | 1,175       | 21.9% | 9,135       | 23.4% | 12,912      | 23.3% | 17,793       | 22.9% |
| Graduate Degree                              |  | 461         | 8.6%  | 4,705       | 12.1% | 6,416       | 11.6% | 8,439        | 10.9% |
| Any College (Some College or Higher)         |  | 3,861       | 72.0% | 27,532      | 70.6% | 38,885      | 70.3% | 54,343       | 69.9% |
| College Degree + (Bachelor Degree or Higher) |  | 1,636       | 30.5% | 13,840      | 35.5% | 19,329      | 34.9% | 26,232       | 33.7% |

# Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 44.8122/-91.4715

| Waterford Galleria<br>Eau Claire, WI           | 1 mi radius |      | 3 mi radius  |      | 5 mi radius  |      | 10 mi radius |      |
|--|-------------|------|--------------|------|--------------|------|--------------|------|
| <b>Housing</b>                                 |             |      |              |      |              |      |              |      |
| Total Housing Units (2023)                     | 3,812       |      | 28,703       |      | 39,241       |      | 53,019       |      |
| Total Housing Units (2020)                     | 3,676       |      | 27,550       |      | 37,673       |      | 50,794       |      |
| Historical Annual Growth (2020-2023)           | 135         | 1.2% | 1,152        | 1.4% | 1,567        | 1.4% | 2,224        | 1.5% |
| Housing Units Occupied (2023)                  | 3,660 96.0% |      | 27,292 95.1% |      | 37,248 94.9% |      | 50,225 94.7% |      |
| Housing Units Owner-Occupied                   | 2,312 63.2% |      | 15,661 57.4% |      | 22,619 60.7% |      | 32,424 64.6% |      |
| Housing Units Renter-Occupied                  | 1,348 36.8% |      | 11,631 42.6% |      | 14,629 39.3% |      | 17,801 35.4% |      |
| Housing Units Vacant (2023)                    | 152 4.0%    |      | 1,411 4.9%   |      | 1,992 5.1%   |      | 2,793 5.3%   |      |
| <b>Household Size (2023)</b>                   |             |      |              |      |              |      |              |      |
| Total Households                               | 3,660       |      | 27,292       |      | 37,248       |      | 50,225       |      |
| 1 Person Households                            | 1,365 37.3% |      | 8,773 32.1%  |      | 11,321 30.4% |      | 14,615 29.1% |      |
| 2 Person Households                            | 1,451 39.7% |      | 10,567 38.7% |      | 14,833 39.8% |      | 20,131 40.1% |      |
| 3 Person Households                            | 406 11.1%   |      | 3,759 13.8%  |      | 5,122 13.8%  |      | 7,001 13.9%  |      |
| 4 Person Households                            | 275 7.5%    |      | 2,714 9.9%   |      | 3,835 10.3%  |      | 5,453 10.9%  |      |
| 5 Person Households                            | 99 2.7%     |      | 972 3.6%     |      | 1,409 3.8%   |      | 2,037 4.1%   |      |
| 6 Person Households                            | 43 1.2%     |      | 356 1.3%     |      | 508 1.4%     |      | 706 1.4%     |      |
| 7 or More Person Households                    | 20 0.5%     |      | 151 0.6%     |      | 221 0.6%     |      | 282 0.6%     |      |
| <b>Household Income Distribution (2023)</b>    |             |      |              |      |              |      |              |      |
| HH Income \$200,000 or More                    | 159 4.3%    |      | 1,768 6.5%   |      | 2,519 6.8%   |      | 3,672 7.3%   |      |
| HH Income \$150,000 to \$199,999               | 142 3.9%    |      | 1,320 4.8%   |      | 2,111 5.7%   |      | 3,173 6.3%   |      |
| HH Income \$125,000 to \$149,999               | 298 8.2%    |      | 1,646 6.0%   |      | 2,577 6.9%   |      | 3,469 6.9%   |      |
| HH Income \$100,000 to \$124,999               | 450 12.3%   |      | 2,794 10.2%  |      | 3,971 10.7%  |      | 5,538 11.0%  |      |
| HH Income \$75,000 to \$99,999                 | 390 10.7%   |      | 3,201 11.7%  |      | 4,543 12.2%  |      | 6,324 12.6%  |      |
| HH Income \$50,000 to \$74,999                 | 908 24.8%   |      | 5,920 21.7%  |      | 7,830 21.0%  |      | 10,361 20.6% |      |
| HH Income \$35,000 to \$49,999                 | 413 11.3%   |      | 3,306 12.1%  |      | 4,524 12.1%  |      | 5,697 11.3%  |      |
| HH Income \$25,000 to \$34,999                 | 244 6.7%    |      | 2,677 9.8%   |      | 3,321 8.9%   |      | 4,432 8.8%   |      |
| HH Income \$15,000 to \$24,999                 | 421 11.5%   |      | 2,033 7.4%   |      | 2,570 6.9%   |      | 3,516 7.0%   |      |
| HH Income \$10,000 to \$14,999                 | 154 4.2%    |      | 1,509 5.5%   |      | 1,819 4.9%   |      | 2,236 4.5%   |      |
| HH Income Under \$10,000                       | 81 2.2%     |      | 1,118 4.1%   |      | 1,464 3.9%   |      | 1,808 3.6%   |      |
| <b>Household Vehicles (2023)</b>               |             |      |              |      |              |      |              |      |
| Households 0 Vehicles Available                | 169 4.6%    |      | 1,824 6.7%   |      | 2,107 5.7%   |      | 2,728 5.4%   |      |
| Households 1 Vehicle Available                 | 1,545 42.2% |      | 10,208 37.4% |      | 13,150 35.3% |      | 16,432 32.7% |      |
| Households 2 Vehicles Available                | 1,335 36.5% |      | 10,144 37.2% |      | 14,461 38.8% |      | 20,024 39.9% |      |
| Households 3 or More Vehicles Available        | 610 16.7%   |      | 5,115 18.7%  |      | 7,532 20.2%  |      | 11,041 22.0% |      |
| Total Vehicles Available                       | 6,264       |      | 47,771       |      | 67,561       |      | 94,104       |      |
| Average Vehicles per Household                 | 1.7         |      | 1.8          |      | 1.8          |      | 1.9          |      |
| Owner-Occupied Household Vehicles              | 4,404 70.3% |      | 30,973 64.8% |      | 46,132 68.3% |      | 68,345 72.6% |      |
| Average Vehicles per Owner-Occupied Household  | 1.9         |      | 2.0          |      | 2.0          |      | 2.1          |      |
| Renter-Occupied Household Vehicles             | 1,860 29.7% |      | 16,798 35.2% |      | 21,430 31.7% |      | 25,758 27.4% |      |
| Average Vehicles per Renter-Occupied Household | 1.4         |      | 1.4          |      | 1.5          |      | 1.4          |      |
| <b>Travel Time (2023)</b>                      |             |      |              |      |              |      |              |      |
| Worker Base Age 16 years or Over               | 4,132       |      | 34,517       |      | 47,093       |      | 63,660       |      |
| Travel to Work in 14 Minutes or Less           | 2,106 51.0% |      | 16,666 48.3% |      | 21,600 45.9% |      | 26,263 41.3% |      |
| Travel to Work in 15 to 29 Minutes             | 1,017 24.6% |      | 10,427 30.2% |      | 15,399 32.7% |      | 22,373 35.1% |      |
| Travel to Work in 30 to 59 Minutes             | 386 9.3%    |      | 3,274 9.5%   |      | 4,355 9.2%   |      | 6,843 10.7%  |      |
| Travel to Work in 60 Minutes or More           | 80 1.9%     |      | 625 1.8%     |      | 889 1.9%     |      | 1,350 2.1%   |      |
| Work at Home                                   | 542 13.1%   |      | 3,525 10.2%  |      | 4,850 10.3%  |      | 6,831 10.7%  |      |
| Average Minutes Travel to Work                 | 12.9        |      | 13.6         |      | 14.0         |      | 15.3         |      |

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| Waterford Galleria<br>Eau Claire, WI           | 1 mi radius |       | 3 mi radius |       | 5 mi radius |       | 10 mi radius |       |
|--|-------------|-------|-------------|-------|-------------|-------|--------------|-------|
| <b>Transportation To Work (2023)</b>           |             |       |             |       |             |       |              |       |
| Worker Base Age 16 years or Over               | 4,132       |       | 34,517      |       | 47,093      |       | 63,660       |       |
| Drive to Work Alone                            | 3,126       | 75.7% | 26,606      | 77.1% | 36,657      | 77.8% | 49,610       | 77.9% |
| Drive to Work in Carpool                       | 293         | 7.1%  | 2,379       | 6.9%  | 3,346       | 7.1%  | 4,295        | 6.7%  |
| Travel to Work by Public Transportation        | 20          | 0.5%  | 334         | 1.0%  | 399         | 0.8%  | 521          | 0.8%  |
| Drive to Work on Motorcycle                    | 24          | 0.6%  | 27          | -     | 43          | -     | 100          | 0.2%  |
| Bicycle to Work                                | 60          | 1.5%  | 313         | 0.9%  | 349         | 0.7%  | 413          | 0.6%  |
| Walk to Work                                   | 61          | 1.5%  | 1,210       | 3.5%  | 1,282       | 2.7%  | 1,527        | 2.4%  |
| Other Means                                    | 5           | 0.1%  | 123         | 0.4%  | 168         | 0.4%  | 364          | 0.6%  |
| Work at Home                                   | 542         | 13.1% | 3,525       | 10.2% | 4,850       | 10.3% | 6,831        | 10.7% |
| <b>Daytime Demographics (2023)</b>             |             |       |             |       |             |       |              |       |
| Total Businesses                               | 433         |       | 2,454       |       | 3,422       |       | 4,297        |       |
| Total Employees                                | 4,991       |       | 30,651      |       | 47,686      |       | 62,106       |       |
| Company Headquarter Businesses                 | 16          | 3.7%  | 91          | 3.7%  | 147         | 4.3%  | 189          | 4.4%  |
| Company Headquarter Employees                  | 1,162       | 23.3% | 5,859       | 19.1% | 8,963       | 18.8% | 13,182       | 21.2% |
| Employee Population per Business               | 11.5 to 1   |       | 12.5 to 1   |       | 13.9 to 1   |       | 14.5 to 1    |       |
| Residential Population per Business            | 18.1 to 1   |       | 26.5 to 1   |       | 26.0 to 1   |       | 28.1 to 1    |       |
| Adj. Daytime Demographics Age 16 Years or Over | 7,207       |       | 49,949      |       | 73,531      |       | 97,004       |       |
| <b>Labor Force</b>                             |             |       |             |       |             |       |              |       |
| Labor Population Age 16 Years or Over (2023)   | 6,351       |       | 53,837      |       | 72,967      |       | 98,617       |       |
| Labor Force Total Males (2023)                 | 3,124       | 49.2% | 26,167      | 48.6% | 35,732      | 49.0% | 48,722       | 49.4% |
| Male Civilian Employed                         | 2,083       | 66.7% | 17,389      | 66.5% | 24,114      | 67.5% | 32,938       | 67.6% |
| Male Civilian Unemployed                       | 45          | 1.4%  | 428         | 1.6%  | 577         | 1.6%  | 800          | 1.6%  |
| Males in Armed Forces                          | 2           | -     | 9           | -     | 14          | -     | 17           | -     |
| Males Not in Labor Force                       | 994         | 31.8% | 8,340       | 31.9% | 11,028      | 30.9% | 14,967       | 30.7% |
| Labor Force Total Females (2023)               | 3,227       | 50.8% | 27,669      | 51.4% | 37,235      | 51.0% | 49,895       | 50.6% |
| Female Civilian Employed                       | 2,050       | 63.5% | 17,129      | 61.9% | 22,981      | 61.7% | 30,724       | 61.6% |
| Female Civilian Unemployed                     | 23          | 0.7%  | 494         | 1.8%  | 658         | 1.8%  | 885          | 1.8%  |
| Females in Armed Forces                        | -           | -     | 11          | -     | 13          | -     | 39           | -     |
| Females Not in Labor Force                     | 1,154       | 35.8% | 10,035      | 36.3% | 13,583      | 36.5% | 18,247       | 36.6% |
| Unemployment Rate                              | 68          | 1.1%  | 923         | 1.7%  | 1,235       | 1.7%  | 1,684        | 1.7%  |
| <b>Occupation (2023)</b>                       |             |       |             |       |             |       |              |       |
| Occupation Population Age 16 Years or Over     | 4,132       |       | 34,517      |       | 47,093      |       | 63,660       |       |
| Occupation Total Males                         | 2,083       | 50.4% | 17,389      | 50.4% | 24,114      | 51.2% | 32,938       | 51.7% |
| Occupation Total Females                       | 2,049       | 49.6% | 17,128      | 49.6% | 22,979      | 48.8% | 30,722       | 48.3% |
| Management, Business, Financial Operations     | 776         | 18.8% | 4,715       | 13.7% | 6,412       | 13.6% | 8,677        | 13.6% |
| Professional, Related                          | 813         | 19.7% | 7,437       | 21.5% | 10,226      | 21.7% | 13,540       | 21.3% |
| Service  | 665         | 16.1% | 6,133       | 17.8% | 7,915       | 16.8% | 10,536       | 16.6% |
| Sales, Office                                  | 930         | 22.5% | 7,123       | 20.6% | 9,623       | 20.4% | 12,959       | 20.4% |
| Farming, Fishing, Forestry                     | 9           | 0.2%  | 64          | 0.2%  | 96          | 0.2%  | 157          | 0.2%  |
| Construction, Extraction, Maintenance          | 237         | 5.7%  | 2,094       | 6.1%  | 2,969       | 6.3%  | 4,678        | 7.3%  |
| Production, Transport, Material Moving         | 701         | 17.0% | 6,952       | 20.1% | 9,852       | 20.9% | 13,112       | 20.6% |
| White Collar Workers                           | 2,519       | 61.0% | 19,275      | 55.8% | 26,261      | 55.8% | 35,177       | 55.3% |
| Blue Collar Workers                            | 1,613       | 39.0% | 15,243      | 44.2% | 20,832      | 44.2% | 28,483       | 44.7% |



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|------------------------------------|--|-------------|-------|-------------|-------|-------------|-------|--------------|-------|
| Eau Claire, WI                     |  |             |       |             |       |             |       |              |       |
| <b>Units In Structure (2023)</b>   |  |             |       |             |       |             |       |              |       |
| Total Units                        |  | 3,660       |       | 27,292      |       | 37,248      |       | 50,225       |       |
| 1 Detached Unit                    |  | 2,369       | 64.7% | 15,781      | 57.8% | 22,173      | 59.5% | 32,118       | 63.9% |
| 1 Attached Unit                    |  | 136         | 3.7%  | 1,982       | 7.3%  | 2,945       | 7.9%  | 3,521        | 7.0%  |
| 2 Units                            |  | 372         | 10.2% | 2,433       | 8.9%  | 2,997       | 8.0%  | 3,584        | 7.1%  |
| 3 to 4 Units                       |  | 295         | 8.1%  | 1,956       | 7.2%  | 2,508       | 6.7%  | 3,504        | 7.0%  |
| 5 to 9 Units                       |  | 117         | 3.2%  | 1,466       | 5.4%  | 1,931       | 5.2%  | 2,172        | 4.3%  |
| 10 to 19 Units                     |  | 21          | 0.6%  | 593         | 2.2%  | 717         | 1.9%  | 909          | 1.8%  |
| 20 to 49 Units                     |  | 191         | 5.2%  | 1,220       | 4.5%  | 1,372       | 3.7%  | 1,503        | 3.0%  |
| 50 or More Units                   |  | 111         | 3.0%  | 1,202       | 4.4%  | 1,463       | 3.9%  | 1,492        | 3.0%  |
| Mobile Home or Trailer             |  | 46          | 1.3%  | 659         | 2.4%  | 1,142       | 3.1%  | 1,421        | 2.8%  |
| Other Structure                    |  | -           | -     | -           | -     | -           | -     | 1            | -     |
| <b>Homes Built By Year (2023)</b>  |  |             |       |             |       |             |       |              |       |
| Homes Built 2020 or later          |  | -           | -     | 60          | 0.2%  | 74          | 0.2%  | 372          | 0.7%  |
| Homes Built 2010 to 2019           |  | 276         | 7.2%  | 2,237       | 7.8%  | 3,730       | 9.5%  | 5,328        | 10.0% |
| Homes Built 2000 to 2009           |  | 165         | 4.3%  | 2,183       | 7.6%  | 3,857       | 9.8%  | 5,924        | 11.2% |
| Homes Built 1990 to 1999           |  | 279         | 7.3%  | 2,978       | 10.4% | 4,573       | 11.7% | 6,088        | 11.5% |
| Homes Built 1980 to 1989           |  | 329         | 8.6%  | 2,976       | 10.4% | 3,993       | 10.2% | 5,476        | 10.3% |
| Homes Built 1970 to 1979           |  | 458         | 12.0% | 5,691       | 19.8% | 7,603       | 19.4% | 9,119        | 17.2% |
| Homes Built 1960 to 1969           |  | 206         | 5.4%  | 2,654       | 9.2%  | 3,332       | 8.5%  | 4,197        | 7.9%  |
| Homes Built 1950 to 1959           |  | 420         | 11.0% | 3,050       | 10.6% | 3,673       | 9.4%  | 4,519        | 8.5%  |
| Homes Built 1940 to 1949           |  | 236         | 6.2%  | 958         | 3.3%  | 1,234       | 3.1%  | 1,812        | 3.4%  |
| Homes Built Before 1939            |  | 1,291       | 33.9% | 4,506       | 15.7% | 5,181       | 13.2% | 7,390        | 13.9% |
| Median Age of Homes                |  | 62.1        | yrs   | 51.8        | yrs   | 48.7        | yrs   | 48.0         | yrs   |
| <b>Home Values (2023)</b>          |  |             |       |             |       |             |       |              |       |
| Owner Specified Housing Units      |  | 2,312       |       | 15,661      |       | 22,619      |       | 32,424       |       |
| Home Values \$1,000,000 or More    |  | 15          | 0.6%  | 81          | 0.5%  | 108         | 0.5%  | 197          | 0.6%  |
| Home Values \$750,000 to \$999,999 |  | 7           | 0.3%  | 87          | 0.6%  | 128         | 0.6%  | 230          | 0.7%  |
| Home Values \$500,000 to \$749,999 |  | 114         | 4.9%  | 594         | 3.8%  | 945         | 4.2%  | 1,523        | 4.7%  |
| Home Values \$400,000 to \$499,999 |  | 282         | 12.2% | 1,377       | 8.8%  | 1,961       | 8.7%  | 2,929        | 9.0%  |
| Home Values \$300,000 to \$399,999 |  | 256         | 11.1% | 2,372       | 15.1% | 3,557       | 15.7% | 5,023        | 15.5% |
| Home Values \$250,000 to \$299,999 |  | 141         | 6.1%  | 1,567       | 10.0% | 2,475       | 10.9% | 3,744        | 11.5% |
| Home Values \$200,000 to \$249,999 |  | 427         | 18.5% | 3,208       | 20.5% | 4,694       | 20.8% | 6,089        | 18.8% |
| Home Values \$175,000 to \$199,999 |  | 174         | 7.5%  | 1,353       | 8.6%  | 1,909       | 8.4%  | 2,906        | 9.0%  |
| Home Values \$150,000 to \$174,999 |  | 242         | 10.5% | 1,251       | 8.0%  | 1,818       | 8.0%  | 2,903        | 9.0%  |
| Home Values \$125,000 to \$149,999 |  | 205         | 8.9%  | 1,332       | 8.5%  | 1,659       | 7.3%  | 2,340        | 7.2%  |
| Home Values \$100,000 to \$124,999 |  | 143         | 6.2%  | 772         | 4.9%  | 1,021       | 4.5%  | 1,650        | 5.1%  |
| Home Values \$90,000 to \$99,999   |  | 55          | 2.4%  | 357         | 2.3%  | 471         | 2.1%  | 538          | 1.7%  |
| Home Values \$80,000 to \$89,999   |  | 44          | 1.9%  | 141         | 0.9%  | 165         | 0.7%  | 229          | 0.7%  |
| Home Values \$70,000 to \$79,999   |  | 99          | 4.3%  | 234         | 1.5%  | 255         | 1.1%  | 317          | 1.0%  |
| Home Values \$60,000 to \$69,999   |  | 28          | 1.2%  | 111         | 0.7%  | 120         | 0.5%  | 140          | 0.4%  |
| Home Values \$50,000 to \$59,999   |  | 4           | 0.2%  | 26          | 0.2%  | 41          | 0.2%  | 125          | 0.4%  |
| Home Values \$35,000 to \$49,999   |  | 32          | 1.4%  | 61          | 0.4%  | 78          | 0.3%  | 112          | 0.3%  |
| Home Values \$25,000 to \$34,999   |  | 8           | 0.4%  | 64          | 0.4%  | 100         | 0.4%  | 133          | 0.4%  |
| Home Values \$10,000 to \$24,999   |  | 14          | 0.6%  | 348         | 2.2%  | 488         | 2.2%  | 555          | 1.7%  |
| Home Values Under \$10,000         |  | 20          | 0.9%  | 324         | 2.1%  | 626         | 2.8%  | 742          | 2.3%  |
| Owner-Occupied Median Home Value   |  | \$221,729   |       | \$226,937   |       | \$230,475   |       | \$234,022    |       |
| Renter-Occupied Median Rent        |  | \$701       |       | \$722       |       | \$741       |       | \$744        |       |



# Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 44.8122/-91.4715

| <b>Waterford Galleria<br/>Eau Claire, WI</b>         | <b>1 mi radius</b> | <b>3 mi radius</b> | <b>5 mi radius</b> | <b>10 mi radius</b> |
|--|--------------------|--------------------|--------------------|---------------------|
| <b>Total Annual Consumer Expenditure (2023)</b>      |                    |                    |                    |                     |
| Total Household Expenditure                          | \$235.71 M         | \$1.77 B           | \$2.48 B           | \$3.39 B            |
| Total Non-Retail Expenditure                         | \$124.08 M         | \$933.36 M         | \$1.31 B           | \$1.79 B            |
| Total Retail Expenditure                             | \$111.63 M         | \$834.31 M         | \$1.17 B           | \$1.6 B             |
| Apparel  | \$8.18 M           | \$61.86 M          | \$86.94 M          | \$118.82 M          |
| Contributions  | \$7.53 M           | \$57.24 M          | \$80.72 M          | \$110.93 M          |
| Education  | \$6.56 M           | \$51.87 M          | \$73.15 M          | \$100.62 M          |
| Entertainment  | \$13.2 M           | \$99.29 M          | \$139.91 M         | \$191.72 M          |
| Food and Beverages                                   | \$34.9 M           | \$260.8 M          | \$365.67 M         | \$498.25 M          |
| Furnishings and Equipment                            | \$8.24 M           | \$61.82 M          | \$87.12 M          | \$119.28 M          |
| Gifts  | \$5.69 M           | \$43.59 M          | \$61.3 M           | \$83.88 M           |
| Health Care  | \$20.32 M          | \$150.44 M         | \$210.93 M         | \$287.59 M          |
| Household Operations                                 | \$9.18 M           | \$69.05 M          | \$97.09 M          | \$132.86 M          |
| Miscellaneous Expenses                               | \$4.46 M           | \$33.36 M          | \$46.89 M          | \$64.06 M           |
| Personal Care  | \$3.17 M           | \$23.72 M          | \$33.31 M          | \$45.47 M           |
| Personal Insurance                                   | \$1.6 M            | \$12.19 M          | \$17.28 M          | \$23.83 M           |
| Reading  | \$514.97 K         | \$3.86 M           | \$5.43 M           | \$7.42 M            |
| Shelter  | \$49.65 M          | \$373.74 M         | \$523.57 M         | \$713.18 M          |
| Tobacco  | \$1.49 M           | \$10.99 M          | \$15.2 M           | \$20.42 M           |
| Transportation                                       | \$43.27 M          | \$322.39 M         | \$453.22 M         | \$618.75 M          |
| Utilities  | \$17.75 M          | \$131.42 M         | \$183.6 M          | \$249.39 M          |
| <b>Monthly Household Consumer Expenditure (2023)</b> |                    |                    |                    |                     |
| Total Household Expenditure                          | \$5,368            | \$5,397            | \$5,551            | \$5,619             |
| Total Non-Retail Expenditure                         | \$2,826 52.6%      | \$2,850 52.8%      | \$2,929 52.8%      | \$2,965 52.8%       |
| Total Retail Expenditures                            | \$2,542 47.4%      | \$2,547 47.2%      | \$2,622 47.2%      | \$2,654 47.2%       |
| Apparel  | \$186 3.5%         | \$189 3.5%         | \$195 3.5%         | \$197 3.5%          |
| Contributions  | \$172 3.2%         | \$175 3.2%         | \$181 3.3%         | \$184 3.3%          |
| Education  | \$149 2.8%         | \$158 2.9%         | \$164 2.9%         | \$167 3.0%          |
| Entertainment  | \$301 5.6%         | \$303 5.6%         | \$313 5.6%         | \$318 5.7%          |
| Food and Beverages                                   | \$795 14.8%        | \$796 14.8%        | \$818 14.7%        | \$827 14.7%         |
| Furnishings and Equipment                            | \$188 3.5%         | \$189 3.5%         | \$195 3.5%         | \$198 3.5%          |
| Gifts  | \$130 2.4%         | \$133 2.5%         | \$137 2.5%         | \$139 2.5%          |
| Health Care  | \$463 8.6%         | \$459 8.5%         | \$472 8.5%         | \$477 8.5%          |
| Household Operations                                 | \$209 3.9%         | \$211 3.9%         | \$217 3.9%         | \$220 3.9%          |
| Miscellaneous Expenses                               | \$102 1.9%         | \$102 1.9%         | \$105 1.9%         | \$106 1.9%          |
| Personal Care  | \$72 1.3%          | \$72 1.3%          | \$75 1.3%          | \$75 1.3%           |
| Personal Insurance                                   | \$37 0.7%          | \$37 0.7%          | \$39 0.7%          | \$40 0.7%           |
| Reading  | \$12 0.2%          | \$12 0.2%          | \$12 0.2%          | \$12 0.2%           |
| Shelter  | \$1,131 21.1%      | \$1,141 21.1%      | \$1,171 21.1%      | \$1,183 21.1%       |
| Tobacco  | \$34 0.6%          | \$34 0.6%          | \$34 0.6%          | \$34 0.6%           |
| Transportation                                       | \$985 18.4%        | \$984 18.2%        | \$1,014 18.3%      | \$1,027 18.3%       |
| Utilities  | \$404 7.5%         | \$401 7.4%         | \$411 7.4%         | \$414 7.4%          |