

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 43.0726/-88.049

2999 N Mayfair Rd Wauwatosa, WI 53226		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Population									
Estimated Population (2024)		6,826		94,785		301,534		570,317	
Projected Population (2029)		6,846		94,667		302,957		570,420	
Census Population (2020)		7,040		96,170		304,156		578,093	
Census Population (2010)		6,195		94,998		306,040		586,695	
Projected Annual Growth (2024-2029)		19	-	-118	-	1,423	-	103	-
Historical Annual Growth (2020-2024)		-213	-0.8%	-1,385	-0.4%	-2,622	-0.2%	-7,777	-0.3%
Historical Annual Growth (2010-2020)		845	1.4%	1,172	0.1%	-1,884	-	-8,601	-0.1%
Estimated Population Density (2024)		2,174 <i>psm</i>		3,354 <i>psm</i>		3,841 <i>psm</i>		3,706 <i>psm</i>	
Trade Area Size		3.1 <i>sq mi</i>		28.3 <i>sq mi</i>		78.5 <i>sq mi</i>		153.9 <i>sq mi</i>	
Households									
Estimated Households (2024)		3,229		41,794		125,980		236,530	
Projected Households (2029)		3,243		41,882		126,572		236,527	
Census Households (2020)		3,150		41,800		124,480		233,481	
Census Households (2010)		2,678		40,366		121,945		229,113	
Projected Annual Growth (2024-2029)		14	-	88	-	592	-	-3	-
Historical Annual Change (2010-2024)		552	1.5%	1,428	0.3%	4,035	0.2%	7,418	0.2%
Average Household Income									
Estimated Average Household Income (2024)		\$112,553		\$109,549		\$98,448		\$90,036	
Projected Average Household Income (2029)		\$117,941		\$114,990		\$103,078		\$94,649	
Census Average Household Income (2010)		\$76,531		\$69,040		\$60,371		\$55,089	
Census Average Household Income (2000)		\$63,311		\$59,623		\$54,204		\$49,941	
Projected Annual Change (2024-2029)		\$5,388	1.0%	\$5,441	1.0%	\$4,630	0.9%	\$4,613	1.0%
Historical Annual Change (2000-2024)		\$49,241	3.2%	\$49,926	3.5%	\$44,244	3.4%	\$40,095	3.3%
Median Household Income									
Estimated Median Household Income (2024)		\$88,814		\$83,165		\$72,832		\$65,921	
Projected Median Household Income (2029)		\$88,950		\$83,808		\$73,838		\$66,879	
Census Median Household Income (2010)		\$58,606		\$55,652		\$49,326		\$45,123	
Census Median Household Income (2000)		\$52,728		\$49,356		\$44,834		\$41,122	
Projected Annual Change (2024-2029)		\$136	-	\$643	0.2%	\$1,005	0.3%	\$957	0.3%
Historical Annual Change (2000-2024)		\$36,086	2.9%	\$33,810	2.9%	\$27,999	2.6%	\$24,800	2.5%
Per Capita Income									
Estimated Per Capita Income (2024)		\$53,325		\$48,440		\$41,221		\$37,480	
Projected Per Capita Income (2029)		\$55,957		\$51,009		\$43,154		\$39,385	
Census Per Capita Income (2010)		\$33,088		\$29,337		\$24,055		\$21,512	
Census Per Capita Income (2000)		\$27,308		\$25,771		\$21,291		\$19,238	
Projected Annual Change (2024-2029)		\$2,632	1.0%	\$2,569	1.1%	\$1,933	0.9%	\$1,906	1.0%
Historical Annual Change (2000-2024)		\$26,017	4.0%	\$22,669	3.7%	\$19,930	3.9%	\$18,242	4.0%
Estimated Average Household Net Worth (2024)		\$978,146		\$946,214		\$827,154		\$739,108	

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	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Race and Ethnicity								
Total Population (2024)	6,826		94,785		301,534		570,317	
White (2024)	3,964	58.1%	62,333	65.8%	191,134	63.4%	347,536	60.9%
Black or African American (2024)	1,609	23.6%	17,493	18.5%	60,348	20.0%	124,313	21.8%
American Indian or Alaska Native (2024)	28	0.4%	377	0.4%	1,759	0.6%	3,503	0.6%
Asian (2024)	509	7.5%	4,831	5.1%	14,281	4.7%	27,031	4.7%
Hawaiian or Pacific Islander (2024)	5	-	51	-	150	-	242	-
Other Race (2024)	99	1.5%	1,937	2.0%	8,965	3.0%	20,944	3.7%
Two or More Races (2024)	613	9.0%	7,765	8.2%	24,899	8.3%	46,748	8.2%
Population < 18 (2024)	1,859	27.2%	21,422	22.6%	68,040	22.6%	129,350	22.7%
White Not Hispanic	567	30.5%	9,225	43.1%	28,608	42.0%	51,901	40.1%
Black or African American	717	38.6%	5,596	26.1%	18,954	27.9%	38,443	29.7%
Asian	189	10.2%	1,576	7.4%	4,229	6.2%	7,566	5.8%
Other Race Not Hispanic	82	4.4%	1,058	4.9%	3,486	5.1%	6,469	5.0%
Hispanic	304	16.4%	3,968	18.5%	12,762	18.8%	24,970	19.3%
Not Hispanic or Latino Population (2024)	5,885	86.2%	82,512	87.1%	261,543	86.7%	487,408	85.5%
Not Hispanic White	3,609	61.3%	57,926	70.2%	179,619	68.7%	327,521	67.2%
Not Hispanic Black or African American	1,573	26.7%	17,138	20.8%	59,036	22.6%	116,783	24.0%
Not Hispanic American Indian or Alaska Native	8	0.1%	114	0.1%	592	0.2%	1,304	0.3%
Not Hispanic Asian	502	8.5%	4,806	5.8%	14,167	5.4%	26,751	5.5%
Not Hispanic Hawaiian or Pacific Islander	3	-	17	-	57	-	93	-
Not Hispanic Other Race	6	0.1%	119	0.1%	519	0.2%	1,145	0.2%
Not Hispanic Two or More Races	183	3.1%	2,391	2.9%	7,554	2.9%	13,811	2.8%
Hispanic or Latino Population (2024)	942	13.8%	12,273	12.9%	39,991	13.3%	82,908	14.5%
Hispanic White	354	37.6%	4,406	35.9%	11,515	28.8%	20,014	24.1%
Hispanic Black or African American	36	3.9%	354	2.9%	1,312	3.3%	7,530	9.1%
Hispanic American Indian or Alaska Native	20	2.1%	263	2.1%	1,167	2.9%	2,199	2.7%
Hispanic Asian	7	0.7%	24	0.2%	113	0.3%	280	0.3%
Hispanic Hawaiian or Pacific Islander	2	0.2%	33	0.3%	93	0.2%	149	0.2%
Hispanic Other Race	93	9.9%	1,818	14.8%	8,446	21.1%	19,799	23.9%
Hispanic Two or More Races	429	45.6%	5,374	43.8%	17,345	43.4%	32,937	39.7%
Not Hispanic or Latino Population (2020)	6,681	94.9%	91,597	95.2%	286,586	94.2%	511,742	88.5%
Hispanic or Latino Population (2020)	358	5.1%	4,573	4.8%	17,570	5.8%	66,351	11.5%
Not Hispanic or Latino Population (2010)	5,974	96.4%	91,651	96.5%	292,653	95.6%	532,886	90.8%
Hispanic or Latino Population (2010)	220	3.6%	3,346	3.5%	13,388	4.4%	53,809	9.2%
Not Hispanic or Latino Population (2029)	5,823	85.1%	81,334	85.9%	259,464	85.6%	482,185	84.5%
Hispanic or Latino Population (2029)	1,023	14.9%	13,332	14.1%	43,493	14.4%	88,235	15.5%
Projected Annual Growth (2024-2029)	81	1.7%	1,059	1.7%	3,502	1.8%	5,326	1.3%
Historical Annual Growth (2010-2020)	138	6.2%	1,227	3.7%	4,183	3.1%	12,542	2.3%

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Wauwatosa, WI 53226											
Total Age Distribution (2024)											
Total Population				6,826		94,785		301,534		570,317	
Age Under 5 Years				604	8.8%	6,110	6.4%	18,218	6.0%	34,822	6.1%
Age 5 to 9 Years				441	6.5%	5,779	6.1%	18,881	6.3%	35,916	6.3%
Age 10 to 14 Years				535	7.8%	5,989	6.3%	19,479	6.5%	37,059	6.5%
Age 15 to 19 Years				396	5.8%	5,593	5.9%	18,954	6.3%	37,870	6.6%
Age 20 to 24 Years				324	4.7%	4,785	5.0%	16,416	5.4%	36,170	6.3%
Age 25 to 29 Years				545	8.0%	6,852	7.2%	21,685	7.2%	41,223	7.2%
Age 30 to 34 Years				556	8.1%	7,883	8.3%	24,051	8.0%	43,494	7.6%
Age 35 to 39 Years				490	7.2%	6,834	7.2%	21,958	7.3%	40,181	7.0%
Age 40 to 44 Years				407	6.0%	6,154	6.5%	20,232	6.7%	37,646	6.6%
Age 45 to 49 Years				338	5.0%	5,290	5.6%	17,456	5.8%	32,460	5.7%
Age 50 to 54 Years				292	4.3%	5,361	5.7%	17,485	5.8%	32,550	5.7%
Age 55 to 59 Years				373	5.5%	5,463	5.8%	18,172	6.0%	33,639	5.9%
Age 60 to 64 Years				392	5.7%	5,888	6.2%	19,120	6.3%	35,624	6.2%
Age 65 to 69 Years				364	5.3%	5,462	5.8%	17,094	5.7%	31,486	5.5%
Age 70 to 74 Years				325	4.8%	4,237	4.5%	12,828	4.3%	23,720	4.2%
Age 75 to 79 Years				194	2.8%	2,773	2.9%	8,334	2.8%	15,690	2.8%
Age 80 to 84 Years				117	1.7%	1,841	1.9%	5,197	1.7%	10,146	1.8%
Age 85 Years or Over				135	2.0%	2,491	2.6%	5,973	2.0%	10,620	1.9%
Median Age				34.2		37.6		37.4		36.9	
Age 19 Years or Less				1,975	28.9%	23,470	24.8%	75,532	25.0%	145,666	25.5%
Age 20 to 64 Years				3,717	54.5%	54,510	57.5%	176,575	58.6%	332,988	58.4%
Age 65 Years or Over				1,135	16.6%	16,804	17.7%	49,427	16.4%	91,662	16.1%
Female Age Distribution (2024)											
Female Population				3,528	51.7%	49,344	52.1%	158,104	52.4%	294,964	51.7%
Age Under 5 Years				306	8.7%	3,028	6.1%	8,929	5.6%	17,205	5.8%
Age 5 to 9 Years				192	5.5%	2,832	5.7%	9,150	5.8%	17,553	6.0%
Age 10 to 14 Years				252	7.1%	2,881	5.8%	9,510	6.0%	18,160	6.2%
Age 15 to 19 Years				175	5.0%	2,550	5.2%	9,068	5.7%	17,201	5.8%
Age 20 to 24 Years				172	4.9%	2,348	4.8%	8,294	5.2%	17,465	5.9%
Age 25 to 29 Years				280	7.9%	3,619	7.3%	11,563	7.3%	21,766	7.4%
Age 30 to 34 Years				276	7.8%	4,120	8.4%	12,943	8.2%	23,235	7.9%
Age 35 to 39 Years				259	7.3%	3,659	7.4%	11,890	7.5%	21,424	7.3%
Age 40 to 44 Years				210	5.9%	3,297	6.7%	10,868	6.9%	19,934	6.8%
Age 45 to 49 Years				186	5.3%	2,815	5.7%	9,353	5.9%	17,159	5.8%
Age 50 to 54 Years				147	4.2%	2,842	5.8%	9,214	5.8%	16,752	5.7%
Age 55 to 59 Years				206	5.9%	2,929	5.9%	9,679	6.1%	17,618	6.0%
Age 60 to 64 Years				202	5.7%	3,202	6.5%	10,274	6.5%	18,813	6.4%
Age 65 to 69 Years				196	5.6%	2,972	6.0%	9,334	5.9%	16,971	5.8%
Age 70 to 74 Years				182	5.2%	2,343	4.7%	6,984	4.4%	12,962	4.4%
Age 75 to 79 Years				122	3.4%	1,518	3.1%	4,624	2.9%	8,711	3.0%
Age 80 to 84 Years				74	2.1%	1,052	2.1%	3,019	1.9%	5,904	2.0%
Age 85 Years or Over				90	2.6%	1,338	2.7%	3,406	2.2%	6,130	2.1%
Female Median Age				36.0		38.8		38.5		38.1	
Age 19 Years or Less				926	26.2%	11,292	22.9%	36,657	23.2%	70,119	23.8%
Age 20 to 64 Years				1,938	54.9%	28,830	58.4%	94,080	59.5%	174,167	59.0%
Age 65 Years or Over				664	18.8%	9,222	18.7%	27,367	17.3%	50,678	17.2%

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Wauwatosa, WI 53226									
Male Age Distribution (2024)									
Male Population	3,299	48.3%	45,441	47.9%	143,430	47.6%	275,353	48.3%	
Age Under 5 Years	297	9.0%	3,082	6.8%	9,289	6.5%	17,617	6.4%	
Age 5 to 9 Years	248	7.5%	2,946	6.5%	9,731	6.8%	18,363	6.7%	
Age 10 to 14 Years	283	8.6%	3,108	6.8%	9,969	7.0%	18,898	6.9%	
Age 15 to 19 Years	220	6.7%	3,042	6.7%	9,886	6.9%	20,669	7.5%	
Age 20 to 24 Years	151	4.6%	2,437	5.4%	8,122	5.7%	18,705	6.8%	
Age 25 to 29 Years	265	8.0%	3,234	7.1%	10,122	7.1%	19,457	7.1%	
Age 30 to 34 Years	280	8.5%	3,762	8.3%	11,107	7.7%	20,258	7.4%	
Age 35 to 39 Years	231	7.0%	3,175	7.0%	10,068	7.0%	18,757	6.8%	
Age 40 to 44 Years	197	6.0%	2,857	6.3%	9,363	6.5%	17,712	6.4%	
Age 45 to 49 Years	152	4.6%	2,475	5.4%	8,102	5.6%	15,301	5.6%	
Age 50 to 54 Years	144	4.4%	2,519	5.5%	8,271	5.8%	15,798	5.7%	
Age 55 to 59 Years	167	5.1%	2,534	5.6%	8,493	5.9%	16,021	5.8%	
Age 60 to 64 Years	190	5.8%	2,686	5.9%	8,846	6.2%	16,812	6.1%	
Age 65 to 69 Years	168	5.1%	2,490	5.5%	7,761	5.4%	14,515	5.3%	
Age 70 to 74 Years	143	4.3%	1,894	4.2%	5,844	4.1%	10,757	3.9%	
Age 75 to 79 Years	72	2.2%	1,255	2.8%	3,709	2.6%	6,979	2.5%	
Age 80 to 84 Years	44	1.3%	789	1.7%	2,178	1.5%	4,243	1.5%	
Age 85 Years or Over	45	1.4%	1,154	2.5%	2,568	1.8%	4,490	1.6%	
Male Median Age	32.6		36.4		36.2		35.8		
Age 19 Years or Less	1,049	31.8%	12,179	26.8%	38,875	27.1%	75,547	27.4%	
Age 20 to 64 Years	1,779	53.9%	25,680	56.5%	82,495	57.5%	158,822	57.7%	
Age 65 Years or Over	471	14.3%	7,582	16.7%	22,060	15.4%	40,984	14.9%	
Males per 100 Females (2024)									
Overall Comparison	94		92		91		93		
Age Under 5 Years	97	49.2%	102	50.4%	104	51.0%	102	50.6%	
Age 5 to 9 Years	129	56.4%	104	51.0%	106	51.5%	105	51.1%	
Age 10 to 14 Years	113	52.9%	108	51.9%	105	51.2%	104	51.0%	
Age 15 to 19 Years	126	55.7%	119	54.4%	109	52.2%	120	54.6%	
Age 20 to 24 Years	88	46.8%	104	50.9%	98	49.5%	107	51.7%	
Age 25 to 29 Years	94	48.6%	89	47.2%	88	46.7%	89	47.2%	
Age 30 to 34 Years	102	50.4%	91	47.7%	86	46.2%	87	46.6%	
Age 35 to 39 Years	89	47.1%	87	46.5%	85	45.9%	88	46.7%	
Age 40 to 44 Years	94	48.5%	87	46.4%	86	46.3%	89	47.0%	
Age 45 to 49 Years	82	45.1%	88	46.8%	87	46.4%	89	47.1%	
Age 50 to 54 Years	98	49.5%	89	47.0%	90	47.3%	94	48.5%	
Age 55 to 59 Years	81	44.7%	87	46.4%	88	46.7%	91	47.6%	
Age 60 to 64 Years	94	48.5%	84	45.6%	86	46.3%	89	47.2%	
Age 65 to 69 Years	86	46.2%	84	45.6%	83	45.4%	86	46.1%	
Age 70 to 74 Years	78	43.9%	81	44.7%	84	45.6%	83	45.4%	
Age 75 to 79 Years	59	37.2%	83	45.3%	80	44.5%	80	44.5%	
Age 80 to 84 Years	59	37.2%	75	42.9%	72	41.9%	72	41.8%	
Age 85 Years or Over	49	33.1%	86	46.3%	75	43.0%	73	42.3%	
Age 19 Years or Less	113	53.1%	108	51.9%	106	51.5%	108	51.9%	
Age 20 to 39 Years	94	48.4%	92	47.8%	88	46.9%	92	47.9%	
Age 40 to 64 Years	90	47.2%	87	46.4%	87	46.6%	90	47.5%	
Age 65 Years or Over	71	41.5%	82	45.1%	81	44.6%	81	44.7%	

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Household Type (2024)									
Total Households	3,229		41,794		125,980		236,530		
Households with Children	650	20.1%	9,731	23.3%	33,563	26.6%	61,927	26.2%	
Average Household Size	2.1		2.2		2.4		2.4		
Household Density per Square Mile	1,028		1,479		1,605		1,537		
Population Family	4,036	59.1%	63,358	66.8%	217,348	72.1%	404,479	70.9%	
Population Non-Family	2,738	40.1%	29,953	31.6%	81,303	27.0%	156,082	27.4%	
Population Group Quarters	52	0.8%	1,474	1.6%	2,883	1.0%	9,755	1.7%	
Family Households	1,236	38.3%	19,710	47.2%	67,134	53.3%	123,074	52.0%	
Married Couple Households	926	74.9%	13,451	68.2%	39,825	59.3%	69,994	56.9%	
Other Family Households with Children	310	25.1%	6,260	31.8%	27,309	40.7%	53,080	43.1%	
Family Households with Children	649	52.5%	9,722	49.3%	33,522	49.9%	61,857	50.3%	
Married Couple with Children	480	73.9%	6,245	64.2%	17,477	52.1%	30,419	49.2%	
Other Family Households with Children	169	26.1%	3,477	35.8%	16,045	47.9%	31,438	50.8%	
Family Households No Children	587	47.5%	9,989	50.7%	33,612	50.1%	61,216	49.7%	
Married Couple No Children	446	76.1%	7,206	72.1%	22,348	66.5%	39,574	64.6%	
Other Family Households No Children	141	23.9%	2,783	27.9%	11,264	33.5%	21,642	35.4%	
Non-Family Households	1,993	61.7%	22,084	52.8%	58,845	46.7%	113,457	48.0%	
Non-Family Households with Children	-	-	9	-	41	-	70	-	
Non-Family Households No Children	1,993	#####	22,074	#####	58,805	99.9%	113,387	99.9%	
Average Family Household Size	3.3		3.2		3.2		3.3		
Average Family Income	\$197,834		\$170,387		\$136,198		\$125,534		
Median Family Income	\$123,324		\$115,697		\$96,021		\$88,233		
Average Non-Family Household Size	1.4		1.4		1.4		1.4		
Marital Status (2024)									
Population Age 15 Years or Over	5,247		76,907		244,956		462,520		
Never Married	1,877	35.8%	30,819	40.1%	110,779	45.2%	219,107	47.4%	
Currently Married	2,463	46.9%	32,225	41.9%	89,918	36.7%	158,261	34.2%	
Previously Married	908	17.3%	13,863	18.0%	44,259	18.1%	85,152	18.4%	
Separated	148	16.3%	2,143	15.5%	8,814	19.9%	17,553	20.6%	
Widowed	254	28.0%	3,963	28.6%	12,049	27.2%	22,645	26.6%	
Divorced	506	55.8%	7,757	56.0%	23,397	52.9%	44,955	52.8%	
Educational Attainment (2024)									
Adult Population Age 25 Years or Over	4,528		66,530		209,586		388,480		
Elementary (Grade Level 0 to 8)	37	0.8%	913	1.4%	4,928	2.4%	12,740	3.3%	
Some High School (Grade Level 9 to 11)	115	2.5%	2,225	3.3%	11,101	5.3%	25,135	6.5%	
High School Graduate	639	14.1%	14,033	21.1%	57,142	27.3%	114,973	29.6%	
Some College	727	16.1%	12,475	18.8%	41,087	19.6%	77,709	20.0%	
Associate Degree Only	340	7.5%	5,600	8.4%	18,136	8.7%	32,182	8.3%	
Bachelor Degree Only	1,437	31.7%	18,994	28.6%	47,960	22.9%	78,310	20.2%	
Graduate Degree	1,233	27.2%	12,291	18.5%	29,232	13.9%	47,431	12.2%	
Any College (Some College or Higher)	3,737	82.5%	49,359	74.2%	136,415	65.1%	235,632	60.7%	
College Degree + (Bachelor Degree or Higher)	2,670	59.0%	31,285	47.0%	77,192	36.8%	125,741	32.4%	

Complete Profile

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Lat/Lon: 43.0726/-88.049

2999 N Mayfair Rd		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Wauwatosa, WI 53226									
Housing									
Total Housing Units (2024)		3,434		44,513		134,516		253,167	
Total Housing Units (2020)		3,368		44,123		133,253		252,044	
Historical Annual Growth (2020-2024)		66	0.5%	390	0.2%	1,263	0.2%	1,123	0.1%
Housing Units Occupied (2024)		3,229 94.0%		41,794 93.9%		125,980 93.7%		236,530 93.4%	
Housing Units Owner-Occupied		1,920 59.4%		25,245 60.4%		69,532 55.2%		119,280 50.4%	
Housing Units Renter-Occupied		1,310 40.6%		16,549 39.6%		56,447 44.8%		117,250 49.6%	
Housing Units Vacant (2024)		205 6.0%		2,719 6.1%		8,536 6.3%		16,636 6.6%	
Household Size (2024)									
Total Households		3,229		41,794		125,980		236,530	
1 Person Households		1,734	53.7%	19,590	46.9%	52,163	41.4%	100,794	42.6%
2 Person Households		1,028	31.8%	13,642	32.6%	44,997	35.7%	80,842	34.2%
3 Person Households		207	6.4%	3,782	9.0%	13,256	10.5%	24,934	10.5%
4 Person Households		152	4.7%	2,787	6.7%	8,938	7.1%	16,811	7.1%
5 Person Households		72	2.2%	1,262	3.0%	4,050	3.2%	7,939	3.4%
6 Person Households		22	0.7%	467	1.1%	1,656	1.3%	3,410	1.4%
7 or More Person Households		14	0.4%	264	0.6%	919	0.7%	1,800	0.8%
Household Income Distribution (2024)									
HH Income \$200,000 or More		442	13.7%	4,592	11.0%	11,148	8.8%	17,679	7.5%
HH Income \$150,000 to \$199,999		307	9.5%	3,608	8.6%	8,481	6.7%	13,842	5.9%
HH Income \$125,000 to \$149,999		260	8.1%	3,160	7.6%	7,651	6.1%	13,163	5.6%
HH Income \$100,000 to \$124,999		428	13.3%	4,701	11.2%	12,146	9.6%	20,397	8.6%
HH Income \$75,000 to \$99,999		369	11.4%	4,969	11.9%	14,795	11.7%	27,327	11.6%
HH Income \$50,000 to \$74,999		603	18.7%	7,268	17.4%	21,437	17.0%	38,281	16.2%
HH Income \$35,000 to \$49,999		270	8.4%	4,232	10.1%	15,509	12.3%	29,626	12.5%
HH Income \$25,000 to \$34,999		258	8.0%	2,949	7.1%	10,939	8.7%	21,876	9.2%
HH Income \$15,000 to \$24,999		137	4.3%	3,029	7.2%	10,407	8.3%	22,018	9.3%
HH Income \$10,000 to \$14,999		80	2.5%	1,321	3.2%	5,940	4.7%	14,888	6.3%
HH Income Under \$10,000		75	2.3%	1,964	4.7%	7,525	6.0%	17,433	7.4%
Household Vehicles (2024)									
Households 0 Vehicles Available		251	7.8%	3,976	9.5%	15,103	12.0%	35,285	14.9%
Households 1 Vehicle Available		1,508	46.7%	17,364	41.5%	52,710	41.8%	98,216	41.5%
Households 2 Vehicles Available		1,165	36.1%	15,736	37.7%	43,453	34.5%	76,282	32.3%
Households 3 or More Vehicles Available		306	9.5%	4,718	11.3%	14,714	11.7%	26,747	11.3%
Total Vehicles Available		4,815		64,334		188,334		340,020	
Average Vehicles per Household		1.5		1.5		1.5		1.4	
Owner-Occupied Household Vehicles		3,372 70.0%		46,113 71.7%		127,030 67.4%		218,850 64.4%	
Average Vehicles per Owner-Occupied Household		1.8		1.8		1.8		1.8	
Renter-Occupied Household Vehicles		1,443 30.0%		18,221 28.3%		61,304 32.6%		121,170 35.6%	
Average Vehicles per Renter-Occupied Household		1.1		1.1		1.1		1.0	
Travel Time (2024)									
Worker Base Age 16 years or Over		3,269		47,855		143,483		262,799	
Travel to Work in 14 Minutes or Less		851	26.0%	11,816	24.7%	33,936	23.7%	61,219	23.3%
Travel to Work in 15 to 29 Minutes		1,222	37.4%	20,008	41.8%	61,767	43.0%	112,101	42.7%
Travel to Work in 30 to 59 Minutes		343	10.5%	6,380	13.3%	21,762	15.2%	44,401	16.9%
Travel to Work in 60 Minutes or More		77	2.3%	1,293	2.7%	4,452	3.1%	8,347	3.2%
Work at Home		775	23.7%	8,358	17.5%	21,566	15.0%	36,731	14.0%
Average Minutes Travel to Work		17.6		18.9		19.2		19.7	

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2999 N Mayfair Rd Wauwatosa, WI 53226		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Transportation To Work (2024)									
Worker Base Age 16 years or Over	3,269		47,855		143,483		262,799		
Drive to Work Alone	2,180	66.7%	33,892	70.8%	102,559	71.5%	184,725	70.3%	
Drive to Work in Carpool	206	6.3%	3,433	7.2%	11,032	7.7%	22,690	8.6%	
Travel to Work by Public Transportation	21	0.7%	651	1.4%	3,894	2.7%	9,350	3.6%	
Drive to Work on Motorcycle	2	-	63	0.1%	118	-	156	-	
Bicycle to Work	9	0.3%	159	0.3%	540	0.4%	904	0.3%	
Walk to Work	60	1.8%	941	2.0%	2,677	1.9%	6,226	2.4%	
Other Means	15	0.5%	359	0.7%	1,098	0.8%	2,018	0.8%	
Work at Home	775	23.7%	8,358	17.5%	21,566	15.0%	36,731	14.0%	
Daytime Demographics (2024)									
Total Businesses	528		4,571		11,038		19,279		
Total Employees	8,562		61,419		140,730		279,241		
Company Headquarter Businesses	20	3.8%	176	3.8%	428	3.9%	801	4.2%	
Company Headquarter Employees	926	10.8%	9,544	15.5%	24,464	17.4%	53,614	19.2%	
Employee Population per Business	16.2 to 1		13.4 to 1		12.7 to 1		14.5 to 1		
Residential Population per Business	12.9 to 1		20.7 to 1		27.3 to 1		29.6 to 1		
Adj. Daytime Demographics Age 16 Years or Over	10,438		89,249		238,313		471,484		
Labor Force									
Labor Population Age 16 Years or Over (2024)	5,146		75,798		241,231		455,383		
Labor Force Total Males (2024)	2,426	47.1%	35,769	47.2%	112,555	46.7%	216,895	47.6%	
Male Civilian Employed	1,652	68.1%	23,507	65.7%	68,814	61.1%	129,478	59.7%	
Male Civilian Unemployed	18	0.7%	526	1.5%	2,704	2.4%	5,468	2.5%	
Males in Armed Forces	1	-	108	0.3%	138	0.1%	302	0.1%	
Males Not in Labor Force	755	31.1%	11,629	32.5%	40,899	36.3%	81,648	37.6%	
Labor Force Total Females (2024)	2,720	52.9%	40,028	52.8%	128,676	53.3%	238,488	52.4%	
Female Civilian Employed	1,617	59.5%	24,352	60.8%	74,686	58.0%	133,348	55.9%	
Female Civilian Unemployed	24	0.9%	565	1.4%	2,263	1.8%	4,671	2.0%	
Females in Armed Forces	-	-	-	-	11	-	12	-	
Females Not in Labor Force	1,079	39.7%	15,111	37.8%	51,717	40.2%	100,457	42.1%	
Unemployment Rate	42	0.8%	1,091	1.4%	4,967	2.1%	10,139	2.2%	
Occupation (2024)									
Occupation Population Age 16 Years or Over	3,269		47,855		143,483		262,799		
Occupation Total Males	1,651	50.5%	23,503	49.1%	68,798	47.9%	129,451	49.3%	
Occupation Total Females	1,617	49.5%	24,352	50.9%	74,686	52.1%	133,348	50.7%	
Management, Business, Financial Operations	747	22.9%	9,836	20.6%	26,130	18.2%	42,589	16.2%	
Professional, Related	1,106	33.9%	13,931	29.1%	37,272	26.0%	64,235	24.4%	
Service	470	14.4%	6,837	14.3%	22,782	15.9%	46,804	17.8%	
Sales, Office	518	15.8%	9,228	19.3%	28,552	19.9%	50,715	19.3%	
Farming, Fishing, Forestry	9	0.3%	156	0.3%	566	0.4%	998	0.4%	
Construction, Extraction, Maintenance	102	3.1%	1,710	3.6%	5,830	4.1%	11,922	4.5%	
Production, Transport, Material Moving	316	9.7%	6,157	12.9%	22,351	15.6%	45,535	17.3%	
White Collar Workers	2,371	72.5%	32,994	68.9%	91,954	64.1%	157,539	59.9%	
Blue Collar Workers	897	27.5%	14,860	31.1%	51,530	35.9%	105,260	40.1%	

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Wauwatosa, WI 53226									
Units In Structure (2024)									
Total Units	3,229		41,794		125,980		236,530		
1 Detached Unit	1,891	58.6%	23,899	57.2%	68,493	54.4%	118,390	50.1%	
1 Attached Unit	91	2.8%	1,525	3.6%	5,350	4.2%	11,165	4.7%	
2 Units	227	7.0%	4,451	10.7%	19,093	15.2%	36,012	15.2%	
3 to 4 Units	187	5.8%	2,758	6.6%	7,176	5.7%	13,642	5.8%	
5 to 9 Units	226	7.0%	2,498	6.0%	6,605	5.2%	13,530	5.7%	
10 to 19 Units	94	2.9%	1,070	2.6%	3,301	2.6%	8,289	3.5%	
20 to 49 Units	107	3.3%	1,794	4.3%	5,848	4.6%	13,983	5.9%	
50 or More Units	400	12.4%	3,680	8.8%	9,469	7.5%	20,558	8.7%	
Mobile Home or Trailer	5	0.2%	93	0.2%	588	0.5%	836	0.4%	
Other Structure	1	-	26	-	58	-	124	-	
Homes Built By Year (2024)									
Homes Built 2020 or later	27	0.8%	376	0.8%	937	0.7%	1,917	0.8%	
Homes Built 2010 to 2019	404	11.8%	2,426	5.5%	6,289	4.7%	12,755	5.0%	
Homes Built 2000 to 2009	51	1.5%	1,015	2.3%	5,214	3.9%	11,234	4.4%	
Homes Built 1990 to 1999	54	1.6%	1,334	3.0%	5,324	4.0%	12,899	5.1%	
Homes Built 1980 to 1989	84	2.4%	2,137	4.8%	6,215	4.6%	12,825	5.1%	
Homes Built 1970 to 1979	332	9.7%	3,960	8.9%	11,164	8.3%	21,795	8.6%	
Homes Built 1960 to 1969	639	18.6%	6,066	13.6%	17,286	12.9%	30,696	12.1%	
Homes Built 1950 to 1959	1,070	31.2%	13,188	29.6%	31,242	23.2%	50,144	19.8%	
Homes Built 1940 to 1949	286	8.3%	4,713	10.6%	13,038	9.7%	22,310	8.8%	
Homes Built Before 1939	282	8.2%	6,579	14.8%	29,271	21.8%	59,956	23.7%	
Median Age of Homes	58.3 yrs		62.8 yrs		63.8 yrs		62.9 yrs		
Home Values (2024)									
Owner Specified Housing Units	1,920		25,245		69,532		119,280		
Home Values \$1,000,000 or More	3	0.2%	171	0.7%	442	0.6%	981	0.8%	
Home Values \$750,000 to \$999,999	6	0.3%	497	2.0%	1,335	1.9%	2,136	1.8%	
Home Values \$500,000 to \$749,999	93	4.8%	2,056	8.1%	5,976	8.6%	9,390	7.9%	
Home Values \$400,000 to \$499,999	159	8.3%	2,448	9.7%	6,728	9.7%	10,263	8.6%	
Home Values \$300,000 to \$399,999	424	22.1%	4,666	18.5%	10,778	15.5%	17,642	14.8%	
Home Values \$250,000 to \$299,999	376	19.6%	3,357	13.3%	7,489	10.8%	12,520	10.5%	
Home Values \$200,000 to \$249,999	499	26.0%	4,419	17.5%	10,151	14.6%	17,263	14.5%	
Home Values \$175,000 to \$199,999	142	7.4%	1,849	7.3%	4,993	7.2%	9,184	7.7%	
Home Values \$150,000 to \$174,999	102	5.3%	2,202	8.7%	6,688	9.6%	12,517	10.5%	
Home Values \$125,000 to \$149,999	38	2.0%	1,143	4.5%	3,682	5.3%	6,197	5.2%	
Home Values \$100,000 to \$124,999	30	1.5%	886	3.5%	3,846	5.5%	6,657	5.6%	
Home Values \$90,000 to \$99,999	6	0.3%	232	0.9%	1,306	1.9%	2,196	1.8%	
Home Values \$80,000 to \$89,999	6	0.3%	239	0.9%	1,167	1.7%	2,166	1.8%	
Home Values \$70,000 to \$79,999	6	0.3%	306	1.2%	1,100	1.6%	2,411	2.0%	
Home Values \$60,000 to \$69,999	3	0.2%	97	0.4%	785	1.1%	1,626	1.4%	
Home Values \$50,000 to \$59,999	4	0.2%	94	0.4%	618	0.9%	1,189	1.0%	
Home Values \$35,000 to \$49,999	4	0.2%	108	0.4%	466	0.7%	1,124	0.9%	
Home Values \$25,000 to \$34,999	3	0.1%	56	0.2%	347	0.5%	909	0.8%	
Home Values \$10,000 to \$24,999	14	0.7%	160	0.6%	938	1.3%	1,713	1.4%	
Home Values Under \$10,000	3	0.2%	260	1.0%	698	1.0%	1,197	1.0%	
Owner-Occupied Median Home Value	\$270,269		\$273,655		\$257,208		\$247,332		
Renter-Occupied Median Rent	\$1,131		\$1,034		\$933		\$889		

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2999 N Mayfair Rd Wauwatosa, WI 53226	1 mi radius	3 mi radius	5 mi radius	7 mi radius
Total Annual Consumer Expenditure (2024)				
Total Household Expenditure	\$248.15 M	\$3.12 B	\$8.68 B	\$15.27 B
Total Non-Retail Expenditure	\$131.8 M	\$1.66 B	\$4.6 B	\$8.1 B
Total Retail Expenditure	\$116.35 M	\$1.47 B	\$4.07 B	\$7.16 B
Apparel	\$8.8 M	\$110.6 M	\$306.17 M	\$537.68 M
Contributions	\$8.55 M	\$106.32 M	\$290.36 M	\$504.67 M
Education	\$7.99 M	\$99.2 M	\$269.16 M	\$467.54 M
Entertainment	\$14.25 M	\$178.62 M	\$491.92 M	\$860.13 M
Food and Beverages	\$36.07 M	\$455.5 M	\$1.27 B	\$2.24 B
Furnishings and Equipment	\$8.84 M	\$110.83 M	\$305.45 M	\$534.23 M
Gifts	\$6.49 M	\$80.6 M	\$220.4 M	\$383.29 M
Health Care	\$20.6 M	\$260.61 M	\$728.72 M	\$1.29 B
Household Operations	\$9.91 M	\$124.25 M	\$343.05 M	\$601.01 M
Miscellaneous Expenses	\$4.76 M	\$59.72 M	\$165.18 M	\$290.01 M
Personal Care	\$3.34 M	\$41.99 M	\$116.55 M	\$205.04 M
Personal Insurance	\$1.8 M	\$22.53 M	\$61.41 M	\$106.44 M
Reading	\$552.29 K	\$6.92 M	\$19.14 M	\$33.57 M
Shelter	\$52.45 M	\$660.31 M	\$1.84 B	\$3.25 B
Tobacco	\$1.38 M	\$17.77 M	\$51.53 M	\$93.29 M
Transportation	\$44.74 M	\$563.54 M	\$1.56 B	\$2.75 B
Utilities	\$17.64 M	\$224.23 M	\$632.33 M	\$1.12 B
Monthly Household Consumer Expenditure (2024)				
Total Household Expenditure	\$6,403	\$6,228	\$5,739	\$5,379
Total Non-Retail Expenditure	\$3,401 53.1%	\$3,305 53.1%	\$3,045 53.1%	\$2,855 53.1%
Total Retail Expenditures	\$3,002 46.9%	\$2,923 46.9%	\$2,694 46.9%	\$2,524 46.9%
Apparel	\$227 3.5%	\$221 3.5%	\$203 3.5%	\$189 3.5%
Contributions	\$221 3.4%	\$212 3.4%	\$192 3.3%	\$178 3.3%
Education	\$206 3.2%	\$198 3.2%	\$178 3.1%	\$165 3.1%
Entertainment	\$368 5.7%	\$356 5.7%	\$325 5.7%	\$303 5.6%
Food and Beverages	\$931 14.5%	\$908 14.6%	\$841 14.7%	\$791 14.7%
Furnishings and Equipment	\$228 3.6%	\$221 3.5%	\$202 3.5%	\$188 3.5%
Gifts	\$167 2.6%	\$161 2.6%	\$146 2.5%	\$135 2.5%
Health Care	\$532 8.3%	\$520 8.3%	\$482 8.4%	\$453 8.4%
Household Operations	\$256 4.0%	\$248 4.0%	\$227 4.0%	\$212 3.9%
Miscellaneous Expenses	\$123 1.9%	\$119 1.9%	\$109 1.9%	\$102 1.9%
Personal Care	\$86 1.3%	\$84 1.3%	\$77 1.3%	\$72 1.3%
Personal Insurance	\$46 0.7%	\$45 0.7%	\$41 0.7%	\$37 0.7%
Reading	\$14 0.2%	\$14 0.2%	\$13 0.2%	\$12 0.2%
Shelter	\$1,353 21.1%	\$1,317 21.1%	\$1,217 21.2%	\$1,145 21.3%
Tobacco	\$36 0.6%	\$35 0.6%	\$34 0.6%	\$33 0.6%
Transportation	\$1,154 18.0%	\$1,124 18.0%	\$1,035 18.0%	\$967 18.0%
Utilities	\$455 7.1%	\$447 7.2%	\$418 7.3%	\$396 7.4%

