

Complete Profile

2010-2020 Census, 2022 Estimates with 2027 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 (2022)	6,978		94,926		299,206		570,477		
Projected Population (2027)	6,926		94,366		297,881		568,217		
Census Population (2020)	7,040		96,183		303,745		578,057		
Census Population (2010)	6,195		95,011		305,635		586,548		
Projected Annual Growth (2022-2027)	-52	-0.1%	-560	-0.1%	-1,325	-	-2,260	-	
Historical Annual Growth (2020-2022)	-62	-0.4%	-1,257	-0.7%	-4,539	-0.7%	-7,580	-0.7%	
Historical Annual Growth (2010-2020)	845	1.4%	1,172	0.1%	-1,890	-	-8,491	-0.1%	
Estimated Population Density (2022)	2,222	psm	3,359	psm	3,811	psm	3,708	psm	
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	153.9	sq mi	
Households									
Estimated Households (2022)	3,130		41,219		122,370		229,979		
Projected Households (2027)	3,031		40,099		119,267		224,317		
Census Households (2020)	3,150		41,805		124,311		233,458		
Census Households (2010)	2,678		40,371		121,780		229,016		
Projected Annual Growth (2022-2027)	-99	-0.6%	-1,120	-0.5%	-3,104	-0.5%	-5,661	-0.5%	
Historical Annual Change (2010-2022)	452	1.4%	849	0.2%	591	-	962	-	
Average Household Income									
Estimated Average Household Income (2022)	\$88,624		\$90,925		\$82,723		\$75,895		
Projected Average Household Income (2027)	\$114,880		\$118,285		\$109,207		\$99,247		
Census Average Household Income (2020)	\$76,531		\$69,038		\$60,311		\$55,098		
Census Average Household Income (2010)	\$63,311		\$59,622		\$54,145		\$49,939		
Projected Annual Change (2022-2027)	\$26,255	5.9%	\$27,360	6.0%	\$26,484	6.4%	\$23,351	6.2%	
Historical Annual Change (2010-2022)	\$25,313	1.8%	\$31,303	2.4%	\$28,577	2.4%	\$25,956	2.4%	
Median Household Income									
Estimated Median Household Income (2022)	\$78,482		\$74,643		\$66,428		\$60,948		
Projected Median Household Income (2027)	\$94,796		\$90,450		\$80,787		\$74,240		
Census Median Household Income (2020)	\$58,606		\$55,651		\$49,292		\$45,133		
Census Median Household Income (2010)	\$52,728		\$49,355		\$44,781		\$41,122		
Projected Annual Change (2022-2027)	\$16,315	4.2%	\$15,806	4.2%	\$14,360	4.3%	\$13,292	4.4%	
Historical Annual Change (2010-2022)	\$25,753	2.2%	\$25,288	2.3%	\$21,647	2.2%	\$19,826	2.2%	
Per Capita Income									
Estimated Per Capita Income (2022)	\$39,815		\$39,622		\$33,933		\$30,767		
Projected Per Capita Income (2027)	\$50,338		\$50,404		\$43,826		\$39,352		
Census Per Capita Income (2020)	\$33,088		\$29,336		\$24,031		\$21,512		
Census Per Capita Income (2010)	\$27,308		\$25,770		\$21,273		\$19,237		
Projected Annual Change (2022-2027)	\$10,523	5.3%	\$10,782	5.4%	\$9,893	5.8%	\$8,585	5.6%	
Historical Annual Change (2010-2022)	\$12,507	2.1%	\$13,852	2.4%	\$12,660	2.7%	\$11,531	2.7%	
Estimated Average Household Net Worth (2022)	\$557,309		\$496,824		\$425,348		\$382,780		

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Race and Ethnicity								
Total Population (2022)	6,978		94,926		299,206		570,477	
White (2022)	5,033	72.1%	59,281	62.4%	149,245	49.9%	262,142	46.0%
Black or African American (2022)	790	11.3%	22,001	23.2%	102,389	34.2%	195,529	34.3%
American Indian or Alaska Native (2022)	29	0.4%	308	0.3%	1,453	0.5%	3,762	0.7%
Asian (2022)	437	6.3%	5,232	5.5%	18,158	6.1%	35,469	6.2%
Hawaiian or Pacific Islander (2022)	4	-	45	-	119	-	224	-
Other Race (2022)	342	4.9%	4,004	4.2%	13,849	4.6%	36,538	6.4%
Two or More Races (2022)	344	4.9%	4,054	4.3%	13,993	4.7%	36,812	6.5%
Population < 18 (2022)	1,399	20.1%	21,125	22.3%	76,153	25.5%	144,673	25.4%
White Not Hispanic	841	60.1%	10,327	48.9%	25,184	33.1%	40,072	27.7%
Black or African American	206	14.7%	6,307	29.9%	33,033	43.4%	61,757	42.7%
Asian	93	6.6%	1,279	6.1%	5,764	7.6%	9,751	6.7%
Other Race Not Hispanic	144	10.3%	1,833	8.7%	5,875	7.7%	10,477	7.2%
Hispanic	115	8.2%	1,380	6.5%	6,297	8.3%	22,616	15.6%
Not Hispanic or Latino Population (2022)	6,494	93.1%	89,309	94.1%	277,050	92.6%	498,834	87.4%
Not Hispanic White	4,691	72.2%	55,863	62.6%	137,750	49.7%	231,378	46.4%
Not Hispanic Black or African American	731	11.3%	20,660	23.1%	95,669	34.5%	179,564	36.0%
Not Hispanic American Indian or Alaska Native	28	0.4%	299	0.3%	1,326	0.5%	2,753	0.6%
Not Hispanic Asian	405	6.2%	4,911	5.5%	17,006	6.1%	32,084	6.4%
Not Hispanic Hawaiian or Pacific Islander	4	-	45	-	117	-	198	-
Not Hispanic Other Race	317	4.9%	3,751	4.2%	12,544	4.5%	26,335	5.3%
Not Hispanic Two or More Races	317	4.9%	3,780	4.2%	12,637	4.6%	26,523	5.3%
Hispanic or Latino Population (2022)	484	6.9%	5,617	5.9%	22,157	7.4%	71,643	12.6%
Hispanic White	342	70.7%	3,418	60.8%	11,494	51.9%	30,765	42.9%
Hispanic Black or African American	59	12.1%	1,342	23.9%	6,721	30.3%	15,966	22.3%
Hispanic American Indian or Alaska Native	-	-	10	0.2%	127	0.6%	1,009	1.4%
Hispanic Asian	32	6.6%	321	5.7%	1,151	5.2%	3,386	4.7%
Hispanic Hawaiian or Pacific Islander	-	-	-	-	2	-	26	-
Hispanic Other Race	24	5.0%	253	4.5%	1,305	5.9%	10,204	14.2%
Hispanic Two or More Races	26	5.4%	274	4.9%	1,356	6.1%	10,288	14.4%
Not Hispanic or Latino Population (2020)	6,629	94.2%	91,606	95.2%	284,561	93.7%	509,004	88.1%
Hispanic or Latino Population (2020)	411	5.8%	4,576	4.8%	19,184	6.3%	69,053	11.9%
Not Hispanic or Latino Population (2010)	5,974	96.4%	91,663	96.5%	292,258	95.6%	532,739	90.8%
Hispanic or Latino Population (2010)	220	3.6%	3,347	3.5%	13,378	4.4%	53,809	9.2%
Not Hispanic or Latino Population (2027)	6,444	93.0%	88,753	94.1%	275,788	92.6%	497,002	87.5%
Hispanic or Latino Population (2027)	483	7.0%	5,613	5.9%	22,093	7.4%	71,215	12.5%
Projected Annual Growth (2022-2027)	-	-	-4	-	-63	-	-428	-0.1%
Historical Annual Growth (2010-2020)	190	8.6%	1,229	3.7%	5,807	4.3%	15,244	2.8%

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Total Age Distribution (2022)									
Total Population	6,978		94,926		299,206		570,477		
Age Under 5 Years	364	5.2%	5,716	6.0%	19,466	6.5%	37,744	6.6%	
Age 5 to 9 Years	418	6.0%	5,833	6.1%	20,597	6.9%	39,420	6.9%	
Age 10 to 14 Years	360	5.2%	5,900	6.2%	22,110	7.4%	41,609	7.3%	
Age 15 to 19 Years	384	5.5%	5,737	6.0%	20,792	6.9%	41,073	7.2%	
Age 20 to 24 Years	303	4.3%	4,835	5.1%	16,697	5.6%	37,528	6.6%	
Age 25 to 29 Years	451	6.5%	6,576	6.9%	20,584	6.9%	39,691	7.0%	
Age 30 to 34 Years	547	7.8%	7,199	7.6%	21,854	7.3%	40,724	7.1%	
Age 35 to 39 Years	445	6.4%	6,266	6.6%	19,699	6.6%	36,546	6.4%	
Age 40 to 44 Years	380	5.4%	5,809	6.1%	18,282	6.1%	34,002	6.0%	
Age 45 to 49 Years	413	5.9%	5,415	5.7%	17,036	5.7%	31,609	5.5%	
Age 50 to 54 Years	474	6.8%	6,168	6.5%	19,085	6.4%	35,256	6.2%	
Age 55 to 59 Years	457	6.5%	6,316	6.7%	19,322	6.5%	35,357	6.2%	
Age 60 to 64 Years	447	6.4%	5,699	6.0%	17,326	5.8%	32,154	5.6%	
Age 65 to 69 Years	384	5.5%	4,419	4.7%	13,531	4.5%	25,705	4.5%	
Age 70 to 74 Years	373	5.3%	4,112	4.3%	11,699	3.9%	22,740	4.0%	
Age 75 to 79 Years	325	4.7%	3,328	3.5%	8,711	2.9%	16,559	2.9%	
Age 80 to 84 Years	259	3.7%	2,637	2.8%	6,198	2.1%	11,501	2.0%	
Age 85 Years or Over	195	2.8%	2,960	3.1%	6,218	2.1%	11,259	2.0%	
Median Age	42.0		39.4		36.5		36.0		
Age 19 Years or Less	1,525	21.9%	23,186	24.4%	82,964	27.7%	159,846	28.0%	
Age 20 to 64 Years	3,917	56.1%	54,284	57.2%	169,885	56.8%	322,867	56.6%	
Age 65 Years or Over	1,537	22.0%	17,456	18.4%	46,357	15.5%	87,764	15.4%	
Female Age Distribution (2022)									
Female Population	3,679	52.7%	50,384	53.1%	157,195	52.5%	297,003	52.1%	
Age Under 5 Years	176	4.8%	2,918	5.8%	9,683	6.2%	18,656	6.3%	
Age 5 to 9 Years	210	5.7%	2,871	5.7%	10,160	6.5%	19,474	6.6%	
Age 10 to 14 Years	180	4.9%	2,907	5.8%	10,943	7.0%	20,526	6.9%	
Age 15 to 19 Years	199	5.4%	2,846	5.6%	10,308	6.6%	20,466	6.9%	
Age 20 to 24 Years	159	4.3%	2,575	5.1%	8,706	5.5%	19,531	6.6%	
Age 25 to 29 Years	243	6.6%	3,484	6.9%	10,922	6.9%	20,704	7.0%	
Age 30 to 34 Years	277	7.5%	3,792	7.5%	11,542	7.3%	21,152	7.1%	
Age 35 to 39 Years	219	6.0%	3,208	6.4%	10,284	6.5%	18,840	6.3%	
Age 40 to 44 Years	199	5.4%	3,022	6.0%	9,549	6.1%	17,514	5.9%	
Age 45 to 49 Years	218	5.9%	2,867	5.7%	9,013	5.7%	16,460	5.5%	
Age 50 to 54 Years	245	6.7%	3,250	6.5%	10,036	6.4%	18,136	6.1%	
Age 55 to 59 Years	216	5.9%	3,287	6.5%	10,075	6.4%	18,225	6.1%	
Age 60 to 64 Years	239	6.5%	3,044	6.0%	9,140	5.8%	16,832	5.7%	
Age 65 to 69 Years	219	6.0%	2,448	4.9%	7,383	4.7%	13,969	4.7%	
Age 70 to 74 Years	216	5.9%	2,332	4.6%	6,589	4.2%	12,786	4.3%	
Age 75 to 79 Years	199	5.4%	1,928	3.8%	5,022	3.2%	9,520	3.2%	
Age 80 to 84 Years	141	3.8%	1,615	3.2%	3,752	2.4%	6,889	2.3%	
Age 85 Years or Over	124	3.4%	1,989	3.9%	4,090	2.6%	7,324	2.5%	
Female Median Age	43.2		41.0		37.9		37.3		
Age 19 Years or Less	764	20.8%	11,542	22.9%	41,095	26.1%	79,122	26.6%	
Age 20 to 64 Years	2,015	54.8%	28,529	56.6%	89,265	56.8%	167,393	56.4%	
Age 65 Years or Over	900	24.5%	10,312	20.5%	26,835	17.1%	50,487	17.0%	

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Male Age Distribution (2022)										
Male Population	3,299	47.3%		44,542	46.9%		142,011	47.5%	273,474	47.9%
Age Under 5 Years	188	5.7%		2,798	6.3%		9,782	6.9%	19,089	7.0%
Age 5 to 9 Years	207	6.3%		2,962	6.6%		10,436	7.3%	19,946	7.3%
Age 10 to 14 Years	180	5.5%		2,993	6.7%		11,167	7.9%	21,083	7.7%
Age 15 to 19 Years	185	5.6%		2,890	6.5%		10,484	7.4%	20,607	7.5%
Age 20 to 24 Years	143	4.3%		2,260	5.1%		7,991	5.6%	17,997	6.6%
Age 25 to 29 Years	209	6.3%		3,092	6.9%		9,662	6.8%	18,987	6.9%
Age 30 to 34 Years	270	8.2%		3,407	7.6%		10,312	7.3%	19,572	7.2%
Age 35 to 39 Years	226	6.8%		3,058	6.9%		9,415	6.6%	17,706	6.5%
Age 40 to 44 Years	181	5.5%		2,787	6.3%		8,733	6.1%	16,489	6.0%
Age 45 to 49 Years	195	5.9%		2,548	5.7%		8,022	5.6%	15,149	5.5%
Age 50 to 54 Years	229	6.9%		2,918	6.5%		9,050	6.4%	17,120	6.3%
Age 55 to 59 Years	241	7.3%		3,029	6.8%		9,247	6.5%	17,132	6.3%
Age 60 to 64 Years	208	6.3%		2,655	6.0%		8,186	5.8%	15,322	5.6%
Age 65 to 69 Years	165	5.0%		1,971	4.4%		6,148	4.3%	11,736	4.3%
Age 70 to 74 Years	157	4.8%		1,780	4.0%		5,111	3.6%	9,954	3.6%
Age 75 to 79 Years	126	3.8%		1,400	3.1%		3,689	2.6%	7,039	2.6%
Age 80 to 84 Years	118	3.6%		1,022	2.3%		2,446	1.7%	4,612	1.7%
Age 85 Years or Over	71	2.1%		971	2.2%		2,128	1.5%	3,935	1.4%
Male Median Age	40.7			37.6			35.0		34.6	
Age 19 Years or Less	761	23.1%		11,644	26.1%		41,870	29.5%	80,724	29.5%
Age 20 to 64 Years	1,902	57.6%		25,755	57.8%		80,620	56.8%	155,474	56.9%
Age 65 Years or Over	637	19.3%		7,144	16.0%		19,522	13.7%	37,277	13.6%
Males per 100 Females (2022)										
Overall Comparison	90			88			90		92	
Age Under 5 Years	107	51.7%		96	49.0%		101	50.3%	102	50.6%
Age 5 to 9 Years	98	49.6%		103	50.8%		103	50.7%	102	50.6%
Age 10 to 14 Years	100	50.1%		103	50.7%		102	50.5%	103	50.7%
Age 15 to 19 Years	93	48.2%		102	50.4%		102	50.4%	101	50.2%
Age 20 to 24 Years	90	47.4%		88	46.7%		92	47.9%	92	48.0%
Age 25 to 29 Years	86	46.2%		89	47.0%		88	46.9%	92	47.8%
Age 30 to 34 Years	97	49.3%		90	47.3%		89	47.2%	93	48.1%
Age 35 to 39 Years	103	50.8%		95	48.8%		92	47.8%	94	48.4%
Age 40 to 44 Years	91	47.5%		92	48.0%		91	47.8%	94	48.5%
Age 45 to 49 Years	89	47.2%		89	47.1%		89	47.1%	92	47.9%
Age 50 to 54 Years	94	48.4%		90	47.3%		90	47.4%	94	48.6%
Age 55 to 59 Years	112	52.8%		92	48.0%		92	47.9%	94	48.5%
Age 60 to 64 Years	87	46.5%		87	46.6%		90	47.2%	91	47.7%
Age 65 to 69 Years	75	42.9%		81	44.6%		83	45.4%	84	45.7%
Age 70 to 74 Years	73	42.2%		76	43.3%		78	43.7%	78	43.8%
Age 75 to 79 Years	63	38.8%		73	42.1%		73	42.3%	74	42.5%
Age 80 to 84 Years	83	45.4%		63	38.8%		65	39.5%	67	40.1%
Age 85 Years or Over	57	36.3%		49	32.8%		52	34.2%	54	35.0%
Age 19 Years or Less	100	49.9%		101	50.2%		102	50.5%	102	50.5%
Age 20 to 39 Years	94	48.6%		91	47.5%		90	47.4%	93	48.1%
Age 40 to 64 Years	94	48.6%		90	47.4%		90	47.5%	93	48.2%
Age 65 Years or Over	71	41.4%		69	40.9%		73	42.1%	74	42.5%

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		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Household Type (2022)									
Total Households		3,130		41,219		122,370		229,979	
Households with Children		844	27.0%	11,497	27.9%	39,847	32.6%	74,165	32.2%
Average Household Size		2.2		2.3		2.4		2.4	
Household Density per Square Mile		997		1,459		1,559		1,495	
Population Family		5,569	79.8%	72,523	76.4%	239,928	80.2%	449,343	78.8%
Population Non-Family		1,357	19.4%	20,715	21.8%	56,030	18.7%	110,091	19.3%
Population Group Quarters		52	0.7%	1,687	1.8%	3,249	1.1%	11,042	1.9%
Family Households		1,988	63.5%	24,342	59.1%	77,257	63.1%	141,514	61.5%
Married Couple Households		1,498	75.4%	17,153	70.5%	46,582	60.3%	83,064	58.7%
Other Family Households with Children		490	24.6%	7,190	29.5%	30,675	39.7%	58,450	41.3%
Family Households with Children		843	42.4%	11,486	47.2%	39,805	51.5%	74,074	52.3%
Married Couple with Children		601	71.2%	7,281	63.4%	20,190	50.7%	36,374	49.1%
Other Family Households with Children		243	28.8%	4,205	36.6%	19,615	49.3%	37,700	50.9%
Family Households No Children		1,144	57.6%	12,857	52.8%	37,452	48.5%	67,440	47.7%
Married Couple No Children		897	78.4%	9,872	76.8%	26,392	70.5%	46,690	69.2%
Other Family Households No Children		247	21.6%	2,985	23.2%	11,060	29.5%	20,750	30.8%
Non-Family Households		1,142	36.5%	16,877	40.9%	45,113	36.9%	88,465	38.5%
Non-Family Households with Children		-	-	11	-	42	-	92	0.1%
Non-Family Households No Children		1,141	99.9%	16,866	99.9%	45,071	99.9%	88,373	99.9%
Average Family Household Size		2.8		3.0		3.1		3.2	
Average Family Income		\$91,717		\$114,853		\$96,806		\$90,789	
Median Family Income		\$100,700		\$96,674		\$82,455		\$77,229	
Average Non-Family Household Size		1.2		1.2		1.2		1.2	
Marital Status (2022)									
Population Age 15 Years or Over		5,837		77,477		237,034		451,704	
Never Married		1,934	33.1%	29,229	37.7%	102,663	43.3%	205,373	45.5%
Currently Married		2,778	47.6%	33,130	42.8%	89,428	37.7%	158,324	35.1%
Previously Married		1,124	19.3%	15,117	19.5%	44,943	19.0%	88,007	19.5%
Separated		180	16.0%	2,233	14.8%	8,488	18.9%	16,852	19.1%
Widowed		333	29.6%	4,799	31.7%	13,082	29.1%	24,812	28.2%
Divorced		612	54.4%	8,086	53.5%	23,373	52.0%	46,343	52.7%
Educational Attainment (2022)									
Adult Population Age 25 Years or Over		5,151		66,905		199,545		373,103	
Elementary (Grade Level 0 to 8)		60	1.2%	920	1.4%	4,737	2.4%	13,104	3.5%
Some High School (Grade Level 9 to 11)		150	2.9%	2,680	4.0%	11,495	5.8%	27,064	7.3%
High School Graduate		881	17.1%	14,417	21.5%	54,337	27.2%	110,724	29.7%
Some College		867	16.8%	13,320	19.9%	41,373	20.7%	77,743	20.8%
Associate Degree Only		335	6.5%	5,248	7.8%	16,562	8.3%	29,711	8.0%
Bachelor Degree Only		1,588	30.8%	18,564	27.7%	44,741	22.4%	72,455	19.4%
Graduate Degree		1,270	24.7%	11,756	17.6%	26,299	13.2%	42,303	11.3%
Any College (Some College or Higher)		4,060	78.8%	48,888	73.1%	128,976	64.6%	222,211	59.6%
College Degree + (Bachelor Degree or Higher)		2,858	55.5%	30,320	45.3%	71,041	35.6%	114,757	30.8%

Complete Profile

2010-2020 Census, 2022 Estimates with 2027 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	
Housing									
Total Housing Units (2022)	3,346		43,622		131,168		248,403		
Total Housing Units (2020)	3,368		44,128		133,076		252,016		
Historical Annual Growth (2020-2022)	-23	-0.3%	-506	-0.6%	-1,908	-0.7%	-3,612	-0.7%	
Housing Units Occupied (2022)	3,130	93.5%	41,219	94.5%	122,370	93.3%	229,979	92.6%	
Housing Units Owner-Occupied	2,007	64.1%	27,862	67.6%	77,529	63.4%	135,686	59.0%	
Housing Units Renter-Occupied	1,122	35.9%	13,357	32.4%	44,841	36.6%	94,293	41.0%	
Housing Units Vacant (2022)	216	6.5%	2,403	5.5%	8,797	6.7%	18,425	7.4%	
Household Size (2022)									
Total Households	3,130		41,219		122,370		229,979		
1 Person Households	987	31.5%	14,606	35.4%	37,732	30.8%	73,972	32.2%	
2 Person Households	1,265	40.4%	14,963	36.3%	43,339	35.4%	77,515	33.7%	
3 Person Households	425	13.6%	5,246	12.7%	17,900	14.6%	33,156	14.4%	
4 Person Households	294	9.4%	4,000	9.7%	13,428	11.0%	24,763	10.8%	
5 Person Households	125	4.0%	1,659	4.0%	6,170	5.0%	12,189	5.3%	
6 Person Households	28	0.9%	533	1.3%	2,384	1.9%	5,026	2.2%	
7 or More Person Households	5	0.2%	212	0.5%	1,417	1.2%	3,358	1.5%	
Household Income Distribution (2022)									
HH Income \$200,000 or More	262	8.4%	3,067	7.4%	7,303	6.0%	11,798	5.1%	
HH Income \$150,000 to \$199,999	274	8.8%	2,664	6.5%	6,454	5.3%	10,270	4.5%	
HH Income \$125,000 to \$149,999	240	7.7%	2,949	7.2%	7,310	6.0%	11,861	5.2%	
HH Income \$100,000 to \$124,999	405	12.9%	4,234	10.3%	10,911	8.9%	19,337	8.4%	
HH Income \$75,000 to \$99,999	441	14.1%	6,009	14.6%	16,225	13.3%	28,328	12.3%	
HH Income \$50,000 to \$74,999	554	17.7%	7,539	18.3%	22,639	18.5%	42,356	18.4%	
HH Income \$35,000 to \$49,999	319	10.2%	4,611	11.2%	15,969	13.0%	29,740	12.9%	
HH Income \$25,000 to \$34,999	217	6.9%	3,107	7.5%	10,899	8.9%	22,287	9.7%	
HH Income \$15,000 to \$24,999	197	6.3%	3,079	7.5%	10,542	8.6%	22,136	9.6%	
HH Income \$10,000 to \$14,999	80	2.6%	1,710	4.1%	6,066	5.0%	13,525	5.9%	
HH Income Under \$10,000	142	4.5%	2,252	5.5%	8,053	6.6%	18,340	8.0%	
Household Vehicles (2022)									
Households 0 Vehicles Available	205	6.5%	3,598	8.7%	13,011	10.6%	29,867	13.0%	
Households 1 Vehicle Available	1,310	41.9%	15,484	37.6%	47,146	38.5%	88,327	38.4%	
Households 2 Vehicles Available	1,287	41.1%	17,031	41.3%	45,929	37.5%	81,142	35.3%	
Households 3 or More Vehicles Available	328	10.5%	5,106	12.4%	16,284	13.3%	30,642	13.3%	
Total Vehicles Available	4,933		66,398		192,891		352,916		
Average Vehicles per Household	1.6		1.6		1.6		1.5		
Owner-Occupied Household Vehicles	3,637	73.7%	51,897	78.2%	144,234	74.8%	254,226	72.0%	
Average Vehicles per Owner-Occupied Household	1.8		1.9		1.9		1.9		
Renter-Occupied Household Vehicles	1,295	26.3%	14,501	21.8%	48,657	25.2%	98,689	28.0%	
Average Vehicles per Renter-Occupied Household	1.2		1.1		1.1		1.0		
Travel Time (2022)									
Worker Base Age 16 years or Over	3,685		49,074		143,517		263,821		
Travel to Work in 14 Minutes or Less	945	25.7%	12,393	25.3%	34,252	23.9%	62,587	23.7%	
Travel to Work in 15 to 29 Minutes	1,783	48.4%	23,861	48.6%	69,367	48.3%	122,704	46.5%	
Travel to Work in 30 to 59 Minutes	665	18.1%	9,334	19.0%	29,343	20.4%	59,269	22.5%	
Travel to Work in 60 Minutes or More	123	3.4%	1,531	3.1%	5,113	3.6%	10,143	3.8%	
Work at Home	168	4.6%	1,954	4.0%	5,443	3.8%	9,118	3.5%	
Average Minutes Travel to Work	19.4		19.8		20.0		20.6		

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2999 N Mayfair Rd									
Wauwatosa, WI 53226									
Transportation To Work (2022)									
Worker Base Age 16 years or Over	3,685		49,074		143,517		263,821		
Drive to Work Alone	3,023	82.0%	40,519	82.6%	115,968	80.8%	208,612	79.1%	
Drive to Work in Carpool	315	8.5%	3,663	7.5%	11,609	8.1%	23,324	8.8%	
Travel to Work by Public Transportation	90	2.4%	1,486	3.0%	6,431	4.5%	13,854	5.3%	
Drive to Work on Motorcycle	3	-	31	-	143	-	203	-	
Bicycle to Work	17	0.5%	133	0.3%	330	0.2%	598	0.2%	
Walk to Work	53	1.4%	1,063	2.2%	2,848	2.0%	6,723	2.5%	
Other Means	16	0.4%	223	0.5%	746	0.5%	1,389	0.5%	
Work at Home	168	4.6%	1,954	4.0%	5,443	3.8%	9,118	3.5%	
Daytime Demographics (2022)									
Total Businesses	690		4,804		11,316		19,725		
Total Employees	14,499		76,120		168,515		339,984		
Company Headquarter Businesses	23	3.3%	195	4.1%	453	4.0%	853	4.3%	
Company Headquarter Employees	3,516	24.2%	17,054	22.4%	33,639	20.0%	71,641	21.1%	
Employee Population per Business	21.0	to 1	15.8	to 1	14.9	to 1	17.2	to 1	
Residential Population per Business	10.1	to 1	19.8	to 1	26.4	to 1	28.9	to 1	
Adj. Daytime Demographics Age 16 Years or Over	16,559		103,225		257,235		518,998		
Labor Force									
Labor Population Age 16 Years or Over (2022)	5,746		76,186		232,271		442,944		
Labor Force Total Males (2022)	2,675	46.6%	35,109	46.1%	108,174	46.6%	208,880	47.2%	
Male Civilian Employed	1,880	70.3%	23,820	67.8%	68,952	63.7%	128,951	61.7%	
Male Civilian Unemployed	33	1.2%	758	2.2%	3,327	3.1%	7,066	3.4%	
Males in Armed Forces	-	-	7	-	28	-	88	-	
Males Not in Labor Force	762	28.5%	10,524	30.0%	35,867	33.2%	72,775	34.8%	
Labor Force Total Females (2022)	3,071	53.4%	41,077	53.9%	124,097	53.4%	234,065	52.8%	
Female Civilian Employed	1,805	58.8%	25,254	61.5%	74,566	60.1%	134,870	57.6%	
Female Civilian Unemployed	24	0.8%	873	2.1%	3,106	2.5%	5,930	2.5%	
Females in Armed Forces	-	-	-	-	6	-	21	-	
Females Not in Labor Force	1,243	40.5%	14,950	36.4%	46,420	37.4%	93,243	39.8%	
Unemployment Rate	57	1.0%	1,631	2.1%	6,433	2.8%	12,995	2.9%	
Occupation (2022)									
Occupation Population Age 16 Years or Over	3,685		49,074		143,517		263,821		
Occupation Total Males	1,880	51.0%	23,820	48.5%	68,952	48.0%	128,951	48.9%	
Occupation Total Females	1,805	49.0%	25,254	51.5%	74,566	52.0%	134,870	51.1%	
Management, Business, Financial Operations	785	21.3%	8,973	18.3%	23,332	16.3%	38,298	14.5%	
Professional, Related	1,295	35.1%	14,257	29.1%	35,828	25.0%	61,503	23.3%	
Service	424	11.5%	7,593	15.5%	25,362	17.7%	51,681	19.6%	
Sales, Office	645	17.5%	9,848	20.1%	29,350	20.5%	52,044	19.7%	
Farming, Fishing, Forestry	4	0.1%	50	0.1%	147	0.1%	302	0.1%	
Construction, Extraction, Maintenance	150	4.1%	2,143	4.4%	7,187	5.0%	14,762	5.6%	
Production, Transport, Material Moving	381	10.3%	6,209	12.7%	22,311	15.5%	45,230	17.1%	
White Collar Workers	2,725	74.0%	33,078	67.4%	88,510	61.7%	151,845	57.6%	
Blue Collar Workers	960	26.0%	15,996	32.6%	55,008	38.3%	111,976	42.4%	

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		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Units In Structure (2022)									
Total Units	3,130		41,219		122,370		229,979		
1 Detached Unit	1,925	61.5%	25,856	62.7%	74,207	60.6%	129,215	56.2%	
1 Attached Unit	74	2.4%	1,318	3.2%	4,822	3.9%	9,908	4.3%	
2 Units	249	8.0%	4,050	9.8%	17,656	14.4%	34,671	15.1%	
3 to 4 Units	174	5.6%	2,614	6.3%	6,492	5.3%	12,855	5.6%	
5 to 9 Units	159	5.1%	2,033	4.9%	4,924	4.0%	10,208	4.4%	
10 to 19 Units	124	4.0%	1,058	2.6%	3,054	2.5%	7,473	3.2%	
20 to 49 Units	136	4.4%	1,640	4.0%	4,802	3.9%	11,541	5.0%	
50 or More Units	274	8.8%	2,432	5.9%	5,638	4.6%	12,732	5.5%	
Mobile Home or Trailer	14	0.4%	217	0.5%	772	0.6%	1,336	0.6%	
Other Structure	-	-	1	-	4	-	40	-	
Homes Built By Year (2022)									
Homes Built 2014 or later	178	5.3%	611	1.4%	1,515	1.2%	2,947	1.2%	
Homes Built 2010 to 2013	74	2.2%	398	0.9%	1,138	0.9%	2,095	0.8%	
Homes Built 2000 to 2009	59	1.8%	927	2.1%	4,104	3.1%	9,263	3.7%	
Homes Built 1990 to 1999	112	3.4%	1,916	4.4%	6,869	5.2%	16,298	6.6%	
Homes Built 1980 to 1989	89	2.7%	1,921	4.4%	5,723	4.4%	12,578	5.1%	
Homes Built 1970 to 1979	300	9.0%	4,077	9.3%	11,198	8.5%	22,053	8.9%	
Homes Built 1960 to 1969	705	21.1%	6,482	14.9%	17,980	13.7%	31,853	12.8%	
Homes Built 1950 to 1959	1,066	31.9%	12,879	29.5%	31,437	24.0%	51,316	20.7%	
Homes Built 1940 to 1949	269	8.0%	4,732	10.8%	13,306	10.1%	22,335	9.0%	
Homes Built Before 1939	276	8.2%	7,277	16.7%	29,101	22.2%	59,241	23.8%	
Median Age of Homes	51.9	yrs	55.9	yrs	56.5	yrs	55.6	yrs	
Home Values (2022)									
Owner Specified Housing Units	2,007		27,862		77,529		135,686		
Home Values \$1,000,000 or More	-	-	111	0.4%	327	0.4%	776	0.6%	
Home Values \$750,000 to \$999,999	5	0.3%	341	1.2%	952	1.2%	1,484	1.1%	
Home Values \$500,000 to \$749,999	38	1.9%	1,001	3.6%	2,814	3.6%	4,601	3.4%	
Home Values \$400,000 to \$499,999	83	4.1%	1,405	5.0%	3,990	5.1%	6,483	4.8%	
Home Values \$300,000 to \$399,999	250	12.4%	3,677	13.2%	8,992	11.6%	14,601	10.8%	
Home Values \$250,000 to \$299,999	448	22.3%	3,731	13.4%	7,724	10.0%	12,174	9.0%	
Home Values \$200,000 to \$249,999	475	23.7%	4,624	16.6%	10,177	13.1%	16,848	12.4%	
Home Values \$175,000 to \$199,999	233	11.6%	2,717	9.8%	5,989	7.7%	9,673	7.1%	
Home Values \$150,000 to \$174,999	227	11.3%	2,952	10.6%	8,369	10.8%	15,345	11.3%	
Home Values \$125,000 to \$149,999	97	4.8%	2,360	8.5%	7,238	9.3%	13,649	10.1%	
Home Values \$100,000 to \$124,999	89	4.5%	2,242	8.0%	7,303	9.4%	12,318	9.1%	
Home Values \$90,000 to \$99,999	17	0.8%	595	2.1%	2,465	3.2%	4,322	3.2%	
Home Values \$80,000 to \$89,999	7	0.3%	557	2.0%	2,762	3.6%	4,951	3.6%	
Home Values \$70,000 to \$79,999	7	0.3%	339	1.2%	1,715	2.2%	3,096	2.3%	
Home Values \$60,000 to \$69,999	6	0.3%	300	1.1%	1,658	2.1%	3,772	2.8%	
Home Values \$50,000 to \$59,999	4	0.2%	309	1.1%	1,954	2.5%	3,647	2.7%	
Home Values \$35,000 to \$49,999	7	0.3%	219	0.8%	1,321	1.7%	3,524	2.6%	
Home Values \$25,000 to \$34,999	5	0.2%	108	0.4%	558	0.7%	1,551	1.1%	
Home Values \$10,000 to \$24,999	5	0.2%	190	0.7%	865	1.1%	2,247	1.7%	
Home Values Under \$10,000	5	0.3%	85	0.3%	359	0.5%	623	0.5%	
Owner-Occupied Median Home Value	\$233,933		\$220,276		\$200,868		\$191,133		
Renter-Occupied Median Rent	\$933		\$870		\$807		\$774		

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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 (2022)									
Total Household Expenditure		\$202.82 M		\$2.69 B		\$7.45 B		\$13.16 B	
Total Non-Retail Expenditure		\$107.17 M		\$1.42 B		\$3.93 B		\$6.96 B	
Total Retail Expenditure		\$95.65 M		\$1.27 B		\$3.51 B		\$6.2 B	
Apparel		\$7.14 M		\$94.54 M		\$261.73 M		\$461.85 M	
Contributions		\$6.75 M		\$88.82 M		\$241.63 M		\$423.07 M	
Education		\$6.19 M		\$81.1 M		\$220.9 M		\$386.63 M	
Entertainment		\$11.56 M		\$152.52 M		\$419.27 M		\$737.24 M	
Food and Beverages		\$29.75 M		\$395.1 M		\$1.1 B		\$1.95 B	
Furnishings and Equipment		\$7.19 M		\$94.84 M		\$260.76 M		\$458.39 M	
Gifts		\$5.05 M		\$66.93 M		\$182.26 M		\$318.95 M	
Health Care		\$17.17 M		\$227.91 M		\$632.94 M		\$1.12 B	
Household Operations		\$8.02 M		\$105.95 M		\$291.86 M		\$514.15 M	
Miscellaneous Expenses		\$3.86 M		\$51.05 M		\$140.87 M		\$248.46 M	
Personal Care		\$2.73 M		\$36.15 M		\$100.01 M		\$176.65 M	
Personal Insurance		\$1.45 M		\$19.04 M		\$51.8 M		\$90.37 M	
Reading		\$447.81 K		\$5.91 M		\$16.25 M		\$28.66 M	
Shelter		\$42.63 M		\$566.22 M		\$1.57 B		\$2.79 B	
Tobacco		\$1.19 M		\$16.07 M		\$46.11 M		\$83.3 M	
Transportation		\$36.92 M		\$488.61 M		\$1.35 B		\$2.39 B	
Utilities		\$14.78 M		\$197.51 M		\$554.16 M		\$986.89 M	
Monthly Household Consumer Expenditure (2022)									
Total Household Expenditure		\$5,401		\$5,435		\$5,071		\$4,768	
Total Non-Retail Expenditure		\$2,854	52.8%	\$2,872	52.8%	\$2,679	52.8%	\$2,520	52.9%
Total Retail Expenditures		\$2,547	47.2%	\$2,563	47.2%	\$2,392	47.2%	\$2,248	47.1%
Apparel		\$190	3.5%	\$191	3.5%	\$178	3.5%	\$167	3.5%
Contributions		\$180	3.3%	\$180	3.3%	\$165	3.2%	\$153	3.2%
Education		\$165	3.0%	\$164	3.0%	\$150	3.0%	\$140	2.9%
Entertainment		\$308	5.7%	\$308	5.7%	\$286	5.6%	\$267	5.6%
Food and Beverages		\$792	14.7%	\$799	14.7%	\$749	14.8%	\$706	14.8%
Furnishings and Equipment		\$191	3.5%	\$192	3.5%	\$178	3.5%	\$166	3.5%
Gifts		\$134	2.5%	\$135	2.5%	\$124	2.4%	\$116	2.4%
Health Care		\$457	8.5%	\$461	8.5%	\$431	8.5%	\$406	8.5%
Household Operations		\$214	4.0%	\$214	3.9%	\$199	3.9%	\$186	3.9%
Miscellaneous Expenses		\$103	1.9%	\$103	1.9%	\$96	1.9%	\$90	1.9%
Personal Care		\$73	1.3%	\$73	1.3%	\$68	1.3%	\$64	1.3%
Personal Insurance		\$39	0.7%	\$38	0.7%	\$35	0.7%	\$33	0.7%
Reading		\$12	0.2%	\$12	0.2%	\$11	0.2%	\$10	0.2%
Shelter		\$1,135	21.0%	\$1,145	21.1%	\$1,071	21.1%	\$1,010	21.2%
Tobacco		\$32	0.6%	\$32	0.6%	\$31	0.6%	\$30	0.6%
Transportation		\$983	18.2%	\$988	18.2%	\$922	18.2%	\$865	18.1%
Utilities		\$394	7.3%	\$399	7.3%	\$377	7.4%	\$358	7.5%