

Full Profile

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



Lat/Lon: 44.2626/-88.4465

2600 W College Ave Appleton, WI 54914	1 mi radius	3 mi radius	5 mi radius
Population			
2023 Estimated Population	5,747	69,254	141,264
2028 Projected Population	5,791	69,454	141,670
2020 Census Population	5,762	69,056	140,857
2010 Census Population	5,788	67,749	134,227
Projected Annual Growth 2023 to 2028	0.2%	-	-
Historical Annual Growth 2010 to 2023	-	0.2%	0.4%
Households			
2023 Estimated Households	2,723	30,140	59,839
2028 Projected Households	2,757	30,297	60,090
2020 Census Households	2,694	29,710	58,982
2010 Census Households	2,665	28,793	55,288
Projected Annual Growth 2023 to 2028	0.3%	0.1%	-
Historical Annual Growth 2010 to 2023	0.2%	0.4%	0.6%
Age			
2023 Est. Population Under 10 Years	13.4%	12.0%	12.1%
2023 Est. Population 10 to 19 Years	12.5%	12.4%	13.0%
2023 Est. Population 20 to 29 Years	18.5%	16.4%	14.2%
2023 Est. Population 30 to 44 Years	18.2%	18.9%	19.7%
2023 Est. Population 45 to 59 Years	17.7%	17.9%	18.8%
2023 Est. Population 60 to 74 Years	13.7%	15.5%	15.9%
2023 Est. Population 75 Years or Over	6.0%	7.0%	6.2%
2023 Est. Median Age	33.7	36.7	37.4
Marital Status & Gender			
2023 Est. Male Population	49.8%	49.6%	49.7%
2023 Est. Female Population	50.2%	50.4%	50.3%
2023 Est. Never Married	48.3%	38.2%	34.8%
2023 Est. Now Married	34.1%	41.8%	47.6%
2023 Est. Separated or Divorced	13.2%	15.0%	12.9%
2023 Est. Widowed	4.4%	5.0%	4.6%
Income			
2023 Est. HH Income \$200,000 or More	0.9%	6.8%	8.4%
2023 Est. HH Income \$150,000 to \$199,999	3.0%	6.4%	7.3%
2023 Est. HH Income \$100,000 to \$149,999	14.9%	15.8%	17.7%
2023 Est. HH Income \$75,000 to \$99,999	15.6%	13.5%	14.0%
2023 Est. HH Income \$50,000 to \$74,999	21.1%	19.5%	18.9%
2023 Est. HH Income \$35,000 to \$49,999	14.9%	13.0%	11.8%
2023 Est. HH Income \$25,000 to \$34,999	9.0%	9.8%	8.5%
2023 Est. HH Income \$15,000 to \$24,999	10.6%	7.6%	6.6%
2023 Est. HH Income Under \$15,000	10.0%	7.7%	6.6%
2023 Est. Average Household Income	\$73,114	\$109,874	\$113,280
2023 Est. Median Household Income	\$56,464	\$67,729	\$76,865
2023 Est. Per Capita Income	\$34,756	\$48,191	\$48,188
2023 Est. Total Businesses	569	3,187	5,013
2023 Est. Total Employees	13,054	58,116	91,115

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Race				
2023 Est. White		77.9%	79.3%	82.4%
2023 Est. Black		4.7%	3.5%	2.7%
2023 Est. Asian or Pacific Islander		6.8%	8.3%	6.6%
2023 Est. American Indian or Alaska Native		0.6%	0.6%	0.6%
2023 Est. Other Races		9.9%	8.3%	7.7%
Hispanic				
2023 Est. Hispanic Population		578	5,359	10,098
2023 Est. Hispanic Population		10.1%	7.7%	7.1%
2028 Proj. Hispanic Population		10.0%	7.7%	7.1%
2020 Hispanic Population		10.9%	7.9%	7.7%
Education (Adults 25 & Older)				
2023 Est. Adult Population (25 Years or Over)		3,737	46,630	96,067
2023 Est. Elementary (Grade Level 0 to 8)		1.8%	2.6%	2.3%
2023 Est. Some High School (Grade Level 9 to 11)		4.0%	3.8%	3.4%
2023 Est. High School Graduate		33.3%	28.9%	27.4%
2023 Est. Some College		22.9%	20.3%	19.3%
2023 Est. Associate Degree Only		13.2%	13.0%	13.4%
2023 Est. Bachelor Degree Only		18.6%	21.4%	23.5%
2023 Est. Graduate Degree		6.1%	10.0%	10.7%
Housing				
2023 Est. Total Housing Units		2,873	31,862	62,844
2023 Est. Owner-Occupied		46.2%	55.8%	61.4%
2023 Est. Renter-Occupied		48.5%	38.8%	33.8%
2023 Est. Vacant Housing		5.3%	5.4%	4.8%
Homes Built by Year				
2023 Homes Built 2010 or later		2.4%	4.6%	7.3%
2023 Homes Built 2000 to 2009		5.2%	8.8%	10.6%
2023 Homes Built 1990 to 1999		8.2%	9.2%	12.2%
2023 Homes Built 1980 to 1989		21.3%	14.3%	13.5%
2023 Homes Built 1970 to 1979		21.0%	15.5%	15.5%
2023 Homes Built 1960 to 1969		8.4%	8.3%	9.0%
2023 Homes Built 1950 to 1959		8.8%	10.1%	9.0%
2023 Homes Built Before 1949		19.4%	23.9%	18.2%
Home Values				
2023 Home Value \$1,000,000 or More		0.7%	0.6%	0.5%
2023 Home Value \$500,000 to \$999,999		4.9%	4.6%	4.5%
2023 Home Value \$400,000 to \$499,999		3.5%	5.3%	5.7%
2023 Home Value \$300,000 to \$399,999		10.8%	12.0%	13.9%
2023 Home Value \$200,000 to \$299,999		18.1%	26.4%	26.8%
2023 Home Value \$150,000 to \$199,999		24.9%	24.2%	24.1%
2023 Home Value \$100,000 to \$149,999		24.2%	18.0%	16.7%
2023 Home Value \$50,000 to \$99,999		7.8%	4.8%	4.3%
2023 Home Value \$25,000 to \$49,999		2.9%	0.8%	1.0%
2023 Home Value Under \$25,000		2.2%	3.2%	2.5%
2023 Median Home Value		\$172,430	\$203,054	\$212,553
2023 Median Rent		\$670	\$728	\$736

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Labor Force			
2023 Est. Labor Population Age 16 Years or Over	4,550	56,093	113,076
2023 Est. Civilian Employed	70.6%	64.3%	66.1%
2023 Est. Civilian Unemployed	4.1%	1.7%	1.6%
2023 Est. in Armed Forces	-	0.1%	0.1%
2023 Est. not in Labor Force	25.3%	33.8%	32.2%
2023 Labor Force Males	49.4%	49.3%	49.3%
2023 Labor Force Females	50.6%	50.7%	50.7%
Occupation			
2023 Occupation: Population Age 16 Years or Over	3,211	36,087	74,703
2023 Mgmt, Business, & Financial Operations	17.8%	16.9%	18.0%
2023 Professional, Related	23.6%	23.5%	24.1%
2023 Service	14.1%	13.9%	13.0%
2023 Sales, Office	15.0%	18.1%	19.4%
2023 Farming, Fishing, Forestry	0.5%	0.5%	0.4%
2023 Construction, Extraction, Maintenance	6.9%	7.0%	6.7%
2023 Production, Transport, Material Moving	22.2%	20.2%	18.3%
2023 White Collar Workers	56.3%	58.5%	61.5%
2023 Blue Collar Workers	43.7%	41.5%	38.5%
Transportation to Work			
2023 Drive to Work Alone	66.5%	69.6%	73.1%
2023 Drive to Work in Carpool	11.2%	6.4%	5.8%
2023 Travel to Work by Public Transportation	4.8%	1.9%	1.3%
2023 Drive to Work on Motorcycle	-	0.2%	0.1%
2023 Walk or Bicycle to Work	2.3%	4.1%	2.9%
2023 Other Means	0.7%	0.9%	0.9%
2023 Work at Home	14.4%	16.9%	15.8%
Travel Time			
2023 Travel to Work in 14 Minutes or Less	45.4%	41.2%	38.5%
2023 Travel to Work in 15 to 29 Minutes	36.3%	41.0%	43.7%
2023 Travel to Work in 30 to 59 Minutes	15.1%	13.9%	13.9%
2023 Travel to Work in 60 Minutes or More	3.2%	4.0%	3.8%
2023 Average Travel Time to Work	14.9	15.9	16.4
Consumer Expenditure			
2023 Est. Total Household Expenditure	\$154.03 M	\$2.27 B	\$4.59 B
2023 Est. Apparel	\$5.31 M	\$79.87 M	\$162.02 M
2023 Est. Contributions, Gifts	\$8.29 M	\$131.63 M	\$268.24 M
2023 Est. Education, Reading	\$4.41 M	\$73.12 M	\$150.25 M
2023 Est. Entertainment	\$8.47 M	\$128.45 M	\$261.21 M
2023 Est. Food, Beverages, Tobacco	\$24.06 M	\$347.74 M	\$700.22 M
2023 Est. Furnishings, Equipment	\$5.3 M	\$79.83 M	\$162.3 M
2023 Est. Health Care, Insurance	\$14.41 M	\$208.5 M	\$419.54 M
2023 Est. Household Operations, Shelter, Utilities	\$50.67 M	\$736.96 M	\$1.48 B
2023 Est. Miscellaneous Expenses	\$2.91 M	\$43.16 M	\$87.17 M
2023 Est. Personal Care	\$2.07 M	\$30.5 M	\$61.64 M
2023 Est. Transportation	\$28.13 M	\$412.93 M	\$836.17 M

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