



DP-1

Profile of General Population and Housing Characteristics: 2010

2010 Demographic Profile Data

NOTE: For more information on confidentiality protection, nonsampling error, and definitions, see <http://www.census.gov/prod/cen2010/profiletd.pdf>.

GEO: Oconomowoc city, Wisconsin

| Subject | Number | Percent |
|--------------------|--------|---------|
| SEX AND AGE | | |
| Total population | 15,759 | 100.0 |
| Under 5 years | 1,164 | 7.4 |
| 5 to 9 years | 1,306 | 8.3 |
| 10 to 14 years | 1,101 | 7.0 |
| 15 to 19 years | 822 | 5.2 |
| 20 to 24 years | 600 | 3.8 |
| 25 to 29 years | 919 | 5.8 |
| 30 to 34 years | 1,086 | 6.9 |
| 35 to 39 years | 1,264 | 8.0 |
| 40 to 44 years | 1,158 | 7.3 |
| 45 to 49 years | 1,192 | 7.6 |
| 50 to 54 years | 1,074 | 6.8 |
| 55 to 59 years | 967 | 6.1 |
| 60 to 64 years | 787 | 5.0 |
| 65 to 69 years | 575 | 3.6 |
| 70 to 74 years | 461 | 2.9 |
| 75 to 79 years | 425 | 2.7 |
| 80 to 84 years | 430 | 2.7 |
| 85 years and over | 428 | 2.7 |
| Median age (years) | 38.6 | (X) |
| 16 years and over | 11,997 | 76.1 |
| 18 years and over | 11,618 | 73.7 |
| 21 years and over | 11,244 | 71.3 |
| 62 years and over | 2,777 | 17.6 |
| 65 years and over | 2,319 | 14.7 |
| Male population | 7,524 | 47.7 |
| Under 5 years | 571 | 3.6 |
| 5 to 9 years | 641 | 4.1 |
| 10 to 14 years | 551 | 3.5 |
| 15 to 19 years | 406 | 2.6 |
| 20 to 24 years | 291 | 1.8 |
| 25 to 29 years | 451 | 2.9 |
| 30 to 34 years | 519 | 3.3 |
| 35 to 39 years | 619 | 3.9 |
| 40 to 44 years | 584 | 3.7 |
| 45 to 49 years | 592 | 3.8 |
| 50 to 54 years | 537 | 3.4 |
| 55 to 59 years | 465 | 3.0 |
| 60 to 64 years | 391 | 2.5 |
| 65 to 69 years | 255 | 1.6 |
| 70 to 74 years | 196 | 1.2 |
| 75 to 79 years | 169 | 1.1 |
| 80 to 84 years | 145 | 0.9 |
| 85 years and over | 141 | 0.9 |

| Subject | Number | Percent |
|--|--------|---------|
| Median age (years) | 37.8 | (X) |
| 16 years and over | 5,664 | 35.9 |
| 18 years and over | 5,491 | 34.8 |
| 21 years and over | 5,286 | 33.5 |
| 62 years and over | 1,129 | 7.2 |
| 65 years and over | 906 | 5.7 |
| Female population | 8,235 | 52.3 |
| Under 5 years | 593 | 3.8 |
| 5 to 9 years | 665 | 4.2 |
| 10 to 14 years | 550 | 3.5 |
| 15 to 19 years | 416 | 2.6 |
| 20 to 24 years | 309 | 2.0 |
| 25 to 29 years | 468 | 3.0 |
| 30 to 34 years | 567 | 3.6 |
| 35 to 39 years | 645 | 4.1 |
| 40 to 44 years | 574 | 3.6 |
| 45 to 49 years | 600 | 3.8 |
| 50 to 54 years | 537 | 3.4 |
| 55 to 59 years | 502 | 3.2 |
| 60 to 64 years | 396 | 2.5 |
| 65 to 69 years | 320 | 2.0 |
| 70 to 74 years | 265 | 1.7 |
| 75 to 79 years | 256 | 1.6 |
| 80 to 84 years | 285 | 1.8 |
| 85 years and over | 287 | 1.8 |
| Median age (years) | 39.3 | (X) |
| 16 years and over | 6,333 | 40.2 |
| 18 years and over | 6,127 | 38.9 |
| 21 years and over | 5,958 | 37.8 |
| 62 years and over | 1,648 | 10.5 |
| 65 years and over | 1,413 | 9.0 |
| RACE | | |
| Total population | 15,759 | 100.0 |
| One Race | 15,566 | 98.8 |
| White | 15,130 | 96.0 |
| Black or African American | 71 | 0.5 |
| American Indian and Alaska Native | 35 | 0.2 |
| Asian | 160 | 1.0 |
| Asian Indian | 22 | 0.1 |
| Chinese | 40 | 0.3 |
| Filipino | 29 | 0.2 |
| Japanese | 10 | 0.1 |
| Korean | 12 | 0.1 |
| Vietnamese | 17 | 0.1 |
| Other Asian [1] | 30 | 0.2 |
| Native Hawaiian and Other Pacific Islander | 2 | 0.0 |
| Native Hawaiian | 0 | 0.0 |
| Guamanian or Chamorro | 0 | 0.0 |
| Samoan | 0 | 0.0 |
| Other Pacific Islander [2] | 2 | 0.0 |
| Some Other Race | 168 | 1.1 |
| Two or More Races | 193 | 1.2 |
| White; American Indian and Alaska Native [3] | 40 | 0.3 |
| White; Asian [3] | 57 | 0.4 |
| White; Black or African American [3] | 56 | 0.4 |
| White; Some Other Race [3] | 22 | 0.1 |
| Race alone or in combination with one or more other races: [4] | | |
| White | 15,315 | 97.2 |
| Black or African American | 133 | 0.8 |
| American Indian and Alaska Native | 84 | 0.5 |

| Subject | Number | Percent |
|--|--------|---------|
| Asian | 226 | 1.4 |
| Native Hawaiian and Other Pacific Islander | 8 | 0.1 |
| Some Other Race | 192 | 1.2 |
| HISPANIC OR LATINO | | |
| Total population | 15,759 | 100.0 |
| Hispanic or Latino (of any race) | 559 | 3.5 |
| Mexican | 402 | 2.6 |
| Puerto Rican | 54 | 0.3 |
| Cuban | 17 | 0.1 |
| Other Hispanic or Latino [5] | 86 | 0.5 |
| Not Hispanic or Latino | 15,200 | 96.5 |
| HISPANIC OR LATINO AND RACE | | |
| Total population | 15,759 | 100.0 |
| Hispanic or Latino | 559 | 3.5 |
| White alone | 352 | 2.2 |
| Black or African American alone | 9 | 0.1 |
| American Indian and Alaska Native alone | 5 | 0.0 |
| Asian alone | 3 | 0.0 |
| Native Hawaiian and Other Pacific Islander alone | 0 | 0.0 |
| Some Other Race alone | 162 | 1.0 |
| Two or More Races | 28 | 0.2 |
| Not Hispanic or Latino | 15,200 | 96.5 |
| White alone | 14,778 | 93.8 |
| Black or African American alone | 62 | 0.4 |
| American Indian and Alaska Native alone | 30 | 0.2 |
| Asian alone | 157 | 1.0 |
| Native Hawaiian and Other Pacific Islander alone | 2 | 0.0 |
| Some Other Race alone | 6 | 0.0 |
| Two or More Races | 165 | 1.0 |
| RELATIONSHIP | | |
| Total population | 15,759 | 100.0 |
| In households | 15,526 | 98.5 |
| Householder | 6,256 | 39.7 |
| Spouse [6] | 3,548 | 22.5 |
| Child | 4,788 | 30.4 |
| Own child under 18 years | 3,974 | 25.2 |
| Other relatives | 370 | 2.3 |
| Under 18 years | 124 | 0.8 |
| 65 years and over | 69 | 0.4 |
| Nonrelatives | 564 | 3.6 |
| Under 18 years | 40 | 0.3 |
| 65 years and over | 28 | 0.2 |
| Unmarried partner | 315 | 2.0 |
| In group quarters | 233 | 1.5 |
| Institutionalized population | 117 | 0.7 |
| Male | 37 | 0.2 |
| Female | 80 | 0.5 |
| Noninstitutionalized population | 116 | 0.7 |
| Male | 34 | 0.2 |
| Female | 82 | 0.5 |
| HOUSEHOLDS BY TYPE | | |
| Total households | 6,256 | 100.0 |
| Family households (families) [7] | 4,270 | 68.3 |
| With own children under 18 years | 2,086 | 33.3 |
| Husband-wife family | 3,548 | 56.7 |
| With own children under 18 years | 1,650 | 26.4 |
| Male householder, no wife present | 218 | 3.5 |
| With own children under 18 years | 124 | 2.0 |
| Female householder, no husband present | 504 | 8.1 |
| With own children under 18 years | 312 | 5.0 |

| Subject | Number | Percent |
|---|--------|---------|
| Nonfamily households [7] | 1,986 | 31.7 |
| Householder living alone | 1,688 | 27.0 |
| Male | 619 | 9.9 |
| 65 years and over | 135 | 2.2 |
| Female | 1,069 | 17.1 |
| 65 years and over | 573 | 9.2 |
| Households with individuals under 18 years | 2,178 | 34.8 |
| Households with individuals 65 years and over | 1,550 | 24.8 |
| Average household size | 2.48 | (X) |
| Average family size [7] | 3.04 | (X) |
| HOUSING OCCUPANCY | | |
| Total housing units | 6,662 | 100.0 |
| Occupied housing units | 6,256 | 93.9 |
| Vacant housing units | 406 | 6.1 |
| For rent | 141 | 2.1 |
| Rented, not occupied | 2 | 0.0 |
| For sale only | 122 | 1.8 |
| Sold, not occupied | 11 | 0.2 |
| For seasonal, recreational, or occasional use | 86 | 1.3 |
| All other vacants | 44 | 0.7 |
| Homeowner vacancy rate (percent) [8] | 2.7 | (X) |
| Rental vacancy rate (percent) [9] | 7.1 | (X) |
| HOUSING TENURE | | |
| Occupied housing units | 6,256 | 100.0 |
| Owner-occupied housing units | 4,409 | 70.5 |
| Population in owner-occupied housing units | 11,987 | (X) |
| Average household size of owner-occupied units | 2.72 | (X) |
| Renter-occupied housing units | 1,847 | 29.5 |
| Population in renter-occupied housing units | 3,539 | (X) |
| Average household size of renter-occupied units | 1.92 | (X) |

X Not applicable.

[1] Other Asian alone, or two or more Asian categories.

[2] Other Pacific Islander alone, or two or more Native Hawaiian and Other Pacific Islander categories.

[3] One of the four most commonly reported multiple-race combinations nationwide in Census 2000.

[4] In combination with one or more of the other races listed. The six numbers may add to more than the total population, and the six percentages may add to more than 100 percent because individuals may report more than one race.

[5] This category is composed of people whose origins are from the Dominican Republic, Spain, and Spanish-speaking Central or South American countries. It also includes general origin responses such as "Latino" or "Hispanic."

[6] "Spouse" represents spouse of the householder. It does not reflect all spouses in a household. Responses of "same-sex spouse" were edited during processing to "unmarried partner."

[7] "Family households" consist of a householder and one or more other people related to the householder by birth, marriage, or adoption. They do not include same-sex married couples even if the marriage was performed in a state issuing marriage certificates for same-sex couples. Same-sex couple households are included in the family households category if there is at least one additional person related to the householder by birth or adoption. Same-sex couple households with no relatives of the householder present are tabulated in nonfamily households. "Nonfamily households" consist of people living alone and households which do not have any members related to the householder.

[8] The homeowner vacancy rate is the proportion of the homeowner inventory that is vacant "for sale." It is computed by dividing the total number of vacant units "for sale only" by the sum of owner-occupied units, vacant units that are "for sale only," and vacant units that have been sold but not yet occupied; and then multiplying by 100.

[9] The rental vacancy rate is the proportion of the rental inventory that is vacant "for rent." It is computed by dividing the total number of vacant units "for rent" by the sum of the renter-occupied units, vacant units that are "for rent," and vacant units that have been rented but not yet occupied; and then multiplying by 100.

Source: U.S. Census Bureau, 2010 Census.