



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
<b>SEX AND AGE</b>		
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
<b>RACE</b>		
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
<b>HISPANIC OR LATINO</b>		
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
<b>HISPANIC OR LATINO AND RACE</b>		
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
<b>RELATIONSHIP</b>		
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
<b>HOUSEHOLDS BY TYPE</b>		
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 )
<b>HOUSING OCCUPANCY</b>		
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 )
<b>HOUSING TENURE</b>		
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.