



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 town, Waukesha County, Wisconsin

Subject	Number	Percent
SEX AND AGE		
Total population	8,408	100.0
Under 5 years	436	5.2
5 to 9 years	567	6.7
10 to 14 years	574	6.8
15 to 19 years	552	6.6
20 to 24 years	323	3.8
25 to 29 years	334	4.0
30 to 34 years	345	4.1
35 to 39 years	510	6.1
40 to 44 years	618	7.4
45 to 49 years	792	9.4
50 to 54 years	898	10.7
55 to 59 years	712	8.5
60 to 64 years	645	7.7
65 to 69 years	434	5.2
70 to 74 years	266	3.2
75 to 79 years	165	2.0
80 to 84 years	147	1.7
85 years and over	90	1.1
Median age (years)	44.6	(X)
16 years and over	6,692	79.6
18 years and over	6,449	76.7
21 years and over	6,225	74.0
62 years and over	1,468	17.5
65 years and over	1,102	13.1
Male population	4,277	50.9
Under 5 years	218	2.6
5 to 9 years	283	3.4
10 to 14 years	294	3.5
15 to 19 years	294	3.5
20 to 24 years	165	2.0
25 to 29 years	185	2.2
30 to 34 years	171	2.0
35 to 39 years	261	3.1
40 to 44 years	295	3.5
45 to 49 years	396	4.7
50 to 54 years	466	5.5
55 to 59 years	347	4.1
60 to 64 years	353	4.2
65 to 69 years	204	2.4
70 to 74 years	146	1.7
75 to 79 years	87	1.0
80 to 84 years	72	0.9
85 years and over	40	0.5

Subject	Number	Percent
Median age (years)	44.6	(X)
16 years and over	3,416	40.6
18 years and over	3,292	39.2
21 years and over	3,160	37.6
62 years and over	753	9.0
65 years and over	549	6.5
Female population	4,131	49.1
Under 5 years	218	2.6
5 to 9 years	284	3.4
10 to 14 years	280	3.3
15 to 19 years	258	3.1
20 to 24 years	158	1.9
25 to 29 years	149	1.8
30 to 34 years	174	2.1
35 to 39 years	249	3.0
40 to 44 years	323	3.8
45 to 49 years	396	4.7
50 to 54 years	432	5.1
55 to 59 years	365	4.3
60 to 64 years	292	3.5
65 to 69 years	230	2.7
70 to 74 years	120	1.4
75 to 79 years	78	0.9
80 to 84 years	75	0.9
85 years and over	50	0.6
Median age (years)	44.6	(X)
16 years and over	3,276	39.0
18 years and over	3,157	37.5
21 years and over	3,065	36.5
62 years and over	715	8.5
65 years and over	553	6.6
RACE		
Total population	8,408	100.0
One Race	8,331	99.1
White	8,197	97.5
Black or African American	46	0.5
American Indian and Alaska Native	10	0.1
Asian	47	0.6
Asian Indian	4	0.0
Chinese	12	0.1
Filipino	7	0.1
Japanese	6	0.1
Korean	15	0.2
Vietnamese	1	0.0
Other Asian [1]	2	0.0
Native Hawaiian and Other Pacific Islander	5	0.1
Native Hawaiian	2	0.0
Guamanian or Chamorro	2	0.0
Samoan	0	0.0
Other Pacific Islander [2]	1	0.0
Some Other Race	26	0.3
Two or More Races	77	0.9
White; American Indian and Alaska Native [3]	18	0.2
White; Asian [3]	18	0.2
White; Black or African American [3]	24	0.3
White; Some Other Race [3]	8	0.1
Race alone or in combination with one or more other races: [4]		
White	8,273	98.4
Black or African American	70	0.8
American Indian and Alaska Native	33	0.4

Subject	Number	Percent
Asian	71	0.8
Native Hawaiian and Other Pacific Islander	8	0.1
Some Other Race	36	0.4
HISPANIC OR LATINO		
Total population	8,408	100.0
Hispanic or Latino (of any race)	124	1.5
Mexican	62	0.7
Puerto Rican	9	0.1
Cuban	6	0.1
Other Hispanic or Latino [5]	47	0.6
Not Hispanic or Latino	8,284	98.5
HISPANIC OR LATINO AND RACE		
Total population	8,408	100.0
Hispanic or Latino	124	1.5
White alone	96	1.1
Black or African American alone	1	0.0
American Indian and Alaska Native alone	2	0.0
Asian alone	0	0.0
Native Hawaiian and Other Pacific Islander alone	2	0.0
Some Other Race alone	14	0.2
Two or More Races	9	0.1
Not Hispanic or Latino	8,284	98.5
White alone	8,101	96.3
Black or African American alone	45	0.5
American Indian and Alaska Native alone	8	0.1
Asian alone	47	0.6
Native Hawaiian and Other Pacific Islander alone	3	0.0
Some Other Race alone	12	0.1
Two or More Races	68	0.8
RELATIONSHIP		
Total population	8,408	100.0
In households	8,393	99.8
Householder	3,244	38.6
Spouse [6]	2,195	26.1
Child	2,487	29.6
Own child under 18 years	1,880	22.4
Other relatives	186	2.2
Under 18 years	60	0.7
65 years and over	38	0.5
Nonrelatives	281	3.3
Under 18 years	19	0.2
65 years and over	17	0.2
Unmarried partner	151	1.8
In group quarters	15	0.2
Institutionalized population	15	0.2
Male	6	0.1
Female	9	0.1
Noninstitutionalized population	0	0.0
Male	0	0.0
Female	0	0.0
HOUSEHOLDS BY TYPE		
Total households	3,244	100.0
Family households (families) [7]	2,470	76.1
With own children under 18 years	969	29.9
Husband-wife family	2,195	67.7
With own children under 18 years	836	25.8
Male householder, no wife present	111	3.4
With own children under 18 years	52	1.6
Female householder, no husband present	164	5.1
With own children under 18 years	81	2.5

Subject	Number	Percent
Nonfamily households [7]	774	23.9
Householder living alone	599	18.5
Male	332	10.2
65 years and over	81	2.5
Female	267	8.2
65 years and over	147	4.5
Households with individuals under 18 years	1,014	31.3
Households with individuals 65 years and over	766	23.6
Average household size	2.59	(X)
Average family size [7]	2.97	(X)
HOUSING OCCUPANCY		
Total housing units	3,709	100.0
Occupied housing units	3,244	87.5
Vacant housing units	465	12.5
For rent	41	1.1
Rented, not occupied	5	0.1
For sale only	83	2.2
Sold, not occupied	10	0.3
For seasonal, recreational, or occasional use	286	7.7
All other vacants	40	1.1
Homeowner vacancy rate (percent) [8]	2.8	(X)
Rental vacancy rate (percent) [9]	9.1	(X)
HOUSING TENURE		
Occupied housing units	3,244	100.0
Owner-occupied housing units	2,837	87.5
Population in owner-occupied housing units	7,502	(X)
Average household size of owner-occupied units	2.64	(X)
Renter-occupied housing units	407	12.5
Population in renter-occupied housing units	891	(X)
Average household size of renter-occupied units	2.19	(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.