

GATEWAY DRIVE & GOLF ROAD

CLAIREMONT AVENUE, HAMILTON AVENUE, SHORT STREET & MONDOVI ROAD

Gateway Drive and Golf Road surround one of the busiest retail and commercial areas in Eau Claire, including Oakwood Mall, the largest retail shopping center in western Wisconsin. This area is located near highway 53 and Interstate 94.

Some recent developments include:

- Holiday Inn Eau Claire South (2013)
- RD Larson Business Center (2014)
- Bremer Bank (2014)
- Globe University (2012)
- Chipotle Mexican Grill (2013)

KEY

-  Oakwood Mall
-  Oakwood Business Park
-  Oakpointe Plaza
-  Interstate Highway
-  US Highway
-  County Road
-  Daily Traffic Count



Traffic Count Source: Department of Transportation, May 2014



MAJOR BUSINESS CLUSTERS

- Area Financial Institutions
- Box Retailers
- Lodging
- Professional Offices
- Regional Mail
- Restaurants
- Specialty Retailers



MAJOR EMPLOYERS

- Ayres Associates Headquarters
- Bernuckie & Associates
- Bio Life
- Clifton Larson Allen
- Globe University
- Holiday Inn
- Regional Mall and Retailers
- US Social Security Office
- Wipfli



MAJOR RETAILERS & SELECTED FRANCHISES

- Ashley Furniture
- Best Buy
- Holiday Inn
- JC Penny
- Kohl's
- McDonalds
- Menards
- Olive Garden
- Petco
- Pier One
- Sam's Club
- Target
- TJ Maxx
- Wal-Mart



MAJOR ATTRACTIONS

- Movie Theater (12 screens)
- Visitor Center
- Largest Regional Shopping Center in Western Wisconsin



2010 Census Profile

4800 Golf Rd, Eau Claire, Wisconsin, 54701 2
 4800 Golf Rd, Eau Claire, Wisconsin, 54701
 Ring: 1 mile radius

Latitude: 44.7751
 Longitude: -91.43759

	2000	2010	2000-2010 Annual Rate
Population	3,448	4,831	3.43%
Households	1,507	2,257	4.12%
Housing Units	1,604	2,403	4.13%

Population by Race	Number	Percent
Total	4,831	100.0%
Population Reporting One Race	4,756	98.4%
White	4,469	92.5%
Black	50	1.0%
American Indian	17	0.4%
Asian	184	3.8%
Pacific Islander	3	0.1%
Some Other Race	33	0.7%
Population Reporting Two or More Races	75	1.6%
Total Hispanic Population	90	1.9%

Population by Sex	Number	Percent
Male	2,269	47.0%
Female	2,562	53.0%

Population by Age	Number	Percent
Total	4,830	100.0%
Age 0 - 4	289	6.0%
Age 5 - 9	298	6.2%
Age 10 - 14	291	6.0%
Age 15 - 19	262	5.4%
Age 20 - 24	347	7.2%
Age 25 - 29	381	7.9%
Age 30 - 34	307	6.4%
Age 35 - 39	253	5.2%
Age 40 - 44	303	6.3%
Age 45 - 49	321	6.6%
Age 50 - 54	294	6.1%
Age 55 - 59	306	6.3%
Age 60 - 64	310	6.4%
Age 65 - 69	192	4.0%
Age 70 - 74	168	3.5%
Age 75 - 79	184	3.8%
Age 80 - 84	160	3.3%
Age 85+	163	3.4%
Age 18+	3,776	78.2%
Age 65+	867	17.9%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	39.7
Male	37.5
Female	41.4
White Alone	41.2
Black Alone	30.0
American Indian Alone	23.1
Asian Alone	28.4
Pacific Islander Alone	17.5
Some Other Race Alone	28.8
Two or More Races	14.0
Hispanic Population	24.6

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



2010 Census Profile

4800 Golf Rd, Eau Claire, Wisconsin, 54701 2
4800 Golf Rd, Eau Claire, Wisconsin, 54701
Ring: 1 mile radius

Latitude: 44.7751
Longitude: -91.43759

Households by Type		
Total	2,258	100.0%
Households with 1 Person	744	33.0%
Households with 2+ People	1,514	67.1%
Family Households	1,325	58.7%
Husband-wife Families	1,104	48.9%
With Own Children	417	18.5%
Other Family (No Spouse Present)	221	9.8%
With Own Children	143	6.3%
Nonfamily Households	189	8.4%
All Households with Children	596	26.4%
Multigenerational Households	36	1.6%
Unmarried Partner Households	143	6.3%
Male-female	134	5.9%
Same-sex	9	0.4%
Average Household Size	2.14	

Family Households by Size		
Total	1,325	100.0%
2 People	672	50.7%
3 People	250	18.9%
4 People	265	20.0%
5 People	100	7.5%
6 People	28	2.1%
7+ People	10	0.8%
Average Family Size	2.75	

Nonfamily Households by Size		
Total	933	100.0%
1 Person	744	79.7%
2 People	161	17.3%
3 People	21	2.3%
4 People	4	0.4%
5 People	1	0.1%
6 People	1	0.1%
7+ People	1	0.1%
Average Nonfamily Size	1.19	

Population by Relationship and Household Type		
Total	4,831	100.0%
In Households	4,825	99.9%
In Family Households	3,717	76.9%
Householder	1,260	26.1%
Spouse	1,048	21.7%
Child	1,250	25.9%
Other relative	86	1.8%
Nonrelative	73	1.5%
In Nonfamily Households	1,108	22.9%
In Group Quarters	6	0.1%
Institutionalized Population	0	0.0%
Noninstitutionalized Population	6	0.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

4800 Golf Rd, Eau Claire, Wisconsin, 54701 2
4800 Golf Rd, Eau Claire, Wisconsin, 54701
Ring: 1 mile radius

Latitude: 44.7751
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Family Households by Age of Householder		
Total	1,325	100.0%
Householder Age 15 - 44	506	38.2%
Householder Age 45 - 54	281	21.2%
Householder Age 55 - 64	253	19.1%
Householder Age 65 - 74	137	10.3%
Householder Age 75+	148	11.2%

Nonfamily Households by Age of Householder		
Total	932	100.0%
Householder Age 15 - 44	347	37.2%
Householder Age 45 - 54	91	9.8%
Householder Age 55 - 64	132	14.2%
Householder Age 65 - 74	104	11.2%
Householder Age 75+	258	27.7%

Households by Race of Householder		
Total	2,257	100.0%
Householder is White Alone	2,164	95.9%
Householder is Black Alone	17	0.8%
Householder is American Indian Alone	6	0.3%
Householder is Asian Alone	48	2.1%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	12	0.5%
Householder is Two or More Races	10	0.4%
Households with Hispanic Householder	32	1.4%

Husband-wife Families by Race of Householder		
Total	1,103	100.0%
Householder is White Alone	1,048	95.0%
Householder is Black Alone	4	0.4%
Householder is American Indian Alone	2	0.2%
Householder is Asian Alone	34	3.1%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	8	0.7%
Householder is Two or More Races	7	0.6%
Husband-wife Families with Hispanic Householder	17	1.5%

Other Families (No Spouse) by Race of Householder		
Total	221	100.0%
Householder is White Alone	206	93.2%
Householder is Black Alone	6	2.7%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	7	3.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.5%
Householder is Two or More Races	1	0.5%
Other Families with Hispanic Householder	8	3.6%

Nonfamily Households by Race of Householder		
Total	932	100.0%
Householder is White Alone	910	97.6%
Householder is Black Alone	7	0.8%
Householder is American Indian Alone	3	0.3%
Householder is Asian Alone	7	0.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	3	0.3%
Householder is Two or More Races	2	0.2%
Nonfamily Households with Hispanic Householder	7	0.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

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Total Housing Units by Occupancy

Total	2,391	100.0%
Occupied Housing Units	2,257	94.4%
Vacant Housing Units		
For Rent	69	2.9%
Rented, not Occupied	3	0.1%
For Sale Only	24	1.0%
Sold, not Occupied	5	0.2%
For Seasonal/Recreational/Occasional Use	19	0.8%
For Migrant Workers	0	0.0%
Other Vacant	14	0.6%
Total Vacancy Rate	6.1%	

Households by Tenure and Mortgage Status

Total	2,257	100.0%
Owner Occupied	1,293	57.3%
Owned with a Mortgage/Loan	886	39.3%
Owned Free and Clear	406	18.0%
Average Household Size	2.40	
Renter Occupied	964	42.7%
Average Household Size	1.78	

Owner-occupied Housing Units by Race of Householder

Total	1,292	100.0%
Householder is White Alone	1,249	96.7%
Householder is Black Alone	5	0.4%
Householder is American Indian Alone	1	0.1%
Householder is Asian Alone	26	2.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	5	0.4%
Householder is Two or More Races	6	0.5%
Owner-occupied Housing Units with Hispanic Householder	10	0.8%

Renter-occupied Housing Units by Race of Householder

Total	964	100.0%
Householder is White Alone	915	94.9%
Householder is Black Alone	12	1.2%
Householder is American Indian Alone	4	0.4%
Householder is Asian Alone	22	2.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	7	0.7%
Householder is Two or More Races	4	0.4%
Renter-occupied Housing Units with Hispanic Householder	22	2.3%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.09
Householder is Black Alone	2.41
Householder is American Indian Alone	2.17
Householder is Asian Alone	3.54
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	3.33
Householder is Two or More Races	3.40
Householder is Hispanic	3.19

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Household Income Profile

4800 Golf Rd, Eau Claire, Wisconsin, 54701 2
 4800 Golf Rd, Eau Claire, Wisconsin, 54701
 Ring: 1 mile radius

Latitude: 44.7751
 Longitude: -91.43759

Summary	2014	2019	2014-2019 Change	2014-2019 Annual Rate
Population	4,876	4,999	123	0.50%
Households	2,305	2,381	76	0.65%
Median Age	40.3	41.1	0.8	0.39%
Average Household Size	2.11	2.10	-0.01	-0.09%

Households by Income	2014		2019	
	Number	Percent	Number	Percent
Household	2,305	100%	2,381	100%
<\$15,000	238	10.3%	222	9.3%
\$15,000-\$24,999	423	18.4%	299	12.6%
\$25,000-\$34,999	250	10.8%	275	11.5%
\$35,000-\$49,999	248	10.8%	316	13.3%
\$50,000-\$74,999	381	16.5%	288	12.1%
\$75,000-\$99,999	326	14.1%	340	14.3%
\$100,000-\$149,999	319	13.8%	452	19.0%
\$150,000-\$199,999	44	1.9%	90	3.8%
\$200,000+	75	3.3%	99	4.2%
Median Household Income	\$49,449		\$55,291	
Average Household Income	\$62,301		\$72,172	
Per Capita Income	\$28,006		\$32,679	

Data Note: Income reported for July 1, 2019 represents annual income for the preceding year, expressed in current (2018) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2014 and 2019.



Household Income Profile

4800 Golf Rd, Eau Claire, Wisconsin, 54701 2
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2014 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	154	418	286	367	394	288	399
<\$15,000	27	68	13	19	26	12	74
\$15,000-\$24,999	47	65	20	31	44	59	158
\$25,000-\$34,999	21	44	26	31	33	34	62
\$35,000-\$49,999	20	69	31	23	41	27	37
\$50,000-\$74,999	17	73	50	57	72	75	36
\$75,000-\$99,999	11	46	54	81	74	39	21
\$100,000-\$149,999	8	46	63	90	74	31	8
\$150,000-\$199,999	1	1	11	13	13	4	1
\$200,000+	1	6	19	21	17	8	3
Median HH Income	\$25,891	\$40,690	\$76,144	\$80,034	\$66,448	\$52,658	\$21,857
Average HH Income	\$38,340	\$51,080	\$86,198	\$86,111	\$75,670	\$61,559	\$31,454
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	17.5%	16.3%	4.5%	5.2%	6.6%	4.2%	18.5%
\$15,000-\$24,999	30.5%	15.6%	7.0%	8.4%	11.2%	20.5%	39.6%
\$25,000-\$34,999	13.6%	10.5%	9.1%	8.4%	8.4%	11.8%	15.5%
\$35,000-\$49,999	13.0%	16.5%	10.8%	6.3%	10.4%	9.4%	9.3%
\$50,000-\$74,999	11.0%	17.5%	17.5%	15.5%	18.3%	26.0%	9.0%
\$75,000-\$99,999	7.1%	11.0%	18.9%	22.1%	18.8%	13.5%	5.3%
\$100,000-\$149,999	5.2%	11.0%	22.0%	24.5%	18.8%	10.8%	2.0%
\$150,000-\$199,999	0.6%	0.2%	3.8%	3.5%	3.3%	1.4%	0.3%
\$200,000+	0.6%	1.4%	6.6%	5.7%	4.3%	2.8%	0.8%

Data Note: Income reported for July 1, 2019 represents annual income for the preceding year, expressed in current (2018) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2014 and 2019.



Household Income Profile

4800 Golf Rd, Eau Claire, Wisconsin, 54701 2
 4800 Golf Rd, Eau Claire, Wisconsin, 54701
 Ring: 1 mile radius

Latitude: 44.7751
 Longitude: -91.43759

2019 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	152	425	283	327	423	335	435
<\$15,000	25	59	10	13	21	13	81
\$15,000-\$24,999	32	43	11	16	26	43	128
\$25,000-\$34,999	23	46	24	25	34	42	81
\$35,000-\$49,999	27	87	33	22	50	39	58
\$50,000-\$74,999	14	55	31	33	53	66	34
\$75,000-\$99,999	13	50	51	68	79	50	29
\$100,000-\$149,999	13	71	82	106	111	55	15
\$150,000-\$199,999	2	4	20	22	27	13	3
\$200,000+	2	9	22	23	22	15	5
Median HH Income	\$32,514	\$44,874	\$89,298	\$93,810	\$81,869	\$59,289	\$25,692
Average HH Income	\$46,935	\$60,940	\$97,509	\$99,110	\$89,156	\$73,954	\$37,512
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	16.4%	13.9%	3.5%	4.0%	5.0%	3.9%	18.6%
\$15,000-\$24,999	21.1%	10.1%	3.9%	4.9%	6.1%	12.8%	29.4%
\$25,000-\$34,999	15.1%	10.8%	8.5%	7.6%	8.0%	12.5%	18.6%
\$35,000-\$49,999	17.8%	20.5%	11.7%	6.7%	11.8%	11.6%	13.3%
\$50,000-\$74,999	9.2%	12.9%	11.0%	10.1%	12.5%	19.7%	7.8%
\$75,000-\$99,999	8.6%	11.8%	18.0%	20.8%	18.7%	14.9%	6.7%
\$100,000-\$149,999	8.6%	16.7%	29.0%	32.4%	26.2%	16.4%	3.4%
\$150,000-\$199,999	1.3%	0.9%	7.1%	6.7%	6.4%	3.9%	0.7%
\$200,000+	1.3%	2.1%	7.8%	7.0%	5.2%	4.5%	1.1%

Data Note: Income reported for July 1, 2019 represents annual income for the preceding year, expressed in current (2018) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2014 and 2019.



2010 Census Profile

4800 Golf Rd, Eau Claire, Wisconsin, 54701 2
 4800 Golf Rd, Eau Claire, Wisconsin, 54701
 Ring: 3 mile radius

Latitude: 44.7751
 Longitude: -91.43759

	2000	2010	2000-2010 Annual Rate
Population	24,713	26,703	0.78%
Households	10,405	11,673	1.16%
Housing Units	10,858	12,440	1.37%

Population by Race	Number	Percent
Total	26,703	100.0%
Population Reporting One Race	26,231	98.2%
White	24,808	92.9%
Black	276	1.0%
American Indian	115	0.4%
Asian	823	3.1%
Pacific Islander	10	0.0%
Some Other Race	199	0.7%
Population Reporting Two or More Races	472	1.8%

Total Hispanic Population	626	2.3%
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Population by Sex	Number	Percent
Male	12,737	47.7%
Female	13,966	52.3%

Population by Age	Number	Percent
Total	26,702	100.0%
Age 0 - 4	1,767	6.6%
Age 5 - 9	1,681	6.3%
Age 10 - 14	1,661	6.2%
Age 15 - 19	1,602	6.0%
Age 20 - 24	2,140	8.0%
Age 25 - 29	2,071	7.8%
Age 30 - 34	1,674	6.3%
Age 35 - 39	1,472	5.5%
Age 40 - 44	1,594	6.0%
Age 45 - 49	1,767	6.6%
Age 50 - 54	1,752	6.6%
Age 55 - 59	1,777	6.7%
Age 60 - 64	1,586	5.9%
Age 65 - 69	1,090	4.1%
Age 70 - 74	861	3.2%
Age 75 - 79	769	2.9%
Age 80 - 84	682	2.6%
Age 85+	756	2.8%
Age 18+	20,559	77.0%
Age 65+	4,158	15.6%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	37.6
Male	35.7
Female	39.3
White Alone	39.4
Black Alone	23.9
American Indian Alone	29.5
Asian Alone	24.0
Pacific Islander Alone	30.0
Some Other Race Alone	22.9
Two or More Races	12.2
Hispanic Population	22.0

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



2010 Census Profile

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Ring: 3 mile radius

Latitude: 44.7751
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Households by Type		
Total	11,673	100.0%
Households with 1 Person	3,521	30.2%
Households with 2+ People	8,152	69.8%
Family Households	7,131	61.1%
Husband-wife Families	5,495	47.1%
With Own Children	2,096	18.0%
Other Family (No Spouse Present)	1,636	14.0%
With Own Children	1,056	9.0%
Nonfamily Households	1,021	8.7%
All Households with Children	3,348	28.7%
Multigenerational Households	166	1.4%
Unmarried Partner Households	857	7.3%
Male-female	799	6.8%
Same-sex	58	0.5%
Average Household Size	2.28	

Family Households by Size		
Total	7,132	100.0%
2 People	3,552	49.8%
3 People	1,465	20.5%
4 People	1,349	18.9%
5 People	519	7.3%
6 People	174	2.4%
7+ People	73	1.0%
Average Family Size	2.85	

Nonfamily Households by Size		
Total	4,541	100.0%
1 Person	3,521	77.5%
2 People	807	17.8%
3 People	153	3.4%
4 People	41	0.9%
5 People	12	0.3%
6 People	5	0.1%
7+ People	2	0.0%
Average Nonfamily Size	1.27	

Population by Relationship and Household Type		
Total	26,703	100.0%
In Households	26,637	99.8%
In Family Households	20,868	78.1%
Householder	7,053	26.4%
Spouse	5,432	20.3%
Child	7,325	27.4%
Other relative	511	1.9%
Nonrelative	547	2.0%
In Nonfamily Households	5,769	21.6%
In Group Quarters	66	0.2%
Institutionalized Population	3	0.0%
Noninstitutionalized Population	63	0.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

4800 Golf Rd, Eau Claire, Wisconsin, 54701 2
4800 Golf Rd, Eau Claire, Wisconsin, 54701
Ring: 3 mile radius

Latitude: 44.7751
Longitude: -91.43759

Family Households by Age of Householder		
Total	7,130	100.0%
Householder Age 15 - 44	2,852	40.0%
Householder Age 45 - 54	1,496	21.0%
Householder Age 55 - 64	1,361	19.1%
Householder Age 65 - 74	763	10.7%
Householder Age 75+	658	9.2%

Nonfamily Households by Age of Householder		
Total	4,543	100.0%
Householder Age 15 - 44	1,741	38.3%
Householder Age 45 - 54	568	12.5%
Householder Age 55 - 64	683	15.0%
Householder Age 65 - 74	503	11.1%
Householder Age 75+	1,048	23.1%

Households by Race of Householder		
Total	11,674	100.0%
Householder is White Alone	11,218	96.1%
Householder is Black Alone	73	0.6%
Householder is American Indian Alone	45	0.4%
Householder is Asian Alone	198	1.7%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	60	0.5%
Householder is Two or More Races	79	0.7%
Households with Hispanic Householder	167	1.4%

Husband-wife Families by Race of Householder		
Total	5,496	100.0%
Householder is White Alone	5,284	96.1%
Householder is Black Alone	21	0.4%
Householder is American Indian Alone	20	0.4%
Householder is Asian Alone	123	2.2%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	25	0.5%
Householder is Two or More Races	22	0.4%
Husband-wife Families with Hispanic Householder	64	1.2%

Other Families (No Spouse) by Race of Householder		
Total	1,636	100.0%
Householder is White Alone	1,531	93.6%
Householder is Black Alone	24	1.5%
Householder is American Indian Alone	8	0.5%
Householder is Asian Alone	31	1.9%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	11	0.7%
Householder is Two or More Races	31	1.9%
Other Families with Hispanic Householder	48	2.9%

Nonfamily Households by Race of Householder		
Total	4,541	100.0%
Householder is White Alone	4,403	97.0%
Householder is Black Alone	28	0.6%
Householder is American Indian Alone	16	0.4%
Householder is Asian Alone	44	1.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	24	0.5%
Householder is Two or More Races	26	0.6%
Nonfamily Households with Hispanic Householder	56	1.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

4800 Golf Rd, Eau Claire, Wisconsin, 54701 2
4800 Golf Rd, Eau Claire, Wisconsin, 54701
Ring: 3 mile radius

Latitude: 44.7751
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Total Housing Units by Occupancy

Total	12,444	100.0%
Occupied Housing Units	11,673	93.8%
Vacant Housing Units		
For Rent	303	2.4%
Rented, not Occupied	12	0.1%
For Sale Only	127	1.0%
Sold, not Occupied	19	0.2%
For Seasonal/Recreational/Occasional Use	86	0.7%
For Migrant Workers	0	0.0%
Other Vacant	224	1.8%
Total Vacancy Rate	6.2%	

Households by Tenure and Mortgage Status

Total	11,673	100.0%
Owner Occupied	7,289	62.4%
Owned with a Mortgage/Loan	4,864	41.7%
Owned Free and Clear	2,425	20.8%
Average Household Size	2.44	
Renter Occupied	4,384	37.6%
Average Household Size	2.02	

Owner-occupied Housing Units by Race of Householder

Total	7,290	100.0%
Householder is White Alone	7,105	97.5%
Householder is Black Alone	20	0.3%
Householder is American Indian Alone	20	0.3%
Householder is Asian Alone	102	1.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	13	0.2%
Householder is Two or More Races	30	0.4%
Owner-occupied Housing Units with Hispanic Householder	42	0.6%

Renter-occupied Housing Units by Race of Householder

Total	4,384	100.0%
Householder is White Alone	4,113	93.8%
Householder is Black Alone	53	1.2%
Householder is American Indian Alone	25	0.6%
Householder is Asian Alone	96	2.2%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	47	1.1%
Householder is Two or More Races	49	1.1%
Renter-occupied Housing Units with Hispanic Householder	125	2.9%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.24
Householder is Black Alone	2.70
Householder is American Indian Alone	2.82
Householder is Asian Alone	3.67
Householder is Pacific Islander Alone	5.00
Householder is Some Other Race Alone	3.08
Householder is Two or More Races	2.84
Householder is Hispanic	3.18

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Household Income Profile

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Summary	2014	2019	2014-2019 Change	2014-2019 Annual Rate
Population	27,280	28,217	937	0.68%
Households	12,023	12,481	458	0.75%
Median Age	37.8	38.5	0.7	0.37%
Average Household Size	2.26	2.26	0.00	0.00%

Households by Income	2014		2019	
	Number	Percent	Number	Percent
Household	12,023	100%	12,481	100%
<\$15,000	1,314	10.9%	1,253	10.0%
\$15,000-\$24,999	1,739	14.5%	1,304	10.4%
\$25,000-\$34,999	1,302	10.8%	1,223	9.8%
\$35,000-\$49,999	1,461	12.2%	1,476	11.8%
\$50,000-\$74,999	2,264	18.8%	1,963	15.7%
\$75,000-\$99,999	1,540	12.8%	1,871	15.0%
\$100,000-\$149,999	1,607	13.4%	2,173	17.4%
\$150,000-\$199,999	352	2.9%	654	5.2%
\$200,000+	443	3.7%	563	4.5%
Median Household Income	\$51,447		\$60,296	
Average Household Income	\$66,951		\$78,283	
Per Capita Income	\$29,210		\$34,274	

Data Note: Income reported for July 1, 2019 represents annual income for the preceding year, expressed in current (2018) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2014 and 2019.



Household Income Profile

4800 Golf Rd, Eau Claire, Wisconsin, 54701 2
 4800 Golf Rd, Eau Claire, Wisconsin, 54701
 Ring: 3 mile radius

Latitude: 44.7751
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2014 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	780	2,172	1,741	1,972	2,133	1,538	1,688
<\$15,000	199	251	122	129	192	122	299
\$15,000-\$24,999	176	331	160	152	220	226	474
\$25,000-\$34,999	97	247	133	167	153	198	308
\$35,000-\$49,999	111	336	198	198	228	184	205
\$50,000-\$74,999	92	451	340	379	416	354	231
\$75,000-\$99,999	49	215	283	356	357	203	76
\$100,000-\$149,999	45	238	330	387	363	178	67
\$150,000-\$199,999	4	47	67	98	95	26	15
\$200,000+	6	56	108	104	109	46	13
Median HH Income	\$26,145	\$45,534	\$67,016	\$71,353	\$64,138	\$51,746	\$26,712
Average HH Income	\$38,118	\$59,077	\$83,309	\$84,609	\$80,130	\$64,513	\$38,436
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	25.5%	11.6%	7.0%	6.5%	9.0%	7.9%	17.7%
\$15,000-\$24,999	22.6%	15.2%	9.2%	7.7%	10.3%	14.7%	28.1%
\$25,000-\$34,999	12.4%	11.4%	7.6%	8.5%	7.2%	12.9%	18.2%
\$35,000-\$49,999	14.2%	15.5%	11.4%	10.0%	10.7%	12.0%	12.1%
\$50,000-\$74,999	11.8%	20.8%	19.5%	19.2%	19.5%	23.0%	13.7%
\$75,000-\$99,999	6.3%	9.9%	16.3%	18.1%	16.7%	13.2%	4.5%
\$100,000-\$149,999	5.8%	11.0%	19.0%	19.6%	17.0%	11.6%	4.0%
\$150,000-\$199,999	0.5%	2.2%	3.8%	5.0%	4.5%	1.7%	0.9%
\$200,000+	0.8%	2.6%	6.2%	5.3%	5.1%	3.0%	0.8%

Data Note: Income reported for July 1, 2019 represents annual income for the preceding year, expressed in current (2018) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2014 and 2019.



Household Income Profile

4800 Golf Rd, Eau Claire, Wisconsin, 54701 2
 4800 Golf Rd, Eau Claire, Wisconsin, 54701
 Ring: 3 mile radius

Latitude: 44.7751
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2019 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	736	2,223	1,846	1,816	2,233	1,820	1,806
<\$15,000	184	227	116	103	182	130	312
\$15,000-\$24,999	126	243	124	98	155	178	380
\$25,000-\$34,999	88	222	125	125	142	205	317
\$35,000-\$49,999	110	343	192	147	219	203	260
\$50,000-\$74,999	83	402	287	277	323	355	237
\$75,000-\$99,999	64	281	338	362	410	302	114
\$100,000-\$149,999	65	346	437	437	474	298	115
\$150,000-\$199,999	10	94	110	151	182	69	39
\$200,000+	6	65	118	116	146	80	33
Median HH Income	\$30,929	\$53,376	\$79,463	\$83,824	\$79,414	\$61,191	\$30,891
Average HH Income	\$45,462	\$69,845	\$91,872	\$97,964	\$94,693	\$78,539	\$47,863
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	25.0%	10.2%	6.3%	5.7%	8.2%	7.1%	17.3%
\$15,000-\$24,999	17.1%	10.9%	6.7%	5.4%	6.9%	9.8%	21.0%
\$25,000-\$34,999	12.0%	10.0%	6.8%	6.9%	6.4%	11.3%	17.6%
\$35,000-\$49,999	14.9%	15.4%	10.4%	8.1%	9.8%	11.2%	14.4%
\$50,000-\$74,999	11.3%	18.1%	15.5%	15.3%	14.5%	19.5%	13.1%
\$75,000-\$99,999	8.7%	12.6%	18.3%	19.9%	18.4%	16.6%	6.3%
\$100,000-\$149,999	8.8%	15.6%	23.7%	24.1%	21.2%	16.4%	6.4%
\$150,000-\$199,999	1.4%	4.2%	6.0%	8.3%	8.2%	3.8%	2.2%
\$200,000+	0.8%	2.9%	6.4%	6.4%	6.5%	4.4%	1.8%

Data Note: Income reported for July 1, 2019 represents annual income for the preceding year, expressed in current (2018) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2014 and 2019.



2010 Census Profile

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	2000	2010	2000-2010 Annual Rate
Population	92,820	99,725	0.72%
Households	35,811	40,023	1.12%
Housing Units	37,162	42,258	1.29%

Population by Race	Number	Percent
Total	99,725	100.0%
Population Reporting One Race	98,071	98.3%
White	92,434	92.7%
Black	908	0.9%
American Indian	480	0.5%
Asian	3,683	3.7%
Pacific Islander	30	0.0%
Some Other Race	536	0.5%
Population Reporting Two or More Races	1,654	1.7%
Total Hispanic Population	1,819	1.8%

Population by Sex	Number	Percent
Male	48,762	48.9%
Female	50,963	51.1%

Population by Age	Number	Percent
Total	99,727	100.0%
Age 0 - 4	6,013	6.0%
Age 5 - 9	5,727	5.7%
Age 10 - 14	5,708	5.7%
Age 15 - 19	8,244	8.3%
Age 20 - 24	12,565	12.6%
Age 25 - 29	7,596	7.6%
Age 30 - 34	6,000	6.0%
Age 35 - 39	5,438	5.5%
Age 40 - 44	5,636	5.7%
Age 45 - 49	6,501	6.5%
Age 50 - 54	6,515	6.5%
Age 55 - 59	6,218	6.2%
Age 60 - 64	5,330	5.3%
Age 65 - 69	3,544	3.6%
Age 70 - 74	2,569	2.6%
Age 75 - 79	2,227	2.2%
Age 80 - 84	1,918	1.9%
Age 85+	1,978	2.0%
Age 18+	78,663	78.9%
Age 65+	12,236	12.3%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	33.3
Male	32.5
Female	34.2
White Alone	34.9
Black Alone	23.8
American Indian Alone	29.5
Asian Alone	22.2
Pacific Islander Alone	25.0
Some Other Race Alone	23.0
Two or More Races	14.0
Hispanic Population	21.7

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



2010 Census Profile

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Households by Type		
Total	40,023	100.0%
Households with 1 Person	11,339	28.3%
Households with 2+ People	28,684	71.7%
Family Households	23,856	59.6%
Husband-wife Families	18,503	46.2%
With Own Children	7,162	17.9%
Other Family (No Spouse Present)	5,353	13.4%
With Own Children	3,326	8.3%
Nonfamily Households	4,828	12.1%
All Households with Children	11,186	27.9%
Multigenerational Households	650	1.6%
Unmarried Partner Households	3,233	8.1%
Male-female	3,026	7.6%
Same-sex	207	0.5%
Average Household Size	2.37	

Family Households by Size		
Total	23,856	100.0%
2 People	11,502	48.2%
3 People	5,168	21.7%
4 People	4,435	18.6%
5 People	1,784	7.5%
6 People	609	2.6%
7+ People	358	1.5%
Average Family Size	2.91	

Nonfamily Households by Size		
Total	16,168	100.0%
1 Person	11,339	70.1%
2 People	3,308	20.5%
3 People	910	5.6%
4 People	439	2.7%
5 People	97	0.6%
6 People	51	0.3%
7+ People	24	0.1%
Average Nonfamily Size	1.45	

Population by Relationship and Household Type		
Total	99,725	100.0%
In Households	94,970	95.2%
In Family Households	71,577	71.8%
Householder	23,836	23.9%
Spouse	18,488	18.5%
Child	25,379	25.4%
Other relative	1,792	1.8%
Nonrelative	2,084	2.1%
In Nonfamily Households	23,393	23.5%
In Group Quarters	4,755	4.8%
Institutionalized Population	657	0.7%
Noninstitutionalized Population	4,097	4.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

4800 Golf Rd, Eau Claire, Wisconsin, 54701 2
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Family Households by Age of Householder		
Total		23,853 100.0%
Householder Age	15 - 44	9,840 41.3%
Householder Age	45 - 54	5,274 22.1%
Householder Age	55 - 64	4,522 19.0%
Householder Age	65 - 74	2,419 10.1%
Householder Age	75+	1,798 7.5%

Nonfamily Households by Age of Householder		
Total		16,168 100.0%
Householder Age	15 - 44	7,487 46.3%
Householder Age	45 - 54	2,203 13.6%
Householder Age	55 - 64	2,360 14.6%
Householder Age	65 - 74	1,528 9.5%
Householder Age	75+	2,590 16.0%

Households by Race of Householder		
Total		40,023 100.0%
Householder is	White Alone	38,367 95.9%
Householder is	Black Alone	240 0.6%
Householder is	American Indian Alone	165 0.4%
Householder is	Asian Alone	805 2.0%
Householder is	Pacific Islander Alone	7 0.0%
Householder is	Some Other Race Alone	139 0.3%
Householder is	Two or More Races	300 0.8%
Households with	Hispanic Householder	458 1.1%

Husband-wife Families by Race of Householder		
Total		18,502 100.0%
Householder is	White Alone	17,770 96.0%
Householder is	Black Alone	69 0.4%
Householder is	American Indian Alone	54 0.3%
Householder is	Asian Alone	459 2.5%
Householder is	Pacific Islander Alone	4 0.0%
Householder is	Some Other Race Alone	58 0.3%
Householder is	Two or More Races	88 0.5%
Husband-wife Families with	Hispanic Householder	184 1.0%

Other Families (No Spouse) by Race of Householder		
Total		5,354 100.0%
Householder is	White Alone	4,982 93.1%
Householder is	Black Alone	64 1.2%
Householder is	American Indian Alone	40 0.7%
Householder is	Asian Alone	160 3.0%
Householder is	Pacific Islander Alone	2 0.0%
Householder is	Some Other Race Alone	29 0.5%
Householder is	Two or More Races	77 1.4%
Other Families with	Hispanic Householder	112 2.1%

Nonfamily Households by Race of Householder		
Total		16,168 100.0%
Householder is	White Alone	15,615 96.6%
Householder is	Black Alone	107 0.7%
Householder is	American Indian Alone	71 0.4%
Householder is	Asian Alone	186 1.2%
Householder is	Pacific Islander Alone	1 0.0%
Householder is	Some Other Race Alone	52 0.3%
Householder is	Two or More Races	136 0.8%
Nonfamily Households with	Hispanic Householder	162 1.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

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Total Housing Units by Occupancy

Total	42,259	100.0%
Occupied Housing Units	40,023	94.7%
Vacant Housing Units		
For Rent	785	1.9%
Rented, not Occupied	50	0.1%
For Sale Only	426	1.0%
Sold, not Occupied	84	0.2%
For Seasonal/Recreational/Occasional Use	258	0.6%
For Migrant Workers	1	0.0%
Other Vacant	632	1.5%
Total Vacancy Rate	5.3%	

Households by Tenure and Mortgage Status

Total	40,023	100.0%
Owner Occupied	25,170	62.9%
Owned with a Mortgage/Loan	17,463	43.6%
Owned Free and Clear	7,707	19.3%
Average Household Size	2.51	
Renter Occupied	14,853	37.1%
Average Household Size	2.14	

Owner-occupied Housing Units by Race of Householder

Total	25,169	100.0%
Householder is White Alone	24,529	97.5%
Householder is Black Alone	57	0.2%
Householder is American Indian Alone	57	0.2%
Householder is Asian Alone	378	1.5%
Householder is Pacific Islander Alone	4	0.0%
Householder is Some Other Race Alone	35	0.1%
Householder is Two or More Races	109	0.4%
Owner-occupied Housing Units with Hispanic Householder	156	0.6%

Renter-occupied Housing Units by Race of Householder

Total	14,854	100.0%
Householder is White Alone	13,838	93.2%
Householder is Black Alone	183	1.2%
Householder is American Indian Alone	108	0.7%
Householder is Asian Alone	427	2.9%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	104	0.7%
Householder is Two or More Races	191	1.3%
Renter-occupied Housing Units with Hispanic Householder	302	2.0%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.33
Householder is Black Alone	2.64
Householder is American Indian Alone	2.70
Householder is Asian Alone	4.13
Householder is Pacific Islander Alone	4.71
Householder is Some Other Race Alone	3.39
Householder is Two or More Races	2.69
Householder is Hispanic	3.10

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Household Income Profile

4800 Golf Rd, Eau Claire, Wisconsin, 54701 2
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Summary	2014	2019	2014-2019 Change	2014-2019 Annual Rate
Population	101,609	104,850	3,241	0.63%
Households	41,249	42,818	1,569	0.75%
Median Age	34.0	35.1	1.1	0.64%
Average Household Size	2.35	2.34	-0.01	-0.09%

Households by Income	2014		2019	
	Number	Percent	Number	Percent
Household	41,249	100%	42,818	100%
<\$15,000	5,563	13.5%	5,421	12.7%
\$15,000-\$24,999	5,830	14.1%	4,471	10.4%
\$25,000-\$34,999	4,330	10.5%	4,010	9.4%
\$35,000-\$49,999	5,595	13.6%	5,592	13.1%
\$50,000-\$74,999	7,950	19.3%	7,309	17.1%
\$75,000-\$99,999	5,242	12.7%	6,545	15.3%
\$100,000-\$149,999	4,867	11.8%	6,405	15.0%
\$150,000-\$199,999	906	2.2%	1,710	4.0%
\$200,000+	967	2.3%	1,354	3.2%
Median Household Income	\$47,596		\$54,839	
Average Household Income	\$60,928		\$71,085	
Per Capita Income	\$25,134		\$29,513	

Data Note: Income reported for July 1, 2019 represents annual income for the preceding year, expressed in current (2018) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2014 and 2019.



Household Income Profile

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2014 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	4,077	7,313	6,215	6,945	7,355	4,977	4,368
<\$15,000	1,357	986	489	651	837	470	773
\$15,000-\$24,999	971	982	538	558	786	708	1,287
\$25,000-\$34,999	481	788	512	537	528	632	852
\$35,000-\$49,999	516	1,222	762	745	834	874	641
\$50,000-\$74,999	413	1,486	1,384	1,469	1,645	1,084	469
\$75,000-\$99,999	173	881	1,006	1,245	1,190	582	163
\$100,000-\$149,999	130	714	1,178	1,219	1,055	440	130
\$150,000-\$199,999	21	131	152	297	213	61	30
\$200,000+	13	122	193	224	268	125	22
Median HH Income	\$20,928	\$45,002	\$61,947	\$64,343	\$57,990	\$45,669	\$26,024
Average HH Income	\$30,949	\$56,507	\$74,541	\$76,797	\$71,837	\$59,200	\$35,294
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	33.3%	13.5%	7.9%	9.4%	11.4%	9.4%	17.7%
\$15,000-\$24,999	23.8%	13.4%	8.7%	8.0%	10.7%	14.2%	29.5%
\$25,000-\$34,999	11.8%	10.8%	8.2%	7.7%	7.2%	12.7%	19.5%
\$35,000-\$49,999	12.7%	16.7%	12.3%	10.7%	11.3%	17.6%	14.7%
\$50,000-\$74,999	10.1%	20.3%	22.3%	21.2%	22.4%	21.8%	10.7%
\$75,000-\$99,999	4.2%	12.0%	16.2%	17.9%	16.2%	11.7%	3.7%
\$100,000-\$149,999	3.2%	9.8%	19.0%	17.6%	14.3%	8.8%	3.0%
\$150,000-\$199,999	0.5%	1.8%	2.4%	4.3%	2.9%	1.2%	0.7%
\$200,000+	0.3%	1.7%	3.1%	3.2%	3.6%	2.5%	0.5%

Data Note: Income reported for July 1, 2019 represents annual income for the preceding year, expressed in current (2018) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2014 and 2019.



Household Income Profile

4800 Golf Rd, Eau Claire, Wisconsin, 54701 2
 4800 Golf Rd, Eau Claire, Wisconsin, 54701
 Ring: 10 mile radius

Latitude: 44.7751
 Longitude: -91.43759

2019 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	3,882	7,297	6,726	6,370	7,640	6,114	4,788
<\$15,000	1,302	900	474	541	803	540	861
\$15,000-\$24,999	730	727	423	355	561	597	1,077
\$25,000-\$34,999	452	705	460	399	462	653	880
\$35,000-\$49,999	520	1,152	739	576	795	1,003	808
\$50,000-\$74,999	398	1,328	1,297	1,131	1,403	1,215	537
\$75,000-\$99,999	238	1,098	1,283	1,308	1,445	921	253
\$100,000-\$149,999	191	956	1,554	1,324	1,381	765	234
\$150,000-\$199,999	38	264	265	470	417	175	81
\$200,000+	13	168	232	266	374	243	58
Median HH Income	\$23,223	\$52,139	\$74,189	\$77,492	\$70,090	\$53,810	\$29,310
Average HH Income	\$35,955	\$66,672	\$83,437	\$88,592	\$84,505	\$72,088	\$42,974
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	33.5%	12.3%	7.0%	8.5%	10.5%	8.8%	18.0%
\$15,000-\$24,999	18.8%	10.0%	6.3%	5.6%	7.3%	9.8%	22.5%
\$25,000-\$34,999	11.6%	9.7%	6.8%	6.3%	6.0%	10.7%	18.4%
\$35,000-\$49,999	13.4%	15.8%	11.0%	9.0%	10.4%	16.4%	16.9%
\$50,000-\$74,999	10.3%	18.2%	19.3%	17.8%	18.4%	19.9%	11.2%
\$75,000-\$99,999	6.1%	15.0%	19.1%	20.5%	18.9%	15.1%	5.3%
\$100,000-\$149,999	4.9%	13.1%	23.1%	20.8%	18.1%	12.5%	4.9%
\$150,000-\$199,999	1.0%	3.6%	3.9%	7.4%	5.5%	2.9%	1.7%
\$200,000+	0.3%	2.3%	3.4%	4.2%	4.9%	4.0%	1.2%

Data Note: Income reported for July 1, 2019 represents annual income for the preceding year, expressed in current (2018) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2014 and 2019.