REGIONAL TRADE AREA STATISTICS

10 MILE RADIUS

- Population: 99,725
- Households: 40, 023
- Housing Units: 42,258
- Median Age: 33.3
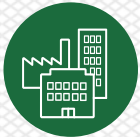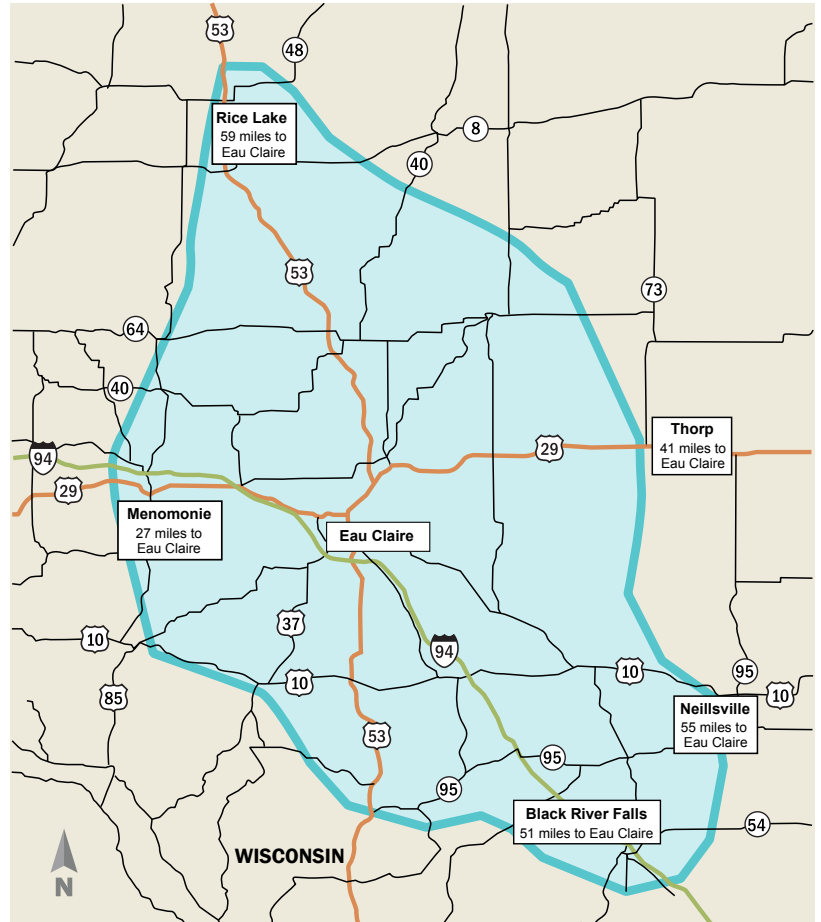- Avg. Household Income: $60,928

30 MILE RADIUS

- Population: 216,506
- Households: 84,767
- Housing Units: 91,618
- Median Age: 35.8

Source: US Census Bureau, 2010

KEY

- ● Regional Trade Area
- ● 4 Lane Highways
- ● Interstate

Rice Lake — 59 miles to Eau Claire
Thorp — 41 miles to Eau Claire
Menomonie — 27 miles to Eau Claire
Eau Claire
Neillsville — 55 miles to Eau Claire
Black River Falls — 51 miles to Eau Claire

WISCONSIN

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MAJOR EMPLOYERS (OVER 1000 EMPLOYEES)

- Mayo Clinic Health System
- Menard Inc.
- Eau Claire Area School District
- Sacred Heart Hospital
- University of Wiconsin - Eau Claire
- Phillips Medisize

COLLEGES & UNIVERSITIES

- Chippewa Valley Technical College
- Globe University
- Lakeland College
- University of Wisconsin - Eau Claire
- University of Wisconsin - Stout

BIG BOX RETAILERS & SELECTED FRANCHISES

- Best Buy
- HOM Furniture
- JC Penny
- Kmart
- Kohl's
- Macy's
- Menards (2)
- Sam's Club
- Sears
- Shopko
- Starbucks (2)
- Younkers
- Target
- TJ Maxx
- Walmart

MAJOR ATTRACTIONS

- Largest Regional Shopping Center in Western Wisconsin
- Chippewa Valley Regional Airport
- Chippewa River State Trail
- 11 Golf & Country Clubs
- 7 Major Business Parks
- Music festivals including Country Jam and Rock Fest

EAU CLAIRE AREA edc

2010 Census Profile

Oakwood Mall
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%

Population by Sex		
Male	12,737	47.7%
Female	13,966	52.3%

Population by Age		
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	
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.

August 20, 2014

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

Latitude: 44.7751
Longitude: -91.43759

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.

August 20, 2014

Oakwood Mall
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.

August 20, 2014

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

Latitude: 44.7751
Longitude: -91.43759

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

August 20, 2014

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

Latitude: 44.7751
Longitude: -91.43759

	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		
Male	48,762	48.9%
Female	50,963	51.1%

Population by Age		
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	
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.

August 20, 2014

2010 Census Profile

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

Latitude: 44.7751
Longitude: -91.43759

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.

August 20, 2014

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

Latitude: 44.7751
Longitude: -91.43759

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.

August 20, 2014

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

Latitude: 44.7751
Longitude: -91.43759

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.

August 20, 2014

Oakwood Mall
4800 Golf Rd, Eau Claire, Wisconsin, 54701
Ring: 30 mile radius

Latitude: 44.7751
Longitude: -91.43759

	2000	2010	2000-2010 Annual Rate
Population	199,486	216,506	0.82%
Households	75,856	84,767	1.12%
Housing Units	79,967	91,618	1.37%

Population by Race	Number	Percent
Total	216,506	100.0%
Population Reporting One Race	213,638	98.7%
White	204,053	94.2%
Black	2,122	1.0%
American Indian	992	0.5%
Asian	5,216	2.4%
Pacific Islander	61	0.0%
Some Other Race	1,194	0.6%
Population Reporting Two or More Races	2,868	1.3%
Total Hispanic Population	3,694	1.7%

Population by Sex		
Male	108,582	50.2%
Female	107,923	49.8%

Population by Age		
Total	216,503	100.0%
Age 0 - 4	13,265	6.1%
Age 5 - 9	13,133	6.1%
Age 10 - 14	13,128	6.1%
Age 15 - 19	17,199	7.9%
Age 20 - 24	22,298	10.3%
Age 25 - 29	14,732	6.8%
Age 30 - 34	12,569	5.8%
Age 35 - 39	12,151	5.6%
Age 40 - 44	13,195	6.1%
Age 45 - 49	15,241	7.0%
Age 50 - 54	15,157	7.0%
Age 55 - 59	14,040	6.5%
Age 60 - 64	11,809	5.5%
Age 65 - 69	8,263	3.8%
Age 70 - 74	6,114	2.8%
Age 75 - 79	5,166	2.4%
Age 80 - 84	4,447	2.1%
Age 85+	4,599	2.1%
Age 18+	168,710	77.9%
Age 65+	28,589	13.2%

Median Age by Sex and Race/Hispanic Origin	
Total Population	35.8
Male	34.9
Female	36.8
White Alone	37.1
Black Alone	29.2
American Indian Alone	31.3
Asian Alone	22.5
Pacific Islander Alone	27.5
Some Other Race Alone	23.2
Two or More Races	14.7
Hispanic Population	22.3

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.

August 20, 2014

Oakwood Mall
4800 Golf Rd, Eau Claire, Wisconsin, 54701
Ring: 30 mile radius

Latitude: 44.7751
Longitude: -91.43759

Households by Type

Total	84,767	100.0%
Households with 1 Person	22,983	27.1%
Households with 2+ People	61,784	72.9%
Family Households	53,475	63.1%
Husband-wife Families	42,393	50.0%
With Own Children	16,256	19.2%
Other Family (No Spouse Present)	11,082	13.1%
With Own Children	7,001	8.3%
Nonfamily Households	8,309	9.8%
All Households with Children	24,820	29.3%
Multigenerational Households	1,371	1.6%
Unmarried Partner Households	6,558	7.7%
Male-female	6,145	7.2%
Same-sex	413	0.5%
Average Household Size	2.42	

Family Households by Size

Total	53,475	100.0%
2 People	25,765	48.2%
3 People	11,330	21.2%
4 People	9,867	18.5%
5 People	4,166	7.8%
6 People	1,462	2.7%
7+ People	885	1.7%
Average Family Size	2.94	

Nonfamily Households by Size

Total	31,292	100.0%
1 Person	22,983	73.4%
2 People	5,880	18.8%
3 People	1,346	4.3%
4 People	692	2.2%
5 People	234	0.7%
6 People	110	0.4%
7+ People	47	0.2%
Average Nonfamily Size	1.40	

Population by Relationship and Household Type

Total	216,506	100.0%
In Households	205,350	94.8%
In Family Households	161,618	74.6%
Householder	53,457	24.7%
Spouse	42,379	19.6%
Child	57,565	26.6%
Other relative	3,683	1.7%
Nonrelative	4,534	2.1%
In Nonfamily Households	43,733	20.2%
In Group Quarters	11,156	5.2%
Institutionalized Population	3,705	1.7%
Noninstitutionalized Population	7,451	3.4%

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.

August 20, 2014

Oakwood Mall
4800 Golf Rd, Eau Claire, Wisconsin, 54701
Ring: 30 mile radius

Latitude: 44.7751
Longitude: -91.43759

Family Households by Age of Householder

Total	53,475	100.0%
Householder Age 15 - 44	21,103	39.5%
Householder Age 45 - 54	12,273	23.0%
Householder Age 55 - 64	10,246	19.2%
Householder Age 65 - 74	5,683	10.6%
Householder Age 75+	4,170	7.8%

Nonfamily Households by Age of Householder

Total	31,291	100.0%
Householder Age 15 - 44	12,532	40.1%
Householder Age 45 - 54	4,693	15.0%
Householder Age 55 - 64	4,885	15.6%
Householder Age 65 - 74	3,319	10.6%
Householder Age 75+	5,862	18.7%

Households by Race of Householder

Total	84,766	100.0%
Householder is White Alone	82,108	96.9%
Householder is Black Alone	362	0.4%
Householder is American Indian Alone	303	0.4%
Householder is Asian Alone	1,137	1.3%
Householder is Pacific Islander Alone	12	0.0%
Householder is Some Other Race Alone	291	0.3%
Householder is Two or More Races	553	0.7%
Households with Hispanic Householder	871	1.0%

Husband-wife Families by Race of Householder

Total	42,393	100.0%
Householder is White Alone	41,258	97.3%
Householder is Black Alone	103	0.2%
Householder is American Indian Alone	105	0.2%
Householder is Asian Alone	634	1.5%
Householder is Pacific Islander Alone	9	0.0%
Householder is Some Other Race Alone	117	0.3%
Householder is Two or More Races	167	0.4%
Husband-wife Families with Hispanic Householder	333	0.8%

Other Families (No Spouse) by Race of Householder

Total	11,081	100.0%
Householder is White Alone	10,479	94.6%
Householder is Black Alone	102	0.9%
Householder is American Indian Alone	73	0.7%
Householder is Asian Alone	220	2.0%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	63	0.6%
Householder is Two or More Races	142	1.3%
Other Families with Hispanic Householder	228	2.1%

Nonfamily Households by Race of Householder

Total	31,291	100.0%
Householder is White Alone	30,371	97.1%
Householder is Black Alone	157	0.5%
Householder is American Indian Alone	124	0.4%
Householder is Asian Alone	284	0.9%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	111	0.4%
Householder is Two or More Races	243	0.8%
Nonfamily Households with Hispanic Householder	310	1.0%

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

August 20, 2014

Oakwood Mall
4800 Golf Rd, Eau Claire, Wisconsin, 54701
Ring: 30 mile radius

Latitude: 44.7751
Longitude: -91.43759

Total Housing Units by Occupancy

Total	91,589	100.0%
Occupied Housing Units	84,767	92.6%
Vacant Housing Units		
For Rent	1,745	1.9%
Rented, not Occupied	114	0.1%
For Sale Only	971	1.1%
Sold, not Occupied	184	0.2%
For Seasonal/Recreational/Occasional Use	2,089	2.3%
For Migrant Workers	22	0.0%
Other Vacant	1,697	1.9%
Total Vacancy Rate	7.5%	

Households by Tenure and Mortgage Status

Total	84,767	100.0%
Owner Occupied	57,367	67.7%
Owned with a Mortgage/Loan	38,492	45.4%
Owned Free and Clear	18,875	22.3%
Average Household Size	2.56	
Renter Occupied	27,400	32.3%
Average Household Size	2.14	

Owner-occupied Housing Units by Race of Householder

Total	57,368	100.0%
Householder is White Alone	56,314	98.2%
Householder is Black Alone	98	0.2%
Householder is American Indian Alone	126	0.2%
Householder is Asian Alone	537	0.9%
Householder is Pacific Islander Alone	9	0.0%
Householder is Some Other Race Alone	68	0.1%
Householder is Two or More Races	216	0.4%
Owner-occupied Housing Units with Hispanic Householder	306	0.5%

Renter-occupied Housing Units by Race of Householder

Total	27,400	100.0%
Householder is White Alone	25,794	94.1%
Householder is Black Alone	264	1.0%
Householder is American Indian Alone	177	0.6%
Householder is Asian Alone	601	2.2%
Householder is Pacific Islander Alone	4	0.0%
Householder is Some Other Race Alone	223	0.8%
Householder is Two or More Races	337	1.2%
Renter-occupied Housing Units with Hispanic Householder	565	2.1%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.39
Householder is Black Alone	2.68
Householder is American Indian Alone	2.65
Householder is Asian Alone	4.03
Householder is Pacific Islander Alone	4.25
Householder is Some Other Race Alone	3.49
Householder is Two or More Races	2.68
Householder is Hispanic	3.10

August 20, 2014