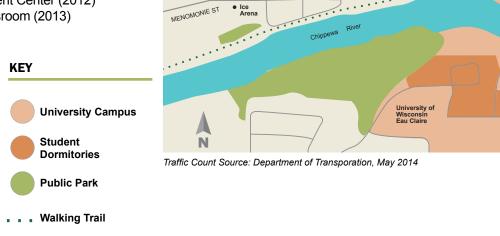
## WATER STREET

## **MENOMONIE STREET, FIRST AVENUE & FIFTH AVENUE**

The Water Street District crosses and then runs parallel to the Chippewa River. The business district covers all areas north of the river and the UW-Eau Claire campus to the south of the river.

Some recent developments include:

- Mediterranean Deli & Grocery
- Saxy Salon
- Burrachos
- Anytime Fitness
- UW-Eau Claire Student Center (2012)
- UW-Eau Claire Classroom (2013)





## **MAJOR BUSINESS CLUSTERS**

- · 70 Locally Owned Businesses
- Businesses Serving UW Eau Claire Students
- · Hospitality Businesses
- Restaurants



## **MAJOR EMPLOYERS**

- · County Concrete
- Eau Claire County Government
- Fabco

x,xxx Daily Traffic Count

- Mayo Clinic Health System- Eau Claire
- UW- Eau Claire



WATER

# MAJOR RETAILERS & SELECTED FRANCHISES

- Burracho's
- Dairy Queen
- El Patio Restaurant
- Erbert & Gerbert's
- Holiday Station/Store
- Joel's Water Street Auto
- · Mona Lisa's Restaurant
- · Ray's
- · Riverside Bike & Skate
- Subway



Small Business

11.600

## **MAJOR ATTRACTIONS**

- · Bike and Hiking Trails
- Carson Park
- · Hobbs Ice Arena
- Owen Park
- Students Entertainment Center
- Third Ward (Historic Homes)
- UW- Eau Claire Events





502 Water St, Eau Claire, Wisconsin, 54703 Ring: 1 mile radius

Latitude: 44.80221 Longitude: -91.50997

			2000-201
	2000	2010	Annual Rat
Population	12,712	12,941	0.180
Households	3,934	3,940	0.029
Housing Units	4,128	4,124	-0.019
Population by Race		Number	Percer
Total		12,941	100.0
Population Reporting One Race		12,731	98.4
White		12,056	93.2
Black		131	1.0
American Indian		86	0.7
Asian		404	3.1
Pacific Islander		2	0.0
Some Other Race		52	0.4
Population Reporting Two or More Races		210	1.6
Total Hispanic Population		180	1.4
Population by Sex			
Male		6,067	46.9
Female		6,874	53.1
		0,074	55.1
Population by Age Total		12.040	100.0
		12,940 227	1.8
Age 0 - 4			1.5
Age 5 - 9		188	1.5
Age 10 - 14		161	
Age 15 - 19		2,774	21.4
Age 20 - 24		5,972	46.2
Age 25 - 29		727	5.6
Age 30 - 34		323	2.5
Age 35 - 39		244	1.9
Age 40 - 44		276	2.1
Age 45 - 49		267	2.1
Age 50 - 54		283	2.2
Age 55 - 59		316	2.4
Age 60 - 64		274	2.1
Age 65 - 69		209	1.6
Age 70 - 74		156	1.2
Age 75 - 79		141	1.1
Age 80 - 84		150	1.2
Age 85+		254	2.0
Age 18+		12,258	94.7
Age 65+		910	7.09
Median Age by Sex and Race/Hispanic Origin			
Total Population		22.6	
Male		23.0	
Female		22.3	
White Alone		22.6	
Black Alone		23.7	
American Indian Alone		30.3	
Asian Alone		21.8	
Pacific Islander Alone		30.0	
Some Other Race Alone		23.2	
Two or More Races		21.0	
Hispanic Population		21.9	
<b>Data Note:</b> Hispanic population can be of any race. Census 2010 median: <b>Source:</b> U.S. Census Bureau, Census 2010 Summary File 1. Esri converted			

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## 2010 Census Profile

502 Water St, Eau Claire, Wisconsin, 54703 Ring: 1 mile radius

Longitude: -91.50997 **Households by Type** 3,940 100.0% Households with 1 Person 1,414 35.9% 2,526 Households with 2+ People 64.1% Family Households 942 23.9% Husband-wife Families 647 16.4% 202 With Own Children 5.1% Other Family (No Spouse Present) 294 7.5% With Own Children 146 3.7% Nonfamily Households 1,584 40.2%

All Households with Children	378	9.6%
Multigenerational Households	24	0.6%
Unmarried Partner Households	298	7.6%
Male-female	279	7.1%
Same-sex	19	0.5%
Average Household Size	2.21	

Family Households by Size		
Total	942	100.0%
2 People	511	54.2%
3 People	211	22.4%
4 People	138	14.7%
5 People	45	4.8%
6 People	17	1.8%
7+ People	20	2.1%
Average Family Size	2.65	

Nonfamily Households by Size		
Total	2,999	100.0%
1 Person	1,414	47.1%
2 People	693	23.1%
3 People	460	15.3%
4 People	308	10.3%
5 People	63	2.1%
6 People	40	1.3%

6 People	40
7+ People	21
Average Nonfamily Size	2.03

Population by Relationship and Household Type		
Total	12,941	100.0%
In Households	8,718	67.4%
In Family Households	2,623	20.3%
Householder	915	7.1%
Spouse	630	4.9%
Child	821	6.3%
Other relative	128	1.0%

Nonrelative 130 1.0%	<b>%</b>
	%
In Nonfamily Households 6,095 47.1%	%
In Group Quarters 4,223 32.6%	%
Institutionalized Population 463 3.6%	%
Noninstitutionalized Population 3,759 29.0%	%

**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.

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0.7%

Latitude: 44.80221



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

502 Water St, Eau Claire, Wisconsin, 54703 Ring: 1 mile radius

Longitude: -91.50997 Family Households by Age of Householder 941 100.0% Total Householder Age 15 - 44 441 46.9% Householder Age 45 - 54 151 16.0% Householder Age 55 - 64 160 17.0% Householder Age 65 - 74 99 10.5% Householder Age 75+ 90 9.6% Nonfamily Households by Age of Householder Total 2,998 100.0% Householder Age 15 - 44 2,189 73.0% Householder Age 45 - 54 187 6.2% Householder Age 55 - 64 234 7.8% 163 Householder Age 65 - 74 5.4% Householder Age 75+ 225 7.5% Households by Race of Householder Total 3,939 100.0% Householder is White Alone 3,744 95.1% Householder is Black Alone 30 0.8% Householder is American Indian Alone 14 0.4% Householder is Asian Alone 77 2.0% Householder is Pacific Islander Alone 2 0.1% Householder is Some Other Race Alone 14 0.4% Householder is Two or More Races 58 1.5% Households with Hispanic Householder 48 1.2% **Husband-wife Families by Race of Householder** Total 648 100.0% Householder is White Alone 611 94.3% Householder is Black Alone 0.2% 1 2 Householder is American Indian Alone 0.3% Householder is Asian Alone 25 3.9% Householder is Pacific Islander Alone 1 0.2% Householder is Some Other Race Alone 3 0.5% 5 Householder is Two or More Races 0.8% Husband-wife Families with Hispanic Householder 8 1.2% Other Families (No Spouse) by Race of Householder Total 294 100.0% Householder is White Alone 270 91.8% Householder is Black Alone 6 2.0% Householder is American Indian Alone 3 1.0% Householder is Asian Alone 9 3.1% Householder is Pacific Islander Alone 0 0.0% Householder is Some Other Race Alone 0.3% 1 1.7% Householder is Two or More Races 5 1.4% Other Families with Hispanic Householder Nonfamily Households by Race of Householder Total 2,999 100.0% Householder is White Alone 2,864 95.5% Householder is Black Alone 23 0.8% Householder is American Indian Alone 9 0.3% Householder is Asian Alone 43 1.4% Householder is Pacific Islander Alone 1 0.0% Householder is Some Other Race Alone 10 0.3% Householder is Two or More Races 49 1.6% 37 Nonfamily Households with Hispanic Householder 1.2%

August 20, 2014

Latitude: 44.80221

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502 Water St, Eau Claire, Wisconsin, 54703 Ring: 1 mile radius

Latitude: 44.80221 Longitude: -91.50997

	LOTI	gitude: -91.509
Total Housing Units by Occupancy		
Total	4,108	100.09
Occupied Housing Units	3,940	95.9%
Vacant Housing Units		
For Rent	73	1.89
Rented, not Occupied	4	0.19
For Sale Only	20	0.5%
Sold, not Occupied	4	0.19
For Seasonal/Recreational/Occasional Use	12	0.39
For Migrant Workers	0	0.09
Other Vacant	55	1.39
Total Vacancy Rate	4.5%	
Households by Tenure and Mortgage Status		
Total	3,940	100.00
Owner Occupied	870	22.19
Owned with a Mortgage/Loan	562	14.3
Owned Free and Clear	308	7.89
Average Household Size	2.18	
Renter Occupied	3,070	77.9
Average Household Size	2.22	
Owner-occupied Housing Units by Race of Householder		
Total	869	100.0
Householder is White Alone	847	97.5
Householder is Black Alone	1	0.19
Householder is American Indian Alone	1	0.19
Householder is Asian Alone	14	1.69
Householder is Pacific Islander Alone	1	0.1
Householder is Some Other Race Alone	2	0.2
Householder is Two or More Races	3	0.3
Owner-occupied Housing Units with Hispanic Householder	7	0.8
Renter-occupied Housing Units by Race of Householder		
Total	3,071	100.0
Householder is White Alone	2,898	94.4
Householder is Black Alone	29	0.9
Householder is American Indian Alone	13	0.4
Householder is Asian Alone	63	2.1
Householder is Pacific Islander Alone	1	0.0
Householder is Some Other Race Alone	12	0.4
Householder is Two or More Races	55	1.8
Renter-occupied Housing Units with Hispanic Householder	42	1.4
Average Household Size by Race/Hispanic Origin of Householder		
Householder is White Alone	2.19	
Householder is Black Alone	2.03	
Householder is American Indian Alone	2.57	
Householder is Asian Alone	3.00	
Householder is Pacific Islander Alone	4.00	
Householder is Some Other Race Alone	2.50	
Householder is Two or More Races	2.41	
Householder is Hispanic	2.27	

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



502 Water St, Eau Claire, Wisconsin, 54703 Ring: 1 mile radius

Latitude: 44.80221 Longitude: -91.50997

			2014-2019	2014-2019
Summary	2014	2019	Change	Annual Rate
Population	13,187	13,542	355	0.53%
Households	4,086	4,268	182	0.88%
Median Age	22.7	22.8	0.1	0.09%
Average Household Size	2.19	2.18	-0.01	-0.09%

		2014		2019
Households by Income	Number	Percent	Number	Percent
Household	4,086	100%	4,268	100%
<\$15,000	1,466	35.9%	1,482	34.7%
\$15,000-\$24,999	906	22.2%	771	18.1%
\$25,000-\$34,999	401	9.8%	453	10.6%
\$35,000-\$49,999	444	10.9%	507	11.9%
\$50,000-\$74,999	429	10.5%	415	9.7%
\$75,000-\$99,999	176	4.3%	242	5.7%
\$100,000-\$149,999	192	4.7%	297	7.0%
\$150,000-\$199,999	36	0.9%	60	1.4%
\$200,000+	35	0.9%	42	1.0%
Median Household Income	\$20,231		\$22,846	
Average Household Income	\$33,304		\$39,112	
Per Capita Income	\$13,025		\$15,631	



502 Water St, Eau Claire, Wisconsin, 54703 Ring: 1 mile radius

Latitude: 44.80221 Longitude: -91.50997

						Longitu	uc. J1.50
	2	014 Household	s by Income an	d Age of Househ	older		
	<25	25-34	35-44	45-54	55-64	65-74	75
HH Income Base	1,852	569	284	318	427	312	3:
<\$15,000	763	143	65	86	157	112	1
\$15,000-\$24,999	467	101	56	54	74	60	_
\$25,000-\$34,999	187	74	33	24	35	23	
\$35,000-\$49,999	206	61	31	34	45	45	
\$50,000-\$74,999	124	103	45	56	56	30	
\$75,000-\$99,999	46	31	23	19	25	20	
\$100,000-\$149,999	44	36	22	39	23	17	
\$150,000-\$199,999	9	13	3	4	4	2	
\$200,000+	6	8	7	4	8	3	
Madian IIII Tanana	417.201	#20 001	#20.0FC	<b>#22.077</b>	#21 012	<b>#21 411</b>	416.3
Median HH Income	\$17,391	\$29,801	\$30,856	\$32,977	\$21,813	\$21,411	\$16,3
Average HH Income	\$25,623	\$43,851	\$46,729 Percent Distrib	\$46,788	\$38,581	\$35,232	\$25,0
	<25	25-34	35-44	45-54	55-64	65-74	7!
HH Income Base	100%	100%	100%	100%	100%	100%	100
<\$15,000	41.2%	25.1%	22.9%	27.0%	36.8%	35.9%	43.5
\$15,000-\$24,999	25.2%	17.8%	19.7%	17.0%	17.3%	19.2%	29.2
\$25,000-\$34,999	10.1%	13.0%	11.6%	7.5%	8.2%	7.4%	7.8
\$35,000-\$49,999	11.1%	10.7%	10.9%	10.7%	10.5%	14.4%	6.8
\$50,000-\$74,999	6.7%	18.1%	15.8%	17.6%	13.1%	9.6%	5.0
\$75,000-\$99,999	2.5%	5.4%	8.1%	6.0%	5.9%	6.4%	4.0
\$100,000-\$149,999	2.4%	6.3%	7.7%	12.3%	5.4%	5.4%	3.7
\$150,000-\$199,999	0.5%	2.3%	1.1%	1.3%	0.9%	0.6%	0.3
\$200,000+	0.3%	1.4%	2.5%	1.3%	1.9%	1.0%	0.0



502 Water St, Eau Claire, Wisconsin, 54703 Ring: 1 mile radius

Latitude: 44.80221 Longitude: -91.50997

						9	uc: 51:5055
	2	019 Household	s by Income and	d Age of Househ	older		
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	1,787	628	304	313	477	395	364
<\$15,000	744	141	62	77	164	133	160
\$15,000-\$24,999	372	93	55	44	67	57	82
\$25,000-\$34,999	191	94	39	23	43	30	33
\$35,000-\$49,999	215	73	32	35	58	63	31
\$50,000-\$74,999	118	105	41	47	53	35	17
\$75,000-\$99,999	64	41	32	22	35	32	16
\$100,000-\$149,999	68	50	30	53	40	34	22
\$150,000-\$199,999	11	20	4	7	8	7	2
\$200,000+	4	11	8	5	9	5	C
Median HH Income	\$17,943	\$33,084	\$33,523	\$39,388	\$26,393	\$27,209	\$16,753
Average HH Income	\$29,281	\$50,070	\$52,790	\$56,361	\$44,939	\$43,573	\$29,734
			Percent Distrib	oution			
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	41.6%	22.5%	20.4%	24.6%	34.4%	33.7%	44.0%
\$15,000-\$24,999	20.8%	14.8%	18.1%	14.1%	14.0%	14.4%	22.5%
\$25,000-\$34,999	10.7%	15.0%	12.8%	7.3%	9.0%	7.6%	9.1%
\$35,000-\$49,999	12.0%	11.6%	10.5%	11.2%	12.2%	15.9%	8.5%
\$50,000-\$74,999	6.6%	16.7%	13.5%	15.0%	11.1%	8.9%	4.7%
\$75,000-\$99,999	3.6%	6.5%	10.5%	7.0%	7.3%	8.1%	4.4%
\$100,000-\$149,999	3.8%	8.0%	9.9%	16.9%	8.4%	8.6%	6.0%
\$150,000-\$199,999	0.6%	3.2%	1.3%	2.2%	1.7%	1.8%	0.5%
\$200,000+	0.2%	1.8%	2.6%	1.6%	1.9%	1.3%	0.0%



502 Water St, Eau Claire, Wisconsin, 54703 Ring: 3 mile radius

Latitude: 44.80221 Longitude: -91.50997

			2000-201
	2000	2010	Annual Rat
Population	52,224	53,720	0.289
Households	20,432	21,637	0.589
Housing Units	21,137	22,663	0.70%
Population by Race		Number	Percen
Total		53,720	100.00
Population Reporting One Race		52,739	98.20
White		49,172	91.50
Black		621	1.29
American Indian		307	0.69
Asian		2,278	4.2
Pacific Islander		26	0.0
Some Other Race		335	0.69
Population Reporting Two or More Races		981	1.89
			2.11
Total Hispanic Population		1,135	2.19
Population by Sex		26.065	40 F
Male		26,065	48.5
Female		27,655	51.5
Population by Age		F2 710	100.00
Total		53,719	100.0
Age 0 - 4		3,035	5.79
Age 5 - 9		2,655	4.99
Age 10 - 14		2,503	4.79
Age 15 - 19		5,295	9.9
Age 20 - 24		9,916	18.5
Age 25 - 29		4,543	8.5
Age 30 - 34		3,248	6.00
Age 35 - 39		2,630	4.99
Age 40 - 44		2,563	4.89
Age 45 - 49		2,871	5.39
Age 50 - 54		3,011	5.69
Age 55 - 59		2,878	5.49
Age 60 - 64		2,456	4.69
Age 65 - 69		1,630	3.00
Age 70 - 74		1,203	2.29
Age 75 - 79		1,081	2.09
Age 80 - 84		1,016	1.99
Age 85+		1,188	2.29
Age 18+		43,892	81.7
Age 65+		6,118	11.40
Median Age by Sex and Race/Hispanic Origin			
Total Population		28.8	
Male		28.6	
Female		29.0	
White Alone		29.8	
Black Alone		24.1	
American Indian Alone		31.2	
Asian Alone		22.0	
Pacific Islander Alone		25.0	
Some Other Race Alone		23.0	
Two or More Races		15.4	
Hispanic Population		21.7	
Data Note: Hispanic population can be of any race. Census 2010 r Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri co			

August 20, 2014



Householder

Other relative

In Nonfamily Households

Institutionalized Population

Noninstitutionalized Population

Nonrelative

In Group Quarters

Spouse

Child

## 2010 Census Profile

502 Water St, Eau Claire, Wisconsin, 54703 Ring: 3 mile radius

**Households by Type** 21,637 100.0% Households with 1 Person 7,033 32.5% Households with 2+ People 14,604 67.5% Family Households 11,038 51.0% Husband-wife Families 37.1% 8,034 14.2% With Own Children 3,082 Other Family (No Spouse Present) 3,004 13.9% With Own Children 1,856 8.6% Nonfamily Households 3,566 16.5% All Households with Children 5,277 24.4% Multigenerational Households 301 1.4% Unmarried Partner Households 1,910 8.8% Male-female 1,796 8.3% Same-sex 114 0.5% Average Household Size 2.27 Family Households by Size 100.0% Total 11,037 2 People 5,427 49.2% 3 People 2,479 22.5% 4 People 1,917 17.4% 6.9% 5 People 757 277 2.5% 6 People 180 1.6% 7+ People Average Family Size 2.87 Nonfamily Households by Size Total 10,599 100.0% 1 Person 7,033 66.4% 2,264 2 People 21.4% 3 People 752 7.1% 393 3.7% 4 People 5 People 87 0.8% 47 0.4% 6 People 7+ People 23 0.2% Average Nonfamily Size 1.54 Population by Relationship and Household Type 53,720 100.0% In Households 49,145 91.5% In Family Households 32,861 61.2%

**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.

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20.6%

15.0%

21.7%

1.8%

2.1%

8.5%

1.1%

7.4%

30.3%

11,044

8,036

11,657

971

1,152

16,283

4,575

3,976

599

Latitude: 44.80221 Longitude: -91.50997



502 Water St, Eau Claire, Wisconsin, 54703 Ring: 3 mile radius

Latitude: 44.80221 Longitude: -91.50997

		Longitude91.309
Family Households by Age of Householder		
Total	11,037	100.0%
Householder Age 15 - 44	4,955	44.9%
Householder Age 45 - 54	2,212	20.0%
Householder Age 55 - 64	1,946	17.6%
Householder Age 65 - 74	1,044	9.5%
Householder Age 75+	880	8.0%
Nonfamily Households by Age of Householder		
Total	10,600	100.0%
Householder Age 15 - 44	5,627	53.1%
Householder Age 45 - 54	1,271	12.0%
Householder Age 55 - 64	1,375	13.0%
Householder Age 65 - 74	824	7.8%
Householder Age 75+	1,503	14.2%
Households by Race of Householder		
Total	21,637	100.0%
Householder is White Alone	20,542	94.9%
Householder is Black Alone	169	0.8%
Householder is American Indian Alone	104	0.5%
Householder is Asian Alone	521	2.4%
Householder is Pacific Islander Alone	6	0.0%
Householder is Some Other Race Alone	89	0.4%
Householder is Two or More Races	206	1.0%
Households with Hispanic Householder	291	1.3%
Husband-wife Families by Race of Householder	0.024	100.00/
Total	8,034	100.0%
Householder is White Alone	7,631	95.0%
Householder is Black Alone	46	0.6%
Householder is American Indian Alone	27	0.3%
Householder is Asian Alone	257	3.2%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	30	0.4%
Householder is Two or More Races	40	0.5%
Husband-wife Families with Hispanic Householder	92	1.1%
Other Families (No Spouse) by Race of Householder		
Total	3,004	100.0%
Householder is White Alone	2,755	91.7%
Householder is Black Alone	38	1.3%
Householder is American Indian Alone	24	0.8%
Householder is Asian Alone	114	3.8%
Householder is Pacific Islander Alone	2	0.1%
Householder is Some Other Race Alone	18	0.6%
Householder is Two or More Races	53	1.8%
Other Families with Hispanic Householder	73	2.4%
Nonfamily Households by Race of Householder		
Total	10,599	100.0%
Householder is White Alone	10,156	95.8%
Householder is Black Alone	85	0.8%
Householder is American Indian Alone	52	0.5%
Householder is Asian Alone	151	1.4%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	41	0.4%
Householder is Two or More Races	113	1.1%
Nonfamily Households with Hispanic Householder	126	1.2%
Source: U.S. Census Bureau, Census 2010 Summary File 1.	120	1.270

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502 Water St, Eau Claire, Wisconsin, 54703 Ring: 3 mile radius

Latitude: 44.80221 Longitude: -91.50997

	LON	gitude: -91.509
Total Housing Units by Occupancy		
Total	22,703	100.0%
Occupied Housing Units	21,637	95.3%
Vacant Housing Units		
For Rent	396	1.79
Rented, not Occupied	28	0.19
For Sale Only	209	0.9%
Sold, not Occupied	44	0.29
For Seasonal/Recreational/Occasional Use	101	0.49
For Migrant Workers	0	0.09
Other Vacant	288	1.39
Total Vacancy Rate	4.5%	
Households by Tenure and Mortgage Status		
Total	21,637	100.00
Owner Occupied	11,534	53.30
Owned with a Mortgage/Loan	8,021	37.19
Owned Free and Clear	3,514	16.29
Average Household Size	2.42	
Renter Occupied	10,103	46.7
Average Household Size	2.11	
Owner-occupied Housing Units by Race of Householder		
Total	11,534	100.0
Householder is White Alone	11,185	97.0
Householder is Black Alone	34	0.39
Householder is American Indian Alone	31	0.30
Householder is Asian Alone	209	1.89
Householder is Pacific Islander Alone	3	0.0
Householder is Some Other Race Alone	15	0.19
Householder is Two or More Races	57	0.59
Owner-occupied Housing Units with Hispanic Householder	82	0.79
Renter-occupied Housing Units by Race of Householder		
Total	10,102	100.00
Householder is White Alone	9,357	92.69
Householder is Black Alone	135	1.3
Householder is American Indian Alone	72	0.79
Householder is Asian Alone	312	3.19
Householder is Pacific Islander Alone	3	0.0
Householder is Some Other Race Alone	74	0.79
Householder is Two or More Races	149	1.59
Renter-occupied Housing Units with Hispanic Householder	209	2.19
Average Household Size by Race/Hispanic Origin of Householder		
Householder is White Alone	2.22	
Householder is Black Alone	2.54	
Householder is American Indian Alone	2.60	
Householder is Asian Alone	3.85	
Householder is Pacific Islander Alone	4.83	
Householder is Some Other Race Alone	3.21	
Householder is Two or More Races	2.49	
Householder is Hispanic	2.96	
Householder is thispathic	2.30	

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



502 Water St, Eau Claire, Wisconsin, 54703 Ring: 3 mile radius

g: 3 mile radius Latitude: 44.80221 Longitude: -91.50997

			2014-2019	2014-2019
Summary	2014	2019	Change	Annual Rate
Population	54,273	55,617	1,344	0.49%
Households	22,108	22,815	707	0.63%
Median Age	29.7	31.0	1.3	0.86%
Average Household Size	2.25	2.24	-0.01	-0.09%

	20	014	20	19
Households by Income	Number	Percent	Number	Percent
Household	22,108	100%	22,815	100%
<\$15,000	3,951	17.9%	3,921	17.2%
\$15,000-\$24,999	3,661	16.6%	2,922	12.8%
\$25,000-\$34,999	2,488	11.3%	2,373	10.4%
\$35,000-\$49,999	3,063	13.9%	3,064	13.4%
\$50,000-\$74,999	3,831	17.3%	3,562	15.6%
\$75,000-\$99,999	2,225	10.1%	2,859	12.5%
\$100,000-\$149,999	2,047	9.3%	2,737	12.0%
\$150,000-\$199,999	402	1.8%	761	3.3%
\$200,000+	439	2.0%	617	2.7%
Median Household Income	\$38,689		\$44,742	
Average Household Income	\$53,266		\$62,640	
Per Capita Income	\$22,468		\$26,628	



502 Water St, Eau Claire, Wisconsin, 54703 Ring: 3 mile radius

Latitude: 44.80221 Longitude: -91.50997

						9	uc: 511505.
	2	2014 Household	s by Income an	d Age of Househ	older		
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	3,325	4,262	3,171	3,177	3,536	2,324	2,313
<\$15,000	1,219	673	300	417	555	306	481
\$15,000-\$24,999	811	662	350	315	479	362	682
\$25,000-\$34,999	379	513	318	308	274	283	415
\$35,000-\$49,999	393	695	428	390	444	399	314
\$50,000-\$74,999	291	799	696	680	683	436	245
\$75,000-\$99,999	118	429	426	435	477	263	77
\$100,000-\$149,999	87	348	502	424	401	209	75
\$150,000-\$199,999	16	76	66	110	96	23	16
\$200,000+	9	67	86	98	126	45	9
Median HH Income	\$19,217	\$39,898	\$54,831	\$54,068	\$50,368	\$41,663	\$24,85
Average HH Income	\$28,394	\$51,959	\$67,313	\$67,504	\$64,462	\$54,840	\$33,91
			Percent Distrib	oution			
	<25	25-34	35-44	45-54	55-64	65-74	<b>75</b> +
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	36.7%	15.8%	9.5%	13.1%	15.7%	13.2%	20.8%
\$15,000-\$24,999	24.4%	15.5%	11.0%	9.9%	13.5%	15.6%	29.5%
\$25,000-\$34,999	11.4%	12.0%	10.0%	9.7%	7.7%	12.2%	17.9%
\$35,000-\$49,999	11.8%	16.3%	13.5%	12.3%	12.6%	17.2%	13.69
\$50,000-\$74,999	8.8%	18.7%	21.9%	21.4%	19.3%	18.8%	10.69
\$75,000-\$99,999	3.5%	10.1%	13.4%	13.7%	13.5%	11.3%	3.39
\$100,000-\$149,999	2.6%	8.2%	15.8%	13.3%	11.3%	9.0%	3.29
\$150,000-\$199,999	0.5%	1.8%	2.1%	3.5%	2.7%	1.0%	0.79
\$200,000+	0.3%	1.6%	2.7%	3.1%	3.6%	1.9%	0.4%



502 Water St, Eau Claire, Wisconsin, 54703 Ring: 3 mile radius

Latitude: 44.80221 Longitude: -91.50997

	2	2019 Household	s by Income an	d Age of Househ	older		
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	3,154	4,150	3,518	2,967	3,677	2,865	2,484
<\$15,000	1,174	621	302	366	559	362	538
\$15,000-\$24,999	623	503	301	226	375	323	572
\$25,000-\$34,999	362	473	302	247	263	310	417
\$35,000-\$49,999	392	640	429	311	444	471	378
\$50,000-\$74,999	280	704	685	557	582	486	269
\$75,000-\$99,999	162	528	579	490	579	408	114
\$100,000-\$149,999	128	449	696	474	515	345	130
\$150,000-\$199,999	25	145	120	177	182	70	40
\$200,000+	9	87	104	121	180	90	2
Median HH Income	\$20,413	\$45,221	\$63,128	\$62,640	\$56,576	\$48,567	\$27,47
Average HH Income	\$32,701	\$60,995	\$76,273	\$78,820	\$76,012	\$65,943	\$41,16
			Percent Distrib	oution			
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	37.2%	15.0%	8.6%	12.3%	15.2%	12.6%	21.79
\$15,000-\$24,999	19.8%	12.1%	8.6%	7.6%	10.2%	11.3%	23.0%
\$25,000-\$34,999	11.5%	11.4%	8.6%	8.3%	7.2%	10.8%	16.89
\$35,000-\$49,999	12.4%	15.4%	12.2%	10.5%	12.1%	16.4%	15.29
\$50,000-\$74,999	8.9%	17.0%	19.5%	18.8%	15.8%	17.0%	10.89
\$75,000-\$99,999	5.1%	12.7%	16.5%	16.5%	15.7%	14.2%	4.69
\$100,000-\$149,999	4.1%	10.8%	19.8%	16.0%	14.0%	12.0%	5.29
\$150,000-\$199,999	0.8%	3.5%	3.4%	6.0%	4.9%	2.4%	1.69
\$200,000+	0.3%	2.1%	3.0%	4.1%	4.9%	3.1%	1.19



502 Water St, Eau Claire, Wisconsin, 54703 Ring: 10 mile radius

Latitude: 44.80221 Longitude: -91.50997

			2000-201
	2000	2010	Annual Rat
Population	94,016	101,427	0.769
Households	36,339	40,740	1.159
Housing Units	37,698	43,009	1.33
Population by Race		Number	Percei
Total		101,427	100.0
Population Reporting One Race		99,769	98.4
White		94,027	92.7
Black		911	0.9
American Indian		482	0.5
Asian		3,771	3.7
Pacific Islander		30	0.0
Some Other Race		548	0.5
Population Reporting Two or More Races		1,658	1.6
Total Hispanic Population		1,863	1.89
Population by Sex			
Male		49,663	49.0
Female		51,764	51.0
Population by Age			
Total		101,425	100.0
Age 0 - 4		6,176	6.19
Age 5 - 9		5,856	5.89
Age 10 - 14		5,776	5.7
Age 15 - 19		8,301	8.2
Age 20 - 24		12,692	12.5
Age 25 - 29		7,746	7.6
Age 30 - 34		6,168	6.19
Age 35 - 39		5,553	5.5
Age 40 - 44		5,759	5.7
Age 45 - 49		6,630	6.59
Age 50 - 54		6,611	6.5
Age 55 - 59		6,370	6.3
Age 60 - 64		5,397	5.3
Age 65 - 69		3,612	3.69
Age 70 - 74		2,590	2.69
Age 75 - 79		2,251	2.2
Age 80 - 84		1,949	1.99
Age 85+		1,993	2.09
Age 18+		79,973	78.8
Age 65+		12,395	12.29
Median Age by Sex and Race/Hispanic Origin			
Total Population		33.4	
Male		32.6	
Female		34.2	
White Alone		34.9	
Black Alone		23.8	
American Indian Alone		29.9	
Asian Alone		22.2	
Pacific Islander Alone		25.0	
Some Other Race Alone		23.1	
Two or More Races		14.0	
Hispanic Population		21.7	

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## 2010 Census Profile

502 Water St, Eau Claire, Wisconsin, 54703 Ring: 10 mile radius

Latitude: 44.80221 Longitude: -91.50997

		Longitude: -91.5099
Households by Type		
Total	40,741	100.0%
Households with 1 Person	11,479	28.2%
Households with 2+ People	29,262	71.8%
Family Households	24,356	59.8%
Husband-wife Families	18,922	46.4%
With Own Children	7,309	17.9%
Other Family (No Spouse Present)	5,434	13.3%
With Own Children	3,380	8.3%
Nonfamily Households	4,906	12.0%
All Households with Children	11,410	28.0%
Multigenerational Households	665	1.6%
Unmarried Partner Households	3,307	8.1%
Male-female	3,100	7.6%
Same-sex	207	0.5%
Average Household Size	2.37	
Family Households by Size		
Total	24,355	100.0%
2 People	11,766	48.3%
3 People	5,260	21.6%
4 People	4,536	18.6%
5 People	1,799	7.4%
6 People	627	2.6%
7+ People	367	1.5%
Average Family Size	2.91	
Nonfamily Households by Size		
Total	16,384	100.0%
1 Person	11,479	70.1%
2 People	3,372	20.6%
3 People	919	5.6%
4 People	440	2.7%
5 People	97	0.6%
6 People	53	0.3%
7+ People	24	0.1%
Average Nonfamily Size	1.45	
Population by Relationship and Household Type		
Total	101,427	100.0%
In Households	96,688	95.3%
In Family Households	72,994	72.0%
Householder	24,312	24.0%
Spouse	18,889	18.6%
Child	25,829	25.5%
Other relative	1,837	1.8%
Nonrelative	2,129	2.1%
In Nonfamily Households	23,693	23.4%
In Group Quarters	4,739	4.7%
Institutionalized Population	635	0.6%
Noninstitutionalized Population	4,105	4.0%

**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.



502 Water St, Eau Claire, Wisconsin, 54703 Ring: 10 mile radius

Latitude: 44.80221 Longitude: -91.50997

		Longitude: -91.509
Family Households by Age of Householder		
Total	24,356	100.0%
Householder Age 15 - 44	10,085	41.4%
Householder Age 45 - 54	5,362	22.0%
Householder Age 55 - 64	4,616	19.0%
Householder Age 65 - 74	2,448	10.1%
Householder Age 75+	1,845	7.6%
Nonfamily Households by Age of Householder		
Total	16,385	100.0%
Householder Age 15 - 44	7,581	46.3%
Householder Age 45 - 54	2,233	13.69
Householder Age 55 - 64	2,410	14.79
Householder Age 65 - 74	1,549	9.59
Householder Age 75+	2,612	15.9%
Households by Race of Householder		
Total	40,740	100.09
Householder is White Alone	39,059	95.99
Householder is Black Alone	243	0.69
Householder is American Indian Alone	166	0.49
Householder is Asian Alone	821	2.00
Householder is Pacific Islander Alone	7	0.09
Householder is Some Other Race Alone	142	0.30
Householder is Two or More Races	302	0.79
Households with Hispanic Householder	467	1.19
Husband-wife Families by Race of Householder		
Total	18,922	100.09
Householder is White Alone	18,174	96.09
Householder is Black Alone	70	0.49
Householder is American Indian Alone	56	0.39
Householder is Asian Alone	471	2.59
Householder is Pacific Islander Alone	4	0.00
Householder is Some Other Race Alone	59	0.30
Householder is Two or More Races	88	0.50
Husband-wife Families with Hispanic Householder	188	1.00
Other Families (No Spouse) by Race of Householder		
Total	5,433	100.00
Householder is White Alone	5,058	93.10
Householder is Black Alone	65	1.20
Householder is American Indian Alone	40	0.79
Householder is Asian Alone	162	3.00
Householder is Pacific Islander Alone	2	0.00
Householder is Some Other Race Alone	28	0.59
Householder is Two or More Races	78	1.40
Other Families with Hispanic Householder	114	2.19
Nonfamily Households by Race of Householder		
Total	16,382	100.00
Householder is White Alone	15,827	96.6°
Householder is Black Alone	108	0.79
Householder is American Indian Alone	69	0.49
Householder is Asian Alone	187	1.19
Householder is Pacific Islander Alone	1	0.0
Householder is Some Other Race Alone	54	0.30
Householder is Two or More Races	136	0.80
Nonfamily Households with Hispanic Householder	166	1.00
Source: U.S. Census Bureau, Census 2010 Summary File 1.	100	1.

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502 Water St, Eau Claire, Wisconsin, 54703 Ring: 10 mile radius

Latitude: 44.80221 Longitude: -91.50997

	Lon	gitude: -91.509
Total Housing Units by Occupancy		
Total	43,017	100.0%
Occupied Housing Units	40,740	94.7%
Vacant Housing Units		
For Rent	790	1.89
Rented, not Occupied	50	0.1%
For Sale Only	437	1.0%
Sold, not Occupied	87	0.2%
For Seasonal/Recreational/Occasional Use	261	0.6%
For Migrant Workers	1	0.09
Other Vacant	651	1.59
Total Vacancy Rate	5.3%	
Households by Tenure and Mortgage Status		
Total	40,739	100.09
Owner Occupied	25,711	63.19
Owned with a Mortgage/Loan	17,869	43.99
Owned Free and Clear	7,842	19.29
Average Household Size	2.51	
Renter Occupied	15,028	36.99
Average Household Size	2.15	
Owner-occupied Housing Units by Race of Householder		
Total	25,711	100.09
Householder is White Alone	25,055	97.49
Householder is Black Alone	57	0.29
Householder is American Indian Alone	59	0.29
Householder is Asian Alone	390	1.59
Householder is Pacific Islander Alone	4	0.09
Householder is Some Other Race Alone	37	0.19
Householder is Two or More Races	109	0.49
Owner-occupied Housing Units with Hispanic Householder	159	0.69
Renter-occupied Housing Units by Race of Householder		
Total	15,028	100.09
Householder is White Alone	14,004	93.29
Householder is Black Alone	186	1.29
Householder is American Indian Alone	106	0.79
Householder is Asian Alone	430	2.99
Householder is Pacific Islander Alone	3	0.09
Householder is Some Other Race Alone	105	0.79
Householder is Two or More Races	194	1.39
Renter-occupied Housing Units with Hispanic Householder	308	2.19
Average Household Size by Race/Hispanic Origin of Householder		
Householder is White Alone	2.33	
Householder is Black Alone	2.65	
Householder is American Indian Alone	2.70	
Householder is Asian Alone	4.15	
Householder is Pacific Islander Alone	4.57	
Householder is Some Other Race Alone	3.41	
Householder is Two or More Races	2.70	
Householder is Hispanic	3.12	

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



502 Water St, Eau Claire, Wisconsin, 54703

Ring: 10 mile radius

Latitude: 44.80221

Longitude: -91.50997

			2014-2019	2014-2019
Summary	2014	2019	Change	Annual Rate
Population	103,383	106,686	3,303	0.63%
Households	41,997	43,593	1,596	0.75%
Median Age	34.0	35.2	1.2	0.70%
Average Household Size	2.35	2.34	-0.01	-0.09%

		2014		
Households by Income	Number	Percent	Number	Percent
Household	41,997	100%	43,593	100%
<\$15,000	5,603	13.3%	5,462	12.5%
\$15,000-\$24,999	5,885	14.0%	4,510	10.3%
\$25,000-\$34,999	4,414	10.5%	4,079	9.4%
\$35,000-\$49,999	5,705	13.6%	5,692	13.1%
\$50,000-\$74,999	8,153	19.4%	7,497	17.2%
\$75,000-\$99,999	5,354	12.7%	6,688	15.3%
\$100,000-\$149,999	4,986	11.9%	6,559	15.0%
\$150,000-\$199,999	912	2.2%	1,727	4.0%
\$200,000+	986	2.3%	1,381	3.2%
Median Household Income	\$47,920		\$55,081	
Average Household Income	\$61,092		\$71,221	
Per Capita Income	\$25,187		\$29,552	

**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.

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502 Water St, Eau Claire, Wisconsin, 54703 Ring: 10 mile radius

Latitude: 44.80221 Longitude: -91.50997

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	2	2014 Household	s by Income an	d Age of Housel	older		
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	4,101	7,486	6,366	7,065	7,504	5,040	4,434
<\$15,000	1,364	1,015	490	648	842	472	773
\$15,000-\$24,999	976	989	546	563	796	714	1,301
\$25,000-\$34,999	482	806	530	543	533	647	875
\$35,000-\$49,999	522	1,244	779	760	862	890	647
\$50,000-\$74,999	416	1,528	1,431	1,501	1,691	1,104	481
\$75,000-\$99,999	175	908	1,046	1,263	1,208	582	172
\$100,000-\$149,999	132	735	1,194	1,261	1,089	443	132
\$150,000-\$199,999	21	133	153	295	216	64	30
\$200,000+	13	128	197	232	268	124	23
Median HH Income	\$20,959	\$45,240	\$62,019	\$64,641	\$58,076	\$45,598	\$26,16
Average HH Income	\$31,000	\$56,744	\$74,514	\$77,151	\$71,881	\$59,049	\$35,48
			Percent Distrib	oution			
	<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%	13.6%	7.7%	9.2%	11.2%	9.4%	17.4%
\$15,000-\$24,999	23.8%	13.2%	8.6%	8.0%	10.6%	14.2%	29.3%
\$25,000-\$34,999	11.8%	10.8%	8.3%	7.7%	7.1%	12.8%	19.7%
\$35,000-\$49,999	12.7%	16.6%	12.2%	10.8%	11.5%	17.7%	14.6%
\$50,000-\$74,999	10.1%	20.4%	22.5%	21.2%	22.5%	21.9%	10.89
\$75,000-\$99,999	4.3%	12.1%	16.4%	17.9%	16.1%	11.5%	3.9%
\$100,000-\$149,999	3.2%	9.8%	18.8%	17.8%	14.5%	8.8%	3.0%
\$150,000-\$199,999	0.5%	1.8%	2.4%	4.2%	2.9%	1.3%	0.7%
\$200,000+	0.3%	1.7%	3.1%	3.3%	3.6%	2.5%	0.5%
•							



502 Water St, Eau Claire, Wisconsin, 54703 Ring: 10 mile radius

Latitude: 44.80221 Longitude: -91.50997

						9	uc. 51.5055
	2	2019 Household	s by Income an	d Age of Housel	older		
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	3,904	7,437	6,912	6,491	7,778	6,206	4,865
<\$15,000	1,310	923	477	542	805	544	861
\$15,000-\$24,999	734	731	429	357	567	603	1,090
\$25,000-\$34,999	451	717	472	404	465	669	900
\$35,000-\$49,999	524	1,164	757	585	817	1,029	815
\$50,000-\$74,999	400	1,358	1,346	1,159	1,437	1,245	551
\$75,000-\$99,999	241	1,124	1,340	1,331	1,463	920	268
\$100,000-\$149,999	193	975	1,585	1,370	1,425	773	237
\$150,000-\$199,999	37	267	266	468	422	182	83
\$200,000+	13	178	239	275	375	240	60
Median HH Income	\$23,204	\$52,336	\$74,323	\$77,668	\$70,208	\$53,617	\$29,470
Average HH Income	\$35,987	\$66,887	\$83,459	\$88,858	\$84,513	\$71,793	\$43,224
			Percent Distrib	oution			
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	33.6%	12.4%	6.9%	8.4%	10.3%	8.8%	17.7%
\$15,000-\$24,999	18.8%	9.8%	6.2%	5.5%	7.3%	9.7%	22.4%
\$25,000-\$34,999	11.6%	9.6%	6.8%	6.2%	6.0%	10.8%	18.5%
\$35,000-\$49,999	13.4%	15.7%	11.0%	9.0%	10.5%	16.6%	16.8%
\$50,000-\$74,999	10.2%	18.3%	19.5%	17.9%	18.5%	20.1%	11.3%
\$75,000-\$99,999	6.2%	15.1%	19.4%	20.5%	18.8%	14.8%	5.5%
\$100,000-\$149,999	4.9%	13.1%	22.9%	21.1%	18.3%	12.5%	4.9%
\$150,000-\$199,999	0.9%	3.6%	3.8%	7.2%	5.4%	2.9%	1.7%
\$200,000+	0.3%	2.4%	3.5%	4.2%	4.8%	3.9%	1.2%