



Whitewater, WI

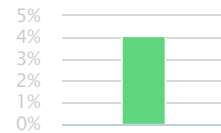
Community Profile

TOTAL POPULATION 14,980

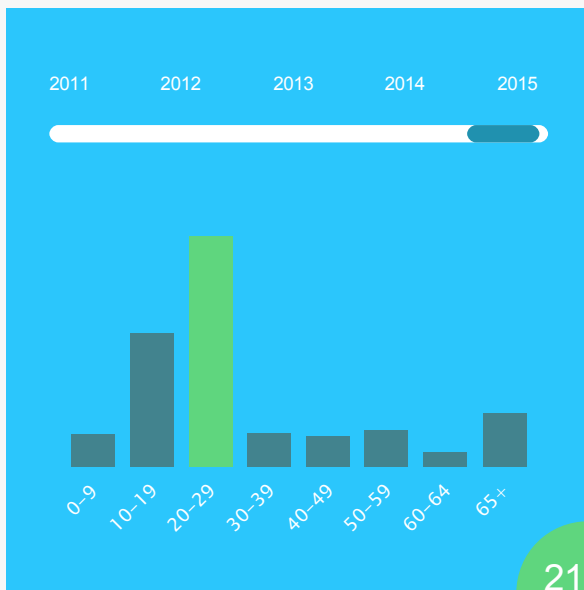
The total population of the City of Whitewater is 14,980. The median age is 21.93.



The population in Whitewater has grown 4.09% since 2011.



Age Distribution



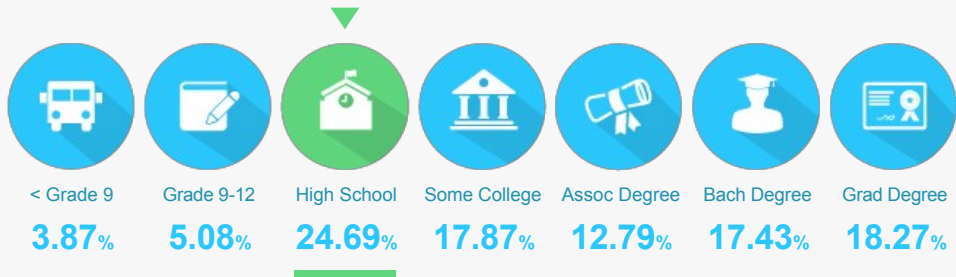
50.57%
Male

49.43%
Female

21.93
Median Age

EDUCATIONAL ATTAINMENT

The majority of the population in Whitewater has completed at least a high school degree.



48.49%
of the population
has a college degree.



offer Associate's Degree
or Certificate



offer Bachelor's Degree
or Higher

LABOR FORCE 8,701

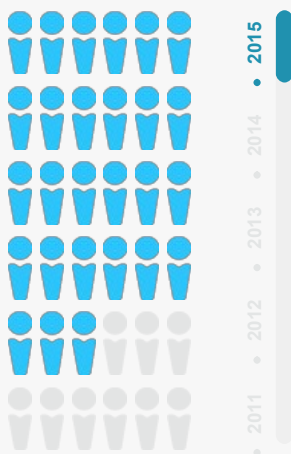
Whitewater has a labor force of 8,701 people, with a job growth rate of -3.75% since 2014.

JOB GROWTH

-3.75%

Since 2014

TOTAL EMPLOYEES



6,895
2015

▲%
Since 2014

5 TOP TALENT

Where are the top jobs by occupation?

Production Workers



14.46%
997

Sales



10.36%
714

Executive,
Managers, and
Administrators



8.05%
555

The work distribution of total employees in Whitewater is.



59%

Blue Collar



40%

White Collar

Office and
Administrative
support



13.27%
915

Education/Training/Library



10.27%
708

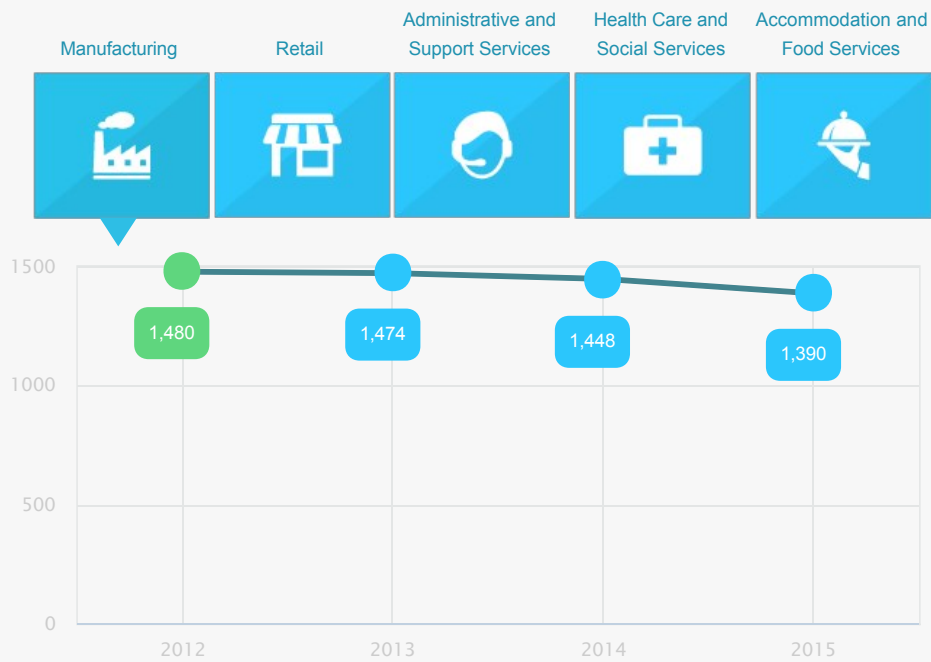
TOTAL ESTABLISHMENTS 448

BUSINESSES AND JOBS

Whitewater has a total of 448 businesses. In 2015, the leading industries were:

Manufacturing, Retail, Administrative and Support Services, Health Care and Social Services, and Accommodation and Food Services

Which are the top 5 industries by jobs?



How many employees do businesses in Whitewater have?

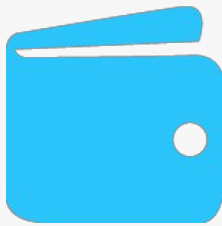


1-4 Employees	52.23%
5-9 Employees	23.44%
10-19 Employees	11.83%
20-49 Employees	6.92%
50-99 Employees	2.9%
100+ Employees	2.6800000000000006%

INCOME AND SPENDING

Workers in Whitewater earn a median yearly household income of \$29,904. 25.75% of the households earn more than the national average each year. Household expenditures average \$41,864 per year. The majority of earnings get spent on Shelter, Transportation, Food and Beverages, Health Care, and Utilities.

There are 90% more households who rent their homes than there are homeowners.

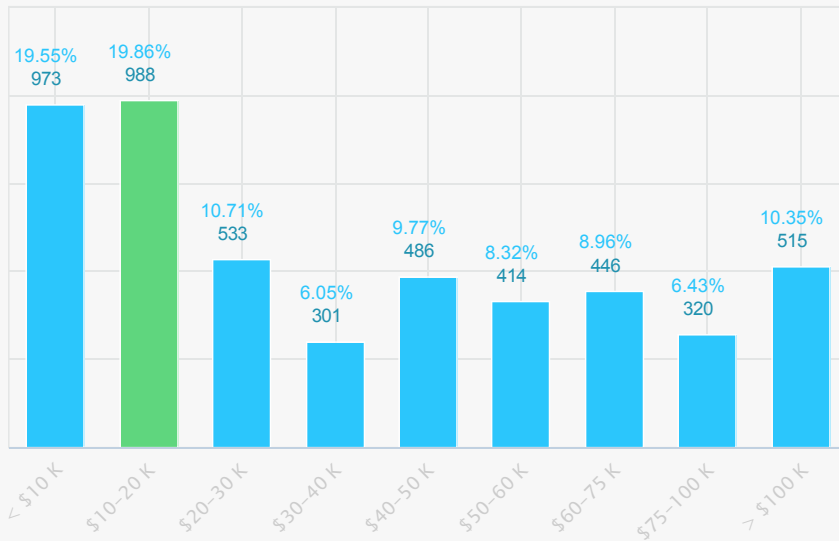


MEDIAN

**HOUSEHOLD
INCOME**
\$29,904

45% less than the county
43% less than the state
46% less than the nation

Income Distribution



How do people spend much of their money?

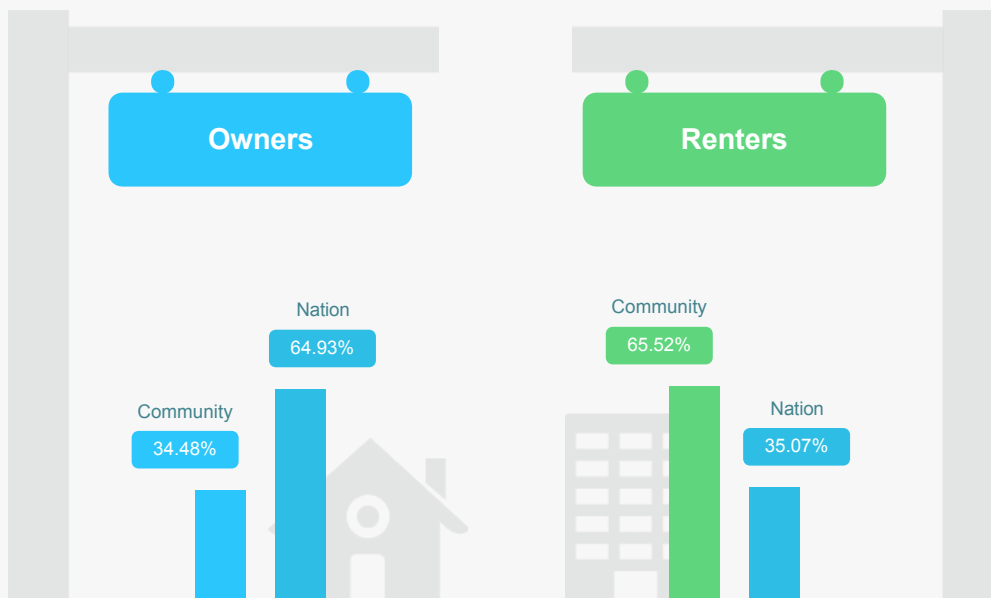
\$ PER HOUSEHOLD



The average household expenditure in Whitewater is:

\$41,864

HOUSING



TRANSPORTATION

Residents spend an average of 16 minutes commuting to work. Whitewater is served by 32 airports within 50 miles. Rail can be accessed within the community. Interstates can be accessed 11 miles away.



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Type in the name of a city or town to view a profile using the latest 5-year estimates from the American Community Survey, with state comparisons.

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PROFILE FOR WHITEWATER CITY, WISCONSIN

Located in Walworth County (77.5%), Jefferson County (22.5%)

People & Housing

Population Estimate (2014)	14,801
H.S. Diploma or More - % of Adults 25+ (2014)	89.0%
Bachelor's Deg. or More - % of Adults 25+ (2014)	35.1%
Households (2014)	4,833
Total Housing Units (2014)	5,319
Percent of Total Units Vacant for Seasonal or Recreational Use (2014)	0.0%

Employment & Income

Labor Force (persons working in the area) (2014)	8,508
Unemployment Rate (2014)	7.6
Median Household Income (2014)	\$30,281
Median Family Income (2014)	\$53,036
Poverty Rate (2014)	36.7
Mean Travel Time to Work (minutes) (2014)	20.2

Population by Age, 2014

	Whitewater city, Wisconsin	Pct. of Total	Wisconsin	Pct. of Total
Total	14,801	100%	5,724,692	100%

Preschool (0 to 4)	568	3.8%	347,284	6.1%
School Age (5 to 17)	1,412	9.5%	969,377	16.9%
College Age (18 to 24)	7,478	50.5%	557,036	9.7%
Young Adult (25 to 44)	2,351	15.9%	1,431,761	25.0%
Adult (45 to 64)	1,783	12.0%	1,595,235	27.9%
Older Adult (65 plus)	1,209	8.2%	823,999	14.4%
Median Age*	21.7		38.8	

Source: U.S. Census Bureau, American Community Survey, latest 5-Year Estimates

*Median Age is averaged for combined areas

Population by Race and Hispanic Origin, 2014

	Whitewater city, Wisconsin	Pct. of Total	Wisconsin	Pct. of Total
Total	14,801	100%	5,724,692	100%
American Ind. or Alaskan Native Alone	34	0.2%	49,563	0.9%
Asian Alone	354	2.4%	137,404	2.4%
Black Alone	401	2.7%	357,758	6.2%
Native Hawaiian and Other Pac. Isl. Alone	0	0.0%	1,303	0.0%
White Alone	13,084	88.4%	4,965,198	86.7%
Two or More Race Groups	245	1.7%	120,776	2.1%
Hispanic or Latino				
Total Hispanic or Latino	1,546	10.4%	355,292	6.2%
Mexican	1,218	8.2%	261,389	4.6%
Cuban	9	0.1%	3,654	0.1%
Puerto Rican	80	0.5%	52,020	0.9%
Other	239	1.6%	38,229	0.7%

Source: U.S. Census Bureau, American Community Survey, latest 5-Year Estimates

Educational Attainment, 2014

	Whitewater city, Wisconsin	Pct. of Total	Wisconsin	Pct. of Total
Total Population 25 and Older	5,343	100.0%	3,850,995	100.0%
Less Than 9th Grade	279	5.2%	124,399	3.2%
9th to 12th, No Diploma	311	5.8%	231,790	6.0%
High School Graduate (incl. equiv.)	1,282	24.0%	1,247,009	32.4%
Some College, No Degree	1,055	19.7%	811,610	21.1%
Associate Degree	543	10.2%	380,330	9.9%
Bachelor's Degree	936	17.5%	697,041	18.1%
Graduate or Professional Degree	937	17.5%	358,816	9.3%

Source: U.S. Census Bureau, American Community Survey, latest 5-Year Estimates

Households, 2014

	Whitewater city, Wisconsin	Pct. of Total	Wisconsin Households	Pct. of Total
Total Households	4,833	100.0%	2,293,250	100.0%
Family Households	2,173	45.0%	1,469,359	64.1%
Married with Children	752	15.6%	432,973	18.9%
Married without Children	826	17.1%	704,137	30.7%
Single Parents	397	8.2%	204,568	8.9%
Other	198	4.1%	127,681	5.6%
Non-family Households	2,660	55.0%	823,891	35.9%
Living Alone	1,536	31.8%	664,071	29.0%
Average Household Size	2.3		2.4	
Average Family Household Size	2.9		3.0	

Source: U.S. Census Bureau, American Community Survey, latest 5-Year Estimates

Housing units, 2014

	Whitewater city, Wisconsin	Pct. of Total	Wisconsin Units	Pct. of Total
Total Housing Units	5,319	100.0%	2,635,602	100.0%
Owner Occupied	1,675	31.5%	1,551,769	58.9%
Renter Occupied	3,158	59.4%	741,481	28.1%
Vacant For Seasonal or Recreational Use	0	0.0%	185,098	7.0%
1-Unit (Attached or Detached)	2,310	43.4%	1,637,011	62.1%
2 - 9 Units	1,216	22.9%	352,255	13.4%
10 - 19 Units	361	6.8%	78,566	3.0%
20 or more Units	906	17.0%	158,696	6.0%
Built prior to 1940	1,056	19.9%	540,672	20.5%

Source: U.S. Census Bureau, American Community Survey, latest 5-Year Estimates

Labor Force Averages, 2014

	Whitewater city, Wisconsin	Wisconsin
Total Labor Force	8,508	3,073,680
Employed	7,862	2,852,018
Unemployed	646	221,662
Unemployment Rate	7.6	7.2

Source: U.S. Census Bureau, American Community Survey, latest 5-Year Estimates

Commuting to Work, 2014

	Whitewater city, Wisconsin	Pct. of Total	Wisconsin	Pct. of Total
Workers 16 years and over	7,862	100.0%	2,852,018	100.0%
Car, truck, or van -- drove alone	4,994	63.5%	2,255,722	79.1%
Car, truck, or van -- carpooled	894	11.4%	241,706	8.5%
Public transportation (including taxicab)	35	0.4%	51,694	1.8%
Walked	1,120	14.2%	93,260	3.3%
Other means	272	3.5%	47,696	1.7%
Worked at home	299	3.8%	114,485	4.0%
Mean travel time to work (minutes)	20		22	

Source: U.S. Census Bureau, American Community Survey, latest 5-Year Estimates

Resident Occupations, 2014

	Whitewater city, Wisconsin	Pct. of Total	Wisconsin	Pct. of Total
Employed civilian pop. 16 years and over	8,508	100.0%	3,073,680	100.0%
Management, professional, and related	2,344	27.6%	977,404	31.8%
Service	2,083	24.5%	486,405	15.8%
Sales and office	2,002	23.5%	668,084	21.7%
Farming, fishing, and forestry	83	1.0%	29,584	1.0%
Construction, extraction, and maintenance	324	3.8%	211,767	6.9%
Production, transportation, and material moving	1,026	12.1%	478,774	15.6%

Source: U.S. Census Bureau, American Community Survey, latest 5-Year Estimates



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