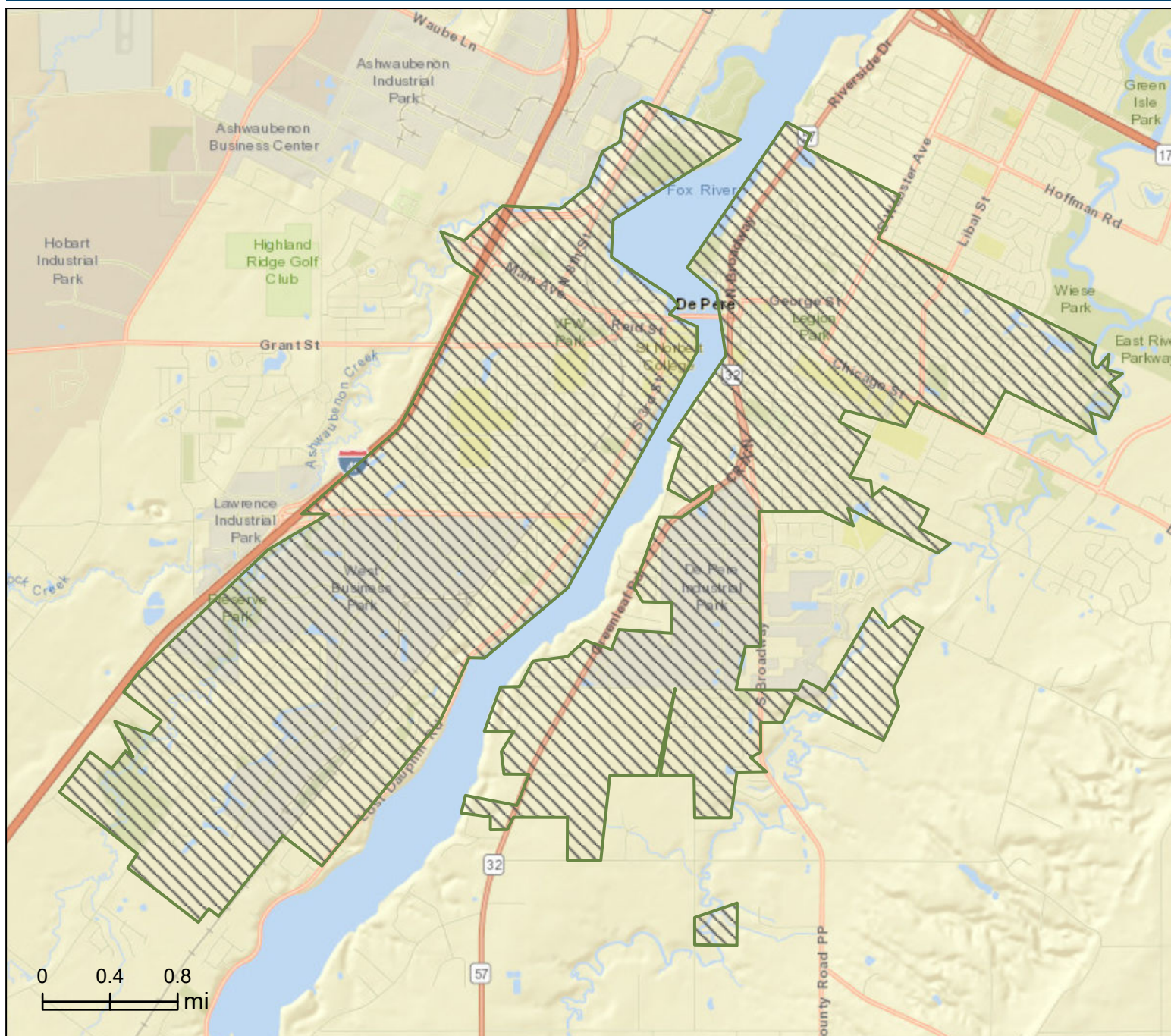




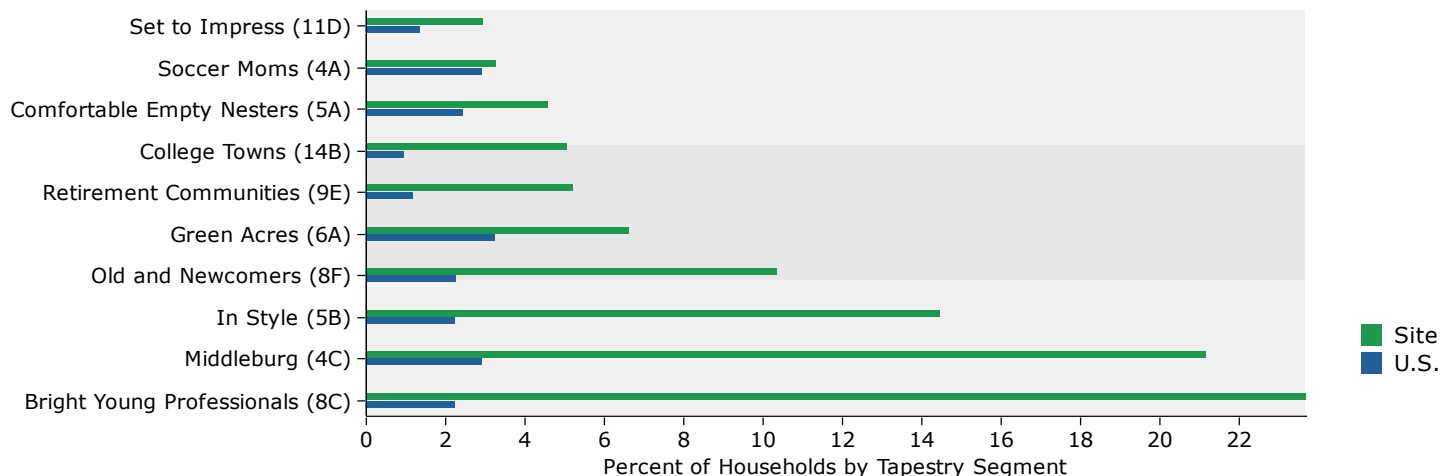
This site is located in:

City: ---
County: Brown County
State: Wisconsin
ZIP Code: 54115
Census Tract: 55009010100
Census Block Group: 550090101001
CBSA: Green Bay, WI Metropolitan Statistical Area

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2020 Households		2020 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Bright Young Professionals (8C)	23.7%	23.7%	2.3%	2.3%	1050
2	Middleburg (4C)	21.2%	44.9%	2.9%	5.2%	720
3	In Style (5B)	14.5%	59.4%	2.2%	7.4%	645
4	Old and Newcomers (8F)	10.4%	69.7%	2.3%	9.7%	451
5	Green Acres (6A)	6.6%	76.4%	3.2%	12.9%	205
Subtotal		76.4%		12.9%		
6	Retirement Communities (9E)	5.2%	81.6%	1.2%	14.1%	432
7	College Towns (14B)	5.1%	86.7%	1.0%	15.1%	532
8	Comfortable Empty Nesters (5A)	4.6%	91.3%	2.4%	17.5%	188
9	Soccer Moms (4A)	3.3%	94.6%	3.0%	20.5%	112
10	Set to Impress (11D)	3.0%	97.5%	1.4%	21.9%	214
Subtotal		21.2%		9.0%		
11	Rustbelt Traditions (5D)	2.5%	100.0%	2.2%	24.1%	113
Subtotal		2.5%		2.2%		
Total		100.0%		24.1%		415

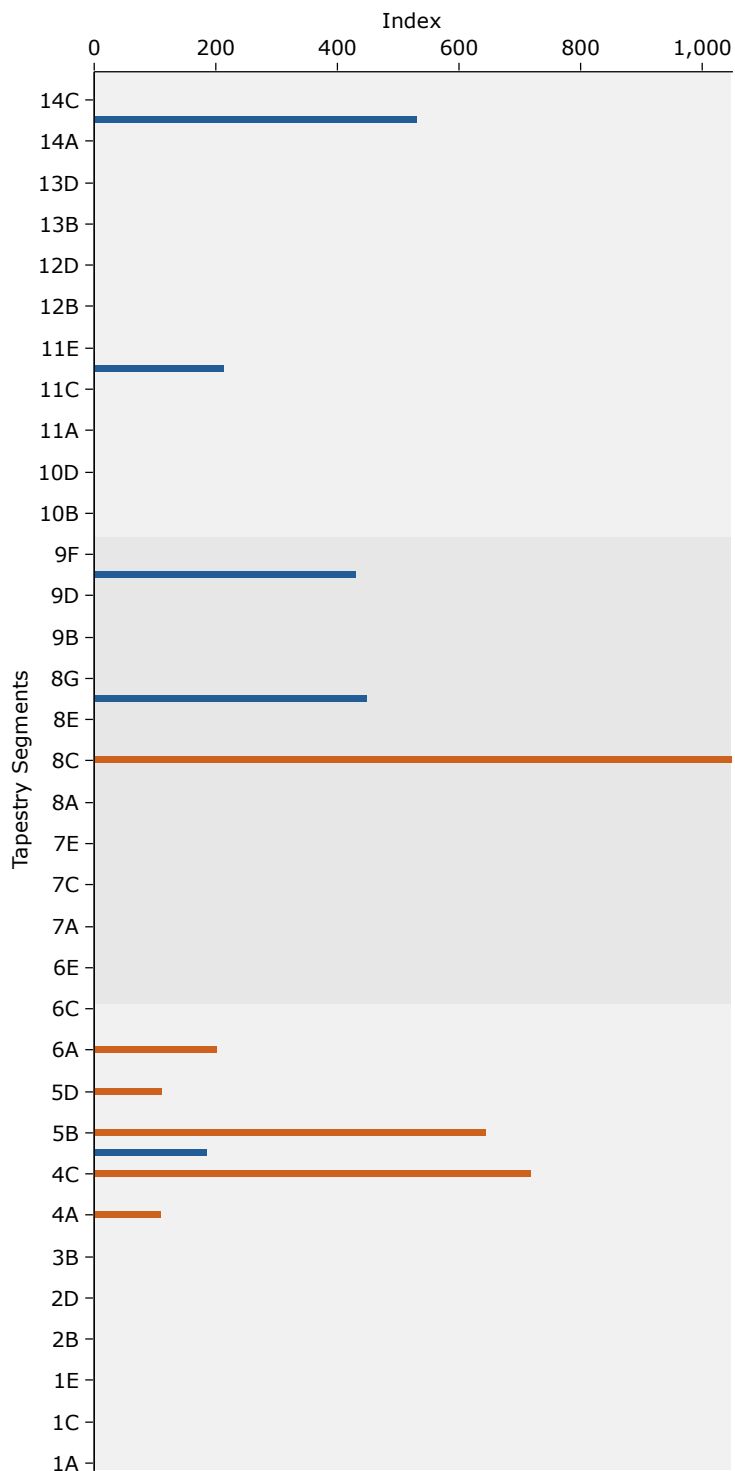
Top Ten Tapestry Segments Site vs. U.S.



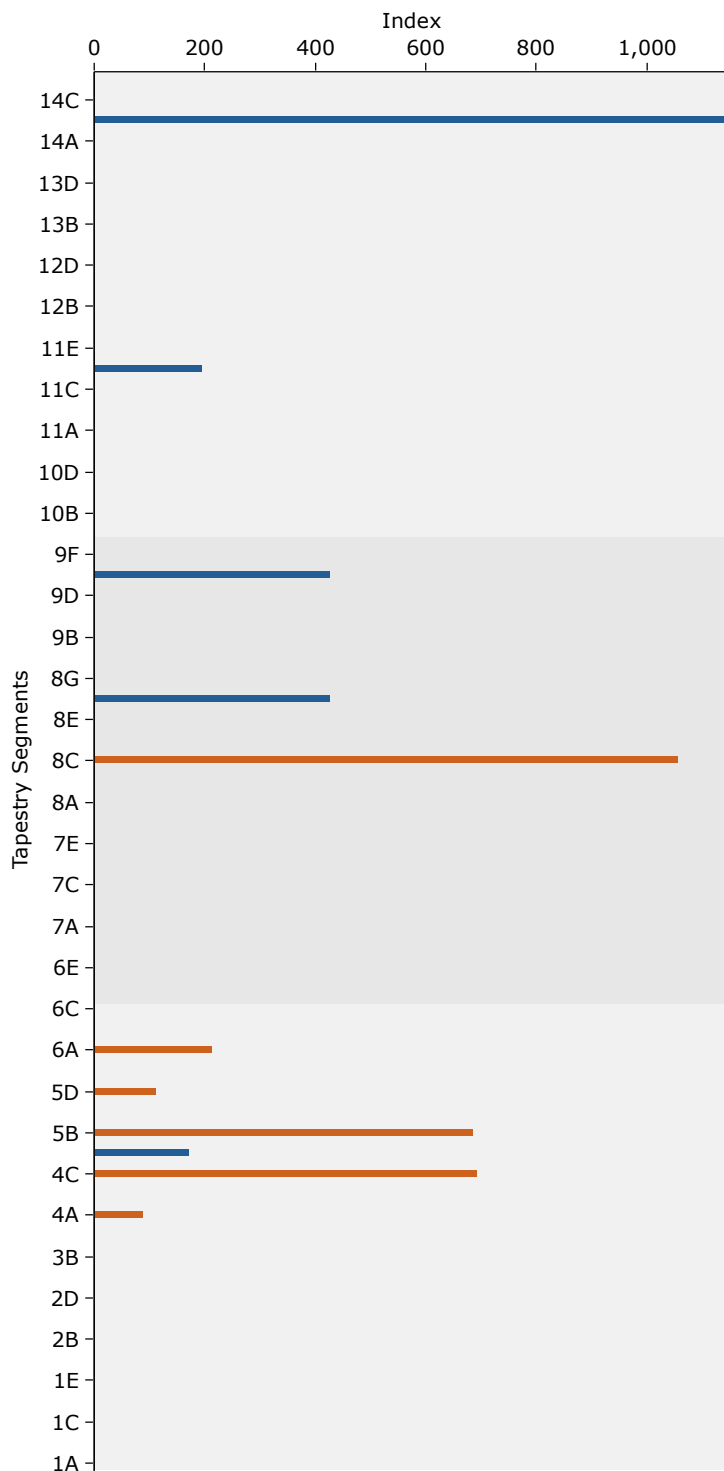
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

2020 Tapestry Indexes by Households



2020 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

De Pere City, WI
De Pere City, WI (5519775)
Geography: Place

Prepared by Esri

Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,865	100.0%		19,934	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	2,415	24.5%	322	4,633	23.2%	293
Soccer Moms (4A)	326	3.3%	112	565	2.8%	90
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	2,089	21.2%	720	4,068	20.4%	695
5. GenXurban	2,126	21.6%	191	4,181	21.0%	194
Comfortable Empty Nesters (5A)	455	4.6%	188	850	4.3%	174
In Style (5B)	1,428	14.5%	645	2,870	14.4%	689
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	243	2.5%	113	461	2.3%	113
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	655	6.6%	55	1,438	7.2%	61
Green Acres (6A)	655	6.6%	205	1,438	7.2%	215
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

September 09, 2020



Tapestry Segmentation Area Profile

De Pere City, WI
De Pere City, WI (5519775)
Geography: Place

Prepared by Esri

Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,865	100.0%		19,934	100.0%	
8. Middle Ground	3,362	34.1%	315	5,982	30.0%	299
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	2,338	23.7%	1,050	4,286	21.5%	1,059
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,024	10.4%	451	1,696	8.5%	429
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	514	5.2%	90	859	4.3%	86
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	514	5.2%	432	859	4.3%	428
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	292	3.0%	48	464	2.3%	43
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	292	3.0%	214	464	2.3%	198
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	501	5.1%	315	2,377	11.9%	524
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	501	5.1%	532	2,377	11.9%	1,156
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

September 09, 2020



Tapestry Segmentation Area Profile

De Pere City, WI
De Pere City, WI (5519775)
Geography: Place

Prepared by Esri

Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,865	100.0%		19,934	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	2,581	26.2%	158	4,747	23.8%	135
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	243	2.5%	113	461	2.3%	113
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	2,338	23.7%	1,050	4,286	21.5%	1,059
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	3,759	38.1%	210	8,266	41.5%	248
In Style (5B)	1,428	14.5%	645	2,870	14.4%	689
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,024	10.4%	451	1,696	8.5%	429
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	514	5.2%	432	859	4.3%	428
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	292	3.0%	214	464	2.3%	198
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	501	5.1%	532	2,377	11.9%	1,156
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

September 09, 2020



Tapestry Segmentation Area Profile

De Pere City, WI
De Pere City, WI (5519775)
Geography: Place

Prepared by Esri

Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,865	100.0%		19,934	100.0%	
4. Suburban Periphery	781	7.9%	25	1,415	7.1%	22
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	326	3.3%	112	565	2.8%	90
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	455	4.6%	188	850	4.3%	174
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	2,089	21.2%	226	4,068	20.4%	225
Middleburg (4C)	2,089	21.2%	720	4,068	20.4%	695
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	655	6.6%	39	1,438	7.2%	43
Green Acres (6A)	655	6.6%	205	1,438	7.2%	215
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

September 09, 2020



Demographic and Income Profile

De Pere City, WI
De Pere City, WI (5519775)
Geography: Place

Prepared by Esri

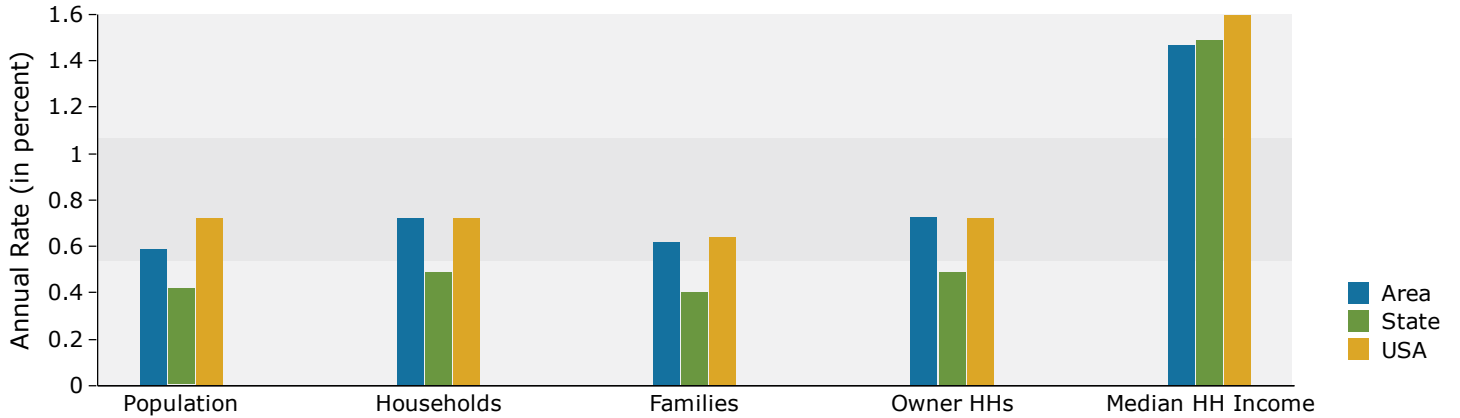
Summary	Census 2010	2020	2025				
Population	23,820	24,797	25,540				
Households	9,267	9,865	10,225				
Families	5,874	6,111	6,304				
Average Household Size	2.39	2.34	2.33				
Owner Occupied Housing Units	5,948	6,168	6,398				
Renter Occupied Housing Units	3,319	3,697	3,828				
Median Age	33.8	36.8	36.8				
Trends: 2020-2025 Annual Rate	Area	State	National				
Population	0.59%	0.42%	0.72%				
Households	0.72%	0.49%	0.72%				
Families	0.62%	0.40%	0.64%				
Owner HHs	0.73%	0.49%	0.72%				
Median Household Income	1.47%	1.49%	1.60%				
Households by Income	2020		2025				
	Number	Percent	Number	Percent			
	<\$15,000	668	6.8%	613	6.0%		
	\$15,000 - \$24,999	612	6.2%	562	5.5%		
	\$25,000 - \$34,999	895	9.1%	840	8.2%		
	\$35,000 - \$49,999	1,124	11.4%	1,112	10.9%		
	\$50,000 - \$74,999	2,087	21.2%	2,115	20.7%		
	\$75,000 - \$99,999	1,621	16.4%	1,712	16.7%		
	\$100,000 - \$149,999	1,775	18.0%	2,014	19.7%		
	\$150,000 - \$199,999	560	5.7%	673	6.6%		
\$200,000+	523	5.3%	584	5.7%			
Median Household Income	\$67,711		\$72,827				
Average Household Income	\$85,711		\$93,295				
Per Capita Income	\$35,329		\$38,575				
Population by Age	Census 2010		2020		2025		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	1,517	6.4%	1,351	5.4%	1,401	5.5%
	5 - 9	1,571	6.6%	1,292	5.2%	1,354	5.3%
	10 - 14	1,617	6.8%	1,350	5.4%	1,321	5.2%
	15 - 19	2,033	8.5%	2,035	8.2%	1,905	7.5%
	20 - 24	2,279	9.6%	2,630	10.6%	2,572	10.1%
	25 - 34	3,272	13.7%	3,202	12.9%	3,713	14.5%
	35 - 44	3,038	12.8%	2,929	11.8%	2,873	11.2%
	45 - 54	3,359	14.1%	2,879	11.6%	2,658	10.4%
	55 - 64	2,352	9.9%	3,180	12.8%	3,049	11.9%
	65 - 74	1,270	5.3%	2,211	8.9%	2,603	10.2%
	75 - 84	962	4.0%	1,091	4.4%	1,434	5.6%
	85+	550	2.3%	649	2.6%	656	2.6%
Race and Ethnicity	Census 2010		2020		2025		
	Number	Percent	Number	Percent	Number	Percent	
	White Alone	22,385	94.0%	22,791	91.9%	23,079	90.4%
	Black Alone	212	0.9%	353	1.4%	469	1.8%
	American Indian Alone	282	1.2%	335	1.4%	370	1.4%
	Asian Alone	350	1.5%	502	2.0%	609	2.4%
	Pacific Islander Alone	6	0.0%	7	0.0%	8	0.0%
	Some Other Race Alone	159	0.7%	228	0.9%	298	1.2%
	Two or More Races	426	1.8%	580	2.3%	707	2.8%
	Hispanic Origin (Any Race)	512	2.1%	749	3.0%	961	3.8%

Data Note: Income is expressed in current dollars.

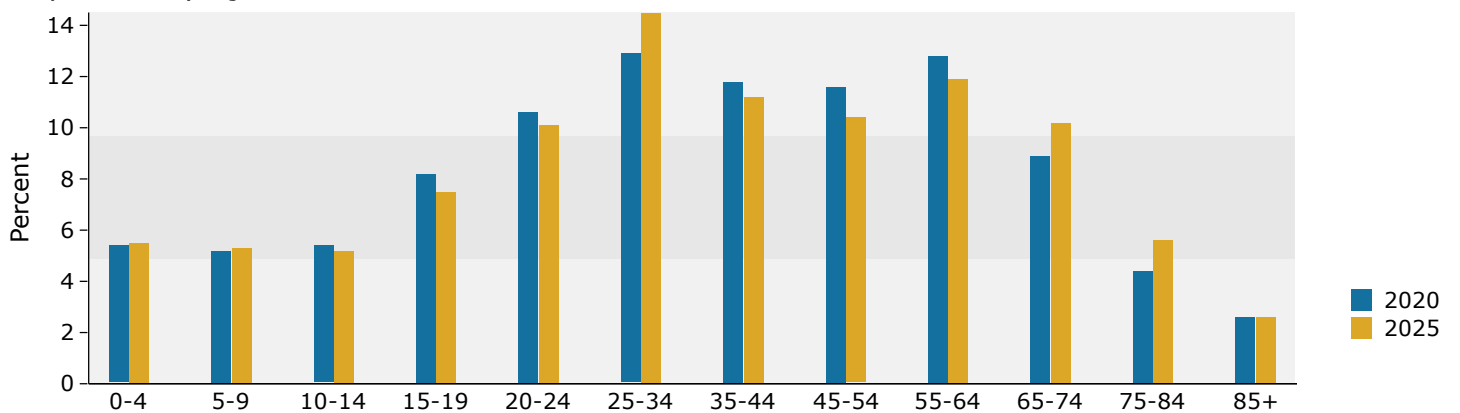
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

September 09, 2020

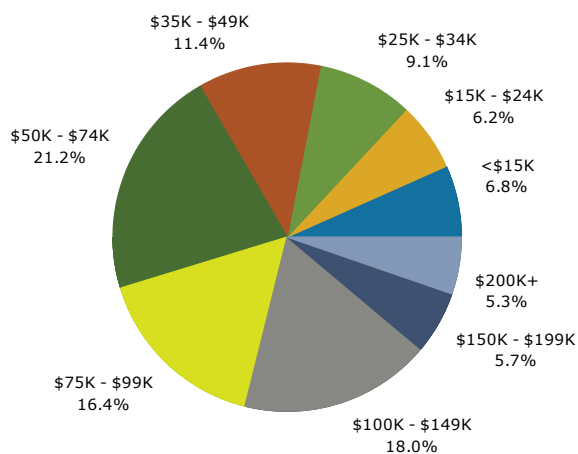
Trends 2020-2025



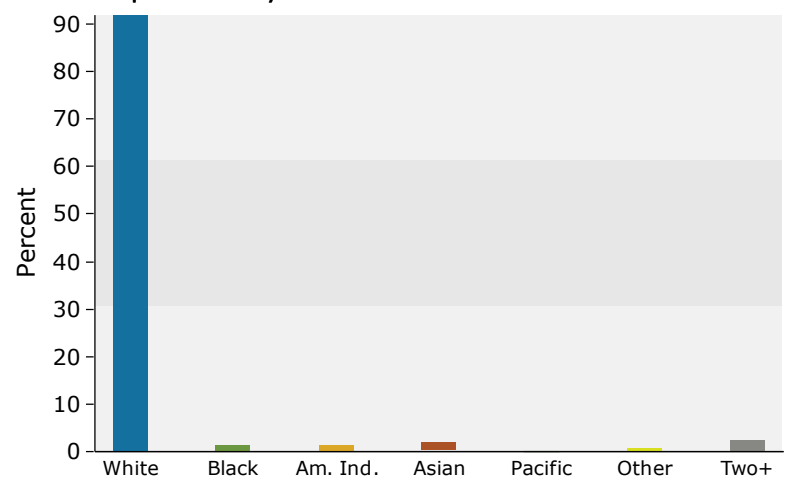
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 3.0%



Housing Profile

De Pere City, WI
De Pere City, WI (5519775)
Geography: Place

Prepared by Esri

Population		Households	
2010 Total Population	23,820	2020 Median Household Income	\$67,711
2020 Total Population	24,797	2025 Median Household Income	\$72,827
2025 Total Population	25,540	2020-2025 Annual Rate	1.47%
2020-2025 Annual Rate	0.59%		

Housing Units by Occupancy Status and Tenure	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	9,755	100.0%	10,338	100.0%	10,722	100.0%
Occupied	9,267	95.0%	9,865	95.4%	10,226	95.4%
Owner	5,948	61.0%	6,168	59.7%	6,398	59.7%
Renter	3,319	34.0%	3,697	35.8%	3,828	35.7%
Vacant	488	5.0%	473	4.6%	497	4.6%

Owner Occupied Housing Units by Value	2020		2025	
	Number	Percent	Number	Percent
Total	6,167	100.0%	6,396	100.0%
<\$50,000	121	2.0%	84	1.3%
\$50,000-\$99,999	149	2.4%	92	1.4%
\$100,000-\$149,999	1,314	21.3%	984	15.4%
\$150,000-\$199,999	1,868	30.3%	1,745	27.3%
\$200,000-\$249,999	1,229	19.9%	1,422	22.2%
\$250,000-\$299,999	745	12.1%	976	15.3%
\$300,000-\$399,999	360	5.8%	512	8.0%
\$400,000-\$499,999	140	2.3%	217	3.4%
\$500,000-\$749,999	146	2.4%	220	3.4%
\$750,000-\$999,999	5	0.1%	7	0.1%
\$1,000,000-\$1,499,999	55	0.9%	71	1.1%
\$1,500,000-\$1,999,999	20	0.3%	36	0.6%
\$2,000,000+	15	0.2%	30	0.5%

Median Value	\$190,137	\$210,302
Average Value	\$228,454	\$260,389

Census 2010 Housing Units	Number	Percent
Total	9,755	100.0%
In Urbanized Areas	9,719	99.6%
In Urban Clusters	0	0.0%
Rural Housing Units	36	0.4%

Data Note: Persons of Hispanic Origin may be of any race.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

September 09, 2020



Housing Profile

De Pere City, WI
De Pere City, WI (5519775)
Geography: Place

Prepared by Esri

Census 2010 Owner Occupied Housing Units by Mortgage Status		Number	Percent
Total		5,948	100.0%
Owned with a Mortgage/Loan		4,547	76.4%
Owned Free and Clear		1,401	23.6%

Census 2010 Vacant Housing Units by Status		Number	Percent
Total		488	100.0%
For Rent		218	44.7%
Rented- Not Occupied		15	3.1%
For Sale Only		117	24.0%
Sold - Not Occupied		9	1.8%
Seasonal/Recreational/Occasional Use		36	7.4%
For Migrant Workers		0	0.0%
Other Vacant		93	19.1%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	9,267	5,948	64.2%
15-24	505	62	12.3%
25-34	1,784	846	47.4%
35-44	1,735	1,217	70.1%
45-54	1,948	1,518	77.9%
55-64	1,408	1,097	77.9%
65-74	822	620	75.4%
75-84	681	430	63.1%
85+	384	158	41.1%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	9,267	5,948	64.2%
White Alone	8,898	5,820	65.4%
Black/African American Alone	72	14	19.4%
American Indian/Alaska Native	83	29	34.9%
Asian Alone	97	36	37.1%
Pacific Islander Alone	0	0	0.0%
Other Race Alone	39	12	30.8%
Two or More Races	78	37	47.4%
Hispanic Origin	108	36	33.3%

Census 2010 Occupied Housing Units by Size and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	9,267	5,948	64.2%
1-Person	2,711	1,179	43.5%
2-Person	3,164	2,218	70.1%
3-Person	1,465	1,037	70.8%
4-Person	1,260	1,009	80.1%
5-Person	462	364	78.8%
6-Person	142	103	72.5%
7+ Person	63	38	60.3%

2020 Housing Affordability	
Housing Affordability Index	169
Percent of Income for Mortgage	11.7%

Data Note: Persons of Hispanic Origin may be of any race.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

September 09, 2020



Household Income Profile

De Pere City, WI
De Pere City, WI (5519775)
Geography: Place

Prepared by Esri

Summary	2020	2025	2020-2025 Change	2020-2025 Annual Rate
Population	24,797	25,540	743	0.59%
Households	9,865	10,225	360	0.72%
Median Age	36.8	36.8	0.0	0.00%
Average Household Size	2.34	2.33	-0.01	-0.09%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
Household	9,865	100%	10,225	100%
<\$15,000	668	6.8%	613	6.0%
\$15,000-\$24,999	612	6.2%	562	5.5%
\$25,000-\$34,999	895	9.1%	840	8.2%
\$35,000-\$49,999	1,124	11.4%	1,112	10.9%
\$50,000-\$74,999	2,087	21.2%	2,115	20.7%
\$75,000-\$99,999	1,621	16.4%	1,712	16.7%
\$100,000-\$149,999	1,775	18.0%	2,014	19.7%
\$150,000-\$199,999	560	5.7%	673	6.6%
\$200,000+	523	5.3%	584	5.7%
Median Household Income	\$67,711		\$72,827	
Average Household Income	\$85,711		\$93,295	
Per Capita Income	\$35,329		\$38,575	

Data Note: Income is reported for households as of July 1, 2020 and represents annual income for the preceding year, expressed in 2019 dollars. Income is reported for households as of July 1, 2025 and represents annual income for the preceding year, expressed in 2024 dollars
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2020 and 2025.



Household Income Profile

De Pere City, WI
De Pere City, WI (5519775)
Geography: Place

Prepared by Esri

2020 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	534	1,685	1,628	1,621	1,830	1,380	1,190
<\$15,000	52	83	53	63	93	110	214
\$15,000-\$24,999	42	74	37	55	87	94	223
\$25,000-\$34,999	80	155	90	91	138	157	185
\$35,000-\$49,999	91	255	157	123	158	175	166
\$50,000-\$74,999	146	354	305	308	389	361	225
\$75,000-\$99,999	46	274	324	315	370	220	71
\$100,000-\$149,999	54	315	448	370	377	159	52
\$150,000-\$199,999	10	90	124	171	113	38	14
\$200,000+	13	85	90	125	105	66	40
Median HH Income	\$50,194	\$67,581	\$86,135	\$86,428	\$77,412	\$57,880	\$33,113
Average HH Income	\$61,865	\$85,865	\$99,396	\$105,424	\$92,498	\$75,809	\$51,451
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	9.7%	4.9%	3.3%	3.9%	5.1%	8.0%	18.0%
\$15,000-\$24,999	7.9%	4.4%	2.3%	3.4%	4.8%	6.8%	18.7%
\$25,000-\$34,999	15.0%	9.2%	5.5%	5.6%	7.5%	11.4%	15.5%
\$35,000-\$49,999	17.0%	15.1%	9.6%	7.6%	8.6%	12.7%	13.9%
\$50,000-\$74,999	27.3%	21.0%	18.7%	19.0%	21.3%	26.2%	18.9%
\$75,000-\$99,999	8.6%	16.3%	19.9%	19.4%	20.2%	15.9%	6.0%
\$100,000-\$149,999	10.1%	18.7%	27.5%	22.8%	20.6%	11.5%	4.4%
\$150,000-\$199,999	1.9%	5.3%	7.6%	10.5%	6.2%	2.8%	1.2%
\$200,000+	2.4%	5.0%	5.5%	7.7%	5.7%	4.8%	3.4%

Data Note: Income is reported for households as of July 1, 2020 and represents annual income for the preceding year, expressed in 2019 dollars. Income is reported for households as of July 1, 2025 and represents annual income for the preceding year, expressed in 2024 dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2020 and 2025.



Household Income Profile

De Pere City, WI
De Pere City, WI (5519775)
Geography: Place

Prepared by Esri

2025 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	514	1,927	1,571	1,478	1,725	1,599	1,409
<\$15,000	43	79	43	46	67	105	230
\$15,000-\$24,999	33	68	26	40	67	97	231
\$25,000-\$34,999	69	156	70	65	106	163	210
\$35,000-\$49,999	85	271	138	97	130	187	204
\$50,000-\$74,999	151	388	276	255	350	406	289
\$75,000-\$99,999	49	325	317	291	357	277	96
\$100,000-\$149,999	58	412	472	372	399	226	75
\$150,000-\$199,999	12	128	140	182	138	50	22
\$200,000+	14	100	89	130	111	88	52
Median HH Income	\$52,742	\$75,082	\$91,598	\$93,916	\$82,907	\$62,483	\$36,839
Average HH Income	\$69,267	\$94,068	\$107,474	\$117,200	\$103,179	\$84,794	\$57,799
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	8.4%	4.1%	2.7%	3.1%	3.9%	6.6%	16.3%
\$15,000-\$24,999	6.4%	3.5%	1.7%	2.7%	3.9%	6.1%	16.4%
\$25,000-\$34,999	13.4%	8.1%	4.5%	4.4%	6.1%	10.2%	14.9%
\$35,000-\$49,999	16.5%	14.1%	8.8%	6.6%	7.5%	11.7%	14.5%
\$50,000-\$74,999	29.4%	20.1%	17.6%	17.3%	20.3%	25.4%	20.5%
\$75,000-\$99,999	9.5%	16.9%	20.2%	19.7%	20.7%	17.3%	6.8%
\$100,000-\$149,999	11.3%	21.4%	30.0%	25.2%	23.1%	14.1%	5.3%
\$150,000-\$199,999	2.3%	6.6%	8.9%	12.3%	8.0%	3.1%	1.6%
\$200,000+	2.7%	5.2%	5.7%	8.8%	6.4%	5.5%	3.7%

Data Note: Income is reported for households as of July 1, 2020 and represents annual income for the preceding year, expressed in 2019 dollars. Income is reported for households as of July 1, 2025 and represents annual income for the preceding year, expressed in 2024 dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2020 and 2025.