

# Rochester-Waterford Key Facts

Village of Waterford, Wisconsin (8 miles)

Village of Waterford, Wisconsin

Ring of 8 miles

Prepared by RCEDC

Latitude: 42.76291

Longitude: -88.21293

## MARKET PROFILE

Villages of Rochester and Waterford (8 Mile Radius)



Located in Western Racine County, Wisconsin, the Villages of Rochester and Waterford offer a small community feel with ease of access to Racine, Kenosha, Milwaukee, Madison and Northern Illinois.

## KEY FACTS

46,886

Population



Average Household Size

43.4

Median Age

\$77,270

Median Household Income

## DAYTIME POPULATION



35,723

2018 Total Daytime Population



41%

2018 Daytime Population: Workers (%)



59%

2018 Daytime Population: Residents (%)

## EDUCATION

5%

No High School Diploma



32%

High School Graduate



34%

Some College



29%

Bachelor's/Grad/Prof Degree

## BUSINESS



1,499

Total Businesses



15,361

Total Employees

## EMPLOYMENT



62%

White Collar



27%

Blue Collar



12%

Services

2.7%

Unemployment Rate

## HOUSING TYPES



266,808

2018 Median Home Value (Esri)



74%

2018 Owner Occupied Housing Units (Esri) (%)



26%

2018 Renter Occupied Housing Units (Esri) (%)

## ANNUAL HOUSEHOLD SPENDING



\$2,381

Apparel & Services



\$187

Computers & Hardware



\$3,866

Eating Out



\$5,483

Groceries



\$6,510

Health Care