

Overview

Recent Development

Map Traffic count 2021



Major Employers

- Mowtown Waldo Implement, Inc.
- Glacier Transit & Storage
- Gibbsville Implement
- Waldo State Bank
- Simply Earth
- Wild West Studios
- Cascade Cheese



Major Retailers & Selected Franchises

- Chissy's Pub & Grill
- Leicht's Waldo Café
- Quality Cut Meats
- Nevvo'z Pizza



Major Attractions

- Waldo Village Park
- Pine Ridge Campground
- Harbor Lights on Lake Ellen
- Larson's Resort



Demographic and Income Comparison Profile

810 2nd St, Waldo, Wisconsin, 53093
Rings: 1, 5, 10 mile radii

Prepared by Esri
Latitude: 43.67584
Longitude: -87.95253

	1 mile	5 miles	10 miles
Census 2010 Summary			
Population	517	9,922	43,172
Households	213	4,016	17,530
Families	159	2,778	12,339
Average Household Size	2.43	2.45	2.40
Owner Occupied Housing Units	178	2,937	13,574
Renter Occupied Housing Units	35	1,079	3,956
Median Age	43.0	42.4	42.3
Census 2020 Summary			
Population	503	10,087	43,984
Households	222	4,251	18,463
Average Household Size	2.27	2.35	2.31
2023 Summary			
Population	499	10,104	44,123
Households	221	4,297	18,703
Families	161	2,880	12,749
Average Household Size	2.26	2.32	2.29
Owner Occupied Housing Units	196	3,251	14,730
Renter Occupied Housing Units	25	1,046	3,973
Median Age	45.4	45.0	44.8
Median Household Income	\$79,705	\$73,335	\$70,907
Average Household Income	\$91,064	\$95,415	\$98,662
2028 Summary			
Population	488	10,070	44,001
Households	220	4,330	18,890
Families	160	2,899	12,837
Average Household Size	2.22	2.30	2.26
Owner Occupied Housing Units	196	3,327	15,098
Renter Occupied Housing Units	23	1,003	3,791
Median Age	46.5	45.9	45.4
Median Household Income	\$87,882	\$81,492	\$81,276
Average Household Income	\$102,650	\$109,403	\$113,771
Trends: 2023-2028 Annual Rate			
Population	-0.44%	-0.07%	-0.06%
Households	-0.09%	0.15%	0.20%
Families	-0.12%	0.13%	0.14%
Owner Households	0.00%	0.46%	0.49%
Median Household Income	1.97%	2.13%	2.77%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

September 27, 2023



Demographic and Income Comparison Profile

810 2nd St, Waldo, Wisconsin, 53093
Rings: 1, 5, 10 mile radii

Prepared by Esri
Latitude: 43.67584
Longitude: -87.95253

2023 Households by Income	1 mile		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	11	5.0%	203	4.7%	1,087	5.8%
\$15,000 - \$24,999	11	5.0%	418	9.7%	1,466	7.8%
\$25,000 - \$34,999	15	6.8%	258	6.0%	1,198	6.4%
\$35,000 - \$49,999	26	11.8%	528	12.3%	2,363	12.6%
\$50,000 - \$74,999	39	17.6%	778	18.1%	3,673	19.6%
\$75,000 - \$99,999	37	16.7%	669	15.6%	2,487	13.3%
\$100,000 - \$149,999	64	29.0%	849	19.8%	3,413	18.2%
\$150,000 - \$199,999	13	5.9%	335	7.8%	1,663	8.9%
\$200,000+	6	2.7%	258	6.0%	1,352	7.2%
Median Household Income	\$79,705		\$73,335		\$70,907	
Average Household Income	\$91,064		\$95,415		\$98,662	
Per Capita Income	\$37,915		\$40,632		\$41,021	

2028 Households by Income	1 mile		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	9	4.1%	170	3.9%	935	4.9%
\$15,000 - \$24,999	7	3.2%	314	7.3%	1,084	5.7%
\$25,000 - \$34,999	10	4.5%	234	5.4%	1,051	5.6%
\$35,000 - \$49,999	24	10.9%	481	11.1%	2,149	11.4%
\$50,000 - \$74,999	40	18.2%	757	17.5%	3,501	18.5%
\$75,000 - \$99,999	34	15.5%	649	15.0%	2,364	12.5%
\$100,000 - \$149,999	69	31.4%	947	21.9%	3,850	20.4%
\$150,000 - \$199,999	19	8.6%	463	10.7%	2,315	12.3%
\$200,000+	8	3.6%	315	7.3%	1,640	8.7%
Median Household Income	\$87,882		\$81,492		\$81,276	
Average Household Income	\$102,650		\$109,403		\$113,771	
Per Capita Income	\$43,505		\$47,101		\$47,880	

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

September 27, 2023



Demographic and Income Comparison Profile

810 2nd St, Waldo, Wisconsin, 53093
Rings: 1, 5, 10 mile radii

Prepared by Esri
Latitude: 43.67584
Longitude: -87.95253

2010 Population by Age	1 mile		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	29	5.6%	571	5.8%	2,412	5.6%
Age 5 - 9	30	5.8%	651	6.6%	2,800	6.5%
Age 10 - 14	32	6.2%	674	6.8%	3,047	7.1%
Age 15 - 19	36	7.0%	648	6.5%	2,722	6.3%
Age 20 - 24	23	4.5%	396	4.0%	1,853	4.3%
Age 25 - 34	61	11.9%	1,118	11.3%	4,706	10.9%
Age 35 - 44	62	12.1%	1,261	12.7%	5,715	13.2%
Age 45 - 54	98	19.1%	1,662	16.8%	7,398	17.1%
Age 55 - 64	71	13.8%	1,415	14.3%	5,918	13.7%
Age 65 - 74	42	8.2%	770	7.8%	3,365	7.8%
Age 75 - 84	21	4.1%	477	4.8%	2,182	5.1%
Age 85+	12	2.3%	280	2.8%	1,053	2.4%

2023 Population by Age	1 mile		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	23	4.6%	491	4.9%	2,109	4.8%
Age 5 - 9	26	5.2%	590	5.8%	2,492	5.6%
Age 10 - 14	29	5.8%	597	5.9%	2,678	6.1%
Age 15 - 19	24	4.8%	564	5.6%	2,513	5.7%
Age 20 - 24	19	3.8%	455	4.5%	2,131	4.8%
Age 25 - 34	56	11.2%	1,059	10.5%	4,718	10.7%
Age 35 - 44	70	14.1%	1,294	12.8%	5,551	12.6%
Age 45 - 54	57	11.4%	1,265	12.5%	5,750	13.0%
Age 55 - 64	91	18.3%	1,604	15.9%	6,929	15.7%
Age 65 - 74	66	13.3%	1,318	13.0%	5,567	12.6%
Age 75 - 84	28	5.6%	604	6.0%	2,594	5.9%
Age 85+	9	1.8%	262	2.6%	1,091	2.5%

2028 Population by Age	1 mile		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	22	4.5%	492	4.9%	2,128	4.8%
Age 5 - 9	25	5.1%	565	5.6%	2,417	5.5%
Age 10 - 14	28	5.7%	589	5.8%	2,623	6.0%
Age 15 - 19	27	5.5%	560	5.6%	2,488	5.7%
Age 20 - 24	17	3.5%	402	4.0%	1,905	4.3%
Age 25 - 34	45	9.2%	1,078	10.7%	4,744	10.8%
Age 35 - 44	70	14.4%	1,231	12.2%	5,449	12.4%
Age 45 - 54	55	11.3%	1,249	12.4%	5,470	12.4%
Age 55 - 64	74	15.2%	1,419	14.1%	6,176	14.0%
Age 65 - 74	83	17.0%	1,410	14.0%	6,082	13.8%
Age 75 - 84	30	6.2%	790	7.8%	3,332	7.6%
Age 85+	11	2.3%	284	2.8%	1,187	2.7%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

September 27, 2023



Demographic and Income Comparison Profile

810 2nd St, Waldo, Wisconsin, 53093
Rings: 1, 5, 10 mile radii

Prepared by Esri
Latitude: 43.67584
Longitude: -87.95253

2010 Race and Ethnicity	1 mile		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	494	95.6%	9,591	96.7%	41,386	95.9%
Black Alone	4	0.8%	50	0.5%	471	1.1%
American Indian Alone	2	0.4%	27	0.3%	136	0.3%
Asian Alone	5	1.0%	75	0.8%	368	0.9%
Pacific Islander Alone	0	0.0%	4	0.0%	15	0.0%
Some Other Race Alone	5	1.0%	69	0.7%	365	0.8%
Two or More Races	7	1.4%	107	1.1%	432	1.0%
Hispanic Origin (Any Race)	12	2.3%	229	2.3%	1,003	2.3%

2020 Race and Ethnicity	1 mile		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	467	92.8%	9,381	93.0%	40,533	92.2%
Black Alone	0	0.0%	47	0.5%	517	1.2%
American Indian Alone	2	0.4%	50	0.5%	166	0.4%
Asian Alone	2	0.4%	105	1.0%	596	1.4%
Pacific Islander Alone	0	0.0%	1	0.0%	5	0.0%
Some Other Race Alone	8	1.6%	127	1.3%	581	1.3%
Two or More Races	23	4.6%	377	3.7%	1,588	3.6%
Hispanic Origin (Any Race)	20	4.0%	364	3.6%	1,564	3.6%

2023 Race and Ethnicity	1 mile		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	462	92.8%	9,360	92.6%	40,486	91.8%
Black Alone	0	0.0%	47	0.5%	529	1.2%
American Indian Alone	2	0.4%	53	0.5%	172	0.4%
Asian Alone	2	0.4%	112	1.1%	627	1.4%
Pacific Islander Alone	0	0.0%	1	0.0%	5	0.0%
Some Other Race Alone	8	1.6%	135	1.3%	621	1.4%
Two or More Races	24	4.8%	397	3.9%	1,682	3.8%
Hispanic Origin (Any Race)	21	4.2%	392	3.9%	1,689	3.8%

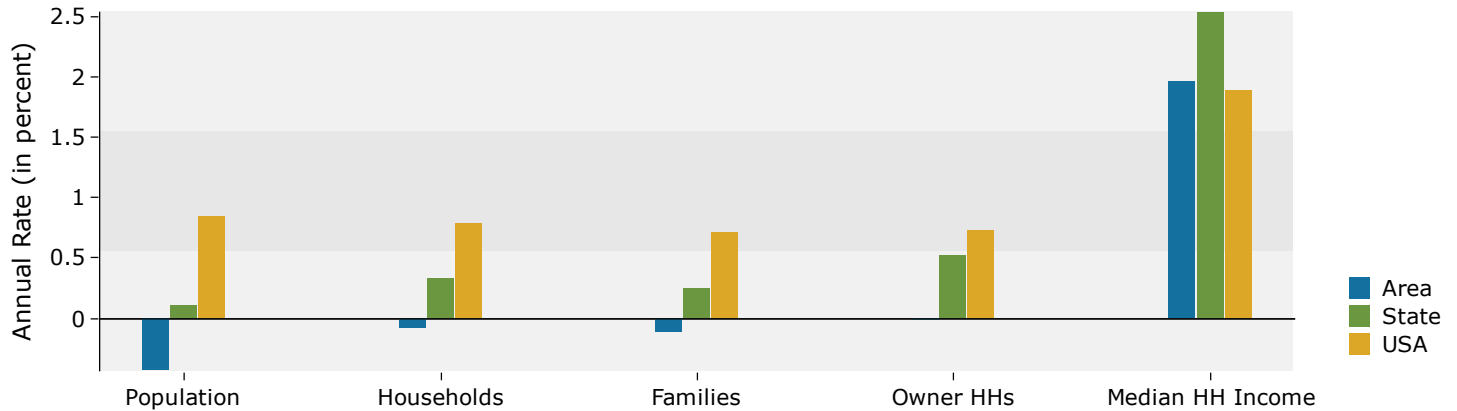
2028 Race and Ethnicity	1 mile		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	451	92.8%	9,328	92.6%	40,373	91.8%
Black Alone	0	0.0%	47	0.5%	526	1.2%
American Indian Alone	2	0.4%	53	0.5%	173	0.4%
Asian Alone	2	0.4%	113	1.1%	627	1.4%
Pacific Islander Alone	0	0.0%	1	0.0%	5	0.0%
Some Other Race Alone	8	1.6%	135	1.3%	621	1.4%
Two or More Races	23	4.7%	393	3.9%	1,676	3.8%
Hispanic Origin (Any Race)	21	4.3%	391	3.9%	1,688	3.8%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

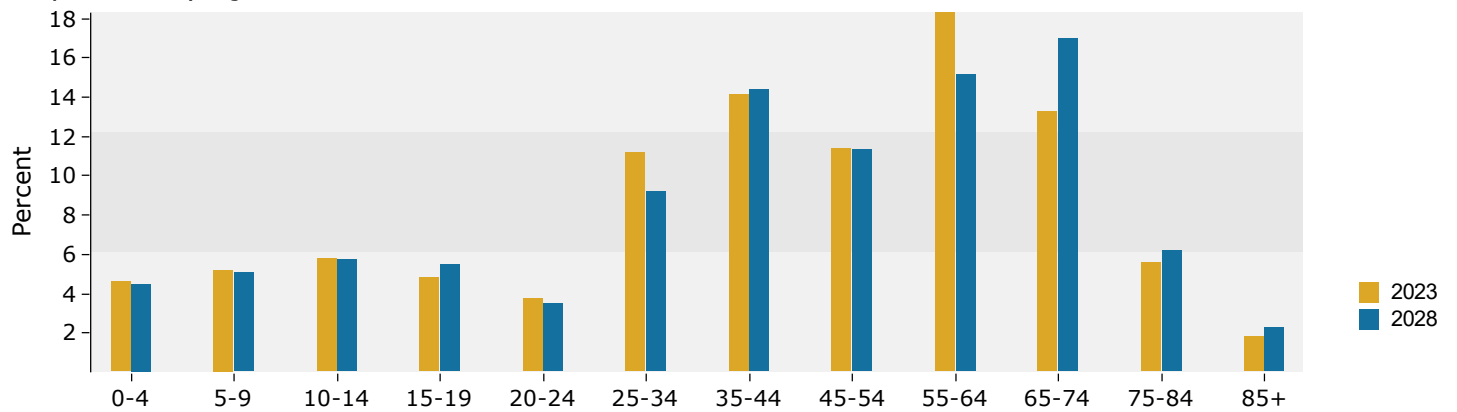
September 27, 2023

1 mile

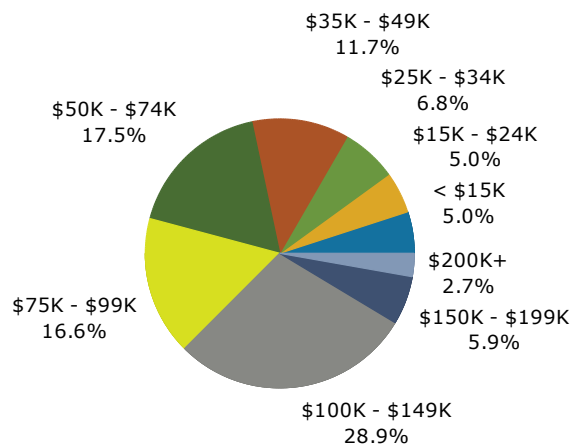
Trends 2023-2028



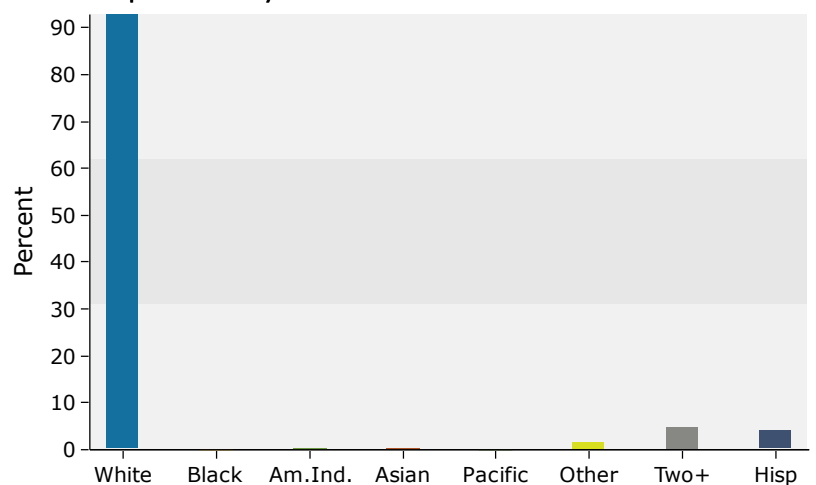
Population by Age



2023 Household Income

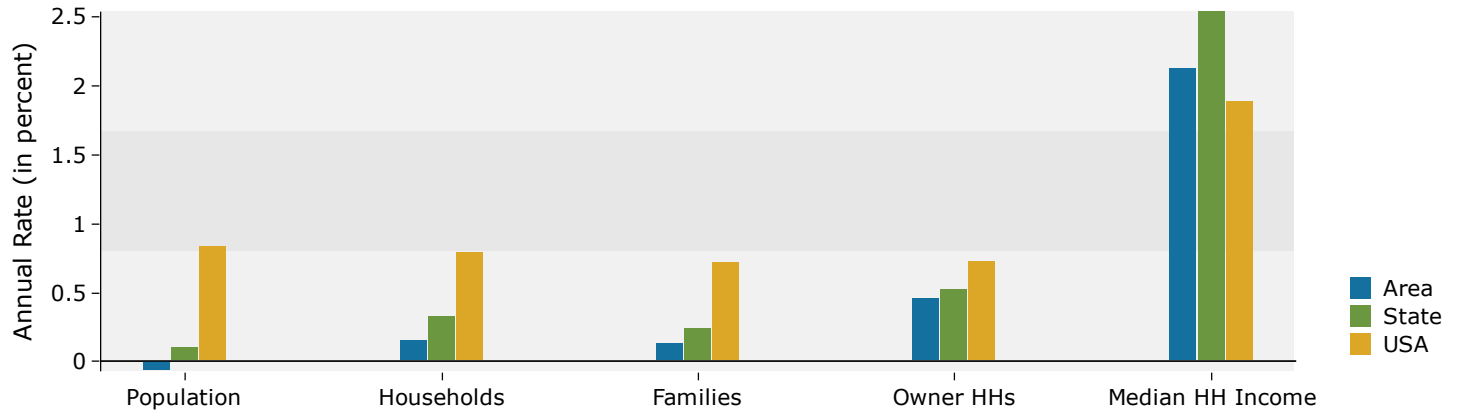


2023 Population by Race

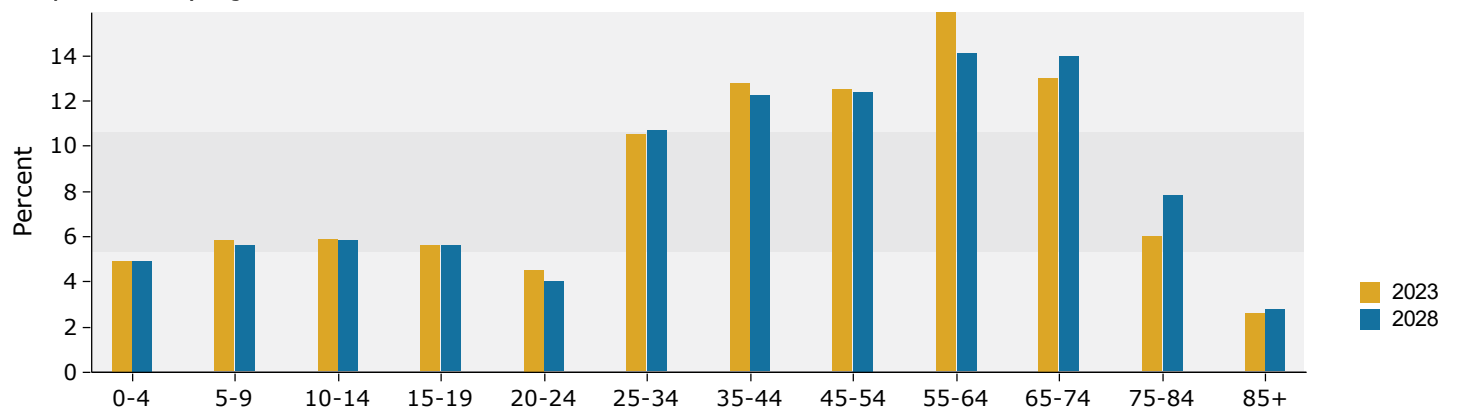


5 miles

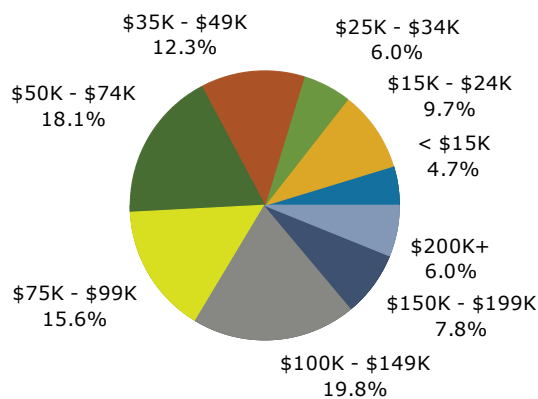
Trends 2023-2028



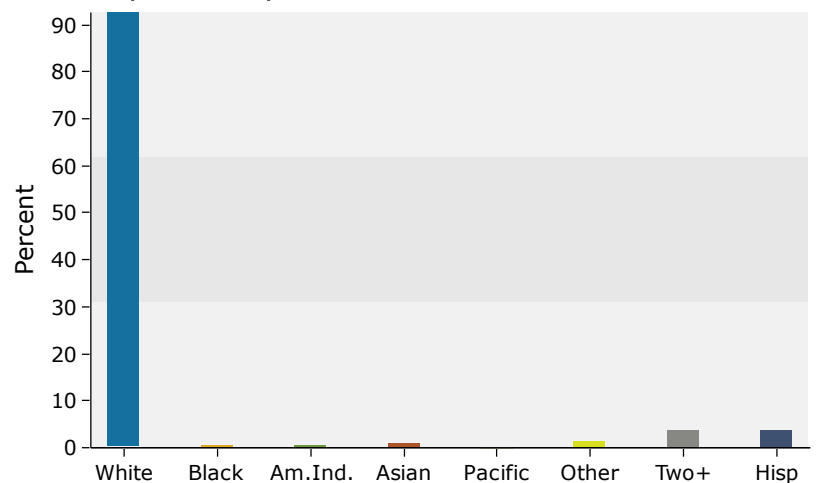
Population by Age



2023 Household Income



2023 Population by Race





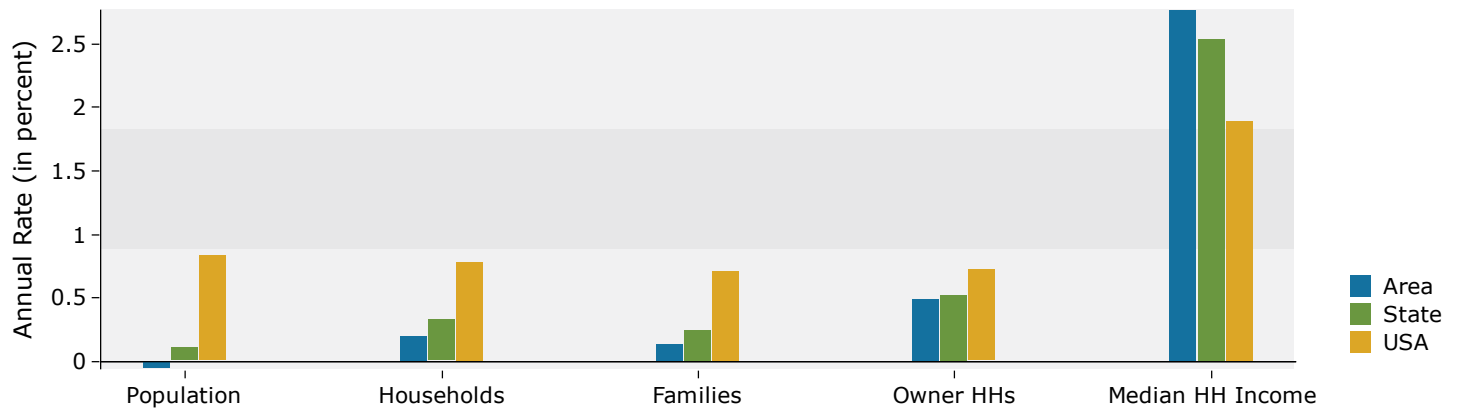
Demographic and Income Comparison Profile

810 2nd St, Waldo, Wisconsin, 53093
Rings: 1, 5, 10 mile radii

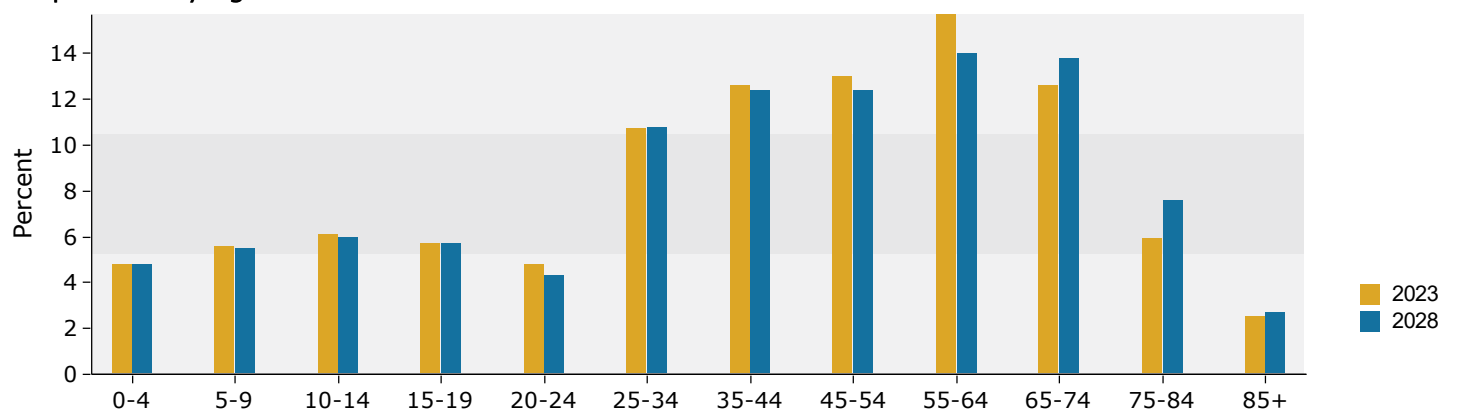
Prepared by Esri
Latitude: 43.67584
Longitude: -87.95253

10 miles

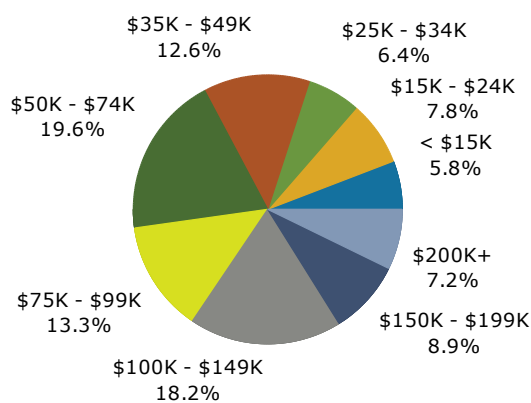
Trends 2023-2028



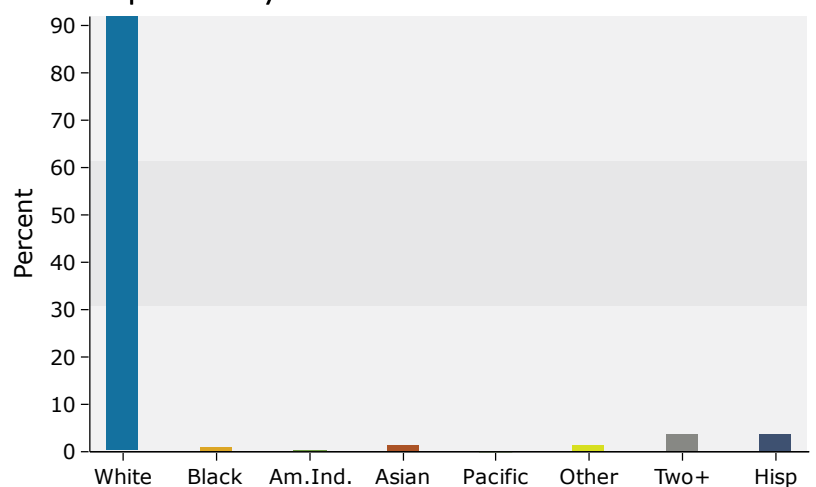
Population by Age



2023 Household Income



2023 Population by Race



Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

September 27, 2023