

## Census Highlights and Comparisons

Three neighboring suburbs (Glendale, Menomonee Falls, and Mequon) and the City of Milwaukee were chosen for profile and trend comparisons in order to help further define Brown Deer's niche in the market. River Hills, Bayside, Fox Point, Whitefish Bay, and Shorewood, although technically northern suburbs of Milwaukee and near to Brown Deer, were considered too dissimilar for useful comparisons. The following chart shows highlights from the 2000 Census.

	Milwaukee	Brown Deer	Glendale	Mequon	Menomonee Falls
Total Population	628,008	12,170	14,088	21,823	26,840
Population by Race Reported					
▪ White	50.0%	82.0%	87.4%	94.4%	96.1%
▪ Black	37.3%	12.5%	8.1%	2.4%	1.7%
▪ Asian	2.9%	2.6%	2.1%	1.4%	0.6%
▪ Hispanic	12.0%	2.1%	2.8%	1.5%	1.0%
Population by Age					
▪ 0- 4 years	7.9%	4.7%	4.3%	5.5%	6.6%
▪ 5-19 years *	24.1%	16.9%	16.7%	24.4%	20.2%
▪ 20-24 years *	8.8%	5.0%	3.7%	2.3%	3.6%
▪ 25-44 years	30.4%	28.1%	24.2%	22.9%	30.5%
▪ 45-64 years	18.1%	26.1%	26.3%	24.3%	25.8%
▪ 65 and over	10.9%	18.6%	24.8%	13.6%	15.7%
▪ 75 and over	5.4%	8.8%	5.9%	5.8%	6.8%
Median Age	30.6	42.2	45.6	42.5	39.2
Households & Families					
▪ Family Households	58.7%	63.3%	60.9%	81.5%	72.4%
▪ Married Couple Families	33.2%	52.8%	50.0%	74.8%	63.6%
▪ Non-Family Households	41.3%	36.7%	39.1%	18.5%	27.6%
Average Household Size	2.50	2.27	2.20	2.75	2.52
Owner-occupied Housing Unit					
	45.3%	71.2%	73.1%	91.3%	77.4%
Median Home Price	\$ 80,400	\$114,900	\$ 135,000	\$246,600	\$151,000
Median Rent	\$ 527	\$ 713	\$ 775	\$ 931	\$ 702

	Milwaukee	Brown Deer	Glendale	Mequon	Menomonee Falls
Median Income by Category					
▪ Household	\$ 32,216	\$ 50,847	\$ 55,306	\$ 90,733	\$57,952
▪ Family	\$ 37,879	\$ 60,335	\$ 68,429	\$101,793	\$68,952
▪ Per capita	\$ 16,181	\$ 25,628	\$ 30,328	\$ 48,333	\$27,454

Source: United States Census 2000

\* Census categories vary slightly: 5-19 and 20-24 in 1990; 5 to 20 and 21 to 24 in 2000

### ***Population***

The 2000 Census reported 12,170 as Brown Deer’s population. Brown Deer and Glendale’s population decreased slightly since 1970. Milwaukee has decreased nearly 17% since the 1970 census; however, it has only lost 5% in the last decade. Mequon’s pace of growth has slowed in the last decade while Menomonee Falls’ has increased.

Municipality	1970	1980	1990	2000	1970-2000 Change %	1990-00 Change%
Wisconsin	4,417,821	4,705,642	4,891,769	5,363,675	21.4%	9.6%
Milwaukee, City of	717,372	636,295	628,088	596,974	-16.8%	-5.0%
Brown Deer	12,582	12,921	12,236	12,170	-3.3%	-0.5%
Glendale	13,426	13,882	14,088	13,367	-0.4%	-5.1%
Menomonee Falls	31,697	27,845	26,840	32,647	3.0%	21.6%
Mequon	12,150	16,193	18,885	21,823	79.6%	15.6%

### ***Median Age***

The median age in Brown Deer is 42.2, higher than in Milwaukee and Menomonee Falls, but lower than in Mequon and Glendale.

Municipality	Median Age
Milwaukee	30.6
Wisconsin	36.0
Menomonee Falls	39.2
Mequon	42.5
Glendale	45.6

### ***Income***

Median per capita, family, and household incomes show that Brown Deer and other northern suburban communities have higher than average income and lower than average numbers of residents in poverty compared to Wisconsin and the City of Milwaukee. Brown Deer’s median household and family income are lower than neighboring communities, although per capita income is slightly higher.



	Median Household Income	Median Family Income	Median Per Capita Income	Percent Poverty All	Percent Poverty < 18	Percent Poverty > 65	Percent Poverty Families
Wisconsin	43,791	52,911	21,271	8.7	10.8	7.4	5.6
Brown Deer	50,847	60,335	25,628	3.6	3.1	3.0	2.4
Glendale	55,306	68,429	30,328	4.0	3.2	6.3	2.6
Menomonee Falls	57,952	68,952	27,454	2.2	2.6	2.5	1.1
Mequon	90,733	101,793	48,333	1.7	1.2	2.7	1.3
Milwaukee	32,216	37,879	16,181	21.3	31.6	11.0	17.4

### ***Race***

When reporting their race in the 2000 Census, 82% of Brown Deer's residents consider themselves white. 12.5% consider themselves black or African American and nearly 3% consider themselves Asian or Hispanic.

Residents in neighboring suburban communities report less diversity in regard to race: Glendale (87.4% white), Mequon (94.4% white), and Menomonee Falls (96.1% white).

Residents in Milwaukee report greater racial diversity. 37.3% consider themselves black or African American, 12% declare themselves Hispanic, and 2.9% identify themselves as Asian.

### ***Households, Home Ownership and Rent***

The vast majority of people in Wisconsin (68.4%) live in owner-occupied housing units. Brown Deer's home ownership rate is higher at 71.2% but lower than in Glendale (73.1%), Menomonee Falls (77.4%), and Mequon (91.3%). Milwaukee's rate of home ownership is significantly lower at 43.2%.

The median value of a home is highest in Mequon (\$250,400) and lowest in Milwaukee (\$80,400). Wisconsin's median value is \$112,200. Brown Deer's median value is moderately higher at \$118,700 followed by Glendale (\$142,600), and Menomonee Falls (\$151,600).

For those who live in renter-occupied housing units, Brown Deer renters pay a higher median gross rent (\$713/month) compared to those in Milwaukee (\$527), Wisconsin (\$540), and Menomonee Falls (\$702). Glendale (\$775) and Mequon (\$931) monthly rates are significantly higher still.

### **Qualities that Brown Deer Values**

Quality of life characteristics valued by workshop, focus group, survey participants, and vision committee members alike include:

- Safety and low crime rate
- Well-maintained property
- Good value in housing
- Pleasant atmosphere
- Strong public school education and library
- Quality, cost-effective village services
- Proximity to the Milwaukee metro area
- Small community atmosphere with friendly and responsible neighbors