

# COMMUNITY PROFILE



## HOUSING



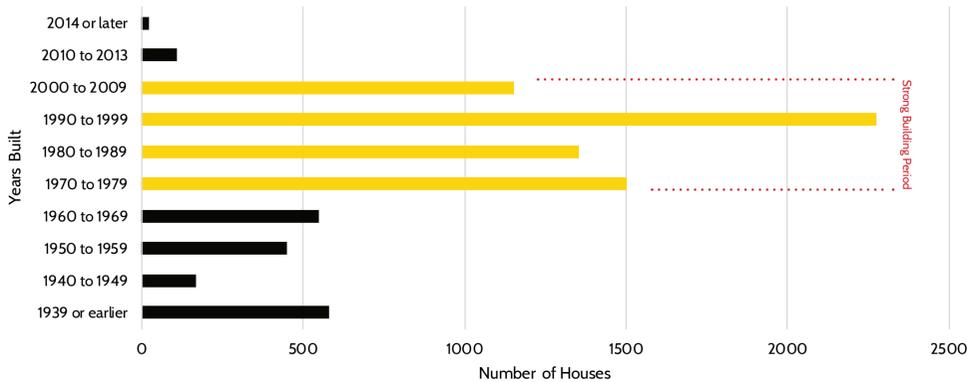
**6,241**  
Single-Family Homes

**\$235,300**  
Median Housing Value



**1,776**  
Multi-Family Units

Houses Built by Year

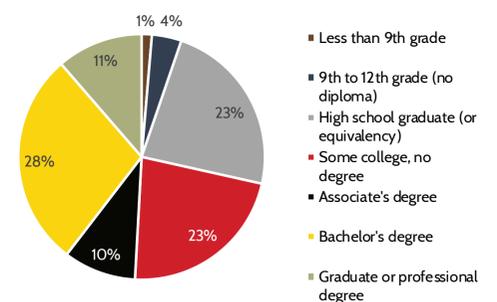


## FAMILIES

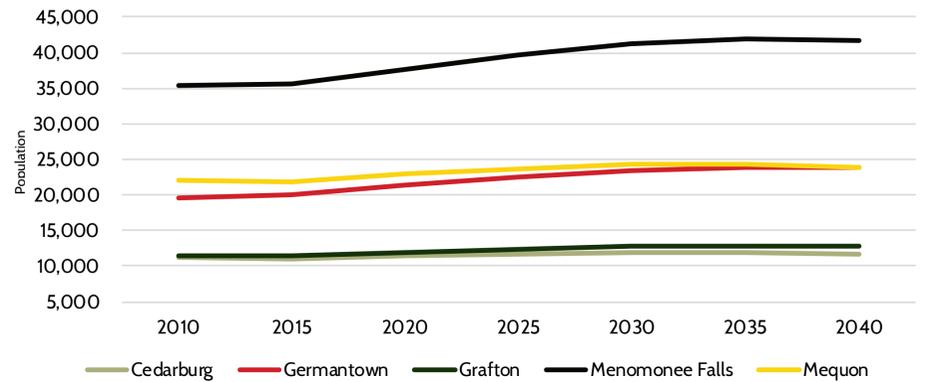


**\$83,174**  
Median Household Income

Educational Attainment



Change in Population



## MARKETPLACE

Market sectors with highest consumer spending:

- \$163.4 MM** Shelter (Average: \$20,270)
- \$56.5 MM** Health Care (Average: \$7,006)
- \$48.1 MM** Food at Home (Average: \$5,969)
- \$34.3 MM** Food not at Home (Average: \$4,256)
- \$31.8 MM** Entertainment (Average: \$3,942)

## WORKFORCE

Industry sectors with highest employment:

- 22.2%** Educational services, health care, social assistance (2,404 jobs)
- 20.8%** Manufacturing (2,259 jobs)
- 12.4%** Retail trade (1,348 jobs)
- 9.0%** Professional, scientific, management, administrative (981 jobs)
- 8.6%** Finance, insurance, real estate (928 jobs)



**\$62,552**  
Median Disposable Income



**\$87,011**  
Average Household Expenditures



**836**  
Total Businesses



**14,102**  
Total Employees

Sources: FlatIcon, U.S. Census American Community Survey, ESRI Business Analyst, Wisconsin Department of Administration



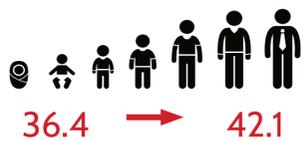
# COMMUNITY PROFILE



Germantown is the “Gateway to Washington County.” Located along the I-41 Corridor, the village provides an appealing place for families and businesses alike. Germantown has 19,749 residents with a median age of 43.0 years. These residents comprise 8,064 households and 5,644 families. The average household size is 2.50 and the average family size is 3.03.

## CHANGING DEMOGRAPHICS

From the years 2000 to 2017...



...the median age of Germantown residents increased from 36.4 to 42.1

(...the median age of Washington County increased from 36.6 to 42.6)



...Germantown's population aged 65 and above increased by 67%

(...the population aged 65 and above in Washington County increased by 65%)



...Germantown's population aged 20-44 decreased by 21%

(...the population aged 20-44 in Washington County decreased by 12%)



...Germantown's population aged 19 and below decreased by 3%

(...the population aged 19 and below in Washington County decreased by 2%)



...the percent of Germantown residents living in poverty increased 52%

2000: 2.5% of the Germantown population lived in poverty

2017: 3.8% of the Germantown population lived in poverty

# COMMUNITY VISION



Comprehensive plans are used to establish the values and goals that guide municipal actions. The vision statement, mission statement, and guiding principles outlined below are from the existing Village of Germantown 2020 Smart Growth Plan, which was adopted in 2004. As part of this Comprehensive Plan Update, the planning team will work with residents and stakeholders to determine if the vision statement, mission statement, guiding principles, and goals (not shown) are still relevant, or if they should be updated.

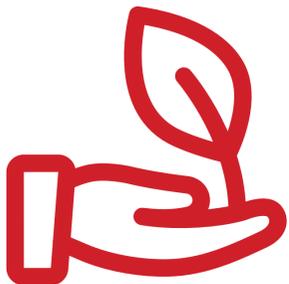
## VISION STATEMENT:

*Germantown's ethnic heritage, high-quality of life based on its rural and suburban character, and desirable location in the greater metropolitan area create our competitive advantage. We will work together, with respect for each other, maintain that character and ensure Germantown's future as a neighborly and safe place to live, work and play.*

## MISSION STATEMENT:

*The Village of Germantown is responsive to our citizens and businesses, embracing our heritage while working together to provide quality services in a fiscally responsible manner that will enhance the quality of life in our community.*

## GUIDING PRINCIPLES:



*Preserve and enhance the environment*



*Invest in people, neighborhoods and communities*



*Build a strong economic base*

Source: Village of Germantown 2020 Smart Growth Plan (adopted 2004)