

Figure 8B
Generational Mapping Analysis:
Selected Concentrations
 Brookfield, Wisconsin

A. Menomonee Falls
Boomer Concentration

- 55% householders age 55-74
- Median home value: \$248,300
- Median rent: not available
- Median household income: \$88,750
- 90% owner-occupied households
- Average household size: 2.49 persons
- *Built Environment:*
 - Close proximity to jobs
 - Uniform suburban neighborhoods; vehicle-oriented with few sidewalks

B. Milwaukee
Boomer Concentration

- 64% householders age 55-74
- Median home value: \$171,100
- Median rent: no rental housing units in area
- Median household income: \$80,275
- Average household size: 2.27 persons
- *Built Environment:*
 - Close proximity to schools, churches, & open space
 - Uniform neighborhood with mid-century single-family ranch homes; vehicle oriented with no sidewalks

C Milwaukee
Boomer Concentration

- 51% householders age 55-74
- Median home value: \$116,800
- Median rent: \$925
- Median household income: \$33,984
- 41% owner-occupied households
- 67% single family housing units
 - 2% two-family housing units
 - 31% multi-family housing units
- Average household size: 2.75 persons
- *Built Environment:*
 - Close proximity to schools, churches, retail & jobs; multi-modal transportation options
 - Uniform neighborhood with mostly older small sized lot single family ranch homes, with a small multi-family options

D. Wauwatosa
Boomer Concentration

- 56% householders age 55-74
- Median home value: \$186,200
- Median rent: no rental housing units in area
- Median household income: \$91,774
- Average household size: 2.88 persons
- *Built Environment:*
 - Close proximity to jobs & retail; access to open space & a recreational trail
 - Uniform suburban neighborhoods with exclusively mid-century small to medium sized lot single family ranch style homes; mostly vehicle-oriented with no sidewalks, some public transit access

E. Brookfield
Boomer Concentration

- 52% householders age 55-74
- Median home value: \$282,600
- Median rent: no rental housing units in area
- Median household income: \$78,816
- Average household size: 2.41 persons
- *Built Environment:*
 - Close proximity to jobs, retail, open space
 - Uniform suburban neighborhoods with large sized lot single-family ranch style homes; vehicle-oriented with few sidewalks

F. Pewaukee
Millennial Concentration

- 43% householders age 15-34
- Median home value: \$230,000
- Median rent: \$899
- Median household income: \$50,781
- 18% owner-occupied households
- 23% single family housing units
 - 1% two-family housing units
 - 76% multi-family housing units
- Average household size: 1.83 persons
- *Built Environment:*
 - Mix of residential densities including newer high density apartment buildings, smaller multiplexes, duplexes, & large sized lot single-family homes
 - Access to open space; vehicle-oriented with few sidewalks

G. Waukesha
Millennial Concentration

- 56% householders age 15-34
- Median home value: \$229,200
- Median rent: \$951
- Median household income: \$49,191
- 22% owner-occupied households
- 24% single family housing units
 - 6% two-family housing units
 - 70% multi-family housing units
- Average household size: 2.18 persons
- *Built Environment:*
 - Close proximity to retail & dining
 - Mostly older suburban style high density apartments & some medium sized lot single family homes; vehicle-oriented with some sidewalks

H. Waukesha
Millennial Concentration

- 59% householders age 15-34
- Median home value: \$198,400
- Median rent: \$922
- Median household income: \$65,833
- 23% owner-occupied households
- 22% single family housing units
 - 5% two-family housing units
 - 72% multi-family housing units
- Average household size: 2.29 persons
- *Built Environment:*
 - Close proximity to retail & dining
 - Mostly older suburban style high density apartments & some medium sized lot single family homes; vehicle-oriented with some sidewalks

I. Brookfield
Millennial Concentration

- 34% householders age 15-34
- Median home value: \$306,100
- Median rent: \$1,593
- Median household income: \$106,779
- 41% owner-occupied households
- 38% single family housing units
 - 4% two-family housing units
 - 57% multi-family housing units
- Average household size: 2.82 persons
- *Built Environment:*
 - Close proximity to jobs, retail & recreation
 - Mix of residential densities including newer multi-family & mid-century single family homes; vehicle-oriented with no sidewalks

J. New Berlin
Millennial Concentration

- 34% householders age 15-34
- Median home value: \$214,200
- Median rent: \$1,151
- Median household income: \$75,197
- 47% owner-occupied households
- 53% single family housing units
 - 2% two-family housing units
 - 45% multi-family housing units
- Average household size: 2.18 persons
- *Built Environment:*
 - Close proximity to industrial park, retail, open space, & recreational trail
 - Uniform suburban style multi-building apartment complex; vehicle oriented with no sidewalks

K. Wauwatosa
Millennial Concentration

- 50% householders age 15-34
- Median home value: \$155,400
- Median rent: \$745
- Median household income: \$64,079
- 49% owner-occupied households
- 46% single family housing units
 - 37% two-family housing units
 - 17% multi-family housing units
- Average household size: 2.46 persons
- *Built Environment:*
 - Close proximity to jobs; access to open space & a recreational trail
 - Mix of residential densities including older suburban style multiplexes, duplexes, & small & medium sized lot single family homes; multi-modal transportation options

L. Milwaukee
Millennial Concentration

- 53% householders age 15-34
- Median home value: \$56,600
- Median rent: \$859
- Median household income: \$30,041
- 12% owner-occupied households
- 6% single family housing units
 - 1% two-family housing units
 - 92% multi-family housing units
- Average household size: 1.98 persons
- *Built Environment:*
 - Close proximity to jobs & retail; access to open space & a recreational trail
 - Mostly older suburban style high-density apartment buildings/complexes; vehicle-oriented with few sidewalks