

**APPENDIX C:  
CITY OF FRANKLIN DEMOGRAPHIC VARIABLES AND  
COMPARISONS**

### Population Projections

#### City of Franklin

Source: Wisconsin DOA		Total	% change
1980		16,871	
1990		21,855	29.5%
2000		29,494	35.0%
2010		34,530	17.1%
2020		38,802	12.4%

### Population Projections

#### Milwaukee County Communities

Source: Wisconsin DOA, May 2008

	1980	1990	2000	2005 est.	2010	2015	2020	2025
<b>Village of Hales Corner</b>	7,110	7,623	7,765	7,644	7,628	7,677	7,704	7,664
City of Cudahy	19,547	18,659	18,429	18,347	18,170	18,153	18,077	17,850
<b>City of Franklin</b>	<b>16,871</b>	<b>21,855</b>	<b>29,494</b>	<b>32,661</b>	<b>34,530</b>	<b>36,715</b>	<b>38,802</b>	<b>40,564</b>
City of Greenfield	31,353	33,403	35,476	36,140	36,914	38,017	39,010	39,674
City of Milwaukee	636,295	628,088	596,974	592,193	582,566	578,030	571,564	560,325
<b>City of Oak Creek</b>	<b>16,932</b>	<b>19,513</b>	<b>28,456</b>	<b>31,649</b>	<b>33,460</b>	<b>35,577</b>	<b>37,600</b>	<b>39,307</b>
City of St. Francis	10,095	9,245	8,662	8,795	8,686	8,653	8,592	8,460
City of S. Milwaukee	21,069	20,958	21,256	21,355	21,410	21,655	21,833	21,826
City of Wauwatosa	51,308	49,366	47,271	46,263	45,160	44,450	43,588	42,363
City of West Allis	63,982	63,221	61,254	60,460	59,541	59,143	58,547	57,463

### Population Projections

#### Communities, 20 year spans

Source: Wisconsin DOA, May 2008

	1980	2000	1980-2000 change	% change	2025	2000-2025 change	% change
<b>Village of Hales Corner</b>	<b>7,110</b>	<b>7,765</b>	<b>655</b>	<b>9.2%</b>	<b>7,664</b>	<b>-101</b>	<b>-1.3%</b>
City of Cudahy	19,547	18,429	-1,118	-5.7%	17,850	-679	-3.1%
<b>City of Franklin</b>	<b>16,871</b>	<b>29,494</b>	<b>12,623</b>	<b>74.8%</b>	<b>40,564</b>	<b>11,070</b>	<b>37.5%</b>
City of Greenfield	31,353	35,476	4,123	13.2%	39,674	4,198	11.8%
City of Milwaukee	636,295	596,974	-39,321	-6.2%	560,325	-76,650	-12.1%
<b>City of Oak Creek</b>	<b>16,932</b>	<b>28,456</b>	<b>11,524</b>	<b>68.1%</b>	<b>39,307</b>	<b>10,851</b>	<b>38.1%</b>
City of St. Francis	10,095	8,662	-1,433	-14.2%	8,460	-205	-2.3%
City of S. Milwaukee	21,069	21,256	187	0.9%	21,826	570	2.7%
City of Wauwatosa	51,308	47,271	-4,037	-7.9%	42,363	-9,915	-19.4%
City of West Allis	63,982	61,254	-2,728	-4.3%	57,463	-6,519	-10.3%

### Population Projections Counties for 2035

	1980	2000	1980-2000 % change	2035	2000-2035 % change
<i>Source: Wisconsin DOA, May 2008</i>					
Milwaukee County	964,988	940,164	-2.6%	863,208	-8.2%
Racine County	173,132	188,831	9.1%	215,697	14.2%
Waukesha County	280,203	360,767	28.8%	454,467	26.0%

### Age

	1990, City of Franklin		2000, City of Franklin		2000, Milwaukee Co.	
	Total	Percentage	Total	Percentage	Total	Percentage
<i>Source: 2000 U.S. Census</i>						
Total Population	21,855		29,494		940,164	
0 to 9	3,216	14.7%	3,499	11.9%	138,394	14.7%
10 to 19	2,913	13.3%	4,240	14.4%	137,867	14.7%
20 to 34	5,691	26.0%	5,490	18.6%	211,003	22.4%
35 to 54	6,627	30.3%	10,780	36.6%	261,674	27.8%
55 to 64	1,815	8.3%	2,565	8.7%	69,541	7.4%
65 to 84	1,516	6.9%	2,716	9.2%	105,173	11.2%
85+	77	0.4%	204	0.7%	16,512	1.8%
Median Age	NA		37.9		33.7	

### Educational Attainment

	1990, City of Franklin		2000, City of Franklin		2000, Milwaukee Co.	
	Total	Percentage	Total	Percentage	Total	Percentage
<i>Source: 2000 U.S. Census</i>						
<b>Pop 25 Years and Over</b>	<b>14,238</b>		<b>20,202</b>		<b>594,387</b>	
Less than 9th Grade	551	3.87%	418	2.10%	35,344	5.9%
9th to 12th (No Diploma)	1,563	10.98%	1,602	7.90%	82,070	13.8%
High School Graduate	4,646	32.63%	5,659	28.00%	174,794	29.4%
Some college (No Degree)	3,016	21.18%	4,763	23.60%	125,242	21.1%
Associates Degree	1,067	7.49%	1,889	9.40%	36,477	6.1%
Bachelor's Degree	2,525	17.73%	4,155	20.60%	93,384	15.7%
Graduate or Professional Degree	870	6.11%	1,716	8.50%	47,076	7.9%
<i>High School Grad or Higher</i>	<i>85.2%</i>		<i>90.00%</i>		<i>76.4%</i>	
<i>Bachelor's Degree or Higher</i>	<i>23.8%</i>		<i>29.10%</i>		<i>23.6%</i>	

### Occupation

	2000, City of Franklin		2000, Milwaukee Co.	
	Total	Percentage	Total	Percentage
<b>Employed Civilian Pop Age 16+</b>	<b>15,784</b>		<b>436,878</b>	
Management, Professional, & Related Service	6,321	40.0%	141,207	32.3%
Sales and Office	1,482	9.4%	67,739	15.5%
Farming, Fishing, & Forestry	4,369	27.7%	118,936	27.2%
Construction, Extraction, & Maint. Production, Transp., & Material Moving	7	0.0%	672	0.2%
	1,273	8.1%	28,124	6.4%
	2,332	14.8%	80,200	18.4%

Source: 2000 U.S. Census

### Industry

	2000, City of Franklin		2000, Milwaukee Co.	
	Total	Percentage	Total	Percentage
Agriculture, forestry, fishing & hunting, & mining	39	0.2%	1,304	0.3%
Construction	896	5.7%	17,516	4.0%
Manufacturing	3,281	20.9%	80,675	18.5%
Wholesale trade	519	3.3%	14,061	3.2%
Retail trade	1,656	10.5%	45,561	10.4%
Transportation & warehousing, & utilities	1,218	7.7%	23,270	5.3%
Information	412	2.6%	12,892	3.0%
Finance, insurance, real estate, and rental and leasing	1,251	8.0%	33,529	7.7%
Professional, scientific, management, administrative, & waste management services	1374	8.7%	40,676	9.3%
Educational, health and social services	3069	19.5%	97,952	22.4%
Arts, entertainment, recreation, accommodation & food services	853	5.4%	33,611	7.7%
Other services	737	4.7%	18,804	4.3%
Public administration	419	2.7%	17,027	3.9%

Source: 1990 & 2000 U.S. Census

### Economic Sector (Industry)

#### Selected Statistics

Source: 2002 Economic Census, U.S. Census

Industry description	No. of Establishments	Sales		Annual payroll (values of \$1,000)	No. of Employees
		Shipments, receipts, or revenue (values of \$1,000)	No. of employees		
Wholesale trade	36	\$171,894	316	\$14,635	316
Retail trade	60	\$376,953	1,671	\$33,702	1,671
Information	3	N	25	\$1,293	25
Real estate & rental & leasing	13	\$9,508	72	\$1,181	72
Professional, scientific, & technical services	49	\$31,638	378	\$12,938	378
Administrative & support & waste management & remediation services	33	\$26,428	311	\$10,285	311
Educational services	5	\$1,239	32	\$412	32
Health care & social assistance	59	\$44,463	525	\$18,521	525
Arts, entertainment, & recreation	7	D	D	D	D
Accommodation & food services	44	\$23,293	690	\$6,401	690
Other services (except public administration)	49	\$28,960	427	\$9,799	427

D: Withheld to avoid disclosing data for individual companies; data are included in higher level totals.

N: Not available or not comparable.

### Economic Sector

#### Retail Trade, City of Franklin clothing & clothing accessories stores

	No. of Establishments	No. of Establishments
<b>Total Retail Trade</b>	<b>60</b>	
Motor vehicle & parts dealers	12	Gasoline stations
Furniture & home furnishings stores	5	Clothing & clothing accessories stores
Electronics & appliance stores	2	Sporting goods, hobby, book, & music stores
Iterial & garden equipment & supplies dealers	5	General merchandise stores
Food & beverage stores	5	Miscellaneous store retailers
Health & personal care stores	8	Nonstore retailers

### Household & Family Size

	1990, City of Franklin Total	2000, City of Franklin Total	2000, Milwaukee Co. Total
Source: 1990 & 2000 U.S. Census			
Average Household Size		2.58	2.43
Average Family Size		3.06	3.13

### Household Income (1999)

	1990, City of Franklin Total	Percentage	2000, City of Franklin Total	Percentage	2000, Milwaukee Co. Total	Percentage
Source: 1990 & 2000 U.S. Census						
Households	7,443		10,637		377,983	
Less than \$15,000	591	7.9%	563	5.3%	65,598	17.35%
\$15,000 to \$34,999	2,048	27.5%	1,671	15.7%	107,365	28.40%
\$35,000 to \$49,999	1,919	25.8%	1,436	13.5%	66,510	17.60%
\$50,000 to \$74,999	2,034	27.3%	2,497	23.5%	72,565	19.20%
\$75,000 to \$99,999	523	7.0%	2,261	21.3%	35,982	9.52%
\$100,000 to \$149,999	260	3.5%	1,621	15.2%	20,472	5.42%
\$150,000+	68	0.9%	588	5.5%	9,491	2.51%
Median Household Income	\$43,686		\$64,315		\$38,100	

### Housing Units in Structure

	1990, City of Franklin Total	Percentage	2000, City of Franklin Total	Percentage	2000, Milwaukee Co. Total	Percentage
Source: 1990 & 2000 U.S. Census						
Total Housing Units	8,026		10,956		400,093	
1 Unit (Detached)	4,905	61.1%	6,933	63.3%	182,862	45.7%
1 Unit (Attached)	969	12.1%	1,217	11.1%	20,979	5.2%
2 Units	261	3.3%	324	3.0%	72,856	18.2%
3 or 4 Units	184	2.3%	245	2.2%	26,382	6.6%
5 to 9 Units	504	6.3%	831	7.6%	24,566	6.1%
10 to 19 Units	302	3.8%	388	3.5%	17,695	4.4%
20+ Units	629	7.8%	880	8.0%	52,566	13.1%
Mobile Home	153	1.9%	138	1.3%	2,075	0.5%
Other	119	1.5%	0	0	112	0.0%

### Housing Year Structure Built

Source: 1990 & 2000 U.S. Census	2000, City of Franklin		2000, Milwaukee Co.	
	Total	Percentage	Total	Percentage
1999 to March 2000	344	3.1%	3,165	0.8%
1995 to 1998	1,349	12.3%	9,171	2.3%
1990 to 1994	1,816	16.6%	11,580	2.9%
1980 to 1989	2,423	22.1%	22,970	5.7%
1970 to 1979	2,219	20.3%	46,427	11.6%
1960 to 1969	792	7.2%	55,315	13.8%
1940 to 1959	1,490	13.6%	135,416	33.8%
1939 or Earlier	523	4.8%	116,049	29.0%

### Housing Value

Source: 1990 & 2000 U.S. Census	1990, City of Franklin		2000, City of Franklin		2000, Milwaukee Co.	
	Total	Percentage	Total	Percentage	Total	Percentage
Specified Owner Occupied Units	4,798		7,267		164,162	
Less Than \$50,000	88	1.8%	14	0.2%	16,203	9.9%
\$50,000 to \$99,000	2,715	56.6%	386	5.3%	61,792	37.6%
\$100,000 to \$149,000	1,763	36.7%	2,782	38.3%	52,685	32.1%
\$150,000 to \$199,000	179	3.7%	2,834	39.0%	20,296	12.4%
\$200,000 to \$299,000	43	0.9%	1,021	14.0%	9,042	5.5%
\$300,000 to \$499,000	8	0.2%	174	2.4%	2,785	1.7%
\$500,000 to \$999,000	24	0.5%	41	0.6%	1,052	0.6%
\$1,000,000+	0	0.0%	15	0.2%	307	0.2%
Median Value	\$94,300		\$156,400		\$103,200	

### Housing Vacant Housing by Units in Structure

Source: 1990 & 2000 U.S. Census	1990, City of Franklin		2000, City of Franklin		2000, Milwaukee Co.	
	Total	Percentage	Total	Percentage	Total	Percentage
Total Vacant Housing Units	319		344		22,364	
1 Unit (Detached)	52	16.3%	74	21.5%	4,199	18.8%
1 Unit (Attached)	28	8.8%	70	20.3%	1,633	7.3%
2 Units	24	7.5%	13	3.8%	6,259	28.0%
3 or 4 Units	27	8.5%	0	0.0%	2,220	9.9%
5 to 9 Units	103	32.3%	94	27.3%	1,933	8.6%
10 to 19 Units	0	0.0%	42	12.2%	1,646	7.4%
20 to 49 Units	72	22.6%	27	7.8%	2,146	9.6%
50+ Units	5	1.6%	24	7.0%	2,253	10.1%
Mobile Home	0	0.0%	0	0.0%	61	0.3%
Other	8	2.5%	0	0.0%	14	0.1%

**Housing  
Occupancy Status & Tenure**

Source: 1990 & 2000 U.S. Census

	1990, City of Franklin		2000, City of Franklin		2000, Milwaukee Co.	
	Total	Percentage	Total	Percentage	Total	Percentage
<b>Occupancy Status Total</b>						
Occupied	7,753		10,936		400,093	
	7,434	95.9%	10,602	96.9%	377,729	94.4%
Vacant	319	4.1%	334	3.1%	22,364	5.6%
<b>Tenure Total</b>						
Owner occupied	7,434		10,602		377,729	
	5,664	76.2%	8,313	78.4%	198,752	52.6%
Renter occupied	1,770	23.8%	2,289	21.6%	178,977	47.4%