

**Table DP-1. Profile of General Demographic Characteristics: 2010**

**Geographic Area: River Falls city, Wisconsin**

[For information on confidentiality protection, nonsampling error, and definitions, see <http://www.census.gov/prod/cen2010/doc/dpsf.pdf>]

Subject	Number	Percent	Subject	Number	Percent
<b>Total population.....</b>	<b>15,000</b>	<b>100.0</b>	<b>SEX AND AGE (continued)</b>		
<b>AGE</b>			16 years and over.....	12,691	84.6
Under 5 years.....	816	5.4	Male.....	5,864	39.1
5 to 9 years.....	759	5.1	Female.....	6,827	45.5
10 to 14 years.....	598	4.0	18 years and over.....	12,420	82.8
15 to 19 years.....	2,017	13.4	Male.....	5,725	38.2
20 to 24 years.....	3,572	23.8	Female.....	6,695	44.6
25 to 29 years.....	1,157	7.7	21 years and over.....	9,826	65.5
30 to 34 years.....	916	6.1	Male.....	4,733	31.6
35 to 39 years.....	724	4.8	Female.....	5,093	34.0
40 to 44 years.....	658	4.4	62 years and over.....	1,484	9.9
45 to 49 years.....	708	4.7	Male.....	632	4.2
50 to 54 years.....	728	4.9	Female.....	852	5.7
55 to 59 years.....	646	4.3	65 years and over.....	1,234	8.2
60 to 64 years.....	467	3.1	Male.....	505	3.4
65 to 69 years.....	331	2.2	Female.....	729	4.9
70 to 74 years.....	266	1.8			
75 to 79 years.....	204	1.4	<b>RACE</b>		
80 to 84 years.....	213	1.4	<b>Total population.....</b>	<b>15,000</b>	<b>100.0</b>
85 years and over.....	220	1.5	One race.....	14,753	98.4
<b>SEX AND AGE</b>			White.....	14,219	94.8
<b>Male.....</b>	<b>7,014</b>	<b>46.8</b>	Black or African American.....	177	1.2
Under 5 years.....	428	2.9	American Indian and Alaska Native.....	63	0.4
5 to 9 years.....	364	2.4	Asian.....	218	1.5
10 to 14 years.....	295	2.0	Asian Indian.....	17	0.1
15 to 19 years.....	772	5.1	Chinese.....	43	0.3
20 to 24 years.....	1,619	10.8	Filipino.....	8	0.1
25 to 29 years.....	615	4.1	Japanese.....	21	0.1
30 to 34 years.....	495	3.3	Korean.....	39	0.3
35 to 39 years.....	361	2.4	Vietnamese.....	11	0.1
40 to 44 years.....	321	2.1	Other Asian <sup>1</sup> .....	79	0.5
45 to 49 years.....	345	2.3	Native Hawaiian and Other Pacific Islander.....	3	0.0
50 to 54 years.....	347	2.3	Native Hawaiian.....	1	0.0
55 to 59 years.....	318	2.1	Guamanian or Chamorro.....	0	0.0
60 to 64 years.....	229	1.5	Samoan.....	0	0.0
65 to 69 years.....	162	1.1	Other Pacific Islander <sup>2</sup> .....	2	0.0
70 to 74 years.....	112	0.7	Some other race.....	73	0.5
75 to 79 years.....	81	0.5	Two or more races.....	247	1.6
80 to 84 years.....	95	0.6	White; American Indian and Alaska Native.....	46	0.3
85 years and over.....	55	0.4	White; Asian.....	73	0.5
<b>Female.....</b>	<b>7,986</b>	<b>53.2</b>	White; Black or African American.....	79	0.5
Under 5 years.....	388	2.6	White; Some other race.....	21	0.1
5 to 9 years.....	395	2.6	<b>Race alone or in combination with one or more other races:</b> <sup>3</sup>		
10 to 14 years.....	303	2.0	White.....	14,454	96.4
15 to 19 years.....	1,245	8.3	Black or African American.....	266	1.8
20 to 24 years.....	1,953	13.0	American Indian and Alaska Native.....	116	0.8
25 to 29 years.....	542	3.6	Asian.....	304	2.0
30 to 34 years.....	421	2.8	Native Hawaiian and Other Pacific Islander.....	15	0.1
35 to 39 years.....	363	2.4	Some other race.....	102	0.7
40 to 44 years.....	337	2.2	<b>HISPANIC OR LATINO BY ORIGIN</b>		
45 to 49 years.....	363	2.4	<b>Total population.....</b>	<b>15,000</b>	<b>100.0</b>
50 to 54 years.....	381	2.5	Hispanic or Latino (of any race).....	270	1.8
55 to 59 years.....	328	2.2	Mexican.....	167	1.1
60 to 64 years.....	238	1.6	Puerto Rican.....	30	0.2
65 to 69 years.....	169	1.1	Cuban.....	6	0.0
70 to 74 years.....	154	1.0	Other Hispanic or Latino.....	67	0.4
75 to 79 years.....	123	0.8	Not Hispanic or Latino.....	14,730	98.2
80 to 84 years.....	118	0.8			
85 years and over.....	165	1.1			
Median age (years).....	24.2	(X)			
Male.....	25.2	(X)			
Female.....	23.5	(X)			

**Table DP-1. Profile of General Demographic Characteristics: 2010 (continued)**

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Subject	Number	Percent	Subject	Number	Percent
<b>HISPANIC OR LATINO AND RACE</b>			<b>HOUSEHOLDS BY TYPE <sup>4</sup> (continued)</b>		
<b>Total population.....</b>	<b>15,000</b>	<b>100.0</b>	Nonfamily households.....	2,338	45.4
Hispanic or Latino.....	270	1.8	Householder living alone.....	1,394	27.1
White alone.....	162	1.1	Male.....	608	11.8
Black or African American alone.....	2	0.0	65 years and over.....	102	2.0
American Indian and Alaska Native alone.....	5	0.0	Female.....	786	15.3
Asian alone.....	0	0.0	65 years and over.....	328	6.4
Native Hawaiian and Other Pacific Islander alone.....	0	0.0	Households with individuals under 18 years.....	1,452	28.2
Some other race alone.....	65	0.4	Households with individuals 65 years and over.....	882	17.1
Two or more races alone.....	36	0.2	Average household size.....	2.42	(X)
Not Hispanic or Latino.....	14,730	98.2	Average family size.....	2.89	(X)
White alone.....	14,057	93.7	<b>HOUSING OCCUPANCY</b>		
Black or African American alone.....	175	1.2	<b>Total housing units.....</b>	<b>5,449</b>	<b>100.0</b>
American Indian and Alaska Native alone.....	58	0.4	Occupied housing units.....	5,150	94.5
Asian alone.....	218	1.5	Vacant housing units.....	299	5.5
Native Hawaiian and Other Pacific Islander alone.....	3	0.0	For rent.....	174	3.2
Some other race alone.....	8	0.1	Rented, not occupied.....	4	0.1
Two or more races alone.....	211	1.4	For sale only.....	58	1.1
<b>RELATIONSHIP <sup>4</sup></b>			Sold, not occupied.....	12	0.2
<b>Total population.....</b>	<b>15,000</b>	<b>100.0</b>	For seasonal, recreational, or occasional use.....	20	0.4
In households.....	12,461	83.1	All other vacants.....	31	0.6
Householder.....	5,150	34.3	Homeowner vacancy rate (percent).....	2.0	(X)
Spouse.....	2,093	14.0	Rental vacancy rate (percent).....	7.0	(X)
Child.....	2,943	19.6	<b>HOUSING TENURE</b>		
Own child under 18 years.....	2,415	16.1	<b>Occupied housing units.....</b>	<b>5,150</b>	<b>100.0</b>
Other relatives.....	289	1.9	Owner-occupied housing units.....	2,839	55.1
Under 18 years.....	93	0.6	Renter-occupied housing units.....	7,371	143.1
65 years and over.....	24	0.2	<b>Total Population in Households.....</b>	<b>12,461</b>	<b>100.0</b>
Nonrelatives.....	1,986	13.2	In owner-occupied housing units.....	3	0.0
Under 18 years.....	54	0.4	In renter-occupied housing units.....	2,311	18.5
65 years and over.....	17	0.1	Average household size of owner-occupied units.....	5,090	(X)
Unmarried partner.....	397	2.6	Average household size of renter-occupied units.....	2.20	(X)
In group quarters.....	2,539	16.9	<b>HOUSEHOLDS BY TYPE <sup>4</sup></b>		
Institutionalized population.....	68	0.5	<b>Total households.....</b>	<b>5,150</b>	<b>100.0</b>
Male.....	21	0.1	Family households (families).....	2,812	54.6
Female.....	47	0.3	With own children under 18 years.....	1,377	26.7
Noninstitutionalized population.....	2,471	16.5	Husband-Wife families.....	2,093	40.6
Male.....	953	6.4	With own children under 18 years.....	924	17.9
Female.....	1,518	10.1	Male householder, no wife present.....	209	4.1
<b>HOUSEHOLDS BY TYPE <sup>4</sup></b>			With own children under 18 years.....	119	2.3
<b>Total households.....</b>	<b>5,150</b>	<b>100.0</b>	Female householder, no husband present.....	510	9.9
Family households (families).....	2,812	54.6	With own children under 18 years.....	334	6.5
With own children under 18 years.....	1,377	26.7			
Husband-Wife families.....	2,093	40.6			
With own children under 18 years.....	924	17.9			
Male householder, no wife present.....	209	4.1			
With own children under 18 years.....	119	2.3			
Female householder, no husband present.....	510	9.9			
With own children under 18 years.....	334	6.5			

(X) Not applicable.

<sup>1</sup> Other Asian alone, or two or more Asian categories.

<sup>2</sup> Other Pacific Islander alone, or two or more Native Hawaiian and Other Pacific Islander categories.

<sup>3</sup> In combination with one or more of the other races listed. The identified race categories may add to more than the total population and their percentages may add to more than 100 percent because individuals may report more than one race.

<sup>4</sup> The U.S. Census Bureau edited same-sex spouse responses during processing to "unmarried partner." Family households consist of a householder and one or more people related by birth, marriage, or adoption. They do not include same-sex married couples even if legally recognized. Same-sex households are only included in the family households category if there is a least one additional person related to the householder by birth or adoption.

Source: U.S. Census Bureau, 2010 Census Demographic Profile Summary File.

Prepared by: Applied Population Laboratory, UW-Madison/Extension