

Pop-Facts® Demographics | Population & Race



Trade Area: East Kenosha Development South - 3 mi.

POPULATION

48,789

HOUSEHOLDS

19,078

ETHNICITY



13.1%

Index:91

Hispanic/Latino

HISPANIC ORIGIN*



77.1%

Index:127

Mexican

HOME LANGUAGE*

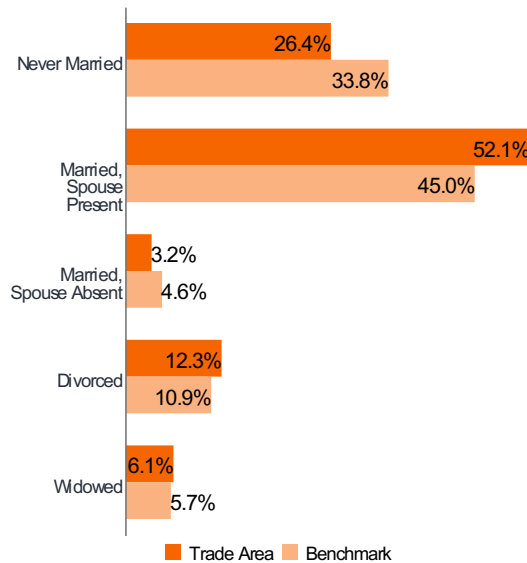


89.9%

Index:115

Only English

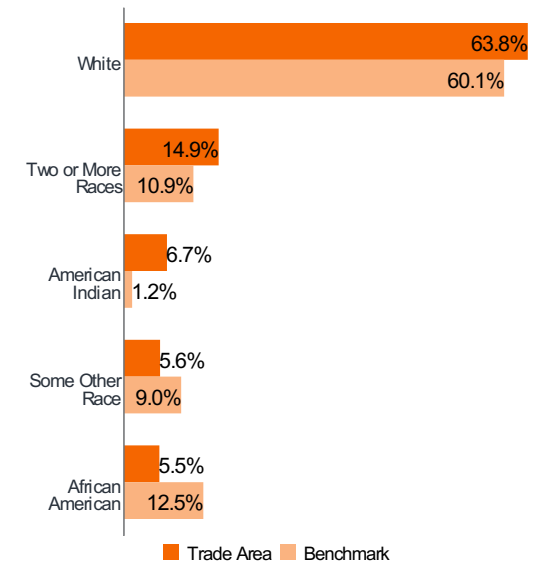
MARITAL STATUS



POPULATION BY AGE

Age	Count	%	Index
0 - 4	3,605	7.4	127
5 - 9	3,541	7.3	122
10 - 14	3,546	7.3	117
15 - 17	2,098	4.3	112
18 - 20	1,838	3.8	92
21 - 24	2,309	4.7	92
25 - 34	6,630	13.6	101
35 - 44	7,208	14.8	114
45 - 54	5,776	11.8	98
55 - 64	5,094	10.4	83
65 - 74	4,307	8.8	83
75 - 84	2,000	4.1	78
85+	837	1.7	83

POPULATION BY RACE**



Benchmark:USA

*Top variable chosen from percent composition ranking

**Top 5 variables chosen from percent composition ranking

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Index Colors:	<80	80 - 110	110+
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Pop-Facts® Demographics | Housing & Household



Trade Area: East Kenosha Development South - 3 mi.

Population: 48,789 | Households: 19,078

MEDIAN AGE OF HOUSEHOLDER

49

Index: 91

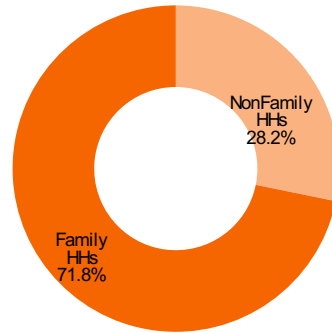
PRESENCE OF CHILDREN*



38.6%

Index: 114

HOUSEHOLD TYPE



HOUSING TENURE



Own

65.9%

Index: 102



Rent

34.1%

Index: 96

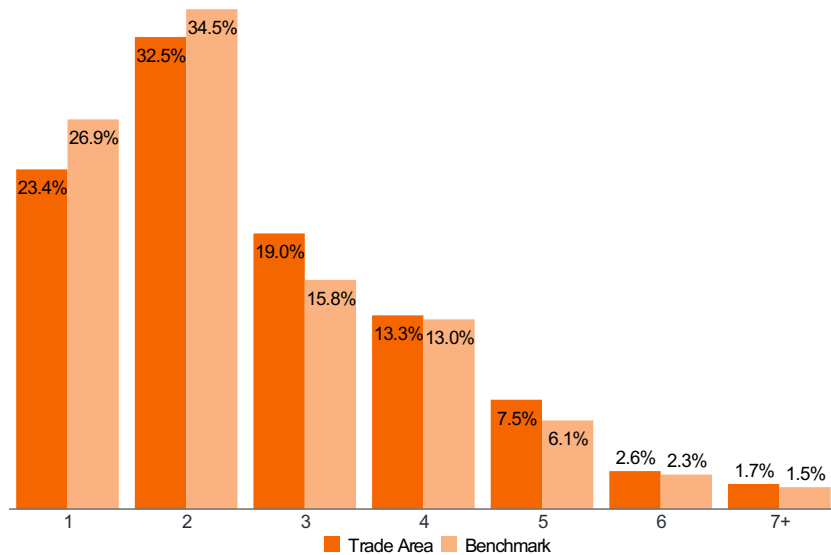
AGE OF HOUSING**



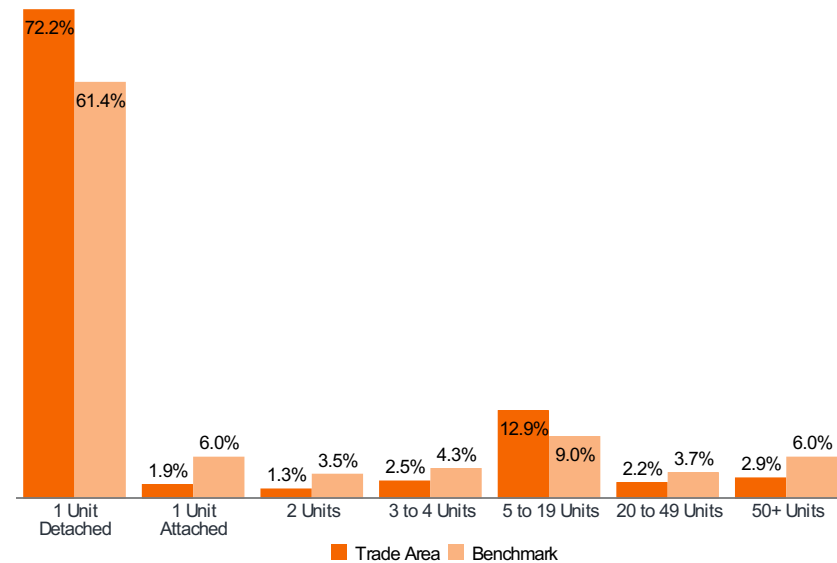
9 - 18 years old

% Comp: 22.6 Index: 164

HOUSEHOLD SIZE



HOUSING UNITS IN STRUCTURE



Benchmark: USA

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*Uses the variable "Households with people under age 18"

**Chosen from percent composition ranking

Index Colors:	<80	80 - 110	110+
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Pop-Facts® Demographics | Affluence & Education



Trade Area: East Kenosha Development South - 3 mi.

Population: 48,789 | Households: 19,078

EDUCATIONAL ATTAINMENT: TOP 2*



27.2%

Index: 135

Some College, No Degree



26.5%

Index: 99

High School Graduate

EDUCATION: HISPANIC/LATINO



1.2%

Index: 42

Bachelor's degree or higher

POVERTY STATUS



91.2%

Index: 100

At or above poverty

HOUSEHOLD INCOME



Median Household Income

\$71,228

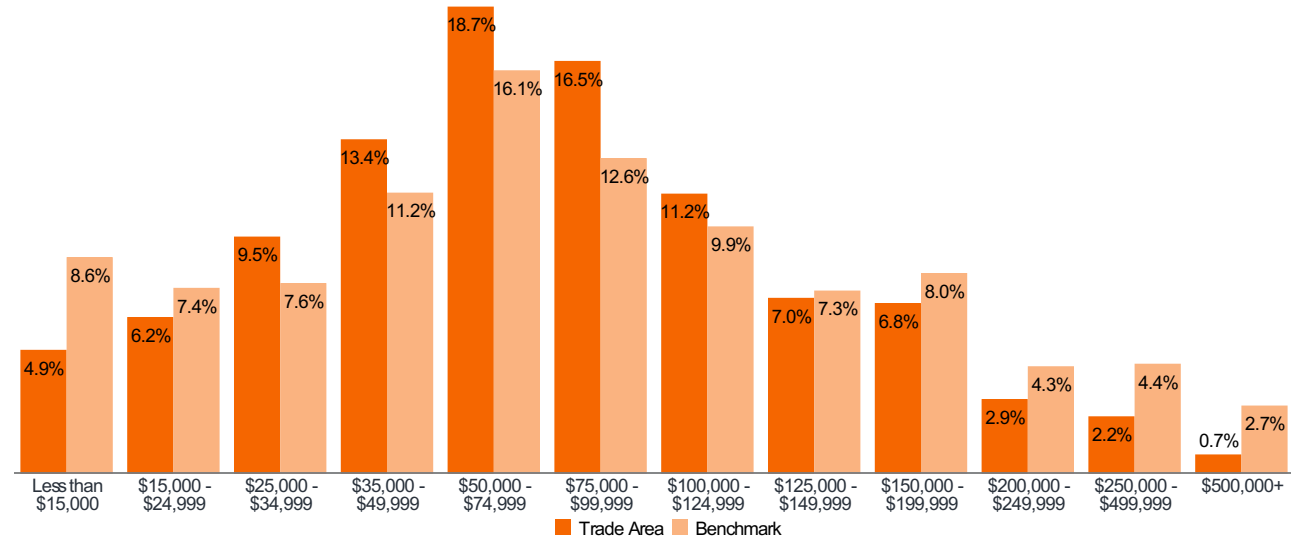
Index: 97

Average Household Income

\$88,663

Index: 84

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: USA

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*Ranked by percent composition

Index Colors:	<80	80 - 110	110+
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Pop-Facts® Demographics | Employment & Occupation



Trade Area: East Kenosha Development South - 3 mi.

Population: 48,789 | Households: 19,078

OCCUPATIONAL CLASS*



63.4%

Index:105

White Collar

UNEMPLOYMENT RATE



4.1%

Index:87

Percent of civilian labor force unemployed

METHOD OF TRAVEL TO WORK: TOP 2*



85.4%

Index:113

Travel to work by **Driving Alone**

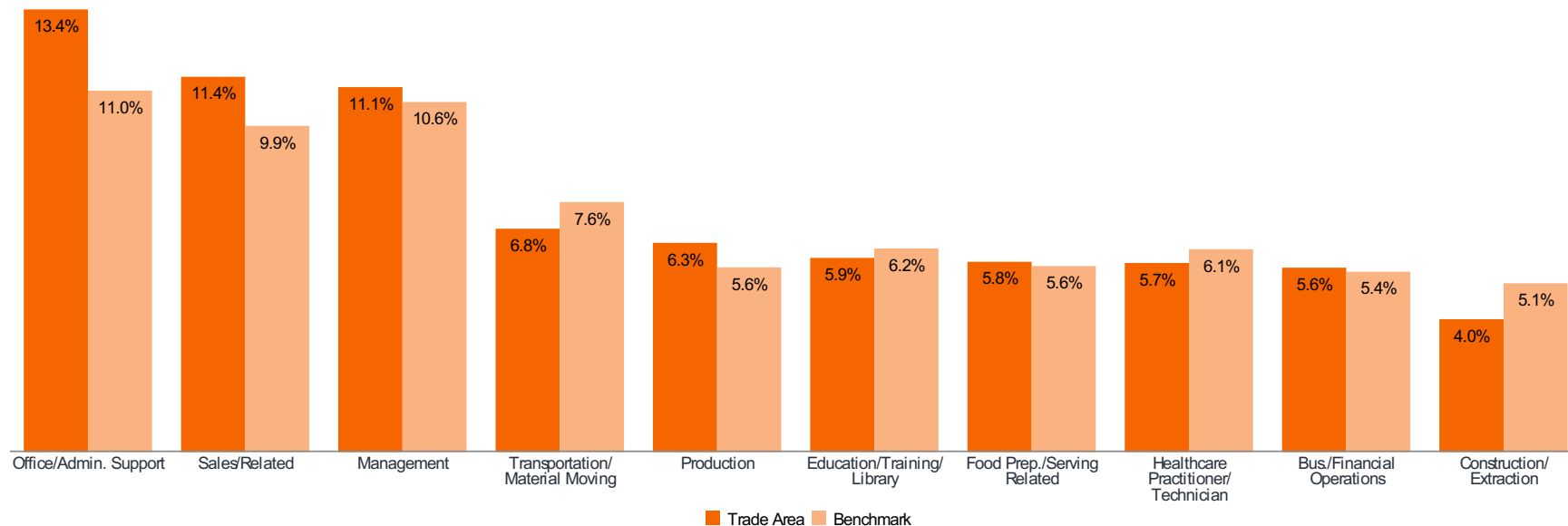


8.6%

Index:97

Travel to work by **Carpooling**

OCCUPATION: TOP 10*



Benchmark: USA

*Chosen from percent composition ranking

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Index Colors:	<80	80 - 110	110+
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Trade Area: East Kenosha Development South - 3 mi.

Population: 48,789 | Households: 19,078



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Trade Area: East Kenosha Development South - 3 mi.

	Total	%
Population		
2010 Census	39,424	100.00
2020 Census	47,035	100.00
2023 Estimate	48,789	100.00
2028 Projection	51,569	100.00
Population Growth		
Percent Change: 2010 to 2020	--	19.30
Percent Change: 2020 to 2023	--	3.73
Percent Change: 2023 to 2028	--	5.70
Households		
2010 Census	15,001	100.00
2020 Census	18,439	100.00
2023 Estimate	19,078	100.00
2028 Projection	20,134	100.00
Household Growth		
Percent Change: 2010 to 2020	--	22.92
Percent Change: 2020 to 2023	--	3.46
Percent Change: 2023 to 2028	--	5.54
Family Households		
2010 Census	10,657	100.00
2023 Estimate	13,698	100.00
2028 Projection	14,463	100.00
Family Household Growth		
Percent Change: 2010 to 2023	--	28.54
Percent Change: 2023 to 2028	--	5.58

Benchmark: USA

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Trade Area: East Kenosha Development South - 3 mi.

	Total	%
2023 Est. Households by Household Income		
Income < \$15,000	937	4.91
Income \$15,000 - \$24,999	1,188	6.23
Income \$25,000 - \$34,999	1,804	9.46
Income \$35,000 - \$49,999	2,549	13.36
Income \$50,000 - \$74,999	3,565	18.69
Income \$75,000 - \$99,999	3,149	16.51
Income \$100,000 - \$124,999	2,133	11.18
Income \$125,000 - \$149,999	1,335	7.00
Income \$150,000 - \$199,999	1,295	6.79
Income \$200,000 - \$249,999	560	2.94
Income \$250,000 - \$499,999	428	2.24
Income \$500,000+	136	0.71
2023 Est. Average Household Income	-	88,663.00
2023 Est. Median Household Income	-	71,228.03
2023 Median HH Income by Single-Classification Race		
White Alone	-	73,345.61
Black/African American Alone	-	65,283.87
American Indian/Alaskan Native Alone	-	67,646.33
Asian Alone	-	77,255.13
Native Hawaiian/Pacific Islander Alone	-	44,497.34
Some Other Race Alone	-	49,800.15
Two or More Races	-	68,201.70
Hispanic/Latino	-	58,904.97
Not Hispanic/Latino	-	72,765.07
2023 Est. Households by Household Type		
Family Households	13,698	71.80
NonFamily Households	5,380	28.20
2023 Est. Group Quarters Population	488	1.00
2023 Est. Households by Household Size		
1-Person Household	4,464	23.40
2-Person Household	6,207	32.53
3-Person Household	3,621	18.98
4-Person Household	2,542	13.32
5-Person Household	1,431	7.50
6-Person Household	491	2.57
7+ Person Household	321	1.68
2023 Est. Average Household Size	-	2.53
2023 Est. HHs by Type by Presence of Own Children		
Married Couple Family, with own children	4,964	36.24
Married Couple Family, without own children	5,683	41.49
Male Householder, with own children	561	4.09
Male Householder, without own children	397	2.90
Female Householder, with own children	1,242	9.07
Female Householder, without own children	850	6.21

Benchmark: USA

Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: East Kenosha Development South - 3 mi.

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	921,224,965	1,109,358,533	-188,133,569
Total retail trade (NAICS 44 and 45)	825,907,435	978,524,173	-152,616,738
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	217,018,811	313,676,113	-96,657,302
Automobile dealers (NAICS 4411)	188,640,031	278,484,703	-89,844,672
New car dealers (NAICS 44111)	167,987,271	264,068,741	-96,081,470
Used car dealers (NAICS 44112)	20,652,760	14,415,962	6,236,797
Other motor vehicle dealers (NAICS 4412)	13,720,960	10,901,671	2,819,290
Recreational vehicle dealers (NAICS 44121)	4,268,157	2,992,769	1,275,388
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	9,452,803	7,908,902	1,543,901
Boat dealers (NAICS 441222)	2,708,237	2,327,460	380,777
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	6,744,567	5,581,442	1,163,124
Automotive parts, accessories, and tire stores (NAICS 4413)	14,657,820	24,289,739	-9,631,919
Automotive parts and accessories stores (NAICS 44131)	9,272,370	14,638,904	-5,366,534
Tire dealers (NAICS 44132)	5,385,450	9,650,834	-4,265,385
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	16,124,176	27,451,678	-11,327,502
Furniture stores (NAICS 4421)	9,418,072	15,320,813	-5,902,741
Home furnishings stores (NAICS 4422)	6,706,104	12,130,865	-5,424,761
Floor covering stores (NAICS 44221)	3,218,031	8,817,532	-5,599,501
Other home furnishings stores (NAICS 44229)	3,488,073	3,313,333	174,740
Window treatment stores (NAICS 442291)	163,603	168,476	-4,873
All other home furnishings stores (NAICS 442299)	3,324,470	3,144,858	179,612
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	12,592,157	24,057,122	-11,464,966
Household appliance stores (NAICS 443141)	2,740,461	6,810,819	-4,070,358
Electronics stores (NAICS 443142)	9,851,696	17,246,304	-7,394,608
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	58,648,567	78,117,362	-19,468,795
Building material and supplies dealers (NAICS 4441)	51,862,960	72,539,973	-20,677,012
Home centers (NAICS 44411)	29,054,897	38,519,138	-9,464,241
Paint and wallpaper stores (NAICS 44412)	1,985,113	717,141	1,267,972
Hardware stores (NAICS 44413)	4,279,022	835,423	3,443,599
Other building material dealers (NAICS 44419)	16,543,928	32,468,270	-15,924,342
Lawn and garden equipment and supplies stores (NAICS 4442)	6,785,606	5,577,390	1,208,217
Outdoor power equipment stores (NAICS 44421)	1,445,564	1,306,459	139,105
Nursery, garden center, and farm supply stores (NAICS 44422)	5,340,043	4,270,931	1,069,112
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	113,792,690	96,207,916	17,584,774
Grocery stores (NAICS 4451)	102,620,433	80,271,410	22,349,023
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	98,148,242	79,991,795	18,156,447
Convenience stores (NAICS 44512)	4,472,190	279,615	4,192,576
Specialty food stores (NAICS 4452)	2,955,133	2,191,432	763,701
Meat markets (NAICS 44521)	903,697	2,154,828	-1,251,132
Fish and seafood markets (NAICS 44522)	355,602	28,043	327,559
Fruit and vegetable markets (NAICS 44523)	619,635	0	619,635
Other specialty food stores (NAICS 44529)	1,076,200	8,561	1,067,639
All other specialty food stores (NAICS 445299)	503,547	2,498	501,049
Beer, wine, and liquor stores (NAICS 4453)	8,217,124	13,745,074	-5,527,950
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	48,488,621	52,748,647	-4,260,026
Pharmacies and drug stores (NAICS 44611)	41,853,410	48,852,311	-6,998,901
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	2,925,577	2,814,109	111,468
Optical goods stores (NAICS 44613)	1,054,081	285,411	768,670
Other health and personal care stores (NAICS 44619)	2,655,552	796,816	1,858,736
Food (health) supplement stores (NAICS 446191)	937,211	198,351	738,861
All other health and personal care stores (NAICS 446199)	1,718,341	598,466	1,119,875
Gasoline Stations			
Gasoline stations (NAICS 447)	68,177,297	112,187,964	-44,010,667

Benchmark: USA

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Retail Market Power® | Opportunity Gap by Retail Store Types



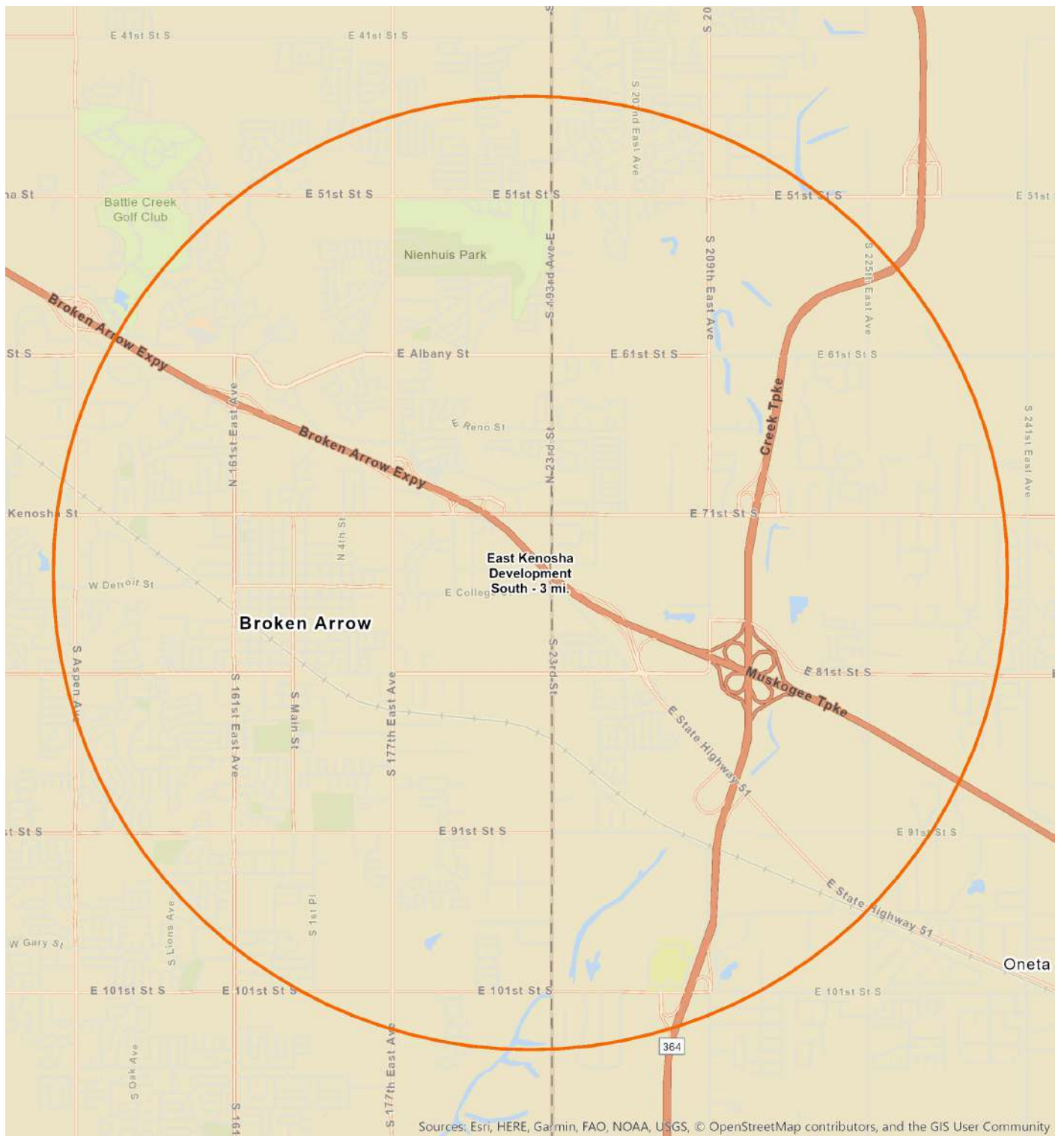
Trade Area: East Kenosha Development South - 3 mi.

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	33,298,009	34,689,031	-1,391,023
Clothing stores (NAICS 4481)	22,626,213	21,840,375	785,838
Men's clothing stores (NAICS 44811)	805,609	602,576	203,033
Women's clothing stores (NAICS 44812)	4,146,264	4,876,704	-730,440
Children's and infants' clothing stores (NAICS 44813)	1,389,880	1,634,563	-244,683
Family clothing stores (NAICS 44814)	13,340,468	11,707,557	1,632,910
Clothing accessories stores (NAICS 44815)	1,071,183	559,465	511,718
Other clothing stores (NAICS 44819)	1,872,810	2,459,510	-586,700
Shoe stores (NAICS 4482)	3,853,080	4,562,794	-709,714
Jewelry, luggage, and leather goods stores (NAICS 4483)	6,818,716	8,285,863	-1,467,147
Jewelry stores (NAICS 44831)	4,608,021	6,937,849	-2,329,828
Luggage and leather goods stores (NAICS 44832)	2,210,694	1,348,013	862,681
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	11,009,752	19,158,586	-8,148,834
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	9,471,300	19,086,832	-9,615,532
Sporting goods stores (NAICS 45111)	5,837,057	12,606,309	-6,769,252
Hobby, toy, and game stores (NAICS 45112)	2,772,734	5,610,931	-2,838,197
Sewing, needlework, and piece goods stores (NAICS 45113)	312,047	36,223	275,824
Musical instrument and supplies stores (NAICS 45114)	549,463	833,369	-283,906
Book stores and news dealers (NAICS 4512)	1,538,451	71,754	1,466,697
Book stores (NAICS 451211)	1,432,703	71,754	1,360,949
News dealers and newsstands (NAICS 451212)	105,748	0	105,748
General Merchandise Stores			
General merchandise stores (NAICS 452)	98,210,622	146,206,863	-47,996,242
Department stores (NAICS 4522)	11,688,114	16,661,179	-4,973,065
Other general merchandise stores (NAICS 4523)	86,522,507	129,545,685	-43,023,177
Warehouse clubs and supercenters (NAICS 452311)	78,432,994	125,836,241	-47,403,247
All other general merchandise stores (NAICS 452319)	8,089,514	3,709,444	4,380,070
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	15,894,809	23,407,758	-7,512,949
Florists (NAICS 4531)	779,663	363,894	415,769
Office supplies, stationery, and gift stores (NAICS 4532)	2,985,890	3,222,028	-236,138
Office supplies and stationery stores (NAICS 45321)	1,404,451	1,679,738	-275,287
Gift, novelty, and souvenir stores (NAICS 45322)	1,581,439	1,542,289	39,150
Used merchandise stores (NAICS 4533)	2,275,641	2,780,431	-504,790
Other miscellaneous store retailers (NAICS 4539)	9,853,615	17,041,406	-7,187,791
Pet and pet supplies stores (NAICS 45391)	2,813,089	4,816,884	-2,003,794
Art dealers (NAICS 45392)	1,407,004	13,729	1,393,274
Manufactured (mobile) home dealers (NAICS 45393)	748,564	3,138,369	-2,389,805
All other miscellaneous store retailers (NAICS 45399)	4,884,959	9,072,424	-4,187,466
Tobacco stores (NAICS 453991)	1,789,841	4,583,043	-2,793,202
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	3,095,118	4,489,381	-1,394,263
Non-store Retailers			
Non-store retailers (NAICS 454)	132,651,925	50,615,131	82,036,794
Electronic shopping and mail-order houses (NAICS 4541)	127,073,704	47,563,133	79,510,571
Vending machine operators (NAICS 4542)	717,412	9,768	707,644
Direct selling establishments (NAICS 4543)	4,860,809	3,042,230	1,818,579
Fuel dealers (NAICS 45431)	2,775,671	98,754	2,676,917
Other direct selling establishments (NAICS 45439)	2,085,139	2,943,477	-858,338
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	95,317,530	130,834,361	-35,516,830
Special food services (NAICS 7223)	7,135,320	5,409,163	1,726,157
Food service contractors (NAICS 72231)	5,582,340	5,053,335	529,005
Caterers (NAICS 72232)	1,401,371	355,828	1,045,543
Mobile food services (NAICS 72233)	151,609	0	151,609
Drinking places (alcoholic beverages) (NAICS 7224)	2,930,230	2,541,148	389,082
Restaurants and other eating places (NAICS 7225)	85,251,980	122,884,050	-37,632,070
Full-service restaurants (NAICS 722511)	42,052,492	51,095,447	-9,042,956
Limited-service restaurants (NAICS 722513)	36,649,647	62,528,828	-25,879,180
Cafeterias, grill buffets, and buffets (NAICS 722514)	934,521	2,178,575	-1,244,054
Snack and non-alcoholic beverage bars (NAICS 722515)	5,615,320	7,081,200	-1,465,880

Benchmark: USA

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Pop-Facts® Demographic Snapshot | Summary



Trade Area: East Kenosha Development South - 3 mi.

Population	
2010 Census	39,424
2020 Census	47,035
2023 Estimate	48,789
2028 Projection	51,569
Population Growth	
Percent Change: 2010 to 2020	19.30
Percent Change: 2020 to 2023	3.73
Percent Change: 2023 to 2028	5.70
Households	
2010 Census	15,001
2020 Census	18,439
2023 Estimate	19,078
2028 Projection	20,134
Household Growth	
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Percent Change: 2020 to 2023	3.46
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Family Household Growth	
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Percent Change: 2023 to 2028	5.58

Benchmark: USA

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Trade Area: East Kenosha Development South - 3 mi.

Total Population: 48,789 | Total Households: 19,078

	Count	%
2023 Est. Population by Single-Classification Race		
White Alone	31,139	63.82
Black/African American Alone	2,687	5.51
American Indian/Alaskan Native Alone	3,272	6.71
Asian Alone	1,624	3.33
Native Hawaiian/Pacific Islander Alone	64	0.13
Some Other Race Alone	2,740	5.62
Two or More Races	7,264	14.89
2023 Est. Population by Hispanic or Latino Origin		
Not Hispanic or Latino	42,377	86.86
Hispanic or Latino	6,412	13.14
Mexican Origin	4,946	77.14
Puerto Rican Origin	299	4.66
Cuban Origin	45	0.70
All Other Hispanic or Latino	1,121	17.48
2023 Est. Pop by Race, Asian Alone, by Category		
Chinese, except Taiwanese	52	3.20
Filipino	96	5.91
Japanese	15	0.92
Asian Indian	167	10.28
Korean	149	9.18
Vietnamese	469	28.88
Cambodian	1	0.06
Hmong	396	24.38
Laotian	37	2.28
Thai	41	2.52
All Other Asian Races Including 2+ Category	202	12.44
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	40,642	89.95
Speak Asian/Pacific Isl. Lang. at Home	874	1.93
Speak Indo-European Language at Home	359	0.80
Speak Spanish at Home	2,945	6.52
Speak Other Language at Home	364	0.81
2023 Est. Hisp. or Latino Pop by Single-Class. Race		
White Alone	1,279	19.95
Black/African American Alone	47	0.73
American Indian/Alaskan Native Alone	222	3.46
Asian Alone	29	0.45
Native Hawaiian/Pacific Islander Alone	8	0.13
Some Other Race Alone	2,531	39.47
Two or More Races	2,296	35.81

Benchmark: USA

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Trade Area: East Kenosha Development South - 3 mi.

Total Population: 48,789 | Total Households: 19,078

	Count	%
2023 Est. Population by Sex		
Male	23,779	48.74
Female	25,010	51.26
2023 Est. Population by Age		
Age 0 - 4	3,605	7.39
Age 5 - 9	3,541	7.26
Age 10 - 14	3,546	7.27
Age 15 - 17	2,098	4.30
Age 18 - 20	1,838	3.77
Age 21 - 24	2,309	4.73
Age 25 - 34	6,630	13.59
Age 35 - 44	7,208	14.77
Age 45 - 54	5,776	11.84
Age 55 - 64	5,094	10.44
Age 65 - 74	4,307	8.83
Age 75 - 84	2,000	4.10
Age 85 and over	837	1.72
Age 16 and over	37,407	76.67
Age 18 and over	35,998	73.78
Age 21 and over	34,161	70.02
Age 65 and over	7,143	14.64
Median Age	-	36.15
Average Age	-	37.27
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	10,052	26.39
Male, Never Married	5,188	13.62
Female, Never Married	4,865	12.77
Married, Spouse Present	19,834	52.06
Married, Spouse Absent	1,230	3.23
Widowed	2,306	6.05
Male, Widowed	504	1.32
Female, Widowed	1,802	4.73
Divorced	4,674	12.27
Male, Divorced	1,950	5.12
Female, Divorced	2,725	7.15
2023 Est. Male Population by Age		
Male: Age 0 - 4	1,819	7.65
Male: Age 5 - 9	1,809	7.61
Male: Age 10 - 14	1,821	7.66
Male: Age 15 - 17	1,060	4.46
Male: Age 18 - 20	938	3.94
Male: Age 21 - 24	1,161	4.88
Male: Age 25 - 34	3,318	13.95
Male: Age 35 - 44	3,565	14.99
Male: Age 45 - 54	2,870	12.07
Male: Age 55 - 64	2,400	10.09
Male: Age 65 - 74	1,924	8.09
Male: Age 75 - 84	828	3.48
Male: Age 85 and over	264	1.11
Median Age, Male	-	34.89
Average Age, Male	-	35.99
2023 Est. Female Population by Age		
Female: Age 0 - 4	1,786	7.14
Female: Age 5 - 9	1,731	6.92
Female: Age 10 - 14	1,725	6.90
Female: Age 15 - 17	1,038	4.15
Female: Age 18 - 20	900	3.60
Female: Age 21 - 24	1,148	4.59
Female: Age 25 - 34	3,312	13.24
Female: Age 35 - 44	3,643	14.57
Female: Age 45 - 54	2,906	11.62
Female: Age 55 - 64	2,693	10.77
Female: Age 65 - 74	2,382	9.52
Female: Age 75 - 84	1,172	4.69
Female: Age 85 and over	573	2.29
Median Age, Female	-	37.37
Average Age, Female	-	38.46

Benchmark: USA

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	Count	%
2023 Est. Households by Household Type		
Family Households	13,698	71.80
NonFamily Households	5,380	28.20
2023 Est. Group Quarters Population		
2023 Est. Group Quarters Population	488	1.00
2023 HHs By Ethnicity, Hispanic/Latino		
2023 HHs By Ethnicity, Hispanic/Latino	1,802	9.45
2023 Est. Family HH Type by Presence of Own Child.		
Married Couple Family, own children	4,964	36.24
Married Couple Family, no own children	5,683	41.49
Male Householder, own children	561	4.09
Male Householder, no own children	397	2.90
Female Householder, own children	1,242	9.07
Female Householder, no own children	850	6.21
2023 Est. Households by Household Size		
1-Person Household	4,464	23.40
2-Person Household	6,207	32.53
3-Person Household	3,621	18.98
4-Person Household	2,542	13.32
5-Person Household	1,431	7.50
6-Person Household	491	2.57
7-or-more-person	321	1.68
2023 Est. Average Household Size	-	2.53
2023 Est. Households by Number of Vehicles		
No Vehicles	452	2.37
1 Vehicle	5,979	31.34
2 Vehicles	8,563	44.88
3 Vehicles	2,998	15.71
4 Vehicles	814	4.27
5 or more Vehicles	272	1.43
2023 Est. Average Number of Vehicles	-	1.93
2023 Est. Occupied Housing Units by Tenure		
Housing Units, Owner-Occupied	12,573	65.90
Housing Units, Renter-Occupied	6,505	34.10
2023 Owner Occ. HUs: Avg. Length of Residence		
2023 Owner Occ. HUs: Avg. Length of Residence	-	13.39
2023 Renter Occ. HUs: Avg. Length of Residence		
2023 Renter Occ. HUs: Avg. Length of Residence	-	5.61
2023 Est. Owner-Occupied Housing Units by Value		
Value Less Than \$20,000	258	2.05
Value \$20,000 - \$39,999	159	1.26
Value \$40,000 - \$59,999	132	1.05
Value \$60,000 - \$79,999	168	1.34
Value \$80,000 - \$99,999	279	2.22
Value \$100,000 - \$149,999	2,151	17.11
Value \$150,000 - \$199,999	3,119	24.81
Value \$200,000 - \$299,999	4,594	36.54
Value \$300,000 - \$399,999	1,094	8.70
Value \$400,000 - \$499,999	255	2.03
Value \$500,000 - \$749,999	185	1.47
Value \$750,000 - \$999,999	100	0.80
Value \$1,000,000 - \$1,499,999	48	0.38
Value \$1,500,000 - \$1,999,999	9	0.07
Value \$2,000,000 or more	24	0.19
2023 Est. Median All Owner-Occupied Housing Value	-	200,364.66

Trade Area: East Kenosha Development South - 3 mi.

Total Population: 48,789 | Total Households: 19,078

	Count	%
2023 Est. Housing Units by Units in Structure		
1 Unit Attached	392	1.94
1 Unit Detached	14,554	72.17
2 Units	260	1.29
3 to 4 Units	498	2.47
5 to 19 Units	2,597	12.88
20 to 49 Units	451	2.24
50 or More Units	590	2.93
Mobile Home or Trailer	821	4.07
Boat, RV, Van, etc.	4	0.02
2023 Est. Housing Units by Year Structure Built		
Built 2014 or Later	2,172	10.77
Built 2010 to 2013	1,411	7.00
Built 2000 to 2009	4,559	22.61
Built 1990 to 1999	2,600	12.89
Built 1980 to 1989	2,956	14.66
Built 1970 to 1979	3,757	18.63
Built 1960 to 1969	1,163	5.77
Built 1950 to 1959	1,009	5.00
Built 1940 to 1949	268	1.33
Built 1939 or Earlier	272	1.35
2023 Housing Units by Year Structure Built		
2023 Est. Median Year Structure Built	-	1,992.68
2023 Est. Households by Presence of People Under 18		
2023 Est. Households by Presence of People Under 18	7,355	38.55
Households with 1 or More People under Age 18		
Married Couple Family	5,219	70.96
Other Family, Male Householder	632	8.59
Other Family, Female Householder	1,434	19.50
NonFamily Household, Male Householder	54	0.73
NonFamily Household, Female Householder	16	0.22
2023 Est. Households with No People under Age 18		
Households with No People under Age 18	11,723	61.45
Households with No People under Age 18		
Married Couple Family	5,431	46.33
Other Family, Male Householder	323	2.75
Other Family, Female Householder	662	5.65
NonFamily, Male Householder	2,419	20.64
NonFamily, Female Householder	2,888	24.64

Benchmark: USA

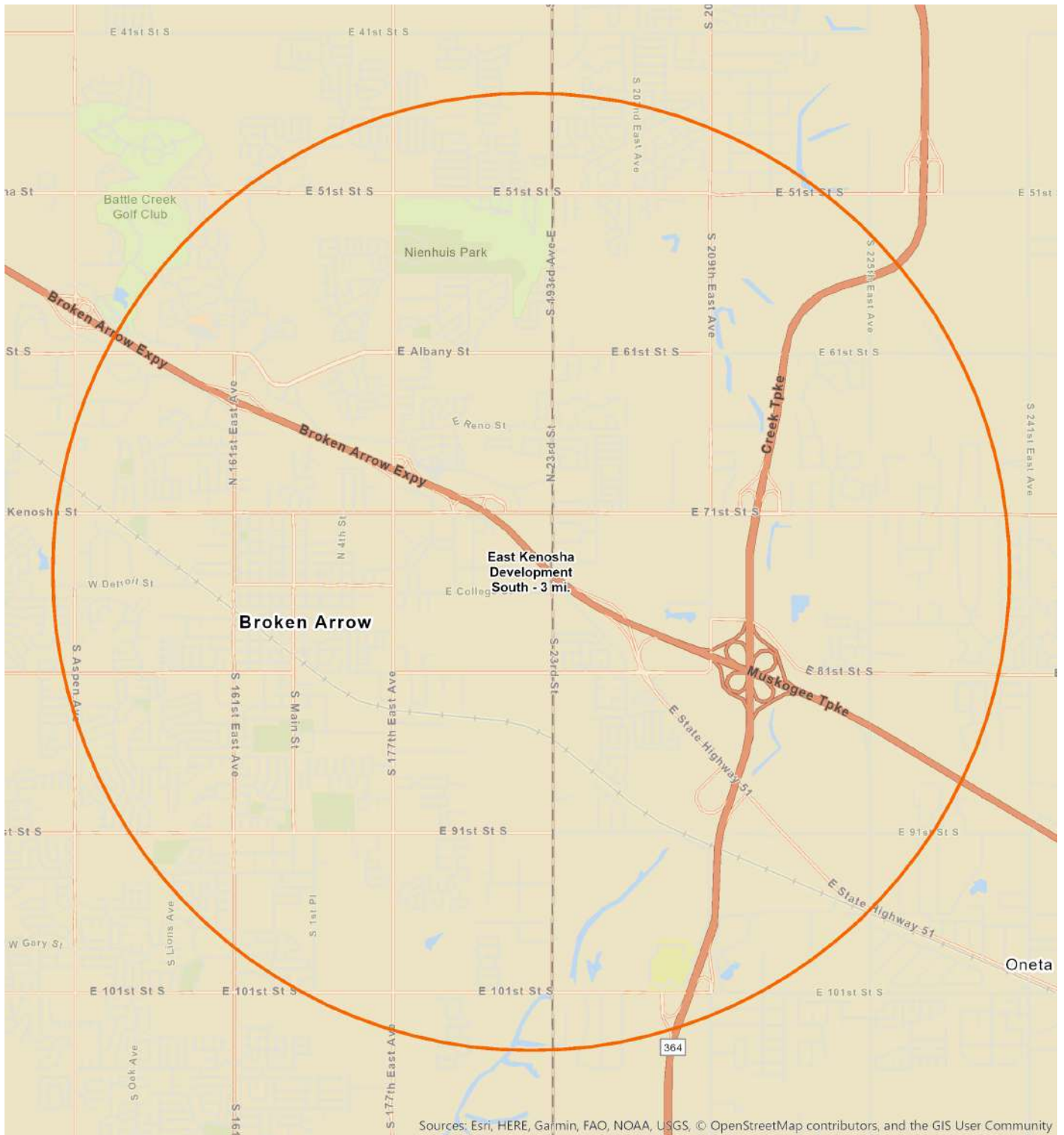
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	Count	%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th Grade	822	2.58
Some High School, No Diploma	1,431	4.49
High School Graduate (or GED)	8,453	26.54
Some College, No Degree	8,669	27.22
Associate's Degree	3,169	9.95
Bachelor's Degree	6,945	21.80
Master's Degree	1,961	6.16
Professional Degree	272	0.85
Doctorate Degree	129	0.41
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
Less than High School Diploma	872	27.41
High School Graduate	971	30.52
Some College or Associate's Degree	958	30.12
Bachelor's Degree or Higher	380	11.95
2023 Est. Households by HH Income		
Income < \$15,000	937	4.91
Income \$15,000 - \$24,999	1,188	6.23
Income \$25,000 - \$34,999	1,804	9.46
Income \$35,000 - \$49,999	2,549	13.36
Income \$50,000 - \$74,999	3,565	18.69
Income \$75,000 - \$99,999	3,149	16.51
Income \$100,000 - \$124,999	2,133	11.18
Income \$125,000 - \$149,999	1,335	7.00
Income \$150,000 - \$199,999	1,295	6.79
Income \$200,000 - \$249,999	560	2.94
Income \$250,000 - \$499,999	428	2.24
Income \$500,000+	136	0.71
2023 Est. Average Household Income	--	88,663.00
2023 Est. Median Household Income	--	71,228.03
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	--	73,345.61
Black or African American Alone	--	65,283.87
American Indian and Alaskan Native Alone	--	67,646.33
Asian Alone	--	77,255.13
Native Hawaiian and Other Pacific Islander Alone	--	44,497.34
Some Other Race Alone	--	49,800.15
Two or More Races	--	68,201.70
Hispanic or Latino	--	58,904.97
Not Hispanic or Latino	--	72,765.07
2023 Est. Families by Poverty Status		
2023 Families at or Above Poverty	12,494	91.21
2023 Families at or Above Poverty with children	6,456	47.13
2023 Families Below Poverty	1,205	8.80
2023 Families Below Poverty, with kids	1,063	7.76

	Count	%
2023 Est. Employed Civilian Population 16+ by Occupation Classification		
White Collar	15,474	63.40
Blue Collar	5,055	20.71
Service and Farming	3,878	15.89
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,193	26.90
15 - 29 Minutes	11,538	50.12
30 - 44 Minutes	3,992	17.34
45 - 59 Minutes	663	2.88
60 or more Minutes	635	2.76
2023 Est. Avg Travel Time to Work in Minutes	-	23.00
2023 Est. Workers Age 16+ by Transp. to Work		
2023 Est. Workers Age 16+ by Transp. to Work	24,019	100.00
Drove Alone	20,501	85.35
Carpooled	2,059	8.57
Public Transport	57	0.24
Walked	188	0.78
Bicycle	41	0.17
Other Means	334	1.39
Worked at Home	839	3.49
2023 Est. Civ. Employed Pop 16+ by Class of Worker		
2023 Est. Civ. Employed Pop 16+ by Class of Worker	24,407	100.00
For-Profit Private Workers	17,110	70.10
Non-Profit Private Workers	2,165	8.87
Local Government Workers	1,526	6.25
State Government Workers	942	3.86
Federal Government Workers	551	2.26
Self-Employed Workers	2,096	8.59
Unpaid Family Workers	17	0.07
2023 Est. Civ. Employed Pop 16+ by Occupation		
Architecture/Engineering	660	2.70
Arts/Design/Entertainment/Sports/Media	405	1.66
Building/Grounds Cleaning/Maintenance	593	2.43
Business/Financial Operations	1,360	5.57
Community/Social Services	463	1.90
Computer/Mathematical	739	3.03
Construction/Extraction	977	4.00
Education/Training/Library	1,433	5.87
Farming/Fishing/Forestry	35	0.14
Food Preparation/Serving Related	1,404	5.75
Healthcare Practitioner/Technician	1,395	5.72
Healthcare Support	668	2.74
Installation/Maintenance/Repair	884	3.62
Legal	161	0.66
Life/Physical/Social Science	94	0.39
Management	2,703	11.07
Office/Administrative Support	3,281	13.44
Production	1,545	6.33
Protective Services	456	1.87
Sales/Related	2,780	11.39
Personal Care/Service	720	2.95
Transportation/Material Moving	1,650	6.76
2023 Est. Pop Age 16+ by Employment Status		
In Armed Forces	51	0.14
Civilian - Employed	24,428	65.30
Civilian - Unemployed	1,030	2.75
Not in Labor Force	11,898	31.81

Trade Area: East Kenosha Development South - 3 mi.

Total Population: 48,789 | Total Households: 19,078



Report Details

Name: East Kenosha Development South Tract
Date / Time: 4/17/2023 3:53:50 PM
Workspace Vintage: 2023

Trade Area

Name	Level	Geographies
East Kenosha Development South - 1 mi.		N/A
East Kenosha Development South - 3 mi.		N/A
East Kenosha Development South - 5 mi.		N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

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