

Pop-Facts® Demographics | Population & Race



Trade Area: East Kenosha Development South - 5 mi.

POPULATION

131,477

HOUSEHOLDS

48,752

ETHNICITY



12.9%

Index:94

Hispanic/Latino

HISPANIC ORIGIN*



75.1%

Index:124

Mexican

HOME LANGUAGE*

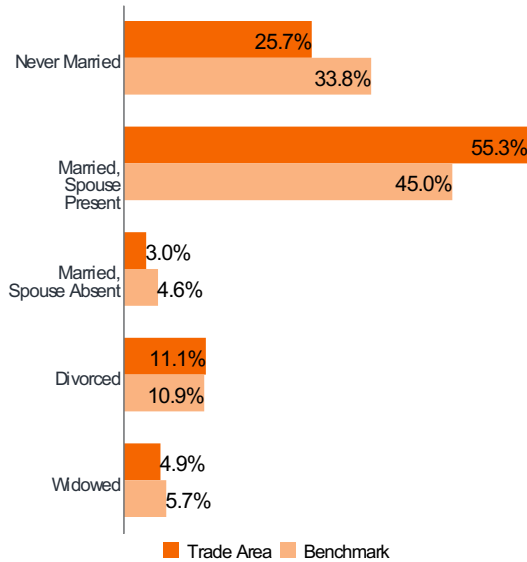


88.0%

Index:113

Only English

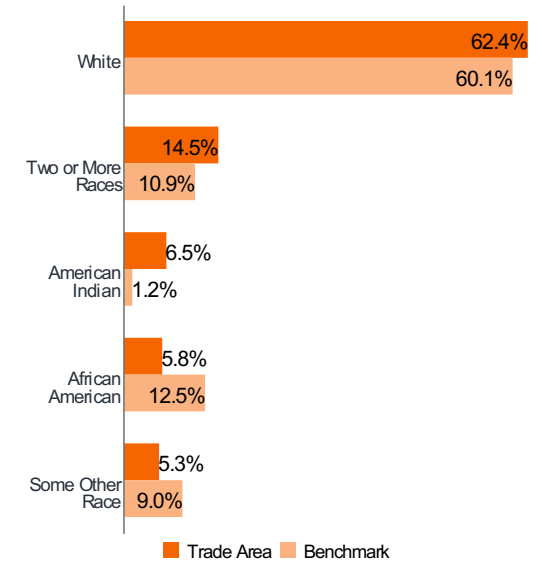
MARITAL STATUS



POPULATION BY AGE

Age	Count	%	Index
0 - 4	8,866	6.7	116
5 - 9	8,996	6.8	115
10 - 14	9,415	7.2	116
15 - 17	5,581	4.2	111
18 - 20	4,927	3.7	92
21 - 24	6,287	4.8	93
25 - 34	18,077	13.7	102
35 - 44	18,154	13.8	107
45 - 54	16,183	12.3	102
55 - 64	15,240	11.6	92
65 - 74	12,478	9.5	89
75 - 84	5,414	4.1	79
85+	1,860	1.4	69

POPULATION BY RACE**



Benchmark:USA

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*Top variable chosen from percent composition ranking

**Top 5 variables chosen from percent composition ranking

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



Trade Area: East Kenosha Development South - 5 mi.

Population: 131,477 | Households: 48,752

MEDIAN AGE OF HOUSEHOLDER

50

Index: 94

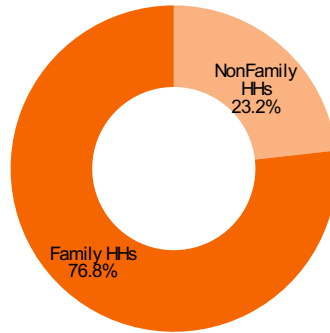
PRESENCE OF CHILDREN*



40.6%

Index: 121

HOUSEHOLD TYPE



HOUSING TENURE



Own

73.7%

Index: 114



Rent

26.3%

Index: 74

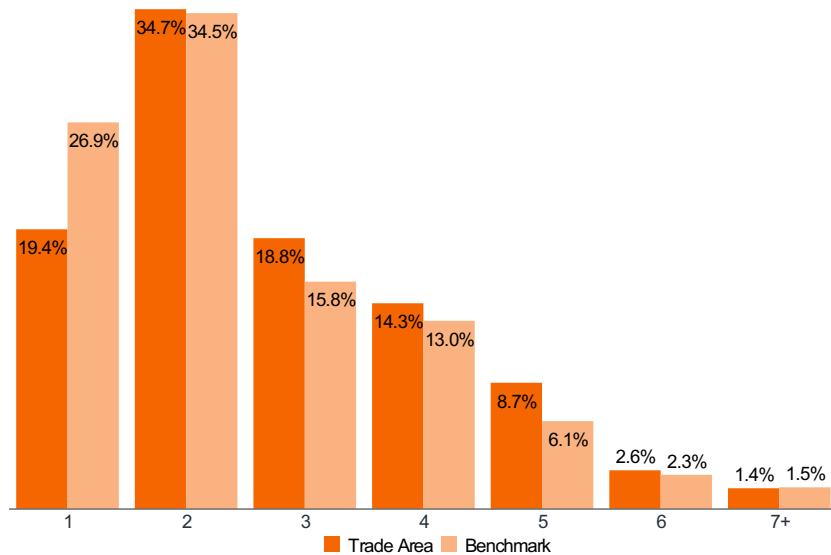
AGE OF HOUSING**



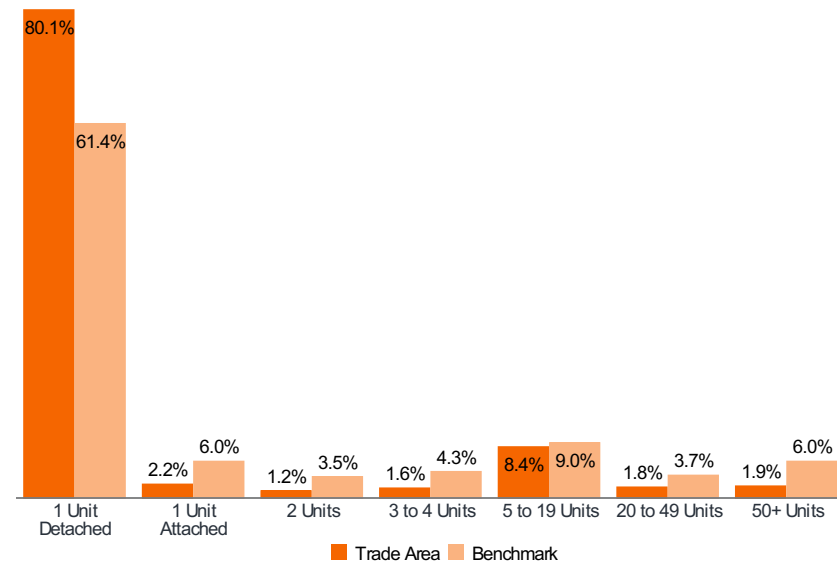
9 - 18 years old

% Comp: 23.0 Index: 167

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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Trade Area: East Kenosha Development South - 5 mi.

Population: 131,477 | Households:48,752

EDUCATIONAL ATTAINMENT: TOP 2*



25.8%

Index: 129

Some College, No Degree



25.2%

Index: 94

High School Graduate

EDUCATION: HISPANIC/LATINO



1.5%

Index:52

Bachelor's degree or higher

POVERTY STATUS



93.9%

Index:103

At or above poverty

HOUSEHOLD INCOME



Median Household Income

\$80,632

Index:110

Average Household Income

\$102,959

Index:98

HOUSEHOLD INCOME DISTRIBUTION



Benchmark:USA

*Ranked by percent composition

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



Trade Area: East Kenosha Development South - 5 mi.

Population: 131,477 | Households: 48,752

OCCUPATIONAL CLASS*



64.8%

Index:107

White Collar

UNEMPLOYMENT RATE



3.6%

Index:76

Percent of civilian labor force unemployed

METHOD OF TRAVEL TO WORK: TOP 2*



85.6%

Index:113

Travel to work by **Driving Alone**

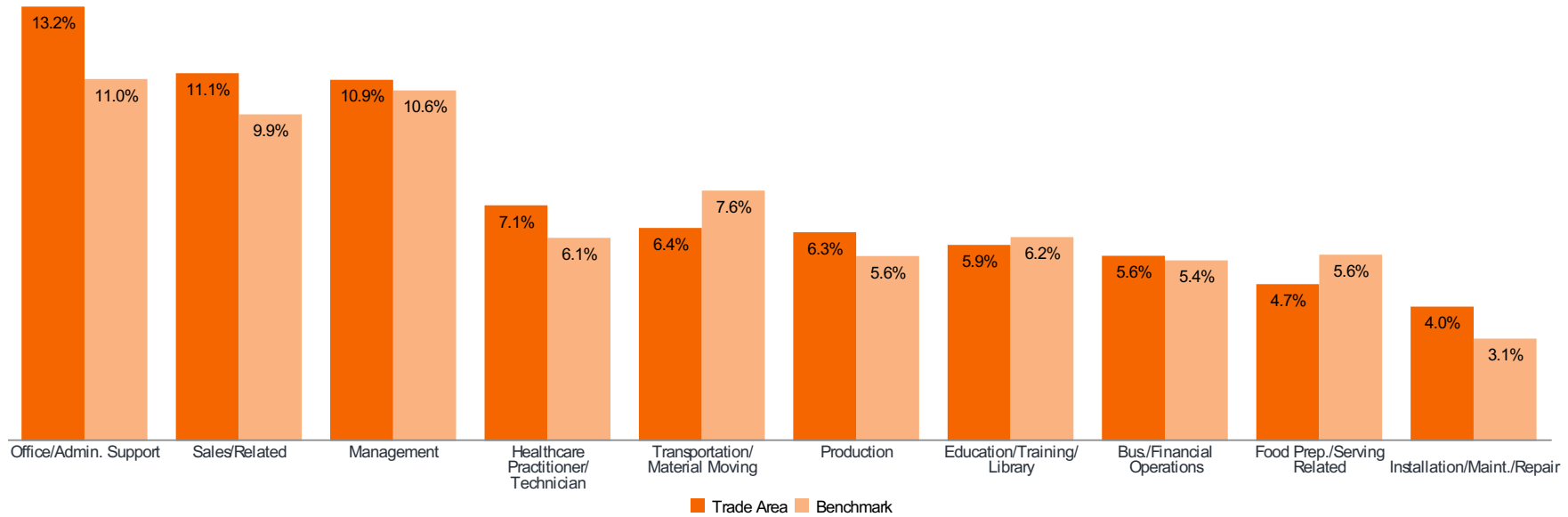


8.0%

Index:91

Travel to work by **Carpooling**

OCCUPATION: TOP 10*



Benchmark: USA

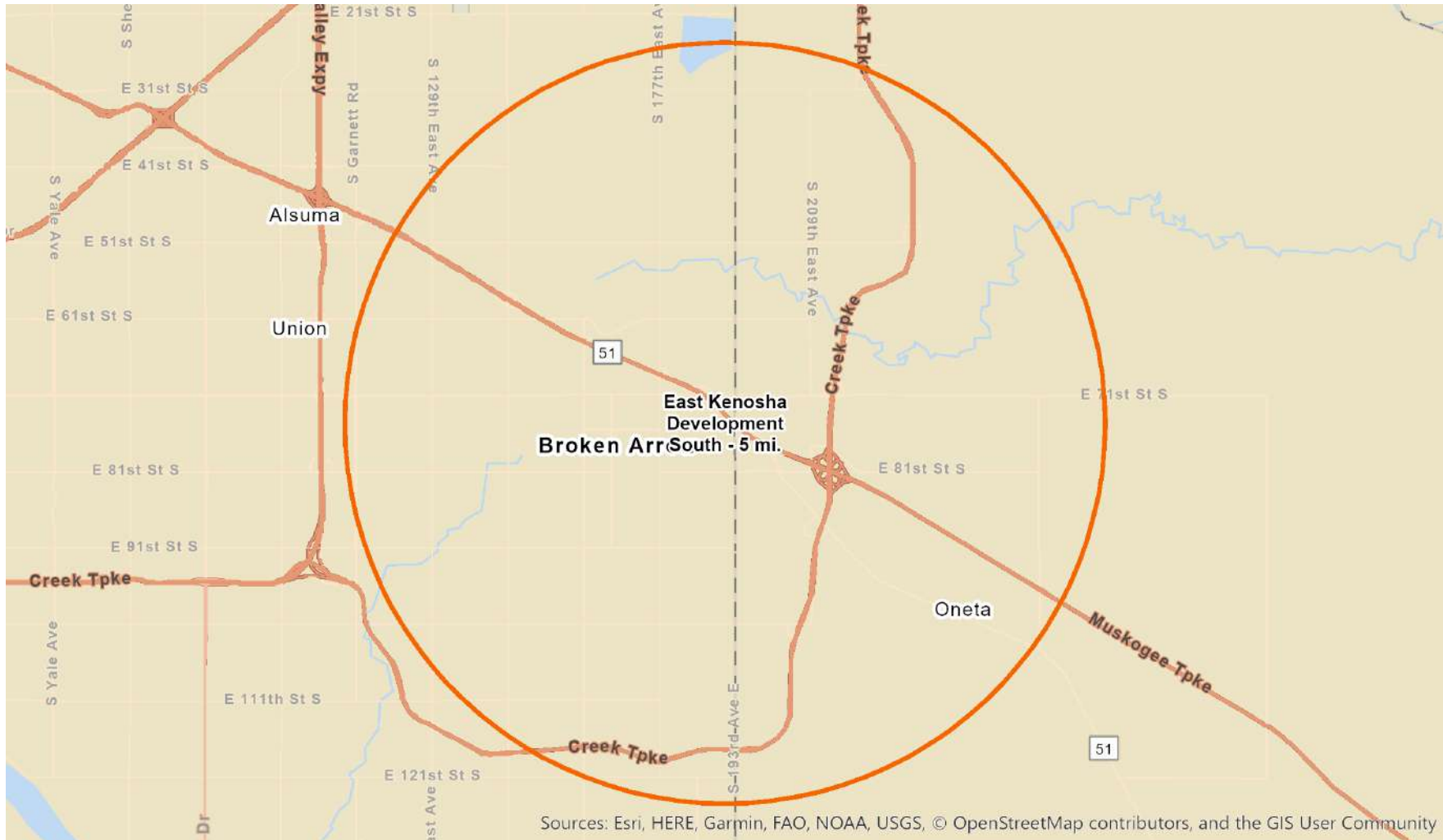
*Chosen from percent composition ranking

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Index Colors:	<80	80 - 110	110+
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Trade Area: East Kenosha Development South - 5 mi.

Population: 131,477 | Households: 48,752



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Trade Area: East Kenosha Development South - 5 mi.

	Total	%
Population		
2010 Census	105,105	100.00
2020 Census	126,693	100.00
2023 Estimate	131,477	100.00
2028 Projection	139,004	100.00
Population Growth		
Percent Change: 2010 to 2020	--	20.54
Percent Change: 2020 to 2023	--	3.78
Percent Change: 2023 to 2028	--	5.72
Households		
2010 Census	38,196	100.00
2020 Census	47,113	100.00
2023 Estimate	48,752	100.00
2028 Projection	51,445	100.00
Household Growth		
Percent Change: 2010 to 2020	--	23.34
Percent Change: 2020 to 2023	--	3.48
Percent Change: 2023 to 2028	--	5.52
Family Households		
2010 Census	29,157	100.00
2023 Estimate	37,425	100.00
2028 Projection	39,501	100.00
Family Household Growth		
Percent Change: 2010 to 2023	--	28.36
Percent Change: 2023 to 2028	--	5.55

Benchmark: USA

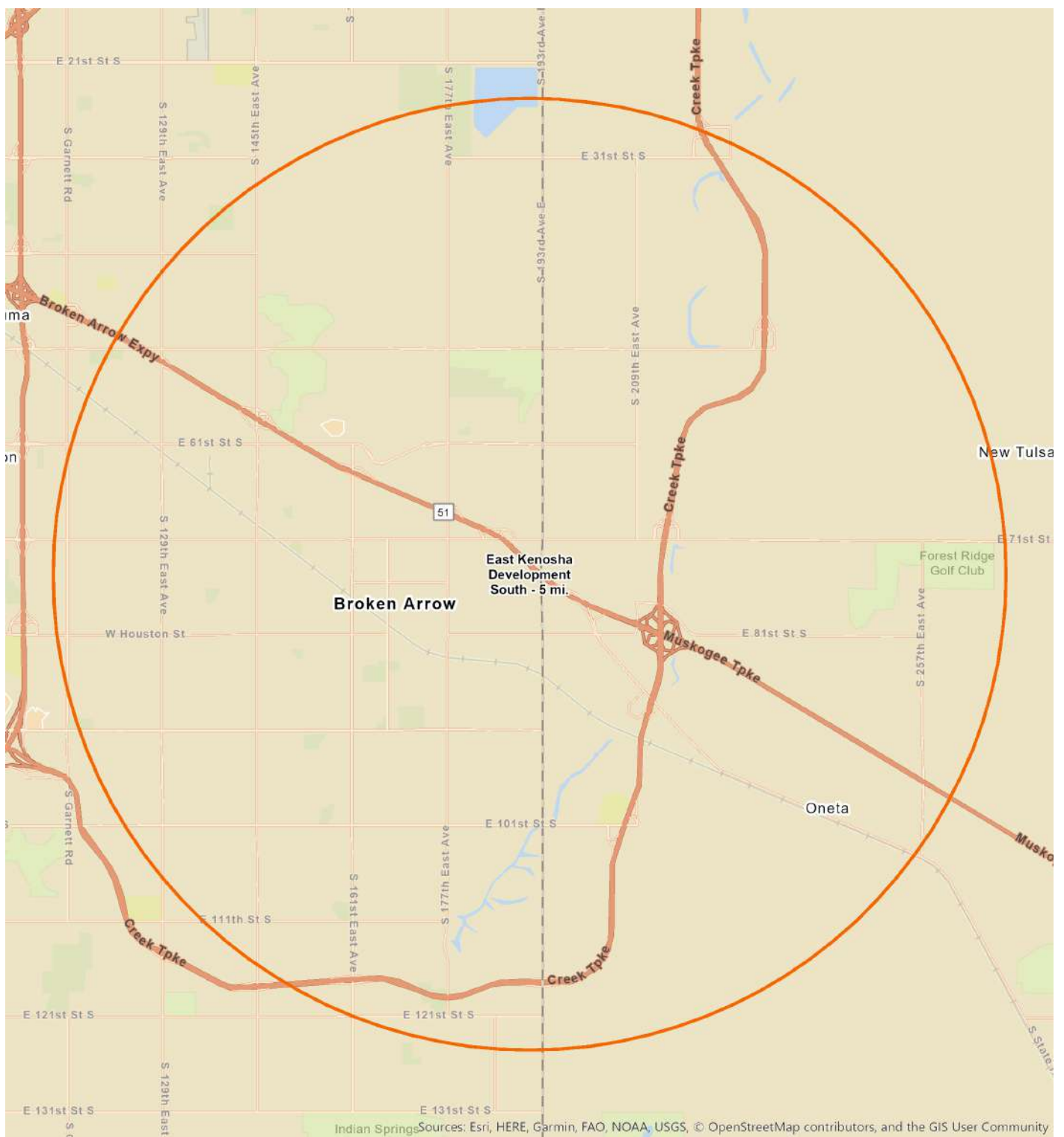
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Trade Area: East Kenosha Development South - 5 mi.

	Total	%
2023 Est. Households by Household Income		
Income < \$15,000	2,095	4.30
Income \$15,000 - \$24,999	2,477	5.08
Income \$25,000 - \$34,999	3,462	7.10
Income \$35,000 - \$49,999	5,532	11.35
Income \$50,000 - \$74,999	8,913	18.28
Income \$75,000 - \$99,999	7,897	16.20
Income \$100,000 - \$124,999	5,886	12.07
Income \$125,000 - \$149,999	3,942	8.09
Income \$150,000 - \$199,999	4,137	8.49
Income \$200,000 - \$249,999	1,970	4.04
Income \$250,000 - \$499,999	1,740	3.57
Income \$500,000+	702	1.44
2023 Est. Average Household Income	-	102,959.00
2023 Est. Median Household Income	-	80,631.75
2023 Median HH Income by Single-Classification Race		
White Alone	-	83,142.68
Black/African American Alone	-	72,146.13
American Indian/Alaskan Native Alone	-	77,060.49
Asian Alone	-	86,330.30
Native Hawaiian/Pacific Islander Alone	-	46,845.04
Some Other Race Alone	-	56,518.14
Two or More Races	-	78,944.98
Hispanic/Latino	-	65,553.47
Not Hispanic/Latino	-	82,254.76
2023 Est. Households by Household Type		
Family Households	37,425	76.77
NonFamily Households	11,327	23.23
2023 Est. Group Quarters Population	834	0.63
2023 Est. Households by Household Size		
1-Person Household	9,465	19.41
2-Person Household	16,930	34.73
3-Person Household	9,165	18.80
4-Person Household	6,957	14.27
5-Person Household	4,261	8.74
6-Person Household	1,292	2.65
7+ Person Household	683	1.40
2023 Est. Average Household Size	-	2.68
2023 Est. HHs by Type by Presence of Own Children		
Married Couple Family, with own children	14,240	38.05
Married Couple Family, without own children	16,263	43.45
Male Householder, with own children	1,318	3.52
Male Householder, without own children	918	2.45
Female Householder, with own children	2,757	7.37
Female Householder, without own children	1,929	5.15

Benchmark: USA

Trade Area: East Kenosha Development South - 5 mi.



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Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: East Kenosha Development South - 5 mi.

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	2,580,141,715	2,162,363,428	417,778,287
Total retail trade (NAICS 44 and 45)	2,313,289,049	1,950,783,654	362,505,396
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	607,705,967	564,732,092	42,973,876
Automobile dealers (NAICS 4411)	527,292,207	459,413,824	67,878,384
New car dealers (NAICS 44111)	469,653,150	407,544,207	62,108,944
Used car dealers (NAICS 44112)	57,639,057	51,869,617	5,769,440
Other motor vehicle dealers (NAICS 4412)	38,620,293	51,362,831	-12,742,538
Recreational vehicle dealers (NAICS 44121)	12,067,016	23,502,267	-11,435,251
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	26,553,277	27,860,564	-1,307,287
Boat dealers (NAICS 441222)	7,657,722	3,864,512	3,793,210
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	18,895,554	23,996,051	-5,100,497
Automotive parts, accessories, and tire stores (NAICS 4413)	41,793,467	53,955,437	-12,161,970
Automotive parts and accessories stores (NAICS 44131)	26,434,610	32,076,351	-5,641,741
Tire dealers (NAICS 44132)	15,358,857	21,879,086	-6,520,229
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	45,207,110	52,685,586	-7,478,477
Furniture stores (NAICS 4421)	26,386,641	29,556,199	-3,169,558
Home furnishings stores (NAICS 4422)	18,820,469	23,129,387	-4,308,919
Floor covering stores (NAICS 44221)	9,070,886	16,981,230	-7,910,344
Other home furnishings stores (NAICS 44229)	9,749,583	6,148,158	3,601,425
Window treatment stores (NAICS 442291)	448,387	258,374	190,012
All other home furnishings stores (NAICS 442299)	9,301,196	5,889,784	3,411,413
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	35,264,083	43,941,167	-8,677,083
Household appliance stores (NAICS 443141)	7,693,113	12,019,920	-4,326,807
Electronics stores (NAICS 443142)	27,570,970	31,921,247	-4,350,277
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	166,643,400	195,794,996	-29,151,596
Building material and supplies dealers (NAICS 4441)	147,397,986	186,599,400	-39,201,415
Home centers (NAICS 44411)	82,503,628	134,222,346	-51,718,718
Paint and wallpaper stores (NAICS 44412)	5,663,448	1,345,654	4,317,794
Hardware stores (NAICS 44413)	12,161,756	1,685,494	10,476,262
Other building material dealers (NAICS 44419)	47,069,154	49,345,906	-2,276,752
Lawn and garden equipment and supplies stores (NAICS 4442)	19,245,415	9,195,596	10,049,819
Outdoor power equipment stores (NAICS 44421)	4,104,538	1,948,626	2,155,912
Nursery, garden center, and farm supply stores (NAICS 44422)	15,140,877	7,246,969	7,893,907
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	317,007,010	210,307,006	106,700,004
Grocery stores (NAICS 4451)	285,837,325	183,052,299	102,785,026
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	273,417,797	178,194,610	95,223,187
Convenience stores (NAICS 44512)	12,419,528	4,857,688	7,561,840
Specialty food stores (NAICS 4452)	8,230,077	3,567,471	4,662,606
Meat markets (NAICS 44521)	2,518,594	3,421,746	-903,152
Fish and seafood markets (NAICS 44522)	990,777	28,043	962,734
Fruit and vegetable markets (NAICS 44523)	1,724,616	0	1,724,616
Other specialty food stores (NAICS 44529)	2,996,090	117,683	2,878,407
All other specialty food stores (NAICS 445299)	1,403,555	34,635	1,368,920
Beer, wine, and liquor stores (NAICS 4453)	22,939,607	23,687,236	-747,629
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	136,029,086	106,737,799	29,291,288
Pharmacies and drug stores (NAICS 44611)	117,234,160	101,225,458	16,008,703
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	8,195,523	3,928,750	4,266,773
Optical goods stores (NAICS 44613)	3,157,590	285,411	2,872,179
Other health and personal care stores (NAICS 44619)	7,441,813	1,298,181	6,143,633
Food (health) supplement stores (NAICS 446191)	2,625,717	379,475	2,246,242
All other health and personal care stores (NAICS 446199)	4,816,096	918,706	3,897,390
Gasoline Stations			
Gasoline stations (NAICS 447)	190,254,352	217,702,269	-27,447,917

Benchmark: USA

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Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: East Kenosha Development South - 5 mi.

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	93,132,121	67,605,643	25,526,478
Clothing stores (NAICS 4481)	63,312,287	45,877,162	17,435,125
Men's clothing stores (NAICS 44811)	2,247,044	933,729	1,313,315
Women's clothing stores (NAICS 44812)	11,555,021	10,303,886	1,251,135
Children's and infants' clothing stores (NAICS 44813)	3,960,146	2,725,107	1,235,040
Family clothing stores (NAICS 44814)	37,338,831	26,476,094	10,862,737
Clothing accessories stores (NAICS 44815)	2,985,563	846,369	2,139,193
Other clothing stores (NAICS 44819)	5,225,682	4,591,977	633,704
Shoe stores (NAICS 4482)	10,775,318	6,889,990	3,885,328
Jewelry, luggage, and leather goods stores (NAICS 4483)	19,044,516	14,838,491	4,206,025
Jewelry stores (NAICS 44831)	12,878,647	12,928,583	-49,936
Luggage and leather goods stores (NAICS 44832)	6,165,870	1,909,908	4,255,961
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	30,993,012	37,150,487	-6,157,475
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	26,690,645	36,958,851	-10,268,206
Sporting goods stores (NAICS 45111)	16,510,969	25,390,636	-8,879,667
Hobby, toy, and game stores (NAICS 45112)	7,772,606	10,283,702	-2,511,096
Sewing, needlework, and piece goods stores (NAICS 45113)	870,381	92,081	778,300
Musical instrument and supplies stores (NAICS 45114)	1,536,689	1,192,431	344,257
Book stores and news dealers (NAICS 4512)	4,302,367	191,635	4,110,731
Book stores (NAICS 451211)	4,007,147	191,635	3,815,511
News dealers and newsstands (NAICS 451212)	295,220	0	295,220
General Merchandise Stores			
General merchandise stores (NAICS 452)	274,639,075	301,953,902	-27,314,827
Department stores (NAICS 4522)	32,668,968	33,582,328	-923,360
Other general merchandise stores (NAICS 4523)	241,970,106	268,361,574	-26,391,467
Warehouse clubs and supercenters (NAICS 452311)	219,351,498	261,431,522	-42,080,024
All other general merchandise stores (NAICS 452319)	22,618,609	6,930,052	15,688,556
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	44,422,479	45,134,364	-711,885
Florists (NAICS 4531)	2,212,934	419,593	1,793,341
Office supplies, stationery, and gift stores (NAICS 4532)	8,368,558	5,724,663	2,643,895
Office supplies and stationery stores (NAICS 45321)	3,922,782	2,981,294	941,488
Gift, novelty, and souvenir stores (NAICS 45322)	4,445,776	2,743,369	1,702,407
Used merchandise stores (NAICS 4533)	6,344,099	4,682,064	1,662,035
Other miscellaneous store retailers (NAICS 4539)	27,496,887	34,308,044	-6,811,157
Pet and pet supplies stores (NAICS 45391)	7,848,205	9,243,754	-1,395,549
Art dealers (NAICS 45392)	3,921,693	19,258	3,902,435
Manufactured (mobile) home dealers (NAICS 45393)	2,116,555	5,860,263	-3,743,708
All other miscellaneous store retailers (NAICS 45399)	13,610,435	19,184,769	-5,574,334
Tobacco stores (NAICS 453991)	4,899,714	9,646,480	-4,746,766
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	8,710,721	9,538,289	-827,568
Non-store Retailers			
Non-store retailers (NAICS 454)	371,991,354	107,038,343	264,953,011
Electronic shopping and mail-order houses (NAICS 4541)	356,322,199	101,854,943	254,467,256
Vending machine operators (NAICS 4542)	1,996,315	41,027	1,955,288
Direct selling establishments (NAICS 4543)	13,672,840	5,142,372	8,530,467
Fuel dealers (NAICS 45431)	7,818,635	241,073	7,577,561
Other direct selling establishments (NAICS 45439)	5,854,205	4,901,299	952,906
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	266,852,666	211,579,774	55,272,892
Special food services (NAICS 7223)	19,971,534	6,492,959	13,478,575
Food service contractors (NAICS 72231)	15,621,087	6,041,286	9,579,802
Caterers (NAICS 72232)	3,925,708	451,673	3,474,035
Mobile food services (NAICS 72233)	424,739	0	424,739
Drinking places (alcoholic beverages) (NAICS 7224)	8,163,454	4,993,512	3,169,942
Restaurants and other eating places (NAICS 7225)	238,717,677	200,093,303	38,624,374
Full-service restaurants (NAICS 722511)	117,696,243	90,548,607	27,147,635
Limited-service restaurants (NAICS 722513)	102,674,511	97,665,585	5,008,926
Cafeterias, grill buffets, and buffets (NAICS 722514)	2,618,143	3,428,818	-810,675
Snack and non-alcoholic beverage bars (NAICS 722515)	15,728,781	8,450,294	7,278,487

Benchmark: USA

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Trade Area: East Kenosha Development South - 5 mi.

Population	
2010 Census	105,105
2020 Census	126,693
2023 Estimate	131,477
2028 Projection	139,004
Population Growth	
Percent Change: 2010 to 2020	20.54
Percent Change: 2020 to 2023	3.78
Percent Change: 2023 to 2028	5.72
Households	
2010 Census	38,196
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Household Growth	
Percent Change: 2010 to 2020	23.34
Percent Change: 2020 to 2023	3.48
Percent Change: 2023 to 2028	5.52
Family Households	
2010 Census	29,157
2023 Estimate	37,425
2028 Projection	39,501
Family Household Growth	
Percent Change: 2010 to 2023	28.36
Percent Change: 2023 to 2028	5.55

Benchmark: USA

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Trade Area: East Kenosha Development South - 5 mi.

Total Population: 131,477 | Total Households: 48,752

	Count	%
2023 Est. Population by Single-Classification Race		
White Alone	82,078	62.43
Black/African American Alone	7,662	5.83
American Indian/Alaskan Native Alone	8,506	6.47
Asian Alone	6,993	5.32
Native Hawaiian/Pacific Islander Alone	126	0.10
Some Other Race Alone	7,023	5.34
Two or More Races	19,087	14.52
2023 Est. Population by Hispanic or Latino Origin		
Not Hispanic or Latino	114,477	87.07
Hispanic or Latino	17,000	12.93
Mexican Origin	12,761	75.06
Puerto Rican Origin	1,139	6.70
Cuban Origin	73	0.43
All Other Hispanic or Latino	3,027	17.81
2023 Est. Pop by Race, Asian Alone, by Category		
Chinese, except Taiwanese	290	4.15
Filipino	618	8.84
Japanese	134	1.92
Asian Indian	1,033	14.77
Korean	410	5.86
Vietnamese	2,431	34.76
Cambodian	59	0.84
Hmong	1,019	14.57
Laotian	57	0.81
Thai	57	0.81
All Other Asian Races Including 2+ Category	886	12.67
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	107,956	88.05
Speak Asian/Pacific Isl. Lang. at Home	3,655	2.98
Speak Indo-European Language at Home	1,564	1.28
Speak Spanish at Home	8,404	6.85
Speak Other Language at Home	1,030	0.84
2023 Est. Hisp. or Latino Pop by Single-Class. Race		
White Alone	3,245	19.09
Black/African American Alone	182	1.07
American Indian/Alaskan Native Alone	611	3.59
Asian Alone	75	0.44
Native Hawaiian/Pacific Islander Alone	15	0.09
Some Other Race Alone	6,500	38.23
Two or More Races	6,371	37.48

Benchmark: USA

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Trade Area: East Kenosha Development South - 5 mi.

Total Population: 131,477 | Total Households: 48,752

	Count	%
2023 Est. Population by Sex		
Male	64,269	48.88
Female	67,208	51.12
2023 Est. Population by Age		
Age 0 - 4	8,866	6.74
Age 5 - 9	8,996	6.84
Age 10 - 14	9,415	7.16
Age 15 - 17	5,581	4.25
Age 18 - 20	4,927	3.75
Age 21 - 24	6,287	4.78
Age 25 - 34	18,077	13.75
Age 35 - 44	18,154	13.81
Age 45 - 54	16,183	12.31
Age 55 - 64	15,240	11.59
Age 65 - 74	12,478	9.49
Age 75 - 84	5,414	4.12
Age 85 and over	1,860	1.42
Age 16 and over	102,367	77.86
Age 18 and over	98,619	75.01
Age 21 and over	93,692	71.26
Age 65 and over	19,752	15.02
Median Age	—	36.95
Average Age	—	38.01
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	26,748	25.67
Male, Never Married	14,078	13.51
Female, Never Married	12,670	12.16
Married, Spouse Present	57,627	55.30
Married, Spouse Absent	3,085	2.96
Widowed	5,127	4.92
Male, Widowed	1,144	1.10
Female, Widowed	3,983	3.82
Divorced	11,613	11.14
Male, Divorced	4,959	4.76
Female, Divorced	6,654	6.39
2023 Est. Male Population by Age		
Male: Age 0 - 4	4,513	7.02
Male: Age 5 - 9	4,635	7.21
Male: Age 10 - 14	4,814	7.49
Male: Age 15 - 17	2,824	4.39
Male: Age 18 - 20	2,526	3.93
Male: Age 21 - 24	3,177	4.94
Male: Age 25 - 34	8,942	13.91
Male: Age 35 - 44	8,937	13.91
Male: Age 45 - 54	7,929	12.34
Male: Age 55 - 64	7,309	11.37
Male: Age 65 - 74	5,668	8.82
Male: Age 75 - 84	2,358	3.67
Male: Age 85 and over	637	0.99
Median Age, Male	—	35.78
Average Age, Male	—	36.93
2023 Est. Female Population by Age		
Female: Age 0 - 4	4,354	6.48
Female: Age 5 - 9	4,361	6.49
Female: Age 10 - 14	4,601	6.85
Female: Age 15 - 17	2,756	4.10
Female: Age 18 - 20	2,401	3.57
Female: Age 21 - 24	3,110	4.63
Female: Age 25 - 34	9,135	13.59
Female: Age 35 - 44	9,217	13.71
Female: Age 45 - 54	8,254	12.28
Female: Age 55 - 64	7,931	11.80
Female: Age 65 - 74	6,810	10.13
Female: Age 75 - 84	3,056	4.55
Female: Age 85 and over	1,223	1.82
Median Age, Female	—	38.10
Average Age, Female	—	39.02

Benchmark: USA

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	Count	%
2023 Est. Households by Household Type		
Family Households	37,425	76.77
NonFamily Households	11,327	23.23
2023 Est. Group Quarters Population		
2023 Est. Group Quarters Population	834	0.63
2023 HHs By Ethnicity, Hispanic/Latino		
2023 HHs By Ethnicity, Hispanic/Latino	4,697	9.63
2023 Est. Family HH Type by Presence of Own Child.		
Married Couple Family, own children	14,240	38.05
Married Couple Family, no own children	16,263	43.45
Male Householder, own children	1,318	3.52
Male Householder, no own children	918	2.45
Female Householder, own children	2,757	7.37
Female Householder, no own children	1,929	5.15
2023 Est. Households by Household Size		
1-Person Household	9,465	19.41
2-Person Household	16,930	34.73
3-Person Household	9,165	18.80
4-Person Household	6,957	14.27
5-Person Household	4,261	8.74
6-Person Household	1,292	2.65
7-or-more-person	683	1.40
2023 Est. Average Household Size	-	2.68
2023 Est. Households by Number of Vehicles		
No Vehicles	995	2.04
1 Vehicle	12,981	26.63
2 Vehicles	22,563	46.28
3 Vehicles	8,545	17.53
4 Vehicles	2,694	5.53
5 or more Vehicles	974	2.00
2023 Est. Average Number of Vehicles	-	2.06
2023 Est. Occupied Housing Units by Tenure		
Housing Units, Owner-Occupied	35,933	73.71
Housing Units, Renter-Occupied	12,819	26.29
2023 Owner Occ. HUs: Avg. Length of Residence		
2023 Owner Occ. HUs: Avg. Length of Residence	-	13.44
2023 Renter Occ. HUs: Avg. Length of Residence		
2023 Renter Occ. HUs: Avg. Length of Residence	-	5.35
2023 Est. Owner-Occupied Housing Units by Value		
Value Less Than \$20,000	409	1.14
Value \$20,000 - \$39,999	227	0.63
Value \$40,000 - \$59,999	189	0.53
Value \$60,000 - \$79,999	282	0.79
Value \$80,000 - \$99,999	523	1.46
Value \$100,000 - \$149,999	4,945	13.76
Value \$150,000 - \$199,999	8,401	23.38
Value \$200,000 - \$299,999	13,386	37.25
Value \$300,000 - \$399,999	4,613	12.84
Value \$400,000 - \$499,999	1,587	4.42
Value \$500,000 - \$749,999	837	2.33
Value \$750,000 - \$999,999	258	0.72
Value \$1,000,000 - \$1,499,999	155	0.43
Value \$1,500,000 - \$1,999,999	51	0.14
Value \$2,000,000 or more	70	0.20
2023 Est. Median All Owner-Occupied Housing Value	-	218,857.30

Trade Area: East Kenosha Development South - 5 mi.

Total Population: 131,477 | Total Households: 48,752

	Count	%
2023 Est. Housing Units by Units in Structure		
1 Unit Attached	1,142	2.23
1 Unit Detached	40,929	80.10
2 Units	588	1.15
3 to 4 Units	818	1.60
5 to 19 Units	4,277	8.37
20 to 49 Units	900	1.76
50 or More Units	969	1.94
Mobile Home or Trailer	1,409	2.76
Boat, RV, Van, etc.	44	0.09
2023 Est. Housing Units by Year Structure Built		
Built 2014 or Later	5,522	10.81
Built 2010 to 2013	3,352	6.56
Built 2000 to 2009	11,760	23.02
Built 1990 to 1999	8,220	16.09
Built 1980 to 1989	9,000	17.61
Built 1970 to 1979	9,592	18.77
Built 1960 to 1969	1,632	3.19
Built 1950 to 1959	1,247	2.44
Built 1940 to 1949	391	0.77
Built 1939 or Earlier	379	0.74
2023 Housing Units by Year Structure Built		
2023 Est. Median Year Structure Built	-	1,994.17
2023 Est. Households by Presence of People Under 18		
2023 Est. Households by Presence of People Under 18	19,810	40.63
Households with 1 or More People under Age 18		
Married Couple Family	15,011	75.78
Other Family, Male Householder	1,471	7.43
Other Family, Female Householder	3,176	16.03
NonFamily Household, Male Householder	122	0.62
NonFamily Household, Female Householder	31	0.16
2023 Est. Households with No People under Age 18		
Households with No People under Age 18	28,942	59.37
Households with No People under Age 18		
Married Couple Family	15,493	53.53
Other Family, Male Householder	764	2.64
Other Family, Female Householder	1,514	5.23
NonFamily, Male Householder	5,046	17.43
NonFamily, Female Householder	6,125	21.16

Benchmark: USA

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	Count	%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th Grade	2,021	2.31
Some High School, No Diploma	3,330	3.81
High School Graduate (or GED)	22,043	25.22
Some College, No Degree	22,590	25.84
Associate's Degree	9,108	10.42
Bachelor's Degree	20,340	23.27
Master's Degree	5,927	6.78
Professional Degree	1,296	1.48
Doctorate Degree	751	0.86
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
Less than High School Diploma	2,008	23.26
High School Graduate	2,567	29.73
Some College or Associate's Degree	2,765	32.03
Bachelor's Degree or Higher	1,292	14.97
2023 Est. Households by HH Income		
Income < \$15,000	2,095	4.30
Income \$15,000 - \$24,999	2,477	5.08
Income \$25,000 - \$34,999	3,462	7.10
Income \$35,000 - \$49,999	5,532	11.35
Income \$50,000 - \$74,999	8,913	18.28
Income \$75,000 - \$99,999	7,897	16.20
Income \$100,000 - \$124,999	5,886	12.07
Income \$125,000 - \$149,999	3,942	8.09
Income \$150,000 - \$199,999	4,137	8.49
Income \$200,000 - \$249,999	1,970	4.04
Income \$250,000 - \$499,999	1,740	3.57
Income \$500,000+	702	1.44
2023 Est. Average Household Income	-	102,959.00
2023 Est. Median Household Income	-	80,631.75
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	-	83,142.68
Black or African American Alone	-	72,146.13
American Indian and Alaskan Native Alone	-	77,060.49
Asian Alone	-	86,330.30
Native Hawaiian and Other Pacific Islander Alone	-	46,845.04
Some Other Race Alone	-	56,518.14
Two or More Races	-	78,944.98
Hispanic or Latino	-	65,553.47
Not Hispanic or Latino	-	82,254.76
2023 Est. Families by Poverty Status		
2023 Families at or Above Poverty	35,149	93.92
2023 Families at or Above Poverty with children	17,657	47.18
2023 Families Below Poverty	2,276	6.08
2023 Families Below Poverty, with kids	1,874	5.01

Trade Area: East Kenosha Development South - 5 mi.

Total Population: 131,477 | Total Households: 48,752

	Count	%
2023 Est. Employed Civilian Population 16+ by Occupation Classification		
White Collar	44,251	64.85
Blue Collar	13,897	20.36
Service and Farming	10,093	14.79
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	14,875	23.53
15 - 29 Minutes	33,406	52.85
30 - 44 Minutes	11,407	18.05
45 - 59 Minutes	1,873	2.96
60 or more Minutes	1,645	2.60
2023 Est. Avg Travel Time to Work in Minutes	-	24.00
2023 Est. Workers Age 16+ by Transp. to Work		
2023 Est. Workers Age 16+ by Transp. to Work	66,594	100.00
Drove Alone	57,011	85.61
Carpooled	5,348	8.03
Public Transport	88	0.13
Walked	343	0.52
Bicycle	133	0.20
Other Means	855	1.28
Worked at Home	2,816	4.23
2023 Est. Civ. Employed Pop 16+ by Class of Worker		
2023 Est. Civ. Employed Pop 16+ by Class of Worker	68,240	100.00
For-Profit Private Workers	47,920	70.22
Non-Profit Private Workers	5,395	7.91
Local Government Workers	3,773	5.53
State Government Workers	2,696	3.95
Federal Government Workers	1,476	2.16
Self-Employed Workers	6,878	10.08
Unpaid Family Workers	103	0.15
2023 Est. Civ. Employed Pop 16+ by Occupation		
Architecture/Engineering	1,945	2.85
Arts/Design/Entertainment/Sports/Media	1,165	1.71
Building/Grounds Cleaning/Maintenance	1,536	2.25
Business/Financial Operations	3,814	5.59
Community/Social Services	1,284	1.88
Computer/Mathematical	2,242	3.29
Construction/Extraction	2,443	3.58
Education/Training/Library	4,040	5.92
Farming/Fishing/Forestry	84	0.12
Food Preparation/Serving Related	3,225	4.73
Healthcare Practitioner/Technician	4,862	7.13
Healthcare Support	2,244	3.29
Installation/Maintenance/Repair	2,758	4.04
Legal	495	0.72
Life/Physical/Social Science	338	0.49
Management	7,469	10.95
Office/Administrative Support	8,990	13.17
Production	4,304	6.31
Protective Services	1,297	1.90
Sales/Related	7,606	11.15
Personal Care/Service	1,708	2.50
Transportation/Material Moving	4,392	6.44
2023 Est. Pop Age 16+ by Employment Status		
In Armed Forces	196	0.19
Civilian - Employed	68,172	66.60
Civilian - Unemployed	2,509	2.45
Not in Labor Force	31,489	30.76

Benchmark: USA

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Report Details

Name: East Kenosha Development South Tract
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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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