

## Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 42.5974/-88.4138

600 N Edwards Blvd Lake Geneva, WI 53147		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Population									
Estimated Population (2023)	2,632		10,933		20,723		31,000		
Projected Population (2028)	2,603		10,838		20,705		31,141		
Census Population (2020)	2,614		10,929		20,194		30,717		
Census Population (2010)	2,269		10,142		19,399		29,724		
Projected Annual Growth (2023-2028)	-29	-0.2%	-95	-0.2%	-18	-	141	-	
Historical Annual Growth (2020-2023)	18	0.2%	4	-	529	0.9%	283	0.3%	
Historical Annual Growth (2010-2020)	345	1.5%	788	0.8%	795	0.4%	992	0.3%	
Estimated Population Density (2023)	838	psm	387	psm	264	psm	201	psm	
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	153.9	sq mi	
Households									
Estimated Households (2023)	1,297		4,851		8,900		13,105		
Projected Households (2028)	1,278		4,797		8,878		13,134		
Census Households (2020)	1,273		4,787		8,585		12,840		
Census Households (2010)	1,006		4,230		7,859		11,831		
Projected Annual Growth (2023-2028)	-19	-0.3%	-54	-0.2%	-21	-	30	-	
Historical Annual Change (2010-2023)	291	2.2%	621	1.1%	1,041	1.0%	1,274	0.8%	
Average Household Income									
Estimated Average Household Income (2023)	\$70,133		\$102,754		\$108,612		\$113,110		
Projected Average Household Income (2028)	\$70,960		\$108,972		\$114,705		\$119,091		
Census Average Household Income (2010)	\$49,453		\$63,086		\$65,048		\$69,616		
Census Average Household Income (2000)	\$45,895		\$52,194		\$54,369		\$57,084		
Projected Annual Change (2023-2028)	\$827	0.2%	\$6,218	1.2%	\$6,092	1.1%	\$5,981	1.1%	
Historical Annual Change (2000-2023)	\$24,238	2.3%	\$50,560	4.2%	\$54,243	4.3%	\$56,026	4.3%	
Median Household Income									
Estimated Median Household Income (2023)	\$55,667		\$75,858		\$78,416		\$80,570		
Projected Median Household Income (2028)	\$50,649		\$70,739		\$73,630		\$76,125		
Census Median Household Income (2010)	\$44,217		\$49,502		\$52,003		\$54,783		
Census Median Household Income (2000)	\$39,024		\$43,474		\$45,749		\$47,450		
Projected Annual Change (2023-2028)	-\$5,018	-1.8%	-\$5,119	-1.3%	-\$4,786	-1.2%	-\$4,445	-1.1%	
Historical Annual Change (2000-2023)	\$16,643	1.9%	\$32,385	3.2%	\$32,668	3.1%	\$33,121	3.0%	
Per Capita Income									
Estimated Per Capita Income (2023)	\$34,637		\$45,704		\$46,746		\$47,954		
Projected Per Capita Income (2028)	\$34,915		\$48,340		\$49,287		\$50,367		
Census Per Capita Income (2010)	\$21,883		\$26,292		\$26,339		\$27,701		
Census Per Capita Income (2000)	\$20,081		\$21,570		\$22,037		\$22,504		
Projected Annual Change (2023-2028)	\$278	0.2%	\$2,635	1.2%	\$2,541	1.1%	\$2,413	1.0%	
Historical Annual Change (2000-2023)	\$14,556	3.2%	\$24,134	4.9%	\$24,709	4.9%	\$25,450	4.9%	
Estimated Average Household Net Worth (2023)	\$179,115		\$421,115		\$433,770		\$477,489		

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600 N Edwards Blvd Lake Geneva, WI 53147									
	1 mi radius			3 mi radius		5 mi radius		7 mi radius	
Race and Ethnicity									
Total Population (2023)	2,632			10,933			20,723		31,000
White (2023)	2,205	83.8%		9,219	84.3%		17,955	86.6%	27,241 87.9%
Black or African American (2023)	35	1.3%		125	1.1%		214	1.0%	344 1.1%
American Indian or Alaska Native (2023)	5	0.2%		33	0.3%		65	0.3%	105 0.3%
Asian (2023)	61	2.3%		211	1.9%		281	1.4%	370 1.2%
Hawaiian or Pacific Islander (2023)	-	-		-	-		-	-	2 -
Other Race (2023)	110	4.2%		507	4.6%		821	4.0%	1,030 3.3%
Two or More Races (2023)	215	8.2%		837	7.7%		1,387	6.7%	1,908 6.2%
Population < 18 (2023)	525	19.9%		2,202	20.1%		4,067	19.6%	6,047 19.5%
White Not Hispanic	343	65.4%		1,482	67.3%		2,949	72.5%	4,553 75.3%
Black or African American	10	2.0%		22	1.0%		25	0.6%	34 0.6%
Asian	22	4.1%		69	3.1%		77	1.9%	93 1.5%
Other Race Not Hispanic	12	2.4%		70	3.2%		122	3.0%	179 3.0%
Hispanic	137	26.2%		558	25.4%		894	22.0%	1,188 19.7%
Not Hispanic or Latino Population (2023)	2,262	85.9%		9,359	85.6%		18,095	87.3%	27,485 88.7%
Not Hispanic White	2,128	94.1%		8,857	94.6%		17,315	95.7%	26,349 95.9%
Not Hispanic Black or African American	35	1.5%		123	1.3%		205	1.1%	329 1.2%
Not Hispanic American Indian or Alaska Native	-	-		5	-		11	-	24 -
Not Hispanic Asian	61	2.7%		211	2.3%		281	1.6%	368 1.3%
Not Hispanic Hawaiian or Pacific Islander	-	-		-	-		-	-	- -
Not Hispanic Other Race	2	-		12	0.1%		17	-	22 -
Not Hispanic Two or More Races	36	1.6%		152	1.6%		265	1.5%	391 1.4%
Hispanic or Latino Population (2023)	370	14.1%		1,574	14.4%		2,628	12.7%	3,515 11.3%
Hispanic White	77	20.9%		362	23.0%		639	24.3%	892 25.4%
Hispanic Black or African American	-	-		2	0.1%		9	0.3%	15 0.4%
Hispanic American Indian or Alaska Native	5	1.2%		29	1.8%		54	2.1%	81 2.3%
Hispanic Asian	-	-		-	-		-	-	2 -
Hispanic Hawaiian or Pacific Islander	-	-		-	-		-	-	1 -
Hispanic Other Race	108	29.3%		495	31.5%		804	30.6%	1,007 28.7%
Hispanic Two or More Races	179	48.4%		686	43.6%		1,122	42.7%	1,517 43.2%
Not Hispanic or Latino Population (2020)	2,231	85.3%		9,287	85.0%		17,556	86.9%	27,256 88.7%
Hispanic or Latino Population (2020)	383	14.7%		1,642	15.0%		2,638	13.1%	3,461 11.3%
Not Hispanic or Latino Population (2010)	1,831	80.7%		8,526	84.1%		17,053	87.9%	26,655 89.7%
Hispanic or Latino Population (2010)	438	19.3%		1,615	15.9%		2,346	12.1%	3,069 10.3%
Not Hispanic or Latino Population (2028)	2,225	85.5%		9,280	85.6%		18,097	87.4%	27,622 88.7%
Hispanic or Latino Population (2028)	378	14.5%		1,558	14.4%		2,608	12.6%	3,519 11.3%
Projected Annual Growth (2023-2028)	7	0.4%		-16	-0.2%		-20	-0.2%	3 -
Historical Annual Growth (2010-2020)	-55	-1.3%		27	0.2%		292	1.2%	392 1.3%

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Total Age Distribution (2023)										
Total Population			2,632		10,933		20,723		31,000	
Age Under 5 Years			135	5.1%	494	4.5%	857	4.1%	1,251	4.0%
Age 5 to 9 Years			135	5.1%	565	5.2%	1,066	5.1%	1,575	5.1%
Age 10 to 14 Years			147	5.6%	675	6.2%	1,273	6.1%	1,932	6.2%
Age 15 to 19 Years			154	5.9%	661	6.0%	1,256	6.1%	1,886	6.1%
Age 20 to 24 Years			181	6.9%	655	6.0%	1,119	5.4%	1,640	5.3%
Age 25 to 29 Years			196	7.5%	666	6.1%	1,135	5.5%	1,650	5.3%
Age 30 to 34 Years			140	5.3%	540	4.9%	1,012	4.9%	1,539	5.0%
Age 35 to 39 Years			149	5.7%	628	5.7%	1,212	5.8%	1,809	5.8%
Age 40 to 44 Years			146	5.5%	621	5.7%	1,246	6.0%	1,890	6.1%
Age 45 to 49 Years			116	4.4%	589	5.4%	1,192	5.8%	1,792	5.8%
Age 50 to 54 Years			153	5.8%	711	6.5%	1,412	6.8%	2,132	6.9%
Age 55 to 59 Years			184	7.0%	832	7.6%	1,586	7.7%	2,443	7.9%
Age 60 to 64 Years			177	6.7%	864	7.9%	1,746	8.4%	2,690	8.7%
Age 65 to 69 Years			184	7.0%	767	7.0%	1,536	7.4%	2,338	7.5%
Age 70 to 74 Years			151	5.7%	613	5.6%	1,251	6.0%	1,849	6.0%
Age 75 to 79 Years			116	4.4%	454	4.2%	823	4.0%	1,167	3.8%
Age 80 to 84 Years			82	3.1%	316	2.9%	551	2.7%	761	2.5%
Age 85 Years or Over			84	3.2%	282	2.6%	450	2.2%	658	2.1%
Median Age			41.6		43.6		44.6		44.8	
Age 19 Years or Less			572	21.7%	2,394	21.9%	4,452	21.5%	6,643	21.4%
Age 20 to 64 Years			1,442	54.8%	6,107	55.9%	11,660	56.3%	17,585	56.7%
Age 65 Years or Over			618	23.5%	2,432	22.2%	4,611	22.3%	6,772	21.8%
Female Age Distribution (2023)										
Female Population			1,406	53.4%	5,674	51.9%	10,428	50.3%	15,473	49.9%
Age Under 5 Years			73	5.2%	249	4.4%	407	3.9%	594	3.8%
Age 5 to 9 Years			75	5.3%	301	5.3%	542	5.2%	793	5.1%
Age 10 to 14 Years			77	5.5%	337	5.9%	625	6.0%	933	6.0%
Age 15 to 19 Years			71	5.0%	320	5.6%	578	5.5%	863	5.6%
Age 20 to 24 Years			102	7.3%	350	6.2%	586	5.6%	832	5.4%
Age 25 to 29 Years			95	6.8%	321	5.7%	549	5.3%	798	5.2%
Age 30 to 34 Years			60	4.2%	246	4.3%	463	4.4%	716	4.6%
Age 35 to 39 Years			72	5.1%	307	5.4%	580	5.6%	866	5.6%
Age 40 to 44 Years			74	5.3%	312	5.5%	618	5.9%	944	6.1%
Age 45 to 49 Years			59	4.2%	295	5.2%	595	5.7%	901	5.8%
Age 50 to 54 Years			76	5.4%	367	6.5%	701	6.7%	1,066	6.9%
Age 55 to 59 Years			95	6.8%	421	7.4%	806	7.7%	1,241	8.0%
Age 60 to 64 Years			90	6.4%	438	7.7%	878	8.4%	1,341	8.7%
Age 65 to 69 Years			115	8.1%	440	7.7%	815	7.8%	1,199	7.7%
Age 70 to 74 Years			80	5.7%	318	5.6%	630	6.0%	919	5.9%
Age 75 to 79 Years			79	5.6%	278	4.9%	452	4.3%	615	4.0%
Age 80 to 84 Years			51	3.7%	187	3.3%	311	3.0%	434	2.8%
Age 85 Years or Over			63	4.5%	188	3.3%	292	2.8%	418	2.7%
Female Median Age			44.2		45.3		45.9		45.8	
Age 19 Years or Less			296	21.0%	1,208	21.3%	2,152	20.6%	3,184	20.6%
Age 20 to 64 Years			723	51.4%	3,056	53.9%	5,776	55.4%	8,704	56.3%
Age 65 Years or Over			387	27.6%	1,409	24.8%	2,500	24.0%	3,586	23.2%

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Lake Geneva, WI 53147									
Male Age Distribution (2023)									
Male Population	1,226	46.6%	5,259	48.1%	10,295	49.7%	15,527	50.1%	
Age Under 5 Years	63	5.1%	245	4.7%	450	4.4%	657	4.2%	
Age 5 to 9 Years	60	4.9%	263	5.0%	524	5.1%	781	5.0%	
Age 10 to 14 Years	70	5.7%	337	6.4%	648	6.3%	999	6.4%	
Age 15 to 19 Years	83	6.8%	341	6.5%	678	6.6%	1,022	6.6%	
Age 20 to 24 Years	79	6.4%	306	5.8%	533	5.2%	808	5.2%	
Age 25 to 29 Years	101	8.2%	344	6.5%	586	5.7%	852	5.5%	
Age 30 to 34 Years	80	6.5%	295	5.6%	548	5.3%	823	5.3%	
Age 35 to 39 Years	77	6.3%	321	6.1%	632	6.1%	943	6.1%	
Age 40 to 44 Years	72	5.9%	309	5.9%	628	6.1%	946	6.1%	
Age 45 to 49 Years	58	4.7%	294	5.6%	597	5.8%	891	5.7%	
Age 50 to 54 Years	77	6.3%	344	6.5%	711	6.9%	1,066	6.9%	
Age 55 to 59 Years	89	7.2%	411	7.8%	779	7.6%	1,202	7.7%	
Age 60 to 64 Years	87	7.1%	426	8.1%	868	8.4%	1,349	8.7%	
Age 65 to 69 Years	70	5.7%	327	6.2%	721	7.0%	1,140	7.3%	
Age 70 to 74 Years	72	5.8%	296	5.6%	621	6.0%	929	6.0%	
Age 75 to 79 Years	38	3.1%	176	3.3%	371	3.6%	551	3.6%	
Age 80 to 84 Years	30	2.5%	130	2.5%	240	2.3%	327	2.1%	
Age 85 Years or Over	21	1.7%	94	1.8%	158	1.5%	239	1.5%	
Male Median Age	39.0		42.0		43.4		43.8		
Age 19 Years or Less	276	22.5%	1,186	22.6%	2,300	22.3%	3,459	22.3%	
Age 20 to 64 Years	719	58.7%	3,050	58.0%	5,884	57.2%	8,881	57.2%	
Age 65 Years or Over	230	18.8%	1,023	19.4%	2,111	20.5%	3,187	20.5%	
Males per 100 Females (2023)									
Overall Comparison	87		93		99		100		
Age Under 5 Years	86	46.3%	98	49.6%	111	52.5%	111	52.5%	
Age 5 to 9 Years	80	44.5%	87	46.7%	97	49.2%	98	49.6%	
Age 10 to 14 Years	91	47.7%	100	50.0%	104	50.9%	107	51.7%	
Age 15 to 19 Years	117	54.0%	106	51.6%	117	54.0%	118	54.2%	
Age 20 to 24 Years	77	43.6%	87	46.6%	91	47.6%	97	49.2%	
Age 25 to 29 Years	106	51.4%	107	51.7%	107	51.6%	107	51.6%	
Age 30 to 34 Years	134	57.2%	120	54.5%	118	54.2%	115	53.5%	
Age 35 to 39 Years	108	51.9%	104	51.1%	109	52.2%	109	52.2%	
Age 40 to 44 Years	97	49.1%	99	49.8%	102	50.4%	100	50.1%	
Age 45 to 49 Years	98	49.6%	100	49.9%	100	50.1%	99	49.7%	
Age 50 to 54 Years	101	50.3%	94	48.4%	101	50.4%	100	50.0%	
Age 55 to 59 Years	93	48.3%	98	49.4%	97	49.2%	97	49.2%	
Age 60 to 64 Years	96	49.1%	97	49.4%	99	49.7%	101	50.2%	
Age 65 to 69 Years	61	37.9%	74	42.7%	89	47.0%	95	48.7%	
Age 70 to 74 Years	90	47.3%	93	48.2%	98	49.6%	101	50.3%	
Age 75 to 79 Years	48	32.5%	63	38.8%	82	45.1%	90	47.3%	
Age 80 to 84 Years	58	36.9%	69	41.0%	77	43.5%	75	43.0%	
Age 85 Years or Over	33	25.1%	50	33.4%	54	35.1%	57	36.4%	
Age 19 Years or Less	93	48.3%	98	49.6%	107	51.7%	109	52.1%	
Age 20 to 39 Years	103	50.6%	103	50.8%	106	51.3%	107	51.6%	
Age 40 to 64 Years	97	49.2%	97	49.3%	100	49.9%	99	49.8%	
Age 65 Years or Over	59	37.3%	73	42.0%	84	45.8%	89	47.1%	

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Household Type (2023)									
Total Households		1,297		4,851		8,900		13,105	
Households with Children		319	24.6%	1,248	25.7%	2,338	26.3%	3,513	26.8%
Average Household Size		2.0		2.2		2.3		2.3	
Household Density per Square Mile		413		172		113		85	
Population Family		1,825	69.3%	8,304	76.0%	16,307	78.7%	24,747	79.8%
Population Non-Family		779	29.6%	2,509	22.9%	4,224	20.4%	5,879	19.0%
Population Group Quarters		29	1.1%	121	1.1%	192	0.9%	374	1.2%
Family Households		610	47.0%	2,743	56.5%	5,424	60.9%	8,277	63.2%
Married Couple Households		409	67.0%	2,024	73.8%	4,098	75.5%	6,421	77.6%
Other Family Households with Children		202	33.0%	718	26.2%	1,326	24.5%	1,856	22.4%
Family Households with Children		318	52.1%	1,245	45.4%	2,332	43.0%	3,505	42.4%
Married Couple with Children		190	59.9%	820	65.8%	1,568	67.2%	2,421	69.1%
Other Family Households with Children		127	40.1%	425	34.2%	764	32.8%	1,085	30.9%
Family Households No Children		292	47.9%	1,498	54.6%	3,092	57.0%	4,771	57.6%
Married Couple No Children		218	74.7%	1,205	80.4%	2,530	81.8%	4,000	83.8%
Other Family Households No Children		74	25.3%	293	19.6%	562	18.2%	771	16.2%
Non-Family Households		687	53.0%	2,108	43.5%	3,475	39.1%	4,828	36.8%
Non-Family Households with Children		1	0.2%	3	0.1%	6	0.2%	8	0.2%
Non-Family Households No Children		685	99.8%	2,105	99.9%	3,470	99.8%	4,820	99.8%
Average Family Household Size		3.0		3.0		3.0		3.0	
Average Family Income		\$78,451		\$132,517		\$137,240		\$141,375	
Median Family Income		\$72,440		\$101,749		\$99,039		\$100,319	
Average Non-Family Household Size		1.1		1.2		1.2		1.2	
Marital Status (2023)									
Population Age 15 Years or Over		2,214		9,199		17,527		26,243	
Never Married		681	30.7%	2,412	26.2%	4,864	27.7%	7,158	27.3%
Currently Married		709	32.0%	4,116	44.7%	8,171	46.6%	12,629	48.1%
Previously Married		824	37.2%	2,671	29.0%	4,493	25.6%	6,455	24.6%
Separated		116	14.1%	458	17.2%	686	15.3%	879	13.6%
Widowed		186	22.6%	676	25.3%	1,253	27.9%	1,938	30.0%
Divorced		522	63.3%	1,536	57.5%	2,554	56.9%	3,639	56.4%
Educational Attainment (2023)									
Adult Population Age 25 Years or Over		1,879		7,883		15,152		22,717	
Elementary (Grade Level 0 to 8)		94	5.0%	212	2.7%	372	2.5%	477	2.1%
Some High School (Grade Level 9 to 11)		74	3.9%	311	3.9%	744	4.9%	1,181	5.2%
High School Graduate		601	32.0%	2,399	30.4%	4,587	30.3%	6,827	30.1%
Some College		485	25.8%	1,566	19.9%	3,132	20.7%	4,834	21.3%
Associate Degree Only		105	5.6%	563	7.1%	1,304	8.6%	1,937	8.5%
Bachelor Degree Only		371	19.7%	1,874	23.8%	3,397	22.4%	5,002	22.0%
Graduate Degree		151	8.0%	959	12.2%	1,616	10.7%	2,459	10.8%
Any College (Some College or Higher)		1,111	59.1%	4,962	62.9%	9,449	62.4%	14,232	62.6%
College Degree + (Bachelor Degree or Higher)		521	27.8%	2,833	35.9%	5,013	33.1%	7,461	32.8%

## Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 42.5974/-88.4138

600 N Edwards Blvd										
Lake Geneva, WI 53147										
			1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Housing										
Total Housing Units (2023)			1,582		5,902		11,607		17,822	
Total Housing Units (2020)			1,550		5,821		11,192		17,507	
Historical Annual Growth (2020-2023)			32	0.7%	81	0.5%	415	1.2%	315	0.6%
Housing Units Occupied (2023)			1,297	82.0%	4,851	82.2%	8,900	76.7%	13,105	73.5%
Housing Units Owner-Occupied			508	39.1%	2,896	59.7%	6,127	68.8%	9,499	72.5%
Housing Units Renter-Occupied			789	60.9%	1,955	40.3%	2,773	31.2%	3,606	27.5%
Housing Units Vacant (2023)			285	18.0%	1,051	17.8%	2,707	23.3%	4,717	26.5%
Household Size (2023)										
Total Households			1,297		4,851		8,900		13,105	
1 Person Households			601	46.4%	1,827	37.7%	2,970	33.4%	4,111	31.4%
2 Person Households			373	28.8%	1,657	34.2%	3,248	36.5%	4,919	37.5%
3 Person Households			134	10.4%	573	11.8%	1,155	13.0%	1,727	13.2%
4 Person Households			101	7.8%	411	8.5%	835	9.4%	1,306	10.0%
5 Person Households			58	4.5%	244	5.0%	435	4.9%	676	5.2%
6 Person Households			19	1.5%	93	1.9%	173	1.9%	250	1.9%
7 or More Person Households			10	0.8%	45	0.9%	84	0.9%	115	0.9%
Household Income Distribution (2023)										
HH Income \$200,000 or More			5	0.4%	413	8.5%	779	8.7%	1,355	10.3%
HH Income \$150,000 to \$199,999			47	3.7%	285	5.9%	623	7.0%	915	7.0%
HH Income \$125,000 to \$149,999			49	3.8%	301	6.2%	581	6.5%	904	6.9%
HH Income \$100,000 to \$124,999			159	12.3%	664	13.7%	1,201	13.5%	1,716	13.1%
HH Income \$75,000 to \$99,999			199	15.4%	632	13.0%	1,150	12.9%	1,734	13.2%
HH Income \$50,000 to \$74,999			223	17.2%	829	17.1%	1,725	19.4%	2,500	19.1%
HH Income \$35,000 to \$49,999			249	19.2%	732	15.1%	1,254	14.1%	1,650	12.6%
HH Income \$25,000 to \$34,999			96	7.4%	329	6.8%	547	6.1%	827	6.3%
HH Income \$15,000 to \$24,999			149	11.5%	336	6.9%	488	5.5%	738	5.6%
HH Income \$10,000 to \$14,999			51	3.9%	182	3.7%	297	3.3%	423	3.2%
HH Income Under \$10,000			69	5.3%	149	3.1%	257	2.9%	342	2.6%
Household Vehicles (2023)										
Households 0 Vehicles Available			99	7.7%	190	3.9%	271	3.0%	415	3.2%
Households 1 Vehicle Available			663	51.1%	1,898	39.1%	3,052	34.3%	4,230	32.3%
Households 2 Vehicles Available			427	32.9%	1,921	39.6%	3,438	38.6%	5,154	39.3%
Households 3 or More Vehicles Available			108	8.3%	843	17.4%	2,139	24.0%	3,306	25.2%
Total Vehicles Available			1,885		8,446		17,037		25,546	
Average Vehicles per Household			1.5		1.7		1.9		1.9	
Owner-Occupied Household Vehicles			878	46.5%	5,733	67.9%	12,812	75.2%	19,876	77.8%
Average Vehicles per Owner-Occupied Household			1.7		2.0		2.1		2.1	
Renter-Occupied Household Vehicles			1,008	53.5%	2,714	32.1%	4,225	24.8%	5,670	22.2%
Average Vehicles per Renter-Occupied Household			1.3		1.4		1.5		1.6	
Travel Time (2023)										
Worker Base Age 16 years or Over			1,325		5,468		10,292		14,894	
Travel to Work in 14 Minutes or Less			694	52.4%	2,177	39.8%	3,499	34.0%	4,748	31.9%
Travel to Work in 15 to 29 Minutes			208	15.7%	1,157	21.2%	2,546	24.7%	3,859	25.9%
Travel to Work in 30 to 59 Minutes			233	17.6%	1,012	18.5%	2,186	21.2%	3,309	22.2%
Travel to Work in 60 Minutes or More			130	9.8%	626	11.4%	1,135	11.0%	1,605	10.8%
Work at Home			61	4.6%	496	9.1%	925	9.0%	1,373	9.2%
Average Minutes Travel to Work			14.3		18.1		19.9		20.7	

## Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections

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Lat/Lon: 42.5974/-88.4138

600 N Edwards Blvd									
Lake Geneva, WI 53147									
	1 mi radius			3 mi radius		5 mi radius		7 mi radius	
Transportation To Work (2023)									
Worker Base Age 16 years or Over	1,325			5,468		10,292		14,894	
Drive to Work Alone	974	73.5%		4,191	76.7%	8,034	78.1%	11,734	78.8%
Drive to Work in Carpool	213	16.1%		502	9.2%	912	8.9%	1,188	8.0%
Travel to Work by Public Transportation	-	-		28	0.5%	45	0.4%	66	0.4%
Drive to Work on Motorcycle	-	-		-	-	-	-	1	-
Bicycle to Work	11	0.9%		63	1.1%	80	0.8%	82	0.5%
Walk to Work	65	4.9%		180	3.3%	280	2.7%	344	2.3%
Other Means	-	-		7	0.1%	15	0.1%	107	0.7%
Work at Home	61	4.6%		496	9.1%	925	9.0%	1,373	9.2%
Daytime Demographics (2023)									
Total Businesses	281			684		829		1,033	
Total Employees	3,287			7,269		8,372		12,445	
Company Headquarter Businesses	9	3.1%		23	3.3%	26	3.2%	33	3.2%
Company Headquarter Employees	442	13.4%		911	12.5%	948	11.3%	1,193	9.6%
Employee Population per Business	11.7	to 1		10.6	to 1	10.1	to 1	12.1	to 1
Residential Population per Business	9.4	to 1		16.0	to 1	25.0	to 1	30.0	to 1
Adj. Daytime Demographics Age 16 Years or Over	4,144			10,852		15,322		23,376	
Labor Force									
Labor Population Age 16 Years or Over (2023)	2,183			9,050		17,242		25,827	
Labor Force Total Males (2023)	1,015	46.5%		4,334	47.9%	8,523	49.4%	12,874	49.8%
Male Civilian Employed	683	67.3%		2,894	66.8%	5,574	65.4%	8,131	63.2%
Male Civilian Unemployed	31	3.1%		156	3.6%	273	3.2%	373	2.9%
Males in Armed Forces	-	-		-	-	-	-	2	-
Males Not in Labor Force	301	29.7%		1,285	29.6%	2,676	31.4%	4,367	33.9%
Labor Force Total Females (2023)	1,168	53.5%		4,716	52.1%	8,719	50.6%	12,954	50.2%
Female Civilian Employed	643	55.0%		2,574	54.6%	4,718	54.1%	6,763	52.2%
Female Civilian Unemployed	14	1.2%		52	1.1%	106	1.2%	180	1.4%
Females in Armed Forces	-	-		-	-	-	-	-	-
Females Not in Labor Force	511	43.7%		2,091	44.3%	3,896	44.7%	6,011	46.4%
Unemployment Rate	45	2.1%		207	2.3%	379	2.2%	553	2.1%
Occupation (2023)									
Occupation Population Age 16 Years or Over	1,325			5,468		10,292		14,894	
Occupation Total Males	683	51.5%		2,894	52.9%	5,574	54.2%	8,131	54.6%
Occupation Total Females	643	48.5%		2,574	47.1%	4,718	45.8%	6,763	45.4%
Management, Business, Financial Operations	166	-		770	14.1%	1,535	14.9%	2,446	16.4%
Professional, Related	354	26.7%		1,287	23.5%	2,092	20.3%	2,849	19.1%
Service	181	13.6%		739	13.5%	1,610	15.6%	2,351	15.8%
Sales, Office	262	19.8%		1,234	22.6%	2,091	20.3%	2,981	20.0%
Farming, Fishing, Forestry	-	-		5	-	47	0.5%	104	0.7%
Construction, Extraction, Maintenance	113	8.5%		505	9.2%	1,045	10.2%	1,562	10.5%
Production, Transport, Material Moving	250	18.8%		927	17.0%	1,871	18.2%	2,601	17.5%
White Collar Workers	782	59.0%		3,292	60.2%	5,718	55.6%	8,277	55.6%
Blue Collar Workers	544	41.0%		2,176	39.8%	4,573	44.4%	6,618	44.4%



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600 N Edwards Blvd									
Lake Geneva, WI 53147									
	1 mi radius		3 mi radius		5 mi radius		7 mi radius		
Units In Structure (2023)									
Total Units	1,297		4,851		8,900		13,105		
1 Detached Unit	436	33.6%	2,776	57.2%	6,220	69.9%	9,749	74.4%	
1 Attached Unit	100	7.7%	227	4.7%	297	3.3%	439	3.4%	
2 Units	45	3.5%	187	3.9%	267	3.0%	350	2.7%	
3 to 4 Units	46	3.6%	150	3.1%	226	2.5%	337	2.6%	
5 to 9 Units	214	16.5%	459	9.5%	519	5.8%	611	4.7%	
10 to 19 Units	151	11.6%	267	5.5%	294	3.3%	339	2.6%	
20 to 49 Units	217	16.7%	511	10.5%	582	6.5%	693	5.3%	
50 or More Units	84	6.5%	151	3.1%	177	2.0%	224	1.7%	
Mobile Home or Trailer	4	0.3%	122	2.5%	317	3.6%	362	2.8%	
Other Structure	-	-	-	-	-	-	-	-	-
Homes Built By Year (2023)									
Homes Built 2020 or later	40	2.5%	78	1.3%	108	0.9%	111	0.6%	
Homes Built 2010 to 2019	120	7.6%	331	5.6%	645	5.6%	915	5.1%	
Homes Built 2000 to 2009	110	7.0%	412	7.0%	1,021	8.8%	1,700	9.5%	
Homes Built 1990 to 1999	335	21.2%	919	15.6%	1,491	12.8%	2,202	12.4%	
Homes Built 1980 to 1989	81	5.1%	262	4.4%	478	4.1%	755	4.2%	
Homes Built 1970 to 1979	215	13.6%	903	15.3%	1,486	12.8%	1,989	11.2%	
Homes Built 1960 to 1969	74	4.7%	341	5.8%	849	7.3%	1,243	7.0%	
Homes Built 1950 to 1959	43	2.7%	355	6.0%	683	5.9%	1,086	6.1%	
Homes Built 1940 to 1949	147	9.3%	553	9.4%	952	8.2%	1,327	7.4%	
Homes Built Before 1939	132	8.3%	696	11.8%	1,187	10.2%	1,778	10.0%	
Median Age of Homes	45.2	yrs	51.0	yrs	50.2	yrs	50.0	yrs	
Home Values (2023)									
Owner Specified Housing Units	508		2,896		6,127		9,499		
Home Values \$1,000,000 or More	5	0.9%	29	1.0%	90	1.5%	211	2.2%	
Home Values \$750,000 to \$999,999	1	0.2%	24	0.8%	106	1.7%	225	2.4%	
Home Values \$500,000 to \$749,999	10	1.9%	229	7.9%	473	7.7%	782	8.2%	
Home Values \$400,000 to \$499,999	45	8.8%	249	8.6%	612	10.0%	958	10.1%	
Home Values \$300,000 to \$399,999	112	22.0%	641	22.1%	1,099	17.9%	1,733	18.2%	
Home Values \$250,000 to \$299,999	17	3.3%	297	10.2%	707	11.5%	1,065	11.2%	
Home Values \$200,000 to \$249,999	159	31.3%	665	23.0%	1,293	21.1%	1,960	20.6%	
Home Values \$175,000 to \$199,999	35	6.9%	194	6.7%	411	6.7%	703	7.4%	
Home Values \$150,000 to \$174,999	47	9.2%	134	4.6%	263	4.3%	391	4.1%	
Home Values \$125,000 to \$149,999	15	3.0%	114	3.9%	320	5.2%	482	5.1%	
Home Values \$100,000 to \$124,999	20	4.0%	48	1.7%	208	3.4%	301	3.2%	
Home Values \$90,000 to \$99,999	-	-	6	0.2%	28	0.5%	53	0.6%	
Home Values \$80,000 to \$89,999	1	0.3%	44	1.5%	74	1.2%	100	1.1%	
Home Values \$70,000 to \$79,999	23	4.6%	46	1.6%	85	1.4%	100	1.0%	
Home Values \$60,000 to \$69,999	-	-	3	0.1%	8	0.1%	12	0.1%	
Home Values \$50,000 to \$59,999	17	3.3%	116	4.0%	132	2.2%	138	1.4%	
Home Values \$35,000 to \$49,999	-	-	13	0.4%	35	0.6%	41	0.4%	
Home Values \$25,000 to \$34,999	-	-	8	0.3%	31	0.5%	35	0.4%	
Home Values \$10,000 to \$24,999	-	-	29	1.0%	111	1.8%	148	1.6%	
Home Values Under \$10,000	-	-	10	0.3%	42	0.7%	61	0.6%	
Owner-Occupied Median Home Value	\$240,859		\$270,354		\$266,149		\$280,038		
Renter-Occupied Median Rent	\$929		\$894		\$906		\$898		



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Lat/Lon: 42.5974/-88.4138

600 N Edwards Blvd Lake Geneva, WI 53147		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Total Annual Consumer Expenditure (2023)									
Total Household Expenditure		\$71.24 M		\$348.14 M		\$664.65 M		\$1.01 B	
Total Non-Retail Expenditure		\$37.59 M		\$184.05 M		\$350.89 M		\$532.66 M	
Total Retail Expenditure		\$33.65 M		\$164.08 M		\$313.76 M		\$475.63 M	
Apparel		\$2.47 M		\$12.22 M		\$23.32 M		\$35.45 M	
Contributions		\$2.21 M		\$11.61 M		\$22.22 M		\$34.09 M	
Education		\$1.88 M		\$10.44 M		\$19.94 M		\$30.82 M	
Entertainment		\$3.91 M		\$19.73 M		\$37.84 M		\$57.63 M	
Food and Beverages		\$10.64 M		\$51.08 M		\$97.4 M		\$147.35 M	
Furnishings and Equipment		\$2.44 M		\$12.24 M		\$23.5 M		\$35.77 M	
Gifts		\$1.62 M		\$8.73 M		\$16.64 M		\$25.66 M	
Health Care		\$6.2 M		\$29.54 M		\$56.5 M		\$85.41 M	
Household Operations		\$2.75 M		\$13.73 M		\$26.25 M		\$39.97 M	
Miscellaneous Expenses		\$1.34 M		\$6.62 M		\$12.66 M		\$19.21 M	
Personal Care		\$960.2 K		\$4.68 M		\$8.92 M		\$13.53 M	
Personal Insurance		\$463.46 K		\$2.47 M		\$4.76 M		\$7.31 M	
Reading		\$155.63 K		\$768.52 K		\$1.47 M		\$2.23 M	
Shelter		\$15.21 M		\$73.35 M		\$139.42 M		\$211.15 M	
Tobacco		\$487.15 K		\$2.08 M		\$3.91 M		\$5.81 M	
Transportation		\$12.99 M		\$63.32 M		\$121.3 M		\$183.71 M	
Utilities		\$5.51 M		\$25.53 M		\$48.61 M		\$73.18 M	
Monthly Household Consumer Expenditure (2023)									
Total Household Expenditure		\$4,577		\$5,981		\$6,224		\$6,412	
Total Non-Retail Expenditure		\$2,415	52.8%	\$3,162	52.9%	\$3,286	52.8%	\$3,387	52.8%
Total Retail Expenditures		\$2,162	47.2%	\$2,819	47.1%	\$2,938	47.2%	\$3,025	47.2%
Apparel		\$158	3.5%	\$210	3.5%	\$218	3.5%	\$225	3.5%
Contributions		\$142	3.1%	\$199	3.3%	\$208	3.3%	\$217	3.4%
Education		\$121	2.6%	\$179	3.0%	\$187	3.0%	\$196	3.1%
Entertainment		\$252	5.5%	\$339	5.7%	\$354	5.7%	\$366	5.7%
Food and Beverages		\$684	14.9%	\$878	14.7%	\$912	14.7%	\$937	14.6%
Furnishings and Equipment		\$157	3.4%	\$210	3.5%	\$220	3.5%	\$227	3.5%
Gifts		\$104	2.3%	\$150	2.5%	\$156	2.5%	\$163	2.5%
Health Care		\$399	8.7%	\$507	8.5%	\$529	8.5%	\$543	8.5%
Household Operations		\$176	3.9%	\$236	3.9%	\$246	3.9%	\$254	4.0%
Miscellaneous Expenses		\$86	1.9%	\$114	1.9%	\$119	1.9%	\$122	1.9%
Personal Care		\$62	1.3%	\$80	1.3%	\$84	1.3%	\$86	1.3%
Personal Insurance		\$30	0.7%	\$42	0.7%	\$45	0.7%	\$46	0.7%
Reading		\$10	0.2%	\$13	0.2%	\$14	0.2%	\$14	0.2%
Shelter		\$977	21.3%	\$1,260	21.1%	\$1,305	21.0%	\$1,343	20.9%
Tobacco		\$31	0.7%	\$36	0.6%	\$37	0.6%	\$37	0.6%
Transportation		\$835	18.2%	\$1,088	18.2%	\$1,136	18.3%	\$1,168	18.2%
Utilities		\$354	7.7%	\$439	7.3%	\$455	7.3%	\$465	7.3%