

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.5919/-88.4369

827-899 Main Street 223-247 Cook Lake Geneva, WI 53147									
	1 mi radius		3 mi radius		5 mi radius		7 mi radius		
Population									
Estimated Population (2025)	5,578		13,238		22,099		34,976		
Projected Population (2030)	5,585		13,239		21,938		34,519		
Census Population (2020)	5,349		12,526		18,816		31,036		
Census Population (2010)	5,188		11,702		17,913		29,887		
Projected Annual Growth (2025-2030)	8	-	1	-	-161	-0.1%	-457	-0.3%	
Historical Annual Growth (2020-2025)	228	0.9%	712	1.1%	3,283	3.5%	3,940	2.5%	
Historical Annual Growth (2010-2020)	161	0.3%	825	0.7%	903	0.5%	1,148	0.4%	
Estimated Population Density (2025)	1,776	psm	468	psm	281	psm	227	psm	
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	153.9	sq mi	
Households									
Estimated Households (2025)	2,553		5,980		9,937		15,134		
Projected Households (2030)	2,640		6,198		10,210		15,469		
Census Households (2020)	2,449		5,499		8,233		12,984		
Census Households (2010)	2,257		4,880		7,466		11,894		
Projected Annual Growth (2025-2030)	87	0.7%	218	0.7%	272	0.5%	335	0.4%	
Historical Annual Change (2010-2025)	296	0.9%	1,100	1.5%	2,471	2.2%	3,240	1.8%	
Average Household Income									
Estimated Average Household Income (2025)	\$110,366		\$111,389		\$128,854		\$126,666		
Projected Average Household Income (2030)	\$109,431		\$110,537		\$128,025		\$126,007		
Census Average Household Income (2010)	\$64,247		\$61,999		\$68,871		\$70,066		
Census Average Household Income (2000)	\$50,769		\$52,547		\$56,257		\$57,286		
Projected Annual Change (2025-2030)	-\$935	-0.2%	-\$852	-0.2%	-\$829	-0.1%	-\$660	-0.1%	
Historical Annual Change (2000-2025)	\$59,597	4.7%	\$58,842	4.5%	\$72,598	5.2%	\$69,380	4.8%	
Median Household Income									
Estimated Median Household Income (2025)	\$83,509		\$85,414		\$91,104		\$89,618		
Projected Median Household Income (2030)	\$82,353		\$84,355		\$90,179		\$88,936		
Census Median Household Income (2010)	\$52,608		\$50,409		\$53,284		\$54,721		
Census Median Household Income (2000)	\$41,552		\$43,427		\$45,533		\$47,115		
Projected Annual Change (2025-2030)	-\$1,157	-0.3%	-\$1,059	-0.2%	-\$925	-0.2%	-\$682	-0.2%	
Historical Annual Change (2000-2025)	\$41,957	4.0%	\$41,987	3.9%	\$45,571	4.0%	\$42,503	3.6%	
Per Capita Income									
Estimated Per Capita Income (2025)	\$50,547		\$50,374		\$57,981		\$54,855		
Projected Per Capita Income (2030)	\$51,747		\$51,804		\$59,620		\$56,516		
Census Per Capita Income (2010)	\$27,902		\$25,833		\$28,696		\$27,873		
Census Per Capita Income (2000)	\$21,839		\$21,674		\$23,213		\$22,761		
Projected Annual Change (2025-2030)	\$1,200	0.5%	\$1,430	0.6%	\$1,639	0.6%	\$1,660	0.6%	
Historical Annual Change (2000-2025)	\$28,708	5.3%	\$28,700	5.3%	\$34,768	6.0%	\$32,094	5.6%	
Estimated Average Household Net Worth (2025)	\$1.03 M		\$1.08 M		\$1.32 M		\$1.32 M		

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Race and Ethnicity								
Total Population (2025)	5,578		13,238		22,099		34,976	
White (2025)	4,719	84.6%	11,258	85.0%	19,361	87.6%	30,939	88.5%
Black or African American (2025)	46	0.8%	141	1.1%	216	1.0%	309	0.9%
American Indian or Alaska Native (2025)	17	0.3%	42	0.3%	65	0.3%	115	0.3%
Asian (2025)	103	1.8%	232	1.8%	304	1.4%	435	1.2%
Hawaiian or Pacific Islander (2025)	-	-	-	-	-	-	2	-
Other Race (2025)	272	4.9%	583	4.4%	783	3.5%	1,136	3.2%
Two or More Races (2025)	421	7.6%	982	7.4%	1,370	6.2%	2,041	5.8%
Population < 18 (2025)	1,058	19.0%	2,507	18.9%	4,054	18.3%	6,490	18.6%
White Not Hispanic	733	69.3%	1,760	70.2%	2,959	73.0%	4,861	74.9%
Black or African American	10	1.0%	20	0.8%	35	0.9%	54	0.8%
Asian	21	2.0%	54	2.1%	75	1.8%	95	1.5%
Other Race Not Hispanic	31	2.9%	74	3.0%	133	3.3%	187	2.9%
Hispanic	263	24.9%	600	23.9%	852	21.0%	1,293	19.9%
Not Hispanic or Latino Population (2025)	4,709	84.4%	11,335	85.6%	19,400	87.8%	30,883	88.3%
Not Hispanic White	4,485	95.3%	10,763	95.0%	18,551	95.6%	29,643	96.0%
Not Hispanic Black or African American	45	0.9%	139	1.2%	210	1.1%	301	1.0%
Not Hispanic American Indian or Alaska Native	4	-	10	-	20	0.1%	33	0.1%
Not Hispanic Asian	102	2.2%	231	2.0%	303	1.6%	434	1.4%
Not Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-	-	-
Not Hispanic Other Race	-	-	2	-	4	-	5	-
Not Hispanic Two or More Races	73	1.5%	190	1.7%	312	1.6%	468	1.5%
Hispanic or Latino Population (2025)	869	15.6%	1,903	14.4%	2,698	12.2%	4,093	11.7%
Hispanic White	234	26.9%	495	26.0%	810	30.0%	1,296	31.7%
Hispanic Black or African American	1	0.1%	2	0.1%	6	0.2%	8	0.2%
Hispanic American Indian or Alaska Native	13	1.5%	32	1.7%	45	1.6%	82	2.0%
Hispanic Asian	-	-	1	-	1	-	1	-
Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-	2	-
Hispanic Other Race	272	31.3%	582	30.6%	779	28.9%	1,131	27.6%
Hispanic Two or More Races	349	40.1%	792	41.6%	1,058	39.2%	1,574	38.4%
Not Hispanic or Latino Population (2020)	4,459	83.4%	10,514	83.9%	16,303	86.6%	27,347	88.1%
Hispanic or Latino Population (2020)	890	16.6%	2,012	16.1%	2,513	13.4%	3,689	11.9%
Not Hispanic or Latino Population (2010)	4,366	84.2%	9,916	84.7%	15,722	87.8%	26,729	89.4%
Hispanic or Latino Population (2010)	822	15.8%	1,786	15.3%	2,192	12.2%	3,158	10.6%
Not Hispanic or Latino Population (2030)	4,712	84.4%	11,293	85.3%	19,085	87.0%	30,179	87.4%
Hispanic or Latino Population (2030)	874	15.6%	1,946	14.7%	2,853	13.0%	4,340	12.6%
Projected Annual Growth (2025-2030)	5	0.1%	43	0.4%	155	1.1%	247	1.2%
Historical Annual Growth (2010-2020)	68	0.8%	227	1.3%	321	1.5%	531	1.7%

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Total Age Distribution (2025)									
Total Population	5,578		13,238		22,099		34,976		
Age Under 5 Years	252	4.5%	586	4.4%	933	4.2%	1,448	4.1%	
Age 5 to 9 Years	291	5.2%	682	5.2%	1,102	5.0%	1,781	5.1%	
Age 10 to 14 Years	310	5.6%	749	5.7%	1,212	5.5%	1,920	5.5%	
Age 15 to 19 Years	343	6.1%	788	6.0%	1,248	5.6%	2,113	6.0%	
Age 20 to 24 Years	387	6.9%	869	6.6%	1,345	6.1%	2,156	6.2%	
Age 25 to 29 Years	305	5.5%	792	6.0%	1,166	5.3%	1,820	5.2%	
Age 30 to 34 Years	317	5.7%	759	5.7%	1,133	5.1%	1,838	5.3%	
Age 35 to 39 Years	327	5.9%	707	5.3%	1,116	5.1%	1,848	5.3%	
Age 40 to 44 Years	293	5.3%	761	5.8%	1,228	5.6%	2,004	5.7%	
Age 45 to 49 Years	349	6.3%	806	6.1%	1,257	5.7%	2,018	5.8%	
Age 50 to 54 Years	333	6.0%	834	6.3%	1,368	6.2%	2,174	6.2%	
Age 55 to 59 Years	334	6.0%	840	6.3%	1,526	6.9%	2,425	6.9%	
Age 60 to 64 Years	450	8.1%	1,016	7.7%	1,817	8.2%	2,813	8.0%	
Age 65 to 69 Years	427	7.7%	958	7.2%	1,787	8.1%	2,765	7.9%	
Age 70 to 74 Years	370	6.6%	841	6.4%	1,586	7.2%	2,394	6.8%	
Age 75 to 79 Years	240	4.3%	585	4.4%	1,122	5.1%	1,725	4.9%	
Age 80 to 84 Years	122	2.2%	342	2.6%	658	3.0%	1,001	2.9%	
Age 85 Years or Over	128	2.3%	323	2.4%	496	2.2%	734	2.1%	
Median Age	43.5		43.7		46.4		45.7		
Age 19 Years or Less	1,195	21.4%	2,806	21.2%	4,495	20.3%	7,262	20.8%	
Age 20 to 64 Years	3,095	55.5%	7,384	55.8%	11,955	54.1%	19,096	54.6%	
Age 65 Years or Over	1,288	23.1%	3,049	23.0%	5,649	25.6%	8,619	24.6%	
Female Age Distribution (2025)									
Female Population	2,829	50.7%	6,688	50.5%	11,144	50.4%	17,469	49.9%	
Age Under 5 Years	105	3.7%	258	3.9%	420	3.8%	685	3.9%	
Age 5 to 9 Years	130	4.6%	345	5.2%	566	5.1%	866	5.0%	
Age 10 to 14 Years	138	4.9%	358	5.4%	599	5.4%	948	5.4%	
Age 15 to 19 Years	165	5.8%	394	5.9%	621	5.6%	1,039	5.9%	
Age 20 to 24 Years	207	7.3%	458	6.8%	720	6.5%	1,120	6.4%	
Age 25 to 29 Years	160	5.7%	392	5.9%	571	5.1%	900	5.2%	
Age 30 to 34 Years	144	5.1%	352	5.3%	535	4.8%	857	4.9%	
Age 35 to 39 Years	170	6.0%	360	5.4%	557	5.0%	917	5.3%	
Age 40 to 44 Years	146	5.2%	368	5.5%	589	5.3%	974	5.6%	
Age 45 to 49 Years	176	6.2%	399	6.0%	635	5.7%	1,009	5.8%	
Age 50 to 54 Years	179	6.3%	428	6.4%	703	6.3%	1,117	6.4%	
Age 55 to 59 Years	182	6.4%	441	6.6%	785	7.0%	1,230	7.0%	
Age 60 to 64 Years	217	7.7%	515	7.7%	914	8.2%	1,417	8.1%	
Age 65 to 69 Years	222	7.8%	486	7.3%	908	8.1%	1,382	7.9%	
Age 70 to 74 Years	201	7.1%	443	6.6%	813	7.3%	1,215	7.0%	
Age 75 to 79 Years	133	4.7%	314	4.7%	574	5.1%	870	5.0%	
Age 80 to 84 Years	70	2.5%	183	2.7%	344	3.1%	510	2.9%	
Age 85 Years or Over	84	3.0%	195	2.9%	290	2.6%	413	2.4%	
Female Median Age	45.4		45.0		47.2		46.4		
Age 19 Years or Less	538	19.0%	1,355	20.3%	2,206	19.8%	3,538	20.3%	
Age 20 to 64 Years	1,582	55.9%	3,713	55.5%	6,010	53.9%	9,540	54.6%	
Age 65 Years or Over	709	25.1%	1,620	24.2%	2,929	26.3%	4,391	25.1%	

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Male Age Distribution (2025)									
Male Population	2,749	49.3%	6,550	49.5%	10,955	49.6%	17,507	50.1%	
Age Under 5 Years	147	5.3%	328	5.0%	513	4.7%	763	4.4%	
Age 5 to 9 Years	161	5.9%	338	5.2%	536	4.9%	915	5.2%	
Age 10 to 14 Years	172	6.3%	391	6.0%	613	5.6%	972	5.6%	
Age 15 to 19 Years	177	6.5%	394	6.0%	627	5.7%	1,074	6.1%	
Age 20 to 24 Years	180	6.5%	411	6.3%	624	5.7%	1,036	5.9%	
Age 25 to 29 Years	145	5.3%	399	6.1%	595	5.4%	920	5.3%	
Age 30 to 34 Years	173	6.3%	408	6.2%	598	5.5%	980	5.6%	
Age 35 to 39 Years	156	5.7%	347	5.3%	559	5.1%	930	5.3%	
Age 40 to 44 Years	147	5.4%	393	6.0%	639	5.8%	1,030	5.9%	
Age 45 to 49 Years	174	6.3%	407	6.2%	622	5.7%	1,009	5.8%	
Age 50 to 54 Years	154	5.6%	405	6.2%	665	6.1%	1,058	6.0%	
Age 55 to 59 Years	151	5.5%	399	6.1%	741	6.8%	1,195	6.8%	
Age 60 to 64 Years	232	8.5%	501	7.7%	902	8.2%	1,397	8.0%	
Age 65 to 69 Years	206	7.5%	473	7.2%	879	8.0%	1,383	7.9%	
Age 70 to 74 Years	169	6.2%	397	6.1%	773	7.1%	1,179	6.7%	
Age 75 to 79 Years	107	3.9%	271	4.1%	548	5.0%	855	4.9%	
Age 80 to 84 Years	51	1.9%	159	2.4%	314	2.9%	490	2.8%	
Age 85 Years or Over	45	1.6%	128	2.0%	206	1.9%	321	1.8%	
Male Median Age	41.6		42.5		45.7		45.0		
Age 19 Years or Less	657	23.9%	1,451	22.1%	2,289	20.9%	3,724	21.3%	
Age 20 to 64 Years	1,513	55.0%	3,671	56.0%	5,946	54.3%	9,556	54.6%	
Age 65 Years or Over	579	21.0%	1,429	21.8%	2,720	24.8%	4,228	24.1%	
Males per 100 Females (2025)									
Overall Comparison	97		98		98		100		
Age Under 5 Years	140	58.4%	127	56.0%	122	55.0%	111	52.7%	
Age 5 to 9 Years	124	55.4%	98	49.5%	95	48.7%	106	51.4%	
Age 10 to 14 Years	124	55.4%	109	52.2%	102	50.6%	103	50.6%	
Age 15 to 19 Years	107	51.8%	100	50.0%	101	50.3%	103	50.8%	
Age 20 to 24 Years	87	46.4%	90	47.3%	87	46.4%	93	48.1%	
Age 25 to 29 Years	90	47.5%	102	50.5%	104	51.0%	102	50.6%	
Age 30 to 34 Years	120	54.6%	116	53.7%	112	52.8%	114	53.3%	
Age 35 to 39 Years	92	47.9%	96	49.1%	100	50.1%	101	50.4%	
Age 40 to 44 Years	101	50.3%	107	51.7%	109	52.0%	106	51.4%	
Age 45 to 49 Years	99	49.7%	102	50.5%	98	49.5%	100	50.0%	
Age 50 to 54 Years	86	46.3%	95	48.6%	95	48.6%	95	48.7%	
Age 55 to 59 Years	83	45.4%	91	47.5%	94	48.6%	97	49.3%	
Age 60 to 64 Years	107	51.7%	97	49.3%	99	49.7%	99	49.6%	
Age 65 to 69 Years	93	48.1%	97	49.3%	97	49.2%	100	50.0%	
Age 70 to 74 Years	84	45.7%	90	47.3%	95	48.7%	97	49.2%	
Age 75 to 79 Years	81	44.8%	86	46.4%	96	48.9%	98	49.6%	
Age 80 to 84 Years	73	42.2%	87	46.5%	91	47.7%	96	49.0%	
Age 85 Years or Over	54	34.9%	66	39.7%	71	41.6%	78	43.7%	
Age 19 Years or Less	122	55.0%	107	51.7%	104	50.9%	105	51.3%	
Age 20 to 39 Years	96	49.0%	100	50.0%	100	49.9%	102	50.5%	
Age 40 to 64 Years	95	48.8%	98	49.5%	98	49.6%	99	49.7%	
Age 65 Years or Over	82	44.9%	88	46.9%	93	48.2%	96	49.1%	

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Household Type (2025)									
Total Households		2,553		5,980		9,937		15,134	
Households with Children		601	23.5%	1,410	23.6%	2,233	22.5%	3,671	24.3%
Average Household Size		2.2		2.2		2.2		2.3	
Household Density per Square Mile		813		212		127		98	
Population Family		3,784	67.8%	9,135	69.0%	15,635	70.7%	26,046	74.5%
Population Non-Family		1,784	32.0%	4,025	30.4%	6,342	28.7%	8,671	24.8%
Population Group Quarters		9	0.2%	77	0.6%	122	0.6%	260	0.7%
Family Households		1,276	50.0%	3,054	51.1%	5,192	52.3%	8,641	57.1%
Married Couple Households		943	73.9%	2,312	75.7%	4,156	80.0%	6,921	80.1%
Other Family Households with Children		332	26.1%	742	24.3%	1,037	20.0%	1,720	19.9%
Family Households with Children		599	47.0%	1,407	46.1%	2,229	42.9%	3,665	42.4%
Married Couple with Children		374	62.4%	917	65.2%	1,561	70.0%	2,595	70.8%
Other Family Households with Children		226	37.6%	490	34.8%	668	30.0%	1,070	29.2%
Family Households No Children		676	53.0%	1,647	53.9%	2,964	57.1%	4,977	57.6%
Married Couple No Children		570	84.2%	1,395	84.7%	2,594	87.5%	4,326	86.9%
Other Family Households No Children		107	15.8%	252	15.3%	369	12.5%	651	13.1%
Non-Family Households		1,278	50.0%	2,926	48.9%	4,745	47.7%	6,492	42.9%
Non-Family Households with Children		1	-	3	0.1%	4	-	6	-
Non-Family Households No Children		1,277	99.9%	2,923	99.9%	4,741	99.9%	6,486	99.9%
Average Family Household Size		3.0		3.0		3.0		3.0	
Average Family Income		\$145,779		\$145,107		\$168,230		\$161,686	
Median Family Income		\$116,312		\$116,540		\$118,056		\$115,182	
Average Non-Family Household Size		1.4		1.4		1.3		1.3	
Marital Status (2025)									
Population Age 15 Years or Over		4,725		11,220		18,852		29,828	
Never Married		1,485	31.4%	3,307	29.5%	5,193	27.5%	7,984	26.8%
Currently Married		2,051	43.4%	5,221	46.5%	9,619	51.0%	15,381	51.6%
Previously Married		1,189	25.2%	2,692	24.0%	4,040	21.4%	6,463	21.7%
Separated		269	22.7%	547	20.3%	814	20.1%	1,129	17.5%
Widowed		298	25.1%	740	27.5%	1,168	28.9%	2,024	31.3%
Divorced		621	52.3%	1,406	52.2%	2,058	50.9%	3,309	51.2%
Educational Attainment (2025)									
Adult Population Age 25 Years or Over		3,996		9,563		16,259		25,559	
Elementary (Grade Level 0 to 8)		180	4.5%	352	3.7%	503	3.1%	702	2.7%
Some High School (Grade Level 9 to 11)		112	2.8%	327	3.4%	581	3.6%	1,062	4.2%
High School Graduate		1,085	27.1%	2,635	27.5%	4,215	25.9%	7,202	28.2%
Some College		732	18.3%	1,728	18.1%	3,179	19.6%	5,116	20.0%
Associate Degree Only		312	7.8%	907	9.5%	1,478	9.1%	2,307	9.0%
Bachelor Degree Only		983	24.6%	2,297	24.0%	3,930	24.2%	5,947	23.3%
Graduate Degree		591	14.8%	1,318	13.8%	2,373	14.6%	3,223	12.6%
Any College (Some College or Higher)		2,619	65.5%	6,251	65.4%	10,961	67.4%	16,593	64.9%
College Degree + (Bachelor Degree or Higher)		1,574	39.4%	3,616	37.8%	6,303	38.8%	9,170	35.9%

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.5919/-88.4369

827-899 Main Street 223-247 Cook Lake Geneva, WI 53147									
		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Housing									
Total Housing Units (2025)		3,262		7,545		12,817		19,448	
Total Housing Units (2020)		3,106		7,083		12,003		18,064	
Historical Annual Growth (2020-2025)		156	1.0%	462	1.3%	814	1.4%	1,384	1.5%
Housing Units Occupied (2025)		2,553	78.3%	5,980	79.3%	9,937	77.5%	15,134	77.8%
Housing Units Owner-Occupied		1,517	59.4%	3,568	59.7%	6,826	68.7%	10,854	71.7%
Housing Units Renter-Occupied		1,036	40.6%	2,413	40.3%	3,112	31.3%	4,280	28.3%
Housing Units Vacant (2025)		708	21.7%	1,564	20.7%	2,880	22.5%	4,315	22.2%
Household Size (2025)									
Total Households		2,553		5,980		9,937		15,134	
1 Person Households		1,016	39.8%	2,309	38.6%	3,791	38.1%	5,182	34.2%
2 Person Households		840	32.9%	1,981	33.1%	3,266	32.9%	5,246	34.7%
3 Person Households		297	11.6%	724	12.1%	1,222	12.3%	1,971	13.0%
4 Person Households		199	7.8%	508	8.5%	897	9.0%	1,501	9.9%
5 Person Households		115	4.5%	265	4.4%	443	4.5%	746	4.9%
6 Person Households		63	2.5%	138	2.3%	221	2.2%	321	2.1%
7 or More Person Households		24	0.9%	55	0.9%	97	1.0%	167	1.1%
Household Income Distribution (2025)									
HH Income \$200,000 or More		214	8.4%	593	9.9%	1,262	12.7%	1,959	12.9%
HH Income \$150,000 to \$199,999		270	10.6%	569	9.5%	978	9.8%	1,480	9.8%
HH Income \$125,000 to \$149,999		230	9.0%	457	7.6%	789	7.9%	1,151	7.6%
HH Income \$100,000 to \$124,999		290	11.4%	760	12.7%	1,244	12.5%	1,808	11.9%
HH Income \$75,000 to \$99,999		250	9.8%	690	11.5%	1,129	11.4%	1,780	11.8%
HH Income \$50,000 to \$74,999		589	23.1%	1,213	20.3%	2,073	20.9%	3,138	20.7%
HH Income \$35,000 to \$49,999		293	11.5%	612	10.2%	914	9.2%	1,402	9.3%
HH Income \$25,000 to \$34,999		104	4.1%	267	4.5%	373	3.8%	724	4.8%
HH Income \$15,000 to \$24,999		183	7.2%	472	7.9%	581	5.9%	841	5.6%
HH Income \$10,000 to \$14,999		30	1.2%	131	2.2%	197	2.0%	296	2.0%
HH Income Under \$10,000		99	3.9%	218	3.6%	397	4.0%	554	3.7%
Household Vehicles (2025)									
Households 0 Vehicles Available		134	5.3%	379	6.3%	439	4.4%	673	4.4%
Households 1 Vehicle Available		956	37.4%	2,225	37.2%	3,408	34.3%	4,801	31.7%
Households 2 Vehicles Available		1,113	43.6%	2,370	39.6%	4,089	41.2%	6,171	40.8%
Households 3 or More Vehicles Available		350	13.7%	1,006	16.8%	2,001	20.1%	3,489	23.1%
Total Vehicles Available		4,277		10,280		18,315		28,929	
Average Vehicles per Household		1.7		1.7		1.8		1.9	
Owner-Occupied Household Vehicles		2,863	66.9%	7,034	68.4%	13,682	74.7%	22,585	78.1%
Average Vehicles per Owner-Occupied Household		1.9		2.0		2.0		2.1	
Renter-Occupied Household Vehicles		1,414	33.1%	3,246	31.6%	4,633	25.3%	6,344	21.9%
Average Vehicles per Renter-Occupied Household		1.4		1.3		1.5		1.5	
Travel Time (2025)									
Worker Base Age 16 years or Over		3,035		6,922		11,245		17,658	
Travel to Work in 14 Minutes or Less		1,453	47.9%	2,876	41.6%	4,020	35.8%	5,729	32.4%
Travel to Work in 15 to 29 Minutes		665	21.9%	1,712	24.7%	2,927	26.0%	4,866	27.6%
Travel to Work in 30 to 59 Minutes		518	17.1%	1,279	18.5%	2,234	19.9%	3,738	21.2%
Travel to Work in 60 Minutes or More		179	5.9%	426	6.1%	874	7.8%	1,470	8.3%
Work at Home		220	7.3%	629	9.1%	1,189	10.6%	1,855	10.5%
Average Minutes Travel to Work		13.9		15.7		17.9		19.2	

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827-899 Main Street 223-247 Cook Lake Geneva, WI 53147									
	1 mi radius			3 mi radius		5 mi radius		7 mi radius	
Transportation To Work (2025)									
Worker Base Age 16 years or Over	3,035		6,922		11,245		17,658		
Drive to Work Alone	2,310	76.1%	5,276	76.2%	8,593	76.4%	13,540	76.7%	
Drive to Work in Carpool	341	11.2%	650	9.4%	940	8.4%	1,460	8.3%	
Travel to Work by Public Transportation	4	0.1%	12	0.2%	23	0.2%	57	0.3%	
Drive to Work on Motorcycle	-	-	5	-	10	-	16	-	
Bicycle to Work	39	1.3%	62	0.9%	81	0.7%	112	0.6%	
Walk to Work	113	3.7%	247	3.6%	333	3.0%	488	2.8%	
Other Means	8	0.3%	41	0.6%	75	0.7%	130	0.7%	
Work at Home	220	7.3%	629	9.1%	1,189	10.6%	1,855	10.5%	
Daytime Demographics (2025)									
Total Businesses	416		707		815		1,113		
Total Employees	3,624		7,372		8,279		12,823		
Company Headquarter Businesses	14	3.4%	24	3.4%	29	3.5%	39	3.5%	
Company Headquarter Employees	446	12.3%	909	12.3%	1,018	12.3%	1,464	11.4%	
Employee Population per Business	8.7	to 1	10.4	to 1	10.2	to 1	11.5	to 1	
Residential Population per Business	13.4	to 1	18.7	to 1	27.1	to 1	31.4	to 1	
Adj. Daytime Demographics Age 16 Years or Over	5,238		11,506		15,610		24,534		
Labor Force									
Labor Population Age 16 Years or Over (2025)	4,649		11,056		18,576		29,371		
Labor Force Total Males (2025)	2,222	47.8%	5,400	48.8%	9,140	49.2%	14,612	49.8%	
Male Civilian Employed	1,554	69.9%	3,729	69.1%	6,078	66.5%	9,609	65.8%	
Male Civilian Unemployed	45	2.0%	154	2.9%	212	2.3%	355	2.4%	
Males in Armed Forces	-	-	-	-	-	-	-	-	
Males Not in Labor Force	623	28.0%	1,517	28.1%	2,850	31.2%	4,648	31.8%	
Labor Force Total Females (2025)	2,427	52.2%	5,656	51.2%	9,436	50.8%	14,759	50.2%	
Female Civilian Employed	1,481	61.0%	3,193	56.5%	5,167	54.8%	8,050	54.5%	
Female Civilian Unemployed	42	1.7%	110	1.9%	168	1.8%	304	2.1%	
Females in Armed Forces	-	-	-	-	-	-	-	-	
Females Not in Labor Force	904	37.2%	2,353	41.6%	4,101	43.5%	6,404	43.4%	
Unemployment Rate	87	1.9%	264	2.4%	379	2.0%	659	2.2%	
Occupation (2025)									
Occupation Population Age 16 Years or Over	3,035		6,922		11,245		17,658		
Occupation Total Males	1,554	51.2%	3,729	53.9%	6,078	54.1%	9,607	54.4%	
Occupation Total Females	1,481	48.8%	3,193	46.1%	5,167	45.9%	8,050	45.6%	
Management, Business, Financial Operations	481	15.8%	1,107	16.0%	1,779	15.8%	2,853	16.2%	
Professional, Related	664	21.9%	1,641	23.7%	2,731	24.3%	3,932	22.3%	
Service	442	14.6%	956	13.8%	1,612	14.3%	2,744	15.5%	
Sales, Office	645	21.3%	1,331	19.2%	2,081	18.5%	3,182	18.0%	
Farming, Fishing, Forestry	11	0.4%	53	0.8%	79	0.7%	239	1.4%	
Construction, Extraction, Maintenance	159	5.2%	465	6.7%	876	7.8%	1,374	7.8%	
Production, Transport, Material Moving	633	20.8%	1,370	19.8%	2,086	18.6%	3,333	18.9%	
White Collar Workers	1,790	59.0%	4,079	58.9%	6,591	58.6%	9,967	56.4%	
Blue Collar Workers	1,245	41.0%	2,843	41.1%	4,653	41.4%	7,690	43.6%	

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827-899 Main Street 223-247 Cook Lake Geneva, WI 53147										
	1 mi radius			3 mi radius		5 mi radius		7 mi radius		
Units In Structure (2025)										
Total Units	2,553			5,980			9,937			15,134
1 Detached Unit	1,469	57.5%		3,470	58.0%		6,599	66.4%		10,557 69.8%
1 Attached Unit	200	7.8%		401	6.7%		594	6.0%		795 5.3%
2 Units	299	11.7%		465	7.8%		532	5.4%		693 4.6%
3 to 4 Units	116	4.5%		226	3.8%		367	3.7%		539 3.6%
5 to 9 Units	74	2.9%		414	6.9%		499	5.0%		669 4.4%
10 to 19 Units	230	9.0%		493	8.2%		542	5.4%		689 4.6%
20 to 49 Units	105	4.1%		248	4.1%		285	2.9%		421 2.8%
50 or More Units	45	1.7%		111	1.8%		131	1.3%		197 1.3%
Mobile Home or Trailer	16	0.6%		153	2.6%		388	3.9%		574 3.8%
Other Structure	-	-		-	-		-	-		- -
Homes Built By Year (2025)										
Homes Built 2020 or later	23	0.7%		135	1.8%		188	1.5%		245 1.3%
Homes Built 2010 to 2019	177	5.4%		617	8.2%		1,046	8.2%		1,349 6.9%
Homes Built 2000 to 2009	262	8.0%		825	10.9%		1,431	11.2%		2,340 12.0%
Homes Built 1990 to 1999	173	5.3%		711	9.4%		1,512	11.8%		2,331 12.0%
Homes Built 1980 to 1989	331	10.2%		687	9.1%		1,007	7.9%		1,451 7.5%
Homes Built 1970 to 1979	474	14.5%		934	12.4%		1,481	11.6%		2,143 11.0%
Homes Built 1960 to 1969	265	8.1%		477	6.3%		782	6.1%		1,289 6.6%
Homes Built 1950 to 1959	183	5.6%		426	5.6%		696	5.4%		1,212 6.2%
Homes Built 1940 to 1949	188	5.8%		410	5.4%		548	4.3%		830 4.3%
Homes Built Before 1939	476	14.6%		758	10.1%		1,245	9.7%		1,943 10.0%
Median Age of Homes	53.2	yrs		46.5	yrs		45.4	yrs		46.2 yrs
Home Values (2025)										
Owner Specified Housing Units	1,517			3,568			6,826			10,854
Home Values \$1,000,000 or More	31	2.0%		92	2.6%		309	4.5%		446 4.1%
Home Values \$750,000 to \$999,999	71	4.7%		191	5.3%		648	9.5%		926 8.5%
Home Values \$500,000 to \$749,999	168	11.1%		378	10.6%		835	12.2%		1,237 11.4%
Home Values \$400,000 to \$499,999	183	12.0%		427	12.0%		755	11.1%		1,232 11.3%
Home Values \$300,000 to \$399,999	517	34.1%		1,099	30.8%		1,705	25.0%		2,714 25.0%
Home Values \$250,000 to \$299,999	248	16.3%		522	14.6%		808	11.8%		1,125 10.4%
Home Values \$200,000 to \$249,999	156	10.3%		338	9.5%		612	9.0%		1,263 11.6%
Home Values \$175,000 to \$199,999	43	2.8%		90	2.5%		140	2.1%		237 2.2%
Home Values \$150,000 to \$174,999	22	1.4%		90	2.5%		189	2.8%		397 3.7%
Home Values \$125,000 to \$149,999	9	0.6%		44	1.2%		113	1.6%		207 1.9%
Home Values \$100,000 to \$124,999	28	1.9%		69	1.9%		138	2.0%		251 2.3%
Home Values \$90,000 to \$99,999	2	0.1%		17	0.5%		65	0.9%		97 0.9%
Home Values \$80,000 to \$89,999	17	1.1%		44	1.2%		48	0.7%		53 0.5%
Home Values \$70,000 to \$79,999	1	-		18	0.5%		38	0.6%		46 0.4%
Home Values \$60,000 to \$69,999	-	-		13	0.4%		31	0.5%		57 0.5%
Home Values \$50,000 to \$59,999	2	0.1%		7	0.2%		13	0.2%		17 0.2%
Home Values \$35,000 to \$49,999	4	0.2%		21	0.6%		95	1.4%		152 1.4%
Home Values \$25,000 to \$34,999	3	0.2%		32	0.9%		146	2.1%		186 1.7%
Home Values \$10,000 to \$24,999	14	0.9%		49	1.4%		88	1.3%		121 1.1%
Home Values Under \$10,000	-	-		28	0.8%		51	0.7%		91 0.8%
Owner-Occupied Median Home Value	\$353,143			\$339,575			\$367,468			\$358,035
Renter-Occupied Median Rent	\$1,065			\$1,175			\$1,186			\$1,113

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827-899 Main Street 223-247 Cook Lake Geneva, WI 53147										
			1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Total Annual Consumer Expenditure (2025)										
Total Household Expenditure			\$250.66 M		\$595.76 M		\$1.04 B		\$1.6 B	
Total Non-Retail Expenditure			\$124.49 M		\$297.63 M		\$521.48 M		\$794.73 M	
Total Retail Expenditure			\$126.17 M		\$298.12 M		\$521.05 M		\$803.4 M	
Alcoholic Beverages			\$1.54 M		\$3.65 M		\$6.38 M		\$9.78 M	
Apparel			\$4.6 M		\$10.9 M		\$18.96 M		\$29.15 M	
Contributions			\$8.17 M		\$19.43 M		\$34.39 M		\$52.39 M	
Education			\$5.78 M		\$13.73 M		\$24.19 M		\$36.94 M	
Entertainment			\$14.24 M		\$33.72 M		\$58.61 M		\$90.11 M	
Food Away From Home			\$10.98 M		\$26.01 M		\$45.31 M		\$69.61 M	
Grocery			\$15.64 M		\$36.77 M		\$62.22 M		\$97.08 M	
Health Care			\$17.08 M		\$40.01 M		\$67.93 M		\$103.62 M	
Household Furnishings and Equipment			\$6.66 M		\$15.79 M		\$27.56 M		\$42.29 M	
Household Operations			\$4.6 M		\$10.89 M		\$18.92 M		\$29.15 M	
Miscellaneous Expenses			\$4.3 M		\$10.19 M		\$17.75 M		\$27.21 M	
Personal Care			\$3.1 M		\$7.31 M		\$12.46 M		\$19.37 M	
Shelter			\$40.12 M		\$94.73 M		\$159.41 M		\$243.55 M	
Tax and Retirement			\$61.49 M		\$148.64 M		\$271.16 M		\$410.62 M	
Tobacco and Related			\$1.09 M		\$2.54 M		\$4.1 M		\$6.56 M	
Transportation			\$40.18 M		\$95.35 M		\$169.15 M		\$261.89 M	
Utilities			\$11.11 M		\$26.09 M		\$44.02 M		\$68.79 M	
Monthly Household Consumer Expenditure (2025)										
Total Household Expenditure			\$8,181		\$8,301		\$8,743		\$8,800	
Total Non-Retail Expenditure			\$4,063 49.7%		\$4,147 50.0%		\$4,373 50.0%		\$4,376 49.7%	
Total Retail Expenditures			\$4,118 50.3%		\$4,154 50.0%		\$4,370 50.0%		\$4,424 50.3%	
Alcoholic Beverages			\$50 0.6%		\$51 0.6%		\$54 0.6%		\$54 0.6%	
Apparel			\$150 1.8%		\$152 1.8%		\$159 1.8%		\$161 1.8%	
Contributions			\$266 3.3%		\$271 3.3%		\$288 3.3%		\$289 3.3%	
Education			\$189 2.3%		\$191 2.3%		\$203 2.3%		\$203 2.3%	
Entertainment			\$465 5.7%		\$470 5.7%		\$491 5.6%		\$496 5.6%	
Food Away From Home			\$358 4.4%		\$362 4.4%		\$380 4.3%		\$383 4.4%	
Grocery			\$511 6.2%		\$512 6.2%		\$522 6.0%		\$535 6.1%	
Health Care			\$557 6.8%		\$557 6.7%		\$570 6.5%		\$571 6.5%	
Household Furnishings and Equipment			\$217 2.7%		\$220 2.7%		\$231 2.6%		\$233 2.6%	
Household Operations			\$150 1.8%		\$152 1.8%		\$159 1.8%		\$161 1.8%	
Miscellaneous Expenses			\$140 1.7%		\$142 1.7%		\$149 1.7%		\$150 1.7%	
Personal Care			\$101 1.2%		\$102 1.2%		\$105 1.2%		\$107 1.2%	
Shelter			\$1,309 16.0%		\$1,320 15.9%		\$1,337 15.3%		\$1,341 15.2%	
Tax and Retirement			\$2,007 24.5%		\$2,071 25.0%		\$2,274 26.0%		\$2,261 26.0%	
Tobacco and Related			\$36 0.4%		\$35 0.4%		\$34 0.4%		\$36 0.4%	
Transportation			\$1,311 16.0%		\$1,329 16.0%		\$1,418 16.2%		\$1,442 16.4%	
Utilities			\$362 4.4%		\$364 4.4%		\$369 4.2%		\$379 4.3%	