

## Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 44.1761/-88.482

828 Fox Point Plaza Neenah, WI 54956		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Population									
Estimated Population (2023)	8,599		39,565		65,020		109,026		
Projected Population (2028)	8,897		40,568		66,584		110,444		
Census Population (2020)	8,615		39,744		64,897		108,806		
Census Population (2010)	8,567		37,690		61,906		104,084		
Projected Annual Growth (2023-2028)	298	0.7%	1,003	0.5%	1,564	0.5%	1,418	0.3%	
Historical Annual Growth (2020-2023)	-16	-	-179	-	123	-	220	-	
Historical Annual Growth (2010-2020)	48	-	2,054	0.5%	2,991	0.5%	4,722	0.5%	
Estimated Population Density (2023)	2,739	psm	1,400	psm	828	psm	709	psm	
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	153.9	sq mi	
Households									
Estimated Households (2023)	3,944		17,039		28,093		46,648		
Projected Households (2028)	4,022		17,219		28,339		46,962		
Census Households (2020)	3,895		16,895		27,712		46,020		
Census Households (2010)	3,820		15,772		26,002		43,331		
Projected Annual Growth (2023-2028)	78	0.4%	180	0.2%	247	0.2%	314	0.1%	
Historical Annual Change (2010-2023)	123	0.2%	1,267	0.6%	2,091	0.6%	3,317	0.6%	
Average Household Income									
Estimated Average Household Income (2023)	\$81,274		\$100,702		\$103,626		\$103,761		
Projected Average Household Income (2028)	\$80,583		\$103,620		\$107,204		\$107,923		
Census Average Household Income (2010)	\$49,774		\$64,640		\$64,484		\$62,446		
Census Average Household Income (2000)	\$48,297		\$58,982		\$59,251		\$57,860		
Projected Annual Change (2023-2028)	-\$692	-0.2%	\$2,918	0.6%	\$3,578	0.7%	\$4,162	0.8%	
Historical Annual Change (2000-2023)	\$32,977	3.0%	\$41,720	3.1%	\$44,375	3.3%	\$45,902	3.4%	
Median Household Income									
Estimated Median Household Income (2023)	\$58,224		\$74,214		\$73,754		\$74,094		
Projected Median Household Income (2028)	\$52,745		\$69,218		\$68,978		\$69,278		
Census Median Household Income (2010)	\$44,303		\$51,909		\$52,528		\$51,741		
Census Median Household Income (2000)	\$42,157		\$47,493		\$48,439		\$48,367		
Projected Annual Change (2023-2028)	-\$5,478	-1.9%	-\$4,995	-1.3%	-\$4,776	-1.3%	-\$4,816	-1.3%	
Historical Annual Change (2000-2023)	\$16,067	1.7%	\$26,720	2.4%	\$25,314	2.3%	\$25,727	2.3%	
Per Capita Income									
Estimated Per Capita Income (2023)	\$37,388		\$43,418		\$44,824		\$44,591		
Projected Per Capita Income (2028)	\$36,537		\$44,030		\$45,678		\$46,084		
Census Per Capita Income (2010)	\$22,191		\$27,048		\$27,089		\$25,998		
Census Per Capita Income (2000)	\$20,329		\$23,703		\$23,694		\$23,031		
Projected Annual Change (2023-2028)	-\$851	-0.5%	\$612	0.3%	\$854	0.4%	\$1,493	0.7%	
Historical Annual Change (2000-2023)	\$17,059	3.6%	\$19,715	3.6%	\$21,129	3.9%	\$21,559	4.1%	
Estimated Average Household Net Worth (2023)	\$268,114		\$399,820		\$415,605		\$404,436		

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Neenah, WI 54956									
	1 mi radius		3 mi radius		5 mi radius		7 mi radius		
Race and Ethnicity									
Total Population (2023)	8,599		39,565		65,020		109,026		
White (2023)	7,683	89.3%	35,592	90.0%	57,603	88.6%	93,180	85.5%	
Black or African American (2023)	140	1.6%	626	1.6%	1,017	1.6%	3,024	2.8%	
American Indian or Alaska Native (2023)	45	0.5%	174	0.4%	296	0.5%	535	0.5%	
Asian (2023)	209	2.4%	929	2.3%	1,875	2.9%	4,650	4.3%	
Hawaiian or Pacific Islander (2023)	3	-	13	-	17	-	50	-	
Other Race (2023)	133	1.5%	516	1.3%	1,348	2.1%	2,575	2.4%	
Two or More Races (2023)	387	4.5%	1,714	4.3%	2,862	4.4%	5,012	4.6%	
Population < 18 (2023)	1,788	20.8%	8,932	22.6%	14,378	22.1%	24,132	22.1%	
White Not Hispanic	1,394	78.0%	7,163	80.2%	11,121	77.4%	17,659	73.2%	
Black or African American	35	1.9%	225	2.5%	367	2.5%	928	3.8%	
Asian	63	3.5%	249	2.8%	519	3.6%	1,374	5.7%	
Other Race Not Hispanic	136	7.6%	543	6.1%	824	5.7%	1,402	5.8%	
Hispanic	159	8.9%	752	8.4%	1,547	10.8%	2,769	11.5%	
Not Hispanic or Latino Population (2023)	8,110	94.3%	37,531	94.9%	60,975	93.8%	101,826	93.4%	
Not Hispanic White	7,513	92.6%	34,946	93.1%	56,495	92.7%	91,365	89.7%	
Not Hispanic Black or African American	134	1.7%	596	1.6%	961	1.6%	2,922	2.9%	
Not Hispanic American Indian or Alaska Native	33	0.4%	113	0.3%	181	0.3%	328	0.3%	
Not Hispanic Asian	209	2.6%	920	2.5%	1,855	3.0%	4,614	4.5%	
Not Hispanic Hawaiian or Pacific Islander	3	-	13	-	16	-	47	-	
Not Hispanic Other Race	3	-	24	-	37	-	78	-	
Not Hispanic Two or More Races	215	2.6%	919	2.4%	1,431	2.3%	2,471	2.4%	
Hispanic or Latino Population (2023)	489	5.7%	2,034	5.1%	4,045	6.2%	7,200	6.6%	
Hispanic White	170	34.7%	646	31.7%	1,108	27.4%	1,815	25.2%	
Hispanic Black or African American	6	1.2%	30	1.5%	57	1.4%	102	1.4%	
Hispanic American Indian or Alaska Native	12	2.4%	60	3.0%	116	2.9%	207	2.9%	
Hispanic Asian	-	-	9	0.4%	20	0.5%	35	0.5%	
Hispanic Hawaiian or Pacific Islander	-	-	-	-	1	-	3	-	
Hispanic Other Race	129	26.4%	493	24.2%	1,311	32.4%	2,497	34.7%	
Hispanic Two or More Races	173	35.3%	796	39.1%	1,432	35.4%	2,541	35.3%	
Not Hispanic or Latino Population (2020)	8,117	94.2%	37,743	95.0%	60,807	93.7%	101,281	93.1%	
Hispanic or Latino Population (2020)	497	5.8%	2,001	5.0%	4,090	6.3%	7,525	6.9%	
Not Hispanic or Latino Population (2010)	8,216	95.9%	36,272	96.2%	59,035	95.4%	98,270	94.4%	
Hispanic or Latino Population (2010)	351	4.1%	1,418	3.8%	2,870	4.6%	5,814	5.6%	
Not Hispanic or Latino Population (2028)	8,392	94.3%	38,492	94.9%	62,479	93.8%	103,225	93.5%	
Hispanic or Latino Population (2028)	505	5.7%	2,076	5.1%	4,105	6.2%	7,219	6.5%	
Projected Annual Growth (2023-2028)	16	0.7%	42	0.4%	60	0.3%	19	-	
Historical Annual Growth (2010-2020)	146	4.1%	583	4.1%	1,220	4.2%	1,711	2.9%	

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Total Age Distribution (2023)									
Total Population	8,599		39,565		65,020		109,026		
Age Under 5 Years	500	5.8%	2,293	5.8%	3,713	5.7%	6,191	5.7%	
Age 5 to 9 Years	495	5.8%	2,535	6.4%	4,008	6.2%	6,639	6.1%	
Age 10 to 14 Years	491	5.7%	2,550	6.4%	4,132	6.4%	6,946	6.4%	
Age 15 to 19 Years	486	5.7%	2,307	5.8%	3,750	5.8%	6,692	6.1%	
Age 20 to 24 Years	610	7.1%	2,296	5.8%	3,867	5.9%	7,075	6.5%	
Age 25 to 29 Years	708	8.2%	2,743	6.9%	4,565	7.0%	7,883	7.2%	
Age 30 to 34 Years	665	7.7%	2,825	7.1%	4,671	7.2%	7,714	7.1%	
Age 35 to 39 Years	571	6.6%	2,663	6.7%	4,409	6.8%	7,217	6.6%	
Age 40 to 44 Years	483	5.6%	2,486	6.3%	4,098	6.3%	6,844	6.3%	
Age 45 to 49 Years	491	5.7%	2,335	5.9%	3,812	5.9%	6,406	5.9%	
Age 50 to 54 Years	545	6.3%	2,641	6.7%	4,277	6.6%	7,259	6.7%	
Age 55 to 59 Years	532	6.2%	2,757	7.0%	4,492	6.9%	7,619	7.0%	
Age 60 to 64 Years	548	6.4%	2,625	6.6%	4,433	6.8%	7,217	6.6%	
Age 65 to 69 Years	487	5.7%	2,107	5.3%	3,613	5.6%	5,845	5.4%	
Age 70 to 74 Years	394	4.6%	1,761	4.5%	2,958	4.5%	4,694	4.3%	
Age 75 to 79 Years	265	3.1%	1,140	2.9%	1,846	2.8%	2,871	2.6%	
Age 80 to 84 Years	176	2.0%	730	1.8%	1,151	1.8%	1,899	1.7%	
Age 85 Years or Over	151	1.8%	769	1.9%	1,226	1.9%	2,016	1.8%	
Median Age	37.2		38.5		38.8		38.2		
Age 19 Years or Less	1,972	22.9%	9,685	24.5%	15,603	24.0%	26,468	24.3%	
Age 20 to 64 Years	5,153	59.9%	23,372	59.1%	38,623	59.4%	65,233	59.8%	
Age 65 Years or Over	1,473	17.1%	6,508	16.4%	10,794	16.6%	17,324	15.9%	
Female Age Distribution (2023)									
Female Population	4,279	49.8%	19,866	50.2%	32,629	50.2%	54,493	50.0%	
Age Under 5 Years	239	5.6%	1,113	5.6%	1,785	5.5%	3,005	5.5%	
Age 5 to 9 Years	249	5.8%	1,241	6.2%	1,964	6.0%	3,252	6.0%	
Age 10 to 14 Years	250	5.9%	1,257	6.3%	2,035	6.2%	3,398	6.2%	
Age 15 to 19 Years	221	5.2%	1,102	5.5%	1,798	5.5%	3,301	6.1%	
Age 20 to 24 Years	303	7.1%	1,151	5.8%	1,956	6.0%	3,545	6.5%	
Age 25 to 29 Years	350	8.2%	1,353	6.8%	2,271	7.0%	3,801	7.0%	
Age 30 to 34 Years	304	7.1%	1,382	7.0%	2,263	6.9%	3,695	6.8%	
Age 35 to 39 Years	260	6.1%	1,291	6.5%	2,148	6.6%	3,461	6.4%	
Age 40 to 44 Years	229	5.4%	1,229	6.2%	2,005	6.1%	3,328	6.1%	
Age 45 to 49 Years	236	5.5%	1,146	5.8%	1,854	5.7%	3,093	5.7%	
Age 50 to 54 Years	268	6.3%	1,310	6.6%	2,109	6.5%	3,581	6.6%	
Age 55 to 59 Years	258	6.0%	1,375	6.9%	2,243	6.9%	3,817	7.0%	
Age 60 to 64 Years	293	6.9%	1,342	6.8%	2,272	7.0%	3,657	6.7%	
Age 65 to 69 Years	260	6.1%	1,093	5.5%	1,879	5.8%	3,043	5.6%	
Age 70 to 74 Years	208	4.9%	928	4.7%	1,595	4.9%	2,510	4.6%	
Age 75 to 79 Years	149	3.5%	633	3.2%	998	3.1%	1,598	2.9%	
Age 80 to 84 Years	107	2.5%	433	2.2%	671	2.1%	1,095	2.0%	
Age 85 Years or Over	95	2.2%	488	2.5%	784	2.4%	1,312	2.4%	
Female Median Age	38.5		39.5		39.7		39.2		
Age 19 Years or Less	960	22.4%	4,713	23.7%	7,582	23.2%	12,957	23.8%	
Age 20 to 64 Years	2,501	58.4%	11,578	58.3%	19,121	58.6%	31,979	58.7%	
Age 65 Years or Over	819	19.1%	3,575	18.0%	5,926	18.2%	9,557	17.5%	

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Neenah, WI 54956									
	1 mi radius		3 mi radius		5 mi radius		7 mi radius		
Male Age Distribution (2023)									
Male Population	4,320	50.2%	19,699	49.8%	32,391	49.8%	54,533	50.0%	
Age Under 5 Years	261	6.0%	1,180	6.0%	1,928	6.0%	3,186	5.8%	
Age 5 to 9 Years	246	5.7%	1,294	6.6%	2,044	6.3%	3,387	6.2%	
Age 10 to 14 Years	240	5.6%	1,293	6.6%	2,097	6.5%	3,548	6.5%	
Age 15 to 19 Years	265	6.1%	1,205	6.1%	1,951	6.0%	3,391	6.2%	
Age 20 to 24 Years	308	7.1%	1,146	5.8%	1,911	5.9%	3,529	6.5%	
Age 25 to 29 Years	359	8.3%	1,390	7.1%	2,294	7.1%	4,081	7.5%	
Age 30 to 34 Years	361	8.4%	1,443	7.3%	2,409	7.4%	4,019	7.4%	
Age 35 to 39 Years	311	7.2%	1,372	7.0%	2,261	7.0%	3,756	6.9%	
Age 40 to 44 Years	254	5.9%	1,257	6.4%	2,093	6.5%	3,516	6.4%	
Age 45 to 49 Years	254	5.9%	1,189	6.0%	1,957	6.0%	3,313	6.1%	
Age 50 to 54 Years	277	6.4%	1,332	6.8%	2,168	6.7%	3,678	6.7%	
Age 55 to 59 Years	274	6.3%	1,382	7.0%	2,249	6.9%	3,802	7.0%	
Age 60 to 64 Years	255	5.9%	1,283	6.5%	2,161	6.7%	3,559	6.5%	
Age 65 to 69 Years	227	5.3%	1,014	5.1%	1,734	5.4%	2,803	5.1%	
Age 70 to 74 Years	186	4.3%	833	4.2%	1,363	4.2%	2,184	4.0%	
Age 75 to 79 Years	116	2.7%	507	2.6%	848	2.6%	1,273	2.3%	
Age 80 to 84 Years	69	1.6%	297	1.5%	481	1.5%	804	1.5%	
Age 85 Years or Over	57	1.3%	281	1.4%	442	1.4%	704	1.3%	
Male Median Age	36.1		37.7		37.9		37.3		
Age 19 Years or Less	1,012	23.4%	4,972	25.2%	8,021	24.8%	13,512	24.8%	
Age 20 to 64 Years	2,653	61.4%	11,794	59.9%	19,502	60.2%	33,254	61.0%	
Age 65 Years or Over	655	15.2%	2,933	14.9%	4,868	15.0%	7,767	14.2%	
Males per 100 Females (2023)									
Overall Comparison	101		99		99		100		
Age Under 5 Years	109	52.2%	106	51.5%	108	51.9%	106	51.5%	
Age 5 to 9 Years	99	49.6%	104	51.1%	104	51.0%	104	51.0%	
Age 10 to 14 Years	96	49.0%	103	50.7%	103	50.8%	104	51.1%	
Age 15 to 19 Years	120	54.6%	109	52.2%	109	52.0%	103	50.7%	
Age 20 to 24 Years	102	50.4%	100	49.9%	98	49.4%	100	49.9%	
Age 25 to 29 Years	103	50.7%	103	50.7%	101	50.3%	107	51.8%	
Age 30 to 34 Years	119	54.2%	104	51.1%	106	51.6%	109	52.1%	
Age 35 to 39 Years	120	54.5%	106	51.5%	105	51.3%	109	52.0%	
Age 40 to 44 Years	111	52.5%	102	50.6%	104	51.1%	106	51.4%	
Age 45 to 49 Years	108	51.8%	104	50.9%	106	51.4%	107	51.7%	
Age 50 to 54 Years	104	50.9%	102	50.4%	103	50.7%	103	50.7%	
Age 55 to 59 Years	106	51.6%	101	50.1%	100	50.1%	100	49.9%	
Age 60 to 64 Years	87	46.5%	96	48.9%	95	48.7%	97	49.3%	
Age 65 to 69 Years	88	46.7%	93	48.1%	92	48.0%	92	47.9%	
Age 70 to 74 Years	90	47.3%	90	47.3%	85	46.1%	87	46.5%	
Age 75 to 79 Years	77	43.6%	80	44.5%	85	45.9%	80	44.3%	
Age 80 to 84 Years	64	39.2%	69	40.7%	72	41.8%	73	42.3%	
Age 85 Years or Over	60	37.4%	58	36.5%	56	36.1%	54	34.9%	
Age 19 Years or Less	105	51.3%	105	51.3%	106	51.4%	104	51.0%	
Age 20 to 39 Years	110	52.4%	103	50.8%	103	50.7%	106	51.5%	
Age 40 to 64 Years	102	50.6%	101	50.2%	101	50.3%	102	50.6%	
Age 65 Years or Over	80	44.4%	82	45.1%	82	45.1%	81	44.8%	

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Household Type (2023)									
Total Households	3,944		17,039		28,093		46,648		
Households with Children	1,085	27.5%	5,034	29.5%	8,128	28.9%	13,374	28.7%	
Average Household Size	2.2		2.3		2.3		2.3		
Household Density per Square Mile	1,256		603		358		303		
Population Family	6,448	75.0%	31,786	80.3%	51,926	79.9%	84,800	77.8%	
Population Non-Family	2,060	24.0%	7,596	19.2%	12,801	19.7%	22,443	20.6%	
Population Group Quarters	91	1.1%	183	0.5%	294	0.5%	1,784	1.6%	
Family Households	2,278	57.8%	10,804	63.4%	17,669	62.9%	28,767	61.7%	
Married Couple Households	1,574	69.1%	8,232	76.2%	13,631	77.1%	22,099	76.8%	
Other Family Households with Children	704	30.9%	2,572	23.8%	4,038	22.9%	6,668	23.2%	
Family Households with Children	1,080	47.4%	5,019	46.5%	8,106	45.9%	13,337	46.4%	
Married Couple with Children	618	57.2%	3,344	66.6%	5,457	67.3%	8,987	67.4%	
Other Family Households with Children	462	42.8%	1,674	33.4%	2,649	32.7%	4,350	32.6%	
Family Households No Children	1,198	52.6%	5,785	53.5%	9,563	54.1%	15,430	53.6%	
Married Couple No Children	956	79.8%	4,888	84.5%	8,174	85.5%	13,112	85.0%	
Other Family Households No Children	242	20.2%	898	15.5%	1,389	14.5%	2,318	15.0%	
Non-Family Households	1,666	42.2%	6,235	36.6%	10,424	37.1%	17,881	38.3%	
Non-Family Households with Children	5	0.3%	15	0.2%	22	0.2%	37	0.2%	
Non-Family Households No Children	1,661	99.7%	6,220	99.8%	10,402	99.8%	17,844	99.8%	
Average Family Household Size	2.8		2.9		2.9		2.9		
Average Family Income	\$92,501		\$124,743		\$125,958		\$128,063		
Median Family Income	\$75,464		\$95,249		\$94,962		\$95,669		
Average Non-Family Household Size	1.2		1.2		1.2		1.3		
Marital Status (2023)									
Population Age 15 Years or Over	7,113		32,187		53,167		89,250		
Never Married	2,979	41.9%	10,357	32.2%	17,129	32.2%	29,810	33.4%	
Currently Married	2,631	37.0%	16,174	50.3%	26,767	50.3%	43,548	48.8%	
Previously Married	1,502	21.1%	5,657	17.6%	9,271	17.4%	15,893	17.8%	
Separated	90	6.0%	639	11.3%	1,100	11.9%	1,728	10.9%	
Widowed	321	21.4%	1,461	25.8%	2,532	27.3%	4,001	25.2%	
Divorced	1,091	72.7%	3,557	62.9%	5,639	60.8%	10,163	63.9%	
Educational Attainment (2023)									
Adult Population Age 25 Years or Over	6,016		27,584		45,550		75,483		
Elementary (Grade Level 0 to 8)	83	1.4%	346	1.3%	804	1.8%	1,404	1.9%	
Some High School (Grade Level 9 to 11)	243	4.0%	1,017	3.7%	1,777	3.9%	2,746	3.6%	
High School Graduate	2,269	37.7%	8,642	31.3%	14,205	31.2%	22,477	29.8%	
Some College	1,177	19.6%	5,105	18.5%	8,523	18.7%	14,585	19.3%	
Associate Degree Only	826	13.7%	3,850	14.0%	6,244	13.7%	10,233	13.6%	
Bachelor Degree Only	1,110	18.5%	6,197	22.5%	10,048	22.1%	17,047	22.6%	
Graduate Degree	308	5.1%	2,426	8.8%	3,950	8.7%	6,991	9.3%	
Any College (Some College or Higher)	3,421	56.9%	17,578	63.7%	28,765	63.2%	48,857	64.7%	
College Degree + (Bachelor Degree or Higher)	1,418	23.6%	8,623	31.3%	13,998	30.7%	24,038	31.8%	

## Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 44.1761/-88.482

828 Fox Point Plaza										
Neenah, WI 54956										
			1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Housing										
Total Housing Units (2023)			4,172		18,038		29,681		49,335	
Total Housing Units (2020)			4,059		17,655		28,903		48,149	
Historical Annual Growth (2020-2023)			113	0.9%	382	0.7%	778	0.9%	1,186	0.8%
Housing Units Occupied (2023)			3,944	94.5%	17,039	94.5%	28,093	94.6%	46,648	94.6%
Housing Units Owner-Occupied			2,409	61.1%	11,658	68.4%	19,266	68.6%	31,010	66.5%
Housing Units Renter-Occupied			1,534	38.9%	5,381	31.6%	8,826	31.4%	15,638	33.5%
Housing Units Vacant (2023)			228	5.5%	999	5.5%	1,589	5.4%	2,687	5.4%
Household Size (2023)										
Total Households			3,944		17,039		28,093		46,648	
1 Person Households			1,324	33.6%	5,114	30.0%	8,531	30.4%	14,557	31.2%
2 Person Households			1,514	38.4%	6,432	37.8%	10,706	38.1%	17,800	38.2%
3 Person Households			540	13.7%	2,419	14.2%	3,895	13.9%	6,252	13.4%
4 Person Households			372	9.4%	1,972	11.6%	3,200	11.4%	5,125	11.0%
5 Person Households			128	3.2%	777	4.6%	1,228	4.4%	1,992	4.3%
6 Person Households			54	1.4%	254	1.5%	402	1.4%	677	1.5%
7 or More Person Households			12	0.3%	71	0.4%	131	0.5%	245	0.5%
Household Income Distribution (2023)										
HH Income \$200,000 or More			141	3.6%	1,312	7.7%	2,361	8.4%	3,707	7.9%
HH Income \$150,000 to \$199,999			208	5.3%	1,342	7.9%	1,931	6.9%	3,287	7.0%
HH Income \$125,000 to \$149,999			201	5.1%	1,076	6.3%	1,841	6.6%	3,097	6.6%
HH Income \$100,000 to \$124,999			266	6.7%	1,574	9.2%	2,699	9.6%	4,593	9.8%
HH Income \$75,000 to \$99,999			592	15.0%	2,544	14.9%	4,160	14.8%	6,775	14.5%
HH Income \$50,000 to \$74,999			893	22.6%	3,251	19.1%	5,251	18.7%	8,822	18.9%
HH Income \$35,000 to \$49,999			668	16.9%	2,182	12.8%	3,595	12.8%	5,810	12.5%
HH Income \$25,000 to \$34,999			467	11.8%	1,360	8.0%	2,375	8.5%	4,065	8.7%
HH Income \$15,000 to \$24,999			287	7.3%	1,287	7.6%	2,047	7.3%	3,219	6.9%
HH Income \$10,000 to \$14,999			72	1.8%	449	2.6%	822	2.9%	1,466	3.1%
HH Income Under \$10,000			149	3.8%	662	3.9%	1,010	3.6%	1,806	3.9%
Household Vehicles (2023)										
Households 0 Vehicles Available			155	3.9%	821	4.8%	1,394	5.0%	2,572	5.5%
Households 1 Vehicle Available			1,353	34.3%	5,454	32.0%	9,437	33.6%	15,991	34.3%
Households 2 Vehicles Available			1,761	44.6%	7,544	44.3%	11,769	41.9%	19,548	41.9%
Households 3 or More Vehicles Available			675	17.1%	3,220	18.9%	5,493	19.6%	8,537	18.3%
Total Vehicles Available			7,141		31,335		51,317		83,668	
Average Vehicles per Household			1.8		1.8		1.8		1.8	
Owner-Occupied Household Vehicles			4,785	67.0%	23,925	76.4%	39,553	77.1%	63,260	75.6%
Average Vehicles per Owner-Occupied Household			2.0		2.1		2.1		2.0	
Renter-Occupied Household Vehicles			2,357	33.0%	7,409	23.6%	11,763	22.9%	20,408	24.4%
Average Vehicles per Renter-Occupied Household			1.5		1.4		1.3		1.3	
Travel Time (2023)										
Worker Base Age 16 years or Over			4,890		20,397		34,023		56,989	
Travel to Work in 14 Minutes or Less			1,928	39.4%	7,338	36.0%	10,938	32.1%	18,448	32.4%
Travel to Work in 15 to 29 Minutes			2,020	41.3%	8,662	42.5%	14,568	42.8%	23,219	40.7%
Travel to Work in 30 to 59 Minutes			476	9.7%	2,117	10.4%	3,876	11.4%	6,525	11.4%
Travel to Work in 60 Minutes or More			208	4.3%	611	3.0%	1,165	3.4%	1,932	3.4%
Work at Home			258	5.3%	1,670	8.2%	3,476	10.2%	6,866	12.0%
Average Minutes Travel to Work			16.1		16.2		16.5		16.5	

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Lat/Lon: 44.1761/-88.482

828 Fox Point Plaza									
Neenah, WI 54956									
	1 mi radius			3 mi radius		5 mi radius		7 mi radius	
Transportation To Work (2023)									
Worker Base Age 16 years or Over	4,890		20,397		34,023		56,989		
Drive to Work Alone	4,018	82.2%	16,465	80.7%	27,060	79.5%	44,031	77.3%	
Drive to Work in Carpool	351	7.2%	1,438	7.1%	2,476	7.3%	3,929	6.9%	
Travel to Work by Public Transportation	18	0.4%	103	0.5%	175	0.5%	607	1.1%	
Drive to Work on Motorcycle	34	0.7%	59	0.3%	102	0.3%	130	0.2%	
Bicycle to Work	58	1.2%	179	0.9%	198	0.6%	441	0.8%	
Walk to Work	149	3.1%	415	2.0%	464	1.4%	740	1.3%	
Other Means	5	-	69	0.3%	73	0.2%	246	0.4%	
Work at Home	258	5.3%	1,670	8.2%	3,476	10.2%	6,866	12.0%	
Daytime Demographics (2023)									
Total Businesses	300		1,331		1,909		3,942		
Total Employees	4,022		30,774		44,529		79,723		
Company Headquarter Businesses	8	2.6%	75	5.7%	112	5.9%	208	5.3%	
Company Headquarter Employees	262	6.5%	8,679	28.2%	13,000	29.2%	22,003	27.6%	
Employee Population per Business	13.4	to 1	23.1	to 1	23.3	to 1	20.2	to 1	
Residential Population per Business	28.7	to 1	29.7	to 1	34.1	to 1	27.7	to 1	
Adj. Daytime Demographics Age 16 Years or Over	6,155		42,043		62,780		110,455		
Labor Force									
Labor Population Age 16 Years or Over (2023)	7,024		31,690		52,340		87,807		
Labor Force Total Males (2023)	3,528	50.2%	15,681	49.5%	25,902	49.5%	43,688	49.8%	
Male Civilian Employed	2,670	75.7%	10,913	69.6%	17,897	69.1%	29,983	68.6%	
Male Civilian Unemployed	69	2.0%	268	1.7%	438	1.7%	940	2.2%	
Males in Armed Forces	-	-	-	-	-	-	17	-	
Males Not in Labor Force	789	22.4%	4,499	28.7%	7,567	29.2%	12,748	29.2%	
Labor Force Total Females (2023)	3,495	49.8%	16,010	50.5%	26,438	50.5%	44,120	50.2%	
Female Civilian Employed	2,221	63.5%	9,484	59.2%	16,125	61.0%	27,009	61.2%	
Female Civilian Unemployed	79	2.3%	233	1.5%	317	1.2%	587	1.3%	
Females in Armed Forces	-	-	24	0.1%	67	0.3%	67	0.2%	
Females Not in Labor Force	1,196	34.2%	6,270	39.2%	9,929	37.6%	16,457	37.3%	
Unemployment Rate	148	2.1%	500	1.6%	754	1.4%	1,527	1.7%	
Occupation (2023)									
Occupation Population Age 16 Years or Over	4,890		20,397		34,023		56,989		
Occupation Total Males	2,670	54.6%	10,913	53.5%	17,897	52.6%	29,981	52.6%	
Occupation Total Females	2,221	45.4%	9,484	46.5%	16,125	47.4%	27,009	47.4%	
Management, Business, Financial Operations	467	9.5%	2,315	11.3%	4,275	12.6%	8,224	14.4%	
Professional, Related	805	16.5%	4,709	23.1%	7,838	23.0%	13,285	23.3%	
Service	868	17.8%	2,963	14.5%	4,532	13.3%	7,450	13.1%	
Sales, Office	1,029	21.0%	4,235	20.8%	7,390	21.7%	12,007	21.1%	
Farming, Fishing, Forestry	15	0.3%	51	0.2%	129	0.4%	178	0.3%	
Construction, Extraction, Maintenance	335	6.9%	1,409	6.9%	2,273	6.7%	3,655	6.4%	
Production, Transport, Material Moving	1,371	28.0%	4,715	23.1%	7,585	22.3%	12,191	21.4%	
White Collar Workers	2,300	47.0%	11,259	55.2%	19,503	57.3%	33,515	58.8%	
Blue Collar Workers	2,590	53.0%	9,138	44.8%	14,519	42.7%	23,474	41.2%	



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2010-2020 Census, 2023 Estimates with 2028 Projections  
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Lat/Lon: 44.1761/-88.482

828 Fox Point Plaza Neenah, WI 54956									
	1 mi radius			3 mi radius		5 mi radius		7 mi radius	
Units In Structure (2023)									
Total Units	3,944		17,039		28,093		46,648		
1 Detached Unit	2,567	65.1%	12,235	71.8%	19,575	69.7%	31,218	66.9%	
1 Attached Unit	222	5.6%	747	4.4%	1,333	4.7%	2,322	5.0%	
2 Units	249	6.3%	903	5.3%	1,302	4.6%	2,246	4.8%	
3 to 4 Units	265	6.7%	742	4.4%	1,087	3.9%	1,791	3.8%	
5 to 9 Units	143	3.6%	572	3.4%	1,326	4.7%	3,222	6.9%	
10 to 19 Units	368	9.3%	1,029	6.0%	1,668	5.9%	2,787	6.0%	
20 to 49 Units	70	1.8%	403	2.4%	753	2.7%	1,328	2.8%	
50 or More Units	47	1.2%	365	2.1%	511	1.8%	986	2.1%	
Mobile Home or Trailer	14	0.3%	43	0.3%	537	1.9%	729	1.6%	
Other Structure	-	-	-	-	-	-	20	-	
Homes Built By Year (2023)									
Homes Built 2020 or later	8	0.2%	272	1.5%	498	1.7%	516	1.0%	
Homes Built 2010 to 2019	172	4.1%	1,172	6.5%	1,916	6.5%	3,434	7.0%	
Homes Built 2000 to 2009	198	4.7%	1,415	7.8%	2,569	8.7%	4,587	9.3%	
Homes Built 1990 to 1999	356	8.5%	1,998	11.1%	3,708	12.5%	6,145	12.5%	
Homes Built 1980 to 1989	435	10.4%	1,588	8.8%	3,257	11.0%	6,059	12.3%	
Homes Built 1970 to 1979	565	13.5%	2,541	14.1%	4,300	14.5%	7,403	15.0%	
Homes Built 1960 to 1969	678	16.3%	2,257	12.5%	3,634	12.2%	5,221	10.6%	
Homes Built 1950 to 1959	707	17.0%	2,060	11.4%	3,028	10.2%	4,606	9.3%	
Homes Built 1940 to 1949	187	4.5%	793	4.4%	1,182	4.0%	1,998	4.0%	
Homes Built Before 1939	637	15.3%	2,944	16.3%	4,001	13.5%	6,679	13.5%	
Median Age of Homes	56.9	yrs	52.8	yrs	50.3	yrs	49.7	yrs	
Home Values (2023)									
Owner Specified Housing Units	2,409		11,658		19,266		31,010		
Home Values \$1,000,000 or More	5	0.2%	56	0.5%	86	0.4%	154	0.5%	
Home Values \$750,000 to \$999,999	6	0.3%	73	0.6%	163	0.8%	264	0.9%	
Home Values \$500,000 to \$749,999	46	1.9%	348	3.0%	574	3.0%	1,109	3.6%	
Home Values \$400,000 to \$499,999	70	2.9%	794	6.8%	1,200	6.2%	1,787	5.8%	
Home Values \$300,000 to \$399,999	150	6.2%	1,670	14.3%	2,665	13.8%	4,063	13.1%	
Home Values \$250,000 to \$299,999	144	6.0%	1,167	10.0%	2,081	10.8%	3,375	10.9%	
Home Values \$200,000 to \$249,999	229	9.5%	1,425	12.2%	2,411	12.5%	4,405	14.2%	
Home Values \$175,000 to \$199,999	255	10.6%	1,209	10.4%	1,885	9.8%	3,039	9.8%	
Home Values \$150,000 to \$174,999	390	16.2%	1,566	13.4%	2,632	13.7%	4,460	14.4%	
Home Values \$125,000 to \$149,999	395	16.4%	1,342	11.5%	2,061	10.7%	3,049	9.8%	
Home Values \$100,000 to \$124,999	410	17.0%	1,073	9.2%	1,730	9.0%	2,634	8.5%	
Home Values \$90,000 to \$99,999	91	3.8%	254	2.2%	351	1.8%	581	1.9%	
Home Values \$80,000 to \$89,999	91	3.8%	280	2.4%	361	1.9%	463	1.5%	
Home Values \$70,000 to \$79,999	44	1.8%	119	1.0%	183	1.0%	282	0.9%	
Home Values \$60,000 to \$69,999	21	0.9%	70	0.6%	121	0.6%	163	0.5%	
Home Values \$50,000 to \$59,999	1	-	7	-	13	-	70	0.2%	
Home Values \$35,000 to \$49,999	15	0.6%	57	0.5%	238	1.2%	298	1.0%	
Home Values \$25,000 to \$34,999	16	0.7%	40	0.3%	65	0.3%	137	0.4%	
Home Values \$10,000 to \$24,999	14	0.6%	59	0.5%	177	0.9%	244	0.8%	
Home Values Under \$10,000	14	0.6%	48	0.4%	270	1.4%	434	1.4%	
Owner-Occupied Median Home Value	\$155,382		\$206,072		\$204,899		\$207,502		
Renter-Occupied Median Rent	\$685		\$698		\$708		\$718		



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Lat/Lon: 44.1761/-88.482

828 Fox Point Plaza									
Neenah, WI 54956									
		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Total Annual Consumer Expenditure (2023)									
Total Household Expenditure		\$240.74 M		\$1.2 B		\$2.02 B		\$3.35 B	
Total Non-Retail Expenditure		\$126.83 M		\$633.94 M		\$1.07 B		\$1.77 B	
Total Retail Expenditure		\$113.91 M		\$566.94 M		\$955.26 M		\$1.58 B	
Apparel		\$8.34 M		\$42.27 M		\$71.17 M		\$117.85 M	
Contributions		\$7.63 M		\$39.69 M		\$66.97 M		\$110.51 M	
Education		\$6.55 M		\$36.09 M		\$60.69 M		\$100.34 M	
Entertainment		\$13.4 M		\$68.27 M		\$114.92 M		\$190.13 M	
Food and Beverages		\$35.67 M		\$176.29 M		\$297.09 M		\$492.28 M	
Furnishings and Equipment		\$8.35 M		\$42.42 M		\$71.42 M		\$118.2 M	
Gifts		\$5.71 M		\$29.73 M		\$50.41 M		\$83.17 M	
Health Care		\$20.86 M		\$101.74 M		\$171.59 M		\$284 M	
Household Operations		\$9.33 M		\$47.31 M		\$79.73 M		\$131.84 M	
Miscellaneous Expenses		\$4.55 M		\$22.78 M		\$38.38 M		\$63.54 M	
Personal Care		\$3.23 M		\$16.12 M		\$27.16 M		\$44.99 M	
Personal Insurance		\$1.62 M		\$8.55 M		\$14.39 M		\$23.76 M	
Reading		\$525.48 K		\$2.63 M		\$4.44 M		\$7.35 M	
Shelter		\$50.94 M		\$252.61 M		\$425.43 M		\$705.17 M	
Tobacco		\$1.57 M		\$7.14 M		\$12.06 M		\$20.05 M	
Transportation		\$44.16 M		\$219.19 M		\$369.14 M		\$611.25 M	
Utilities		\$18.31 M		\$88.06 M		\$148.54 M		\$246.14 M	
Monthly Household Consumer Expenditure (2023)									
Total Household Expenditure		\$5,087		\$5,873		\$6,003		\$5,986	
Total Non-Retail Expenditure		\$2,680 52.7%		\$3,100 52.8%		\$3,169 52.8%		\$3,160 52.8%	
Total Retail Expenditures		\$2,407 47.3%		\$2,773 47.2%		\$2,834 47.2%		\$2,826 47.2%	
Apparel		\$176 3.5%		\$207 3.5%		\$211 3.5%		\$211 3.5%	
Contributions		\$161 3.2%		\$194 3.3%		\$199 3.3%		\$197 3.3%	
Education		\$138 2.7%		\$176 3.0%		\$180 3.0%		\$179 3.0%	
Entertainment		\$283 5.6%		\$334 5.7%		\$341 5.7%		\$340 5.7%	
Food and Beverages		\$754 14.8%		\$862 14.7%		\$881 14.7%		\$879 14.7%	
Furnishings and Equipment		\$177 3.5%		\$207 3.5%		\$212 3.5%		\$211 3.5%	
Gifts		\$121 2.4%		\$145 2.5%		\$150 2.5%		\$149 2.5%	
Health Care		\$441 8.7%		\$498 8.5%		\$509 8.5%		\$507 8.5%	
Household Operations		\$197 3.9%		\$231 3.9%		\$237 3.9%		\$236 3.9%	
Miscellaneous Expenses		\$96 1.9%		\$111 1.9%		\$114 1.9%		\$114 1.9%	
Personal Care		\$68 1.3%		\$79 1.3%		\$81 1.3%		\$80 1.3%	
Personal Insurance		\$34 0.7%		\$42 0.7%		\$43 0.7%		\$42 0.7%	
Reading		\$11 0.2%		\$13 0.2%		\$13 0.2%		\$13 0.2%	
Shelter		\$1,076 21.2%		\$1,235 21.0%		\$1,262 21.0%		\$1,260 21.0%	
Tobacco		\$33 0.7%		\$35 0.6%		\$36 0.6%		\$36 0.6%	
Transportation		\$933 18.3%		\$1,072 18.3%		\$1,095 18.2%		\$1,092 18.2%	
Utilities		\$387 7.6%		\$431 7.3%		\$441 7.3%		\$440 7.3%	