

## Complete Profile

2010-2020 Census, 2022 Estimates with 2027 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.592/-88.436

827 W Main St Lake Geneva, WI 53147		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Population									
Estimated Population (2022)		5,547		12,730		19,379		31,219	
Projected Population (2027)		5,554		12,825		19,499		31,430	
Census Population (2020)		5,418		12,584		19,099		31,040	
Census Population (2010)		5,235		11,758		18,179		29,892	
Projected Annual Growth (2022-2027)		7	-	95	0.1%	120	0.1%	211	0.1%
Historical Annual Growth (2020-2022)		129	1.2%	146	0.6%	280	0.7%	179	0.3%
Historical Annual Growth (2010-2020)		183	0.3%	826	0.7%	919	0.5%	1,148	0.4%
Estimated Population Density (2022)		1,767	psm	450	psm	247	psm	203	psm
Trade Area Size		3.1	sq mi	28.3	sq mi	78.5	sq mi	153.9	sq mi
Households									
Estimated Households (2022)		2,546		5,596		8,461		13,079	
Projected Households (2027)		2,548		5,635		8,511		13,162	
Census Households (2020)		2,485		5,530		8,340		12,985	
Census Households (2010)		2,278		4,910		7,569		11,894	
Projected Annual Growth (2022-2027)		2	-	39	0.1%	50	0.1%	82	0.1%
Historical Annual Change (2010-2022)		268	1.0%	686	1.2%	892	1.0%	1,185	0.8%
Average Household Income									
Estimated Average Household Income (2022)		\$83,751		\$85,940		\$95,544		\$90,114	
Projected Average Household Income (2027)		\$105,231		\$103,835		\$119,066		\$109,835	
Census Average Household Income (2010)		\$63,883		\$62,296		\$68,752		\$70,092	
Census Average Household Income (2000)		\$50,712		\$52,884		\$56,238		\$57,295	
Projected Annual Change (2022-2027)		\$21,480	5.1%	\$17,895	4.2%	\$23,522	4.9%	\$19,721	4.4%
Historical Annual Change (2000-2022)		\$33,038	3.0%	\$33,056	2.8%	\$39,306	3.2%	\$32,820	2.6%
Median Household Income									
Estimated Median Household Income (2022)		\$69,500		\$71,839		\$74,736		\$73,227	
Projected Median Household Income (2027)		\$83,419		\$87,498		\$90,860		\$88,520	
Census Median Household Income (2010)		\$52,336		\$50,418		\$53,118		\$54,714	
Census Median Household Income (2000)		\$41,572		\$43,545		\$45,558		\$47,111	
Projected Annual Change (2022-2027)		\$13,919	4.0%	\$15,659	4.4%	\$16,124	4.3%	\$15,293	4.2%
Historical Annual Change (2000-2022)		\$27,928	3.1%	\$28,294	3.0%	\$29,178	2.9%	\$26,115	2.5%
Per Capita Income									
Estimated Per Capita Income (2022)		\$38,469		\$37,869		\$41,809		\$37,891	
Projected Per Capita Income (2027)		\$48,313		\$45,716		\$52,061		\$46,131	
Census Per Capita Income (2010)		\$27,745		\$25,992		\$28,615		\$27,881	
Census Per Capita Income (2000)		\$21,811		\$21,817		\$23,179		\$22,768	
Projected Annual Change (2022-2027)		\$9,844	5.1%	\$7,848	4.1%	\$10,252	4.9%	\$8,240	4.3%
Historical Annual Change (2000-2022)		\$16,658	3.5%	\$16,051	3.3%	\$18,630	3.7%	\$15,123	3.0%
Estimated Average Household Net Worth (2022)		\$446,233		\$472,411		\$516,100		\$485,220	

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827 W Main St									
Lake Geneva, WI 53147									
	1 mi radius			3 mi radius		5 mi radius		7 mi radius	
Race and Ethnicity									
Total Population (2022)	5,547		12,730		19,379		31,219		
White (2022)	4,581	82.6%	10,504	82.5%	16,344	84.3%	26,690	85.5%	
Black or African American (2022)	33	0.6%	117	0.9%	194	1.0%	354	1.1%	
American Indian or Alaska Native (2022)	19	0.3%	51	0.4%	75	0.4%	134	0.4%	
Asian (2022)	88	1.6%	187	1.5%	240	1.2%	326	1.0%	
Hawaiian or Pacific Islander (2022)	-	-	-	-	-	-	2	-	
Other Race (2022)	411	7.4%	933	7.3%	1,258	6.5%	1,848	5.9%	
Two or More Races (2022)	415	7.5%	939	7.4%	1,267	6.5%	1,865	6.0%	
Population < 18 (2022)	1,076	19.4%	2,585	20.3%	3,755	19.4%	6,284	20.1%	
White Not Hispanic	707	65.7%	1,702	65.8%	2,596	69.1%	4,577	72.8%	
Black or African American	5	0.5%	16	0.6%	27	0.7%	45	0.7%	
Asian	23	2.2%	42	1.6%	53	1.4%	64	1.0%	
Other Race Not Hispanic	67	6.2%	189	7.3%	251	6.7%	364	5.8%	
Hispanic	274	25.4%	636	24.6%	827	22.0%	1,234	19.6%	
Not Hispanic or Latino Population (2022)	4,697	84.7%	10,896	85.6%	16,913	87.3%	27,525	88.2%	
Not Hispanic White	3,897	83.0%	9,034	82.9%	14,337	84.8%	23,631	85.9%	
Not Hispanic Black or African American	28	0.6%	100	0.9%	169	1.0%	316	1.1%	
Not Hispanic American Indian or Alaska Native	17	0.4%	43	0.4%	65	0.4%	116	0.4%	
Not Hispanic Asian	73	1.6%	159	1.5%	208	1.2%	286	1.0%	
Not Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-	2	-	
Not Hispanic Other Race	339	7.2%	776	7.1%	1,060	6.3%	1,577	5.7%	
Not Hispanic Two or More Races	343	7.3%	783	7.2%	1,072	6.3%	1,597	5.8%	
Hispanic or Latino Population (2022)	850	15.3%	1,834	14.4%	2,466	12.7%	3,694	11.8%	
Hispanic White	684	80.5%	1,469	80.1%	2,007	81.4%	3,058	82.8%	
Hispanic Black or African American	5	0.6%	16	0.9%	25	1.0%	38	1.0%	
Hispanic American Indian or Alaska Native	2	0.3%	7	0.4%	11	0.4%	18	0.5%	
Hispanic Asian	15	1.7%	28	1.5%	32	1.3%	40	1.1%	
Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-	-	-	
Hispanic Other Race	72	8.5%	157	8.5%	198	8.0%	271	7.3%	
Hispanic Two or More Races	71	8.4%	155	8.5%	194	7.9%	268	7.3%	
Not Hispanic or Latino Population (2020)	4,556	84.1%	10,760	85.5%	16,681	87.3%	27,481	88.5%	
Hispanic or Latino Population (2020)	862	15.9%	1,824	14.5%	2,418	12.7%	3,559	11.5%	
Not Hispanic or Latino Population (2010)	4,400	84.0%	9,979	84.9%	15,960	87.8%	26,730	89.4%	
Hispanic or Latino Population (2010)	835	16.0%	1,779	15.1%	2,219	12.2%	3,162	10.6%	
Not Hispanic or Latino Population (2027)	4,708	84.8%	10,984	85.6%	17,022	87.3%	27,715	88.2%	
Hispanic or Latino Population (2027)	845	15.2%	1,841	14.4%	2,477	12.7%	3,715	11.8%	
Projected Annual Growth (2022-2027)	-4	-	7	-	11	-	21	0.1%	
Historical Annual Growth (2010-2020)	27	0.3%	46	0.3%	199	0.9%	397	1.3%	

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Total Age Distribution (2022)									
Total Population	5,547		12,730		19,379		31,219		
Age Under 5 Years	266	4.8%	626	4.9%	857	4.4%	1,383	4.4%	
Age 5 to 9 Years	302	5.5%	742	5.8%	1,069	5.5%	1,785	5.7%	
Age 10 to 14 Years	314	5.7%	750	5.9%	1,119	5.8%	1,914	6.1%	
Age 15 to 19 Years	296	5.3%	708	5.6%	1,089	5.6%	1,806	5.8%	
Age 20 to 24 Years	292	5.3%	665	5.2%	935	4.8%	1,517	4.9%	
Age 25 to 29 Years	324	5.8%	762	6.0%	1,043	5.4%	1,690	5.4%	
Age 30 to 34 Years	333	6.0%	764	6.0%	1,114	5.8%	1,887	6.0%	
Age 35 to 39 Years	357	6.4%	796	6.3%	1,155	6.0%	1,954	6.3%	
Age 40 to 44 Years	336	6.1%	816	6.4%	1,241	6.4%	2,070	6.6%	
Age 45 to 49 Years	329	5.9%	748	5.9%	1,177	6.1%	1,955	6.3%	
Age 50 to 54 Years	372	6.7%	849	6.7%	1,348	7.0%	2,184	7.0%	
Age 55 to 59 Years	427	7.7%	910	7.2%	1,447	7.5%	2,295	7.3%	
Age 60 to 64 Years	428	7.7%	920	7.2%	1,553	8.0%	2,402	7.7%	
Age 65 to 69 Years	351	6.3%	819	6.4%	1,373	7.1%	2,122	6.8%	
Age 70 to 74 Years	295	5.3%	661	5.2%	1,106	5.7%	1,686	5.4%	
Age 75 to 79 Years	221	4.0%	484	3.8%	735	3.8%	1,073	3.4%	
Age 80 to 84 Years	172	3.1%	368	2.9%	554	2.9%	794	2.5%	
Age 85 Years or Over	131	2.4%	340	2.7%	466	2.4%	702	2.2%	
Median Age	43.3		42.4		44.2		43.1		
Age 19 Years or Less	1,178	21.2%	2,827	22.2%	4,133	21.3%	6,888	22.1%	
Age 20 to 64 Years	3,197	57.6%	7,231	56.8%	11,013	56.8%	17,953	57.5%	
Age 65 Years or Over	1,171	21.1%	2,672	21.0%	4,234	21.8%	6,378	20.4%	
Female Age Distribution (2022)									
Female Population	2,852	51.4%	6,492	51.0%	9,744	50.3%	15,548	49.8%	
Age Under 5 Years	135	4.7%	317	4.9%	427	4.4%	689	4.4%	
Age 5 to 9 Years	155	5.4%	385	5.9%	537	5.5%	866	5.6%	
Age 10 to 14 Years	155	5.4%	371	5.7%	542	5.6%	921	5.9%	
Age 15 to 19 Years	146	5.1%	338	5.2%	520	5.3%	851	5.5%	
Age 20 to 24 Years	141	4.9%	327	5.0%	447	4.6%	705	4.5%	
Age 25 to 29 Years	152	5.3%	371	5.7%	502	5.2%	820	5.3%	
Age 30 to 34 Years	159	5.6%	359	5.5%	531	5.5%	920	5.9%	
Age 35 to 39 Years	176	6.2%	392	6.0%	562	5.8%	949	6.1%	
Age 40 to 44 Years	171	6.0%	409	6.3%	619	6.4%	1,026	6.6%	
Age 45 to 49 Years	163	5.7%	361	5.6%	582	6.0%	979	6.3%	
Age 50 to 54 Years	193	6.8%	426	6.6%	672	6.9%	1,072	6.9%	
Age 55 to 59 Years	215	7.5%	450	6.9%	718	7.4%	1,131	7.3%	
Age 60 to 64 Years	217	7.6%	461	7.1%	782	8.0%	1,202	7.7%	
Age 65 to 69 Years	201	7.1%	447	6.9%	707	7.3%	1,074	6.9%	
Age 70 to 74 Years	155	5.4%	358	5.5%	579	5.9%	871	5.6%	
Age 75 to 79 Years	140	4.9%	284	4.4%	409	4.2%	581	3.7%	
Age 80 to 84 Years	96	3.4%	208	3.2%	304	3.1%	440	2.8%	
Age 85 Years or Over	83	2.9%	229	3.5%	304	3.1%	450	2.9%	
Female Median Age	44.8		43.6		45.2		44.0		
Age 19 Years or Less	591	20.7%	1,410	21.7%	2,025	20.8%	3,327	21.4%	
Age 20 to 64 Years	1,585	55.6%	3,557	54.8%	5,416	55.6%	8,804	56.6%	
Age 65 Years or Over	676	23.7%	1,525	23.5%	2,302	23.6%	3,417	22.0%	

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Male Age Distribution (2022)										
Male Population	2,695	48.6%	6,238	49.0%	9,635	49.7%	15,671	50.2%		
Age Under 5 Years	132	4.9%	310	5.0%	430	4.5%	694	4.4%		
Age 5 to 9 Years	148	5.5%	357	5.7%	532	5.5%	920	5.9%		
Age 10 to 14 Years	158	5.9%	379	6.1%	577	6.0%	993	6.3%		
Age 15 to 19 Years	150	5.6%	370	5.9%	569	5.9%	955	6.1%		
Age 20 to 24 Years	151	5.6%	338	5.4%	488	5.1%	812	5.2%		
Age 25 to 29 Years	173	6.4%	391	6.3%	541	5.6%	870	5.6%		
Age 30 to 34 Years	175	6.5%	405	6.5%	583	6.1%	967	6.2%		
Age 35 to 39 Years	181	6.7%	404	6.5%	593	6.2%	1,004	6.4%		
Age 40 to 44 Years	165	6.1%	407	6.5%	622	6.5%	1,044	6.7%		
Age 45 to 49 Years	166	6.2%	387	6.2%	594	6.2%	976	6.2%		
Age 50 to 54 Years	179	6.7%	423	6.8%	676	7.0%	1,112	7.1%		
Age 55 to 59 Years	212	7.9%	461	7.4%	729	7.6%	1,163	7.4%		
Age 60 to 64 Years	211	7.8%	459	7.4%	770	8.0%	1,200	7.7%		
Age 65 to 69 Years	150	5.6%	372	6.0%	667	6.9%	1,048	6.7%		
Age 70 to 74 Years	140	5.2%	303	4.9%	527	5.5%	814	5.2%		
Age 75 to 79 Years	82	3.0%	200	3.2%	326	3.4%	492	3.1%		
Age 80 to 84 Years	76	2.8%	160	2.6%	250	2.6%	354	2.3%		
Age 85 Years or Over	48	1.8%	111	1.8%	162	1.7%	252	1.6%		
Male Median Age	41.7		41.2		43.3		42.3			
Age 19 Years or Less	588	21.8%	1,416	22.7%	2,107	21.9%	3,561	22.7%		
Age 20 to 64 Years	1,612	59.8%	3,675	58.9%	5,596	58.1%	9,149	58.4%		
Age 65 Years or Over	496	18.4%	1,147	18.4%	1,931	20.0%	2,961	18.9%		
Males per 100 Females (2022)										
Overall Comparison	95		96		99		101			
Age Under 5 Years	98	49.4%	98	49.5%	101	50.2%	101	50.2%		
Age 5 to 9 Years	95	48.8%	93	48.1%	99	49.7%	106	51.5%		
Age 10 to 14 Years	102	50.5%	102	50.6%	106	51.6%	108	51.9%		
Age 15 to 19 Years	103	50.6%	110	52.3%	110	52.3%	112	52.9%		
Age 20 to 24 Years	107	51.7%	103	50.8%	109	52.2%	115	53.5%		
Age 25 to 29 Years	114	53.2%	105	51.3%	108	51.9%	106	51.5%		
Age 30 to 34 Years	110	52.4%	113	53.0%	110	52.3%	105	51.2%		
Age 35 to 39 Years	103	50.8%	103	50.8%	106	51.4%	106	51.4%		
Age 40 to 44 Years	97	49.1%	100	49.9%	100	50.1%	102	50.5%		
Age 45 to 49 Years	102	50.5%	107	51.7%	102	50.5%	100	49.9%		
Age 50 to 54 Years	93	48.2%	99	49.8%	100	50.1%	104	50.9%		
Age 55 to 59 Years	99	49.7%	102	50.6%	101	50.4%	103	50.7%		
Age 60 to 64 Years	97	49.4%	99	49.9%	98	49.6%	100	50.0%		
Age 65 to 69 Years	75	42.8%	83	45.4%	94	48.6%	98	49.4%		
Age 70 to 74 Years	90	47.4%	85	45.9%	91	47.6%	93	48.3%		
Age 75 to 79 Years	58	36.9%	70	41.3%	80	44.3%	85	45.9%		
Age 80 to 84 Years	79	44.2%	77	43.5%	82	45.1%	80	44.5%		
Age 85 Years or Over	57	36.5%	49	32.8%	53	34.8%	56	35.9%		
Age 19 Years or Less	99	49.9%	100	50.1%	104	51.0%	107	51.7%		
Age 20 to 39 Years	108	52.0%	106	51.5%	108	51.9%	108	51.8%		
Age 40 to 64 Years	97	49.3%	101	50.4%	100	50.1%	102	50.4%		
Age 65 Years or Over	73	42.3%	75	42.9%	84	45.6%	87	46.4%		

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Household Type (2022)									
Total Households	2,546		5,596		8,461		13,079		
Households with Children	631	24.8%	1,478	26.4%	2,192	25.9%	3,658	28.0%	
Average Household Size	2.2		2.3		2.3		2.4		
Household Density per Square Mile	811		198		108		85		
Population Family	4,095	73.8%	9,724	76.4%	15,124	78.0%	25,010	80.1%	
Population Non-Family	1,435	25.9%	2,895	22.7%	4,083	21.1%	5,831	18.7%	
Population Group Quarters	17	0.3%	111	0.9%	173	0.9%	378	1.2%	
Family Households	1,355	53.2%	3,209	57.3%	5,083	60.1%	8,296	63.4%	
Married Couple Households	970	71.6%	2,386	74.4%	3,909	76.9%	6,454	77.8%	
Other Family Households with Children	385	28.4%	822	25.6%	1,175	23.1%	1,842	22.2%	
Family Households with Children	631	46.6%	1,476	46.0%	2,188	43.0%	3,649	44.0%	
Married Couple with Children	403	63.9%	988	66.9%	1,507	68.9%	2,562	70.2%	
Other Family Households with Children	228	36.1%	488	33.1%	681	31.1%	1,087	29.8%	
Family Households No Children	724	53.4%	1,733	54.0%	2,895	57.0%	4,647	56.0%	
Married Couple No Children	567	78.3%	1,399	80.7%	2,402	82.9%	3,892	83.8%	
Other Family Households No Children	157	21.7%	334	19.3%	494	17.1%	755	16.2%	
Non-Family Households	1,191	46.8%	2,387	42.7%	3,378	39.9%	4,784	36.6%	
Non-Family Households with Children	-	-	2	-	4	0.1%	9	0.2%	
Non-Family Households No Children	1,191	100.0%	2,386	99.9%	3,373	99.9%	4,775	99.8%	
Average Family Household Size	3.0		3.0		3.0		3.0		
Average Family Income	\$115,618		\$114,223		\$126,075		\$114,697		
Median Family Income	\$94,434		\$91,997		\$93,189		\$91,013		
Average Non-Family Household Size	1.2		1.2		1.2		1.2		
Marital Status (2022)									
Population Age 15 Years or Over	4,665		10,611		16,335		26,137		
Never Married	1,214	26.0%	2,850	26.9%	4,364	26.7%	6,893	26.4%	
Currently Married	2,264	48.5%	5,443	51.3%	8,694	53.2%	14,225	54.4%	
Previously Married	1,187	25.4%	2,318	21.8%	3,277	20.1%	5,018	19.2%	
Separated	218	18.4%	409	17.7%	556	17.0%	741	14.8%	
Widowed	304	25.6%	587	25.3%	898	27.4%	1,502	29.9%	
Divorced	665	56.0%	1,322	57.0%	1,823	55.6%	2,775	55.3%	
Educational Attainment (2022)									
Adult Population Age 25 Years or Over	4,077		9,239		14,311		22,814		
Elementary (Grade Level 0 to 8)	137	3.4%	289	3.1%	393	2.7%	524	2.3%	
Some High School (Grade Level 9 to 11)	121	3.0%	339	3.7%	569	4.0%	1,215	5.3%	
High School Graduate	1,093	26.8%	2,606	28.2%	3,963	27.7%	6,671	29.2%	
Some College	791	19.4%	1,950	21.1%	3,093	21.6%	5,111	22.4%	
Associate Degree Only	293	7.2%	727	7.9%	1,192	8.3%	1,869	8.2%	
Bachelor Degree Only	966	23.7%	2,049	22.2%	3,148	22.0%	4,687	20.5%	
Graduate Degree	676	16.6%	1,277	13.8%	1,953	13.6%	2,736	12.0%	
Any College (Some College or Higher)	2,726	66.9%	6,004	65.0%	9,387	65.6%	14,404	63.1%	
College Degree + (Bachelor Degree or Higher)	1,642	40.3%	3,326	36.0%	5,101	35.6%	7,424	32.5%	

## Complete Profile

2010-2020 Census, 2022 Estimates with 2027 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.592/-88.436

827 W Main St										
Lake Geneva, WI 53147										
			1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Housing										
Total Housing Units (2022)			3,219		7,273		12,153		18,088	
Total Housing Units (2020)			3,148		7,185		12,108		18,067	
Historical Annual Growth (2020-2022)			71	1.1%	88	0.6%	45	0.2%	21	-
Housing Units Occupied (2022)			2,546	79.1%	5,596	76.9%	8,461	69.6%	13,079	72.3%
Housing Units Owner-Occupied			1,406	55.2%	3,365	60.1%	5,746	67.9%	9,453	72.3%
Housing Units Renter-Occupied			1,140	44.8%	2,231	39.9%	2,715	32.1%	3,626	27.7%
Housing Units Vacant (2022)			673	20.9%	1,677	23.1%	3,692	30.4%	5,009	27.7%
Household Size (2022)										
Total Households			2,546		5,596		8,461		13,079	
1 Person Households			1,039	40.8%	2,058	36.8%	2,905	34.3%	4,072	31.1%
2 Person Households			862	33.9%	1,927	34.4%	3,106	36.7%	4,827	36.9%
3 Person Households			285	11.2%	703	12.6%	1,075	12.7%	1,782	13.6%
4 Person Households			190	7.5%	498	8.9%	756	8.9%	1,358	10.4%
5 Person Households			107	4.2%	270	4.8%	399	4.7%	681	5.2%
6 Person Households			43	1.7%	100	1.8%	154	1.8%	256	2.0%
7 or More Person Households			19	0.7%	40	0.7%	66	0.8%	103	0.8%
Household Income Distribution (2022)										
HH Income \$200,000 or More			165	6.5%	394	7.0%	687	8.1%	940	7.2%
HH Income \$150,000 to \$199,999			125	4.9%	298	5.3%	503	5.9%	768	5.9%
HH Income \$125,000 to \$149,999			184	7.2%	362	6.5%	566	6.7%	891	6.8%
HH Income \$100,000 to \$124,999			201	7.9%	514	9.2%	841	9.9%	1,353	10.3%
HH Income \$75,000 to \$99,999			414	16.3%	997	17.8%	1,397	16.5%	2,151	16.4%
HH Income \$50,000 to \$74,999			474	18.6%	1,042	18.6%	1,664	19.7%	2,653	20.3%
HH Income \$35,000 to \$49,999			448	17.6%	753	13.5%	1,186	14.0%	1,708	13.1%
HH Income \$25,000 to \$34,999			197	7.7%	437	7.8%	567	6.7%	859	6.6%
HH Income \$15,000 to \$24,999			233	9.2%	460	8.2%	586	6.9%	1,032	7.9%
HH Income \$10,000 to \$14,999			36	1.4%	173	3.1%	237	2.8%	390	3.0%
HH Income Under \$10,000			70	2.7%	167	3.0%	227	2.7%	334	2.6%
Household Vehicles (2022)										
Households 0 Vehicles Available			109	4.3%	225	4.0%	289	3.4%	451	3.4%
Households 1 Vehicle Available			1,041	40.9%	2,066	36.9%	2,845	33.6%	4,179	32.0%
Households 2 Vehicles Available			967	38.0%	2,141	38.3%	3,287	38.8%	5,062	38.7%
Households 3 or More Vehicles Available			429	16.9%	1,164	20.8%	2,040	24.1%	3,387	25.9%
Total Vehicles Available			4,311		10,238		16,270		25,612	
Average Vehicles per Household			1.7		1.8		1.9		2.0	
Owner-Occupied Household Vehicles			2,764	64.1%	7,061	69.0%	12,181	74.9%	20,212	78.9%
Average Vehicles per Owner-Occupied Household			2.0		2.1		2.1		2.1	
Renter-Occupied Household Vehicles			1,547	35.9%	3,177	31.0%	4,089	25.1%	5,400	21.1%
Average Vehicles per Renter-Occupied Household			1.4		1.4		1.5		1.5	
Travel Time (2022)										
Worker Base Age 16 years or Over			3,177		6,921		10,357		15,981	
Travel to Work in 14 Minutes or Less			1,542	48.5%	3,003	43.4%	4,008	38.7%	5,741	35.9%
Travel to Work in 15 to 29 Minutes			624	19.7%	1,541	22.3%	2,624	25.3%	4,372	27.4%
Travel to Work in 30 to 59 Minutes			500	15.7%	1,274	18.4%	1,980	19.1%	3,278	20.5%
Travel to Work in 60 Minutes or More			313	9.8%	705	10.2%	1,095	10.6%	1,630	10.2%
Work at Home			198	6.2%	399	5.8%	650	6.3%	960	6.0%
Average Minutes Travel to Work			17.6		18.0		18.7		19.0	

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Lake Geneva, WI 53147									
	1 mi radius			3 mi radius		5 mi radius		7 mi radius	
Transportation To Work (2022)									
Worker Base Age 16 years or Over	3,177			6,921		10,357		15,981	
Drive to Work Alone	2,380	74.9%		5,361	77.5%	8,155	78.7%	12,673	79.3%
Drive to Work in Carpool	326	10.2%		659	9.5%	841	8.1%	1,345	8.4%
Travel to Work by Public Transportation	48	1.5%		97	1.4%	195	1.9%	227	1.4%
Drive to Work on Motorcycle	-	-		-	-	-	-	-	-
Bicycle to Work	78	2.5%		112	1.6%	129	1.2%	158	1.0%
Walk to Work	144	4.5%		281	4.1%	361	3.5%	539	3.4%
Other Means	3	-		12	0.2%	26	0.2%	79	0.5%
Work at Home	198	6.2%		399	5.8%	650	6.3%	960	6.0%
Daytime Demographics (2022)									
Total Businesses	464			747		881		1,147	
Total Employees	4,088			8,556		9,816		15,614	
Company Headquarter Businesses	17	3.7%		27	3.6%	31	3.6%	42	3.6%
Company Headquarter Employees	493	12.1%		960	11.2%	1,114	11.4%	1,585	10.2%
Employee Population per Business	8.8	to 1		11.4	to 1	11.1	to 1	13.6	to 1
Residential Population per Business	12.0	to 1		17.0	to 1	22.0	to 1	27.2	to 1
Adj. Daytime Demographics Age 16 Years or Over	5,510			12,085		15,543		25,355	
Labor Force									
Labor Population Age 16 Years or Over (2022)	4,599			10,451		16,084		25,722	
Labor Force Total Males (2022)	2,221	48.3%		5,108	48.9%	7,972	49.6%	12,863	50.0%
Male Civilian Employed	1,562	70.3%		3,475	68.0%	5,364	67.3%	8,409	65.4%
Male Civilian Unemployed	123	5.5%		249	4.9%	314	3.9%	448	3.5%
Males in Armed Forces	-	-		-	-	-	-	-	-
Males Not in Labor Force	536	24.1%		1,384	27.1%	2,294	28.8%	4,005	31.1%
Labor Force Total Females (2022)	2,378	51.7%		5,342	51.1%	8,112	50.4%	12,859	50.0%
Female Civilian Employed	1,615	67.9%		3,446	64.5%	4,993	61.5%	7,571	58.9%
Female Civilian Unemployed	33	1.4%		72	1.3%	125	1.5%	247	1.9%
Females in Armed Forces	-	-		-	-	-	-	-	-
Females Not in Labor Force	730	30.7%		1,825	34.2%	2,995	36.9%	5,041	39.2%
Unemployment Rate	156	3.4%		321	3.1%	438	2.7%	695	2.7%
Occupation (2022)									
Occupation Population Age 16 Years or Over	3,177			6,921		10,357		15,981	
Occupation Total Males	1,562	49.2%		3,475	50.2%	5,364	51.8%	8,409	52.6%
Occupation Total Females	1,615	50.8%		3,446	49.8%	4,993	48.2%	7,571	47.4%
Management, Business, Financial Operations	383	-		872	12.6%	1,430	13.8%	2,338	14.6%
Professional, Related	856	26.9%		1,718	24.8%	2,411	23.3%	3,429	21.5%
Service	452	14.2%		1,046	15.1%	1,544	14.9%	2,602	16.3%
Sales, Office	823	25.9%		1,659	24.0%	2,379	23.0%	3,565	22.3%
Farming, Fishing, Forestry	-	-		1	-	10	0.1%	27	0.2%
Construction, Extraction, Maintenance	135	4.2%		472	6.8%	797	7.7%	1,270	7.9%
Production, Transport, Material Moving	527	16.6%		1,153	16.7%	1,785	17.2%	2,749	17.2%
White Collar Workers	2,062	64.9%		4,249	61.4%	6,220	60.1%	9,332	58.4%
Blue Collar Workers	1,114	35.1%		2,672	38.6%	4,136	39.9%	6,648	41.6%



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Lake Geneva, WI 53147									
		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Units In Structure (2022)									
Total Units	2,546		5,596		8,461		13,079		
1 Detached Unit	1,539	60.5%	3,445	61.6%	5,831	68.9%	9,680	74.0%	
1 Attached Unit	81	3.2%	189	3.4%	265	3.1%	356	2.7%	
2 Units	273	10.7%	391	7.0%	464	5.5%	636	4.9%	
3 to 4 Units	94	3.7%	191	3.4%	276	3.3%	345	2.6%	
5 to 9 Units	236	9.3%	680	12.1%	746	8.8%	903	6.9%	
10 to 19 Units	164	6.4%	246	4.4%	272	3.2%	327	2.5%	
20 to 49 Units	101	3.9%	250	4.5%	271	3.2%	349	2.7%	
50 or More Units	43	1.7%	90	1.6%	99	1.2%	160	1.2%	
Mobile Home or Trailer	15	0.6%	115	2.0%	237	2.8%	323	2.5%	
Other Structure	-	-	-	-	-	-	-	-	
Homes Built By Year (2022)									
Homes Built 2014 or later	30	0.9%	108	1.5%	213	1.8%	292	1.6%	
Homes Built 2010 to 2013	23	0.7%	78	1.1%	116	1.0%	161	0.9%	
Homes Built 2000 to 2009	187	5.8%	689	9.5%	1,190	9.8%	2,035	11.3%	
Homes Built 1990 to 1999	327	10.2%	1,060	14.6%	1,647	13.6%	2,337	12.9%	
Homes Built 1980 to 1989	242	7.5%	463	6.4%	649	5.3%	1,081	6.0%	
Homes Built 1970 to 1979	466	14.5%	991	13.6%	1,445	11.9%	2,043	11.3%	
Homes Built 1960 to 1969	170	5.3%	308	4.2%	494	4.1%	857	4.7%	
Homes Built 1950 to 1959	307	9.6%	563	7.7%	808	6.7%	1,349	7.5%	
Homes Built 1940 to 1949	264	8.2%	402	5.5%	546	4.5%	808	4.5%	
Homes Built Before 1939	529	16.4%	935	12.9%	1,352	11.1%	2,116	11.7%	
Median Age of Homes	48.4	yrs	42.5	yrs	41.1	yrs	41.2	yrs	
Home Values (2022)									
Owner Specified Housing Units	1,406		3,365		5,746		9,453		
Home Values \$1,000,000 or More	8	0.6%	40	1.2%	140	2.4%	257	2.7%	
Home Values \$750,000 to \$999,999	21	1.5%	63	1.9%	165	2.9%	210	2.2%	
Home Values \$500,000 to \$749,999	82	5.8%	188	5.6%	397	6.9%	555	5.9%	
Home Values \$400,000 to \$499,999	77	5.5%	233	6.9%	536	9.3%	861	9.1%	
Home Values \$300,000 to \$399,999	210	15.0%	549	16.3%	867	15.1%	1,545	16.3%	
Home Values \$250,000 to \$299,999	179	12.7%	337	10.0%	553	9.6%	889	9.4%	
Home Values \$200,000 to \$249,999	296	21.0%	606	18.0%	907	15.8%	1,485	15.7%	
Home Values \$175,000 to \$199,999	82	5.8%	207	6.2%	323	5.6%	662	7.0%	
Home Values \$150,000 to \$174,999	147	10.5%	339	10.1%	481	8.4%	756	8.0%	
Home Values \$125,000 to \$149,999	96	6.8%	215	6.4%	338	5.9%	700	7.4%	
Home Values \$100,000 to \$124,999	72	5.1%	136	4.0%	284	4.9%	411	4.3%	
Home Values \$90,000 to \$99,999	28	2.0%	54	1.6%	109	1.9%	268	2.8%	
Home Values \$80,000 to \$89,999	31	2.2%	85	2.5%	124	2.2%	161	1.7%	
Home Values \$70,000 to \$79,999	30	2.1%	138	4.1%	184	3.2%	249	2.6%	
Home Values \$60,000 to \$69,999	4	0.3%	47	1.4%	99	1.7%	131	1.4%	
Home Values \$50,000 to \$59,999	38	2.7%	58	1.7%	63	1.1%	67	0.7%	
Home Values \$35,000 to \$49,999	-	-	7	0.2%	19	0.3%	24	0.3%	
Home Values \$25,000 to \$34,999	-	-	21	0.6%	58	1.0%	77	0.8%	
Home Values \$10,000 to \$24,999	3	0.2%	36	1.1%	88	1.5%	126	1.3%	
Home Values Under \$10,000	-	-	7	0.2%	10	0.2%	18	0.2%	
Owner-Occupied Median Home Value	\$235,466		\$232,944		\$251,073		\$251,227		
Renter-Occupied Median Rent	\$752		\$817		\$858		\$833		



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Lat/Lon: 42.592/-88.436

827 W Main St Lake Geneva, WI 53147		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Total Annual Consumer Expenditure (2022)									
Total Household Expenditure		\$157.59 M		\$351.96 M		\$571.56 M		\$850.62 M	
Total Non-Retail Expenditure		\$83.19 M		\$185.78 M		\$301.64 M		\$448.33 M	
Total Retail Expenditure		\$74.39 M		\$166.18 M		\$269.92 M		\$402.3 M	
Apparel		\$5.49 M		\$12.3 M		\$19.98 M		\$29.72 M	
Contributions		\$5.16 M		\$11.55 M		\$19 M		\$28.05 M	
Education		\$4.5 M		\$10.2 M		\$16.83 M		\$24.79 M	
Entertainment		\$8.84 M		\$19.83 M		\$32.4 M		\$48.19 M	
Food and Beverages		\$23.21 M		\$51.82 M		\$83.86 M		\$125.05 M	
Furnishings and Equipment		\$5.51 M		\$12.34 M		\$20.16 M		\$29.98 M	
Gifts		\$3.89 M		\$8.7 M		\$14.29 M		\$21.02 M	
Health Care		\$13.51 M		\$30.08 M		\$48.8 M		\$72.82 M	
Household Operations		\$6.17 M		\$13.8 M		\$22.5 M		\$33.43 M	
Miscellaneous Expenses		\$2.99 M		\$6.66 M		\$10.85 M		\$16.13 M	
Personal Care		\$2.12 M		\$4.73 M		\$7.67 M		\$11.42 M	
Personal Insurance		\$1.09 M		\$2.46 M		\$4.06 M		\$6.02 M	
Reading		\$347.14 K		\$773.6 K		\$1.26 M		\$1.87 M	
Shelter		\$33.26 M		\$74.21 M		\$120 M		\$178.33 M	
Tobacco		\$977.85 K		\$2.16 M		\$3.42 M		\$5.13 M	
Transportation		\$28.78 M		\$64.25 M		\$104.4 M		\$155.76 M	
Utilities		\$11.74 M		\$26.11 M		\$42.08 M		\$62.91 M	
Monthly Household Consumer Expenditure (2022)									
Total Household Expenditure		\$5,158		\$5,241		\$5,629		\$5,420	
Total Non-Retail Expenditure		\$2,723 52.8%		\$2,767 52.8%		\$2,971 52.8%		\$2,856 52.7%	
Total Retail Expenditures		\$2,435 47.2%		\$2,475 47.2%		\$2,659 47.2%		\$2,563 47.3%	
Apparel		\$180 3.5%		\$183 3.5%		\$197 3.5%		\$189 3.5%	
Contributions		\$169 3.3%		\$172 3.3%		\$187 3.3%		\$179 3.3%	
Education		\$147 2.9%		\$152 2.9%		\$166 2.9%		\$158 2.9%	
Entertainment		\$289 5.6%		\$295 5.6%		\$319 5.7%		\$307 5.7%	
Food and Beverages		\$760 14.7%		\$772 14.7%		\$826 14.7%		\$797 14.7%	
Furnishings and Equipment		\$180 3.5%		\$184 3.5%		\$199 3.5%		\$191 3.5%	
Gifts		\$127 2.5%		\$129 2.5%		\$141 2.5%		\$134 2.5%	
Health Care		\$442 8.6%		\$448 8.5%		\$481 8.5%		\$464 8.6%	
Household Operations		\$202 3.9%		\$205 3.9%		\$222 3.9%		\$213 3.9%	
Miscellaneous Expenses		\$98 1.9%		\$99 1.9%		\$107 1.9%		\$103 1.9%	
Personal Care		\$69 1.3%		\$70 1.3%		\$76 1.3%		\$73 1.3%	
Personal Insurance		\$36 0.7%		\$37 0.7%		\$40 0.7%		\$38 0.7%	
Reading		\$11 0.2%		\$12 0.2%		\$12 0.2%		\$12 0.2%	
Shelter		\$1,089 21.1%		\$1,105 21.1%		\$1,182 21.0%		\$1,136 21.0%	
Tobacco		\$32 0.6%		\$32 0.6%		\$34 0.6%		\$33 0.6%	
Transportation		\$942 18.3%		\$957 18.3%		\$1,028 18.3%		\$992 18.3%	
Utilities		\$384 7.5%		\$389 7.4%		\$414 7.4%		\$401 7.4%	