

# Full Profile

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



Lat/Lon: 44.4859/-88.0611

| 760 Willard Dr<br>Ashwaubenon, WI 54304    |  | 1 mi radius | 3 mi radius | 5 mi radius |
|--|--|-------------|-------------|-------------|
| <b>Population</b>                          |  |             |             |             |
| 2023 Estimated Population                  |  | 4,547       | 71,062      | 157,798     |
| 2028 Projected Population                  |  | 4,608       | 73,068      | 160,606     |
| 2020 Census Population                     |  | 4,509       | 70,352      | 156,502     |
| 2010 Census Population                     |  | 4,623       | 70,214      | 151,846     |
| Projected Annual Growth 2023 to 2028       |  | 0.3%        | 0.6%        | 0.4%        |
| Historical Annual Growth 2010 to 2023      |  | -0.1%       | -           | 0.3%        |
| <b>Households</b>                          |  |             |             |             |
| 2023 Estimated Households                  |  | 2,260       | 30,721      | 66,948      |
| 2028 Projected Households                  |  | 2,289       | 31,714      | 68,428      |
| 2020 Census Households                     |  | 2,220       | 30,020      | 65,548      |
| 2010 Census Households                     |  | 2,175       | 29,633      | 62,571      |
| Projected Annual Growth 2023 to 2028       |  | 0.3%        | 0.6%        | 0.4%        |
| Historical Annual Growth 2010 to 2023      |  | 0.3%        | 0.3%        | 0.5%        |
| <b>Age</b>                                 |  |             |             |             |
| 2023 Est. Population Under 10 Years        |  | 10.5%       | 11.0%       | 12.5%       |
| 2023 Est. Population 10 to 19 Years        |  | 10.4%       | 12.5%       | 13.3%       |
| 2023 Est. Population 20 to 29 Years        |  | 15.9%       | 13.5%       | 14.3%       |
| 2023 Est. Population 30 to 44 Years        |  | 18.5%       | 18.6%       | 19.2%       |
| 2023 Est. Population 45 to 59 Years        |  | 16.3%       | 18.3%       | 17.9%       |
| 2023 Est. Population 60 to 74 Years        |  | 16.7%       | 17.9%       | 16.0%       |
| 2023 Est. Population 75 Years or Over      |  | 11.7%       | 8.2%        | 6.9%        |
| 2023 Est. Median Age                       |  | 39.5        | 40.0        | 37.1        |
| <b>Marital Status &amp; Gender</b>         |  |             |             |             |
| 2023 Est. Male Population                  |  | 48.1%       | 49.9%       | 49.6%       |
| 2023 Est. Female Population                |  | 51.9%       | 50.1%       | 50.4%       |
| 2023 Est. Never Married                    |  | 39.0%       | 34.6%       | 36.3%       |
| 2023 Est. Now Married                      |  | 32.7%       | 43.0%       | 41.8%       |
| 2023 Est. Separated or Divorced            |  | 18.3%       | 16.0%       | 16.3%       |
| 2023 Est. Widowed                          |  | 10.0%       | 6.4%        | 5.6%        |
| <b>Income</b>                              |  |             |             |             |
| 2023 Est. HH Income \$200,000 or More      |  | 2.8%        | 6.9%        | 6.6%        |
| 2023 Est. HH Income \$150,000 to \$199,999 |  | 4.3%        | 5.6%        | 6.1%        |
| 2023 Est. HH Income \$100,000 to \$149,999 |  | 12.4%       | 15.8%       | 15.9%       |
| 2023 Est. HH Income \$75,000 to \$99,999   |  | 12.0%       | 13.9%       | 13.4%       |
| 2023 Est. HH Income \$50,000 to \$74,999   |  | 13.3%       | 19.9%       | 19.2%       |
| 2023 Est. HH Income \$35,000 to \$49,999   |  | 15.2%       | 12.7%       | 12.7%       |
| 2023 Est. HH Income \$25,000 to \$34,999   |  | 18.3%       | 9.4%        | 9.6%        |
| 2023 Est. HH Income \$15,000 to \$24,999   |  | 10.2%       | 7.4%        | 7.6%        |
| 2023 Est. HH Income Under \$15,000         |  | 11.5%       | 8.3%        | 9.0%        |
| 2023 Est. Average Household Income         |  | \$60,387    | \$90,905    | \$92,368    |
| 2023 Est. Median Household Income          |  | \$49,927    | \$69,220    | \$68,374    |
| 2023 Est. Per Capita Income                |  | \$30,178    | \$39,762    | \$39,471    |
| 2023 Est. Total Businesses                 |  | 580         | 2,990       | 5,634       |
| 2023 Est. Total Employees                  |  | 8,605       | 45,206      | 87,013      |

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| <b>Race</b>                                      |  |             |             |             |
| 2023 Est. White                                  |  | 83.6%       | 78.9%       | 75.3%       |
| 2023 Est. Black                                  |  | 2.9%        | 5.3%        | 4.9%        |
| 2023 Est. Asian or Pacific Islander              |  | 4.2%        | 4.7%        | 5.1%        |
| 2023 Est. American Indian or Alaska Native       |  | 1.8%        | 2.1%        | 2.2%        |
| 2023 Est. Other Races                            |  | 7.5%        | 9.1%        | 12.4%       |
| <b>Hispanic</b>                                  |  |             |             |             |
| 2023 Est. Hispanic Population                    |  | 330         | 5,775       | 19,150      |
| 2023 Est. Hispanic Population                    |  | 7.3%        | 8.1%        | 12.1%       |
| 2028 Proj. Hispanic Population                   |  | 7.1%        | 8.1%        | 12.1%       |
| 2020 Hispanic Population                         |  | 6.5%        | 7.6%        | 12.9%       |
| <b>Education (Adults 25 &amp; Older)</b>         |  |             |             |             |
| 2023 Est. Adult Population (25 Years or Over)    |  | 3,258       | 49,713      | 106,199     |
| 2023 Est. Elementary (Grade Level 0 to 8)        |  | 4.6%        | 3.2%        | 4.3%        |
| 2023 Est. Some High School (Grade Level 9 to 11) |  | 5.1%        | 4.2%        | 5.0%        |
| 2023 Est. High School Graduate                   |  | 37.9%       | 29.9%       | 29.7%       |
| 2023 Est. Some College                           |  | 17.4%       | 18.6%       | 18.6%       |
| 2023 Est. Associate Degree Only                  |  | 10.4%       | 12.1%       | 12.3%       |
| 2023 Est. Bachelor Degree Only                   |  | 18.5%       | 22.0%       | 21.3%       |
| 2023 Est. Graduate Degree                        |  | 6.1%        | 9.9%        | 8.7%        |
| <b>Housing</b>                                   |  |             |             |             |
| 2023 Est. Total Housing Units                    |  | 2,435       | 32,336      | 70,693      |
| 2023 Est. Owner-Occupied                         |  | 41.0%       | 62.1%       | 57.1%       |
| 2023 Est. Renter-Occupied                        |  | 51.9%       | 32.9%       | 37.7%       |
| 2023 Est. Vacant Housing                         |  | 7.2%        | 5.0%        | 5.3%        |
| <b>Homes Built by Year</b>                       |  |             |             |             |
| 2023 Homes Built 2010 or later                   |  | 5.3%        | 4.1%        | 6.8%        |
| 2023 Homes Built 2000 to 2009                    |  | 3.9%        | 5.8%        | 9.8%        |
| 2023 Homes Built 1990 to 1999                    |  | 5.3%        | 7.7%        | 10.4%       |
| 2023 Homes Built 1980 to 1989                    |  | 15.9%       | 11.0%       | 11.9%       |
| 2023 Homes Built 1970 to 1979                    |  | 22.9%       | 19.8%       | 15.6%       |
| 2023 Homes Built 1960 to 1969                    |  | 16.7%       | 16.1%       | 13.1%       |
| 2023 Homes Built 1950 to 1959                    |  | 17.2%       | 14.3%       | 12.2%       |
| 2023 Homes Built Before 1949                     |  | 5.7%        | 16.3%       | 14.9%       |
| <b>Home Values</b>                               |  |             |             |             |
| 2023 Home Value \$1,000,000 or More              |  | 0.5%        | 1.0%        | 1.1%        |
| 2023 Home Value \$500,000 to \$999,999           |  | 2.6%        | 4.0%        | 4.9%        |
| 2023 Home Value \$400,000 to \$499,999           |  | 6.8%        | 6.8%        | 6.7%        |
| 2023 Home Value \$300,000 to \$399,999           |  | 7.7%        | 12.0%       | 13.3%       |
| 2023 Home Value \$200,000 to \$299,999           |  | 22.9%       | 25.9%       | 26.1%       |
| 2023 Home Value \$150,000 to \$199,999           |  | 26.2%       | 26.1%       | 22.9%       |
| 2023 Home Value \$100,000 to \$149,999           |  | 27.6%       | 16.6%       | 15.9%       |
| 2023 Home Value \$50,000 to \$99,999             |  | 2.3%        | 4.2%        | 4.1%        |
| 2023 Home Value \$25,000 to \$49,999             |  | 0.8%        | 0.9%        | 1.2%        |
| 2023 Home Value Under \$25,000                   |  | 2.5%        | 2.4%        | 3.8%        |
| 2023 Median Home Value                           |  | \$180,610   | \$209,012   | \$212,793   |
| 2023 Median Rent                                 |  | \$676       | \$723       | \$729       |

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| <b>Labor Force</b>                                 |             |             |             |
| 2023 Est. Labor Population Age 16 Years or Over    | 3,776       | 57,977      | 125,317     |
| 2023 Est. Civilian Employed                        | 58.5%       | 60.7%       | 63.1%       |
| 2023 Est. Civilian Unemployed                      | 1.3%        | 1.7%        | 1.8%        |
| 2023 Est. in Armed Forces                          | -           | -           | -           |
| 2023 Est. not in Labor Force                       | 40.1%       | 37.5%       | 35.1%       |
| 2023 Labor Force Males                             | 47.6%       | 49.6%       | 49.3%       |
| 2023 Labor Force Females                           | 52.4%       | 50.4%       | 50.7%       |
| <b>Occupation</b>                                  |             |             |             |
| 2023 Occupation: Population Age 16 Years or Over   | 2,210       | 35,214      | 79,071      |
| 2023 Mgmt, Business, & Financial Operations        | 8.2%        | 12.5%       | 12.4%       |
| 2023 Professional, Related                         | 21.2%       | 24.4%       | 24.2%       |
| 2023 Service                                       | 22.4%       | 15.5%       | 15.9%       |
| 2023 Sales, Office                                 | 22.7%       | 22.6%       | 21.0%       |
| 2023 Farming, Fishing, Forestry                    | -           | 0.3%        | 0.6%        |
| 2023 Construction, Extraction, Maintenance         | 5.8%        | 7.5%        | 7.1%        |
| 2023 Production, Transport, Material Moving        | 19.7%       | 17.1%       | 18.6%       |
| 2023 White Collar Workers                          | 52.0%       | 59.5%       | 57.7%       |
| 2023 Blue Collar Workers                           | 48.0%       | 40.5%       | 42.3%       |
| <b>Transportation to Work</b>                      |             |             |             |
| 2023 Drive to Work Alone                           | 76.7%       | 71.9%       | 71.6%       |
| 2023 Drive to Work in Carpool                      | 8.3%        | 7.4%        | 8.9%        |
| 2023 Travel to Work by Public Transportation       | 0.5%        | 0.6%        | 0.6%        |
| 2023 Drive to Work on Motorcycle                   | -           | 0.2%        | 0.2%        |
| 2023 Walk or Bicycle to Work                       | 5.4%        | 2.6%        | 2.6%        |
| 2023 Other Means                                   | 0.4%        | 0.7%        | 0.8%        |
| 2023 Work at Home                                  | 8.6%        | 16.6%       | 15.4%       |
| <b>Travel Time</b>                                 |             |             |             |
| 2023 Travel to Work in 14 Minutes or Less          | 55.6%       | 46.8%       | 43.2%       |
| 2023 Travel to Work in 15 to 29 Minutes            | 32.2%       | 39.4%       | 43.3%       |
| 2023 Travel to Work in 30 to 59 Minutes            | 10.8%       | 11.2%       | 11.1%       |
| 2023 Travel to Work in 60 Minutes or More          | 1.4%        | 2.6%        | 2.5%        |
| 2023 Average Travel Time to Work                   | 13.4        | 14.8        | 15.5        |
| <b>Consumer Expenditure</b>                        |             |             |             |
| 2023 Est. Total Household Expenditure              | \$111.86 M  | \$2.02 B    | \$4.43 B    |
| 2023 Est. Apparel                                  | \$3.88 M    | \$70.6 M    | \$155.78 M  |
| 2023 Est. Contributions, Gifts                     | \$6.14 M    | \$116.17 M  | \$254.21 M  |
| 2023 Est. Education, Reading                       | \$3.33 M    | \$63.86 M   | \$141.31 M  |
| 2023 Est. Entertainment                            | \$6.16 M    | \$114.03 M  | \$250.41 M  |
| 2023 Est. Food, Beverages, Tobacco                 | \$17.4 M    | \$309.1 M   | \$680.33 M  |
| 2023 Est. Furnishings, Equipment                   | \$3.83 M    | \$70.88 M   | \$155.64 M  |
| 2023 Est. Health Care, Insurance                   | \$10.43 M   | \$186.43 M  | \$407.54 M  |
| 2023 Est. Household Operations, Shelter, Utilities | \$36.85 M   | \$653.4 M   | \$1.44 B    |
| 2023 Est. Miscellaneous Expenses                   | \$2.11 M    | \$38.26 M   | \$83.95 M   |
| 2023 Est. Personal Care                            | \$1.51 M    | \$27.08 M   | \$59.55 M   |
| 2023 Est. Transportation                           | \$20.22 M   | \$367.51 M  | \$807.74 M  |

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