

# Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

May 12, 2025



Latitude: 43.401073 Longitude: -88.182569

Paradise Pavilion West Bend, WI		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Population</b>	Current Year Estimated Population	24,849	49,090	110,356
	Population Est 23Q1	24,905	49,151	110,329
	Population Est 22Q4	24,939	49,181	110,289
	Population Est 22Q3	24,904	49,071	110,138
	Population Est 22Q2	24,929	49,032	110,017
	Population Est 22Q1	24,930	49,027	109,940
	Population Est 21Q4	24,986	49,031	109,964
	Population Est 21Q3	24,941	48,959	109,680
	Population Est 21Q2	24,940	48,948	109,559
	Population Fcst	25,354	50,631	114,746
	2010 Census Population	24,013	47,459	104,569
	2000 Census Population	22,254	42,882	94,052
	1990 Census Population	19,770	36,428	78,227
	Current Year Daytime Population	32,094	47,320	105,421
	Average Seasonal Population	739	1,943	4,096
	Historical Annual Growth, 1990 – 2000	1.19%	1.64%	1.86%
	Historical Annual Growth, 2000 – 2010	0.76%	1.02%	1.07%
	Estimated Annual Growth, 2010 – CY	0.24%	0.24%	0.38%
	Projected Annual Growth, CY to Y5	0.40%	0.62%	0.78%
	Group Qtrs Est	347	499	694
Transient Est Average Last 4 Qtrs	554	1,627	3,946	
<b>Households</b>	Current Year Estimated Households	10,928	20,874	45,381
	Households Est 23Q1	10,942	20,883	45,351
	Households Est 22Q4	10,960	20,900	45,337
	Households Est 22Q3	10,945	20,852	45,278
	Households Est 22Q2	10,956	20,837	45,231
	Households Est 22Q1	10,960	20,835	45,198
	Households Est 21Q4	10,980	20,832	45,202
	Households Est 21Q3	10,961	20,803	45,089
	Households Est 21Q2	10,960	20,801	45,049
	Households Fcst	11,156	21,538	47,177
	2010 Census Households	10,123	19,119	41,122
	2000 Census Households	9,209	16,611	35,193
	1990 Census Households	7,327	12,845	26,978
	Historical Annual Growth, 1990 – 2000	2.31%	2.60%	2.69%
	Historical Annual Growth, 2000 – 2010	0.95%	1.42%	1.57%
	Estimated Annual Growth, 2010 – CY	0.54%	0.62%	0.69%
	Projected Annual Growth, CY to Y5	0.41%	0.63%	0.78%
Population per Household	2.24	2.33	2.42	

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Paradise Pavilion West Bend, WI		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	1.2%	1.3%	1.9%
	HH Income \$250,000 to \$499,999	1.5%	1.5%	2.3%
	HH Income \$200,000 to \$249,999	3.4%	3.5%	5.3%
	HH Income \$175,000 to \$199,999	2.4%	3.7%	4.3%
	HH Income \$150,000 to \$174,999	4.4%	6.2%	7.0%
	HH Income \$100,000 to 149,999	20.0%	22.9%	23.3%
	HH Income \$75,000 to 99,999	16.1%	15.8%	15.0%
	HH Income \$50,000 to 74,999	18.5%	17.6%	17.0%
	HH Income \$35,000 to 49,999	11.3%	10.3%	9.5%
	HH Income \$25,000 to 34,999	8.2%	7.1%	6.2%
	HH Income \$15,000 to 24,999	6.5%	5.3%	4.0%
	HH Income \$0 to 14,999	6.4%	5.0%	4.3%
	Average Household Income	\$89,378	\$98,066	\$108,528
	Median Household Income	\$73,283	\$82,114	\$89,139
	Per Capita Income	\$39,820	\$42,082	\$44,910
	Average Disposable Income	\$71,852	\$77,693	\$85,273
	Median Disposable Income	\$61,885	\$69,275	\$74,430
	Discretionary HH Income Over \$150,000	2.8%	3.2%	5.1%
	Discretionary HH Income \$125,000 to \$149,999	2.8%	2.8%	4.0%
	Discretionary HH Income \$100,000 to \$124,999	4.2%	6.5%	8.1%
	Discretionary HH Income \$75,000 to \$99,999	11.9%	15.1%	15.9%
	Discretionary HH Income \$50,000 to \$74,999	24.1%	24.6%	24.0%
	Discretionary HH Income \$25,000 to \$49,999	31.0%	28.7%	26.9%
	Discretionary HH Income Under \$25,000	23.1%	19.2%	16.0%
	Average Discretionary HH Income	\$52,722	\$57,806	\$63,744
	Median Discretionary HH Income	\$45,468	\$51,927	\$57,293
	Householder White – Count	10,230	19,912	43,068
	Median HH Income	\$74,919	\$83,943	\$91,211
	Average HH Income	\$82,575	\$89,790	\$97,159
	Householder Black or African-American – Count	91	141	244
	Median HH Income	\$49,478	\$48,692	\$48,592
	Average HH Income	\$49,919	\$53,640	\$61,651
	Householder Hispanic – Count	294	352	869
Median HH Income	\$43,847	\$43,747	\$57,662	
Average HH Income	\$54,185	\$56,211	\$72,511	
Householder Asian or Pacific Islander – Count	40	52	212	
Median HH Income	\$53,913	\$65,134	\$92,634	
Average HH Income	\$76,706	\$85,067	\$93,282	
Householder Other or Pacific Islander – Count	274	417	988	
Median HH Income	\$83,636	\$77,343	\$77,517	
Average HH Income	\$91,960	\$86,570	\$88,065	

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Paradise Pavilion West Bend, WI		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Gender</b>	Male Population	12,059	24,094	54,581
	Female Population	12,791	24,996	55,775
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	1,230	2,357	5,015
	Count of Pop 0 to 7 years	1,809	3,488	7,601
	Count of Pop 5 - 13	2,497	4,880	11,126
	Count of Pop 14 - 18	1,228	2,420	5,643
	Count of Pop 19 - 22	1,216	2,383	5,461
	Count of Pop 22 - 25	886	1,726	3,880
	Count of Pop 25 - 29	1,219	2,363	5,039
	Count of Pop 30 - 34	1,487	2,761	5,543
	Count of Pop 35 - 39	1,622	3,074	6,409
	Count of Pop 40 - 44	1,609	3,189	6,929
	Count of Pop 45 - 59	4,521	9,404	21,830
	Count of Pop 60 - 74	4,603	9,657	23,088
	Count of Pop 75 - 84	1,874	3,551	7,833
	Count of Pop 85+	856	1,325	2,559
	% of Pop 0 to 4 years	4.9%	4.8%	4.5%
	% of Pop 0 to 7 years	7.3%	7.1%	6.9%
	% of Pop 5 - 13	10.0%	9.9%	10.1%
	% of Pop 14 - 18	4.9%	4.9%	5.1%
	% of Pop 19 - 22	4.9%	4.9%	4.9%
	% of Pop 22 - 25	3.6%	3.5%	3.5%
	% of Pop 25 - 29	4.9%	4.8%	4.6%
	% of Pop 30 - 34	6.0%	5.6%	5.0%
	% of Pop 35 - 39	6.5%	6.3%	5.8%
	% of Pop 40 - 44	6.5%	6.5%	6.3%
	% of Pop 45 - 59	18.2%	19.2%	19.8%
	% of Pop 60 - 74	18.5%	19.7%	20.9%
	% of Pop 75 - 84	7.5%	7.2%	7.1%
% of Pop 85+	3.4%	2.7%	2.3%	
Median Age	43.2	44.0	45.1	
Average Age	43.2	43.3	43.6	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	5.2%	5.0%	4.7%
	% of Pop 5 - 13	10.4%	10.2%	10.3%
	% of Pop 14 - 18	5.3%	5.1%	5.3%
	% of Pop 19 - 22	5.3%	5.1%	5.1%
	% of Pop 22 - 25	3.8%	3.7%	3.7%
	% of Pop 25 - 29	5.1%	5.0%	4.8%
	% of Pop 30 - 34	6.3%	5.8%	5.2%
	% of Pop 35 - 39	7.1%	6.7%	6.0%
	% of Pop 40 - 44	6.8%	6.7%	6.4%
	% of Pop 45 - 59	18.7%	19.5%	20.0%
	% of Pop 75 - 84	6.3%	6.4%	6.4%
	% of Pop 60 - 74	17.4%	19.0%	20.5%
	% of Pop 85+	2.2%	1.8%	1.6%
	Median Age	41.0	42.5	43.9
Average Age	41.4	42.0	42.6	

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	% of Pop 0 to 4 years	4.7%	4.6%	4.4%
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	% of Pop 40 - 44	6.1%	6.3%	6.2%
	% of Pop 45 - 59	17.7%	18.9%	19.5%
	% of Pop 60 - 74	19.6%	20.4%	21.3%
	% of Pop 75 - 84	8.7%	8.0%	7.7%
	% of Pop 85+	4.7%	3.6%	3.0%
	Median Age	45.6	45.7	46.4
Average Age	44.9	44.5	44.5	
Race	Count of White	22,635	45,317	102,423
	Count of Black or African-American	433	670	1,193
	Count of Asian or Pacific Islander	238	370	1,090
	Count of Other races	1,544	2,733	5,650
	White	91.1%	92.3%	92.8%
	Black or African American	1.7%	1.4%	1.1%
	Asian	1.0%	0.8%	1.0%
	Other Races	6.2%	5.6%	5.1%
Language Spoken	Speak English at Home	97.1%	96.9%	96.5%
	Speak Spanish at Home	1.0%	1.2%	1.4%
	Speak French or French Creole at Home	0.2%	0.1%	0.1%
	Speak German at Home	0.8%	0.9%	0.8%
	Speak Other Indo-European Languages at Home	0.2%	0.2%	0.4%
	Speak Russian and Other Slavic Languages at Home	0.3%	0.3%	0.3%
	Speak Chinese at Home	0.1%	0.1%	0.1%
	Speak Korean at Home	0.0%	0.0%	0.0%
	Speak Vietnamese at Home	0.0%	0.0%	0.0%
	Speak Other Asian Languages at Home	0.2%	0.1%	0.3%
	Speak Tagalog and Other Pacific Languages at Home	0.1%	0.1%	0.1%
	Speak Other Language at Home	0.0%	0.0%	0.0%
Hispanic	Hispanic Population	1,083	1,821	3,890
	Hispanic Population Percent	4.4%	3.7%	3.5%
	Mexican	70.2%	65.1%	64.9%
	Puerto Rican	12.6%	18.3%	18.7%
	Cuban	5.1%	3.7%	2.8%
	Dominican	0.6%	0.4%	0.2%
	Central American	1.7%	2.6%	3.0%
	South American	0.1%	0.9%	2.6%
	Other Hispanic	9.6%	9.1%	7.8%
	2000 Hispanic Population Percent	2%	2%	1%
1990 Hispanic Population Percent	1%	1%	1%	

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<b>Ancestry</b>	American (percent of total population)	3.2%	2.7%	3.2%
	American	2.9%	2.5%	3.0%
	Native American (ie. Indian/Eskimo)	0.2%	0.2%	0.2%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	1.0%	0.8%	1.0%
	Chinese	0.1%	0.1%	0.1%
	Japanese	0.0%	0.0%	0.0%
	Korean	0.1%	0.1%	0.1%
	South Central Asian (ie. Indian)	0.2%	0.1%	0.3%
	South East Asian (ie. Vietnamese)	0.4%	0.3%	0.4%
	Other Asian	0.2%	0.2%	0.1%
	European (percent of total population)	66.9%	68.7%	69.3%
	British	3.5%	3.5%	3.3%
	Dutch	0.7%	0.9%	0.9%
	French	1.8%	1.8%	1.9%
	German	38.4%	39.9%	41.0%
	Italian	1.9%	2.1%	2.1%
	Polish	5.8%	6.1%	5.9%
	Scandinavian	3.6%	3.9%	4.3%
	Scotch/Irish	6.8%	6.5%	6.2%
Other European (ie. Greek/Russian)	4.4%	4.0%	3.7%	
Middle Eastern	0.0%	0.0%	0.0%	
Other Ancestry	6.4%	6.6%	6.3%	
Unclassified Ancestry	18.2%	17.5%	16.6%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	17,792	35,325	79,230
	Elementary (0 to 8)	1.2%	0.9%	1.0%
	Some High School (9 to 11)	3.7%	3.8%	3.7%
	High School Graduate (12)	31.4%	31.7%	31.1%
	Some College (13 to 16)	19.7%	20.0%	20.2%
	Associates Degree Only	13.8%	12.8%	12.4%
	Bachelors Degree Only	20.3%	21.4%	21.9%
	Graduate Degree	9.8%	9.3%	9.7%
	% College (4+)	30.1%	30.7%	31.6%
<b>Household Type</b>	Total Households – count	10,928	20,874	45,381
	One Person HHs – count	3,833	6,364	11,939
	Family HHs – count	6,460	13,223	30,938
	Married Couple – count	5,038	10,666	25,699
	w/own children – count	1,923	3,639	9,336
	w/out own children – count	3,116	7,028	16,363
	Male Householder – count	378	772	1,795
	Female Householder – count	1,044	1,784	3,445
	Non-Family Households – count	635	1,287	2,504
	1 Person Household	35.1%	30.5%	26.3%
	2 Person Household	34.3%	36.5%	38.3%
	3 Person Household	12.8%	13.8%	14.4%
	4 Person Household	11.2%	12.2%	13.1%
	5 Person Household	4.5%	4.8%	5.4%
6 Person Household	1.5%	1.5%	1.7%	
7+ Person Household	0.6%	0.6%	0.8%	
% Households With Children	26.7%	25.5%	27.5%	

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<b>Housing</b>	Total Housing Units	11,491	21,872	47,352
	Owner Occupied Percent	64.0%	68.8%	73.4%
	Renter Occupied Percent	31.1%	26.6%	22.4%
	Vacant Housing Percent	4.9%	4.6%	4.2%
	Total Housing Units (Census 2000)	9,687	17,548	36,876
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	2.2%	1.6%	2.3%
	Property Value \$750,000 to \$999,999	1.8%	3.4%	5.8%
	Property Value \$500,000 to \$749,999	9.9%	11.7%	16.7%
	Property Value \$400,000 to \$499,999	10.9%	14.3%	17.2%
	Property Value \$300,000, to \$399,999	23.0%	25.0%	24.1%
	Property Value \$200,000 to \$299,999	35.7%	29.0%	22.3%
	Property Value \$150,000 to \$199,999	7.7%	5.6%	4.7%
	Property Value \$100,000 to \$149,999	5.5%	3.8%	2.6%
	Property Value \$60,000 to \$99,999	0.8%	1.3%	0.9%
	Property Value \$40,000 to \$59,999	0.8%	0.8%	0.5%
	Property Value \$0 to \$39,999	1.8%	2.6%	1.9%
	Median Home Value	\$293,883	\$327,966	\$371,266
<b>Wealth per Household</b>	\$0 and under - percent	17.0%	16.6%	16.1%
	\$1 to \$4999 - percent	8.3%	7.9%	7.6%
	\$5k to \$9999 - percent	4.5%	4.4%	4.2%
	\$10k to \$24999 - percent	6.3%	6.2%	6.1%
	\$25k to \$49999 - percent	6.8%	6.8%	6.8%
	\$50k to \$99999 - percent	10.4%	10.4%	10.5%
	\$100k to \$249999 - percent	18.4%	18.7%	18.9%
	\$250k to \$499999 - percent	13.4%	13.7%	14.0%
	\$500k+ - percent	14.7%	15.2%	15.8%
	Median HH Wealth	\$83,254	\$88,528	\$93,665
	Avg HH Wealth	\$241,399	\$248,348	\$255,142
<b>Economic Viability</b>	Economic Viability Local	266	261	265
	Economic Viability Indexed	98	96	98
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	13,117	26,566	60,607
	Managerial/Executive	18.5%	17.3%	18.1%
	Professional Specialty	20.9%	21.2%	21.3%
	Healthcare Support	3.7%	3.3%	2.8%
	Sales	11.9%	10.1%	9.5%
	Office & Administrative Support	9.9%	10.8%	11.2%
	Protective Service	1.2%	2.1%	1.8%
	Food Preparation	3.5%	3.2%	3.5%
	Building Maintenance & Cleaning	2.0%	2.3%	2.3%
	Personal Care	2.0%	2.5%	2.1%
	Farming, Fishing, & Forestry	0.3%	0.3%	0.6%
	Construction	7.5%	8.0%	8.9%
	Production & Transportation	18.7%	18.9%	18.0%
	Percent White Collar Workers	64.9%	62.8%	62.9%
	Percent Blue Collar Workers	35.1%	37.2%	37.1%

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	Agriculture/Mining/Construction	6.3%	7.4%	8.9%
	Manufacturing	23.0%	23.4%	23.5%
	Transportation	3.0%	3.3%	3.5%
	Information	1.9%	1.6%	1.5%
	Wholesale/Retail	18.9%	16.7%	15.5%
	Finance, Insurance, Real Estate	6.3%	6.0%	6.1%
	Professional Services	4.8%	4.5%	5.1%
	Management Services	0.0%	0.2%	0.2%
	Administrative/Waste Services	2.3%	2.1%	2.4%
	Educational Services	21.5%	22.4%	20.7%
	Entertainment Services	6.7%	6.1%	5.6%
	Other Professional Services	2.7%	2.9%	3.8%
	Public Administration	2.6%	3.4%	3.2%
<b>Vehicles per HH</b>	No Vehicles	7.5%	5.3%	3.7%
	1 Vehicle	39.3%	33.6%	28.7%
	2 Vehicles	37.4%	40.5%	43.1%
	3 or more vehicles	15.8%	20.5%	24.6%
	Average Number of Vehicles	1.67	1.85	1.99
<b>Change</b>	Births (last 12 months)	230	446	950
	Deaths (last 12 months)	276	516	1,130
	Migration (last 12 months)	-9	166	572
<b>Work place</b>	Workplace Establishments	1,068	1,531	3,276
	Workplace Employees (FTE)	15,174	21,151	44,682