

Audience Profile ?

Burlington

75th St, Kenosha, WI

View:

Potential Market

Based On:

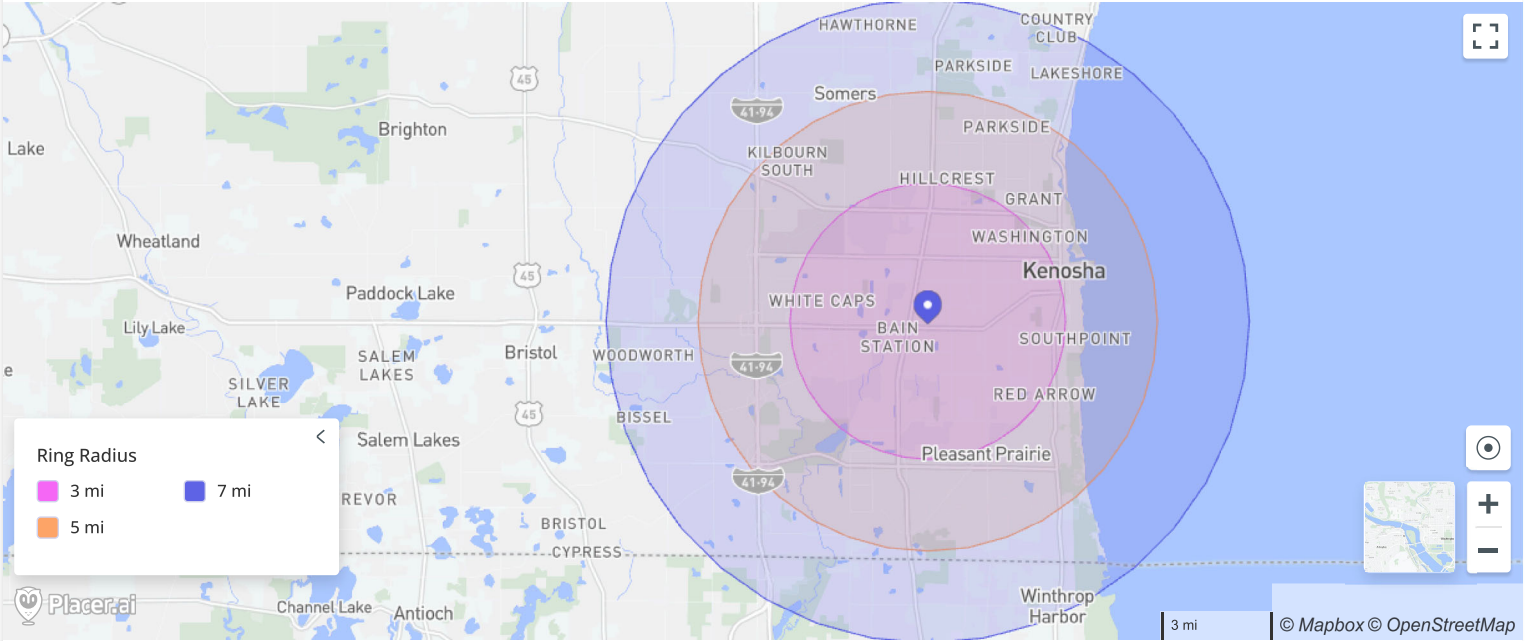
Distance in Miles

Ring Radius

3.00 mi

5.00 mi

7.00 mi



Dataset:

Census 2023 (ACS)

Benchmark with:

Nationwide

State

Search Group or Attribute

3 Mile

5 Mile

7 Mile

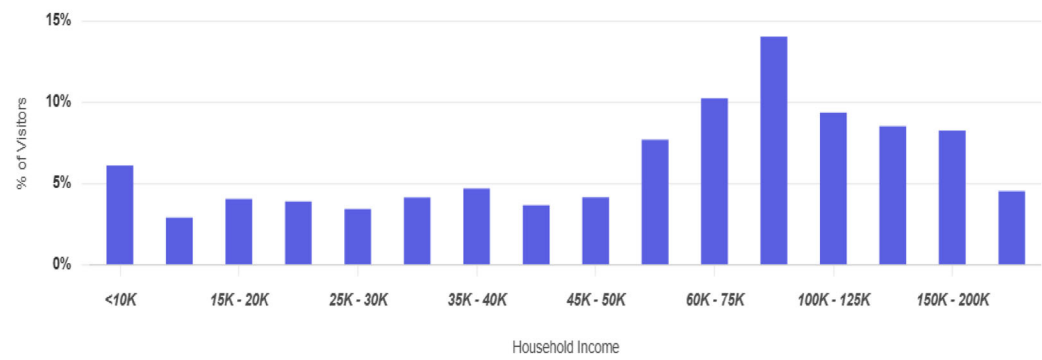
Overview								^
Population	76,787		121,304		141,912			
Pop density (per sq mile)	2,037		1,776		1,250			
Area (sq mi) - based on Census Block Groups	37.69		68.32		113.55			
Households								^
Households	29,792		48,305		56,253			
Family Households	18,981 (63.7%)	99	30,117 (62.3%)	97	35,415 (63%)	98		
Non-Family Households	10,811 (36.3%)	102	18,188 (37.7%)	106	20,838 (37%)	104		
Persons per Household	2.58	99 0100200+	2.51	96 0100200+	2.52	97 0100200+		
Gender								▼
Age								▼
Age - Male								▼
Age - Female								▼
Population by Generation								▼
Ethnicity								^
White	47,641 (62%)	107	80,736 (66.6%)	114	94,500 (66.6%)	114		
Hispanic or Latino	15,905 (20.7%)	109	21,498 (17.7%)	93	25,417 (17.9%)	94		

Search Group or Attribute	3 Mile	5 Mile	7 Mile
Black	7,290 (9.5%) 79	9,704 (8%) 67	11,419 (8%) 67
Two or more races	3,944 (5.1%) 133	5,817 (4.8%) 124	6,392 (4.5%) 116
Asian	1,525 (2%) 35	2,519 (2.1%) 36	3,045 (2.1%) 37
Other	344 (<0.5%) 90	728 (0.6%) 121	834 (0.6%) 119
American Indian and Alaska Native	138 (<0.5%) 34	224 (<0.5%) 35	227 (<0.5%) 30
Native Hawaiian and Other Pacific Islander	--	78 (<0.5%) 38	78 (<0.5%) 32
Hispanic or Latino			
Household Income			
Household Average Income	\$91,592.84 83	\$93,201.47 84	\$96,285.62 87
Average Income per Person	\$36,466.82 84	\$37,896.33 88	\$38,927.05 90
Household Median Income	\$75,931.14 96	\$74,288.17 94	\$75,964.06 96
<\$10K	1,387 (4.7%) 96	2,110 (4.4%) 90	2,396 (4.3%) 87
\$10K - \$15K	965 (3.2%) 91	1,477 (3.1%) 86	1,758 (3.1%) 88
\$15K - \$20K	947 (3.2%) 102	1,511 (3.1%) 100	1,751 (3.1%) 100
\$20K - \$25K	1,018 (3.4%) 99	1,783 (3.7%) 107	1,983 (3.5%) 102
\$25K - \$30K	876 (2.9%) 86	1,507 (3.1%) 91	1,759 (3.1%) 91
\$30K - \$35K	949 (3.2%) 93	1,960 (4.1%) 119	2,200 (3.9%) 115
\$35K - \$40K	943 (3.2%) 91	1,800 (3.7%) 107	2,039 (3.6%) 104
\$40K - \$45K	889 (3%) 85	1,585 (3.3%) 94	1,695 (3%) 86
\$45K - \$50K	1,210 (4.1%) 118	2,035 (4.2%) 122	2,216 (3.9%) 114
\$50K - \$60K	2,429 (8.2%) 123	4,079 (8.4%) 128	4,733 (8.4%) 127
\$60K - \$75K	3,131 (10.5%) 115	4,520 (9.4%) 102	5,302 (9.4%) 103
\$75K - \$100K	4,081 (13.7%) 108	6,598 (13.7%) 107	7,637 (13.6%) 107
\$100K - \$125K	3,107 (10.4%) 104	4,789 (9.9%) 99	5,670 (10.1%) 100
\$125K - \$150K	2,660 (8.9%) 121	3,970 (8.2%) 112	4,598 (8.2%) 111
\$150K - \$200K	3,350 (11.2%) 121	4,982 (10.3%) 111	5,861 (10.4%) 112
>\$200K	1,850 (6.2%) 49	3,599 (7.5%) 59	4,655 (8.3%) 66
Household Size			
Education			
Elementary	5,459 (10.6%) 101	7,750 (9.5%) 90	8,378 (8.8%) 84
High School Graduate	14,682 (28.6%) 109	22,472 (27.7%) 106	26,397 (27.8%) 106
College / Associate Degree	16,579 (32.3%) 114	26,052 (32.1%) 114	30,956 (32.6%) 116

Search Group or Attribute	3 Mile	5 Mile	7 Mile	
Bachelor Degree	9,775 (19.1%) 90	16,075 (19.8%) 93	18,516 (19.5%) 92	
Advanced Degree	4,813 (9.4%) 68	8,879 (10.9%) 80	10,574 (11.2%) 8	
Labor Force				
Marital Status				
Married	27,890 (44.9%) 91	45,117 (45.5%) 92	54,420 (46.9%) 94	
Never Married	23,085 (37.2%) 109	36,570 (36.9%) 108	42,069 (36.2%) 106	
Divorced	8,252 (13.3%) 124	12,443 (12.6%) 117	14,004 (12.1%) 113	
Widowed	2,832 (4.6%) 82	4,951 (5%) 90	5,579 (4.8%) 86	
Family Households				
Married-couple Family	12,387 (65.3%) 89	20,775 (69%) 94	25,101 (70.9%) 97	
Female Householder	4,562 (24%) 127	6,383 (21.2%) 112	7,060 (19.9%) 105	
Male Householder	2,032 (10.7%) 137	2,959 (9.8%) 126	3,254 (9.2%) 117	
Transport to Work				
Travel Time to Work				
Housing Units				
Occupied Housing Units				
Vacant Housing Units				
Value of Owner-Occupied Housing Units				
Types of Housing Units Structure				
Health Insurance				
SNAP Households				

Household Income ?

Burlington
75th St, Kenosha, WI

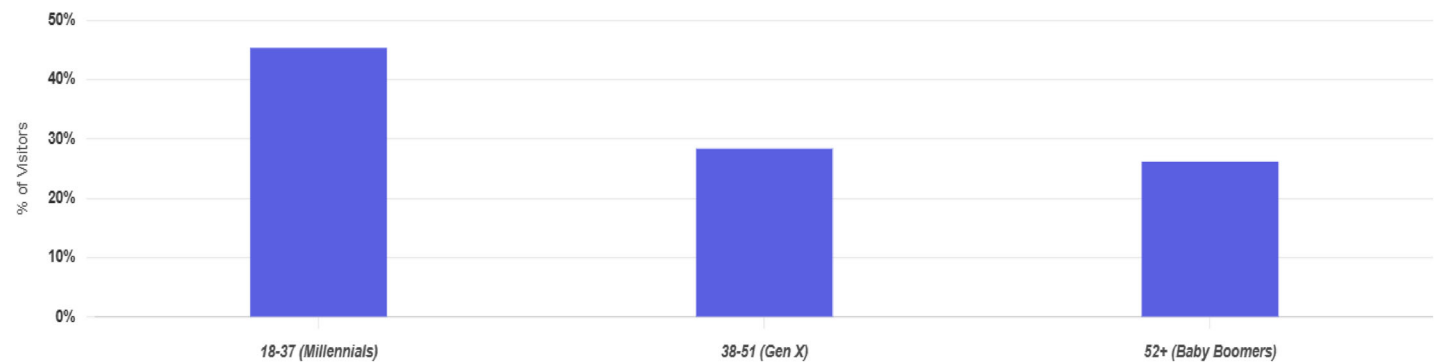


Average Income	84K
Median Income	67K

*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2024

Age ?

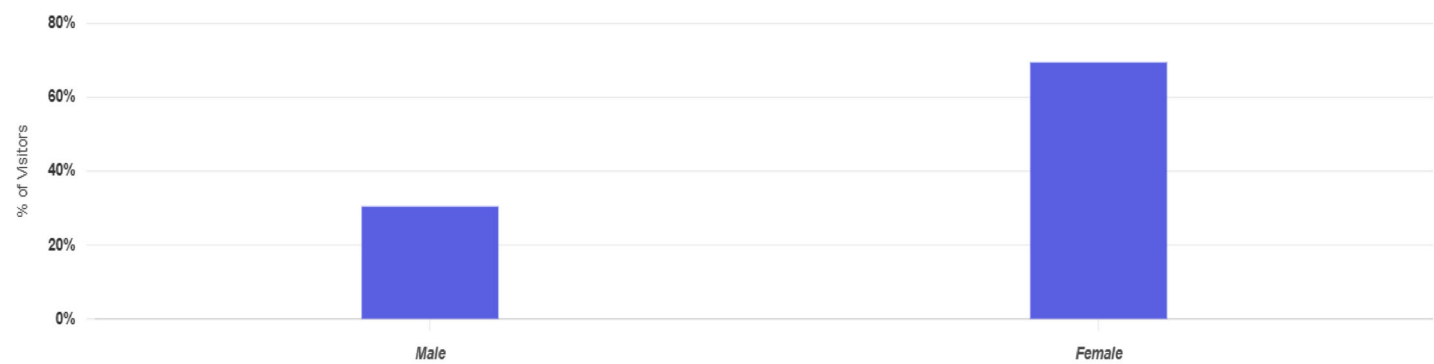
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* Showing data for Mar 31st, 2025 - Mar 30th, 2026. Filters and custom dates are ignored

Gender ?

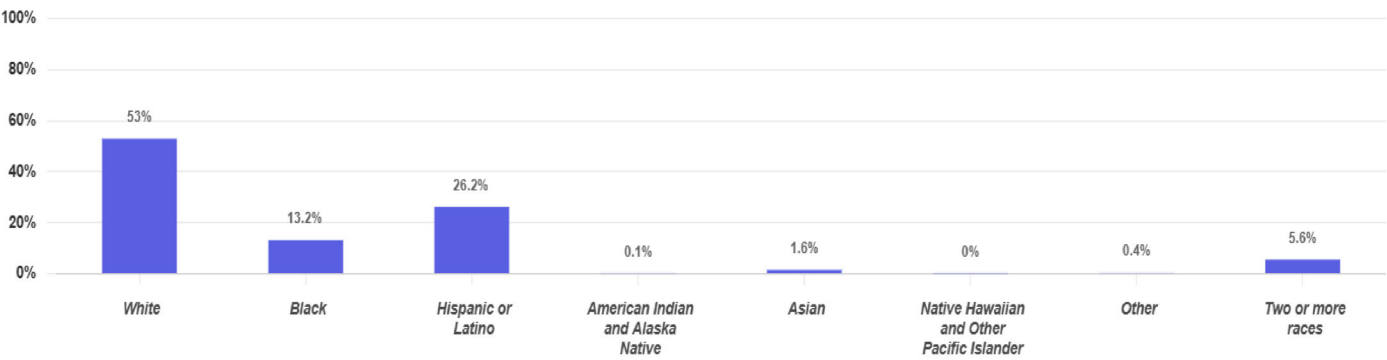
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Ethnicity ?

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