

Audience Profile ?

Mill Road Shopping Center

N 76th St, Milwaukee, WI

View:

Potential Market

Based On:

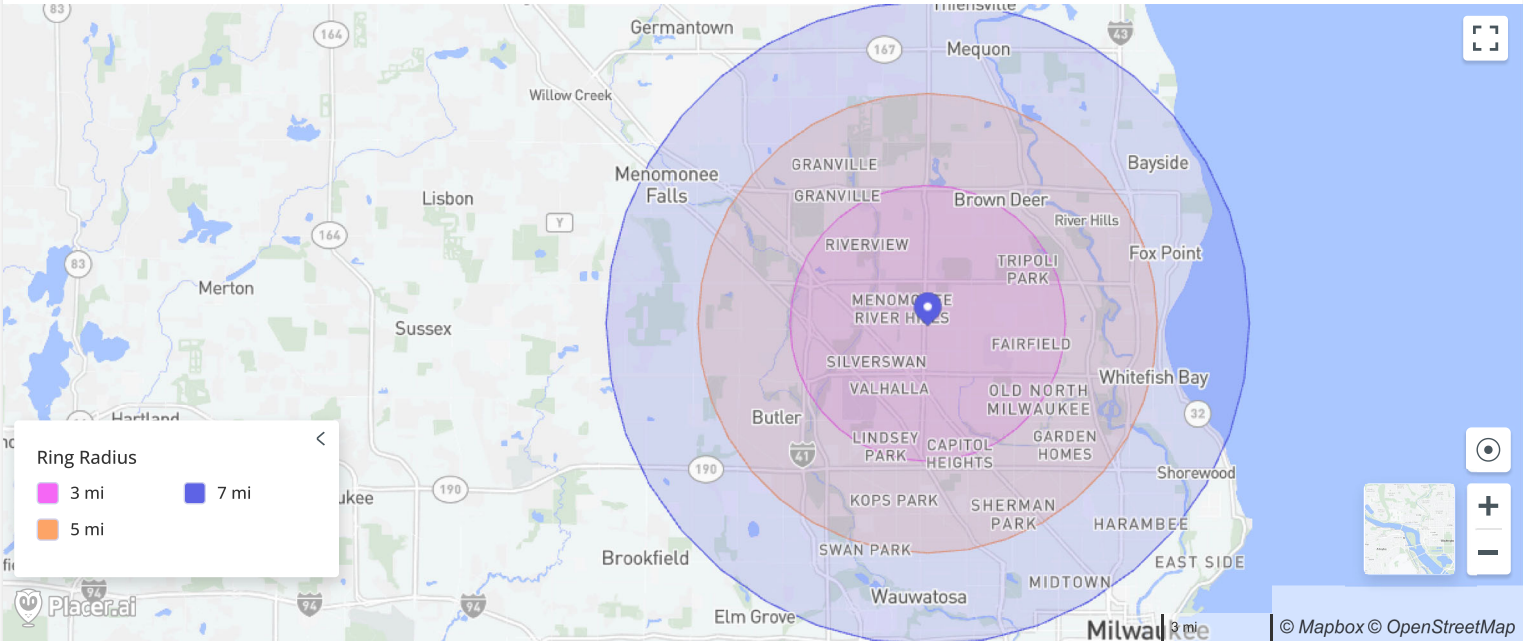
Distance in Miles

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

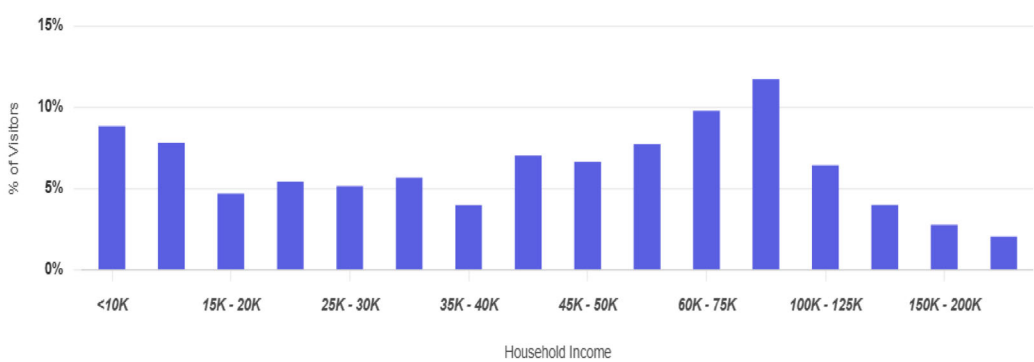
Overview												^	
Population		121,523			263,816			459,132					
Pop density (per sq mile)		4,033			3,557			3,167					
Area (sq mi) - based on Census Block Groups		30.13			74.17			144.96					
Households												^	
Households		46,246			105,131			185,520					
Family Households		28,591 (61.8%)			62,218 (59.2%)			109,905 (59.2%)					
Non-Family Households		17,655 (38.2%)			42,913 (40.8%)			75,615 (40.8%)					
Persons per Household		2.63			2.51			2.47					
Gender												v	
Age												v	
Age - Male												v	
Age - Female												v	
Population by Generation												v	
Ethnicity												^	
Black		80,069 (65.9%)			150,113 (56.9%)			201,190 (43.8%)					
White		20,812 (17.1%)			73,777 (28%)			190,041 (41.4%)					

Search Group or Attribute	3 Mile	5 Mile	7 Mile	
Asian	9,292 (7.6%) 133	14,541 (5.5%) 96	23,872 (5.2%) 90	
Hispanic or Latino	6,464 (5.3%) 28	13,791 (5.2%) 28	24,390 (5.3%) 28	
Two or more races	4,320 (3.6%) 92	10,178 (3.9%) 100	16,645 (3.6%) 94	
American Indian and Alaska Native	441 (<0.5%) 69	575 (<0.5%) 41	1,112 (<0.5%) 46	
Other	125 (<0.5%) 21	833 (<0.5%) 64	1,857 (<0.5%) 8	
Native Hawaiian and Other Pacific Islander	--	8 (<0.5%) 2 0100200+	25 (<0.5%) 3 0100200+	
Hispanic or Latino				
Household Income				
Household Average Income	\$67,946.72 62	\$75,971.4 69	\$94,948.16 86	
Average Income per Person	\$26,820.52 62	\$31,149.67 72	\$39,423.91 91	
Household Median Income	\$51,923.95 66	\$55,323.67 70	\$62,528.62 7	
<\$10K	3,678 (8%) 163	7,632 (7.3%) 149	12,738 (6.9%) 141	
\$10K - \$15K	2,956 (6.4%) 180	6,491 (6.2%) 174	10,307 (5.6%) 156	
\$15K - \$20K	1,799 (3.9%) 124	4,181 (4%) 127	6,681 (3.6%) 115	
\$20K - \$25K	2,775 (6%) 174	5,692 (5.4%) 157	8,774 (4.7%) 137	
\$25K - \$30K	2,462 (5.3%) 155	5,320 (5.1%) 147	8,461 (4.6%) 133	
\$30K - \$35K	2,241 (4.8%) 142	4,585 (4.4%) 128	7,224 (3.9%) 114	
\$35K - \$40K	2,101 (4.5%) 130	4,652 (4.4%) 127	7,278 (3.9%) 112	
\$40K - \$45K	2,235 (4.8%) 138	4,753 (4.5%) 129	7,693 (4.1%) 119	
\$45K - \$50K	2,117 (4.6%) 133	4,391 (4.2%) 121	6,948 (3.7%) 109	
\$50K - \$60K	3,945 (8.5%) 129	9,145 (8.7%) 132	13,858 (7.5%) 113	
\$60K - \$75K	4,602 (10%) 109	10,069 (9.6%) 105	16,598 (8.9%) 98	
\$75K - \$100K	5,959 (12.9%) 101	12,722 (12.1%) 95	20,900 (11.3%) 89	
\$100K - \$125K	4,262 (9.2%) 92	9,402 (8.9%) 89	16,920 (9.1%) 91	
\$125K - \$150K	1,723 (3.7%) 51	4,987 (4.7%) 65	10,131 (5.5%) 74	
\$150K - \$200K	1,812 (3.9%) 42	5,735 (5.5%) 59	13,279 (7.2%) 7	
>\$200K	1,579 (3.4%) 27 0100200+	5,374 (5.1%) 41 0100200+	17,730 (9.6%) 7 0100200+	
Household Size				
Education				
Elementary	9,075 (12.2%) 115	17,543 (10.5%) 99	25,460 (8.5%) 8	
High School Graduate	27,817 (37.4%) 143	52,918 (31.6%) 121	78,490 (26.3%) 101	
College / Associate Degree	23,947 (32.2%) 114	49,891 (29.8%) 106	80,018 (26.9%) 95	

Search Group or Attribute	3 Mile	5 Mile	7 Mile
Bachelor Degree	8,974 (12.1%) 57	30,429 (18.2%) 85	68,495 (23%) 108
Advanced Degree	4,651 (6.2%) 45	16,612 (9.9%) 72	45,435 (15.3%) 111
Labor Force			
Marital Status			
Never Married	50,088 (54.6%) 160	101,106 (50.1%) 147	163,528 (45.9%) 35
Married	28,557 (31.1%) 63	69,832 (34.6%) 70	140,857 (39.6%) 8
Divorced	8,756 (9.5%) 89	20,582 (10.2%) 95	33,531 (9.4%) 88
Widowed	4,302 (4.7%) 84	10,157 (5%) 91	18,172 (5.1%) 92
Family Households			
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 ?

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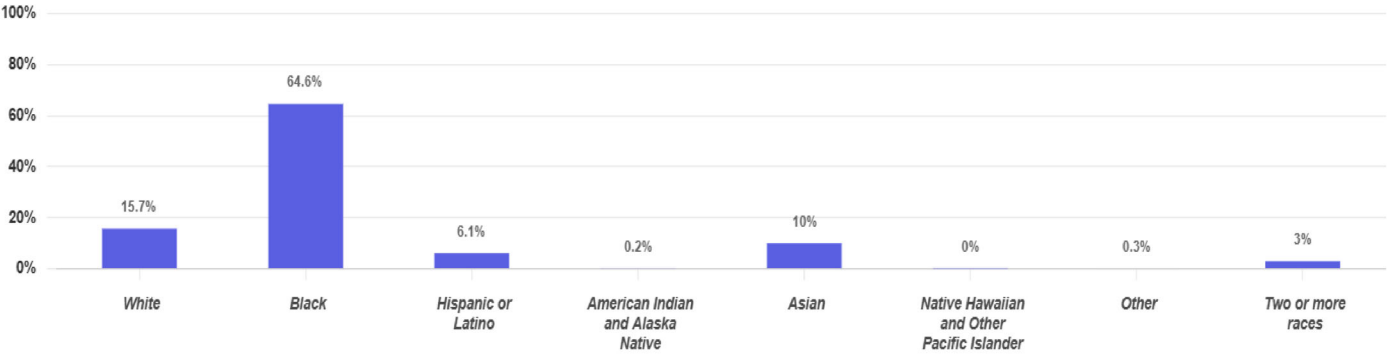


Average Income	59K
Median Income	46K

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

Ethnicity ?

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