



WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

Demographic Report

Prosperity Southwest, WI

Population	2020	2025
	TOTAL	TOTAL
Population	162,320	161,686

Age Distribution	2020		2025	
	TOTAL	%	TOTAL	%
0-4	8,843	5.45	9,387	5.81
5-9	9,479	5.84	9,119	5.64
10-19	21,848	13.46	21,095	13.05
20-29	20,750	12.78	20,806	12.87
30-39	17,584	10.83	17,825	11.02
40-49	17,611	10.85	17,166	10.62
50-59	21,716	13.38	18,635	11.53
60-64	11,980	7.38	10,670	6.6
65+	32,509	20.03	36,983	22.87
Average Median Age	40.409	0.02	40.527	0.03

Sex	2020		2025	
	TOTAL	%	TOTAL	%
Male	82,428	50.78	81,800	50.59
Female	79,892	49.22	79,886	49.41

Ethnicity Distribution		2020		2025	
		TOTAL	%	TOTAL	%
White (non-hispanic)		152,260	93.8	150,850	93.3
Black (non-hispanic)		2,200	1.36	2,446	1.51
American Indian (non-hispanic)		336	0.21	348	0.22
Asian (non-hispanic)		1,429	0.88	1,641	1.01
Pacific Islander (non-hispanic)		31	0.02	31	0.02
Other (non-hispanic)		63	0.04	59	0.04
Multirace (non-hispanic)		1,612	0.99	1,690	1.05
Hispanic		4,394	2.71	4,632	2.86

Race Distribution		2020		2025	
		TOTAL	%	TOTAL	%
White		154,408	95.13	153,112	94.7
Black		2,298	1.42	2,557	1.58
American Indian		402	0.25	417	0.26
Asian		1,493	0.92	1,718	1.06
Pacific Islander		35	0.02	35	0.02
Other		1,794	1.11	1,867	1.15
Multirace		1,890	1.16	1,980	1.22

Total Households		2020		2025	
		TOTAL	%	TOTAL	%
Households		67,273	60.71	66,856	60.93
Families		43,544	64.73	42,871	64.12

Average Household Income		2020		2025	
		TOTAL		TOTAL	
Average Household Income		77,720.441		95,951.173	

Household Income Distribution	2020		2025	
	TOTAL	%	TOTAL	%
<\$10 K	2,761	4.1	2,231	3.34
\$10-\$20K	5,980	8.89	4,745	7.1
\$20-\$30K	6,366	9.46	5,698	8.52
\$30-\$40K	6,260	9.31	4,957	7.41
\$40-\$50K	6,687	9.94	5,755	8.61
\$50-\$60K	5,855	8.7	5,529	8.27
\$60-\$75K	8,467	12.59	7,347	10.99
\$75-\$100K	9,765	14.52	10,245	15.32
> \$100K	15,132	22.49	20,349	30.44

Labor Force Status	2020		2025	
	TOTAL	%	TOTAL	%
Labor Force	85,803	n/a	85,835	n/a
Employed	83,153	96.91	83,187	96.92
Unemployed	2,592	3.02	2,589	3.02
In Armed Forces	58	n/a	59	n/a
Not In Labor Force	46,073	n/a	46,048	n/a

Total Number of Housing	2020		2025	
	TOTAL	%	TOTAL	%
Total Dwellings	74,604	n/a	76,316	n/a
Owner-Occupied Dwellings	49,985	74.3	49,287	73.72
Renter-Occupied Dwellings	17,288	25.7	17,569	26.28
Housing Units Occupied	67,273	n/a	66,856	n/a

Education Attainment	2020		2025	
	TOTAL	%	TOTAL	%
< Grade 9	3,029	2.73	3,008	2.71
Grade 9-12	5,457	4.92	5,459	4.92
High School	41,046	37.04	41,041	36.99
Some College	22,899	20.66	22,949	20.69
Assoc Degree	13,902	12.54	13,932	12.56
Bach Degree	15,784	14.24	15,815	14.26
Grad Degree	8,702	7.85	8,735	7.87

Size of Household	2020		2025	
	TOTAL	%	TOTAL	%
1 Person	19,447	28.91	20,451	30.59
2 Person	26,276	39.06	25,789	38.57
3 Person	8,670	12.89	8,418	12.59
4 Person	7,531	11.19	7,122	10.65
5 Person	3,369	5.01	3,181	4.76
6+ Person	1,222	1.82	1,178	1.76

Data Source: Applied Geographic Solutions 2020