

Kenosha Theatre Demographic Detail Report

5919 6TH AVE, KENOSHA, WI 53140

Date: January 22, 2003

3 Miles: 5 Miles: 25 Miles:

2002 Population

Population - Trend

1990 Census	72,452	92,157	717,460
2000 Census	75,268	102,090	868,692
Current Year	75,561	103,688	900,365
5 Year Projected	76,595	108,081	982,721
Change 1990 to 2000	3.9%	10.8%	21.1%
Change 2000 to CY	0.4%	1.6%	3.6%
Change CY to 5Y	1.4%	4.2%	9.1%

Population - 2002

Male Population	37,079	51,067	452,116
Male Percentage of Population	49.1%	49.3%	50.2%
Female Population	38,482	52,621	448,248
Female Percentage of Population	50.9%	50.7%	49.8%
Median Age	34	34	34
Population Density	4,737	2,614	905

Employment & Establishments- 2002

Employees/Daytime Population	33,360	42,746	448,818
Total Establishments	2,540	3,244	30,803

Households

Households - Trend

1990 Census	26,848	34,245	251,177
2000 Census	28,637	38,950	307,033
Current Year	28,914	39,795	319,018
5 Year Projected	29,785	42,127	349,958
Change 1990 to 2000	6.7%	13.7%	22.2%
Change 2000 to CY	1.0%	2.2%	3.9%
Change CY to 5Y	3.0%	5.9%	9.7%
Average HH Size	2.61	2.61	2.82

Households - 1990

Total Households	26,848	34,245	251,177
Average Household Size	2.60	2.59	2.76

Current year data is for the year 2002, 5 year projected data is for the year 2007.
 Demographic data copyright 2002 by Experian/Applied Geographic Solutions. Crime data
 copyright 2002 by Experian/Applied Geographic Solutions. The shopping center data used in
 this site is licensed by National Research Bureau (NRB). Traffic Count data copyright
 2000 by GDT. All rights reserved.



Copyright 2002 [SRC, LLC](http://www.src.com). All Rights Reserved.

	3 Miles:	5 Miles:	25 Miles:
Married Households w/ Children	6,751	8,900	77,844
Married Households w/ No Children	7,278	9,412	73,250
Nonfamily Households w/ Children	141	177	1,023
Households - 1 Person	6,780	8,652	53,620
Households - 2 People	8,270	10,618	77,247
Households - 3 People	4,769	6,050	45,780
Households - 4 People	4,069	5,276	43,710
Households - 5 People	1,867	2,369	19,960
Households - 6+ People	1,053	1,309	10,832
Households - 2000			
Total Households	28,637	38,950	307,033
Average Household Size	2.63	2.62	2.83
Married Households w/ Children	6,469	9,188	91,719
Married Households w/ No Children	6,867	9,621	82,693
Nonfamily Households w/ Children	157	198	1,203
Households - 2002			
Total Households	28,914	39,795	319,018
Average Household Size	2.53	2.51	2.73
Average Family Size	3.12	3.10	3.22
Married Households w/ Children	6,402	9,208	94,177
Married Households w/ No Children	6,520	9,281	80,522
Nonfamily Households w/ Children	140	175	998
Households - 1 Person	8,207	11,277	74,089
Households - 2 People	8,883	12,359	99,088
Households - 3 People	4,670	6,405	52,925
Households - 4 People	3,954	5,609	51,805
Households - 5 People	1,896	2,551	24,715
Households - 6+ People	1,226	1,497	16,284
Households - 2007			
Total Households	29,785	42,127	349,958
Average Household Size	2.50	2.48	2.72
Average Family Size	3.09	3.07	3.21
Married Households w/ Children	6,178	9,208	99,775
Married Households w/ No Children	6,239	9,224	83,627
Nonfamily Households w/ Children	140	177	898
Households - 1 Person	8,639	12,196	82,528

Current year data is for the year 2002, 5 year projected data is for the year 2007.
Demographic data copyright 2002 by Experian/Applied Geographic Solutions. Crime data
copyright 2002 by Experian/Applied Geographic Solutions. The shopping center data used in
this site is licensed by National Research Bureau (NRB). Traffic Count data copyright
2000 by GDT. All rights reserved.



Copyright 2002 [SRC, LLC](#). All Rights Reserved.

	3 Miles:	5 Miles:	25 Miles:
Households - 2 People	9,121	13,055	108,502
Households - 3 People	4,682	6,597	56,488
Households - 4 People	3,903	5,710	55,086
Households - 5 People	1,910	2,644	26,712
Households - 6+ People	1,452	1,811	20,520

Housing

Housing - 1990

Owner Occupied Housing Units	17,556	22,028	173,230
Renter Occupied Housing Units	9,294	12,218	77,947
Seasonal Occupied Housing Units	77	106	4,990
Vacant Units	1,059	1,502	15,092
Total Housing Units	27,907	35,748	266,267

Housing - 2000

Owner Occupied Housing Units	18,505	24,755	220,027
Renter Occupied Housing Units	10,132	14,195	87,006
Seasonal Occupied Housing Units	92	153	4,304
Vacant Units	1,418	1,784	16,653
Total Housing Units	30,055	40,733	323,686

Housing - 2002

Owner Occupied Housing Units	18,637	25,241	229,873
Renter Occupied Housing Units	10,277	14,554	89,145
Vacant Units	1,187	1,650	16,599
Total Housing Units	30,100	41,446	335,617

Housing - 2007

Owner Occupied Housing Units	19,093	26,616	255,706
Renter Occupied Housing Units	10,692	15,511	94,252
Vacant Units	1,184	1,663	16,736
Total Housing Units	30,969	43,791	366,694

Vehicles - 2002

Total Vehicles	44,428	64,038	572,587
Households with 0 Vehicles	4,033	4,767	24,206
Households with 1 Vehicle	11,480	15,319	101,757
Households with 2+ Vehicles	13,401	19,709	193,056
Average Vehicles Per Household	1.54	1.61	1.80
Current Year Vehicles	44,428	64,038	572,587
Change in Total Vehicles 90 to CY	6.9%	16.4%	28.0%

Current year data is for the year 2002, 5 year projected data is for the year 2007.
 Demographic data copyright 2002 by Experian/Applied Geographic Solutions. Crime data
 copyright 2002 by Experian/Applied Geographic Solutions. The shopping center data used in
 this site is licensed by National Research Bureau (NRB). Traffic Count data copyright
 2000 by GDT. All rights reserved.



Copyright 2002 [SRC, LLC](#). All Rights Reserved.

3 Miles: 5 Miles: 25 Miles:

Race

Race - 1990

White	89.4%	90.7%	87.4%
Black	6.6%	5.7%	7.8%
American Indian/Eskimo	0.4%	0.4%	0.3%
Asian/PI	0.5%	0.6%	1.4%
Other Race	3.1%	2.6%	3.1%

Ethnicity - 1990

Hispanic	6.2%	5.4%	6.7%
Non Hispanic	93.7%	94.6%	93.3%

Race - 2000

White	83.2%	85.0%	81.0%
Black	8.0%	7.0%	8.3%
American Indian/Eskimo	0.5%	0.4%	0.4%
Asian/PI	0.6%	0.9%	2.3%
Other Race	7.7%	6.8%	8.0%

Ethnicity - 2000

Hispanic	10.7%	9.2%	12.5%
Non Hispanic	89.3%	90.8%	87.5%

Race - 2002

White	84.9%	86.7%	82.2%
Black	8.3%	7.3%	8.7%
American Indian/Eskimo	0.5%	0.4%	0.4%
Asian/Pacific Islander	0.7%	1.0%	2.5%
Other Race	5.6%	4.7%	6.2%

Ethnicity - 2002

Hispanic	11.6%	10.0%	13.4%
Non Hispanic	88.4%	90.0%	86.6%

Population By Age & Gender

Population by Age - 2002

Age 0 to 5	7.3%	6.9%	7.6%
Age 6 to 13	13.9%	13.6%	14.3%
Age 14 to 17	5.8%	5.8%	6.0%
Age 18 to 24	10.0%	10.4%	9.4%
Age 25 to 34	13.9%	13.7%	13.8%

Current year data is for the year 2002, 5 year projected data is for the year 2007.
 Demographic data copyright 2002 by Experian/Applied Geographic Solutions. Crime data
 copyright 2002 by Experian/Applied Geographic Solutions. The shopping center data used in
 this site is licensed by National Research Bureau (NRB). Traffic Count data copyright
 2000 by GDT. All rights reserved.



Copyright 2002 [SRC, LLC](#). All Rights Reserved.

	3 Miles:	5 Miles:	25 Miles:
Age 35 to 44	16.4%	16.8%	17.7%
Age 45 to 54	16.4%	16.8%	17.7%
Age 55 to 64	7.5%	7.6%	7.6%
Age 65 to 74	6.2%	5.9%	5.2%
Age 75 to 79	2.8%	2.6%	2.1%
Age 80 to 84	2.2%	2.0%	1.4%
Age 85 Plus	1.9%	1.7%	1.2%
Median Age	34.0	34.0	34.0

Male Population by Age - 2002

Male Population	37,079	51,067	452,116
Age 0 to 5	7.6%	7.2%	7.8%
Age 6 to 13	14.8%	14.4%	14.6%
Age 14 to 17	5.9%	6.0%	6.2%
Age 18 to 24	10.3%	10.6%	10.4%
Age 25 to 34	14.6%	14.3%	14.0%
Age 35 to 44	16.8%	17.2%	17.7%
Age 45 to 54	12.5%	13.1%	13.7%
Age 55 to 64	7.3%	7.5%	7.5%
Age 65 to 74	5.5%	5.2%	4.7%
Age 75 to 79	2.2%	2.1%	1.7%
Age 80 to 84	1.6%	1.4%	1.0%
Age 85 Plus	1.1%	0.9%	0.7%
Median Age	33.0	33.0	33.0

Female Population by Age - 2002

Female Population	38,482	52,621	448,248
Age 0 to 5	7.0%	6.6%	7.5%
Age 6 to 13	13.1%	12.9%	13.9%
Age 14 to 17	5.6%	5.6%	5.9%
Age 18 to 24	9.8%	10.1%	8.4%
Age 25 to 34	13.3%	13.2%	13.6%
Age 35 to 44	16.0%	16.5%	17.6%
Age 45 to 54	11.9%	12.6%	13.6%
Age 55 to 64	7.7%	7.7%	7.7%
Age 65 to 74	6.9%	6.6%	5.7%
Age 75 to 84	3.4%	3.2%	2.5%
Age 85 Plus	2.7%	2.5%	1.7%
Median Age	35.0	35.0	34.0

Income

Income - 2002

Current year data is for the year 2002, 5 year projected data is for the year 2007.
 Demographic data copyright 2002 by Experian/Applied Geographic Solutions. Crime data
 copyright 2002 by Experian/Applied Geographic Solutions. The shopping center data used in
 this site is licensed by National Research Bureau (NRB). Traffic Count data copyright
 2000 by GDT. All rights reserved.



Copyright 2002 [SRC, LLC](#). All Rights Reserved.

	3 Miles:	5 Miles:	25 Miles:
Median HH Income	\$37,869	\$38,680	\$56,249
Per Capita Income	\$17,297	\$18,515	\$24,483
Average HH Income	\$44,765	\$48,040	\$68,275

Household Income - 2002

Less than \$9,999	8.5%	8.0%	4.9%
\$10,000 - \$14,999	7.5%	7.1%	4.4%
\$15,000 - \$24,999	15.4%	15.1%	9.7%
\$25,000 - \$34,999	15.4%	15.4%	11.2%
\$35,000 - \$49,999	19.1%	18.9%	16.3%
\$50,000 - \$74,999	20.3%	20.7%	22.1%
\$75,000 - \$99,999	8.1%	8.5%	12.6%
\$100,000 - \$124,999	3.3%	3.5%	8.1%
\$125,000 - \$149,999	0.9%	1.0%	3.1%
\$150,000 Plus	1.6%	1.7%	7.5%

HH Income Age 15 to 24 - 2002

Less than \$9,999	230	309	1,211
\$10,000 to \$14,999	221	282	1,102
\$15,000 to \$24,999	355	578	2,465
\$25,000 to \$34,999	288	421	2,348
\$35,000 to \$49,999	298	431	2,439
\$50,000 to \$74,999	252	331	2,736
\$75,000 to \$99,999	56	78	1,007
\$100,000 Plus	57	71	1,605

HH Income Age 25 to 34 - 2002

Less than \$9,999	430	536	2,417
\$10,000 to \$14,999	386	547	2,366
\$15,000 to \$24,999	886	1,166	5,928
\$25,000 to \$34,999	1,004	1,386	7,875
\$35,000 to \$49,999	1,135	1,553	10,927
\$50,000 to \$74,999	907	1,280	12,959
\$75,000 to \$99,999	357	482	6,045
\$100,000 Plus	259	378	9,023

HH Income Age 35 to 44 - 2002

Less than \$9,999	418	522	2,830
\$10,000 to \$14,999	330	435	2,313
\$15,000 to \$24,999	865	1,123	5,951
\$25,000 to \$34,999	997	1,313	8,219
\$35,000 to \$49,999	1,415	1,962	14,327
\$50,000 to \$74,999	1,609	2,382	19,952

Current year data is for the year 2002, 5 year projected data is for the year 2007.
 Demographic data copyright 2002 by Experian/Applied Geographic Solutions. Crime data
 copyright 2002 by Experian/Applied Geographic Solutions. The shopping center data used in
 this site is licensed by National Research Bureau (NRB). Traffic Count data copyright
 2000 by GDT. All rights reserved.



Copyright 2002 [SRC, LLC](http://www.src.com). All Rights Reserved.

	3 Miles:	5 Miles:	25 Miles:
\$75,000 to \$99,999	618	1,018	12,245
\$100,000 Plus	612	871	18,092
HH Income Age 45 to 54 - 2002			
Less than \$9,999	289	391	2,187
\$10,000 to \$14,999	250	324	1,822
\$15,000 to \$24,999	551	761	4,251
\$25,000 to \$34,999	746	1,107	6,103
\$35,000 to \$49,999	1,044	1,503	10,336
\$50,000 to \$74,999	1,484	2,113	16,730
\$75,000 to \$99,999	582	863	11,475
\$100,000 Plus	374	627	16,137
HH Income Age 55 to 64 - 2002			
Less than \$9,999	213	279	1,430
\$10,000 to \$14,999	220	277	1,512
\$15,000 to \$24,999	510	718	3,735
\$25,000 to \$34,999	532	780	4,557
\$35,000 to \$49,999	654	927	6,210
\$50,000 to \$74,999	703	987	8,925
\$75,000 to \$99,999	326	474	5,030
\$100,000 Plus	134	197	7,717
HH Income Age 65 to 74 - 2002			
Less than \$9,999	338	485	2,199
\$10,000 to \$14,999	321	419	2,296
\$15,000 to \$24,999	664	845	4,577
\$25,000 to \$34,999	405	533	3,739
\$35,000 to \$49,999	490	600	4,115
\$50,000 to \$74,999	472	602	4,972
\$75,000 to \$99,999	148	193	2,407
\$100,000 Plus	85	130	4,041
HH Income Age 75 Plus - 2002			
Less than \$9,999	518	644	3,353
\$10,000 to \$14,999	428	558	2,676
\$15,000 to \$24,999	641	843	4,085
\$25,000 to \$34,999	474	599	2,990
\$35,000 to \$49,999	475	563	3,674
\$50,000 to \$74,999	452	539	4,200
\$75,000 to \$99,999	255	284	2,066
\$100,000 Plus	149	179	3,085

Current year data is for the year 2002, 5 year projected data is for the year 2007.
Demographic data copyright 2002 by Experian/Applied Geographic Solutions. Crime data
copyright 2002 by Experian/Applied Geographic Solutions. The shopping center data used in
this site is licensed by National Research Bureau (NRB). Traffic Count data copyright
2000 by GDT. All rights reserved.



Copyright 2002 [SRC, LLC](#). All Rights Reserved.

3 Miles:

5 Miles:

25 Miles:

Employment, Education & Marital Status
Employment by Occupation Type - 1990

White Collar Occupations	49.6%	52.4%	56.7%
Blue Collar Occupations	50.4%	47.6%	43.3%

Employment by Occupation - 2002 - Census Based

Employed Pop. - Age 16 Plus	57,406	79,365	675,941
Administrative Support/Clerical	15.8%	16.2%	16.6%
Executive, Admin & Managerial	7.4%	8.2%	13.4%
Handlers, Cleaners & Helpers	5.1%	4.8%	4.0%
Machine Operators & Assemblers	10.2%	9.6%	8.0%
Material Moving & Transportation	3.9%	3.7%	3.4%
Farming, Forestry & Fishing	0.2%	0.2%	0.3%
Private Household Service	0.3%	0.3%	0.3%
Production	12.9%	12.7%	12.3%
Professional Specialty	10.8%	12.2%	13.4%
Protective Service	2.7%	2.7%	2.0%
Sales	11.1%	11.6%	11.8%
Services	16.0%	14.1%	10.7%
Technicians & Support	3.6%	3.7%	3.7%

Educational Attainment - 2002

Population - Age 25 Plus	47,632	65,583	563,952
Less than 9th Grade	6.2%	5.7%	4.5%
9th - 12th Grade	14.7%	13.4%	9.9%
High School Graduate	35.8%	35.2%	30.9%
Some College, No Degree	19.9%	20.0%	22.2%
Associate Degree	8.4%	8.7%	6.7%
Bachelor's Degree	10.3%	11.4%	17.1%
Graduate or Prof. Degree	4.8%	5.6%	8.7%

Marital Status - 2002

Age 15+ Population - Age 15 Plus	57,417	79,378	676,071
Divorced	12.2%	11.7%	10.0%
Married	50.2%	51.3%	56.1%
Never Married	28.2%	28.2%	27.1%
Separated	2.0%	1.8%	1.4%
Widowed	7.4%	6.9%	5.4%

Current year data is for the year 2002, 5 year projected data is for the year 2007.
 Demographic data copyright 2002 by Experian/Applied Geographic Solutions. Crime data
 copyright 2002 by Experian/Applied Geographic Solutions. The shopping center data used in
 this site is licensed by National Research Bureau (NRB). Traffic Count data copyright
 2000 by GDT. All rights reserved.



Copyright 2002 [SRC, LLC](#). All Rights Reserved.