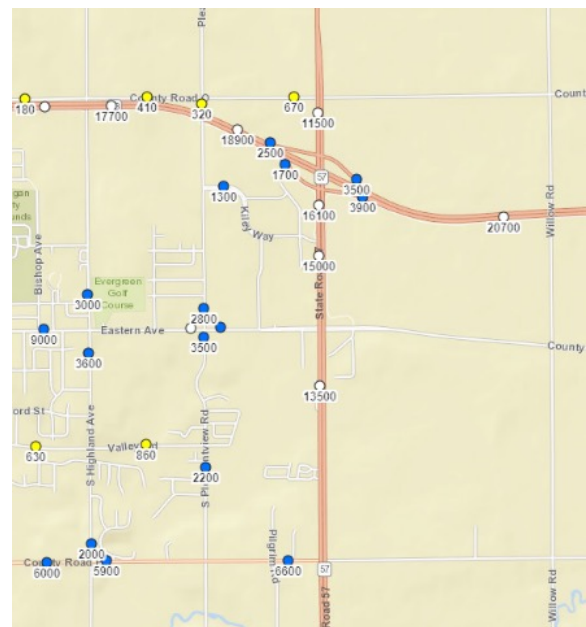


Plymouth Hwy 57 Corridor

Overview

Recent Development

Map Traffic count 2021



Major Employers

- Van Horn Automotive Group
- Great Lakes Cheese
- Masters Gallery Cheese



Major Retailers & Selected Franchises

- Walmart Supercenter
- Fleet Farm
- Sweet Basil
- Taco Bell
- Biggby Coffee
- Ivy and Oak



Major Attractions

- Evergreen Golf Course
- Old Plank Road Plymouth Trailhead
- Snowmobile Races
- Dirt Track Racing



Demographic and Income Comparison Profile

3000 Eastern Ave, Plymouth, Wisconsin, 53073
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.74795
Longitude: -87.94552

	1 mile	3 miles	5 miles
Census 2010 Summary			
Population	1,636	10,184	13,983
Households	825	4,334	5,766
Families	491	2,784	3,892
Average Household Size	1.94	2.30	2.38
Owner Occupied Housing Units	481	2,905	4,159
Renter Occupied Housing Units	344	1,430	1,607
Median Age	46.6	42.2	43.3
Census 2020 Summary			
Population	1,867	10,404	14,313
Households	925	4,583	6,151
Average Household Size	1.93	2.22	2.28
2023 Summary			
Population	1,852	10,255	14,184
Households	920	4,567	6,145
Families	524	2,827	4,021
Average Household Size	1.92	2.20	2.26
Owner Occupied Housing Units	534	3,029	4,479
Renter Occupied Housing Units	386	1,538	1,666
Median Age	51.0	44.6	46.0
Median Household Income	\$56,307	\$62,947	\$66,872
Average Household Income	\$86,362	\$85,050	\$91,552
2028 Summary			
Population	1,818	10,050	13,937
Households	914	4,532	6,114
Families	518	2,794	3,987
Average Household Size	1.90	2.17	2.23
Owner Occupied Housing Units	542	3,097	4,560
Renter Occupied Housing Units	372	1,434	1,554
Median Age	52.2	44.9	46.4
Median Household Income	\$62,113	\$72,629	\$77,369
Average Household Income	\$99,212	\$97,867	\$105,507
Trends: 2023-2028 Annual Rate			
Population	-0.37%	-0.40%	-0.35%
Households	-0.13%	-0.15%	-0.10%
Families	-0.23%	-0.23%	-0.17%
Owner Households	0.30%	0.45%	0.36%
Median Household Income	1.98%	2.90%	2.96%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

July 21, 2023



Demographic and Income Comparison Profile

3000 Eastern Ave, Plymouth, Wisconsin, 53073
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.74795
Longitude: -87.94552

2023 Households by Income	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	55	6.0%	288	6.3%	382	6.2%
\$15,000 - \$24,999	170	18.5%	489	10.7%	570	9.3%
\$25,000 - \$34,999	103	11.2%	394	8.6%	474	7.7%
\$35,000 - \$49,999	88	9.6%	563	12.3%	755	12.3%
\$50,000 - \$74,999	135	14.7%	895	19.6%	1,184	19.3%
\$75,000 - \$99,999	117	12.7%	669	14.6%	835	13.6%
\$100,000 - \$149,999	142	15.4%	750	16.4%	1,081	17.6%
\$150,000 - \$199,999	48	5.2%	328	7.2%	528	8.6%
\$200,000+	62	6.7%	191	4.2%	334	5.4%
Median Household Income	\$56,307		\$62,947		\$66,872	
Average Household Income	\$86,362		\$85,050		\$91,552	
Per Capita Income	\$39,703		\$37,494		\$39,804	

2028 Households by Income	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	47	5.1%	243	5.4%	320	5.2%
\$15,000 - \$24,999	131	14.3%	372	8.2%	428	7.0%
\$25,000 - \$34,999	113	12.4%	366	8.1%	430	7.0%
\$35,000 - \$49,999	105	11.5%	520	11.5%	686	11.2%
\$50,000 - \$74,999	109	11.9%	821	18.1%	1,097	17.9%
\$75,000 - \$99,999	100	10.9%	640	14.1%	788	12.9%
\$100,000 - \$149,999	169	18.5%	888	19.6%	1,244	20.3%
\$150,000 - \$199,999	67	7.3%	454	10.0%	725	11.9%
\$200,000+	74	8.1%	228	5.0%	397	6.5%
Median Household Income	\$62,113		\$72,629		\$77,369	
Average Household Income	\$99,212		\$97,867		\$105,507	
Per Capita Income	\$46,112		\$43,678		\$46,449	

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

July 21, 2023



Demographic and Income Comparison Profile

3000 Eastern Ave, Plymouth, Wisconsin, 53073
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.74795
Longitude: -87.94552

2010 Population by Age	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	95	5.8%	649	6.4%	828	5.9%
Age 5 - 9	102	6.2%	660	6.5%	888	6.4%
Age 10 - 14	77	4.7%	686	6.7%	945	6.8%
Age 15 - 19	84	5.1%	615	6.0%	871	6.2%
Age 20 - 24	64	3.9%	438	4.3%	590	4.2%
Age 25 - 34	184	11.3%	1,167	11.5%	1,471	10.5%
Age 35 - 44	174	10.6%	1,241	12.2%	1,713	12.2%
Age 45 - 54	232	14.2%	1,643	16.1%	2,386	17.1%
Age 55 - 64	225	13.8%	1,333	13.1%	1,966	14.1%
Age 65 - 74	175	10.7%	772	7.6%	1,112	8.0%
Age 75 - 84	137	8.4%	612	6.0%	775	5.5%
Age 85+	88	5.4%	366	3.6%	437	3.1%

2023 Population by Age	Number		Percent		Number	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	88	4.8%	544	5.3%	700	4.9%
Age 5 - 9	96	5.2%	595	5.8%	783	5.5%
Age 10 - 14	76	4.1%	604	5.9%	834	5.9%
Age 15 - 19	88	4.8%	569	5.5%	812	5.7%
Age 20 - 24	71	3.8%	530	5.2%	708	5.0%
Age 25 - 34	204	11.0%	1,140	11.1%	1,467	10.3%
Age 35 - 44	180	9.7%	1,198	11.7%	1,632	11.5%
Age 45 - 54	202	10.9%	1,207	11.8%	1,745	12.3%
Age 55 - 64	264	14.3%	1,530	14.9%	2,271	16.0%
Age 65 - 74	290	15.7%	1,315	12.8%	1,896	13.4%
Age 75 - 84	181	9.8%	661	6.4%	898	6.3%
Age 85+	112	6.0%	363	3.5%	440	3.1%

2028 Population by Age	Number		Percent		Number	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	88	4.8%	550	5.5%	708	5.1%
Age 5 - 9	90	4.9%	562	5.6%	742	5.3%
Age 10 - 14	72	4.0%	573	5.7%	788	5.7%
Age 15 - 19	81	4.5%	560	5.6%	785	5.6%
Age 20 - 24	68	3.7%	460	4.6%	624	4.5%
Age 25 - 34	194	10.7%	1,214	12.1%	1,552	11.1%
Age 35 - 44	177	9.7%	1,115	11.1%	1,533	11.0%
Age 45 - 54	191	10.5%	1,134	11.3%	1,605	11.5%
Age 55 - 64	230	12.6%	1,320	13.1%	1,957	14.0%
Age 65 - 74	293	16.1%	1,379	13.7%	2,046	14.7%
Age 75 - 84	215	11.8%	816	8.1%	1,142	8.2%
Age 85+	120	6.6%	366	3.6%	455	3.3%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

July 21, 2023



Demographic and Income Comparison Profile

3000 Eastern Ave, Plymouth, Wisconsin, 53073
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.74795
Longitude: -87.94552

2010 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,580	96.6%	9,820	96.4%	13,518	96.7%
Black Alone	4	0.2%	38	0.4%	54	0.4%
American Indian Alone	5	0.3%	33	0.3%	42	0.3%
Asian Alone	13	0.8%	81	0.8%	111	0.8%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	14	0.9%	79	0.8%	104	0.7%
Two or More Races	20	1.2%	133	1.3%	155	1.1%
Hispanic Origin (Any Race)	34	2.1%	216	2.1%	269	1.9%

2020 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,738	93.1%	9,676	93.0%	13,350	93.3%
Black Alone	19	1.0%	69	0.7%	83	0.6%
American Indian Alone	12	0.6%	45	0.4%	58	0.4%
Asian Alone	22	1.2%	117	1.1%	153	1.1%
Pacific Islander Alone	0	0.0%	2	0.0%	3	0.0%
Some Other Race Alone	16	0.9%	120	1.2%	165	1.2%
Two or More Races	59	3.2%	375	3.6%	501	3.5%
Hispanic Origin (Any Race)	55	2.9%	309	3.0%	408	2.9%

2023 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,719	92.9%	9,501	92.6%	13,182	92.9%
Black Alone	19	1.0%	69	0.7%	83	0.6%
American Indian Alone	12	0.6%	45	0.4%	58	0.4%
Asian Alone	23	1.2%	122	1.2%	160	1.1%
Pacific Islander Alone	0	0.0%	2	0.0%	3	0.0%
Some Other Race Alone	17	0.9%	125	1.2%	174	1.2%
Two or More Races	61	3.3%	391	3.8%	524	3.7%
Hispanic Origin (Any Race)	58	3.1%	328	3.2%	435	3.1%

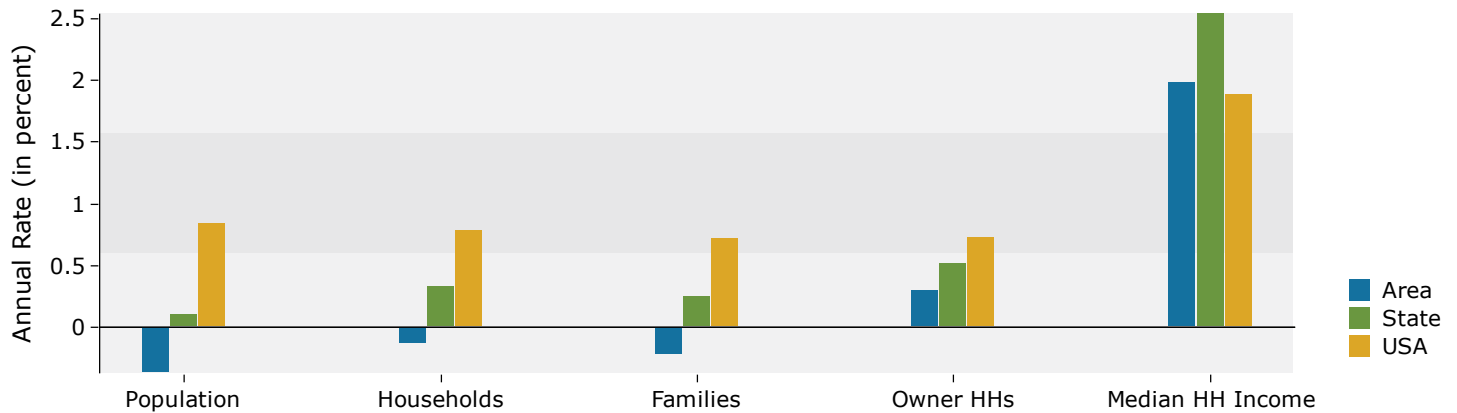
2028 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,686	92.8%	9,305	92.6%	12,945	92.9%
Black Alone	19	1.0%	69	0.7%	83	0.6%
American Indian Alone	12	0.7%	45	0.4%	58	0.4%
Asian Alone	23	1.3%	122	1.2%	160	1.1%
Pacific Islander Alone	0	0.0%	2	0.0%	3	0.0%
Some Other Race Alone	17	0.9%	124	1.2%	173	1.2%
Two or More Races	60	3.3%	382	3.8%	514	3.7%
Hispanic Origin (Any Race)	58	3.2%	324	3.2%	431	3.1%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

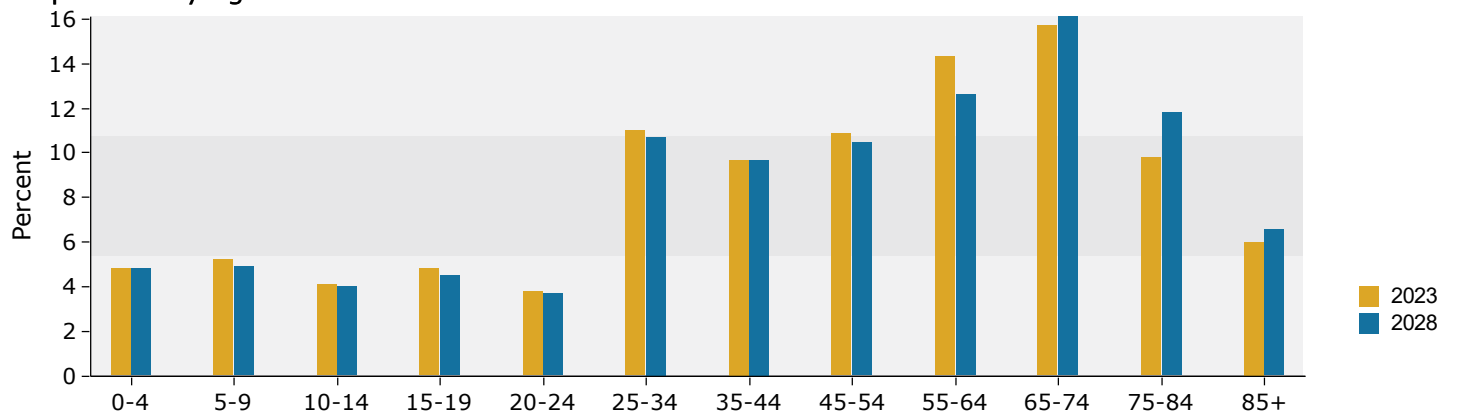
July 21, 2023

1 mile

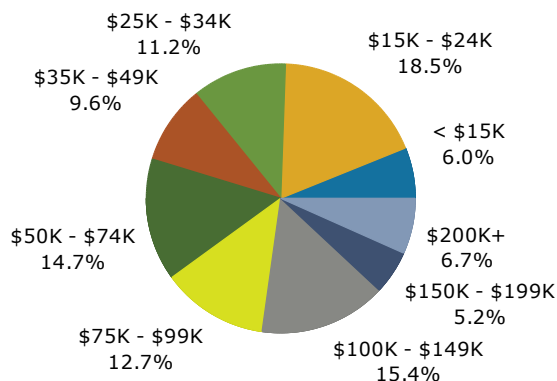
Trends 2023-2028



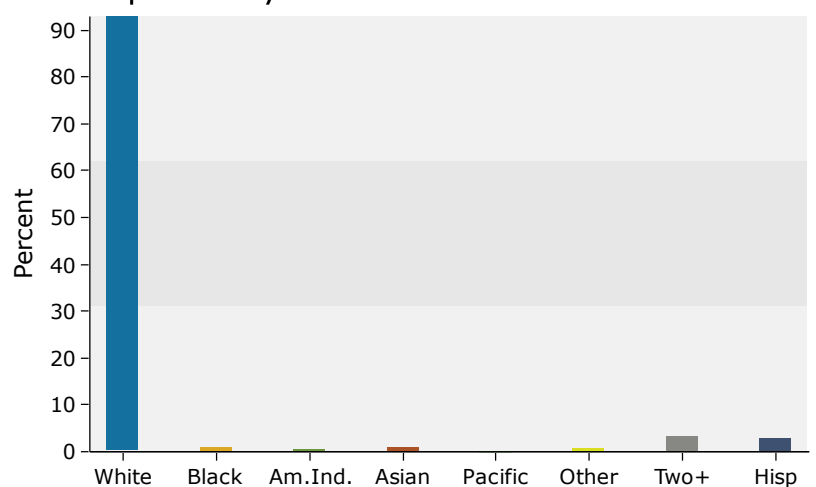
Population by Age



2023 Household Income

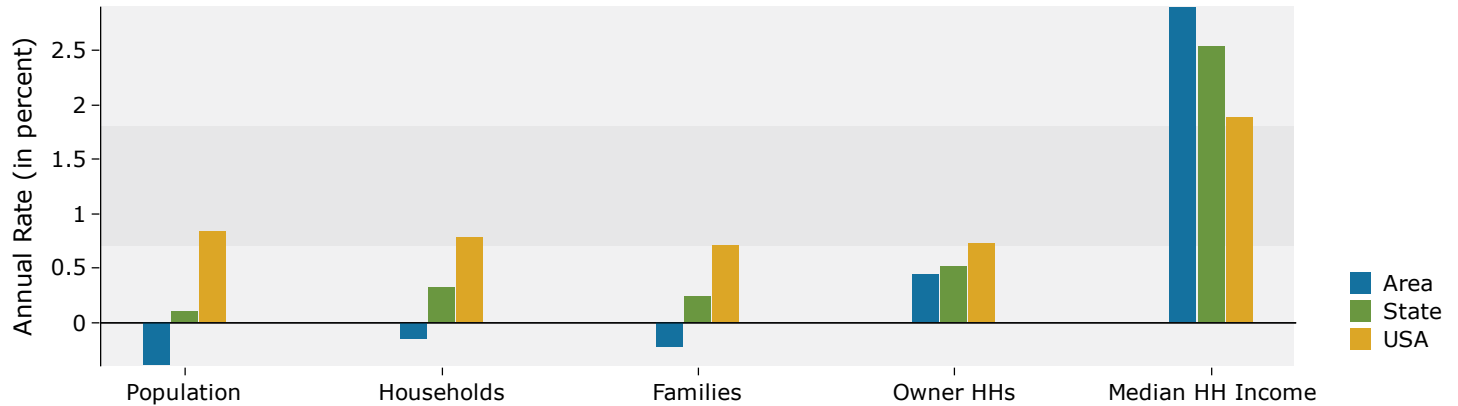


2023 Population by Race

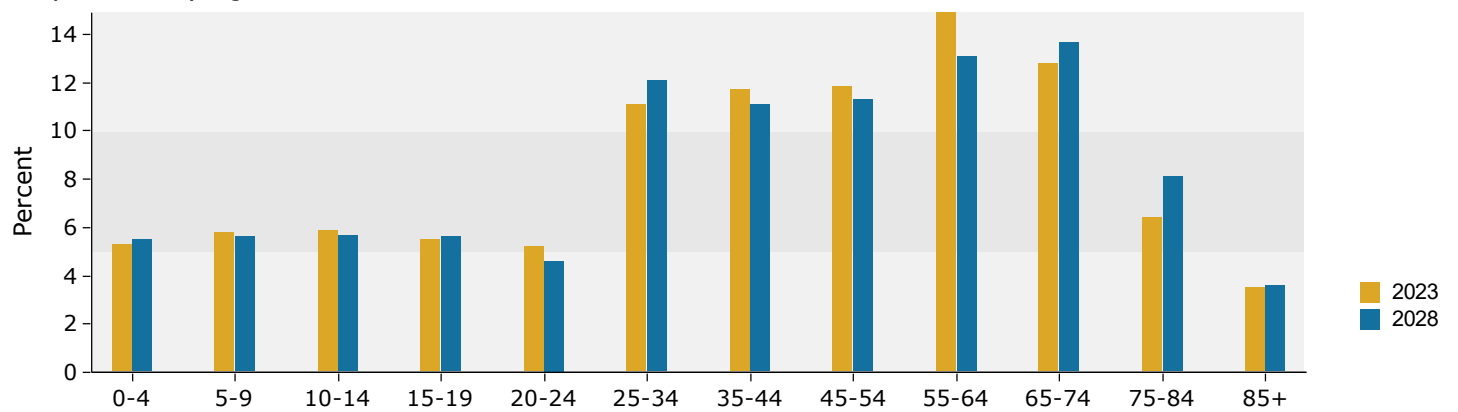


3 miles

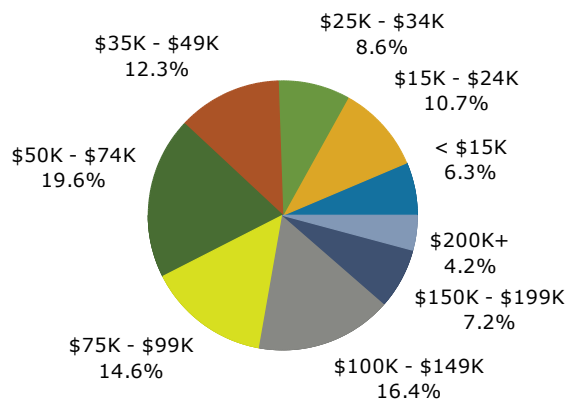
Trends 2023-2028



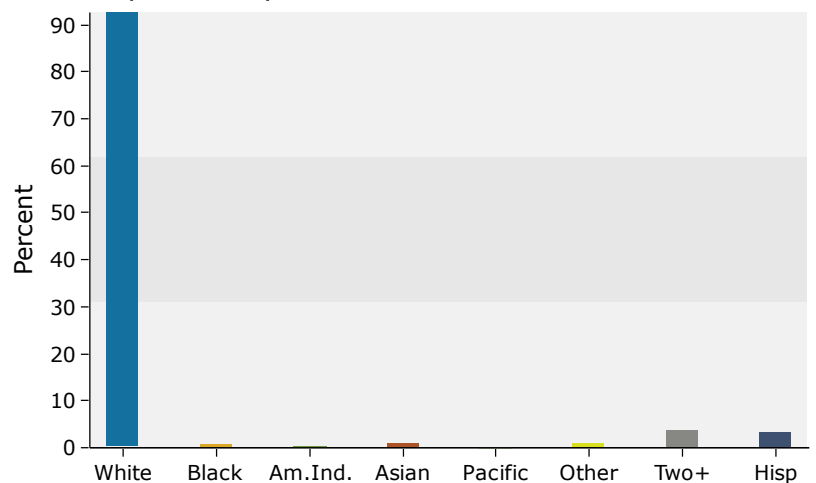
Population by Age



2023 Household Income

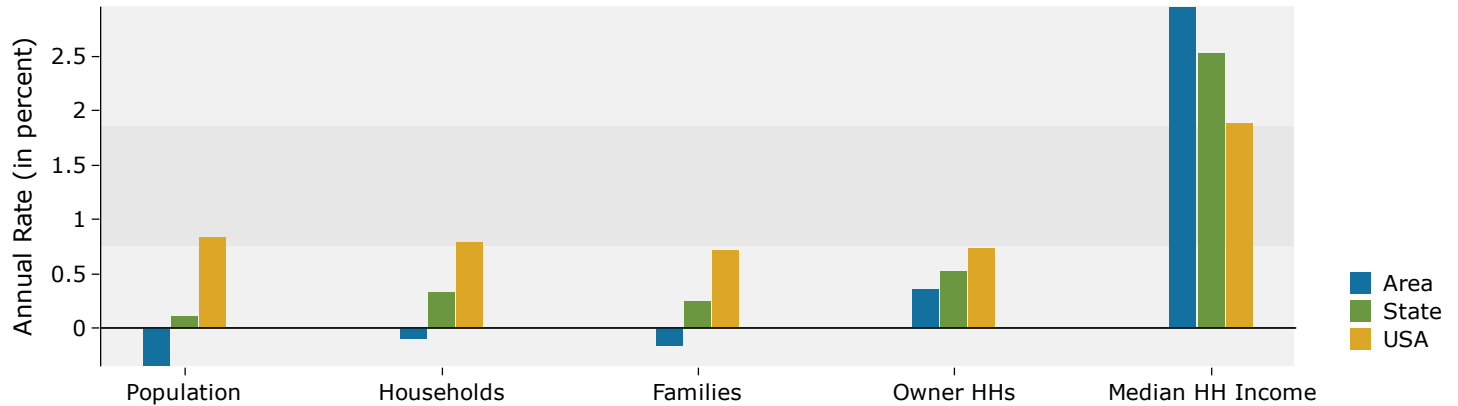


2023 Population by Race

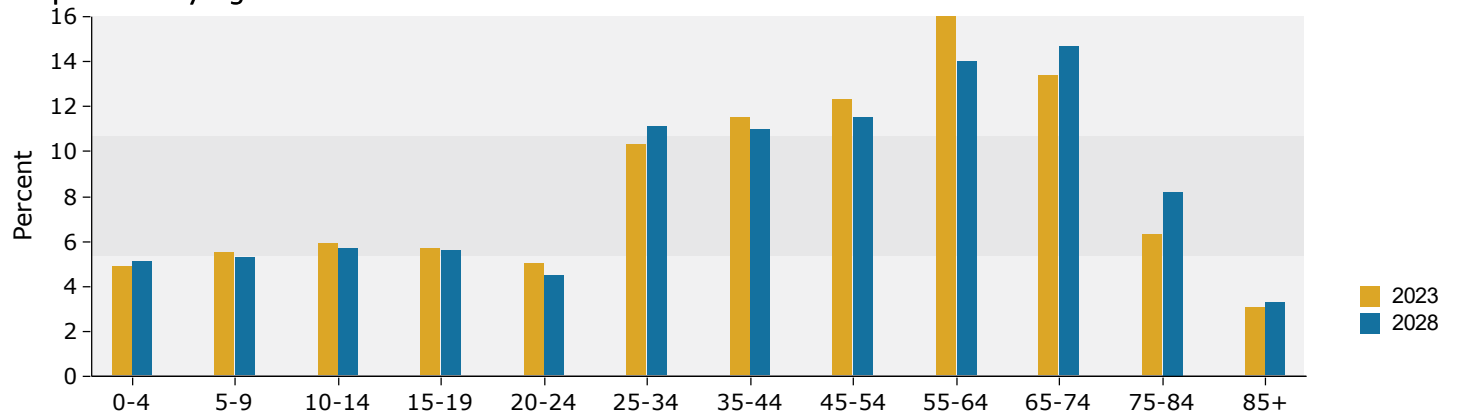


5 miles

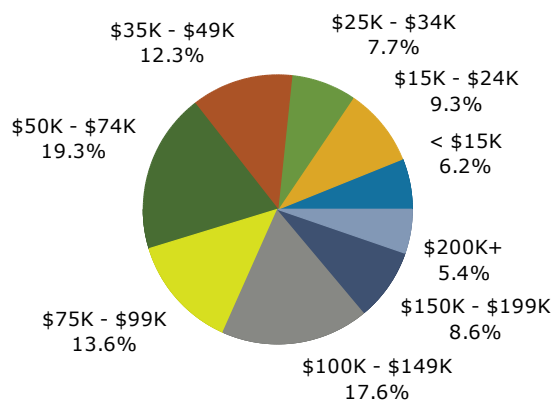
Trends 2023-2028



Population by Age



2023 Household Income



2023 Population by Race

