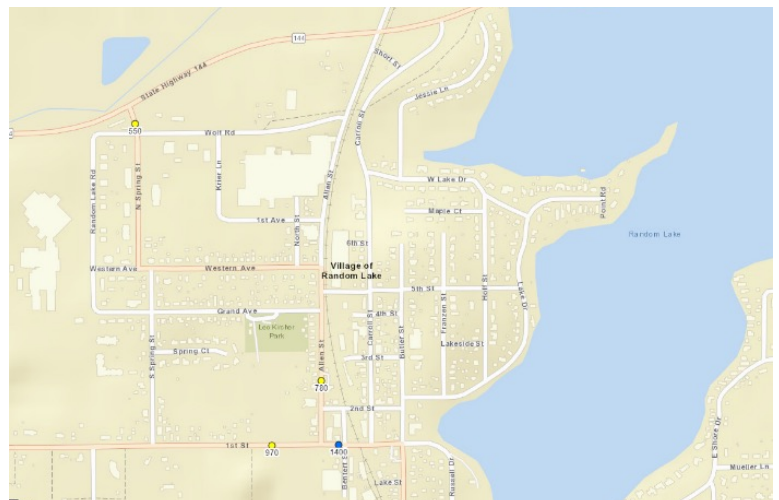


Random Lake

Overview

Recent Development

Map Traffic count 2021



Major Employers

- Badger Tag & Label Corporation
- Krier Foods
- Lakeside Foods, Inc.
- Mueller's Sales & Service, Inc.
- Eric Von Schledorn Ford
- Cedar Valley Cheese Store



Major Retailers & Selected Franchises

- Five Pillars Supper Club
- Random Lake Pizzeria



Major Attractions

- Random Lake Beach
- Badger Camp & Resort
- Globe Lanes
- Kircher Park
- Burr Oak Park
- Bob McDermott Lakeview Park



Demographic and Income Comparison Profile

Random Lake 2
96 Russell Dr, Random Lake, Wisconsin, 53075
Rings: 1, 5, 10 mile radii

Prepared by Esri
Latitude: 43.55007
Longitude: -87.95101

	1 mile	5 miles	10 miles
Census 2010 Summary			
Population	1,440	5,271	30,836
Households	588	2,039	11,690
Families	399	1,523	8,872
Average Household Size	2.45	2.58	2.61
Owner Occupied Housing Units	423	1,658	9,763
Renter Occupied Housing Units	165	381	1,928
Median Age	40.8	41.8	41.2
Census 2020 Summary			
Population	1,391	5,187	30,559
Households	606	2,105	12,174
Average Household Size	2.27	2.45	2.48
2023 Summary			
Population	1,378	5,202	30,746
Households	606	2,124	12,324
Families	396	1,541	9,098
Average Household Size	2.24	2.44	2.47
Owner Occupied Housing Units	448	1,779	10,530
Renter Occupied Housing Units	158	345	1,794
Median Age	44.5	45.3	43.8
Median Household Income	\$75,089	\$76,362	\$82,129
Average Household Income	\$93,550	\$101,476	\$106,414
2028 Summary			
Population	1,352	5,150	30,737
Households	603	2,132	12,482
Families	392	1,542	9,192
Average Household Size	2.21	2.40	2.44
Owner Occupied Housing Units	452	1,803	10,710
Renter Occupied Housing Units	151	329	1,773
Median Age	46.5	46.9	44.9
Median Household Income	\$83,942	\$84,995	\$93,838
Average Household Income	\$109,052	\$116,789	\$122,346
Trends: 2023-2028 Annual Rate			
Population	-0.38%	-0.20%	-0.01%
Households	-0.10%	0.08%	0.26%
Families	-0.20%	0.01%	0.21%
Owner Households	0.18%	0.27%	0.34%
Median Household Income	2.25%	2.17%	2.70%

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

September 27, 2023



Demographic and Income Comparison Profile

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Latitude: 43.55007
Longitude: -87.95101

2023 Households by Income	1 mile		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	39	6.4%	99	4.7%	453	3.7%
\$15,000 - \$24,999	42	6.9%	144	6.8%	721	5.9%
\$25,000 - \$34,999	43	7.1%	129	6.1%	619	5.0%
\$35,000 - \$49,999	48	7.9%	212	10.0%	1,324	10.7%
\$50,000 - \$74,999	130	21.5%	457	21.5%	2,413	19.6%
\$75,000 - \$99,999	100	16.5%	291	13.7%	1,809	14.7%
\$100,000 - \$149,999	116	19.1%	442	20.8%	2,862	23.2%
\$150,000 - \$199,999	62	10.2%	206	9.7%	1,188	9.6%
\$200,000+	25	4.1%	144	6.8%	936	7.6%
Median Household Income	\$75,089		\$76,362		\$82,129	
Average Household Income	\$93,550		\$101,476		\$106,414	
Per Capita Income	\$41,344		\$41,486		\$42,580	

2028 Households by Income	1 mile		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	32	5.3%	82	3.8%	377	3.0%
\$15,000 - \$24,999	29	4.8%	103	4.8%	511	4.1%
\$25,000 - \$34,999	30	5.0%	98	4.6%	508	4.1%
\$35,000 - \$49,999	45	7.5%	203	9.5%	1,193	9.6%
\$50,000 - \$74,999	126	20.9%	460	21.6%	2,322	18.6%
\$75,000 - \$99,999	92	15.3%	258	12.1%	1,663	13.3%
\$100,000 - \$149,999	126	20.9%	455	21.3%	3,082	24.7%
\$150,000 - \$199,999	92	15.3%	294	13.8%	1,650	13.2%
\$200,000+	31	5.1%	179	8.4%	1,176	9.4%
Median Household Income	\$83,942		\$84,995		\$93,838	
Average Household Income	\$109,052		\$116,789		\$122,346	
Per Capita Income	\$48,869		\$48,394		\$49,616	

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.

September 27, 2023



Demographic and Income Comparison Profile

Random Lake 2
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Prepared by Esri
Latitude: 43.55007
Longitude: -87.95101

2010 Population by Age	1 mile		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	74	5.1%	269	5.1%	1,765	5.7%
Age 5 - 9	104	7.2%	367	7.0%	2,147	7.0%
Age 10 - 14	110	7.6%	398	7.5%	2,310	7.5%
Age 15 - 19	88	6.1%	360	6.8%	2,033	6.6%
Age 20 - 24	65	4.5%	217	4.1%	1,270	4.1%
Age 25 - 34	167	11.6%	552	10.5%	3,346	10.9%
Age 35 - 44	217	15.0%	758	14.4%	4,364	14.2%
Age 45 - 54	239	16.6%	964	18.3%	5,474	17.8%
Age 55 - 64	189	13.1%	708	13.4%	4,156	13.5%
Age 65 - 74	103	7.1%	415	7.9%	2,264	7.3%
Age 75 - 84	69	4.8%	212	4.0%	1,297	4.2%
Age 85+	16	1.1%	52	1.0%	409	1.3%

2023 Population by Age	1 mile		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	62	4.5%	231	4.4%	1,506	4.9%
Age 5 - 9	69	5.0%	268	5.2%	1,812	5.9%
Age 10 - 14	75	5.4%	317	6.1%	2,012	6.5%
Age 15 - 19	85	6.2%	323	6.2%	1,870	6.1%
Age 20 - 24	67	4.9%	235	4.5%	1,405	4.6%
Age 25 - 34	150	10.9%	526	10.1%	3,161	10.3%
Age 35 - 44	191	13.8%	678	13.0%	4,081	13.3%
Age 45 - 54	205	14.9%	769	14.8%	4,238	13.8%
Age 55 - 64	213	15.4%	875	16.8%	4,937	16.1%
Age 65 - 74	171	12.4%	639	12.3%	3,703	12.0%
Age 75 - 84	70	5.1%	269	5.2%	1,549	5.0%
Age 85+	22	1.6%	71	1.4%	472	1.5%

2028 Population by Age	1 mile		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	59	4.4%	226	4.4%	1,495	4.9%
Age 5 - 9	67	5.0%	260	5.0%	1,759	5.7%
Age 10 - 14	76	5.6%	299	5.8%	1,982	6.4%
Age 15 - 19	72	5.3%	292	5.7%	1,835	6.0%
Age 20 - 24	58	4.3%	210	4.1%	1,253	4.1%
Age 25 - 34	129	9.5%	486	9.4%	3,044	9.9%
Age 35 - 44	184	13.6%	669	13.0%	4,033	13.1%
Age 45 - 54	190	14.1%	682	13.2%	4,038	13.1%
Age 55 - 64	225	16.7%	857	16.6%	4,544	14.8%
Age 65 - 74	172	12.7%	699	13.6%	4,078	13.3%
Age 75 - 84	92	6.8%	375	7.3%	2,113	6.9%
Age 85+	27	2.0%	95	1.8%	563	1.8%

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

September 27, 2023



Demographic and Income Comparison Profile

Random Lake 2
96 Russell Dr, Random Lake, Wisconsin, 53075
Rings: 1, 5, 10 mile radii

Prepared by Esri
Latitude: 43.55007
Longitude: -87.95101

2010 Race and Ethnicity	1 mile		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,372	95.3%	5,078	96.4%	29,744	96.5%
Black Alone	6	0.4%	19	0.4%	257	0.8%
American Indian Alone	3	0.2%	8	0.2%	84	0.3%
Asian Alone	12	0.8%	34	0.6%	197	0.6%
Pacific Islander Alone	0	0.0%	3	0.1%	16	0.1%
Some Other Race Alone	31	2.2%	81	1.5%	311	1.0%
Two or More Races	16	1.1%	47	0.9%	227	0.7%
Hispanic Origin (Any Race)	62	4.3%	179	3.4%	773	2.5%

2020 Race and Ethnicity	1 mile		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,305	93.8%	4,847	93.4%	28,463	93.1%
Black Alone	4	0.3%	19	0.4%	212	0.7%
American Indian Alone	5	0.4%	14	0.3%	97	0.3%
Asian Alone	7	0.5%	36	0.7%	215	0.7%
Pacific Islander Alone	0	0.0%	0	0.0%	2	0.0%
Some Other Race Alone	29	2.1%	81	1.6%	466	1.5%
Two or More Races	41	2.9%	191	3.7%	1,104	3.6%
Hispanic Origin (Any Race)	56	4.0%	199	3.8%	1,211	4.0%

2023 Race and Ethnicity	1 mile		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,289	93.5%	4,844	93.1%	28,538	92.8%
Black Alone	4	0.3%	19	0.4%	214	0.7%
American Indian Alone	5	0.4%	15	0.3%	104	0.3%
Asian Alone	7	0.5%	36	0.7%	225	0.7%
Pacific Islander Alone	0	0.0%	0	0.0%	2	0.0%
Some Other Race Alone	31	2.2%	87	1.7%	496	1.6%
Two or More Races	43	3.1%	200	3.8%	1,167	3.8%
Hispanic Origin (Any Race)	60	4.4%	213	4.1%	1,301	4.2%

2028 Race and Ethnicity	1 mile		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,264	93.5%	4,787	92.9%	28,440	92.5%
Black Alone	4	0.3%	20	0.4%	215	0.7%
American Indian Alone	5	0.4%	15	0.3%	107	0.3%
Asian Alone	7	0.5%	37	0.7%	235	0.8%
Pacific Islander Alone	0	0.0%	0	0.0%	2	0.0%
Some Other Race Alone	30	2.2%	88	1.7%	525	1.7%
Two or More Races	42	3.1%	204	4.0%	1,212	3.9%
Hispanic Origin (Any Race)	59	4.4%	217	4.2%	1,360	4.4%

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

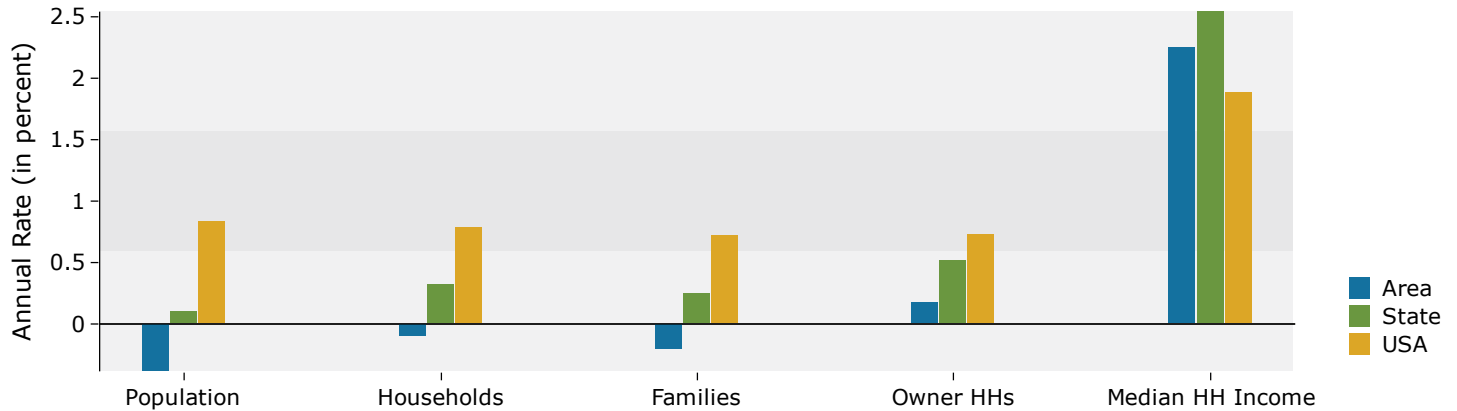
September 27, 2023

Random Lake 2
96 Russell Dr, Random Lake, Wisconsin, 53075
Rings: 1, 5, 10 mile radii

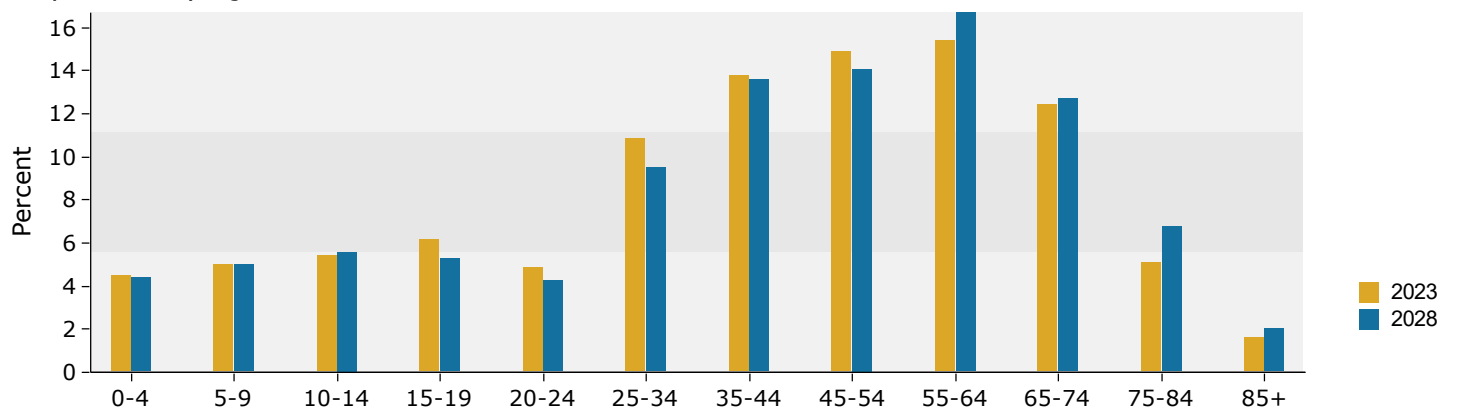
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Longitude: -87.95101

1 mile

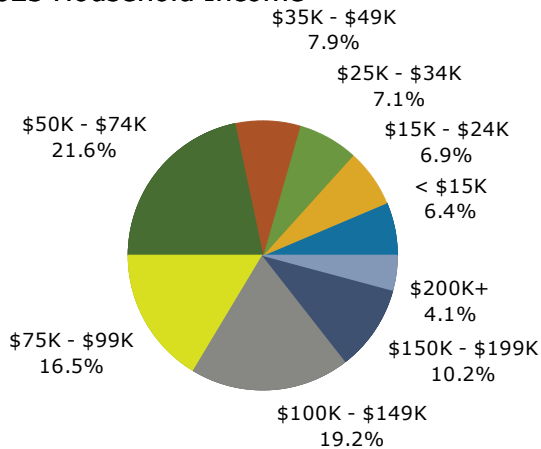
Trends 2023-2028



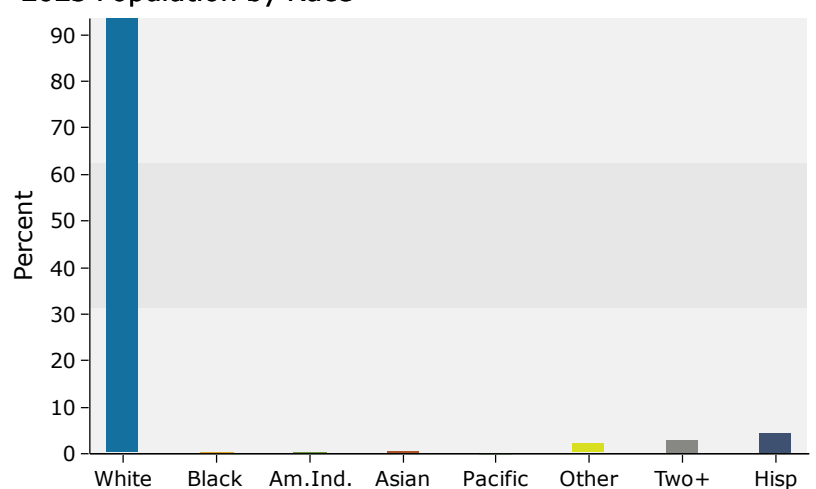
Population by Age



2023 Household Income



2023 Population by Race



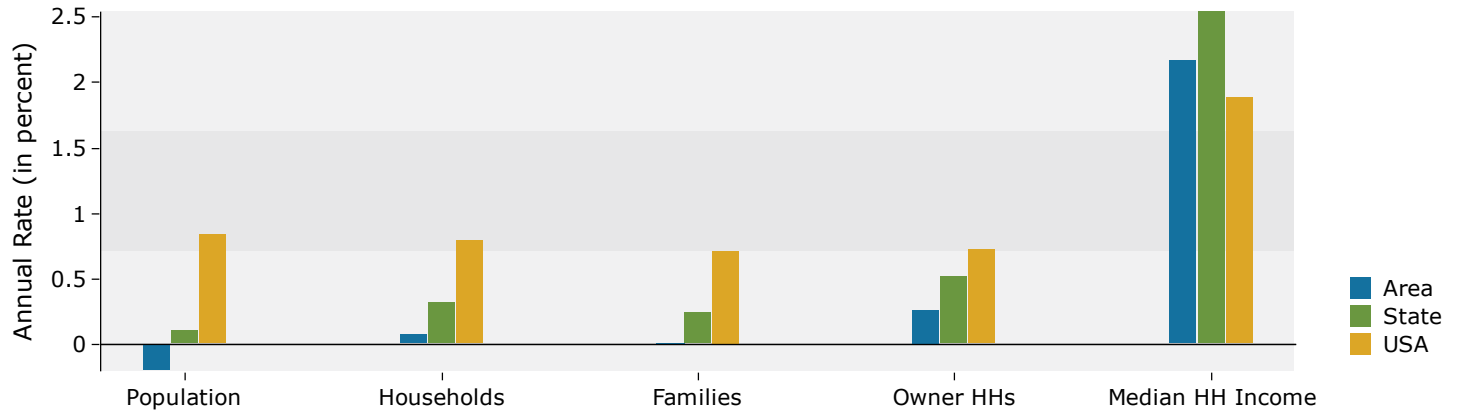
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

Random Lake 2
96 Russell Dr, Random Lake, Wisconsin, 53075
Rings: 1, 5, 10 mile radii

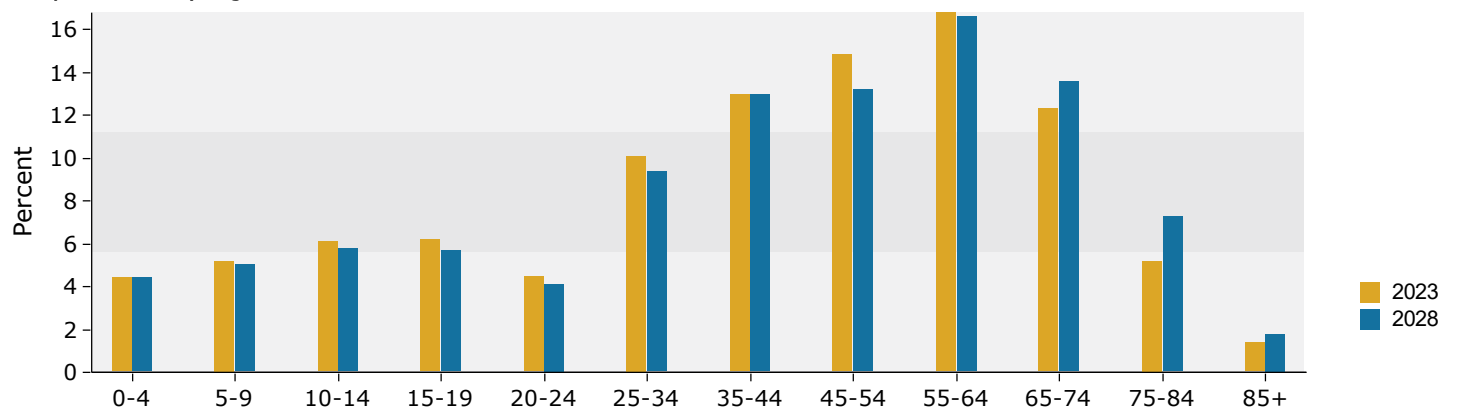
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Longitude: -87.95101

5 miles

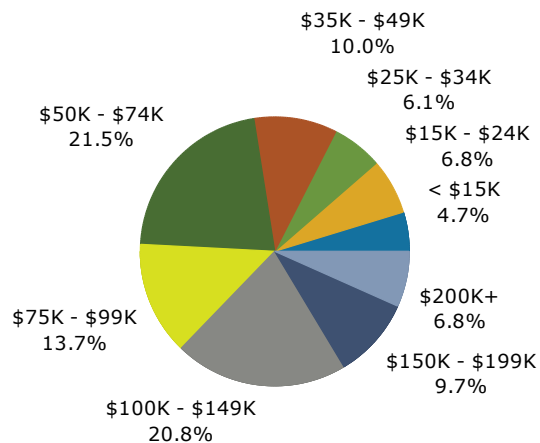
Trends 2023-2028



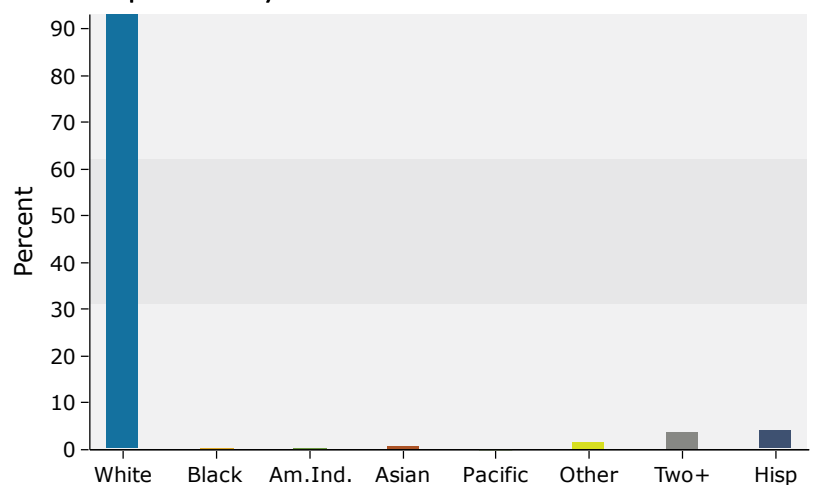
Population by Age



2023 Household Income



2023 Population by Race



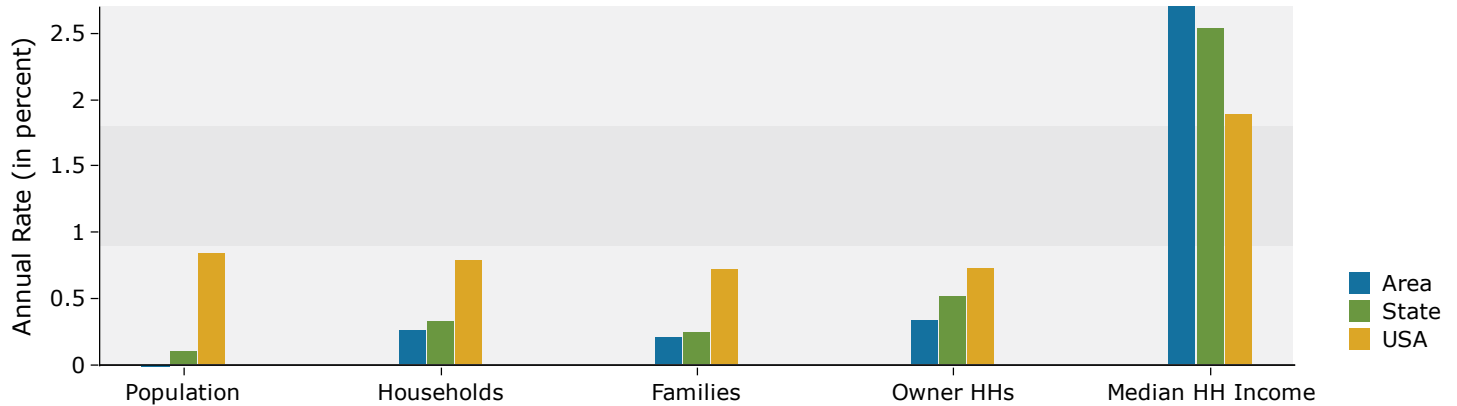
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

Random Lake 2
96 Russell Dr, Random Lake, Wisconsin, 53075
Rings: 1, 5, 10 mile radii

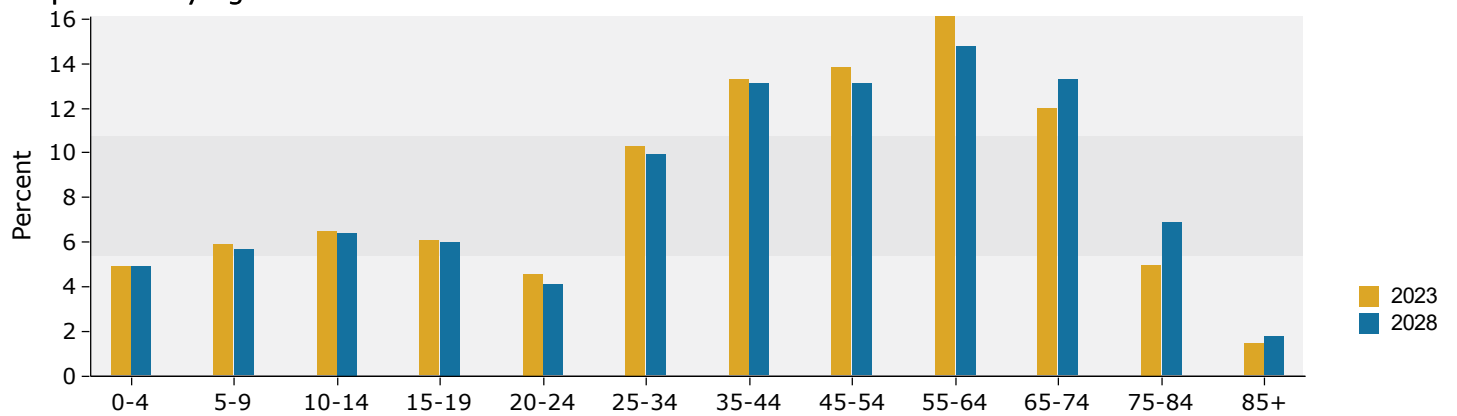
Prepared by Esri
Latitude: 43.55007
Longitude: -87.95101

10 miles

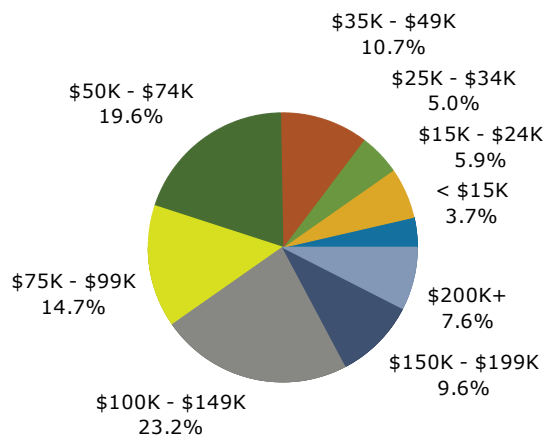
Trends 2023-2028



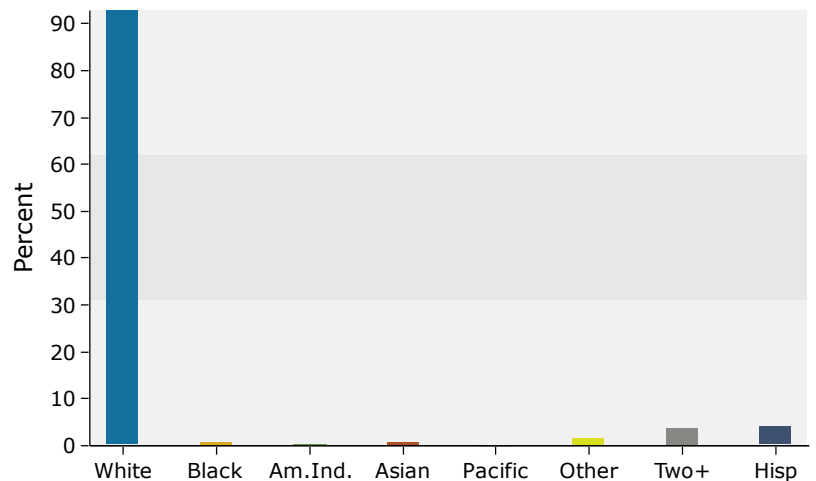
Population by Age



2023 Household Income



2023 Population by Race



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