

## Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 42.5664/-87.9319

10288 77th St									
Pleasant Prairie, WI 53158									
		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Population									
Estimated Population (2023)		9,043		21,863		72,498		134,318	
Projected Population (2028)		9,143		21,861		73,627		135,280	
Census Population (2020)		9,024		21,888		72,772		134,869	
Census Population (2010)		8,312		20,170		70,326		132,291	
Projected Annual Growth (2023-2028)		100	0.2%	-2	-	1,129	0.3%	961	0.1%
Historical Annual Growth (2020-2023)		19	-	-25	-	-274	-0.1%	-551	-0.1%
Historical Annual Growth (2010-2020)		712	0.9%	1,718	0.9%	2,446	0.3%	2,579	0.2%
Estimated Population Density (2023)		2,880	psm	774	psm	923	psm	873	psm
Trade Area Size		3.1	sq mi	28.3	sq mi	78.5	sq mi	153.9	sq mi
Households									
Estimated Households (2023)		3,397		8,377		28,781		53,602	
Projected Households (2028)		3,441		8,407		29,303		54,175	
Census Households (2020)		3,362		8,308		28,504		53,142	
Census Households (2010)		2,951		7,302		26,207		49,603	
Projected Annual Growth (2023-2028)		44	0.3%	31	-	522	0.4%	573	0.2%
Historical Annual Change (2010-2023)		446	1.2%	1,075	1.1%	2,575	0.8%	3,999	0.6%
Average Household Income									
Estimated Average Household Income (2023)		\$122,669		\$118,521		\$105,499		\$101,165	
Projected Average Household Income (2028)		\$126,697		\$124,105		\$107,535		\$104,002	
Census Average Household Income (2010)		\$77,886		\$76,367		\$66,063		\$63,460	
Census Average Household Income (2000)		\$68,705		\$65,056		\$57,620		\$55,051	
Projected Annual Change (2023-2028)		\$4,028	0.7%	\$5,584	0.9%	\$2,036	0.4%	\$2,837	0.6%
Historical Annual Change (2000-2023)		\$53,964	3.4%	\$53,466	3.6%	\$47,879	3.6%	\$46,114	3.6%
Median Household Income									
Estimated Median Household Income (2023)		\$106,177		\$96,727		\$84,097		\$77,168	
Projected Median Household Income (2028)		\$103,030		\$93,545		\$79,849		\$73,008	
Census Median Household Income (2010)		\$68,565		\$64,891		\$55,287		\$52,405	
Census Median Household Income (2000)		\$63,243		\$60,665		\$51,212		\$46,969	
Projected Annual Change (2023-2028)		-\$3,147	-0.6%	-\$3,182	-0.7%	-\$4,248	-1.0%	-\$4,160	-1.1%
Historical Annual Change (2000-2023)		\$42,934	3.0%	\$36,062	2.6%	\$32,885	2.8%	\$30,200	2.8%
Per Capita Income									
Estimated Per Capita Income (2023)		\$46,149		\$45,781		\$42,055		\$40,648	
Projected Per Capita Income (2028)		\$47,755		\$48,099		\$42,969		\$41,924	
Census Per Capita Income (2010)		\$27,658		\$27,647		\$24,618		\$23,792	
Census Per Capita Income (2000)		\$25,169		\$23,991		\$21,553		\$20,617	
Projected Annual Change (2023-2028)		\$1,606	0.7%	\$2,318	1.0%	\$913	0.4%	\$1,276	0.6%
Historical Annual Change (2000-2023)		\$20,979	3.6%	\$21,790	3.9%	\$20,502	4.1%	\$20,032	4.2%
Estimated Average Household Net Worth (2023)		\$562,926		\$530,473		\$440,292		\$418,340	

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	1 mi radius			3 mi radius		5 mi radius		7 mi radius	
Race and Ethnicity									
Total Population (2023)	9,043		21,863		72,498		134,318		
White (2023)	6,494	71.8%	16,293	74.5%	54,138	74.7%	97,097	72.3%	
Black or African American (2023)	676	7.5%	1,838	8.4%	6,326	8.7%	12,892	9.6%	
American Indian or Alaska Native (2023)	10	0.1%	52	0.2%	253	0.3%	507	0.4%	
Asian (2023)	780	8.6%	1,268	5.8%	2,009	2.8%	5,288	3.9%	
Hawaiian or Pacific Islander (2023)	5	-	11	-	33	-	66	-	
Other Race (2023)	316	3.5%	757	3.5%	3,452	4.8%	6,843	5.1%	
Two or More Races (2023)	762	8.4%	1,644	7.5%	6,287	8.7%	11,624	8.7%	
Population < 18 (2023)	2,554	28.2%	5,356	24.5%	16,864	23.3%	30,198	22.5%	
White Not Hispanic	1,551	60.7%	3,305	61.7%	9,474	56.2%	16,116	53.4%	
Black or African American	221	8.7%	469	8.8%	1,926	11.4%	4,006	13.3%	
Asian	247	9.7%	388	7.2%	513	3.0%	703	2.3%	
Other Race Not Hispanic	153	6.0%	312	5.8%	929	5.5%	1,756	5.8%	
Hispanic	381	14.9%	881	16.5%	4,022	23.8%	7,618	25.2%	
Not Hispanic or Latino Population (2023)	7,939	87.8%	19,022	87.0%	60,829	83.9%	112,074	83.4%	
Not Hispanic White	6,241	78.6%	15,603	82.0%	51,000	83.8%	91,129	81.3%	
Not Hispanic Black or African American	649	8.2%	1,544	8.1%	5,842	9.6%	12,139	10.8%	
Not Hispanic American Indian or Alaska Native	4	-	21	0.1%	86	0.1%	160	0.1%	
Not Hispanic Asian	772	9.7%	1,247	6.6%	1,959	3.2%	5,038	4.5%	
Not Hispanic Hawaiian or Pacific Islander	4	-	9	-	21	-	39	-	
Not Hispanic Other Race	17	0.2%	38	0.2%	72	0.1%	141	0.1%	
Not Hispanic Two or More Races	252	3.2%	560	2.9%	1,849	3.0%	3,428	3.1%	
Hispanic or Latino Population (2023)	1,104	12.2%	2,842	13.0%	11,669	16.1%	22,244	16.6%	
Hispanic White	253	22.9%	690	24.3%	3,138	26.9%	5,968	26.8%	
Hispanic Black or African American	27	2.4%	294	10.3%	483	4.1%	753	3.4%	
Hispanic American Indian or Alaska Native	6	0.6%	31	1.1%	168	1.4%	347	1.6%	
Hispanic Asian	8	0.7%	21	0.7%	51	0.4%	250	1.1%	
Hispanic Hawaiian or Pacific Islander	-	-	2	-	13	0.1%	27	0.1%	
Hispanic Other Race	299	27.1%	719	25.3%	3,380	29.0%	6,702	30.1%	
Hispanic Two or More Races	510	46.2%	1,084	38.1%	4,437	38.0%	8,196	36.8%	
Not Hispanic or Latino Population (2020)	7,989	88.5%	19,096	87.2%	60,851	83.6%	111,882	83.0%	
Hispanic or Latino Population (2020)	1,035	11.5%	2,792	12.8%	11,921	16.4%	22,987	17.0%	
Not Hispanic or Latino Population (2010)	7,483	90.0%	18,200	90.2%	61,114	86.9%	113,840	86.1%	
Hispanic or Latino Population (2010)	830	10.0%	1,970	9.8%	9,212	13.1%	18,450	13.9%	
Not Hispanic or Latino Population (2028)	8,022	87.7%	19,036	87.1%	61,659	83.7%	112,809	83.4%	
Hispanic or Latino Population (2028)	1,121	12.3%	2,825	12.9%	11,968	16.3%	22,470	16.6%	
Projected Annual Growth (2023-2028)	17	0.3%	-17	-0.1%	298	0.5%	226	0.2%	
Historical Annual Growth (2010-2020)	205	2.5%	822	4.2%	2,709	2.9%	4,537	2.5%	

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Total Age Distribution (2023)										
Total Population			9,043		21,863		72,498		134,318	
Age Under 5 Years			617	6.8%	1,314	6.0%	4,171	5.8%	7,486	5.6%
Age 5 to 9 Years			700	7.7%	1,464	6.7%	4,611	6.4%	8,171	6.1%
Age 10 to 14 Years			811	9.0%	1,636	7.5%	5,050	7.0%	9,001	6.7%
Age 15 to 19 Years			594	6.6%	1,354	6.2%	4,539	6.3%	9,640	7.2%
Age 20 to 24 Years			425	4.7%	1,184	5.4%	4,255	5.9%	9,438	7.0%
Age 25 to 29 Years			582	6.4%	1,484	6.8%	5,002	6.9%	9,090	6.8%
Age 30 to 34 Years			684	7.6%	1,598	7.3%	5,139	7.1%	8,918	6.6%
Age 35 to 39 Years			773	8.5%	1,604	7.3%	4,903	6.8%	8,481	6.3%
Age 40 to 44 Years			745	8.2%	1,587	7.3%	4,683	6.5%	8,347	6.2%
Age 45 to 49 Years			569	6.3%	1,373	6.3%	4,353	6.0%	7,834	5.8%
Age 50 to 54 Years			541	6.0%	1,474	6.7%	4,808	6.6%	8,791	6.5%
Age 55 to 59 Years			504	5.6%	1,505	6.9%	5,286	7.3%	9,775	7.3%
Age 60 to 64 Years			456	5.0%	1,291	5.9%	4,823	6.7%	8,963	6.7%
Age 65 to 69 Years			356	3.9%	1,044	4.8%	3,797	5.2%	7,107	5.3%
Age 70 to 74 Years			262	2.9%	734	3.4%	2,808	3.9%	5,385	4.0%
Age 75 to 79 Years			174	1.9%	489	2.2%	1,842	2.5%	3,364	2.5%
Age 80 to 84 Years			129	1.4%	343	1.6%	1,223	1.7%	2,316	1.7%
Age 85 Years or Over			122	1.3%	384	1.8%	1,205	1.7%	2,211	1.6%
Median Age			35.6		37.8		38.4		37.9	
Age 19 Years or Less			2,722	30.1%	5,768	26.4%	18,371	25.3%	34,298	25.5%
Age 20 to 64 Years			5,279	58.4%	13,101	59.9%	43,253	59.7%	79,637	59.3%
Age 65 Years or Over			1,042	11.5%	2,994	13.7%	10,875	15.0%	20,383	15.2%
Female Age Distribution (2023)										
Female Population			4,635	51.3%	11,027	50.4%	36,721	50.7%	68,123	50.7%
Age Under 5 Years			325	7.0%	670	6.1%	2,054	5.6%	3,652	5.4%
Age 5 to 9 Years			341	7.4%	717	6.5%	2,217	6.0%	3,994	5.9%
Age 10 to 14 Years			402	8.7%	810	7.3%	2,463	6.7%	4,410	6.5%
Age 15 to 19 Years			271	5.8%	634	5.8%	2,194	6.0%	4,767	7.0%
Age 20 to 24 Years			212	4.6%	561	5.1%	2,112	5.8%	4,767	7.0%
Age 25 to 29 Years			291	6.3%	719	6.5%	2,474	6.7%	4,481	6.6%
Age 30 to 34 Years			362	7.8%	813	7.4%	2,565	7.0%	4,444	6.5%
Age 35 to 39 Years			401	8.6%	793	7.2%	2,475	6.7%	4,276	6.3%
Age 40 to 44 Years			377	8.1%	786	7.1%	2,363	6.4%	4,248	6.2%
Age 45 to 49 Years			285	6.1%	687	6.2%	2,215	6.0%	3,965	5.8%
Age 50 to 54 Years			269	5.8%	741	6.7%	2,396	6.5%	4,312	6.3%
Age 55 to 59 Years			251	5.4%	752	6.8%	2,715	7.4%	4,944	7.3%
Age 60 to 64 Years			212	4.6%	623	5.6%	2,424	6.6%	4,568	6.7%
Age 65 to 69 Years			209	4.5%	566	5.1%	1,994	5.4%	3,702	5.4%
Age 70 to 74 Years			154	3.3%	395	3.6%	1,483	4.0%	2,847	4.2%
Age 75 to 79 Years			101	2.2%	278	2.5%	1,047	2.9%	1,918	2.8%
Age 80 to 84 Years			89	1.9%	216	2.0%	734	2.0%	1,368	2.0%
Age 85 Years or Over			84	1.8%	268	2.4%	795	2.2%	1,461	2.1%
Female Median Age			36.3		38.9		39.5		38.8	
Age 19 Years or Less			1,339	28.9%	2,830	25.7%	8,927	24.3%	16,823	24.7%
Age 20 to 64 Years			2,659	57.4%	6,474	58.7%	21,740	59.2%	40,004	58.7%
Age 65 Years or Over			638	13.8%	1,723	15.6%	6,054	16.5%	11,296	16.6%

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10288 77th St Pleasant Prairie, WI 53158														
			1 mi radius		3 mi radius		5 mi radius		7 mi radius					
Male Age Distribution (2023)														
Male Population	4,408	48.7%			10,836	49.6%			35,777	49.3%			66,195	49.3%
Age Under 5 Years	292	6.6%			645	5.9%			2,117	5.9%			3,834	5.8%
Age 5 to 9 Years	358	8.1%			747	6.9%			2,394	6.7%			4,177	6.3%
Age 10 to 14 Years	409	9.3%			827	7.6%			2,587	7.2%			4,591	6.9%
Age 15 to 19 Years	324	7.3%			719	6.6%			2,346	6.6%			4,873	7.4%
Age 20 to 24 Years	213	4.8%			623	5.8%			2,143	6.0%			4,671	7.1%
Age 25 to 29 Years	291	6.6%			765	7.1%			2,529	7.1%			4,608	7.0%
Age 30 to 34 Years	322	7.3%			786	7.3%			2,574	7.2%			4,475	6.8%
Age 35 to 39 Years	372	8.4%			811	7.5%			2,428	6.8%			4,205	6.4%
Age 40 to 44 Years	367	8.3%			801	7.4%			2,319	6.5%			4,099	6.2%
Age 45 to 49 Years	285	6.5%			686	6.3%			2,138	6.0%			3,869	5.8%
Age 50 to 54 Years	273	6.2%			734	6.8%			2,412	6.7%			4,479	6.8%
Age 55 to 59 Years	253	5.7%			753	6.9%			2,570	7.2%			4,831	7.3%
Age 60 to 64 Years	244	5.5%			669	6.2%			2,399	6.7%			4,395	6.6%
Age 65 to 69 Years	147	3.3%			478	4.4%			1,803	5.0%			3,404	5.1%
Age 70 to 74 Years	108	2.4%			338	3.1%			1,325	3.7%			2,537	3.8%
Age 75 to 79 Years	72	1.6%			211	1.9%			794	2.2%			1,446	2.2%
Age 80 to 84 Years	40	0.9%			127	1.2%			489	1.4%			949	1.4%
Age 85 Years or Over	38	0.9%			116	1.1%			410	1.1%			750	1.1%
Male Median Age	34.7				36.8				37.3				36.9	
Age 19 Years or Less	1,384	31.4%			2,938	27.1%			9,444	26.4%			17,475	26.4%
Age 20 to 64 Years	2,620	59.4%			6,627	61.2%			21,513	60.1%			39,633	59.9%
Age 65 Years or Over	404	9.2%			1,271	11.7%			4,821	13.5%			9,087	13.7%
Males per 100 Females (2023)														
Overall Comparison	95				98				97				97	
Age Under 5 Years	90	47.4%			96	49.0%			103	50.8%			105	51.2%
Age 5 to 9 Years	105	51.2%			104	51.0%			108	51.9%			105	51.1%
Age 10 to 14 Years	102	50.5%			102	50.5%			105	51.2%			104	51.0%
Age 15 to 19 Years	119	54.4%			113	53.1%			107	51.7%			102	50.5%
Age 20 to 24 Years	100	50.1%			111	52.6%			101	50.4%			98	49.5%
Age 25 to 29 Years	100	50.1%			106	51.5%			102	50.5%			103	50.7%
Age 30 to 34 Years	89	47.1%			97	49.2%			100	50.1%			101	50.2%
Age 35 to 39 Years	93	48.2%			102	50.6%			98	49.5%			98	49.6%
Age 40 to 44 Years	97	49.3%			102	50.5%			98	49.5%			96	49.1%
Age 45 to 49 Years	100	50.0%			100	50.0%			97	49.1%			98	49.4%
Age 50 to 54 Years	102	50.4%			99	49.8%			101	50.2%			104	50.9%
Age 55 to 59 Years	101	50.1%			100	50.0%			95	48.6%			98	49.4%
Age 60 to 64 Years	115	53.5%			107	51.8%			99	49.7%			96	49.0%
Age 65 to 69 Years	71	41.4%			85	45.8%			90	47.5%			92	47.9%
Age 70 to 74 Years	70	41.2%			86	46.1%			89	47.2%			89	47.1%
Age 75 to 79 Years	71	41.6%			76	43.1%			76	43.1%			75	43.0%
Age 80 to 84 Years	44	30.7%			59	37.0%			67	40.0%			69	41.0%
Age 85 Years or Over	45	30.9%			43	30.3%			51	34.0%			51	33.9%
Age 19 Years or Less	103	50.8%			104	50.9%			106	51.4%			104	51.0%
Age 20 to 39 Years	95	48.6%			103	50.8%			100	50.1%			100	50.0%
Age 40 to 64 Years	102	50.5%			101	50.4%			98	49.4%			98	49.6%
Age 65 Years or Over	63	38.8%			74	42.5%			80	44.3%			80	44.6%

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		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Household Type (2023)									
Total Households	3,397		8,377		28,781		53,602		
Households with Children	1,377	40.5%	3,035	36.2%	9,417	32.7%	16,991	31.7%	
Average Household Size	2.6		2.5		2.5		2.4		
Household Density per Square Mile	1,082		296		367		348		
Population Family	7,809	86.4%	18,146	83.0%	59,681	82.3%	107,056	79.7%	
Population Non-Family	1,172	13.0%	3,046	13.9%	11,723	16.2%	23,061	17.2%	
Population Group Quarters	62	0.7%	671	3.1%	1,094	1.5%	4,200	3.1%	
Family Households	2,368	69.7%	5,775	68.9%	19,105	66.4%	34,578	64.5%	
Married Couple Households	1,871	79.0%	4,406	76.3%	13,344	69.8%	23,496	68.0%	
Other Family Households with Children	497	21.0%	1,369	23.7%	5,762	30.2%	11,082	32.0%	
Family Households with Children	1,375	58.1%	3,029	52.4%	9,396	49.2%	16,951	49.0%	
Married Couple with Children	1,057	76.8%	2,155	71.2%	6,042	64.3%	10,336	61.0%	
Other Family Households with Children	319	23.2%	873	28.8%	3,353	35.7%	6,615	39.0%	
Family Households No Children	992	41.9%	2,746	47.6%	9,710	50.8%	17,627	51.0%	
Married Couple No Children	814	82.0%	2,251	82.0%	7,301	75.2%	13,160	74.7%	
Other Family Households No Children	178	18.0%	495	18.0%	2,409	24.8%	4,467	25.3%	
Non-Family Households	1,029	30.3%	2,602	31.1%	9,676	33.6%	19,025	35.5%	
Non-Family Households with Children	1	0.1%	7	0.2%	21	0.2%	40	0.2%	
Non-Family Households No Children	1,028	99.9%	2,596	99.8%	9,655	99.8%	18,985	99.8%	
Average Family Household Size	3.3		3.1		3.1		3.1		
Average Family Income	\$135,903		\$135,573		\$124,231		\$121,655		
Median Family Income	\$121,007		\$110,974		\$100,462		\$95,474		
Average Non-Family Household Size	1.1		1.2		1.2		1.2		
Marital Status (2023)									
Population Age 15 Years or Over	6,915		17,449		58,667		109,660		
Never Married	2,160	31.2%	5,628	32.3%	19,230	32.8%	38,318	34.9%	
Currently Married	3,926	56.8%	9,351	53.6%	29,330	50.0%	51,562	47.0%	
Previously Married	829	12.0%	2,470	14.2%	10,106	17.2%	19,780	18.0%	
Separated	84	10.1%	492	19.9%	1,590	15.7%	2,640	13.3%	
Widowed	239	28.8%	638	25.8%	2,202	21.8%	4,669	23.6%	
Divorced	506	61.0%	1,339	54.2%	6,315	62.5%	12,471	63.0%	
Educational Attainment (2023)									
Adult Population Age 25 Years or Over	5,896		14,911		49,872		90,581		
Elementary (Grade Level 0 to 8)	112	1.9%	242	1.6%	1,734	3.5%	3,494	3.9%	
Some High School (Grade Level 9 to 11)	308	5.2%	840	5.6%	2,580	5.2%	4,355	4.8%	
High School Graduate	1,399	23.7%	3,435	23.0%	13,876	27.8%	24,962	27.6%	
Some College	931	15.8%	2,711	18.2%	10,548	21.1%	20,791	23.0%	
Associate Degree Only	562	9.5%	1,540	10.3%	5,080	10.2%	9,219	10.2%	
Bachelor Degree Only	1,932	32.8%	4,268	28.6%	10,467	21.0%	17,528	19.4%	
Graduate Degree	651	11.0%	1,876	12.6%	5,588	11.2%	10,233	11.3%	
Any College (Some College or Higher)	4,077	69.1%	10,394	69.7%	31,683	63.5%	57,771	63.8%	
College Degree + (Bachelor Degree or Higher)	2,583	43.8%	6,144	41.2%	16,055	32.2%	27,760	30.6%	

## Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 42.5664/-87.9319

10288 77th St										
Pleasant Prairie, WI 53158										
			1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Housing										
Total Housing Units (2023)	3,558		8,803		30,272		57,225			
Total Housing Units (2020)	3,480		8,677		29,693		56,301			
Historical Annual Growth (2020-2023)	78	0.7%	126	0.5%	580	0.7%	925	0.5%		
Housing Units Occupied (2023)	3,397	95.5%	8,377	95.2%	28,781	95.1%	53,602	93.7%		
Housing Units Owner-Occupied	2,277	67.0%	5,463	65.2%	18,896	65.7%	33,287	62.1%		
Housing Units Renter-Occupied	1,120	33.0%	2,913	34.8%	9,885	34.3%	20,315	37.9%		
Housing Units Vacant (2023)	161	4.5%	426	4.8%	1,491	4.9%	3,623	6.3%		
Household Size (2023)										
Total Households	3,397		8,377		28,781		53,602			
1 Person Households	893	26.3%	2,195	26.2%	8,087	28.1%	15,733	29.4%		
2 Person Households	880	25.9%	2,636	31.5%	9,532	33.1%	17,755	33.1%		
3 Person Households	680	20.0%	1,503	17.9%	4,633	16.1%	8,374	15.6%		
4 Person Households	563	16.6%	1,251	14.9%	3,867	13.4%	6,821	12.7%		
5 Person Households	258	7.6%	532	6.4%	1,732	6.0%	3,117	5.8%		
6 Person Households	94	2.8%	196	2.3%	640	2.2%	1,195	2.2%		
7 or More Person Households	27	0.8%	64	0.8%	290	1.0%	607	1.1%		
Household Income Distribution (2023)										
HH Income \$200,000 or More	401	11.8%	937	11.2%	2,423	8.4%	4,363	8.1%		
HH Income \$150,000 to \$199,999	515	15.2%	1,029	12.3%	2,976	10.3%	4,540	8.5%		
HH Income \$125,000 to \$149,999	610	18.0%	1,276	15.2%	3,321	11.5%	5,228	9.8%		
HH Income \$100,000 to \$124,999	207	6.1%	575	6.9%	2,534	8.8%	4,544	8.5%		
HH Income \$75,000 to \$99,999	516	15.2%	1,260	15.0%	3,898	13.5%	6,904	12.9%		
HH Income \$50,000 to \$74,999	451	13.3%	1,434	17.1%	5,344	18.6%	9,737	18.2%		
HH Income \$35,000 to \$49,999	276	8.1%	738	8.8%	3,270	11.4%	5,869	10.9%		
HH Income \$25,000 to \$34,999	109	3.2%	300	3.6%	1,552	5.4%	4,079	7.6%		
HH Income \$15,000 to \$24,999	154	4.5%	318	3.8%	1,470	5.1%	3,631	6.8%		
HH Income \$10,000 to \$14,999	60	1.8%	100	1.2%	740	2.6%	1,904	3.6%		
HH Income Under \$10,000	98	2.9%	410	4.9%	1,255	4.4%	2,806	5.2%		
Household Vehicles (2023)										
Households 0 Vehicles Available	165	4.9%	304	3.6%	1,487	5.2%	2,976	5.6%		
Households 1 Vehicle Available	762	22.4%	2,226	26.6%	9,390	32.6%	19,046	35.5%		
Households 2 Vehicles Available	1,706	50.2%	3,956	47.2%	11,832	41.1%	21,026	39.2%		
Households 3 or More Vehicles Available	764	22.5%	1,890	22.6%	6,073	21.1%	10,554	19.7%		
Total Vehicles Available	6,960		16,833		53,774		97,155			
Average Vehicles per Household	2.0		2.0		1.9		1.8			
Owner-Occupied Household Vehicles	5,374	77.2%	12,306	73.1%	39,434	73.3%	69,170	71.2%		
Average Vehicles per Owner-Occupied Household	2.4		2.3		2.1		2.1			
Renter-Occupied Household Vehicles	1,586	22.8%	4,527	26.9%	14,340	26.7%	27,985	28.8%		
Average Vehicles per Renter-Occupied Household	1.4		1.6		1.5		1.4			
Travel Time (2023)										
Worker Base Age 16 years or Over	4,629		11,512		37,433		65,937			
Travel to Work in 14 Minutes or Less	1,103	23.8%	3,197	27.8%	12,076	32.3%	20,166	30.6%		
Travel to Work in 15 to 29 Minutes	1,300	28.1%	3,464	30.1%	11,235	30.0%	21,996	33.4%		
Travel to Work in 30 to 59 Minutes	1,361	29.4%	3,238	28.1%	9,198	24.6%	15,510	23.5%		
Travel to Work in 60 Minutes or More	240	5.2%	543	4.7%	1,970	5.3%	3,584	5.4%		
Work at Home	624	13.5%	1,070	9.3%	2,954	7.9%	4,681	7.1%		
Average Minutes Travel to Work	22.7		20.7		19.0		19.3			

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2010-2020 Census, 2023 Estimates with 2028 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 42.5664/-87.9319

10288 77th St									
Pleasant Prairie, WI 53158									
	1 mi radius			3 mi radius		5 mi radius		7 mi radius	
Transportation To Work (2023)									
Worker Base Age 16 years or Over	4,629			11,512			37,433		65,937
Drive to Work Alone	3,628	78.4%		9,481	82.4%		30,459	81.4%	53,587 81.3%
Drive to Work in Carpool	305	6.6%		745	6.5%		3,011	8.0%	5,029 7.6%
Travel to Work by Public Transportation	6	0.1%		28	0.2%		341	0.9%	793 1.2%
Drive to Work on Motorcycle	-	-		-	-		9	-	30 -
Bicycle to Work	14	0.3%		20	0.2%		46	0.1%	223 0.3%
Walk to Work	29	0.6%		90	0.8%		327	0.9%	1,017 1.5%
Other Means	22	0.5%		79	0.7%		287	0.8%	577 0.9%
Work at Home	624	13.5%		1,070	9.3%		2,954	7.9%	4,681 7.1%
Daytime Demographics (2023)									
Total Businesses	225			1,033			2,280		3,559
Total Employees	3,296			17,446			34,573		47,355
Company Headquarter Businesses	2	1.1%		39	3.8%		72	3.2%	105 2.9%
Company Headquarter Employees	744	22.6%		4,775	27.4%		10,863	31.4%	12,955 27.4%
Employee Population per Business	14.7	to 1		16.9	to 1		15.2	to 1	13.3 to 1
Residential Population per Business	40.2	to 1		21.2	to 1		31.8	to 1	37.7 to 1
Adj. Daytime Demographics Age 16 Years or Over	5,433			23,049			54,657		88,921
Labor Force									
Labor Population Age 16 Years or Over (2023)	6,783			17,151			57,652		107,801
Labor Force Total Males (2023)	3,284	48.4%		8,468	49.4%		28,181	48.9%	52,684 48.9%
Male Civilian Employed	2,448	74.5%		6,045	71.4%		19,204	68.1%	33,948 64.4%
Male Civilian Unemployed	46	1.4%		138	1.6%		580	2.1%	1,359 2.6%
Males in Armed Forces	17	0.5%		36	0.4%		113	0.4%	261 0.5%
Males Not in Labor Force	774	23.6%		2,249	26.6%		8,284	29.4%	17,116 32.5%
Labor Force Total Females (2023)	3,498	51.6%		8,683	50.6%		29,471	51.1%	55,117 51.1%
Female Civilian Employed	2,181	62.4%		5,467	63.0%		18,229	61.9%	31,989 58.0%
Female Civilian Unemployed	52	1.5%		164	1.9%		414	1.4%	730 1.3%
Females in Armed Forces	-	-		-	-		23	-	37 -
Females Not in Labor Force	1,265	36.2%		3,053	35.2%		10,806	36.7%	22,361 40.6%
Unemployment Rate	97	1.4%		301	1.8%		994	1.7%	2,089 1.9%
Occupation (2023)									
Occupation Population Age 16 Years or Over	4,629			11,512			37,433		65,937
Occupation Total Males	2,448	52.9%		6,045	52.5%		19,204	51.3%	33,948 51.5%
Occupation Total Females	2,181	47.1%		5,467	47.5%		18,229	48.7%	31,989 48.5%
Management, Business, Financial Operations	972	21.0%		2,421	21.0%		7,123	19.0%	11,615 17.6%
Professional, Related	1,065	23.0%		2,649	23.0%		8,071	21.6%	13,835 21.0%
Service	526	11.4%		1,435	12.5%		5,526	14.8%	10,855 16.5%
Sales, Office	724	15.6%		2,051	17.8%		6,665	17.8%	11,407 17.3%
Farming, Fishing, Forestry	44	1.0%		66	0.6%		104	0.3%	286 0.4%
Construction, Extraction, Maintenance	315	6.8%		821	7.1%		2,211	5.9%	3,873 5.9%
Production, Transport, Material Moving	982	21.2%		2,068	18.0%		7,734	20.7%	14,065 21.3%
White Collar Workers	2,761	59.7%		7,122	61.9%		21,858	58.4%	36,857 55.9%
Blue Collar Workers	1,868	40.3%		4,390	38.1%		15,575	41.6%	29,080 44.1%



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Lat/Lon: 42.5664/-87.9319

10288 77th St		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Pleasant Prairie, WI 53158									
Units In Structure (2023)									
Total Units	3,397		8,377		28,781		53,602		
1 Detached Unit	2,165	63.7%	5,158	61.6%	19,407	67.4%	34,481	64.3%	
1 Attached Unit	25	0.7%	183	2.2%	1,013	3.5%	2,094	3.9%	
2 Units	101	3.0%	257	3.1%	1,527	5.3%	3,659	6.8%	
3 to 4 Units	20	0.6%	59	0.7%	798	2.8%	1,942	3.6%	
5 to 9 Units	111	3.3%	615	7.3%	2,025	7.0%	4,004	7.5%	
10 to 19 Units	188	5.5%	459	5.5%	1,266	4.4%	2,076	3.9%	
20 to 49 Units	340	10.0%	821	9.8%	1,269	4.4%	2,305	4.3%	
50 or More Units	373	11.0%	600	7.2%	1,078	3.7%	2,053	3.8%	
Mobile Home or Trailer	74	2.2%	224	2.7%	356	1.2%	923	1.7%	
Other Structure	1	-	1	-	42	0.1%	66	0.1%	
Homes Built By Year (2023)									
Homes Built 2020 or later	19	0.5%	95	1.1%	268	0.9%	425	0.7%	
Homes Built 2010 to 2019	455	12.8%	1,074	12.2%	2,200	7.3%	3,655	6.4%	
Homes Built 2000 to 2009	1,145	32.2%	2,183	24.8%	4,567	15.1%	7,099	12.4%	
Homes Built 1990 to 1999	986	27.7%	1,875	21.3%	3,892	12.9%	7,552	13.2%	
Homes Built 1980 to 1989	232	6.5%	989	11.2%	2,506	8.3%	4,133	7.2%	
Homes Built 1970 to 1979	239	6.7%	846	9.6%	3,714	12.3%	6,751	11.8%	
Homes Built 1960 to 1969	64	1.8%	432	4.9%	2,990	9.9%	5,833	10.2%	
Homes Built 1950 to 1959	102	2.9%	353	4.0%	3,013	10.0%	5,533	9.7%	
Homes Built 1940 to 1949	35	1.0%	124	1.4%	1,359	4.5%	2,760	4.8%	
Homes Built Before 1939	119	3.3%	406	4.6%	4,273	14.1%	9,860	17.2%	
Median Age of Homes	30.3	yrs	34.6	yrs	48.6	yrs	51.4	yrs	
Home Values (2023)									
Owner Specified Housing Units	2,277		5,463		18,896		33,287		
Home Values \$1,000,000 or More	11	0.5%	21	0.4%	131	0.7%	199	0.6%	
Home Values \$750,000 to \$999,999	6	0.2%	29	0.5%	154	0.8%	398	1.2%	
Home Values \$500,000 to \$749,999	64	2.8%	224	4.1%	1,056	5.6%	1,922	5.8%	
Home Values \$400,000 to \$499,999	153	6.7%	521	9.5%	1,456	7.7%	2,874	8.6%	
Home Values \$300,000 to \$399,999	608	26.7%	1,296	23.7%	3,164	16.7%	5,419	16.3%	
Home Values \$250,000 to \$299,999	639	28.1%	1,151	21.1%	2,849	15.1%	4,491	13.5%	
Home Values \$200,000 to \$249,999	382	16.8%	822	15.0%	3,038	16.1%	5,051	15.2%	
Home Values \$175,000 to \$199,999	88	3.9%	377	6.9%	1,546	8.2%	2,969	8.9%	
Home Values \$150,000 to \$174,999	75	3.3%	309	5.7%	1,925	10.2%	3,314	10.0%	
Home Values \$125,000 to \$149,999	83	3.6%	152	2.8%	1,007	5.3%	1,935	5.8%	
Home Values \$100,000 to \$124,999	44	1.9%	185	3.4%	1,145	6.1%	2,136	6.4%	
Home Values \$90,000 to \$99,999	3	0.1%	17	0.3%	113	0.6%	203	0.6%	
Home Values \$80,000 to \$89,999	4	0.2%	10	0.2%	92	0.5%	186	0.6%	
Home Values \$70,000 to \$79,999	2	-	5	-	65	0.3%	128	0.4%	
Home Values \$60,000 to \$69,999	2	-	4	-	37	0.2%	85	0.3%	
Home Values \$50,000 to \$59,999	5	0.2%	13	0.2%	55	0.3%	116	0.3%	
Home Values \$35,000 to \$49,999	29	1.3%	82	1.5%	267	1.4%	410	1.2%	
Home Values \$25,000 to \$34,999	5	0.2%	11	0.2%	32	0.2%	155	0.5%	
Home Values \$10,000 to \$24,999	65	2.9%	203	3.7%	629	3.3%	1,041	3.1%	
Home Values Under \$10,000	11	0.5%	30	0.5%	134	0.7%	255	0.8%	
Owner-Occupied Median Home Value	\$273,128		\$272,409		\$243,060		\$244,195		
Renter-Occupied Median Rent	\$1,129		\$1,110		\$1,007		\$953		



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Lat/Lon: 42.5664/-87.9319

10288 77th St									
Pleasant Prairie, WI 53158									
		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Total Annual Consumer Expenditure (2023)									
Total Household Expenditure		\$279.79 M		\$669.74 M		\$2.1 B		\$3.79 B	
Total Non-Retail Expenditure		\$147.89 M		\$353.77 M		\$1.11 B		\$2 B	
Total Retail Expenditure		\$131.9 M		\$315.97 M		\$992.61 M		\$1.79 B	
Apparel		\$10.06 M		\$23.92 M		\$74.6 M		\$134.02 M	
Contributions		\$9.4 M		\$22.38 M		\$69.4 M		\$124.83 M	
Education		\$9.15 M		\$21.43 M		\$65.02 M		\$116.3 M	
Entertainment		\$16.15 M		\$38.48 M		\$119.98 M		\$215.12 M	
Food and Beverages		\$40.83 M		\$97.92 M		\$308.54 M		\$556.5 M	
Furnishings and Equipment		\$10.05 M		\$23.95 M		\$74.69 M		\$133.79 M	
Gifts		\$7.22 M		\$17.21 M		\$52.68 M		\$94.81 M	
Health Care		\$22.89 M		\$55.3 M		\$175.89 M		\$318.05 M	
Household Operations		\$11.09 M		\$26.47 M		\$82.84 M		\$149.15 M	
Miscellaneous Expenses		\$5.32 M		\$12.73 M		\$39.93 M		\$71.83 M	
Personal Care		\$3.77 M		\$9.02 M		\$28.3 M		\$50.92 M	
Personal Insurance		\$2.08 M		\$4.91 M		\$15.15 M		\$27.01 M	
Reading		\$607.85 K		\$1.46 M		\$4.59 M		\$8.27 M	
Shelter		\$58.95 M		\$140.94 M		\$442.21 M		\$798.28 M	
Tobacco		\$1.5 M		\$3.71 M		\$12.14 M		\$22.36 M	
Transportation		\$51.05 M		\$122.31 M		\$384.06 M		\$689.81 M	
Utilities		\$19.67 M		\$47.62 M		\$152.2 M		\$276.33 M	
Monthly Household Consumer Expenditure (2023)									
Total Household Expenditure		\$6,864		\$6,663		\$6,087		\$5,888	
Total Non-Retail Expenditure		\$3,628	52.9%	\$3,519	52.8%	\$3,213	52.8%	\$3,111	52.8%
Total Retail Expenditures		\$3,236	47.1%	\$3,143	47.2%	\$2,874	47.2%	\$2,777	47.2%
Apparel		\$247	3.6%	\$238	3.6%	\$216	3.5%	\$208	3.5%
Contributions		\$230	3.4%	\$223	3.3%	\$201	3.3%	\$194	3.3%
Education		\$224	3.3%	\$213	3.2%	\$188	3.1%	\$181	3.1%
Entertainment		\$396	5.8%	\$383	5.7%	\$347	5.7%	\$334	5.7%
Food and Beverages		\$1,002	14.6%	\$974	14.6%	\$893	14.7%	\$865	14.7%
Furnishings and Equipment		\$246	3.6%	\$238	3.6%	\$216	3.6%	\$208	3.5%
Gifts		\$177	2.6%	\$171	2.6%	\$153	2.5%	\$147	2.5%
Health Care		\$562	8.2%	\$550	8.3%	\$509	8.4%	\$494	8.4%
Household Operations		\$272	4.0%	\$263	4.0%	\$240	3.9%	\$232	3.9%
Miscellaneous Expenses		\$130	1.9%	\$127	1.9%	\$116	1.9%	\$112	1.9%
Personal Care		\$93	1.3%	\$90	1.3%	\$82	1.3%	\$79	1.3%
Personal Insurance		\$51	0.7%	\$49	0.7%	\$44	0.7%	\$42	0.7%
Reading		\$15	0.2%	\$15	0.2%	\$13	0.2%	\$13	0.2%
Shelter		\$1,446	21.1%	\$1,402	21.0%	\$1,280	21.0%	\$1,241	21.1%
Tobacco		\$37	0.5%	\$37	0.6%	\$35	0.6%	\$35	0.6%
Transportation		\$1,252	18.2%	\$1,217	18.3%	\$1,112	18.3%	\$1,072	18.2%
Utilities		\$483	7.0%	\$474	7.1%	\$441	7.2%	\$430	7.3%