Complete Profile

2010-2020 Census, 2024 Estimates with 2029 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 (2024)	8,784		21,609		71,109		132,274	
Projected Population (2029)	9,273		22,228		71,302		131,630	
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 (2024-2029)	489	1.1%	619	0.6%	192	-	-645	-
Historical Annual Growth (2020-2024)	-240	-0.7%	-280	-0.3%	-1,662	-0.6%	-2,595	-0.5%
Historical Annual Growth (2010-2020)	712	0.9%	1,718	0.9%	2,446	0.3%	2,579	0.2%
Estimated Population Density (2024)	2,797	*psm*	765	*psm*	906	*psm*	860	*psm*
Trade Area Size	3.1	*sq mi*	28.3	*sq mi*	78.5	*sq mi*	153.9	*sq mi*
Households								
Estimated Households (2024)	3,448		8,677		28,853		53,887	
Projected Households (2029)	3,646		8,972		29,044		53,899	
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 (2024-2029)	198	1.2%	296	0.7%	191	0.1%	12	-
Historical Annual Change (2010-2024)	497	1.2%	1,375	1.3%	2,646	0.7%	4,283	0.6%
Average Household Income								
Estimated Average Household Income (2024)	$126,530		$120,413		$107,089		$101,084	
Projected Average Household Income (2029)	$125,346		$122,155		$111,848		$106,262	
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 (2024-2029)	-$1,184	-0.2%	$1,742	0.3%	$4,760	0.9%	$5,178	1.0%
Historical Annual Change (2000-2024)	$57,825	3.5%	$55,358	3.5%	$49,469	3.6%	$46,034	3.5%
Median Household Income								
Estimated Median Household Income (2024)	$104,323		$99,214		$84,966		$76,985	
Projected Median Household Income (2029)	$105,627		$100,342		$85,519		$77,343	
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 (2024-2029)	$1,303	0.2%	$1,128	0.2%	$554	0.1%	$358	-
Historical Annual Change (2000-2024)	$41,080	2.7%	$38,549	2.6%	$33,753	2.7%	$30,017	2.7%
Per Capita Income								
Estimated Per Capita Income (2024)	$49,740		$48,484		$43,546		$41,376	
Projected Per Capita Income (2029)	$49,357		$49,437		$45,654		$43,708	
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 (2024-2029)	-$383	-0.2%	$953	0.4%	$2,108	1.0%	$2,333	1.1%
Historical Annual Change (2000-2024)	$24,571	4.1%	$24,493	4.3%	$21,993	4.3%	$20,759	4.2%
Estimated Average Household Net Worth (2024)	$1.27 M		$1.16 M		$957,322		$882,023	

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10288 77th St Pleasant Prairie, WI 53158	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Race and Ethnicity								
Total Population (2024)	8,784		21,609		71,109		132,274	
White (2024)	7,072	80.5%	17,085	79.1%	56,670	79.7%	105,194	79.5%
Black or African American (2024)	534	6.1%	1,368	6.3%	4,731	6.7%	9,093	6.9%
American Indian or Alaska Native (2024)	15	0.2%	71	0.3%	226	0.3%	437	0.3%
Asian (2024)	102	1.2%	285	1.3%	1,035	1.5%	2,228	1.7%
Hawaiian or Pacific Islander (2024)	4	-	11	-	27	-	48	-
Other Race (2024)	311	3.5%	899	4.2%	2,851	4.0%	5,388	4.1%
Two or More Races (2024)	745	8.5%	1,890	8.7%	5,569	7.8%	9,886	7.5%
Population < 18 (2024)	1,956	22.3%	4,933	22.8%	15,421	21.7%	27,753	21.0%
White Not Hispanic	1,166	59.6%	2,813	57.0%	9,372	60.8%	17,189	61.9%
Black or African American	126	6.5%	373	7.6%	1,367	8.9%	2,619	9.4%
Asian	20	1.0%	55	1.1%	175	1.1%	391	1.4%
Other Race Not Hispanic	80	4.1%	219	4.4%	821	5.3%	1,441	5.2%
Hispanic	563	28.8%	1,473	29.9%	3,686	23.9%	6,114	22.0%
Not Hispanic or Latino Population (2024)	7,500	85.4%	18,123	83.9%	61,032	85.8%	113,975	86.2%
Not Hispanic White	6,666	88.9%	16,035	88.5%	53,606	87.8%	99,734	87.5%
Not Hispanic Black or African American	512	6.8%	1,226	6.8%	4,455	7.3%	8,610	7.6%
Not Hispanic American Indian or Alaska Native	6	-	27	0.1%	90	0.1%	158	0.1%
Not Hispanic Asian	101	1.3%	276	1.5%	974	1.6%	2,102	1.8%
Not Hispanic Hawaiian or Pacific Islander	3	-	6	-	17	-	26	-
Not Hispanic Other Race	8	0.1%	23	0.1%	80	0.1%	161	0.1%
Not Hispanic Two or More Races	204	2.7%	531	2.9%	1,811	3.0%	3,185	2.8%
Hispanic or Latino Population (2024)	1,284	14.6%	3,485	16.1%	10,078	14.2%	18,300	13.8%
Hispanic White	406	31.6%	1,050	30.1%	3,064	30.4%	5,460	29.8%
Hispanic Black or African American	22	1.7%	141	4.1%	276	2.7%	483	2.6%
Hispanic American Indian or Alaska Native	8	0.7%	44	1.3%	136	1.3%	279	1.5%
Hispanic Asian	2	0.1%	10	0.3%	61	0.6%	127	0.7%
Hispanic Hawaiian or Pacific Islander	2	0.1%	5	0.2%	11	0.1%	22	0.1%
Hispanic Other Race	302	23.6%	876	25.1%	2,771	27.5%	5,227	28.6%
Hispanic Two or More Races	541	42.1%	1,359	39.0%	3,758	37.3%	6,701	36.6%
Not Hispanic or Latino Population (2020)	7,969	88.3%	19,184	87.6%	61,166	84.1%	111,929	83.0%
Hispanic or Latino Population (2020)	1,056	11.7%	2,705	12.4%	11,606	15.9%	22,941	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 (2029)	7,870	84.9%	18,547	83.4%	60,625	85.0%	112,225	85.3%
Hispanic or Latino Population (2029)	1,403	15.1%	3,681	16.6%	10,677	15.0%	19,405	14.7%
Projected Annual Growth (2024-2029)	119	1.9%	195	1.1%	599	1.2%	1,105	1.2%
Historical Annual Growth (2010-2020)	226	2.7%	735	3.7%	2,394	2.6%	4,490	2.4%

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Inland
Commercial Real Estate Services LLC

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10288 77th St Pleasant Prairie, WI 53158	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Total Age Distribution (2024)								
Total Population	8,784		21,609		71,109		132,274	
Age Under 5 Years	429	4.9%	1,127	5.2%	3,632	5.1%	6,805	5.1%
Age 5 to 9 Years	531	6.0%	1,305	6.0%	4,118	5.8%	7,509	5.7%
Age 10 to 14 Years	612	7.0%	1,549	7.2%	4,741	6.7%	8,246	6.2%
Age 15 to 19 Years	634	7.2%	1,509	7.0%	4,748	6.7%	9,370	7.1%
Age 20 to 24 Years	559	6.4%	1,395	6.5%	4,421	6.2%	9,430	7.1%
Age 25 to 29 Years	565	6.4%	1,390	6.4%	4,644	6.5%	8,860	6.7%
Age 30 to 34 Years	545	6.2%	1,320	6.1%	4,782	6.7%	8,694	6.6%
Age 35 to 39 Years	597	6.8%	1,385	6.4%	4,739	6.7%	8,533	6.5%
Age 40 to 44 Years	671	7.6%	1,517	7.0%	4,903	6.9%	8,555	6.5%
Age 45 to 49 Years	677	7.7%	1,460	6.8%	4,415	6.2%	7,783	5.9%
Age 50 to 54 Years	708	8.1%	1,553	7.2%	4,725	6.6%	8,671	6.6%
Age 55 to 59 Years	598	6.8%	1,502	6.9%	5,083	7.1%	9,233	7.0%
Age 60 to 64 Years	487	5.5%	1,392	6.4%	4,779	6.7%	8,988	6.8%
Age 65 to 69 Years	368	4.2%	1,066	4.9%	3,806	5.4%	7,367	5.6%
Age 70 to 74 Years	291	3.3%	821	3.8%	2,962	4.2%	5,576	4.2%
Age 75 to 79 Years	201	2.3%	572	2.6%	2,082	2.9%	3,877	2.9%
Age 80 to 84 Years	155	1.8%	367	1.7%	1,312	1.8%	2,575	1.9%
Age 85 Years or Over	156	1.8%	379	1.8%	1,216	1.7%	2,205	1.7%
Median Age	38.2		38.0		39.0		38.7	
Age 19 Years or Less	2,206	25.1%	5,490	25.4%	17,239	24.2%	31,928	24.1%
Age 20 to 64 Years	5,407	61.6%	12,913	59.8%	42,493	59.8%	78,746	59.5%
Age 65 Years or Over	1,171	13.3%	3,206	14.8%	11,378	16.0%	21,600	16.3%
Female Age Distribution (2024)								
Female Population	4,502	51.3%	10,718	49.6%	35,881	50.5%	65,610	49.6%
Age Under 5 Years	210	4.7%	563	5.3%	1,761	4.9%	3,313	5.0%
Age 5 to 9 Years	263	5.9%	647	6.0%	2,050	5.7%	3,675	5.6%
Age 10 to 14 Years	316	7.0%	767	7.2%	2,310	6.4%	3,984	6.1%
Age 15 to 19 Years	308	6.8%	686	6.4%	2,320	6.5%	4,146	6.3%
Age 20 to 24 Years	282	6.3%	674	6.3%	2,199	6.1%	4,131	6.3%
Age 25 to 29 Years	248	5.5%	646	6.0%	2,280	6.4%	4,346	6.6%
Age 30 to 34 Years	284	6.3%	656	6.1%	2,399	6.7%	4,299	6.6%
Age 35 to 39 Years	315	7.0%	720	6.7%	2,423	6.8%	4,326	6.6%
Age 40 to 44 Years	345	7.7%	756	7.1%	2,520	7.0%	4,432	6.8%
Age 45 to 49 Years	350	7.8%	754	7.0%	2,273	6.3%	3,971	6.1%
Age 50 to 54 Years	341	7.6%	752	7.0%	2,354	6.6%	4,295	6.5%
Age 55 to 59 Years	289	6.4%	730	6.8%	2,543	7.1%	4,613	7.0%
Age 60 to 64 Years	256	5.7%	691	6.5%	2,409	6.7%	4,514	6.9%
Age 65 to 69 Years	207	4.6%	551	5.1%	1,985	5.5%	3,817	5.8%
Age 70 to 74 Years	160	3.5%	399	3.7%	1,538	4.3%	2,926	4.5%
Age 75 to 79 Years	124	2.8%	298	2.8%	1,137	3.2%	2,123	3.2%
Age 80 to 84 Years	99	2.2%	214	2.0%	744	2.1%	1,476	2.2%
Age 85 Years or Over	105	2.3%	214	2.0%	635	1.8%	1,223	1.9%
Female Median Age	39.5		38.9		39.8		40.3	
Age 19 Years or Less	1,097	24.4%	2,663	24.8%	8,442	23.5%	15,118	23.0%
Age 20 to 64 Years	2,710	60.2%	6,380	59.5%	21,399	59.6%	38,926	59.3%
Age 65 Years or Over	695	15.4%	1,674	15.6%	6,039	16.8%	11,566	17.6%

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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 (2024)								
Male Population	4,282	48.7%	10,891	50.4%	35,229	49.5%	66,664	50.4%
Age Under 5 Years	219	5.1%	564	5.2%	1,871	5.3%	3,492	5.2%
Age 5 to 9 Years	267	6.2%	658	6.0%	2,068	5.9%	3,834	5.8%
Age 10 to 14 Years	296	6.9%	781	7.2%	2,430	6.9%	4,261	6.4%
Age 15 to 19 Years	326	7.6%	823	7.6%	2,428	6.9%	5,224	7.8%
Age 20 to 24 Years	277	6.5%	721	6.6%	2,222	6.3%	5,299	7.9%
Age 25 to 29 Years	317	7.4%	744	6.8%	2,364	6.7%	4,514	6.8%
Age 30 to 34 Years	261	6.1%	664	6.1%	2,384	6.8%	4,395	6.6%
Age 35 to 39 Years	282	6.6%	665	6.1%	2,317	6.6%	4,207	6.3%
Age 40 to 44 Years	326	7.6%	761	7.0%	2,383	6.8%	4,123	6.2%
Age 45 to 49 Years	327	7.6%	706	6.5%	2,143	6.1%	3,813	5.7%
Age 50 to 54 Years	367	8.6%	801	7.4%	2,371	6.7%	4,376	6.6%
Age 55 to 59 Years	309	7.2%	772	7.1%	2,540	7.2%	4,620	6.9%
Age 60 to 64 Years	231	5.4%	700	6.4%	2,371	6.7%	4,473	6.7%
Age 65 to 69 Years	162	3.8%	515	4.7%	1,821	5.2%	3,549	5.3%
Age 70 to 74 Years	131	3.1%	423	3.9%	1,424	4.0%	2,650	4.0%
Age 75 to 79 Years	76	1.8%	274	2.5%	945	2.7%	1,754	2.6%
Age 80 to 84 Years	56	1.3%	154	1.4%	568	1.6%	1,099	1.6%
Age 85 Years or Over	51	1.2%	166	1.5%	581	1.6%	981	1.5%
Male Median Age	36.6		37.3		38.2		37.5	
Age 19 Years or Less	1,108	25.9%	2,826	26.0%	8,797	25.0%	16,810	25.2%
Age 20 to 64 Years	2,697	63.0%	6,533	60.0%	21,093	59.9%	39,820	59.7%
Age 65 Years or Over	476	11.1%	1,532	14.1%	5,339	15.2%	10,034	15.1%
Males per 100 Females (2024)								
Overall Comparison	95		102		98		102	
Age Under 5 Years	104	51.1%	100	50.1%	106	51.5%	105	51.3%
Age 5 to 9 Years	101	50.3%	102	50.4%	101	50.2%	104	51.1%
Age 10 to 14 Years	94	48.4%	102	50.5%	105	51.3%	107	51.7%
Age 15 to 19 Years	106	51.4%	120	54.5%	105	51.1%	126	55.7%
Age 20 to 24 Years	98	49.6%	107	51.7%	101	50.3%	128	56.2%
Age 25 to 29 Years	128	56.1%	115	53.5%	104	50.9%	104	50.9%
Age 30 to 34 Years	92	47.9%	101	50.3%	99	49.8%	102	50.6%
Age 35 to 39 Years	90	47.2%	92	48.0%	96	48.9%	97	49.3%
Age 40 to 44 Years	95	48.6%	101	50.2%	95	48.6%	93	48.2%
Age 45 to 49 Years	93	48.3%	94	48.3%	94	48.5%	96	49.0%
Age 50 to 54 Years	108	51.9%	106	51.6%	101	50.2%	102	50.5%
Age 55 to 59 Years	107	51.7%	106	51.4%	100	50.0%	100	50.0%
Age 60 to 64 Years	90	47.5%	101	50.3%	98	49.6%	99	49.8%
Age 65 to 69 Years	78	43.9%	94	48.3%	92	47.8%	93	48.2%
Age 70 to 74 Years	82	45.1%	106	51.5%	93	48.1%	91	47.5%
Age 75 to 79 Years	61	38.1%	92	48.0%	83	45.4%	83	45.2%
Age 80 to 84 Years	57	36.1%	72	41.8%	76	43.3%	74	42.7%
Age 85 Years or Over	48	32.5%	78	43.7%	91	47.8%	80	44.5%
Age 19 Years or Less	101	50.2%	106	51.5%	104	51.0%	111	52.7%
Age 20 to 39 Years	101	50.2%	104	50.9%	100	50.0%	108	51.8%
Age 40 to 64 Years	99	49.7%	102	50.4%	98	49.4%	98	49.5%
Age 65 Years or Over	69	40.7%	91	47.8%	88	46.9%	87	46.5%

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Household Type (2024)								
Total Households	3,448		8,677		28,853		53,887	
Households with Children	1,148	33.3%	2,688	31.0%	8,520	29.5%	14,701	27.3%
Average Household Size	2.5		2.4		2.4		2.4	
Household Density per Square Mile	1,098		307		368		350	
Population Family	7,508	85.5%	17,380	80.4%	56,294	79.2%	99,494	75.2%
Population Non-Family	1,219	13.9%	3,612	16.7%	13,811	19.4%	28,932	21.9%
Population Group Quarters	57	0.6%	617	2.9%	1,004	1.4%	3,848	2.9%
Family Households	2,371	68.7%	5,658	65.2%	17,910	62.1%	31,262	58.0%
Married Couple Households	1,869	78.8%	4,307	76.1%	12,379	69.1%	21,121	67.6%
Other Family Households with Children	502	21.2%	1,350	23.9%	5,531	30.9%	10,141	32.4%
Family Households with Children	1,147	48.4%	2,682	47.4%	8,506	47.5%	14,675	46.9%
Married Couple with Children	853	74.3%	1,929	71.9%	5,429	63.8%	8,986	61.2%
Other Family Households with Children	294	25.7%	753	28.1%	3,077	36.2%	5,689	38.8%
Family Households No Children	1,223	51.6%	2,975	52.6%	9,404	52.5%	16,587	53.1%
Married Couple No Children	1,016	83.1%	2,378	79.9%	6,949	73.9%	12,135	73.2%
Other Family Households No Children	207	16.9%	597	20.1%	2,455	26.1%	4,452	26.8%
Non-Family Households	1,078	31.3%	3,019	34.8%	10,943	37.9%	22,625	42.0%
Non-Family Households with Children	1	-	5	0.2%	14	0.1%	27	0.1%
Non-Family Households No Children	1,076	99.9%	3,014	99.8%	10,929	99.9%	22,598	99.9%
Average Family Household Size	3.2		3.1		3.1		3.2	
Average Family Income	$143,932		$146,059		$133,899		$134,839	
Median Family Income	$129,498		$120,388		$101,203		$95,855	
Average Non-Family Household Size	1.1		1.2		1.3		1.3	
Marital Status (2024)								
Population Age 15 Years or Over	7,212		17,628		58,618		109,716	
Never Married	2,204	30.6%	5,585	31.7%	19,238	32.8%	38,572	35.2%
Currently Married	4,165	57.8%	9,606	54.5%	29,340	50.1%	51,420	46.9%
Previously Married	843	11.7%	2,436	13.8%	10,040	17.1%	19,724	18.0%
Separated	85	10.1%	466	19.1%	1,572	15.7%	2,655	13.5%
Widowed	230	27.2%	622	25.6%	2,144	21.4%	4,542	23.0%
Divorced	529	62.7%	1,348	55.3%	6,324	63.0%	12,527	63.5%
Educational Attainment (2024)								
Adult Population Age 25 Years or Over	6,019		14,724		49,450		90,916	
Elementary (Grade Level 0 to 8)	207	3.4%	377	2.6%	1,862	3.8%	3,817	4.2%
Some High School (Grade Level 9 to 11)	303	5.0%	735	5.0%	2,676	5.4%	4,516	5.0%
High School Graduate	1,430	23.8%	3,491	23.7%	13,901	28.1%	25,304	27.8%
Some College	1,037	17.2%	2,838	19.3%	10,344	20.9%	20,517	22.6%
Associate Degree Only	660	11.0%	1,663	11.3%	5,191	10.5%	9,306	10.2%
Bachelor Degree Only	1,626	27.0%	3,831	26.0%	10,088	20.4%	17,200	18.9%
Graduate Degree	756	12.6%	1,789	12.2%	5,388	10.9%	10,255	11.3%
Any College (Some College or Higher)	4,079	67.8%	10,121	68.7%	31,011	62.7%	57,279	63.0%
College Degree + (Bachelor Degree or Higher)	2,382	39.6%	5,621	38.2%	15,476	31.3%	27,455	30.2%

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 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 (2024)	3,658		9,214		30,843		57,903	
Total Housing Units (2020)	3,480		8,677		29,693		56,301	
Historical Annual Growth (2020-2024)	178	1.3%	537	1.5%	1,151	1.0%	1,602	0.7%
Housing Units Occupied (2024)	3,448	94.3%	8,677	94.2%	28,853	93.5%	53,887	93.1%
Housing Units Owner-Occupied	2,171	63.0%	5,404	62.3%	18,492	64.1%	32,689	60.7%
Housing Units Renter-Occupied	1,277	37.0%	3,273	37.7%	10,361	35.9%	21,198	39.3%
Housing Units Vacant (2024)	210	5.7%	537	5.8%	1,990	6.5%	4,016	6.9%
Household Size (2024)								
Total Households	3,448		8,677		28,853		53,887	
1 Person Households	985	28.6%	2,583	29.8%	9,431	32.7%	19,739	36.6%
2 Person Households	1,419	41.2%	3,438	39.6%	11,055	38.3%	19,263	35.7%
3 Person Households	508	14.7%	1,208	13.9%	3,717	12.9%	6,589	12.2%
4 Person Households	310	9.0%	842	9.7%	2,713	9.4%	4,834	9.0%
5 Person Households	159	4.6%	396	4.6%	1,255	4.4%	2,235	4.1%
6 Person Households	50	1.5%	150	1.7%	502	1.7%	876	1.6%
7 or More Person Households	15	0.4%	59	0.7%	181	0.6%	351	0.7%
Household Income Distribution (2024)								
HH Income $200,000 or More	563	16.3%	1,188	13.7%	2,598	9.0%	4,449	8.3%
HH Income $150,000 to $199,999	580	16.8%	1,411	16.3%	3,481	12.1%	5,118	9.5%
HH Income $125,000 to $149,999	323	9.4%	753	8.7%	2,573	8.9%	4,498	8.3%
HH Income $100,000 to $124,999	262	7.6%	721	8.3%	2,622	9.1%	4,717	8.8%
HH Income $75,000 to $99,999	527	15.3%	1,453	16.7%	4,221	14.6%	7,271	13.5%
HH Income $50,000 to $74,999	524	15.2%	1,355	15.6%	5,137	17.8%	9,337	17.3%
HH Income $35,000 to $49,999	228	6.6%	627	7.2%	3,216	11.1%	6,479	12.0%
HH Income $25,000 to $34,999	187	5.4%	337	3.9%	1,494	5.2%	3,727	6.9%
HH Income $15,000 to $24,999	128	3.7%	362	4.2%	1,653	5.7%	3,605	6.7%
HH Income $10,000 to $14,999	41	1.2%	92	1.1%	848	2.9%	2,115	3.9%
HH Income Under $10,000	87	2.5%	378	4.4%	1,009	3.5%	2,571	4.8%
Household Vehicles (2024)								
Households 0 Vehicles Available	174	5.1%	384	4.4%	1,650	5.7%	3,534	6.6%
Households 1 Vehicle Available	943	27.4%	2,429	28.0%	9,608	33.3%	19,086	35.4%
Households 2 Vehicles Available	1,503	43.6%	3,822	44.0%	11,409	39.5%	21,048	39.1%
Households 3 or More Vehicles Available	828	24.0%	2,043	23.5%	6,187	21.4%	10,219	19.0%
Total Vehicles Available	6,971		17,374		53,725		96,463	
Average Vehicles per Household	2.0		2.0		1.9		1.8	
Owner-Occupied Household Vehicles	5,171	74.2%	12,250	70.5%	38,396	71.5%	67,279	69.7%
Average Vehicles per Owner-Occupied Household	2.4		2.3		2.1		2.1	
Renter-Occupied Household Vehicles	1,800	25.8%	5,124	29.5%	15,329	28.5%	29,184	30.3%
Average Vehicles per Renter-Occupied Household	1.4		1.6		1.5		1.4	
Travel Time (2024)								
Worker Base Age 16 years or Over	4,789		11,856		37,785		67,362	
Travel to Work in 14 Minutes or Less	1,143	23.9%	2,989	25.2%	10,794	28.6%	18,110	26.9%
Travel to Work in 15 to 29 Minutes	1,019	21.3%	3,027	25.5%	10,290	27.2%	21,273	31.6%
Travel to Work in 30 to 59 Minutes	1,341	28.0%	3,206	27.0%	9,212	24.4%	15,753	23.4%
Travel to Work in 60 Minutes or More	255	5.3%	677	5.7%	2,287	6.1%	4,063	6.0%
Work at Home	1,031	21.5%	1,957	16.5%	5,202	13.8%	8,163	12.1%
Average Minutes Travel to Work	23.1		22.1		20.5		20.6	

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 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 (2024)								
Worker Base Age 16 years or Over	4,789		11,856		37,785		67,362	
Drive to Work Alone	3,468	72.4%	9,138	77.1%	29,229	77.4%	52,437	77.8%
Drive to Work in Carpool	222	4.6%	527	4.4%	2,214	5.9%	4,051	6.0%
Travel to Work by Public Transportation	9	0.2%	37	0.3%	392	1.0%	960	1.4%
Drive to Work on Motorcycle	-	-	2	-	118	0.3%	265	0.4%
Bicycle to Work	2	-	3	-	8	-	53	-
Walk to Work	28	0.6%	77	0.6%	284	0.8%	693	1.0%
Other Means	29	0.6%	115	1.0%	338	0.9%	741	1.1%
Work at Home	1,031	21.5%	1,957	16.5%	5,202	13.8%	8,163	12.1%
Daytime Demographics (2024)								
Total Businesses	231		1,053		2,311		3,590	
Total Employees	3,350		17,452		34,823		47,599	
Company Headquarter Businesses	3	1.1%	39	3.7%	73	3.2%	105	2.9%
Company Headquarter Employees	749	22.4%	4,697	26.9%	10,888	31.3%	12,981	27.3%
Employee Population per Business	14.5	to 1	16.6	to 1	15.1	to 1	13.3	to 1
Residential Population per Business	38.0	to 1	20.5	to 1	30.8	to 1	36.8	to 1
Adj. Daytime Demographics Age 16 Years or Over	5,650		22,910		54,557		87,898	
Labor Force								
Labor Population Age 16 Years or Over (2024)	7,102		17,345		57,659		108,065	
Labor Force Total Males (2024)	3,452	48.6%	8,748	50.4%	28,388	49.2%	54,232	50.2%
Male Civilian Employed	2,516	72.9%	6,320	72.2%	19,333	68.1%	35,135	64.8%
Male Civilian Unemployed	67	1.9%	169	1.9%	646	2.3%	1,483	2.7%
Males in Armed Forces	13	0.4%	30	0.3%	115	0.4%	367	0.7%
Males Not in Labor Force	857	24.8%	2,229	25.5%	8,295	29.2%	17,246	31.8%
Labor Force Total Females (2024)	3,650	51.4%	8,597	49.6%	29,271	50.8%	53,833	49.8%
Female Civilian Employed	2,273	62.3%	5,537	64.4%	18,454	63.0%	32,230	59.9%
Female Civilian Unemployed	71	1.9%	171	2.0%	376	1.3%	757	1.4%
Females in Armed Forces	-	-	-	-	23	-	32	-
Females Not in Labor Force	1,306	35.8%	2,889	33.6%	10,417	35.6%	20,814	38.7%
Unemployment Rate	138	1.9%	340	2.0%	1,023	1.8%	2,240	2.1%
Occupation (2024)								
Occupation Population Age 16 Years or Over	4,789		11,856		37,785		67,362	
Occupation Total Males	2,516	52.5%	6,319	53.3%	19,331	51.2%	35,131	52.2%
Occupation Total Females	2,273	47.5%	5,537	46.7%	18,454	48.8%	32,230	47.8%
Management, Business, Financial Operations	887	18.5%	2,158	18.2%	6,249	16.5%	10,045	14.9%
Professional, Related	1,021	21.3%	2,592	21.9%	7,848	20.8%	14,230	21.1%
Service	741	15.5%	1,786	15.1%	6,048	16.0%	11,684	17.3%
Sales, Office	861	18.0%	2,457	20.7%	8,018	21.2%	13,828	20.5%
Farming, Fishing, Forestry	66	1.4%	104	0.9%	159	0.4%	320	0.5%
Construction, Extraction, Maintenance	441	9.2%	1,056	8.9%	2,948	7.8%	4,970	7.4%
Production, Transport, Material Moving	771	16.1%	1,702	14.4%	6,516	17.2%	12,284	18.2%
White Collar Workers	2,769	57.8%	7,207	60.8%	22,114	58.5%	38,103	56.6%
Blue Collar Workers	2,020	42.2%	4,649	39.2%	15,671	41.5%	29,259	43.4%

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
Calculated using Weighted Block Centroid from Block Groups

Inland
Commercial Real Estate Services LLC

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	
Units In Structure (2024)								
Total Units	3,448		8,677		28,853		53,887	
1 Detached Unit	1,925	55.8%	4,796	55.3%	18,051	62.6%	31,649	58.7%
1 Attached Unit	48	1.4%	158	1.8%	765	2.7%	1,544	2.9%
2 Units	116	3.4%	224	2.6%	1,453	5.0%	3,444	6.4%
3 to 4 Units	19	0.5%	56	0.6%	653	2.3%	1,745	3.2%
5 to 9 Units	110	3.2%	616	7.1%	2,362	8.2%	4,653	8.6%
10 to 19 Units	270	7.8%	615	7.1%	1,720	6.0%	2,867	5.3%
20 to 49 Units	475	13.8%	1,218	14.0%	1,931	6.7%	3,749	7.0%
50 or More Units	331	9.6%	552	6.4%	1,124	3.9%	2,275	4.2%
Mobile Home or Trailer	131	3.8%	406	4.7%	755	2.6%	1,920	3.6%
Other Structure	25	0.7%	35	0.4%	38	0.1%	40	-
Homes Built By Year (2024)								
Homes Built 2020 or later	50	1.4%	213	2.3%	788	2.6%	1,152	2.0%
Homes Built 2010 to 2019	541	14.8%	1,390	15.1%	2,886	9.4%	4,957	8.6%
Homes Built 2000 to 2009	1,105	30.2%	2,211	24.0%	4,608	14.9%	7,435	12.8%
Homes Built 1990 to 1999	950	26.0%	1,852	20.1%	3,774	12.2%	7,287	12.6%
Homes Built 1980 to 1989	224	6.1%	891	9.7%	1,960	6.4%	3,386	5.8%
Homes Built 1970 to 1979	151	4.1%	626	6.8%	3,110	10.1%	5,772	10.0%
Homes Built 1960 to 1969	63	1.7%	333	3.6%	2,167	7.0%	4,232	7.3%
Homes Built 1950 to 1959	126	3.4%	445	4.8%	3,665	11.9%	6,872	11.9%
Homes Built 1940 to 1949	65	1.8%	211	2.3%	1,929	6.3%	3,692	6.4%
Homes Built Before 1939	173	4.7%	503	5.5%	3,965	12.9%	9,101	15.7%
Median Age of Homes	30.8	yrs	33.9	yrs	47.4	yrs	50.0	yrs
Home Values (2024)								
Owner Specified Housing Units	2,171		5,404		18,492		32,689	
Home Values $1,000,000 or More	31	1.4%	54	1.0%	189	1.0%	274	0.8%
Home Values $750,000 to $999,999	3	0.2%	60	1.1%	232	1.3%	451	1.4%
Home Values $500,000 to $749,999	100	4.6%	324	6.0%	1,060	5.7%	1,837	5.6%
Home Values $400,000 to $499,999	241	11.1%	718	13.3%	1,567	8.5%	3,043	9.3%
Home Values $300,000 to $399,999	811	37.4%	1,694	31.4%	3,791	20.5%	6,106	18.7%
Home Values $250,000 to $299,999	360	16.6%	885	16.4%	2,596	14.0%	4,282	13.1%
Home Values $200,000 to $249,999	195	9.0%	618	11.4%	2,439	13.2%	4,049	12.4%
Home Values $175,000 to $199,999	110	5.1%	270	5.0%	1,587	8.6%	3,011	9.2%
Home Values $150,000 to $174,999	107	4.9%	190	3.5%	2,105	11.4%	3,654	11.2%
Home Values $125,000 to $149,999	52	2.4%	121	2.2%	991	5.4%	1,769	5.4%
Home Values $100,000 to $124,999	30	1.4%	139	2.6%	688	3.7%	1,372	4.2%
Home Values $90,000 to $99,999	4	0.2%	19	0.4%	136	0.7%	336	1.0%
Home Values $80,000 to $89,999	20	0.9%	53	1.0%	247	1.3%	466	1.4%
Home Values $70,000 to $79,999	1	-	3	-	34	0.2%	131	0.4%
Home Values $60,000 to $69,999	-	-	1	-	14	-	35	0.1%
Home Values $50,000 to $59,999	4	0.2%	16	0.3%	25	0.1%	42	0.1%
Home Values $35,000 to $49,999	36	1.7%	58	1.1%	139	0.8%	260	0.8%
Home Values $25,000 to $34,999	30	1.4%	53	1.0%	85	0.5%	327	1.0%
Home Values $10,000 to $24,999	28	1.3%	103	1.9%	416	2.2%	954	2.9%
Home Values Under $10,000	6	0.3%	23	0.4%	152	0.8%	292	0.9%
Owner-Occupied Median Home Value	$312,126		$312,354		$264,056		$255,903	
Renter-Occupied Median Rent	$1,135		$1,165		$1,032		$950	

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 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
Total Annual Consumer Expenditure (2024)				
Total Household Expenditure	$290.21 M	$702.63 M	$2.14 B	$3.81 B
Total Non-Retail Expenditure	$154.1 M	$372.56 M	$1.13 B	$2.02 B
Total Retail Expenditure	$136.1 M	$330.07 M	$1.01 B	$1.8 B
Apparel	$10.41 M	$25.15 M	$75.74 M	$134.51 M
Contributions	$10.11 M	$24.15 M	$71.55 M	$126.8 M
Education	$9.78 M	$23.26 M	$66.57 M	$116.91 M
Entertainment	$16.85 M	$40.68 M	$122.37 M	$216.78 M
Food and Beverages	$41.98 M	$102.02 M	$312.85 M	$559.01 M
Furnishings and Equipment	$10.44 M	$25.23 M	$76.1 M	$134.79 M
Gifts	$7.69 M	$18.24 M	$53.79 M	$95.65 M
Health Care	$23.74 M	$57.74 M	$179.13 M	$321.04 M
Household Operations	$11.62 M	$28.01 M	$84.57 M	$150.44 M
Miscellaneous Expenses	$5.53 M	$13.38 M	$40.71 M	$72.57 M
Personal Care	$3.9 M	$9.44 M	$28.77 M	$51.27 M
Personal Insurance	$2.18 M	$5.23 M	$15.48 M	$27.21 M
Reading	$641.94 K	$1.55 M	$4.71 M	$8.39 M
Shelter	$61.21 M	$148.24 M	$450.86 M	$805.93 M
Tobacco	$1.52 M	$3.78 M	$12.25 M	$22.5 M
Transportation	$52.42 M	$127.27 M	$389.22 M	$692.32 M
Utilities	$20.16 M	$49.25 M	$154.17 M	$277.79 M
Monthly Household Consumer Expenditure (2024)				
Total Household Expenditure	$7,014	$6,748	$6,177	$5,898
Total Non-Retail Expenditure	$3,724 *53.1%*	$3,578 *53.0%*	$3,267 *52.9%*	$3,121 *52.9%*
Total Retail Expenditures	$3,289 *46.9%*	$3,170 *47.0%*	$2,911 *47.1%*	$2,777 *47.1%*
Apparel	$252 *3.6%*	$242 *3.6%*	$219 *3.5%*	$208 *3.5%*
Contributions	$244 *3.5%*	$232 *3.4%*	$207 *3.3%*	$196 *3.3%*
Education	$236 *3.4%*	$223 *3.3%*	$192 *3.1%*	$181 *3.1%*
Entertainment	$407 *5.8%*	$391 *5.8%*	$353 *5.7%*	$335 *5.7%*
Food and Beverages	$1,015 *14.5%*	$980 *14.5%*	$904 *14.6%*	$864 *14.7%*
Furnishings and Equipment	$252 *3.6%*	$242 *3.6%*	$220 *3.6%*	$208 *3.5%*
Gifts	$186 *2.6%*	$175 *2.6%*	$155 *2.5%*	$148 *2.5%*
Health Care	$574 *8.2%*	$555 *8.2%*	$517 *8.4%*	$496 *8.4%*
Household Operations	$281 *4.0%*	$269 *4.0%*	$244 *4.0%*	$233 *3.9%*
Miscellaneous Expenses	$134 *1.9%*	$129 *1.9%*	$118 *1.9%*	$112 *1.9%*
Personal Care	$94 *1.3%*	$91 *1.3%*	$83 *1.3%*	$79 *1.3%*
Personal Insurance	$53 *0.8%*	$50 *0.7%*	$45 *0.7%*	$42 *0.7%*
Reading	$16 *0.2%*	$15 *0.2%*	$14 *0.2%*	$13 *0.2%*
Shelter	$1,479 *21.1%*	$1,424 *21.1%*	$1,302 *21.1%*	$1,246 *21.1%*
Tobacco	$37 *0.5%*	$36 *0.5%*	$35 *0.6%*	$35 *0.6%*
Transportation	$1,267 *18.1%*	$1,222 *18.1%*	$1,124 *18.2%*	$1,071 *18.2%*
Utilities	$487 *6.9%*	$473 *7.0%*	$445 *7.2%*	$430 *7.3%*