

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.5648/-87.9293

9777 76th Street Pleasant Prairie, WI 53158	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Population								
Estimated Population (2025)	8,577		23,683		74,705		134,545	
Projected Population (2030)	8,941		24,443		74,717		133,637	
Census Population (2020)	8,810		23,365		75,482		136,002	
Census Population (2010)	7,831		21,753		73,117		133,438	
Projected Annual Growth (2025-2030)	364	0.8%	761	0.6%	13	-	-908	-0.1%
Historical Annual Growth (2020-2025)	-233	-0.5%	318	0.3%	-777	-0.2%	-1,457	-0.2%
Historical Annual Growth (2010-2020)	978	1.2%	1,612	0.7%	2,365	0.3%	2,564	0.2%
Estimated Population Density (2025)	2,731 psm		838 psm		952 psm		874 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi		153.9 sq mi	
Households								
Estimated Households (2025)	3,499		9,538		30,095		54,618	
Projected Households (2030)	3,721		10,038		30,683		55,333	
Census Households (2020)	3,316		8,891		29,508		53,527	
Census Households (2010)	2,794		7,889		27,184		49,989	
Projected Annual Growth (2025-2030)	222	1.3%	500	1.0%	587	0.4%	715	0.3%
Historical Annual Change (2010-2025)	705	1.7%	1,649	1.4%	2,912	0.7%	4,629	0.6%
Average Household Income								
Estimated Average Household Income (2025)	\$135,374		\$130,261		\$111,305		\$105,209	
Projected Average Household Income (2030)	\$134,424		\$129,708		\$111,128		\$105,130	
Census Average Household Income (2010)	\$77,311		\$77,101		\$65,296		\$63,690	
Census Average Household Income (2000)	\$69,560		\$64,916		\$57,157		\$55,273	
Projected Annual Change (2025-2030)	-\$950	-0.1%	-\$553	-	-\$177	-	-\$79	-
Historical Annual Change (2000-2025)	\$65,814	3.8%	\$65,345	4.0%	\$54,147	3.8%	\$49,937	3.6%
Median Household Income								
Estimated Median Household Income (2025)	\$111,747		\$107,031		\$89,990		\$82,672	
Projected Median Household Income (2030)	\$111,045		\$106,564		\$89,817		\$82,528	
Census Median Household Income (2010)	\$67,674		\$64,551		\$54,707		\$52,648	
Census Median Household Income (2000)	\$63,669		\$60,551		\$50,513		\$47,178	
Projected Annual Change (2025-2030)	-\$702	-0.1%	-\$467	-	-\$172	-	-\$144	-
Historical Annual Change (2000-2025)	\$48,077	3.0%	\$46,480	3.1%	\$39,477	3.1%	\$35,494	3.0%
Per Capita Income								
Estimated Per Capita Income (2025)	\$55,314		\$52,607		\$44,958		\$42,926	
Projected Per Capita Income (2030)	\$56,030		\$53,408		\$45,753		\$43,748	
Census Per Capita Income (2010)	\$27,589		\$27,966		\$24,276		\$23,857	
Census Per Capita Income (2000)	\$25,439		\$23,789		\$21,351		\$20,674	
Projected Annual Change (2025-2030)	\$716	0.3%	\$801	0.3%	\$795	0.4%	\$821	0.4%
Historical Annual Change (2000-2025)	\$29,876	4.7%	\$28,817	4.8%	\$23,606	4.4%	\$22,252	4.3%
Estimated Average Household Net Worth (2025)	\$1.26 M		\$1.26 M		\$1.03 M		\$983,880	

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9777 76th Street Pleasant Prairie, WI 53158		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Race and Ethnicity									
Total Population (2025)		8,577		23,683		74,705		134,545	
White (2025)		6,190	72.2%	17,575	74.2%	55,000	73.6%	98,083	72.9%
Black or African American (2025)		655	7.6%	1,861	7.9%	6,715	9.0%	13,036	9.7%
American Indian or Alaska Native (2025)		11	0.1%	69	0.3%	277	0.4%	544	0.4%
Asian (2025)		695	8.1%	1,331	5.6%	2,215	3.0%	3,523	2.6%
Hawaiian or Pacific Islander (2025)		4	-	12	-	35	-	66	-
Other Race (2025)		319	3.7%	935	3.9%	3,710	5.0%	6,995	5.2%
Two or More Races (2025)		703	8.2%	1,899	8.0%	6,752	9.0%	12,298	9.1%
Population < 18 (2025)		1,928	22.5%	5,037	21.3%	16,359	21.9%	28,559	21.2%
White Not Hispanic		1,132	58.7%	3,019	59.9%	8,946	54.7%	15,180	53.2%
Black or African American		177	9.2%	456	9.0%	1,988	12.2%	3,824	13.4%
Asian		160	8.3%	301	6.0%	492	3.0%	694	2.4%
Other Race Not Hispanic		104	5.4%	276	5.5%	925	5.7%	1,663	5.8%
Hispanic		355	18.4%	986	19.6%	4,009	24.5%	7,198	25.2%
Not Hispanic or Latino Population (2025)		7,397	86.2%	20,237	85.4%	62,027	83.0%	111,245	82.7%
Not Hispanic White		5,843	79.0%	16,589	82.0%	51,362	82.8%	91,520	82.3%
Not Hispanic Black or African American		623	8.4%	1,688	8.3%	6,373	10.3%	12,411	11.2%
Not Hispanic American Indian or Alaska Native		3	-	24	0.1%	99	0.2%	176	0.2%
Not Hispanic Asian		688	9.3%	1,296	6.4%	2,128	3.4%	3,380	3.0%
Not Hispanic Hawaiian or Pacific Islander		2	-	6	-	21	-	39	-
Not Hispanic Other Race		5	-	19	-	56	-	100	-
Not Hispanic Two or More Races		232	3.1%	615	3.0%	1,988	3.2%	3,620	3.3%
Hispanic or Latino Population (2025)		1,179	13.8%	3,446	14.6%	12,677	17.0%	23,300	17.3%
Hispanic White		347	29.4%	986	28.6%	3,638	28.7%	6,563	28.2%
Hispanic Black or African American		32	2.7%	173	5.0%	341	2.7%	625	2.7%
Hispanic American Indian or Alaska Native		7	0.6%	46	1.3%	179	1.4%	368	1.6%
Hispanic Asian		7	0.6%	35	1.0%	87	0.7%	143	0.6%
Hispanic Hawaiian or Pacific Islander		2	0.2%	5	0.2%	15	0.1%	27	0.1%
Hispanic Other Race		313	26.5%	916	26.6%	3,654	28.8%	6,896	29.6%
Hispanic Two or More Races		472	40.0%	1,284	37.3%	4,764	37.6%	8,678	37.2%
Not Hispanic or Latino Population (2020)		7,809	88.6%	20,436	87.5%	63,061	83.5%	112,779	82.9%
Hispanic or Latino Population (2020)		1,001	11.4%	2,929	12.5%	12,421	16.5%	23,223	17.1%
Not Hispanic or Latino Population (2010)		7,070	90.3%	19,593	90.1%	63,210	86.5%	114,770	86.0%
Hispanic or Latino Population (2010)		762	9.7%	2,160	9.9%	9,907	13.5%	18,668	14.0%
Not Hispanic or Latino Population (2030)		7,576	84.7%	20,541	84.0%	61,696	82.6%	109,944	82.3%
Hispanic or Latino Population (2030)		1,365	15.3%	3,902	16.0%	13,021	17.4%	23,693	17.7%
Projected Annual Growth (2025-2030)		185	3.1%	456	2.6%	344	0.5%	393	0.3%
Historical Annual Growth (2010-2020)		239	3.1%	769	3.6%	2,514	2.5%	4,555	2.4%

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Pleasant Prairie, WI 53158									
Total Age Distribution (2025)									
Total Population		8,577		23,683		74,705		134,545	
Age Under 5 Years	438	5.1%	1,170	4.9%	3,932	5.3%	7,100	5.3%	
Age 5 to 9 Years	513	6.0%	1,329	5.6%	4,350	5.8%	7,612	5.7%	
Age 10 to 14 Years	599	7.0%	1,557	6.6%	4,905	6.6%	8,366	6.2%	
Age 15 to 19 Years	620	7.2%	1,612	6.8%	5,182	6.9%	9,910	7.4%	
Age 20 to 24 Years	544	6.3%	1,532	6.5%	4,741	6.3%	9,843	7.3%	
Age 25 to 29 Years	611	7.1%	1,619	6.8%	5,150	6.9%	9,366	7.0%	
Age 30 to 34 Years	544	6.3%	1,502	6.3%	5,131	6.9%	8,967	6.7%	
Age 35 to 39 Years	586	6.8%	1,572	6.6%	5,099	6.8%	8,843	6.6%	
Age 40 to 44 Years	617	7.2%	1,641	6.9%	5,086	6.8%	8,556	6.4%	
Age 45 to 49 Years	645	7.5%	1,605	6.8%	4,650	6.2%	7,934	5.9%	
Age 50 to 54 Years	643	7.5%	1,640	6.9%	4,681	6.3%	8,371	6.2%	
Age 55 to 59 Years	532	6.2%	1,558	6.6%	4,866	6.5%	8,634	6.4%	
Age 60 to 64 Years	472	5.5%	1,578	6.7%	4,973	6.7%	8,991	6.7%	
Age 65 to 69 Years	373	4.3%	1,250	5.3%	4,024	5.4%	7,541	5.6%	
Age 70 to 74 Years	290	3.4%	967	4.1%	3,114	4.2%	5,743	4.3%	
Age 75 to 79 Years	213	2.5%	692	2.9%	2,217	3.0%	3,995	3.0%	
Age 80 to 84 Years	157	1.8%	409	1.7%	1,300	1.7%	2,506	1.9%	
Age 85 Years or Over	179	2.1%	450	1.9%	1,304	1.7%	2,267	1.7%	
Median Age	38.3		39.4		38.6		38.3		
Age 19 Years or Less	2,171	25.3%	5,668	23.9%	18,369	24.6%	32,988	24.5%	
Age 20 to 64 Years	5,194	60.6%	14,247	60.2%	44,377	59.4%	79,506	59.1%	
Age 65 Years or Over	1,212	14.1%	3,768	15.9%	11,959	16.0%	22,052	16.4%	
Female Age Distribution (2025)									
Female Population	4,370	51.0%	11,810	49.9%	37,526	50.2%	66,379	49.3%	
Age Under 5 Years	215	4.9%	591	5.0%	1,927	5.1%	3,467	5.2%	
Age 5 to 9 Years	255	5.8%	684	5.8%	2,177	5.8%	3,746	5.6%	
Age 10 to 14 Years	302	6.9%	762	6.5%	2,374	6.3%	3,965	6.0%	
Age 15 to 19 Years	305	7.0%	740	6.3%	2,543	6.8%	4,388	6.6%	
Age 20 to 24 Years	279	6.4%	749	6.3%	2,364	6.3%	4,314	6.5%	
Age 25 to 29 Years	267	6.1%	757	6.4%	2,519	6.7%	4,572	6.9%	
Age 30 to 34 Years	277	6.3%	740	6.3%	2,551	6.8%	4,418	6.7%	
Age 35 to 39 Years	301	6.9%	803	6.8%	2,600	6.9%	4,468	6.7%	
Age 40 to 44 Years	311	7.1%	811	6.9%	2,586	6.9%	4,364	6.6%	
Age 45 to 49 Years	335	7.7%	838	7.1%	2,393	6.4%	4,042	6.1%	
Age 50 to 54 Years	304	7.0%	798	6.8%	2,328	6.2%	4,131	6.2%	
Age 55 to 59 Years	262	6.0%	768	6.5%	2,403	6.4%	4,286	6.5%	
Age 60 to 64 Years	240	5.5%	789	6.7%	2,450	6.5%	4,422	6.7%	
Age 65 to 69 Years	207	4.7%	652	5.5%	2,103	5.6%	3,942	5.9%	
Age 70 to 74 Years	162	3.7%	478	4.0%	1,593	4.2%	2,975	4.5%	
Age 75 to 79 Years	129	2.9%	350	3.0%	1,191	3.2%	2,152	3.2%	
Age 80 to 84 Years	98	2.2%	243	2.1%	764	2.0%	1,484	2.2%	
Age 85 Years or Over	121	2.8%	256	2.2%	661	1.8%	1,244	1.9%	
Female Median Age	39.8		40.2		39.3		39.8		
Age 19 Years or Less	1,077	24.6%	2,777	23.5%	9,021	24.0%	15,566	23.4%	
Age 20 to 64 Years	2,576	59.0%	7,053	59.7%	22,192	59.1%	39,017	58.8%	
Age 65 Years or Over	717	16.4%	1,980	16.8%	6,313	16.8%	11,797	17.8%	

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Pleasant Prairie, WI 53158									
Male Age Distribution (2025)									
Male Population	4,206	49.0%	11,873	50.1%	37,179	49.8%	68,166	50.7%	
Age Under 5 Years	223	5.3%	580	4.9%	2,004	5.4%	3,633	5.3%	
Age 5 to 9 Years	258	6.1%	645	5.4%	2,173	5.8%	3,866	5.7%	
Age 10 to 14 Years	298	7.1%	795	6.7%	2,531	6.8%	4,401	6.5%	
Age 15 to 19 Years	315	7.5%	872	7.3%	2,639	7.1%	5,522	8.1%	
Age 20 to 24 Years	265	6.3%	783	6.6%	2,378	6.4%	5,528	8.1%	
Age 25 to 29 Years	344	8.2%	862	7.3%	2,631	7.1%	4,794	7.0%	
Age 30 to 34 Years	268	6.4%	762	6.4%	2,581	6.9%	4,549	6.7%	
Age 35 to 39 Years	285	6.8%	769	6.5%	2,499	6.7%	4,375	6.4%	
Age 40 to 44 Years	306	7.3%	830	7.0%	2,500	6.7%	4,192	6.2%	
Age 45 to 49 Years	310	7.4%	767	6.5%	2,258	6.1%	3,892	5.7%	
Age 50 to 54 Years	339	8.0%	842	7.1%	2,353	6.3%	4,240	6.2%	
Age 55 to 59 Years	270	6.4%	789	6.6%	2,463	6.6%	4,349	6.4%	
Age 60 to 64 Years	232	5.5%	789	6.6%	2,522	6.8%	4,569	6.7%	
Age 65 to 69 Years	165	3.9%	597	5.0%	1,921	5.2%	3,599	5.3%	
Age 70 to 74 Years	128	3.0%	489	4.1%	1,521	4.1%	2,768	4.1%	
Age 75 to 79 Years	85	2.0%	341	2.9%	1,026	2.8%	1,843	2.7%	
Age 80 to 84 Years	59	1.4%	166	1.4%	536	1.4%	1,022	1.5%	
Age 85 Years or Over	58	1.4%	194	1.6%	643	1.7%	1,023	1.5%	
Male Median Age	36.8		38.6		37.9		37.2		
Age 19 Years or Less	1,094	26.0%	2,891	24.4%	9,347	25.1%	17,422	25.6%	
Age 20 to 64 Years	2,618	62.2%	7,194	60.6%	22,185	59.7%	40,489	59.4%	
Age 65 Years or Over	495	11.8%	1,788	15.1%	5,647	15.2%	10,255	15.0%	
Males per 100 Females (2025)									
Overall Comparison	96		101		99		103		
Age Under 5 Years	104	50.9%	98	49.5%	104	51.0%	105	51.2%	
Age 5 to 9 Years	101	50.2%	94	48.5%	100	50.0%	103	50.8%	
Age 10 to 14 Years	99	49.7%	104	51.0%	107	51.6%	111	52.6%	
Age 15 to 19 Years	103	50.8%	118	54.1%	104	50.9%	126	55.7%	
Age 20 to 24 Years	95	48.7%	105	51.1%	101	50.1%	128	56.2%	
Age 25 to 29 Years	129	56.3%	114	53.2%	104	51.1%	105	51.2%	
Age 30 to 34 Years	97	49.2%	103	50.7%	101	50.3%	103	50.7%	
Age 35 to 39 Years	95	48.7%	96	48.9%	96	49.0%	98	49.5%	
Age 40 to 44 Years	98	49.6%	102	50.6%	97	49.2%	96	49.0%	
Age 45 to 49 Years	93	48.1%	92	47.8%	94	48.5%	96	49.1%	
Age 50 to 54 Years	111	52.7%	106	51.3%	101	50.3%	103	50.7%	
Age 55 to 59 Years	103	50.8%	103	50.7%	103	50.6%	101	50.4%	
Age 60 to 64 Years	96	49.1%	100	50.0%	103	50.7%	103	50.8%	
Age 65 to 69 Years	80	44.4%	92	47.8%	91	47.7%	91	47.7%	
Age 70 to 74 Years	79	44.1%	102	50.6%	95	48.8%	93	48.2%	
Age 75 to 79 Years	66	39.7%	97	49.4%	86	46.3%	86	46.1%	
Age 80 to 84 Years	60	37.4%	68	40.5%	70	41.2%	69	40.8%	
Age 85 Years or Over	48	32.6%	76	43.1%	97	49.3%	82	45.1%	
Age 19 Years or Less	102	50.4%	104	51.0%	104	50.9%	112	52.8%	
Age 20 to 39 Years	103	50.8%	104	51.0%	101	50.1%	108	52.0%	
Age 40 to 64 Years	100	50.1%	100	50.1%	99	49.9%	100	50.0%	
Age 65 Years or Over	69	40.8%	90	47.4%	89	47.2%	87	46.5%	

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Household Type (2025)									
Total Households		3,499		9,538		30,095		54,618	
Households with Children		1,207	34.5%	3,067	32.1%	9,642	32.0%	16,362	30.0%
Average Household Size		2.4		2.4		2.4		2.4	
Household Density per Square Mile		1,114		338		383		355	
Population Family		6,835	79.7%	18,158	76.7%	58,350	78.1%	101,303	75.3%
Population Non-Family		1,680	19.6%	4,863	20.5%	15,199	20.3%	29,157	21.7%
Population Group Quarters		62	0.7%	662	2.8%	1,155	1.5%	4,085	3.0%
Family Households		2,288	65.4%	6,088	63.8%	19,213	63.8%	33,136	60.7%
Married Couple Households		1,872	81.8%	4,793	78.7%	13,581	70.7%	22,882	69.1%
Other Family Households with Children		416	18.2%	1,294	21.3%	5,632	29.3%	10,254	30.9%
Family Households with Children		1,206	52.7%	3,060	50.3%	9,625	50.1%	16,332	49.3%
Married Couple with Children		880	73.0%	2,179	71.2%	6,016	62.5%	9,856	60.4%
Other Family Households with Children		326	27.0%	881	28.8%	3,610	37.5%	6,475	39.6%
Family Households No Children		1,082	47.3%	3,028	49.7%	9,588	49.9%	16,804	50.7%
Married Couple No Children		992	91.7%	2,615	86.4%	7,566	78.9%	13,026	77.5%
Other Family Households No Children		90	8.3%	413	13.6%	2,022	21.1%	3,778	22.5%
Non-Family Households		1,211	34.6%	3,451	36.2%	10,882	36.2%	21,483	39.3%
Non-Family Households with Children		1	0.1%	7	0.2%	17	0.2%	30	0.1%
Non-Family Households No Children		1,210	99.9%	3,444	99.8%	10,865	99.8%	21,453	99.9%
Average Family Household Size		3.0		3.0		3.0		3.1	
Average Family Income		\$158,756		\$154,652		\$132,287		\$129,924	
Median Family Income		\$131,547		\$125,920		\$106,975		\$103,193	
Average Non-Family Household Size		1.4		1.4		1.4		1.4	
Marital Status (2025)									
Population Age 15 Years or Over		7,026		19,627		61,518		111,467	
Never Married		2,355	33.5%	6,856	34.9%	23,312	37.9%	43,468	39.0%
Currently Married		3,588	51.1%	9,573	48.8%	26,954	43.8%	47,872	42.9%
Previously Married		1,083	15.4%	3,198	16.3%	11,251	18.3%	20,127	18.1%
Separated		105	9.7%	516	16.1%	1,641	14.6%	2,806	13.9%
Widowed		329	30.3%	804	25.1%	2,604	23.1%	4,996	24.8%
Divorced		650	60.0%	1,878	58.7%	7,006	62.3%	12,324	61.2%
Educational Attainment (2025)									
Adult Population Age 25 Years or Over		5,862		16,483		51,595		91,715	
Elementary (Grade Level 0 to 8)		147	2.5%	364	2.2%	2,085	4.0%	3,831	4.2%
Some High School (Grade Level 9 to 11)		305	5.2%	803	4.9%	2,508	4.9%	4,334	4.7%
High School Graduate		1,365	23.3%	3,985	24.2%	14,178	27.5%	24,852	27.1%
Some College		1,040	17.7%	3,196	19.4%	10,611	20.6%	19,900	21.7%
Associate Degree Only		549	9.4%	1,657	10.1%	5,259	10.2%	9,418	10.3%
Bachelor Degree Only		1,626	27.7%	4,350	26.4%	11,127	21.6%	18,702	20.4%
Graduate Degree		830	14.2%	2,129	12.9%	5,828	11.3%	10,677	11.6%
Any College (Some College or Higher)		4,045	69.0%	11,331	68.7%	32,824	63.6%	58,697	64.0%
College Degree + (Bachelor Degree or Higher)		2,455	41.9%	6,479	39.3%	16,955	32.9%	29,379	32.0%

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Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.5648/-87.9293

9777 76th Street Pleasant Prairie, WI 53158		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Housing									
Total Housing Units (2025)		3,721		10,144		32,217		58,663	
Total Housing Units (2020)		3,445		9,272		30,787		56,712	
Historical Annual Growth (2020-2025)		276	1.6%	872	1.9%	1,430	0.9%	1,951	0.7%
Housing Units Occupied (2025)		3,499	94.0%	9,538	94.0%	30,095	93.4%	54,618	93.1%
Housing Units Owner-Occupied		2,126	60.7%	5,980	62.7%	18,917	62.9%	32,947	60.3%
Housing Units Renter-Occupied		1,374	39.3%	3,558	37.3%	11,179	37.1%	21,672	39.7%
Housing Units Vacant (2025)		221	6.0%	605	6.0%	2,122	6.6%	4,044	6.9%
Household Size (2025)									
Total Households		3,499		9,538		30,095		54,618	
1 Person Households		925	26.4%	2,621	27.5%	8,404	27.9%	17,125	31.4%
2 Person Households		1,342	38.3%	3,624	38.0%	10,886	36.2%	18,507	33.9%
3 Person Households		520	14.9%	1,377	14.4%	4,409	14.6%	7,806	14.3%
4 Person Households		416	11.9%	1,117	11.7%	3,655	12.1%	6,361	11.6%
5 Person Households		193	5.5%	515	5.4%	1,745	5.8%	3,041	5.6%
6 Person Households		65	1.9%	189	2.0%	693	2.3%	1,189	2.2%
7 or More Person Households		38	1.1%	96	1.0%	304	1.0%	589	1.1%
Household Income Distribution (2025)									
HH Income \$200,000 or More		543	15.5%	1,365	14.3%	2,875	9.6%	5,069	9.3%
HH Income \$150,000 to \$199,999		708	20.2%	1,689	17.7%	3,973	13.2%	5,974	10.9%
HH Income \$125,000 to \$149,999		274	7.8%	787	8.3%	2,824	9.4%	4,641	8.5%
HH Income \$100,000 to \$124,999		403	11.5%	1,081	11.3%	3,187	10.6%	5,556	10.2%
HH Income \$75,000 to \$99,999		533	15.2%	1,431	15.0%	4,389	14.6%	7,336	13.4%
HH Income \$50,000 to \$74,999		428	12.2%	1,501	15.7%	5,064	16.8%	8,836	16.2%
HH Income \$35,000 to \$49,999		193	5.5%	559	5.9%	2,797	9.3%	5,925	10.8%
HH Income \$25,000 to \$34,999		160	4.6%	307	3.2%	1,408	4.7%	3,719	6.8%
HH Income \$15,000 to \$24,999		112	3.2%	318	3.3%	1,658	5.5%	3,438	6.3%
HH Income \$10,000 to \$14,999		59	1.7%	145	1.5%	835	2.8%	1,669	3.1%
HH Income Under \$10,000		87	2.5%	356	3.7%	1,084	3.6%	2,455	4.5%
Household Vehicles (2025)									
Households 0 Vehicles Available		179	5.1%	341	3.6%	1,748	5.8%	3,448	6.3%
Households 1 Vehicle Available		980	28.0%	2,903	30.4%	10,463	34.8%	19,708	36.1%
Households 2 Vehicles Available		1,602	45.8%	4,232	44.4%	11,416	37.9%	20,705	37.9%
Households 3 or More Vehicles Available		738	21.1%	2,063	21.6%	6,469	21.5%	10,757	19.7%
Total Vehicles Available		6,901		18,636		55,676		98,553	
Average Vehicles per Household		2.0		2.0		1.8		1.8	
Owner-Occupied Household Vehicles		4,893	70.9%	13,032	69.9%	39,549	71.0%	69,186	70.2%
Average Vehicles per Owner-Occupied Household		2.3		2.2		2.1		2.1	
Renter-Occupied Household Vehicles		2,008	29.1%	5,604	30.1%	16,127	29.0%	29,366	29.8%
Average Vehicles per Renter-Occupied Household		1.5		1.6		1.4		1.4	
Travel Time (2025)									
Worker Base Age 16 years or Over		4,959		13,829		41,313		71,199	
Travel to Work in 14 Minutes or Less		1,570	31.7%	4,483	32.4%	14,642	35.4%	22,997	32.3%
Travel to Work in 15 to 29 Minutes		973	19.6%	3,374	24.4%	10,881	26.3%	22,020	30.9%
Travel to Work in 30 to 59 Minutes		1,289	26.0%	3,323	24.0%	9,187	22.2%	15,447	21.7%
Travel to Work in 60 Minutes or More		252	5.1%	729	5.3%	2,111	5.1%	4,038	5.7%
Work at Home		874	17.6%	1,920	13.9%	4,492	10.9%	6,697	9.4%
Average Minutes Travel to Work		20.9		19.5		18.2		18.9	

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Transportation To Work (2025)									
Worker Base Age 16 years or Over		4,959		13,829		41,313		71,199	
Drive to Work Alone		3,740	75.4%	10,991	79.5%	32,529	78.7%	56,444	79.3%
Drive to Work in Carpool		229	4.6%	597	4.3%	2,812	6.8%	4,822	6.8%
Travel to Work by Public Transportation		18	0.4%	53	0.4%	623	1.5%	1,301	1.8%
Drive to Work on Motorcycle		-	-	-	-	2	-	19	-
Bicycle to Work		8	0.2%	14	0.1%	31	-	131	0.2%
Walk to Work		74	1.5%	178	1.3%	601	1.5%	1,319	1.9%
Other Means		15	0.3%	75	0.5%	223	0.5%	466	0.7%
Work at Home		874	17.6%	1,920	13.9%	4,492	10.9%	6,697	9.4%
Daytime Demographics (2025)									
Total Businesses		218		1,132		2,442		3,694	
Total Employees		3,009		18,331		35,779		47,579	
Company Headquarter Businesses		2	1.1%	41	3.6%	76	3.1%	109	2.9%
Company Headquarter Employees		854	28.4%	5,209	28.4%	11,209	31.3%	13,271	27.9%
Employee Population per Business		13.8	to 1	16.2	to 1	14.7	to 1	12.9	to 1
Residential Population per Business		39.4	to 1	20.9	to 1	30.6	to 1	36.4	to 1
Adj. Daytime Demographics Age 16 Years or Over		4,968		23,835		54,880		85,875	
Labor Force									
Labor Population Age 16 Years or Over (2025)		6,917		19,333		60,482		109,714	
Labor Force Total Males (2025)		3,382	48.9%	9,710	50.2%	29,952	49.5%	55,363	50.5%
Male Civilian Employed		2,559	75.7%	7,243	74.6%	21,148	70.6%	37,201	67.2%
Male Civilian Unemployed		76	2.3%	232	2.4%	811	2.7%	1,767	3.2%
Males in Armed Forces		-	-	-	-	47	0.2%	180	0.3%
Males Not in Labor Force		747	22.1%	2,236	23.0%	7,945	26.5%	16,216	29.3%
Labor Force Total Females (2025)		3,535	51.1%	9,623	49.8%	30,530	50.5%	54,351	49.5%
Female Civilian Employed		2,400	67.9%	6,586	68.4%	20,165	66.1%	34,002	62.6%
Female Civilian Unemployed		81	2.3%	162	1.7%	424	1.4%	822	1.5%
Females in Armed Forces		-	-	-	-	20	-	35	-
Females Not in Labor Force		1,055	29.8%	2,875	29.9%	9,921	32.5%	19,492	35.9%
Unemployment Rate		158	2.3%	394	2.0%	1,234	2.0%	2,589	2.4%
Occupation (2025)									
Occupation Population Age 16 Years or Over		4,959		13,829		41,313		71,199	
Occupation Total Males		2,559	51.6%	7,243	52.4%	21,147	51.2%	37,197	52.2%
Occupation Total Females		2,400	48.4%	6,586	47.6%	20,165	48.8%	34,002	47.8%
Management, Business, Financial Operations		859	17.3%	2,379	17.2%	6,731	16.3%	10,985	15.4%
Professional, Related		1,342	27.1%	3,603	26.1%	9,807	23.7%	17,142	24.1%
Service		660	13.3%	1,778	12.9%	5,560	13.5%	10,464	14.7%
Sales, Office		965	19.5%	3,058	22.1%	9,163	22.2%	15,404	21.6%
Farming, Fishing, Forestry		29	0.6%	51	0.4%	72	0.2%	131	0.2%
Construction, Extraction, Maintenance		297	6.0%	875	6.3%	2,541	6.2%	4,111	5.8%
Production, Transport, Material Moving		806	16.3%	2,084	15.1%	7,436	18.0%	12,961	18.2%
White Collar Workers		3,166	63.8%	9,040	65.4%	25,702	62.2%	43,531	61.1%
Blue Collar Workers		1,793	36.2%	4,789	34.6%	15,610	37.8%	27,668	38.9%

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Units In Structure (2025)									
Total Units		3,499		9,538		30,095		54,618	
1 Detached Unit		1,989	56.8%	5,596	58.7%	18,535	61.6%	32,200	59.0%
1 Attached Unit		57	1.6%	197	2.1%	861	2.9%	1,697	3.1%
2 Units		110	3.1%	281	2.9%	1,764	5.9%	3,743	6.9%
3 to 4 Units		21	0.6%	115	1.2%	913	3.0%	1,876	3.4%
5 to 9 Units		157	4.5%	688	7.2%	2,462	8.2%	4,483	8.2%
10 to 19 Units		234	6.7%	714	7.5%	1,991	6.6%	3,471	6.4%
20 to 49 Units		362	10.3%	900	9.4%	1,505	5.0%	2,814	5.2%
50 or More Units		489	14.0%	821	8.6%	1,650	5.5%	3,371	6.2%
Mobile Home or Trailer		80	2.3%	226	2.4%	414	1.4%	962	1.8%
Other Structure		-	-	-	-	-	-	-	-
Homes Built By Year (2025)									
Homes Built 2020 or later		26	0.7%	113	1.1%	571	1.8%	853	1.5%
Homes Built 2010 to 2019		641	17.2%	1,536	15.1%	3,067	9.5%	4,862	8.3%
Homes Built 2000 to 2009		1,206	32.4%	2,592	25.6%	5,491	17.0%	8,936	15.2%
Homes Built 1990 to 1999		847	22.8%	1,912	18.8%	4,068	12.6%	7,809	13.3%
Homes Built 1980 to 1989		231	6.2%	1,058	10.4%	2,060	6.4%	3,986	6.8%
Homes Built 1970 to 1979		152	4.1%	723	7.1%	3,078	9.6%	5,703	9.7%
Homes Built 1960 to 1969		68	1.8%	445	4.4%	2,503	7.8%	4,532	7.7%
Homes Built 1950 to 1959		115	3.1%	457	4.5%	3,341	10.4%	5,720	9.8%
Homes Built 1940 to 1949		51	1.4%	185	1.8%	1,559	4.8%	3,006	5.1%
Homes Built Before 1939		162	4.3%	517	5.1%	4,356	13.5%	9,213	15.7%
Median Age of Homes		29.6	yrs	33.9	yrs	46.5	yrs	48.5	yrs
Home Values (2025)									
Owner Specified Housing Units		2,126		5,980		18,917		32,947	
Home Values \$1,000,000 or More		19	0.9%	44	0.7%	195	1.0%	442	1.3%
Home Values \$750,000 to \$999,999		19	0.9%	127	2.1%	453	2.4%	819	2.5%
Home Values \$500,000 to \$749,999		166	7.8%	490	8.2%	1,327	7.0%	2,278	6.9%
Home Values \$400,000 to \$499,999		225	10.6%	717	12.0%	1,548	8.2%	2,905	8.8%
Home Values \$300,000 to \$399,999		825	38.8%	1,851	31.0%	3,904	20.6%	6,340	19.2%
Home Values \$250,000 to \$299,999		270	12.7%	917	15.3%	2,695	14.2%	4,444	13.5%
Home Values \$200,000 to \$249,999		214	10.1%	755	12.6%	2,840	15.0%	5,087	15.4%
Home Values \$175,000 to \$199,999		66	3.1%	232	3.9%	1,575	8.3%	2,870	8.7%
Home Values \$150,000 to \$174,999		110	5.2%	208	3.5%	2,103	11.1%	3,584	10.9%
Home Values \$125,000 to \$149,999		18	0.8%	49	0.8%	437	2.3%	730	2.2%
Home Values \$100,000 to \$124,999		31	1.5%	114	1.9%	514	2.7%	1,049	3.2%
Home Values \$90,000 to \$99,999		24	1.1%	82	1.4%	237	1.3%	343	1.0%
Home Values \$80,000 to \$89,999		10	0.5%	27	0.5%	129	0.7%	212	0.6%
Home Values \$70,000 to \$79,999		2	-	7	0.1%	47	0.2%	192	0.6%
Home Values \$60,000 to \$69,999		-	-	1	-	2	-	5	-
Home Values \$50,000 to \$59,999		15	0.7%	58	1.0%	106	0.6%	147	0.4%
Home Values \$35,000 to \$49,999		20	0.9%	35	0.6%	161	0.9%	260	0.8%
Home Values \$25,000 to \$34,999		36	1.7%	91	1.5%	124	0.7%	255	0.8%
Home Values \$10,000 to \$24,999		12	0.6%	49	0.8%	190	1.0%	434	1.3%
Home Values Under \$10,000		42	2.0%	125	2.1%	330	1.7%	552	1.7%
Owner-Occupied Median Home Value		\$318,725		\$315,896		\$273,040		\$272,805	
Renter-Occupied Median Rent		\$1,319		\$1,305		\$1,159		\$1,087	

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9777 76th Street Pleasant Prairie, WI 53158		1 mi radius	3 mi radius	5 mi radius	7 mi radius
Total Annual Consumer Expenditure (2025)					
Total Household Expenditure		\$425.4 M	\$1.12 B	\$3.17 B	\$5.5 B
Total Non-Retail Expenditure		\$219.23 M	\$572.42 M	\$1.58 B	\$2.73 B
Total Retail Expenditure		\$206.16 M	\$547.63 M	\$1.59 B	\$2.77 B
Alcoholic Beverages		\$2.64 M	\$6.92 M	\$19.57 M	\$33.8 M
Apparel		\$7.82 M	\$20.54 M	\$58.85 M	\$102.05 M
Contributions		\$14.27 M	\$37.29 M	\$102.8 M	\$176.19 M
Education		\$10.02 M	\$26.23 M	\$73.04 M	\$125.57 M
Entertainment		\$24.14 M	\$63.47 M	\$182.23 M	\$316.14 M
Food Away From Home		\$18.69 M	\$49.1 M	\$140.19 M	\$242.79 M
Grocery		\$25.39 M	\$67.33 M	\$204.95 M	\$361.33 M
Health Care		\$22.94 M	\$62.67 M	\$196.39 M	\$356.51 M
Household Furnishings and Equipment		\$11.37 M	\$29.86 M	\$84.88 M	\$146.81 M
Household Operations		\$7.81 M	\$20.53 M	\$59.17 M	\$102.92 M
Miscellaneous Expenses		\$7.3 M	\$19.18 M	\$54.71 M	\$94.63 M
Personal Care		\$5.1 M	\$13.5 M	\$40.42 M	\$70.94 M
Shelter		\$66.99 M	\$175.66 M	\$511.08 M	\$894.31 M
Tax and Retirement		\$115.81 M	\$299.14 M	\$777.25 M	\$1.32 B
Tobacco and Related		\$1.6 M	\$4.35 M	\$14.9 M	\$27.18 M
Transportation		\$65.57 M	\$176.66 M	\$505.34 M	\$877.06 M
Utilities		\$17.94 M	\$47.62 M	\$145.88 M	\$257.61 M
Monthly Household Consumer Expenditure (2025)					
Total Household Expenditure		\$10,131	\$9,786	\$8,782	\$8,399
Total Non-Retail Expenditure		\$5,221 51.5%	\$5,001 51.1%	\$4,374 49.8%	\$4,168 49.6%
Total Retail Expenditures		\$4,910 48.5%	\$4,784 48.9%	\$4,409 50.2%	\$4,231 50.4%
Alcoholic Beverages		\$63 0.6%	\$60 0.6%	\$54 0.6%	\$52 0.6%
Apparel		\$186 1.8%	\$179 1.8%	\$163 1.9%	\$156 1.9%
Contributions		\$340 3.4%	\$326 3.3%	\$285 3.2%	\$269 3.2%
Education		\$239 2.4%	\$229 2.3%	\$202 2.3%	\$192 2.3%
Entertainment		\$575 5.7%	\$555 5.7%	\$505 5.7%	\$482 5.7%
Food Away From Home		\$445 4.4%	\$429 4.4%	\$388 4.4%	\$370 4.4%
Grocery		\$605 6.0%	\$588 6.0%	\$568 6.5%	\$551 6.6%
Health Care		\$546 5.4%	\$548 5.6%	\$544 6.2%	\$544 6.5%
Household Furnishings and Equipment		\$271 2.7%	\$261 2.7%	\$235 2.7%	\$224 2.7%
Household Operations		\$186 1.8%	\$179 1.8%	\$164 1.9%	\$157 1.9%
Miscellaneous Expenses		\$174 1.7%	\$168 1.7%	\$152 1.7%	\$144 1.7%
Personal Care		\$122 1.2%	\$118 1.2%	\$112 1.3%	\$108 1.3%
Shelter		\$1,595 15.7%	\$1,535 15.7%	\$1,415 16.1%	\$1,364 16.2%
Tax and Retirement		\$2,758 27.2%	\$2,613 26.7%	\$2,152 24.5%	\$2,012 24.5%
Tobacco and Related		\$38 0.4%	\$38 0.4%	\$41 0.5%	\$41 0.5%
Transportation		\$1,561 15.4%	\$1,543 15.8%	\$1,399 15.9%	\$1,338 15.9%
Utilities		\$427 4.2%	\$416 4.3%	\$404 4.6%	\$393 4.7%