

# Complete Profile

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



Lat/Lon: 42.5665/-87.9326

| 10288 77th Ave.<br>Pleasant Prairie, WI 53158 | 1 mi radius      |       | 3 mi radius       |       | 5 mi radius       |       | 7 mi radius        |       |
|---|------------------|-------|-------------------|-------|-------------------|-------|--------------------|-------|
| <b>Population</b>                             |                  |       |                   |       |                   |       |                    |       |
| Estimated Population (2025)                   | 8,424            |       | 22,234            |       | 70,410            |       | 132,941            |       |
| Projected Population (2030)                   | 8,785            |       | 23,021            |       | 70,603            |       | 132,094            |       |
| Census Population (2020)                      | 8,745            |       | 21,965            |       | 71,244            |       | 134,435            |       |
| Census Population (2010)                      | 8,165            |       | 20,164            |       | 68,790            |       | 131,816            |       |
| Projected Annual Growth (2025-2030)           | 361              | 0.9%  | 787               | 0.7%  | 194               | -     | -848               | -0.1% |
| Historical Annual Growth (2020-2025)          | -322             | -0.7% | 269               | 0.2%  | -834              | -0.2% | -1,493             | -0.2% |
| Historical Annual Growth (2010-2020)          | 580              | 0.7%  | 1,801             | 0.9%  | 2,454             | 0.4%  | 2,619              | 0.2%  |
| Estimated Population Density (2025)           | 2,683 <i>psm</i> |       | 787 <i>psm</i>    |       | 897 <i>psm</i>    |       | 864 <i>psm</i>     |       |
| Trade Area Size                               | 3.1 <i>sq mi</i> |       | 28.3 <i>sq mi</i> |       | 78.5 <i>sq mi</i> |       | 153.9 <i>sq mi</i> |       |
| <b>Households</b>                             |                  |       |                   |       |                   |       |                    |       |
| Estimated Households (2025)                   | 3,383            |       | 8,952             |       | 28,481            |       | 54,008             |       |
| Projected Households (2030)                   | 3,599            |       | 9,450             |       | 29,113            |       | 54,734             |       |
| Census Households (2020)                      | 3,257            |       | 8,332             |       | 27,924            |       | 52,937             |       |
| Census Households (2010)                      | 2,900            |       | 7,299             |       | 25,647            |       | 49,397             |       |
| Projected Annual Growth (2025-2030)           | 216              | 1.3%  | 498               | 1.1%  | 632               | 0.4%  | 726                | 0.3%  |
| Historical Annual Change (2010-2025)          | 483              | 1.1%  | 1,652             | 1.5%  | 2,834             | 0.7%  | 4,611              | 0.6%  |
| <b>Average Household Income</b>               |                  |       |                   |       |                   |       |                    |       |
| Estimated Average Household Income (2025)     | \$135,766        |       | \$132,090         |       | \$113,140         |       | \$105,173          |       |
| Projected Average Household Income (2030)     | \$134,813        |       | \$131,496         |       | \$112,946         |       | \$105,094          |       |
| Census Average Household Income (2010)        | \$77,778         |       | \$76,163          |       | \$66,263          |       | \$63,540           |       |
| Census Average Household Income (2000)        | \$68,564         |       | \$65,155          |       | \$57,791          |       | \$55,120           |       |
| Projected Annual Change (2025-2030)           | -\$952           | -0.1% | -\$594            | -     | -\$195            | -     | -\$80              | -     |
| Historical Annual Change (2000-2025)          | \$67,202         | 3.9%  | \$66,935          | 4.1%  | \$55,349          | 3.8%  | \$50,053           | 3.6%  |
| <b>Median Household Income</b>                |                  |       |                   |       |                   |       |                    |       |
| Estimated Median Household Income (2025)      | \$109,683        |       | \$108,380         |       | \$91,621          |       | \$82,747           |       |
| Projected Median Household Income (2030)      | \$108,998        |       | \$107,838         |       | \$91,433          |       | \$82,598           |       |
| Census Median Household Income (2010)         | \$68,403         |       | \$64,992          |       | \$55,436          |       | \$52,490           |       |
| Census Median Household Income (2000)         | \$63,101         |       | \$60,740          |       | \$51,418          |       | \$47,045           |       |
| Projected Annual Change (2025-2030)           | -\$685           | -0.1% | -\$542            | -0.1% | -\$188            | -     | -\$149             | -     |
| Historical Annual Change (2000-2025)          | \$46,582         | 3.0%  | \$47,641          | 3.1%  | \$40,204          | 3.1%  | \$35,703           | 3.0%  |
| <b>Per Capita Income</b>                      |                  |       |                   |       |                   |       |                    |       |
| Estimated Per Capita Income (2025)            | \$54,611         |       | \$53,332          |       | \$45,876          |       | \$42,946           |       |
| Projected Per Capita Income (2030)            | \$55,311         |       | \$54,125          |       | \$46,683          |       | \$43,767           |       |
| Census Per Capita Income (2010)               | \$27,630         |       | \$27,572          |       | \$24,704          |       | \$23,808           |       |
| Census Per Capita Income (2000)               | \$25,147         |       | \$24,052          |       | \$21,629          |       | \$20,630           |       |
| Projected Annual Change (2025-2030)           | \$700            | 0.3%  | \$792             | 0.3%  | \$806             | 0.4%  | \$821              | 0.4%  |
| Historical Annual Change (2000-2025)          | \$29,464         | 4.7%  | \$29,280          | 4.9%  | \$24,247          | 4.5%  | \$22,316           | 4.3%  |
| Estimated Average Household Net Worth (2025)  | \$1.26 M         |       | \$1.27 M          |       | \$1.06 M          |       | \$983,090          |       |

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| 10288 77th Ave.<br>Pleasant Prairie, WI 53158 |  | 1 mi radius |       | 3 mi radius |       | 5 mi radius |       | 7 mi radius |       |
|---|--|-------------|-------|-------------|-------|-------------|-------|-------------|-------|
| <b>Race and Ethnicity</b>                     |  |             |       |             |       |             |       |             |       |
| Total Population (2025)                       |  | 8,424       |       | 22,234      |       | 70,410      |       | 132,941     |       |
| White (2025)                                  |  | 6,029       | 71.6% | 16,473      | 74.1% | 52,190      | 74.1% | 97,159      | 73.1% |
| Black or African American (2025)              |  | 655         | 7.8%  | 1,741       | 7.8%  | 6,117       | 8.7%  | 12,764      | 9.6%  |
| American Indian or Alaska Native (2025)       |  | 9           | 0.1%  | 61          | 0.3%  | 257         | 0.4%  | 526         | 0.4%  |
| Asian (2025)                                  |  | 715         | 8.5%  | 1,311       | 5.9%  | 2,169       | 3.1%  | 3,450       | 2.6%  |
| Hawaiian or Pacific Islander (2025)           |  | 5           | -     | 10          | -     | 30          | -     | 66          | -     |
| Other Race (2025)                             |  | 317         | 3.8%  | 860         | 3.9%  | 3,388       | 4.8%  | 6,847       | 5.2%  |
| Two or More Races (2025)                      |  | 694         | 8.2%  | 1,777       | 8.0%  | 6,258       | 8.9%  | 12,128      | 9.1%  |
| Population < 18 (2025)                        |  | 1,923       | 22.8% | 4,729       | 21.3% | 15,315      | 21.8% | 28,219      | 21.2% |
| White Not Hispanic                            |  | 1,117       | 58.1% | 2,851       | 60.3% | 8,509       | 55.6% | 15,053      | 53.3% |
| Black or African American                     |  | 181         | 9.4%  | 420         | 8.9%  | 1,777       | 11.6% | 3,749       | 13.3% |
| Asian   |  | 167         | 8.7%  | 296         | 6.3%  | 483         | 3.2%  | 684         | 2.4%  |
| Other Race Not Hispanic                       |  | 102         | 5.3%  | 257         | 5.4%  | 860         | 5.6%  | 1,646       | 5.8%  |
| Hispanic                                      |  | 356         | 18.5% | 905         | 19.1% | 3,686       | 24.1% | 7,087       | 25.1% |
| Not Hispanic or Latino Population (2025)      |  | 7,253       | 86.1% | 19,035      | 85.6% | 58,695      | 83.4% | 110,023     | 82.8% |
| Not Hispanic White                            |  | 5,683       | 78.3% | 15,557      | 81.7% | 48,785      | 83.1% | 90,679      | 82.4% |
| Not Hispanic Black or African American        |  | 623         | 8.6%  | 1,578       | 8.3%  | 5,799       | 9.9%  | 12,142      | 11.0% |
| Not Hispanic American Indian or Alaska Native |  | 3           | -     | 21          | 0.1%  | 93          | 0.2%  | 173         | 0.2%  |
| Not Hispanic Asian                            |  | 710         | 9.8%  | 1,279       | 6.7%  | 2,085       | 3.6%  | 3,309       | 3.0%  |
| Not Hispanic Hawaiian or Pacific Islander     |  | 3           | -     | 6           | -     | 17          | -     | 39          | -     |
| Not Hispanic Other Race                       |  | 6           | -     | 16          | -     | 51          | -     | 98          | -     |
| Not Hispanic Two or More Races                |  | 226         | 3.1%  | 578         | 3.0%  | 1,865       | 3.2%  | 3,583       | 3.3%  |
| Hispanic or Latino Population (2025)          |  | 1,170       | 13.9% | 3,199       | 14.4% | 11,714      | 16.6% | 22,919      | 17.2% |
| Hispanic White                                |  | 346         | 29.5% | 916         | 28.6% | 3,405       | 29.1% | 6,481       | 28.3% |
| Hispanic Black or African American            |  | 32          | 2.7%  | 163         | 5.1%  | 318         | 2.7%  | 622         | 2.7%  |
| Hispanic American Indian or Alaska Native     |  | 6           | 0.5%  | 40          | 1.3%  | 164         | 1.4%  | 353         | 1.5%  |
| Hispanic Asian                                |  | 5           | 0.4%  | 32          | 1.0%  | 84          | 0.7%  | 142         | 0.6%  |
| Hispanic Hawaiian or Pacific Islander         |  | 2           | 0.2%  | 5           | 0.1%  | 13          | 0.1%  | 27          | 0.1%  |
| Hispanic Other Race                           |  | 312         | 26.6% | 844         | 26.4% | 3,337       | 28.5% | 6,749       | 29.4% |
| Hispanic Two or More Races                    |  | 468         | 40.0% | 1,199       | 37.5% | 4,392       | 37.5% | 8,545       | 37.3% |
| Not Hispanic or Latino Population (2020)      |  | 7,715       | 88.2% | 19,273      | 87.7% | 59,964      | 84.2% | 111,552     | 83.0% |
| Hispanic or Latino Population (2020)          |  | 1,030       | 11.8% | 2,692       | 12.3% | 11,280      | 15.8% | 22,883      | 17.0% |
| Not Hispanic or Latino Population (2010)      |  | 7,348       | 90.0% | 18,206      | 90.3% | 59,848      | 87.0% | 113,430     | 86.1% |
| Hispanic or Latino Population (2010)          |  | 817         | 10.0% | 1,958       | 9.7%  | 8,942       | 13.0% | 18,386      | 13.9% |
| Not Hispanic or Latino Population (2030)      |  | 7,435       | 84.6% | 19,374      | 84.2% | 58,451      | 82.8% | 108,776     | 82.3% |
| Hispanic or Latino Population (2030)          |  | 1,350       | 15.4% | 3,647       | 15.8% | 12,152      | 17.2% | 23,318      | 17.7% |
| Projected Annual Growth (2025-2030)           |  | 180         | 3.1%  | 448         | 2.8%  | 438         | 0.7%  | 399         | 0.3%  |
| Historical Annual Growth (2010-2020)          |  | 213         | 2.6%  | 734         | 3.7%  | 2,338       | 2.6%  | 4,497       | 2.4%  |

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|---|-------|-------------|--------|-------------|--------|-------------|--------|-------------|--|
| <b>Total Age Distribution (2025)</b>          |       |             |        |             |        |             |        |             |  |
| Total Population                              |       | 8,424       |        | 22,234      |        | 70,410      |        | 132,941     |  |
| Age Under 5 Years                             | 433   | 5.1%        | 1,096  | 4.9%        | 3,664  | 5.2%        | 7,026  | 5.3%        |  |
| Age 5 to 9 Years                              | 512   | 6.1%        | 1,253  | 5.6%        | 4,053  | 5.8%        | 7,520  | 5.7%        |  |
| Age 10 to 14 Years                            | 601   | 7.1%        | 1,459  | 6.6%        | 4,622  | 6.6%        | 8,253  | 6.2%        |  |
| Age 15 to 19 Years                            | 623   | 7.4%        | 1,522  | 6.8%        | 4,853  | 6.9%        | 9,803  | 7.4%        |  |
| Age 20 to 24 Years                            | 519   | 6.2%        | 1,447  | 6.5%        | 4,439  | 6.3%        | 9,701  | 7.3%        |  |
| Age 25 to 29 Years                            | 573   | 6.8%        | 1,533  | 6.9%        | 4,806  | 6.8%        | 9,240  | 7.0%        |  |
| Age 30 to 34 Years                            | 529   | 6.3%        | 1,404  | 6.3%        | 4,794  | 6.8%        | 8,873  | 6.7%        |  |
| Age 35 to 39 Years                            | 582   | 6.9%        | 1,482  | 6.7%        | 4,786  | 6.8%        | 8,740  | 6.6%        |  |
| Age 40 to 44 Years                            | 618   | 7.3%        | 1,553  | 7.0%        | 4,797  | 6.8%        | 8,459  | 6.4%        |  |
| Age 45 to 49 Years                            | 643   | 7.6%        | 1,522  | 6.8%        | 4,387  | 6.2%        | 7,836  | 5.9%        |  |
| Age 50 to 54 Years                            | 641   | 7.6%        | 1,545  | 6.9%        | 4,432  | 6.3%        | 8,261  | 6.2%        |  |
| Age 55 to 59 Years                            | 527   | 6.3%        | 1,465  | 6.6%        | 4,616  | 6.6%        | 8,518  | 6.4%        |  |
| Age 60 to 64 Years                            | 451   | 5.3%        | 1,462  | 6.6%        | 4,720  | 6.7%        | 8,884  | 6.7%        |  |
| Age 65 to 69 Years                            | 357   | 4.2%        | 1,152  | 5.2%        | 3,842  | 5.5%        | 7,450  | 5.6%        |  |
| Age 70 to 74 Years                            | 280   | 3.3%        | 893    | 4.0%        | 2,997  | 4.3%        | 5,683  | 4.3%        |  |
| Age 75 to 79 Years                            | 205   | 2.4%        | 640    | 2.9%        | 2,121  | 3.0%        | 3,954  | 3.0%        |  |
| Age 80 to 84 Years                            | 155   | 1.8%        | 379    | 1.7%        | 1,240  | 1.8%        | 2,487  | 1.9%        |  |
| Age 85 Years or Over                          | 173   | 2.0%        | 427    | 1.9%        | 1,241  | 1.8%        | 2,254  | 1.7%        |  |
| Median Age                                    | 38.4  |             | 39.3   |             | 38.8   |             | 38.3   |             |  |
| Age 19 Years or Less                          | 2,169 | 25.7%       | 5,330  | 24.0%       | 17,192 | 24.4%       | 32,602 | 24.5%       |  |
| Age 20 to 64 Years                            | 5,084 | 60.4%       | 13,413 | 60.3%       | 41,776 | 59.3%       | 78,512 | 59.1%       |  |
| Age 65 Years or Over                          | 1,170 | 13.9%       | 3,491  | 15.7%       | 11,442 | 16.3%       | 21,828 | 16.4%       |  |
| <b>Female Age Distribution (2025)</b>         |       |             |        |             |        |             |        |             |  |
| Female Population                             | 4,304 | 51.1%       | 11,057 | 49.7%       | 35,410 | 50.3%       | 65,569 | 49.3%       |  |
| Age Under 5 Years                             | 210   | 4.9%        | 551    | 5.0%        | 1,797  | 5.1%        | 3,430  | 5.2%        |  |
| Age 5 to 9 Years                              | 255   | 5.9%        | 642    | 5.8%        | 2,030  | 5.7%        | 3,700  | 5.6%        |  |
| Age 10 to 14 Years                            | 306   | 7.1%        | 720    | 6.5%        | 2,245  | 6.3%        | 3,913  | 6.0%        |  |
| Age 15 to 19 Years                            | 306   | 7.1%        | 698    | 6.3%        | 2,374  | 6.7%        | 4,340  | 6.6%        |  |
| Age 20 to 24 Years                            | 266   | 6.2%        | 707    | 6.4%        | 2,219  | 6.3%        | 4,240  | 6.5%        |  |
| Age 25 to 29 Years                            | 248   | 5.8%        | 711    | 6.4%        | 2,351  | 6.6%        | 4,509  | 6.9%        |  |
| Age 30 to 34 Years                            | 274   | 6.4%        | 689    | 6.2%        | 2,386  | 6.7%        | 4,368  | 6.7%        |  |
| Age 35 to 39 Years                            | 300   | 7.0%        | 754    | 6.8%        | 2,437  | 6.9%        | 4,414  | 6.7%        |  |
| Age 40 to 44 Years                            | 315   | 7.3%        | 768    | 6.9%        | 2,437  | 6.9%        | 4,313  | 6.6%        |  |
| Age 45 to 49 Years                            | 333   | 7.7%        | 791    | 7.2%        | 2,253  | 6.4%        | 3,993  | 6.1%        |  |
| Age 50 to 54 Years                            | 305   | 7.1%        | 746    | 6.7%        | 2,201  | 6.2%        | 4,070  | 6.2%        |  |
| Age 55 to 59 Years                            | 259   | 6.0%        | 720    | 6.5%        | 2,291  | 6.5%        | 4,228  | 6.4%        |  |
| Age 60 to 64 Years                            | 231   | 5.4%        | 728    | 6.6%        | 2,335  | 6.6%        | 4,370  | 6.7%        |  |
| Age 65 to 69 Years                            | 200   | 4.6%        | 602    | 5.4%        | 2,010  | 5.7%        | 3,892  | 5.9%        |  |
| Age 70 to 74 Years                            | 158   | 3.7%        | 439    | 4.0%        | 1,539  | 4.3%        | 2,945  | 4.5%        |  |
| Age 75 to 79 Years                            | 126   | 2.9%        | 326    | 2.9%        | 1,141  | 3.2%        | 2,132  | 3.3%        |  |
| Age 80 to 84 Years                            | 97    | 2.2%        | 225    | 2.0%        | 730    | 2.1%        | 1,474  | 2.2%        |  |
| Age 85 Years or Over                          | 117   | 2.7%        | 241    | 2.2%        | 633    | 1.8%        | 1,237  | 1.9%        |  |
| Female Median Age                             | 39.9  |             | 40.1   |             | 39.6   |             | 39.8   |             |  |
| Age 19 Years or Less                          | 1,076 | 25.0%       | 2,611  | 23.6%       | 8,446  | 23.9%       | 15,382 | 23.5%       |  |
| Age 20 to 64 Years                            | 2,530 | 58.8%       | 6,613  | 59.8%       | 20,911 | 59.1%       | 38,506 | 58.7%       |  |
| Age 65 Years or Over                          | 698   | 16.2%       | 1,833  | 16.6%       | 6,053  | 17.1%       | 11,681 | 17.8%       |  |

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|---|-------|-------------|--------|-------------|--------|-------------|--------|-------------|--|
| <b>Male Age Distribution (2025)</b>           |       |             |        |             |        |             |        |             |  |
| Male Population                               | 4,119 | 48.9%       | 11,177 | 50.3%       | 35,000 | 49.7%       | 67,373 | 50.7%       |  |
| Age Under 5 Years                             | 223   | 5.4%        | 545    | 4.9%        | 1,867  | 5.3%        | 3,596  | 5.3%        |  |
| Age 5 to 9 Years                              | 257   | 6.2%        | 611    | 5.5%        | 2,022  | 5.8%        | 3,821  | 5.7%        |  |
| Age 10 to 14 Years                            | 295   | 7.2%        | 739    | 6.6%        | 2,377  | 6.8%        | 4,341  | 6.4%        |  |
| Age 15 to 19 Years                            | 317   | 7.7%        | 823    | 7.4%        | 2,479  | 7.1%        | 5,463  | 8.1%        |  |
| Age 20 to 24 Years                            | 253   | 6.1%        | 740    | 6.6%        | 2,219  | 6.3%        | 5,461  | 8.1%        |  |
| Age 25 to 29 Years                            | 326   | 7.9%        | 822    | 7.4%        | 2,455  | 7.0%        | 4,731  | 7.0%        |  |
| Age 30 to 34 Years                            | 255   | 6.2%        | 715    | 6.4%        | 2,408  | 6.9%        | 4,505  | 6.7%        |  |
| Age 35 to 39 Years                            | 282   | 6.8%        | 728    | 6.5%        | 2,348  | 6.7%        | 4,325  | 6.4%        |  |
| Age 40 to 44 Years                            | 304   | 7.4%        | 785    | 7.0%        | 2,361  | 6.7%        | 4,146  | 6.2%        |  |
| Age 45 to 49 Years                            | 310   | 7.5%        | 730    | 6.5%        | 2,134  | 6.1%        | 3,843  | 5.7%        |  |
| Age 50 to 54 Years                            | 336   | 8.2%        | 800    | 7.2%        | 2,232  | 6.4%        | 4,190  | 6.2%        |  |
| Age 55 to 59 Years                            | 269   | 6.5%        | 745    | 6.7%        | 2,324  | 6.6%        | 4,290  | 6.4%        |  |
| Age 60 to 64 Years                            | 220   | 5.3%        | 735    | 6.6%        | 2,385  | 6.8%        | 4,514  | 6.7%        |  |
| Age 65 to 69 Years                            | 157   | 3.8%        | 551    | 4.9%        | 1,832  | 5.2%        | 3,558  | 5.3%        |  |
| Age 70 to 74 Years                            | 122   | 3.0%        | 454    | 4.1%        | 1,458  | 4.2%        | 2,738  | 4.1%        |  |
| Age 75 to 79 Years                            | 79    | 1.9%        | 314    | 2.8%        | 980    | 2.8%        | 1,822  | 2.7%        |  |
| Age 80 to 84 Years                            | 59    | 1.4%        | 154    | 1.4%        | 511    | 1.5%        | 1,013  | 1.5%        |  |
| Age 85 Years or Over                          | 55    | 1.3%        | 186    | 1.7%        | 608    | 1.7%        | 1,017  | 1.5%        |  |
| Male Median Age                               | 36.8  |             | 38.6   |             | 38.2   |             | 37.2   |             |  |
| Age 19 Years or Less                          | 1,093 | 26.5%       | 2,719  | 24.3%       | 8,745  | 25.0%       | 17,219 | 25.6%       |  |
| Age 20 to 64 Years                            | 2,555 | 62.0%       | 6,800  | 60.8%       | 20,866 | 59.6%       | 40,006 | 59.4%       |  |
| Age 65 Years or Over                          | 472   | 11.5%       | 1,658  | 14.8%       | 5,389  | 15.4%       | 10,147 | 15.1%       |  |
| <b>Males per 100 Females (2025)</b>           |       |             |        |             |        |             |        |             |  |
| Overall Comparison                            | 96    |             | 101    |             | 99     |             | 103    |             |  |
| Age Under 5 Years                             | 106   | 51.5%       | 99     | 49.7%       | 104    | 51.0%       | 105    | 51.2%       |  |
| Age 5 to 9 Years                              | 101   | 50.3%       | 95     | 48.8%       | 100    | 49.9%       | 103    | 50.8%       |  |
| Age 10 to 14 Years                            | 96    | 49.1%       | 103    | 50.6%       | 106    | 51.4%       | 111    | 52.6%       |  |
| Age 15 to 19 Years                            | 104   | 50.9%       | 118    | 54.1%       | 104    | 51.1%       | 126    | 55.7%       |  |
| Age 20 to 24 Years                            | 95    | 48.7%       | 105    | 51.1%       | 100    | 50.0%       | 129    | 56.3%       |  |
| Age 25 to 29 Years                            | 132   | 56.8%       | 116    | 53.6%       | 104    | 51.1%       | 105    | 51.2%       |  |
| Age 30 to 34 Years                            | 93    | 48.3%       | 104    | 50.9%       | 101    | 50.2%       | 103    | 50.8%       |  |
| Age 35 to 39 Years                            | 94    | 48.4%       | 97     | 49.1%       | 96     | 49.1%       | 98     | 49.5%       |  |
| Age 40 to 44 Years                            | 97    | 49.1%       | 102    | 50.5%       | 97     | 49.2%       | 96     | 49.0%       |  |
| Age 45 to 49 Years                            | 93    | 48.2%       | 92     | 48.0%       | 95     | 48.6%       | 96     | 49.0%       |  |
| Age 50 to 54 Years                            | 110   | 52.4%       | 107    | 51.7%       | 101    | 50.3%       | 103    | 50.7%       |  |
| Age 55 to 59 Years                            | 104   | 51.0%       | 104    | 50.9%       | 101    | 50.4%       | 101    | 50.4%       |  |
| Age 60 to 64 Years                            | 95    | 48.8%       | 101    | 50.3%       | 102    | 50.5%       | 103    | 50.8%       |  |
| Age 65 to 69 Years                            | 78    | 44.0%       | 92     | 47.8%       | 91     | 47.7%       | 91     | 47.8%       |  |
| Age 70 to 74 Years                            | 77    | 43.5%       | 103    | 50.8%       | 95     | 48.6%       | 93     | 48.2%       |  |
| Age 75 to 79 Years                            | 63    | 38.7%       | 96     | 49.1%       | 86     | 46.2%       | 85     | 46.1%       |  |
| Age 80 to 84 Years                            | 61    | 37.7%       | 68     | 40.6%       | 70     | 41.2%       | 69     | 40.7%       |  |
| Age 85 Years or Over                          | 47    | 32.0%       | 77     | 43.6%       | 96     | 49.0%       | 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   | 50.6%       | 105    | 51.2%       | 100    | 50.1%       | 109    | 52.0%       |  |
| Age 40 to 64 Years                            | 100   | 49.9%       | 101    | 50.3%       | 99     | 49.8%       | 100    | 50.0%       |  |
| Age 65 Years or Over                          | 68    | 40.3%       | 90     | 47.5%       | 89     | 47.1%       | 87     | 46.5%       |  |

# Complete Profile

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



Lat/Lon: 42.5665/-87.9326

| 10288 77th Ave.<br>Pleasant Prairie, WI 53158 |  | 1 mi radius |       | 3 mi radius |       | 5 mi radius |       | 7 mi radius |       |
|---|--|-------------|-------|-------------|-------|-------------|-------|-------------|-------|
| <b>Household Type (2025)</b>                  |  |             |       |             |       |             |       |             |       |
| Total Households                              |  | 3,383       |       | 8,952       |       | 28,481      |       | 54,008      |       |
| Households with Children                      |  | 1,214       | 35.9% | 2,894       | 32.3% | 9,017       | 31.7% | 16,160      | 29.9% |
| Average Household Size                        |  | 2.5         |       | 2.4         |       | 2.4         |       | 2.4         |       |
| Household Density per Square Mile             |  | 1,077       |       | 317         |       | 363         |       | 351         |       |
| Population Family                             |  | 6,829       | 81.1% | 17,012      | 76.5% | 54,782      | 77.8% | 99,963      | 75.2% |
| Population Non-Family                         |  | 1,536       | 18.2% | 4,575       | 20.6% | 14,564      | 20.7% | 28,899      | 21.7% |
| Population Group Quarters                     |  | 59          | 0.7%  | 647         | 2.9%  | 1,063       | 1.5%  | 4,080       | 3.1%  |
| Family Households                             |  | 2,287       | 67.6% | 5,708       | 63.8% | 18,046      | 63.4% | 32,716      | 60.6% |
| Married Couple Households                     |  | 1,881       | 82.2% | 4,522       | 79.2% | 12,923      | 71.6% | 22,588      | 69.0% |
| Other Family Households with Children         |  | 407         | 17.8% | 1,186       | 20.8% | 5,123       | 28.4% | 10,128      | 31.0% |
| Family Households with Children               |  | 1,213       | 53.0% | 2,888       | 50.6% | 9,001       | 49.9% | 16,130      | 49.3% |
| Married Couple with Children                  |  | 884         | 72.9% | 2,064       | 71.5% | 5,725       | 63.6% | 9,735       | 60.4% |
| Other Family Households with Children         |  | 329         | 27.1% | 824         | 28.5% | 3,275       | 36.4% | 6,395       | 39.6% |
| Family Households No Children                 |  | 1,074       | 47.0% | 2,820       | 49.4% | 9,045       | 50.1% | 16,586      | 50.7% |
| Married Couple No Children                    |  | 996         | 92.8% | 2,458       | 87.1% | 7,197       | 79.6% | 12,853      | 77.5% |
| Other Family Households No Children           |  | 78          | 7.2%  | 362         | 12.9% | 1,848       | 20.4% | 3,733       | 22.5% |
| Non-Family Households                         |  | 1,096       | 32.4% | 3,243       | 36.2% | 10,435      | 36.6% | 21,292      | 39.4% |
| Non-Family Households with Children           |  | 1           | -     | 6           | 0.2%  | 16          | 0.2%  | 29          | 0.1%  |
| Non-Family Households No Children             |  | 1,095       | 99.9% | 3,237       | 99.8% | 10,419      | 99.8% | 21,263      | 99.9% |
| Average Family Household Size                 |  | 3.0         |       | 3.0         |       | 3.0         |       | 3.1         |       |
| Average Family Income                         |  | \$159,285   |       | \$156,949   |       | \$135,126   |       | \$129,878   |       |
| Median Family Income                          |  | \$129,954   |       | \$127,740   |       | \$109,136   |       | \$103,123   |       |
| Average Non-Family Household Size             |  | 1.4         |       | 1.4         |       | 1.4         |       | 1.4         |       |
| <b>Marital Status (2025)</b>                  |  |             |       |             |       |             |       |             |       |
| Population Age 15 Years or Over               |  | 6,878       |       | 18,426      |       | 58,071      |       | 110,142     |       |
| Never Married                                 |  | 2,285       | 33.2% | 6,397       | 34.7% | 21,788      | 37.5% | 43,016      | 39.1% |
| Currently Married                             |  | 3,538       | 51.4% | 9,052       | 49.1% | 25,665      | 44.2% | 47,193      | 42.8% |
| Previously Married                            |  | 1,054       | 15.3% | 2,977       | 16.2% | 10,618      | 18.3% | 19,933      | 18.1% |
| Separated                                     |  | 91          | 8.6%  | 487         | 16.4% | 1,536       | 14.5% | 2,753       | 13.8% |
| Widowed                                       |  | 335         | 31.8% | 742         | 24.9% | 2,487       | 23.4% | 4,961       | 24.9% |
| Divorced                                      |  | 628         | 59.6% | 1,747       | 58.7% | 6,595       | 62.1% | 12,220      | 61.3% |
| <b>Educational Attainment (2025)</b>          |  |             |       |             |       |             |       |             |       |
| Adult Population Age 25 Years or Over         |  | 5,735       |       | 15,457      |       | 48,779      |       | 90,639      |       |
| Elementary (Grade Level 0 to 8)               |  | 157         | 2.7%  | 329         | 2.1%  | 1,815       | 3.7%  | 3,808       | 4.2%  |
| Some High School (Grade Level 9 to 11)        |  | 335         | 5.8%  | 738         | 4.8%  | 2,361       | 4.8%  | 4,305       | 4.7%  |
| High School Graduate                          |  | 1,310       | 22.8% | 3,679       | 23.8% | 13,385      | 27.4% | 24,554      | 27.1% |
| Some College                                  |  | 973         | 17.0% | 3,002       | 19.4% | 9,934       | 20.4% | 19,590      | 21.6% |
| Associate Degree Only                         |  | 548         | 9.5%  | 1,540       | 10.0% | 4,936       | 10.1% | 9,286       | 10.2% |
| Bachelor Degree Only                          |  | 1,574       | 27.4% | 4,167       | 27.0% | 10,748      | 22.0% | 18,563      | 20.5% |
| Graduate Degree                               |  | 839         | 14.6% | 2,004       | 13.0% | 5,599       | 11.5% | 10,534      | 11.6% |
| Any College (Some College or Higher)          |  | 3,934       | 68.6% | 10,712      | 69.3% | 31,217      | 64.0% | 57,972      | 64.0% |
| College Degree + (Bachelor Degree or Higher)  |  | 2,413       | 42.1% | 6,170       | 39.9% | 16,347      | 33.5% | 29,096      | 32.1% |

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# Complete Profile

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



Lat/Lon: 42.5665/-87.9326

| 10288 77th Ave.<br>Pleasant Prairie, WI 53158  | 1 mi radius |       | 3 mi radius |       | 5 mi radius |       | 7 mi radius |       |
|--|-------------|-------|-------------|-------|-------------|-------|-------------|-------|
| <b>Housing</b>                                 |             |       |             |       |             |       |             |       |
| Total Housing Units (2025)                     | 3,595       |       | 9,523       |       | 30,468      |       | 58,024      |       |
| Total Housing Units (2020)                     | 3,370       |       | 8,705       |       | 29,078      |       | 56,086      |       |
| Historical Annual Growth (2020-2025)           | 225         | 1.3%  | 818         | 1.9%  | 1,389       | 1.0%  | 1,938       | 0.7%  |
| Housing Units Occupied (2025)                  | 3,383       | 94.1% | 8,952       | 94.0% | 28,481      | 93.5% | 54,008      | 93.1% |
| Housing Units Owner-Occupied                   | 2,119       | 62.6% | 5,538       | 61.9% | 18,097      | 63.5% | 32,546      | 60.3% |
| Housing Units Renter-Occupied                  | 1,264       | 37.4% | 3,413       | 38.1% | 10,384      | 36.5% | 21,462      | 39.7% |
| Housing Units Vacant (2025)                    | 212         | 5.9%  | 572         | 6.0%  | 1,987       | 6.5%  | 4,016       | 6.9%  |
| <b>Household Size (2025)</b>                   |             |       |             |       |             |       |             |       |
| Total Households                               | 3,383       |       | 8,952       |       | 28,481      |       | 54,008      |       |
| 1 Person Households                            | 828         | 24.5% | 2,457       | 27.5% | 8,060       | 28.3% | 16,974      | 31.4% |
| 2 Person Households                            | 1,337       | 39.5% | 3,407       | 38.1% | 10,265      | 36.0% | 18,306      | 33.9% |
| 3 Person Households                            | 511         | 15.1% | 1,292       | 14.4% | 4,136       | 14.5% | 7,697       | 14.3% |
| 4 Person Households                            | 412         | 12.2% | 1,048       | 11.7% | 3,455       | 12.1% | 6,282       | 11.6% |
| 5 Person Households                            | 191         | 5.7%  | 484         | 5.4%  | 1,633       | 5.7%  | 2,999       | 5.6%  |
| 6 Person Households                            | 66          | 1.9%  | 172         | 1.9%  | 648         | 2.3%  | 1,171       | 2.2%  |
| 7 or More Person Households                    | 38          | 1.1%  | 91          | 1.0%  | 285         | 1.0%  | 578         | 1.1%  |
| <b>Household Income Distribution (2025)</b>    |             |       |             |       |             |       |             |       |
| HH Income \$200,000 or More                    | 533         | 15.8% | 1,309       | 14.6% | 2,845       | 10.0% | 4,994       | 9.2%  |
| HH Income \$150,000 to \$199,999               | 669         | 19.8% | 1,629       | 18.2% | 3,860       | 13.6% | 5,915       | 11.0% |
| HH Income \$125,000 to \$149,999               | 231         | 6.8%  | 737         | 8.2%  | 2,678       | 9.4%  | 4,617       | 8.5%  |
| HH Income \$100,000 to \$124,999               | 400         | 11.8% | 1,011       | 11.3% | 3,047       | 10.7% | 5,451       | 10.1% |
| HH Income \$75,000 to \$99,999                 | 520         | 15.4% | 1,352       | 15.1% | 4,169       | 14.6% | 7,260       | 13.4% |
| HH Income \$50,000 to \$74,999                 | 428         | 12.7% | 1,365       | 15.2% | 4,742       | 16.7% | 8,759       | 16.2% |
| HH Income \$35,000 to \$49,999                 | 193         | 5.7%  | 524         | 5.9%  | 2,613       | 9.2%  | 5,882       | 10.9% |
| HH Income \$25,000 to \$34,999                 | 166         | 4.9%  | 297         | 3.3%  | 1,260       | 4.4%  | 3,687       | 6.8%  |
| HH Income \$15,000 to \$24,999                 | 117         | 3.5%  | 288         | 3.2%  | 1,544       | 5.4%  | 3,396       | 6.3%  |
| HH Income \$10,000 to \$14,999                 | 61          | 1.8%  | 129         | 1.4%  | 748         | 2.6%  | 1,626       | 3.0%  |
| HH Income Under \$10,000                       | 65          | 1.9%  | 311         | 3.5%  | 975         | 3.4%  | 2,422       | 4.5%  |
| <b>Household Vehicles (2025)</b>               |             |       |             |       |             |       |             |       |
| Households 0 Vehicles Available                | 169         | 5.0%  | 321         | 3.6%  | 1,558       | 5.5%  | 3,420       | 6.3%  |
| Households 1 Vehicle Available                 | 957         | 28.3% | 2,650       | 29.6% | 9,924       | 34.8% | 19,487      | 36.1% |
| Households 2 Vehicles Available                | 1,596       | 47.2% | 4,017       | 44.9% | 10,796      | 37.9% | 20,464      | 37.9% |
| Households 3 or More Vehicles Available        | 661         | 19.5% | 1,964       | 21.9% | 6,203       | 21.8% | 10,637      | 19.7% |
| Total Vehicles Available                       | 6,608       |       | 17,647      |       | 53,008      |       | 97,441      |       |
| Average Vehicles per Household                 | 2.0         |       | 2.0         |       | 1.9         |       | 1.8         |       |
| Owner-Occupied Household Vehicles              | 4,800       | 72.6% | 12,257      | 69.5% | 37,905      | 71.5% | 68,321      | 70.1% |
| Average Vehicles per Owner-Occupied Household  | 2.3         |       | 2.2         |       | 2.1         |       | 2.1         |       |
| Renter-Occupied Household Vehicles             | 1,809       | 27.4% | 5,390       | 30.5% | 15,104      | 28.5% | 29,120      | 29.9% |
| Average Vehicles per Renter-Occupied Household | 1.4         |       | 1.6         |       | 1.5         |       | 1.4         |       |
| <b>Travel Time (2025)</b>                      |             |       |             |       |             |       |             |       |
| Worker Base Age 16 years or Over               | 4,799       |       | 13,049      |       | 39,125      |       | 70,342      |       |
| Travel to Work in 14 Minutes or Less           | 1,566       | 32.6% | 4,168       | 31.9% | 13,976      | 35.7% | 22,886      | 32.5% |
| Travel to Work in 15 to 29 Minutes             | 918         | 19.1% | 3,147       | 24.1% | 10,090      | 25.8% | 21,605      | 30.7% |
| Travel to Work in 30 to 59 Minutes             | 1,247       | 26.0% | 3,169       | 24.3% | 8,690       | 22.2% | 15,250      | 21.7% |
| Travel to Work in 60 Minutes or More           | 242         | 5.0%  | 688         | 5.3%  | 2,001       | 5.1%  | 3,980       | 5.7%  |
| Work at Home                                   | 827         | 17.2% | 1,877       | 14.4% | 4,368       | 11.2% | 6,621       | 9.4%  |
| Average Minutes Travel to Work                 | 20.4        |       | 19.7        |       | 18.1        |       | 18.9        |       |

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|--|-------------|-------|-------------|-------|-------------|-------|-------------|-------|
| <b>Transportation To Work (2025)</b>           |             |       |             |       |             |       |             |       |
| Worker Base Age 16 years or Over               | 4,799       |       | 13,049      |       | 39,125      |       | 70,342      |       |
| Drive to Work Alone                            | 3,623       | 75.5% | 10,299      | 78.9% | 30,749      | 78.6% | 55,760      | 79.3% |
| Drive to Work in Carpool                       | 233         | 4.9%  | 554         | 4.2%  | 2,653       | 6.8%  | 4,754       | 6.8%  |
| Travel to Work by Public Transportation        | 15          | 0.3%  | 49          | 0.4%  | 545         | 1.4%  | 1,292       | 1.8%  |
| Drive to Work on Motorcycle                    | -           | -     | -           | -     | 1           | -     | 9           | -     |
| Bicycle to Work                                | 9           | 0.2%  | 14          | 0.1%  | 30          | -     | 131         | 0.2%  |
| Walk to Work                                   | 79          | 1.6%  | 186         | 1.4%  | 573         | 1.5%  | 1,311       | 1.9%  |
| Other Means                                    | 12          | 0.3%  | 70          | 0.5%  | 205         | 0.5%  | 465         | 0.7%  |
| Work at Home                                   | 827         | 17.2% | 1,877       | 14.4% | 4,368       | 11.2% | 6,621       | 9.4%  |
| <b>Daytime Demographics (2025)</b>             |             |       |             |       |             |       |             |       |
| Total Businesses                               | 248         |       | 1,103       |       | 2,373       |       | 3,674       |       |
| Total Employees                                | 3,021       |       | 17,380      |       | 34,999      |       | 47,446      |       |
| Company Headquarter Businesses                 | 3           | 1.1%  | 40          | 3.6%  | 75          | 3.2%  | 108         | 2.9%  |
| Company Headquarter Employees                  | 731         | 24.2% | 4,741       | 27.3% | 11,118      | 31.8% | 13,266      | 28.0% |
| Employee Population per Business               | 12.2 to 1   |       | 15.8 to 1   |       | 14.7 to 1   |       | 12.9 to 1   |       |
| Residential Population per Business            | 33.9 to 1   |       | 20.2 to 1   |       | 29.7 to 1   |       | 36.2 to 1   |       |
| Adj. Daytime Demographics Age 16 Years or Over | 4,993       |       | 22,483      |       | 52,912      |       | 85,305      |       |
| <b>Labor Force</b>                             |             |       |             |       |             |       |             |       |
| Labor Population Age 16 Years or Over (2025)   | 6,771       |       | 18,152      |       | 57,097      |       | 108,409     |       |
| Labor Force Total Males (2025)                 | 3,300       | 48.7% | 9,146       | 50.4% | 28,246      | 49.5% | 54,723      | 50.5% |
| Male Civilian Employed                         | 2,475       | 75.0% | 6,859       | 75.0% | 19,994      | 70.8% | 36,799      | 67.2% |
| Male Civilian Unemployed                       | 71          | 2.2%  | 222         | 2.4%  | 760         | 2.7%  | 1,716       | 3.1%  |
| Males in Armed Forces                          | -           | -     | -           | -     | 40          | 0.1%  | 170         | 0.3%  |
| Males Not in Labor Force                       | 753         | 22.8% | 2,065       | 22.6% | 7,453       | 26.4% | 16,039      | 29.3% |
| Labor Force Total Females (2025)               | 3,471       | 51.3% | 9,006       | 49.6% | 28,851      | 50.5% | 53,686      | 49.5% |
| Female Civilian Employed                       | 2,324       | 66.9% | 6,190       | 68.7% | 19,131      | 66.3% | 33,548      | 62.5% |
| Female Civilian Unemployed                     | 83          | 2.4%  | 158         | 1.8%  | 406         | 1.4%  | 808         | 1.5%  |
| Females in Armed Forces                        | -           | -     | -           | -     | 19          | -     | 34          | -     |
| Females Not in Labor Force                     | 1,064       | 30.7% | 2,657       | 29.5% | 9,295       | 32.2% | 19,297      | 35.9% |
| Unemployment Rate                              | 154         | 2.3%  | 381         | 2.1%  | 1,165       | 2.0%  | 2,524       | 2.3%  |
| <b>Occupation (2025)</b>                       |             |       |             |       |             |       |             |       |
| Occupation Population Age 16 Years or Over     | 4,799       |       | 13,049      |       | 39,125      |       | 70,342      |       |
| Occupation Total Males                         | 2,475       | 51.6% | 6,859       | 52.6% | 19,994      | 51.1% | 36,795      | 52.3% |
| Occupation Total Females                       | 2,324       | 48.4% | 6,190       | 47.4% | 19,131      | 48.9% | 33,548      | 47.7% |
| Management, Business, Financial Operations     | 839         | 17.5% | 2,290       | 17.6% | 6,513       | 16.6% | 10,842      | 15.4% |
| Professional, Related                          | 1,296       | 27.0% | 3,397       | 26.0% | 9,330       | 23.8% | 16,935      | 24.1% |
| Service  | 637         | 13.3% | 1,687       | 12.9% | 5,152       | 13.2% | 10,289      | 14.6% |
| Sales, Office                                  | 926         | 19.3% | 2,832       | 21.7% | 8,777       | 22.4% | 15,260      | 21.7% |
| Farming, Fishing, Forestry                     | 31          | 0.6%  | 49          | 0.4%  | 70          | 0.2%  | 131         | 0.2%  |
| Construction, Extraction, Maintenance          | 283         | 5.9%  | 846         | 6.5%  | 2,399       | 6.1%  | 4,044       | 5.7%  |
| Production, Transport, Material Moving         | 788         | 16.4% | 1,948       | 14.9% | 6,884       | 17.6% | 12,842      | 18.3% |
| White Collar Workers                           | 3,061       | 63.8% | 8,519       | 65.3% | 24,619      | 62.9% | 43,037      | 61.2% |
| Blue Collar Workers                            | 1,738       | 36.2% | 4,530       | 34.7% | 14,506      | 37.1% | 27,305      | 38.8% |

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 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.5665/-87.9326

| 10288 77th Ave.<br>Pleasant Prairie, WI 53158 |  | 1 mi radius |       | 3 mi radius |       | 5 mi radius |       | 7 mi radius |       |
|---|--|-------------|-------|-------------|-------|-------------|-------|-------------|-------|
| <b>Units In Structure (2025)</b>              |  |             |       |             |       |             |       |             |       |
| Total Units                                   |  | 3,383       |       | 8,952       |       | 28,481      |       | 54,008      |       |
| 1 Detached Unit                               |  | 1,966       | 58.1% | 5,169       | 57.7% | 17,654      | 62.0% | 31,789      | 58.9% |
| 1 Attached Unit                               |  | 61          | 1.8%  | 181         | 2.0%  | 849         | 3.0%  | 1,667       | 3.1%  |
| 2 Units                                       |  | 115         | 3.4%  | 267         | 3.0%  | 1,525       | 5.4%  | 3,735       | 6.9%  |
| 3 to 4 Units                                  |  | 22          | 0.6%  | 106         | 1.2%  | 787         | 2.8%  | 1,849       | 3.4%  |
| 5 to 9 Units                                  |  | 149         | 4.4%  | 624         | 7.0%  | 2,336       | 8.2%  | 4,414       | 8.2%  |
| 10 to 19 Units                                |  | 228         | 6.7%  | 694         | 7.8%  | 1,935       | 6.8%  | 3,428       | 6.3%  |
| 20 to 49 Units                                |  | 316         | 9.4%  | 880         | 9.8%  | 1,440       | 5.1%  | 2,800       | 5.2%  |
| 50 or More Units                              |  | 451         | 13.3% | 806         | 9.0%  | 1,556       | 5.5%  | 3,361       | 6.2%  |
| Mobile Home or Trailer                        |  | 75          | 2.2%  | 225         | 2.5%  | 399         | 1.4%  | 965         | 1.8%  |
| Other Structure                               |  | -           | -     | -           | -     | -           | -     | -           | -     |
| <b>Homes Built By Year (2025)</b>             |  |             |       |             |       |             |       |             |       |
| Homes Built 2020 or later                     |  | 17          | 0.5%  | 102         | 1.1%  | 561         | 1.8%  | 850         | 1.5%  |
| Homes Built 2010 to 2019                      |  | 516         | 14.3% | 1,518       | 15.9% | 2,989       | 9.8%  | 4,830       | 8.3%  |
| Homes Built 2000 to 2009                      |  | 1,222       | 34.0% | 2,555       | 26.8% | 5,336       | 17.5% | 8,789       | 15.1% |
| Homes Built 1990 to 1999                      |  | 882         | 24.5% | 1,774       | 18.6% | 3,914       | 12.8% | 7,670       | 13.2% |
| Homes Built 1980 to 1989                      |  | 243         | 6.8%  | 961         | 10.1% | 1,995       | 6.5%  | 3,878       | 6.7%  |
| Homes Built 1970 to 1979                      |  | 133         | 3.7%  | 649         | 6.8%  | 2,961       | 9.7%  | 5,621       | 9.7%  |
| Homes Built 1960 to 1969                      |  | 55          | 1.5%  | 360         | 3.8%  | 2,339       | 7.7%  | 4,497       | 7.7%  |
| Homes Built 1950 to 1959                      |  | 119         | 3.3%  | 394         | 4.1%  | 3,058       | 10.0% | 5,701       | 9.8%  |
| Homes Built 1940 to 1949                      |  | 46          | 1.3%  | 167         | 1.8%  | 1,418       | 4.7%  | 3,001       | 5.2%  |
| Homes Built Before 1939                       |  | 151         | 4.2%  | 470         | 4.9%  | 3,909       | 12.8% | 9,172       | 15.8% |
| Median Age of Homes                           |  | 29.9        | yrs   | 33.0        | yrs   | 45.7        | yrs   | 48.6        | yrs   |
| <b>Home Values (2025)</b>                     |  |             |       |             |       |             |       |             |       |
| Owner Specified Housing Units                 |  | 2,119       |       | 5,538       |       | 18,097      |       | 32,546      |       |
| Home Values \$1,000,000 or More               |  | 19          | 0.9%  | 46          | 0.8%  | 191         | 1.1%  | 438         | 1.3%  |
| Home Values \$750,000 to \$999,999            |  | 18          | 0.9%  | 131         | 2.4%  | 429         | 2.4%  | 807         | 2.5%  |
| Home Values \$500,000 to \$749,999            |  | 155         | 7.3%  | 479         | 8.6%  | 1,307       | 7.2%  | 2,265       | 7.0%  |
| Home Values \$400,000 to \$499,999            |  | 209         | 9.9%  | 695         | 12.5% | 1,481       | 8.2%  | 2,879       | 8.8%  |
| Home Values \$300,000 to \$399,999            |  | 821         | 38.8% | 1,730       | 31.2% | 3,782       | 20.9% | 6,237       | 19.2% |
| Home Values \$250,000 to \$299,999            |  | 280         | 13.2% | 826         | 14.9% | 2,624       | 14.5% | 4,394       | 13.5% |
| Home Values \$200,000 to \$249,999            |  | 224         | 10.6% | 653         | 11.8% | 2,724       | 15.1% | 4,971       | 15.3% |
| Home Values \$175,000 to \$199,999            |  | 71          | 3.4%  | 187         | 3.4%  | 1,462       | 8.1%  | 2,842       | 8.7%  |
| Home Values \$150,000 to \$174,999            |  | 123         | 5.8%  | 186         | 3.4%  | 1,951       | 10.8% | 3,564       | 10.9% |
| Home Values \$125,000 to \$149,999            |  | 19          | 0.9%  | 41          | 0.7%  | 399         | 2.2%  | 724         | 2.2%  |
| Home Values \$100,000 to \$124,999            |  | 27          | 1.3%  | 112         | 2.0%  | 468         | 2.6%  | 1,043       | 3.2%  |
| Home Values \$90,000 to \$99,999              |  | 21          | 1.0%  | 74          | 1.3%  | 218         | 1.2%  | 343         | 1.1%  |
| Home Values \$80,000 to \$89,999              |  | 10          | 0.5%  | 27          | 0.5%  | 121         | 0.7%  | 209         | 0.6%  |
| Home Values \$70,000 to \$79,999              |  | 2           | -     | 7           | 0.1%  | 34          | 0.2%  | 192         | 0.6%  |
| Home Values \$60,000 to \$69,999              |  | -           | -     | 1           | -     | 2           | -     | 4           | -     |
| Home Values \$50,000 to \$59,999              |  | 13          | 0.6%  | 60          | 1.1%  | 106         | 0.6%  | 147         | 0.5%  |
| Home Values \$35,000 to \$49,999              |  | 21          | 1.0%  | 34          | 0.6%  | 165         | 0.9%  | 248         | 0.8%  |
| Home Values \$25,000 to \$34,999              |  | 33          | 1.6%  | 89          | 1.6%  | 121         | 0.7%  | 255         | 0.8%  |
| Home Values \$10,000 to \$24,999              |  | 12          | 0.6%  | 45          | 0.8%  | 186         | 1.0%  | 436         | 1.3%  |
| Home Values Under \$10,000                    |  | 40          | 1.9%  | 115         | 2.1%  | 325         | 1.8%  | 550         | 1.7%  |
| Owner-Occupied Median Home Value              |  | \$315,853   |       | \$321,962   |       | \$275,039   |       | \$272,861   |       |
| Renter-Occupied Median Rent                   |  | \$1,316     |       | \$1,315     |       | \$1,176     |       | \$1,089     |       |

# Complete Profile

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



Lat/Lon: 42.5665/-87.9326

| 10288 77th Ave.<br>Pleasant Prairie, WI 53158        | 1 mi radius   | 3 mi radius   | 5 mi radius   | 7 mi radius   |
|--|---------------|---------------|---------------|---------------|
| <b>Total Annual Consumer Expenditure (2025)</b>      |               |               |               |               |
| Total Household Expenditure                          | \$409.47 M    | \$1.06 B      | \$3.03 B      | \$5.44 B      |
| Total Non-Retail Expenditure                         | \$210.29 M    | \$543.53 M    | \$1.51 B      | \$2.7 B       |
| Total Retail Expenditure                             | \$199.18 M    | \$517.09 M    | \$1.52 B      | \$2.74 B      |
| Alcoholic Beverages                                  | \$2.54 M      | \$6.55 M      | \$18.72 M     | \$33.41 M     |
| Apparel  | \$7.54 M      | \$19.43 M     | \$56.18 M     | \$100.87 M    |
| Contributions  | \$13.73 M     | \$35.37 M     | \$98.67 M     | \$174.16 M    |
| Education  | \$9.65 M      | \$24.86 M     | \$70 M        | \$124.12 M    |
| Entertainment  | \$23.28 M     | \$60.03 M     | \$173.91 M    | \$312.46 M    |
| Food Away From Home                                  | \$18.03 M     | \$46.46 M     | \$133.9 M     | \$239.97 M    |
| Grocery  | \$24.59 M     | \$63.4 M      | \$194.07 M    | \$357.08 M    |
| Health Care  | \$22.21 M     | \$58.74 M     | \$186.22 M    | \$352.51 M    |
| Household Furnishings and Equipment                  | \$10.97 M     | \$28.26 M     | \$81.12 M     | \$145.1 M     |
| Household Operations                                 | \$7.54 M      | \$19.41 M     | \$56.43 M     | \$101.72 M    |
| Miscellaneous Expenses                               | \$7.03 M      | \$18.15 M     | \$52.27 M     | \$93.54 M     |
| Personal Care  | \$4.94 M      | \$12.73 M     | \$38.36 M     | \$70.11 M     |
| Shelter  | \$64.24 M     | \$166.36 M    | \$485.88 M    | \$884.12 M    |
| Tax and Retirement                                   | \$111.2 M     | \$284.72 M    | \$751.17 M    | \$1.3 B       |
| Tobacco and Related                                  | \$1.56 M      | \$4.06 M      | \$13.91 M     | \$26.86 M     |
| Transportation                                       | \$63.04 M     | \$167.27 M    | \$483.59 M    | \$866.95 M    |
| Utilities  | \$17.39 M     | \$44.83 M     | \$138.02 M    | \$254.58 M    |
| <b>Monthly Household Consumer Expenditure (2025)</b> |               |               |               |               |
| Total Household Expenditure                          | \$10,086      | \$9,874       | \$8,873       | \$8,395       |
| Total Non-Retail Expenditure                         | \$5,180 51.4% | \$5,060 51.2% | \$4,427 49.9% | \$4,166 49.6% |
| Total Retail Expenditures                            | \$4,906 48.6% | \$4,814 48.8% | \$4,446 50.1% | \$4,229 50.4% |
| Alcoholic Beverages                                  | \$63 0.6%     | \$61 0.6%     | \$55 0.6%     | \$52 0.6%     |
| Apparel  | \$186 1.8%    | \$181 1.8%    | \$164 1.9%    | \$156 1.9%    |
| Contributions  | \$338 3.4%    | \$329 3.3%    | \$289 3.3%    | \$269 3.2%    |
| Education  | \$238 2.4%    | \$231 2.3%    | \$205 2.3%    | \$192 2.3%    |
| Entertainment  | \$573 5.7%    | \$559 5.7%    | \$509 5.7%    | \$482 5.7%    |
| Food Away From Home                                  | \$444 4.4%    | \$432 4.4%    | \$392 4.4%    | \$370 4.4%    |
| Grocery  | \$606 6.0%    | \$590 6.0%    | \$568 6.4%    | \$551 6.6%    |
| Health Care  | \$547 5.4%    | \$547 5.5%    | \$545 6.1%    | \$544 6.5%    |
| Household Furnishings and Equipment                  | \$270 2.7%    | \$263 2.7%    | \$237 2.7%    | \$224 2.7%    |
| Household Operations                                 | \$186 1.8%    | \$181 1.8%    | \$165 1.9%    | \$157 1.9%    |
| Miscellaneous Expenses                               | \$173 1.7%    | \$169 1.7%    | \$153 1.7%    | \$144 1.7%    |
| Personal Care  | \$122 1.2%    | \$118 1.2%    | \$112 1.3%    | \$108 1.3%    |
| Shelter  | \$1,582 15.7% | \$1,549 15.7% | \$1,422 16.0% | \$1,364 16.3% |
| Tax and Retirement                                   | \$2,739 27.2% | \$2,651 26.8% | \$2,198 24.8% | \$2,011 24.8% |
| Tobacco and Related                                  | \$39 0.4%     | \$38 0.4%     | \$41 0.5%     | \$41 0.5%     |
| Transportation                                       | \$1,553 15.4% | \$1,557 15.8% | \$1,415 15.9% | \$1,338 15.9% |
| Utilities  | \$428 4.2%    | \$417 4.2%    | \$404 4.6%    | \$393 4.7%    |