

# Complete Profile

2010-2020 Census, 2022 Estimates with 2027 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.5638/-87.9277

9777 76th St Pleasant Prairie, WI 53158	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
<b>Population</b>								
Estimated Population (2022)	9,751		23,781		77,996		134,895	
Projected Population (2027)	9,923		24,197		79,117		136,574	
Census Population (2020)	9,717		23,844		78,694		135,769	
Census Population (2010)	8,848		22,261		76,425		133,218	
Projected Annual Growth (2022-2027)	172	0.4%	416	0.3%	1,121	0.3%	1,679	0.2%
Historical Annual Growth (2020-2022)	34	0.2%	-63	-0.1%	-698	-0.4%	-874	-0.3%
Historical Annual Growth (2010-2020)	869	1.0%	1,583	0.7%	2,270	0.3%	2,551	0.2%
Estimated Population Density (2022)	3,105 <i>psm</i>		842 <i>psm</i>		993 <i>psm</i>		877 <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 (2022)	3,759		9,058		30,475		53,050	
Projected Households (2027)	3,804		9,166		30,725		53,412	
Census Households (2020)	3,748		9,077		30,709		53,346	
Census Households (2010)	3,219		8,077		28,359		49,822	
Projected Annual Growth (2022-2027)	45	0.2%	109	0.2%	249	0.2%	362	0.1%
Historical Annual Change (2010-2022)	541	1.4%	980	1.0%	2,116	0.6%	3,228	0.5%
<b>Average Household Income</b>								
Estimated Average Household Income (2022)	\$101,364		\$101,569		\$84,730		\$82,878	
Projected Average Household Income (2027)	\$118,510		\$128,413		\$104,635		\$101,854	
Census Average Household Income (2010)	\$74,576		\$77,775		\$64,841		\$63,817	
Census Average Household Income (2000)	\$71,306		\$65,021		\$56,880		\$55,423	
Projected Annual Change (2022-2027)	\$17,147	3.4%	\$26,843	5.3%	\$19,905	4.7%	\$18,976	4.6%
Historical Annual Change (2000-2022)	\$30,057	1.9%	\$36,548	2.6%	\$27,850	2.2%	\$27,455	2.3%
<b>Median Household Income</b>								
Estimated Median Household Income (2022)	\$98,288		\$89,053		\$74,714		\$70,990	
Projected Median Household Income (2027)	\$118,273		\$107,479		\$90,973		\$86,126	
Census Median Household Income (2010)	\$63,602		\$64,582		\$54,521		\$52,813	
Census Median Household Income (2000)	\$64,024		\$60,618		\$50,111		\$47,331	
Projected Annual Change (2022-2027)	\$19,985	4.1%	\$18,426	4.1%	\$16,260	4.4%	\$15,136	4.3%
Historical Annual Change (2000-2022)	\$34,264	2.4%	\$28,436	2.1%	\$24,603	2.2%	\$23,658	2.3%
<b>Per Capita Income</b>								
Estimated Per Capita Income (2022)	\$39,168		\$39,017		\$33,285		\$32,854	
Projected Per Capita Income (2027)	\$45,518		\$48,972		\$40,811		\$40,091	
Census Per Capita Income (2010)	\$27,134		\$28,222		\$24,060		\$23,864	
Census Per Capita Income (2000)	\$26,160		\$23,771		\$21,190		\$20,695	
Projected Annual Change (2022-2027)	\$6,350	3.2%	\$9,955	5.1%	\$7,525	4.5%	\$7,237	4.4%
Historical Annual Change (2000-2022)	\$13,009	2.3%	\$15,246	2.9%	\$12,095	2.6%	\$12,159	2.7%
Estimated Average Household Net Worth (2022)	\$651,100		\$578,514		\$447,504		\$432,484	

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Lat/Lon: 42.5638/-87.9277

9777 76th St Pleasant Prairie, WI 53158	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
<b>Race and Ethnicity</b>								
Total Population (2022)	9,751		23,781		77,996		134,895	
White (2022)	7,207	73.9%	17,635	74.2%	56,356	72.3%	94,850	70.3%
Black or African American (2022)	568	5.8%	1,794	7.5%	6,556	8.4%	12,056	8.9%
American Indian or Alaska Native (2022)	19	0.2%	74	0.3%	339	0.4%	622	0.5%
Asian (2022)	613	6.3%	1,117	4.7%	1,810	2.3%	5,022	3.7%
Hawaiian or Pacific Islander (2022)	6	-	14	-	48	-	78	-
Other Race (2022)	668	6.9%	1,571	6.6%	6,427	8.2%	10,668	7.9%
Two or More Races (2022)	671	6.9%	1,577	6.6%	6,461	8.3%	11,600	8.6%
Population < 18 (2022)	2,507 25.7%		5,745 24.2%		18,529 23.8%		30,837 22.9%	
White Not Hispanic	1,548	61.8%	3,508	61.1%	9,802	52.9%	15,669	50.8%
Black or African American	162	6.5%	428	7.5%	1,946	10.5%	3,649	11.8%
Asian	175	7.0%	319	5.6%	413	2.2%	552	1.8%
Other Race Not Hispanic	231	9.2%	517	9.0%	1,655	8.9%	2,886	9.4%
Hispanic	390	15.6%	973	16.9%	4,713	25.4%	8,082	26.2%
Not Hispanic or Latino Population (2022)	8,612 88.3%		20,693 87.0%		64,577 82.8%		111,648 82.8%	
Not Hispanic White	6,381	74.1%	15,415	74.5%	47,498	73.6%	79,968	71.6%
Not Hispanic Black or African American	497	5.8%	1,492	7.2%	5,024	7.8%	9,196	8.2%
Not Hispanic American Indian or Alaska Native	16	0.2%	64	0.3%	267	0.4%	489	0.4%
Not Hispanic Asian	538	6.2%	978	4.7%	1,565	2.4%	4,473	4.0%
Not Hispanic Hawaiian or Pacific Islander	6	-	14	-	39	-	64	-
Not Hispanic Other Race	587	6.8%	1,365	6.6%	5,082	7.9%	8,386	7.5%
Not Hispanic Two or More Races	588	6.8%	1,366	6.6%	5,102	7.9%	9,073	8.1%
Hispanic or Latino Population (2022)	1,139 11.7%		3,088 13.0%		13,419 17.2%		23,247 17.2%	
Hispanic White	826	72.5%	2,220	71.9%	8,858	66.0%	14,882	64.0%
Hispanic Black or African American	71	6.2%	302	9.8%	1,532	11.4%	2,860	12.3%
Hispanic American Indian or Alaska Native	2	0.2%	10	0.3%	72	0.5%	132	0.6%
Hispanic Asian	76	6.6%	138	4.5%	245	1.8%	549	2.4%
Hispanic Hawaiian or Pacific Islander	-	-	-	-	9	-	14	-
Hispanic Other Race	81	7.1%	206	6.7%	1,344	10.0%	2,282	9.8%
Hispanic Two or More Races	83	7.3%	211	6.8%	1,359	10.1%	2,528	10.9%
Not Hispanic or Latino Population (2020)	8,624 88.7%		20,771 87.1%		65,249 82.9%		112,330 82.7%	
Hispanic or Latino Population (2020)	1,093 11.3%		3,073 12.9%		13,445 17.1%		23,439 17.3%	
Not Hispanic or Latino Population (2010)	8,050 91.0%		20,056 90.1%		65,894 86.2%		114,486 85.9%	
Hispanic or Latino Population (2010)	798 9.0%		2,205 9.9%		10,531 13.8%		18,731 14.1%	
Not Hispanic or Latino Population (2027)	8,756 88.2%		21,056 87.0%		65,578 82.9%		113,137 82.8%	
Hispanic or Latino Population (2027)	1,166 11.8%		3,141 13.0%		13,539 17.1%		23,436 17.2%	
Projected Annual Growth (2022-2027)	28	0.5%	53	0.3%	120	0.2%	190	0.2%
Historical Annual Growth (2010-2020)	295	3.7%	868	3.9%	2,915	2.8%	4,707	2.5%

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<b>Total Age Distribution (2022)</b>									
Total Population		9,751		23,781		77,996		134,895	
Age Under 5 Years	575	5.9%	1,367	5.7%	4,615	5.9%	7,659	5.7%	
Age 5 to 9 Years	694	7.1%	1,589	6.7%	5,254	6.7%	8,684	6.4%	
Age 10 to 14 Years	804	8.2%	1,786	7.5%	5,466	7.0%	9,073	6.7%	
Age 15 to 19 Years	621	6.4%	1,499	6.3%	4,876	6.3%	9,571	7.1%	
Age 20 to 24 Years	475	4.9%	1,266	5.3%	4,445	5.7%	9,118	6.8%	
Age 25 to 29 Years	628	6.4%	1,517	6.4%	5,182	6.6%	8,784	6.5%	
Age 30 to 34 Years	706	7.2%	1,813	7.6%	5,949	7.6%	9,701	7.2%	
Age 35 to 39 Years	816	8.4%	1,872	7.9%	5,732	7.3%	9,334	6.9%	
Age 40 to 44 Years	823	8.4%	1,850	7.8%	5,492	7.0%	9,212	6.8%	
Age 45 to 49 Years	646	6.6%	1,615	6.8%	5,095	6.5%	8,566	6.4%	
Age 50 to 54 Years	609	6.2%	1,576	6.6%	4,983	6.4%	8,565	6.3%	
Age 55 to 59 Years	513	5.3%	1,423	6.0%	4,776	6.1%	8,341	6.2%	
Age 60 to 64 Years	475	4.9%	1,251	5.3%	4,297	5.5%	7,542	5.6%	
Age 65 to 69 Years	425	4.4%	1,067	4.5%	3,678	4.7%	6,480	4.8%	
Age 70 to 74 Years	343	3.5%	849	3.6%	3,091	4.0%	5,541	4.1%	
Age 75 to 79 Years	242	2.5%	579	2.4%	2,114	2.7%	3,626	2.7%	
Age 80 to 84 Years	188	1.9%	416	1.7%	1,486	1.9%	2,601	1.9%	
Age 85 Years or Over	169	1.7%	448	1.9%	1,465	1.9%	2,494	1.8%	
Median Age	37.4		37.7		37.6		37.3		
Age 19 Years or Less	2,694	27.6%	6,240	26.2%	20,211	25.9%	34,988	25.9%	
Age 20 to 64 Years	5,690	58.4%	14,183	59.6%	45,952	58.9%	79,165	58.7%	
Age 65 Years or Over	1,367	14.0%	3,358	14.1%	11,833	15.2%	20,742	15.4%	
<b>Female Age Distribution (2022)</b>									
Female Population	5,002	51.3%	11,956	50.3%	39,461	50.6%	68,264	50.6%	
Age Under 5 Years	301	6.0%	696	5.8%	2,302	5.8%	3,773	5.5%	
Age 5 to 9 Years	339	6.8%	768	6.4%	2,567	6.5%	4,296	6.3%	
Age 10 to 14 Years	393	7.8%	864	7.2%	2,650	6.7%	4,409	6.5%	
Age 15 to 19 Years	282	5.6%	688	5.8%	2,338	5.9%	4,654	6.8%	
Age 20 to 24 Years	241	4.8%	607	5.1%	2,202	5.6%	4,591	6.7%	
Age 25 to 29 Years	317	6.3%	754	6.3%	2,598	6.6%	4,390	6.4%	
Age 30 to 34 Years	383	7.7%	938	7.8%	3,006	7.6%	4,885	7.2%	
Age 35 to 39 Years	421	8.4%	912	7.6%	2,850	7.2%	4,645	6.8%	
Age 40 to 44 Years	407	8.1%	903	7.6%	2,709	6.9%	4,586	6.7%	
Age 45 to 49 Years	321	6.4%	799	6.7%	2,527	6.4%	4,239	6.2%	
Age 50 to 54 Years	302	6.0%	800	6.7%	2,506	6.4%	4,241	6.2%	
Age 55 to 59 Years	251	5.0%	702	5.9%	2,399	6.1%	4,146	6.1%	
Age 60 to 64 Years	219	4.4%	594	5.0%	2,127	5.4%	3,775	5.5%	
Age 65 to 69 Years	249	5.0%	583	4.9%	1,977	5.0%	3,457	5.1%	
Age 70 to 74 Years	191	3.8%	455	3.8%	1,648	4.2%	2,952	4.3%	
Age 75 to 79 Years	140	2.8%	328	2.7%	1,196	3.0%	2,058	3.0%	
Age 80 to 84 Years	127	2.5%	264	2.2%	897	2.3%	1,539	2.3%	
Age 85 Years or Over	120	2.4%	304	2.5%	963	2.4%	1,627	2.4%	
Female Median Age	38.2		38.7		38.5		38.1		
Age 19 Years or Less	1,315	26.3%	3,015	25.2%	9,857	25.0%	17,132	25.1%	
Age 20 to 64 Years	2,861	57.2%	7,008	58.6%	22,924	58.1%	39,498	57.9%	
Age 65 Years or Over	826	16.5%	1,932	16.2%	6,681	16.9%	11,633	17.0%	

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<b>Male Age Distribution (2022)</b>									
Male Population	4,749	48.7%	11,825	49.7%	38,535	49.4%	66,631	49.4%	
Age Under 5 Years	274	5.8%	671	5.7%	2,314	6.0%	3,886	5.8%	
Age 5 to 9 Years	355	7.5%	821	6.9%	2,687	7.0%	4,388	6.6%	
Age 10 to 14 Years	411	8.7%	922	7.8%	2,816	7.3%	4,664	7.0%	
Age 15 to 19 Years	339	7.1%	811	6.9%	2,537	6.6%	4,917	7.4%	
Age 20 to 24 Years	233	4.9%	659	5.6%	2,243	5.8%	4,527	6.8%	
Age 25 to 29 Years	311	6.6%	763	6.5%	2,583	6.7%	4,394	6.6%	
Age 30 to 34 Years	324	6.8%	875	7.4%	2,943	7.6%	4,816	7.2%	
Age 35 to 39 Years	395	8.3%	961	8.1%	2,882	7.5%	4,690	7.0%	
Age 40 to 44 Years	416	8.8%	946	8.0%	2,784	7.2%	4,626	6.9%	
Age 45 to 49 Years	325	6.8%	816	6.9%	2,568	6.7%	4,327	6.5%	
Age 50 to 54 Years	307	6.5%	776	6.6%	2,477	6.4%	4,325	6.5%	
Age 55 to 59 Years	262	5.5%	720	6.1%	2,378	6.2%	4,195	6.3%	
Age 60 to 64 Years	257	5.4%	657	5.6%	2,170	5.6%	3,767	5.7%	
Age 65 to 69 Years	176	3.7%	484	4.1%	1,701	4.4%	3,022	4.5%	
Age 70 to 74 Years	152	3.2%	394	3.3%	1,442	3.7%	2,590	3.9%	
Age 75 to 79 Years	102	2.1%	251	2.1%	918	2.4%	1,568	2.4%	
Age 80 to 84 Years	62	1.3%	152	1.3%	589	1.5%	1,062	1.6%	
Age 85 Years or Over	49	1.0%	144	1.2%	502	1.3%	868	1.3%	
Male Median Age	36.7		36.8		36.7		36.5		
Age 19 Years or Less	1,379	29.0%	3,225	27.3%	10,354	26.9%	17,856	26.8%	
Age 20 to 64 Years	2,829	59.6%	7,175	60.7%	23,028	59.8%	39,666	59.5%	
Age 65 Years or Over	541	11.4%	1,426	12.1%	5,153	13.4%	9,109	13.7%	
<b>Males per 100 Females (2022)</b>									
Overall Comparison	95		99		98		98		
Age Under 5 Years	91	47.7%	97	49.1%	101	50.1%	103	50.7%	
Age 5 to 9 Years	105	51.1%	107	51.7%	105	51.1%	102	50.5%	
Age 10 to 14 Years	105	51.2%	107	51.6%	106	51.5%	106	51.4%	
Age 15 to 19 Years	120	54.6%	118	54.1%	109	52.0%	106	51.4%	
Age 20 to 24 Years	97	49.2%	109	52.1%	102	50.5%	99	49.6%	
Age 25 to 29 Years	98	49.6%	101	50.3%	99	49.9%	100	50.0%	
Age 30 to 34 Years	85	45.8%	93	48.3%	98	49.5%	99	49.6%	
Age 35 to 39 Years	94	48.4%	105	51.3%	101	50.3%	101	50.2%	
Age 40 to 44 Years	102	50.6%	105	51.2%	103	50.7%	101	50.2%	
Age 45 to 49 Years	101	50.3%	102	50.5%	102	50.4%	102	50.5%	
Age 50 to 54 Years	102	50.4%	97	49.3%	99	49.7%	102	50.5%	
Age 55 to 59 Years	104	51.0%	103	50.6%	99	49.8%	101	50.3%	
Age 60 to 64 Years	117	54.0%	111	52.6%	102	50.5%	100	49.9%	
Age 65 to 69 Years	71	41.4%	83	45.4%	86	46.3%	87	46.6%	
Age 70 to 74 Years	80	44.4%	87	46.4%	88	46.7%	88	46.7%	
Age 75 to 79 Years	73	42.2%	77	43.4%	77	43.4%	76	43.2%	
Age 80 to 84 Years	49	32.7%	58	36.6%	66	39.6%	69	40.8%	
Age 85 Years or Over	41	29.2%	47	32.2%	52	34.3%	53	34.8%	
Age 19 Years or Less	105	51.2%	107	51.7%	105	51.2%	104	51.0%	
Age 20 to 39 Years	93	48.1%	102	50.4%	100	50.0%	100	49.9%	
Age 40 to 64 Years	104	51.1%	103	50.8%	101	50.2%	101	50.3%	
Age 65 Years or Over	66	39.6%	74	42.5%	77	43.5%	78	43.9%	

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<b>Household Type (2022)</b>								
Total Households	3,759		9,058		30,475		53,050	
Households with Children	1,423	37.9%	3,352	37.0%	10,283	33.7%	17,350	32.7%
Average Household Size	2.6		2.6		2.5		2.5	
Household Density per Square Mile	1,197		321		388		345	
Population Family	8,229	84.4%	19,880	83.6%	64,500	82.7%	108,172	80.2%
Population Non-Family	1,414	14.5%	3,222	13.5%	12,231	15.7%	22,499	16.7%
Population Group Quarters	107	1.1%	679	2.9%	1,265	1.6%	4,224	3.1%
Family Households	2,553	67.9%	6,335	69.9%	20,481	67.2%	34,634	65.3%
Married Couple Households	1,955	76.6%	4,832	76.3%	14,080	68.7%	23,588	68.1%
Other Family Households with Children	598	23.4%	1,503	23.7%	6,401	31.3%	11,046	31.9%
Family Households with Children	1,421	55.6%	3,346	52.8%	10,261	50.1%	17,309	50.0%
Married Couple with Children	1,039	73.1%	2,385	71.3%	6,607	64.4%	10,776	62.3%
Other Family Households with Children	382	26.9%	961	28.7%	3,654	35.6%	6,533	37.7%
Family Households No Children	1,132	44.4%	2,988	47.2%	10,220	49.9%	17,324	50.0%
Married Couple No Children	916	80.9%	2,446	81.9%	7,473	73.1%	12,812	74.0%
Other Family Households No Children	216	19.1%	542	18.1%	2,747	26.9%	4,512	26.0%
Non-Family Households	1,206	32.1%	2,723	30.1%	9,994	32.8%	18,416	34.7%
Non-Family Households with Children	2	0.2%	5	0.2%	22	0.2%	40	0.2%
Non-Family Households No Children	1,204	99.8%	2,718	99.8%	9,972	99.8%	18,376	99.8%
Average Family Household Size	3.2		3.1		3.1		3.1	
Average Family Income	\$115,040		\$117,016		\$98,621		\$97,492	
Median Family Income	\$114,526		\$103,542		\$88,614		\$85,826	
Average Non-Family Household Size	1.2		1.2		1.2		1.2	
<b>Marital Status (2022)</b>								
Population Age 15 Years or Over	7,678		19,039		62,661		109,478	
Never Married	2,812	36.6%	6,647	34.9%	21,462	34.3%	39,165	35.8%
Currently Married	3,748	48.8%	8,905	46.8%	27,766	44.3%	46,376	42.4%
Previously Married	1,118	14.6%	3,487	18.3%	13,433	21.4%	23,937	21.9%
Separated	147	13.1%	757	21.7%	2,541	18.9%	4,153	17.3%
Widowed	359	32.1%	916	26.3%	3,128	23.3%	5,837	24.4%
Divorced	612	54.7%	1,814	52.0%	7,765	57.8%	13,947	58.3%
<b>Educational Attainment (2022)</b>								
Adult Population Age 25 Years or Over	6,583		16,275		53,340		90,789	
Elementary (Grade Level 0 to 8)	153	2.3%	346	2.1%	2,402	4.5%	4,074	4.5%
Some High School (Grade Level 9 to 11)	320	4.9%	851	5.2%	2,957	5.5%	5,065	5.6%
High School Graduate	1,681	25.5%	3,893	23.9%	15,142	28.4%	25,998	28.6%
Some College	1,077	16.4%	3,085	19.0%	11,346	21.3%	20,810	22.9%
Associate Degree Only	447	6.8%	1,599	9.8%	5,596	10.5%	8,959	9.9%
Bachelor Degree Only	2,143	32.6%	4,459	27.4%	10,292	19.3%	16,576	18.3%
Graduate Degree	763	11.6%	2,040	12.5%	5,604	10.5%	9,307	10.3%
Any College (Some College or Higher)	4,430	67.3%	11,184	68.7%	32,839	61.6%	55,652	61.3%
College Degree + (Bachelor Degree or Higher)	2,906	44.1%	6,499	39.9%	15,897	29.8%	25,883	28.5%

# Complete Profile

2010-2020 Census, 2022 Estimates with 2027 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.5638/-87.9277

9777 76th St Pleasant Prairie, WI 53158	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
<b>Housing</b>								
Total Housing Units (2022)	3,929		9,450		31,884		56,288	
Total Housing Units (2020)	3,906		9,461		32,083		56,506	
Historical Annual Growth (2020-2022)	23	0.3%	-11	-	-199	-0.3%	-218	-0.2%
Housing Units Occupied (2022)	3,759	95.7%	9,058	95.8%	30,475	95.6%	53,050	94.2%
Housing Units Owner-Occupied	2,283	60.7%	5,948	65.7%	20,088	65.9%	33,350	62.9%
Housing Units Renter-Occupied	1,477	39.3%	3,110	34.3%	10,388	34.1%	19,700	37.1%
Housing Units Vacant (2022)	170	4.3%	393	4.2%	1,408	4.4%	3,238	5.8%
<b>Household Size (2022)</b>								
Total Households	3,759		9,058		30,475		53,050	
1 Person Households	1,038	27.6%	2,289	25.3%	8,284	27.2%	15,220	28.7%
2 Person Households	1,089	29.0%	2,931	32.4%	9,929	32.6%	17,535	33.1%
3 Person Households	699	18.6%	1,624	17.9%	5,000	16.4%	8,402	15.8%
4 Person Households	552	14.7%	1,364	15.1%	4,226	13.9%	6,884	13.0%
5 Person Households	256	6.8%	570	6.3%	1,930	6.3%	3,139	5.9%
6 Person Households	98	2.6%	211	2.3%	755	2.5%	1,246	2.3%
7 or More Person Households	28	0.7%	69	0.8%	351	1.2%	625	1.2%
<b>Household Income Distribution (2022)</b>								
HH Income \$200,000 or More	325	8.7%	681	7.5%	1,629	5.3%	2,853	5.4%
HH Income \$150,000 to \$199,999	576	15.3%	1,143	12.6%	2,454	8.1%	3,604	6.8%
HH Income \$125,000 to \$149,999	491	13.1%	992	11.0%	2,594	8.5%	4,232	8.0%
HH Income \$100,000 to \$124,999	414	11.0%	938	10.4%	3,024	9.9%	5,004	9.4%
HH Income \$75,000 to \$99,999	607	16.2%	1,458	16.1%	4,491	14.7%	7,749	14.6%
HH Income \$50,000 to \$74,999	511	13.6%	1,679	18.5%	6,256	20.5%	10,435	19.7%
HH Income \$35,000 to \$49,999	297	7.9%	786	8.7%	3,691	12.1%	6,250	11.8%
HH Income \$25,000 to \$34,999	175	4.7%	388	4.3%	2,075	6.8%	4,489	8.5%
HH Income \$15,000 to \$24,999	202	5.4%	416	4.6%	2,077	6.8%	3,894	7.3%
HH Income \$10,000 to \$14,999	56	1.5%	163	1.8%	742	2.4%	1,742	3.3%
HH Income Under \$10,000	104	2.8%	413	4.6%	1,443	4.7%	2,798	5.3%
<b>Household Vehicles (2022)</b>								
Households 0 Vehicles Available	234	6.2%	457	5.0%	1,855	6.1%	3,525	6.6%
Households 1 Vehicle Available	863	23.0%	2,436	26.9%	9,770	32.1%	17,942	33.8%
Households 2 Vehicles Available	1,665	44.3%	4,021	44.4%	12,715	41.7%	21,138	39.8%
Households 3 or More Vehicles Available	998	26.5%	2,144	23.7%	6,136	20.1%	10,446	19.7%
Total Vehicles Available	7,882		18,103		56,004		96,027	
Average Vehicles per Household	2.1		2.0		1.8		1.8	
Owner-Occupied Household Vehicles	5,582	70.8%	13,371	73.9%	41,307	73.8%	69,356	72.2%
Average Vehicles per Owner-Occupied Household	2.4		2.2		2.1		2.1	
Renter-Occupied Household Vehicles	2,300	29.2%	4,732	26.1%	14,697	26.2%	26,671	27.8%
Average Vehicles per Renter-Occupied Household	1.6		1.5		1.4		1.4	
<b>Travel Time (2022)</b>								
Worker Base Age 16 years or Over	5,254		13,080		41,040		69,303	
Travel to Work in 14 Minutes or Less	1,396	26.6%	3,769	28.8%	12,735	31.0%	20,042	28.9%
Travel to Work in 15 to 29 Minutes	1,412	26.9%	3,599	27.5%	11,908	29.0%	21,989	31.7%
Travel to Work in 30 to 59 Minutes	1,666	31.7%	3,864	29.5%	10,899	26.6%	17,805	25.7%
Travel to Work in 60 Minutes or More	471	9.0%	1,283	9.8%	3,949	9.6%	6,893	9.9%
Work at Home	309	5.9%	565	4.3%	1,549	3.8%	2,574	3.7%
Average Minutes Travel to Work	24.9		23.2		21.3		21.5	

# Complete Profile

2010-2020 Census, 2022 Estimates with 2027 Projections  
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9777 76th St Pleasant Prairie, WI 53158	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
<b>Transportation To Work (2022)</b>								
Worker Base Age 16 years or Over	5,254		13,080		41,040		69,303	
Drive to Work Alone	4,536	86.3%	11,409	87.2%	34,941	85.1%	58,277	84.1%
Drive to Work in Carpool	319	6.1%	849	6.5%	3,271	8.0%	5,613	8.1%
Travel to Work by Public Transportation	14	0.3%	74	0.6%	559	1.4%	1,108	1.6%
Drive to Work on Motorcycle	-	-	-	-	20	-	40	-
Bicycle to Work	7	0.1%	15	0.1%	60	0.1%	196	0.3%
Walk to Work	40	0.8%	107	0.8%	422	1.0%	1,110	1.6%
Other Means	29	0.6%	61	0.5%	219	0.5%	386	0.6%
Work at Home	309	5.9%	565	4.3%	1,549	3.8%	2,574	3.7%
<b>Daytime Demographics (2022)</b>								
Total Businesses	250		1,125		2,397		3,667	
Total Employees	4,730		20,386		39,456		52,985	
Company Headquarter Businesses	4	1.5%	44	3.9%	76	3.2%	111	3.0%
Company Headquarter Employees	1,625	34.4%	5,893	28.9%	11,424	29.0%	13,441	25.4%
Employee Population per Business	18.9 to 1		18.1 to 1		16.5 to 1		14.4 to 1	
Residential Population per Business	39.0 to 1		21.1 to 1		32.5 to 1		36.8 to 1	
Adj. Daytime Demographics Age 16 Years or Over	6,972		25,958		59,837		91,041	
<b>Labor Force</b>								
Labor Population Age 16 Years or Over (2022)	7,549		18,719		61,592		107,677	
Labor Force Total Males (2022)	3,644	48.3%	9,242	49.4%	30,174	49.0%	52,767	49.0%
Male Civilian Employed	2,613	71.7%	6,646	71.9%	20,977	69.5%	35,366	67.0%
Male Civilian Unemployed	117	3.2%	234	2.5%	826	2.7%	1,593	3.0%
Males in Armed Forces	27	0.8%	38	0.4%	130	0.4%	276	0.5%
Males Not in Labor Force	886	24.3%	2,324	25.1%	8,241	27.3%	15,531	29.4%
Labor Force Total Females (2022)	3,905	51.7%	9,477	50.6%	31,418	51.0%	54,910	51.0%
Female Civilian Employed	2,642	67.6%	6,434	67.9%	20,063	63.9%	33,937	61.8%
Female Civilian Unemployed	116	3.0%	265	2.8%	584	1.9%	1,069	1.9%
Females in Armed Forces	25	0.6%	29	0.3%	41	0.1%	42	-
Females Not in Labor Force	1,122	28.7%	2,749	29.0%	10,730	34.2%	19,862	36.2%
Unemployment Rate	234	3.1%	499	2.7%	1,410	2.3%	2,662	2.5%
<b>Occupation (2022)</b>								
Occupation Population Age 16 Years or Over	5,254		13,080		41,040		69,303	
Occupation Total Males	2,613	49.7%	6,646	50.8%	20,977	51.1%	35,366	51.0%
Occupation Total Females	2,642	50.3%	6,434	49.2%	20,063	48.9%	33,937	49.0%
Management, Business, Financial Operations	838	15.9%	2,058	15.7%	5,858	14.3%	9,798	14.1%
Professional, Related	1,372	26.1%	3,222	24.6%	9,012	22.0%	14,750	21.3%
Service	656	12.5%	1,749	13.4%	6,472	15.8%	11,322	16.3%
Sales, Office	1,104	21.0%	2,952	22.6%	9,324	22.7%	15,631	22.6%
Farming, Fishing, Forestry	53	1.0%	110	0.8%	220	0.5%	512	0.7%
Construction, Extraction, Maintenance	244	4.6%	834	6.4%	2,638	6.4%	4,650	6.7%
Production, Transport, Material Moving	988	18.8%	2,154	16.5%	7,517	18.3%	12,641	18.2%
White Collar Workers	3,313	63.1%	8,232	62.9%	24,193	59.0%	40,179	58.0%
Blue Collar Workers	1,941	36.9%	4,848	37.1%	16,847	41.0%	29,124	42.0%

# Complete Profile

2010-2020 Census, 2022 Estimates with 2027 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.5638/-87.9277

9777 76th St		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Pleasant Prairie, WI 53158									
<b>Units In Structure (2022)</b>									
Total Units		3,759		9,058		30,475		53,050	
1 Detached Unit		2,027	53.9%	5,384	59.4%	19,378	63.6%	32,160	60.6%
1 Attached Unit		27	0.7%	196	2.2%	949	3.1%	1,742	3.3%
2 Units		64	1.7%	218	2.4%	1,618	5.3%	3,313	6.2%
3 to 4 Units		30	0.8%	72	0.8%	1,112	3.6%	2,389	4.5%
5 to 9 Units		135	3.6%	594	6.6%	1,748	5.7%	3,522	6.6%
10 to 19 Units		274	7.3%	706	7.8%	2,180	7.2%	3,521	6.6%
20 to 49 Units		578	15.4%	975	10.8%	1,737	5.7%	2,914	5.5%
50 or More Units		382	10.2%	546	6.0%	1,000	3.3%	1,794	3.4%
Mobile Home or Trailer		242	6.4%	366	4.0%	753	2.5%	1,693	3.2%
Other Structure		-	-	-	-	1	-	2	-
<b>Homes Built By Year (2022)</b>									
Homes Built 2014 or later		269	6.8%	429	4.5%	896	2.8%	1,317	2.3%
Homes Built 2010 to 2013		82	2.1%	161	1.7%	334	1.0%	673	1.2%
Homes Built 2000 to 2009		1,127	28.7%	2,189	23.2%	4,656	14.6%	7,262	12.9%
Homes Built 1990 to 1999		1,023	26.0%	2,275	24.1%	4,457	14.0%	8,014	14.2%
Homes Built 1980 to 1989		282	7.2%	903	9.6%	2,369	7.4%	3,904	6.9%
Homes Built 1970 to 1979		494	12.6%	1,457	15.4%	5,570	17.5%	9,847	17.5%
Homes Built 1960 to 1969		98	2.5%	514	5.4%	2,669	8.4%	4,871	8.7%
Homes Built 1950 to 1959		205	5.2%	638	6.7%	4,056	12.7%	6,613	11.7%
Homes Built 1940 to 1949		46	1.2%	128	1.4%	1,305	4.1%	2,282	4.1%
Homes Built Before 1939		134	3.4%	365	3.9%	4,164	13.1%	8,266	14.7%
Median Age of Homes		25.1	yrs	28.9	yrs	41.0	yrs	42.2	yrs
<b>Home Values (2022)</b>									
Owner Specified Housing Units		2,283		5,948		20,088		33,350	
Home Values \$1,000,000 or More		1	-	3	-	138	0.7%	174	0.5%
Home Values \$750,000 to \$999,999		2	-	3	-	52	0.3%	138	0.4%
Home Values \$500,000 to \$749,999		8	0.3%	74	1.2%	529	2.6%	944	2.8%
Home Values \$400,000 to \$499,999		113	5.0%	275	4.6%	748	3.7%	1,406	4.2%
Home Values \$300,000 to \$399,999		596	26.1%	1,266	21.3%	2,581	12.8%	4,613	13.8%
Home Values \$250,000 to \$299,999		527	23.1%	1,155	19.4%	2,589	12.9%	3,860	11.6%
Home Values \$200,000 to \$249,999		524	23.0%	1,150	19.3%	3,016	15.0%	4,854	14.6%
Home Values \$175,000 to \$199,999		101	4.4%	630	10.6%	2,240	11.2%	3,328	10.0%
Home Values \$150,000 to \$174,999		87	3.8%	553	9.3%	3,221	16.0%	5,183	15.5%
Home Values \$125,000 to \$149,999		106	4.6%	307	5.2%	1,844	9.2%	3,327	10.0%
Home Values \$100,000 to \$124,999		43	1.9%	241	4.0%	1,556	7.7%	2,597	7.8%
Home Values \$90,000 to \$99,999		13	0.6%	50	0.8%	298	1.5%	476	1.4%
Home Values \$80,000 to \$89,999		9	0.4%	17	0.3%	169	0.8%	337	1.0%
Home Values \$70,000 to \$79,999		2	-	3	-	122	0.6%	207	0.6%
Home Values \$60,000 to \$69,999		14	0.6%	20	0.3%	273	1.4%	439	1.3%
Home Values \$50,000 to \$59,999		4	0.2%	4	-	44	0.2%	93	0.3%
Home Values \$35,000 to \$49,999		20	0.9%	24	0.4%	40	0.2%	107	0.3%
Home Values \$25,000 to \$34,999		23	1.0%	29	0.5%	64	0.3%	223	0.7%
Home Values \$10,000 to \$24,999		49	2.1%	81	1.4%	293	1.5%	568	1.7%
Home Values Under \$10,000		44	1.9%	62	1.0%	270	1.3%	474	1.4%
Owner-Occupied Median Home Value		\$258,966		\$244,242		\$209,224		\$209,333	
Renter-Occupied Median Rent		\$1,012		\$992		\$897		\$867	

# Complete Profile

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Lat/Lon: 42.5638/-87.9277

9777 76th St Pleasant Prairie, WI 53158	1 mi radius	3 mi radius	5 mi radius	7 mi radius
<b>Total Annual Consumer Expenditure (2022)</b>				
Total Household Expenditure	\$269.68 M	\$650.13 M	\$1.91 B	\$3.26 B
Total Non-Retail Expenditure	\$142.48 M	\$342.82 M	\$1.01 B	\$1.72 B
Total Retail Expenditure	\$127.2 M	\$307.31 M	\$904.16 M	\$1.54 B
Apparel	\$9.66 M	\$23.13 M	\$67.34 M	\$114.75 M
Contributions	\$8.93 M	\$21.26 M	\$61.42 M	\$104.88 M
Education	\$8.59 M	\$20.11 M	\$56.13 M	\$95.44 M
Entertainment	\$15.51 M	\$37.19 M	\$108.02 M	\$183.88 M
Food and Beverages	\$39.49 M	\$95.56 M	\$282.29 M	\$482.22 M
Furnishings and Equipment	\$9.63 M	\$23.13 M	\$67.24 M	\$114.44 M
Gifts	\$6.73 M	\$16.02 M	\$46.11 M	\$78.97 M
Health Care	\$22.25 M	\$54.2 M	\$161.91 M	\$277.1 M
Household Operations	\$10.64 M	\$25.54 M	\$74.65 M	\$127.4 M
Miscellaneous Expenses	\$5.11 M	\$12.31 M	\$36.12 M	\$61.61 M
Personal Care	\$3.63 M	\$8.75 M	\$25.68 M	\$43.84 M
Personal Insurance	\$1.97 M	\$4.67 M	\$13.37 M	\$22.7 M
Reading	\$586.47 K	\$1.41 M	\$4.15 M	\$7.09 M
Shelter	\$57.01 M	\$136.99 M	\$402.45 M	\$688.07 M
Tobacco	\$1.5 M	\$3.74 M	\$11.63 M	\$20.1 M
Transportation	\$49.26 M	\$119.15 M	\$350.42 M	\$596.98 M
Utilities	\$19.17 M	\$46.95 M	\$141.43 M	\$242.41 M
<b>Monthly Household Consumer Expenditure (2022)</b>				
Total Household Expenditure	\$5,978	\$5,981	\$5,224	\$5,124
Total Non-Retail Expenditure	\$3,158 52.8%	\$3,154 52.7%	\$2,751 52.7%	\$2,701 52.7%
Total Retail Expenditures	\$2,820 47.2%	\$2,827 47.3%	\$2,472 47.3%	\$2,423 47.3%
Apparel	\$214 3.6%	\$213 3.6%	\$184 3.5%	\$180 3.5%
Contributions	\$198 3.3%	\$196 3.3%	\$168 3.2%	\$165 3.2%
Education	\$190 3.2%	\$185 3.1%	\$153 2.9%	\$150 2.9%
Entertainment	\$344 5.8%	\$342 5.7%	\$295 5.7%	\$289 5.6%
Food and Beverages	\$876 14.6%	\$879 14.7%	\$772 14.8%	\$757 14.8%
Furnishings and Equipment	\$214 3.6%	\$213 3.6%	\$184 3.5%	\$180 3.5%
Gifts	\$149 2.5%	\$147 2.5%	\$126 2.4%	\$124 2.4%
Health Care	\$493 8.2%	\$499 8.3%	\$443 8.5%	\$435 8.5%
Household Operations	\$236 3.9%	\$235 3.9%	\$204 3.9%	\$200 3.9%
Miscellaneous Expenses	\$113 1.9%	\$113 1.9%	\$99 1.9%	\$97 1.9%
Personal Care	\$81 1.3%	\$80 1.3%	\$70 1.3%	\$69 1.3%
Personal Insurance	\$44 0.7%	\$43 0.7%	\$37 0.7%	\$36 0.7%
Reading	\$13 0.2%	\$13 0.2%	\$11 0.2%	\$11 0.2%
Shelter	\$1,264 21.1%	\$1,260 21.1%	\$1,100 21.1%	\$1,081 21.1%
Tobacco	\$33 0.6%	\$34 0.6%	\$32 0.6%	\$32 0.6%
Transportation	\$1,092 18.3%	\$1,096 18.3%	\$958 18.3%	\$938 18.3%
Utilities	\$425 7.1%	\$432 7.2%	\$387 7.4%	\$381 7.4%