

Extended Demographic Report - PopStats

2010 Census, 2022 Estimates & 2027 Projections

Calculated using TAS Retrieval

Nov 15, 2022



Latitude: 42.976396 Longitude: -88.105263

Moorland Square Shopping Ctr				
New Berlin, WI				
		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Population	Current Year Estimated Population	6,720	44,128	146,122
	Population Est 22Q1	6,735	44,190	146,286
	Population Est 21Q4	6,738	44,222	146,399
	Population Est 21Q3	6,743	44,256	146,533
	Population Est 21Q2	6,775	44,336	146,429
	Population Est 21Q1	6,780	44,373	146,450
	Population Est 20Q4	6,822	44,521	146,601
	Population Est 20Q3	6,834	44,578	146,737
	Population Est 20Q2	6,825	44,431	146,733
	Population Fcst	6,895	44,890	148,415
	2010 Census Population	6,266	43,085	142,499
	2000 Census Population	6,182	42,690	140,674
	1990 Census Population	6,119	36,467	129,672
	Current Year Daytime Population	8,554	45,753	152,118
	Average Seasonal Population	58	387	1,634
	Historical Annual Growth, 1990 – 2000	0.10%	1.59%	0.82%
	Historical Annual Growth, 2000 – 2010	0.14%	0.09%	0.13%
	Estimated Annual Growth, 2010 – CY	0.57%	0.20%	0.21%
	Projected Annual Growth, CY to Y5	0.52%	0.34%	0.31%
	Group Qtrs Est	3	198	1,266
Transient Est Average Last 4 Qtrs	276	1,149	8,339	
Households	Current Year Estimated Households	2,877	18,379	62,563
	Households Est 22Q1	2,884	18,405	62,643
	Households Est 21Q4	2,886	18,419	62,694
	Households Est 21Q3	2,888	18,435	62,763
	Households Est 21Q2	2,902	18,470	62,739
	Households Est 21Q1	2,903	18,483	62,754
	Households Est 20Q4	2,924	18,548	62,836
	Households Est 20Q3	2,929	18,570	62,899
	Households Est 20Q2	2,925	18,518	62,926
	Households Fcst	2,954	18,690	63,484
	2010 Census Households	2,672	17,950	61,203
	2000 Census Households	2,271	16,401	57,855
	1990 Census Households	1,976	12,943	49,440
	Historical Annual Growth, 1990 – 2000	1.40%	2.40%	1.58%
	Historical Annual Growth, 2000 – 2010	1.64%	0.91%	0.56%
	Estimated Annual Growth, 2010 – CY	0.61%	0.19%	0.18%
Projected Annual Growth, CY to Y5	0.53%	0.34%	0.29%	
Population per Household	2.33	2.39	2.32	

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Moorland Square Shopping Ctr				
New Berlin, WI				
	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	
HH Income \$500,000 or more	1.3%	1.8%	1.6%	
HH Income \$250,000 to \$499,999	1.5%	2.2%	1.8%	
HH Income \$200,000 to \$249,999	3.6%	5.1%	4.3%	
HH Income \$175,000 to \$199,999	3.2%	3.8%	3.3%	
HH Income \$150,000 to \$174,999	6.2%	6.6%	5.6%	
HH Income \$100,000 to 149,999	24.7%	22.3%	19.3%	
HH Income \$75,000 to 99,999	18.5%	15.8%	14.6%	
HH Income \$50,000 to 74,999	17.0%	17.3%	18.1%	
HH Income \$35,000 to 49,999	8.5%	9.8%	11.5%	
HH Income \$25,000 to 34,999	7.2%	6.0%	7.3%	
HH Income \$15,000 to 24,999	3.8%	5.0%	6.6%	
HH Income \$0 to 14,999	4.4%	4.3%	6.0%	
Average Household Income	\$98,321	\$106,202	\$97,981	
Median Household Income	\$86,997	\$86,221	\$75,777	
Per Capita Income	\$42,108	\$44,413	\$42,305	
2000 Average HH Income	\$75,854	\$74,810	\$65,773	
2000 Median HH Income	\$69,348	\$64,388	\$55,006	
Disposable HH Income \$500,000 or more	0%	0%	0%	
Disposable HH Income \$250,000 to \$499,999	0%	0%	0%	
Disposable HH Income \$200,000 to \$249,999	0%	0%	0%	
Disposable HH Income \$175,000 to \$199,999	1%	2%	2%	
Disposable HH Income \$150,000 to \$174,999	2%	3%	2%	
Disposable HH Income \$100,000 to \$149,999	21%	19%	17%	
Disposable HH Income \$75,000 to \$99,999	20%	18%	16%	
Disposable HH Income \$50,000 to \$74,999	22%	21%	20%	
Disposable HH Income \$35,000 to \$49,999	13%	13%	15%	
Disposable HH Income \$25,000 to \$34,999	7%	7%	9%	
Disposable HH Income \$15,000 to \$24,999	5%	6%	8%	
Disposable HH Income \$0 to \$14,999	5%	5%	7%	
Average Disposable Income	80,357	83,419	76,218	
Median Disposable Income	72,960	72,327	64,042	
Householder White – Count	2,742	16,608	54,196	
Median HH Income	\$86,378	\$86,494	\$76,674	
Average HH Income	\$91,195	\$93,994	\$86,743	
Householder Black or African-American – Count	38	377	1,181	
Median HH Income	\$94,244	\$54,862	\$49,783	
Average HH Income	\$93,038	\$64,297	\$58,084	
Householder Hispanic – Count	41	474	3,161	
Median HH Income	\$175,496	\$91,900	\$63,588	
Average HH Income	\$147,515	\$96,398	\$73,417	
Householder Asian or Pacific Islander – Count	32	608	2,113	
Median HH Income	\$95,541	\$112,284	\$110,571	
Average HH Income	\$110,087	\$117,209	\$113,093	
Householder Other or Pacific Islander – Count	24	311	1,912	
Median HH Income	\$42,653	\$96,441	\$70,127	
Average HH Income	\$78,678	\$95,225	\$77,402	

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Moorland Square Shopping Ctr New Berlin, WI		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Gender	Male Population	3,195	21,355	70,817
	Female Population	3,525	22,773	75,305
Total Population by Age	Count of Pop 0 to 4 years	323	2,313	7,869
	Count of Pop 0 to 7 years	456	3,156	11,300
	Count of Pop 5 - 13	613	4,058	14,248
	Count of Pop 14 - 18	272	1,730	6,235
	Count of Pop 19 - 22	315	2,042	6,828
	Count of Pop 22 - 25	235	1,682	5,278
	Count of Pop 25 - 29	367	2,690	8,482
	Count of Pop 30 - 34	290	2,358	7,592
	Count of Pop 35 - 39	312	2,434	8,379
	Count of Pop 40 - 44	364	2,421	8,668
	Count of Pop 45 - 59	1,260	8,116	27,426
	Count of Pop 60 - 74	1,658	10,176	31,214
	Count of Pop 75 - 84	531	3,037	9,995
	Count of Pop 85+	180	1,071	3,907
	% of Pop 0 to 4 years	4.8%	5.2%	5.4%
	% of Pop 0 to 7 years	6.8%	7.2%	7.7%
	% of Pop 5 - 13	9.1%	9.2%	9.8%
	% of Pop 14 - 18	4.1%	3.9%	4.3%
	% of Pop 19 - 22	4.7%	4.6%	4.7%
	% of Pop 22 - 25	3.5%	3.8%	3.6%
% of Pop 25 - 29	5.5%	6.1%	5.8%	
% of Pop 30 - 34	4.3%	5.3%	5.2%	
% of Pop 35 - 39	4.6%	5.5%	5.7%	
% of Pop 40 - 44	5.4%	5.5%	5.9%	
% of Pop 45 - 59	18.8%	18.4%	18.8%	
% of Pop 60 - 74	24.7%	23.1%	21.4%	
% of Pop 75 - 84	7.9%	6.9%	6.8%	
% of Pop 85+	2.7%	2.4%	2.7%	
Median Age	48.5	45.7	44.7	
Average Age	45.5	44.1	43.5	
Male Population by Age	% of Pop 0 to 4 years	5.2%	5.5%	5.7%
	% of Pop 5 - 13	9.7%	9.7%	10.3%
	% of Pop 14 - 18	4.5%	4.1%	4.5%
	% of Pop 19 - 22	5.0%	4.8%	4.8%
	% of Pop 22 - 25	3.6%	4.0%	3.7%
	% of Pop 25 - 29	5.8%	6.5%	6.1%
	% of Pop 30 - 34	4.6%	5.6%	5.5%
	% of Pop 35 - 39	4.8%	5.7%	5.9%
	% of Pop 40 - 44	5.7%	5.7%	6.1%
	% of Pop 45 - 59	19.0%	18.4%	19.1%
	% of Pop 75 - 84	7.3%	6.1%	5.9%
	% of Pop 60 - 74	23.3%	22.5%	20.9%
	% of Pop 85+	1.5%	1.4%	1.5%
	Median Age	45.9	43.6	42.8
Average Age	43.8	42.7	42.0	

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Moorland Square Shopping Ctr New Berlin, WI		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Female Population by Age	% of Pop 0 to 4 years	4.5%	5.0%	5.1%
	% of Pop 5 - 13	8.6%	8.7%	9.2%
	% of Pop 14 - 18	3.7%	3.7%	4.0%
	% of Pop 19 - 22	4.4%	4.5%	4.6%
	% of Pop 22 - 25	3.4%	3.7%	3.5%
	% of Pop 25 - 29	5.1%	5.7%	5.5%
	% of Pop 30 - 34	4.0%	5.1%	4.9%
	% of Pop 35 - 39	4.5%	5.3%	5.6%
	% of Pop 40 - 44	5.2%	5.3%	5.7%
	% of Pop 45 - 59	18.5%	18.4%	18.5%
	% of Pop 60 - 74	25.9%	23.5%	21.8%
	% of Pop 75 - 84	8.4%	7.6%	7.7%
	% of Pop 85+	3.7%	3.4%	3.8%
	Median Age	51.0	47.8	46.7
Average Age	47.1	45.4	44.9	
Race	Count of White	6,363	39,854	130,267
	Count of Black or African-American	74	816	2,976
	Count of Asian or Pacific Islander	202	2,036	5,795
	Count of Other races	80	1,422	7,084
	White	94.7%	90.3%	89.1%
	Black or African American	1.1%	1.9%	2.0%
	Asian	3.0%	4.6%	4.0%
	Other Races	1.2%	3.2%	4.8%
Language Spoken	Speak English at Home	94.2%	92.4%	90.8%
	Speak Spanish at Home	0.5%	1.9%	3.1%
	Speak French or French Creole at Home	0.0%	0.1%	0.2%
	Speak German at Home	1.2%	0.8%	0.5%
	Speak Russian or Other Slavic Language at Home	1.3%	0.8%	1.1%
	Speak Other Indo-European Language at Home	1.7%	1.5%	1.8%
	Speak Chinese at Home	0.5%	0.8%	0.6%
	Speak Korean at Home	0.0%	0.0%	0.1%
	Speak Vietnamese at Home	0.0%	0.3%	0.2%
	Speak Other Asian Language at Home	0.5%	1.4%	1.0%
	Speak Tagalog and Other Pacific Languages at Home	0.0%	0.0%	0.1%
Speak Other Language at Home	0.0%	0.1%	0.3%	
Hispanic	Hispanic Population	127	1,548	8,171
	Hispanic Population Percent	1.9%	3.5%	5.6%
	Mexican	69.6%	52.7%	62.8%
	Puerto Rican	15.9%	26.1%	23.3%
	Cuban	0.8%	3.3%	2.4%
	Dominican	0.0%	0.0%	0.4%
	Central American	2.0%	2.3%	1.6%
	South American	7.4%	4.2%	3.3%
	Other Hispanic	4.2%	11.4%	6.3%
	2000 Hispanic Population Percent	2%	2%	2%
1990 Hispanic Population Percent	1%	1%	1%	

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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	
	American (percent of total population)	3.5%	3.6%	3.1%	
	American	3.2%	3.1%	2.4%	
	Native American (ie. Indian/Eskimo)	0.2%	0.4%	0.6%	
	Hawaiian/Pacific Islander	0.0%	0.0%	0.1%	
	Asian (percent of total population)	3.0%	4.6%	3.9%	
	Chinese	0.9%	1.3%	0.8%	
	Japanese	0.1%	0.1%	0.1%	
	Korean	0.3%	0.3%	0.3%	
	South Central Asian (ie. Indian)	1.0%	2.1%	1.9%	
	South East Asian (ie. Vietnamese)	0.2%	0.8%	0.8%	
	Other Asian	0.5%	0.1%	0.2%	
	European (percent of total population)	72.2%	65.3%	63.9%	
	British	3.7%	3.3%	3.1%	
	Dutch	0.6%	0.8%	0.8%	
	French	1.8%	1.7%	1.8%	
	German	30.2%	28.3%	27.4%	
	Italian	3.3%	3.7%	3.5%	
	Polish	12.4%	9.8%	10.1%	
	Scandinavian	3.9%	4.9%	4.9%	
	Scotch/Irish	7.9%	7.0%	6.7%	
	Other European (ie. Greek/Russian)	8.3%	5.8%	5.7%	
	Middle Eastern	0.0%	0.2%	0.3%	
	Other Ancestry	8.0%	10.6%	11.6%	
	Unclassified Ancestry	11.4%	12.2%	11.6%	
	Education (Age 25+)	Adult Population (25 Years or Older)	4,962	32,304	105,664
		Elementary (0 to 8)	0.8%	0.9%	1.4%
		Some High School (9 to 11)	2.7%	2.0%	2.9%
		High School Graduate (12)	27.0%	23.0%	26.5%
Some College (13 to 16)		17.0%	19.6%	19.8%	
Associates Degree Only		9.0%	9.9%	9.7%	
Bachelors Degree Only		27.2%	29.8%	26.2%	
Graduate Degree		16.3%	14.8%	13.5%	
% College (4+)	43.5%	44.6%	39.7%		
Household Type	Total Households – count	2,877	18,379	62,563	
	One Person HHs – count	779	4,788	18,970	
	Family HHs – count	1,990	12,548	39,922	
	Married Couple – count	1,717	10,679	32,723	
	w/own children – count	573	3,712	11,548	
	w/out own children – count	1,144	6,967	21,175	
	Male Householder – count	62	605	2,483	
	Female Householder – count	211	1,263	4,716	
	Non-Family Households – count	108	1,043	3,672	
	1 Person Household	27.1%	26.1%	30.3%	
	2 Person Household	39.0%	39.0%	36.3%	
	3 Person Household	15.4%	15.2%	14.6%	
	4 Person Household	13.0%	12.8%	12.0%	
	5 Person Household	4.1%	4.9%	4.6%	
	6 Person Household	1.1%	1.5%	1.5%	
	7+ Person Household	0.4%	0.6%	0.6%	
% Households With Children	25.2%	25.5%	24.5%		

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Moorland Square Shopping Ctr				
New Berlin, WI				
		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
	Total Housing Units	2,979	19,035	65,356
	Owner Occupied Percent	78.3%	70.1%	66.1%
	Renter Occupied Percent	18.2%	26.4%	29.6%
	Vacant Housing Percent	3.4%	3.4%	4.3%
	Total Housing Units (Census 2000)	2,346	16,958	59,655
	For Rent (Census 2000)	1%	35%	45%
	For Sale (Census 2000)	51%	33%	24%
	Rented or Sold, (Census 2000)	3%	7%	11%
	Seasonal (Census 2014)	20%	18%	9%
	Other (Census 2000)	16%	9%	8%
Homes Built By Year	Homes Built 1990 to 2000	19%	26%	18%
	Homes Built 1980 to 1989	20%	16%	11%
	Homes Built 1970 to 1979	31%	20%	19%
	Homes Built 1960 to 1969	12%	17%	18%
	Homes Built 1950 to 1959	14%	15%	21%
	Homes Built 1940 to 1949	1%	4%	7%
	Homes Built Before 1939	3%	3%	7%
Units in Structure	1 Unit	88%	73%	67%
	2 - 9 Units	5%	10%	16%
	Greater than 10 Units	7%	17%	16%
	Mobilie Trailer	0%	0%	1%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	0.6%	0.6%	1.4%
	Property Value \$750,000 to \$999,999	0.4%	2.3%	3.2%
	Property Value \$500,000 to \$749,999	7.1%	14.5%	10.8%
	Property Value \$400,000 to \$499,999	17.1%	17.8%	13.1%
	Property Value \$300,000, to \$399,999	43.2%	32.7%	25.7%
	Property Value \$200,000 to \$299,999	24.9%	23.8%	30.0%
	Property Value \$150,000 to \$199,999	6.0%	4.6%	8.5%
	Property Value \$100,000 to \$149,999	0.4%	2.0%	3.8%
	Property Value \$60,000 to \$99,999	0.1%	0.6%	1.3%
	Property Value \$40,000 to \$59,999	0.1%	0.2%	0.3%
	Property Value \$0 to \$39,999	0.1%	0.5%	1.7%
	Median Home Value	\$342,827	\$355,358	\$316,769
	Median Rent	\$841	\$780	\$690
Wealth per Household	\$0 and under - percent	15.5%	16.1%	16.7%
	\$1 to \$4999 - percent	7.0%	7.5%	8.0%
	\$5k to \$9999 - percent	4.0%	4.2%	4.4%
	\$10k to \$24999 - percent	5.9%	6.1%	6.3%
	\$25k to \$49999 - percent	6.8%	6.8%	6.8%
	\$50k to \$99999 - percent	10.5%	10.3%	10.3%
	\$100k to \$249999 - percent	19.2%	18.8%	18.5%
	\$250k to \$499999 - percent	14.5%	14.1%	13.7%
	\$500k+ - percent	16.6%	16.1%	15.3%
	Median HH Wealth	\$102,078	\$94,912	\$88,058
	Avg HH Wealth	\$265,585	\$258,649	\$249,012

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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Economic Viability	Economic Viability Local	252	246	249
	Economic Viability Indexed	100	98	99
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	3,606	24,220	78,545
	Managerial/Executive	20.6%	18.4%	18.2%
	Professional Specialty	29.1%	33.1%	28.4%
	Healthcare Support	3.3%	2.3%	2.5%
	Sales	12.1%	11.9%	10.4%
	Office & Administrative Support	9.3%	9.7%	11.0%
	Protective Service	1.6%	1.7%	1.6%
	Food Preparation	4.4%	4.4%	4.8%
	Building Maintenance & Cleaning	1.4%	2.0%	2.3%
	Personal Care	1.1%	1.8%	2.3%
	Farming, Fishing, & Forestry	0.0%	0.1%	0.2%
	Construction	6.5%	5.6%	6.0%
	Production & Transportation	10.5%	8.9%	12.3%
	Percent White Collar Workers	74.4%	75.5%	70.5%
Percent Blue Collar Workers	25.6%	24.5%	29.5%	
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	5.1%	5.1%	5.7%
	Manufacturing	14.3%	15.7%	16.1%
	Transportation	4.2%	3.8%	4.4%
	Information	1.1%	1.5%	1.4%
	Wholesale/Retail	17.4%	13.2%	13.4%
	Finance, Insurance, Real Estate	9.2%	8.1%	8.6%
	Professional Services	7.4%	8.9%	7.4%
	Management Services	1.3%	0.3%	0.4%
	Administrative/Waste Services	2.5%	2.3%	3.1%
	Educational Services	26.3%	26.5%	24.7%
	Entertainment Services	5.2%	6.4%	7.3%
	Other Professional Services	3.6%	3.9%	4.1%
	Public Administration	2.5%	4.2%	3.2%
	Transportation To Work	Drive to Work Alone	88.0%	88.4%
Drive to Work Carpool		7.0%	7.0%	7.7%
Travel to Work by Public Transportation		0.6%	1.0%	1.3%
Drive to Work on Motorcycle		0.0%	0.0%	0.1%
Drive to Work on Bicycle		0.1%	0.1%	0.2%
Walked to Work		1.2%	0.8%	1.6%
Other Means		0.3%	0.2%	0.3%
Work at Home		2.7%	2.4%	2.3%

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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
	Travel to Work in Less than 5 Minutes	2.8%	2.1%	2.5%
	Travel to Work in 5 to 9 Minutes	9.1%	10.3%	10.7%
	Travel to Work in 10 to 14 Minutes	12.1%	14.3%	15.4%
	Travel to Work in 15 to 19 Minutes	17.7%	18.7%	19.0%
	Travel to Work in 20 to 29 Minutes	36.4%	33.9%	30.9%
	Travel to Work in 30 to 44 Minutes	16.7%	15.5%	15.8%
	Travel to Work in 45 to 59 Minutes	3.3%	3.0%	3.0%
	Travel to Work in 60 Minutes or more	1.8%	2.3%	2.6%
	Average Travel Time to Work	21	20	20
Vehicles per HH	No Vehicles	2.9%	3.5%	5.1%
	1 Vehicle	29.8%	28.5%	33.7%
	2 Vehicles	52.2%	47.6%	43.2%
	3 or more vehicles	15.0%	20.4%	18.0%
	Average Number of Vehicles	1.85	1.93	1.80
Change	Births (last 12 months)	58	413	1,315
	Deaths (last 12 months)	105	618	2,006
	Migration (last 12 months)	-8	-3	384
Work place	Workplace Establishments	260	1,456	5,251
	Workplace Employees (FTE)	5,111	25,214	78,748