

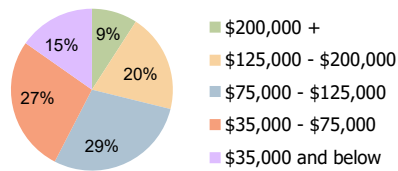
Moorland Square Shopping Ctr New Berlin, WI	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
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Current Year Demographics

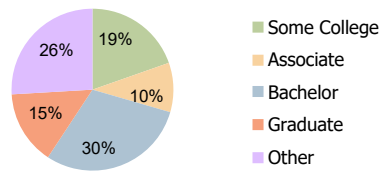
Current Population	6,720	44,128	146,122
Total Daytime Pop	8,554	45,753	152,118
Workplace Pop	5,111	25,214	78,748
Average Household Income	\$98,321	\$106,202	\$97,981
Average Disposable Income	\$80,357	\$83,419	\$76,218
Total Households	2,877	18,379	62,563
Median Home Value	\$342,827	\$355,358	\$316,769
College (4+)	43.5%	44.6%	39.7%
Total Consumer Spending/Capita (Weekly)	\$378	\$378	\$372
Population per Household	2.13	2.01	2.47
% of Households with Children	25.2%	25.5%	24.5%

2027 Demographic Projections

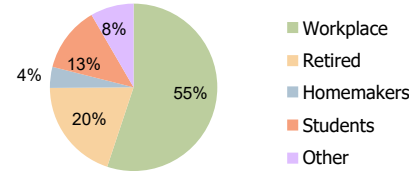
Projected Population	6,895	44,890	148,415
Projected 5 Year Annual Growth Rate (Pop)	0.5%	0.3%	0.3%



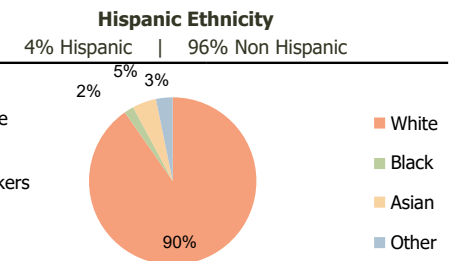
Household Income (3.00 Mile Radius)



Education (3.00 Mile Radius)



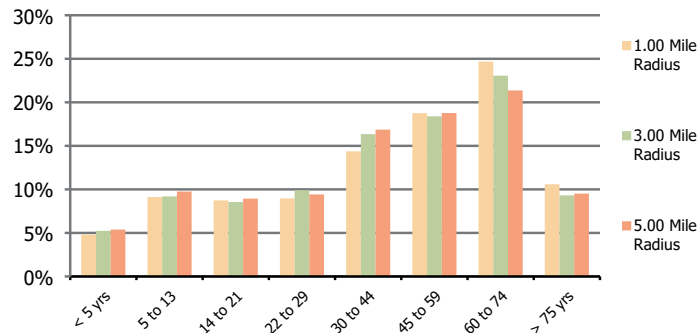
Daytime Population (3.00 Mile Radius)



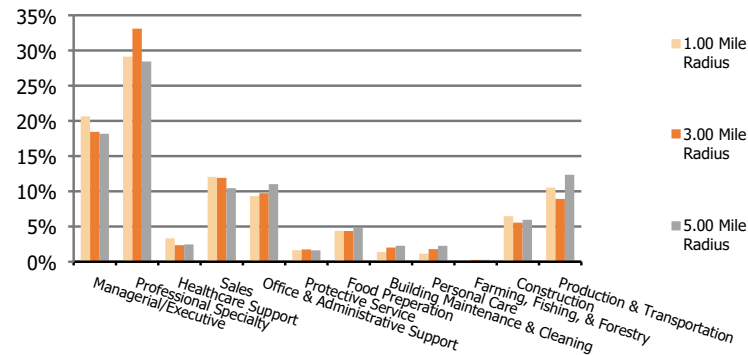
Race (3.00 Mile Radius)

Moorland Square Shopping Ctr New Berlin, WI	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
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Population by Age Range



Occupation



Population	Current Estimated Population	6,720	44,128	146,122
	2010 Census Population	6,266	43,085	142,499
	2000 Census Population	6,182	42,690	140,674
	Historical Annual Growth 2000 to 2010	0.1%	0.1%	0.1%
	Estimated Annual Growth 2010 to 2022	0.6%	0.2%	0.2%
	Projected Annual Growth 2022 to 2027	0.5%	0.3%	0.3%
Ethnic	Hispanic or Latino Population	2%	4%	6%
	Non Hispanic or Latino Population	98%	96%	94%
Race	White	94.7%	90.3%	89.1%
	Black or African American	1.1%	1.9%	2.0%
	Asian & Pacific Islander	3.0%	4.6%	4.0%
	Other Races	1.2%	3.2%	4.8%