

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 42.976396 Longitude: -88.105263

Moorland Square Shopping Ctr New Berlin, WI		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	18,513	73,441	625,665
	Population Est 23Q1	18,523	73,493	625,718
	Population Est 22Q4	18,528	73,528	625,694
	Population Est 22Q3	18,542	73,612	626,093
	Population Est 22Q2	18,535	73,594	625,824
	Population Est 22Q1	18,543	73,629	625,565
	Population Est 21Q4	18,547	73,706	625,624
	Population Est 21Q3	18,545	73,700	626,409
	Population Est 21Q2	18,535	73,470	625,546
	Population Fcst	17,382	71,294	628,602
	2010 Census Population	13,359	64,368	575,225
	2000 Census Population	13,126	63,717	559,156
	1990 Census Population	12,016	58,203	548,240
	Current Year Daytime Population	24,070	79,900	749,966
	Average Seasonal Population	250	888	6,307
	Historical Annual Growth, 1990 – 2000	0.89%	0.91%	0.20%
	Historical Annual Growth, 2000 – 2010	0.18%	0.10%	0.28%
	Estimated Annual Growth, 2010 – CY	2.49%	1.00%	0.64%
	Projected Annual Growth, CY to Y5	-1.25%	-0.59%	0.09%
	Group Qtrs Est	171	688	13,899
Transient Est Average Last 4 Qtrs	649	4,827	34,432	
Households	Current Year Estimated Households	8,033	31,550	260,078
	Households Est 23Q1	8,036	31,557	259,936
	Households Est 22Q4	8,038	31,574	259,935
	Households Est 22Q3	8,040	31,604	260,114
	Households Est 22Q2	8,039	31,599	259,989
	Households Est 22Q1	8,045	31,618	259,896
	Households Est 21Q4	8,044	31,647	259,908
	Households Est 21Q3	8,044	31,647	260,231
	Households Est 21Q2	8,040	31,556	259,899
	Households Fcst	7,536	30,573	260,872
	2010 Census Households	5,777	27,453	233,568
	2000 Census Households	5,054	25,694	225,559
	1990 Census Households	4,137	21,788	213,957
	Historical Annual Growth, 1990 – 2000	2.02%	1.66%	0.53%
	Historical Annual Growth, 2000 – 2010	1.35%	0.66%	0.35%
	Estimated Annual Growth, 2010 – CY	2.52%	1.06%	0.81%
	Projected Annual Growth, CY to Y5	-1.27%	-0.63%	0.06%
Population per Household	2.28	2.31	2.35	

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Moorland Square Shopping Ctr New Berlin, WI		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	1.4%	1.3%	0.9%
	HH Income \$250,000 to \$499,999	1.7%	1.5%	1.0%
	HH Income \$200,000 to \$249,999	3.9%	3.6%	2.4%
	HH Income \$175,000 to \$199,999	6.0%	4.9%	3.6%
	HH Income \$150,000 to \$174,999	6.0%	6.2%	4.5%
	HH Income \$100,000 to 149,999	23.0%	21.7%	16.0%
	HH Income \$75,000 to 99,999	16.3%	14.6%	13.5%
	HH Income \$50,000 to 74,999	16.3%	17.8%	18.3%
	HH Income \$35,000 to 49,999	9.5%	10.9%	12.6%
	HH Income \$25,000 to 34,999	6.2%	6.6%	9.1%
	HH Income \$15,000 to 24,999	5.7%	5.7%	8.9%
	HH Income \$0 to 14,999	4.0%	5.2%	9.2%
	Average Household Income	\$105,593	\$101,486	\$84,056
	Median Household Income	\$86,782	\$80,714	\$63,177
	Per Capita Income	\$46,204	\$43,932	\$35,422
	2000 Average HH Income	\$73,619	\$66,249	\$54,156
	2000 Median HH Income	\$64,205	\$58,046	\$44,444
	Average Disposable Income	81,906	78,192	65,503
	Median Disposable Income	72,868	68,126	53,473
	Discretionary HH Income Over \$150,000	2.9%	2.7%	1.8%
	Discretionary HH Income \$125,000 to \$149,999	4.1%	3.4%	2.5%
	Discretionary HH Income \$100,000 to \$124,999	8.4%	7.2%	4.7%
	Discretionary HH Income \$75,000 to \$99,999	13.5%	13.6%	9.1%
	Discretionary HH Income \$50,000 to \$74,999	25.9%	23.2%	18.0%
	Discretionary HH Income \$25,000 to \$49,999	26.9%	28.5%	29.6%
	Discretionary HH Income Under \$25,000	18.4%	21.4%	34.3%
	Average Discretionary HH Income	60,306	57,071	45,877
	Median Discretionary HH Income	54,121	50,042	36,993
	Householder White – Count	7,469	27,811	187,220
	Median HH Income	\$86,722	\$81,419	\$71,547
	Average HH Income	\$92,373	\$89,194	\$81,768
	Householder Black or African-American – Count	81	603	17,599
	Median HH Income	\$72,014	\$55,057	\$30,023
	Average HH Income	\$82,960	\$63,636	\$40,091
Householder Hispanic – Count	165	1,120	32,666	
Median HH Income	\$112,470	\$67,385	\$46,290	
Average HH Income	\$108,704	\$79,428	\$55,956	
Householder Asian or Pacific Islander – Count	216	1,166	8,661	
Median HH Income	\$104,565	\$114,238	\$72,808	
Average HH Income	\$109,909	\$116,419	\$85,424	
Householder Other or Pacific Islander – Count	103	850	13,932	
Median HH Income	\$108,329	\$81,138	\$56,425	
Average HH Income	\$102,685	\$85,406	\$64,937	
Gender	Male Population	8,750	35,368	306,292
	Female Population	9,763	38,073	319,373

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Total Population by Age	Count of Pop 0 to 4 years	807	3,590	35,511
	Count of Pop 0 to 7 years	1,223	5,095	50,601
	Count of Pop 5 - 13	1,727	6,935	67,986
	Count of Pop 14 - 18	810	3,254	32,947
	Count of Pop 19 - 22	758	3,145	33,345
	Count of Pop 22 - 25	528	2,262	24,852
	Count of Pop 25 - 29	787	3,816	37,930
	Count of Pop 30 - 34	879	4,275	43,561
	Count of Pop 35 - 39	1,013	4,518	44,305
	Count of Pop 40 - 44	1,138	4,565	41,631
	Count of Pop 45 - 59	3,341	13,540	110,640
	Count of Pop 60 - 74	4,354	15,875	105,999
	Count of Pop 75 - 84	1,595	5,294	33,157
	Count of Pop 85+	775	2,374	13,802
	% of Pop 0 to 4 years	4.4%	4.9%	5.7%
	% of Pop 0 to 7 years	6.6%	6.9%	8.1%
	% of Pop 5 - 13	9.3%	9.4%	10.9%
	% of Pop 14 - 18	4.4%	4.4%	5.3%
	% of Pop 19 - 22	4.1%	4.3%	5.3%
	% of Pop 22 - 25	2.9%	3.1%	4.0%
	% of Pop 25 - 29	4.3%	5.2%	6.1%
	% of Pop 30 - 34	4.7%	5.8%	7.0%
	% of Pop 35 - 39	5.5%	6.2%	7.1%
	% of Pop 40 - 44	6.1%	6.2%	6.7%
% of Pop 45 - 59	18.0%	18.4%	17.7%	
% of Pop 60 - 74	23.5%	21.6%	16.9%	
% of Pop 75 - 84	8.6%	7.2%	5.3%	
% of Pop 85+	4.2%	3.2%	2.2%	
Median Age	48.8	45.4	39.1	
Average Age	46.4	44.4	40.2	
Male Population by Age	% of Pop 0 to 4 years	4.7%	5.2%	5.9%
	% of Pop 5 - 13	10.1%	9.9%	11.3%
	% of Pop 14 - 18	4.8%	4.7%	5.5%
	% of Pop 19 - 22	4.4%	4.5%	5.5%
	% of Pop 22 - 25	3.0%	3.2%	4.1%
	% of Pop 25 - 29	4.3%	5.4%	6.2%
	% of Pop 30 - 34	4.8%	5.9%	7.0%
	% of Pop 35 - 39	5.5%	6.2%	7.2%
	% of Pop 40 - 44	6.4%	6.3%	6.8%
	% of Pop 45 - 59	18.4%	18.8%	18.0%
	% of Pop 75 - 84	7.7%	6.4%	4.6%
	% of Pop 60 - 74	23.0%	21.3%	16.5%
	% of Pop 85+	2.9%	2.1%	1.4%
	Median Age	46.6	43.9	38.2
Average Age	44.8	43.0	39.2	

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	% of Pop 45 - 59	17.8%	18.1%	17.4%
	% of Pop 60 - 74	24.0%	21.9%	17.3%
	% of Pop 75 - 84	9.5%	7.9%	5.9%
	% of Pop 85+	5.4%	4.3%	3.0%
	Median Age	51.0	47.0	40.1
Average Age	47.9	45.6	41.2	
Race	Count of White	16,283	61,880	425,684
	Count of Black or African-American	256	1,868	48,574
	Count of Asian or Pacific Islander	924	3,800	30,508
	Count of Other races	1,050	5,892	120,899
	White	88.0%	84.3%	68.0%
	Black or African American	1.4%	2.5%	7.8%
	Asian	5.0%	5.2%	4.9%
	Other Races	5.7%	8.0%	19.3%
Language Spoken	Speak English at Home	93.7%	91.1%	81.0%
	Speak Spanish at Home	0.9%	2.6%	12.8%
	Speak French or French Creole at Home	0.1%	0.1%	0.2%
	Speak German at Home	0.9%	0.6%	0.5%
	Speak Other Indo-European Languages at Home	1.5%	2.0%	1.6%
	Speak Russian and Other Slavic Languages at H	0.7%	1.0%	0.7%
	Speak Chinese at Home	1.0%	0.7%	0.5%
	Speak Korean at Home	0.0%	0.1%	0.1%
	Speak Vietnamese at Home	0.3%	0.3%	0.1%
	Speak Other Asian Languages at Home	0.9%	1.2%	1.6%
	Speak Tagalog and Other Pacific Languages at H	0.0%	0.1%	0.1%
	Speak Other Language at Home	0.0%	0.2%	0.7%
Hispanic	Hispanic Population	711	4,655	121,599
	Hispanic Population Percent	3.8%	6.3%	19.4%
	Mexican	67.7%	57.2%	67.4%
	Puerto Rican	17.0%	24.3%	22.3%
	Cuban	5.8%	3.3%	0.8%
	Dominican	1.9%	0.7%	1.0%
	Central American	0.7%	0.3%	2.8%
	South American	4.5%	8.9%	2.5%
	Other Hispanic	2.4%	5.3%	3.2%
	2000 Hispanic Population Percent	1%	2%	10%
	1990 Hispanic Population Percent	1%	1%	4%

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Ancestry	American (percent of total population)	2.8%	3.1%	2.1%
	American	2.6%	2.8%	1.7%
	Native American (ie. Indian/Eskimo)	0.2%	0.2%	0.4%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	5.0%	5.1%	4.8%
	Chinese	1.4%	1.1%	0.6%
	Japanese	0.1%	0.1%	0.1%
	Korean	0.2%	0.3%	0.2%
	South Central Asian (ie. Indian)	2.5%	2.7%	1.7%
	South East Asian (ie. Vietnamese)	0.8%	0.8%	1.4%
	Other Asian	0.0%	0.2%	0.7%
	European (percent of total population)	66.5%	61.2%	46.5%
	British	3.6%	3.2%	2.5%
	Dutch	0.7%	0.7%	0.5%
	French	1.8%	1.6%	1.2%
	German	28.8%	25.8%	19.8%
	Italian	3.5%	3.4%	2.6%
	Polish	10.5%	9.7%	7.2%
	Scandinavian	4.6%	4.4%	3.2%
	Scotch/Irish	7.5%	6.6%	5.4%
Other European (ie. Greek/Russian)	5.5%	5.8%	4.1%	
Middle Eastern	0.1%	0.4%	0.6%	
Other Ancestry	8.5%	10.9%	15.7%	
Unclassified Ancestry	13.2%	13.0%	10.9%	
Education (Age 25+)	Adult Population (25 Years or Older)	13,883	54,256	431,025
	Elementary (0 to 8)	0.8%	1.1%	4.0%
	Some High School (9 to 11)	2.1%	2.4%	6.0%
	High School Graduate (12)	24.0%	24.8%	27.1%
	Some College (13 to 16)	17.8%	19.2%	19.8%
	Associates Degree Only	8.9%	10.1%	8.5%
	Bachelors Degree Only	30.0%	28.3%	22.9%
	Graduate Degree	16.3%	14.1%	11.8%
	% College (4+)	46.4%	42.4%	34.7%
Household Type	Total Households – count	8,033	31,550	260,078
	One Person HHs – count	2,389	9,492	86,397
	Family HHs – count	5,304	20,173	154,407
	Married Couple – count	4,555	16,869	113,719
	w/own children – count	1,682	5,911	44,626
	w/out own children – count	2,873	10,958	69,092
	Male Householder – count	246	1,099	11,654
	Female Householder – count	503	2,206	29,035
	Non-Family Households – count	340	1,886	19,275
	1 Person Household	29.7%	30.1%	33.2%
	2 Person Household	38.6%	37.3%	32.9%
	3 Person Household	13.9%	14.1%	13.8%
	4 Person Household	11.8%	12.1%	11.5%
	5 Person Household	4.4%	4.5%	5.3%
	6 Person Household	1.2%	1.4%	2.1%
7+ Person Household	0.4%	0.6%	1.1%	
% Households With Children	26.0%	24.1%	26.0%	

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Housing	Total Housing Units	8,332	32,716	275,340
	Owner Occupied Percent	69.0%	65.3%	54.6%
	Renter Occupied Percent	27.5%	31.2%	39.8%
	Vacant Housing Percent	3.6%	3.6%	5.5%
	Total Housing Units (Census 2000)	5,204	26,385	236,256
	For Rent (Census 2000)	20%	42%	49%
	For Sale (Census 2000)	31%	29%	17%
	Rented or Sold, (Census 2000)	10%	10%	8%
	Seasonal (Census 2014)	18%	12%	6%
	Other (Census 2000)	15%	7%	19%
Homes Built By Year	Homes Built 1990 to 2000	26%	19%	9%
	Homes Built 1980 to 1989	19%	14%	7%
	Homes Built 1970 to 1979	18%	20%	13%
	Homes Built 1960 to 1969	14%	18%	14%
	Homes Built 1950 to 1959	16%	19%	21%
	Homes Built 1940 to 1949	3%	5%	11%
	Homes Built Before 1939	4%	5%	25%
Units in Structure	1 Unit	78%	69%	58%
	2 - 9 Units	8%	12%	26%
	Greater than 10 Units	14%	19%	15%
	Mobilie Trailer	0%	0%	1%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	0.5%	1.3%	1.2%
	Property Value \$750,000 to \$999,999	2.3%	3.3%	2.9%
	Property Value \$500,000 to \$749,999	18.3%	14.3%	9.3%
	Property Value \$400,000 to \$499,999	22.8%	17.2%	11.1%
	Property Value \$300,000, to \$399,999	33.5%	30.5%	19.9%
	Property Value \$200,000 to \$299,999	17.9%	24.2%	29.0%
	Property Value \$150,000 to \$199,999	2.6%	4.7%	13.7%
	Property Value \$100,000 to \$149,999	1.4%	2.9%	8.0%
	Property Value \$60,000 to \$99,999	0.1%	0.7%	2.6%
	Property Value \$40,000 to \$59,999	0.3%	0.2%	0.5%
	Property Value \$0 to \$39,999	0.1%	0.6%	1.7%
	Median Home Value	\$381,943	\$354,760	\$278,888
Median Rent	\$849	\$733	\$571	
Wealth per Household	\$0 and under - percent	16.0%	16.6%	18.2%
	\$1 to \$4999 - percent	7.4%	7.9%	9.2%
	\$5k to \$9999 - percent	4.1%	4.3%	4.8%
	\$10k to \$24999 - percent	6.1%	6.2%	6.6%
	\$25k to \$49999 - percent	6.7%	6.8%	6.9%
	\$50k to \$99999 - percent	10.3%	10.3%	10.2%
	\$100k to \$249999 - percent	18.8%	18.5%	17.7%
	\$250k to \$499999 - percent	14.2%	13.8%	12.7%
	\$500k+ - percent	16.4%	15.7%	13.9%
	Median HH Wealth	\$96,948	\$89,971	\$71,515
	Avg HH Wealth	\$261,577	\$252,466	\$228,948

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Economic Viability	Economic Viability Local	213	214	214
	Economic Viability Indexed	213	214	214
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	9,884	39,890	325,688
	Managerial/Executive	20.9%	18.7%	15.3%
	Professional Specialty	33.1%	31.2%	24.1%
	Healthcare Support	3.4%	2.1%	3.2%
	Sales	12.0%	11.9%	9.8%
	Office & Administrative Support	8.4%	10.2%	11.6%
	Protective Service	1.5%	1.5%	1.6%
	Food Preparation	3.8%	4.5%	6.0%
	Building Maintenance & Cleaning	1.5%	2.1%	3.4%
	Personal Care	1.3%	2.0%	2.3%
	Farming, Fishing, & Forestry	0.0%	0.1%	0.2%
	Construction	5.4%	5.7%	6.6%
	Production & Transportation	8.6%	10.0%	15.9%
	Percent White Collar Workers	77.8%	74.1%	64.0%
Percent Blue Collar Workers	22.2%	25.9%	36.0%	
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	5.4%	5.6%	5.5%
	Manufacturing	14.7%	15.5%	16.2%
	Transportation	3.7%	4.0%	4.5%
	Information	1.7%	1.6%	1.7%
	Wholesale/Retail	12.8%	13.4%	13.2%
	Finance, Insurance, Real Estate	9.2%	9.0%	7.0%
	Professional Services	10.2%	8.9%	6.4%
	Management Services	0.7%	0.5%	0.2%
	Administrative/Waste Services	2.9%	2.6%	4.6%
	Educational Services	26.9%	24.6%	24.0%
	Entertainment Services	4.9%	6.8%	9.3%
Other Professional Services	3.7%	3.9%	4.4%	
Public Administration	3.4%	3.5%	3.0%	
Transportation To Work	Drive to Work Alone	88.6%	86.8%	79.8%
	Drive to Work Carpool	7.5%	7.9%	9.9%
	Travel to Work by Public Transportation	0.6%	1.0%	4.3%
	Drive to Work on Motorcycle	0.0%	0.1%	0.1%
	Drive to Work on Bicycle	0.3%	0.2%	0.2%
	Walked to Work	1.0%	1.4%	3.4%
	Other Means	0.2%	0.2%	0.4%
	Work at Home	1.9%	2.5%	2.1%

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	Travel to Work in Less than 5 Minutes	2.5%	2.5%	2.6%
	Travel to Work in 5 to 9 Minutes	10.2%	10.5%	10.4%
	Travel to Work in 10 to 14 Minutes	13.4%	14.6%	16.8%
	Travel to Work in 15 to 19 Minutes	17.3%	19.1%	19.4%
	Travel to Work in 20 to 29 Minutes	34.7%	32.4%	28.0%
	Travel to Work in 30 to 44 Minutes	16.9%	15.7%	16.5%
	Travel to Work in 45 to 59 Minutes	3.1%	2.8%	3.3%
	Travel to Work in 60 Minutes or more	2.0%	2.4%	3.1%
	Average Travel Time to Work	21	20	21
Vehicles per HH	No Vehicles	4.4%	4.6%	8.7%
	1 Vehicle	28.2%	30.1%	36.9%
	2 Vehicles	50.4%	46.8%	39.3%
	3 or more vehicles	17.0%	18.5%	15.0%
	Average Number of Vehicles	1.88	1.87	1.66
Change	Births (last 12 months)	164	734	7,175
	Deaths (last 12 months)	290	967	6,243
	Migration (last 12 months)	112	127	-706
Work place	Workplace Establishments	789	2,800	22,227
	Workplace Employees (FTE)	15,011	40,583	360,677