

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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Population	Current Year Estimated Population	6,530	44,801	146,241
	Population Est 23Q1	6,533	44,826	146,321
	Population Est 22Q4	6,537	44,839	146,361
	Population Est 22Q3	6,541	44,871	146,469
	Population Est 22Q2	6,538	44,857	146,429
	Population Est 22Q1	6,541	44,873	146,448
	Population Est 21Q4	6,540	44,892	146,610
	Population Est 21Q3	6,540	44,897	146,545
	Population Est 21Q2	6,537	44,859	145,980
	Population Fcst	6,114	42,712	144,737
	2010 Census Population	5,387	36,717	128,784
	2000 Census Population	5,133	36,713	127,468
	1990 Census Population	4,856	32,762	119,928
	Current Year Daytime Population	8,581	47,545	152,287
	Average Seasonal Population	116	577	2,035
	Historical Annual Growth, 1990 – 2000	0.56%	1.15%	0.61%
	Historical Annual Growth, 2000 – 2010	0.48%	0.00%	0.10%
	Estimated Annual Growth, 2010 – CY	1.46%	1.51%	0.96%
	Projected Annual Growth, CY to Y5	-1.31%	-0.95%	-0.21%
	Group Qtrs Est	2	250	1,497
Transient Est Average Last 4 Qtrs	154	1,867	11,243	
Households	Current Year Estimated Households	2,897	19,040	63,695
	Households Est 23Q1	2,898	19,045	63,689
	Households Est 22Q4	2,901	19,051	63,710
	Households Est 22Q3	2,901	19,062	63,753
	Households Est 22Q2	2,900	19,057	63,738
	Households Est 22Q1	2,902	19,067	63,751
	Households Est 21Q4	2,901	19,072	63,821
	Households Est 21Q3	2,901	19,076	63,794
	Households Est 21Q2	2,900	19,060	63,570
	Households Fcst	2,713	18,135	62,914
	2010 Census Households	2,403	15,721	55,449
	2000 Census Households	1,927	14,544	52,550
	1990 Census Households	1,648	11,872	46,018
	Historical Annual Growth, 1990 – 2000	1.57%	2.05%	1.34%
	Historical Annual Growth, 2000 – 2010	2.23%	0.78%	0.54%
	Estimated Annual Growth, 2010 – CY	1.42%	1.46%	1.05%
	Projected Annual Growth, CY to Y5	-1.31%	-0.97%	-0.25%
Population per Household	2.25	2.34	2.27	

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Moorland Square Shopping Ctr New Berlin, WI		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Income	HH Income \$500,000 or more	0.9%	1.4%	1.2%
	HH Income \$250,000 to \$499,999	1.1%	1.6%	1.4%
	HH Income \$200,000 to \$249,999	2.6%	3.8%	3.3%
	HH Income \$175,000 to \$199,999	4.7%	5.6%	4.5%
	HH Income \$150,000 to \$174,999	6.0%	6.6%	5.6%
	HH Income \$100,000 to 149,999	23.7%	22.1%	19.3%
	HH Income \$75,000 to 99,999	18.0%	15.5%	14.3%
	HH Income \$50,000 to 74,999	16.9%	17.7%	18.6%
	HH Income \$35,000 to 49,999	9.3%	10.0%	11.5%
	HH Income \$25,000 to 34,999	7.3%	6.0%	7.2%
	HH Income \$15,000 to 24,999	4.7%	5.4%	7.2%
	HH Income \$0 to 14,999	4.8%	4.2%	6.0%
	Average Household Income	\$95,453	\$104,901	\$96,414
	Median Household Income	\$84,410	\$84,609	\$74,325
	Per Capita Income	\$42,364	\$44,803	\$42,411
	2000 Average HH Income	\$73,716	\$68,988	\$62,324
	2000 Median HH Income	\$66,104	\$60,125	\$53,471
	Average Disposable Income	77,432	81,100	74,234
	Median Disposable Income	71,173	71,233	62,674
	Discretionary HH Income Over \$150,000	1.6%	2.9%	2.6%
	Discretionary HH Income \$125,000 to \$149,999	2.6%	3.7%	3.0%
	Discretionary HH Income \$100,000 to \$124,999	6.1%	8.3%	6.5%
	Discretionary HH Income \$75,000 to \$99,999	14.9%	14.1%	11.8%
	Discretionary HH Income \$50,000 to \$74,999	27.7%	24.2%	21.2%
	Discretionary HH Income \$25,000 to \$49,999	28.5%	27.7%	30.2%
	Discretionary HH Income Under \$25,000	18.7%	19.0%	24.6%
	Average Discretionary HH Income	56,194	59,757	53,717
	Median Discretionary HH Income	52,192	53,094	45,288
	Householder White – Count	2,761	17,156	54,869
	Median HH Income	\$84,070	\$85,026	\$75,063
	Average HH Income	\$88,729	\$92,215	\$85,173
	Householder Black or African-American – Count	28	390	1,254
	Median HH Income	\$91,359	\$56,154	\$51,014
	Average HH Income	\$88,993	\$66,174	\$58,895
Householder Hispanic – Count	40	415	2,899	
Median HH Income	\$174,099	\$88,715	\$62,907	
Average HH Income	\$146,958	\$94,715	\$72,549	
Householder Asian or Pacific Islander – Count	42	648	2,294	
Median HH Income	\$89,702	\$110,051	\$108,807	
Average HH Income	\$100,255	\$112,920	\$110,411	
Householder Other or Pacific Islander – Count	27	430	2,379	
Median HH Income	\$24,399	\$98,227	\$68,649	
Average HH Income	\$71,456	\$96,088	\$76,119	
Gender	Male Population	3,072	21,597	70,557
	Female Population	3,458	23,205	75,684

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Moorland Square Shopping Ctr New Berlin, WI		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Total Population by Age	Count of Pop 0 to 4 years	284	2,155	7,335
	Count of Pop 0 to 7 years	442	3,109	10,463
	Count of Pop 5 - 13	632	4,279	14,094
	Count of Pop 14 - 18	288	2,003	6,501
	Count of Pop 19 - 22	264	1,925	6,255
	Count of Pop 22 - 25	181	1,375	4,507
	Count of Pop 25 - 29	258	2,248	7,592
	Count of Pop 30 - 34	301	2,491	8,817
	Count of Pop 35 - 39	360	2,687	9,505
	Count of Pop 40 - 44	396	2,797	9,303
	Count of Pop 45 - 59	1,178	8,268	27,024
	Count of Pop 60 - 74	1,576	9,943	30,258
	Count of Pop 75 - 84	576	3,317	10,340
	Count of Pop 85+	237	1,314	4,712
	% of Pop 0 to 4 years	4.3%	4.8%	5.0%
	% of Pop 0 to 7 years	6.8%	6.9%	7.2%
	% of Pop 5 - 13	9.7%	9.6%	9.6%
	% of Pop 14 - 18	4.4%	4.5%	4.4%
	% of Pop 19 - 22	4.0%	4.3%	4.3%
	% of Pop 22 - 25	2.8%	3.1%	3.1%
% of Pop 25 - 29	3.9%	5.0%	5.2%	
% of Pop 30 - 34	4.6%	5.6%	6.0%	
% of Pop 35 - 39	5.5%	6.0%	6.5%	
% of Pop 40 - 44	6.1%	6.2%	6.4%	
% of Pop 45 - 59	18.0%	18.5%	18.5%	
% of Pop 60 - 74	24.1%	22.2%	20.7%	
% of Pop 75 - 84	8.8%	7.4%	7.1%	
% of Pop 85+	3.6%	2.9%	3.2%	
Median Age	48.9	45.9	44.6	
Average Age	46.4	44.5	43.9	
Male Population by Age	% of Pop 0 to 4 years	4.8%	5.1%	5.3%
	% of Pop 5 - 13	10.5%	10.1%	10.2%
	% of Pop 14 - 18	4.8%	4.7%	4.7%
	% of Pop 19 - 22	4.5%	4.5%	4.5%
	% of Pop 22 - 25	3.1%	3.2%	3.2%
	% of Pop 25 - 29	4.0%	5.2%	5.3%
	% of Pop 30 - 34	4.6%	5.6%	6.1%
	% of Pop 35 - 39	5.5%	6.1%	6.6%
	% of Pop 40 - 44	6.3%	6.4%	6.6%
	% of Pop 45 - 59	18.2%	18.7%	18.9%
	% of Pop 75 - 84	8.1%	6.6%	6.2%
	% of Pop 60 - 74	23.2%	21.7%	20.3%
	% of Pop 85+	2.4%	2.0%	2.1%
Median Age	46.6	44.2	43.0	
Average Age	44.6	43.2	42.5	

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	% of Pop 0 to 4 years	3.9%	4.5%	4.8%
	% of Pop 5 - 13	9.0%	9.0%	9.1%
	% of Pop 14 - 18	4.0%	4.2%	4.2%
	% of Pop 19 - 22	3.7%	4.1%	4.1%
	% of Pop 22 - 25	2.5%	2.9%	3.0%
	% of Pop 25 - 29	3.9%	4.9%	5.1%
	% of Pop 30 - 34	4.6%	5.5%	5.9%
	% of Pop 35 - 39	5.5%	5.9%	6.4%
	% of Pop 40 - 44	5.9%	6.1%	6.2%
	% of Pop 45 - 59	17.9%	18.3%	18.1%
	% of Pop 60 - 74	25.0%	22.7%	21.1%
	% of Pop 75 - 84	9.5%	8.1%	7.9%
	% of Pop 85+	4.7%	3.8%	4.3%
	Median Age	51.1	47.5	46.2
Average Age	48.0	45.7	45.2	
Race	Count of White	5,783	38,098	121,197
	Count of Black or African-American	101	1,080	4,351
	Count of Asian or Pacific Islander	283	2,336	6,787
	Count of Other races	364	3,287	13,906
	White	88.6%	85.0%	82.9%
	Black or African American	1.5%	2.4%	3.0%
	Asian	4.3%	5.2%	4.6%
	Other Races	5.6%	7.3%	9.5%
Language Spoken	Speak English at Home	94.2%	92.2%	90.5%
	Speak Spanish at Home	0.4%	1.9%	3.2%
	Speak French or French Creole at Home	0.0%	0.1%	0.2%
	Speak German at Home	1.3%	0.8%	0.5%
	Speak Other Indo-European Languages at Home	1.7%	1.5%	2.0%
	Speak Russian and Other Slavic Languages at H	1.3%	0.8%	1.1%
	Speak Chinese at Home	0.6%	0.8%	0.6%
	Speak Korean at Home	0.0%	0.0%	0.2%
	Speak Vietnamese at Home	0.1%	0.3%	0.2%
	Speak Other Asian Languages at Home	0.5%	1.4%	1.1%
	Speak Tagalog and Other Pacific Languages at H	0.0%	0.0%	0.1%
	Speak Other Language at Home	0.0%	0.1%	0.3%
Hispanic	Hispanic Population	240	2,420	11,440
	Hispanic Population Percent	3.7%	5.4%	7.8%
	Mexican	78.1%	56.7%	59.0%
	Puerto Rican	7.2%	23.1%	24.3%
	Cuban	1.4%	3.7%	2.9%
	Dominican	3.3%	0.7%	0.6%
	Central American	1.5%	0.2%	1.9%
	South American	6.1%	12.2%	5.9%
	Other Hispanic	2.5%	3.3%	5.5%
	2000 Hispanic Population Percent	2%	2%	2%
	1990 Hispanic Population Percent	1%	1%	1%

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Ancestry	American (percent of total population)	2.2%	3.3%	2.9%
	American	2.0%	3.0%	2.5%
	Native American (ie. Indian/Eskimo)	0.2%	0.2%	0.3%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	4.3%	5.2%	4.6%
	Chinese	0.6%	1.1%	0.8%
	Japanese	0.0%	0.1%	0.1%
	Korean	0.2%	0.2%	0.2%
	South Central Asian (ie. Indian)	3.3%	2.8%	2.3%
	South East Asian (ie. Vietnamese)	0.3%	0.8%	0.9%
	Other Asian	0.0%	0.1%	0.2%
	European (percent of total population)	69.0%	61.8%	60.3%
	British	3.5%	3.3%	3.0%
	Dutch	0.7%	0.7%	0.6%
	French	1.9%	1.6%	1.7%
	German	28.6%	26.5%	26.0%
	Italian	2.9%	3.5%	3.2%
	Polish	12.1%	9.5%	9.6%
	Scandinavian	4.6%	4.3%	4.3%
	Scotch/Irish	7.9%	6.8%	6.5%
Other European (ie. Greek/Russian)	6.8%	5.7%	5.4%	
Middle Eastern	0.1%	0.2%	0.5%	
Other Ancestry	8.6%	10.5%	11.4%	
Unclassified Ancestry	12.2%	13.7%	12.6%	
Education (Age 25+)	Adult Population (25 Years or Older)	4,882	33,065	107,551
	Elementary (0 to 8)	1.0%	1.0%	1.4%
	Some High School (9 to 11)	3.0%	2.0%	3.0%
	High School Graduate (12)	28.2%	23.0%	26.6%
	Some College (13 to 16)	16.6%	19.6%	19.7%
	Associates Degree Only	8.6%	9.9%	9.7%
	Bachelors Degree Only	27.0%	29.7%	26.2%
	Graduate Degree	15.7%	14.9%	13.5%
	% College (4+)	42.6%	44.6%	39.6%
Household Type	Total Households – count	2,897	19,040	63,695
	One Person HHs – count	911	5,403	20,317
	Family HHs – count	1,870	12,527	39,569
	Married Couple – count	1,615	10,620	32,372
	w/own children – count	535	3,660	11,297
	w/out own children – count	1,080	6,960	21,075
	Male Householder – count	58	632	2,466
	Female Householder – count	198	1,276	4,731
	Non-Family Households – count	116	1,110	3,808
	1 Person Household	31.4%	28.4%	31.9%
	2 Person Household	37.5%	38.5%	36.1%
	3 Person Household	13.8%	14.3%	13.8%
	4 Person Household	11.6%	12.4%	11.7%
	5 Person Household	4.4%	4.5%	4.4%
	6 Person Household	1.0%	1.4%	1.4%
7+ Person Household	0.3%	0.5%	0.7%	
% Households With Children	23.9%	24.4%	23.7%	

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Housing	Total Housing Units	2,982	19,691	66,308
	Owner Occupied Percent	70.8%	67.7%	64.2%
	Renter Occupied Percent	26.4%	29.0%	31.9%
	Vacant Housing Percent	2.9%	3.3%	3.9%
	Total Housing Units (Census 2000)	2,005	15,071	54,012
	For Rent (Census 2000)	0%	41%	48%
	For Sale (Census 2000)	53%	30%	24%
	Rented or Sold, (Census 2000)	3%	7%	10%
	Seasonal (Census 2014)	19%	17%	10%
	Other (Census 2000)	19%	8%	7%
Homes Built By Year	Homes Built 1990 to 2000	24%	22%	16%
	Homes Built 1980 to 1989	22%	15%	11%
	Homes Built 1970 to 1979	18%	21%	19%
	Homes Built 1960 to 1969	13%	18%	19%
	Homes Built 1950 to 1959	18%	16%	22%
	Homes Built 1940 to 1949	1%	5%	7%
	Homes Built Before 1939	4%	4%	7%
Units in Structure	1 Unit	86%	70%	67%
	2 - 9 Units	6%	10%	16%
	Greater than 10 Units	8%	20%	16%
	Mobilie Trailer	0%	0%	1%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	0.3%	0.9%	1.6%
	Property Value \$750,000 to \$999,999	1.0%	3.0%	3.6%
	Property Value \$500,000 to \$749,999	11.4%	17.0%	12.0%
	Property Value \$400,000 to \$499,999	21.0%	19.2%	14.1%
	Property Value \$300,000, to \$399,999	39.2%	31.5%	25.1%
	Property Value \$200,000 to \$299,999	20.0%	20.9%	27.2%
	Property Value \$150,000 to \$199,999	3.1%	3.3%	9.0%
	Property Value \$100,000 to \$149,999	3.1%	2.8%	3.9%
	Property Value \$60,000 to \$99,999	0.2%	0.6%	1.3%
	Property Value \$40,000 to \$59,999	0.2%	0.2%	0.3%
	Property Value \$0 to \$39,999	0.1%	0.5%	1.6%
	Median Home Value	\$359,055	\$369,027	\$326,256
Median Rent	\$838	\$764	\$680	
Wealth per Household	\$0 and under - percent	16.0%	16.3%	16.8%
	\$1 to \$4999 - percent	7.5%	7.6%	8.1%
	\$5k to \$9999 - percent	4.1%	4.2%	4.4%
	\$10k to \$24999 - percent	6.1%	6.2%	6.3%
	\$25k to \$49999 - percent	6.7%	6.8%	6.8%
	\$50k to \$99999 - percent	10.4%	10.3%	10.3%
	\$100k to \$249999 - percent	18.9%	18.7%	18.4%
	\$250k to \$499999 - percent	14.1%	14.0%	13.6%
	\$500k+ - percent	16.2%	16.0%	15.2%
	Median HH Wealth	\$96,042	\$93,341	\$86,569
	Avg HH Wealth	\$259,621	\$256,978	\$247,482

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Economic Viability	Economic Viability Local	218	211	213
	Economic Viability Indexed	218	211	213
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	3,441	24,397	78,542
	Managerial/Executive	20.0%	18.3%	18.1%
	Professional Specialty	30.4%	33.5%	28.4%
	Healthcare Support	3.8%	2.3%	2.5%
	Sales	11.1%	12.1%	10.4%
	Office & Administrative Support	9.2%	9.8%	11.1%
	Protective Service	1.6%	1.7%	1.6%
	Food Preparation	4.2%	4.4%	4.8%
	Building Maintenance & Cleaning	1.8%	2.0%	2.3%
	Personal Care	0.9%	1.8%	2.3%
	Farming, Fishing, & Forestry	0.0%	0.1%	0.2%
	Construction	6.2%	5.4%	5.9%
	Production & Transportation	10.8%	8.9%	12.4%
	Percent White Collar Workers	74.5%	75.9%	70.5%
Percent Blue Collar Workers	25.5%	24.1%	29.5%	
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	5.1%	5.0%	5.6%
	Manufacturing	14.4%	15.5%	16.0%
	Transportation	4.4%	3.9%	4.5%
	Information	0.8%	1.5%	1.5%
	Wholesale/Retail	16.0%	13.0%	13.4%
	Finance, Insurance, Real Estate	9.1%	8.3%	8.7%
	Professional Services	8.1%	9.5%	7.6%
	Management Services	1.7%	0.3%	0.4%
	Administrative/Waste Services	2.9%	2.4%	3.1%
	Educational Services	27.0%	26.4%	24.6%
	Entertainment Services	4.8%	6.4%	7.3%
Other Professional Services	3.3%	3.8%	4.1%	
Public Administration	2.4%	3.9%	3.2%	
Transportation To Work	Drive to Work Alone	88.7%	87.5%	86.1%
	Drive to Work Carpool	6.8%	7.6%	8.0%
	Travel to Work by Public Transportation	0.6%	1.1%	1.4%
	Drive to Work on Motorcycle	0.0%	0.0%	0.1%
	Drive to Work on Bicycle	0.2%	0.1%	0.2%
	Walked to Work	1.7%	0.8%	1.7%
	Other Means	0.2%	0.2%	0.3%
	Work at Home	1.8%	2.5%	2.3%

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	Travel to Work in Less than 5 Minutes	3.5%	2.2%	2.6%
	Travel to Work in 5 to 9 Minutes	9.1%	10.8%	10.6%
	Travel to Work in 10 to 14 Minutes	11.7%	14.7%	15.4%
	Travel to Work in 15 to 19 Minutes	16.9%	18.7%	18.9%
	Travel to Work in 20 to 29 Minutes	34.9%	33.0%	30.9%
	Travel to Work in 30 to 44 Minutes	18.1%	15.7%	15.8%
	Travel to Work in 45 to 59 Minutes	3.5%	3.0%	3.1%
	Travel to Work in 60 Minutes or more	2.2%	2.3%	2.7%
	Average Travel Time to Work	21	20	20
Vehicles per HH	No Vehicles	4.2%	3.2%	5.1%
	1 Vehicle	32.9%	27.1%	33.8%
	2 Vehicles	47.2%	50.5%	43.6%
	3 or more vehicles	15.8%	19.2%	17.5%
	Average Number of Vehicles	1.82	1.94	1.80
Change	Births (last 12 months)	56	436	1,489
	Deaths (last 12 months)	104	596	1,885
	Migration (last 12 months)	42	126	320
Work place	Workplace Establishments	302	1,489	5,213
	Workplace Employees (FTE)	5,754	25,892	74,950