

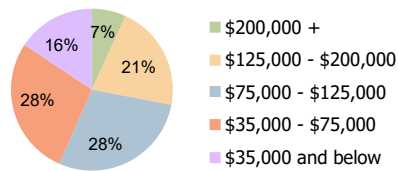
Moorland Square Shopping Ctr New Berlin, WI	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
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Current Year Demographics

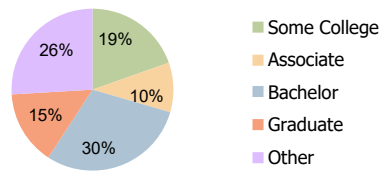
Current Population	6,530	44,801	146,241
Total Daytime Pop	8,581	47,545	152,287
Workplace Pop	5,754	25,892	74,950
Average Household Income	\$95,453	\$104,901	\$96,414
Average Disposable Income	\$77,432	\$81,100	\$74,234
Total Households	2,897	19,040	63,695
Median Home Value	\$359,055	\$369,027	\$326,256
College (4+)	42.6%	44.6%	39.6%
Total Consumer Spending/Capita (Weekly)	\$418	\$418	\$410
Population per Household	2.13	2.01	2.47
% of Households with Children	23.9%	24.4%	23.7%

2028 Demographic Projections

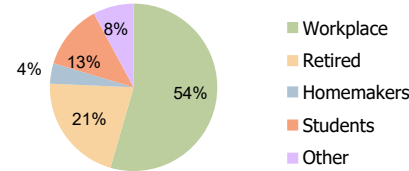
Projected Population	6,114	42,712	144,737
Projected 5 Year Annual Growth Rate (Pop)	-1.3%	-1.0%	-0.2%



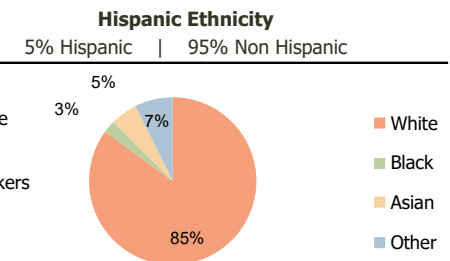
Household Income (3.00 Mile Radius)



Education (3.00 Mile Radius)



Daytime Population (3.00 Mile Radius)



Race (3.00 Mile Radius)

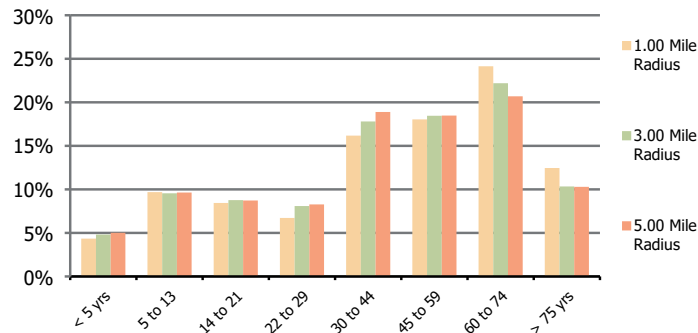
Moorland Square Shopping Ctr
New Berlin, WI

1.00 Mile Radius

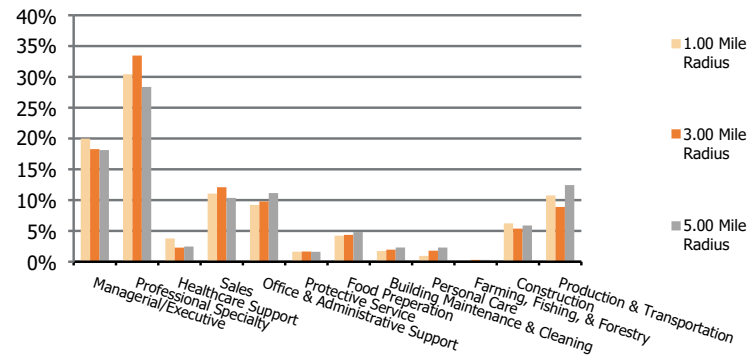
3.00 Mile Radius

5.00 Mile Radius

Population by Age Range



Occupation



Population	Current Estimated Population	6,530	44,801	146,241
	2010 Census Population	5,387	36,717	128,784
	2000 Census Population	5,133	36,713	127,468
	Historical Annual Growth 2000 to 2010	0.5%	0.0%	0.1%
	Estimated Annual Growth 2010 to 2023	1.5%	1.5%	1.0%
	Projected Annual Growth 2023 to 2028	-1.3%	-1.0%	-0.2%
Ethnic	Hispanic or Latino Population	4%	5%	8%
	Non Hispanic or Latino Population	96%	95%	92%
Race	White	88.6%	85.0%	82.9%
	Black or African American	1.5%	2.4%	3.0%
	Asian & Pacific Islander	4.3%	5.2%	4.6%
	Other Races	5.6%	7.3%	9.5%