

Extended Demographic Report - PopStats

2010 Census, 2019 Estimates & 2024 Projections

Calculated using TAS Retrieval



Nov 18, 2019

Latitude: 42.976396 Longitude: -88.105263

Moorland Square Shopping Ctr				
New Berlin, WI				
		1 Mile Radius	3 Mile Radius	5 Mile Radius
Population	Current Year Estimated Population	6,832	44,236	146,012
	Population Est 19Q2	6,816	44,183	145,880
	Population Est 19Q1	6,812	44,162	145,731
	Population Est 18Q4	6,799	44,141	146,110
	Population Est 18Q3	6,786	44,106	146,113
	Population Est 18Q2	6,794	43,916	145,835
	Population Est 18Q1	6,802	43,871	145,801
	Population Est 17Q4	6,787	43,599	145,497
	Population Est 17Q3	6,794	43,626	145,525
	Population Fcst	7,154	45,576	149,720
	2010 Census Population	6,266	43,102	142,021
	2000 Census Population	6,182	42,708	140,222
	1990 Census Population	6,119	36,486	129,269
	Current Year Daytime Population	9,559	50,872	164,203
	Average Seasonal Population	64	378	1,502
	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	0.91%	0.27%	0.29%
	Projected Annual Growth, CY to Y5	0.93%	0.60%	0.50%
	Group Qtrs Est	3	198	1,270
Transient Est Average Last 4 Qtrs	325	1,331	9,442	
Households	Current Year Estimated Households	2,929	18,425	62,600
	Households Est 19Q2	2,923	18,404	62,549
	Households Est 19Q1	2,920	18,397	62,500
	Households Est 18Q4	2,915	18,391	62,656
	Households Est 18Q3	2,909	18,379	62,665
	Households Est 18Q2	2,914	18,309	62,548
	Households Est 18Q1	2,916	18,287	62,535
	Households Est 17Q4	2,916	18,192	62,424
	Households Est 17Q3	2,919	18,202	62,439
	Households Fcst	3,072	18,975	64,124
	2010 Census Households	2,672	17,956	60,989
	2000 Census Households	2,271	16,407	57,651
	1990 Census Households	1,976	12,950	49,243
	Historical Annual Growth, 1990 – 2000	1.40%	2.39%	1.59%
	Historical Annual Growth, 2000 – 2010	1.64%	0.91%	0.56%
	Estimated Annual Growth, 2010 – CY	0.97%	0.27%	0.27%
	Projected Annual Growth, CY to Y5	0.96%	0.59%	0.48%
Population per Household	2.33	2.39	2.31	

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	1 Mile Radius	3 Mile Radius	5 Mile Radius	
HH Income \$500,000 or more	1.2%	1.2%	1.0%	
HH Income \$250,000 to \$499,999	1.4%	1.4%	1.2%	
HH Income \$200,000 to \$249,999	3.3%	3.4%	2.8%	
HH Income \$175,000 to \$199,999	3.0%	3.8%	3.6%	
HH Income \$150,000 to \$174,999	5.4%	5.9%	4.5%	
HH Income \$100,000 to 149,999	22.5%	20.8%	18.1%	
HH Income \$75,000 to 99,999	17.0%	14.6%	14.3%	
HH Income \$50,000 to 74,999	15.0%	17.7%	18.7%	
HH Income \$35,000 to 49,999	9.9%	11.0%	12.5%	
HH Income \$25,000 to 34,999	7.9%	7.1%	8.1%	
HH Income \$15,000 to 24,999	7.3%	7.2%	8.2%	
HH Income \$0 to 14,999	6.3%	5.9%	7.0%	
Average Household Income	\$98,881	\$96,050	\$89,730	
Median Household Income	\$80,085	\$76,651	\$68,251	
Per Capita Income	\$42,412	\$40,164	\$38,815	
2000 Average HH Income	\$75,854	\$74,805	\$65,839	
2000 Median HH Income	\$69,348	\$64,385	\$55,078	
Disposable HH Income \$500,000 or more	0%	0%	0%	
Disposable HH Income \$250,000 to \$499,999	2%	2%	2%	
Disposable HH Income \$200,000 to \$249,999	2%	2%	2%	
Disposable HH Income \$175,000 to \$199,999	1%	1%	1%	
Disposable HH Income \$150,000 to \$174,999	2%	3%	3%	
Disposable HH Income \$100,000 to \$149,999	17%	17%	14%	
Disposable HH Income \$75,000 to \$99,999	19%	17%	15%	
Disposable HH Income \$50,000 to \$74,999	21%	21%	21%	
Disposable HH Income \$35,000 to \$49,999	12%	13%	15%	
Disposable HH Income \$25,000 to \$34,999	9%	9%	10%	
Disposable HH Income \$15,000 to \$24,999	9%	8%	10%	
Disposable HH Income \$0 to \$14,999	7%	7%	8%	
Average Disposable Income	74,401	74,825	69,272	
Median Disposable Income	67,564	64,755	57,729	
Householder White – Count	2,844	16,798	56,300	
Median HH Income	\$80,244	\$77,782	\$69,557	
Average HH Income	\$85,061	\$86,084	\$79,728	
Householder Black or African-American – Count	16	384	1,178	
Median HH Income	\$26,435	\$50,135	\$44,683	
Average HH Income	\$38,336	\$45,714	\$48,905	
Householder Hispanic – Count	39	489	2,167	
Median HH Income	\$84,101	\$69,267	\$62,755	
Average HH Income	\$100,730	\$77,150	\$69,258	
Householder Asian or Pacific Islander – Count	22	499	1,777	
Median HH Income	\$102,065	\$96,710	\$88,270	
Average HH Income	\$105,461	\$101,075	\$96,887	
Householder Other or Pacific Islander – Count	8	255	1,178	
Median HH Income	\$139,278	\$95,555	\$59,040	
Average HH Income	\$124,163	\$93,687	\$69,439	

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Moorland Square Shopping Ctr New Berlin, WI		1 Mile Radius	3 Mile Radius	5 Mile Radius
Gender	Male Population	3,242	21,381	70,658
	Female Population	3,589	22,855	75,354
Total Population by Age	Count of Pop 0 to 4 years	336	2,318	7,970
	Count of Pop 0 to 7 years	467	3,094	11,201
	Count of Pop 5 - 13	617	3,968	14,133
	Count of Pop 14 - 18	289	1,839	6,379
	Count of Pop 19 - 22	345	2,291	7,240
	Count of Pop 22 - 25	217	1,647	5,109
	Count of Pop 25 - 29	336	2,568	8,074
	Count of Pop 30 - 34	267	2,248	7,466
	Count of Pop 35 - 39	360	2,566	9,093
	Count of Pop 40 - 44	378	2,316	8,319
	Count of Pop 45 - 59	1,367	8,938	29,374
	Count of Pop 60 - 74	1,669	9,721	29,697
	Count of Pop 75 - 84	458	2,711	9,100
	Count of Pop 85+	193	1,104	4,058
	% of Pop 0 to 4 years	4.9%	5.2%	5.5%
	% of Pop 0 to 7 years	6.8%	7.0%	7.7%
	% of Pop 5 - 13	9.0%	9.0%	9.7%
	% of Pop 14 - 18	4.2%	4.2%	4.4%
	% of Pop 19 - 22	5.0%	5.2%	5.0%
	% of Pop 22 - 25	3.2%	3.7%	3.5%
	% of Pop 25 - 29	4.9%	5.8%	5.5%
	% of Pop 30 - 34	3.9%	5.1%	5.1%
	% of Pop 35 - 39	5.3%	5.8%	6.2%
	% of Pop 40 - 44	5.5%	5.2%	5.7%
	% of Pop 45 - 59	20.0%	20.2%	20.1%
	% of Pop 60 - 74	24.4%	22.0%	20.3%
% of Pop 75 - 84	6.7%	6.1%	6.2%	
% of Pop 85+	2.8%	2.5%	2.8%	
Median Age	48.4	45.7	44.5	
Average Age	45.1	43.7	43.2	
Male Population by Age	% of Pop 0 to 4 years	5.3%	5.5%	5.8%
	% of Pop 5 - 13	9.7%	9.4%	10.3%
	% of Pop 14 - 18	4.8%	4.4%	4.6%
	% of Pop 19 - 22	5.2%	5.3%	5.1%
	% of Pop 22 - 25	3.2%	3.9%	3.7%
	% of Pop 25 - 29	5.5%	6.3%	5.9%
	% of Pop 30 - 34	4.0%	5.2%	5.3%
	% of Pop 35 - 39	5.5%	6.1%	6.4%
	% of Pop 40 - 44	5.8%	5.4%	6.0%
	% of Pop 45 - 59	19.9%	20.0%	20.3%
	% of Pop 75 - 84	6.1%	5.3%	5.3%
	% of Pop 60 - 74	23.4%	21.7%	20.0%
	% of Pop 85+	1.7%	1.5%	1.5%
	Median Age	45.8	43.6	42.6
Average Age	43.4	42.3	41.6	

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		1 Mile Radius	3 Mile Radius	5 Mile Radius
Female Population by Age	% of Pop 0 to 4 years	4.6%	5.0%	5.2%
	% of Pop 5 - 13	8.5%	8.5%	9.1%
	% of Pop 14 - 18	3.7%	4.0%	4.2%
	% of Pop 19 - 22	4.9%	5.0%	4.9%
	% of Pop 22 - 25	3.2%	3.6%	3.3%
	% of Pop 25 - 29	4.3%	5.4%	5.2%
	% of Pop 30 - 34	3.8%	5.0%	4.9%
	% of Pop 35 - 39	5.1%	5.5%	6.1%
	% of Pop 40 - 44	5.3%	5.1%	5.5%
	% of Pop 45 - 59	20.1%	20.4%	20.0%
	% of Pop 60 - 74	25.4%	22.2%	20.6%
	% of Pop 75 - 84	7.3%	6.9%	7.1%
	% of Pop 85+	3.9%	3.4%	3.9%
	Median Age	50.7	47.7	46.5
Average Age	46.7	44.9	44.6	
Race	Count of White	6,549	40,636	133,068
	Count of Black or African-American	28	703	2,649
	Count of Asian or Pacific Islander	168	1,887	5,416
	Count of Other races	87	1,010	4,879
	White	95.9%	91.9%	91.1%
	Black or African American	0.4%	1.6%	1.8%
	Asian	2.5%	4.3%	3.7%
	Other Races	1.3%	2.3%	3.3%
Language Spoken	Speak English at Home	94.5%	92.7%	91.6%
	Speak Spanish at Home	1.7%	2.0%	2.9%
	Speak Other Language at Home	0.0%	0.1%	0.3%
Hispanic	Hispanic Population	171	1,512	7,095
	Hispanic Population Percent	2.5%	3.4%	4.9%
	Mexican	34.8%	51.3%	60.4%
	Puerto Rican	9.8%	24.4%	24.1%
	Cuban	0.0%	0.1%	2.1%
	Dominican	0.0%	0.0%	0.7%
	Central American	0.5%	4.7%	3.0%
	South American	52.6%	8.8%	3.9%
	Other Hispanic	2.2%	10.6%	5.8%
2000 Hispanic Population Percent	2%	2%	2%	
1990 Hispanic Population Percent	1%	1%	1%	

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		1 Mile Radius	3 Mile Radius	5 Mile Radius
	American (percent of total population)	3.9%	3.2%	2.7%
	American	3.6%	2.9%	2.3%
	Native American (ie. Indian/Eskimo)	0.2%	0.3%	0.4%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	2.5%	4.3%	3.7%
	Chinese	0.5%	1.2%	0.7%
	Japanese	0.1%	0.1%	0.1%
	Korean	0.2%	0.3%	0.3%
	South Central Asian (ie. Indian)	0.5%	1.6%	1.6%
	South East Asian (ie. Vietnamese)	0.5%	0.8%	0.8%
	Other Asian	0.7%	0.2%	0.2%
	European (percent of total population)	72.6%	67.6%	66.2%
	British	3.0%	3.2%	3.1%
	Dutch	0.7%	0.9%	0.8%
	French	1.7%	1.8%	1.9%
	German	32.6%	29.5%	28.7%
	Italian	3.1%	3.9%	3.9%
	Polish	12.0%	10.4%	10.5%
	Scandinavian	4.8%	5.4%	4.9%
	Scotch/Irish	7.3%	6.8%	6.9%
Other European (ie. Greek/Russian)	7.4%	5.7%	5.6%	
Middle Eastern	0.2%	0.3%	0.4%	
Other Ancestry	7.5%	10.4%	10.9%	
Unclassified Ancestry	10.9%	10.8%	11.2%	
Education (Age 25+)	Adult Population (25 Years or Older)	5,028	32,172	105,181
	Elementary (0 to 8)	1.7%	1.4%	1.8%
	Some High School (9 to 11)	2.2%	3.1%	3.8%
	High School Graduate (12)	25.3%	24.6%	26.7%
	Some College (13 to 16)	20.2%	20.1%	20.0%
	Associates Degree Only	8.1%	9.3%	9.5%
	Bachelors Degree Only	27.2%	26.9%	25.0%
	Graduate Degree	15.3%	14.5%	13.3%
% College (4+)	42.5%	41.4%	38.3%	
Household Type	Total Households – count	2,929	18,425	62,600
	One Person HHs – count	796	4,797	19,068
	Family HHs – count	1,995	12,620	39,836
	Married Couple – count	1,805	10,998	32,610
	w/own children – count	588	3,595	11,563
	w/out own children – count	1,217	7,403	21,047
	Male Householder – count	51	588	2,409
	Female Householder – count	139	1,034	4,817
	Non-Family Households – count	138	1,007	3,696
	1 Person Household	27.2%	26.0%	30.5%
	2 Person Household	39.0%	39.0%	36.3%
	3 Person Household	15.4%	15.2%	14.6%
	4 Person Household	12.9%	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	23.7%	23.5%	24.0%	

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Moorland Square Shopping Ctr				
New Berlin, WI				
		1 Mile Radius	3 Mile Radius	5 Mile Radius
	Total Housing Units	3,008	19,024	65,370
	Owner Occupied Percent	78.9%	70.3%	66.1%
	Renter Occupied Percent	18.5%	26.6%	29.7%
	Vacant Housing Percent	2.6%	3.1%	4.2%
	Total Housing Units (Census 2000)	2,346	16,965	59,437
	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%	0.3%	0.7%
	Property Value \$750,000 to \$999,999	0.1%	1.1%	2.1%
	Property Value \$500,000 to \$749,999	3.5%	6.3%	6.5%
	Property Value \$400,000 to \$499,999	8.8%	12.1%	9.3%
	Property Value \$300,000, to \$399,999	36.9%	29.7%	21.5%
	Property Value \$200,000 to \$299,999	40.4%	38.8%	35.4%
	Property Value \$150,000 to \$199,999	7.4%	6.5%	14.3%
	Property Value \$100,000 to \$149,999	0.8%	2.3%	5.6%
	Property Value \$60,000 to \$99,999	0.3%	1.1%	1.6%
	Property Value \$40,000 to \$59,999	0.1%	0.4%	0.4%
	Property Value \$0 to \$39,999	1.2%	1.3%	2.6%
	Median Home Value	\$299,738	\$298,960	\$270,898
	Median Rent	\$841	\$780	\$690
Wealth per Household	\$0 and under - percent	15.7%	16.4%	17.0%
	\$1 to \$4999 - percent	7.2%	7.7%	8.2%
	\$5k to \$9999 - percent	4.0%	4.3%	4.5%
	\$10k to \$24999 - percent	6.0%	6.2%	6.3%
	\$25k to \$49999 - percent	6.8%	6.8%	6.9%
	\$50k to \$99999 - percent	10.5%	10.4%	10.4%
	\$100k to \$249999 - percent	19.2%	18.8%	18.5%
	\$250k to \$499999 - percent	14.3%	13.9%	13.4%
	\$500k+ - percent	16.2%	15.6%	14.9%
	Median HH Wealth	\$98,971	\$91,453	\$84,724
	Avg HH Wealth	\$261,703	\$252,889	\$243,767

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		1 Mile Radius	3 Mile Radius	5 Mile Radius
Economic Viability	Economic Viability Local	201	197	196
	Economic Viability Indexed	103	101	100
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	3,481	23,915	78,273
	Managerial/Executive	18.8%	18.9%	17.7%
	Professional Specialty	27.7%	28.8%	26.0%
	Healthcare Support	1.0%	1.4%	1.6%
	Sales	14.7%	12.3%	11.3%
	Office & Administrative Support	14.1%	13.0%	13.7%
	Protective Service	2.5%	1.7%	2.0%
	Food Preperation	3.1%	4.3%	4.9%
	Building Maintenance & Cleaning	1.3%	1.8%	2.4%
	Personal Care	3.9%	3.2%	3.4%
	Farming, Fishing, & Forestry	0.0%	0.1%	0.2%
	Construction	5.7%	6.2%	6.1%
	Production & Transportation	7.2%	8.2%	10.8%
	Percent White Collar Workers	76.3%	74.4%	70.2%
Percent Blue Collar Workers	23.7%	25.6%	29.8%	
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	2.5%	4.5%	4.7%
	Manufacturing	18.9%	16.0%	16.3%
	Transportation	3.5%	3.9%	3.6%
	Information	2.2%	2.3%	1.9%
	Wholesale/Retail	16.3%	15.1%	14.6%
	Finance, Insurance, Real Estate	7.6%	9.3%	8.6%
	Professional Services	8.0%	7.4%	6.3%
	Management Services	0.9%	0.2%	0.2%
	Administrative/Waste Services	1.7%	2.1%	3.3%
	Educational Services	24.6%	24.4%	24.7%
	Entertainment Services	5.4%	6.9%	7.7%
	Other Professional Services	4.4%	4.9%	4.9%
	Public Administration	4.1%	3.2%	3.3%
	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%	2.4%

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		1 Mile Radius	3 Mile Radius	5 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%	31.0%
	Travel to Work in 30 to 44 Minutes	16.7%	15.5%	15.7%
	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	3.6%	4.6%	5.6%
	1 Vehicle	28.6%	29.4%	33.9%
	2 Vehicles	49.1%	46.3%	43.0%
	3 or more vehicles	18.8%	19.7%	17.5%
	Average Number of Vehicles	1.88	1.89	1.79
Change	Births (last 12 months)	61	448	1,467
	Deaths (last 12 months)	84	479	1,564
	Migration (last 12 months)	69	161	-3
Work place	Workplace Establishments	257	1,435	5,221
	Workplace Employees (FTE)	5,900	28,841	91,640