

# Extended Demographic Report - PopStats

2010 Census, 2019 Estimates & 2024 Projections

Calculated using TAS Retrieval



Nov 21, 2019

Latitude: 42.976396 Longitude: -88.105263

Moorland Square Shopping Ctr New Berlin, WI		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
<b>Population</b>	Current Year Estimated Population	17,858	75,138	619,869
	Population Est 19Q2	17,828	75,067	618,999
	Population Est 19Q1	17,816	75,042	617,916
	Population Est 18Q4	17,788	75,078	618,151
	Population Est 18Q3	17,762	75,056	617,710
	Population Est 18Q2	17,762	74,779	617,145
	Population Est 18Q1	17,775	74,742	617,263
	Population Est 17Q4	17,633	74,382	617,166
	Population Est 17Q3	17,647	74,435	617,330
	Population Fcst	18,537	77,114	629,845
	2010 Census Population	17,224	73,289	620,168
	2000 Census Population	17,061	72,327	604,306
	1990 Census Population	15,072	64,788	588,401
	Current Year Daytime Population	24,437	83,340	712,751
	Average Seasonal Population	141	643	4,903
	Historical Annual Growth, 1990 – 2000	1.25%	1.11%	0.27%
	Historical Annual Growth, 2000 – 2010	0.09%	0.13%	0.26%
	Estimated Annual Growth, 2010 – CY	0.38%	0.26%	-0.01%
	Projected Annual Growth, CY to Y5	0.75%	0.52%	0.32%
	Group Qtrs Est	83	461	15,137
Transient Est Average Last 4 Qtrs	511	3,580	29,436	
<b>Households</b>	Current Year Estimated Households	7,498	31,969	251,480
	Households Est 19Q2	7,487	31,941	251,187
	Households Est 19Q1	7,480	31,936	250,754
	Households Est 18Q4	7,468	31,957	250,873
	Households Est 18Q3	7,457	31,953	250,665
	Households Est 18Q2	7,459	31,839	250,367
	Households Est 18Q1	7,462	31,821	250,431
	Households Est 17Q4	7,417	31,685	250,442
	Households Est 17Q3	7,423	31,704	250,557
	Households Fcst	7,790	32,787	255,701
	2010 Census Households	7,223	31,197	250,482
	2000 Census Households	6,332	29,024	241,914
	1990 Census Households	5,031	24,178	228,147
	Historical Annual Growth, 1990 – 2000	2.33%	1.84%	0.59%
	Historical Annual Growth, 2000 – 2010	1.33%	0.72%	0.35%
	Estimated Annual Growth, 2010 – CY	0.39%	0.26%	0.04%
Projected Annual Growth, CY to Y5	0.77%	0.51%	0.33%	
Population per Household	2.37	2.34	2.40	

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Moorland Square Shopping Ctr New Berlin, WI	5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
HH Income \$500,000 or more	1.3%	1.1%	0.8%
HH Income \$250,000 to \$499,999	1.5%	1.3%	0.9%
HH Income \$200,000 to \$249,999	3.6%	3.0%	2.2%
HH Income \$175,000 to \$199,999	3.4%	3.8%	2.3%
HH Income \$150,000 to \$174,999	6.2%	5.1%	3.5%
HH Income \$100,000 to 149,999	22.5%	19.5%	14.2%
HH Income \$75,000 to 99,999	15.2%	14.3%	12.8%
HH Income \$50,000 to 74,999	16.3%	18.3%	18.8%
HH Income \$35,000 to 49,999	10.5%	12.2%	12.9%
HH Income \$25,000 to 34,999	7.2%	7.5%	9.8%
HH Income \$15,000 to 24,999	7.0%	7.5%	10.4%
HH Income \$0 to 14,999	5.4%	6.5%	11.4%
Average Household Income	\$101,045	\$92,136	\$75,793
Median Household Income	\$80,418	\$71,810	\$56,643
Per Capita Income	\$42,595	\$39,401	\$31,277
2000 Average HH Income	\$81,121	\$68,258	\$55,273
2000 Median HH Income	\$70,764	\$59,040	\$44,498
Disposable HH Income \$500,000 or more	0%	0%	0%
Disposable HH Income \$250,000 to \$499,999	2%	2%	1%
Disposable HH Income \$200,000 to \$249,999	2%	2%	1%
Disposable HH Income \$175,000 to \$199,999	2%	1%	1%
Disposable HH Income \$150,000 to \$174,999	2%	3%	2%
Disposable HH Income \$100,000 to \$149,999	18%	15%	11%
Disposable HH Income \$75,000 to \$99,999	19%	16%	13%
Disposable HH Income \$50,000 to \$74,999	20%	20%	20%
Disposable HH Income \$35,000 to \$49,999	12%	15%	16%
Disposable HH Income \$25,000 to \$34,999	9%	10%	12%
Disposable HH Income \$15,000 to \$24,999	9%	9%	12%
Disposable HH Income \$0 to \$14,999	6%	7%	12%
Average Disposable Income	76,506	71,672	59,952
Median Disposable Income	67,887	60,667	48,321
Householder White – Count	7,092	28,998	185,926
Median HH Income	\$80,266	\$72,833	\$64,792
Average HH Income	\$86,837	\$82,498	\$75,426
Householder Black or African-American – Count	42	623	17,363
Median HH Income	\$55,297	\$51,199	\$24,871
Average HH Income	\$52,433	\$48,589	\$35,446
Householder Hispanic – Count	127	962	31,849
Median HH Income	\$81,864	\$65,883	\$38,449
Average HH Income	\$92,060	\$73,979	\$48,065
Householder Asian or Pacific Islander – Count	172	890	7,126
Median HH Income	\$110,085	\$89,228	\$63,442
Average HH Income	\$115,341	\$96,251	\$79,024
Householder Other or Pacific Islander – Count	66	496	9,215
Median HH Income	\$112,765	\$72,006	\$43,007
Average HH Income	\$100,519	\$80,928	\$51,818

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<b>Gender</b>	Male Population	8,518	36,362	304,512
	Female Population	9,340	38,776	315,357
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	876	4,020	37,916
	Count of Pop 0 to 7 years	1,174	5,444	55,043
	Count of Pop 5 - 13	1,539	6,905	69,239
	Count of Pop 14 - 18	725	3,121	31,693
	Count of Pop 19 - 22	911	3,768	37,300
	Count of Pop 22 - 25	638	2,768	23,435
	Count of Pop 25 - 29	984	4,356	36,634
	Count of Pop 30 - 34	777	3,965	37,380
	Count of Pop 35 - 39	928	4,514	43,990
	Count of Pop 40 - 44	917	3,987	40,435
	Count of Pop 45 - 59	3,567	15,115	117,344
	Count of Pop 60 - 74	4,295	15,963	103,241
	Count of Pop 75 - 84	1,170	4,614	28,880
	Count of Pop 85+	531	2,041	12,381
	% of Pop 0 to 4 years	4.9%	5.4%	6.1%
	% of Pop 0 to 7 years	6.6%	7.2%	8.9%
	% of Pop 5 - 13	8.6%	9.2%	11.2%
	% of Pop 14 - 18	4.1%	4.2%	5.1%
	% of Pop 19 - 22	5.1%	5.0%	6.0%
	% of Pop 22 - 25	3.6%	3.7%	3.8%
	% of Pop 25 - 29	5.5%	5.8%	5.9%
	% of Pop 30 - 34	4.3%	5.3%	6.0%
	% of Pop 35 - 39	5.2%	6.0%	7.1%
% of Pop 40 - 44	5.1%	5.3%	6.5%	
% of Pop 45 - 59	20.0%	20.1%	18.9%	
% of Pop 60 - 74	24.1%	21.2%	16.7%	
% of Pop 75 - 84	6.6%	6.1%	4.7%	
% of Pop 85+	3.0%	2.7%	2.0%	
Median Age	48.4	45.2	39.1	
Average Age	45.0	43.5	39.7	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	5.2%	5.6%	6.4%
	% of Pop 5 - 13	9.2%	9.7%	11.6%
	% of Pop 14 - 18	4.6%	4.3%	5.3%
	% of Pop 19 - 22	5.3%	5.1%	6.1%
	% of Pop 22 - 25	3.6%	3.9%	3.9%
	% of Pop 25 - 29	6.0%	6.2%	6.2%
	% of Pop 30 - 34	4.5%	5.4%	6.1%
	% of Pop 35 - 39	5.4%	6.2%	7.2%
	% of Pop 40 - 44	5.3%	5.5%	6.7%
	% of Pop 45 - 59	19.9%	20.1%	19.2%
	% of Pop 75 - 84	5.7%	5.3%	3.9%
	% of Pop 60 - 74	23.6%	21.1%	16.2%
	% of Pop 85+	1.7%	1.5%	1.1%
	Median Age	45.8	43.1	38.0
Average Age	43.4	42.1	38.5	

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Female Population by Age	% of Pop 0 to 4 years	4.6%	5.1%	5.9%
	% of Pop 5 - 13	8.1%	8.7%	10.7%
	% of Pop 14 - 18	3.6%	4.0%	4.9%
	% of Pop 19 - 22	4.9%	4.9%	5.9%
	% of Pop 22 - 25	3.6%	3.5%	3.6%
	% of Pop 25 - 29	5.1%	5.4%	5.7%
	% of Pop 30 - 34	4.3%	5.1%	6.0%
	% of Pop 35 - 39	5.0%	5.8%	7.0%
	% of Pop 40 - 44	5.0%	5.1%	6.3%
	% of Pop 45 - 59	20.1%	20.1%	18.6%
	% of Pop 60 - 74	24.5%	21.4%	17.1%
	% of Pop 75 - 84	7.3%	7.0%	5.4%
	% of Pop 85+	4.1%	3.8%	2.9%
	Median Age	50.5	47.2	40.2
Average Age	46.5	44.8	40.9	
Race	Count of White	16,805	68,935	489,071
	Count of Black or African-American	98	1,214	45,446
	Count of Asian or Pacific Islander	662	2,925	21,884
	Count of Other races	294	2,064	63,468
	White	94.1%	91.7%	78.9%
	Black or African American	0.5%	1.6%	7.3%
	Asian	3.7%	3.9%	3.5%
	Other Races	1.6%	2.7%	10.2%
Language Spoken	Speak English at Home	93.6%	92.2%	81.0%
	Speak Spanish at Home	1.3%	2.4%	13.3%
	Speak Other Language at Home	0.0%	0.2%	0.8%
Hispanic	Hispanic Population	393	3,117	107,648
	Hispanic Population Percent	2.2%	4.1%	17.4%
	Mexican	43.8%	53.6%	69.3%
	Puerto Rican	11.4%	27.7%	22.9%
	Cuban	0.0%	1.3%	0.7%
	Dominican	0.0%	0.5%	0.5%
	Central American	2.4%	3.3%	2.2%
	South American	26.5%	5.5%	1.6%
	Other Hispanic	16.0%	8.1%	2.9%
2000 Hispanic Population Percent	1%	2%	12%	
1990 Hispanic Population Percent	1%	1%	6%	

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Moorland Square Shopping Ctr New Berlin, WI		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
	American (percent of total population)	3.6%	2.9%	2.4%
	American	3.4%	2.5%	1.7%
	Native American (ie. Indian/Eskimo)	0.2%	0.4%	0.6%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	3.7%	3.9%	3.5%
	Chinese	1.4%	0.9%	0.5%
	Japanese	0.1%	0.1%	0.1%
	Korean	0.4%	0.2%	0.2%
	South Central Asian (ie. Indian)	0.9%	1.5%	1.2%
	South East Asian (ie. Vietnamese)	0.6%	0.8%	1.2%
	Other Asian	0.3%	0.2%	0.4%
	European (percent of total population)	71.6%	67.2%	49.8%
	British	3.0%	3.0%	2.4%
	Dutch	1.0%	0.8%	0.6%
	French	1.9%	1.9%	1.4%
	German	31.9%	28.8%	21.1%
	Italian	4.1%	3.9%	2.8%
	Polish	11.2%	11.0%	8.2%
	Scandinavian	5.2%	5.2%	3.6%
	Scotch/Irish	7.4%	6.8%	5.7%
Other European (ie. Greek/Russian)	6.1%	5.9%	4.0%	
Middle Eastern	0.2%	0.3%	0.6%	
Other Ancestry	8.3%	10.5%	16.8%	
Unclassified Ancestry	10.3%	11.1%	9.5%	
Education (Age 25+)	Adult Population (25 Years or Older)	13,170	54,556	420,285
	Elementary (0 to 8)	1.6%	1.6%	4.7%
	Some High School (9 to 11)	2.6%	3.5%	6.8%
	High School Graduate (12)	24.7%	25.6%	27.7%
	Some College (13 to 16)	19.6%	20.5%	20.2%
	Associates Degree Only	9.2%	9.1%	8.2%
	Bachelors Degree Only	27.1%	26.0%	21.3%
	Graduate Degree	15.1%	13.7%	11.1%
% College (4+)	42.2%	39.7%	32.4%	
Household Type	Total Households – count	7,498	31,969	251,480
	One Person HHs – count	1,959	9,314	80,051
	Family HHs – count	5,216	20,781	152,882
	Married Couple – count	4,714	17,490	111,736
	w/own children – count	1,495	5,854	44,909
	w/out own children – count	3,219	11,636	66,826
	Male Householder – count	185	1,132	11,870
	Female Householder – count	317	2,158	29,276
	Non-Family Households – count	323	1,874	18,547
	1 Person Household	26.1%	29.1%	31.8%
	2 Person Household	39.6%	37.2%	32.5%
	3 Person Household	15.1%	14.8%	14.6%
	4 Person Household	12.7%	12.1%	11.9%
	5 Person Household	4.5%	4.7%	5.5%
6 Person Household	1.3%	1.6%	2.2%	
7+ Person Household	0.6%	0.6%	1.5%	
% Households With Children	23.7%	22.8%	27.3%	

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Moorland Square Shopping Ctr New Berlin, WI		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
	Total Housing Units	7,700	33,275	268,174
	Owner Occupied Percent	74.8%	65.8%	55.9%
	Renter Occupied Percent	22.6%	30.3%	37.9%
	Vacant Housing Percent	2.6%	3.9%	6.2%
	Total Housing Units (Census 2000)	6,513	29,882	253,737
	For Rent (Census 2000)	15%	42%	49%
	For Sale (Census 2000)	35%	27%	17%
	Rented or Sold, (Census 2000)	7%	10%	8%
	Seasonal (Census 2014)	17%	11%	5%
	Other (Census 2000)	15%	8%	19%
Homes Built By Year	Homes Built 1990 to 2000	27%	21%	10%
	Homes Built 1980 to 1989	21%	15%	7%
	Homes Built 1970 to 1979	23%	20%	13%
	Homes Built 1960 to 1969	13%	18%	14%
	Homes Built 1950 to 1959	12%	18%	21%
	Homes Built 1940 to 1949	2%	5%	11%
	Homes Built Before 1939	3%	4%	25%
Units in Structure	1 Unit	81%	69%	58%
	2 - 9 Units	7%	13%	26%
	Greater than 10 Units	12%	18%	15%
	Mobilie Trailer	0%	0%	1%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	0.3%	0.3%	0.4%
	Property Value \$750,000 to \$999,999	0.8%	1.5%	1.5%
	Property Value \$500,000 to \$749,999	5.3%	6.1%	5.1%
	Property Value \$400,000 to \$499,999	12.2%	10.5%	7.3%
	Property Value \$300,000, to \$399,999	35.0%	25.8%	16.0%
	Property Value \$200,000 to \$299,999	37.6%	39.6%	30.9%
	Property Value \$150,000 to \$199,999	5.8%	8.9%	19.0%
	Property Value \$100,000 to \$149,999	0.8%	3.6%	12.3%
	Property Value \$60,000 to \$99,999	0.6%	1.5%	4.0%
	Property Value \$40,000 to \$59,999	0.3%	0.4%	0.9%
	Property Value \$0 to \$39,999	1.3%	1.7%	2.6%
	Median Home Value	\$310,128	\$286,516	\$231,422
	Median Rent	\$860	\$739	\$570
Wealth per Household	\$0 and under - percent	15.9%	16.8%	18.4%
	\$1 to \$4999 - percent	7.4%	8.1%	9.3%
	\$5k to \$9999 - percent	4.1%	4.4%	4.9%
	\$10k to \$24999 - percent	6.0%	6.3%	6.6%
	\$25k to \$49999 - percent	6.8%	6.8%	6.9%
	\$50k to \$99999 - percent	10.4%	10.3%	10.3%
	\$100k to \$249999 - percent	19.1%	18.5%	17.7%
	\$250k to \$499999 - percent	14.2%	13.6%	12.5%
	\$500k+ - percent	16.1%	15.2%	13.4%
	Median HH Wealth	\$96,884	\$86,700	\$69,059
	Avg HH Wealth	\$259,560	\$246,848	\$224,406

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<b>Economic Viability</b>	Economic Viability Local	199	197	196
	Economic Viability Indexed	102	101	100
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	9,347	40,445	316,029
	Managerial/Executive	19.9%	17.4%	14.8%
	Professional Specialty	29.1%	27.6%	23.0%
	Healthcare Support	1.3%	1.4%	2.1%
	Sales	13.8%	11.6%	10.0%
	Office & Administrative Support	12.2%	13.5%	13.3%
	Protective Service	2.2%	1.8%	1.9%
	Food Preperation	3.3%	5.0%	6.2%
	Building Maintenance & Cleaning	1.4%	2.2%	3.4%
	Personal Care	3.0%	3.5%	3.5%
	Farming, Fishing, & Forestry	0.0%	0.1%	0.3%
	Construction	5.8%	6.1%	6.6%
	Production & Transportation	7.8%	9.9%	14.8%
	Percent White Collar Workers	76.4%	71.5%	63.2%
Percent Blue Collar Workers	23.6%	28.5%	36.8%	
<b>Employment by Industry (Employed Civilians Age 16+)</b>	Agriculture/Mining/Construction	3.8%	4.5%	5.4%
	Manufacturing	17.3%	16.0%	16.3%
	Transportation	3.0%	3.9%	3.8%
	Information	2.6%	2.1%	1.7%
	Wholesale/Retail	15.8%	14.8%	13.6%
	Finance, Insurance, Real Estate	8.9%	8.7%	7.1%
	Professional Services	7.9%	7.2%	5.7%
	Management Services	0.4%	0.3%	0.2%
	Administrative/Waste Services	2.0%	2.7%	4.7%
	Educational Services	24.2%	24.2%	24.1%
	Entertainment Services	5.5%	7.5%	9.7%
	Other Professional Services	4.6%	4.9%	4.6%
	Public Administration	4.2%	3.3%	3.1%
	<b>Transportation To Work</b>	Drive to Work Alone	89.4%	87.2%
Drive to Work Carpool		6.7%	7.7%	10.2%
Travel to Work by Public Transportation		0.5%	1.0%	4.4%
Drive to Work on Motorcycle		0.0%	0.1%	0.1%
Drive to Work on Bicycle		0.2%	0.1%	0.2%
Walked to Work		0.9%	1.3%	3.1%
Other Means		0.3%	0.2%	0.4%
Work at Home		2.1%	2.4%	2.1%

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	Travel to Work in Less than 5 Minutes	1.9%	2.4%	2.5%
	Travel to Work in 5 to 9 Minutes	9.7%	10.4%	10.3%
	Travel to Work in 10 to 14 Minutes	12.6%	14.3%	16.8%
	Travel to Work in 15 to 19 Minutes	17.9%	19.2%	19.3%
	Travel to Work in 20 to 29 Minutes	36.2%	32.9%	27.8%
	Travel to Work in 30 to 44 Minutes	16.6%	15.7%	16.7%
	Travel to Work in 45 to 59 Minutes	3.2%	2.8%	3.4%
	Travel to Work in 60 Minutes or more	2.0%	2.3%	3.2%
	Average Travel Time to Work	21	20	21
Vehicles per HH	No Vehicles	4.9%	5.4%	9.6%
	1 Vehicle	27.7%	31.2%	37.3%
	2 Vehicles	47.6%	44.5%	39.1%
	3 or more vehicles	19.9%	18.9%	14.0%
	Average Number of Vehicles	1.90	1.84	1.62
Change	Births (last 12 months)	170	772	6,902
	Deaths (last 12 months)	214	818	5,205
	Migration (last 12 months)	140	128	462
Work place	Workplace Establishments	674	2,620	17,881
	Workplace Employees (FTE)	15,139	45,266	360,675