



# Demographic Summary Report

2000, 2010 Census, 2019 Estimates & 2024 Projections  
Calculated using TAS Retrieval

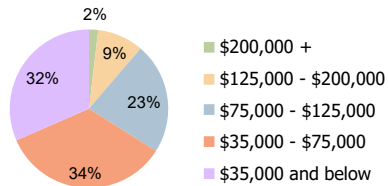
Spring Mall Greenfield, WI	1 Mile Radius	3 Mile Radius	5 Mile Radius
-------------------------------	---------------	---------------	---------------

## Current Year Demographics

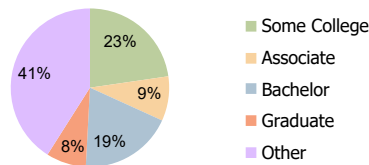
Current Population	17,089	121,105	325,462
Total Daytime Pop	13,783	100,673	292,735
Workplace Pop	5,500	36,259	115,500
Average Household Income	\$63,061	\$68,037	\$67,553
Average Disposable Income	\$51,697	\$55,205	\$54,498
Total Households	7,903	54,294	132,663
Median Home Value	\$204,589	\$201,395	\$198,564
College (4+)	24.0%	27.2%	25.5%
Total Consumer Spending/Capita (Weekly)	\$337	\$340	\$335
Population per Household	2.13	2.01	2.47
% of Households with Children	19.2%	23.1%	27.7%

## 2024 Demographic Projections

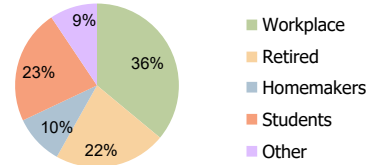
Projected Population	17,113	121,179	327,888
Projected 5 Year Annual Growth Rate (Pop)	0.0%	0.0%	0.1%



Household Income (3 Mile Radius)



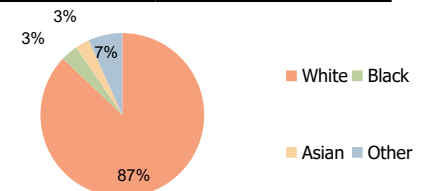
Education (3 Mile Radius)



Daytime Population (3 Mile Radius)

### Hispanic Ethnicity

12% Hispanic | 88% Non Hispanic



Race (3 Mile Radius)



# Demographic Summary Report

2000, 2010 Census, 2019 Estimates & 2024 Projections  
 Calculated using TAS Retrieval

Spring Mall Greenfield, WI		1 Mile Radius	3 Mile Radius	5 Mile Radius
<b>Population</b>	Current Estimated Population	17,089	121,105	325,462
	2010 Census Population	17,161	121,621	330,717
	2000 Census Population	16,824	120,159	317,594
	Historical Annual Growth 2000 to 2010	0.2%	0.1%	0.4%
	Estimated Annual Growth 2010 to 2019	0.0%	0.0%	-0.2%
	Projected Annual Growth 2019 to 2024	0.0%	0.0%	0.1%
<b>Ethnic</b>	Hispanic or Latino Population	12%	12%	23%
	Non Hispanic or Latino Population	88%	88%	77%
<b>Race</b>	White	87.7%	87.1%	79.2%
	Black or African American	2.9%	3.4%	4.3%
	Asian & Pacific Islander	2.8%	2.8%	3.3%
	Other Races	6.6%	6.7%	13.2%

