

Extended Demographic Report - PopStats

2010 Census, 2021 Estimates & 2026 Projections

Calculated using TAS Retrieval

Jan 20, 2022



Latitude: 42.967909 Longitude: -88.005933

Spring Mall Greenfield, WI		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Population	Current Year Estimated Population	17,033	121,027	329,225
	Population Est 21Q1	17,043	121,075	329,017
	Population Est 20Q4	17,042	121,081	328,935
	Population Est 20Q3	17,040	120,991	327,495
	Population Est 20Q2	17,110	121,233	327,375
	Population Est 20Q1	17,106	121,219	327,306
	Population Est 19Q4	17,089	121,172	326,954
	Population Est 19Q3	17,099	121,207	327,004
	Population Est 19Q2	17,104	121,234	326,968
	Population Fcst	16,943	120,406	329,693
	2010 Census Population	17,161	121,618	331,758
	2000 Census Population	16,824	120,157	318,659
	1990 Census Population	17,686	121,124	308,348
	Current Year Daytime Population	14,695	99,807	280,118
	Average Seasonal Population	114	693	1,713
	Historical Annual Growth, 1990 – 2000	-0.50%	-0.08%	0.33%
	Historical Annual Growth, 2000 – 2010	0.20%	0.12%	0.40%
	Estimated Annual Growth, 2010 – CY	-0.07%	-0.04%	-0.07%
	Projected Annual Growth, CY to Y5	-0.11%	-0.10%	0.03%
	Group Qtrs Est	108	1,783	4,015
Transient Est Average Last 4 Qtrs	0	12	2,658	
Households	Current Year Estimated Households	7,870	54,248	134,087
	Households Est 21Q1	7,875	54,269	134,007
	Households Est 20Q4	7,878	54,276	133,980
	Households Est 20Q3	7,875	54,237	133,437
	Households Est 20Q2	7,912	54,361	133,422
	Households Est 20Q1	7,911	54,351	133,388
	Households Est 19Q4	7,904	54,332	133,264
	Households Est 19Q3	7,908	54,349	133,294
	Households Est 19Q2	7,909	54,358	133,295
	Households Fcst	7,830	53,965	134,343
	2010 Census Households	7,921	54,515	134,397
	2000 Census Households	7,668	53,669	130,868
	1990 Census Households	7,497	50,759	124,064
	Historical Annual Growth, 1990 – 2000	0.23%	0.56%	0.54%
	Historical Annual Growth, 2000 – 2010	0.33%	0.16%	0.27%
	Estimated Annual Growth, 2010 – CY	-0.06%	-0.04%	-0.02%
Projected Annual Growth, CY to Y5	-0.10%	-0.10%	0.04%	
Population per Household	2.15	2.20	2.43	

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Spring Mall				
Greenfield, WI				
	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	
HH Income \$500,000 or more	0.4%	0.5%	0.6%	
HH Income \$250,000 to \$499,999	0.4%	0.6%	0.7%	
HH Income \$200,000 to \$249,999	1.0%	1.5%	1.8%	
HH Income \$175,000 to \$199,999	1.9%	1.9%	2.0%	
HH Income \$150,000 to \$174,999	3.3%	3.3%	3.2%	
HH Income \$100,000 to 149,999	16.2%	16.2%	14.9%	
HH Income \$75,000 to 99,999	16.2%	14.7%	13.6%	
HH Income \$50,000 to 74,999	17.8%	19.8%	19.3%	
HH Income \$35,000 to 49,999	16.0%	14.3%	14.7%	
HH Income \$25,000 to 34,999	9.4%	9.5%	10.1%	
HH Income \$15,000 to 24,999	9.1%	8.7%	8.9%	
HH Income \$0 to 14,999	8.4%	9.0%	10.2%	
Average Household Income	\$74,525	\$74,362	\$73,907	
Median Household Income	\$58,553	\$60,317	\$57,116	
Per Capita Income	\$34,617	\$33,720	\$30,397	
2000 Average HH Income	\$50,469	\$50,547	\$50,781	
2000 Median HH Income	\$43,348	\$43,510	\$42,357	
Disposable HH Income \$500,000 or more	#N/A	#N/A	#N/A	
Disposable HH Income \$250,000 to \$499,999	#N/A	#N/A	#N/A	
Disposable HH Income \$200,000 to \$249,999	#N/A	#N/A	#N/A	
Disposable HH Income \$175,000 to \$199,999	0%	1%	1%	
Disposable HH Income \$150,000 to \$174,999	1%	1%	1%	
Disposable HH Income \$100,000 to \$149,999	11%	11%	11%	
Disposable HH Income \$75,000 to \$99,999	16%	15%	14%	
Disposable HH Income \$50,000 to \$74,999	21%	22%	20%	
Disposable HH Income \$35,000 to \$49,999	19%	17%	17%	
Disposable HH Income \$25,000 to \$34,999	11%	11%	12%	
Disposable HH Income \$15,000 to \$24,999	11%	11%	11%	
Disposable HH Income \$0 to \$14,999	9%	10%	11%	
Average Disposable Income	58,894	60,206	59,266	
Median Disposable Income	49,689	51,028	48,634	
Householder White – Count	6,102	42,291	92,921	
Median HH Income	\$63,038	\$64,034	\$64,122	
Average HH Income	\$71,535	\$72,664	\$74,140	
Householder Black or African-American – Count	258	2,255	5,703	
Median HH Income	\$50,253	\$38,248	\$33,036	
Average HH Income	\$46,845	\$43,362	\$41,613	
Householder Hispanic – Count	963	6,000	25,009	
Median HH Income	\$48,483	\$51,573	\$44,335	
Average HH Income	\$58,020	\$59,444	\$52,854	
Householder Asian or Pacific Islander – Count	160	1,459	3,984	
Median HH Income	\$61,305	\$61,202	\$62,315	
Average HH Income	\$72,535	\$74,770	\$77,936	
Householder Other or Pacific Islander – Count	387	2,243	6,470	
Median HH Income	\$53,062	\$53,035	\$48,910	
Average HH Income	\$59,779	\$60,521	\$56,354	

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Spring Mall Greenfield, WI		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Gender	Male Population	8,181	58,510	161,879
	Female Population	8,852	62,516	167,346
Total Population by Age	Count of Pop 0 to 4 years	1,073	7,466	20,435
	Count of Pop 0 to 7 years	1,598	11,105	30,117
	Count of Pop 5 - 13	1,876	13,272	37,362
	Count of Pop 14 - 18	741	5,470	17,581
	Count of Pop 19 - 22	711	5,180	17,179
	Count of Pop 22 - 25	502	3,768	11,661
	Count of Pop 25 - 29	814	6,257	19,124
	Count of Pop 30 - 34	992	6,771	19,277
	Count of Pop 35 - 39	1,268	8,878	23,587
	Count of Pop 40 - 44	1,168	8,320	22,868
	Count of Pop 45 - 59	3,115	22,331	60,720
	Count of Pop 60 - 74	3,255	22,518	56,058
	Count of Pop 75 - 84	1,040	7,355	16,557
	Count of Pop 85+	478	3,441	6,816
	% of Pop 0 to 4 years	6.3%	6.2%	6.2%
	% of Pop 0 to 7 years	9.4%	9.2%	9.1%
	% of Pop 5 - 13	11.0%	11.0%	11.3%
	% of Pop 14 - 18	4.4%	4.5%	5.3%
	% of Pop 19 - 22	4.2%	4.3%	5.2%
	% of Pop 22 - 25	2.9%	3.1%	3.5%
% of Pop 25 - 29	4.8%	5.2%	5.8%	
% of Pop 30 - 34	5.8%	5.6%	5.9%	
% of Pop 35 - 39	7.4%	7.3%	7.2%	
% of Pop 40 - 44	6.9%	6.9%	6.9%	
% of Pop 45 - 59	18.3%	18.5%	18.4%	
% of Pop 60 - 74	19.1%	18.6%	17.0%	
% of Pop 75 - 84	6.1%	6.1%	5.0%	
% of Pop 85+	2.8%	2.8%	2.1%	
Median Age	42.3	42.1	39.7	
Average Age	42.1	41.9	40.0	
Male Population by Age	% of Pop 0 to 4 years	6.7%	6.5%	6.4%
	% of Pop 5 - 13	11.7%	11.7%	11.8%
	% of Pop 14 - 18	4.6%	4.8%	5.6%
	% of Pop 19 - 22	4.5%	4.5%	5.3%
	% of Pop 22 - 25	3.2%	3.3%	3.7%
	% of Pop 25 - 29	5.0%	5.4%	6.0%
	% of Pop 30 - 34	5.9%	5.7%	6.0%
	% of Pop 35 - 39	7.5%	7.5%	7.3%
	% of Pop 40 - 44	7.1%	7.2%	7.2%
	% of Pop 45 - 59	19.0%	19.1%	18.9%
	% of Pop 75 - 84	5.0%	4.9%	4.2%
	% of Pop 60 - 74	18.3%	18.0%	16.6%
	% of Pop 85+	1.5%	1.4%	1.1%
	Median Age	40.7	40.4	38.6
Average Age	40.3	40.1	38.7	

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Female Population by Age	% of Pop 0 to 4 years	5.9%	5.8%	6.0%
	% of Pop 5 - 13	10.4%	10.3%	10.9%
	% of Pop 14 - 18	4.1%	4.2%	5.1%
	% of Pop 19 - 22	3.9%	4.1%	5.1%
	% of Pop 22 - 25	2.7%	3.0%	3.4%
	% of Pop 25 - 29	4.6%	4.9%	5.6%
	% of Pop 30 - 34	5.7%	5.5%	5.7%
	% of Pop 35 - 39	7.4%	7.2%	7.1%
	% of Pop 40 - 44	6.6%	6.6%	6.7%
	% of Pop 45 - 59	17.6%	17.9%	18.0%
	% of Pop 60 - 74	19.8%	19.2%	17.5%
	% of Pop 75 - 84	7.2%	7.2%	5.9%
	% of Pop 85+	4.0%	4.2%	3.0%
	Median Age	44.0	43.8	40.8
Average Age	43.8	43.6	41.2	
Race	Count of White	14,670	102,971	255,201
	Count of Black or African-American	462	4,517	15,231
	Count of Asian or Pacific Islander	527	4,044	12,187
	Count of Other races	1,374	9,494	46,605
	White	86.1%	85.1%	77.5%
	Black or African American	2.7%	3.7%	4.6%
	Asian	3.1%	3.3%	3.7%
	Other Races	8.1%	7.8%	14.2%
Language Spoken	Speak English at Home	84.4%	85.5%	74.0%
	Speak Spanish at Home	8.5%	8.3%	19.5%
	Speak French or French Creole at Home	0.1%	0.1%	0.2%
	Speak German at Home	0.6%	0.4%	0.4%
	Speak Russian or Other Slavic Language at Home	3.1%	1.6%	1.0%
	Speak Other Indo-European Language at Home	1.4%	1.4%	1.6%
	Speak Chinese at Home	0.1%	0.3%	0.4%
	Speak Korean at Home	0.0%	0.0%	0.1%
	Speak Vietnamese at Home	0.0%	0.1%	0.2%
	Speak Other Asian Language at Home	1.3%	1.4%	1.6%
	Speak Tagalog and Other Pacific Languages at Home	0.3%	0.2%	0.2%
Speak Other Language at Home	0.2%	0.6%	0.9%	
Hispanic	Hispanic Population	2,146	15,206	79,656
	Hispanic Population Percent	12.6%	12.6%	24.2%
	Mexican	65.4%	67.7%	72.7%
	Puerto Rican	28.6%	24.3%	20.5%
	Cuban	3.0%	1.6%	0.7%
	Dominican	0.3%	0.8%	1.1%
	Central American	0.6%	1.3%	1.5%
	South American	0.3%	2.2%	1.4%
	Other Hispanic	1.8%	2.1%	2.0%
	2000 Hispanic Population Percent	5%	4%	13%
1990 Hispanic Population Percent	2%	2%	5%	

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Greenfield, WI		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
	American (percent of total population)	2.4%	2.5%	2.3%
	American	1.6%	1.6%	1.5%
	Native American (ie. Indian/Eskimo)	0.8%	0.8%	0.8%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	3.0%	3.3%	3.7%
	Chinese	0.2%	0.3%	0.4%
	Japanese	0.2%	0.1%	0.0%
	Korean	0.0%	0.1%	0.1%
	South Central Asian (ie. Indian)	1.1%	1.3%	1.3%
	South East Asian (ie. Vietnamese)	1.0%	1.1%	1.1%
	Other Asian	0.6%	0.4%	0.7%
	European (percent of total population)	55.2%	54.9%	43.9%
	British	1.6%	2.1%	1.8%
	Dutch	0.6%	0.5%	0.5%
	French	1.4%	1.5%	1.2%
	German	22.2%	22.5%	18.0%
	Italian	2.5%	3.0%	2.5%
	Polish	12.0%	10.9%	8.6%
	Scandinavian	3.3%	3.9%	3.1%
	Scotch/Irish	4.0%	5.1%	4.4%
Other European (ie. Greek/Russian)	7.6%	5.4%	4.0%	
Middle Eastern	0.3%	0.5%	0.7%	
Other Ancestry	15.0%	15.8%	16.4%	
Unclassified Ancestry	11.6%	10.5%	8.8%	
Education (Age 25+)	Adult Population (25 Years or Older)	12,130	85,870	225,007
	Elementary (0 to 8)	4.6%	3.1%	6.3%
	Some High School (9 to 11)	6.3%	5.1%	7.2%
	High School Graduate (12)	32.1%	31.5%	30.9%
	Some College (13 to 16)	21.6%	22.9%	20.9%
	Associates Degree Only	10.9%	9.8%	8.6%
	Bachelors Degree Only	19.5%	19.7%	17.9%
	Graduate Degree	5.1%	7.8%	8.3%
% College (4+)	24.5%	27.5%	26.2%	
Household Type	Total Households – count	7,870	54,248	134,087
	One Person HHs – count	2,965	19,552	43,269
	Family HHs – count	4,496	30,866	81,440
	Married Couple – count	3,049	21,991	57,370
	w/own children – count	1,013	7,985	23,127
	w/out own children – count	2,037	14,006	34,244
	Male Householder – count	372	2,662	7,409
	Female Householder – count	1,074	6,214	16,660
	Non-Family Households – count	409	3,829	9,378
	1 Person Household	37.7%	36.0%	32.3%
	2 Person Household	33.2%	33.6%	31.6%
	3 Person Household	13.6%	14.0%	14.6%
	4 Person Household	10.1%	10.4%	11.7%
	5 Person Household	3.6%	4.0%	5.7%
	6 Person Household	1.3%	1.3%	2.4%
	7+ Person Household	0.5%	0.7%	1.7%
% Households With Children	20.8%	23.5%	27.2%	

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Spring Mall Greenfield, WI		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
	Total Housing Units	8,298	57,134	142,835
	Owner Occupied Percent	52.0%	56.3%	54.7%
	Renter Occupied Percent	42.9%	38.6%	39.2%
	Vacant Housing Percent	5.2%	5.1%	6.1%
	Total Housing Units (Census 2000)	7,870	55,191	136,562
	For Rent (Census 2000)	50%	52%	46%
	For Sale (Census 2000)	16%	23%	18%
	Rented or Sold, (Census 2000)	6%	5%	8%
	Seasonal (Census 2014)	2%	4%	4%
	Other (Census 2000)	7%	9%	20%
Homes Built By Year	Homes Built 1990 to 2000	4%	7%	8%
	Homes Built 1980 to 1989	9%	8%	7%
	Homes Built 1970 to 1979	25%	16%	13%
	Homes Built 1960 to 1969	28%	19%	15%
	Homes Built 1950 to 1959	26%	28%	22%
	Homes Built 1940 to 1949	5%	11%	11%
	Homes Built Before 1939	3%	11%	24%
Units in Structure	1 Unit	52%	58%	56%
	2 - 9 Units	26%	24%	29%
	Greater than 10 Units	21%	17%	14%
	Mobilie Trailer	0%	0%	1%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	0.3%	0.2%	0.3%
	Property Value \$750,000 to \$999,999	0.0%	0.4%	0.7%
	Property Value \$500,000 to \$749,999	0.2%	1.2%	2.5%
	Property Value \$400,000 to \$499,999	1.7%	3.6%	5.1%
	Property Value \$300,000, to \$399,999	6.5%	11.0%	12.4%
	Property Value \$200,000 to \$299,999	44.8%	37.0%	30.6%
	Property Value \$150,000 to \$199,999	26.4%	29.5%	24.9%
	Property Value \$100,000 to \$149,999	10.4%	11.5%	14.3%
	Property Value \$60,000 to \$99,999	5.9%	3.1%	5.4%
	Property Value \$40,000 to \$59,999	1.0%	0.5%	1.0%
	Property Value \$0 to \$39,999	2.2%	1.7%	2.4%
	Median Home Value	\$205,793	\$207,199	\$204,884
	Median Rent	\$629	\$608	\$575
Wealth per Household	\$0 and under - percent	18.4%	18.1%	18.4%
	\$1 to \$4999 - percent	9.5%	9.2%	9.5%
	\$5k to \$9999 - percent	5.0%	4.8%	4.9%
	\$10k to \$24999 - percent	6.7%	6.6%	6.6%
	\$25k to \$49999 - percent	6.9%	6.9%	6.9%
	\$50k to \$99999 - percent	10.3%	10.3%	10.3%
	\$100k to \$249999 - percent	17.7%	17.9%	17.7%
	\$250k to \$499999 - percent	12.4%	12.7%	12.5%
	\$500k+ - percent	13.1%	13.5%	13.2%
	Median HH Wealth	\$66,782	\$71,483	\$67,817
	Avg HH Wealth	\$220,342	\$226,406	\$222,144

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Economic Viability	Economic Viability Local	260	261	264
	Economic Viability Indexed	100	101	101
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	9,141	62,962	163,351
	Managerial/Executive	10.8%	13.0%	12.4%
	Professional Specialty	19.1%	21.8%	20.4%
	Healthcare Support	3.4%	2.9%	3.1%
	Sales	8.5%	10.2%	9.6%
	Office & Administrative Support	14.4%	13.8%	12.4%
	Protective Service	3.4%	2.2%	1.9%
	Food Preperation	8.2%	6.0%	6.6%
	Building Maintenance & Cleaning	2.0%	3.5%	4.3%
	Personal Care	2.5%	2.9%	2.3%
	Farming, Fishing, & Forestry	0.1%	0.1%	0.3%
	Construction	7.5%	7.0%	7.7%
	Production & Transportation	20.2%	16.7%	19.0%
	Percent White Collar Workers	56.1%	61.6%	57.8%
Percent Blue Collar Workers	43.9%	38.4%	42.2%	
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	3.8%	5.1%	5.9%
	Manufacturing	17.3%	16.6%	17.4%
	Transportation	6.7%	4.3%	4.5%
	Information	0.9%	1.8%	1.5%
	Wholesale/Retail	16.1%	15.5%	14.3%
	Finance, Insurance, Real Estate	7.2%	6.5%	6.1%
	Professional Services	4.6%	4.6%	4.8%
	Management Services	0.1%	0.1%	0.2%
	Administrative/Waste Services	2.6%	4.1%	5.3%
	Educational Services	20.9%	24.3%	22.5%
	Entertainment Services	11.1%	8.8%	9.9%
	Other Professional Services	4.0%	4.5%	4.5%
	Public Administration	4.7%	3.7%	3.1%
	Transportation To Work	Drive to Work Alone	84.2%	83.8%
Drive to Work Carpool		9.7%	9.3%	11.0%
Travel to Work by Public Transportation		2.5%	2.7%	4.1%
Drive to Work on Motorcycle		0.1%	0.1%	0.1%
Drive to Work on Bicycle		0.2%	0.2%	0.2%
Walked to Work		2.2%	1.8%	2.5%
Other Means		0.1%	0.3%	0.4%
Work at Home		1.0%	1.8%	1.7%

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	Travel to Work in Less than 5 Minutes	2.1%	2.2%	2.0%
	Travel to Work in 5 to 9 Minutes	7.5%	9.4%	9.4%
	Travel to Work in 10 to 14 Minutes	13.5%	15.9%	16.2%
	Travel to Work in 15 to 19 Minutes	24.0%	20.2%	20.1%
	Travel to Work in 20 to 29 Minutes	30.9%	30.4%	29.1%
	Travel to Work in 30 to 44 Minutes	15.6%	16.4%	16.7%
	Travel to Work in 45 to 59 Minutes	3.5%	2.7%	3.2%
	Travel to Work in 60 Minutes or more	2.8%	2.8%	3.1%
	Average Travel Time to Work	21	21	21
Vehicles per HH	No Vehicles	6.0%	7.6%	8.9%
	1 Vehicle	41.6%	41.1%	38.8%
	2 Vehicles	37.8%	38.5%	38.1%
	3 or more vehicles	14.7%	12.9%	14.2%
		Average Number of Vehicles	1.66	1.61
Change	Births (last 12 months)	155	1,140	3,320
	Deaths (last 12 months)	172	1,166	2,694
	Migration (last 12 months)	-60	-181	1,225
Work place	Workplace Establishments	384	2,601	6,775
	Workplace Employees (FTE)	4,818	31,550	101,402