

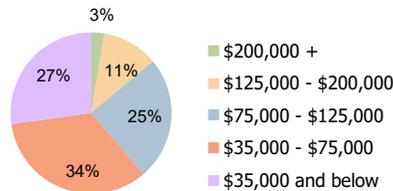
Spring Mall Greenfield, WI	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
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Current Year Demographics

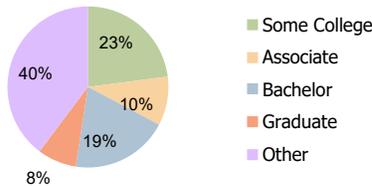
Current Population	17,033	121,027	329,225
Total Daytime Pop	14,695	99,807	280,118
Workplace Pop	4,818	31,550	101,402
Average Household Income	\$74,525	\$74,362	\$73,907
Average Disposable Income	\$58,894	\$60,206	\$59,266
Total Households	7,870	54,248	134,087
Median Home Value	\$205,793	\$207,199	\$204,884
College (4+)	24.5%	27.5%	26.2%
Total Consumer Spending/Capita (Weekly)	\$367	\$367	\$361
Population per Household	2.13	2.01	2.47
% of Households with Children	20.8%	23.5%	27.2%

2026 Demographic Projections

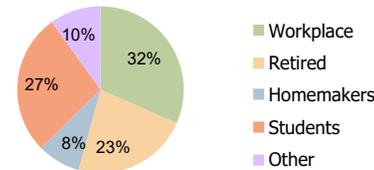
Projected Population	16,943	120,406	329,693
Projected 5 Year Annual Growth Rate (Pop)	-0.1%	-0.1%	0.0%



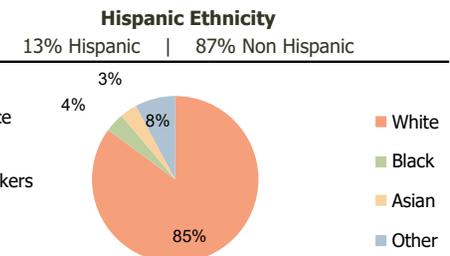
Household Income (3.00 Mile Radius)



Education (3.00 Mile Radius)



Daytime Population (3.00 Mile Radius)



Race (3.00 Mile Radius)

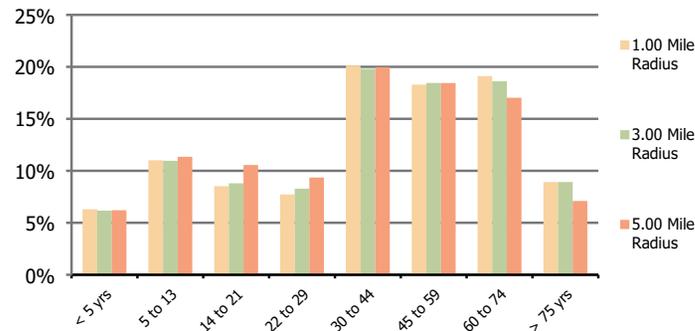
Spring Mall
 Greenfield, WI

1.00 Mile Radius

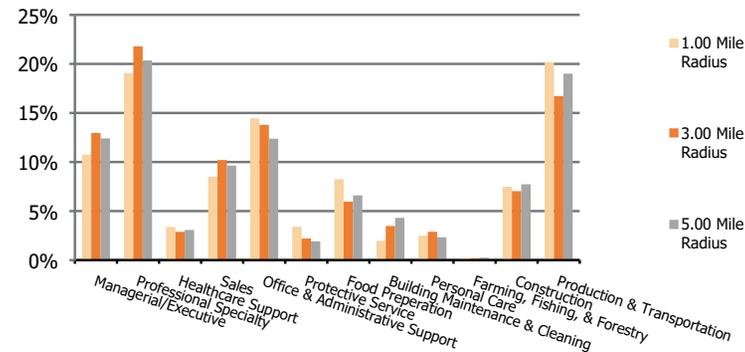
3.00 Mile Radius

5.00 Mile Radius

Population by Age Range



Occupation



Population	Current Estimated Population	17,033	121,027	329,225
	2010 Census Population	17,161	121,618	331,758
	2000 Census Population	16,824	120,157	318,659
	Historical Annual Growth 2000 to 2010	0.2%	0.1%	0.4%
	Estimated Annual Growth 2010 to 2021	-0.1%	0.0%	-0.1%
	Projected Annual Growth 2021 to 2026	-0.1%	-0.1%	0.0%
Ethnic	Hispanic or Latino Population	13%	13%	24%
	Non Hispanic or Latino Population	87%	87%	76%
Race	White	86.1%	85.1%	77.5%
	Black or African American	2.7%	3.7%	4.6%
	Asian & Pacific Islander	3.1%	3.3%	3.7%
	Other Races	8.1%	7.8%	14.2%