

# Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

May 12, 2025



Latitude: 42.976396 Longitude: -88.105263

Moorland Square Shopping Ctr New Berlin, WI		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Population</b>	Current Year Estimated Population	18,538	73,379	623,207
	Population Est 23Q1	18,547	73,426	624,801
	Population Est 22Q4	18,547	73,375	624,965
	Population Est 22Q3	18,547	73,373	624,376
	Population Est 22Q2	18,531	73,491	626,111
	Population Est 22Q1	18,529	73,487	625,736
	Population Est 21Q4	18,534	73,513	625,676
	Population Est 21Q3	18,545	73,583	626,019
	Population Est 21Q2	18,541	73,569	625,757
	Population Fcst	18,419	73,801	627,372
	2010 Census Population	17,971	70,866	618,012
	2000 Census Population	17,649	70,653	601,824
	1990 Census Population	15,452	63,288	585,644
	Current Year Daytime Population	25,277	83,586	774,425
	Average Seasonal Population	250	919	6,509
	Historical Annual Growth, 1990 – 2000	1.34%	1.11%	0.27%
	Historical Annual Growth, 2000 – 2010	0.18%	0.03%	0.27%
	Estimated Annual Growth, 2010 – CY	0.22%	0.24%	0.06%
	Projected Annual Growth, CY to Y5	-0.13%	0.11%	0.13%
	Group Qtrs Est	171	688	13,896
Transient Est Average Last 4 Qtrs	567	4,302	30,631	
<b>Households</b>	Current Year Estimated Households	8,045	31,524	259,052
	Households Est 23Q1	8,044	31,519	259,577
	Households Est 22Q4	8,043	31,497	259,621
	Households Est 22Q3	8,044	31,502	259,331
	Households Est 22Q2	8,039	31,554	260,102
	Households Est 22Q1	8,039	31,552	259,943
	Households Est 21Q4	8,040	31,565	259,921
	Households Est 21Q3	8,043	31,590	260,077
	Households Est 21Q2	8,041	31,586	259,959
	Households Fcst	7,990	31,682	260,722
	2010 Census Households	7,585	29,847	251,258
	2000 Census Households	6,618	28,171	242,664
	1990 Census Households	5,159	23,431	227,554
	Historical Annual Growth, 1990 – 2000	2.52%	1.86%	0.64%
	Historical Annual Growth, 2000 – 2010	1.37%	0.58%	0.35%
	Estimated Annual Growth, 2010 – CY	0.41%	0.38%	0.21%
	Projected Annual Growth, CY to Y5	-0.14%	0.10%	0.13%
	Population per Household	2.28	2.31	2.35

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Moorland Square Shopping Ctr New Berlin, WI		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Income</b>	HH Income \$500,000 or more	2.8%	2.2%	1.6%
	HH Income \$250,000 to \$499,999	3.4%	2.7%	1.9%
	HH Income \$200,000 to \$249,999	7.8%	6.3%	4.5%
	HH Income \$175,000 to \$199,999	4.7%	4.8%	3.7%
	HH Income \$150,000 to \$174,999	8.2%	7.6%	5.6%
	HH Income \$100,000 to 149,999	23.4%	22.2%	18.3%
	HH Income \$75,000 to 99,999	14.1%	14.9%	13.8%
	HH Income \$50,000 to 74,999	14.3%	15.8%	17.6%
	HH Income \$35,000 to 49,999	6.1%	7.9%	11.0%
	HH Income \$25,000 to 34,999	7.5%	6.1%	8.0%
	HH Income \$15,000 to 24,999	3.9%	4.1%	6.1%
	HH Income \$0 to 14,999	3.8%	5.1%	7.9%
	Average Household Income	\$122,019	\$117,407	\$97,699
	Median Household Income	\$100,716	\$92,689	\$74,187
	Per Capita Income	\$53,336	\$50,772	\$41,094
	Average Disposable Income	\$94,644	\$88,771	\$75,765
	Median Disposable Income	\$83,380	\$77,242	\$62,638
	Discretionary HH Income Over \$150,000	8.7%	7.0%	4.5%
	Discretionary HH Income \$125,000 to \$149,999	5.3%	4.4%	3.7%
	Discretionary HH Income \$100,000 to \$124,999	10.0%	9.0%	6.3%
	Discretionary HH Income \$75,000 to \$99,999	16.5%	15.9%	11.6%
	Discretionary HH Income \$50,000 to \$74,999	23.5%	23.1%	20.0%
	Discretionary HH Income \$25,000 to \$49,999	19.9%	23.5%	27.5%
	Discretionary HH Income Under \$25,000	16.2%	17.1%	26.5%
	Average Discretionary HH Income	\$71,438	\$66,757	\$55,361
	Median Discretionary HH Income	\$65,434	\$59,765	\$45,792
	Householder White – Count	7,501	27,224	180,881
	Median HH Income	\$100,283	\$93,369	\$82,933
	Average HH Income	\$104,091	\$99,559	\$92,149
	Householder Black or African-American – Count	57	702	18,001
	Median HH Income	\$77,241	\$60,752	\$39,217
	Average HH Income	\$86,683	\$65,618	\$51,339
	Householder Hispanic – Count	125	1,213	35,882
	Median HH Income	\$110,243	\$87,558	\$58,155
Average HH Income	\$118,522	\$93,871	\$67,912	
Householder Asian or Pacific Islander – Count	263	1,141	8,685	
Median HH Income	\$116,504	\$126,084	\$91,510	
Average HH Income	\$128,804	\$132,664	\$98,440	
Householder Other or Pacific Islander – Count	100	1,244	15,603	
Median HH Income	\$106,965	\$84,150	\$69,731	
Average HH Income	\$110,162	\$89,593	\$78,038	

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Moorland Square Shopping Ctr New Berlin, WI		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Gender</b>	Male Population	8,755	35,325	305,079
	Female Population	9,782	38,053	318,128
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	807	3,592	34,953
	Count of Pop 0 to 7 years	1,237	5,134	50,363
	Count of Pop 5 - 13	1,697	6,814	66,797
	Count of Pop 14 - 18	824	3,285	33,043
	Count of Pop 19 - 22	793	3,202	33,619
	Count of Pop 22 - 25	568	2,311	25,080
	Count of Pop 25 - 29	766	3,682	35,933
	Count of Pop 30 - 34	876	4,234	42,722
	Count of Pop 35 - 39	967	4,445	44,139
	Count of Pop 40 - 44	1,156	4,629	42,215
	Count of Pop 45 - 59	3,295	13,259	109,368
	Count of Pop 60 - 74	4,362	16,044	107,232
	Count of Pop 75 - 84	1,670	5,542	34,558
	Count of Pop 85+	759	2,340	13,550
	% of Pop 0 to 4 years	4.4%	4.9%	5.6%
	% of Pop 0 to 7 years	6.7%	7.0%	8.1%
	% of Pop 5 - 13	9.2%	9.3%	10.7%
	% of Pop 14 - 18	4.4%	4.5%	5.3%
	% of Pop 19 - 22	4.3%	4.4%	5.4%
	% of Pop 22 - 25	3.1%	3.1%	4.0%
	% of Pop 25 - 29	4.1%	5.0%	5.8%
	% of Pop 30 - 34	4.7%	5.8%	6.9%
	% of Pop 35 - 39	5.2%	6.1%	7.1%
	% of Pop 40 - 44	6.2%	6.3%	6.8%
	% of Pop 45 - 59	17.8%	18.1%	17.5%
	% of Pop 60 - 74	23.5%	21.9%	17.2%
	% of Pop 75 - 84	9.0%	7.6%	5.5%
	% of Pop 85+	4.1%	3.2%	2.2%
Median Age	48.8	45.6	39.5	
Average Age	46.5	44.5	40.4	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	4.7%	5.2%	5.8%
	% of Pop 5 - 13	9.9%	9.8%	11.1%
	% of Pop 14 - 18	4.8%	4.8%	5.5%
	% of Pop 19 - 22	4.6%	4.6%	5.6%
	% of Pop 22 - 25	3.3%	3.3%	4.2%
	% of Pop 25 - 29	4.2%	5.2%	5.9%
	% of Pop 30 - 34	4.8%	5.9%	6.9%
	% of Pop 35 - 39	5.2%	6.1%	7.2%
	% of Pop 40 - 44	6.5%	6.4%	6.9%
	% of Pop 45 - 59	18.2%	18.5%	17.9%
	% of Pop 75 - 84	8.0%	6.8%	4.9%
	% of Pop 60 - 74	23.0%	21.5%	16.8%
	% of Pop 85+	2.7%	2.0%	1.4%
	Median Age	46.6	44.0	38.5
Average Age	44.8	43.2	39.4	

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	% of Pop 19 - 22	3.9%	4.1%	5.2%
	% of Pop 22 - 25	2.8%	3.0%	3.9%
	% of Pop 25 - 29	4.0%	4.8%	5.7%
	% of Pop 30 - 34	4.7%	5.7%	6.8%
	% of Pop 35 - 39	5.2%	6.0%	7.0%
	% of Pop 40 - 44	6.0%	6.2%	6.6%
	% of Pop 45 - 59	17.4%	17.7%	17.2%
	% of Pop 60 - 74	24.0%	22.2%	17.6%
	% of Pop 75 - 84	9.9%	8.3%	6.2%
	% of Pop 85+	5.3%	4.3%	3.0%
	Median Age	51.0	47.2	40.5
Average Age	48.1	45.8	41.5	
Race	Count of White	16,421	62,129	434,420
	Count of Black or African-American	232	1,769	47,999
	Count of Asian or Pacific Islander	1,040	4,128	29,895
	Count of Other races	845	5,352	110,892
	White	88.6%	84.7%	69.7%
	Black or African American	1.2%	2.4%	7.7%
	Asian	5.6%	5.6%	4.8%
	Other Races	4.6%	7.3%	17.8%
Language Spoken	Speak English at Home	93.6%	90.3%	80.1%
	Speak Spanish at Home	1.6%	3.1%	13.5%
	Speak French or French Creole at Home	0.2%	0.1%	0.2%
	Speak German at Home	0.7%	0.5%	0.5%
	Speak Other Indo-European Languages at Home	1.4%	1.8%	1.4%
	Speak Russian and Other Slavic Languages at Home	0.4%	1.0%	0.7%
	Speak Chinese at Home	0.8%	0.7%	0.5%
	Speak Korean at Home	0.1%	0.1%	0.1%
	Speak Vietnamese at Home	0.3%	0.3%	0.2%
	Speak Other Asian Languages at Home	1.0%	1.8%	1.8%
	Speak Tagalog and Other Pacific Languages at Home	0.0%	0.1%	0.2%
	Speak Other Language at Home	0.0%	0.4%	0.9%
Hispanic	Hispanic Population	617	4,448	119,409
	Hispanic Population Percent	3.3%	6.1%	19.2%
	Mexican	63.4%	56.2%	67.6%
	Puerto Rican	20.8%	24.4%	22.2%
	Cuban	5.4%	3.0%	0.8%
	Dominican	2.5%	0.8%	1.0%
	Central American	0.5%	0.2%	2.7%
	South American	4.7%	9.3%	2.6%
	Other Hispanic	2.8%	6.0%	3.1%
	2000 Hispanic Population Percent	2%	2%	10%
1990 Hispanic Population Percent	1%	1%	5%	

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<b>Ancestry</b>	American (percent of total population)	2.8%	3.0%	2.1%
	American	2.6%	2.8%	1.7%
	Native American (ie. Indian/Eskimo)	0.2%	0.2%	0.4%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	5.6%	5.6%	4.8%
	Chinese	1.4%	1.0%	0.6%
	Japanese	0.1%	0.1%	0.1%
	Korean	0.2%	0.3%	0.2%
	South Central Asian (ie. Indian)	2.2%	2.8%	1.7%
	South East Asian (ie. Vietnamese)	1.6%	1.2%	1.5%
	Other Asian	0.1%	0.2%	0.7%
	European (percent of total population)	66.6%	61.1%	46.6%
	British	3.6%	3.2%	2.5%
	Dutch	0.7%	0.7%	0.5%
	French	1.8%	1.6%	1.2%
	German	28.8%	25.8%	19.8%
	Italian	3.4%	3.3%	2.6%
	Polish	10.6%	9.7%	7.2%
	Scandinavian	4.6%	4.4%	3.2%
	Scotch/Irish	7.5%	6.6%	5.4%
Other European (ie. Greek/Russian)	5.5%	5.7%	4.1%	
Middle Eastern	0.1%	0.4%	0.6%	
Other Ancestry	8.5%	10.8%	15.8%	
Unclassified Ancestry	13.2%	12.9%	10.9%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	13,851	54,175	429,716
	Elementary (0 to 8)	0.9%	1.4%	3.8%
	Some High School (9 to 11)	2.1%	2.4%	5.3%
	High School Graduate (12)	23.3%	24.2%	26.2%
	Some College (13 to 16)	17.5%	18.3%	19.5%
	Associates Degree Only	10.1%	10.2%	8.7%
	Bachelors Degree Only	30.0%	28.8%	24.2%
	Graduate Degree	16.1%	14.7%	12.3%
	% College (4+)	46.1%	43.4%	36.5%
<b>Household Type</b>	Total Households – count	8,045	31,524	259,052
	One Person HHs – count	2,389	9,474	86,091
	Family HHs – count	5,300	20,013	151,899
	Married Couple – count	4,613	16,803	110,588
	w/own children – count	1,638	5,821	43,421
	w/out own children – count	2,975	10,982	67,167
	Male Householder – count	164	858	11,930
	Female Householder – count	522	2,353	29,382
	Non-Family Households – count	355	2,036	21,062
	1 Person Household	29.7%	30.1%	33.2%
	2 Person Household	38.6%	37.3%	32.9%
	3 Person Household	13.9%	14.1%	13.8%
	4 Person Household	11.8%	12.1%	11.5%
	5 Person Household	4.4%	4.5%	5.3%
6 Person Household	1.2%	1.4%	2.1%	
7+ Person Household	0.4%	0.6%	1.1%	
% Households With Children	23.9%	23.5%	25.5%	

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<b>Housing</b>	Total Housing Units	8,346	32,645	273,901
	Owner Occupied Percent	70.4%	64.7%	55.9%
	Renter Occupied Percent	26.0%	31.8%	38.7%
	Vacant Housing Percent	3.6%	3.4%	5.4%
	Total Housing Units (Census 2000)	6,811	29,034	253,887
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	1.2%	1.8%	1.6%
	Property Value \$750,000 to \$999,999	3.4%	4.7%	4.2%
	Property Value \$500,000 to \$749,999	26.4%	18.9%	12.8%
	Property Value \$400,000 to \$499,999	26.8%	21.9%	13.2%
	Property Value \$300,000, to \$399,999	27.0%	29.3%	20.4%
	Property Value \$200,000 to \$299,999	11.7%	17.2%	28.0%
	Property Value \$150,000 to \$199,999	1.6%	2.8%	9.1%
	Property Value \$100,000 to \$149,999	1.0%	2.2%	5.7%
	Property Value \$60,000 to \$99,999	0.1%	0.3%	1.9%
	Property Value \$40,000 to \$59,999	0.2%	0.1%	0.6%
	Property Value \$0 to \$39,999	0.2%	0.7%	2.2%
	Median Home Value	\$430,389	\$391,141	\$312,307
<b>Wealth per Household</b>	\$0 and under - percent	15.6%	16.4%	17.8%
	\$1 to \$4999 - percent	7.2%	7.7%	8.8%
	\$5k to \$9999 - percent	4.1%	4.3%	4.7%
	\$10k to \$24999 - percent	5.9%	6.1%	6.5%
	\$25k to \$49999 - percent	6.7%	6.7%	6.8%
	\$50k to \$99999 - percent	10.3%	10.2%	10.2%
	\$100k to \$249999 - percent	18.9%	18.6%	17.8%
	\$250k to \$499999 - percent	14.5%	13.9%	12.9%
	\$500k+ - percent	16.9%	16.1%	14.4%
	Median HH Wealth	\$102,477	\$93,219	\$76,325
	Avg HH Wealth	\$268,216	\$257,681	\$235,834
<b>Economic Viability</b>	Economic Viability Local	261	263	266
	Economic Viability Indexed	97	97	99
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	9,652	38,648	321,789
	Managerial/Executive	20.0%	18.6%	16.2%
	Professional Specialty	35.1%	31.1%	24.9%
	Healthcare Support	3.1%	2.3%	3.3%
	Sales	8.5%	10.2%	9.0%
	Office & Administrative Support	9.4%	10.6%	11.2%
	Protective Service	1.7%	1.9%	1.6%
	Food Preparation	3.5%	4.4%	5.4%
	Building Maintenance & Cleaning	2.0%	2.0%	3.3%
	Personal Care	2.0%	2.3%	2.2%
	Farming, Fishing, & Forestry	0.1%	0.1%	0.2%
	Construction	4.9%	5.8%	6.6%
	Production & Transportation	9.7%	10.7%	16.2%
	Percent White Collar Workers	76.1%	72.8%	64.5%
	Percent Blue Collar Workers	23.9%	27.2%	35.5%

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	Agriculture/Mining/Construction	4.7%	5.9%	5.5%
	Manufacturing	15.5%	16.2%	16.5%
	Transportation	4.5%	3.8%	5.0%
	Information	1.4%	1.4%	1.7%
	Wholesale/Retail	12.5%	12.5%	12.9%
	Finance, Insurance, Real Estate	7.8%	8.1%	6.9%
	Professional Services	8.7%	8.5%	6.6%
	Management Services	0.1%	0.4%	0.1%
	Administrative/Waste Services	2.9%	2.8%	4.6%
	Educational Services	29.5%	26.1%	24.3%
	Entertainment Services	5.1%	7.2%	8.5%
	Other Professional Services	4.3%	3.8%	4.4%
	Public Administration	3.1%	3.3%	2.9%
<b>Vehicles per HH</b>	No Vehicles	3.2%	4.7%	8.4%
	1 Vehicle	29.6%	30.7%	37.6%
	2 Vehicles	49.9%	47.7%	38.8%
	3 or more vehicles	17.2%	16.8%	15.2%
	Average Number of Vehicles	1.89	1.83	1.67
<b>Change</b>	Births (last 12 months)	148	674	6,561
	Deaths (last 12 months)	246	826	5,319
	Migration (last 12 months)	113	87	-3,761
<b>Work place</b>	Workplace Establishments	777	2,797	22,395
	Workplace Employees (FTE)	15,511	42,067	375,596