

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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Population	Current Year Estimated Population	6,527	44,943	145,648
	Population Est 23Q1	6,531	44,960	145,739
	Population Est 22Q4	6,529	44,973	145,654
	Population Est 22Q3	6,528	44,968	145,649
	Population Est 22Q2	6,523	44,806	146,307
	Population Est 22Q1	6,523	44,804	146,256
	Population Est 21Q4	6,526	44,814	146,275
	Population Est 21Q3	6,530	44,841	146,354
	Population Est 21Q2	6,528	44,830	146,321
	Population Fcst	6,480	44,914	146,715
	2010 Census Population	6,324	43,369	142,003
	2000 Census Population	6,374	42,921	140,213
	1990 Census Population	5,423	36,847	129,820
	Current Year Daytime Population	9,021	50,550	158,802
	Average Seasonal Population	118	581	2,096
	Historical Annual Growth, 1990 – 2000	1.63%	1.54%	0.77%
	Historical Annual Growth, 2000 – 2010	-0.08%	0.10%	0.13%
	Estimated Annual Growth, 2010 – CY	0.22%	0.25%	0.18%
	Projected Annual Growth, CY to Y5	-0.15%	-0.01%	0.15%
	Group Qtrs Est	2	251	1,497
Transient Est Average Last 4 Qtrs	134	1,593	10,006	
Households	Current Year Estimated Households	2,896	19,105	63,403
	Households Est 23Q1	2,897	19,102	63,389
	Households Est 22Q4	2,895	19,105	63,352
	Households Est 22Q3	2,896	19,106	63,362
	Households Est 22Q2	2,893	19,040	63,678
	Households Est 22Q1	2,893	19,039	63,659
	Households Est 21Q4	2,896	19,043	63,670
	Households Est 21Q3	2,896	19,053	63,700
	Households Est 21Q2	2,895	19,048	63,688
	Households Fcst	2,874	19,081	63,812
	2010 Census Households	2,732	18,045	61,078
	2000 Census Households	2,345	16,556	57,661
	1990 Census Households	1,757	13,149	49,635
	Historical Annual Growth, 1990 – 2000	2.93%	2.33%	1.51%
	Historical Annual Growth, 2000 – 2010	1.54%	0.86%	0.58%
	Estimated Annual Growth, 2010 – CY	0.41%	0.40%	0.26%
	Projected Annual Growth, CY to Y5	-0.15%	-0.03%	0.13%
Population per Household	2.25	2.34	2.27	

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Income	HH Income \$500,000 or more	2.1%	2.5%	2.1%
	HH Income \$250,000 to \$499,999	2.6%	3.0%	2.5%
	HH Income \$200,000 to \$249,999	6.0%	6.9%	5.8%
	HH Income \$175,000 to \$199,999	6.3%	4.9%	4.6%
	HH Income \$150,000 to \$174,999	10.2%	7.9%	7.0%
	HH Income \$100,000 to 149,999	22.7%	22.4%	21.3%
	HH Income \$75,000 to 99,999	12.9%	15.7%	14.4%
	HH Income \$50,000 to 74,999	15.0%	15.6%	16.8%
	HH Income \$35,000 to 49,999	5.9%	7.1%	9.0%
	HH Income \$25,000 to 34,999	9.0%	6.0%	6.5%
	HH Income \$15,000 to 24,999	3.6%	3.6%	4.4%
	HH Income \$0 to 14,999	3.7%	4.4%	5.8%
	Average Household Income	\$113,230	\$121,339	\$112,519
	Median Household Income	\$99,729	\$95,733	\$87,440
	Per Capita Income	\$50,244	\$51,801	\$49,401
	Average Disposable Income	\$91,261	\$91,885	\$85,112
	Median Disposable Income	\$82,376	\$79,692	\$73,206
	Discretionary HH Income Over \$150,000	6.0%	7.9%	6.3%
	Discretionary HH Income \$125,000 to \$149,999	4.5%	4.7%	4.1%
	Discretionary HH Income \$100,000 to \$124,999	12.1%	9.7%	8.4%
	Discretionary HH Income \$75,000 to \$99,999	16.6%	16.1%	14.2%
	Discretionary HH Income \$50,000 to \$74,999	22.4%	23.8%	22.6%
	Discretionary HH Income \$25,000 to \$49,999	20.9%	22.7%	25.8%
	Discretionary HH Income Under \$25,000	17.3%	15.1%	18.5%
	Average Discretionary HH Income	\$68,774	\$69,554	\$63,832
	Median Discretionary HH Income	\$64,702	\$62,885	\$55,934
	Householder White – Count	2,777	16,961	53,640
	Median HH Income	\$98,393	\$96,618	\$88,722
	Average HH Income	\$101,896	\$102,838	\$95,937
	Householder Black or African-American – Count	23	464	1,295
	Median HH Income	\$98,872	\$59,393	\$61,274
	Average HH Income	\$95,799	\$63,561	\$65,706
	Householder Hispanic – Count	18	497	3,169
Median HH Income	\$257,841	\$98,485	\$74,811	
Average HH Income	\$180,378	\$102,900	\$84,907	
Householder Asian or Pacific Islander – Count	57	664	2,138	
Median HH Income	\$154,311	\$121,844	\$122,263	
Average HH Income	\$134,346	\$132,323	\$126,515	
Householder Other or Pacific Islander – Count	21	518	3,159	
Median HH Income	\$121,576	\$89,757	\$81,085	
Average HH Income	\$125,045	\$90,343	\$88,901	

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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Gender	Male Population	3,065	21,646	70,259
	Female Population	3,462	23,298	75,390
Total Population by Age	Count of Pop 0 to 4 years	281	2,151	7,294
	Count of Pop 0 to 7 years	443	3,131	10,496
	Count of Pop 5 - 13	621	4,223	13,849
	Count of Pop 14 - 18	292	2,031	6,541
	Count of Pop 19 - 22	277	1,976	6,348
	Count of Pop 22 - 25	199	1,424	4,588
	Count of Pop 25 - 29	250	2,189	7,287
	Count of Pop 30 - 34	293	2,479	8,587
	Count of Pop 35 - 39	344	2,635	9,397
	Count of Pop 40 - 44	403	2,836	9,442
	Count of Pop 45 - 59	1,171	8,123	26,443
	Count of Pop 60 - 74	1,554	10,066	30,544
	Count of Pop 75 - 84	613	3,504	10,690
	Count of Pop 85+	228	1,307	4,638
	% of Pop 0 to 4 years	4.3%	4.8%	5.0%
	% of Pop 0 to 7 years	6.8%	7.0%	7.2%
	% of Pop 5 - 13	9.5%	9.4%	9.5%
	% of Pop 14 - 18	4.5%	4.5%	4.5%
	% of Pop 19 - 22	4.2%	4.4%	4.4%
	% of Pop 22 - 25	3.0%	3.2%	3.1%
	% of Pop 25 - 29	3.8%	4.9%	5.0%
	% of Pop 30 - 34	4.5%	5.5%	5.9%
	% of Pop 35 - 39	5.3%	5.9%	6.5%
	% of Pop 40 - 44	6.2%	6.3%	6.5%
	% of Pop 45 - 59	17.9%	18.1%	18.2%
	% of Pop 60 - 74	23.8%	22.4%	21.0%
	% of Pop 75 - 84	9.4%	7.8%	7.3%
% of Pop 85+	3.5%	2.9%	3.2%	
Median Age	49.0	46.0	44.7	
Average Age	46.5	44.7	44.1	
Male Population by Age	% of Pop 0 to 4 years	4.7%	5.1%	5.3%
	% of Pop 5 - 13	10.4%	10.0%	10.0%
	% of Pop 14 - 18	4.9%	4.8%	4.8%
	% of Pop 19 - 22	4.7%	4.6%	4.6%
	% of Pop 22 - 25	3.4%	3.3%	3.3%
	% of Pop 25 - 29	3.9%	5.1%	5.2%
	% of Pop 30 - 34	4.5%	5.6%	6.0%
	% of Pop 35 - 39	5.3%	5.9%	6.6%
	% of Pop 40 - 44	6.3%	6.4%	6.7%
	% of Pop 45 - 59	18.3%	18.4%	18.6%
	% of Pop 75 - 84	8.6%	7.0%	6.4%
	% of Pop 60 - 74	22.8%	21.9%	20.6%
	% of Pop 85+	2.2%	2.0%	2.0%
	Median Age	46.6	44.4	43.2
Average Age	44.7	43.3	42.7	

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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
	% of Pop 0 to 4 years	4.0%	4.5%	4.7%
	% of Pop 5 - 13	8.8%	8.9%	9.0%
	% of Pop 14 - 18	4.1%	4.3%	4.2%
	% of Pop 19 - 22	3.8%	4.2%	4.1%
	% of Pop 22 - 25	2.7%	3.0%	3.0%
	% of Pop 25 - 29	3.7%	4.7%	4.9%
	% of Pop 30 - 34	4.5%	5.5%	5.8%
	% of Pop 35 - 39	5.3%	5.8%	6.3%
	% of Pop 40 - 44	6.0%	6.2%	6.3%
	% of Pop 45 - 59	17.7%	17.8%	17.8%
	% of Pop 60 - 74	24.7%	22.9%	21.4%
	% of Pop 75 - 84	10.1%	8.5%	8.2%
	% of Pop 85+	4.6%	3.8%	4.3%
	Median Age	51.2	47.7	46.4
Average Age	48.1	45.9	45.4	
Race	Count of White	5,883	38,473	121,857
	Count of Black or African-American	112	1,108	3,848
	Count of Asian or Pacific Islander	289	2,500	6,812
	Count of Other races	244	2,862	13,132
	White	90.1%	85.6%	83.7%
	Black or African American	1.7%	2.5%	2.6%
	Asian	4.4%	5.6%	4.7%
	Other Races	3.7%	6.4%	9.0%
Language Spoken	Speak English at Home	94.4%	91.3%	89.8%
	Speak Spanish at Home	1.1%	2.6%	4.0%
	Speak French or French Creole at Home	0.3%	0.1%	0.2%
	Speak German at Home	1.0%	0.5%	0.5%
	Speak Other Indo-European Languages at Home	1.9%	1.6%	1.6%
	Speak Russian and Other Slavic Languages at Home	0.5%	0.7%	0.9%
	Speak Chinese at Home	0.5%	0.6%	0.6%
	Speak Korean at Home	0.0%	0.1%	0.1%
	Speak Vietnamese at Home	0.1%	0.3%	0.2%
	Speak Other Asian Languages at Home	0.3%	2.1%	1.4%
	Speak Tagalog and Other Pacific Languages at Home	0.0%	0.0%	0.2%
	Speak Other Language at Home	0.0%	0.2%	0.4%
Hispanic	Hispanic Population	171	2,261	11,318
	Hispanic Population Percent	2.6%	5.0%	7.8%
	Mexican	73.3%	55.0%	59.1%
	Puerto Rican	7.3%	23.7%	24.3%
	Cuban	1.8%	3.4%	3.2%
	Dominican	5.4%	0.9%	0.7%
	Central American	1.3%	0.1%	2.1%
	South American	9.1%	12.7%	5.8%
	Other Hispanic	1.8%	4.1%	4.8%
	2000 Hispanic Population Percent	2%	2%	2%
	1990 Hispanic Population Percent	1%	1%	1%

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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Ancestry	American (percent of total population)	2.1%	3.2%	2.8%
	American	2.0%	3.0%	2.5%
	Native American (ie. Indian/Eskimo)	0.1%	0.2%	0.3%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	4.4%	5.5%	4.6%
	Chinese	0.7%	1.1%	0.8%
	Japanese	0.1%	0.1%	0.1%
	Korean	0.2%	0.2%	0.3%
	South Central Asian (ie. Indian)	2.0%	2.6%	2.2%
	South East Asian (ie. Vietnamese)	1.2%	1.5%	1.0%
	Other Asian	0.2%	0.1%	0.2%
	European (percent of total population)	69.9%	62.0%	60.3%
	British	3.5%	3.3%	3.0%
	Dutch	0.7%	0.7%	0.6%
	French	1.9%	1.6%	1.7%
	German	29.0%	26.6%	26.1%
	Italian	3.0%	3.5%	3.1%
	Polish	12.3%	9.6%	9.6%
	Scandinavian	4.6%	4.3%	4.3%
	Scotch/Irish	8.0%	6.8%	6.5%
Other European (ie. Greek/Russian)	6.9%	5.7%	5.4%	
Middle Eastern	0.1%	0.2%	0.5%	
Other Ancestry	8.7%	10.4%	11.3%	
Unclassified Ancestry	12.2%	13.7%	12.6%	
Education (Age 25+)	Adult Population (25 Years or Older)	4,857	33,138	107,028
	Elementary (0 to 8)	1.2%	1.3%	1.6%
	Some High School (9 to 11)	3.2%	2.2%	2.6%
	High School Graduate (12)	27.2%	22.8%	25.6%
	Some College (13 to 16)	18.9%	18.0%	19.3%
	Associates Degree Only	9.0%	10.3%	10.0%
	Bachelors Degree Only	26.3%	29.8%	27.2%
	Graduate Degree	14.3%	15.5%	13.7%
	% College (4+)	40.6%	45.4%	40.9%
Household Type	Total Households – count	2,896	19,105	63,403
	One Person HHs – count	910	5,418	20,194
	Family HHs – count	1,895	12,558	39,025
	Married Couple – count	1,627	10,716	31,862
	w/own children – count	497	3,649	10,794
	w/out own children – count	1,130	7,067	21,068
	Male Householder – count	50	452	2,119
	Female Householder – count	217	1,390	5,044
	Non-Family Households – count	91	1,129	4,184
	1 Person Household	31.4%	28.4%	31.9%
	2 Person Household	37.5%	38.5%	36.1%
	3 Person Household	13.8%	14.4%	13.9%
	4 Person Household	11.6%	12.4%	11.7%
	5 Person Household	4.3%	4.5%	4.4%
6 Person Household	1.0%	1.4%	1.4%	
7+ Person Household	0.3%	0.5%	0.6%	
% Households With Children	21.2%	23.9%	23.0%	

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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Housing	Total Housing Units	2,982	19,753	65,936
	Owner Occupied Percent	74.4%	68.3%	63.9%
	Renter Occupied Percent	22.7%	28.4%	32.2%
	Vacant Housing Percent	2.9%	3.3%	3.8%
	Total Housing Units (Census 2000)	2,423	17,056	59,431
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	1.3%	1.5%	2.0%
	Property Value \$750,000 to \$999,999	1.6%	4.2%	5.1%
	Property Value \$500,000 to \$749,999	21.4%	21.9%	16.3%
	Property Value \$400,000 to \$499,999	28.8%	23.7%	18.3%
	Property Value \$300,000, to \$399,999	29.0%	30.0%	25.1%
	Property Value \$200,000 to \$299,999	13.0%	12.9%	22.5%
	Property Value \$150,000 to \$199,999	1.4%	2.2%	5.3%
	Property Value \$100,000 to \$149,999	2.5%	2.4%	2.7%
	Property Value \$60,000 to \$99,999	0.2%	0.2%	0.6%
	Property Value \$40,000 to \$59,999	0.1%	0.1%	0.2%
	Property Value \$0 to \$39,999	0.3%	0.6%	1.7%
	Median Home Value	\$412,377	\$406,164	\$367,814
Wealth per Household	\$0 and under - percent	15.4%	16.0%	16.6%
	\$1 to \$4999 - percent	7.2%	7.4%	7.9%
	\$5k to \$9999 - percent	4.0%	4.2%	4.3%
	\$10k to \$24999 - percent	5.9%	6.0%	6.2%
	\$25k to \$49999 - percent	6.7%	6.7%	6.8%
	\$50k to \$99999 - percent	10.4%	10.3%	10.2%
	\$100k to \$249999 - percent	19.1%	18.7%	18.5%
	\$250k to \$499999 - percent	14.5%	14.2%	13.8%
	\$500k+ - percent	16.8%	16.5%	15.7%
	Median HH Wealth	\$103,605	\$97,011	\$90,226
	Avg HH Wealth	\$267,777	\$262,565	\$253,249
Economic Viability	Economic Viability Local	261	261	264
	Economic Viability Indexed	96	96	98
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	3,260	23,667	76,523
	Managerial/Executive	18.7%	17.7%	18.4%
	Professional Specialty	31.9%	33.6%	29.1%
	Healthcare Support	4.1%	2.3%	2.8%
	Sales	8.0%	9.9%	9.4%
	Office & Administrative Support	11.6%	10.4%	10.9%
	Protective Service	2.4%	2.0%	1.7%
	Food Preparation	3.3%	4.2%	4.1%
	Building Maintenance & Cleaning	2.6%	1.9%	2.1%
	Personal Care	0.9%	2.4%	2.0%
	Farming, Fishing, & Forestry	0.0%	0.1%	0.2%
	Construction	5.6%	5.5%	5.9%
	Production & Transportation	10.9%	9.9%	13.3%
	Percent White Collar Workers	74.3%	74.0%	70.7%
	Percent Blue Collar Workers	25.7%	26.0%	29.3%

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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
	Agriculture/Mining/Construction	4.8%	5.3%	5.8%
	Manufacturing	14.8%	16.5%	16.8%
	Transportation	3.7%	3.5%	4.7%
	Information	0.9%	1.2%	1.5%
	Wholesale/Retail	15.3%	12.4%	12.8%
	Finance, Insurance, Real Estate	8.2%	7.2%	8.2%
	Professional Services	7.2%	8.7%	8.0%
	Management Services	0.1%	0.1%	0.3%
	Administrative/Waste Services	3.6%	2.9%	2.9%
	Educational Services	30.0%	28.1%	25.4%
	Entertainment Services	4.9%	6.6%	6.8%
	Other Professional Services	3.8%	4.2%	3.7%
	Public Administration	2.8%	3.4%	3.0%
Vehicles per HH	No Vehicles	3.0%	3.5%	5.3%
	1 Vehicle	33.4%	27.9%	34.6%
	2 Vehicles	46.8%	51.3%	43.8%
	3 or more vehicles	16.8%	17.3%	16.3%
	Average Number of Vehicles	1.86	1.89	1.77
Change	Births (last 12 months)	51	404	1,353
	Deaths (last 12 months)	88	510	1,607
	Migration (last 12 months)	44	265	-293
Work place	Workplace Establishments	296	1,459	5,235
	Workplace Employees (FTE)	5,930	26,600	78,149