

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 42.976314 Longitude: -88.105953

Moorland Square Shopping Ctr New Berlin, WI		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	18,260	72,798	619,607
	Population Est 25Q1	18,304	72,958	621,128
	Population Est 24Q4	18,346	73,159	620,969
	Population Est 24Q3	18,353	72,984	622,311
	Population Est 24Q2	18,474	73,170	621,687
	Population Est 24Q1	18,472	73,073	621,725
	Population Est 23Q4	18,471	72,990	621,494
	Population Est 23Q3	18,471	72,975	620,896
	Population Est 23Q2	18,452	73,064	622,028
	Population Fcst	18,162	73,088	623,160
	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	25,780	84,295	782,724
	Average Seasonal Population	173	654	4,583
	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	0.11%	0.19%	0.02%
	Projected Annual Growth, CY to Y5	-0.11%	0.08%	0.11%
	Group Qtrs Est	171	688	13,896
Transient Est Average Last 4 Qtrs	517	3,965	27,997	
Households	Current Year Estimated Households	7,908	31,260	257,707
	Households Est 25Q1	7,923	31,307	258,221
	Households Est 24Q4	7,941	31,400	258,215
	Households Est 24Q3	7,945	31,323	258,557
	Households Est 24Q2	8,012	31,410	258,233
	Households Est 24Q1	8,010	31,366	258,259
	Households Est 23Q4	8,007	31,326	258,148
	Households Est 23Q3	8,010	31,324	257,843
	Households Est 23Q2	8,003	31,372	258,365
	Households Fcst	7,863	31,372	259,228
	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	0.29%	0.32%	0.17%
	Projected Annual Growth, CY to Y5	-0.11%	0.07%	0.12%
Population per Household	2.29	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
Income	HH Income \$500,000 or more	3.2%	3.0%	2.1%
	HH Income \$250,000 to \$499,999	3.7%	3.6%	2.6%
	HH Income \$200,000 to \$249,999	8.7%	8.3%	6.0%
	HH Income \$175,000 to \$199,999	6.4%	5.8%	4.4%
	HH Income \$150,000 to \$174,999	9.8%	7.9%	6.2%
	HH Income \$100,000 to 149,999	23.2%	21.8%	19.4%
	HH Income \$75,000 to 99,999	12.9%	14.4%	13.2%
	HH Income \$50,000 to 74,999	12.7%	14.2%	16.5%
	HH Income \$35,000 to 49,999	5.9%	7.3%	10.2%
	HH Income \$25,000 to 34,999	6.3%	5.1%	6.8%
	HH Income \$15,000 to 24,999	3.9%	3.6%	5.5%
	HH Income \$0 to 14,999	3.3%	4.9%	7.0%
	Average Household Income	\$131,931	\$128,046	\$107,655
	Median Household Income	\$110,967	\$100,801	\$82,607
	Per Capita Income	\$57,525	\$55,319	\$45,262
	Average Disposable Income	\$100,855	\$96,436	\$82,983
	Median Disposable Income	\$91,444	\$83,560	\$69,713
	Discretionary HH Income Over \$150,000	11.9%	10.3%	6.7%
	Discretionary HH Income \$125,000 to \$149,999	7.0%	6.3%	4.8%
	Discretionary HH Income \$100,000 to \$124,999	13.5%	11.0%	7.5%
	Discretionary HH Income \$75,000 to \$99,999	16.9%	15.8%	12.4%
	Discretionary HH Income \$50,000 to \$74,999	19.2%	21.1%	19.6%
	Discretionary HH Income \$25,000 to \$49,999	16.6%	19.7%	25.0%
	Discretionary HH Income Under \$25,000	14.9%	15.9%	24.0%
	Average Discretionary HH Income	\$79,677	\$74,455	\$61,692
	Median Discretionary HH Income	\$74,483	\$67,637	\$51,154
	Householder White – Count	7,208	26,615	177,143
	Median HH Income	\$108,837	\$101,218	\$91,991
	Average HH Income	\$110,141	\$106,703	\$99,485
	Householder Black or African-American – Count	95	687	17,238
	Median HH Income	\$115,032	\$76,440	\$45,662
	Average HH Income	\$117,237	\$77,078	\$57,069
	Householder Hispanic – Count	123	1,269	37,319
Median HH Income	\$118,601	\$88,419	\$64,266	
Average HH Income	\$119,323	\$92,811	\$74,874	
Householder Asian or Pacific Islander – Count	349	1,270	8,795	
Median HH Income	\$139,893	\$140,191	\$101,647	
Average HH Income	\$131,979	\$137,373	\$105,811	
Householder Other or Pacific Islander – Count	132	1,419	17,213	
Median HH Income	\$123,039	\$92,989	\$74,879	
Average HH Income	\$120,020	\$95,958	\$85,085	

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Gender	Male Population	8,635	35,045	303,287
	Female Population	9,625	37,754	316,320
Total Population by Age	Count of Pop 0 to 4 years	789	3,575	34,304
	Count of Pop 0 to 7 years	1,212	5,081	49,388
	Count of Pop 5 - 13	1,639	6,645	65,286
	Count of Pop 14 - 18	817	3,291	33,093
	Count of Pop 19 - 22	809	3,238	33,851
	Count of Pop 22 - 25	598	2,353	25,199
	Count of Pop 25 - 29	733	3,537	34,003
	Count of Pop 30 - 34	861	4,184	41,876
	Count of Pop 35 - 39	901	4,349	43,902
	Count of Pop 40 - 44	1,164	4,672	42,716
	Count of Pop 45 - 59	3,200	12,899	107,952
	Count of Pop 60 - 74	4,304	16,063	108,263
	Count of Pop 75 - 84	1,716	5,708	35,886
	Count of Pop 85+	728	2,283	13,276
	% of Pop 0 to 4 years	4.3%	4.9%	5.5%
	% of Pop 0 to 7 years	6.6%	7.0%	8.0%
	% of Pop 5 - 13	9.0%	9.1%	10.5%
	% of Pop 14 - 18	4.5%	4.5%	5.3%
	% of Pop 19 - 22	4.4%	4.4%	5.5%
	% of Pop 22 - 25	3.3%	3.2%	4.1%
	% of Pop 25 - 29	4.0%	4.9%	5.5%
	% of Pop 30 - 34	4.7%	5.7%	6.8%
	% of Pop 35 - 39	4.9%	6.0%	7.1%
	% of Pop 40 - 44	6.4%	6.4%	6.9%
	% of Pop 45 - 59	17.5%	17.7%	17.4%
	% of Pop 60 - 74	23.6%	22.1%	17.5%
	% of Pop 75 - 84	9.4%	7.8%	5.8%
	% of Pop 85+	4.0%	3.1%	2.1%
Median Age	48.8	45.6	39.8	
Average Age	46.6	44.7	40.7	
Male Population by Age	% of Pop 0 to 4 years	4.7%	5.2%	5.8%
	% of Pop 5 - 13	9.7%	9.6%	10.9%
	% of Pop 14 - 18	4.8%	4.8%	5.5%
	% of Pop 19 - 22	4.8%	4.7%	5.7%
	% of Pop 22 - 25	3.6%	3.4%	4.2%
	% of Pop 25 - 29	4.2%	5.1%	5.6%
	% of Pop 30 - 34	4.8%	5.9%	6.8%
	% of Pop 35 - 39	4.9%	6.0%	7.2%
	% of Pop 40 - 44	6.6%	6.5%	7.0%
	% of Pop 45 - 59	18.0%	18.2%	17.8%
	% of Pop 75 - 84	8.5%	7.0%	5.1%
	% of Pop 60 - 74	23.0%	21.7%	17.0%
	% of Pop 85+	2.5%	1.9%	1.3%
	Median Age	46.6	44.1	38.8
Average Age	44.9	43.3	39.6	

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	% of Pop 0 to 4 years	4.0%	4.6%	5.3%
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	% of Pop 35 - 39	5.0%	5.9%	7.0%
	% of Pop 40 - 44	6.2%	6.3%	6.8%
	% of Pop 45 - 59	17.1%	17.3%	17.1%
	% of Pop 60 - 74	24.1%	22.4%	17.9%
	% of Pop 75 - 84	10.2%	8.6%	6.4%
	% of Pop 85+	5.3%	4.3%	2.9%
	Median Age	51.0	47.2	40.8
Average Age	48.2	46.0	41.7	
Race	Count of White	16,032	61,026	425,251
	Count of Black or African-American	284	1,760	47,365
	Count of Asian or Pacific Islander	1,083	4,170	29,938
	Count of Other races	861	5,842	117,052
	White	87.8%	83.8%	68.6%
	Black or African American	1.6%	2.4%	7.6%
	Asian	5.9%	5.7%	4.8%
	Other Races	4.7%	8.0%	18.9%
Language Spoken	Speak English at Home	91.9%	89.4%	79.9%
	Speak Spanish at Home	1.7%	3.4%	13.6%
	Speak French or French Creole at Home	0.2%	0.2%	0.3%
	Speak German at Home	0.6%	0.4%	0.5%
	Speak Other Indo-European Languages at Home	2.0%	2.1%	1.5%
	Speak Russian and Other Slavic Languages at Home	0.9%	1.2%	0.6%
	Speak Chinese at Home	1.1%	0.7%	0.5%
	Speak Korean at Home	0.1%	0.1%	0.1%
	Speak Vietnamese at Home	0.3%	0.2%	0.2%
	Speak Other Asian Languages at Home	0.9%	1.6%	1.7%
	Speak Tagalog and Other Pacific Languages at Home	0.0%	0.1%	0.2%
	Speak Other Language at Home	0.3%	0.5%	1.0%
Hispanic	Hispanic Population	681	4,636	119,903
	Hispanic Population Percent	3.7%	6.4%	19.4%
	Mexican	69.7%	61.3%	67.4%
	Puerto Rican	15.0%	20.6%	22.1%
	Cuban	6.0%	2.5%	0.7%
	Dominican	3.1%	0.8%	0.9%
	Central American	0.7%	2.7%	3.3%
	South American	2.3%	9.0%	3.2%
	Other Hispanic	3.2%	3.1%	2.4%
	2000 Hispanic Population Percent	2%	2%	10%
	1990 Hispanic Population Percent	1%	1%	5%

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Ancestry	American (percent of total population)	2.6%	2.9%	2.2%
	American	2.4%	2.6%	1.7%
	Native American (ie. Indian/Eskimo)	0.2%	0.3%	0.4%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	5.0%	5.0%	4.3%
	Chinese	1.4%	1.1%	0.6%
	Japanese	0.0%	0.1%	0.1%
	Korean	0.3%	0.2%	0.2%
	South Central Asian (ie. Indian)	3.0%	3.1%	1.6%
	South East Asian (ie. Vietnamese)	0.2%	0.2%	1.1%
	Other Asian	0.0%	0.4%	0.7%
	European (percent of total population)	64.4%	58.5%	43.2%
	British	3.8%	3.3%	2.4%
	Dutch	1.1%	0.8%	0.5%
	French	1.6%	1.3%	1.1%
	German	27.8%	24.9%	18.4%
	Italian	3.8%	3.2%	2.4%
	Polish	10.1%	9.6%	6.6%
	Scandinavian	4.2%	3.8%	2.9%
	Scotch/Irish	7.0%	6.1%	5.0%
Other European (ie. Greek/Russian)	5.0%	5.5%	3.8%	
Middle Eastern	0.2%	0.5%	0.5%	
Other Ancestry	8.2%	9.6%	11.6%	
Unclassified Ancestry	12.6%	13.5%	10.7%	
Education (Age 25+)	Adult Population (25 Years or Older)	13,607	53,695	427,874
	Elementary (0 to 8)	0.9%	1.3%	4.0%
	Some High School (9 to 11)	2.2%	2.1%	5.0%
	High School Graduate (12)	22.8%	23.6%	25.7%
	Some College (13 to 16)	17.5%	17.9%	19.3%
	Associates Degree Only	10.0%	10.1%	8.6%
	Bachelors Degree Only	30.6%	29.6%	24.8%
	Graduate Degree	16.1%	15.4%	12.6%
	% College (4+)	46.7%	45.0%	37.4%
Household Type	Total Households – count	7,908	31,260	257,707
	One Person HHs – count	2,340	9,395	85,718
	Family HHs – count	5,170	19,773	150,527
	Married Couple – count	4,474	16,536	109,683
	w/own children – count	1,586	5,915	43,009
	w/out own children – count	2,888	10,621	66,674
	Male Householder – count	124	917	12,292
	Female Householder – count	572	2,320	28,551
	Non-Family Households – count	397	2,091	21,462
	1 Person Household	29.6%	30.1%	33.3%
	2 Person Household	38.7%	37.3%	32.9%
	3 Person Household	13.8%	14.1%	13.8%
	4 Person Household	11.8%	12.1%	11.5%
	5 Person Household	4.5%	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	24.2%	24.4%	25.3%	

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Housing	Total Housing Units	8,205	32,382	272,399
	Owner Occupied Percent	70.4%	64.7%	56.0%
	Renter Occupied Percent	25.9%	31.9%	38.6%
	Vacant Housing Percent	3.6%	3.5%	5.4%
	Total Housing Units (Census 2000)	6,811	29,034	253,887
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	1.5%	2.2%	1.9%
	Property Value \$750,000 to \$999,999	6.5%	7.1%	5.4%
	Property Value \$500,000 to \$749,999	30.8%	22.4%	14.7%
	Property Value \$400,000 to \$499,999	29.5%	23.3%	14.2%
	Property Value \$300,000, to \$399,999	20.2%	25.9%	21.1%
	Property Value \$200,000 to \$299,999	8.0%	13.3%	25.2%
	Property Value \$150,000 to \$199,999	0.7%	2.3%	8.0%
	Property Value \$100,000 to \$149,999	1.1%	1.9%	4.7%
	Property Value \$60,000 to \$99,999	0.2%	0.3%	1.7%
	Property Value \$40,000 to \$59,999	0.7%	0.4%	0.6%
	Property Value \$0 to \$39,999	0.2%	0.5%	2.1%
	Median Home Value	\$463,938	\$423,246	\$336,863
Wealth per Household	\$0 and under - percent	15.6%	16.3%	17.7%
	\$1 to \$4999 - percent	7.2%	7.6%	8.7%
	\$5k to \$9999 - percent	4.0%	4.2%	4.7%
	\$10k to \$24999 - percent	5.9%	6.1%	6.5%
	\$25k to \$49999 - percent	6.7%	6.8%	6.8%
	\$50k to \$99999 - percent	10.3%	10.2%	10.2%
	\$100k to \$249999 - percent	19.0%	18.6%	17.9%
	\$250k to \$499999 - percent	14.4%	14.0%	13.0%
	\$500k+ - percent	16.9%	16.2%	14.5%
	Median HH Wealth	\$102,256	\$93,889	\$77,517
	Avg HH Wealth	\$267,858	\$258,352	\$237,045
Economic Viability	Economic Viability Local	264	269	271
	Economic Viability Indexed	95	97	98
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	9,543	38,512	319,937
	Managerial/Executive	21.7%	20.2%	16.9%
	Professional Specialty	34.6%	31.5%	25.5%
	Healthcare Support	3.4%	2.5%	3.3%
	Sales	7.1%	9.1%	8.6%
	Office & Administrative Support	8.5%	10.0%	10.8%
	Protective Service	2.4%	2.1%	1.6%
	Food Preparation	3.8%	3.9%	5.1%
	Building Maintenance & Cleaning	2.1%	2.0%	3.2%
	Personal Care	2.8%	2.5%	2.2%
	Farming, Fishing, & Forestry	0.1%	0.2%	0.3%
	Construction	5.1%	5.3%	6.8%
	Production & Transportation	8.5%	10.5%	15.7%
	Percent White Collar Workers	75.3%	73.4%	65.2%
	Percent Blue Collar Workers	24.7%	26.6%	34.8%

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	Agriculture/Mining/Construction	5.2%	6.0%	5.9%
	Manufacturing	16.9%	16.5%	16.8%
	Transportation	4.2%	3.6%	4.9%
	Information	1.6%	1.1%	1.6%
	Wholesale/Retail	12.6%	13.3%	12.9%
	Finance, Insurance, Real Estate	7.5%	8.3%	6.9%
	Professional Services	7.4%	7.7%	6.6%
	Management Services	0.1%	0.3%	0.1%
	Administrative/Waste Services	2.2%	3.0%	4.4%
	Educational Services	28.2%	26.0%	24.4%
	Entertainment Services	5.6%	7.0%	8.2%
	Other Professional Services	4.9%	3.9%	4.4%
	Public Administration	3.7%	3.3%	2.9%
Vehicles per HH	No Vehicles	3.5%	5.0%	8.3%
	1 Vehicle	30.4%	32.0%	38.1%
	2 Vehicles	48.4%	46.4%	38.6%
	3 or more vehicles	17.8%	16.6%	14.9%
	Average Number of Vehicles	1.89	1.81	1.66
Change	Births (last 12 months)	144	669	6,432
	Deaths (last 12 months)	240	823	5,358
	Migration (last 12 months)	-109	-170	-2,770
Work place	Workplace Establishments	838	2,930	23,315
	Workplace Employees (FTE)	16,259	42,894	377,021