

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 17, 2025



Latitude: 42.976314 Longitude: -88.105953

Moorland Square Shopping Ctr New Berlin, WI		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Population	Current Year Estimated Population	6,315	44,114	144,295
	Population Est 25Q1	6,333	44,196	144,435
	Population Est 24Q4	6,352	44,309	144,747
	Population Est 24Q3	6,355	44,260	144,506
	Population Est 24Q2	6,457	44,501	144,655
	Population Est 24Q1	6,458	44,469	144,413
	Population Est 23Q4	6,456	44,468	144,256
	Population Est 23Q3	6,457	44,454	144,246
	Population Est 23Q2	6,449	44,287	144,797
	Population Fcst	6,284	43,970	145,329
	2010 Census Population	6,290	43,092	141,397
	2000 Census Population	6,360	42,645	139,582
	1990 Census Population	5,410	36,617	128,973
	Current Year Daytime Population	9,021	50,306	158,499
	Average Seasonal Population	80	412	1,482
	Historical Annual Growth, 1990 – 2000	1.63%	1.54%	0.79%
	Historical Annual Growth, 2000 – 2010	-0.11%	0.10%	0.13%
	Estimated Annual Growth, 2010 – CY	0.03%	0.16%	0.14%
	Projected Annual Growth, CY to Y5	-0.10%	-0.07%	0.14%
	Group Qtrs Est	2	249	1,489
Transient Est Average Last 4 Qtrs	116	1,460	9,301	
Households	Current Year Estimated Households	2,774	18,729	62,801
	Households Est 25Q1	2,782	18,754	62,817
	Households Est 24Q4	2,790	18,801	62,934
	Households Est 24Q3	2,792	18,783	62,838
	Households Est 24Q2	2,859	18,898	62,902
	Households Est 24Q1	2,859	18,885	62,793
	Households Est 23Q4	2,857	18,879	62,719
	Households Est 23Q3	2,859	18,877	62,728
	Households Est 23Q2	2,854	18,812	62,997
	Households Fcst	2,760	18,657	63,217
	2010 Census Households	2,712	17,924	60,778
	2000 Census Households	2,334	16,440	57,341
	1990 Census Households	1,752	13,053	49,231
	Historical Annual Growth, 1990 – 2000	2.91%	2.33%	1.54%
	Historical Annual Growth, 2000 – 2010	1.51%	0.87%	0.58%
	Estimated Annual Growth, 2010 – CY	0.16%	0.30%	0.23%
	Projected Annual Growth, CY to Y5	-0.11%	-0.08%	0.13%
Population per Household	2.28	2.34	2.27	

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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	2.4%	3.1%	2.8%
	HH Income \$250,000 to \$499,999	2.8%	3.7%	3.4%
	HH Income \$200,000 to \$249,999	6.5%	8.7%	7.8%
	HH Income \$175,000 to \$199,999	7.1%	6.1%	5.4%
	HH Income \$150,000 to \$174,999	10.1%	8.5%	7.4%
	HH Income \$100,000 to 149,999	23.9%	22.3%	21.5%
	HH Income \$75,000 to 99,999	12.8%	15.4%	14.0%
	HH Income \$50,000 to 74,999	13.8%	13.8%	15.2%
	HH Income \$35,000 to 49,999	6.3%	5.9%	7.7%
	HH Income \$25,000 to 34,999	7.6%	5.1%	5.6%
	HH Income \$15,000 to 24,999	3.4%	3.1%	3.8%
	HH Income \$0 to 14,999	3.4%	4.2%	5.4%
	Average Household Income	\$120,020	\$132,550	\$124,441
	Median Household Income	\$105,736	\$105,059	\$96,680
	Per Capita Income	\$52,737	\$56,497	\$54,582
	Average Disposable Income	\$95,234	\$99,561	\$93,397
	Median Disposable Income	\$88,215	\$86,418	\$80,432
	Discretionary HH Income Over \$150,000	9.0%	11.6%	9.8%
	Discretionary HH Income \$125,000 to \$149,999	7.5%	6.4%	5.9%
	Discretionary HH Income \$100,000 to \$124,999	14.6%	12.0%	10.1%
	Discretionary HH Income \$75,000 to \$99,999	17.1%	15.9%	14.9%
	Discretionary HH Income \$50,000 to \$74,999	19.6%	22.0%	21.0%
	Discretionary HH Income \$25,000 to \$49,999	18.2%	17.5%	21.5%
	Discretionary HH Income Under \$25,000	14.0%	14.5%	16.7%
	Average Discretionary HH Income	\$77,704	\$77,852	\$72,341
	Median Discretionary HH Income	\$72,484	\$70,927	\$64,476
	Householder White – Count	2,594	16,433	52,505
	Median HH Income	\$101,664	\$104,841	\$97,846
	Average HH Income	\$105,004	\$109,693	\$103,847
	Householder Black or African-American – Count	26	455	1,269
	Median HH Income	\$132,884	\$77,057	\$77,657
	Average HH Income	\$135,227	\$77,383	\$78,440
	Householder Hispanic – Count	16	481	3,270
	Median HH Income	\$119,628	\$102,535	\$82,328
Average HH Income	\$110,247	\$105,785	\$89,845	
Householder Asian or Pacific Islander – Count	94	763	2,275	
Median HH Income	\$149,330	\$140,978	\$136,589	
Average HH Income	\$141,724	\$137,931	\$133,978	
Householder Other or Pacific Islander – Count	44	597	3,483	
Median HH Income	\$141,657	\$102,074	\$86,077	
Average HH Income	\$138,042	\$100,780	\$92,995	

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Moorland Square Shopping Ctr New Berlin, WI		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Gender	Male Population	2,985	21,254	69,559
	Female Population	3,331	22,860	74,735
Total Population by Age	Count of Pop 0 to 4 years	265	2,105	7,211
	Count of Pop 0 to 7 years	426	3,058	10,346
	Count of Pop 5 - 13	599	4,074	13,514
	Count of Pop 14 - 18	287	2,014	6,540
	Count of Pop 19 - 22	282	1,980	6,400
	Count of Pop 22 - 25	212	1,447	4,647
	Count of Pop 25 - 29	234	2,088	6,961
	Count of Pop 30 - 34	275	2,412	8,311
	Count of Pop 35 - 39	320	2,526	9,220
	Count of Pop 40 - 44	396	2,829	9,515
	Count of Pop 45 - 59	1,126	7,819	25,751
	Count of Pop 60 - 74	1,489	9,957	30,664
	Count of Pop 75 - 84	624	3,592	11,003
	Count of Pop 85+	206	1,270	4,557
	% of Pop 0 to 4 years	4.2%	4.8%	5.0%
	% of Pop 0 to 7 years	6.7%	6.9%	7.2%
	% of Pop 5 - 13	9.5%	9.2%	9.4%
	% of Pop 14 - 18	4.5%	4.6%	4.5%
	% of Pop 19 - 22	4.5%	4.5%	4.4%
	% of Pop 22 - 25	3.4%	3.3%	3.2%
	% of Pop 25 - 29	3.7%	4.7%	4.8%
	% of Pop 30 - 34	4.4%	5.5%	5.8%
	% of Pop 35 - 39	5.1%	5.7%	6.4%
	% of Pop 40 - 44	6.3%	6.4%	6.6%
	% of Pop 45 - 59	17.8%	17.7%	17.8%
	% of Pop 60 - 74	23.6%	22.6%	21.3%
	% of Pop 75 - 84	9.9%	8.1%	7.6%
	% of Pop 85+	3.3%	2.9%	3.2%
Median Age	48.9	46.1	44.9	
Average Age	46.5	44.8	44.3	
Male Population by Age	% of Pop 0 to 4 years	4.6%	5.1%	5.3%
	% of Pop 5 - 13	10.3%	9.8%	9.9%
	% of Pop 14 - 18	4.8%	4.9%	4.8%
	% of Pop 19 - 22	4.9%	4.7%	4.7%
	% of Pop 22 - 25	3.8%	3.4%	3.4%
	% of Pop 25 - 29	3.9%	5.0%	5.0%
	% of Pop 30 - 34	4.4%	5.5%	5.9%
	% of Pop 35 - 39	5.0%	5.8%	6.5%
	% of Pop 40 - 44	6.3%	6.5%	6.8%
	% of Pop 45 - 59	18.2%	18.1%	18.3%
	% of Pop 75 - 84	9.1%	7.4%	6.7%
	% of Pop 60 - 74	22.6%	22.0%	20.8%
	% of Pop 85+	2.1%	1.9%	1.9%
	Median Age	46.6	44.5	43.4
Average Age	44.7	43.5	42.8	

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	% of Pop 0 to 4 years	3.9%	4.5%	4.7%
	% of Pop 5 - 13	8.7%	8.7%	8.9%
	% of Pop 14 - 18	4.3%	4.3%	4.2%
	% of Pop 19 - 22	4.1%	4.3%	4.2%
	% of Pop 22 - 25	3.0%	3.2%	3.1%
	% of Pop 25 - 29	3.5%	4.5%	4.7%
	% of Pop 30 - 34	4.4%	5.4%	5.6%
	% of Pop 35 - 39	5.1%	5.7%	6.3%
	% of Pop 40 - 44	6.2%	6.3%	6.4%
	% of Pop 45 - 59	17.5%	17.3%	17.4%
	% of Pop 60 - 74	24.5%	23.1%	21.7%
	% of Pop 75 - 84	10.5%	8.8%	8.5%
	% of Pop 85+	4.3%	3.8%	4.3%
	Median Age	51.1	47.7	46.6
Average Age	48.0	46.1	45.6	
Race	Count of White	5,618	37,367	119,486
	Count of Black or African-American	109	1,131	3,844
	Count of Asian or Pacific Islander	354	2,555	6,961
	Count of Other races	234	3,062	14,004
	White	89.0%	84.7%	82.8%
	Black or African American	1.7%	2.6%	2.7%
	Asian	5.6%	5.8%	4.8%
	Other Races	3.7%	6.9%	9.7%
Language Spoken	Speak English at Home	92.0%	90.1%	89.2%
	Speak Spanish at Home	1.0%	2.8%	4.2%
	Speak French or French Creole at Home	0.3%	0.2%	0.2%
	Speak German at Home	0.8%	0.5%	0.5%
	Speak Other Indo-European Languages at Home	2.8%	2.1%	1.9%
	Speak Russian and Other Slavic Languages at Home	0.9%	1.1%	1.0%
	Speak Chinese at Home	0.7%	0.7%	0.6%
	Speak Korean at Home	0.0%	0.1%	0.1%
	Speak Vietnamese at Home	0.1%	0.2%	0.2%
	Speak Other Asian Languages at Home	0.8%	1.8%	1.3%
	Speak Tagalog and Other Pacific Languages at Home	0.0%	0.1%	0.2%
	Speak Other Language at Home	0.6%	0.4%	0.5%
Hispanic	Hispanic Population	211	2,387	11,501
	Hispanic Population Percent	3.3%	5.4%	8.0%
	Mexican	82.2%	64.6%	58.9%
	Puerto Rican	6.4%	15.3%	25.0%
	Cuban	1.4%	2.7%	2.0%
	Dominican	6.5%	1.1%	0.8%
	Central American	1.1%	1.8%	4.0%
	South American	1.1%	10.5%	6.4%
	Other Hispanic	1.2%	4.1%	2.8%
	2000 Hispanic Population Percent	1%	2%	2%
	1990 Hispanic Population Percent	1%	1%	1%

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Ancestry	American (percent of total population)	2.0%	2.8%	2.9%
	American	1.8%	2.6%	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)	5.4%	5.0%	4.1%
	Chinese	0.9%	1.1%	0.8%
	Japanese	0.0%	0.0%	0.1%
	Korean	0.2%	0.2%	0.2%
	South Central Asian (ie. Indian)	4.3%	3.2%	2.4%
	South East Asian (ie. Vietnamese)	0.1%	0.2%	0.2%
	Other Asian	0.0%	0.3%	0.4%
	European (percent of total population)	65.8%	59.7%	57.6%
	British	3.9%	3.4%	3.1%
	Dutch	0.9%	0.9%	0.7%
	French	1.7%	1.3%	1.4%
	German	28.1%	25.6%	24.9%
	Italian	3.3%	3.5%	3.0%
	Polish	11.2%	9.3%	9.2%
	Scandinavian	4.3%	3.8%	3.8%
	Scotch/Irish	6.8%	6.3%	6.1%
Other European (ie. Greek/Russian)	5.4%	5.6%	5.4%	
Middle Eastern	0.3%	0.2%	0.5%	
Other Ancestry	8.5%	9.4%	10.0%	
Unclassified Ancestry	12.2%	13.6%	13.1%	
Education (Age 25+)	Adult Population (25 Years or Older)	4,671	32,494	105,983
	Elementary (0 to 8)	1.3%	1.2%	1.5%
	Some High School (9 to 11)	3.3%	1.9%	2.6%
	High School Graduate (12)	26.2%	22.5%	24.3%
	Some College (13 to 16)	18.5%	17.6%	19.3%
	Associates Degree Only	9.6%	10.1%	9.9%
	Bachelors Degree Only	27.6%	30.4%	28.3%
	Graduate Degree	13.4%	16.2%	14.0%
	% College (4+)	41.0%	46.6%	42.4%
Household Type	Total Households – count	2,774	18,729	62,801
	One Person HHs – count	849	5,296	19,982
	Family HHs – count	1,853	12,189	38,567
	Married Couple – count	1,543	10,308	31,700
	w/own children – count	491	3,591	11,035
	w/out own children – count	1,052	6,716	20,664
	Male Householder – count	53	491	2,169
	Female Householder – count	256	1,390	4,699
	Non-Family Households – count	72	1,244	4,253
	1 Person Household	30.6%	28.3%	31.8%
	2 Person Household	37.7%	38.5%	36.2%
	3 Person Household	14.0%	14.3%	13.8%
	4 Person Household	11.9%	12.4%	11.7%
	5 Person Household	4.5%	4.5%	4.4%
6 Person Household	1.1%	1.4%	1.4%	
7+ Person Household	0.3%	0.5%	0.6%	
% Households With Children	23.8%	24.3%	23.5%	

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Housing	Total Housing Units	2,856	19,366	65,323
	Owner Occupied Percent	74.8%	68.4%	64.0%
	Renter Occupied Percent	22.3%	28.3%	32.1%
	Vacant Housing Percent	2.8%	3.3%	3.9%
	Total Housing Units (Census 2000)	2,411	16,935	59,101
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	2.2%	1.9%	2.5%
	Property Value \$750,000 to \$999,999	3.1%	7.3%	6.8%
	Property Value \$500,000 to \$749,999	27.9%	26.1%	19.3%
	Property Value \$400,000 to \$499,999	32.8%	25.8%	19.4%
	Property Value \$300,000, to \$399,999	19.7%	24.4%	23.6%
	Property Value \$200,000 to \$299,999	8.8%	9.3%	18.9%
	Property Value \$150,000 to \$199,999	0.4%	1.7%	4.5%
	Property Value \$100,000 to \$149,999	2.6%	2.2%	2.2%
	Property Value \$60,000 to \$99,999	0.2%	0.3%	0.5%
	Property Value \$40,000 to \$59,999	1.2%	0.4%	0.4%
	Property Value \$0 to \$39,999	0.3%	0.4%	1.5%
	Median Home Value	\$450,648	\$443,986	\$393,183
Wealth per Household	\$0 and under - percent	15.6%	16.0%	16.4%
	\$1 to \$4999 - percent	7.2%	7.4%	7.8%
	\$5k to \$9999 - percent	4.0%	4.1%	4.3%
	\$10k to \$24999 - percent	5.9%	6.0%	6.2%
	\$25k to \$49999 - percent	6.7%	6.8%	6.8%
	\$50k to \$99999 - percent	10.4%	10.3%	10.3%
	\$100k to \$249999 - percent	19.1%	18.8%	18.5%
	\$250k to \$499999 - percent	14.4%	14.2%	13.9%
	\$500k+ - percent	16.6%	16.5%	15.8%
	Median HH Wealth	\$100,824	\$97,373	\$91,447
	Avg HH Wealth	\$265,057	\$262,891	\$254,649
Economic Viability	Economic Viability Local	264	268	269
	Economic Viability Indexed	95	97	97
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	3,166	23,443	76,222
	Managerial/Executive	19.7%	19.7%	19.4%
	Professional Specialty	33.4%	33.6%	29.7%
	Healthcare Support	4.8%	2.7%	2.9%
	Sales	6.6%	8.7%	8.8%
	Office & Administrative Support	12.2%	9.4%	10.5%
	Protective Service	3.6%	2.3%	1.9%
	Food Preparation	3.4%	4.0%	3.7%
	Building Maintenance & Cleaning	2.5%	2.1%	1.9%
	Personal Care	0.8%	2.5%	2.1%
	Farming, Fishing, & Forestry	0.0%	0.2%	0.3%
	Construction	4.6%	5.3%	5.8%
	Production & Transportation	8.5%	9.7%	13.1%
	Percent White Collar Workers	76.6%	74.0%	71.3%
	Percent Blue Collar Workers	23.4%	26.0%	28.7%

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	Agriculture/Mining/Construction	4.1%	5.4%	5.9%
	Manufacturing	15.7%	16.7%	17.5%
	Transportation	2.1%	3.5%	4.6%
	Information	2.1%	1.1%	1.4%
	Wholesale/Retail	14.0%	13.7%	13.0%
	Finance, Insurance, Real Estate	8.7%	7.1%	8.4%
	Professional Services	5.8%	7.6%	7.5%
	Management Services	0.1%	0.1%	0.3%
	Administrative/Waste Services	4.1%	2.8%	2.8%
	Educational Services	29.4%	27.3%	25.4%
	Entertainment Services	4.7%	6.6%	6.2%
	Other Professional Services	5.3%	4.6%	3.9%
	Public Administration	3.8%	3.6%	3.1%
Vehicles per HH	No Vehicles	3.4%	3.6%	5.5%
	1 Vehicle	34.2%	29.4%	35.2%
	2 Vehicles	45.8%	49.7%	43.1%
	3 or more vehicles	16.6%	17.3%	16.2%
	Average Number of Vehicles	1.85	1.87	1.76
Change	Births (last 12 months)	48	393	1,330
	Deaths (last 12 months)	84	506	1,609
	Migration (last 12 months)	-105	-253	30
Work place	Workplace Establishments	303	1,532	5,357
	Workplace Employees (FTE)	5,894	27,311	77,698