



Market Profile

4770 S Moorland Rd, New Berlin, Wisconsin, 53151
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 42.95888
 Longitude: -88.10877

	3 minutes	5 minutes	10 minutes
Population Summary			
2000 Total Population	2,775	9,557	75,355
2010 Total Population	2,608	9,470	77,405
2019 Total Population	2,609	9,752	78,837
2019 Group Quarters	0	12	449
2024 Total Population	2,623	9,871	80,151
2019-2024 Annual Rate	0.11%	0.24%	0.33%
2019 Total Daytime Population	2,416	11,570	80,386
Workers	1,167	6,949	43,470
Residents	1,249	4,621	36,916
Household Summary			
2000 Households	950	3,412	29,257
2000 Average Household Size	2.92	2.79	2.55
2010 Households	1,003	3,773	31,917
2010 Average Household Size	2.60	2.51	2.41
2019 Households	1,019	4,003	32,847
2019 Average Household Size	2.56	2.43	2.39
2024 Households	1,031	4,087	33,516
2024 Average Household Size	2.54	2.41	2.38
2019-2024 Annual Rate	0.23%	0.42%	0.40%
2010 Families	806	2,832	21,758
2010 Average Family Size	2.93	2.93	2.93
2019 Families	815	2,954	22,178
2019 Average Family Size	2.88	2.86	2.90
2024 Families	823	3,001	22,548
2024 Average Family Size	2.87	2.84	2.89
2019-2024 Annual Rate	0.20%	0.32%	0.33%
Housing Unit Summary			
2000 Housing Units	972	3,492	30,070
Owner Occupied Housing Units	94.9%	89.5%	71.8%
Renter Occupied Housing Units	3.0%	8.2%	25.5%
Vacant Housing Units	2.2%	2.3%	2.7%
2010 Housing Units	1,037	3,896	33,145
Owner Occupied Housing Units	90.3%	82.3%	69.9%
Renter Occupied Housing Units	6.5%	14.5%	26.4%
Vacant Housing Units	3.3%	3.2%	3.7%
2019 Housing Units	1,054	4,117	34,268
Owner Occupied Housing Units	89.0%	80.0%	67.0%
Renter Occupied Housing Units	7.7%	17.2%	28.9%
Vacant Housing Units	3.3%	2.8%	4.1%
2024 Housing Units	1,067	4,206	34,989
Owner Occupied Housing Units	89.0%	80.0%	67.2%
Renter Occupied Housing Units	7.7%	17.2%	28.6%
Vacant Housing Units	3.4%	2.8%	4.2%
Median Household Income			
2019	\$100,334	\$92,604	\$78,767
2024	\$105,919	\$102,007	\$89,356
Median Home Value			
2019	\$257,522	\$257,185	\$257,792
2024	\$267,367	\$270,900	\$279,191
Per Capita Income			
2019	\$43,899	\$45,122	\$41,339
2024	\$48,745	\$50,206	\$47,082
Median Age			
2010	44.5	44.9	43.9
2019	46.1	46.8	45.8
2024	47.3	47.8	46.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

4770 S Moorland Rd, New Berlin, Wisconsin, 53151
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 42.95888
 Longitude: -88.10877

	3 minutes	5 minutes	10 minutes
2019 Households by Income			
Household Income Base	1,019	4,003	32,847
<\$15,000	2.6%	3.2%	5.0%
\$15,000 - \$24,999	3.9%	4.4%	6.1%
\$25,000 - \$34,999	4.4%	4.5%	7.2%
\$35,000 - \$49,999	7.9%	9.7%	11.5%
\$50,000 - \$74,999	16.1%	16.2%	17.5%
\$75,000 - \$99,999	14.7%	15.7%	14.1%
\$100,000 - \$149,999	28.5%	24.2%	21.2%
\$150,000 - \$199,999	13.3%	13.1%	10.0%
\$200,000+	8.5%	9.0%	7.4%
Average Household Income	\$113,625	\$111,701	\$99,219
2024 Households by Income			
Household Income Base	1,031	4,087	33,516
<\$15,000	2.2%	2.7%	3.9%
\$15,000 - \$24,999	3.5%	3.9%	5.2%
\$25,000 - \$34,999	3.8%	3.9%	6.1%
\$35,000 - \$49,999	6.8%	8.5%	10.2%
\$50,000 - \$74,999	14.3%	14.5%	15.9%
\$75,000 - \$99,999	13.8%	14.8%	13.7%
\$100,000 - \$149,999	29.6%	25.6%	23.3%
\$150,000 - \$199,999	16.6%	16.3%	13.2%
\$200,000+	9.5%	9.9%	8.7%
Average Household Income	\$125,436	\$123,447	\$112,644
2019 Owner Occupied Housing Units by Value			
Total	938	3,293	22,958
<\$50,000	1.1%	0.9%	1.0%
\$50,000 - \$99,999	0.1%	0.3%	1.2%
\$100,000 - \$149,999	1.1%	1.8%	4.6%
\$150,000 - \$199,999	6.8%	10.9%	14.7%
\$200,000 - \$249,999	35.6%	32.0%	25.6%
\$250,000 - \$299,999	36.1%	28.4%	18.6%
\$300,000 - \$399,999	13.3%	17.1%	21.5%
\$400,000 - \$499,999	5.8%	7.0%	8.0%
\$500,000 - \$749,999	0.0%	0.9%	3.9%
\$750,000 - \$999,999	0.2%	0.2%	0.6%
\$1,000,000 - \$1,499,999	0.1%	0.4%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$268,298	\$276,260	\$288,506
2024 Owner Occupied Housing Units by Value			
Total	950	3,364	23,505
<\$50,000	0.5%	0.5%	0.6%
\$50,000 - \$99,999	0.1%	0.2%	0.8%
\$100,000 - \$149,999	0.6%	1.2%	3.3%
\$150,000 - \$199,999	4.8%	7.8%	11.4%
\$200,000 - \$249,999	30.8%	28.0%	22.8%
\$250,000 - \$299,999	37.6%	29.7%	19.0%
\$300,000 - \$399,999	16.8%	21.3%	25.5%
\$400,000 - \$499,999	8.1%	9.4%	10.2%
\$500,000 - \$749,999	0.0%	1.2%	5.2%
\$750,000 - \$999,999	0.3%	0.3%	0.7%
\$1,000,000 - \$1,499,999	0.2%	0.5%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$283,026	\$293,029	\$310,420

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

4770 S Moorland Rd, New Berlin, Wisconsin, 53151
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 42.95888
 Longitude: -88.10877

	3 minutes	5 minutes	10 minutes
2010 Population by Age			
Total	2,608	9,468	77,407
0 - 4	4.8%	4.6%	4.9%
5 - 9	6.7%	6.3%	5.9%
10 - 14	7.0%	7.0%	6.4%
15 - 24	9.9%	10.3%	11.0%
25 - 34	9.3%	9.5%	10.9%
35 - 44	13.0%	12.5%	12.3%
45 - 54	18.0%	18.7%	17.6%
55 - 64	18.3%	16.2%	14.4%
65 - 74	7.6%	7.8%	8.0%
75 - 84	4.4%	5.5%	5.8%
85 +	1.1%	1.6%	2.8%
18 +	76.8%	77.6%	78.6%
2019 Population by Age			
Total	2,609	9,751	78,838
0 - 4	4.4%	4.2%	4.4%
5 - 9	5.4%	5.0%	5.0%
10 - 14	6.6%	6.1%	5.7%
15 - 24	10.0%	10.1%	10.2%
25 - 34	8.7%	9.5%	11.4%
35 - 44	13.3%	12.6%	12.3%
45 - 54	14.0%	13.7%	13.0%
55 - 64	16.2%	17.1%	16.5%
65 - 74	14.1%	13.0%	12.2%
75 - 84	5.5%	6.0%	6.0%
85 +	1.8%	2.6%	3.3%
18 +	79.7%	80.9%	81.5%
2024 Population by Age			
Total	2,621	9,869	80,153
0 - 4	4.3%	4.2%	4.4%
5 - 9	5.2%	4.8%	4.8%
10 - 14	6.0%	5.6%	5.3%
15 - 24	9.3%	9.2%	9.3%
25 - 34	7.8%	8.6%	10.7%
35 - 44	14.1%	14.2%	13.7%
45 - 54	14.3%	12.9%	12.0%
55 - 64	13.7%	14.6%	14.5%
65 - 74	14.9%	15.0%	14.2%
75 - 84	8.2%	8.0%	7.6%
85 +	2.1%	2.9%	3.4%
18 +	80.9%	82.0%	82.2%
2010 Population by Sex			
Males	1,277	4,617	37,626
Females	1,331	4,853	39,779
2019 Population by Sex			
Males	1,267	4,721	38,395
Females	1,341	5,030	40,442
2024 Population by Sex			
Males	1,266	4,757	39,009
Females	1,357	5,114	41,143

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

4770 S Moorland Rd, New Berlin, Wisconsin, 53151
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 42.95888
 Longitude: -88.10877

	3 minutes	5 minutes	10 minutes
2010 Population by Race/Ethnicity			
Total	2,608	9,471	77,405
White Alone	96.2%	94.9%	93.1%
Black Alone	0.3%	0.5%	1.3%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	1.9%	2.9%	3.0%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	0.3%	0.5%	0.8%
Two or More Races	0.9%	1.0%	1.3%
Hispanic Origin	2.3%	2.3%	3.7%
Diversity Index	11.5	14.0	19.3
2019 Population by Race/Ethnicity			
Total	2,608	9,751	78,838
White Alone	94.8%	92.9%	90.7%
Black Alone	0.5%	0.6%	1.6%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	2.7%	4.2%	4.3%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	0.3%	0.6%	1.2%
Two or More Races	1.3%	1.3%	1.8%
Hispanic Origin	2.8%	2.9%	4.9%
Diversity Index	15.0	18.5	25.2
2024 Population by Race/Ethnicity			
Total	2,624	9,871	80,152
White Alone	93.7%	91.4%	89.1%
Black Alone	0.6%	0.7%	1.8%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	3.4%	5.2%	5.3%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	0.4%	0.7%	1.4%
Two or More Races	1.5%	1.6%	2.1%
Hispanic Origin	3.3%	3.4%	5.9%
Diversity Index	17.6	21.7	29.2
2010 Population by Relationship and Household Type			
Total	2,608	9,470	77,405
In Households	100.0%	99.9%	99.4%
In Family Households	91.3%	88.3%	83.4%
Householder	30.6%	29.7%	28.1%
Spouse	27.6%	26.5%	23.7%
Child	31.1%	30.0%	28.7%
Other relative	1.2%	1.4%	1.8%
Nonrelative	0.8%	0.8%	1.2%
In Nonfamily Households	8.7%	11.6%	15.9%
In Group Quarters	0.0%	0.1%	0.6%
Institutionalized Population	0.0%	0.0%	0.4%
Noninstitutionalized Population	0.0%	0.1%	0.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

4770 S Moorland Rd, New Berlin, Wisconsin, 53151
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 42.95888
 Longitude: -88.10877

	3 minutes	5 minutes	10 minutes
2019 Population 25+ by Educational Attainment			
Total	1,919	7,277	58,879
Less than 9th Grade	1.6%	1.2%	1.2%
9th - 12th Grade, No Diploma	1.9%	2.0%	3.0%
High School Graduate	18.3%	19.7%	23.1%
GED/Alternative Credential	0.6%	1.3%	2.1%
Some College, No Degree	18.9%	18.6%	19.6%
Associate Degree	9.5%	9.2%	9.9%
Bachelor's Degree	31.3%	30.1%	27.1%
Graduate/Professional Degree	17.9%	17.9%	14.1%
2019 Population 15+ by Marital Status			
Total	2,183	8,265	66,950
Never Married	18.3%	22.2%	26.5%
Married	70.5%	64.2%	58.1%
Widowed	5.5%	6.0%	6.8%
Divorced	5.8%	7.6%	8.5%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	98.5%	98.1%	97.7%
Civilian Unemployed (Unemployment Rate)	1.6%	1.9%	2.3%
2019 Employed Population 16+ by Industry			
Total	1,377	5,227	42,598
Agriculture/Mining	0.0%	0.2%	0.3%
Construction	2.0%	3.3%	5.4%
Manufacturing	15.8%	15.1%	15.2%
Wholesale Trade	8.3%	6.6%	4.5%
Retail Trade	10.7%	10.6%	9.2%
Transportation/Utilities	2.3%	4.3%	4.3%
Information	2.5%	2.7%	2.0%
Finance/Insurance/Real Estate	7.3%	8.3%	8.9%
Services	48.1%	44.8%	46.6%
Public Administration	3.1%	4.2%	3.6%
2019 Employed Population 16+ by Occupation			
Total	1,374	5,226	42,597
White Collar	81.7%	76.0%	69.9%
Management/Business/Financial	18.4%	18.4%	17.9%
Professional	33.4%	30.4%	27.4%
Sales	17.4%	13.4%	10.9%
Administrative Support	12.5%	13.8%	13.7%
Services	8.7%	12.5%	14.1%
Blue Collar	9.4%	11.5%	16.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.0%	3.4%	3.6%
Installation/Maintenance/Repair	2.3%	2.7%	2.8%
Production	3.3%	3.9%	5.6%
Transportation/Material Moving	0.8%	1.5%	4.0%
2010 Population By Urban/ Rural Status			
Total Population	2,608	9,470	77,405
Population Inside Urbanized Area	100.0%	99.7%	97.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.3%	2.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

4770 S Moorland Rd, New Berlin, Wisconsin, 53151
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 42.95888
 Longitude: -88.10877

	3 minutes	5 minutes	10 minutes
2010 Households by Type			
Total	1,003	3,772	31,917
Households with 1 Person	16.6%	20.7%	26.1%
Households with 2+ People	83.4%	79.3%	73.9%
Family Households	80.4%	75.1%	68.2%
Husband-wife Families	72.4%	66.9%	57.4%
With Related Children	28.9%	26.4%	22.0%
Other Family (No Spouse Present)	8.0%	8.2%	10.8%
Other Family with Male Householder	2.2%	2.5%	3.4%
With Related Children	1.0%	1.2%	1.9%
Other Family with Female Householder	5.8%	5.7%	7.4%
With Related Children	2.7%	2.6%	4.2%
Nonfamily Households	3.1%	4.2%	5.7%
All Households with Children	32.8%	30.4%	28.4%
Multigenerational Households	1.3%	1.6%	1.9%
Unmarried Partner Households	3.5%	4.1%	5.3%
Male-female	3.0%	3.6%	4.8%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	1,003	3,773	31,919
1 Person Household	16.6%	20.7%	26.1%
2 Person Household	40.3%	39.6%	37.9%
3 Person Household	18.1%	16.8%	15.5%
4 Person Household	17.3%	15.2%	13.1%
5 Person Household	5.8%	5.6%	5.0%
6 Person Household	1.3%	1.6%	1.6%
7 + Person Household	0.6%	0.5%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	1,003	3,773	31,917
Owner Occupied	93.3%	85.0%	72.5%
Owned with a Mortgage/Loan	63.5%	58.6%	50.3%
Owned Free and Clear	29.8%	26.4%	22.2%
Renter Occupied	6.7%	15.0%	27.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,037	3,896	33,145
Housing Units Inside Urbanized Area	100.0%	99.8%	97.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	2.3%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

4770 S Moorland Rd, New Berlin, Wisconsin, 53151
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 42.95888
 Longitude: -88.10877

	3 minutes	5 minutes	10 minutes
Top 3 Tapestry Segments			
1.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Golden Years (9B)	Golden Years (9B)	Comfortable Empty Nesters
3.	Green Acres (6A)	In Style (5B)	Green Acres (6A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$2,661,327	\$10,353,900	\$77,163,376
Average Spent	\$2,611.70	\$2,586.54	\$2,349.18
Spending Potential Index	122	121	110
Education: Total \$	\$2,322,789	\$8,764,366	\$61,186,135
Average Spent	\$2,279.48	\$2,189.45	\$1,862.76
Spending Potential Index	143	137	117
Entertainment/Recreation: Total \$	\$4,278,452	\$16,524,523	\$121,100,958
Average Spent	\$4,198.68	\$4,128.03	\$3,686.82
Spending Potential Index	128	126	113
Food at Home: Total \$	\$6,319,012	\$24,692,025	\$186,554,536
Average Spent	\$6,201.19	\$6,168.38	\$5,679.50
Spending Potential Index	120	119	110
Food Away from Home: Total \$	\$4,562,704	\$17,772,749	\$132,725,208
Average Spent	\$4,477.63	\$4,439.86	\$4,040.71
Spending Potential Index	122	121	110
Health Care: Total \$	\$7,739,471	\$30,037,953	\$222,826,767
Average Spent	\$7,595.16	\$7,503.86	\$6,783.78
Spending Potential Index	128	126	114
HH Furnishings & Equipment: Total \$	\$2,793,882	\$10,799,827	\$79,378,817
Average Spent	\$2,741.79	\$2,697.93	\$2,416.62
Spending Potential Index	129	127	113
Personal Care Products & Services: Total \$	\$1,149,821	\$4,472,865	\$33,106,600
Average Spent	\$1,128.38	\$1,117.38	\$1,007.90
Spending Potential Index	127	126	114
Shelter: Total \$	\$23,864,347	\$92,657,059	\$685,213,609
Average Spent	\$23,419.38	\$23,146.90	\$20,860.77
Spending Potential Index	127	125	113
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,350,961	\$13,073,894	\$94,902,042
Average Spent	\$3,288.48	\$3,266.02	\$2,889.21
Spending Potential Index	133	132	116
Travel: Total \$	\$3,156,163	\$12,071,644	\$85,904,632
Average Spent	\$3,097.31	\$3,015.65	\$2,615.30
Spending Potential Index	138	134	117
Vehicle Maintenance & Repairs: Total \$	\$1,447,823	\$5,704,067	\$42,805,782
Average Spent	\$1,420.83	\$1,424.95	\$1,303.19
Spending Potential Index	124	125	114

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.