



Market Profile

4798 S Moorland Rd, New Berlin, Wisconsin, 53151 2
 4798 S Moorland Rd, New Berlin, Wisconsin, 53151
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 42.95871
 Longitude: -88.10879

	3 minutes	5 minutes	10 minutes
Population Summary			
2000 Total Population	2,547	9,557	75,276
2010 Total Population	2,393	9,470	77,329
2019 Total Population	2,396	9,752	78,760
2019 Group Quarters	0	12	449
2024 Total Population	2,412	9,871	80,090
2019-2024 Annual Rate	0.13%	0.24%	0.34%
2019 Total Daytime Population	2,294	11,570	80,329
Workers	1,138	6,949	43,459
Residents	1,156	4,621	36,870
Household Summary			
2000 Households	866	3,412	29,222
2000 Average Household Size	2.94	2.79	2.55
2010 Households	916	3,773	31,884
2010 Average Household Size	2.61	2.51	2.41
2019 Households	933	4,003	32,814
2019 Average Household Size	2.57	2.43	2.39
2024 Households	944	4,087	33,489
2024 Average Household Size	2.55	2.41	2.38
2019-2024 Annual Rate	0.23%	0.42%	0.41%
2010 Families	737	2,832	21,739
2010 Average Family Size	2.94	2.93	2.93
2019 Families	746	2,954	22,159
2019 Average Family Size	2.89	2.86	2.90
2024 Families	754	3,001	22,533
2024 Average Family Size	2.88	2.84	2.89
2019-2024 Annual Rate	0.21%	0.32%	0.34%
Housing Unit Summary			
2000 Housing Units	886	3,492	30,030
Owner Occupied Housing Units	94.8%	89.5%	71.8%
Renter Occupied Housing Units	3.0%	8.2%	25.5%
Vacant Housing Units	2.1%	2.3%	2.7%
2010 Housing Units	947	3,896	33,108
Owner Occupied Housing Units	90.2%	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	964	4,117	34,231
Owner Occupied Housing Units	89.0%	80.0%	67.0%
Renter Occupied Housing Units	7.8%	17.2%	28.9%
Vacant Housing Units	3.2%	2.8%	4.1%
2024 Housing Units	977	4,206	34,956
Owner Occupied Housing Units	88.9%	80.0%	67.2%
Renter Occupied Housing Units	7.8%	17.2%	28.6%
Vacant Housing Units	3.4%	2.8%	4.2%
Median Household Income			
2019	\$100,421	\$92,604	\$78,807
2024	\$105,988	\$102,007	\$89,411
Median Home Value			
2019	\$258,280	\$257,185	\$257,862
2024	\$268,119	\$270,900	\$279,236
Per Capita Income			
2019	\$44,175	\$45,122	\$41,341
2024	\$49,039	\$50,206	\$47,082
Median Age			
2010	44.4	44.9	43.9
2019	46.0	46.8	45.8
2024	47.2	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

4798 S Moorland Rd, New Berlin, Wisconsin, 53151 2
 4798 S Moorland Rd, New Berlin, Wisconsin, 53151
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 42.95871
 Longitude: -88.10879

	3 minutes	5 minutes	10 minutes
2019 Households by Income			
Household Income Base	933	4,003	32,814
<\$15,000	2.7%	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	7.7%	9.7%	11.5%
\$50,000 - \$74,999	16.3%	16.2%	17.5%
\$75,000 - \$99,999	14.6%	15.7%	14.1%
\$100,000 - \$149,999	28.3%	24.2%	21.2%
\$150,000 - \$199,999	13.2%	13.1%	10.0%
\$200,000+	8.9%	9.0%	7.4%
Average Household Income	\$114,217	\$111,701	\$99,229
2024 Households by Income			
Household Income Base	944	4,087	33,489
<\$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	14.5%	14.5%	15.9%
\$75,000 - \$99,999	13.6%	14.8%	13.7%
\$100,000 - \$149,999	29.3%	25.6%	23.3%
\$150,000 - \$199,999	16.4%	16.3%	13.2%
\$200,000+	10.0%	9.9%	8.6%
Average Household Income	\$126,231	\$123,447	\$112,650
2019 Owner Occupied Housing Units by Value			
Total	858	3,293	22,938
<\$50,000	1.0%	0.9%	1.0%
\$50,000 - \$99,999	0.1%	0.3%	1.2%
\$100,000 - \$149,999	0.9%	1.8%	4.6%
\$150,000 - \$199,999	6.5%	10.9%	14.7%
\$200,000 - \$249,999	35.3%	32.0%	25.6%
\$250,000 - \$299,999	36.2%	28.4%	18.6%
\$300,000 - \$399,999	13.3%	17.1%	21.5%
\$400,000 - \$499,999	6.2%	7.0%	8.0%
\$500,000 - \$749,999	0.0%	0.9%	3.9%
\$750,000 - \$999,999	0.1%	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	\$269,166	\$276,260	\$288,589
2024 Owner Occupied Housing Units by Value			
Total	869	3,364	23,484
<\$50,000	0.6%	0.5%	0.6%
\$50,000 - \$99,999	0.0%	0.2%	0.8%
\$100,000 - \$149,999	0.6%	1.2%	3.3%
\$150,000 - \$199,999	4.7%	7.8%	11.4%
\$200,000 - \$249,999	30.5%	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	8.7%	9.4%	10.2%
\$500,000 - \$749,999	0.0%	1.2%	5.2%
\$750,000 - \$999,999	0.2%	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	\$284,264	\$293,029	\$310,492

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

4798 S Moorland Rd, New Berlin, Wisconsin, 53151 2
 4798 S Moorland Rd, New Berlin, Wisconsin, 53151
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 42.95871
 Longitude: -88.10879

	3 minutes	5 minutes	10 minutes
2010 Population by Age			
Total	2,393	9,468	77,329
0 - 4	4.8%	4.6%	4.9%
5 - 9	6.6%	6.3%	5.9%
10 - 14	7.0%	7.0%	6.4%
15 - 24	9.9%	10.3%	11.0%
25 - 34	9.4%	9.5%	10.9%
35 - 44	13.0%	12.5%	12.3%
45 - 54	17.8%	18.7%	17.6%
55 - 64	18.5%	16.2%	14.4%
65 - 74	7.6%	7.8%	8.0%
75 - 84	4.3%	5.5%	5.8%
85 +	1.1%	1.6%	2.8%
18 +	76.8%	77.6%	78.6%
2019 Population by Age			
Total	2,396	9,751	78,759
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	10.1%	10.1%	10.2%
25 - 34	8.7%	9.5%	11.4%
35 - 44	13.4%	12.6%	12.3%
45 - 54	14.0%	13.7%	13.0%
55 - 64	16.0%	17.1%	16.5%
65 - 74	14.2%	13.0%	12.2%
75 - 84	5.4%	6.0%	6.0%
85 +	1.8%	2.6%	3.3%
18 +	79.6%	80.9%	81.5%
2024 Population by Age			
Total	2,412	9,869	80,089
0 - 4	4.4%	4.2%	4.4%
5 - 9	5.2%	4.8%	4.8%
10 - 14	6.1%	5.6%	5.3%
15 - 24	9.5%	9.2%	9.3%
25 - 34	7.8%	8.6%	10.7%
35 - 44	14.0%	14.2%	13.7%
45 - 54	14.4%	12.9%	12.0%
55 - 64	13.6%	14.6%	14.5%
65 - 74	14.8%	15.0%	14.2%
75 - 84	8.2%	8.0%	7.6%
85 +	2.1%	2.9%	3.4%
18 +	80.8%	82.0%	82.2%
2010 Population by Sex			
Males	1,169	4,617	37,591
Females	1,224	4,853	39,738
2019 Population by Sex			
Males	1,161	4,721	38,361
Females	1,235	5,030	40,400
2024 Population by Sex			
Males	1,161	4,757	38,981
Females	1,251	5,114	41,108

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

4798 S Moorland Rd, New Berlin, Wisconsin, 53151 2
 4798 S Moorland Rd, New Berlin, Wisconsin, 53151
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 42.95871
 Longitude: -88.10879

	3 minutes	5 minutes	10 minutes
2010 Population by Race/Ethnicity			
Total	2,392	9,471	77,329
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	11.6	14.0	19.3
2019 Population by Race/Ethnicity			
Total	2,397	9,751	78,761
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	2.8%	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	2.9%	2.9%	4.9%
Diversity Index	15.1	18.5	25.2
2024 Population by Race/Ethnicity			
Total	2,411	9,871	80,090
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	3.4%	3.4%	5.9%
Diversity Index	17.9	21.7	29.2
2010 Population by Relationship and Household Type			
Total	2,393	9,470	77,329
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	27.5%	26.5%	23.7%
Child	31.1%	30.0%	28.7%
Other relative	1.2%	1.4%	1.8%
Nonrelative	0.9%	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

4798 S Moorland Rd, New Berlin, Wisconsin, 53151 2
 4798 S Moorland Rd, New Berlin, Wisconsin, 53151
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 42.95871
 Longitude: -88.10879

	3 minutes	5 minutes	10 minutes
2019 Population 25+ by Educational Attainment			
Total	1,762	7,277	58,825
Less than 9th Grade	1.6%	1.2%	1.2%
9th - 12th Grade, No Diploma	1.8%	2.0%	3.0%
High School Graduate	18.0%	19.7%	23.1%
GED/Alternative Credential	0.6%	1.3%	2.1%
Some College, No Degree	19.0%	18.6%	19.6%
Associate Degree	9.7%	9.2%	9.9%
Bachelor's Degree	31.3%	30.1%	27.1%
Graduate/Professional Degree	18.0%	17.9%	14.1%
2019 Population 15+ by Marital Status			
Total	2,004	8,265	66,888
Never Married	18.1%	22.2%	26.5%
Married	70.6%	64.2%	58.2%
Widowed	5.6%	6.0%	6.8%
Divorced	5.7%	7.6%	8.5%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	98.6%	98.1%	97.7%
Civilian Unemployed (Unemployment Rate)	1.4%	1.9%	2.3%
2019 Employed Population 16+ by Industry			
Total	1,257	5,227	42,564
Agriculture/Mining	0.0%	0.2%	0.3%
Construction	1.8%	3.3%	5.3%
Manufacturing	15.6%	15.1%	15.2%
Wholesale Trade	8.4%	6.6%	4.5%
Retail Trade	10.9%	10.6%	9.2%
Transportation/Utilities	2.2%	4.3%	4.3%
Information	2.5%	2.7%	2.0%
Finance/Insurance/Real Estate	7.5%	8.3%	8.9%
Services	48.2%	44.8%	46.6%
Public Administration	2.9%	4.2%	3.6%
2019 Employed Population 16+ by Occupation			
Total	1,257	5,226	42,564
White Collar	82.5%	76.0%	69.9%
Management/Business/Financial	18.4%	18.4%	17.9%
Professional	34.0%	30.4%	27.4%
Sales	17.9%	13.4%	10.9%
Administrative Support	12.3%	13.8%	13.7%
Services	8.6%	12.5%	14.1%
Blue Collar	8.9%	11.5%	16.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	2.9%	3.4%	3.6%
Installation/Maintenance/Repair	2.3%	2.7%	2.8%
Production	3.0%	3.9%	5.6%
Transportation/Material Moving	0.7%	1.5%	4.0%
2010 Population By Urban/ Rural Status			
Total Population	2,393	9,470	77,329
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

4798 S Moorland Rd, New Berlin, Wisconsin, 53151 2
 4798 S Moorland Rd, New Berlin, Wisconsin, 53151
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 42.95871
 Longitude: -88.10879

	3 minutes	5 minutes	10 minutes
2010 Households by Type			
Total	917	3,772	31,883
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	72.3%	66.9%	57.4%
With Related Children	28.9%	26.4%	22.0%
Other Family (No Spouse Present)	8.1%	8.2%	10.8%
Other Family with Male Householder	2.3%	2.5%	3.4%
With Related Children	1.0%	1.2%	1.9%
Other Family with Female Householder	5.9%	5.7%	7.3%
With Related Children	2.7%	2.6%	4.2%
Nonfamily Households	3.1%	4.2%	5.7%
All Households with Children	32.9%	30.4%	28.4%
Multigenerational Households	1.3%	1.6%	1.9%
Unmarried Partner Households	3.5%	4.1%	5.3%
Male-female	3.1%	3.6%	4.8%
Same-sex	0.4%	0.5%	0.5%
2010 Households by Size			
Total	914	3,773	31,886
1 Person Household	16.6%	20.7%	26.1%
2 Person Household	40.2%	39.6%	38.0%
3 Person Household	18.3%	16.8%	15.5%
4 Person Household	17.5%	15.2%	13.1%
5 Person Household	5.7%	5.6%	5.0%
6 Person Household	1.2%	1.6%	1.6%
7 + Person Household	0.5%	0.5%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	916	3,773	31,884
Owner Occupied	93.2%	85.0%	72.6%
Owned with a Mortgage/Loan	63.4%	58.6%	50.4%
Owned Free and Clear	29.8%	26.4%	22.2%
Renter Occupied	6.8%	15.0%	27.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	947	3,896	33,108
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

4798 S Moorland Rd, New Berlin, Wisconsin, 53151 2
 4798 S Moorland Rd, New Berlin, Wisconsin, 53151
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 42.95871
 Longitude: -88.10879

	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 \$	\$2,447,507	\$10,353,900	\$77,087,992
Average Spent	\$2,623.27	\$2,586.54	\$2,349.24
Spending Potential Index	122	121	110
Education: Total \$	\$2,136,966	\$8,764,366	\$61,128,878
Average Spent	\$2,290.42	\$2,189.45	\$1,862.89
Spending Potential Index	144	137	117
Entertainment/Recreation: Total \$	\$3,932,914	\$16,524,523	\$120,980,975
Average Spent	\$4,215.34	\$4,128.03	\$3,686.87
Spending Potential Index	129	126	113
Food at Home: Total \$	\$5,809,049	\$24,692,025	\$186,363,766
Average Spent	\$6,226.20	\$6,168.38	\$5,679.40
Spending Potential Index	120	119	110
Food Away from Home: Total \$	\$4,195,147	\$17,772,749	\$132,595,545
Average Spent	\$4,496.41	\$4,439.86	\$4,040.82
Spending Potential Index	122	121	110
Health Care: Total \$	\$7,108,789	\$30,037,953	\$222,600,771
Average Spent	\$7,619.28	\$7,503.86	\$6,783.71
Spending Potential Index	128	126	114
HH Furnishings & Equipment: Total \$	\$2,568,011	\$10,799,827	\$79,299,351
Average Spent	\$2,752.42	\$2,697.93	\$2,416.63
Spending Potential Index	129	127	113
Personal Care Products & Services: Total \$	\$1,056,696	\$4,472,865	\$33,074,793
Average Spent	\$1,132.58	\$1,117.38	\$1,007.95
Spending Potential Index	128	126	114
Shelter: Total \$	\$21,953,838	\$92,657,059	\$684,548,337
Average Spent	\$23,530.37	\$23,146.90	\$20,861.47
Spending Potential Index	127	125	113
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,080,047	\$13,073,894	\$94,809,263
Average Spent	\$3,301.23	\$3,266.02	\$2,889.29
Spending Potential Index	133	132	117
Travel: Total \$	\$2,902,311	\$12,071,644	\$85,824,100
Average Spent	\$3,110.73	\$3,015.65	\$2,615.47
Spending Potential Index	139	134	117
Vehicle Maintenance & Repairs: Total \$	\$1,331,508	\$5,704,067	\$42,760,990
Average Spent	\$1,427.13	\$1,424.95	\$1,303.13
Spending Potential Index	125	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.