

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.9513/-88.0053

Southridge Collection Greendale, WI 53129	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	8,670		95,932		268,367	
Projected Population (2028)	8,593		95,600		266,838	
Census Population (2020)	9,014		97,163		272,195	
Census Population (2010)	8,317		96,981		271,732	
Projected Annual Growth (2023-2028)	-77	-0.2%	-332	-	-1,529	-0.1%
Historical Annual Growth (2020-2023)	-344	-	-1,231	-0.4%	-3,827	-0.5%
Historical Annual Growth (2010-2020)	696	0.8%	182	-	463	-
Estimated Population Density (2023)	2,761 <i>psm</i>		3,395 <i>psm</i>		3,418 <i>psm</i>	
Trade Area Size	3.1 <i>sq mi</i>		28.3 <i>sq mi</i>		78.5 <i>sq mi</i>	
Households						
Estimated Households (2023)	4,087		43,759		115,543	
Projected Households (2028)	3,915		42,101		111,145	
Census Households (2020)	4,192		43,750		115,751	
Census Households (2010)	3,995		43,270		113,825	
Projected Annual Growth (2023-2028)	-172	-0.8%	-1,658	-0.8%	-4,399	-0.8%
Historical Annual Change (2010-2023)	92	0.2%	489	-	1,718	0.1%
Average Household Income						
Estimated Average Household Income (2023)	\$105,599		\$100,110		\$97,588	
Projected Average Household Income (2028)	\$115,330		\$109,729		\$107,472	
Census Average Household Income (2010)	\$60,395		\$61,269		\$59,187	
Census Average Household Income (2000)	\$55,850		\$54,077		\$52,757	
Projected Annual Change (2023-2028)	\$9,731	1.8%	\$9,619	1.9%	\$9,884	2.0%
Historical Annual Change (2000-2023)	\$49,749	3.9%	\$46,032	3.7%	\$44,831	3.7%
Median Household Income						
Estimated Median Household Income (2023)	\$70,783		\$69,845		\$69,431	
Projected Median Household Income (2028)	\$66,625		\$65,045		\$64,884	
Census Median Household Income (2010)	\$48,636		\$51,208		\$50,300	
Census Median Household Income (2000)	\$48,766		\$47,046		\$46,057	
Projected Annual Change (2023-2028)	-\$4,158	-1.2%	-\$4,800	-1.4%	-\$4,547	-1.3%
Historical Annual Change (2000-2023)	\$22,017	2.0%	\$22,799	2.1%	\$23,374	2.2%
Per Capita Income						
Estimated Per Capita Income (2023)	\$49,857		\$45,812		\$42,228	
Projected Per Capita Income (2028)	\$52,622		\$48,471		\$44,978	
Census Per Capita Income (2010)	\$29,009		\$27,339		\$24,794	
Census Per Capita Income (2000)	\$26,081		\$23,778		\$22,240	
Projected Annual Change (2023-2028)	\$2,765	1.1%	\$2,659	1.2%	\$2,750	1.3%
Historical Annual Change (2000-2023)	\$23,776	4.0%	\$22,034	4.0%	\$19,989	3.9%
Estimated Average Household Net Worth (2023)	\$405,203		\$381,980		\$379,407	

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Southridge Collection		1 mi radius		3 mi radius		5 mi radius	
Greendale, WI 53129							
Race and Ethnicity							
Total Population (2023)		8,670		95,932		268,367	
White (2023)		6,802	78.5%	71,936	75.0%	182,772	68.1%
Black or African American (2023)		479	5.5%	5,719	6.0%	19,730	7.4%
American Indian or Alaska Native (2023)		47	0.5%	614	0.6%	2,546	0.9%
Asian (2023)		393	4.5%	5,304	5.5%	14,991	5.6%
Hawaiian or Pacific Islander (2023)		2	-	24	-	75	-
Other Race (2023)		306	3.5%	4,305	4.5%	21,445	8.0%
Two or More Races (2023)		641	7.4%	8,029	8.4%	26,809	10.0%
Population < 18 (2023)		1,780	20.5%	19,114	19.9%	59,490	22.2%
White Not Hispanic		1,100	61.8%	10,291	53.8%	26,286	44.2%
Black or African American		106	6.0%	1,311	6.9%	4,717	7.9%
Asian		104	5.9%	1,465	7.7%	4,403	7.4%
Other Race Not Hispanic		119	6.7%	1,258	6.6%	3,444	5.8%
Hispanic		350	19.7%	4,788	25.1%	20,640	34.7%
Not Hispanic or Latino Population (2023)		7,619	87.9%	81,192	84.6%	208,902	77.8%
Not Hispanic White		6,512	85.5%	67,735	83.4%	168,098	80.5%
Not Hispanic Black or African American		442	5.8%	5,246	6.5%	17,981	8.6%
Not Hispanic American Indian or Alaska Native		28	0.4%	308	0.4%	971	0.5%
Not Hispanic Asian		389	5.1%	5,246	6.5%	14,849	7.1%
Not Hispanic Hawaiian or Pacific Islander		2	-	15	-	49	-
Not Hispanic Other Race		7	-	141	0.2%	451	0.2%
Not Hispanic Two or More Races		239	3.1%	2,500	3.1%	6,503	3.1%
Hispanic or Latino Population (2023)		1,051	12.1%	14,740	15.4%	59,465	22.2%
Hispanic White		290	27.6%	4,201	28.5%	14,674	24.7%
Hispanic Black or African American		37	3.5%	473	3.2%	1,749	2.9%
Hispanic American Indian or Alaska Native		19	1.8%	305	2.1%	1,575	2.6%
Hispanic Asian		5	0.4%	57	0.4%	141	0.2%
Hispanic Hawaiian or Pacific Islander		-	-	9	-	26	-
Hispanic Other Race		299	28.4%	4,164	28.3%	20,994	35.3%
Hispanic Two or More Races		402	38.2%	5,530	37.5%	20,306	34.1%
Not Hispanic or Latino Population (2020)		7,989	88.6%	82,842	85.3%	210,819	77.5%
Hispanic or Latino Population (2020)		1,025	11.4%	14,321	14.7%	61,376	22.5%
Not Hispanic or Latino Population (2010)		7,745	93.1%	88,383	91.1%	225,921	83.1%
Hispanic or Latino Population (2010)		573	6.9%	8,598	8.9%	45,811	16.9%
Not Hispanic or Latino Population (2028)		7,549	87.9%	80,917	84.6%	207,791	77.9%
Hispanic or Latino Population (2028)		1,044	12.1%	14,684	15.4%	59,047	22.1%
Projected Annual Growth (2023-2028)		-7	-0.1%	-57	-	-418	-0.1%
Historical Annual Growth (2010-2020)		452	7.9%	5,723	6.7%	15,565	3.4%

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Greendale, WI 53129							
Total Age Distribution (2023)							
Total Population		8,670		95,932		268,367	
Age Under 5 Years		484	5.6%	5,212	5.4%	15,887	5.9%
Age 5 to 9 Years		476	5.5%	5,204	5.4%	16,449	6.1%
Age 10 to 14 Years		515	5.9%	5,469	5.7%	17,084	6.4%
Age 15 to 19 Years		451	5.2%	4,865	5.1%	15,454	5.8%
Age 20 to 24 Years		383	4.4%	4,436	4.6%	13,902	5.2%
Age 25 to 29 Years		637	7.3%	7,102	7.4%	20,150	7.5%
Age 30 to 34 Years		592	6.8%	6,949	7.2%	20,341	7.6%
Age 35 to 39 Years		586	6.8%	6,635	6.9%	19,340	7.2%
Age 40 to 44 Years		529	6.1%	5,958	6.2%	17,534	6.5%
Age 45 to 49 Years		444	5.1%	5,376	5.6%	15,756	5.9%
Age 50 to 54 Years		510	5.9%	5,866	6.1%	16,364	6.1%
Age 55 to 59 Years		538	6.2%	6,124	6.4%	16,516	6.2%
Age 60 to 64 Years		603	7.0%	6,522	6.8%	16,979	6.3%
Age 65 to 69 Years		592	6.8%	6,342	6.6%	15,410	5.7%
Age 70 to 74 Years		545	6.3%	5,517	5.8%	12,519	4.7%
Age 75 to 79 Years		325	3.7%	3,324	3.5%	7,587	2.8%
Age 80 to 84 Years		219	2.5%	2,296	2.4%	5,134	1.9%
Age 85 Years or Over		240	2.8%	2,737	2.9%	5,961	2.2%
Median Age		41.3		41.5		38.7	
Age 19 Years or Less		1,927	22.2%	20,749	21.6%	64,874	24.2%
Age 20 to 64 Years		4,823	55.6%	54,968	57.3%	156,882	58.5%
Age 65 Years or Over		1,920	22.1%	20,215	21.1%	46,611	17.4%
Female Age Distribution (2023)							
Female Population		4,641	53.5%	49,711	51.8%	135,947	50.7%
Age Under 5 Years		239	5.2%	2,541	5.1%	7,814	5.7%
Age 5 to 9 Years		251	5.4%	2,569	5.2%	8,065	5.9%
Age 10 to 14 Years		251	5.4%	2,628	5.3%	8,373	6.2%
Age 15 to 19 Years		225	4.8%	2,397	4.8%	7,506	5.5%
Age 20 to 24 Years		203	4.4%	2,303	4.6%	6,917	5.1%
Age 25 to 29 Years		346	7.5%	3,581	7.2%	10,013	7.4%
Age 30 to 34 Years		311	6.7%	3,422	6.9%	9,952	7.3%
Age 35 to 39 Years		294	6.3%	3,287	6.6%	9,512	7.0%
Age 40 to 44 Years		277	6.0%	3,045	6.1%	8,655	6.4%
Age 45 to 49 Years		221	4.8%	2,731	5.5%	7,838	5.8%
Age 50 to 54 Years		260	5.6%	2,925	5.9%	8,017	5.9%
Age 55 to 59 Years		285	6.1%	3,183	6.4%	8,302	6.1%
Age 60 to 64 Years		333	7.2%	3,430	6.9%	8,697	6.4%
Age 65 to 69 Years		329	7.1%	3,407	6.9%	8,086	5.9%
Age 70 to 74 Years		330	7.1%	3,061	6.2%	6,808	5.0%
Age 75 to 79 Years		186	4.0%	1,925	3.9%	4,314	3.2%
Age 80 to 84 Years		133	2.9%	1,411	2.8%	3,105	2.3%
Age 85 Years or Over		167	3.6%	1,866	3.8%	3,971	2.9%
Female Median Age		42.8		43.3		39.9	
Age 19 Years or Less		966	20.8%	10,135	20.4%	31,758	23.4%
Age 20 to 64 Years		2,530	54.5%	27,906	56.1%	77,904	57.3%
Age 65 Years or Over		1,145	24.7%	11,670	23.5%	26,284	19.3%

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Greendale, WI 53129							
Male Age Distribution (2023)							
Male Population		4,029	46.5%	46,221	48.2%	132,420	49.3%
Age Under 5 Years		245	6.1%	2,671	5.8%	8,073	6.1%
Age 5 to 9 Years		225	5.6%	2,635	5.7%	8,384	6.3%
Age 10 to 14 Years		264	6.5%	2,841	6.1%	8,711	6.6%
Age 15 to 19 Years		226	5.6%	2,467	5.3%	7,948	6.0%
Age 20 to 24 Years		180	4.5%	2,134	4.6%	6,985	5.3%
Age 25 to 29 Years		291	7.2%	3,521	7.6%	10,137	7.7%
Age 30 to 34 Years		282	7.0%	3,527	7.6%	10,389	7.8%
Age 35 to 39 Years		292	7.3%	3,349	7.2%	9,828	7.4%
Age 40 to 44 Years		252	6.2%	2,913	6.3%	8,879	6.7%
Age 45 to 49 Years		223	5.5%	2,645	5.7%	7,918	6.0%
Age 50 to 54 Years		251	6.2%	2,941	6.4%	8,347	6.3%
Age 55 to 59 Years		253	6.3%	2,941	6.4%	8,214	6.2%
Age 60 to 64 Years		271	6.7%	3,092	6.7%	8,282	6.3%
Age 65 to 69 Years		263	6.5%	2,935	6.3%	7,324	5.5%
Age 70 to 74 Years		215	5.3%	2,456	5.3%	5,711	4.3%
Age 75 to 79 Years		139	3.4%	1,399	3.0%	3,272	2.5%
Age 80 to 84 Years		86	2.1%	885	1.9%	2,029	1.5%
Age 85 Years or Over		73	1.8%	871	1.9%	1,990	1.5%
Male Median Age		39.7		39.6		37.5	
Age 19 Years or Less		960	23.8%	10,614	23.0%	33,116	25.0%
Age 20 to 64 Years		2,293	56.9%	27,062	58.5%	78,978	59.6%
Age 65 Years or Over		776	19.3%	8,545	18.5%	20,327	15.4%
Males per 100 Females (2023)							
Overall Comparison		87		93		97	
Age Under 5 Years		103	50.6%	105	51.2%	103	50.8%
Age 5 to 9 Years		90	47.2%	103	50.6%	104	51.0%
Age 10 to 14 Years		105	51.2%	108	51.9%	104	51.0%
Age 15 to 19 Years		101	50.2%	103	50.7%	106	51.4%
Age 20 to 24 Years		89	47.0%	93	48.1%	101	50.2%
Age 25 to 29 Years		84	45.6%	98	49.6%	101	50.3%
Age 30 to 34 Years		91	47.5%	103	50.8%	104	51.1%
Age 35 to 39 Years		99	49.9%	102	50.5%	103	50.8%
Age 40 to 44 Years		91	47.6%	96	48.9%	103	50.6%
Age 45 to 49 Years		101	50.2%	97	49.2%	101	50.3%
Age 50 to 54 Years		96	49.1%	101	50.1%	104	51.0%
Age 55 to 59 Years		89	47.0%	92	48.0%	99	49.7%
Age 60 to 64 Years		81	44.9%	90	47.4%	95	48.8%
Age 65 to 69 Years		80	44.4%	86	46.3%	91	47.5%
Age 70 to 74 Years		65	39.4%	80	44.5%	84	45.6%
Age 75 to 79 Years		75	42.7%	73	42.1%	76	43.1%
Age 80 to 84 Years		65	39.3%	63	38.5%	65	39.5%
Age 85 Years or Over		44	30.5%	47	31.8%	50	33.4%
Age 19 Years or Less		99	49.8%	105	51.2%	104	51.0%
Age 20 to 39 Years		91	47.5%	100	49.9%	103	50.6%
Age 40 to 64 Years		91	47.6%	95	48.7%	100	50.1%
Age 65 Years or Over		68	40.4%	73	42.3%	77	43.6%

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Southridge Collection		1 mi radius		3 mi radius		5 mi radius	
Greendale, WI 53129							
Household Type (2023)							
Total Households		4,087		43,759		115,543	
Households with Children		1,039	25.4%	11,092	25.3%	32,161	27.8%
Average Household Size		2.1		2.2		2.3	
Household Density per Square Mile		1,302		1,548		1,472	
Population Family		6,612	76.3%	72,739	75.8%	208,417	77.7%
Population Non-Family		1,976	22.8%	21,533	22.4%	55,169	20.6%
Population Group Quarters		82	0.9%	1,660	1.7%	4,781	1.8%
Family Households		2,379	58.2%	25,413	58.1%	69,683	60.3%
Married Couple Households		1,675	70.4%	19,061	75.0%	50,662	72.7%
Other Family Households with Children		704	29.6%	6,352	25.0%	19,021	27.3%
Family Households with Children		1,037	43.6%	11,076	43.6%	32,111	46.1%
Married Couple with Children		622	59.9%	7,499	67.7%	21,583	67.2%
Other Family Households with Children		416	40.1%	3,576	32.3%	10,527	32.8%
Family Households No Children		1,342	56.4%	14,337	56.4%	37,572	53.9%
Married Couple No Children		1,053	78.5%	11,562	80.6%	29,079	77.4%
Other Family Households No Children		289	21.5%	2,775	19.4%	8,493	22.6%
Non-Family Households		1,708	41.8%	18,346	41.9%	45,861	39.7%
Non-Family Households with Children		2	0.1%	17	-	50	0.1%
Non-Family Households No Children		1,706	99.9%	18,330	99.9%	45,811	99.9%
Average Family Household Size		2.8		2.9		3.0	
Average Family Income		\$125,048		\$122,825		\$117,741	
Median Family Income		\$98,230		\$94,625		\$91,717	
Average Non-Family Household Size		1.2		1.2		1.2	
Marital Status (2023)							
Population Age 15 Years or Over		7,194		80,047		218,947	
Never Married		2,677	37.2%	27,689	34.6%	77,843	35.6%
Currently Married		3,063	42.6%	35,856	44.8%	97,165	44.4%
Previously Married		1,455	20.2%	16,502	20.6%	43,940	20.1%
Separated		160	11.0%	2,096	12.7%	6,966	15.9%
Widowed		434	29.8%	5,424	32.9%	12,634	28.8%
Divorced		861	59.2%	8,983	54.4%	24,339	55.4%
Educational Attainment (2023)							
Adult Population Age 25 Years or Over		6,360		70,746		189,591	
Elementary (Grade Level 0 to 8)		178	2.8%	1,849	2.6%	7,735	4.1%
Some High School (Grade Level 9 to 11)		223	3.5%	2,889	4.1%	10,584	5.6%
High School Graduate		1,828	28.7%	21,666	30.6%	58,787	31.0%
Some College		1,130	17.8%	14,424	20.4%	37,519	19.8%
Associate Degree Only		801	12.6%	7,213	10.2%	17,706	9.3%
Bachelor Degree Only		1,593	25.1%	16,026	22.7%	40,240	21.2%
Graduate Degree		607	9.5%	6,679	9.4%	17,021	9.0%
Any College (Some College or Higher)		4,131	65.0%	44,342	62.7%	112,485	59.3%
College Degree + (Bachelor Degree or Higher)		2,200	34.6%	22,705	32.1%	57,261	30.2%

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Greendale, WI 53129							
Housing							
Total Housing Units (2023)		4,273		45,679		121,285	
Total Housing Units (2020)		4,358		45,394		120,950	
Historical Annual Growth (2020-2023)		-85	-	285	-	335	-
Housing Units Occupied (2023)		4,087	95.7%	43,759	95.8%	115,543	95.3%
Housing Units Owner-Occupied		2,381	58.2%	28,312	64.7%	76,683	66.4%
Housing Units Renter-Occupied		1,707	41.8%	15,447	35.3%	38,860	33.6%
Housing Units Vacant (2023)		185	4.3%	1,920	4.2%	5,742	4.7%
Household Size (2023)							
Total Households		4,087		43,759		115,543	
1 Person Households		1,462	35.8%	15,699	35.9%	38,552	33.4%
2 Person Households		1,503	36.8%	15,999	36.6%	41,425	35.9%
3 Person Households		551	13.5%	5,615	12.8%	15,448	13.4%
4 Person Households		389	9.5%	4,160	9.5%	11,864	10.3%
5 Person Households		130	3.2%	1,596	3.6%	5,246	4.5%
6 Person Households		38	0.9%	513	1.2%	1,977	1.7%
7 or More Person Households		14	0.3%	176	0.4%	1,031	0.9%
Household Income Distribution (2023)							
HH Income \$200,000 or More		333	8.1%	3,117	7.1%	8,167	7.1%
HH Income \$150,000 to \$199,999		272	6.6%	3,047	7.0%	8,228	7.1%
HH Income \$125,000 to \$149,999		207	5.1%	2,784	6.4%	6,870	5.9%
HH Income \$100,000 to \$124,999		413	10.1%	4,609	10.5%	11,911	10.3%
HH Income \$75,000 to \$99,999		566	13.8%	6,128	14.0%	15,719	13.6%
HH Income \$50,000 to \$74,999		901	22.0%	8,154	18.6%	21,079	18.2%
HH Income \$35,000 to \$49,999		512	12.5%	5,552	12.7%	14,810	12.8%
HH Income \$25,000 to \$34,999		367	9.0%	3,856	8.8%	9,958	8.6%
HH Income \$15,000 to \$24,999		187	4.6%	2,886	6.6%	8,163	7.1%
HH Income \$10,000 to \$14,999		158	3.9%	1,583	3.6%	4,891	4.2%
HH Income Under \$10,000		174	4.2%	2,043	4.7%	5,747	5.0%
Household Vehicles (2023)							
Households 0 Vehicles Available		180	4.4%	2,468	5.6%	7,622	6.6%
Households 1 Vehicle Available		1,853	45.3%	17,242	39.4%	43,022	37.2%
Households 2 Vehicles Available		1,520	37.2%	18,192	41.6%	47,016	40.7%
Households 3 or More Vehicles Available		534	13.1%	5,857	13.4%	17,883	15.5%
Total Vehicles Available		6,775		73,284		197,072	
Average Vehicles per Household		1.7		1.7		1.7	
Owner-Occupied Household Vehicles		4,684	69.1%	53,301	72.7%	147,196	74.7%
Average Vehicles per Owner-Occupied Household		2.0		1.9		1.9	
Renter-Occupied Household Vehicles		2,091	30.9%	19,983	27.3%	49,875	25.3%
Average Vehicles per Renter-Occupied Household		1.2		1.3		1.3	
Travel Time (2023)							
Worker Base Age 16 years or Over		4,520		47,166		127,410	
Travel to Work in 14 Minutes or Less		865	19.1%	9,577	20.3%	27,372	21.5%
Travel to Work in 15 to 29 Minutes		1,802	39.9%	19,148	40.6%	50,855	39.9%
Travel to Work in 30 to 59 Minutes		912	20.2%	9,285	19.7%	23,719	18.6%
Travel to Work in 60 Minutes or More		117	2.6%	1,031	2.2%	2,931	2.3%
Work at Home		823	18.2%	8,124	17.2%	22,532	17.7%
Average Minutes Travel to Work		20.8		20.3		20.0	

Complete Profile

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 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.9513/-88.0053

Southridge Collection		1 mi radius		3 mi radius		5 mi radius	
Greendale, WI 53129							
Transportation To Work (2023)							
Worker Base Age 16 years or Over		4,520		47,166		127,410	
Drive to Work Alone		3,296	72.9%	34,029	72.1%	90,129	70.7%
Drive to Work in Carpool		234	5.2%	2,903	6.2%	8,749	6.9%
Travel to Work by Public Transportation		58	1.3%	782	1.7%	2,319	1.8%
Drive to Work on Motorcycle		2	-	62	0.1%	138	0.1%
Bicycle to Work		6	0.1%	109	0.2%	306	0.2%
Walk to Work		80	1.8%	889	1.9%	2,189	1.7%
Other Means		19	0.4%	268	0.6%	1,048	0.8%
Work at Home		823	18.2%	8,124	17.2%	22,532	17.7%
Daytime Demographics (2023)							
Total Businesses		538		2,491		6,881	
Total Employees		7,266		26,446		87,547	
Company Headquarter Businesses		15	2.8%	61	2.4%	238	3.5%
Company Headquarter Employees		1,121	15.4%	3,391	12.8%	13,650	15.6%
Employee Population per Business		13.5	to 1	10.6	to 1	12.7	to 1
Residential Population per Business		16.1	to 1	38.5	to 1	39.0	to 1
Adj. Daytime Demographics Age 16 Years or Over		9,842		58,155		175,539	
Labor Force							
Labor Population Age 16 Years or Over (2023)		7,099		78,943		215,509	
Labor Force Total Males (2023)		3,254	45.8%	37,527	47.5%	105,537	49.0%
Male Civilian Employed		2,214	68.0%	24,489	65.3%	67,204	63.7%
Male Civilian Unemployed		77	2.4%	491	1.3%	1,619	1.5%
Males in Armed Forces		3	0.1%	66	0.2%	101	-
Males Not in Labor Force		959	29.5%	12,481	33.3%	36,613	34.7%
Labor Force Total Females (2023)		3,846	54.2%	41,416	52.5%	109,971	51.0%
Female Civilian Employed		2,306	60.0%	22,679	54.8%	60,209	54.7%
Female Civilian Unemployed		30	0.8%	474	1.1%	1,412	1.3%
Females in Armed Forces		-	-	-	-	2	-
Females Not in Labor Force		1,510	39.3%	18,263	44.1%	48,348	44.0%
Unemployment Rate		107	1.5%	965	1.2%	3,031	1.4%
Occupation (2023)							
Occupation Population Age 16 Years or Over		4,520		47,166		127,410	
Occupation Total Males		2,214	49.0%	24,489	51.9%	67,203	52.7%
Occupation Total Females		2,306	51.0%	22,678	48.1%	60,207	47.3%
Management, Business, Financial Operations		587	13.0%	7,621	16.2%	19,047	14.9%
Professional, Related		1,342	29.7%	12,175	25.8%	31,959	25.1%
Service		545	12.1%	6,611	14.0%	18,624	14.6%
Sales, Office		907	20.1%	9,317	19.8%	24,044	18.9%
Farming, Fishing, Forestry		2	-	31	-	216	0.2%
Construction, Extraction, Maintenance		396	8.8%	3,347	7.1%	10,155	8.0%
Production, Transport, Material Moving		741	16.4%	8,065	17.1%	23,366	18.3%
White Collar Workers		2,836	62.7%	29,113	61.7%	75,049	58.9%
Blue Collar Workers		1,684	37.3%	18,053	38.3%	52,361	41.1%

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Southridge Collection		1 mi radius		3 mi radius		5 mi radius	
Greendale, WI 53129							
Units In Structure (2023)							
Total Units		4,087		43,759		115,543	
1 Detached Unit		1,986	48.6%	24,672	56.4%	67,215	58.2%
1 Attached Unit		358	8.8%	2,724	6.2%	5,851	5.1%
2 Units		275	6.7%	3,655	8.4%	12,877	11.1%
3 to 4 Units		173	4.2%	1,936	4.4%	4,584	4.0%
5 to 9 Units		512	12.5%	3,927	9.0%	7,697	6.7%
10 to 19 Units		230	5.6%	2,060	4.7%	4,286	3.7%
20 to 49 Units		229	5.6%	2,314	5.3%	5,825	5.0%
50 or More Units		316	7.7%	2,295	5.2%	6,258	5.4%
Mobile Home or Trailer		9	0.2%	177	0.4%	942	0.8%
Other Structure		-	-	-	-	7	-
Homes Built By Year (2023)							
Homes Built 2020 or later		38	0.9%	99	0.2%	299	0.2%
Homes Built 2010 to 2019		271	6.3%	1,023	2.2%	3,242	2.7%
Homes Built 2000 to 2009		139	3.2%	2,582	5.7%	7,224	6.0%
Homes Built 1990 to 1999		190	4.4%	3,120	6.8%	9,194	7.6%
Homes Built 1980 to 1989		374	8.7%	4,091	9.0%	9,612	7.9%
Homes Built 1970 to 1979		908	21.3%	7,257	15.9%	15,498	12.8%
Homes Built 1960 to 1969		620	14.5%	7,606	16.7%	15,389	12.7%
Homes Built 1950 to 1959		905	21.2%	11,044	24.2%	24,579	20.3%
Homes Built 1940 to 1949		251	5.9%	3,118	6.8%	10,292	8.5%
Homes Built Before 1939		392	9.2%	3,818	8.4%	20,213	16.7%
Median Age of Homes		55.7	yrs	57.2	yrs	59.7	yrs
Home Values (2023)							
Owner Specified Housing Units		2,381		28,312		76,683	
Home Values \$1,000,000 or More		18	0.8%	206	0.7%	586	0.8%
Home Values \$750,000 to \$999,999		8	0.3%	156	0.6%	595	0.8%
Home Values \$500,000 to \$749,999		81	3.4%	623	2.2%	2,525	3.3%
Home Values \$400,000 to \$499,999		98	4.1%	1,186	4.2%	4,291	5.6%
Home Values \$300,000 to \$399,999		354	14.9%	3,874	13.7%	10,256	13.4%
Home Values \$250,000 to \$299,999		311	13.1%	4,202	14.8%	10,046	13.1%
Home Values \$200,000 to \$249,999		552	23.2%	5,580	19.7%	12,961	16.9%
Home Values \$175,000 to \$199,999		249	10.4%	3,167	11.2%	7,154	9.3%
Home Values \$150,000 to \$174,999		284	11.9%	3,831	13.5%	10,663	13.9%
Home Values \$125,000 to \$149,999		108	4.5%	1,959	6.9%	5,662	7.4%
Home Values \$100,000 to \$124,999		138	5.8%	1,417	5.0%	4,782	6.2%
Home Values \$90,000 to \$99,999		40	1.7%	389	1.4%	1,369	1.8%
Home Values \$80,000 to \$89,999		20	0.9%	329	1.2%	1,163	1.5%
Home Values \$70,000 to \$79,999		25	1.0%	261	0.9%	830	1.1%
Home Values \$60,000 to \$69,999		33	1.4%	221	0.8%	716	0.9%
Home Values \$50,000 to \$59,999		12	0.5%	155	0.5%	454	0.6%
Home Values \$35,000 to \$49,999		7	0.3%	129	0.5%	377	0.5%
Home Values \$25,000 to \$34,999		12	0.5%	96	0.3%	342	0.4%
Home Values \$10,000 to \$24,999		22	0.9%	382	1.3%	1,314	1.7%
Home Values Under \$10,000		9	0.4%	147	0.5%	599	0.8%
Owner-Occupied Median Home Value		\$225,211		\$218,258		\$218,284	
Renter-Occupied Median Rent		\$838		\$904		\$878	

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Southridge Collection		1 mi radius		3 mi radius		5 mi radius	
Greendale, WI 53129							
Total Annual Consumer Expenditure (2023)							
Total Household Expenditure		\$298.93 M		\$3.08 B		\$7.98 B	
Total Non-Retail Expenditure		\$158.13 M		\$1.63 B		\$4.22 B	
Total Retail Expenditure		\$140.81 M		\$1.45 B		\$3.77 B	
Apparel		\$10.49 M		\$108.07 M		\$280.71 M	
Contributions		\$9.84 M		\$101.27 M		\$261.99 M	
Education		\$8.89 M		\$90.99 M		\$238.1 M	
Entertainment		\$16.87 M		\$174.24 M		\$451.75 M	
Food and Beverages		\$43.95 M		\$453.67 M		\$1.18 B	
Furnishings and Equipment		\$10.49 M		\$108.35 M		\$280.68 M	
Gifts		\$7.43 M		\$75.88 M		\$196.13 M	
Health Care		\$25.4 M		\$262.75 M		\$677.57 M	
Household Operations		\$11.77 M		\$121.28 M		\$314.03 M	
Miscellaneous Expenses		\$5.68 M		\$58.56 M		\$151.39 M	
Personal Care		\$4.01 M		\$41.44 M		\$107.22 M	
Personal Insurance		\$2.09 M		\$21.63 M		\$56.16 M	
Reading		\$658.94 K		\$6.79 M		\$17.51 M	
Shelter		\$63.13 M		\$650.18 M		\$1.68 B	
Tobacco		\$1.82 M		\$18.77 M		\$48.42 M	
Transportation		\$54.34 M		\$561.32 M		\$1.45 B	
Utilities		\$22.08 M		\$228.08 M		\$589.62 M	
Monthly Household Consumer Expenditure (2023)							
Total Household Expenditure		\$6,095		\$5,872		\$5,758	
Total Non-Retail Expenditure		\$3,224	52.9%	\$3,102	52.8%	\$3,042	52.8%
Total Retail Expenditures		\$2,871	47.1%	\$2,770	47.2%	\$2,716	47.2%
Apparel		\$214	3.5%	\$206	3.5%	\$202	3.5%
Contributions		\$201	3.3%	\$193	3.3%	\$189	3.3%
Education		\$181	3.0%	\$173	3.0%	\$172	3.0%
Entertainment		\$344	5.6%	\$332	5.7%	\$326	5.7%
Food and Beverages		\$896	14.7%	\$864	14.7%	\$847	14.7%
Furnishings and Equipment		\$214	3.5%	\$206	3.5%	\$202	3.5%
Gifts		\$151	2.5%	\$145	2.5%	\$141	2.5%
Health Care		\$518	8.5%	\$500	8.5%	\$489	8.5%
Household Operations		\$240	3.9%	\$231	3.9%	\$226	3.9%
Miscellaneous Expenses		\$116	1.9%	\$112	1.9%	\$109	1.9%
Personal Care		\$82	1.3%	\$79	1.3%	\$77	1.3%
Personal Insurance		\$43	0.7%	\$41	0.7%	\$41	0.7%
Reading		\$13	0.2%	\$13	0.2%	\$13	0.2%
Shelter		\$1,287	21.1%	\$1,238	21.1%	\$1,214	21.1%
Tobacco		\$37	0.6%	\$36	0.6%	\$35	0.6%
Transportation		\$1,108	18.2%	\$1,069	18.2%	\$1,048	18.2%
Utilities		\$450	7.4%	\$434	7.4%	\$425	7.4%