

S Moorland Rd & W Greenfield Ave, New Berlin, WI 53151

Moorland Rd & Greenfield Ave

	1 mile		3 miles		5 miles	
2016/2021 Snapshot						
Total Population (2016)	5,941		47,291		150,920	
Total Households (2016)	2,637		20,694		64,880	
Population Annual Growth Rate (2010-2016)	0.0%		0.2%		0.1%	
Household Annual Growth Rate (2010-2016)	0.2%		0.4%		0.2%	
Population Annual Growth Rate (2016-2021, projected)	0.1%		0.3%		0.2%	
Household Annual Growth Rate (2016-2021, projected)	0.2%		0.4%		0.2%	
Median Household Income (2016)	\$62,944		\$71,839		\$63,538	
Average Household Income (2016)	\$88,470		\$97,381		\$87,994	
Per Capita Income (2016)	\$38,698		\$42,275		\$38,204	
Median Net Worth (2016)	\$154,395		\$237,611		\$159,587	
Median Disposable Income (2016)	\$50,939		\$54,248		\$50,957	
College Educated Population (2016)	48%		48%		43%	
Average Household Size (2016)	2.24		2.26		2.29	
Total Households (2010)	2,613		20,186		64,247	
2016 Households by Income						
Total Households	2,637		20,694		64,880	
<\$15,000	140	5%	1,106	5%	4,873	8%
\$15,000 - \$24,999	185	7%	1,402	7%	5,442	8%
\$25,000 - \$34,999	263	10%	1,709	8%	5,775	9%
\$35,000 - \$49,999	411	16%	2,678	13%	8,749	13%
\$50,000 - \$74,999	521	20%	3,800	18%	12,000	18%
\$75,000 - \$99,999	327	12%	2,930	14%	8,917	14%
\$100,000 - \$149,999	424	16%	3,794	18%	10,626	16%
\$150,000 - \$199,999	179	7%	1,592	8%	4,176	6%
\$200,000+	188	7%	1,683	8%	4,323	7%
2016 Population by Age						
Total Population	5,941		47,291		150,920	
0 - 4	268	5%	2,142	5%	7,415	5%
5 - 19	988	17%	7,828	17%	25,322	17%
20 - 34	1,132	19%	7,179	15%	26,235	17%
35 - 49	1,178	20%	8,344	18%	27,204	18%
50 - 64	1,385	23%	11,201	24%	34,031	23%
65 - 84	861	14%	8,716	18%	24,956	17%
85 +	127	2%	1,881	4%	5,758	4%
Median Age	42.2		47.0		44.2	
2016 Housing Summary						
Total Housing Units	2,881		21,695		68,395	
Owner Occupied Housing Units	61%		70%		63%	
Renter Occupied Housing Units	31%		26%		32%	
Vacant Housing Units	8%		5%		5%	
Median Home Value (Owner Occupied)	\$228,851		\$243,706		\$230,616	
2016 Business Summary						
Total Employees (Daytime Employment)	7,202		56,059		157,966	
Total Businesses	415		3,804		9,269	

Source: U.S. Bureau of the Census, 2010 Census of Population and Housing. Esri forecasts for 2016 and 2021.

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	1 mile		3 miles		5 miles	
2016-2021 Projected Annual Average Population Growth Rate by Age						
Total Population	5,941		47,291		150,920	
0 - 4	1	0.2%	0	0.0%	-9	-0.1%
5 - 19	-12	-1.3%	-74	-0.9%	-178	-0.7%
20 - 34	-21	-1.9%	-55	-0.8%	-272	-1.0%
35 - 49	14	1.2%	40	0.5%	187	0.7%
50 - 64	-10	-0.7%	-115	-1.0%	-409	-1.2%
65 - 84	35	4.1%	321	3.7%	880	3.5%
85 +	2	1.9%	44	2.3%	60	1.0%
2016 Households (Age 25-34) by Income						
HH Income Base	412		2,391		8,785	
<\$15,000	20	5%	124	5%	675	8%
\$15,000-\$24,999	26	6%	144	6%	678	8%
\$25,000-\$34,999	44	11%	194	8%	804	9%
\$35,000-\$49,999	69	17%	342	14%	1,373	16%
\$50,000-\$74,999	90	22%	508	21%	1,941	22%
\$75,000-\$99,999	56	14%	364	15%	1,263	14%
\$100,000-\$149,999	62	15%	451	19%	1,353	15%
\$150,000-\$199,999	23	6%	166	7%	447	5%
\$200,000+	21	5%	99	4%	251	3%
Median HH Income	\$60,293		\$67,369		\$58,539	
Average HH Income	\$81,479		\$85,101		\$74,664	
2016 Employed Population 16+ by Occupation						
Total Civilian Labor Force (Age 16+)	3,469		25,279		81,576	
White Collar	2,458	70.9%	18,191	72.0%	54,573	66.9%
Management/Business/Financial	1,039	30.0%	7,304	28.9%	21,036	25.8%
Professional	620	17.9%	4,713	18.6%	14,258	17.5%
Sales	423	12.2%	2,999	11.9%	8,630	10.6%
Administrative Support	376	10.8%	3,175	12.6%	10,649	13.1%
Services	498	14.4%	2,934	11.6%	11,106	13.6%
Blue Collar	431	12.4%	3,341	13.2%	12,722	15.6%
Farming/Forestry/Fishing	1	0.0%	63	0.2%	167	0.2%
Construction/Extraction	69	2.0%	501	2.0%	2,255	2.8%
Maintenance/Repair	62	1.8%	593	2.3%	2,120	2.6%
Production	246	7.1%	1,331	5.3%	5,146	6.3%
Transportation/Moving	53	1.5%	853	3.4%	3,034	3.7%

Source: U.S. Bureau of the Census, 2010 Census of Population and Housing. Esri forecasts for 2016 and 2021.