

Demographic Detail Report

West Allis Towne Centre 6800 Greenfield Rd, West Allis, WI 53214

Building Type: **Shopping Center** Total Available: **28,174 SF**
 Center Type: **Community Center** % Leased: **100%**
 Center GLA: **233,876 SF** Rent/SF/Yr: **-**
 Year Built: **1987**



Radius	3 Mile		5 Mile		10 Mile	
Population						
2021 Projection	172,483		453,310		1,010,789	
2016 Estimate	171,594		451,032		1,001,292	
2010 Census	172,317		453,776		988,690	
Growth 2016 - 2021	0.52%		0.51%		0.95%	
Growth 2010 - 2016	-0.42%		-0.60%		1.27%	
2016 Population by Age						
	171,594		451,032		1,001,292	
Age 0 - 4	12,310	7.17%	33,621	7.45%	70,714	7.06%
Age 5 - 9	11,867	6.92%	32,312	7.16%	67,682	6.76%
Age 10 - 14	10,955	6.38%	30,296	6.72%	65,222	6.51%
Age 15 - 19	10,193	5.94%	29,448	6.53%	65,067	6.50%
Age 20 - 24	10,433	6.08%	31,428	6.97%	69,089	6.90%
Age 25 - 29	12,677	7.39%	36,074	8.00%	77,144	7.70%
Age 30 - 34	13,896	8.10%	36,425	8.08%	76,229	7.61%
Age 35 - 39	12,758	7.43%	32,180	7.13%	67,318	6.72%
Age 40 - 44	11,288	6.58%	28,415	6.30%	61,119	6.10%
Age 45 - 49	10,633	6.20%	26,728	5.93%	59,734	5.97%
Age 50 - 54	11,022	6.42%	27,414	6.08%	63,275	6.32%
Age 55 - 59	11,154	6.50%	27,391	6.07%	64,476	6.44%
Age 60 - 64	9,854	5.74%	23,986	5.32%	57,471	5.74%
Age 65 - 69	7,394	4.31%	18,094	4.01%	44,453	4.44%
Age 70 - 74	4,917	2.87%	12,227	2.71%	30,849	3.08%
Age 75 - 79	3,446	2.01%	8,676	1.92%	22,173	2.21%
Age 80 - 84	2,732	1.59%	6,810	1.51%	17,152	1.71%
Age 85+	4,065	2.37%	9,507	2.11%	22,124	2.21%
Age 65+	22,554	13.14%	55,314	12.26%	136,751	13.66%
Median Age	36.40		34.40		35.70	
Average Age	37.30		36.10		37.20	

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Radius	3 Mile		5 Mile		10 Mile	
2016 Population By Race	171,594		451,032		1,001,292	
White	142,804	83.22%	321,049	71.18%	678,212	67.73%
Black	16,028	9.34%	96,395	21.37%	247,564	24.72%
Am. Indian & Alaskan	2,680	1.56%	5,631	1.25%	8,824	0.88%
Asian	5,109	2.98%	15,679	3.48%	41,545	4.15%
Hawaiian & Pacific Island	116	0.07%	270	0.06%	451	0.05%
Other	4,858	2.83%	12,008	2.66%	24,696	2.47%
Population by Hispanic Origin	171,594		451,032		1,001,292	
Non-Hispanic Origin	131,950	76.90%	350,432	77.70%	867,128	86.60%
Hispanic Origin	39,645	23.10%	100,600	22.30%	134,165	13.40%
2016 Median Age, Male	35.60		33.70		34.50	
2016 Average Age, Male	36.20		35.00		36.00	
2016 Median Age, Female	37.10		35.20		36.90	
2016 Average Age, Female	38.30		37.10		38.30	
2016 Population by Occupation Classification	134,424		348,911		784,640	
Civilian Employed	86,065	64.03%	213,317	61.14%	486,848	62.05%
Civilian Unemployed	4,684	3.48%	13,962	4.00%	29,358	3.74%
Civilian Non-Labor Force	43,652	32.47%	121,564	34.84%	268,249	34.19%
Armed Forces	23	0.02%	68	0.02%	185	0.02%
Households by Marital Status						
Married	25,802		61,419		150,921	
Married No Children	14,583		34,657		89,187	
Married w/Children	11,219		26,761		61,734	
2016 Population by Education	124,942		315,685		708,711	
Some High School, No Diploma	17,172	13.74%	49,403	15.65%	85,260	12.03%
High School Grad (Incl Equivalency)	35,591	28.49%	87,967	27.87%	183,535	25.90%
Some College, No Degree	32,927	26.35%	80,781	25.59%	188,862	26.65%
Associate Degree	9,106	7.29%	21,758	6.89%	45,193	6.38%
Bachelor Degree	21,107	16.89%	50,410	15.97%	133,393	18.82%
Advanced Degree	9,039	7.23%	25,366	8.04%	72,468	10.23%

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Radius	3 Mile		5 Mile		10 Mile	
2016 Population by Occupation	163,453		410,270		940,006	
Real Estate & Finance	4,827	2.95%	12,837	3.13%	35,309	3.76%
Professional & Management	36,074	22.07%	91,377	22.27%	228,801	24.34%
Public Administration	3,120	1.91%	7,657	1.87%	16,729	1.78%
Education & Health	21,178	12.96%	55,803	13.60%	131,205	13.96%
Services	17,267	10.56%	45,788	11.16%	94,783	10.08%
Information	1,698	1.04%	3,777	0.92%	9,477	1.01%
Sales	20,049	12.27%	49,481	12.06%	118,101	12.56%
Transportation	4,311	2.64%	13,636	3.32%	27,996	2.98%
Retail	8,949	5.47%	21,681	5.28%	50,020	5.32%
Wholesale	2,286	1.40%	5,685	1.39%	12,814	1.36%
Manufacturing	14,026	8.58%	33,029	8.05%	71,968	7.66%
Production	15,252	9.33%	36,018	8.78%	70,388	7.49%
Construction	6,170	3.77%	13,201	3.22%	25,785	2.74%
Utilities	3,621	2.22%	8,806	2.15%	21,443	2.28%
Agriculture & Mining	325	0.20%	963	0.23%	2,055	0.22%
Farming, Fishing, Forestry	219	0.13%	802	0.20%	1,389	0.15%
Other Services	4,081	2.50%	9,729	2.37%	21,743	2.31%
2016 Worker Travel Time to Job	84,146		207,839		472,632	
<30 Minutes	63,957	76.01%	155,614	74.87%	345,056	73.01%
30-60 Minutes	17,367	20.64%	43,905	21.12%	108,684	23.00%
60+ Minutes	2,822	3.35%	8,320	4.00%	18,892	4.00%
2010 Households by HH Size	72,335		178,637		398,890	
1-Person Households	26,169	36.18%	60,634	33.94%	130,620	32.75%
2-Person Households	21,667	29.95%	52,023	29.12%	124,432	31.19%
3-Person Households	10,047	13.89%	25,966	14.54%	59,721	14.97%
4-Person Households	7,754	10.72%	20,198	11.31%	45,610	11.43%
5-Person Households	3,825	5.29%	10,723	6.00%	22,029	5.52%
6-Person Households	1,624	2.25%	4,917	2.75%	9,261	2.32%
7 or more Person Households	1,249	1.73%	4,176	2.34%	7,217	1.81%
2016 Average Household Size	2.30		2.40		2.40	
Households						
2021 Projection	72,607		179,754		408,372	
2016 Estimate	72,201		178,635		404,455	
2010 Census	72,334		178,637		398,890	
Growth 2016 - 2021	0.56%		0.63%		0.97%	
Growth 2010 - 2016	-0.18%		0.00%		1.40%	

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West Allis Towne Centre							
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Radius	3 Mile		5 Mile		10 Mile		
2016 Households by HH Income	72,201		178,635		404,455		
<\$25,000	21,374	29.60%	58,137	32.55%	116,374	28.77%	
\$25,000 - \$50,000	19,727	27.32%	46,451	26.00%	99,913	24.70%	
\$50,000 - \$75,000	13,686	18.96%	31,085	17.40%	69,800	17.26%	
\$75,000 - \$100,000	7,907	10.95%	18,063	10.11%	44,075	10.90%	
\$100,000 - \$125,000	4,578	6.34%	10,870	6.09%	28,817	7.12%	
\$125,000 - \$150,000	2,101	2.91%	5,604	3.14%	16,109	3.98%	
\$150,000 - \$200,000	1,650	2.29%	4,732	2.65%	15,146	3.74%	
\$200,000+	1,178	1.63%	3,693	2.07%	14,221	3.52%	
2016 Avg Household Income	\$55,833		\$55,848		\$64,293		
2016 Med Household Income	\$42,766		\$40,578		\$46,119		
2016 Occupied Housing	72,201		178,635		404,455		
Owner Occupied	37,961	52.58%	88,026	49.28%	217,432	53.76%	
Renter Occupied	34,240	47.42%	90,609	50.72%	187,023	46.24%	
2010 Housing Units	76,448		192,989		430,136		
1 Unit	39,785	52.04%	97,920	50.74%	235,458	54.74%	
2 - 4 Units	20,415	26.70%	49,303	25.55%	89,627	20.84%	
5 - 19 Units	6,660	8.71%	18,256	9.46%	43,571	10.13%	
20+ Units	9,588	12.54%	27,510	14.25%	61,480	14.29%	
2016 Housing Value	37,962		88,026		217,432		
<\$100,000	8,863	23.35%	23,200	26.36%	52,345	24.07%	
\$100,000 - \$200,000	22,599	59.53%	44,455	50.50%	90,579	41.66%	
\$200,000 - \$300,000	4,405	11.60%	14,082	16.00%	44,611	20.52%	
\$300,000 - \$400,000	1,212	3.19%	3,805	4.32%	16,439	7.56%	
\$400,000 - \$500,000	357	0.94%	1,144	1.30%	6,255	2.88%	
\$500,000 - \$1,000,000	405	1.07%	1,120	1.27%	6,338	2.91%	
\$1,000,000+	121	0.32%	220	0.25%	865	0.40%	
2016 Median Home Value	\$144,771		\$146,818		\$162,233		
2016 Housing Units by Yr Built	77,124		194,073		432,509		
Built 2010+	950	1.23%	4,001	2.06%	10,020	2.32%	
Built 2000 - 2010	1,999	2.59%	7,912	4.08%	23,309	5.39%	
Built 1990 - 1999	2,300	2.98%	7,585	3.91%	28,454	6.58%	
Built 1980 - 1989	2,617	3.39%	8,043	4.14%	23,376	5.40%	
Built 1970 - 1979	4,873	6.32%	15,564	8.02%	45,126	10.43%	
Built 1960 - 1969	7,843	10.17%	22,084	11.38%	57,778	13.36%	
Built 1950 - 1959	17,149	22.24%	41,179	21.22%	88,482	20.46%	
Built <1949	39,393	51.08%	87,705	45.19%	155,964	36.06%	
2016 Median Year Built	1949		1951		1956		