

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
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							
Population							
Estimated Population (2025)	8,295			94,585			266,138
Projected Population (2030)	7,983			91,404			257,515
Census Population (2020)	8,900			97,278			272,209
Census Population (2010)	8,202			97,088			271,748
Projected Annual Growth (2025-2030)	-312	-0.8%		-3,181	-0.7%		-8,624 -0.6%
Historical Annual Growth (2020-2025)	-605	-		-2,693	-0.6%		-6,070 -0.4%
Historical Annual Growth (2010-2020)	698	0.9%		190	-		461 -
Estimated Population Density (2025)	2,642	psm		3,347	psm		3,390 psm
Trade Area Size	3.1	sq mi		28.3	sq mi		78.5 sq mi
Households							
Estimated Households (2025)	3,910			42,311			112,256
Projected Households (2030)	3,779			41,025			109,247
Census Households (2020)	4,128			43,787			115,753
Census Households (2010)	3,930			43,306			113,827
Projected Annual Growth (2025-2030)	-131	-0.7%		-1,286	-0.6%		-3,008 -0.5%
Historical Annual Change (2010-2025)	-20	-		-995	-0.2%		-1,572 -
Average Household Income							
Estimated Average Household Income (2025)	\$97,400			\$97,937			\$98,588
Projected Average Household Income (2030)	\$95,924			\$96,527			\$97,265
Census Average Household Income (2010)	\$60,608			\$61,276			\$59,188
Census Average Household Income (2000)	\$56,020			\$54,065			\$52,757
Projected Annual Change (2025-2030)	-\$1,476	-0.3%		-\$1,411	-0.3%		-\$1,324 -0.3%
Historical Annual Change (2000-2025)	\$41,380	3.0%		\$43,872	3.2%		\$45,831 3.5%
Median Household Income							
Estimated Median Household Income (2025)	\$76,181			\$77,434			\$76,207
Projected Median Household Income (2030)	\$75,371			\$76,762			\$75,635
Census Median Household Income (2010)	\$48,635			\$51,207			\$50,303
Census Median Household Income (2000)	\$48,976			\$47,043			\$46,056
Projected Annual Change (2025-2030)	-\$810	-0.2%		-\$672	-0.2%		-\$572 -0.2%
Historical Annual Change (2000-2025)	\$27,206	2.2%		\$30,391	2.6%		\$30,152 2.6%
Per Capita Income							
Estimated Per Capita Income (2025)	\$45,998			\$43,983			\$41,705
Projected Per Capita Income (2030)	\$45,501			\$43,502			\$41,389
Census Per Capita Income (2010)	\$29,041			\$27,335			\$24,793
Census Per Capita Income (2000)	\$26,076			\$23,771			\$22,239
Projected Annual Change (2025-2030)	-\$497	-0.2%		-\$480	-0.2%		-\$317 -0.2%
Historical Annual Change (2000-2025)	\$19,922	3.1%		\$20,212	3.4%		\$19,466 3.5%
Estimated Average Household Net Worth (2025)	\$1 M			\$948,610			\$911,508

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Southridge Collection		1 mi radius		3 mi radius		5 mi radius	
Greendale, WI 53129							
Race and Ethnicity							
Total Population (2025)	8,295			94,585		266,138	
White (2025)	6,367	76.8%		69,364	73.3%	177,585	66.7%
Black or African American (2025)	525	6.3%		6,503	6.9%	21,276	8.0%
American Indian or Alaska Native (2025)	48	0.6%		607	0.6%	2,531	1.0%
Asian (2025)	424	5.1%		5,649	6.0%	15,938	6.0%
Hawaiian or Pacific Islander (2025)	2	-		24	-	74	-
Other Race (2025)	336	4.1%		4,755	5.0%	21,309	8.0%
Two or More Races (2025)	593	7.1%		7,683	8.1%	27,425	10.3%
Population < 18 (2025)	1,658	20.0%		19,397	20.5%	59,315	22.3%
White Not Hispanic	982	59.3%		9,744	50.2%	24,941	42.0%
Black or African American	124	7.5%		1,707	8.8%	5,769	9.7%
Asian	103	6.2%		1,569	8.1%	4,815	8.1%
Other Race Not Hispanic	112	6.7%		1,254	6.5%	3,376	5.7%
Hispanic	337	20.3%		5,124	26.4%	20,414	34.4%
Not Hispanic or Latino Population (2025)	7,202	86.8%		79,186	83.7%	205,377	77.2%
Not Hispanic White	6,018	83.6%		64,450	81.4%	162,037	78.9%
Not Hispanic Black or African American	494	6.9%		6,079	7.7%	19,403	9.4%
Not Hispanic American Indian or Alaska Native	24	0.3%		268	0.3%	941	0.5%
Not Hispanic Asian	423	5.9%		5,633	7.1%	15,755	7.7%
Not Hispanic Hawaiian or Pacific Islander	-	-		10	-	29	-
Not Hispanic Other Race	14	0.2%		158	0.2%	408	0.2%
Not Hispanic Two or More Races	229	3.2%		2,588	3.3%	6,805	3.3%
Hispanic or Latino Population (2025)	1,093	13.2%		15,399	16.3%	60,761	22.8%
Hispanic White	348	31.9%		4,914	31.9%	15,548	25.6%
Hispanic Black or African American	31	2.8%		424	2.8%	1,873	3.1%
Hispanic American Indian or Alaska Native	25	2.2%		339	2.2%	1,591	2.6%
Hispanic Asian	1	-		16	0.1%	183	0.3%
Hispanic Hawaiian or Pacific Islander	1	0.1%		14	-	45	-
Hispanic Other Race	323	29.5%		4,597	29.9%	20,901	34.4%
Hispanic Two or More Races	364	33.3%		5,095	33.1%	20,620	33.9%
Not Hispanic or Latino Population (2020)	8,022	90.1%		84,620	87.0%	213,698	78.5%
Hispanic or Latino Population (2020)	877	9.9%		12,658	13.0%	58,511	21.5%
Not Hispanic or Latino Population (2010)	7,637	93.1%		88,476	91.1%	225,908	83.1%
Hispanic or Latino Population (2010)	565	6.9%		8,612	8.9%	45,840	16.9%
Not Hispanic or Latino Population (2030)	6,813	85.3%		75,448	82.5%	197,579	76.7%
Hispanic or Latino Population (2030)	1,170	14.7%		15,957	17.5%	59,936	23.3%
Projected Annual Growth (2025-2030)	78	1.4%		558	0.7%	-825	-0.3%
Historical Annual Growth (2010-2020)	312	5.5%		4,045	4.7%	12,671	2.8%

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Southridge Collection		1 mi radius		3 mi radius		5 mi radius	
Greendale, WI 53129							
Total Age Distribution (2025)							
Total Population	8,295		94,585		266,138		
Age Under 5 Years	444	5.4%	4,985	5.3%	15,126	5.7%	
Age 5 to 9 Years	464	5.6%	5,551	5.9%	17,002	6.4%	
Age 10 to 14 Years	478	5.8%	5,579	5.9%	17,187	6.5%	
Age 15 to 19 Years	400	4.8%	4,943	5.2%	15,697	5.9%	
Age 20 to 24 Years	348	4.2%	4,142	4.4%	13,611	5.1%	
Age 25 to 29 Years	565	6.8%	6,025	6.4%	17,648	6.6%	
Age 30 to 34 Years	588	7.1%	6,483	6.9%	18,929	7.1%	
Age 35 to 39 Years	573	6.9%	6,403	6.8%	18,966	7.1%	
Age 40 to 44 Years	500	6.0%	6,036	6.4%	18,143	6.8%	
Age 45 to 49 Years	399	4.8%	5,177	5.5%	15,486	5.8%	
Age 50 to 54 Years	452	5.5%	5,222	5.5%	15,063	5.7%	
Age 55 to 59 Years	466	5.6%	5,744	6.1%	15,938	6.0%	
Age 60 to 64 Years	571	6.9%	6,574	6.9%	17,219	6.5%	
Age 65 to 69 Years	584	7.0%	6,432	6.8%	15,891	6.0%	
Age 70 to 74 Years	528	6.4%	5,430	5.7%	12,962	4.9%	
Age 75 to 79 Years	414	5.0%	4,020	4.2%	9,139	3.4%	
Age 80 to 84 Years	253	3.1%	2,641	2.8%	5,765	2.2%	
Age 85 Years or Over	269	3.2%	3,199	3.4%	6,367	2.4%	
Median Age	42.8		42.5		39.6		
Age 19 Years or Less	1,786	21.5%	21,059	22.3%	65,012	24.4%	
Age 20 to 64 Years	4,461	53.8%	51,805	54.8%	151,003	56.7%	
Age 65 Years or Over	2,048	24.7%	21,722	23.0%	50,124	18.8%	
Female Age Distribution (2025)							
Female Population	4,377	52.8%	48,252	51.0%	133,402	50.1%	
Age Under 5 Years	229	5.2%	2,490	5.2%	7,552	5.7%	
Age 5 to 9 Years	223	5.1%	2,701	5.6%	8,325	6.2%	
Age 10 to 14 Years	229	5.2%	2,682	5.6%	8,279	6.2%	
Age 15 to 19 Years	195	4.5%	2,356	4.9%	7,535	5.6%	
Age 20 to 24 Years	180	4.1%	2,102	4.4%	6,609	5.0%	
Age 25 to 29 Years	308	7.0%	3,073	6.4%	8,784	6.6%	
Age 30 to 34 Years	303	6.9%	3,295	6.8%	9,474	7.1%	
Age 35 to 39 Years	300	6.8%	3,212	6.7%	9,331	7.0%	
Age 40 to 44 Years	256	5.8%	3,047	6.3%	8,971	6.7%	
Age 45 to 49 Years	206	4.7%	2,583	5.4%	7,724	5.8%	
Age 50 to 54 Years	236	5.4%	2,652	5.5%	7,428	5.6%	
Age 55 to 59 Years	241	5.5%	2,990	6.2%	8,021	6.0%	
Age 60 to 64 Years	308	7.0%	3,407	7.1%	8,707	6.5%	
Age 65 to 69 Years	330	7.5%	3,426	7.1%	8,276	6.2%	
Age 70 to 74 Years	300	6.9%	2,960	6.1%	6,839	5.1%	
Age 75 to 79 Years	242	5.5%	2,175	4.5%	4,916	3.7%	
Age 80 to 84 Years	151	3.5%	1,488	3.1%	3,289	2.5%	
Age 85 Years or Over	139	3.2%	1,612	3.3%	3,342	2.5%	
Female Median Age	44.4		43.4		40.4		
Age 19 Years or Less	876	20.0%	10,229	21.2%	31,691	23.8%	
Age 20 to 64 Years	2,337	53.4%	26,361	54.6%	75,049	56.3%	
Age 65 Years or Over	1,163	26.6%	11,662	24.2%	26,662	20.0%	

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Southridge Collection		1 mi radius		3 mi radius		5 mi radius	
Greendale, WI 53129							
Male Age Distribution (2025)							
Male Population		3,918	47.2%	46,333	49.0%	132,736	49.9%
Age Under 5 Years		215	5.5%	2,495	5.4%	7,574	5.7%
Age 5 to 9 Years		240	6.1%	2,851	6.2%	8,677	6.5%
Age 10 to 14 Years		249	6.4%	2,897	6.3%	8,908	6.7%
Age 15 to 19 Years		205	5.2%	2,587	5.6%	8,162	6.1%
Age 20 to 24 Years		167	4.3%	2,040	4.4%	7,001	5.3%
Age 25 to 29 Years		257	6.6%	2,952	6.4%	8,864	6.7%
Age 30 to 34 Years		285	7.3%	3,188	6.9%	9,455	7.1%
Age 35 to 39 Years		274	7.0%	3,191	6.9%	9,635	7.3%
Age 40 to 44 Years		244	6.2%	2,989	6.5%	9,172	6.9%
Age 45 to 49 Years		193	4.9%	2,594	5.6%	7,761	5.8%
Age 50 to 54 Years		216	5.5%	2,570	5.5%	7,635	5.8%
Age 55 to 59 Years		225	5.7%	2,754	5.9%	7,918	6.0%
Age 60 to 64 Years		263	6.7%	3,166	6.8%	8,512	6.4%
Age 65 to 69 Years		254	6.5%	3,006	6.5%	7,615	5.7%
Age 70 to 74 Years		228	5.8%	2,470	5.3%	6,123	4.6%
Age 75 to 79 Years		172	4.4%	1,844	4.0%	4,223	3.2%
Age 80 to 84 Years		102	2.6%	1,153	2.5%	2,476	1.9%
Age 85 Years or Over		129	3.3%	1,587	3.4%	3,026	2.3%
Male Median Age		41.4		41.6		39.0	
Age 19 Years or Less		910	23.2%	10,830	23.4%	33,320	25.1%
Age 20 to 64 Years		2,124	54.2%	25,444	54.9%	75,954	57.2%
Age 65 Years or Over		885	22.6%	10,059	21.7%	23,462	17.7%
Males per 100 Females (2025)							
Overall Comparison		90		96		100	
Age Under 5 Years		94	48.3%	100	50.1%	100	50.1%
Age 5 to 9 Years		108	51.8%	106	51.3%	104	51.0%
Age 10 to 14 Years		109	52.2%	108	51.9%	108	51.8%
Age 15 to 19 Years		105	51.3%	110	52.3%	108	52.0%
Age 20 to 24 Years		93	48.2%	97	49.2%	106	51.4%
Age 25 to 29 Years		83	45.5%	96	49.0%	101	50.2%
Age 30 to 34 Years		94	48.5%	97	49.2%	100	49.9%
Age 35 to 39 Years		91	47.8%	99	49.8%	103	50.8%
Age 40 to 44 Years		95	48.8%	98	49.5%	102	50.6%
Age 45 to 49 Years		94	48.4%	100	50.1%	100	50.1%
Age 50 to 54 Years		92	47.8%	97	49.2%	103	50.7%
Age 55 to 59 Years		93	48.3%	92	47.9%	99	49.7%
Age 60 to 64 Years		85	46.0%	93	48.2%	98	49.4%
Age 65 to 69 Years		77	43.5%	88	46.7%	92	47.9%
Age 70 to 74 Years		76	43.2%	83	45.5%	90	47.2%
Age 75 to 79 Years		71	41.5%	85	45.9%	86	46.2%
Age 80 to 84 Years		67	40.3%	77	43.7%	75	43.0%
Age 85 Years or Over		93	48.1%	98	49.6%	91	47.5%
Age 19 Years or Less		104	50.9%	106	51.4%	105	51.3%
Age 20 to 39 Years		90	47.4%	97	49.3%	102	50.5%
Age 40 to 64 Years		91	47.8%	96	48.9%	100	50.1%
Age 65 Years or Over		76	43.2%	86	46.3%	88	46.8%

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Southridge Collection							
Greendale, WI 53129		1 mi radius		3 mi radius		5 mi radius	
Household Type (2025)							
Total Households		3,910		42,311		112,256	
Households with Children		917	23.5%	10,097	23.9%	30,533	27.2%
Average Household Size		2.1		2.2		2.3	
Household Density per Square Mile		1,245		1,497		1,430	
Population Family		5,475	66.0%	65,355	69.1%	194,009	72.9%
Population Non-Family		2,743	33.1%	27,597	29.2%	67,493	25.4%
Population Group Quarters		77	0.9%	1,633	1.7%	4,637	1.7%
Family Households		1,802	46.1%	21,433	50.7%	62,116	55.3%
Married Couple Households		1,334	74.1%	15,842	73.9%	44,536	71.7%
Other Family Households with Children		468	25.9%	5,591	26.1%	17,580	28.3%
Family Households with Children		916	50.8%	10,082	47.0%	30,488	49.1%
Married Couple with Children		647	70.6%	7,046	69.9%	20,380	66.8%
Other Family Households with Children		269	29.4%	3,037	30.1%	10,108	33.2%
Family Households No Children		886	49.2%	11,350	53.0%	31,628	50.9%
Married Couple No Children		688	77.6%	8,796	77.5%	24,156	76.4%
Other Family Households No Children		198	22.4%	2,554	22.5%	7,472	23.6%
Non-Family Households		2,108	53.9%	20,878	49.3%	50,140	44.7%
Non-Family Households with Children		2	-	15	-	45	-
Non-Family Households No Children		2,106	99.9%	20,863	99.9%	50,095	99.9%
Average Family Household Size		3.0		3.0		3.1	
Average Family Income		\$137,871		\$129,090		\$123,235	
Median Family Income		\$115,371		\$105,068		\$99,237	
Average Non-Family Household Size		1.3		1.3		1.3	
Marital Status (2025)							
Population Age 15 Years or Over		6,909		78,470		216,823	
Never Married		2,573	37.2%	27,164	34.6%	77,505	35.7%
Currently Married		2,927	42.4%	34,962	44.6%	95,569	44.1%
Previously Married		1,409	20.4%	16,343	20.8%	43,749	20.2%
Separated		155	11.0%	2,078	12.7%	7,054	16.1%
Widowed		417	29.6%	5,429	33.2%	12,523	28.6%
Divorced		837	59.4%	8,836	54.1%	24,173	55.3%
Educational Attainment (2025)							
Adult Population Age 25 Years or Over		6,161		69,384		187,516	
Elementary (Grade Level 0 to 8)		186	3.0%	1,704	2.5%	8,574	4.6%
Some High School (Grade Level 9 to 11)		186	3.0%	2,532	3.6%	9,577	5.1%
High School Graduate		1,678	27.2%	20,427	29.4%	55,007	29.3%
Some College		1,029	16.7%	14,000	20.2%	36,322	19.4%
Associate Degree Only		777	12.6%	7,192	10.4%	17,684	9.4%
Bachelor Degree Only		1,512	24.5%	16,230	23.4%	41,827	22.3%
Graduate Degree		794	12.9%	7,300	10.5%	18,523	9.9%
Any College (Some College or Higher)		4,111	66.7%	44,721	64.5%	114,357	61.0%
College Degree + (Bachelor Degree or Higher)		2,305	37.4%	23,530	33.9%	60,351	32.2%

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Southridge Collection		1 mi radius		3 mi radius		5 mi radius	
Greendale, WI 53129							
Housing							
Total Housing Units (2025)	4,133		44,737		118,934		
Total Housing Units (2020)	4,291		45,433		120,952		
Historical Annual Growth (2020-2025)	-159	-	-697	-	-2,019	-	
Housing Units Occupied (2025)	3,910	94.6%	42,311	94.6%	112,256	94.4%	
Housing Units Owner-Occupied	2,123	54.3%	24,797	58.6%	65,789	58.6%	
Housing Units Renter-Occupied	1,787	45.7%	17,514	41.4%	46,467	41.4%	
Housing Units Vacant (2025)	223	5.4%	2,426	5.4%	6,678	5.6%	
Household Size (2025)							
Total Households	3,910		42,311		112,256		
1 Person Households	1,765	45.1%	17,220	40.7%	40,904	36.4%	
2 Person Households	1,131	28.9%	12,552	29.7%	33,886	30.2%	
3 Person Households	393	10.1%	5,263	12.4%	14,757	13.1%	
4 Person Households	397	10.2%	4,273	10.1%	12,780	11.4%	
5 Person Households	136	3.5%	1,864	4.4%	6,124	5.5%	
6 Person Households	56	1.4%	762	1.8%	2,516	2.2%	
7 or More Person Households	32	0.8%	377	0.9%	1,288	1.1%	
Household Income Distribution (2025)							
HH Income \$200,000 or More	324	8.3%	3,059	7.2%	8,498	7.6%	
HH Income \$150,000 to \$199,999	350	9.0%	3,456	8.2%	8,854	7.9%	
HH Income \$125,000 to \$149,999	267	6.8%	3,431	8.1%	8,893	7.9%	
HH Income \$100,000 to \$124,999	348	8.9%	5,201	12.3%	12,598	11.2%	
HH Income \$75,000 to \$99,999	466	11.9%	5,795	13.7%	16,052	14.3%	
HH Income \$50,000 to \$74,999	821	21.0%	7,769	18.4%	19,800	17.6%	
HH Income \$35,000 to \$49,999	458	11.7%	5,056	11.9%	13,245	11.8%	
HH Income \$25,000 to \$34,999	327	8.4%	2,887	6.8%	8,530	7.6%	
HH Income \$15,000 to \$24,999	321	8.2%	2,472	5.8%	6,540	5.8%	
HH Income \$10,000 to \$14,999	65	1.7%	1,001	2.4%	3,370	3.0%	
HH Income Under \$10,000	163	4.2%	2,185	5.2%	5,876	5.2%	
Household Vehicles (2025)							
Households 0 Vehicles Available	186	4.7%	2,857	6.8%	8,994	8.0%	
Households 1 Vehicle Available	1,840	47.1%	17,628	41.7%	44,093	39.3%	
Households 2 Vehicles Available	1,474	37.7%	16,732	39.5%	43,103	38.4%	
Households 3 or More Vehicles Available	411	10.5%	5,094	12.0%	16,066	14.3%	
Total Vehicles Available	6,263		68,258		184,197		
Average Vehicles per Household	1.6		1.6		1.6		
Owner-Occupied Household Vehicles	4,090	65.3%	46,781	68.5%	127,217	69.1%	
Average Vehicles per Owner-Occupied Household	1.9		1.9		1.9		
Renter-Occupied Household Vehicles	2,173	34.7%	21,477	31.5%	56,980	30.9%	
Average Vehicles per Renter-Occupied Household	1.2		1.2		1.2		
Travel Time (2025)							
Worker Base Age 16 years or Over	4,180		46,878		128,226		
Travel to Work in 14 Minutes or Less	840	20.1%	10,128	21.6%	28,527	22.2%	
Travel to Work in 15 to 29 Minutes	1,883	45.0%	20,332	43.4%	54,589	42.6%	
Travel to Work in 30 to 59 Minutes	862	20.6%	9,307	19.9%	25,660	20.0%	
Travel to Work in 60 Minutes or More	73	1.7%	1,313	2.8%	4,477	3.5%	
Work at Home	523	12.5%	5,798	12.4%	14,973	11.7%	
Average Minutes Travel to Work	20.4		20.3		20.6		

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 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	
Transportation To Work (2025)							
Worker Base Age 16 years or Over	4,180		46,878		128,226		
Drive to Work Alone	3,173	75.9%	34,653	73.9%	94,754	73.9%	
Drive to Work in Carpool	311	7.4%	4,022	8.6%	11,499	9.0%	
Travel to Work by Public Transportation	67	1.6%	956	2.0%	3,029	2.4%	
Drive to Work on Motorcycle	2	-	24	-	75	-	
Bicycle to Work	8	0.2%	108	0.2%	383	0.3%	
Walk to Work	85	2.0%	1,068	2.3%	2,614	2.0%	
Other Means	12	0.3%	250	0.5%	899	0.7%	
Work at Home	523	12.5%	5,798	12.4%	14,973	11.7%	
Daytime Demographics (2025)							
Total Businesses	559		2,600		7,073		
Total Employees	7,335		27,480		88,899		
Company Headquarter Businesses	15	2.7%	61	2.4%	238	3.4%	
Company Headquarter Employees	1,103	15.0%	3,398	12.4%	13,337	15.0%	
Employee Population per Business	13.1	to 1	10.6	to 1	12.6	to 1	
Residential Population per Business	14.8	to 1	36.4	to 1	37.6	to 1	
Adj. Daytime Demographics Age 16 Years or Over	9,965		57,900		174,005		
Labor Force							
Labor Population Age 16 Years or Over (2025)	6,810		77,324		213,405		
Labor Force Total Males (2025)	3,165	46.5%	37,504	48.5%	105,796	49.6%	
Male Civilian Employed	2,097	66.3%	24,496	65.3%	67,589	63.9%	
Male Civilian Unemployed	76	2.4%	643	1.7%	2,183	2.1%	
Males in Armed Forces	-	-	24	-	68	-	
Males Not in Labor Force	991	31.3%	12,341	32.9%	35,956	34.0%	
Labor Force Total Females (2025)	3,645	53.5%	39,819	51.5%	107,609	50.4%	
Female Civilian Employed	2,083	57.1%	22,384	56.2%	60,642	56.4%	
Female Civilian Unemployed	38	1.1%	510	1.3%	1,929	1.8%	
Females in Armed Forces	-	-	-	-	-	-	
Females Not in Labor Force	1,524	41.8%	16,925	42.5%	45,037	41.9%	
Unemployment Rate	114	1.7%	1,154	1.5%	4,112	1.9%	
Occupation (2025)							
Occupation Population Age 16 Years or Over	4,180		46,878		128,226		
Occupation Total Males	2,097	50.2%	24,494	52.3%	67,584	52.7%	
Occupation Total Females	2,083	49.8%	22,384	47.7%	60,642	47.3%	
Management, Business, Financial Operations	586	14.0%	8,061	17.2%	21,070	16.4%	
Professional, Related	1,264	30.2%	12,504	26.7%	32,723	25.5%	
Service	570	13.6%	6,282	13.4%	18,599	14.5%	
Sales, Office	710	17.0%	9,021	19.2%	22,974	17.9%	
Farming, Fishing, Forestry	12	0.3%	56	0.1%	305	0.2%	
Construction, Extraction, Maintenance	254	6.1%	3,022	6.4%	9,420	7.3%	
Production, Transport, Material Moving	784	18.8%	7,931	16.9%	23,134	18.0%	
White Collar Workers	2,560	61.2%	29,586	63.1%	76,768	59.9%	
Blue Collar Workers	1,620	38.8%	17,291	36.9%	51,458	40.1%	

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
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							
Units In Structure (2025)							
Total Units	3,910		42,311		112,256		
1 Detached Unit	1,816	46.4%	21,884	51.7%	59,141	52.7%	
1 Attached Unit	350	9.0%	3,070	7.3%	6,767	6.0%	
2 Units	172	4.4%	2,604	6.2%	11,520	10.3%	
3 to 4 Units	232	5.9%	2,466	5.8%	5,558	5.0%	
5 to 9 Units	482	12.3%	4,128	9.8%	8,489	7.6%	
10 to 19 Units	261	6.7%	2,727	6.4%	5,841	5.2%	
20 to 49 Units	198	5.1%	2,439	5.8%	6,171	5.5%	
50 or More Units	387	9.9%	2,880	6.8%	7,729	6.9%	
Mobile Home or Trailer	12	0.3%	113	0.3%	1,033	0.9%	
Other Structure	-	-	-	-	8	-	
Homes Built By Year (2025)							
Homes Built 2020 or later	45	1.1%	410	0.9%	1,299	1.1%	
Homes Built 2010 to 2019	280	6.8%	1,315	2.9%	3,473	2.9%	
Homes Built 2000 to 2009	134	3.2%	2,302	5.1%	6,672	5.6%	
Homes Built 1990 to 1999	165	4.0%	3,407	7.6%	9,418	7.9%	
Homes Built 1980 to 1989	331	8.0%	4,031	9.0%	9,942	8.4%	
Homes Built 1970 to 1979	956	23.1%	7,442	16.6%	15,362	12.9%	
Homes Built 1960 to 1969	613	14.8%	7,125	15.9%	15,144	12.7%	
Homes Built 1950 to 1959	822	19.9%	10,305	23.0%	22,599	19.0%	
Homes Built 1940 to 1949	127	3.1%	2,132	4.8%	8,314	7.0%	
Homes Built Before 1939	436	10.6%	3,841	8.6%	20,033	16.8%	
Median Age of Homes	55.1	yrs	55.8	yrs	58.6	yrs	
Home Values (2025)							
Owner Specified Housing Units	2,123		24,797		65,789		
Home Values \$1,000,000 or More	51	2.4%	259	1.0%	794	1.2%	
Home Values \$750,000 to \$999,999	37	1.8%	240	1.0%	737	1.1%	
Home Values \$500,000 to \$749,999	91	4.3%	1,120	4.5%	3,674	5.6%	
Home Values \$400,000 to \$499,999	237	11.1%	1,877	7.6%	5,697	8.7%	
Home Values \$300,000 to \$399,999	362	17.0%	4,242	17.1%	11,111	16.9%	
Home Values \$250,000 to \$299,999	498	23.4%	4,610	18.6%	9,910	15.1%	
Home Values \$200,000 to \$249,999	363	17.1%	5,223	21.1%	11,770	17.9%	
Home Values \$175,000 to \$199,999	124	5.9%	2,082	8.4%	5,657	8.6%	
Home Values \$150,000 to \$174,999	137	6.4%	2,283	9.2%	6,619	10.1%	
Home Values \$125,000 to \$149,999	61	2.9%	818	3.3%	2,814	4.3%	
Home Values \$100,000 to \$124,999	61	2.9%	685	2.8%	2,332	3.5%	
Home Values \$90,000 to \$99,999	7	0.4%	162	0.7%	609	0.9%	
Home Values \$80,000 to \$89,999	8	0.4%	231	0.9%	743	1.1%	
Home Values \$70,000 to \$79,999	16	0.8%	98	0.4%	326	0.5%	
Home Values \$60,000 to \$69,999	5	0.2%	87	0.3%	276	0.4%	
Home Values \$50,000 to \$59,999	9	0.4%	103	0.4%	292	0.4%	
Home Values \$35,000 to \$49,999	9	0.4%	115	0.5%	324	0.5%	
Home Values \$25,000 to \$34,999	21	1.0%	124	0.5%	549	0.8%	
Home Values \$10,000 to \$24,999	9	0.4%	314	1.3%	1,104	1.7%	
Home Values Under \$10,000	16	0.8%	125	0.5%	448	0.7%	
Owner-Occupied Median Home Value	\$277,670		\$258,824		\$257,939		
Renter-Occupied Median Rent	\$951		\$1,003		\$969		

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 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
Total Annual Consumer Expenditure (2025)				
Total Household Expenditure		\$362.86 M	\$3.97 B	\$10.62 B
Total Non-Retail Expenditure		\$180.19 M	\$1.95 B	\$5.21 B
Total Retail Expenditure		\$182.67 M	\$2.02 B	\$5.41 B
Alcoholic Beverages		\$2.22 M	\$24.44 M	\$65.43 M
Apparel		\$6.65 M	\$73.73 M	\$198.46 M
Contributions		\$11.7 M	\$127.57 M	\$337.69 M
Education		\$8.29 M	\$90.87 M	\$241.64 M
Entertainment		\$20.59 M	\$228.5 M	\$615.35 M
Food Away From Home		\$15.85 M	\$175.49 M	\$471.57 M
Grocery		\$22.93 M	\$260.39 M	\$717.45 M
Health Care		\$25.88 M	\$280.24 M	\$730.7 M
Household Furnishings and Equipment		\$9.61 M	\$106.17 M	\$284.71 M
Household Operations		\$6.66 M	\$74.04 M	\$200.36 M
Miscellaneous Expenses		\$6.21 M	\$68.68 M	\$183.95 M
Personal Care		\$4.53 M	\$51.14 M	\$140.09 M
Shelter		\$58.88 M	\$648.15 M	\$1.76 B
Tax and Retirement		\$87.26 M	\$930.44 M	\$2.45 B
Tobacco and Related		\$1.65 M	\$19.45 M	\$55.89 M
Transportation		\$57.63 M	\$628.51 M	\$1.67 B
Utilities		\$16.31 M	\$185.59 M	\$512.53 M
Monthly Household Consumer Expenditure (2025)				
Total Household Expenditure		\$7,734	\$7,826	\$7,887
Total Non-Retail Expenditure		\$3,840 49.7%	\$3,838 49.0%	\$3,870 49.1%
Total Retail Expenditures		\$3,893 50.3%	\$3,988 51.0%	\$4,017 50.9%
Alcoholic Beverages		\$47 0.6%	\$48 0.6%	\$49 0.6%
Apparel		\$142 1.8%	\$145 1.9%	\$147 1.9%
Contributions		\$249 3.2%	\$251 3.2%	\$251 3.2%
Education		\$177 2.3%	\$179 2.3%	\$179 2.3%
Entertainment		\$439 5.7%	\$450 5.8%	\$457 5.8%
Food Away From Home		\$338 4.4%	\$346 4.4%	\$350 4.4%
Grocery		\$489 6.3%	\$513 6.6%	\$533 6.8%
Health Care		\$552 7.1%	\$552 7.1%	\$542 6.9%
Household Furnishings and Equipment		\$205 2.6%	\$209 2.7%	\$211 2.7%
Household Operations		\$142 1.8%	\$146 1.9%	\$149 1.9%
Miscellaneous Expenses		\$132 1.7%	\$135 1.7%	\$137 1.7%
Personal Care		\$97 1.2%	\$101 1.3%	\$104 1.3%
Shelter		\$1,255 16.2%	\$1,277 16.3%	\$1,304 16.5%
Tax and Retirement		\$1,860 24.0%	\$1,833 23.4%	\$1,816 23.4%
Tobacco and Related		\$35 0.5%	\$38 0.5%	\$41 0.5%
Transportation		\$1,228 15.9%	\$1,238 15.8%	\$1,237 15.7%
Utilities		\$348 4.5%	\$366 4.7%	\$380 4.8%