

Demographic Report

Greenfield, WI

	3 Mile	5 Mile	7 Mile	10 Mile	
POPULATION	2007 Estimated Population	102,722	277,382	480,870	817,146
	2012 Projected Population	101,697	276,014	476,224	807,393
	2000 Census Population	104,156	278,677	486,758	830,139
	1990 Census Population	104,046	269,782	478,652	833,105
	Growth 2000-2007	-1.38%	-0.46%	-1.21%	-1.57%
	Growth 2007-2012	-1.00%	-0.49%	-0.97%	-1.19%
	2007 Estimated Median Age	43.19	40.02	37.65	36.49
	2007 Estimated Average Age	42.64	39.82	37.97	37.22
HOUSEHOLDS	2007 Estimated Households	46,977	119,987	198,744	337,251
	2012 Projected Households	47,341	120,951	199,216	337,620
	2000 Census Households	46,058	117,352	196,105	333,354
	1990 Census Households	42,722	109,186	186,912	321,010
	Growth 2000-2007	1.99%	2.25%	1.35%	1.17%
	Growth 2007-2012	0.77%	0.80%	0.24%	0.11%
	2007 Est. Average Household Size	2.15	2.28	2.36	2.36
INCOME	2007 Est. Median Household Income	\$50,801	\$49,950	\$48,013	\$45,966
	2012 Prj. Median Household Income	\$54,807	\$54,157	\$52,153	\$49,813
	2000 Cen. Median Household Income	\$45,132	\$43,904	\$42,024	\$40,028
	1990 Cen. Median Household Income	\$35,209	\$32,535	\$30,290	\$28,349
	2007 Est. Average Household Income	\$60,796	\$61,176	\$59,840	\$58,942
	2007 Estimated Per Capita Income	\$28,067	\$26,632	\$25,053	\$24,612
HOUSING	2007 Estimated Housing Units	48,613	125,004	210,000	358,882
	2007 Estimated Occupied Units	46,977 (96.6%)	119,987 (96.0%)	198,744 (94.6%)	337,251 (94.0%)
	2007 Estimated Vacant Units	1,636 (3.4%)	5,016 (4.0%)	11,256 (5.4%)	21,631 (6.0%)
	2007 Est. Owner Occupied Units	28,994 (59.6%)	74,188 (59.3%)	115,412 (55.0%)	187,265 (52.2%)
	2007 Est. Renter Occupied Units	17,983 (37.0%)	45,799 (36.6%)	83,333 (39.7%)	149,986 (41.8%)
	2007 Est. Median Housing Value	\$173,284	\$163,777	\$164,648	\$161,557
	2007 Est. Average Housing Value	\$192,014	\$182,236	\$183,297	\$183,731

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INCOME	2007 Estimated Households	46,977	119,987	198,744	337,251
	- Income Less than \$15,000	3,737 (8.0%)	11,810 (9.8%)	24,011 (12.1%)	47,118 (14.0%)
	- Income \$15,000 to \$24,999	4,942 (10.5%)	12,752 (10.6%)	22,132 (11.1%)	39,395 (11.7%)
	- Income \$25,000 to \$34,999	5,738 (12.2%)	14,444 (12.0%)	23,592 (11.9%)	40,271 (11.9%)
	- Income \$35,000 to \$49,999	8,650 (18.4%)	21,054 (17.5%)	33,813 (17.0%)	55,927 (16.6%)
	- Income \$50,000 to \$74,999	11,043 (23.5%)	26,738 (22.3%)	41,912 (21.1%)	67,098 (19.9%)
	- Income \$75,000 to \$99,999	6,541 (13.9%)	15,795 (13.2%)	25,097 (12.6%)	40,052 (11.9%)
	- Income \$100,000 to \$149,999	4,984 (10.6%)	13,118 (10.9%)	20,773 (10.5%)	33,688 (10.0%)
	- Income \$150,000 to \$249,999	1,000 (2.1%)	3,243 (2.7%)	5,555 (2.8%)	10,089 (3.0%)
	- Income \$250,000 to \$499,999	257 (.5%)	785 (.7%)	1,379 (.7%)	2,561 (.8%)
- Income \$500,000 and over	84 (.2%)	250 (.2%)	480 (.2%)	1,054 (.3%)	
2007 Est. Average Household Income	\$60,796	\$61,176	\$59,840	\$58,942	
2012 Prj. Average Household Income	\$65,821	\$66,409	\$64,977	\$63,917	
2000 Cen. Avg. Household Income	\$53,248	\$53,002	\$51,865	\$51,410	
1990 Cen. Avg. Household Income	\$40,514	\$38,041	\$36,396	\$35,708	
HOUSEHOLD SIZE	2007 Estimated Households by Household Size	46,977	119,987	198,744	337,251
	- 1 Person Household	16,622 (35.4%)	40,387 (33.7%)	66,402 (33.4%)	115,077 (34.1%)
	- 2 Person Household	16,815 (35.8%)	39,944 (33.3%)	63,171 (31.8%)	104,205 (30.9%)
	- 3 Person Household	6,457 (13.7%)	17,851 (14.9%)	29,394 (14.8%)	49,889 (14.8%)
	- 4 Person Household	4,744 (10.1%)	13,680 (11.4%)	23,009 (11.6%)	38,372 (11.4%)
	- 5 Person Household	1,718 (3.7%)	5,453 (4.5%)	10,139 (5.1%)	17,567 (5.2%)
	- 6 Person Household	492 (1.0%)	1,797 (1.5%)	3,920 (2.0%)	7,188 (2.1%)
	- 7 or More Person Household	129 (.3%)	874 (.7%)	2,708 (1.4%)	4,953 (1.5%)
2007 Est. Average Household Size	2.15	2.28	2.36	2.36	
VEHICLES	2007 Estimated Households by Number of Vehicles	46,977	119,987	198,744	337,251
	- Households with No Vehicles	3,956 (8.4%)	12,510 (10.4%)	26,198 (13.2%)	51,336 (15.2%)
	- Households with 1 Vehicle	19,264 (41.0%)	46,979 (39.2%)	76,503 (38.5%)	132,578 (39.3%)
	- Households with 2 Vehicles	18,114 (38.6%)	45,156 (37.6%)	72,048 (36.3%)	115,041 (34.1%)
	- Households with 3 Vehicles	4,394 (9.4%)	11,705 (9.8%)	18,148 (9.1%)	28,727 (8.5%)
	- Households with 4 Vehicles	918 (2.0%)	2,875 (2.4%)	4,470 (2.2%)	7,218 (2.1%)
	- Households with 5+ Vehicles	330 (.7%)	763 (.6%)	1,379 (.7%)	2,351 (.7%)
2007 Est. Average Number of Vehicles	1.58	1.57	1.52	1.46	

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RACE & ETHNICITY	2007 Estimated Population by Race and Origin	102,722	277,382	480,870	817,146
	- White Population	94,853 (92.3%)	236,188 (85.1%)	375,764 (78.1%)	562,751 (68.9%)
	- Black Population	1,438 (1.4%)	6,499 (2.3%)	29,232 (6.1%)	153,980 (18.8%)
	- Asian Population	2,072 (2.0%)	7,355 (2.7%)	14,223 (3.0%)	23,619 (2.9%)
	- Pacific Islander Population	42 (.0%)	144 (.1%)	277 (.1%)	533 (.1%)
	- American Indian and Alaska Native	634 (.6%)	2,890 (1.0%)	5,166 (1.1%)	6,972 (.9%)
	- Other Race Population	1,806 (1.8%)	17,059 (6.2%)	42,424 (8.8%)	47,588 (5.8%)
	- Two or More Races Population	1,878 (1.8%)	7,247 (2.6%)	13,784 (2.9%)	21,703 (2.7%)
	- Hispanic Population	5,796 (5.6%)	34,890 (12.6%)	83,270 (17.3%)	97,341 (11.9%)
	- White Non-Hispanic Population	92,774 (90.3%)	226,131 (81.5%)	349,705 (72.7%)	535,253 (65.5%)
AGE	2007 Estimated Population by Age	102,722	277,382	480,870	817,146
	- Aged 0 to 4 Years	5,644 (5.5%)	17,962 (6.5%)	34,027 (7.1%)	59,376 (7.3%)
	- Aged 5 to 9 Years	5,364 (5.2%)	16,698 (6.0%)	30,951 (6.4%)	55,212 (6.8%)
	- Aged 10 to 14 Years	5,505 (5.4%)	16,778 (6.0%)	30,781 (6.4%)	55,624 (6.8%)
	- Aged 15 to 17 Years	3,656 (3.6%)	10,741 (3.9%)	19,447 (4.0%)	34,738 (4.3%)
	- Aged 18 to 20 Years	3,070 (3.0%)	9,234 (3.3%)	19,762 (4.1%)	34,627 (4.2%)
	- Aged 21 to 24 Years	4,301 (4.2%)	12,835 (4.6%)	25,252 (5.3%)	44,402 (5.4%)
	- Aged 25 to 34 Years	12,212 (11.9%)	34,685 (12.5%)	62,268 (12.9%)	107,672 (13.2%)
	- Aged 35 to 44 Years	14,376 (14.0%)	40,835 (14.7%)	70,731 (14.7%)	117,524 (14.4%)
	- Aged 45 to 49 Years	8,069 (7.9%)	22,428 (8.1%)	37,960 (7.9%)	62,821 (7.7%)
	- Aged 50 to 54 Years	7,668 (7.5%)	20,638 (7.4%)	34,735 (7.2%)	57,418 (7.0%)
	- Aged 55 to 59 Years	7,103 (6.9%)	17,930 (6.5%)	29,411 (6.1%)	48,475 (5.9%)
	- Aged 60 to 64 Years	5,625 (5.5%)	13,589 (4.9%)	21,709 (4.5%)	35,683 (4.4%)
	- Aged 65 to 74 Years	9,123 (8.9%)	19,863 (7.2%)	30,148 (6.3%)	49,044 (6.0%)
- Aged 75 to 84 Years	7,719 (7.5%)	16,173 (5.8%)	23,508 (4.9%)	37,606 (4.6%)	
- Aged 85 Years and Older	3,286 (3.2%)	6,994 (2.5%)	10,179 (2.1%)	16,923 (2.1%)	
	2007 Estimated Median Age	43.19	40.02	37.65	36.49
	2007 Estimated Average Age	42.64	39.82	37.97	37.22
EDUCATION	2007 Estimated Population Over 25 by Educational Attainment	75,182	193,135	320,649	533,167
	- Less Than 9th Grade	3,113 (4.1%)	10,032 (5.2%)	21,532 (6.7%)	31,686 (5.9%)
	- High School - No Diploma	7,309 (9.7%)	21,758 (11.3%)	39,469 (12.3%)	68,862 (12.9%)
	- High School Diploma	25,469 (33.9%)	64,283 (33.3%)	99,318 (31.0%)	157,847 (29.6%)
	- Some College	16,906 (22.5%)	42,722 (22.1%)	67,809 (21.1%)	113,354 (21.3%)
	- Associate Degree	5,319 (7.1%)	13,423 (7.0%)	20,935 (6.5%)	33,968 (6.4%)
	- Bachelors Degree	12,065 (16.0%)	28,926 (15.0%)	49,513 (15.4%)	87,170 (16.3%)
	- Masters Degree	3,797 (5.1%)	8,791 (4.6%)	15,467 (4.8%)	27,311 (5.1%)
	- Professional Degree	948 (1.3%)	2,324 (1.2%)	4,733 (1.5%)	9,264 (1.7%)
	- Doctoral Degree	256 (.3%)	877 (.5%)	1,874 (.6%)	3,705 (.7%)

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	3 Mile	5 Mile	7 Mile	10 Mile	
HOUSING VALUE	2007 Estimated Owner Occupied Units by Housing Value	28,994	74,188	115,412	187,265
	- Valued Less than \$20,000	20 (.1%)	456 (.6%)	591 (.5%)	991 (.5%)
	- Valued \$20,000-\$39,999	30 (.1%)	770 (1.0%)	1,413 (1.2%)	3,722 (2.0%)
	- Valued \$40,000-\$59,999	93 (.3%)	910 (1.2%)	2,816 (2.4%)	7,001 (3.7%)
	- Valued \$60,000-\$79,999	262 (.9%)	1,660 (2.2%)	3,821 (3.3%)	8,473 (4.5%)
	- Valued \$80,000-\$99,999	675 (2.3%)	3,521 (4.7%)	5,837 (5.1%)	11,215 (6.0%)
	- Valued \$100,000-\$149,999	8,479 (29.2%)	23,487 (31.7%)	33,611 (29.1%)	51,021 (27.2%)
	- Valued \$150,000-\$199,999	10,277 (35.4%)	21,186 (28.6%)	30,717 (26.6%)	44,895 (24.0%)
	- Valued \$200,000-\$299,999	7,246 (25.0%)	17,416 (23.5%)	28,335 (24.6%)	43,744 (23.4%)
	- Valued \$300,000-\$399,999	1,348 (4.6%)	3,292 (4.4%)	5,537 (4.8%)	10,040 (5.4%)
	- Valued \$400,000-\$499,999	288 (1.0%)	813 (1.1%)	1,502 (1.3%)	3,057 (1.6%)
	- Valued \$500,000-\$749,999	171 (.6%)	509 (.7%)	935 (.8%)	2,279 (1.2%)
	- Valued \$750,000-\$999,999	65 (.2%)	84 (.1%)	151 (.1%)	494 (.3%)
- Valued More than \$1,000,000	38 (.1%)	86 (.1%)	145 (.1%)	333 (.2%)	
2007 Est. Median Housing Value	\$173,284	\$163,777	\$164,648	\$161,557	
2007 Est. Average Housing Value	\$192,014	\$182,236	\$183,297	\$183,731	
HOUSING TYPE	2007 Estimated Housing Units by Housing Type	48,613	125,004	210,000	358,882
	- 1 Unit Detached	26,035 (53.6%)	65,497 (52.4%)	105,238 (50.1%)	173,168 (48.3%)
	- 1 Unit Attached	2,597 (5.3%)	6,718 (5.4%)	10,287 (4.9%)	17,418 (4.9%)
	- 2 Units	3,225 (6.6%)	16,306 (13.0%)	32,876 (15.7%)	62,155 (17.3%)
	- 3-19 Units	10,367 (21.3%)	21,336 (17.1%)	35,352 (16.8%)	57,189 (15.9%)
	- 20-49 Units	3,243 (6.7%)	6,763 (5.4%)	12,733 (6.1%)	22,772 (6.3%)
	- 50+ Units	3,106 (6.4%)	6,857 (5.5%)	11,766 (5.6%)	23,994 (6.7%)
	- Mobile Home	40 (.1%)	1,508 (1.2%)	1,721 (.8%)	2,095 (.6%)
- Boat, RV, Van or Other	0	18 (.0%)	28 (.0%)	91 (.0%)	
UNIT BUILT	2007 Estimated Housing Units by Year Structure Built	48,613	125,004	210,000	358,882
	- Structure Built After 1999	3,035 (6.2%)	8,373 (6.7%)	13,432 (6.4%)	23,935 (6.7%)
	- Structure Built 1995 to 1998	1,462 (3.0%)	4,469 (3.6%)	6,922 (3.3%)	11,735 (3.3%)
	- Structure Built 1990 to 1994	2,216 (4.6%)	5,583 (4.5%)	8,316 (4.0%)	13,563 (3.8%)
	- Structure Built 1980 to 1989	4,546 (9.4%)	10,239 (8.2%)	14,073 (6.7%)	20,918 (5.8%)
	- Structure Built 1970 to 1979	8,274 (17.0%)	17,636 (14.1%)	24,452 (11.6%)	37,716 (10.5%)
	- Structure Built 1960 to 1969	9,522 (19.6%)	19,173 (15.3%)	27,912 (13.3%)	46,317 (12.9%)
	- Structure Built 1950 to 1959	12,710 (26.1%)	25,575 (20.5%)	39,389 (18.8%)	69,777 (19.4%)
	- Structure Built 1940 to 1949	3,752 (7.7%)	12,127 (9.7%)	21,668 (10.3%)	38,229 (10.7%)
	- Structure Built Before 1939	3,096 (6.4%)	21,829 (17.5%)	53,836 (25.6%)	96,693 (26.9%)
2007 Est. Median Year Structure Built	1965	1961	1957	1956	

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	3 Mile	5 Mile	7 Mile	10 Mile	
SEX	2007 Estimated Population by Sex	102,722	277,382	480,870	817,146
	- Male	48,567 (47.3%)	134,294 (48.4%)	236,458 (49.2%)	397,400 (48.6%)
	- Female	54,155 (52.7%)	143,088 (51.6%)	244,411 (50.8%)	419,746 (51.4%)
MARITAL STATUS	2007 Estimated Population over 15 by Marital Status	86,209	225,945	385,111	646,934
	- Males Never Married	11,459 (13.3%)	33,303 (14.7%)	64,091 (16.6%)	112,673 (17.4%)
	- Males Married	23,859 (27.7%)	61,444 (27.2%)	101,837 (26.4%)	161,617 (25.0%)
	- Males Widowed	1,438 (1.7%)	3,323 (1.5%)	5,108 (1.3%)	8,412 (1.3%)
	- Males Divorced	3,436 (4.0%)	10,064 (4.5%)	16,622 (4.3%)	27,674 (4.3%)
	- Females Never Married	10,694 (12.4%)	29,064 (12.9%)	54,333 (14.1%)	103,530 (16.0%)
	- Females Married	23,402 (27.1%)	60,328 (26.7%)	99,225 (25.8%)	159,267 (24.6%)
	- Females Widowed	6,973 (8.1%)	15,324 (6.8%)	22,538 (5.9%)	36,919 (5.7%)
	- Females Divorced	4,948 (5.7%)	13,094 (5.8%)	21,358 (5.5%)	36,842 (5.7%)
GQ	2007 Estimated Population in Group Quarters	1,730	4,249	10,965	19,598
	- Institutional Group Quarters	952 (55.0%)	2,806 (66.0%)	5,869 (53.5%)	10,299 (52.6%)
	- Non-Institutional Group Quarters	778 (45.0%)	1,443 (34.0%)	5,096 (46.5%)	9,299 (47.4%)
FAMILY INCOME	2007 Estimated Families by Income	28,578	74,307	122,015	203,587
	- Family Income Less than \$15,000	794 (2.8%)	3,183 (4.3%)	7,579 (6.2%)	17,285 (8.5%)
	- Family Income \$15,000 to \$24,999	1,493 (5.2%)	4,232 (5.7%)	8,277 (6.8%)	15,813 (7.8%)
	- Family Income \$25,000 to \$34,999	2,413 (8.4%)	6,524 (8.8%)	11,067 (9.1%)	18,883 (9.3%)
	- Family Income \$35,000 to \$49,999	4,749 (16.6%)	11,618 (15.6%)	18,553 (15.2%)	30,201 (14.8%)
	- Family Income \$50,000 to \$74,999	8,036 (28.1%)	19,801 (26.6%)	30,774 (25.2%)	48,068 (23.6%)
	- Family Income \$75,000 to \$99,999	5,630 (19.7%)	13,592 (18.3%)	21,202 (17.4%)	33,123 (16.3%)
	- Family Income \$100,000 to \$149,999	4,321 (15.1%)	11,628 (15.6%)	18,085 (14.8%)	28,612 (14.1%)
	- Family Income \$150,000 to \$249,999	876 (3.1%)	2,880 (3.9%)	4,914 (4.0%)	8,580 (4.2%)
	- Family Income \$250,000 to \$499,999	193 (.7%)	636 (.9%)	1,148 (.9%)	2,108 (1.0%)
	- Family Income Over \$500,000	74 (.3%)	214 (.3%)	415 (.3%)	914 (.4%)
2007 Est. Median Family Income	\$64,542	\$64,120	\$62,117	\$59,704	
2007 Est. Average Family Income	\$72,224	\$72,121	\$70,255	\$70,229	
MOVED IN	2007 Estimated Occupied Housing Units by Year Occ. Moved In	46,977	119,987	198,744	337,251
	- Moved In Less Than 1 Year Ago	23,047 (49.1%)	59,761 (49.8%)	101,851 (51.2%)	175,891 (52.2%)
	- Moved In 2 to 5 Years Ago	6,148 (13.1%)	16,781 (14.0%)	28,297 (14.2%)	48,709 (14.4%)
	- Moved In 6 to 10 Years Ago	3,951 (8.4%)	10,407 (8.7%)	16,849 (8.5%)	28,609 (8.5%)
	- Moved In 11 to 20 Years Ago	4,856 (10.3%)	12,562 (10.5%)	20,225 (10.2%)	32,558 (9.7%)
	- Moved In 21 to 30 Years Ago	3,662 (7.8%)	8,755 (7.3%)	13,507 (6.8%)	22,326 (6.6%)
	- Moved In Over 31 Years Ago	5,313 (11.3%)	11,721 (9.8%)	18,015 (9.1%)	29,158 (8.6%)

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OCCUPATION	2007 Estimated Employed Population by Occupation	53,449	141,981	238,067	392,504
	- Management	4,043 (7.6%)	10,880 (7.7%)	18,135 (7.6%)	30,827 (7.9%)
	- Business, and Financial Operations	2,432 (4.6%)	6,529 (4.6%)	10,665 (4.5%)	18,313 (4.7%)
	- Professional and Related	8,088 (15.1%)	19,466 (13.7%)	34,295 (14.4%)	59,769 (15.2%)
	- Sales	5,806 (10.9%)	15,083 (10.6%)	24,700 (10.4%)	40,682 (10.4%)
	- Office Support	10,316 (19.3%)	25,815 (18.2%)	41,166 (17.3%)	66,878 (17.0%)
	- Service	5,900 (11.0%)	16,548 (11.7%)	28,778 (12.1%)	48,291 (12.3%)
	- Health Care Support	4,273 (8.0%)	10,549 (7.4%)	16,954 (7.1%)	29,689 (7.6%)
	- Farming, Fishing, and Forestry	81 (.2%)	322 (.2%)	703 (.3%)	1,027 (.3%)
	- Construction, Extraction, and Maintenance	4,003 (7.5%)	11,331 (8.0%)	18,154 (7.6%)	27,509 (7.0%)
- Production, Transportation, and Material Moving	8,508 (15.9%)	25,458 (17.9%)	44,516 (18.7%)	69,519 (17.7%)	
TRANSPORTATION	2007 Estimated Employed Population Over 16 by Primary Transportation to Work	52,548	139,421	233,354	384,625
	- Car, Truck, Van or Motorcycle to Work	44,579 (84.8%)	114,539 (82.2%)	183,365 (78.6%)	296,146 (77.0%)
	- Carpooled	4,735 (9.0%)	13,982 (10.0%)	25,419 (10.9%)	40,945 (10.6%)
	- Public Transportation to Work	1,143 (2.2%)	4,485 (3.2%)	11,128 (4.8%)	23,251 (6.0%)
	- Other Transportation to Work	1,060 (2.0%)	3,873 (2.8%)	8,790 (3.8%)	15,712 (4.1%)
	- Work at Home	1,031 (2.0%)	2,542 (1.8%)	4,652 (2.0%)	8,571 (2.2%)
TRAVEL TIME	2007 Estimated Employed Population Over 16 by Travel Time to Work	52,548	139,421	233,354	384,625
	- Travel Time Less than 15 Min	13,591 (25.9%)	37,587 (27.0%)	65,193 (27.9%)	108,476 (28.2%)
	- Travel Time 15-29 Min	26,218 (49.9%)	67,964 (48.7%)	108,459 (46.5%)	175,296 (45.6%)
	- Travel Time 30-44 Min	8,941 (17.0%)	23,096 (16.6%)	39,496 (16.9%)	64,159 (16.7%)
	- Travel Time 45-59 Min	1,403 (2.7%)	4,349 (3.1%)	8,093 (3.5%)	14,443 (3.8%)
	- Travel Time 60+ Min	1,365 (2.6%)	3,884 (2.8%)	7,462 (3.2%)	13,680 (3.6%)
	- 2007 Est. Average Travel Time	23.13	23.26	23.69	24.12
EMPLOYMENT	Estimated Population Over 16 Years Old by Employment Status	84,975	222,280	378,510	635,186
	- Civilian Males	27,505 (32.4%)	73,912 (33.3%)	125,318 (33.1%)	202,680 (31.9%)
	- Civilian Females	25,944 (30.5%)	68,069 (30.6%)	112,748 (29.8%)	189,825 (29.9%)
	- Armed Forces Male	68 (.1%)	132 (.1%)	214 (.1%)	335 (.1%)
	- Armed Forces Female	7 (.0%)	12 (.0%)	44 (.0%)	96 (.0%)
	- Unemployed Males	948 (1.1%)	3,195 (1.4%)	6,977 (1.8%)	13,773 (2.2%)
	- Unemployed Female	936 (1.1%)	2,933 (1.3%)	6,253 (1.7%)	12,611 (2.0%)
	- Not in the Labor Force Male	11,050 (13.0%)	29,025 (13.1%)	51,769 (13.7%)	87,579 (13.8%)
	- Not in the Labor Force Female	18,518 (21.8%)	45,001 (20.2%)	75,186 (19.9%)	128,288 (20.2%)

Demographic Report

Greenfield, WI

	3 Mile	5 Mile	7 Mile	10 Mile	
INDUSTRY	2007 Estimated Employed Population by Industry Employeed In	53,449	141,981	238,067	392,504
	- Agriculture, Forestry, Fishing, Hunting and Mining	165 (.3%)	423 (.3%)	786 (.3%)	1,200 (.3%)
	- Construction	2,465 (4.6%)	6,909 (4.9%)	11,541 (4.8%)	17,650 (4.5%)
	- Manufacturing	9,830 (18.4%)	28,218 (19.9%)	46,897 (19.7%)	73,699 (18.8%)
	- Wholesale Trade	1,851 (3.5%)	5,330 (3.8%)	8,764 (3.7%)	13,331 (3.4%)
	- Retail Trade	6,317 (11.8%)	16,512 (11.6%)	25,868 (10.9%)	41,021 (10.5%)
	- Transportation, Warehousing and Utilities	2,841 (5.3%)	7,939 (5.6%)	13,239 (5.6%)	21,648 (5.5%)
	- Information	1,369 (2.6%)	3,767 (2.7%)	6,760 (2.8%)	11,472 (2.9%)
	- Finance, Insurance and Real Estate	4,358 (8.2%)	11,071 (7.8%)	18,093 (7.6%)	30,790 (7.8%)
	- Profesional, Scientific and Technical Services	2,997 (5.6%)	7,535 (5.3%)	12,841 (5.4%)	22,056 (5.6%)
	- Management	61 (.1%)	190 (.1%)	256 (.1%)	388 (.1%)
	- Educational Services	4,307 (8.1%)	10,034 (7.1%)	18,549 (7.8%)	32,461 (8.3%)
	- Other Services	6,463 (12.1%)	18,078 (12.7%)	32,503 (13.7%)	53,667 (13.7%)
	- Health Care and Social Assistance	7,279 (13.6%)	18,259 (12.9%)	29,701 (12.5%)	52,036 (13.3%)
- Arts, Entertainment and Recreation	764 (1.4%)	1,852 (1.3%)	3,467 (1.5%)	6,484 (1.7%)	
- Public Administration	2,382 (4.5%)	5,863 (4.1%)	8,803 (3.7%)	14,603 (3.7%)	
EMPLOYMENT	2007 Estimated Employed Population by Job Type	53,449	141,981	238,067	392,504
	- Blue Collar	12,511 (23.4%)	36,789 (25.9%)	62,670 (26.3%)	97,028 (24.7%)
	- White Collar	33,882 (63.4%)	85,336 (60.1%)	141,145 (59.3%)	236,873 (60.3%)
	- Service & Farm	7,057 (13.2%)	19,855 (14.0%)	34,252 (14.4%)	58,604 (14.9%)
EMPLOYMENT	2007 Estimated Employed Population by Class of Worker	53,449	141,981	238,067	392,504
	- Federal Government Workers	961 (1.8%)	2,859 (2.0%)	4,644 (2.0%)	7,680 (2.0%)
	- For-Profit Private Workers	39,444 (73.8%)	107,594 (75.8%)	180,524 (75.8%)	293,973 (74.9%)
	- Local Government Workers	5,176 (9.7%)	12,180 (8.6%)	18,986 (8.0%)	32,100 (8.2%)
	- Non-Profit Private Workers	5,106 (9.6%)	12,406 (8.7%)	21,406 (9.0%)	35,857 (9.1%)
	- Self-Employed Worker	1,917 (3.6%)	4,838 (3.4%)	8,375 (3.5%)	14,407 (3.7%)
	- State Government Workers	792 (1.5%)	1,969 (1.4%)	3,839 (1.6%)	7,993 (2.0%)
- Unpaid Family Workers	54 (.1%)	136 (.1%)	293 (.1%)	495 (.1%)	

Demographic Report

Greenfield, WI

	3 Mile	5 Mile	7 Mile	10 Mile
ORIGIN				
2007 Estimated Hispanic Population by Origin	5,796	34,890	83,270	97,341
- Mexican	3,440 (59.4%)	21,485 (61.6%)	53,293 (64.0%)	59,188 (60.8%)
- Puerto Rican	1,243 (21.4%)	8,508 (24.4%)	19,741 (23.7%)	25,226 (25.9%)
- Cuban	98 (1.7%)	392 (1.1%)	703 (.8%)	969 (1.0%)
- All Others	1,014 (17.5%)	4,505 (12.9%)	9,533 (11.4%)	11,958 (12.3%)
HISPANIC BY RACE				
2007 Estimated Hispanic Population by Race	5,796	34,890	83,270	97,341
- White	3,390 (58.5%)	14,402 (41.3%)	33,288 (40.0%)	39,460 (40.5%)
- Black	60 (1.0%)	509 (1.5%)	1,331 (1.6%)	2,571 (2.6%)
- Am. Indian or Alaska Native	71 (1.2%)	501 (1.4%)	1,013 (1.2%)	1,261 (1.3%)
- Asian	13 (.2%)	107 (.3%)	200 (.2%)	266 (.3%)
- Native Haw. Or Pac. Islander	5 (.1%)	50 (.1%)	70 (.1%)	92 (.1%)
- Other	1,735 (29.9%)	16,829 (48.2%)	41,962 (50.4%)	46,753 (48.0%)
- Two or More	522 (9.0%)	2,491 (7.1%)	5,405 (6.5%)	6,939 (7.1%)
ASIAN BY CATEGORY				
2007 Estimated Asian Population by Category	2,072	7,355	14,223	23,619
- Chinese, except Taiwanese	261 (12.6%)	890 (12.1%)	1,614 (11.3%)	2,741 (11.6%)
- Filipino	282 (13.6%)	682 (9.3%)	1,035 (7.3%)	1,694 (7.2%)
- Japanese	79 (3.8%)	268 (3.6%)	392 (2.8%)	700 (3.0%)
- Asian Indian	673 (32.5%)	2,053 (27.9%)	3,144 (22.1%)	5,249 (22.2%)
- Korean	215 (10.4%)	546 (7.4%)	892 (6.3%)	1,469 (6.2%)
- Vietnamese	217 (10.5%)	811 (11.0%)	1,341 (9.4%)	1,776 (7.5%)
- Cambodian	0	15 (.2%)	43 (.3%)	61 (.3%)
- Hmong	44 (2.1%)	882 (12.0%)	3,266 (23.0%)	6,080 (25.7%)
- Laotian	77 (3.7%)	458 (6.2%)	1,161 (8.2%)	1,778 (7.5%)
- Thai	26 (1.3%)	96 (1.3%)	146 (1.0%)	235 (1.0%)
- Other	162 (7.8%)	507 (6.9%)	890 (6.3%)	1,395 (5.9%)
- Two or More	36 (1.7%)	147 (2.0%)	299 (2.1%)	441 (1.9%)
LANGUAGE				
2007 Estimated Population Over 5 Years Old by Language Spoken at Home	97,078	259,421	446,842	757,771
- Speak Asian or Pacific Island Language at Home	1,037 (1.1%)	3,640 (1.4%)	8,086 (1.8%)	13,037 (1.7%)
- Speak IndoEuropean Language at Home	4,539 (4.7%)	10,771 (4.2%)	16,382 (3.7%)	26,989 (3.6%)
- Speak Only English at Home	88,565 (91.2%)	226,916 (87.5%)	373,955 (83.7%)	657,795 (86.8%)
- Speak Other Language at Home	361 (.4%)	1,308 (.5%)	2,044 (.5%)	3,187 (.4%)
- Speak Spanish at Home	2,575 (2.7%)	16,786 (6.5%)	46,374 (10.4%)	56,763 (7.5%)

Demographic Report

Greenfield, WI

	3 Mile	5 Mile	7 Mile	10 Mile
2007 Estimated Population by Ancestry	102,722	277,382	480,870	817,146
- Unclassified	12,042 (11.7%)	33,314 (12.0%)	61,766 (12.8%)	112,081 (13.7%)
- Arab	400 (.4%)	1,346 (.5%)	1,899 (.4%)	2,547 (.3%)
- Czech	1,219 (1.2%)	2,662 (1.0%)	4,015 (.8%)	6,100 (.7%)
- Danish	396 (.4%)	954 (.3%)	1,518 (.3%)	2,599 (.3%)
- Dutch	544 (.5%)	1,431 (.5%)	2,362 (.5%)	3,901 (.5%)
- English	2,456 (2.4%)	6,273 (2.3%)	10,981 (2.3%)	17,711 (2.2%)
- French (except Basque)	1,918 (1.9%)	4,331 (1.6%)	6,650 (1.4%)	10,473 (1.3%)
- French Canadian	660 (.6%)	1,884 (.7%)	2,871 (.6%)	4,438 (.5%)
- German	32,921 (32.0%)	81,572 (29.4%)	128,228 (26.7%)	197,833 (24.2%)
- Greek	509 (.5%)	1,387 (.5%)	2,064 (.4%)	3,207 (.4%)
- Hungarian	442 (.4%)	1,307 (.5%)	1,951 (.4%)	3,117 (.4%)
- Irish	5,546 (5.4%)	14,584 (5.3%)	25,069 (5.2%)	40,300 (4.9%)
- Italian	4,134 (4.0%)	11,176 (4.0%)	17,780 (3.7%)	28,053 (3.4%)
- Lithuanian	143 (.1%)	391 (.1%)	640 (.1%)	1,052 (.1%)
- Norwegian	2,997 (2.9%)	7,136 (2.6%)	10,954 (2.3%)	16,944 (2.1%)
- Other ancestries	12,086 (11.8%)	45,229 (16.3%)	108,911 (22.6%)	229,454 (28.1%)
- Polish	18,599 (18.1%)	47,226 (17.0%)	66,798 (13.9%)	90,814 (11.1%)
- Portuguese	9 (.0%)	65 (.0%)	104 (.0%)	160 (.0%)
- Russian	331 (.3%)	796 (.3%)	1,248 (.3%)	2,775 (.3%)
- Scotch-Irish	348 (.3%)	867 (.3%)	1,733 (.4%)	2,900 (.4%)
- Scottish	520 (.5%)	1,135 (.4%)	1,934 (.4%)	3,214 (.4%)
- Slovak	203 (.2%)	760 (.3%)	1,212 (.3%)	2,302 (.3%)
- Sub-Saharan African	146 (.1%)	406 (.1%)	1,367 (.3%)	4,964 (.6%)
- Swedish	1,085 (1.1%)	2,359 (.9%)	3,849 (.8%)	6,066 (.7%)
- Swiss	268 (.3%)	643 (.2%)	1,072 (.2%)	1,694 (.2%)
- Ukrainian	158 (.2%)	375 (.1%)	594 (.1%)	1,017 (.1%)
- United States or American	2,449 (2.4%)	7,256 (2.6%)	12,211 (2.5%)	19,311 (2.4%)
- Welsh	165 (.2%)	430 (.2%)	824 (.2%)	1,333 (.2%)
- West Indian (exc Hisp Groups)	27 (.0%)	85 (.0%)	265 (.1%)	786 (.1%)

Demographic Report

Greenfield, WI

	3 Mile	5 Mile	7 Mile	10 Mile	
PRESENCE OF CHILDREN	2007 Estimated Households by Presence of Own Children	46,977	119,987	198,744	337,251
	- Single Male Householder	6,003 (12.8%)	16,217 (13.5%)	28,718 (14.4%)	50,284 (14.9%)
	- Single Female Householder	10,619 (22.6%)	24,171 (20.1%)	37,684 (19.0%)	64,793 (19.2%)
	- Married-Couple, own children	8,415 (17.9%)	23,896 (19.9%)	40,046 (20.1%)	62,625 (18.6%)
	- Married-Couple, no own children	14,559 (31.0%)	33,640 (28.0%)	51,274 (25.8%)	80,591 (23.9%)
	- Male Householder, own children	664 (1.4%)	2,140 (1.8%)	3,862 (1.9%)	6,318 (1.9%)
	- Male Householder, no own children	836 (1.8%)	2,483 (2.1%)	4,459 (2.2%)	7,238 (2.1%)
	- Female Householder, own children	2,026 (4.3%)	6,760 (5.6%)	13,293 (6.7%)	28,808 (8.5%)
	- Female Householder, no own children	2,079 (4.4%)	5,388 (4.5%)	9,080 (4.6%)	18,008 (5.3%)
	- Nonfamily, Male Householder	986 (2.1%)	2,996 (2.5%)	5,927 (3.0%)	10,518 (3.1%)
	- Nonfamily, Female Householder	790 (1.7%)	2,297 (1.9%)	4,400 (2.2%)	8,069 (2.4%)
FAMILIES BY POVERTY STATUS	2007 Estimated Families by Poverty Status	28,578	74,307	122,015	203,587
	- Income At or Above Poverty Level:	27,570 (96.5%)	70,339 (94.7%)	112,741 (92.4%)	183,174 (90.0%)
	- Married-Couple, own children	8,680 (30.4%)	24,348 (32.8%)	40,166 (32.9%)	63,444 (31.2%)
	- Married-Couple, no own children	13,920 (48.7%)	31,868 (42.9%)	48,213 (39.5%)	75,103 (36.9%)
	- Male Householder, own children	635 (2.2%)	1,948 (2.6%)	3,732 (3.1%)	5,829 (2.9%)
	- Male Householder, no own children	665 (2.3%)	2,157 (2.9%)	3,472 (2.8%)	5,588 (2.7%)
	- Female Householder, own children	1,723 (6.0%)	5,354 (7.2%)	9,871 (8.1%)	20,566 (10.1%)
	- Female Householder, no own children	1,947 (6.8%)	4,664 (6.3%)	7,286 (6.0%)	12,643 (6.2%)
	- Income Below Poverty Level:	970 (3.4%)	3,841 (5.2%)	9,415 (7.7%)	20,433 (10.0%)
	- Married-Couple, own children	138 (.5%)	746 (1.0%)	2,088 (1.7%)	3,196 (1.6%)
	- Married-Couple, no own children	205 (.7%)	459 (.6%)	944 (.8%)	1,479 (.7%)
	- Male Householder, own children	165 (.6%)	441 (.6%)	944 (.8%)	1,753 (.9%)
	- Male Householder, no own children	34 (.1%)	71 (.1%)	181 (.1%)	386 (.2%)
	- Female Householder, own children	379 (1.3%)	1,977 (2.7%)	4,936 (4.0%)	12,627 (6.2%)
	- Female Householder, no own children	50 (.2%)	147 (.2%)	321 (.3%)	992 (.5%)

Demographic Report

Greenfield, WI

Location	Longitude	Latitude
1. 3 Mile	-88.0115736384778	42.9591151782683
2. 5 Mile	-88.0115736384778	42.9591151782683
3. 7 Mile	-88.0115736384778	42.9591151782683
4. 10 Mile	-88.0115736384778	42.9591151782683

