

# Demographic Summary Report

## Fountain Square 585-695 Main St, Brookfield, WI 53005

Building Type: **General Retail**  
 Secondary: -  
 GLA: **110,969 SF**  
 Year Built: **2006**

Total Available: **39,563 SF**  
 % Leased: **94.32%**  
 Rent/SF/Yr: **Negotiable**



Radius	3 Mile		5 Mile		10 Mile	
<b>Population</b>						
2029 Projection	58,175		155,429		833,774	
2024 Estimate	55,782		151,905		835,886	
2020 Census	49,497		143,357		839,224	
Growth 2024 - 2029	4.29%		2.32%		-0.25%	
Growth 2020 - 2024	12.70%		5.96%		-0.40%	
<b>2024 Population by Hispanic Origin</b>	2,393		8,695		124,104	
<b>2024 Population</b>	55,782		151,905		835,886	
White	45,801	82.11%	123,910	81.57%	465,152	55.65%
Black	1,371	2.46%	4,947	3.26%	189,054	22.62%
Am. Indian & Alaskan	52	0.09%	339	0.22%	4,922	0.59%
Asian	4,954	8.88%	10,689	7.04%	43,971	5.26%
Hawaiian & Pacific Island	2	0.00%	57	0.04%	822	0.10%
Other	3,602	6.46%	11,963	7.88%	131,966	15.79%
U.S. Armed Forces	42		85		299	
<b>Households</b>						
2029 Projection	23,904		66,321		339,383	
2024 Estimate	22,922		64,895		340,232	
2020 Census	20,297		61,222		341,034	
Growth 2024 - 2029	4.28%		2.20%		-0.25%	
Growth 2020 - 2024	12.93%		6.00%		-0.24%	
Owner Occupied	17,219	75.12%	44,491	68.56%	184,919	54.35%
Renter Occupied	5,703	24.88%	20,404	31.44%	155,313	45.65%
<b>2024 Households by HH Income</b>	22,922		64,896		340,231	
Income: <\$25,000	1,887	8.23%	6,688	10.31%	66,213	19.46%
Income: \$25,000 - \$50,000	3,480	15.18%	10,726	16.53%	73,885	21.72%
Income: \$50,000 - \$75,000	3,357	14.65%	10,677	16.45%	57,034	16.76%
Income: \$75,000 - \$100,000	2,955	12.89%	8,623	13.29%	44,249	13.01%
Income: \$100,000 - \$125,000	2,731	11.91%	8,009	12.34%	33,246	9.77%
Income: \$125,000 - \$150,000	2,081	9.08%	5,372	8.28%	19,317	5.68%
Income: \$150,000 - \$200,000	2,506	10.93%	6,316	9.73%	22,596	6.64%
Income: \$200,000+	3,925	17.12%	8,485	13.07%	23,691	6.96%
<b>2024 Avg Household Income</b>	\$125,407		\$112,429		\$84,514	
<b>2024 Med Household Income</b>	\$98,155		\$87,631		\$62,699	