



# Market Profile

2245 Zeier Rd, Madison, Wisconsin, 53704  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 43.12801  
Longitude: -89.30315

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	6,162	35,858	93,447
2010 Total Population	6,833	41,031	106,035
2017 Total Population	7,106	43,995	114,200
2017 Group Quarters	18	472	1,155
2022 Total Population	7,403	46,355	120,792
2017-2022 Annual Rate	0.82%	1.05%	1.13%
2017 Total Daytime Population	11,407	63,061	121,437
Workers	8,645	44,008	73,112
Residents	2,762	19,053	48,325
<b>Household Summary</b>			
2000 Households	2,825	15,811	41,128
2000 Average Household Size	2.17	2.24	2.24
2010 Households	3,225	18,201	47,315
2010 Average Household Size	2.11	2.23	2.22
2017 Households	3,371	19,655	51,364
2017 Average Household Size	2.10	2.21	2.20
2022 Households	3,516	20,779	54,519
2022 Average Household Size	2.10	2.21	2.19
2017-2022 Annual Rate	0.85%	1.12%	1.20%
2010 Families	1,710	9,691	25,255
2010 Average Family Size	2.73	2.90	2.87
2017 Families	1,765	10,321	27,095
2017 Average Family Size	2.71	2.88	2.85
2022 Families	1,831	10,841	28,610
2022 Average Family Size	2.71	2.87	2.84
2017-2022 Annual Rate	0.74%	0.99%	1.09%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,912	16,368	42,473
Owner Occupied Housing Units	33.8%	52.2%	56.6%
Renter Occupied Housing Units	63.2%	44.4%	40.3%
Vacant Housing Units	3.0%	3.4%	3.2%
2010 Housing Units	3,459	19,313	49,960
Owner Occupied Housing Units	42.5%	52.1%	55.3%
Renter Occupied Housing Units	50.7%	42.1%	39.4%
Vacant Housing Units	6.8%	5.8%	5.3%
2017 Housing Units	3,609	20,756	53,917
Owner Occupied Housing Units	40.0%	49.0%	52.0%
Renter Occupied Housing Units	53.4%	45.7%	43.3%
Vacant Housing Units	6.6%	5.3%	4.7%
2022 Housing Units	3,766	21,953	57,235
Owner Occupied Housing Units	40.2%	48.9%	51.6%
Renter Occupied Housing Units	53.1%	45.8%	43.6%
Vacant Housing Units	6.6%	5.3%	4.7%
<b>Median Household Income</b>			
2017	\$61,878	\$56,555	\$60,031
2022	\$73,806	\$64,381	\$71,040
<b>Median Home Value</b>			
2017	\$209,430	\$187,720	\$200,443
2022	\$214,629	\$194,981	\$214,640
<b>Per Capita Income</b>			
2017	\$33,187	\$31,085	\$34,536
2022	\$38,493	\$35,725	\$39,984
<b>Median Age</b>			
2010	31.9	34.6	35.7
2017	33.8	36.3	37.2
2022	34.2	36.9	37.4

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Households by Income</b>			
Household Income Base	3,371	19,655	51,364
<\$15,000	6.7%	8.0%	7.4%
\$15,000 - \$24,999	6.4%	9.6%	8.6%
\$25,000 - \$34,999	9.5%	10.2%	10.2%
\$35,000 - \$49,999	14.4%	14.2%	13.5%
\$50,000 - \$74,999	22.3%	22.3%	20.6%
\$75,000 - \$99,999	17.4%	15.5%	15.9%
\$100,000 - \$149,999	15.5%	13.9%	14.9%
\$150,000 - \$199,999	5.0%	4.4%	5.8%
\$200,000+	2.8%	1.8%	3.2%
Average Household Income	\$75,828	\$69,324	\$76,521
<b>2022 Households by Income</b>			
Household Income Base	3,516	20,779	54,519
<\$15,000	5.9%	7.4%	6.6%
\$15,000 - \$24,999	5.5%	8.4%	7.2%
\$25,000 - \$34,999	7.6%	8.4%	8.1%
\$35,000 - \$49,999	11.3%	11.5%	10.7%
\$50,000 - \$74,999	20.5%	21.4%	19.6%
\$75,000 - \$99,999	20.8%	18.8%	19.3%
\$100,000 - \$149,999	19.0%	16.6%	17.7%
\$150,000 - \$199,999	5.9%	5.3%	7.0%
\$200,000+	3.6%	2.3%	3.8%
Average Household Income	\$87,819	\$79,493	\$88,367
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	1,445	10,168	28,017
<\$50,000	2.5%	4.8%	3.0%
\$50,000 - \$99,999	7.5%	2.9%	2.3%
\$100,000 - \$149,999	8.4%	15.7%	11.6%
\$150,000 - \$199,999	24.2%	35.2%	32.9%
\$200,000 - \$249,999	39.4%	27.2%	24.2%
\$250,000 - \$299,999	11.5%	8.9%	11.3%
\$300,000 - \$399,999	2.9%	2.7%	7.8%
\$400,000 - \$499,999	1.2%	1.1%	3.0%
\$500,000 - \$749,999	0.4%	0.6%	1.9%
\$750,000 - \$999,999	0.2%	0.3%	1.0%
\$1,000,000 +	1.8%	0.6%	1.0%
Average Home Value	\$221,765	\$198,763	\$233,880
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	1,515	10,728	29,558
<\$50,000	2.1%	4.5%	2.5%
\$50,000 - \$99,999	7.3%	2.6%	1.9%
\$100,000 - \$149,999	7.3%	14.0%	9.7%
\$150,000 - \$199,999	21.8%	32.1%	28.9%
\$200,000 - \$249,999	39.1%	27.8%	23.9%
\$250,000 - \$299,999	12.9%	10.4%	12.4%
\$300,000 - \$399,999	4.2%	4.0%	10.0%
\$400,000 - \$499,999	2.2%	2.2%	4.9%
\$500,000 - \$749,999	0.7%	1.1%	2.9%
\$750,000 - \$999,999	0.3%	0.5%	1.3%
\$1,000,000 +	2.0%	0.8%	1.5%
Average Home Value	\$234,010	\$213,507	\$258,324

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	6,836	41,034	106,033
0 - 4	7.5%	7.2%	6.7%
5 - 9	5.8%	5.8%	5.7%
10 - 14	4.5%	4.9%	5.0%
15 - 24	15.2%	12.9%	12.1%
25 - 34	23.3%	20.0%	19.6%
35 - 44	13.4%	14.1%	14.0%
45 - 54	12.9%	14.0%	14.3%
55 - 64	10.3%	10.9%	12.1%
65 - 74	4.3%	5.0%	5.5%
75 - 84	2.0%	3.3%	3.5%
85 +	0.7%	1.9%	1.6%
18 +	79.4%	79.0%	79.6%
<b>2017 Population by Age</b>			
Total	7,105	43,995	114,199
0 - 4	6.7%	6.5%	6.1%
5 - 9	6.2%	6.0%	5.7%
10 - 14	5.5%	5.5%	5.3%
15 - 24	12.6%	11.5%	11.4%
25 - 34	21.5%	18.4%	18.0%
35 - 44	15.9%	15.2%	14.8%
45 - 54	11.4%	12.7%	12.7%
55 - 64	10.4%	11.8%	12.7%
65 - 74	6.7%	7.1%	7.9%
75 - 84	2.4%	3.4%	3.6%
85 +	0.8%	2.0%	1.8%
18 +	78.8%	79.1%	80.1%
<b>2022 Population by Age</b>			
Total	7,405	46,355	120,793
0 - 4	6.9%	6.6%	6.1%
5 - 9	5.9%	5.8%	5.4%
10 - 14	5.4%	5.6%	5.3%
15 - 24	13.7%	11.5%	11.5%
25 - 34	19.7%	17.4%	17.9%
35 - 44	16.5%	15.6%	15.1%
45 - 54	10.9%	12.2%	11.9%
55 - 64	9.7%	11.4%	11.9%
65 - 74	7.5%	8.1%	8.9%
75 - 84	3.1%	3.9%	4.2%
85 +	0.9%	1.9%	1.7%
18 +	78.9%	79.0%	80.1%
<b>2010 Population by Sex</b>			
Males	3,432	20,090	51,792
Females	3,401	20,941	54,243
<b>2017 Population by Sex</b>			
Males	3,588	21,596	55,958
Females	3,518	22,399	58,242
<b>2022 Population by Sex</b>			
Males	3,693	22,678	59,117
Females	3,710	23,677	61,675

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	6,833	41,033	106,036
White Alone	71.5%	76.1%	81.7%
Black Alone	10.4%	10.2%	7.9%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	7.3%	5.1%	3.8%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	6.2%	4.4%	2.8%
Two or More Races	4.0%	3.7%	3.2%
Hispanic Origin	11.9%	9.3%	6.7%
Diversity Index	58.3	50.8	40.8
<b>2017 Population by Race/Ethnicity</b>			
Total	7,107	43,997	114,199
White Alone	67.8%	73.2%	79.5%
Black Alone	10.7%	10.5%	8.2%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	9.3%	6.7%	5.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	6.9%	4.9%	3.1%
Two or More Races	4.5%	4.3%	3.8%
Hispanic Origin	13.3%	10.2%	7.4%
Diversity Index	63.1	55.0	44.7
<b>2022 Population by Race/Ethnicity</b>			
Total	7,403	46,357	120,793
White Alone	64.6%	70.7%	77.4%
Black Alone	11.0%	10.8%	8.5%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	10.9%	7.9%	5.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	7.8%	5.4%	3.5%
Two or More Races	4.9%	4.7%	4.2%
Hispanic Origin	14.8%	11.4%	8.3%
Diversity Index	67.0	58.7	48.3
<b>2010 Population by Relationship and Household Type</b>			
Total	6,833	41,031	106,035
In Households	99.7%	98.9%	98.9%
In Family Households	71.0%	71.2%	70.9%
Householder	23.3%	23.6%	23.8%
Spouse	16.3%	16.0%	17.3%
Child	24.7%	25.5%	24.7%
Other relative	4.0%	3.4%	2.6%
Nonrelative	2.7%	2.8%	2.4%
In Nonfamily Households	28.8%	27.6%	28.1%
In Group Quarters	0.3%	1.1%	1.1%
Institutionalized Population	0.3%	0.7%	0.7%
Noninstitutionalized Population	0.0%	0.4%	0.4%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

September 11, 2017



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<b>2017 Population 25+ by Educational Attainment</b>			
Total	4,903	31,017	81,712
Less than 9th Grade	3.9%	3.7%	2.3%
9th - 12th Grade, No Diploma	3.5%	3.6%	3.3%
High School Graduate	17.8%	17.9%	16.2%
GED/Alternative Credential	2.2%	2.8%	2.4%
Some College, No Degree	21.8%	22.9%	21.5%
Associate Degree	11.4%	11.2%	10.5%
Bachelor's Degree	28.5%	26.2%	28.0%
Graduate/Professional Degree	10.9%	11.7%	15.8%
<b>2017 Population 15+ by Marital Status</b>			
Total	5,796	36,057	94,744
Never Married	40.8%	41.3%	40.1%
Married	44.0%	41.5%	43.4%
Widowed	2.4%	4.6%	4.2%
Divorced	12.9%	12.6%	12.3%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.0%	95.6%	96.1%
Civilian Unemployed (Unemployment Rate)	4.0%	4.4%	3.9%
<b>2017 Employed Population 16+ by Industry</b>			
Total	4,413	25,368	66,986
Agriculture/Mining	0.5%	0.3%	0.4%
Construction	2.8%	3.3%	4.0%
Manufacturing	9.4%	8.6%	8.1%
Wholesale Trade	4.1%	2.2%	2.1%
Retail Trade	11.9%	11.2%	9.8%
Transportation/Utilities	2.2%	3.8%	3.7%
Information	2.7%	2.1%	1.9%
Finance/Insurance/Real Estate	8.1%	9.0%	9.3%
Services	53.9%	54.3%	54.8%
Public Administration	4.5%	5.3%	5.7%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	4,411	25,367	66,984
White Collar	65.7%	63.7%	68.2%
Management/Business/Financial	14.7%	14.9%	16.2%
Professional	24.1%	25.9%	30.0%
Sales	12.3%	9.0%	7.9%
Administrative Support	14.6%	14.0%	14.2%
Services	24.0%	21.3%	18.4%
Blue Collar	10.3%	15.0%	13.4%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	0.6%	1.7%	2.3%
Installation/Maintenance/Repair	1.8%	3.1%	2.2%
Production	3.9%	4.9%	4.5%
Transportation/Material Moving	3.8%	5.1%	4.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	6,833	41,031	106,035
Population Inside Urbanized Area	96.2%	97.6%	97.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	3.8%	2.4%	2.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Households by Type</b>			
Total	3,225	18,201	47,316
Households with 1 Person	33.0%	33.9%	33.4%
Households with 2+ People	67.0%	66.1%	66.6%
Family Households	53.0%	53.2%	53.4%
Husband-wife Families	37.3%	36.2%	38.9%
With Related Children	15.8%	14.7%	15.6%
Other Family (No Spouse Present)	15.7%	17.1%	14.5%
Other Family with Male Householder	4.9%	4.8%	4.1%
With Related Children	2.6%	2.6%	2.3%
Other Family with Female Householder	10.8%	12.3%	10.4%
With Related Children	7.3%	8.7%	7.2%
Nonfamily Households	14.0%	12.9%	13.2%
All Households with Children	26.0%	26.5%	25.6%
Multigenerational Households	2.5%	2.2%	1.8%
Unmarried Partner Households	10.1%	10.7%	10.1%
Male-female	9.0%	9.1%	8.5%
Same-sex	1.1%	1.6%	1.6%
<b>2010 Households by Size</b>			
Total	3,222	18,200	47,315
1 Person Household	33.1%	33.9%	33.4%
2 Person Household	35.5%	35.5%	36.3%
3 Person Household	15.4%	14.8%	14.6%
4 Person Household	9.0%	9.5%	9.9%
5 Person Household	4.1%	3.8%	3.7%
6 Person Household	1.8%	1.4%	1.3%
7 + Person Household	1.2%	1.1%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,225	18,201	47,315
Owner Occupied	45.6%	55.3%	58.3%
Owned with a Mortgage/Loan	38.7%	43.2%	45.4%
Owned Free and Clear	6.9%	12.1%	13.0%
Renter Occupied	54.4%	44.7%	41.7%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,459	19,313	49,960
Housing Units Inside Urbanized Area	96.2%	97.6%	97.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	3.8%	2.4%	2.5%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
1. Bright Young Professionals	Bright Young Professionals	Emerald City (8B)	Emerald City (8B)
2. Young and Restless (11B)	Emerald City (8B)	Parks and Rec (5C)	Parks and Rec (5C)
3. Enterprising Professionals	Parks and Rec (5C)	Bright Young Professionals	Bright Young Professionals
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$7,259,541	\$37,594,071	\$108,021,336
Average Spent	\$2,153.53	\$1,912.70	\$2,103.06
Spending Potential Index	100	89	97
Education: Total \$	\$4,741,203	\$25,738,944	\$74,695,337
Average Spent	\$1,406.47	\$1,309.54	\$1,454.24
Spending Potential Index	97	90	100
Entertainment/Recreation: Total \$	\$9,810,205	\$52,264,651	\$150,433,843
Average Spent	\$2,910.18	\$2,659.10	\$2,928.78
Spending Potential Index	93	85	94
Food at Home: Total \$	\$16,686,288	\$86,325,672	\$246,146,805
Average Spent	\$4,949.95	\$4,392.05	\$4,792.20
Spending Potential Index	98	87	95
Food Away from Home: Total \$	\$11,491,439	\$58,533,722	\$167,935,446
Average Spent	\$3,408.91	\$2,978.06	\$3,269.52
Spending Potential Index	102	89	98
Health Care: Total \$	\$16,282,530	\$89,231,745	\$257,192,964
Average Spent	\$4,830.18	\$4,539.90	\$5,007.26
Spending Potential Index	86	81	90
HH Furnishings & Equipment: Total \$	\$6,255,501	\$32,829,498	\$94,550,141
Average Spent	\$1,855.68	\$1,670.29	\$1,840.79
Spending Potential Index	95	86	95
Personal Care Products & Services: Total \$	\$2,598,274	\$13,623,208	\$39,157,984
Average Spent	\$770.77	\$693.12	\$762.36
Spending Potential Index	97	87	96
Shelter: Total \$	\$54,502,393	\$287,259,393	\$823,750,089
Average Spent	\$16,168.02	\$14,615.08	\$16,037.50
Spending Potential Index	100	90	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,001,427	\$37,887,194	\$109,486,853
Average Spent	\$2,076.96	\$1,927.61	\$2,131.59
Spending Potential Index	89	82	91
Travel: Total \$	\$6,230,529	\$34,291,478	\$99,691,163
Average Spent	\$1,848.27	\$1,744.67	\$1,940.88
Spending Potential Index	89	84	94
Vehicle Maintenance & Repairs: Total \$	\$3,413,642	\$17,997,486	\$51,545,017
Average Spent	\$1,012.65	\$915.67	\$1,003.52
Spending Potential Index	94	85	94

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.