



Market Profile

3034 Fish Hatchery Rd, Madison, Wisconsin, 53713 2
 3034 Fish Hatchery Rd, Madison, Wisconsin, 53713
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 43.02540
 Longitude: -89.41380

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	7,499	58,194	153,840
2010 Total Population	8,859	60,948	161,907
2017 Total Population	9,777	66,630	174,976
2017 Group Quarters	11	590	10,160
2022 Total Population	10,373	70,711	184,897
2017-2022 Annual Rate	1.19%	1.20%	1.11%
2017 Total Daytime Population	18,208	71,847	240,324
Workers	13,975	42,513	164,814
Residents	4,233	29,334	75,510
Household Summary			
2000 Households	3,505	24,508	64,167
2000 Average Household Size	2.13	2.33	2.20
2010 Households	3,874	25,477	69,117
2010 Average Household Size	2.28	2.37	2.20
2017 Households	4,212	27,924	75,390
2017 Average Household Size	2.32	2.36	2.19
2022 Households	4,471	29,702	80,183
2022 Average Household Size	2.32	2.36	2.18
2017-2022 Annual Rate	1.20%	1.24%	1.24%
2010 Families	2,086	13,878	30,969
2010 Average Family Size	2.94	3.02	2.90
2017 Families	2,256	15,019	33,108
2017 Average Family Size	2.98	3.01	2.88
2022 Families	2,392	15,903	34,898
2022 Average Family Size	2.97	3.01	2.87
2017-2022 Annual Rate	1.18%	1.15%	1.06%
Housing Unit Summary			
2000 Housing Units	3,722	25,707	66,859
Owner Occupied Housing Units	21.8%	45.0%	39.9%
Renter Occupied Housing Units	72.4%	50.3%	56.1%
Vacant Housing Units	5.8%	4.7%	4.0%
2010 Housing Units	4,332	27,273	73,622
Owner Occupied Housing Units	28.0%	47.0%	41.1%
Renter Occupied Housing Units	61.4%	46.5%	52.8%
Vacant Housing Units	10.6%	6.6%	6.1%
2017 Housing Units	4,650	29,742	80,107
Owner Occupied Housing Units	26.3%	44.2%	38.2%
Renter Occupied Housing Units	64.3%	49.7%	55.9%
Vacant Housing Units	9.4%	6.1%	5.9%
2022 Housing Units	4,939	31,650	85,262
Owner Occupied Housing Units	26.9%	44.1%	37.9%
Renter Occupied Housing Units	63.6%	49.7%	56.2%
Vacant Housing Units	9.5%	6.2%	6.0%
Median Household Income			
2017	\$48,907	\$57,639	\$52,750
2022	\$61,261	\$67,075	\$61,496
Median Home Value			
2017	\$275,497	\$272,414	\$261,303
2022	\$317,778	\$295,752	\$284,812
Per Capita Income			
2017	\$30,519	\$35,174	\$33,404
2022	\$36,850	\$39,819	\$38,339
Median Age			
2010	29.1	31.8	28.9
2017	29.9	32.8	29.6
2022	29.6	32.9	29.6

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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2017 Households by Income			
Household Income Base	4,212	27,924	75,380
<\$15,000	12.0%	10.5%	16.2%
\$15,000 - \$24,999	9.6%	10.0%	10.6%
\$25,000 - \$34,999	12.5%	10.5%	9.7%
\$35,000 - \$49,999	16.8%	12.2%	11.1%
\$50,000 - \$74,999	16.1%	17.3%	15.8%
\$75,000 - \$99,999	14.3%	13.1%	12.1%
\$100,000 - \$149,999	9.4%	13.8%	13.3%
\$150,000 - \$199,999	3.5%	5.8%	5.5%
\$200,000+	5.9%	6.8%	5.7%
Average Household Income	\$73,980	\$83,652	\$76,648
2022 Households by Income			
Household Income Base	4,471	29,702	80,173
<\$15,000	10.3%	9.7%	15.3%
\$15,000 - \$24,999	7.8%	8.8%	9.2%
\$25,000 - \$34,999	10.1%	8.8%	8.1%
\$35,000 - \$49,999	13.2%	10.1%	9.1%
\$50,000 - \$74,999	16.0%	16.7%	15.2%
\$75,000 - \$99,999	18.5%	15.9%	14.9%
\$100,000 - \$149,999	12.7%	16.1%	15.5%
\$150,000 - \$199,999	4.2%	6.4%	6.2%
\$200,000+	7.3%	7.5%	6.5%
Average Household Income	\$89,082	\$94,561	\$87,624
2017 Owner Occupied Housing Units by Value			
Total	1,224	13,138	30,550
<\$50,000	0.7%	3.6%	2.2%
\$50,000 - \$99,999	2.2%	2.4%	1.9%
\$100,000 - \$149,999	15.8%	4.6%	4.4%
\$150,000 - \$199,999	10.5%	13.7%	14.9%
\$200,000 - \$249,999	14.5%	17.9%	22.6%
\$250,000 - \$299,999	12.3%	17.5%	17.8%
\$300,000 - \$399,999	20.2%	20.7%	18.3%
\$400,000 - \$499,999	11.4%	9.8%	7.9%
\$500,000 - \$749,999	9.2%	7.8%	6.8%
\$750,000 - \$999,999	1.3%	1.2%	1.8%
\$1,000,000 +	1.8%	0.8%	1.4%
Average Home Value	\$320,029	\$306,787	\$308,905
2022 Owner Occupied Housing Units by Value			
Total	1,329	13,961	32,275
<\$50,000	0.3%	2.2%	1.4%
\$50,000 - \$99,999	1.9%	1.9%	1.4%
\$100,000 - \$149,999	12.6%	3.6%	3.4%
\$150,000 - \$199,999	7.0%	10.8%	11.6%
\$200,000 - \$249,999	11.9%	15.7%	20.1%
\$250,000 - \$299,999	12.1%	17.2%	17.5%
\$300,000 - \$399,999	23.7%	23.1%	20.9%
\$400,000 - \$499,999	16.4%	13.3%	11.1%
\$500,000 - \$749,999	10.8%	9.7%	8.8%
\$750,000 - \$999,999	1.1%	1.2%	1.9%
\$1,000,000 +	2.3%	1.2%	2.0%
Average Home Value	\$351,447	\$334,880	\$338,868

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.

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2010 Population by Age			
Total	8,859	60,947	161,907
0 - 4	9.2%	7.3%	5.5%
5 - 9	7.4%	6.4%	4.7%
10 - 14	5.5%	5.6%	4.2%
15 - 24	16.1%	17.6%	27.1%
25 - 34	24.2%	18.2%	18.8%
35 - 44	12.4%	12.5%	10.8%
45 - 54	10.8%	12.5%	10.6%
55 - 64	8.0%	11.4%	9.7%
65 - 74	3.8%	5.1%	4.5%
75 - 84	2.1%	2.5%	2.7%
85 +	0.7%	0.9%	1.4%
18 +	74.7%	77.5%	83.1%
2017 Population by Age			
Total	9,777	66,631	174,975
0 - 4	8.5%	6.6%	4.9%
5 - 9	6.6%	6.1%	4.5%
10 - 14	5.3%	5.7%	4.2%
15 - 24	17.0%	17.8%	27.2%
25 - 34	23.4%	17.1%	17.7%
35 - 44	13.1%	12.5%	11.3%
45 - 54	9.6%	11.2%	9.5%
55 - 64	8.4%	11.2%	9.7%
65 - 74	5.0%	7.6%	6.5%
75 - 84	2.2%	2.9%	2.9%
85 +	0.9%	1.1%	1.6%
18 +	76.3%	78.3%	83.5%
2022 Population by Age			
Total	10,372	70,711	184,895
0 - 4	8.8%	6.8%	5.0%
5 - 9	6.2%	5.8%	4.3%
10 - 14	4.6%	5.4%	4.1%
15 - 24	16.9%	17.6%	26.8%
25 - 34	24.9%	17.6%	18.1%
35 - 44	13.0%	12.4%	11.3%
45 - 54	8.6%	10.5%	8.9%
55 - 64	8.0%	10.4%	9.0%
65 - 74	5.4%	8.5%	7.3%
75 - 84	2.6%	3.9%	3.6%
85 +	0.9%	1.2%	1.6%
18 +	77.5%	78.8%	83.9%
2010 Population by Sex			
Males	4,473	30,564	81,276
Females	4,386	30,384	80,631
2017 Population by Sex			
Males	4,978	33,445	88,237
Females	4,799	33,185	86,739
2022 Population by Sex			
Males	5,289	35,406	93,228
Females	5,083	35,305	91,669

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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2010 Population by Race/Ethnicity			
Total	8,860	60,948	161,907
White Alone	60.3%	72.5%	77.4%
Black Alone	17.7%	10.4%	7.6%
American Indian Alone	0.5%	0.6%	0.4%
Asian Alone	4.2%	5.7%	7.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	12.6%	7.5%	4.0%
Two or More Races	4.7%	3.4%	3.0%
Hispanic Origin	24.6%	15.0%	9.0%
Diversity Index	75.0	59.8	48.9
2017 Population by Race/Ethnicity			
Total	9,777	66,630	174,977
White Alone	58.1%	69.9%	74.4%
Black Alone	17.2%	10.3%	7.6%
American Indian Alone	0.5%	0.6%	0.5%
Asian Alone	5.5%	7.2%	9.6%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	13.5%	8.2%	4.5%
Two or More Races	5.2%	3.9%	3.5%
Hispanic Origin	26.1%	16.3%	9.8%
Diversity Index	77.3	63.4	53.2
2022 Population by Race/Ethnicity			
Total	10,374	70,709	184,897
White Alone	55.9%	67.6%	72.0%
Black Alone	17.1%	10.3%	7.7%
American Indian Alone	0.5%	0.6%	0.5%
Asian Alone	6.3%	8.3%	11.1%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	14.6%	8.9%	4.9%
Two or More Races	5.5%	4.2%	3.8%
Hispanic Origin	27.9%	17.7%	10.8%
Diversity Index	79.4	66.4	56.7
2010 Population by Relationship and Household Type			
Total	8,859	60,948	161,907
In Households	99.9%	99.0%	93.8%
In Family Households	73.2%	71.1%	57.1%
Householder	22.7%	22.8%	19.1%
Spouse	13.4%	16.5%	14.4%
Child	28.0%	26.0%	19.5%
Other relative	5.2%	3.5%	2.3%
Nonrelative	3.9%	2.5%	1.7%
In Nonfamily Households	26.7%	27.9%	36.6%
In Group Quarters	0.1%	1.0%	6.2%
Institutionalized Population	0.1%	0.1%	1.2%
Noninstitutionalized Population	0.1%	0.9%	5.1%

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.



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2017 Population 25+ by Educational Attainment			
Total	6,118	42,513	103,451
Less than 9th Grade	3.9%	4.2%	2.5%
9th - 12th Grade, No Diploma	3.4%	4.3%	2.9%
High School Graduate	17.5%	12.5%	11.1%
GED/Alternative Credential	5.6%	2.8%	2.5%
Some College, No Degree	19.3%	17.1%	15.6%
Associate Degree	8.8%	7.0%	7.4%
Bachelor's Degree	26.4%	27.7%	30.7%
Graduate/Professional Degree	15.1%	24.4%	27.3%
2017 Population 15+ by Marital Status			
Total	7,783	54,369	150,957
Never Married	54.5%	45.0%	53.2%
Married	32.2%	42.9%	35.9%
Widowed	2.8%	2.9%	2.8%
Divorced	10.5%	9.2%	8.1%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	95.3%	96.1%	96.5%
Civilian Unemployed (Unemployment Rate)	4.7%	3.9%	3.5%
2017 Employed Population 16+ by Industry			
Total	5,653	38,098	100,927
Agriculture/Mining	1.3%	1.0%	0.7%
Construction	2.6%	2.8%	2.5%
Manufacturing	5.2%	8.5%	7.5%
Wholesale Trade	2.1%	2.0%	1.7%
Retail Trade	11.9%	9.5%	9.0%
Transportation/Utilities	1.8%	2.0%	1.6%
Information	3.2%	2.6%	2.7%
Finance/Insurance/Real Estate	4.5%	6.9%	6.3%
Services	63.0%	60.3%	63.8%
Public Administration	4.3%	4.3%	4.2%
2017 Employed Population 16+ by Occupation			
Total	5,654	38,097	100,930
White Collar	54.6%	68.0%	70.8%
Management/Business/Financial	14.4%	15.3%	15.2%
Professional	21.4%	32.5%	36.6%
Sales	10.2%	9.2%	8.0%
Administrative Support	8.6%	10.9%	11.0%
Services	34.2%	19.9%	19.0%
Blue Collar	11.2%	12.1%	10.3%
Farming/Forestry/Fishing	0.1%	0.5%	0.4%
Construction/Extraction	2.3%	2.2%	1.8%
Installation/Maintenance/Repair	3.5%	1.8%	1.2%
Production	2.8%	4.3%	4.2%
Transportation/Material Moving	2.5%	3.3%	2.7%
2010 Population By Urban/ Rural Status			
Total Population	8,859	60,948	161,907
Population Inside Urbanized Area	100.0%	98.1%	97.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.9%	2.8%

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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2010 Households by Type			
Total	3,875	25,477	69,117
Households with 1 Person	32.5%	31.1%	36.2%
Households with 2+ People	67.5%	68.9%	63.8%
Family Households	53.8%	54.5%	44.8%
Husband-wife Families	32.2%	39.4%	33.9%
With Related Children	15.5%	18.1%	14.4%
Other Family (No Spouse Present)	21.7%	15.1%	10.9%
Other Family with Male Householder	6.2%	4.5%	3.2%
With Related Children	3.4%	2.5%	1.7%
Other Family with Female Householder	15.4%	10.6%	7.7%
With Related Children	12.3%	7.7%	5.4%
Nonfamily Households	13.6%	14.5%	19.0%
All Households with Children	31.9%	28.7%	21.7%
Multigenerational Households	2.0%	1.8%	1.2%
Unmarried Partner Households	12.2%	9.1%	8.1%
Male-female	10.8%	7.7%	6.8%
Same-sex	1.4%	1.4%	1.2%
2010 Households by Size			
Total	3,875	25,477	69,116
1 Person Household	32.5%	31.1%	36.2%
2 Person Household	32.9%	34.2%	33.9%
3 Person Household	14.7%	14.6%	13.5%
4 Person Household	11.0%	11.9%	10.4%
5 Person Household	5.5%	5.1%	3.9%
6 Person Household	2.2%	1.8%	1.3%
7 + Person Household	1.2%	1.3%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	3,874	25,477	69,117
Owner Occupied	31.4%	50.3%	43.7%
Owned with a Mortgage/Loan	25.8%	38.0%	32.9%
Owned Free and Clear	5.6%	12.3%	10.9%
Renter Occupied	68.6%	49.7%	56.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,332	27,273	73,622
Housing Units Inside Urbanized Area	100.0%	98.1%	97.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.9%	2.3%

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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Top 3 Tapestry Segments			
	1. Young and Restless (11B)	In Style (5B)	Dorms to Diplomas (14C)
	2. Emerald City (8B)	Young and Restless (11B)	In Style (5B)
	3. Metro Renters (3B)	Emerald City (8B)	Metro Renters (3B)
2017 Consumer Spending			
Apparel & Services: Total \$	\$8,891,425	\$65,213,446	\$162,870,327
Average Spent	\$2,110.97	\$2,335.39	\$2,160.37
Spending Potential Index	98	108	100
Education: Total \$	\$6,055,597	\$47,882,247	\$132,513,697
Average Spent	\$1,437.70	\$1,714.73	\$1,757.71
Spending Potential Index	99	118	121
Entertainment/Recreation: Total \$	\$11,913,156	\$89,409,510	\$221,186,931
Average Spent	\$2,828.38	\$3,201.89	\$2,933.90
Spending Potential Index	91	103	94
Food at Home: Total \$	\$20,528,626	\$148,571,450	\$368,843,174
Average Spent	\$4,873.84	\$5,320.56	\$4,892.47
Spending Potential Index	97	106	97
Food Away from Home: Total \$	\$14,122,226	\$101,856,183	\$256,291,118
Average Spent	\$3,352.86	\$3,647.62	\$3,399.54
Spending Potential Index	101	109	102
Health Care: Total \$	\$19,456,182	\$149,899,470	\$363,789,977
Average Spent	\$4,619.23	\$5,368.12	\$4,825.44
Spending Potential Index	83	96	86
HH Furnishings & Equipment: Total \$	\$7,574,242	\$56,606,647	\$140,824,371
Average Spent	\$1,798.25	\$2,027.17	\$1,867.94
Spending Potential Index	92	104	96
Personal Care Products & Services: Total \$	\$3,166,831	\$23,387,785	\$57,705,618
Average Spent	\$751.86	\$837.55	\$765.43
Spending Potential Index	94	105	96
Shelter: Total \$	\$67,696,663	\$494,019,670	\$1,239,627,317
Average Spent	\$16,072.33	\$17,691.58	\$16,442.86
Spending Potential Index	99	109	101
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,415,036	\$64,679,333	\$156,501,938
Average Spent	\$1,997.87	\$2,316.26	\$2,075.90
Spending Potential Index	85	99	89
Travel: Total \$	\$7,513,169	\$58,411,867	\$142,598,786
Average Spent	\$1,783.75	\$2,091.82	\$1,891.48
Spending Potential Index	86	101	91
Vehicle Maintenance & Repairs: Total \$	\$4,156,681	\$30,874,637	\$76,341,982
Average Spent	\$986.87	\$1,105.67	\$1,012.63
Spending Potential Index	92	103	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.