



Market Profile

103 W Broadway, Madison, Wisconsin, 53716 2
 103 W Broadway, Madison, Wisconsin, 53716
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 43.04786
 Longitude: -89.32495

	3 minutes	5 minutes	10 minutes
Population Summary			
2000 Total Population	3,337	8,013	67,546
2010 Total Population	3,310	7,801	70,820
2019 Total Population	3,846	8,852	79,572
2019 Group Quarters	9	48	1,783
2024 Total Population	4,058	9,359	84,627
2019-2024 Annual Rate	1.08%	1.12%	1.24%
2019 Total Daytime Population	8,134	14,643	100,298
Workers	6,293	10,382	64,291
Residents	1,841	4,261	36,007
Household Summary			
2000 Households	1,634	3,610	29,083
2000 Average Household Size	2.03	2.20	2.26
2010 Households	1,717	3,745	30,962
2010 Average Household Size	1.92	2.07	2.23
2019 Households	1,951	4,233	34,943
2019 Average Household Size	1.97	2.08	2.23
2024 Households	2,060	4,485	37,309
2024 Average Household Size	1.97	2.08	2.22
2019-2024 Annual Rate	1.09%	1.16%	1.32%
2010 Families	867	1,876	16,247
2010 Average Family Size	2.59	2.79	2.91
2019 Families	990	2,106	17,916
2019 Average Family Size	2.64	2.79	2.91
2024 Families	1,043	2,224	18,948
2024 Average Family Size	2.63	2.79	2.90
2019-2024 Annual Rate	1.05%	1.10%	1.13%
Housing Unit Summary			
2000 Housing Units	1,782	3,822	30,259
Owner Occupied Housing Units	47.7%	51.4%	51.3%
Renter Occupied Housing Units	44.0%	43.1%	44.8%
Vacant Housing Units	8.3%	5.5%	3.9%
2010 Housing Units	1,918	4,059	33,019
Owner Occupied Housing Units	45.3%	50.0%	51.0%
Renter Occupied Housing Units	44.2%	42.3%	42.8%
Vacant Housing Units	10.5%	7.7%	6.2%
2019 Housing Units	2,159	4,560	37,166
Owner Occupied Housing Units	44.8%	48.6%	49.0%
Renter Occupied Housing Units	45.6%	44.2%	45.0%
Vacant Housing Units	9.6%	7.2%	6.0%
2024 Housing Units	2,273	4,816	39,572
Owner Occupied Housing Units	46.5%	50.3%	49.6%
Renter Occupied Housing Units	44.1%	42.8%	44.7%
Vacant Housing Units	9.4%	6.9%	5.7%
Median Household Income			
2019	\$58,906	\$59,946	\$61,496
2024	\$71,731	\$70,714	\$71,743
Median Home Value			
2019	\$233,301	\$226,947	\$222,790
2024	\$250,558	\$246,752	\$238,998
Per Capita Income			
2019	\$38,536	\$39,096	\$34,916
2024	\$44,954	\$45,356	\$40,321
Median Age			
2010	41.8	42.4	34.5
2019	42.1	43.0	36.0
2024	43.1	43.7	35.8

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	1,951	4,233	34,933
<\$15,000	10.7%	9.6%	9.7%
\$15,000 - \$24,999	8.5%	7.3%	7.8%
\$25,000 - \$34,999	10.4%	9.2%	8.8%
\$35,000 - \$49,999	13.2%	14.7%	13.6%
\$50,000 - \$74,999	16.3%	18.6%	18.2%
\$75,000 - \$99,999	15.6%	16.7%	15.1%
\$100,000 - \$149,999	13.7%	12.8%	16.3%
\$150,000 - \$199,999	6.4%	6.5%	6.3%
\$200,000+	5.2%	4.7%	4.2%
Average Household Income	\$80,063	\$79,837	\$79,750
2024 Households by Income			
Household Income Base	2,060	4,485	37,299
<\$15,000	7.7%	6.9%	7.4%
\$15,000 - \$24,999	7.1%	6.1%	6.6%
\$25,000 - \$34,999	8.9%	7.8%	7.6%
\$35,000 - \$49,999	12.1%	13.5%	12.6%
\$50,000 - \$74,999	15.8%	17.9%	17.4%
\$75,000 - \$99,999	16.9%	17.9%	15.6%
\$100,000 - \$149,999	16.6%	15.4%	19.0%
\$150,000 - \$199,999	8.8%	8.9%	8.7%
\$200,000+	6.1%	5.5%	5.0%
Average Household Income	\$93,390	\$92,412	\$91,719
2019 Owner Occupied Housing Units by Value			
Total	967	2,216	18,223
<\$50,000	1.0%	0.8%	1.6%
\$50,000 - \$99,999	1.9%	3.0%	2.3%
\$100,000 - \$149,999	3.8%	3.6%	7.5%
\$150,000 - \$199,999	25.6%	30.8%	28.3%
\$200,000 - \$249,999	26.5%	22.0%	22.4%
\$250,000 - \$299,999	19.3%	16.4%	14.7%
\$300,000 - \$399,999	10.0%	11.2%	12.1%
\$400,000 - \$499,999	5.3%	4.5%	4.5%
\$500,000 - \$749,999	5.3%	6.1%	4.4%
\$750,000 - \$999,999	0.8%	0.8%	1.3%
\$1,000,000 - \$1,499,999	0.2%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.1%
\$2,000,000 +	0.0%	0.4%	0.4%
Average Home Value	\$269,312	\$274,684	\$268,465
2024 Owner Occupied Housing Units by Value			
Total	1,058	2,423	19,632
<\$50,000	0.7%	0.5%	1.1%
\$50,000 - \$99,999	1.2%	1.9%	1.8%
\$100,000 - \$149,999	2.5%	2.3%	5.9%
\$150,000 - \$199,999	20.7%	25.6%	24.4%
\$200,000 - \$249,999	24.8%	21.0%	21.6%
\$250,000 - \$299,999	21.2%	18.1%	16.2%
\$300,000 - \$399,999	12.7%	14.1%	14.6%
\$400,000 - \$499,999	7.8%	6.4%	6.1%
\$500,000 - \$749,999	7.2%	8.4%	5.7%
\$750,000 - \$999,999	1.1%	1.0%	1.6%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.1%
\$2,000,000 +	0.0%	0.3%	0.5%
Average Home Value	\$293,744	\$298,649	\$290,201

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	3,313	7,799	70,819
0 - 4	5.9%	5.6%	6.4%
5 - 9	4.6%	4.6%	5.5%
10 - 14	4.4%	4.3%	5.1%
15 - 24	11.6%	11.0%	15.8%
25 - 34	15.2%	15.6%	18.1%
35 - 44	12.4%	12.3%	12.8%
45 - 54	15.5%	15.3%	13.9%
55 - 64	12.7%	13.3%	11.7%
65 - 74	7.6%	8.0%	5.6%
75 - 84	6.4%	6.7%	3.5%
85 +	3.4%	3.3%	1.6%
18 +	81.4%	82.3%	79.9%
2019 Population by Age			
Total	3,849	8,851	79,569
0 - 4	5.6%	5.2%	5.7%
5 - 9	5.4%	5.0%	5.3%
10 - 14	5.2%	4.9%	5.3%
15 - 24	10.2%	9.9%	15.4%
25 - 34	14.3%	14.5%	16.9%
35 - 44	13.0%	12.9%	13.1%
45 - 54	12.1%	12.2%	11.5%
55 - 64	14.5%	14.6%	12.2%
65 - 74	10.3%	11.0%	8.6%
75 - 84	5.8%	6.2%	4.0%
85 +	3.6%	3.6%	1.9%
18 +	81.0%	82.1%	80.8%
2024 Population by Age			
Total	4,056	9,360	84,627
0 - 4	5.5%	5.1%	5.7%
5 - 9	5.3%	4.8%	5.2%
10 - 14	5.2%	4.9%	5.1%
15 - 24	10.3%	10.1%	15.7%
25 - 34	14.5%	14.6%	17.4%
35 - 44	11.6%	12.1%	12.4%
45 - 54	11.7%	11.7%	11.2%
55 - 64	13.2%	13.1%	11.0%
65 - 74	11.9%	12.6%	9.3%
75 - 84	7.2%	7.4%	5.1%
85 +	3.6%	3.5%	2.0%
18 +	81.0%	82.3%	81.0%
2010 Population by Sex			
Males	1,608	3,741	35,783
Females	1,702	4,060	35,037
2019 Population by Sex			
Males	1,870	4,259	40,255
Females	1,976	4,593	39,317
2024 Population by Sex			
Males	1,961	4,502	42,749
Females	2,096	4,857	41,878

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	3,311	7,802	70,820
White Alone	84.9%	85.9%	78.5%
Black Alone	6.6%	5.8%	8.6%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	2.7%	2.5%	4.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.8%	2.7%	5.2%
Two or More Races	2.7%	2.7%	3.1%
Hispanic Origin	6.6%	6.4%	10.7%
Diversity Index	36.3	34.7	49.4
2019 Population by Race/Ethnicity			
Total	3,845	8,852	79,572
White Alone	80.8%	82.2%	75.6%
Black Alone	7.6%	6.7%	8.8%
American Indian Alone	0.3%	0.5%	0.5%
Asian Alone	4.2%	3.8%	5.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.4%	3.4%	5.8%
Two or More Races	3.6%	3.5%	3.8%
Hispanic Origin	8.0%	7.9%	11.9%
Diversity Index	43.6	41.8	54.0
2024 Population by Race/Ethnicity			
Total	4,059	9,360	84,627
White Alone	78.7%	80.2%	73.5%
Black Alone	8.0%	7.0%	9.0%
American Indian Alone	0.3%	0.5%	0.5%
Asian Alone	5.0%	4.5%	6.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.8%	3.9%	6.4%
Two or More Races	4.1%	3.9%	4.2%
Hispanic Origin	8.9%	8.9%	13.0%
Diversity Index	47.4	45.6	57.3
2010 Population by Relationship and Household Type			
Total	3,310	7,801	70,820
In Households	99.8%	99.4%	97.5%
In Family Households	70.2%	69.1%	69.1%
Householder	24.6%	24.5%	22.8%
Spouse	17.6%	17.9%	16.5%
Child	23.3%	22.6%	24.5%
Other relative	2.2%	2.0%	2.8%
Nonrelative	2.4%	2.1%	2.5%
In Nonfamily Households	29.6%	30.3%	28.3%
In Group Quarters	0.2%	0.6%	2.5%
Institutionalized Population	0.0%	0.0%	1.7%
Noninstitutionalized Population	0.2%	0.6%	0.9%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	2,831	6,633	54,324
Less than 9th Grade	0.7%	0.9%	2.7%
9th - 12th Grade, No Diploma	2.6%	2.9%	3.5%
High School Graduate	16.8%	16.7%	16.6%
GED/Alternative Credential	1.7%	2.0%	2.5%
Some College, No Degree	20.4%	20.5%	18.2%
Associate Degree	11.4%	10.3%	11.0%
Bachelor's Degree	28.4%	27.4%	27.8%
Graduate/Professional Degree	18.1%	19.2%	17.7%
2019 Population 15+ by Marital Status			
Total	3,222	7,513	66,604
Never Married	35.9%	37.3%	44.1%
Married	42.3%	42.1%	41.1%
Widowed	6.7%	5.8%	3.6%
Divorced	15.1%	14.9%	11.2%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.9%	97.0%	96.7%
Civilian Unemployed (Unemployment Rate)	3.1%	3.0%	3.3%
2019 Employed Population 16+ by Industry			
Total	2,052	4,683	44,099
Agriculture/Mining	0.3%	0.4%	0.5%
Construction	7.0%	5.6%	4.6%
Manufacturing	7.2%	8.3%	8.4%
Wholesale Trade	3.3%	2.1%	2.2%
Retail Trade	14.3%	12.8%	9.8%
Transportation/Utilities	3.3%	4.0%	3.4%
Information	3.9%	3.4%	2.8%
Finance/Insurance/Real Estate	11.6%	11.3%	7.8%
Services	43.0%	45.1%	54.9%
Public Administration	6.0%	7.0%	5.6%
2019 Employed Population 16+ by Occupation			
Total	2,053	4,683	44,099
White Collar	76.2%	73.9%	68.6%
Management/Business/Financial	19.2%	18.0%	15.7%
Professional	28.1%	27.7%	30.5%
Sales	13.0%	11.4%	9.4%
Administrative Support	16.0%	16.7%	13.0%
Services	11.4%	13.0%	16.9%
Blue Collar	12.5%	13.1%	14.5%
Farming/Forestry/Fishing	0.3%	0.3%	0.3%
Construction/Extraction	2.8%	2.3%	3.0%
Installation/Maintenance/Repair	2.5%	2.3%	2.1%
Production	3.8%	4.4%	4.6%
Transportation/Material Moving	3.1%	3.7%	4.5%
2010 Population By Urban/ Rural Status			
Total Population	3,310	7,801	70,820
Population Inside Urbanized Area	100.0%	100.0%	98.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	1.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	1,716	3,745	30,962
Households with 1 Person	40.2%	40.3%	34.5%
Households with 2+ People	59.8%	59.7%	65.5%
Family Households	50.5%	50.1%	52.5%
Husband-wife Families	36.5%	36.6%	37.9%
With Related Children	12.9%	12.6%	15.5%
Other Family (No Spouse Present)	14.1%	13.5%	14.5%
Other Family with Male Householder	3.6%	3.5%	4.3%
With Related Children	2.0%	2.0%	2.4%
Other Family with Female Householder	10.5%	10.0%	10.3%
With Related Children	6.8%	6.2%	7.1%
Nonfamily Households	9.3%	9.6%	13.1%
All Households with Children	22.1%	21.1%	25.5%
Multigenerational Households	1.3%	1.4%	1.9%
Unmarried Partner Households	8.2%	8.3%	9.3%
Male-female	6.9%	6.9%	7.9%
Same-sex	1.3%	1.4%	1.4%
2010 Households by Size			
Total	1,717	3,745	30,961
1 Person Household	40.2%	40.3%	34.5%
2 Person Household	34.3%	35.3%	34.5%
3 Person Household	12.8%	12.2%	14.2%
4 Person Household	8.7%	8.3%	10.3%
5 Person Household	2.6%	2.6%	4.2%
6 Person Household	0.8%	0.8%	1.4%
7 + Person Household	0.6%	0.6%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	1,717	3,745	30,962
Owner Occupied	50.6%	54.2%	54.4%
Owned with a Mortgage/Loan	36.9%	39.1%	41.5%
Owned Free and Clear	13.7%	15.0%	12.9%
Renter Occupied	49.4%	45.8%	45.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,918	4,059	33,019
Housing Units Inside Urbanized Area	100.0%	100.0%	98.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	1.6%

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.

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Top 3 Tapestry Segments			
1.	Retirement Communities (9E)	Retirement Communities	Parks and Rec (5C)
2.	Old and Newcomers (8F)	Parks and Rec (5C)	Emerald City (8B)
3.	Young and Restless (11B)	Old and Newcomers (8F)	Young and Restless (11B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$3,900,238	\$8,354,710	\$70,721,116
Average Spent	\$1,999.10	\$1,973.71	\$2,023.90
Spending Potential Index	93	92	94
Education: Total \$	\$2,687,788	\$5,903,175	\$51,984,282
Average Spent	\$1,377.65	\$1,394.56	\$1,487.69
Spending Potential Index	86	88	93
Entertainment/Recreation: Total \$	\$5,822,169	\$12,569,614	\$102,989,331
Average Spent	\$2,984.20	\$2,969.43	\$2,947.35
Spending Potential Index	91	91	90
Food at Home: Total \$	\$9,546,735	\$20,421,591	\$167,619,450
Average Spent	\$4,893.25	\$4,824.38	\$4,796.94
Spending Potential Index	95	93	93
Food Away from Home: Total \$	\$6,728,501	\$14,388,590	\$122,018,146
Average Spent	\$3,448.74	\$3,399.15	\$3,491.92
Spending Potential Index	94	93	95
Health Care: Total \$	\$10,823,562	\$23,288,614	\$183,254,276
Average Spent	\$5,547.70	\$5,501.68	\$5,244.38
Spending Potential Index	93	93	88
HH Furnishings & Equipment: Total \$	\$3,861,711	\$8,304,820	\$68,882,310
Average Spent	\$1,979.35	\$1,961.92	\$1,971.28
Spending Potential Index	93	92	92
Personal Care Products & Services: Total \$	\$1,645,745	\$3,520,997	\$28,952,844
Average Spent	\$843.54	\$831.80	\$828.57
Spending Potential Index	95	94	93
Shelter: Total \$	\$34,135,707	\$73,961,330	\$611,206,980
Average Spent	\$17,496.52	\$17,472.56	\$17,491.54
Spending Potential Index	95	94	95
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,652,142	\$9,986,859	\$77,397,774
Average Spent	\$2,384.49	\$2,359.29	\$2,214.97
Spending Potential Index	96	95	89
Travel: Total \$	\$3,916,585	\$8,549,523	\$69,787,303
Average Spent	\$2,007.48	\$2,019.73	\$1,997.18
Spending Potential Index	89	90	89
Vehicle Maintenance & Repairs: Total \$	\$2,281,565	\$4,859,787	\$38,636,668
Average Spent	\$1,169.43	\$1,148.07	\$1,105.71
Spending Potential Index	102	100	97

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.