



Market Profile

1858 E Washington Ave, Madison, Wisconsin, 53704 4
 1858 E Washington Ave, Madison, Wisconsin, 53704
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 43.09181
 Longitude: -89.36017

	3 minutes	5 minutes	10 minutes
Population Summary			
2000 Total Population	7,879	24,071	86,312
2010 Total Population	7,868	24,138	88,233
2019 Total Population	9,275	27,530	100,196
2019 Group Quarters	129	242	7,479
2024 Total Population	9,960	29,591	107,048
2019-2024 Annual Rate	1.44%	1.45%	1.33%
2019 Total Daytime Population	8,397	36,968	140,152
Workers	5,456	28,424	98,212
Residents	2,941	8,544	41,940
Household Summary			
2000 Households	3,996	12,300	37,579
2000 Average Household Size	1.95	1.93	2.05
2010 Households	4,076	12,712	39,532
2010 Average Household Size	1.90	1.88	2.04
2019 Households	4,882	14,692	45,733
2019 Average Household Size	1.87	1.86	2.03
2024 Households	5,265	15,874	49,263
2024 Average Household Size	1.87	1.85	2.02
2019-2024 Annual Rate	1.52%	1.56%	1.50%
2010 Families	1,365	3,948	13,260
2010 Average Family Size	2.61	2.65	2.77
2019 Families	1,583	4,422	14,463
2019 Average Family Size	2.56	2.61	2.74
2024 Families	1,697	4,723	15,249
2024 Average Family Size	2.55	2.60	2.73
2019-2024 Annual Rate	1.40%	1.33%	1.06%
Housing Unit Summary			
2000 Housing Units	4,127	12,696	38,818
Owner Occupied Housing Units	36.6%	35.2%	35.8%
Renter Occupied Housing Units	60.3%	61.7%	61.0%
Vacant Housing Units	3.2%	3.1%	3.2%
2010 Housing Units	4,281	13,482	41,898
Owner Occupied Housing Units	33.8%	33.4%	34.4%
Renter Occupied Housing Units	61.4%	60.9%	60.0%
Vacant Housing Units	4.8%	5.7%	5.6%
2019 Housing Units	5,112	15,515	48,250
Owner Occupied Housing Units	30.1%	30.8%	31.7%
Renter Occupied Housing Units	65.4%	63.9%	63.1%
Vacant Housing Units	4.5%	5.3%	5.2%
2024 Housing Units	5,496	16,700	51,798
Owner Occupied Housing Units	30.6%	31.1%	31.8%
Renter Occupied Housing Units	65.2%	64.0%	63.3%
Vacant Housing Units	4.2%	4.9%	4.9%
Median Household Income			
2019	\$57,028	\$54,262	\$44,982
2024	\$69,713	\$62,753	\$51,382
Median Home Value			
2019	\$266,040	\$259,489	\$199,145
2024	\$278,370	\$274,948	\$216,384
Per Capita Income			
2019	\$43,050	\$41,945	\$29,823
2024	\$50,737	\$48,535	\$34,088
Median Age			
2010	31.9	31.2	27.2
2019	33.9	32.8	27.8
2024	33.7	33.0	27.8

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.



Market Profile

1858 E Washington Ave, Madison, Wisconsin, 53704 4
 1858 E Washington Ave, Madison, Wisconsin, 53704
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 43.09181
 Longitude: -89.36017

	3 minutes	5 minutes	10 minutes
2019 Households by Income			
Household Income Base	4,882	14,692	45,723
<\$15,000	8.0%	12.1%	19.9%
\$15,000 - \$24,999	8.7%	9.5%	11.0%
\$25,000 - \$34,999	10.6%	9.4%	9.5%
\$35,000 - \$49,999	16.1%	14.6%	13.1%
\$50,000 - \$74,999	17.8%	18.5%	16.7%
\$75,000 - \$99,999	10.6%	11.0%	10.9%
\$100,000 - \$149,999	17.0%	14.3%	11.4%
\$150,000 - \$199,999	5.7%	5.0%	3.9%
\$200,000+	5.4%	5.6%	3.6%
Average Household Income	\$81,749	\$78,395	\$64,868
2024 Households by Income			
Household Income Base	5,265	15,874	49,253
<\$15,000	5.7%	9.1%	16.7%
\$15,000 - \$24,999	6.7%	7.8%	10.4%
\$25,000 - \$34,999	8.6%	8.0%	8.9%
\$35,000 - \$49,999	14.5%	13.9%	12.7%
\$50,000 - \$74,999	17.2%	18.5%	16.6%
\$75,000 - \$99,999	11.5%	12.0%	11.7%
\$100,000 - \$149,999	21.4%	17.7%	13.9%
\$150,000 - \$199,999	8.1%	6.9%	5.3%
\$200,000+	6.3%	6.1%	3.8%
Average Household Income	\$96,006	\$90,258	\$73,657
2019 Owner Occupied Housing Units by Value			
Total	1,538	4,780	15,255
<\$50,000	1.0%	1.2%	3.3%
\$50,000 - \$99,999	2.8%	3.5%	2.7%
\$100,000 - \$149,999	7.9%	10.8%	15.2%
\$150,000 - \$199,999	13.1%	15.4%	29.3%
\$200,000 - \$249,999	17.9%	15.7%	15.9%
\$250,000 - \$299,999	22.5%	17.8%	11.1%
\$300,000 - \$399,999	19.9%	19.8%	11.4%
\$400,000 - \$499,999	7.0%	7.3%	4.2%
\$500,000 - \$749,999	2.5%	4.1%	3.7%
\$750,000 - \$999,999	3.5%	2.6%	1.9%
\$1,000,000 - \$1,499,999	1.5%	1.0%	0.8%
\$1,500,000 - \$1,999,999	0.3%	0.4%	0.2%
\$2,000,000 +	0.0%	0.3%	0.4%
Average Home Value	\$309,168	\$305,681	\$258,684
2024 Owner Occupied Housing Units by Value			
Total	1,680	5,188	16,446
<\$50,000	0.7%	0.8%	3.1%
\$50,000 - \$99,999	2.2%	2.8%	2.1%
\$100,000 - \$149,999	5.4%	8.1%	12.4%
\$150,000 - \$199,999	10.4%	13.5%	27.1%
\$200,000 - \$249,999	17.5%	15.6%	16.3%
\$250,000 - \$299,999	24.3%	18.6%	12.2%
\$300,000 - \$399,999	22.6%	22.8%	13.6%
\$400,000 - \$499,999	8.3%	8.5%	5.1%
\$500,000 - \$749,999	2.9%	4.7%	4.5%
\$750,000 - \$999,999	3.7%	2.8%	2.2%
\$1,000,000 - \$1,499,999	1.3%	0.9%	0.8%
\$1,500,000 - \$1,999,999	0.6%	0.7%	0.2%
\$2,000,000 +	0.0%	0.3%	0.3%
Average Home Value	\$327,055	\$323,627	\$275,366

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.



Market Profile

1858 E Washington Ave, Madison, Wisconsin, 53704 4
 1858 E Washington Ave, Madison, Wisconsin, 53704
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 43.09181
 Longitude: -89.36017

	3 minutes	5 minutes	10 minutes
2010 Population by Age			
Total	7,868	24,137	88,233
0 - 4	4.3%	4.2%	4.1%
5 - 9	3.5%	3.3%	3.3%
10 - 14	3.3%	2.9%	2.9%
15 - 24	14.6%	18.4%	34.7%
25 - 34	32.5%	30.4%	19.5%
35 - 44	14.1%	13.2%	10.2%
45 - 54	12.6%	12.1%	10.2%
55 - 64	10.9%	10.6%	8.6%
65 - 74	2.7%	3.0%	3.3%
75 - 84	1.1%	1.3%	2.0%
85 +	0.5%	0.6%	1.1%
18 +	87.1%	87.8%	87.9%
2019 Population by Age			
Total	9,275	27,530	100,196
0 - 4	3.8%	3.8%	3.6%
5 - 9	2.7%	2.9%	3.0%
10 - 14	2.6%	2.7%	2.9%
15 - 24	14.8%	16.9%	34.4%
25 - 34	29.4%	29.7%	19.1%
35 - 44	17.3%	14.9%	10.7%
45 - 54	10.8%	10.4%	8.6%
55 - 64	10.6%	10.8%	8.9%
65 - 74	6.0%	5.8%	5.5%
75 - 84	1.4%	1.6%	2.2%
85 +	0.6%	0.7%	1.2%
18 +	89.0%	88.9%	88.1%
2024 Population by Age			
Total	9,962	29,591	107,049
0 - 4	3.9%	3.8%	3.6%
5 - 9	2.5%	2.7%	2.9%
10 - 14	2.3%	2.5%	2.7%
15 - 24	14.1%	16.6%	34.6%
25 - 34	30.8%	29.6%	19.0%
35 - 44	17.8%	15.6%	10.7%
45 - 54	10.3%	10.1%	8.3%
55 - 64	9.2%	9.8%	8.2%
65 - 74	6.5%	6.4%	6.0%
75 - 84	2.0%	2.3%	2.9%
85 +	0.6%	0.7%	1.2%
18 +	89.8%	89.4%	88.4%
2010 Population by Sex			
Males	3,935	12,314	44,612
Females	3,933	11,824	43,621
2019 Population by Sex			
Males	4,691	14,199	51,090
Females	4,584	13,331	49,106
2024 Population by Sex			
Males	5,011	15,286	54,521
Females	4,949	14,305	52,527

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



Market Profile

1858 E Washington Ave, Madison, Wisconsin, 53704 4
 1858 E Washington Ave, Madison, Wisconsin, 53704
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 43.09181
 Longitude: -89.36017

	3 minutes	5 minutes	10 minutes
2010 Population by Race/Ethnicity			
Total	7,868	24,139	88,234
White Alone	88.1%	87.0%	81.0%
Black Alone	4.7%	5.4%	7.3%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	2.4%	2.7%	5.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.6%	1.6%	2.5%
Two or More Races	2.7%	2.9%	3.2%
Hispanic Origin	4.6%	4.8%	6.3%
Diversity Index	28.8	30.9	41.4
2019 Population by Race/Ethnicity			
Total	9,275	27,530	100,197
White Alone	85.7%	84.5%	77.3%
Black Alone	5.1%	5.8%	7.5%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	3.3%	3.7%	7.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	1.8%	2.9%
Two or More Races	3.5%	3.6%	3.9%
Hispanic Origin	5.5%	5.7%	7.3%
Diversity Index	33.9	35.9	47.2
2024 Population by Race/Ethnicity			
Total	9,960	29,593	107,049
White Alone	83.9%	82.6%	74.9%
Black Alone	5.5%	6.2%	7.8%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	4.0%	4.5%	9.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.2%	2.1%	3.2%
Two or More Races	4.0%	4.1%	4.3%
Hispanic Origin	6.4%	6.5%	8.1%
Diversity Index	37.6	39.6	51.0
2010 Population by Relationship and Household Type			
Total	7,868	24,138	88,233
In Households	98.5%	99.0%	91.5%
In Family Households	47.4%	45.3%	43.5%
Householder	17.2%	16.4%	15.0%
Spouse	12.1%	11.5%	10.0%
Child	14.3%	13.8%	14.5%
Other relative	1.7%	1.8%	2.1%
Nonrelative	2.1%	1.9%	1.9%
In Nonfamily Households	51.1%	53.7%	48.0%
In Group Quarters	1.5%	1.0%	8.5%
Institutionalized Population	0.3%	0.2%	1.3%
Noninstitutionalized Population	1.1%	0.8%	7.2%

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.



Market Profile

1858 E Washington Ave, Madison, Wisconsin, 53704 4
 1858 E Washington Ave, Madison, Wisconsin, 53704
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 43.09181
 Longitude: -89.36017

	3 minutes	5 minutes	10 minutes
2019 Population 25+ by Educational Attainment			
Total	7,057	20,314	56,231
Less than 9th Grade	0.7%	0.9%	2.2%
9th - 12th Grade, No Diploma	2.2%	1.7%	2.9%
High School Graduate	7.1%	7.7%	12.7%
GED/Alternative Credential	3.2%	2.0%	2.6%
Some College, No Degree	17.1%	15.0%	18.0%
Associate Degree	7.3%	7.1%	9.1%
Bachelor's Degree	33.8%	36.2%	30.2%
Graduate/Professional Degree	28.7%	29.5%	22.3%
2019 Population 15+ by Marital Status			
Total	8,433	24,959	90,676
Never Married	59.8%	59.7%	65.9%
Married	29.3%	28.5%	23.0%
Widowed	1.7%	1.7%	2.4%
Divorced	9.2%	10.2%	8.7%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.9%	97.7%	96.7%
Civilian Unemployed (Unemployment Rate)	2.1%	2.3%	3.3%
2019 Employed Population 16+ by Industry			
Total	6,413	19,347	59,621
Agriculture/Mining	0.9%	0.6%	0.3%
Construction	4.0%	2.7%	2.6%
Manufacturing	5.6%	4.8%	6.8%
Wholesale Trade	1.1%	1.4%	1.6%
Retail Trade	6.4%	6.8%	8.0%
Transportation/Utilities	3.1%	2.3%	2.6%
Information	3.7%	3.7%	2.8%
Finance/Insurance/Real Estate	5.8%	6.2%	6.3%
Services	65.2%	66.6%	64.5%
Public Administration	4.1%	4.9%	4.6%
2019 Employed Population 16+ by Occupation			
Total	6,413	19,344	59,618
White Collar	71.9%	74.7%	67.9%
Management/Business/Financial	17.3%	16.3%	13.9%
Professional	39.7%	41.9%	34.1%
Sales	6.8%	6.5%	7.5%
Administrative Support	8.0%	9.9%	12.3%
Services	17.5%	17.2%	21.6%
Blue Collar	10.6%	8.1%	10.6%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.0%	1.5%	1.6%
Installation/Maintenance/Repair	1.0%	0.8%	1.2%
Production	4.0%	3.3%	4.2%
Transportation/Material Moving	3.5%	2.5%	3.4%
2010 Population By Urban/ Rural Status			
Total Population	7,868	24,138	88,233
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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



Market Profile

1858 E Washington Ave, Madison, Wisconsin, 53704 4
 1858 E Washington Ave, Madison, Wisconsin, 53704
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 43.09181
 Longitude: -89.36017

	3 minutes	5 minutes	10 minutes
2010 Households by Type			
Total	4,077	12,712	39,532
Households with 1 Person	42.4%	44.7%	42.0%
Households with 2+ People	57.6%	55.3%	58.0%
Family Households	33.5%	31.1%	33.5%
Husband-wife Families	23.5%	21.7%	22.4%
With Related Children	9.1%	8.1%	8.3%
Other Family (No Spouse Present)	10.0%	9.3%	11.1%
Other Family with Male Householder	3.2%	3.1%	3.3%
With Related Children	1.7%	1.6%	1.6%
Other Family with Female Householder	6.8%	6.3%	7.8%
With Related Children	4.8%	4.2%	5.3%
Nonfamily Households	24.1%	24.2%	24.5%
All Households with Children	15.9%	14.2%	15.6%
Multigenerational Households	0.4%	0.5%	1.1%
Unmarried Partner Households	12.7%	12.2%	9.5%
Male-female	10.4%	9.8%	7.9%
Same-sex	2.3%	2.4%	1.6%
2010 Households by Size			
Total	4,077	12,713	39,533
1 Person Household	42.4%	44.7%	42.0%
2 Person Household	36.3%	35.0%	32.2%
3 Person Household	13.0%	11.9%	12.9%
4 Person Household	6.4%	6.1%	8.2%
5 Person Household	1.4%	1.7%	3.0%
6 Person Household	0.3%	0.4%	1.0%
7 + Person Household	0.2%	0.2%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	4,076	12,712	39,532
Owner Occupied	35.5%	35.4%	36.4%
Owned with a Mortgage/Loan	28.6%	28.2%	28.0%
Owned Free and Clear	6.9%	7.2%	8.5%
Renter Occupied	64.5%	64.6%	63.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,281	13,482	41,898
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

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



Market Profile

1858 E Washington Ave, Madison, Wisconsin, 53704 4
 1858 E Washington Ave, Madison, Wisconsin, 53704
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 43.09181
 Longitude: -89.36017

	3 minutes	5 minutes	10 minutes
Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Metro Renters (3B)	Dorms to Diplomas (14C)
2.	Emerald City (8B)	Emerald City (8B)	Emerald City (8B)
3.	Young and Restless (11B)	College Towns (14B)	Metro Renters (3B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$10,573,401	\$30,333,497	\$78,023,202
Average Spent	\$2,165.79	\$2,064.63	\$1,706.06
Spending Potential Index	101	96	80
Education: Total \$	\$7,263,200	\$21,733,595	\$61,398,108
Average Spent	\$1,487.75	\$1,479.28	\$1,342.53
Spending Potential Index	93	93	84
Entertainment/Recreation: Total \$	\$14,382,255	\$41,996,127	\$108,812,114
Average Spent	\$2,945.98	\$2,858.43	\$2,379.29
Spending Potential Index	90	87	73
Food at Home: Total \$	\$24,087,600	\$69,925,604	\$180,505,775
Average Spent	\$4,933.96	\$4,759.43	\$3,946.95
Spending Potential Index	95	92	76
Food Away from Home: Total \$	\$18,245,820	\$52,427,668	\$136,009,914
Average Spent	\$3,737.37	\$3,568.45	\$2,974.00
Spending Potential Index	102	97	81
Health Care: Total \$	\$24,272,237	\$72,119,156	\$186,849,951
Average Spent	\$4,971.78	\$4,908.74	\$4,085.67
Spending Potential Index	84	83	69
HH Furnishings & Equipment: Total \$	\$9,622,740	\$28,135,329	\$72,766,928
Average Spent	\$1,971.07	\$1,915.01	\$1,591.13
Spending Potential Index	92	90	75
Personal Care Products & Services: Total \$	\$4,136,794	\$12,009,437	\$30,905,041
Average Spent	\$847.36	\$817.41	\$675.77
Spending Potential Index	96	92	76
Shelter: Total \$	\$89,969,116	\$258,360,596	\$672,735,032
Average Spent	\$18,428.74	\$17,585.12	\$14,710.06
Spending Potential Index	100	95	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,326,460	\$30,790,707	\$78,769,236
Average Spent	\$2,115.21	\$2,095.75	\$1,722.37
Spending Potential Index	85	85	69
Travel: Total \$	\$9,699,892	\$28,022,880	\$72,077,178
Average Spent	\$1,986.87	\$1,907.36	\$1,576.04
Spending Potential Index	89	85	70
Vehicle Maintenance & Repairs: Total \$	\$5,357,065	\$16,071,001	\$41,979,597
Average Spent	\$1,097.31	\$1,093.86	\$917.93
Spending Potential Index	96	96	80

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.