



Market Profile

203 W Cottage Grove Rd, Cottage Grove, Wisconsin, 53527 2
 203 W Cottage Grove Rd, Cottage Grove, Wisconsin, 53527
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 43.08684
 Longitude: -89.20078

	3 minutes	5 minutes	10 minutes
Population Summary			
2000 Total Population	3,073	6,123	17,296
2010 Total Population	4,084	8,209	24,984
2019 Total Population	4,570	9,248	29,262
2019 Group Quarters	0	0	167
2024 Total Population	4,895	9,916	31,696
2019-2024 Annual Rate	1.38%	1.40%	1.61%
2019 Total Daytime Population	3,355	6,674	19,641
Workers	1,304	2,549	6,216
Residents	2,051	4,125	13,425
Household Summary			
2000 Households	1,062	2,129	6,366
2000 Average Household Size	2.88	2.86	2.71
2010 Households	1,469	2,965	9,752
2010 Average Household Size	2.78	2.77	2.54
2019 Households	1,656	3,368	11,514
2019 Average Household Size	2.76	2.75	2.53
2024 Households	1,777	3,618	12,508
2024 Average Household Size	2.75	2.74	2.52
2019-2024 Annual Rate	1.42%	1.44%	1.67%
2010 Families	1,122	2,249	6,605
2010 Average Family Size	3.18	3.17	3.04
2019 Families	1,256	2,536	7,652
2019 Average Family Size	3.16	3.15	3.03
2024 Families	1,345	2,717	8,258
2024 Average Family Size	3.15	3.15	3.03
2019-2024 Annual Rate	1.38%	1.39%	1.54%
Housing Unit Summary			
2000 Housing Units	1,071	2,159	6,505
Owner Occupied Housing Units	76.8%	76.4%	73.9%
Renter Occupied Housing Units	22.5%	22.2%	24.0%
Vacant Housing Units	0.7%	1.3%	2.1%
2010 Housing Units	1,505	3,054	10,166
Owner Occupied Housing Units	76.5%	75.1%	71.0%
Renter Occupied Housing Units	21.1%	22.0%	24.9%
Vacant Housing Units	2.4%	2.9%	4.1%
2019 Housing Units	1,683	3,457	11,980
Owner Occupied Housing Units	75.9%	74.0%	69.2%
Renter Occupied Housing Units	22.5%	23.4%	27.0%
Vacant Housing Units	1.6%	2.6%	3.9%
2024 Housing Units	1,800	3,700	12,969
Owner Occupied Housing Units	77.0%	75.2%	69.6%
Renter Occupied Housing Units	21.7%	22.6%	26.9%
Vacant Housing Units	1.3%	2.2%	3.6%
Median Household Income			
2019	\$96,351	\$95,921	\$86,642
2024	\$104,727	\$104,621	\$96,554
Median Home Value			
2019	\$278,501	\$279,201	\$253,195
2024	\$295,157	\$295,399	\$274,835
Per Capita Income			
2019	\$39,219	\$39,440	\$39,250
2024	\$44,891	\$45,157	\$44,734
Median Age			
2010	36.0	36.0	37.6
2019	37.1	37.0	39.0
2024	37.8	37.9	39.3

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	1,656	3,368	11,514
<\$15,000	2.8%	2.6%	3.2%
\$15,000 - \$24,999	4.0%	3.9%	4.7%
\$25,000 - \$34,999	2.5%	2.6%	5.2%
\$35,000 - \$49,999	7.4%	7.2%	8.1%
\$50,000 - \$74,999	13.5%	14.0%	17.3%
\$75,000 - \$99,999	22.2%	22.3%	20.8%
\$100,000 - \$149,999	30.5%	29.9%	25.3%
\$150,000 - \$199,999	10.3%	10.5%	10.7%
\$200,000+	6.8%	6.9%	4.7%
Average Household Income	\$108,442	\$108,641	\$98,795
2024 Households by Income			
Household Income Base	1,777	3,618	12,508
<\$15,000	2.2%	2.0%	2.4%
\$15,000 - \$24,999	3.2%	3.2%	3.8%
\$25,000 - \$34,999	2.0%	2.1%	4.4%
\$35,000 - \$49,999	6.1%	6.0%	6.9%
\$50,000 - \$74,999	11.2%	11.6%	15.0%
\$75,000 - \$99,999	20.0%	20.0%	19.5%
\$100,000 - \$149,999	32.2%	31.5%	27.4%
\$150,000 - \$199,999	14.2%	14.6%	14.7%
\$200,000+	8.8%	8.9%	5.8%
Average Household Income	\$123,936	\$124,150	\$112,256
2019 Owner Occupied Housing Units by Value			
Total	1,277	2,558	8,285
<\$50,000	1.0%	0.9%	0.8%
\$50,000 - \$99,999	0.0%	0.0%	0.8%
\$100,000 - \$149,999	1.6%	1.6%	5.5%
\$150,000 - \$199,999	8.1%	7.3%	14.1%
\$200,000 - \$249,999	23.3%	23.5%	27.6%
\$250,000 - \$299,999	28.0%	28.4%	19.4%
\$300,000 - \$399,999	26.2%	26.0%	20.0%
\$400,000 - \$499,999	10.7%	10.8%	8.3%
\$500,000 - \$749,999	1.0%	1.3%	2.3%
\$750,000 - \$999,999	0.0%	0.0%	0.5%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$292,267	\$294,816	\$283,742
2024 Owner Occupied Housing Units by Value			
Total	1,386	2,781	9,020
<\$50,000	0.4%	0.4%	0.5%
\$50,000 - \$99,999	0.0%	0.0%	0.5%
\$100,000 - \$149,999	0.9%	0.9%	3.4%
\$150,000 - \$199,999	5.2%	4.7%	10.7%
\$200,000 - \$249,999	18.5%	18.6%	24.9%
\$250,000 - \$299,999	27.6%	27.9%	20.2%
\$300,000 - \$399,999	31.1%	30.7%	24.1%
\$400,000 - \$499,999	14.9%	14.9%	11.5%
\$500,000 - \$749,999	1.4%	1.7%	3.1%
\$750,000 - \$999,999	0.0%	0.0%	0.5%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$312,175	\$314,455	\$304,736

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	4,083	8,207	24,984
0 - 4	7.4%	7.4%	6.7%
5 - 9	8.8%	8.9%	7.2%
10 - 14	8.9%	8.8%	6.9%
15 - 24	11.1%	11.0%	10.5%
25 - 34	12.0%	12.2%	14.7%
35 - 44	17.6%	17.5%	15.3%
45 - 54	16.0%	15.8%	15.5%
55 - 64	10.2%	10.2%	12.2%
65 - 74	4.5%	4.5%	5.9%
75 - 84	2.3%	2.3%	3.4%
85 +	1.2%	1.3%	1.7%
18 +	69.9%	70.0%	75.2%
2019 Population by Age			
Total	4,573	9,248	29,262
0 - 4	6.8%	6.9%	6.1%
5 - 9	7.8%	7.7%	6.4%
10 - 14	8.3%	8.3%	6.9%
15 - 24	12.0%	12.1%	11.5%
25 - 34	11.7%	11.9%	12.8%
35 - 44	15.7%	15.5%	15.0%
45 - 54	15.4%	15.3%	13.9%
55 - 64	11.8%	11.9%	13.0%
65 - 74	6.8%	6.9%	8.9%
75 - 84	2.6%	2.6%	3.8%
85 +	1.0%	1.0%	1.6%
18 +	72.5%	72.7%	76.6%
2024 Population by Age			
Total	4,895	9,916	31,696
0 - 4	6.7%	6.7%	6.2%
5 - 9	7.4%	7.3%	6.1%
10 - 14	8.0%	7.9%	6.3%
15 - 24	11.1%	11.2%	11.2%
25 - 34	12.3%	12.5%	14.2%
35 - 44	15.4%	15.2%	14.2%
45 - 54	14.4%	14.4%	13.2%
55 - 64	12.0%	12.1%	12.3%
65 - 74	7.9%	8.1%	9.7%
75 - 84	3.6%	3.6%	4.9%
85 +	1.0%	1.0%	1.7%
18 +	73.5%	73.7%	77.5%
2010 Population by Sex			
Males	2,034	4,086	12,275
Females	2,050	4,123	12,709
2019 Population by Sex			
Males	2,287	4,626	14,377
Females	2,283	4,623	14,885
2024 Population by Sex			
Males	2,458	4,976	15,557
Females	2,437	4,940	16,139

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2010 Population by Race/Ethnicity			
Total	4,084	8,209	24,983
White Alone	93.0%	93.0%	88.2%
Black Alone	2.0%	2.1%	4.7%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	2.0%	2.0%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.9%	1.5%
Two or More Races	1.9%	1.9%	2.5%
Hispanic Origin	2.7%	2.7%	4.1%
Diversity Index	18.1	18.0	28.2
2019 Population by Race/Ethnicity			
Total	4,572	9,247	29,262
White Alone	91.1%	91.1%	85.7%
Black Alone	2.3%	2.3%	5.1%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	3.0%	2.9%	4.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	1.0%	1.7%
Two or More Races	2.4%	2.5%	3.2%
Hispanic Origin	3.3%	3.3%	4.8%
Diversity Index	22.1	22.2	33.0
2024 Population by Race/Ethnicity			
Total	4,896	9,916	31,696
White Alone	89.7%	89.7%	83.8%
Black Alone	2.5%	2.6%	5.4%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	3.6%	3.5%	4.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.1%	1.9%
Two or More Races	2.8%	2.9%	3.7%
Hispanic Origin	3.8%	3.8%	5.5%
Diversity Index	25.3	25.2	36.5
2010 Population by Relationship and Household Type			
Total	4,084	8,209	24,984
In Households	100.0%	100.0%	99.3%
In Family Households	88.9%	88.7%	82.5%
Householder	27.4%	27.3%	26.7%
Spouse	22.9%	22.7%	21.7%
Child	35.4%	35.3%	29.9%
Other relative	1.5%	1.6%	2.1%
Nonrelative	1.7%	1.7%	2.0%
In Nonfamily Households	11.1%	11.3%	16.9%
In Group Quarters	0.0%	0.0%	0.7%
Institutionalized Population	0.0%	0.0%	0.2%
Noninstitutionalized Population	0.0%	0.0%	0.5%

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	2,976	6,024	20,214
Less than 9th Grade	2.2%	2.0%	2.2%
9th - 12th Grade, No Diploma	2.9%	2.8%	2.8%
High School Graduate	16.2%	16.3%	16.7%
GED/Alternative Credential	1.0%	1.2%	2.0%
Some College, No Degree	17.8%	17.9%	17.1%
Associate Degree	13.7%	14.0%	13.9%
Bachelor's Degree	30.6%	30.8%	30.9%
Graduate/Professional Degree	15.6%	15.1%	14.5%
2019 Population 15+ by Marital Status			
Total	3,522	7,139	23,586
Never Married	24.7%	25.4%	31.5%
Married	62.7%	62.3%	53.7%
Widowed	2.8%	2.7%	4.0%
Divorced	9.8%	9.6%	10.8%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.9%	98.0%	97.9%
Civilian Unemployed (Unemployment Rate)	2.1%	2.0%	2.1%
2019 Employed Population 16+ by Industry			
Total	2,558	5,193	16,102
Agriculture/Mining	0.4%	0.3%	0.7%
Construction	8.6%	8.6%	6.0%
Manufacturing	8.8%	8.9%	8.3%
Wholesale Trade	5.1%	4.8%	4.1%
Retail Trade	7.5%	7.3%	7.4%
Transportation/Utilities	3.0%	2.6%	4.0%
Information	1.8%	1.9%	2.1%
Finance/Insurance/Real Estate	9.4%	9.4%	10.6%
Services	50.0%	50.7%	49.8%
Public Administration	5.5%	5.5%	7.0%
2019 Employed Population 16+ by Occupation			
Total	2,557	5,193	16,099
White Collar	65.2%	64.9%	69.6%
Management/Business/Financial	14.9%	15.1%	18.5%
Professional	29.3%	28.9%	27.7%
Sales	8.8%	9.1%	9.0%
Administrative Support	12.3%	11.8%	14.4%
Services	15.8%	16.5%	14.8%
Blue Collar	19.0%	18.6%	15.6%
Farming/Forestry/Fishing	0.4%	0.4%	0.4%
Construction/Extraction	3.7%	4.1%	3.4%
Installation/Maintenance/Repair	4.5%	4.4%	3.4%
Production	5.7%	5.4%	4.4%
Transportation/Material Moving	4.6%	4.3%	3.9%
2010 Population By Urban/ Rural Status			
Total Population	4,084	8,209	24,984
Population Inside Urbanized Area	87.2%	87.1%	79.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	12.8%	12.9%	20.6%

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	1,469	2,965	9,751
Households with 1 Person	18.0%	18.4%	24.0%
Households with 2+ People	82.0%	81.6%	76.0%
Family Households	76.4%	75.9%	67.7%
Husband-wife Families	63.9%	63.1%	55.3%
With Related Children	34.3%	33.9%	24.9%
Other Family (No Spouse Present)	12.5%	12.7%	12.5%
Other Family with Male Householder	4.5%	4.6%	3.9%
With Related Children	3.2%	3.3%	2.5%
Other Family with Female Householder	8.0%	8.1%	8.6%
With Related Children	5.9%	6.1%	6.0%
Nonfamily Households	5.7%	5.8%	8.3%
All Households with Children	44.0%	43.7%	33.9%
Multigenerational Households	2.0%	2.0%	2.0%
Unmarried Partner Households	6.9%	7.0%	8.2%
Male-female	6.3%	6.4%	7.2%
Same-sex	0.6%	0.6%	1.0%
2010 Households by Size			
Total	1,467	2,965	9,752
1 Person Household	18.0%	18.4%	24.0%
2 Person Household	32.4%	32.4%	36.1%
3 Person Household	18.2%	18.0%	16.9%
4 Person Household	21.1%	20.9%	14.8%
5 Person Household	6.8%	6.8%	5.4%
6 Person Household	2.5%	2.4%	1.8%
7 + Person Household	1.1%	1.1%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	1,469	2,965	9,752
Owner Occupied	78.4%	77.3%	74.0%
Owned with a Mortgage/Loan	67.0%	66.1%	61.3%
Owned Free and Clear	11.4%	11.3%	12.8%
Renter Occupied	21.6%	22.7%	26.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,505	3,054	10,166
Housing Units Inside Urbanized Area	87.7%	86.9%	80.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	12.3%	13.1%	19.3%

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.

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Top 3 Tapestry Segments			
1.	Soccer Moms (4A)	Soccer Moms (4A)	Soccer Moms (4A)
2.	Top Tier (1A)	Savvy Suburbanites (1D)	Enterprising Professionals
3.	Professional Pride (1B)	Enterprising Professionals	Emerald City (8B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$4,345,117	\$8,850,510	\$27,793,250
Average Spent	\$2,623.86	\$2,627.82	\$2,413.87
Spending Potential Index	122	123	113
Education: Total \$	\$3,220,407	\$6,574,288	\$20,807,484
Average Spent	\$1,944.69	\$1,951.99	\$1,807.15
Spending Potential Index	122	122	113
Entertainment/Recreation: Total \$	\$6,636,557	\$13,525,459	\$41,741,002
Average Spent	\$4,007.58	\$4,015.87	\$3,625.24
Spending Potential Index	123	123	111
Food at Home: Total \$	\$10,142,676	\$20,661,085	\$65,147,762
Average Spent	\$6,124.80	\$6,134.53	\$5,658.13
Spending Potential Index	118	119	109
Food Away from Home: Total \$	\$7,514,703	\$15,304,621	\$47,920,332
Average Spent	\$4,537.86	\$4,544.13	\$4,161.92
Spending Potential Index	123	124	113
Health Care: Total \$	\$11,977,444	\$24,407,510	\$74,022,285
Average Spent	\$7,232.76	\$7,246.89	\$6,428.89
Spending Potential Index	122	122	108
HH Furnishings & Equipment: Total \$	\$4,509,432	\$9,186,249	\$27,856,841
Average Spent	\$2,723.09	\$2,727.51	\$2,419.39
Spending Potential Index	128	128	113
Personal Care Products & Services: Total \$	\$1,892,054	\$3,853,353	\$11,703,770
Average Spent	\$1,142.54	\$1,144.11	\$1,016.48
Spending Potential Index	129	129	115
Shelter: Total \$	\$36,474,843	\$74,351,504	\$240,713,347
Average Spent	\$22,025.87	\$22,075.86	\$20,906.14
Spending Potential Index	119	119	113
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,048,531	\$10,291,412	\$31,131,305
Average Spent	\$3,048.63	\$3,055.64	\$2,703.78
Spending Potential Index	123	123	109
Travel: Total \$	\$4,780,777	\$9,747,423	\$29,915,810
Average Spent	\$2,886.94	\$2,894.13	\$2,598.21
Spending Potential Index	129	129	116
Vehicle Maintenance & Repairs: Total \$	\$2,285,873	\$4,657,077	\$14,442,665
Average Spent	\$1,380.36	\$1,382.74	\$1,254.36
Spending Potential Index	121	121	110

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.