



Market Profile

2201 Zeier Rd, Madison, Wisconsin, 53704 2
 2201 Zeier Rd, Madison, Wisconsin, 53704
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 43.12828
 Longitude: -89.30358

	3 minutes	5 minutes	10 minutes
Population Summary			
2000 Total Population	1,974	10,963	60,908
2010 Total Population	2,411	13,045	74,864
2019 Total Population	2,605	14,414	86,051
2019 Group Quarters	10	22	713
2024 Total Population	2,740	15,424	92,976
2019-2024 Annual Rate	1.02%	1.36%	1.56%
2019 Total Daytime Population	6,303	16,843	99,894
Workers	5,159	10,722	61,172
Residents	1,144	6,121	38,722
Household Summary			
2000 Households	926	4,766	26,271
2000 Average Household Size	2.11	2.28	2.30
2010 Households	1,198	5,638	32,494
2010 Average Household Size	2.00	2.31	2.28
2019 Households	1,302	6,248	37,682
2019 Average Household Size	1.99	2.30	2.26
2024 Households	1,372	6,698	40,820
2024 Average Household Size	1.99	2.30	2.26
2019-2024 Annual Rate	1.05%	1.40%	1.61%
2010 Families	646	3,039	18,269
2010 Average Family Size	2.61	2.98	2.92
2019 Families	691	3,332	20,997
2019 Average Family Size	2.60	2.96	2.89
2024 Families	725	3,554	22,687
2024 Average Family Size	2.59	2.95	2.89
2019-2024 Annual Rate	0.97%	1.30%	1.56%
Housing Unit Summary			
2000 Housing Units	964	4,940	27,113
Owner Occupied Housing Units	32.4%	38.4%	56.5%
Renter Occupied Housing Units	63.7%	58.1%	40.4%
Vacant Housing Units	3.9%	3.5%	3.1%
2010 Housing Units	1,293	6,029	34,309
Owner Occupied Housing Units	53.0%	43.4%	55.6%
Renter Occupied Housing Units	39.7%	50.1%	39.1%
Vacant Housing Units	7.3%	6.5%	5.3%
2019 Housing Units	1,402	6,595	39,618
Owner Occupied Housing Units	51.5%	42.7%	53.3%
Renter Occupied Housing Units	41.4%	52.0%	41.8%
Vacant Housing Units	7.1%	5.3%	4.9%
2024 Housing Units	1,472	7,026	42,717
Owner Occupied Housing Units	52.4%	43.0%	53.4%
Renter Occupied Housing Units	40.8%	52.3%	42.2%
Vacant Housing Units	6.8%	4.7%	4.4%
Median Household Income			
2019	\$64,175	\$62,665	\$66,977
2024	\$74,629	\$72,682	\$77,711
Median Home Value			
2019	\$201,157	\$202,480	\$208,258
2024	\$209,692	\$213,945	\$224,045
Per Capita Income			
2019	\$31,041	\$32,251	\$35,200
2024	\$35,502	\$37,120	\$40,843
Median Age			
2010	32.1	31.5	34.9
2019	34.9	34.2	36.8
2024	35.8	34.4	37.1

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	1,302	6,248	37,682
<\$15,000	6.6%	7.8%	6.4%
\$15,000 - \$24,999	7.0%	6.1%	6.4%
\$25,000 - \$34,999	8.7%	7.6%	7.8%
\$35,000 - \$49,999	15.7%	15.5%	13.4%
\$50,000 - \$74,999	18.2%	21.4%	21.0%
\$75,000 - \$99,999	20.0%	17.5%	16.9%
\$100,000 - \$149,999	16.7%	17.0%	18.1%
\$150,000 - \$199,999	5.2%	5.0%	7.0%
\$200,000+	1.8%	2.2%	2.8%
Average Household Income	\$74,771	\$75,161	\$80,804
2024 Households by Income			
Household Income Base	1,372	6,698	40,820
<\$15,000	5.0%	5.6%	4.6%
\$15,000 - \$24,999	5.8%	4.8%	5.1%
\$25,000 - \$34,999	7.5%	6.3%	6.4%
\$35,000 - \$49,999	14.5%	14.0%	11.8%
\$50,000 - \$74,999	17.3%	20.5%	19.5%
\$75,000 - \$99,999	20.6%	18.3%	17.5%
\$100,000 - \$149,999	19.5%	20.5%	21.6%
\$150,000 - \$199,999	7.7%	7.2%	9.9%
\$200,000+	2.1%	2.7%	3.6%
Average Household Income	\$85,001	\$86,400	\$93,521
2019 Owner Occupied Housing Units by Value			
Total	722	2,818	21,104
<\$50,000	1.7%	4.5%	1.9%
\$50,000 - \$99,999	7.8%	4.8%	1.8%
\$100,000 - \$149,999	6.2%	10.2%	13.2%
\$150,000 - \$199,999	33.4%	29.0%	29.5%
\$200,000 - \$249,999	38.9%	31.1%	22.0%
\$250,000 - \$299,999	7.9%	11.2%	15.0%
\$300,000 - \$399,999	4.0%	6.5%	11.4%
\$400,000 - \$499,999	0.0%	2.1%	3.9%
\$500,000 - \$749,999	0.0%	0.0%	0.8%
\$750,000 - \$999,999	0.0%	0.1%	0.3%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$196,047	\$207,570	\$231,106
2024 Owner Occupied Housing Units by Value			
Total	772	3,023	22,807
<\$50,000	1.2%	4.4%	1.6%
\$50,000 - \$99,999	6.0%	3.5%	1.3%
\$100,000 - \$149,999	5.1%	7.7%	10.2%
\$150,000 - \$199,999	29.7%	25.2%	26.4%
\$200,000 - \$249,999	42.1%	32.6%	22.0%
\$250,000 - \$299,999	10.2%	13.4%	16.5%
\$300,000 - \$399,999	5.8%	9.4%	14.6%
\$400,000 - \$499,999	0.0%	3.1%	5.6%
\$500,000 - \$749,999	0.0%	0.0%	1.1%
\$750,000 - \$999,999	0.0%	0.2%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$206,250	\$221,368	\$248,758

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	2,412	13,045	74,866
0 - 4	7.7%	7.8%	7.3%
5 - 9	6.1%	6.5%	6.2%
10 - 14	5.0%	5.1%	5.5%
15 - 24	14.7%	15.0%	11.8%
25 - 34	22.5%	22.6%	19.3%
35 - 44	14.1%	13.6%	14.8%
45 - 54	13.1%	12.7%	14.1%
55 - 64	10.3%	9.9%	11.2%
65 - 74	4.0%	4.0%	5.0%
75 - 84	1.8%	1.9%	3.1%
85 +	0.6%	0.9%	1.8%
18 +	78.2%	77.7%	77.7%
2019 Population by Age			
Total	2,604	14,416	86,052
0 - 4	6.8%	7.0%	6.6%
5 - 9	6.5%	6.4%	6.1%
10 - 14	6.2%	6.0%	6.0%
15 - 24	11.1%	12.8%	11.4%
25 - 34	19.6%	19.5%	16.9%
35 - 44	17.6%	16.8%	15.6%
45 - 54	11.3%	11.2%	12.6%
55 - 64	10.4%	10.1%	11.8%
65 - 74	7.3%	6.9%	7.8%
75 - 84	2.5%	2.5%	3.4%
85 +	0.7%	0.8%	1.8%
18 +	77.7%	77.5%	78.2%
2024 Population by Age			
Total	2,740	15,425	92,975
0 - 4	6.8%	7.1%	6.7%
5 - 9	6.2%	6.1%	5.9%
10 - 14	5.8%	5.5%	5.8%
15 - 24	12.1%	14.1%	11.6%
25 - 34	17.6%	18.2%	16.7%
35 - 44	17.8%	16.4%	15.4%
45 - 54	12.1%	11.7%	12.4%
55 - 64	9.5%	9.4%	11.1%
65 - 74	7.8%	7.3%	8.4%
75 - 84	3.4%	3.3%	4.2%
85 +	0.8%	0.9%	1.7%
18 +	78.1%	78.1%	78.4%
2010 Population by Sex			
Males	1,208	6,498	36,484
Females	1,203	6,547	38,380
2019 Population by Sex			
Males	1,301	7,189	41,962
Females	1,304	7,225	44,088
2024 Population by Sex			
Males	1,351	7,594	45,240
Females	1,389	7,830	47,736

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	2,410	13,044	74,863
White Alone	68.0%	69.5%	81.6%
Black Alone	11.6%	11.8%	7.8%
American Indian Alone	0.6%	0.6%	0.4%
Asian Alone	9.0%	7.5%	3.9%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	6.9%	6.3%	3.0%
Two or More Races	3.9%	4.3%	3.2%
Hispanic Origin	12.6%	12.0%	7.1%
Diversity Index	62.3	60.4	41.6
2019 Population by Race/Ethnicity			
Total	2,602	14,414	86,050
White Alone	62.6%	64.8%	78.5%
Black Alone	12.0%	12.2%	8.1%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	12.2%	10.1%	5.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.0%	7.2%	3.4%
Two or More Races	4.6%	5.2%	4.0%
Hispanic Origin	14.4%	13.7%	8.0%
Diversity Index	68.3	66.0	46.7
2024 Population by Race/Ethnicity			
Total	2,738	15,425	92,977
White Alone	59.1%	61.7%	76.2%
Black Alone	12.4%	12.5%	8.4%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	14.1%	11.6%	6.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.8%	7.9%	3.8%
Two or More Races	5.0%	5.7%	4.4%
Hispanic Origin	15.9%	15.1%	8.9%
Diversity Index	71.9	69.5	50.3
2010 Population by Relationship and Household Type			
Total	2,411	13,045	74,864
In Households	99.6%	99.8%	99.0%
In Family Households	72.7%	72.3%	73.8%
Householder	22.9%	23.2%	24.3%
Spouse	16.2%	15.6%	17.6%
Child	26.5%	26.3%	26.6%
Other relative	4.4%	4.2%	2.8%
Nonrelative	2.8%	3.0%	2.5%
In Nonfamily Households	26.8%	27.5%	25.3%
In Group Quarters	0.4%	0.2%	1.0%
Institutionalized Population	0.4%	0.1%	0.6%
Noninstitutionalized Population	0.0%	0.0%	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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	1,809	9,782	60,231
Less than 9th Grade	3.3%	2.9%	2.0%
9th - 12th Grade, No Diploma	6.4%	4.8%	2.9%
High School Graduate	17.3%	17.4%	16.8%
GED/Alternative Credential	1.9%	2.0%	2.2%
Some College, No Degree	20.5%	22.5%	19.7%
Associate Degree	13.4%	14.1%	12.2%
Bachelor's Degree	28.6%	27.0%	29.1%
Graduate/Professional Degree	8.6%	9.3%	15.2%
2019 Population 15+ by Marital Status			
Total	2,098	11,625	70,044
Never Married	39.8%	44.1%	38.6%
Married	47.9%	39.8%	44.6%
Widowed	1.8%	3.3%	4.8%
Divorced	10.5%	12.8%	12.0%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	98.1%	97.7%	97.5%
Civilian Unemployed (Unemployment Rate)	1.9%	2.3%	2.5%
2019 Employed Population 16+ by Industry			
Total	1,476	8,437	48,209
Agriculture/Mining	0.1%	0.2%	0.5%
Construction	4.0%	3.1%	3.9%
Manufacturing	10.3%	9.8%	8.2%
Wholesale Trade	2.7%	4.1%	2.9%
Retail Trade	11.7%	9.4%	10.4%
Transportation/Utilities	3.7%	4.1%	4.0%
Information	1.2%	1.3%	2.3%
Finance/Insurance/Real Estate	7.2%	8.9%	10.7%
Services	55.6%	54.9%	51.2%
Public Administration	3.3%	4.1%	5.8%
2019 Employed Population 16+ by Occupation			
Total	1,475	8,436	48,209
White Collar	66.6%	63.8%	68.9%
Management/Business/Financial	15.5%	14.8%	16.4%
Professional	25.9%	23.7%	27.9%
Sales	9.3%	9.6%	9.8%
Administrative Support	15.8%	15.8%	14.8%
Services	23.4%	22.7%	17.4%
Blue Collar	10.0%	13.5%	13.7%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	0.3%	1.1%	2.4%
Installation/Maintenance/Repair	1.7%	1.9%	2.3%
Production	5.9%	6.8%	5.1%
Transportation/Material Moving	2.0%	3.6%	3.8%
2010 Population By Urban/ Rural Status			
Total Population	2,411	13,045	74,864
Population Inside Urbanized Area	100.0%	95.8%	97.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	4.2%	3.0%

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



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2010 Households by Type			
Total	1,199	5,638	32,493
Households with 1 Person	33.6%	32.1%	31.7%
Households with 2+ People	66.4%	67.9%	68.3%
Family Households	53.9%	53.9%	56.2%
Husband-wife Families	38.7%	36.4%	40.7%
With Related Children	17.8%	16.1%	17.8%
Other Family (No Spouse Present)	15.2%	17.5%	15.5%
Other Family with Male Householder	4.8%	5.1%	4.4%
With Related Children	2.8%	2.6%	2.6%
Other Family with Female Householder	10.3%	12.5%	11.1%
With Related Children	6.9%	8.8%	7.8%
Nonfamily Households	12.5%	14.0%	12.0%
All Households with Children	27.8%	28.0%	28.7%
Multigenerational Households	3.2%	2.6%	1.9%
Unmarried Partner Households	9.5%	10.8%	10.1%
Male-female	8.5%	9.7%	8.7%
Same-sex	1.0%	1.1%	1.5%
2010 Households by Size			
Total	1,198	5,639	32,495
1 Person Household	33.6%	32.1%	31.7%
2 Person Household	33.4%	34.9%	35.5%
3 Person Household	14.4%	15.8%	15.3%
4 Person Household	9.5%	9.5%	11.0%
5 Person Household	4.8%	4.3%	4.2%
6 Person Household	2.4%	2.0%	1.4%
7 + Person Household	1.8%	1.4%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	1,198	5,638	32,494
Owner Occupied	57.2%	46.4%	58.7%
Owned with a Mortgage/Loan	49.5%	38.0%	47.3%
Owned Free and Clear	7.8%	8.4%	11.4%
Renter Occupied	42.8%	53.6%	41.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,293	6,029	34,309
Housing Units Inside Urbanized Area	100.0%	95.3%	97.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	4.7%	2.8%

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.	Bright Young Professionals (8C)	Bright Young Professionals	Bright Young Professionals
2.	Enterprising Professionals (2D)	Enterprising Professionals	Emerald City (8B)
3.	Top Tier (1A)	Young and Restless (11B)	Parks and Rec (5C)
2019 Consumer Spending			
Apparel & Services: Total \$	\$2,499,387	\$12,220,770	\$76,587,033
Average Spent	\$1,919.65	\$1,955.95	\$2,032.46
Spending Potential Index	90	91	95
Education: Total \$	\$1,713,722	\$8,200,189	\$53,942,944
Average Spent	\$1,316.22	\$1,312.45	\$1,431.53
Spending Potential Index	83	82	90
Entertainment/Recreation: Total \$	\$3,545,003	\$17,214,959	\$112,378,052
Average Spent	\$2,722.74	\$2,755.28	\$2,982.27
Spending Potential Index	83	84	91
Food at Home: Total \$	\$5,821,622	\$28,750,155	\$181,532,318
Average Spent	\$4,471.29	\$4,601.50	\$4,817.48
Spending Potential Index	86	89	93
Food Away from Home: Total \$	\$4,313,193	\$21,064,602	\$131,704,053
Average Spent	\$3,312.74	\$3,371.42	\$3,495.14
Spending Potential Index	90	92	95
Health Care: Total \$	\$6,152,236	\$30,152,381	\$199,650,836
Average Spent	\$4,725.22	\$4,825.93	\$5,298.31
Spending Potential Index	80	81	89
HH Furnishings & Equipment: Total \$	\$2,378,966	\$11,616,748	\$75,300,006
Average Spent	\$1,827.16	\$1,859.27	\$1,998.30
Spending Potential Index	86	87	94
Personal Care Products & Services: Total \$	\$1,023,015	\$4,977,743	\$31,640,815
Average Spent	\$785.73	\$796.69	\$839.68
Spending Potential Index	89	90	95
Shelter: Total \$	\$21,311,828	\$103,325,669	\$659,215,383
Average Spent	\$16,368.53	\$16,537.40	\$17,494.17
Spending Potential Index	88	89	95
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,566,585	\$12,635,395	\$84,175,373
Average Spent	\$1,971.26	\$2,022.31	\$2,233.84
Spending Potential Index	79	82	90
Travel: Total \$	\$2,473,475	\$11,622,996	\$77,548,641
Average Spent	\$1,899.75	\$1,860.27	\$2,057.98
Spending Potential Index	85	83	92
Vehicle Maintenance & Repairs: Total \$	\$1,269,277	\$6,446,640	\$40,951,143
Average Spent	\$974.87	\$1,031.79	\$1,086.76
Spending Potential Index	85	90	95

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.