



Market Profile

2245 Zeier Rd, Madison, Wisconsin, 53704 2
 2245 Zeier Rd, Madison, Wisconsin, 53704
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 43.12801
 Longitude: -89.30314

	3 minutes	5 minutes	10 minutes
Population Summary			
2000 Total Population	1,974	10,919	59,988
2010 Total Population	2,411	13,003	73,869
2019 Total Population	2,605	14,369	84,968
2019 Group Quarters	10	22	705
2024 Total Population	2,740	15,377	91,833
2019-2024 Annual Rate	1.02%	1.37%	1.57%
2019 Total Daytime Population	6,353	16,801	99,333
Workers	5,209	10,704	61,119
Residents	1,144	6,097	38,214
Household Summary			
2000 Households	926	4,751	25,915
2000 Average Household Size	2.11	2.28	2.29
2010 Households	1,198	5,623	32,112
2010 Average Household Size	2.00	2.31	2.28
2019 Households	1,302	6,232	37,267
2019 Average Household Size	1.99	2.30	2.26
2024 Households	1,372	6,681	40,381
2024 Average Household Size	1.99	2.30	2.26
2019-2024 Annual Rate	1.05%	1.40%	1.62%
2010 Families	646	3,027	18,055
2010 Average Family Size	2.61	2.98	2.91
2019 Families	691	3,319	20,766
2019 Average Family Size	2.60	2.96	2.89
2024 Families	725	3,541	22,444
2024 Average Family Size	2.59	2.95	2.88
2019-2024 Annual Rate	0.97%	1.30%	1.57%
Housing Unit Summary			
2000 Housing Units	964	4,925	26,747
Owner Occupied Housing Units	32.4%	38.2%	56.3%
Renter Occupied Housing Units	63.7%	58.3%	40.6%
Vacant Housing Units	3.9%	3.5%	3.1%
2010 Housing Units	1,293	6,014	33,908
Owner Occupied Housing Units	53.0%	43.2%	55.6%
Renter Occupied Housing Units	39.7%	50.2%	39.2%
Vacant Housing Units	7.3%	6.5%	5.3%
2019 Housing Units	1,402	6,579	39,184
Owner Occupied Housing Units	51.5%	42.6%	53.2%
Renter Occupied Housing Units	41.4%	52.1%	41.9%
Vacant Housing Units	7.1%	5.3%	4.9%
2024 Housing Units	1,472	7,009	42,258
Owner Occupied Housing Units	52.4%	42.9%	53.3%
Renter Occupied Housing Units	40.8%	52.4%	42.3%
Vacant Housing Units	6.8%	4.7%	4.4%
Median Household Income			
2019	\$64,175	\$62,570	\$67,021
2024	\$74,629	\$72,590	\$77,775
Median Home Value			
2019	\$201,157	\$202,218	\$208,547
2024	\$209,692	\$213,818	\$224,293
Per Capita Income			
2019	\$31,041	\$32,224	\$35,186
2024	\$35,502	\$37,095	\$40,844
Median Age			
2010	32.1	31.5	34.9
2019	34.9	34.1	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	6,232	37,267
<\$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%	16.9%	18.2%
\$150,000 - \$199,999	5.2%	4.9%	7.1%
\$200,000+	1.8%	2.2%	2.8%
Average Household Income	\$74,771	\$75,080	\$80,786
2024 Households by Income			
Household Income Base	1,372	6,681	40,381
<\$15,000	5.0%	5.7%	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%	17.4%
\$100,000 - \$149,999	19.5%	20.5%	21.7%
\$150,000 - \$199,999	7.7%	7.2%	10.0%
\$200,000+	2.1%	2.7%	3.5%
Average Household Income	\$85,001	\$86,323	\$93,535
2019 Owner Occupied Housing Units by Value			
Total	722	2,802	20,837
<\$50,000	1.7%	4.6%	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%	29.3%
\$200,000 - \$249,999	38.9%	31.0%	22.1%
\$250,000 - \$299,999	7.9%	11.2%	15.1%
\$300,000 - \$399,999	4.0%	6.5%	11.4%
\$400,000 - \$499,999	0.0%	2.1%	3.8%
\$500,000 - \$749,999	0.0%	0.0%	0.8%
\$750,000 - \$999,999	0.0%	0.1%	0.2%
\$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	\$207,390	\$230,621
2024 Owner Occupied Housing Units by Value			
Total	772	3,007	22,518
<\$50,000	1.2%	4.4%	1.6%
\$50,000 - \$99,999	6.0%	3.6%	1.3%
\$100,000 - \$149,999	5.1%	7.8%	10.2%
\$150,000 - \$199,999	29.7%	25.2%	26.2%
\$200,000 - \$249,999	42.1%	32.5%	22.1%
\$250,000 - \$299,999	10.2%	13.4%	16.6%
\$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%	1.0%
\$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%	0.1%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$206,250	\$221,274	\$248,297

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	13,004	73,871
0 - 4	7.7%	7.8%	7.3%
5 - 9	6.1%	6.5%	6.2%
10 - 14	5.0%	5.1%	5.4%
15 - 24	14.7%	15.0%	11.8%
25 - 34	22.5%	22.7%	19.4%
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%	4.9%
75 - 84	1.8%	1.9%	3.1%
85 +	0.6%	0.8%	1.8%
18 +	78.2%	77.7%	77.7%
2019 Population by Age			
Total	2,604	14,370	84,970
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%	19.6%	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%	78.1%
2024 Population by Age			
Total	2,740	15,377	91,835
0 - 4	6.8%	7.1%	6.7%
5 - 9	6.2%	6.1%	5.9%
10 - 14	5.8%	5.5%	5.7%
15 - 24	12.1%	14.1%	11.7%
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	6,477	36,002
Females	1,203	6,526	37,867
2019 Population by Sex			
Males	1,301	7,166	41,437
Females	1,304	7,203	43,532
2024 Population by Sex			
Males	1,351	7,570	44,683
Females	1,389	7,807	47,150

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	13,002	73,868
White Alone	68.0%	69.4%	81.5%
Black Alone	11.6%	11.8%	7.8%
American Indian Alone	0.6%	0.6%	0.4%
Asian Alone	9.0%	7.5%	4.0%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	6.9%	6.3%	3.1%
Two or More Races	3.9%	4.3%	3.2%
Hispanic Origin	12.6%	12.1%	7.1%
Diversity Index	62.3	60.5	41.7
2019 Population by Race/Ethnicity			
Total	2,602	14,369	84,969
White Alone	62.6%	64.7%	78.4%
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	66.1	46.8
2024 Population by Race/Ethnicity			
Total	2,738	15,377	91,832
White Alone	59.1%	61.6%	76.2%
Black Alone	12.4%	12.5%	8.5%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	14.1%	11.7%	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	69.6	50.4
2010 Population by Relationship and Household Type			
Total	2,411	13,003	73,869
In Households	99.6%	99.8%	99.0%
In Family Households	72.7%	72.3%	73.8%
Householder	22.9%	23.1%	24.3%
Spouse	16.2%	15.5%	17.6%
Child	26.5%	26.3%	26.6%
Other relative	4.4%	4.3%	2.8%
Nonrelative	2.8%	3.0%	2.5%
In Nonfamily Households	26.8%	27.6%	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	9,747	59,453
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%	19.8%
Associate Degree	13.4%	14.1%	12.2%
Bachelor's Degree	28.6%	27.0%	29.1%
Graduate/Professional Degree	8.6%	9.2%	15.1%
2019 Population 15+ by Marital Status			
Total	2,098	11,587	69,153
Never Married	39.8%	44.1%	38.6%
Married	47.9%	39.7%	44.6%
Widowed	1.8%	3.3%	4.8%
Divorced	10.5%	12.9%	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	8,417	47,625
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%	4.2%	4.0%
Information	1.2%	1.3%	2.3%
Finance/Insurance/Real Estate	7.2%	8.9%	10.8%
Services	55.6%	55.0%	51.3%
Public Administration	3.3%	4.1%	5.8%
2019 Employed Population 16+ by Occupation			
Total	1,475	8,413	47,626
White Collar	66.6%	63.7%	68.9%
Management/Business/Financial	15.5%	14.8%	16.4%
Professional	25.9%	23.6%	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%	5.0%
Transportation/Material Moving	2.0%	3.6%	3.8%
2010 Population By Urban/ Rural Status			
Total Population	2,411	13,003	73,869
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	5,624	32,112
Households with 1 Person	33.6%	32.1%	31.7%
Households with 2+ People	66.4%	67.9%	68.3%
Family Households	53.9%	53.8%	56.2%
Husband-wife Families	38.7%	36.3%	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%	5.0%	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%	12.1%
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%	10.2%
Male-female	8.5%	9.7%	8.7%
Same-sex	1.0%	1.1%	1.5%
2010 Households by Size			
Total	1,198	5,622	32,112
1 Person Household	33.6%	32.1%	31.7%
2 Person Household	33.4%	34.8%	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	5,623	32,112
Owner Occupied	57.2%	46.3%	58.7%
Owned with a Mortgage/Loan	49.5%	38.0%	47.3%
Owned Free and Clear	7.8%	8.3%	11.3%
Renter Occupied	42.8%	53.7%	41.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,293	6,014	33,908
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	\$12,181,792	\$75,771,747
Average Spent	\$1,919.65	\$1,954.72	\$2,033.21
Spending Potential Index	90	91	95
Education: Total \$	\$1,713,722	\$8,170,441	\$53,298,105
Average Spent	\$1,316.22	\$1,311.05	\$1,430.17
Spending Potential Index	83	82	90
Entertainment/Recreation: Total \$	\$3,545,003	\$17,154,001	\$111,112,187
Average Spent	\$2,722.74	\$2,752.57	\$2,981.52
Spending Potential Index	83	84	91
Food at Home: Total \$	\$5,821,622	\$28,655,431	\$179,566,017
Average Spent	\$4,471.29	\$4,598.11	\$4,818.37
Spending Potential Index	86	89	93
Food Away from Home: Total \$	\$4,313,193	\$20,996,867	\$130,315,201
Average Spent	\$3,312.74	\$3,369.20	\$3,496.80
Spending Potential Index	90	92	95
Health Care: Total \$	\$6,152,236	\$30,038,531	\$197,373,492
Average Spent	\$4,725.22	\$4,820.05	\$5,296.20
Spending Potential Index	80	81	89
HH Furnishings & Equipment: Total \$	\$2,378,966	\$11,576,516	\$74,473,916
Average Spent	\$1,827.16	\$1,857.59	\$1,998.39
Spending Potential Index	86	87	94
Personal Care Products & Services: Total \$	\$1,023,015	\$4,960,769	\$31,303,786
Average Spent	\$785.73	\$796.02	\$839.99
Spending Potential Index	89	90	95
Shelter: Total \$	\$21,311,828	\$102,985,806	\$651,863,544
Average Spent	\$16,368.53	\$16,525.32	\$17,491.71
Spending Potential Index	88	89	95
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,566,585	\$12,587,757	\$83,214,741
Average Spent	\$1,971.26	\$2,019.86	\$2,232.93
Spending Potential Index	79	81	90
Travel: Total \$	\$2,473,475	\$11,580,488	\$76,654,955
Average Spent	\$1,899.75	\$1,858.23	\$2,056.91
Spending Potential Index	85	83	92
Vehicle Maintenance & Repairs: Total \$	\$1,269,277	\$6,425,246	\$40,505,844
Average Spent	\$974.87	\$1,031.01	\$1,086.91
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.