



Market Profile

2360 Jackson St, Stoughton, Wisconsin, 53589 2
 2360 Jackson St, Stoughton, Wisconsin, 53589
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 42.92152
 Longitude: -89.25000

	3 minutes	5 minutes	10 minutes
Population Summary			
2000 Total Population	3,177	10,272	21,535
2010 Total Population	3,519	10,550	21,737
2019 Total Population	3,760	11,258	23,332
2019 Group Quarters	40	172	298
2024 Total Population	3,934	11,778	24,488
2019-2024 Annual Rate	0.91%	0.91%	0.97%
2019 Total Daytime Population	3,138	7,730	19,030
Workers	1,454	2,601	8,156
Residents	1,684	5,129	10,874
Household Summary			
2000 Households	1,233	3,905	8,354
2000 Average Household Size	2.55	2.58	2.52
2010 Households	1,450	4,253	8,998
2010 Average Household Size	2.40	2.44	2.38
2019 Households	1,565	4,584	9,763
2019 Average Household Size	2.38	2.42	2.36
2024 Households	1,643	4,808	10,274
2024 Average Household Size	2.37	2.41	2.35
2019-2024 Annual Rate	0.98%	0.96%	1.03%
2010 Families	912	2,897	6,066
2010 Average Family Size	3.04	2.94	2.88
2019 Families	976	3,094	6,513
2019 Average Family Size	3.01	2.92	2.85
2024 Families	1,023	3,236	6,831
2024 Average Family Size	3.00	2.92	2.85
2019-2024 Annual Rate	0.95%	0.90%	0.96%
Housing Unit Summary			
2000 Housing Units	1,273	4,149	8,774
Owner Occupied Housing Units	61.6%	65.4%	69.5%
Renter Occupied Housing Units	35.3%	28.7%	25.7%
Vacant Housing Units	3.1%	5.9%	4.8%
2010 Housing Units	1,528	4,595	9,628
Owner Occupied Housing Units	53.4%	65.6%	68.6%
Renter Occupied Housing Units	41.5%	27.0%	24.9%
Vacant Housing Units	5.1%	7.4%	6.5%
2019 Housing Units	1,644	4,936	10,413
Owner Occupied Housing Units	52.4%	64.8%	67.8%
Renter Occupied Housing Units	42.8%	28.1%	26.0%
Vacant Housing Units	4.8%	7.1%	6.2%
2024 Housing Units	1,719	5,160	10,921
Owner Occupied Housing Units	54.4%	65.9%	69.0%
Renter Occupied Housing Units	41.2%	27.2%	25.1%
Vacant Housing Units	4.4%	6.8%	5.9%
Median Household Income			
2019	\$69,070	\$77,559	\$76,807
2024	\$83,189	\$88,264	\$86,275
Median Home Value			
2019	\$240,486	\$230,468	\$241,571
2024	\$258,539	\$246,568	\$266,002
Per Capita Income			
2019	\$36,189	\$36,537	\$37,752
2024	\$42,707	\$42,093	\$43,675
Median Age			
2010	38.9	40.4	41.8
2019	39.9	42.3	44.1
2024	40.4	42.7	44.8

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	1,565	4,584	9,763
<\$15,000	5.8%	4.7%	5.5%
\$15,000 - \$24,999	8.2%	7.2%	6.7%
\$25,000 - \$34,999	7.4%	5.3%	5.7%
\$35,000 - \$49,999	12.1%	11.0%	11.9%
\$50,000 - \$74,999	20.1%	19.6%	18.4%
\$75,000 - \$99,999	13.9%	16.4%	17.5%
\$100,000 - \$149,999	19.7%	23.6%	21.7%
\$150,000 - \$199,999	8.4%	8.1%	7.4%
\$200,000+	4.5%	4.2%	5.2%
Average Household Income	\$86,590	\$90,392	\$91,323
2024 Households by Income			
Household Income Base	1,643	4,808	10,274
<\$15,000	4.1%	3.3%	3.9%
\$15,000 - \$24,999	6.1%	5.6%	5.2%
\$25,000 - \$34,999	5.9%	4.2%	4.6%
\$35,000 - \$49,999	10.3%	9.5%	10.3%
\$50,000 - \$74,999	18.0%	17.5%	16.6%
\$75,000 - \$99,999	14.1%	16.3%	17.6%
\$100,000 - \$149,999	23.7%	27.2%	25.1%
\$150,000 - \$199,999	12.2%	11.3%	10.3%
\$200,000+	5.6%	5.0%	6.3%
Average Household Income	\$101,897	\$103,868	\$105,419
2019 Owner Occupied Housing Units by Value			
Total	861	3,197	7,057
<\$50,000	0.8%	1.1%	2.3%
\$50,000 - \$99,999	2.0%	1.4%	1.1%
\$100,000 - \$149,999	8.2%	9.4%	8.9%
\$150,000 - \$199,999	15.7%	21.8%	18.2%
\$200,000 - \$249,999	28.7%	26.7%	23.4%
\$250,000 - \$299,999	23.2%	16.9%	16.7%
\$300,000 - \$399,999	19.4%	14.7%	16.8%
\$400,000 - \$499,999	0.9%	2.7%	4.9%
\$500,000 - \$749,999	0.7%	3.9%	6.2%
\$750,000 - \$999,999	0.1%	0.6%	0.7%
\$1,000,000 - \$1,499,999	0.1%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.4%	0.3%
Average Home Value	\$247,035	\$264,579	\$281,590
2024 Owner Occupied Housing Units by Value			
Total	935	3,403	7,538
<\$50,000	0.5%	0.7%	1.3%
\$50,000 - \$99,999	1.2%	0.8%	0.7%
\$100,000 - \$149,999	5.3%	6.6%	6.2%
\$150,000 - \$199,999	11.6%	17.3%	14.1%
\$200,000 - \$249,999	27.0%	26.3%	22.0%
\$250,000 - \$299,999	26.0%	19.0%	18.1%
\$300,000 - \$399,999	26.2%	19.4%	21.5%
\$400,000 - \$499,999	1.2%	3.5%	6.4%
\$500,000 - \$749,999	0.9%	5.0%	8.3%
\$750,000 - \$999,999	0.1%	0.6%	0.7%
\$1,000,000 - \$1,499,999	0.1%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.4%	0.3%
Average Home Value	\$264,652	\$283,551	\$306,748

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	3,520	10,552	21,736
0 - 4	6.0%	5.9%	5.6%
5 - 9	7.6%	7.0%	6.6%
10 - 14	8.2%	7.6%	7.0%
15 - 24	11.4%	10.9%	10.6%
25 - 34	11.5%	11.4%	11.1%
35 - 44	13.9%	14.3%	14.0%
45 - 54	15.9%	16.5%	17.0%
55 - 64	10.7%	12.5%	13.6%
65 - 74	6.2%	6.9%	7.3%
75 - 84	5.3%	4.5%	4.5%
85 +	3.2%	2.5%	2.6%
18 +	73.7%	75.0%	76.6%
2019 Population by Age			
Total	3,759	11,257	23,330
0 - 4	5.7%	5.4%	5.0%
5 - 9	5.8%	6.0%	5.6%
10 - 14	7.2%	6.9%	6.3%
15 - 24	13.1%	11.6%	10.9%
25 - 34	12.9%	11.7%	11.2%
35 - 44	11.4%	11.9%	12.1%
45 - 54	13.7%	14.4%	14.6%
55 - 64	13.5%	14.8%	15.8%
65 - 74	8.5%	10.0%	11.0%
75 - 84	5.1%	4.7%	4.8%
85 +	3.3%	2.7%	2.7%
18 +	76.9%	77.6%	79.2%
2024 Population by Age			
Total	3,931	11,779	24,488
0 - 4	5.7%	5.4%	5.0%
5 - 9	5.7%	5.8%	5.4%
10 - 14	7.0%	6.6%	6.0%
15 - 24	11.8%	10.8%	10.2%
25 - 34	13.5%	12.4%	11.7%
35 - 44	11.8%	11.8%	12.0%
45 - 54	12.6%	12.9%	12.9%
55 - 64	12.5%	14.1%	15.0%
65 - 74	9.8%	11.5%	12.7%
75 - 84	6.1%	5.9%	6.3%
85 +	3.4%	2.8%	2.7%
18 +	77.3%	78.1%	79.8%
2010 Population by Sex			
Males	1,658	5,033	10,491
Females	1,861	5,517	11,246
2019 Population by Sex			
Males	1,787	5,400	11,333
Females	1,972	5,857	11,999
2024 Population by Sex			
Males	1,863	5,650	11,917
Females	2,071	6,128	12,571

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	3,519	10,550	21,738
White Alone	94.1%	95.6%	95.8%
Black Alone	1.0%	0.9%	1.1%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	2.4%	1.4%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.3%	0.4%	0.4%
Two or More Races	1.9%	1.5%	1.4%
Hispanic Origin	1.6%	1.8%	1.9%
Diversity Index	14.1	11.8	11.6
2019 Population by Race/Ethnicity			
Total	3,760	11,258	23,332
White Alone	92.3%	94.3%	94.7%
Black Alone	1.1%	1.0%	1.2%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	3.4%	2.0%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.4%	0.5%	0.5%
Two or More Races	2.5%	2.0%	1.8%
Hispanic Origin	1.9%	2.2%	2.3%
Diversity Index	17.8	14.7	14.3
2024 Population by Race/Ethnicity			
Total	3,934	11,778	24,488
White Alone	91.0%	93.4%	93.8%
Black Alone	1.2%	1.1%	1.3%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	4.1%	2.4%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.6%	0.6%
Two or More Races	2.8%	2.3%	2.1%
Hispanic Origin	2.3%	2.5%	2.7%
Diversity Index	20.6	17.0	16.4
2010 Population by Relationship and Household Type			
Total	3,519	10,550	21,737
In Households	98.9%	98.4%	98.6%
In Family Households	80.6%	82.8%	82.3%
Householder	26.0%	27.2%	27.6%
Spouse	19.6%	21.6%	22.2%
Child	31.7%	30.7%	29.2%
Other relative	1.4%	1.3%	1.4%
Nonrelative	1.8%	1.9%	1.9%
In Nonfamily Households	18.3%	15.6%	16.4%
In Group Quarters	1.1%	1.6%	1.4%
Institutionalized Population	0.8%	1.5%	1.2%
Noninstitutionalized Population	0.4%	0.2%	0.2%

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.



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2019 Population 25+ by Educational Attainment			
Total	2,569	7,903	16,840
Less than 9th Grade	1.5%	1.0%	1.0%
9th - 12th Grade, No Diploma	5.5%	4.0%	3.6%
High School Graduate	22.7%	22.8%	22.5%
GED/Alternative Credential	0.9%	1.6%	2.5%
Some College, No Degree	26.5%	22.0%	20.6%
Associate Degree	7.7%	9.7%	11.9%
Bachelor's Degree	25.7%	25.8%	25.1%
Graduate/Professional Degree	9.5%	13.2%	12.9%
2019 Population 15+ by Marital Status			
Total	3,060	9,206	19,393
Never Married	29.1%	26.2%	26.3%
Married	50.7%	55.7%	55.5%
Widowed	8.3%	6.8%	6.2%
Divorced	11.9%	11.3%	12.0%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	98.9%	98.6%	97.5%
Civilian Unemployed (Unemployment Rate)	1.1%	1.4%	2.5%
2019 Employed Population 16+ by Industry			
Total	2,106	6,225	12,658
Agriculture/Mining	0.3%	0.5%	1.3%
Construction	11.3%	8.5%	8.6%
Manufacturing	11.5%	10.8%	10.5%
Wholesale Trade	2.2%	2.4%	3.0%
Retail Trade	14.6%	9.7%	9.9%
Transportation/Utilities	4.1%	3.9%	4.2%
Information	0.4%	2.0%	1.9%
Finance/Insurance/Real Estate	7.1%	6.3%	6.7%
Services	43.6%	49.9%	48.4%
Public Administration	4.8%	5.9%	5.5%
2019 Employed Population 16+ by Occupation			
Total	2,104	6,228	12,658
White Collar	64.4%	66.0%	64.4%
Management/Business/Financial	18.0%	17.7%	18.0%
Professional	22.5%	27.2%	25.3%
Sales	11.4%	8.2%	8.5%
Administrative Support	12.5%	12.8%	12.6%
Services	17.3%	16.8%	17.0%
Blue Collar	18.2%	17.3%	18.6%
Farming/Forestry/Fishing	0.2%	0.2%	0.5%
Construction/Extraction	5.2%	4.2%	4.6%
Installation/Maintenance/Repair	4.6%	4.4%	4.1%
Production	2.4%	3.7%	4.4%
Transportation/Material Moving	5.8%	4.7%	5.0%
2010 Population By Urban/ Rural Status			
Total Population	3,519	10,550	21,737
Population Inside Urbanized Area	95.2%	92.7%	74.4%
Population Inside Urbanized Cluster	0.4%	0.3%	10.0%
Rural Population	4.3%	7.0%	15.5%

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	1,450	4,253	8,998
Households with 1 Person	31.7%	25.9%	26.2%
Households with 2+ People	68.3%	74.1%	73.8%
Family Households	62.9%	68.1%	67.4%
Husband-wife Families	47.5%	54.0%	54.2%
With Related Children	22.5%	23.6%	22.4%
Other Family (No Spouse Present)	15.4%	14.1%	13.2%
Other Family with Male Householder	4.6%	4.3%	4.2%
With Related Children	3.4%	3.0%	2.8%
Other Family with Female Householder	10.8%	9.9%	9.0%
With Related Children	7.9%	6.7%	6.1%
Nonfamily Households	5.4%	6.0%	6.4%
All Households with Children	34.3%	33.6%	31.6%
Multigenerational Households	1.4%	1.6%	1.7%
Unmarried Partner Households	7.1%	7.0%	7.2%
Male-female	6.3%	6.2%	6.3%
Same-sex	0.8%	0.8%	1.0%
2010 Households by Size			
Total	1,452	4,252	8,997
1 Person Household	31.6%	25.9%	26.2%
2 Person Household	31.1%	35.9%	37.5%
3 Person Household	15.3%	15.9%	15.5%
4 Person Household	14.1%	14.6%	13.9%
5 Person Household	5.4%	5.3%	4.8%
6 Person Household	1.9%	1.8%	1.5%
7 + Person Household	0.6%	0.6%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	1,450	4,253	8,998
Owner Occupied	56.3%	70.8%	73.4%
Owned with a Mortgage/Loan	45.0%	55.2%	55.0%
Owned Free and Clear	11.3%	15.7%	18.4%
Renter Occupied	43.7%	29.2%	26.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,528	4,595	9,628
Housing Units Inside Urbanized Area	95.2%	92.9%	74.4%
Housing Units Inside Urbanized Cluster	0.4%	0.3%	11.2%
Rural Housing Units	4.3%	6.8%	14.4%

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	Parks and Rec (5C)
2.	Middleburg (4C)	Soccer Moms (4A)	Bright Young Professionals
3.	Soccer Moms (4A)	Parks and Rec (5C)	Soccer Moms (4A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$3,448,539	\$10,127,963	\$21,350,704
Average Spent	\$2,203.54	\$2,209.42	\$2,186.90
Spending Potential Index	103	103	102
Education: Total \$	\$2,283,584	\$7,421,098	\$16,271,989
Average Spent	\$1,459.16	\$1,618.91	\$1,666.70
Spending Potential Index	92	102	105
Entertainment/Recreation: Total \$	\$5,035,461	\$15,384,421	\$33,274,728
Average Spent	\$3,217.55	\$3,356.11	\$3,408.25
Spending Potential Index	98	103	104
Food at Home: Total \$	\$8,210,233	\$24,252,398	\$51,734,161
Average Spent	\$5,246.16	\$5,290.66	\$5,299.00
Spending Potential Index	101	102	102
Food Away from Home: Total \$	\$5,975,893	\$17,450,622	\$36,754,470
Average Spent	\$3,818.46	\$3,806.85	\$3,764.67
Spending Potential Index	104	104	102
Health Care: Total \$	\$9,114,745	\$27,812,356	\$60,623,237
Average Spent	\$5,824.12	\$6,067.27	\$6,209.49
Spending Potential Index	98	102	105
HH Furnishings & Equipment: Total \$	\$3,411,016	\$10,252,812	\$21,901,800
Average Spent	\$2,179.56	\$2,236.65	\$2,243.35
Spending Potential Index	102	105	105
Personal Care Products & Services: Total \$	\$1,452,711	\$4,271,512	\$9,015,065
Average Spent	\$928.25	\$931.83	\$923.39
Spending Potential Index	105	105	104
Shelter: Total \$	\$28,810,226	\$87,747,069	\$188,447,534
Average Spent	\$18,409.09	\$19,142.03	\$19,302.22
Spending Potential Index	99	103	104
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,809,559	\$11,682,529	\$25,377,565
Average Spent	\$2,434.22	\$2,548.54	\$2,599.36
Spending Potential Index	98	103	105
Travel: Total \$	\$3,415,972	\$10,781,142	\$23,412,932
Average Spent	\$2,182.73	\$2,351.91	\$2,398.13
Spending Potential Index	97	105	107
Vehicle Maintenance & Repairs: Total \$	\$1,860,552	\$5,486,857	\$11,701,578
Average Spent	\$1,188.85	\$1,196.96	\$1,198.56
Spending Potential Index	104	105	105

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.