



Market Profile

2700 Pontiac Pl, Janesville, Wisconsin, 53545
 Drive Time: 3, 5, 10 minute radii

Prepared by Esri
 Latitude: 42.71729
 Longitude: -88.98844

	3 minutes	5 minutes	10 minutes
Population Summary			
2000 Total Population	2,305	9,684	40,714
2010 Total Population	2,250	10,285	43,617
2019 Total Population	2,307	10,566	44,445
2019 Group Quarters	2	25	507
2024 Total Population	2,347	10,753	45,099
2019-2024 Annual Rate	0.34%	0.35%	0.29%
2019 Total Daytime Population	3,590	12,676	49,300
Workers	2,398	7,292	27,460
Residents	1,192	5,384	21,840
Household Summary			
2000 Households	1,029	4,170	16,171
2000 Average Household Size	2.23	2.31	2.45
2010 Households	992	4,476	17,826
2010 Average Household Size	2.27	2.29	2.42
2019 Households	1,021	4,653	18,398
2019 Average Household Size	2.26	2.27	2.39
2024 Households	1,039	4,752	18,734
2024 Average Household Size	2.26	2.26	2.38
2019-2024 Annual Rate	0.35%	0.42%	0.36%
2010 Families	608	2,692	11,683
2010 Average Family Size	2.78	2.86	2.94
2019 Families	616	2,751	11,933
2019 Average Family Size	2.77	2.84	2.90
2024 Families	623	2,793	12,110
2024 Average Family Size	2.77	2.83	2.89
2019-2024 Annual Rate	0.23%	0.30%	0.29%
Housing Unit Summary			
2000 Housing Units	1,078	4,478	16,935
Owner Occupied Housing Units	53.5%	49.0%	64.0%
Renter Occupied Housing Units	41.9%	44.2%	31.5%
Vacant Housing Units	4.5%	6.9%	4.5%
2010 Housing Units	1,095	4,951	19,299
Owner Occupied Housing Units	50.8%	47.9%	62.7%
Renter Occupied Housing Units	39.8%	42.5%	29.6%
Vacant Housing Units	9.4%	9.6%	7.6%
2019 Housing Units	1,111	5,094	19,809
Owner Occupied Housing Units	42.8%	40.7%	56.6%
Renter Occupied Housing Units	49.2%	50.7%	36.3%
Vacant Housing Units	8.1%	8.7%	7.1%
2024 Housing Units	1,130	5,199	20,173
Owner Occupied Housing Units	44.7%	41.6%	57.2%
Renter Occupied Housing Units	47.3%	49.8%	35.6%
Vacant Housing Units	8.1%	8.6%	7.1%
Median Household Income			
2019	\$41,893	\$47,913	\$57,410
2024	\$46,228	\$51,722	\$61,999
Median Home Value			
2019	\$126,161	\$138,263	\$160,421
2024	\$127,671	\$141,876	\$175,400
Per Capita Income			
2019	\$21,957	\$25,014	\$30,108
2024	\$24,341	\$28,086	\$33,866
Median Age			
2010	39.5	36.9	38.1
2019	40.7	38.4	39.9
2024	41.1	39.1	40.9

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	1,021	4,653	18,398
<\$15,000	10.2%	12.1%	9.4%
\$15,000 - \$24,999	23.0%	17.1%	12.3%
\$25,000 - \$34,999	8.9%	8.2%	6.5%
\$35,000 - \$49,999	14.6%	14.1%	12.6%
\$50,000 - \$74,999	23.9%	24.1%	23.2%
\$75,000 - \$99,999	13.1%	12.9%	14.2%
\$100,000 - \$149,999	5.2%	9.2%	14.9%
\$150,000 - \$199,999	1.0%	1.4%	4.0%
\$200,000+	0.1%	0.8%	2.9%
Average Household Income	\$49,425	\$55,798	\$71,979
2024 Households by Income			
Household Income Base	1,039	4,752	18,734
<\$15,000	8.5%	10.4%	7.9%
\$15,000 - \$24,999	21.4%	15.6%	11.2%
\$25,000 - \$34,999	8.5%	7.5%	5.8%
\$35,000 - \$49,999	14.6%	13.8%	12.0%
\$50,000 - \$74,999	24.4%	24.2%	22.3%
\$75,000 - \$99,999	14.6%	14.3%	14.7%
\$100,000 - \$149,999	6.5%	11.1%	17.2%
\$150,000 - \$199,999	1.4%	2.0%	5.4%
\$200,000+	0.1%	1.0%	3.4%
Average Household Income	\$54,807	\$62,420	\$80,718
2019 Owner Occupied Housing Units by Value			
Total	475	2,072	11,206
<\$50,000	1.5%	1.4%	1.8%
\$50,000 - \$99,999	12.8%	8.2%	11.2%
\$100,000 - \$149,999	68.0%	52.9%	31.9%
\$150,000 - \$199,999	15.6%	25.0%	24.0%
\$200,000 - \$249,999	1.7%	7.1%	11.3%
\$250,000 - \$299,999	0.2%	3.4%	8.1%
\$300,000 - \$399,999	0.0%	1.7%	7.9%
\$400,000 - \$499,999	0.0%	0.1%	1.9%
\$500,000 - \$749,999	0.0%	0.1%	1.4%
\$750,000 - \$999,999	0.0%	0.0%	0.0%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$126,899	\$150,181	\$189,781
2024 Owner Occupied Housing Units by Value			
Total	505	2,162	11,546
<\$50,000	1.4%	1.2%	1.6%
\$50,000 - \$99,999	11.7%	7.2%	9.7%
\$100,000 - \$149,999	66.7%	49.7%	27.7%
\$150,000 - \$199,999	17.6%	25.0%	21.6%
\$200,000 - \$249,999	2.0%	8.3%	11.8%
\$250,000 - \$299,999	0.4%	5.1%	10.2%
\$300,000 - \$399,999	0.2%	2.9%	11.3%
\$400,000 - \$499,999	0.0%	0.2%	3.1%
\$500,000 - \$749,999	0.0%	0.3%	2.4%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	\$129,604	\$158,172	\$212,346

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	2,251	10,287	43,616
0 - 4	6.7%	7.0%	6.4%
5 - 9	6.5%	6.8%	6.9%
10 - 14	5.3%	5.9%	7.0%
15 - 24	12.3%	12.1%	12.2%
25 - 34	14.0%	15.8%	13.4%
35 - 44	11.8%	12.7%	13.8%
45 - 54	12.8%	12.6%	14.4%
55 - 64	11.9%	11.1%	11.9%
65 - 74	9.7%	7.8%	7.5%
75 - 84	6.8%	6.0%	4.8%
85 +	2.3%	2.2%	1.8%
18 +	78.2%	77.1%	75.6%
2019 Population by Age			
Total	2,306	10,567	44,443
0 - 4	6.1%	6.4%	5.8%
5 - 9	5.8%	6.3%	6.1%
10 - 14	5.5%	6.1%	6.4%
15 - 24	11.7%	11.5%	12.0%
25 - 34	13.7%	14.6%	12.9%
35 - 44	11.8%	13.5%	13.2%
45 - 54	11.8%	11.7%	13.3%
55 - 64	11.6%	11.6%	13.2%
65 - 74	11.9%	9.7%	9.9%
75 - 84	7.3%	6.0%	5.2%
85 +	2.7%	2.5%	2.0%
18 +	79.5%	77.7%	77.8%
2024 Population by Age			
Total	2,349	10,753	45,100
0 - 4	6.2%	6.4%	5.8%
5 - 9	5.7%	6.2%	6.0%
10 - 14	5.6%	6.1%	6.3%
15 - 24	12.0%	12.1%	11.6%
25 - 34	13.3%	13.6%	12.8%
35 - 44	11.9%	13.9%	13.1%
45 - 54	10.9%	11.3%	12.5%
55 - 64	11.5%	11.0%	12.8%
65 - 74	11.4%	10.0%	10.8%
75 - 84	8.4%	6.9%	6.2%
85 +	3.1%	2.5%	2.1%
18 +	79.2%	77.6%	78.1%
2010 Population by Sex			
Males	1,070	4,877	21,337
Females	1,180	5,408	22,280
2019 Population by Sex			
Males	1,097	5,025	21,765
Females	1,210	5,541	22,681
2024 Population by Sex			
Males	1,116	5,110	22,126
Females	1,231	5,642	22,973

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	2,251	10,286	43,618
White Alone	90.7%	90.5%	93.0%
Black Alone	3.0%	2.5%	2.2%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	1.9%	1.8%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	2.3%	1.4%
Two or More Races	2.8%	2.7%	1.9%
Hispanic Origin	5.7%	6.2%	4.3%
Diversity Index	26.4	27.5	20.7
2019 Population by Race/Ethnicity			
Total	2,306	10,566	44,445
White Alone	88.6%	88.1%	91.3%
Black Alone	3.3%	2.7%	2.4%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	2.5%	2.4%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	3.0%	1.8%
Two or More Races	3.5%	3.5%	2.4%
Hispanic Origin	7.4%	8.0%	5.6%
Diversity Index	32.1	33.7	25.3
2024 Population by Race/Ethnicity			
Total	2,347	10,752	45,099
White Alone	87.0%	86.4%	90.1%
Black Alone	3.4%	2.8%	2.6%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	2.8%	2.8%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.5%	3.7%	2.2%
Two or More Races	4.1%	4.1%	2.8%
Hispanic Origin	8.9%	9.6%	6.7%
Diversity Index	36.3	38.2	28.8
2010 Population by Relationship and Household Type			
Total	2,250	10,285	43,617
In Households	99.9%	99.7%	98.7%
In Family Households	78.3%	77.9%	81.2%
Householder	27.2%	26.6%	27.0%
Spouse	18.7%	18.6%	20.4%
Child	26.8%	27.4%	29.4%
Other relative	2.3%	2.3%	1.9%
Nonrelative	3.2%	2.9%	2.6%
In Nonfamily Households	21.6%	21.8%	17.5%
In Group Quarters	0.1%	0.3%	1.3%
Institutionalized Population	0.0%	0.0%	1.1%
Noninstitutionalized Population	0.1%	0.3%	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	1,637	7,368	30,993
Less than 9th Grade	3.1%	2.2%	1.6%
9th - 12th Grade, No Diploma	8.6%	5.0%	4.1%
High School Graduate	30.8%	31.4%	27.5%
GED/Alternative Credential	3.2%	4.9%	4.8%
Some College, No Degree	22.2%	22.4%	20.3%
Associate Degree	12.5%	10.8%	12.0%
Bachelor's Degree	15.3%	16.5%	19.4%
Graduate/Professional Degree	4.3%	6.7%	10.4%
2019 Population 15+ by Marital Status			
Total	1,907	8,583	36,317
Never Married	30.7%	32.5%	29.5%
Married	46.5%	43.7%	51.8%
Widowed	9.0%	7.5%	6.0%
Divorced	13.8%	16.3%	12.7%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	95.4%	96.8%	96.5%
Civilian Unemployed (Unemployment Rate)	4.6%	3.2%	3.5%
2019 Employed Population 16+ by Industry			
Total	1,135	5,270	22,769
Agriculture/Mining	0.0%	0.2%	0.9%
Construction	7.5%	6.4%	6.8%
Manufacturing	14.1%	18.8%	17.5%
Wholesale Trade	5.7%	6.0%	5.6%
Retail Trade	13.5%	14.2%	11.7%
Transportation/Utilities	8.7%	4.6%	4.8%
Information	1.1%	2.2%	2.3%
Finance/Insurance/Real Estate	3.3%	5.0%	4.0%
Services	42.1%	39.8%	42.4%
Public Administration	4.1%	2.8%	3.9%
2019 Employed Population 16+ by Occupation			
Total	1,136	5,271	22,767
White Collar	46.7%	56.1%	58.0%
Management/Business/Financial	8.0%	11.3%	13.1%
Professional	12.8%	17.8%	21.7%
Sales	8.2%	8.9%	9.2%
Administrative Support	17.7%	18.2%	14.1%
Services	22.8%	17.9%	16.9%
Blue Collar	30.6%	26.0%	25.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.2%
Construction/Extraction	2.1%	3.0%	4.0%
Installation/Maintenance/Repair	5.5%	3.8%	3.6%
Production	10.7%	12.4%	10.7%
Transportation/Material Moving	12.3%	6.7%	6.4%
2010 Population By Urban/ Rural Status			
Total Population	2,250	10,285	43,617
Population Inside Urbanized Area	100.0%	99.6%	91.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.4%	8.4%

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	993	4,476	17,826
Households with 1 Person	30.5%	31.6%	27.7%
Households with 2+ People	69.5%	68.4%	72.3%
Family Households	61.2%	60.1%	65.5%
Husband-wife Families	42.1%	42.1%	49.5%
With Related Children	14.5%	16.2%	20.2%
Other Family (No Spouse Present)	19.1%	18.0%	16.1%
Other Family with Male Householder	5.4%	5.3%	5.0%
With Related Children	3.4%	3.5%	3.3%
Other Family with Female Householder	13.7%	12.7%	11.0%
With Related Children	10.2%	9.6%	8.1%
Nonfamily Households	8.3%	8.2%	6.7%
All Households with Children	28.6%	29.9%	32.2%
Multigenerational Households	1.5%	1.8%	2.0%
Unmarried Partner Households	8.6%	9.2%	8.0%
Male-female	8.3%	8.6%	7.5%
Same-sex	0.3%	0.6%	0.6%
2010 Households by Size			
Total	993	4,477	17,824
1 Person Household	30.5%	31.6%	27.7%
2 Person Household	38.3%	36.5%	36.4%
3 Person Household	15.3%	15.3%	15.4%
4 Person Household	9.9%	10.1%	12.4%
5 Person Household	4.5%	4.4%	5.4%
6 Person Household	1.2%	1.6%	1.9%
7 + Person Household	0.3%	0.4%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	992	4,476	17,826
Owner Occupied	56.0%	53.0%	67.9%
Owned with a Mortgage/Loan	36.4%	36.2%	48.8%
Owned Free and Clear	19.7%	16.8%	19.1%
Renter Occupied	44.0%	47.0%	32.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,095	4,951	19,299
Housing Units Inside Urbanized Area	100.0%	99.7%	92.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	7.3%

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.	Old and Newcomers (8F)	Bright Young Professionals	Green Acres (6A)
2.	Heartland Communities (6F)	Heartland Communities (6F)	Traditional Living (12B)
3.	Middleburg (4C)	Old and Newcomers (8F)	Rustbelt Traditions (5D)
2019 Consumer Spending			
Apparel & Services: Total \$	\$1,241,902	\$6,442,044	\$32,308,635
Average Spent	\$1,216.36	\$1,384.49	\$1,756.09
Spending Potential Index	57	65	82
Education: Total \$	\$838,571	\$4,306,410	\$23,155,115
Average Spent	\$821.32	\$925.51	\$1,258.57
Spending Potential Index	52	58	79
Entertainment/Recreation: Total \$	\$1,947,218	\$9,955,360	\$50,127,705
Average Spent	\$1,907.17	\$2,139.56	\$2,724.63
Spending Potential Index	58	65	83
Food at Home: Total \$	\$3,152,753	\$16,096,477	\$79,421,677
Average Spent	\$3,087.91	\$3,459.38	\$4,316.86
Spending Potential Index	60	67	83
Food Away from Home: Total \$	\$2,165,589	\$11,207,422	\$56,044,434
Average Spent	\$2,121.05	\$2,408.64	\$3,046.22
Spending Potential Index	58	66	83
Health Care: Total \$	\$3,701,449	\$18,700,378	\$94,551,816
Average Spent	\$3,625.32	\$4,018.99	\$5,139.24
Spending Potential Index	61	68	87
HH Furnishings & Equipment: Total \$	\$1,254,669	\$6,464,407	\$33,057,615
Average Spent	\$1,228.86	\$1,389.30	\$1,796.80
Spending Potential Index	58	65	84
Personal Care Products & Services: Total \$	\$523,885	\$2,701,912	\$13,816,028
Average Spent	\$513.11	\$580.68	\$750.95
Spending Potential Index	58	65	85
Shelter: Total \$	\$10,657,485	\$54,232,754	\$274,663,409
Average Spent	\$10,438.28	\$11,655.44	\$14,928.98
Spending Potential Index	56	63	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,513,811	\$7,516,460	\$38,306,422
Average Spent	\$1,482.67	\$1,615.40	\$2,082.10
Spending Potential Index	60	65	84
Travel: Total \$	\$1,245,366	\$6,393,287	\$33,359,708
Average Spent	\$1,219.75	\$1,374.01	\$1,813.22
Spending Potential Index	54	61	81
Vehicle Maintenance & Repairs: Total \$	\$739,729	\$3,654,430	\$18,074,906
Average Spent	\$724.51	\$785.39	\$982.44
Spending Potential Index	63	69	86

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.